



MODD|*works*

MULTI-DISCIPLINARY DESIGN FACTORY

2021-22  
**MOTIVATION OF DESIGN DISCIPLINES**

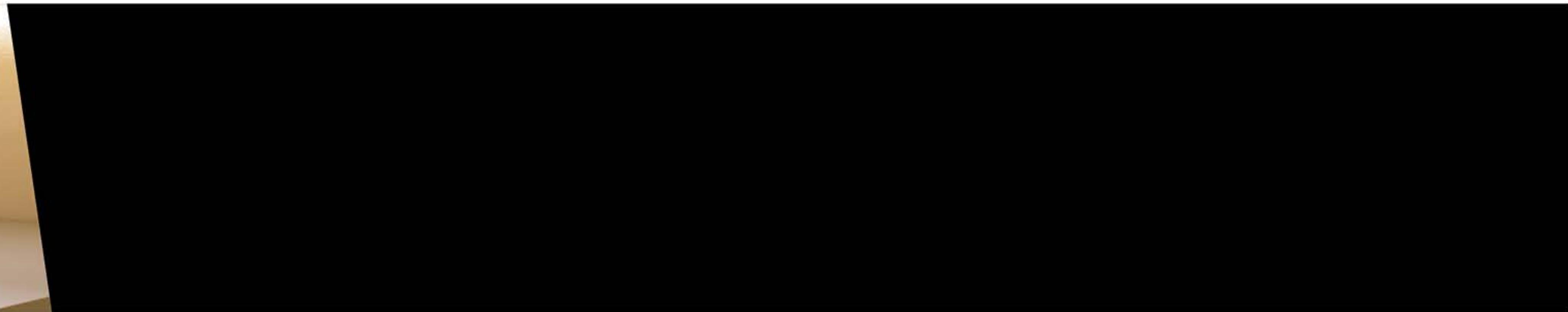
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MODD|*works*

## MOTIVATION OF DESIGN DISCIPLINES



**Catch phrases on 'being different' may be clichés; being truly different is not!**



"Making a Difference" is undoubtedly the keyword of our globalizing world.

However, it is just as hard to be different today, when the information is spread exceedingly fast.

At this point, we as MODD/works, work as a boutique advertising agency with a focus on design.

We want to work together with the brands whose ideas we share and excited by the same things, be a solution partner for them and to benefit them in their long run. To take the brand further and to communicate better with the consumers, we put ourselves in the consumers' minds and not in the advertiser's...

[www.moddworks.com](http://www.moddworks.com)

MODD|works

We are a team of passionate, committed people driven by our love for creativity and problem solving.



# FOR US

# WHAT IS GOOD DESIGN ?

Good design is innovative.  
Good design makes a product useful.  
Good design is aesthetic.  
Good design helps us to understand a product.  
Good design is unobtrusive.  
Good design is honest.  
Good design is durable.  
Good design is consequent to the last detail.  
Good design is concerned with the environment.  
Good design is a little design as possible.



[www.moddworks.com](http://www.moddworks.com)

MODD|*works*

Superiority is not an act,

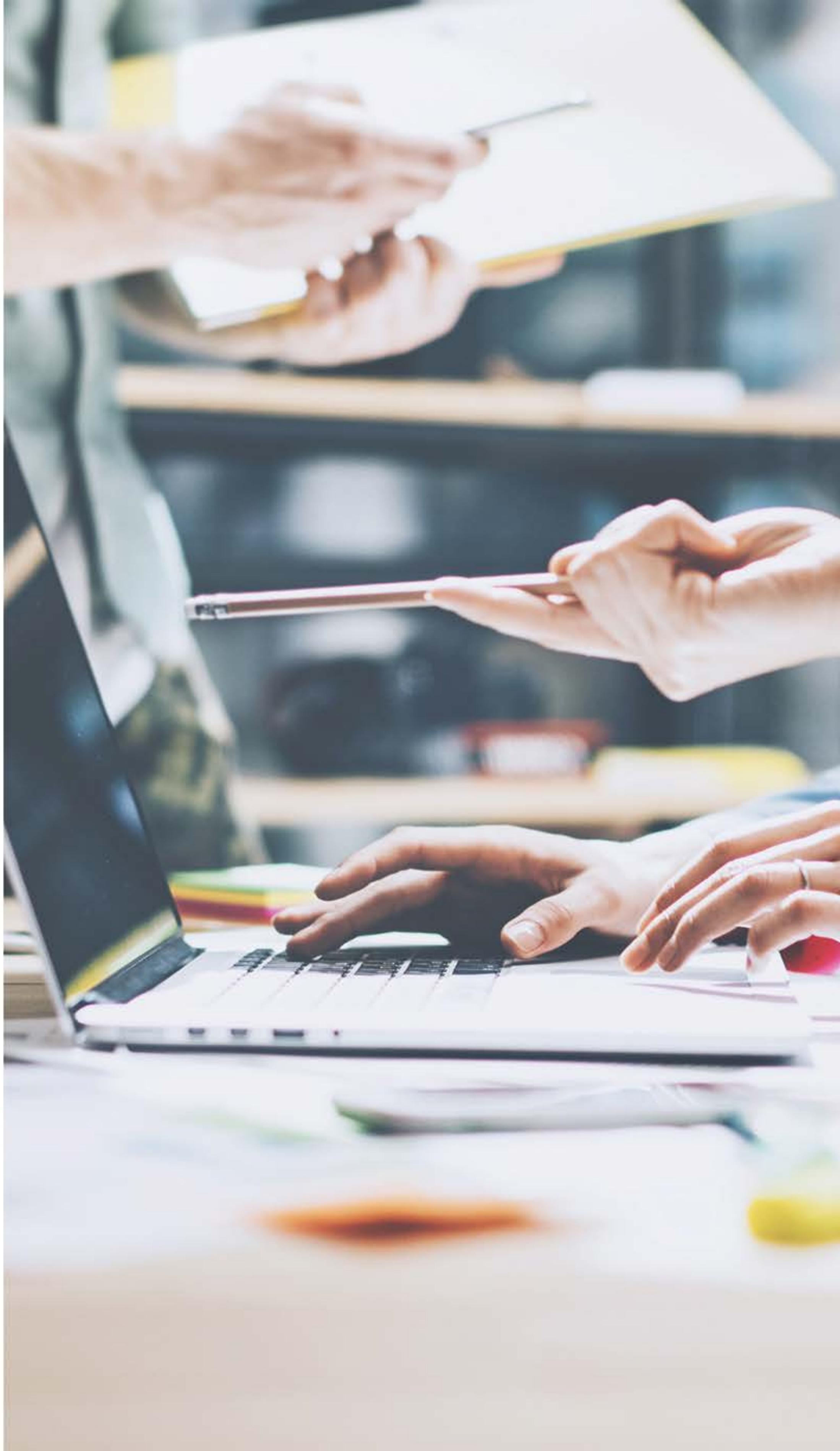
it is designed.



As MODD/works, we are positioned where creativity in design meets functionality and innovation, we are passionate about creating beautiful digital destinations that elevate our clients' brands.

We are defined by having a highly interactive, open way of working. we have a fast-moving, fast-working and collaborative culture. We all sit together, intermingled so that we create a single family of skills to benefit our clients.

We start long range marathons with brands, develop strategies suitable for their positioning and make these ideas meet with consumers in 360 degrees communication channels.





**MODD** group

MULTI-DISCIPLINARY DESIGN FACTORY

[www.moddworks.com](http://www.moddworks.com)



### In our opinion

Just like arts, advertising can be construed and perceived in different ways, and it touches the lives of the people in a positive or negative manner. We got under way to become the preferred agency of brands that tell marvellous stories, make their consumers smile and think and offer new experiences to them. Just like an art.

Design may, from a company perspective, be defined as "to visualise a strategy" Today most companies understand that the products of their competitors have the same technology, price, performance and functions.

To succeed, you have to deliver emotional as well as rational (and tangible) values that differentiates you from your competitors.

Factory of Working

Ideas

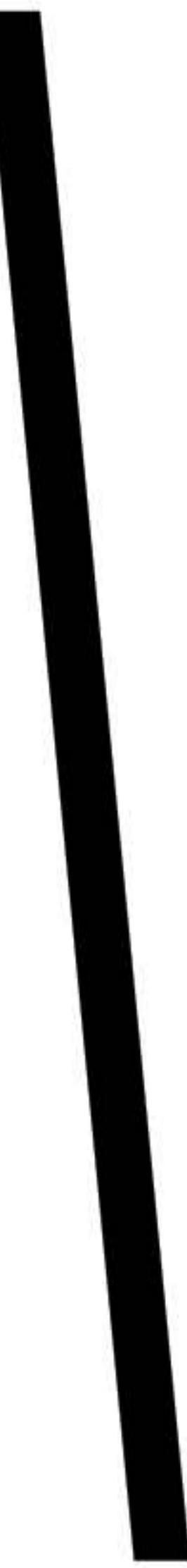
[www.moddworks.com](http://www.moddworks.com)

MODD|*works*

But who are we? When were we founded?  
What do we do?

We were founded 12 years ago.  
We summarize our growth in 3 steps.



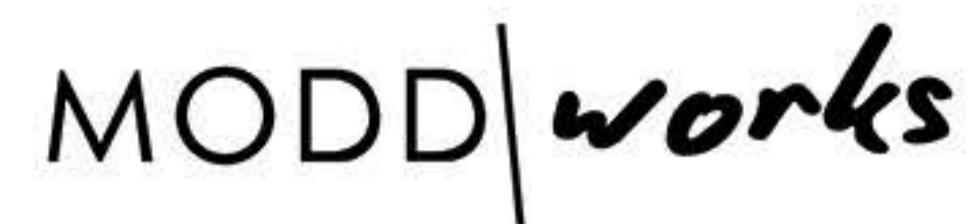


12th year

A team of 59 people

Over 300 brands

We have achieved great things in a short time...



What's cooking in this kitchen?



**1- Research and Market Analysis**

Who has priority? What do we do and why? Let's take a look, shall we?

**2- Strategy Development**

What are we going to say, that's something to think about.

**3- Communication Planning**

Which channels should we use to convey our ideas. We need to think about that too, right?

**4- Creative Concept**

All is ready, now we should go to the kitchen and start cooking.

**5- Operational Perfection**

Professional management of all processes and coordination is also important, of course.

## Our Services



### Copy writing and Story Department

It captures all the texts, catch-phrases and brand visions with stories that fill under every brand, create excitement, dig deep into history, jump to the future and feed on everything.

### Design Department

Tailors a beautiful suit for the brand using graphic design; brings the brands to life with designs targeting printed, digital and multimedia channels.

### Coding Department

Creates brand presence on all platforms with the best and the most appropriate software in the world of web and applications..

### Social Media Department

Increases brand visibility on the social media where the crowds are found. Establishes one on one communication with the consumers and continuously gets feedback from them. Manages and reports feedbacks.

### SEO & SEM Department

Offers search engine optimization for our brands and tracking important keywords. Also we combine SEO strategy with search engine marketing services.

### Digital Marketing

Future has come. We design, create strategy, consult and report every detail of the digital marketing campaign. Newest social media and web trends will be integrated to your brand.

TV, Outdoor, Radio and all conventional ads are included in our services.

