



About us



We are a co-creation agency that composed of expert award winning freelancer advertising professionals accompanying brands that want to **touch their customers' hearts**.



We design unique brand journeys for our brands with our experienced team in the fields of project management, brand strategy, online-offline advertising, social media and content management, branding and design.



The most important investment
to be made in a period where competition is
intense and brands cannot differ from each other
in terms of products and services is
to create brand value and emotional benefit.



In order to
increase the share of brands in the hearts; we
determine their needs and we bring together the
best and most experienced teams in their fields
to offer the most appropriate solutions.

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BASAK
SARIOĞLU
AKKURT

DIRECTOR

Born in 1988. She did a double major in advertising and public relations and cinema - television from the best communication sciences faculty of Turkey and **graduated as the top of the faculty**. (Anadolu University)

In her professional life for more than 12 years, she worked as a brand director in the client relations team of major global advertising agencies such as **TBWA - Publicis Groupe - Saatchi & Saatchi**. For the last 4 years of her career, she worked as a marketing communications manager at **Akbank**, one of Turkey's biggest banks.

She had the chance to work with the biggest brands of Turkey and the world such as **Carrefour, P&G, Pladis, Akbank, Türk Telekom, Renault, Dacia, Nissan, Mc Donald's, IKEA, Adidas, Axa Insurance, Mondelez, Group Seb, Daikin** etc.

The projects produced for these brands which she was an important part won awards in many prestigious creative effectiveness competitions such as **Cannes Lions, Effie, D&AD, Golden Drum, Eurobest, Mixx Awards, Kristal Elma**.

The sectors she is most experienced in are **retail, banking and finance, e-commerce, fintech, FMCG, telecommunications, automotive**.

She thinks that effectiveness of communication is as important as creativity and she believes that any communication that does not serve business goals will not be useful, however creative it may be.

In 2021 decided to bring all her business qualities and experiences that she has acquired in the last 12 years to the UK and she founded Companion in London



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Who we are for



We're bold, creative and have developed the best way to make marketing accessible and relevant for all companies/brands especially for **Entrepreneurs, Start-ups and SME's**, by providing affordable services.



Our experience working with large and small companies has brought together our new marketing path.
A co-creation agency specialising in growth hacking.

What we do



We look through all our projects
- no matter big or small -
from a broad integrated marketing
framework.
We look for ways to effectively
expand our communications
360 degrees.



Apart from integrated campaigns, we
also have a separate service model
that can meet your quick and dirty /
one-shot needs.

Brand
Strategy &
Consultancy

Brand
Identity

Online
&
Offline
Advertising

Social Media
Management
&
Influencer
Marketing

Brand
&
Project
Management

Branding
& Packaging
&
Print

Animation
&
Photo
&
Video

Employer
Brand
Management

Brand Identity

!f Independent Film Festival



Brand Identity

Kapka Enamel



Brand Identity

All Seasons Suites



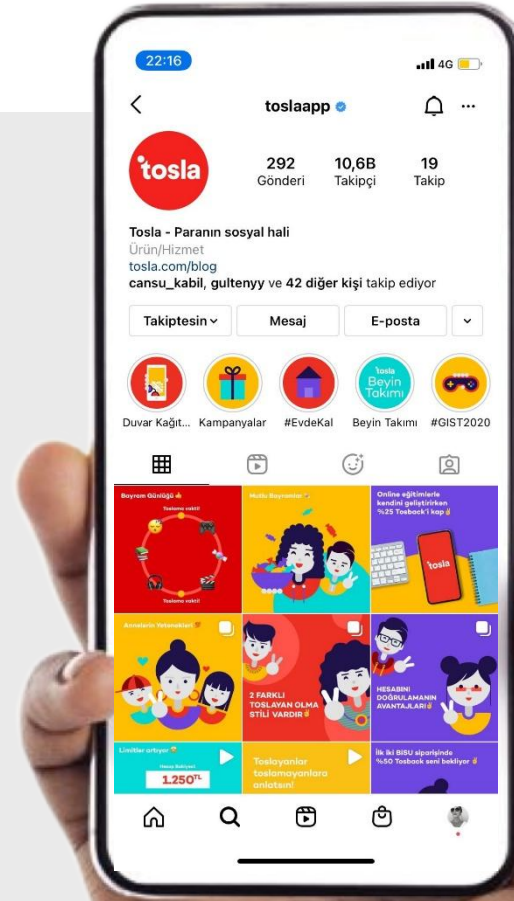
Social Media

Tosla

Tosla is the prepaid credit card brand for unbankable youth segment.

