

Ironing Club

Introduction & Portfolio



IRONING CLUB

Never let a good crisis go to waste.

While the world was in lockdown, Ironing Club was launched seizing the opportunity of everything going digital in haste.

The Iron core

No CEO is an island that works great alone, so the core team was formed from digital marketing and creative advertising experts.

A club of creatives

After tasting the freedom of working from anywhere, many creatives didn't want to return to the office, so we created the Club where freelancers gain access to projects, get increased visibility, and secure payments.

Full Steam Ahead – into the unknown

After years of working in Europe, market opportunities are leading us to the States! Ironing Club is opening offices in the USA..

IC Core Team



Andrej Kajganić

CEO

Master of understanding everyone, clients and creatives, but most importantly, understands how to get wrinkle free results.



Ana Pogačić Ljubičić

Head of Creative

She crinkles her imagination to transform briefs into smooth, creative concepts that stand out of any shelf.



Boris Holjevac

Head of Digital

Fluent in the language of robots, crawlers and spiders. Full of steam for all things digital.

Why IC?



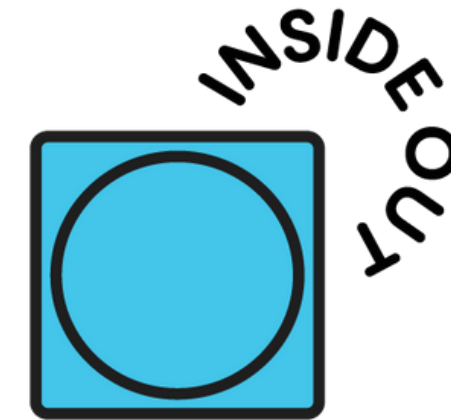
We handle it all, from 0° and let's talk about the possibilities to hit it all over various channels in 360° campaigns.



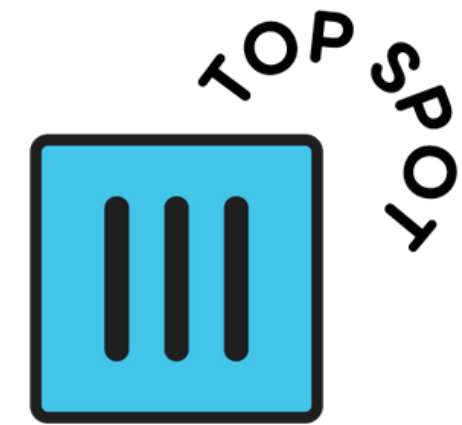
We don't talk about problems, **we work on solutions;** and sometimes the best ones are hidden in the pile before us.



Full steam ahead is our tempo, but you can choose your own, depending how delicate the project is.



Turning ideas and processess inside out, to get the best solutions out there in the sun.



Aiming for top spots - together. Forging partnerships based on knowledge, integrity, and trust are the essentials we handle with care..

The Process

BRIEF

Share your goals, problems and expectations with us and let us kick off our process.

01

02

CREATIVE

The team delivers all the materials defined by our strategy, together with a presentation of ads, storyboards and others so you can see how it feels.

03

04

STRATEGY

We do our research on competition and your niche after which we redefine your unique selling points to our proposed angle of approach.

FINALIZATION

We present our solution to you and tweak it if necessary before we launch.

Services

01

MARKETING STRATEGY

A strategic approach that defines your complete brand identity and tone-of-voice

02

ADVERTISING CAMPAIGNS

Online and offline campaigns, featuring designs crafted by specially curated designers, and offering 360° marketing solutions for maximum impact.

03

WEB DEVELOPMENT & SEO

Beautiful, functional and fully search optimized websites your users will love and want to return to.

04

COPYWRITING SERVICES

Crafting slogans, headlines, web copy, and engaging content to captivate your audience and elevate your brand message,

05

SOCIAL MEDIA

From content production to targeted social media ad campaigns.

06

EVENT MANAGEMENT

Creating innovative event concepts and seamless assistance in sourcing the finest production to make your occasions memorable.

