



STAS INTERNATIONAL - STRATEGIC COMMUNICATION & BRANDING



Identity: n_v identity (-ies p) [identity]

1: Who you are officially, based on your name, address, year of birth and such

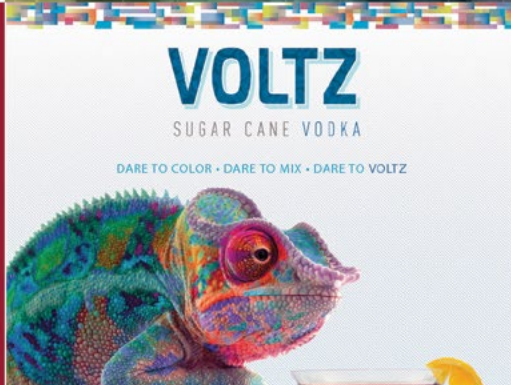
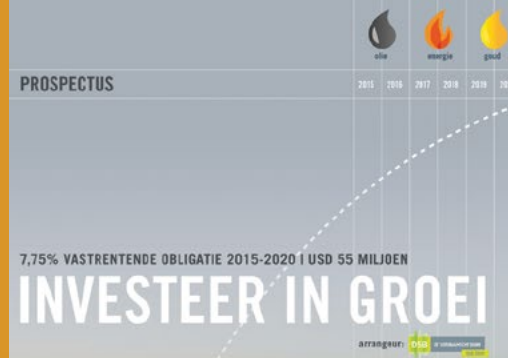
2: What characterizes you; =authenticity; =Identity

Identity is the subdivision of one's being, perfect alignment and personal equity. A character you have, an identity is decided. An identity is nothing but the realized form of the character. An identity is useful for society to place you: it helps them to know who or what you are, concerning a service, company or product, it remains important to have a clear image portrayed to the outside world.

Some services or products possess a clear identity: a doctor gets his authority from his white coat, a policeman through his uniform. But in this rapidly changing world, more choices are being offered which are almost generic. How to make a choice now?

Your new IDea

Big brands are aware of this: You will never be successful by looking like the competitor. At the most this will make the competitor even more successful. But it is a fact that every service, every company and every product has its own characteristics. We just need to make it clear for the potential user. We must ensure that an identity is created or established. A unique personality, recognizable between the ever increasing offers. STAS International, Strategic Communication and Branding, provides you with this identity. Both in strategy and design. STAS International gives a clear indication what it is about and also ensures you that all your (potential) customers can make a clear and better choice. For you





Sometimes you just have to reinvent yourself

STAS International, Strategic Communication and Branding, positions brands and takes the responsibility for the whole communication from research to creation for clients from the profit - and nonprofit sector, government and nongovernmental organizations. Because of her very professional way of thinking, working, deliverables and image, STAS International focuses on the top 100 companies, organizations and institutions in Suriname.

STAS International has, as the Strategic Communication and Branding Authority, a full professional studio, from which she operates via her accountmanagers, based on the strategy, established for and with her clients. Karin B. Refos is the Managing Director and Kenzo Soemodihardjo is the Creative Director.

STAS International has professionals who are responsible for the coordination and (artistic) implementation for her several divisions:

- STAS International, Strategic Communication and Branding
 - STAS Caribe Management
 - STAS Events, Branding by Events
 - STAS Traffic, PR and Media Traffic
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The art studio consists of:

- 1 Art Director
- 2 Fulltime and 1 Parttime Graphic Designer
- 1 Traffic Manager

Further more present at STAS:

- 1 Managing Director
- 1 Creative Director
- 1 Account Director
- 2 Accountmanagers
- Copywriters (vary per project)
- Sr. Consultants (vary per project)

STAS International Service

STAS International, *Strategic Communication and Branding*

- Branding, Positioning and Re- Positioning of brands, companies, organizations and institutions
- Production and Implementation of Marketing and Communication Strategies
- Design and Production of all communication concepts such as: brochures, folders, banners, posters, press kit, (company) infomercials, commercials etc.
- In house own artstudio, also for productions of films and animations

STAS Events, *Branding by Events*

- Coordination, Logistic Implementation and Production of Events, National - and International Conferences, Seminars, Exhibitions for companies and organizations, related to the brand and Communication Strategy
 - Artistic concept development, Production and Implementation, related to and regarding the brand
 - Organization of Press conferences and Press briefings related to the brand and the Communication Strategy
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STAS Caribe Management

- Interim Management
- Project- and Policy development (also based on strategic sessions)
- Research
- Training

STAS Traffic, PR and Media Traffic

- Development of PR and Media strategies
 - All Communication and PR (Target group oriented)
 - Lobby to the media
 - Support at the Production of Press releases
 - Media coordination and implementation of broadcasting
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KERSTEN HOLDING | BNETS | SURINAME CONSERVATION FOUNDATION (SCF) | PARA SPRINGS | DE ASSOCIATIE VAN SURINAAMSCHE FABRIKANTEN (ASFA) |
NATIONALE ASSEMBLEE VAN SURINAME (DNA) | PARA GROUP | SOELA | HET MINISTERIE VAN ONDERWIJS EN VOLKSONTWIKKELING | HET MINISTERIE VAN REGIONALE
ONTWIKKELING | TIS ONZE KIP (TOK) | BIG WILL GROUP | DECENTRALIZATION LOCAL GOVERNMENT PROGRAM (DLGP) | KABINET VAN DE PRESIDENT VAN DE
REPUBLIEK SURINAME | TORARICA GROUP | STAATSOLIE | STAATSOLIE OBLIGATIE LENING CAMPAGNE | SNIS | DE MOLEN | ENERGIE BEDRIJVEN SURINAME (EBS | KINGS | GALAXY |
MEERVROUWELIJK LEIDERSCHAP, OOK ZIJ) CAMPAGNE | PINK RIBBON CAMPAGNE | SURINAM AIRWAYS | DE SURINAAMSCHE BANK | CONSERVATION INTERNATIONAL | DRESSCODE
OWRU YARI CAMPAGNE | PRODIMEX | IAMGOLD | STICHTING TOERISME SURINAME (STS) | DE NATIONALE VOLKSMUZIEKSCHOOL (NVMS) | CARIFESTA XI | KIRPALANI | GOW2 |
FATUM | SURINAME ALCOHOLIC BEVERAGES N.V. (SAB) | HEMITAGE MALL | AFOBACA RESORT | TRUSTBANK AMANAH | BELASTINGDIENST SURINAME | MINISTERIE VAN FINANCIËN |
DIGICEL | SURINAME HOSPITALITY AND TOURISM ASSOCIATION (SHATA) | FINABANK | INTER-AMERICAN DEVELOPMENT BANK (IDB) | VSHUNITED | ORION | LUTCHMAN & CO |
FOOD AND AGRICULTURAL ORGANIZATION | REDD+ | N.V. CONSOLIDATED INDUSTRIES CORPORATION (CIC) | VERENIGING INHEEMSE DORPSHOOFDEN SURINAME (VIDS)



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