[www.moddworks.com](http://www.moddworks.com)

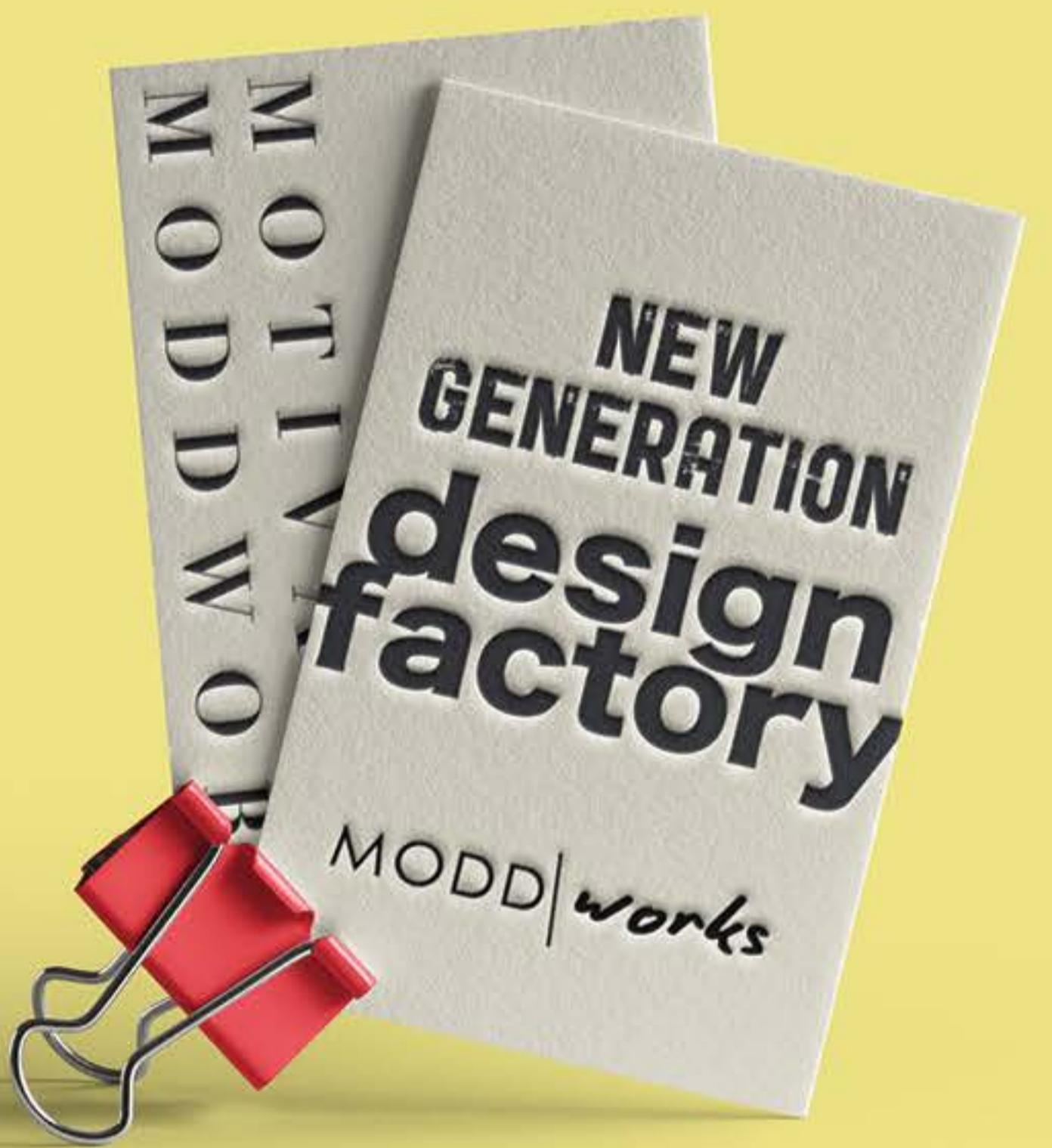
MODD|works



We are featured !



For more news about us, follow the press coverage on our web site.



What would you say if we said  
that our business is our  
greatest hobby?

**IDE  
AS**

can make us moving forward



[www.moddworks.com](http://www.moddworks.com)



According to us, good design is a clever solution to a problem. To reach there you must be open-minded and open hearted. Unite the past, present and future and be inspired from the world around you. Design is about humans.

Always. That's why it has to be culturally connected. We are not machines. You have to see design through the lens of humanity.

For good reasons there are a lot of talk about the environmental pollution around the world. But there is another pollution going on as well, 24 hours a day, 7 days a week. It's the mental pollution caused by the never ending advertising battle on TV and radio, in magazines and on the streets. We are bombarded with unwanted commercial messages by marketers wherever we go. It is not strange that we don't believe in the branded messages any longer. They irritate us and we don't experience them as credible. Instead we listen to our friends. They will tell us the truth about their personal brand experiences. The kind of stuff we will never see in an ad or commercial. A lot of people have turned almost anti-brand. It will be a great challenge for companies to find new methods to converse, involve and interact with the consumers and offer them to experience the brand according to their own wishes. In the future building a relationship with your consumers and offer them relevant brand experiences will be paramount. It will be about engaging and understanding the consumers needs and develop product and services according to it. To create passion and desire and improve their lives.





We won't be talking too much  
on this page.

The brands we work with and  
who believe in us will do the talking...

# 33

# 300



We got on the road with hundreds of brands. We continue to grow with what we have learned from each and every one of them.



We have grown 33 times in the past 5 years.



We won't be talking too much on this page.

The brands we work with and who believe in us  
will do the talking...



CENTURY 21

OTOMOL



KOÇAK GOLD®



radyospor



aggreko

SARAR

MARSLOGISTICS



CABANI  
SHOES



KUYAS  
GAYRİMENKUL

UNIVA  
STUDENTRESIDENCE  
SAKARYA



Aile Hastanesi

BEYAZ  
İNŞAAT



KOÇAK

METSAN  
NEXUS  
KARTAL

CITY CENTER

bauformat  
Küchen

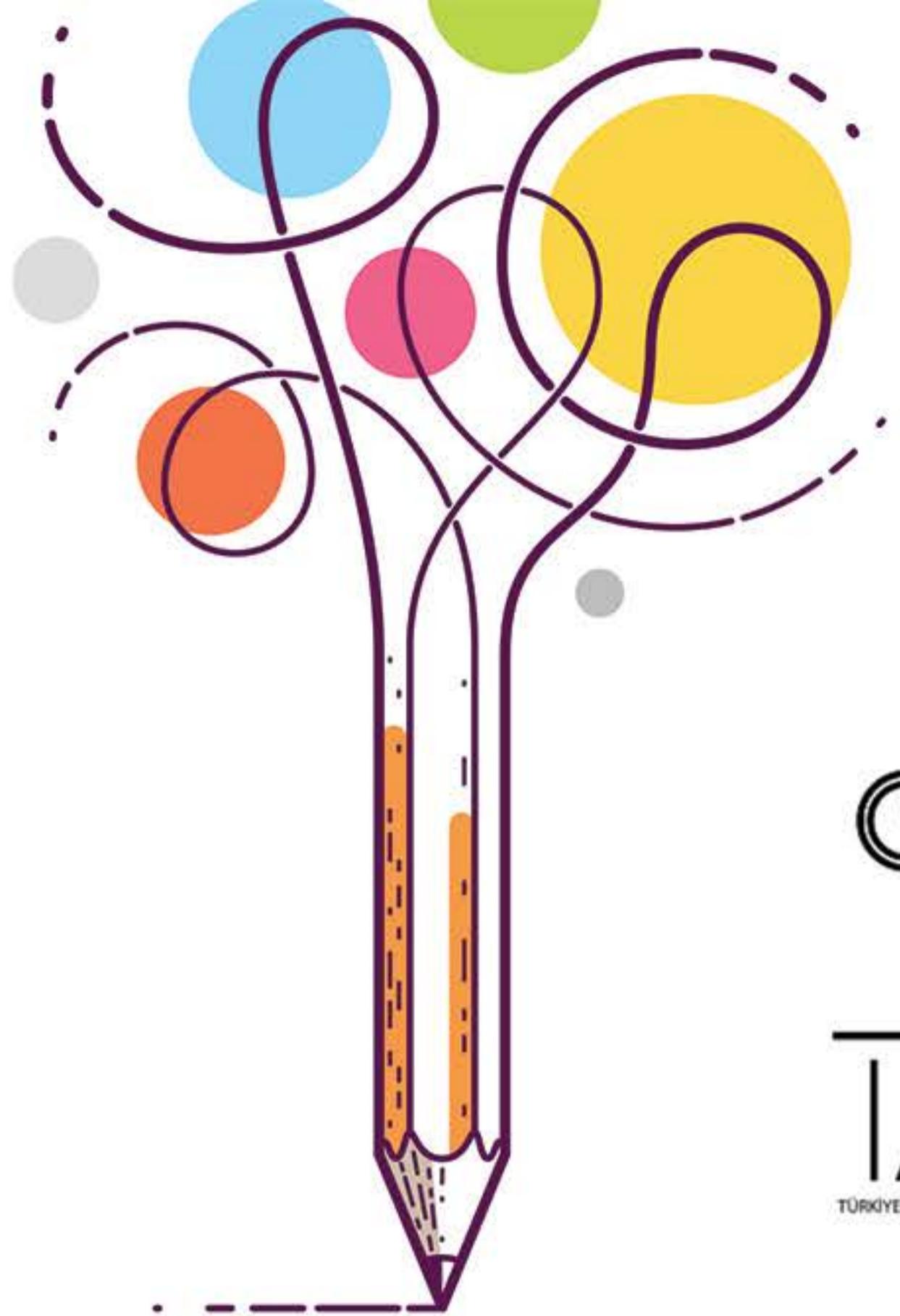
Burger  
Küchenmöbel

GIPTA  
EXCLUSIVE JEWELRY

We won't be talking too much on this page.

The brands we work with and who believe in us will do the talking...





**GGÜL**  
YATIRIM

**GiSP**  
GAYRİMENKUL İÇİN  
STRATEJİ PLATFORMU

  
**veritas**

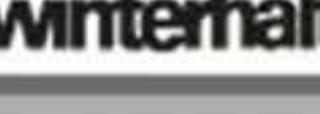
  
**ATİYE**  
RESIDENCE  
KAGITHANE

**DORA PARK**

**FLOKSER**  
GROUP

**TASD**  
TÜRKİYE AYAKKABI SANAYİCİLERİ DERNEĞİ

  
**ASBİR**  
antrepo

  
**winterhalter**

  
**Aydos**  
YAŞAM

  
**BAKİRCİ**  
YAPI

**ARK**  
RESIDENCE  
GÜNEŞLİ

  
**SATYA**  
CONSTRUCTION

  
**ArmaMenta**  
KARTAL

  
**fix**  
NOTE

  
**ADDRESS**  
TURKEY

  
**Paska**  
İNŞAAT

  
**FABIO**  
RICCI

  
**KAVAKLI**  
KONAKLARI

  
**basketba**

  
**PROPERTY**  
TURKEY

  
**GÜNEŞLİ**  
PARK

  
**ITU**  
ATV DİVANI VE İNŞAATSEL ATV İNŞAATSEL

  
**SEVİNÇ**  
KOLEJİ

  
**DISEGNO**  
evite töre change

  
**PROPERTY**  
TURKEY

  
**AUTOPIA**

  
**ARWEY**  
FUNCTIONAL NOTEBOOKS

  
**yelken**

  
**AKADEMİ**  
KOLEJİ

**TalaT**  
GROUP

  
**AVRUPA**

  
**ATAKÖY HASTANESİ**

  
**GIPTA**

  
**ADDRESS**  
TURKEY

  
**BEST**  
PROPERTY  
Turkey



GÜL PROJE

ŞAFAK  
SAĞLIK GRUBL

GIPTA  
EXCLUSIVE JEWELRY

ERATO  
UNIQUE STATIONERY COLLECTION

NOVEL  
COSMETICS



Okkalar  
İnşaat A.Ş.

LA Vie  
EN Rose

bauformat  
Küchen

DEMİR  
GROUP

SAFAK HASTANESİ



PALM  
MARIN

eyüp palas

SAFİR  
INTERNATIONAL  
COLLEGE  
create your future

GÜLPARK  
YASAM

PASKA  
inşaat

Redberry

GURAY GROUP

GATE of  
CAPITAL

SECTION®

YASAM MARINA

Hiper  
Farma

SAFAK HASTANESİ

MEDI  
TOUR

intro  
property

360proje

projekop  
zingat Member

ProSteril

GENCER

GLOBAL LEADERS  
YURTDISI EĞİTİM DANIŞMANLIĞI

ALTAN  
PLASTİK

ALTUNHAN

FMY KİMYA

New Life  
Innovative Food Supplements

Hyper  
Immun44°

DeflaGyn®

Tradewind  
Intelligent Trade Finance

IAS  
İSTANBUL AMERICAN SCHOOLS

turkuaz

eden  
FARO

Dentway  
DİŞ HEKİMİM

iSRA  
HOLDING

ATAK  
CERRAHI

PERA

KolayChef  
Pide

MERKOTEKS®

**G  
R  
O  
W  
I  
N  
G**

We are growing with our projects,  
we get stronger with our brands...



