

DELIVERING RESULTS

WHAT MAKES US DIFFERENT



An unmatched track record of successful projects



The cost-saving culture with in-house sourcing and procurement



An agile planning approach



The B2B, Channel marketing and technology expertise

Enzyme is a specialist in marketing and communication services, developing strategies for the acquisition of new customers and building, extending and cultivating customer relationships. By using a customer obsession-moment marketing approach, it helps organizations generate new leads, build capabilities to market and sell in a sustainable scalable manner.

Enzyme, which was founded in 2005, is a partnership of Lampros Topaltzikis (Managing Director) and Greg Vanhoudt (Creative Director). The agency is managed by a team of experts who hold extensive experience in large accounts and complex communication problems. Our people, experts in B2B and B2C communication, have worked in diverse and multi-channel modern marketing and communications techniques, producing great results. Their aim is to help partners generate a return-on-investment in their marketing campaigns and fulfill their strategy and objectives. Driven by respect, passion, honesty and agility (values comprising the core of Enzyme's culture) the agency aims to be a reference point for marketing communications and a valued partner to its clients.

Enzyme is considered as the most experienced Greek agency in IT industry and channel-partner marketing offering a wide variety of services from traditional Advertising, Demand Generation, Digital Marketing and Event Marketing services to modern Customer Acquisition, Retention & Lead Conversion techniques and activations.

SERVICES

The agency offers a broad portfolio of integrated, flexible marketing communication services in the following fields:

Advertising, Branding, Digital & Social Media Marketing, Event management & marketing, Loyalty & Incentive marketing, Inbound & Outbound Telemarketing programs, Demand Generation, Storytelling and Technical copywriting, Creative & Content development, Video Marketing and Productions, Live-video, Animation & Graphic Design, Broadcast-TV & Radio productions, Audio/Visual Concepts and Production development and supervision and Digital Signage.

WHAT WE DO

We help companies achieve their goals and get results by building experience brands, by identifying the appropriate strategy, and by engaging customers, consumers and communities.

We help companies and brands market their products/services and sell to their customers in a sustainable scalable manner.

We help companies and brands by delivering integrated marketing campaigns, planning and consulting to empower brands.

We empower companies and brands by developing compelling messaging and engaging visual experiences.

CLIENTS

HP
Microsoft
Hewlett Packard Enterprise
Kaspersky
Schneider Electric

VMware
Effect
TP-Link
I2QS
Logicom

Olisoft
PHI Consultancy
GCC Computers
TMS Solutions
British School of Athens

BIBLIOKINISI
Andromeda Primus
Alphabet
Anatolia
Aruba