



THE ALTERNATIVE
COMMUNICATIONS AGENCY



who

cares about your brand ?



we
care!



ARS LONGA IS A STAND-ALONE ALTERNATIVE COMMUNICATIONS AGENCY

For fifteen years now, **ars longa** offers services that span over the whole communications spectrum for companies that look for a flexible team able to adapt to the needs of their brand.

In contrast with traditional advertising agencies, each person in the **ars longa** team has an active role in the materialization of each project. Thus, companies that cooperate with us enjoy full support by enthusiastic professionals.

Each person in **ars longa** works with dedication in order to fulfill the Communicational needs of each project. If extra services are required, we always bring in top professionals in every field to help.



ARS LONGA TOOL KIT

frameworkTM

It helps us “profile” groups of people that interest us based on their everyday habits.

brandlettuceTM

We analyze the different parameters of a brand, searching for its “soul”, in order to “connect” with consumer.

truemajorityTM

We define the unique “truth” of a brand according to the perception of the consumer.

creativesparkTM

We determine the creative spark for the ignition of the campaign.



ARS LONGA SAY “YES” TO PROJECTS

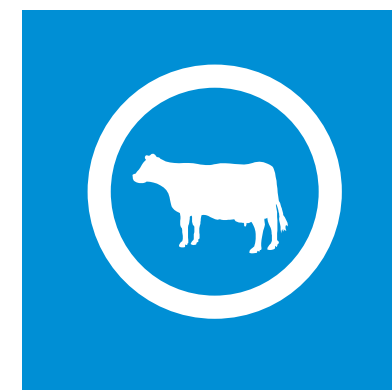
At **ars longa** we work with a diverse range of interesting brands to create original communication solutions that surprise, excite and engage.

Our office is a busy creative place, with people running in and out, printers buzzing, project management schedules arranged on whiteboards and lots of books and samples – everything we need to stay creative and organized.

We choose to work on specific projects rather than cooperating with specific clients. This way we can do our best by focusing on the particularities of each project.



client **NO**



project **YES**



Direct

communication!



dedicated

Team!



Cost

effective projects !