[www.moddworks.com](http://www.moddworks.com)

# WHO'S NOT AMONG THEM

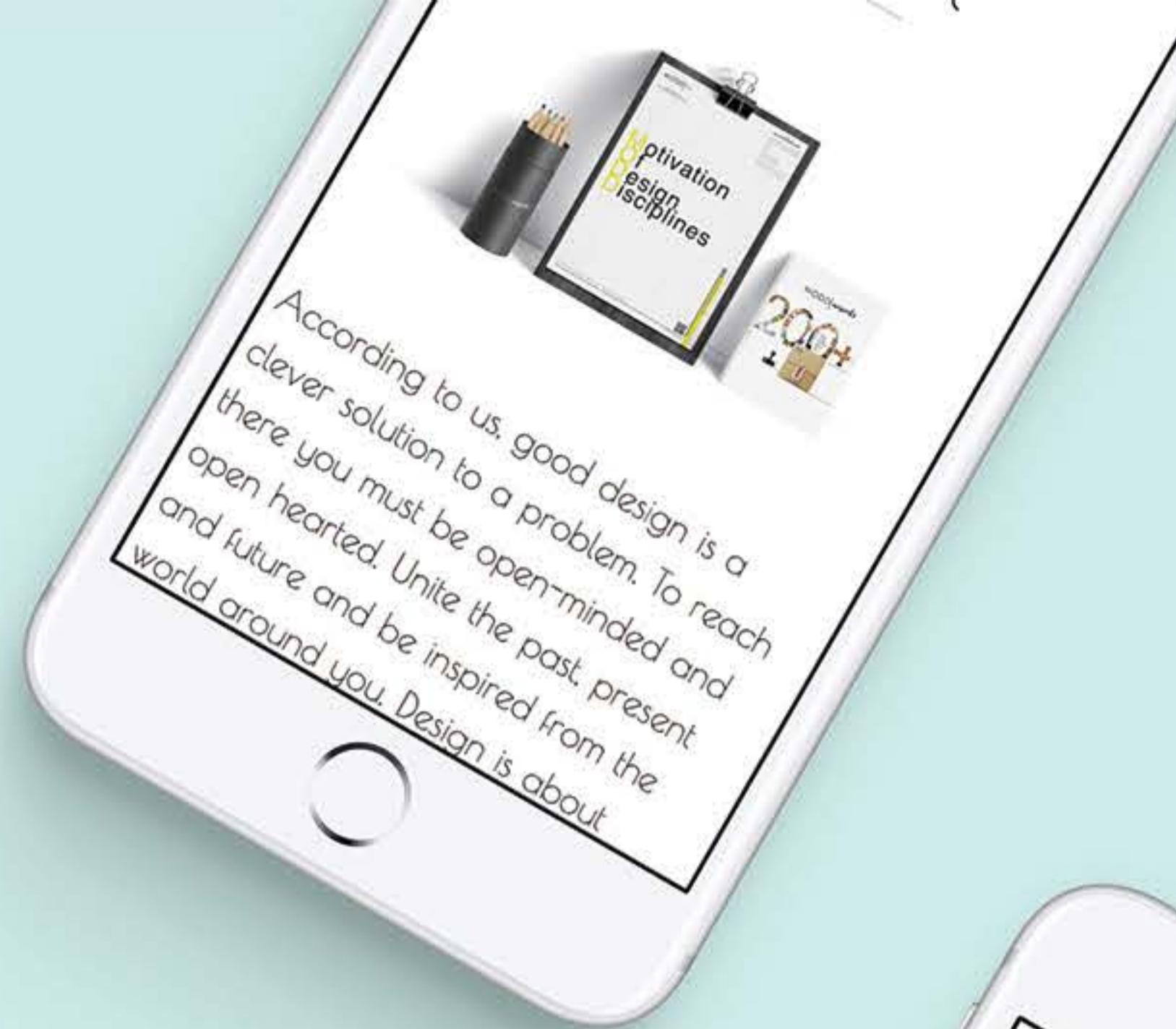
We had the opportunity to work with over 300 brands in the past 12 years.

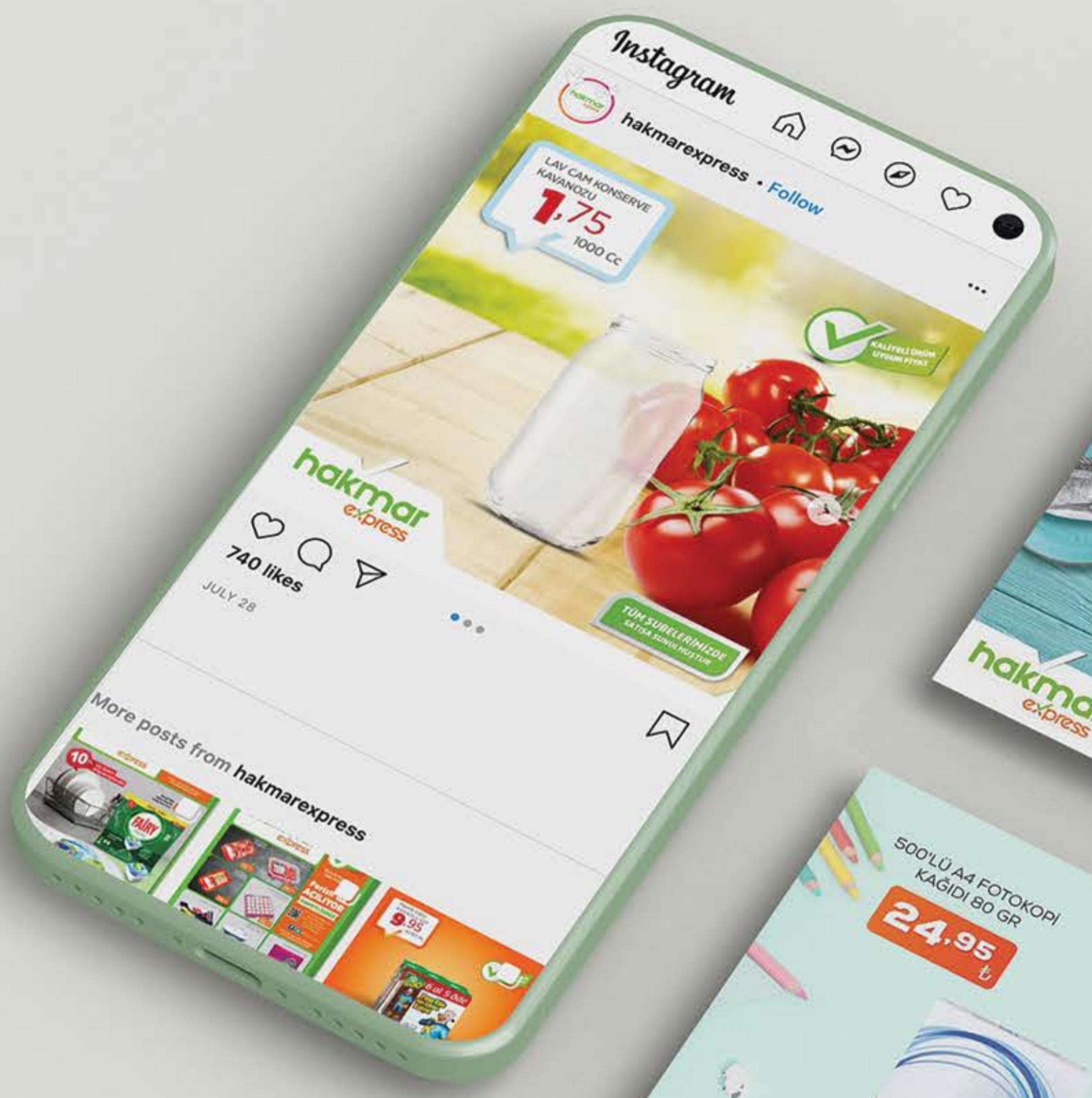
Among them, many brands from various industries including

- Holding Structuring
- Company Group Structuring
- Health Industry
- Education Industry
- Fast Moving Consumer Goods Industry
- Branded Residences Industry
- Services Industry
- Energy Industry
- Textile and Ready Wear Industry
- Jewelry Industry
- Branding of Associations
- Basketball Federation
- Volleyball Federation