Steaming Hot Projects

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HECT@CORN

Hectocorn

HIGH VALUE FINANCE BROKERS

01

SOCIAL MEDIA MANAGEMENT

Increasing engagement and unifying the visual guidelines over social media channels.

02

EMAIL & CONTENT MARKETING

Email marketing focused on sales with content marketing focused on attracting new website visitors.

Hectocorn Group is a debt advisory firm from London, UK.

After a successful rebranding they wanted to start with social media, email and content marketing.

We created visual guidelines, optimised the email marketing process and written SEO optimised content for the website.

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01

COMMUNITY MANAGEMENT

Upgrading visuals to match the professional and business style the company implemented to the new branding.

From artsy to business visuals.

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Hectocorn

HIGH VALUE FINANCE BROKERS



Epimen Plus

A SOLUTION FOR ERECTILE DYSFUNCTION

01

COMMUNITY MANAGEMENT

Increasing engagement and staying relevant to trends on existing social media channels

02

ADVERTISING

Performance marketing campaign aimed at increasing sales through online channels

Epimen Plus is an all-natural solution for erectile dysfunction present in the whole European market.

They decided to switch their focus to online sales and digital channels. We created a campaign for social media networks with an original approach to current affairs and are using advertising platforms to push sales through the webshop.

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01

COMMUNITY MANAGEMENT

Epimen is sold on gas stations.
So we commented on the rising price of gas:

It's good if it goes up.
You can't control if some things rise. But some you can.

Epimen Plus

SOLUTION FOR ERECTILE DYSFUNCTION



Varžak

HONEY PRODUCTION & RETAIL

01

COMMUNICATION STRATEGY IMPLEMENTATION

Devising new ways to connect to their customers and relay their brand values through different mediums

02

WEB DEVELOPMENT

A complete redesign of the website and the creation of a landing page for their new brand Dobra vibra

Varžak is one of the biggest honey producers and retailers in the region, exporting honey to most of Europe and expanding to the U.S.A.

They wanted to showcase their brand values and in the end to connect with their target audience. We were in charge of developing new brand messages and applying them to their products, website and promo materials.



01

SWEET LOYALTY STICKERS

Using cute & funny copy we managed to say thank you to the loyal customers.

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Varžak

HONEY PRODUCTION & RETAIL



02

HONEY YEAR

Buidling awareness through social media and Google ads.

We generated over 1.000.000 impressions with a budget of 1500€.

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Varžak

HONEY PRODUCTION & RETAIL



JYSK

SCANDINAVIAN SLEEPING AND LIVING.

JYSK is an international home furnishing retailer with Scandinavian roots, dedicated to making it easy to furnish every room in any home and garden. With a strong focus on quality, style, and affordability, JYSK offers a wide range of furniture, decor, and accessories that blend functionality with contemporary design.

In the Adria region, we expertly localized JYSK's global campaigns, creating tailored promotional materials for local customers. Through our collaboration, we ensure that every offer and campaign is perfectly adapted to the tastes and needs of the region, allowing JYSK to deliver the best of Scandinavian design to every home.

01

GRAPHIC DESIGN

Localising global campaigns and creating promotional materials for the Adria region.

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studio plus⁺

Studio Plus

FIRST KITCHEN SPECIALIST

01

**SOCIAL MEDIA
MANAGEMENT**

02

**SOCIAL MEDIA & GOOGLE
ADVERTISING**

Studio Plus is the first kitchen specialist in Croatia with the goal to offer customers everything they need to equip their kitchen in one place.

Our goal was to create a social media presence with specialised advertising campaigns that would utilise a small budget to the maximum.

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IL Leor

PASSION AND DESIGN

IL LEÓR is a place where Croatian experts create functional and aesthetically appealing pieces of furniture that reflect the personality and style of each client.

We shaped the brand identity for IL LEÓR by crafting a distinctive logo and cohesive design elements that embody the essence of their unique furniture offerings.

Additionally, we developed a strategic social media plan aimed at enhancing their online presence and engaging with their target audience. This included creating and managing content across various social media platforms, ensuring consistent messaging and visual appeal.