First, we created Tosla's social media strategy. Using the motto of «Money made Social», the brand had to create a community among young people. We created the account as a «private account" in order to allow people to recommend to each other, not to directly advertise the application.

And in the first place, we only accepted login with reference. So we created the impression that they are "part of something special". After opening the account to everyone, we managed to keep it interesting with special events, live influencer broadcasts, community meetings, and special offers.



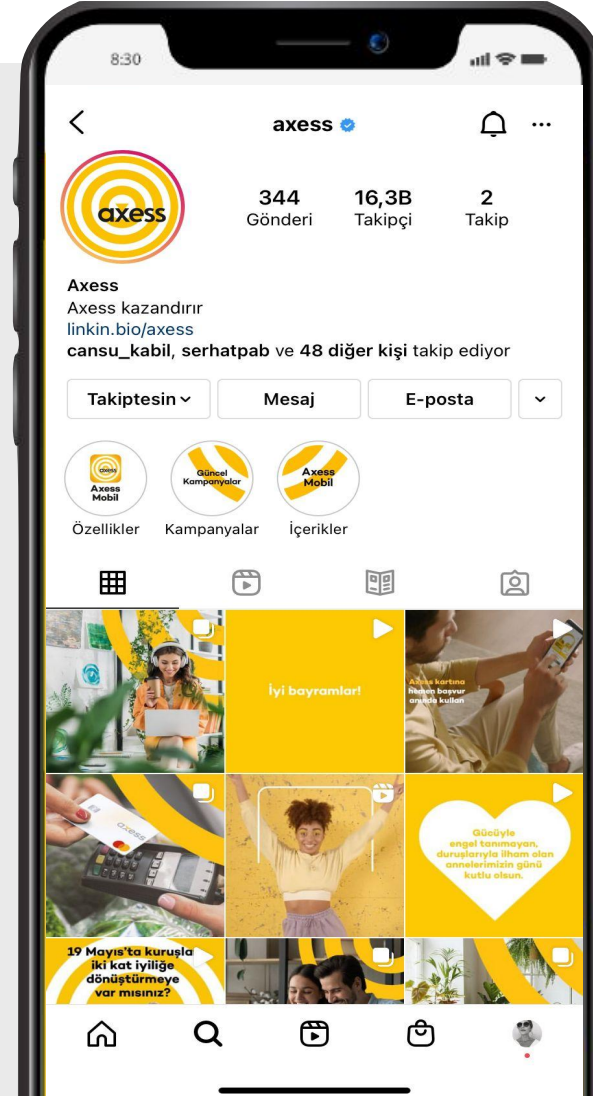
Social Media

Axess

Axess is one of Turkey's most favorite mass credit card brands. We have set up the brand in social media, not just like an account announcing tactical offers, but in a way that people want to follow the account even if they are not Axess customers with lifestyle contents.

We have created engaging contents related to all categories that Axess addresses, except card offers and card features.

We have worked on many content such as the smartest shopping tips for the grocery sector, combination suggestions from fashion influencers, sports contents, recipes etc.