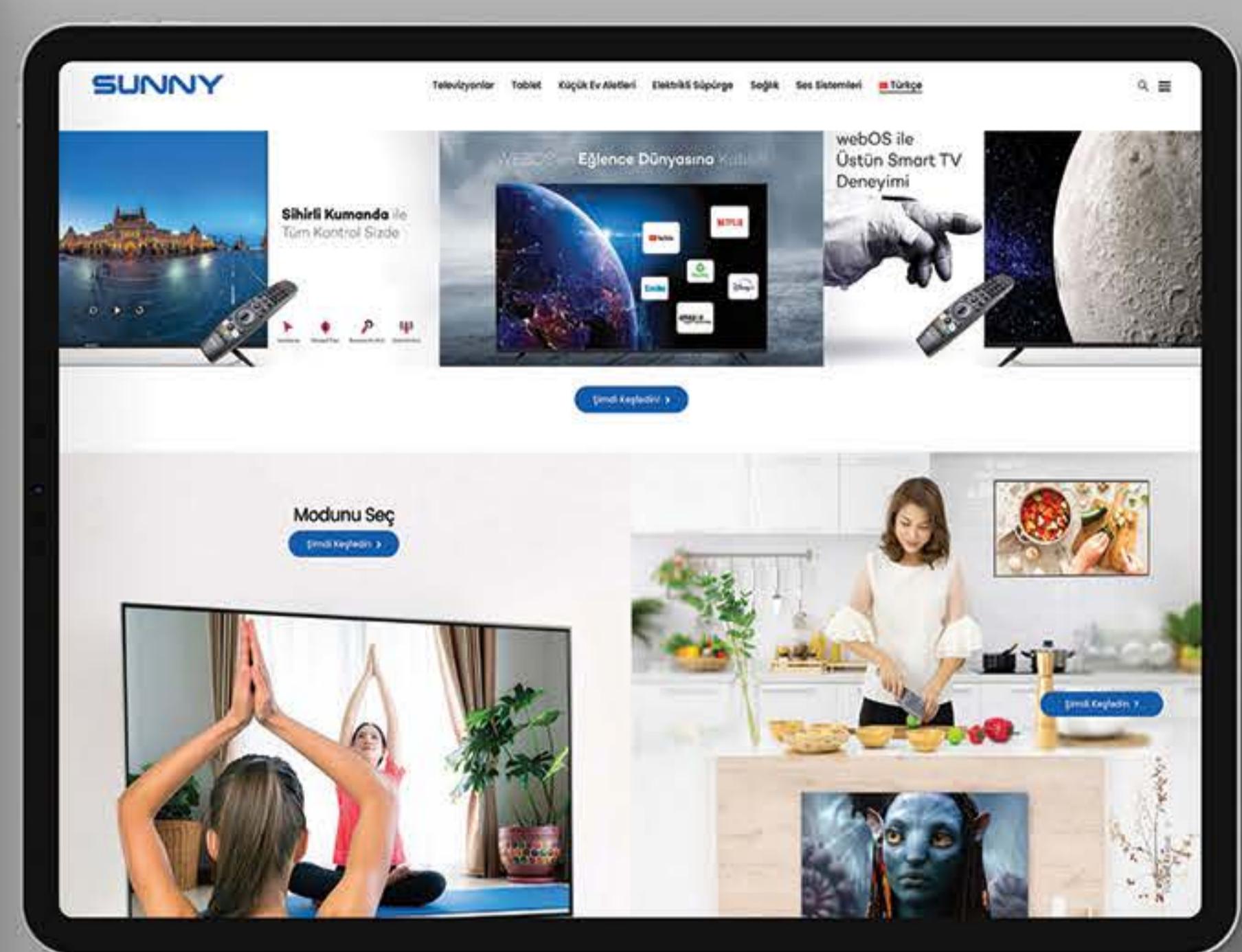
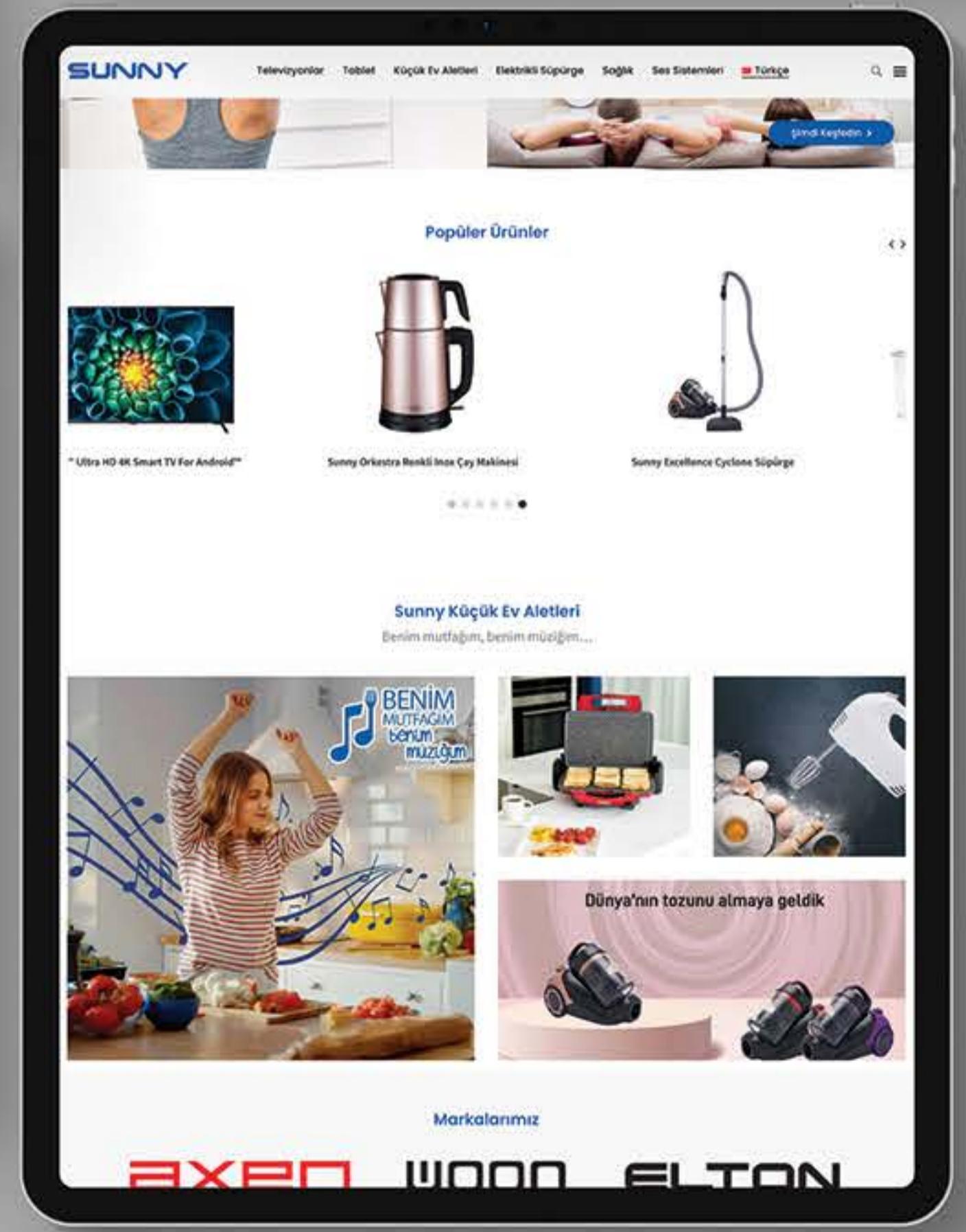
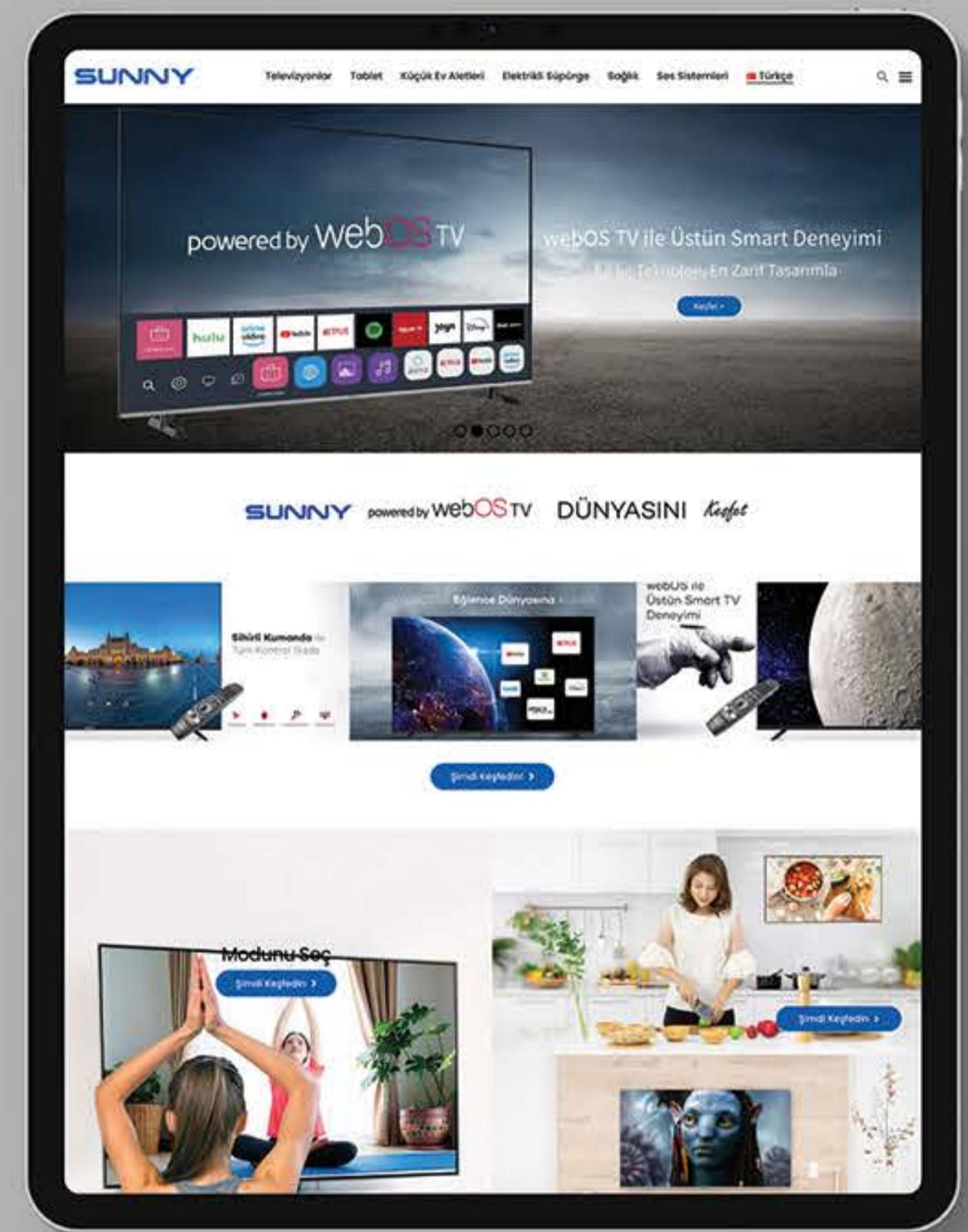
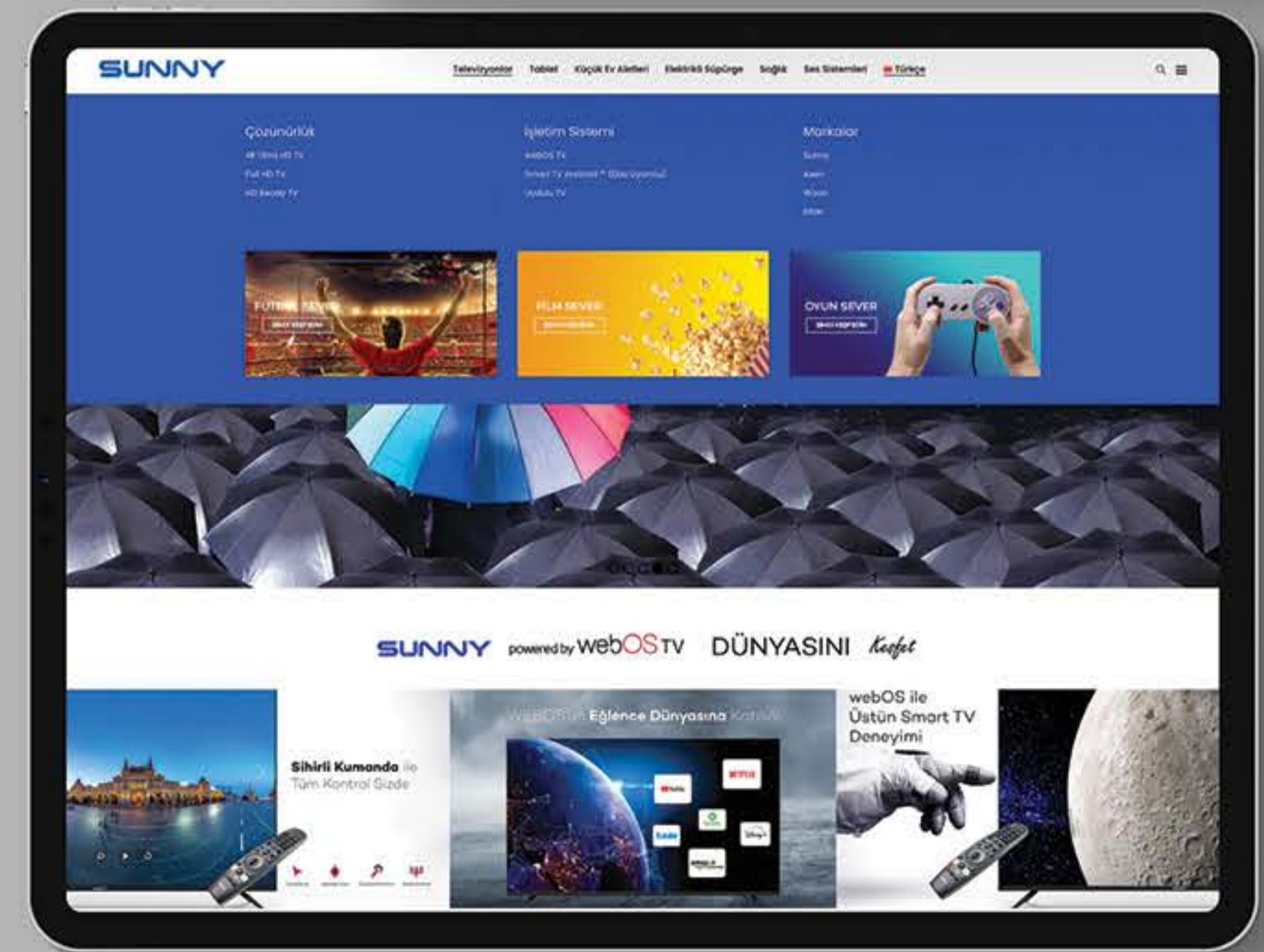
have chosen MODD/works advertising agency for their communication projects.

