SURVIVING the OFFICE

Čakovec edition

Spolufinancovaný Európskou úniou

About KG Media



International Agency

- KG Media is a leading advertising and marketing agency with over 30 years of experience in the CEE market.

Branch in Čakovec

The branch at Bana Jelačića in Čakovec provides comprehensive digital services and Google Premier Partner backing.

Full-Service Marketing

Specializing in performance online marketing, PPC campaigns, SEO, social media, and traditional offline media.

Orientation & Team Onboarding

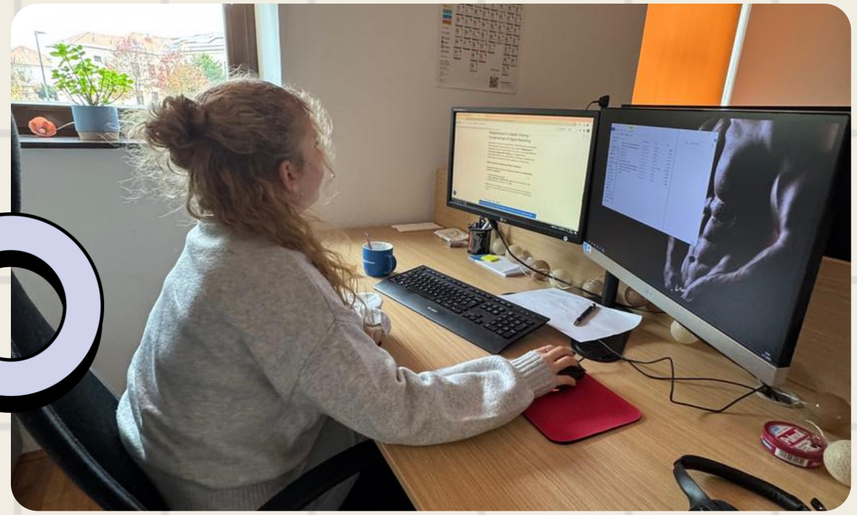
First Impression

Welcome to the agency, introduction to the corporate culture, and office tour in Čakovec.

Meeting the team

Meeting the Account Managers, PPC Specialists, and the Social Media team.

Daily Tasks & Activities



Lecture by Martina

Attended an interactive presentation led by Martina covering the core foundations of digital marketing, brand strategy, and customer journey mapping

Practical Assignment

Worked on a assigned practical task focused on defining and creating a Unique Selling Proposition (USP) for a targeted brand positioning exercise.

Session with Antonio

Lecture and discussion with Antonio about the application of Artificial Intelligence and modern generative tools in modern agency workflows.

Hands-On Task: ChatGPT Ads

Created ad copywriting variants and campaign structures utilizing ChatGPT for targeted audience engagement.



ABOUT DIDASKO LANGUAGE SCHOOL

Didasko is a language learning centre in Čakovec, Croatia.

It provides language courses to all age groups, from pre-schoolers to adults.

English, German, Italian and Russian are among the many languages you can study here, including Croatian for foreign clients.

didasko

Jezično edukativni centar i ustanova

First impressions and meeting the lectors

On the first day, we participated in three lessons. One in german, attended by teenagers. We also took part in two English lessons, one with adults and another with children.

This experience gave us a valuable perspective on methods of educating various age groups.



Daily tasks and activities



The following days , we were given the task of promoting their company through the eyes of young people.

