

alpha media  
Integrated Communications

# PORTFOLIO

FOOD & BEVERAGE



**ALPHA MEDIA IS A  
MARKETING AGENCY  
WITH A TEAM OF EXPERTS  
FROM EUROPE, USA AND  
THE MIDDLE EAST WITH A  
DISTINGUISHED PORTFOLIO  
OF CLIENTS.**

**ALPHA MEDIA PROVIDES  
SPECIALISED TRAINING AND  
INTEGRATED MARKETING  
COMMUNICATION SERVICES  
TO ORGANISATIONS  
INTERNATIONALLY.**

**OUR MISSION IS TO HELP  
CLIENTS IMPROVE THEIR  
KNOWLEDGE AND SKILLS  
AND TO ENABLE THEM  
ACHIEVE THEIR GOALS IN  
THE BUSINESS WORLD.**

**WE OFFER BESPOKE SOLUTIONS TO ORGANISATIONS BASED ON THEIR NEEDS AND OBJECTIVES.**

**OUR SERVICES INCLUDE:**

**DEVELOPING AND IMPLEMENTING INTEGRATED MARKETING STRATEGIES FOR ORGANISATIONS.**

**DEVELOPING NEW BRANDS AND RE-BRANDING OR IMPROVING IDENTITY DESIGN.**

**VISUAL COMMUNICATION SOLUTIONS (PHOTOGRAPHY, GRAPHIC DESIGN, VIDEO PRODUCTION).**

**PUBLISHING (COPYWRITING,  
EDITING AND LAYOUT  
DESIGN).**

**MANAGING SOCIAL MEDIA  
COMMUNITIES FOR BRANDS  
AND ENTERPRISES.**

**LAUNCHING ONLINE  
ADVERTISING CAMPAIGNS  
USING SOCIAL MEDIA  
CHANNELS.**

**CREATING ENGAGING AND  
INTERACTIVE CONTENT ON  
SOCIAL MEDIA.**

**PROMOTING EVENTS,  
PRODUCTS AND SERVICES  
THROUGH SOCIAL MEDIA  
CHANNELS.**

**EVALUATING AND REPORTING  
THE PERFORMANCE OF  
SOCIAL MEDIA ACTIVITIES  
THROUGH ADVANCED SOCIAL  
LISTENING TOOLS.**

**ACQUIRE  
INTERACT  
SHARE  
INSPIRE**

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# CAPRICE PAPADOPOULOU

**papadopoulou.gr**

**Facebook**

/capricepapadopoulosMENA

**Industry**

Food & Beverage

**Period**

2020

**Project objectives**

Digital marketing strategy:

- > Social media campaigns
- > Customer digital engagement
- > Online customer service

**Location**

MENA







PAPADOPOULOS

*Caprice*



*Feel the roll!*

PAPADOPOULOS

*Caprice*



# TAVOLA RESTAURANT RIYADH

## Facebook

[/ArminRestaurants](#)

## Industry

Food & Beverage

## Period

2014

## Project objectives

Digital marketing strategy:

- > Social media campaigns
- > Customer digital engagement
- > Online customer service

## Location

Riyadh, Saudi Arabia







# GREEK & DELICIOUS

**[greekanddelicious.com](http://greekanddelicious.com)**

**Facebook**

[/greekanddelicious](https://www.facebook.com/greekanddelicious)

**Twitter**

[@GreekDelicious](https://twitter.com/GreekDelicious)

**Instagram**

[/greekanddelicious](https://www.instagram.com/greekanddelicious)

**Industry**

Food & Beverage

**Period**

2018-2019

**Project objectives**

Digital marketing strategy:

- > Social media campaigns
- > Customer digital engagement
- > Online customer service

**Location**

Dubai, UAE











**GREEK DELICIOUS**

# #Bouzouki\*

The bouzouki (or Greek Mandolin) is a two-stringed instrument with a pear-shaped body, a long neck and a bridge. It is a 12-string guitar. It is used primarily in traditional music, to perform a variety of folk songs. It is a traditional instrument of the islands, folk music.



**GREEK DELICIOUS**

I do!

Do you...?



**GREEK DELICIOUS**

TABLE FOR 5!



The "eye"...



Summer is...



# Executive Team

**Dr. Evangelos Moustakas**

Digital Communication Strategist,  
Executive Trainer | UAE

**Sandra Kumorowski**

Marketing Development Strategist | USA

**Dimitris Tsoutsas**

Visual Communication Executive | Greece

**Nick Paraskevopoulos**

Web Administration | Greece

**Eve Geroulis**

Marketing Communications Strategist | USA

**Dr. Ana Branca**

Lawyer & Corporate Policy Consultant |  
Portugal

**Olga Davidovich**

Web Developer | Belarus

**Dr. Stephen Donohoe**

Management Consultant  
for Digital Organisations | UK

**alpha media**  
Integrated Communications

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