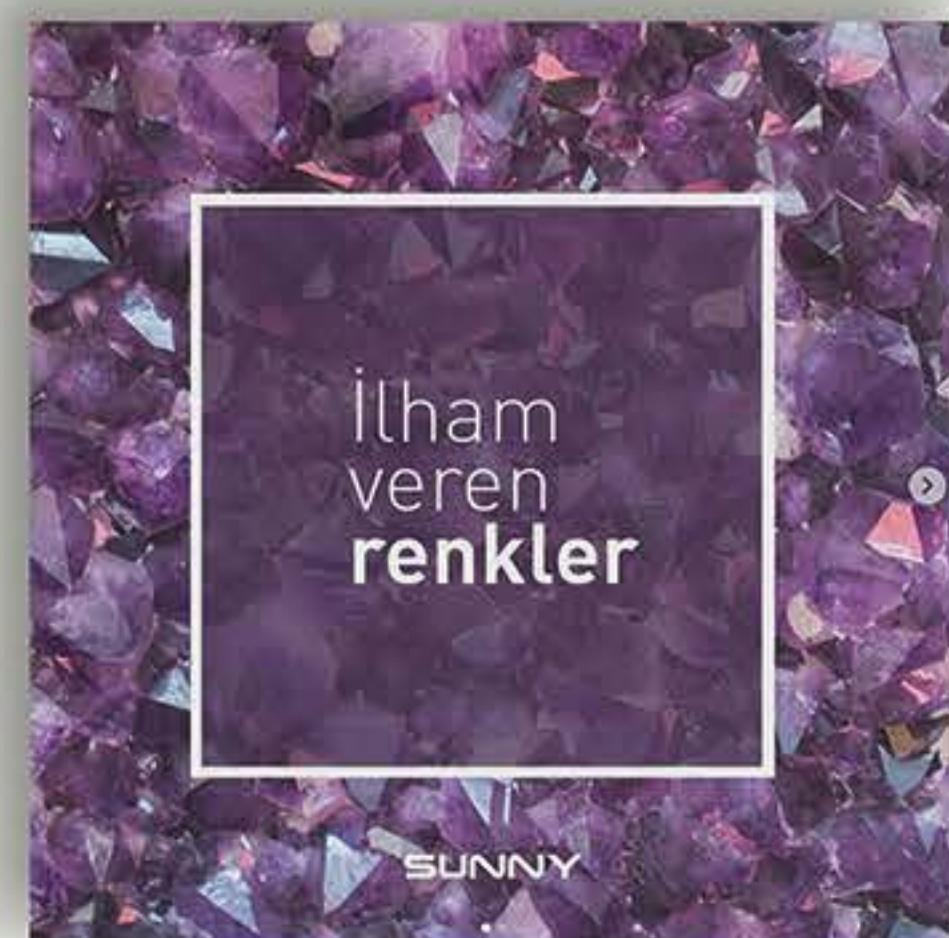
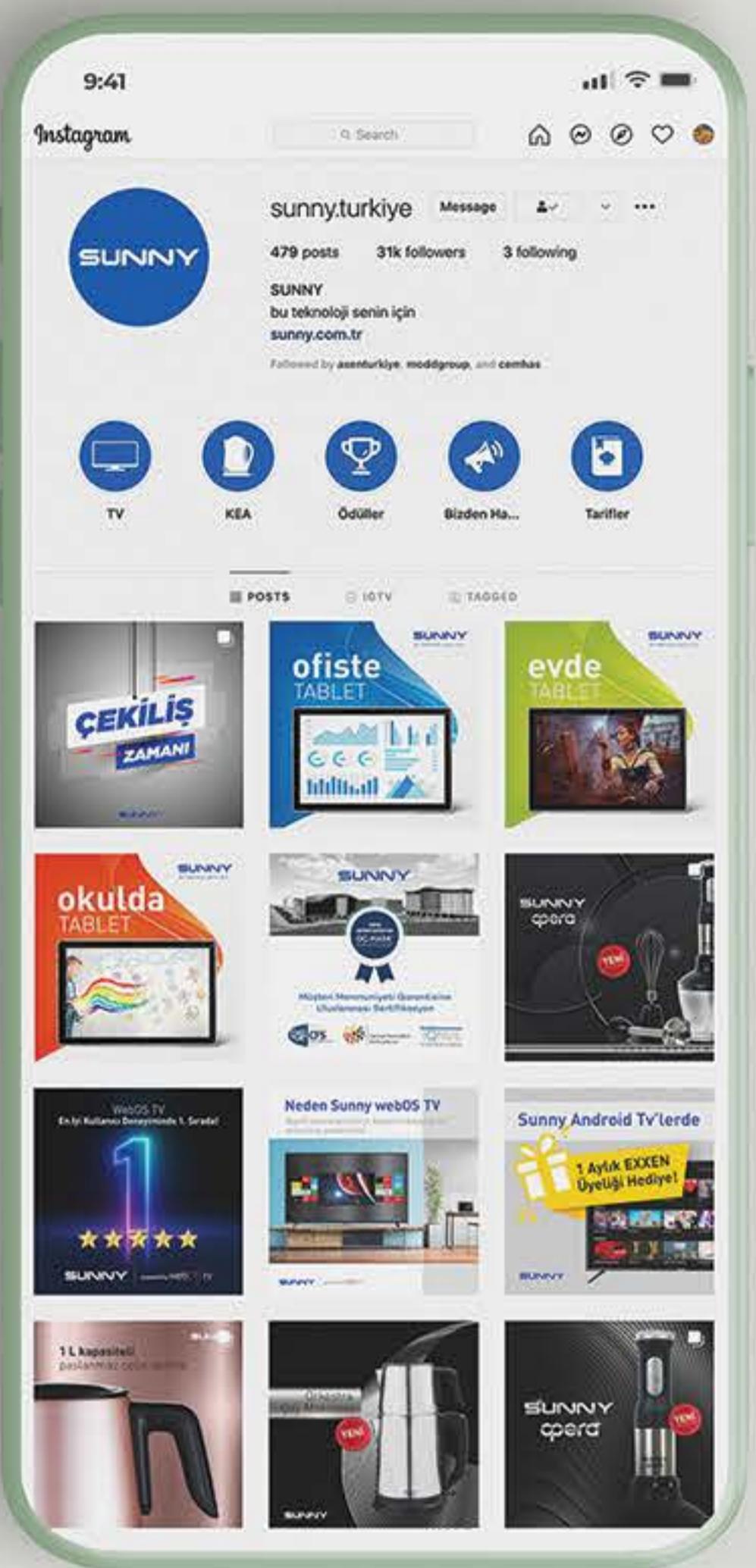




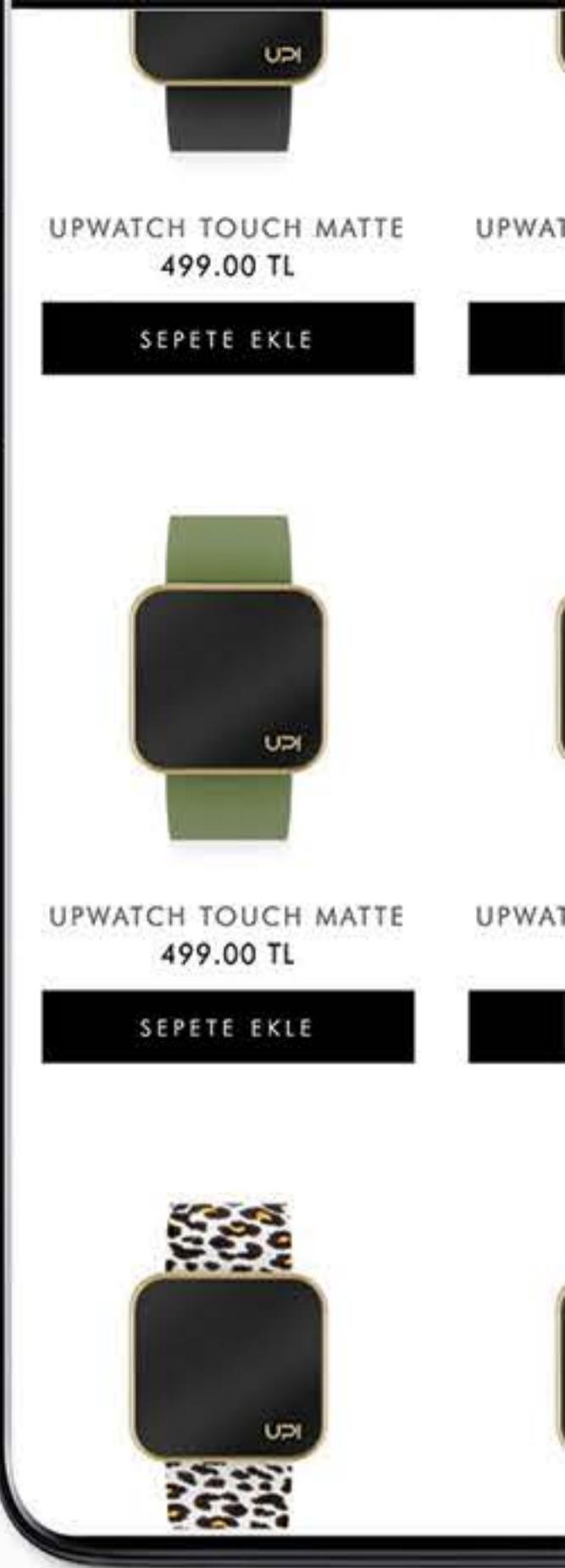
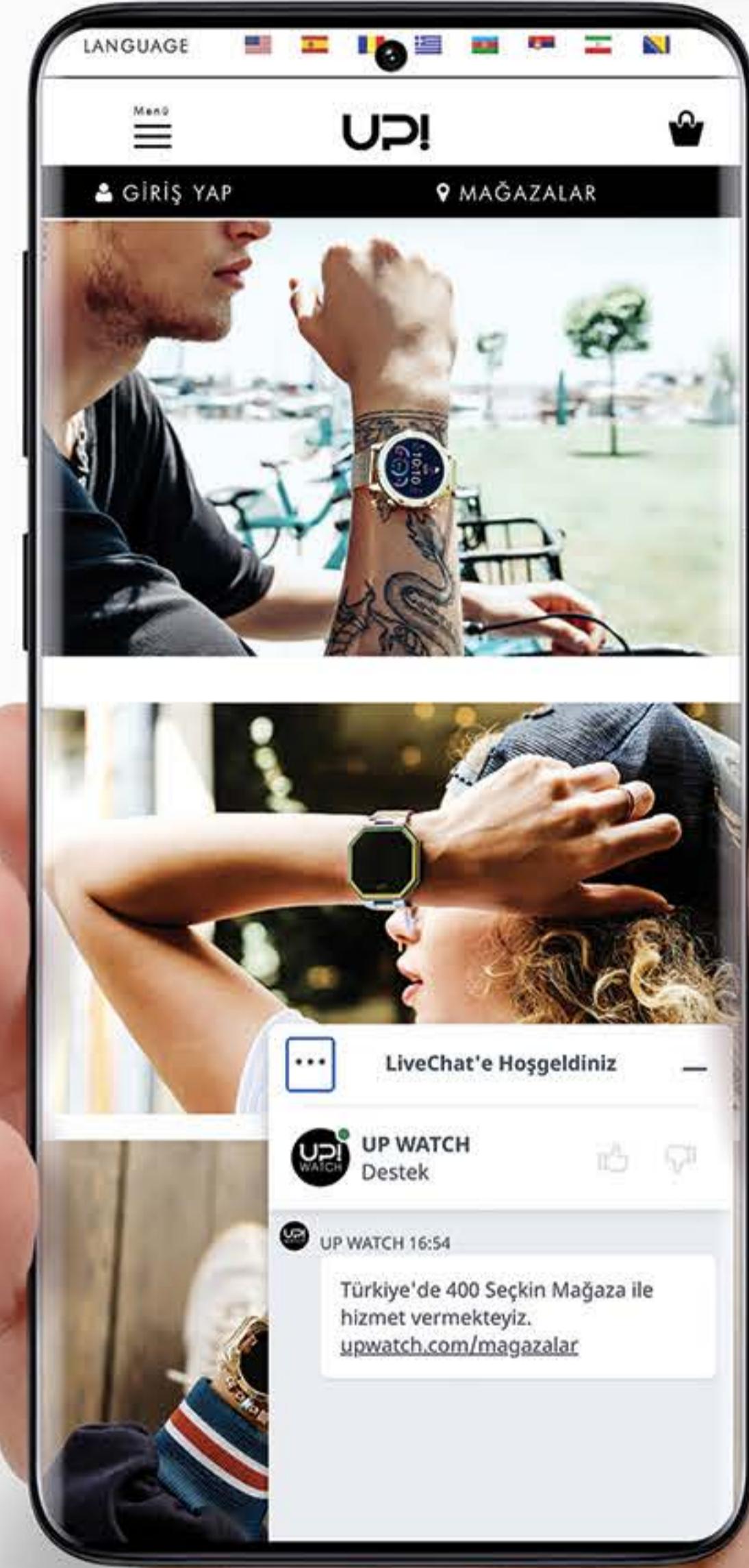