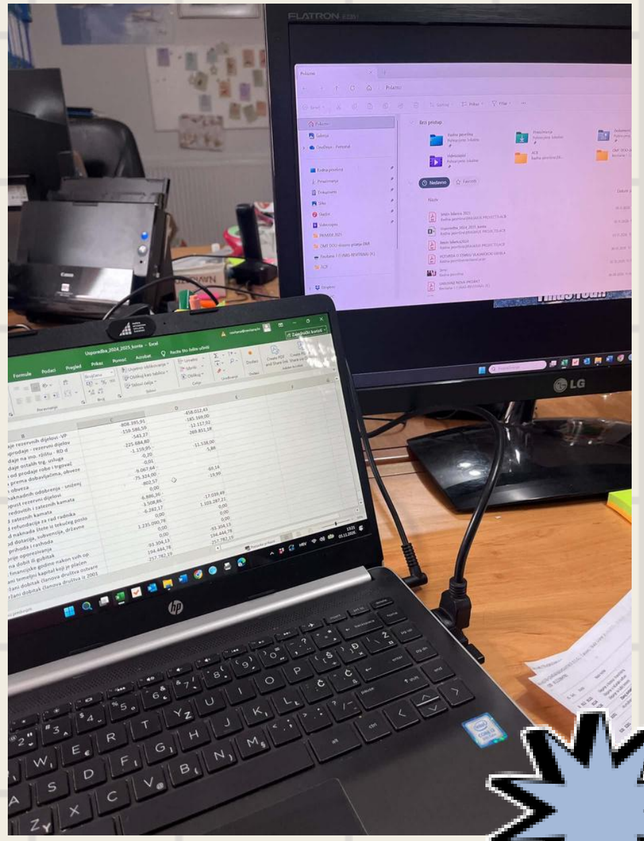


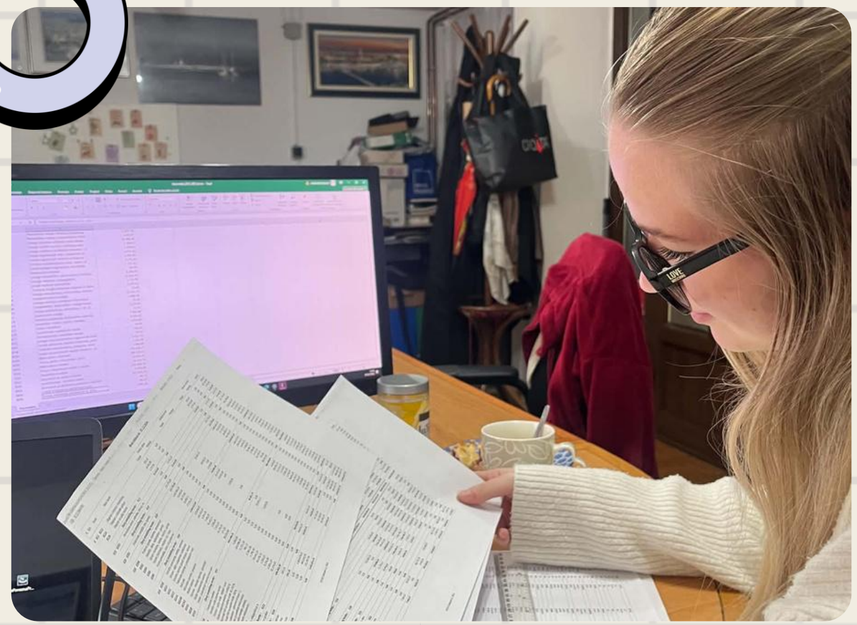
We created posters for their school and the next few days, we worked on reels and interviews with lectors who teach various languages.

Revitana
D.O.O.

REVITANA d.o.o. (REVITANA limited liability company for audit services) is a private auditing, accounting, and tax advisory firm based in Čakovec, Croatia.

It has been operating since 1993 with license from the Ministry of Finance of The Republic of Croatia and the Croatian Chamber of Auditors.

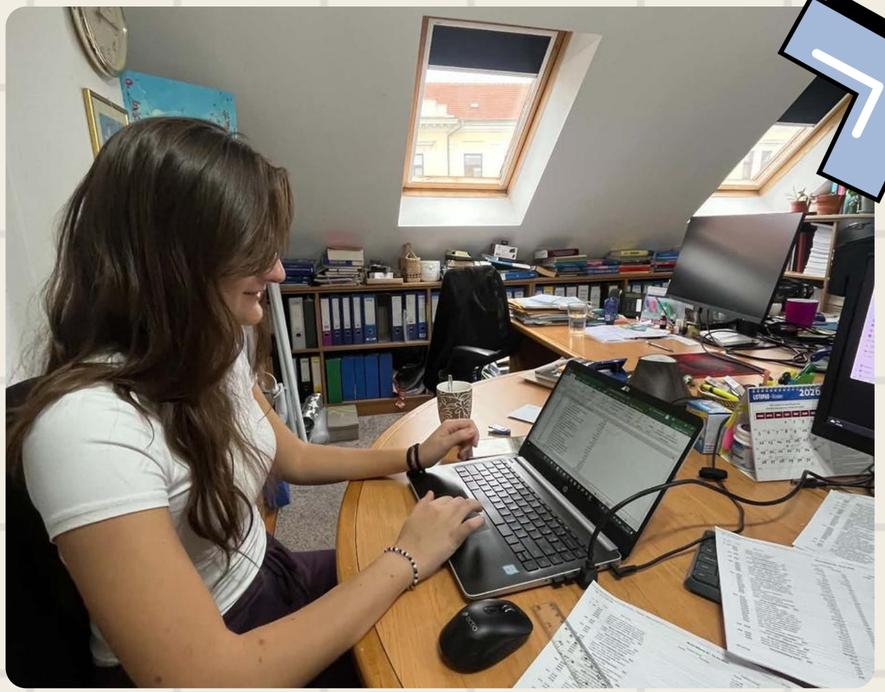




Daily tasks

On our first day the boss and other employees were so kind and welcoming. They introduced us to our function.