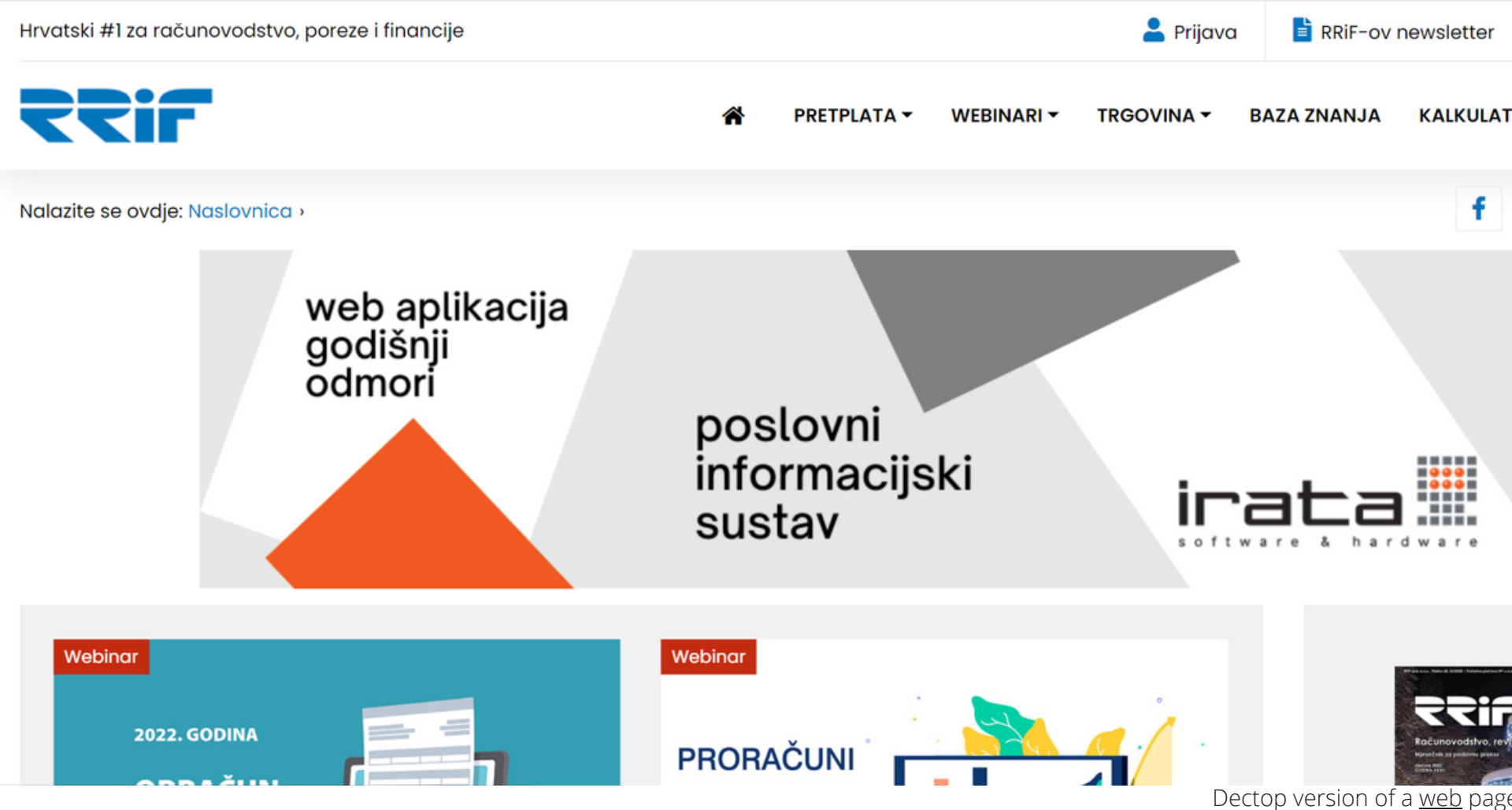
01

BRANDING, STRATEGY, WEB
DEVELOPMENT

02

SOCIAL MEDIA
MANAGEMENT

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RRIF.hr

ACCOUNTING, TAX AND FINANCE SERVICES AND PORTAL

RRIF is the biggest accounting, tax and finance service provider in Croatia. At the beginning of 2021, they did a complete web redesign which negatively influenced their SEO rankings.