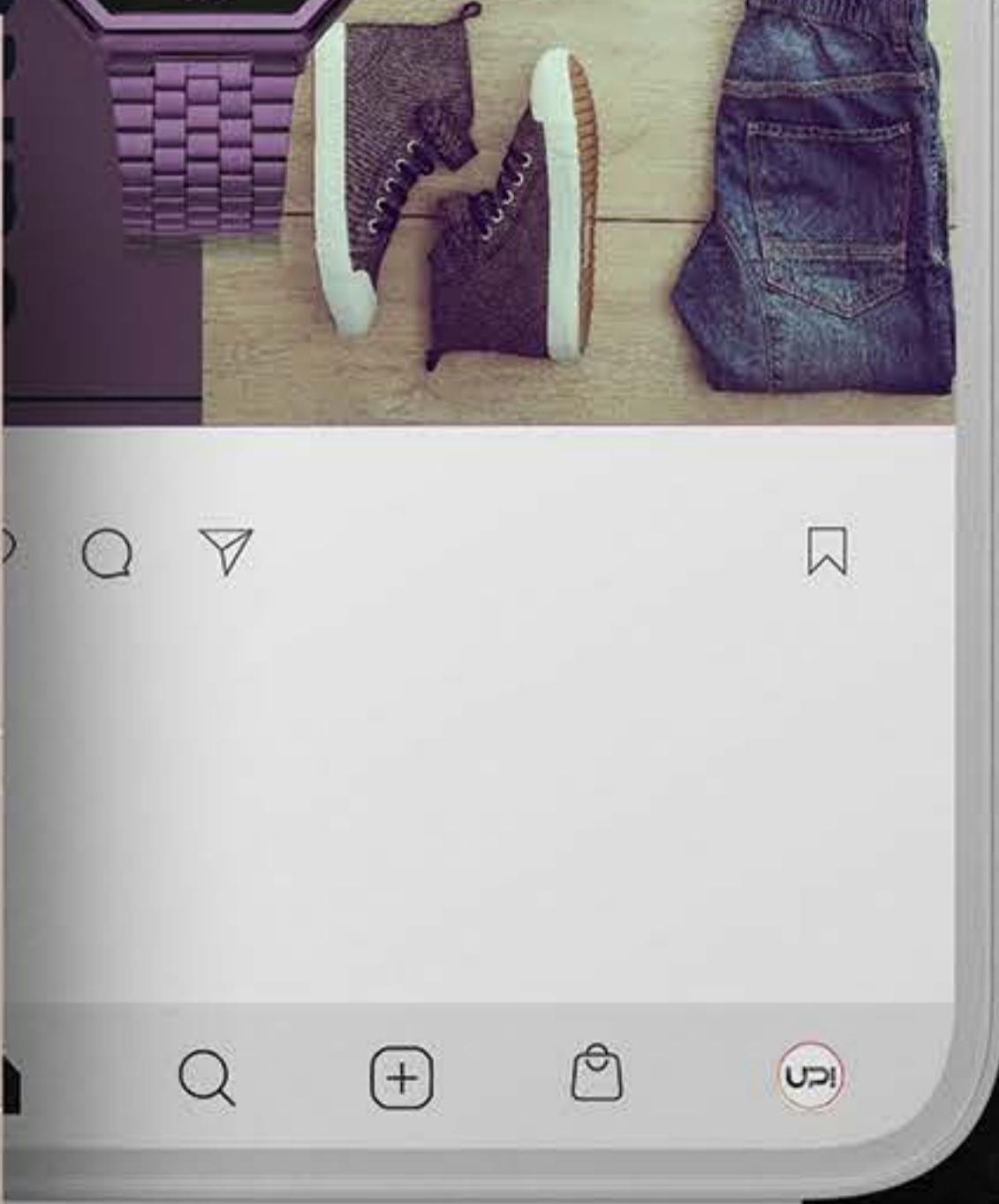






# UP!





**TÜKENDİ**

UPSMART SLIM BLACK STEEL

599.00 TL

Ürün Kodu : 1970  
Barkod : 8682016714021

Hediye Kordon Renk

0 ▾ Şar Yeşil Mavi Siyah Turuncu Pembe Gri

**SEPETE EKLE**

**STOĞA GİRİNCE HABER VER**

LANGUAGE

MODELLER ▾

X WATCH CAMOUFLAGE BLACK  
269.00 TL

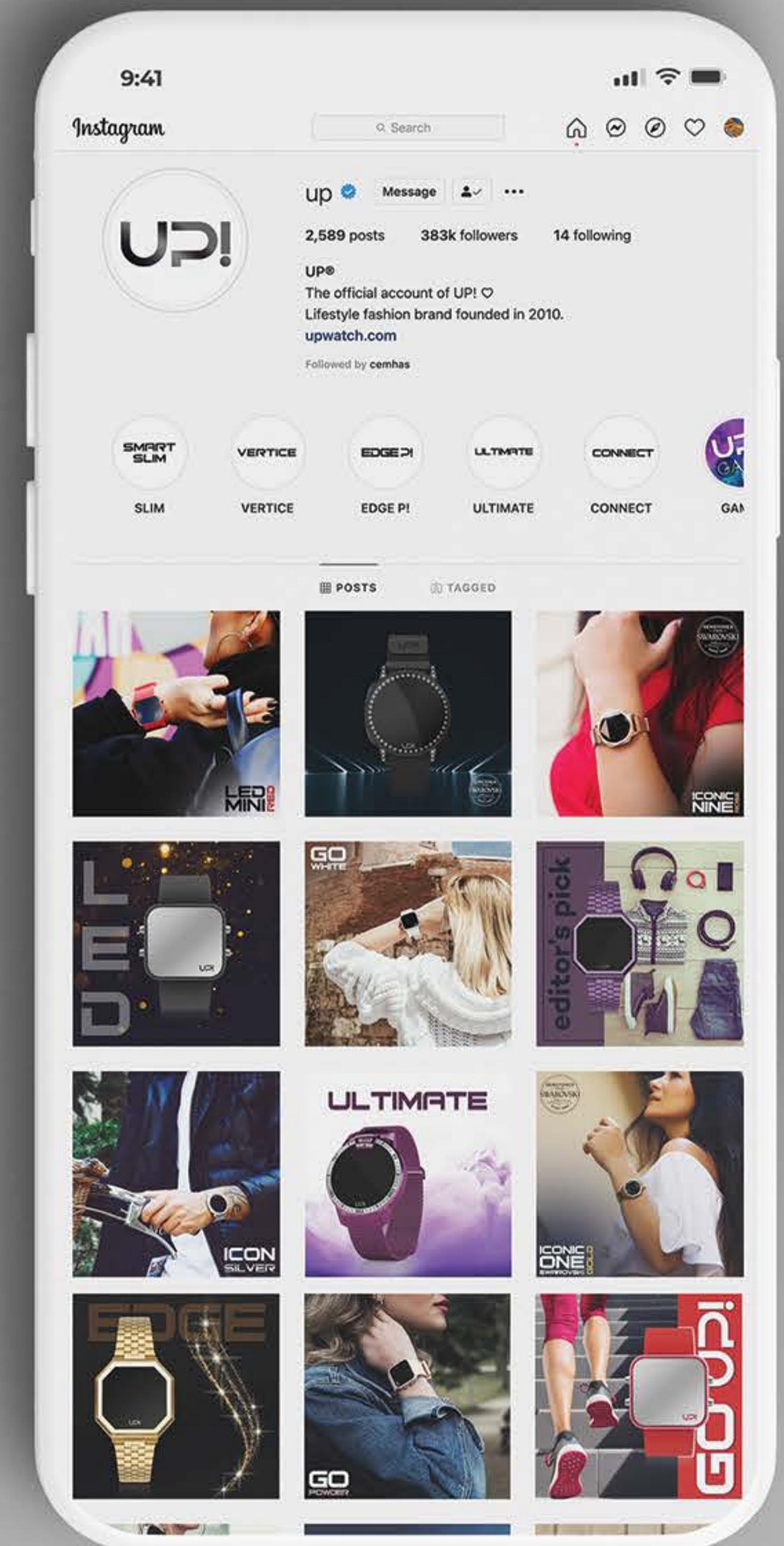
X WATCH CAMOUFLAGE  
269.00 TL

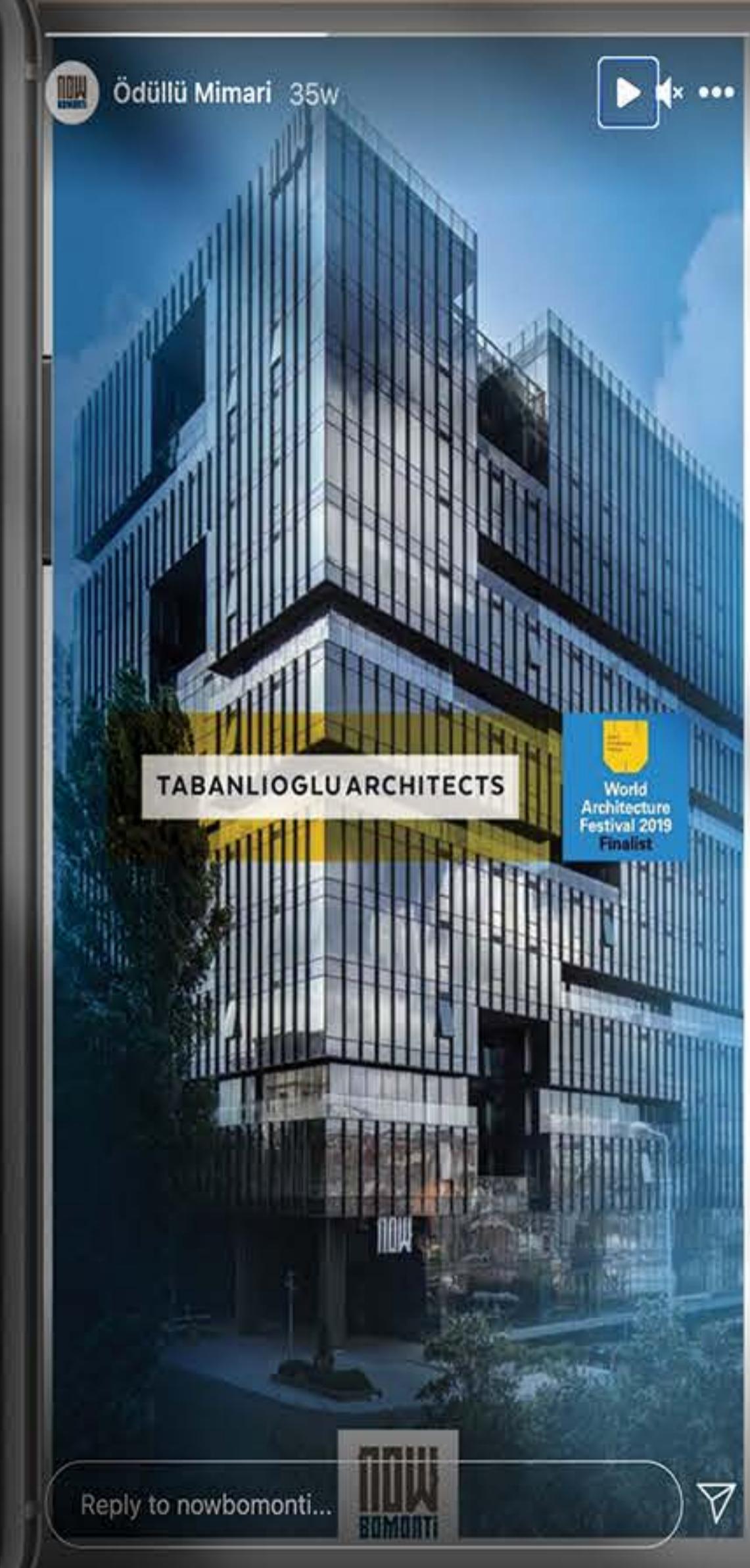
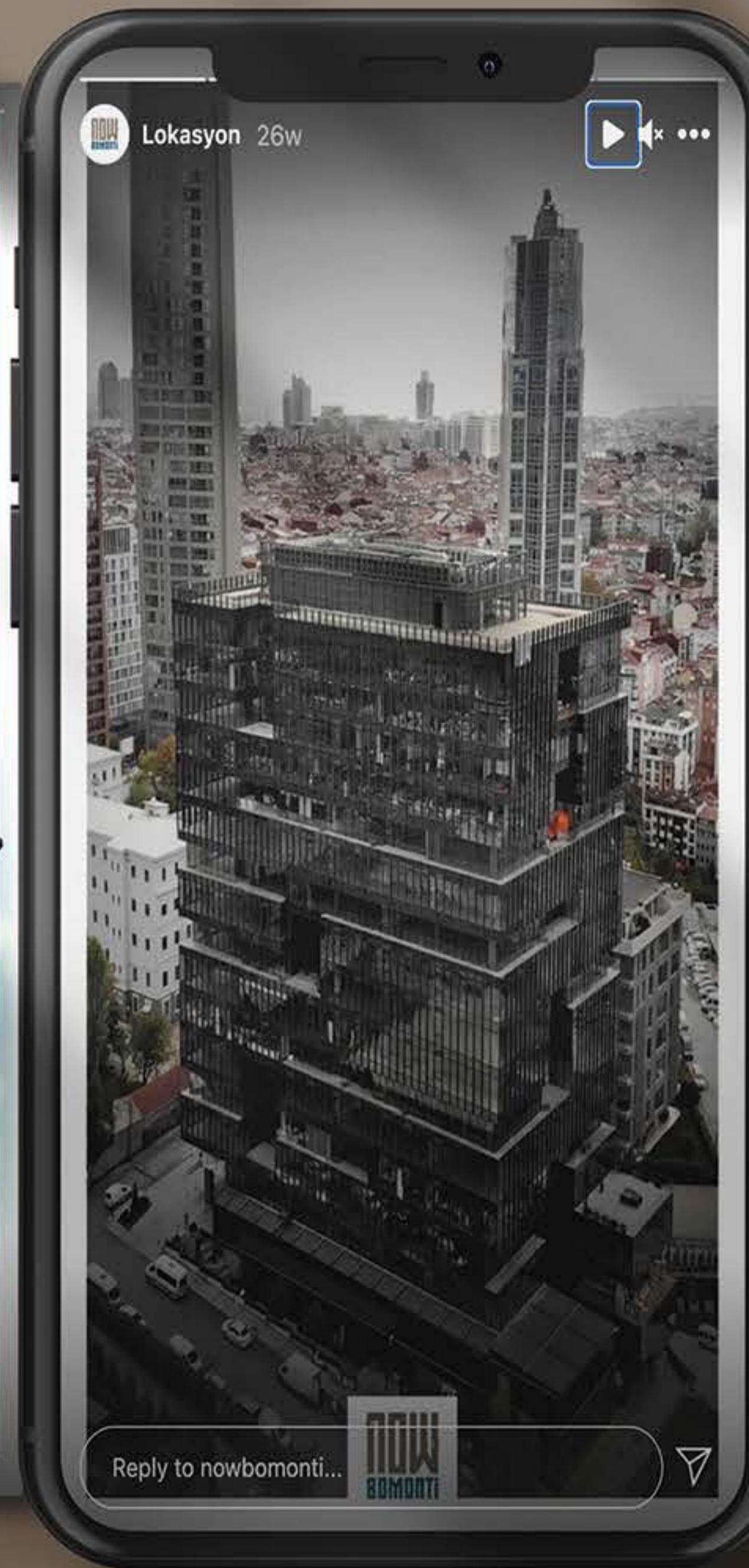
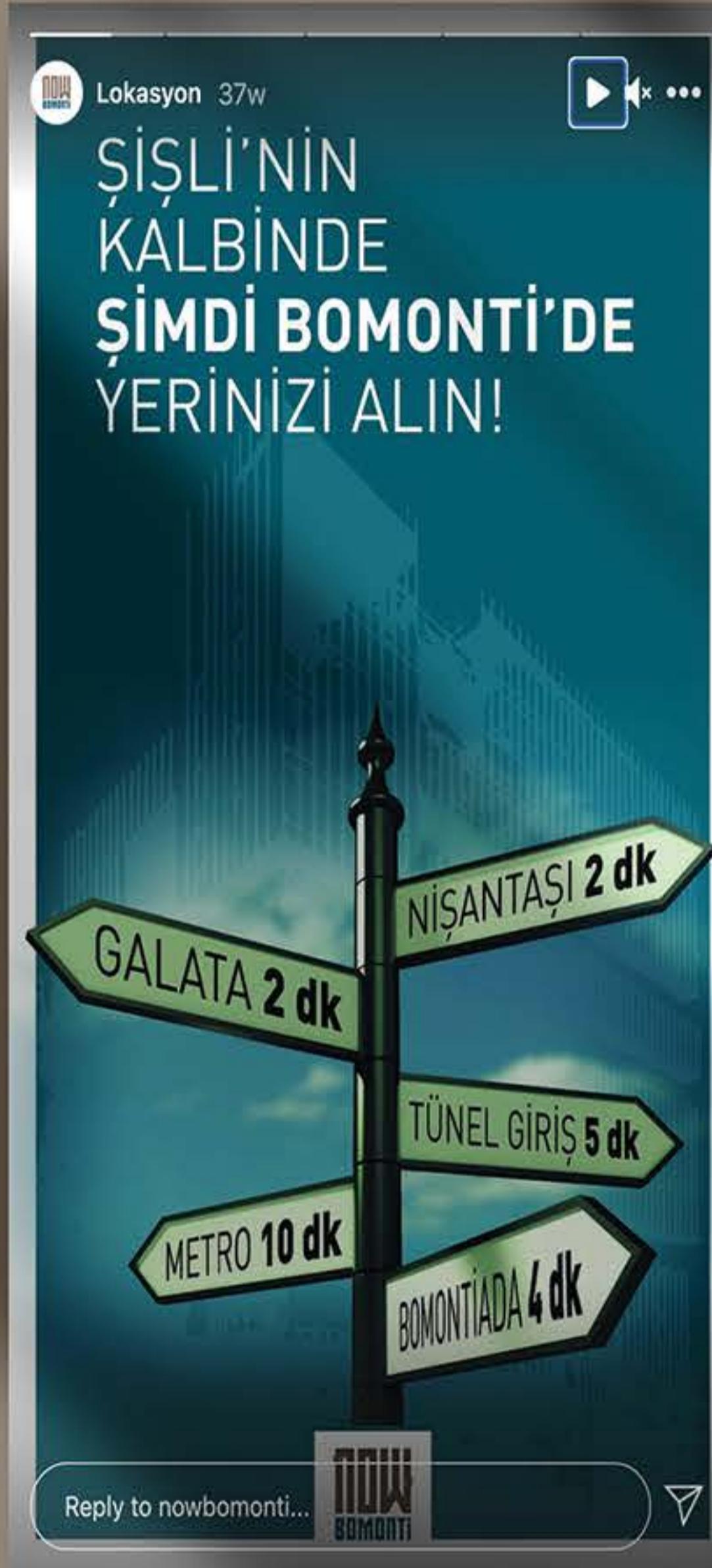