We were puting datas from previous years into excel tables to create archive. We quickly found the right system and worked effectively.



First impression in work

The environment was relaxed. Everyone was so nice and welcoming, and they immediately made us feel trusted and valued. It created a great working environment and a wonderful experience overall.

We had experience with real financial documentation, ending balance proccesing, and an overall understanding of audit procedures.

WHAT WE VISITED?

Friday: Museum of Međimurja Čakovec

- The museum is situated in The Old Town of Čakovec, which is an important historical building.
- During our visit, we had the opportumity to learn more about the history and cultre of Međumurje region. We could see different historical objects, exhibitions and interesting collections that showed us how people lived in the past.



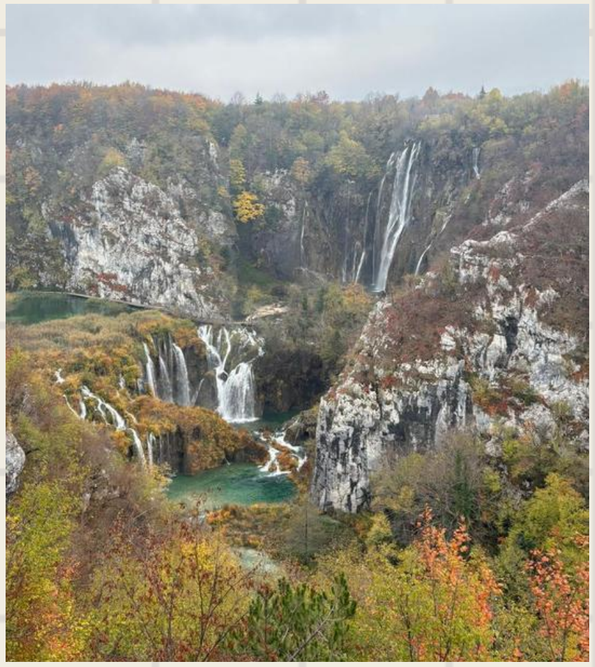


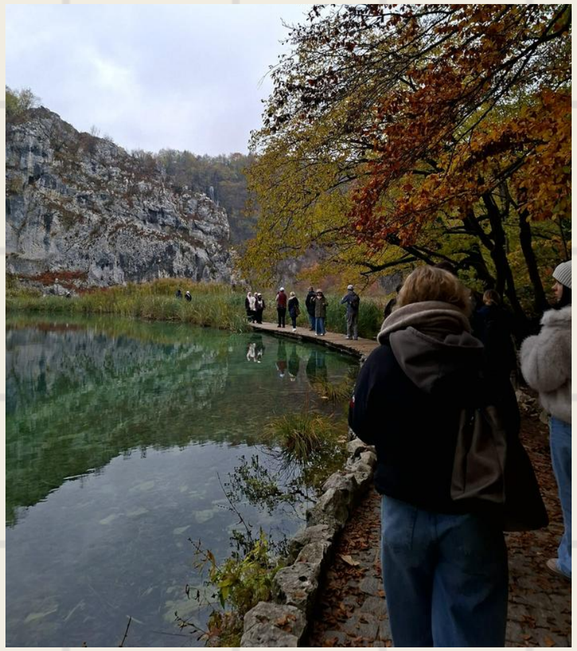
Saturday: Plitvice Lakes

We visited one of the most beautiful natural places in Croatia - Plitvice Lakes National Park.



During our visit, we admired the beautiful scenery, walked along wooden pathways and enjoyed the peaceful atmosphere of the national park. The waterfalls and clear water were especially impressive. It was a wonderful experience because we could spend time ine nature and see one of Croatia's most famous natural attractions.









Sunday: Varaždin

- We visited historical city of Varaždin, which is known for its architecture, rich history and charming atmosphere.
- We explored the city centre and admired its old buildings and beautiful streets. One of the most famous landmarks in the city is Varaždin Castle, also known as the Old Town.