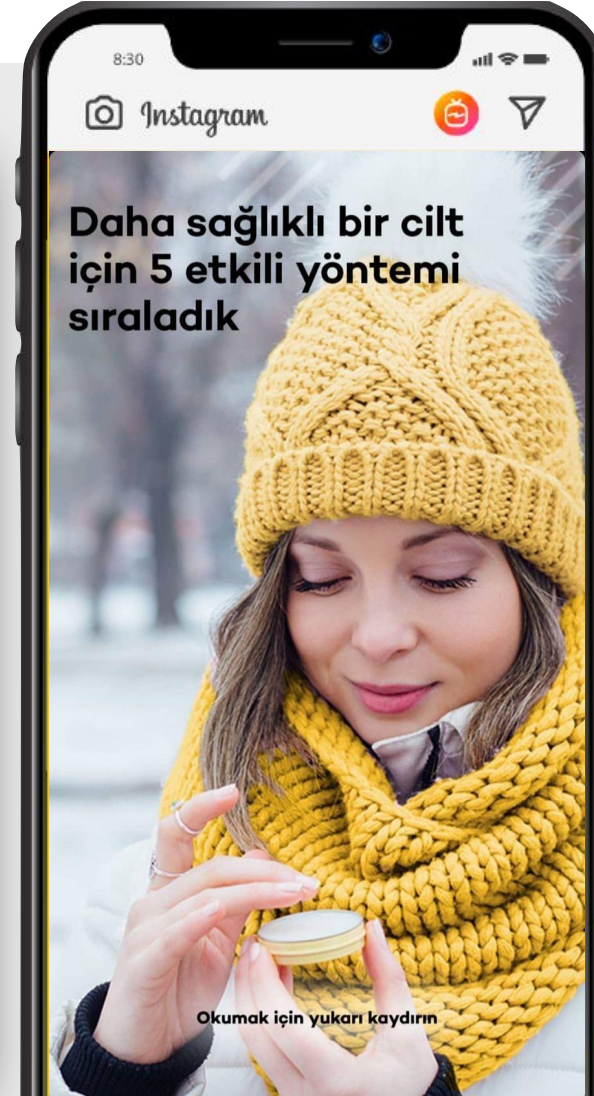
Social Media

Axess

Example 1:
Healthy chips recipes that
you can easily make at
home are on Axess Mobil