work!
our



ROUSSOUNIDES FOOD GALLERY



FOOD GALLERY ROUSSOUNIDES / BRAND ID / PACKAGING



LORA

GAEA



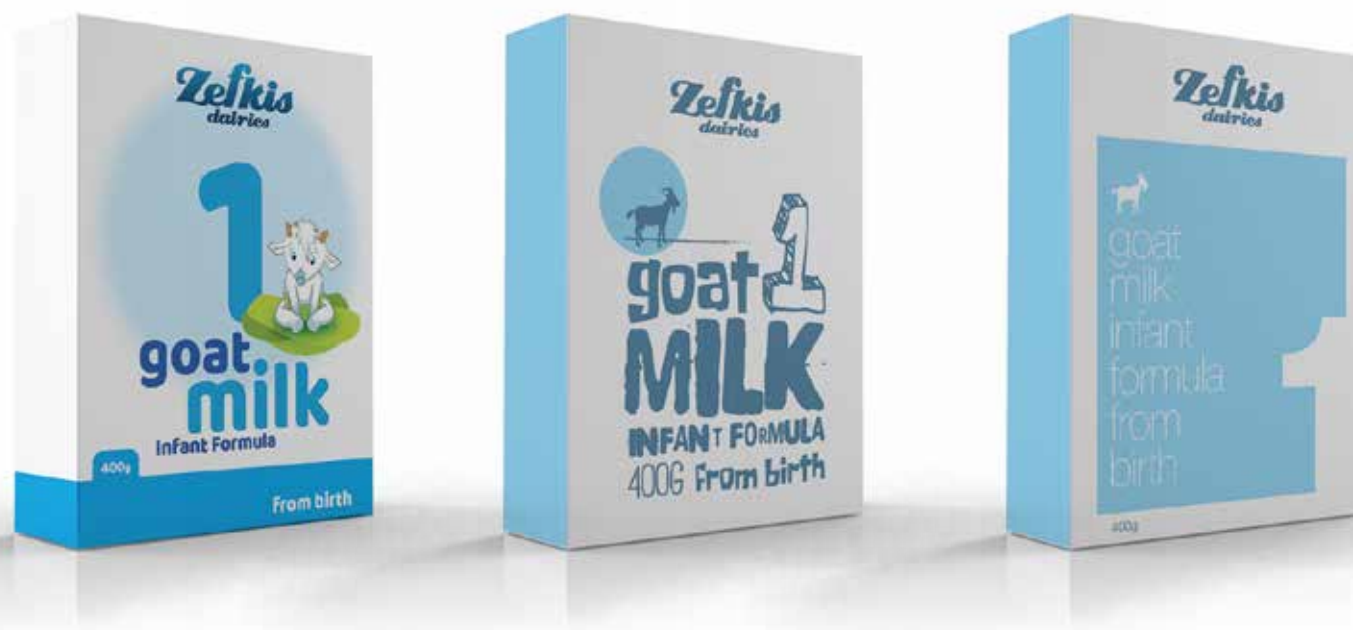
LORA GAEA / BRAND ID / PACKAGING



Zefkis
dairies



ZEFKIS DAIRIES / BRAND ID / PACKAGING



ZEFKIS DAIRIES / PACKAGING / LEAFLET



aledrades



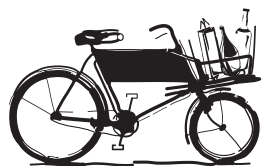
ALEDRADES / BRAND ID / PACKAGING



LAMBRIANIDES / REBRANDING / PACKAGING



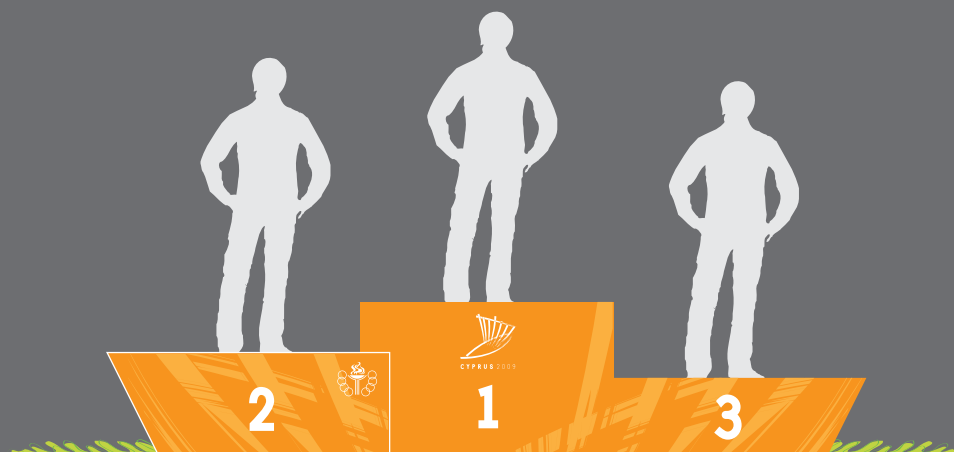
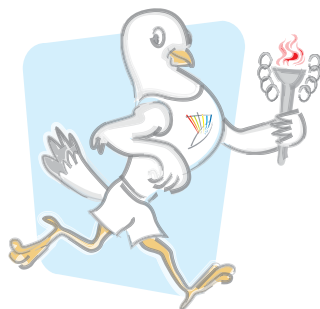
MAS SUPERMARKETS / BRAND ID / PACKAGING / SIGNAGE



ΜΕΣΟΓΕΙΑΚΟ
ΚΕΛΛΑΡΙ



MESOGΕΙΑΚΟ KELLARI / BRAND ID / PACKAGING



XIII GSSE CYPRUS 2009 / BRAND ID / MASCOT / MEDALS / PODIUM



CYPRUS THEATRE ORGANISATION / BRAND ID / SIGNAGE / STATIONARY / POSTERS



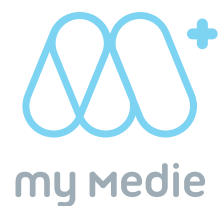
CYPRUS SYMPHONY ORCHESTRA / BRAND ID / POSTER



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SPUTNIK / BRAND ID / POSTERS





AKI CONSTRUCTIONS / BRAND ID / BROCHURE





KIVU SPECIALTY COFFEE / BRAND ID / PACKAGING / COFFEE CUPS



UPGRADE ACCESSORIES PUBLIC / BRAND ID / POSTER / PRICE TAGS



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