**SEPETE EKLE**

**SEPETE EKLE**

LANGUAGE

**SEPETE EKLE**









The real estate sales web site of Turkey, focusing on the middle east is online now!



## Branding projects of Turkey;



Succeeding at attracting the attention of foreign investors with specially designed campaign countdown!

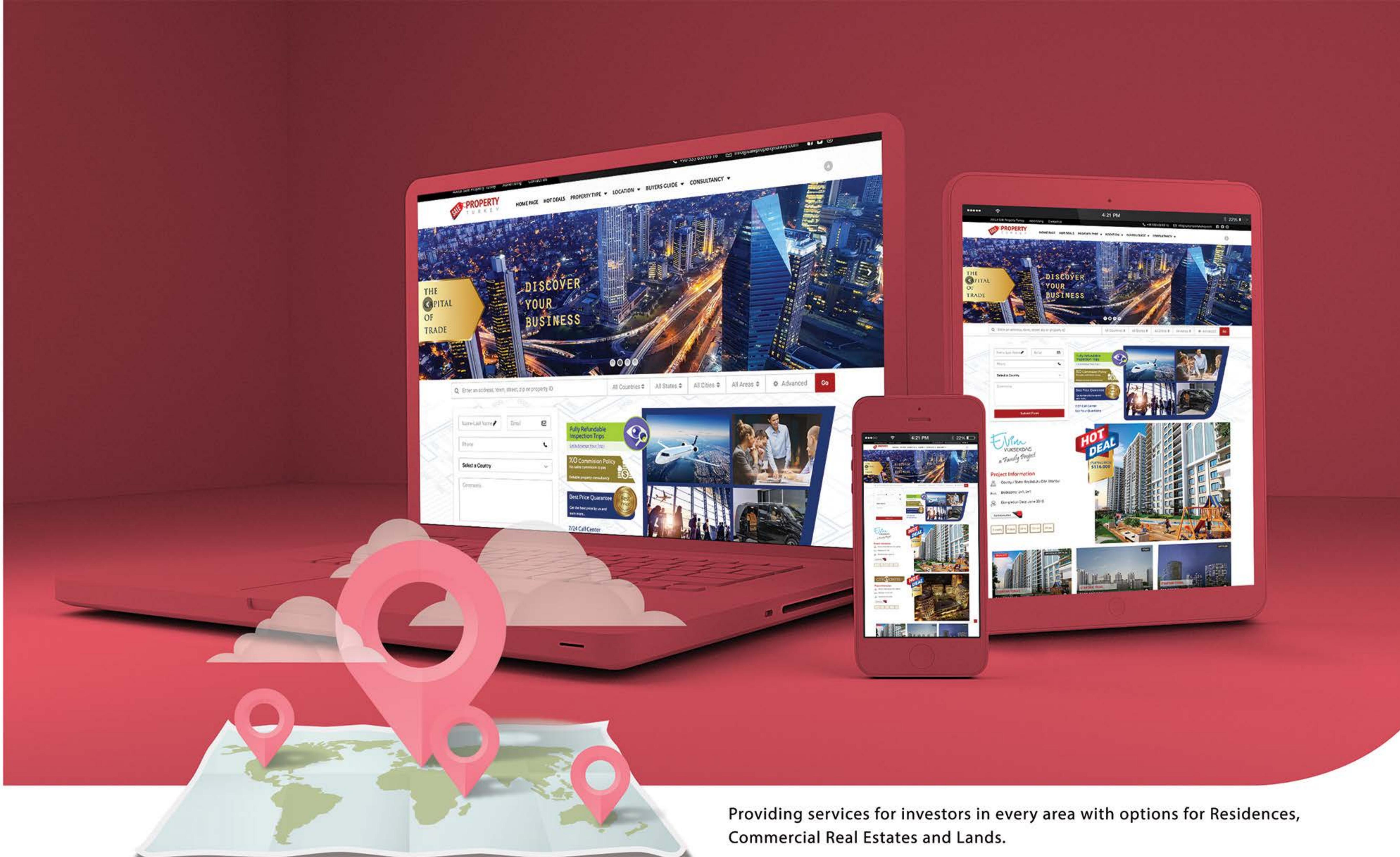


With Sale Property Turkey designed as an address solely for the campaign projects,  
**PROJECTS OF OPPORTUNITY WILL COMPETE AGAINST A COUNTDOWN CLOCK...**