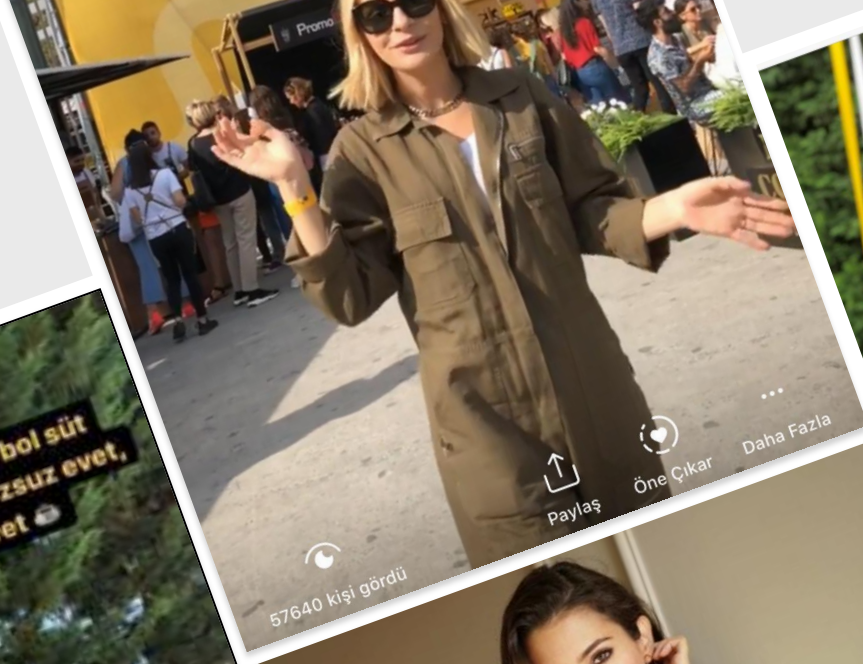
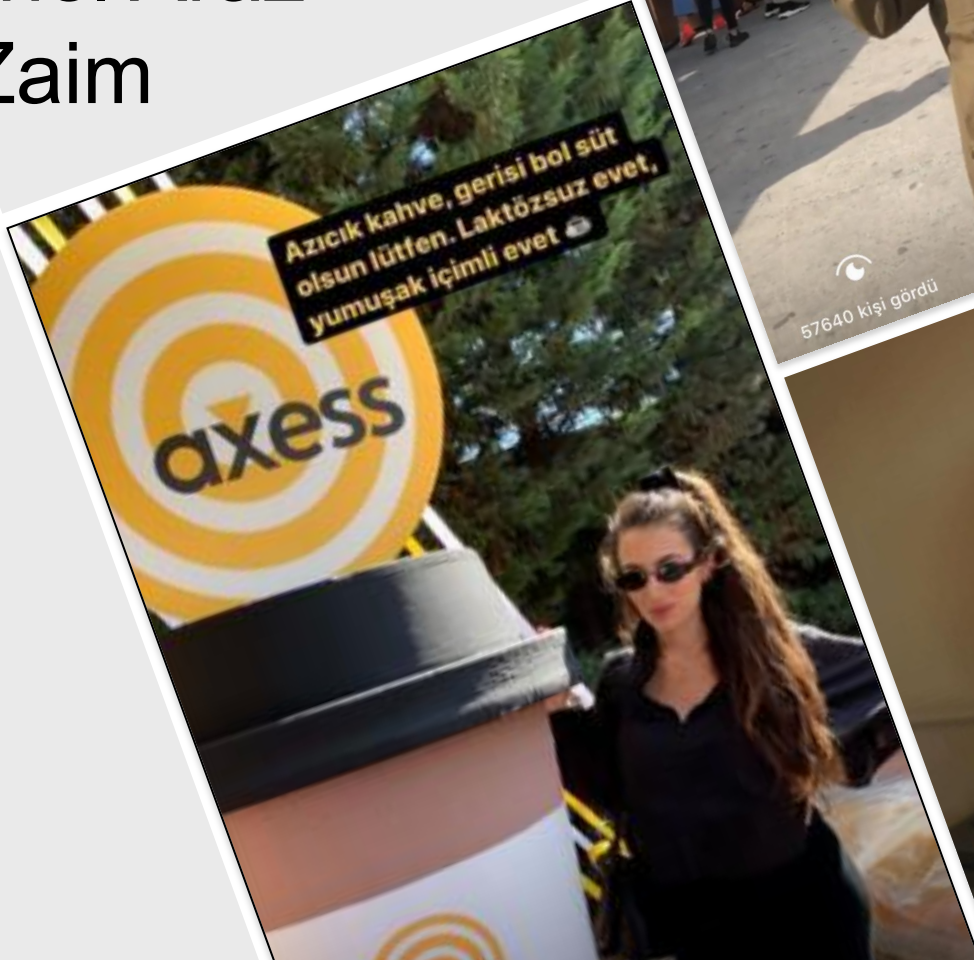
Example 2:
We have listed 5 effective
methods for a healthier
skin

Example 3:
Which methods do you use
when cleaning your
parquets?