Our SEO analysis provided them with clear steps to take in order to return to previous levels of users. Besides that, we came up with two different advertising campaigns to help them regain the visitors they lost during the redesign.

01

SEO

Increase in the number of Google Search results by 45% in less than 6 months

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02

ADVERTISING

Two advertising campaigns with results 17% better than industry standard



HGK

CROATIAN CHAMBER OF COMMERCE

01

SEO

Using SEO techniques we managed to increase the number of new website users by 22% in a year.

02

DIGITAL ADVERTISING

Advertising for several projects organized by the Chamber on digital channels – Social Media, Display & Search

Croatian chamber of commerce is a government institution lobbying for Croatian companies and entrepreneurs.

We have a long-standing relationship with HGK with the main goal of raising awareness of their services and opportunities. We do that through SEO and advertising campaigns on Facebook and Google.

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FOLLOW THE ENTREPRENEUR

INVESTOR SUMMIT & THE PLATFORM

The FTE brings together investors & entrepreneurs with a global vision of how their ecosystems will develop with regular all-year-round activities, as well as the Annual Follow The Entrepreneur Investor Summit.

01

B2C COMMUNICATION

Creating and delivering a full scale digital communication campaign for the Follow The Entrepreneur Platform

02

DIGITAL PRODUCTION

Together with our AV partners we broadcast the digital live stream of the FTE worldwide, and create a series of the digital FTE Briefings.

03

NETWORK BUILDING

With regular all-year-round activities, such as newsletter campaigns, digital events, social media communication, we have helped to create a network of 325.000 users.

-

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ODO DRIVE

FLEET MANAGEMENT PLATFORM

The UK based SaaS company, ODO is an established player in the fleet management industry.

We developed a completely new communication strategy for their product with the aim of attracting new business and expanding into new niches.

With their focus on electric vehicles, we worked on raising awareness of the unique selling propositions and educating the audience on the differences between traditional and EV fleet management.

01

B2B COMMUNICATION

Communication and strategy development for attracting new leads and business partners

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02

PROMOTIONAL CAMPAIGNS

Promoting special offers and product updates through newsletters, paid advertising and social media together with internally produced video content.

SHIFT HAPPENS ODO STRIVES.



01

SHI(F)T HAPPENS

We used the ODO EV transition tool as the central pillar of the SHIFT HAPPENS campaign.

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02

ODO DRIVE (FOR...)

Using DRIVE as a noun, and not just the name of the company, led us to the ODO DRIVE FOR... inspirational campaign for companies that make a difference.

ODO DRIVE

FLEET MANAGEMENT PLATFORM



ARE YOU A TAX AGENT, ACCOUNTANT OR SELLER?

Need a simple solution to make
paperwork digital, transparent and
easy to track?

Keeping up acquisition, supply,
movement, and import of your
goods stresses you out?

Need help with invoices and
importing documents in one place?

Then stay with us, a one stop shop
for e-commerce!



e-Vat

SOFTWARE SOLUTION FOR VAT

e-Vat is a startup SaaS targeting online retailers selling within the EU.

They wanted to communicate their business idea in a simple and straightforward way without any technical jargon. We developed a unique message and brand identity that is modern and easy to connect with.

Our copywriting and design experts created a wide variety of digital and promo materials following the new brand guidelines.

01

COMMUNICATION STRATEGY

We tax. You relax.
Our communication solution and tone-
of-voice are simple, memorable and
convey the right message

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02

DESIGN

A complete brand identity solution that
was applied to both digital and
fungible products

Join the Club

01

100% HUMAN

No AI. No robots. We use tools to help us achieve our goals, but everything is thought out and created by real humans.

02

TAILORED TEAM

We have certified specialists that have worked with us for years that we engage on a project basis so you only pay for what you need.

03

MADE FOR GROWTH

We always look at the bigger picture and provide a top-down overview to help you grow.

04

STRAIGHTSHOOTERS

We like to keep it nice and simple so we are all on the same page.



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