Influencer Marketing

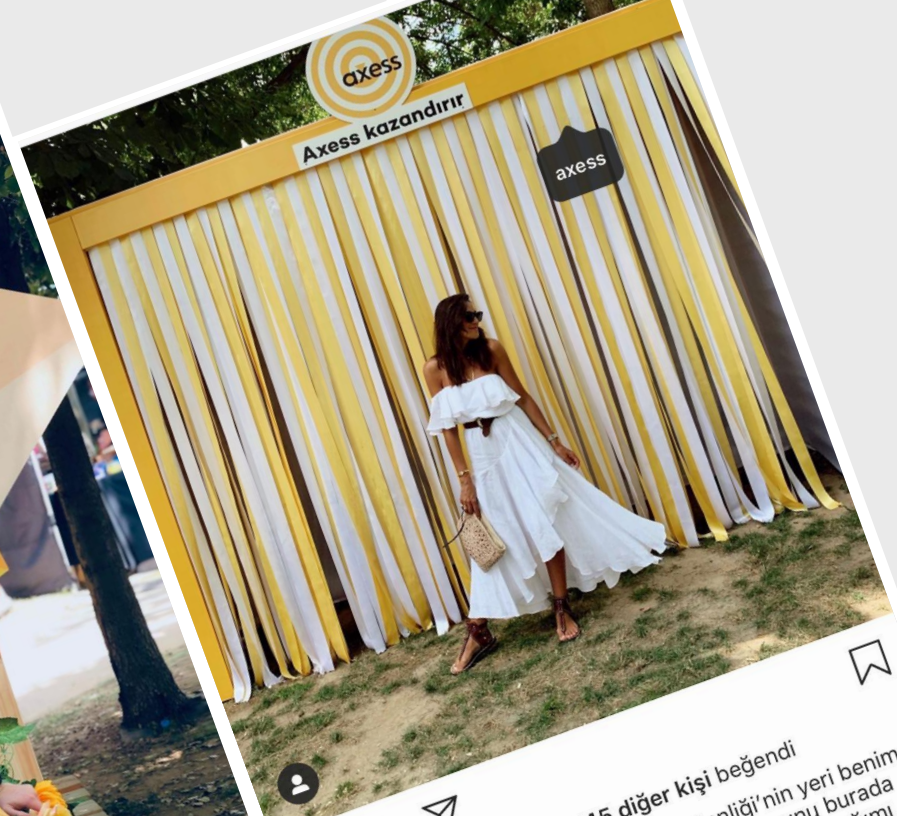
Coffee Fest
w / Rachel Araz
& Ece Zaim



basak_sarioglu ve 8.060 diğer kişi beğendi
ece.zaim Kurabiyeci kız günü tamamladı 🍪 ☕ İyi ki iyi ki geldiniz. Enerjinizle doldum taşım 🍪 ps:son foto sürprizli 😊 Nişantaşında tezgah mı açsam? Kurabiyeler bitince eve dönerim? #today #me #kahvefestivali

Influencer Marketing

Bebek Fest
w /
Moda Tutkusu
Merve Oflaz
Münhan Çınar

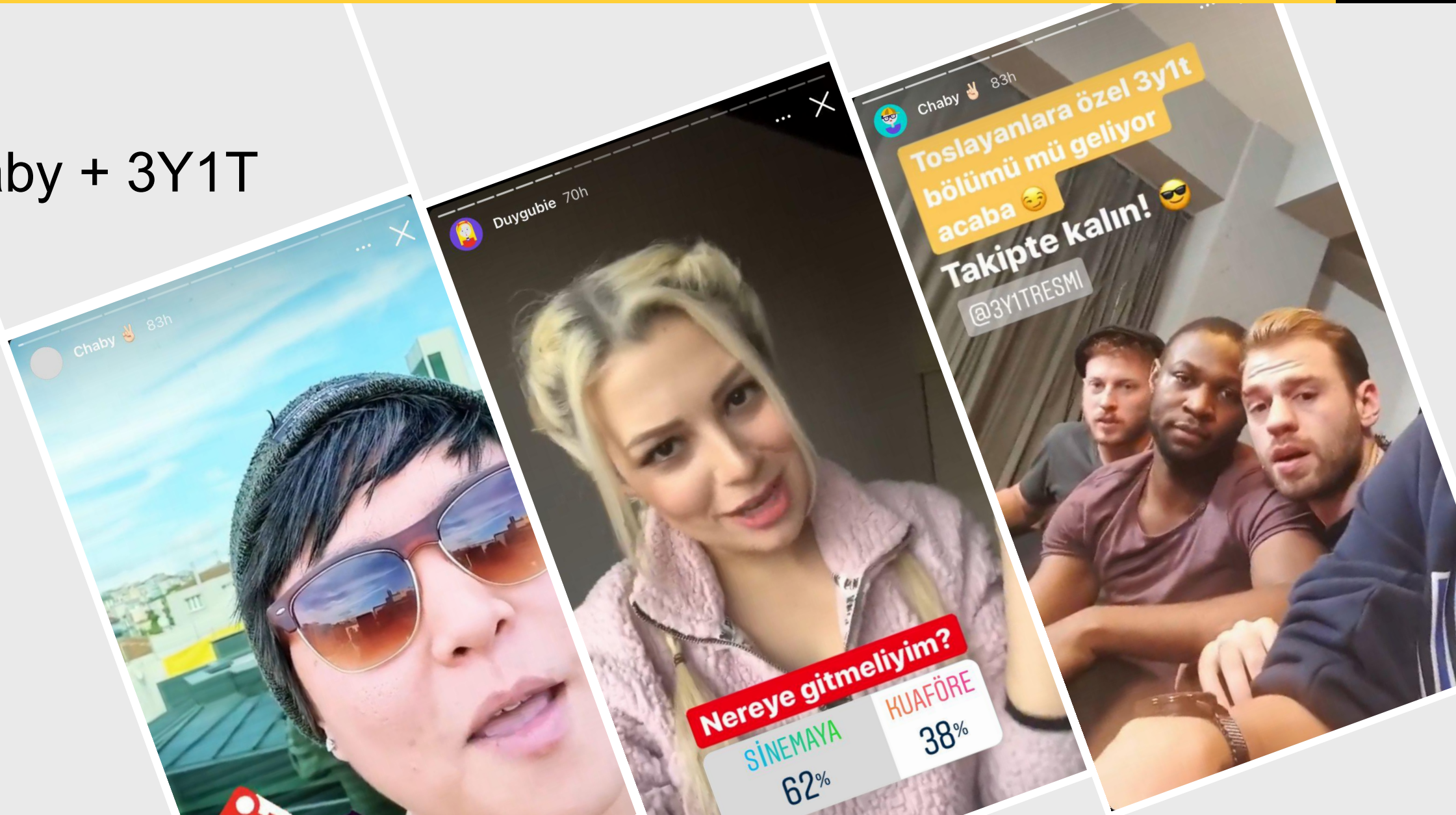


belizozkn ve 3.780 diğer kişi beğendi
mervetoy Cumartesi malum benim için iş günü ama mesaiye başlamadan tatil günümü gibi değerlendirdim alışveriş yapıp kahvenizi alıp çimlere uzanıp konserleri izlemek hafta sonu için şahane plan... ben yarıda kesip

modatutkusu Biliyorsunuz ki Bebek Şenliği'nin yeri benim için hep ayrı ❤️ Bir tasarım markasının doğuşunu burada gerçekleştirdik 😊 O yüzden bu etkinliği kaçıracığımı düşünmediniz dimi? @axess ana sponsorluğundaki etkinlik bugün ve yarın devam edecek ❤️ Axess üyesi standlarda %10 indirim var. Bitmeediii bu akşam Kenan Doğulu konseri

Influencer Marketing

Tosla
w / Chaby + 3Y1T



Influencer Marketing

Akbank

w /
Feyyaz Yiğit
Burak Altındağ



Logo & Branding

Cantinery



Logo & Branding

Cantinery



Logo & Branding

Cantinery



Logo & Branding



240 Ba



Packaging



Photo Shooting



Print



Print

Wings Credit Card

Card that flies as you shop

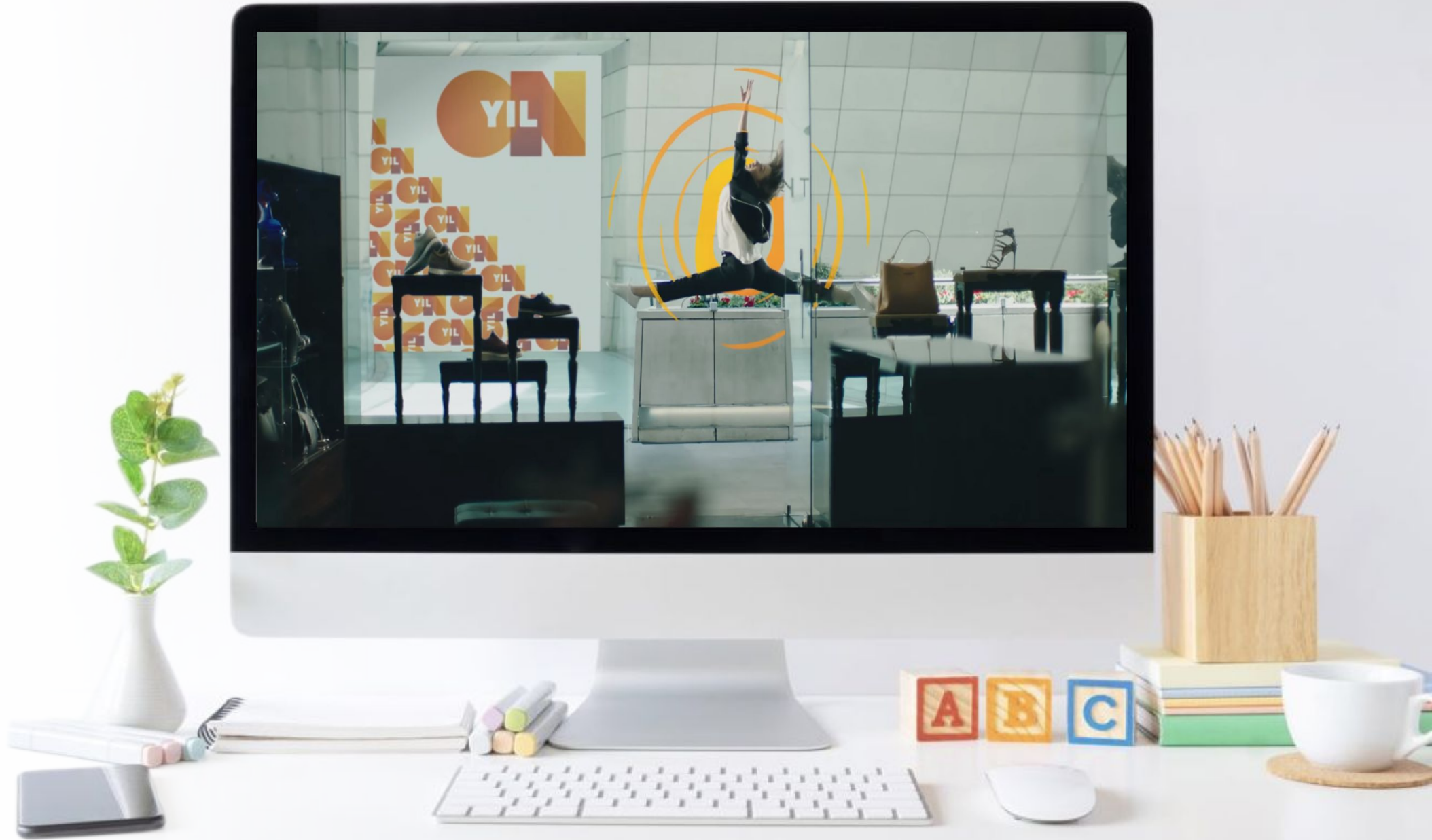


Posters



Video

Kanyon



Animation

Tosla



Animation

Balparamak



Employer Brand Management

Sahibinden.com

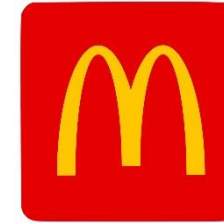


References





AKBANK



Moulinex



Rowenta

Tefal

ÜLKER

airfel

ARKO
nem



FINDEKS

FLO

hepsiburada



KOTON

KB
KREDİ KAYIT BÜROSU

LUMBERJACK



PINAR



tivibu

TTNET

Türk Telekom

ÜLKER
Çikolata

ÜLKER
metro

YUDUM



THANK YOU