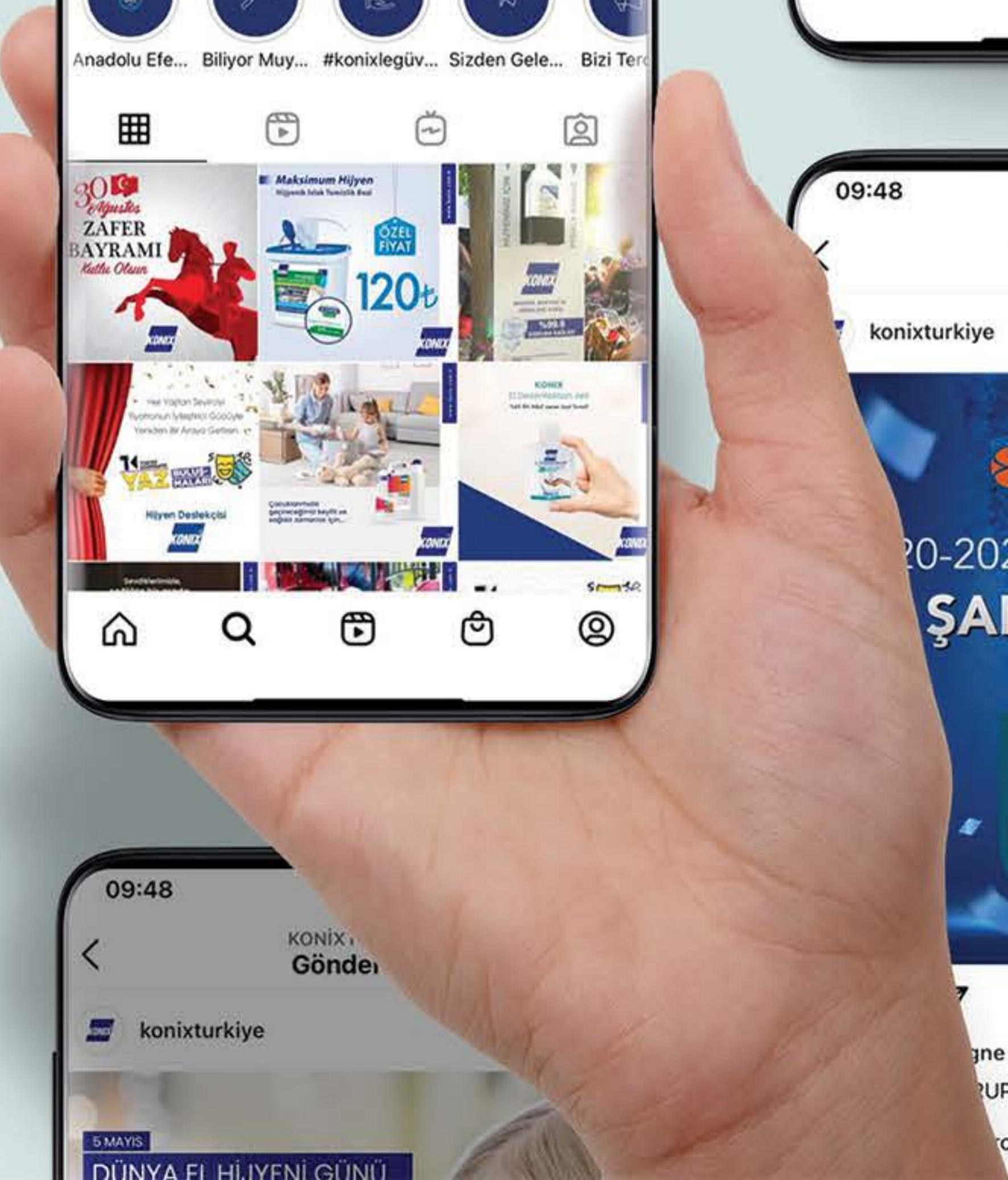
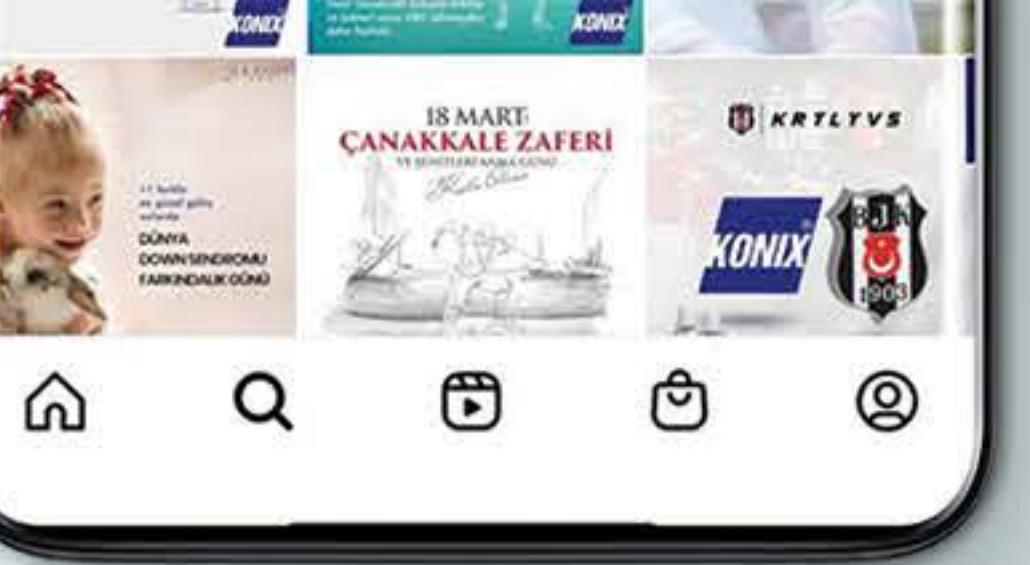
Our web site which designs sales campaigns for a limited number of projects is managed by a professional team of 7 real estate consultants.

### ○ Our specialties

- Working only with campaign and time limitations
- Custom presentation page for each project
- Marketing and advertising activities unique to the project
- The opportunity of collaborating with international agencies
- Free of charge tour of Turkey for real estate customers under the projects
- A customer portfolio consisting of tens of thousands of premium data



Providing services for investors in every area with options for Residences, Commercial Real Estates and Lands.





# GO A LS



Would you think it is too far a target to carry the MODD/works name to the most important centers of the world with the London, California and Hong Kong offices?

To grow 33 times more in the next 5 years and to focus on new goals...





We are already on the way...

We have completed the Hong Kong and London office.  
Now California will be the last.





Since the day we were founded, not only we follow examples of marketing and advertising from all over the world, we also share this information with everyone on our company blog page. You can examine thousands of news there and follow our blog page.

[Check Our Blog](#)

# HOW TO WORK TO GET HER

Which way of working  
will be more suitable  
for your company?

- 
- project based design management
  - branding over monthly 'fees'
  - printing and promotion services
  - startup funding and project management
  - social media and digital campaign management
  - brand consulting





Nothing is more inspiring  
than a blank page.

Because this gives you the chance  
to create a unique idea...

# WHAT DO WE OFFER YOU?



We do not create "vision, mission" for your brand just for the sake of formality.  
We are coding the future and writing tomorrow's trends into your brand's DNA today.





**Brand strategy and market positioning**  
**A shot of youth and excitement for your brand**  
**Integrating global design trends with your brand**  
**Integration of web projects and digital technologies**  
**The most sincere language management in social media**  
**New product, project or launching management**  
**Design and printing services for all printed materials**  
**Packaging design and printing management**  
**Creating new user experience with the application of your brand**  
**Creating corporate integrity with brand user's manual, franchise kits and etc.**  
**Ensuring integration of your brand to new trend creating marketing tools**  
**Periodical reporting and performance management**

# HEAD QU AR TERS



We have managed to build our own building in İstanbul,  
as a result of breathlessly working for 5 years.

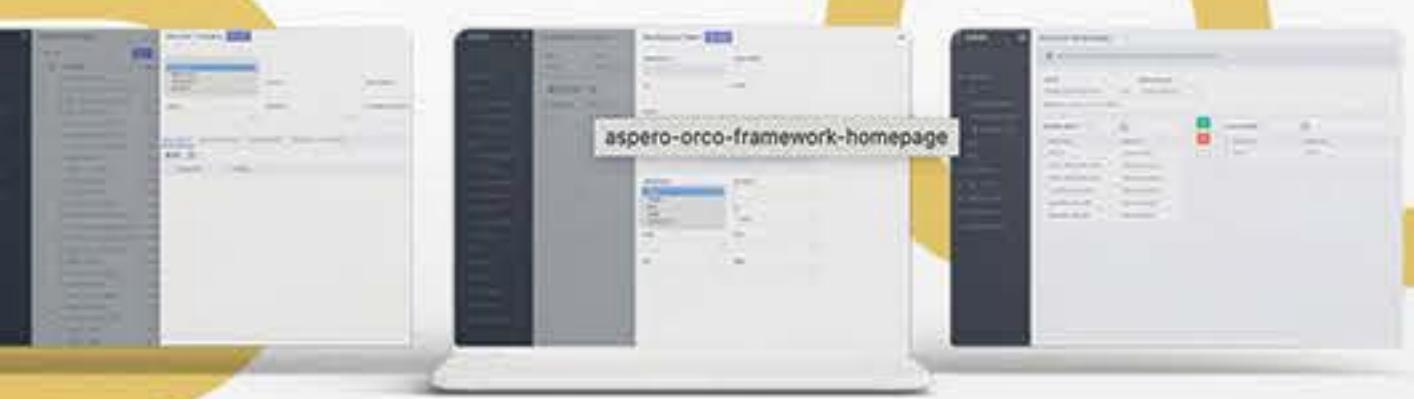
We are waiting for you in our building which is 5 minutes away from  
Ataturk Airport not just for business but for having fun and chatting, too.



# Teknoloji İle Büyümenin Formülü

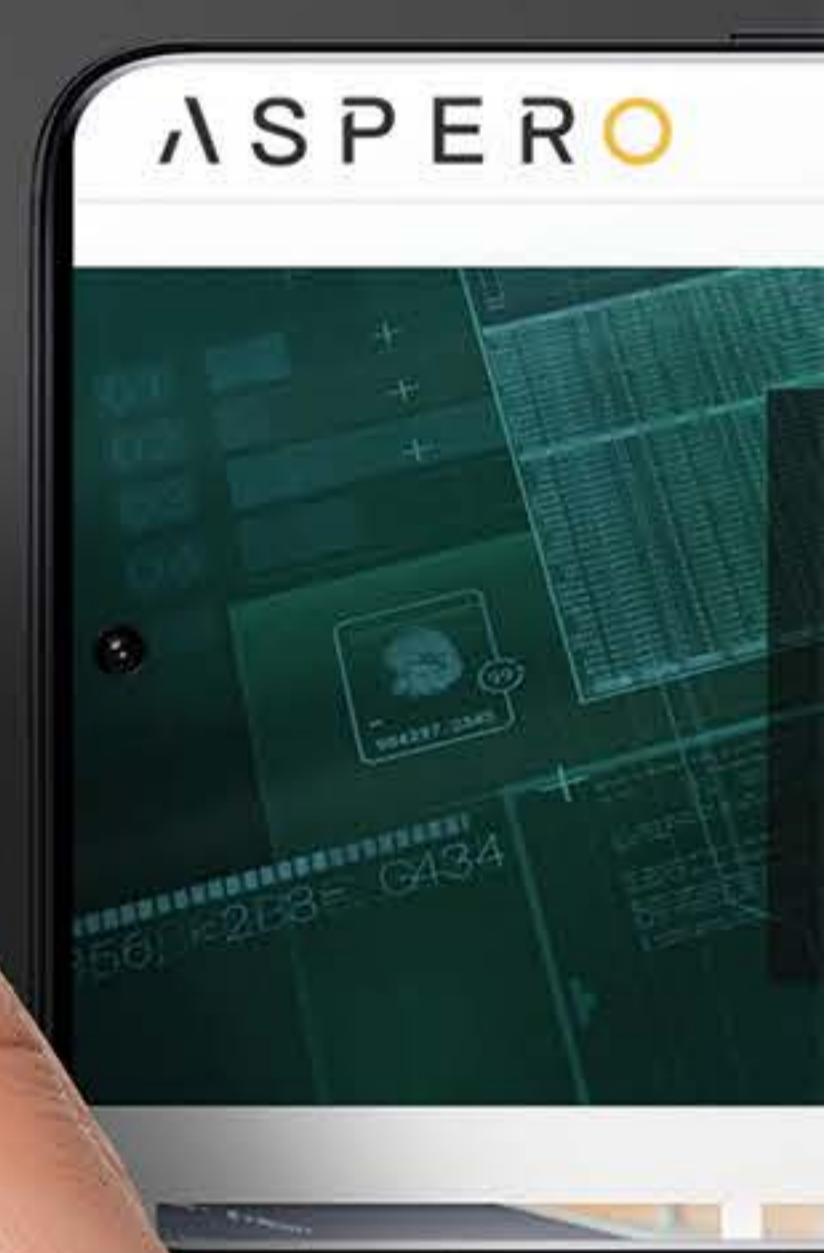
Aspero'nun yenilikçi ve kolay anlaşılmış ürünler ile ekiplerinizi güçlendirin. Yazılım geliştirme ve danışmanlık alanında markanızla özel çözümler üretiyoruz. Sizde iş süreçleri yönetiminde Aspero'nun desteğini oln.

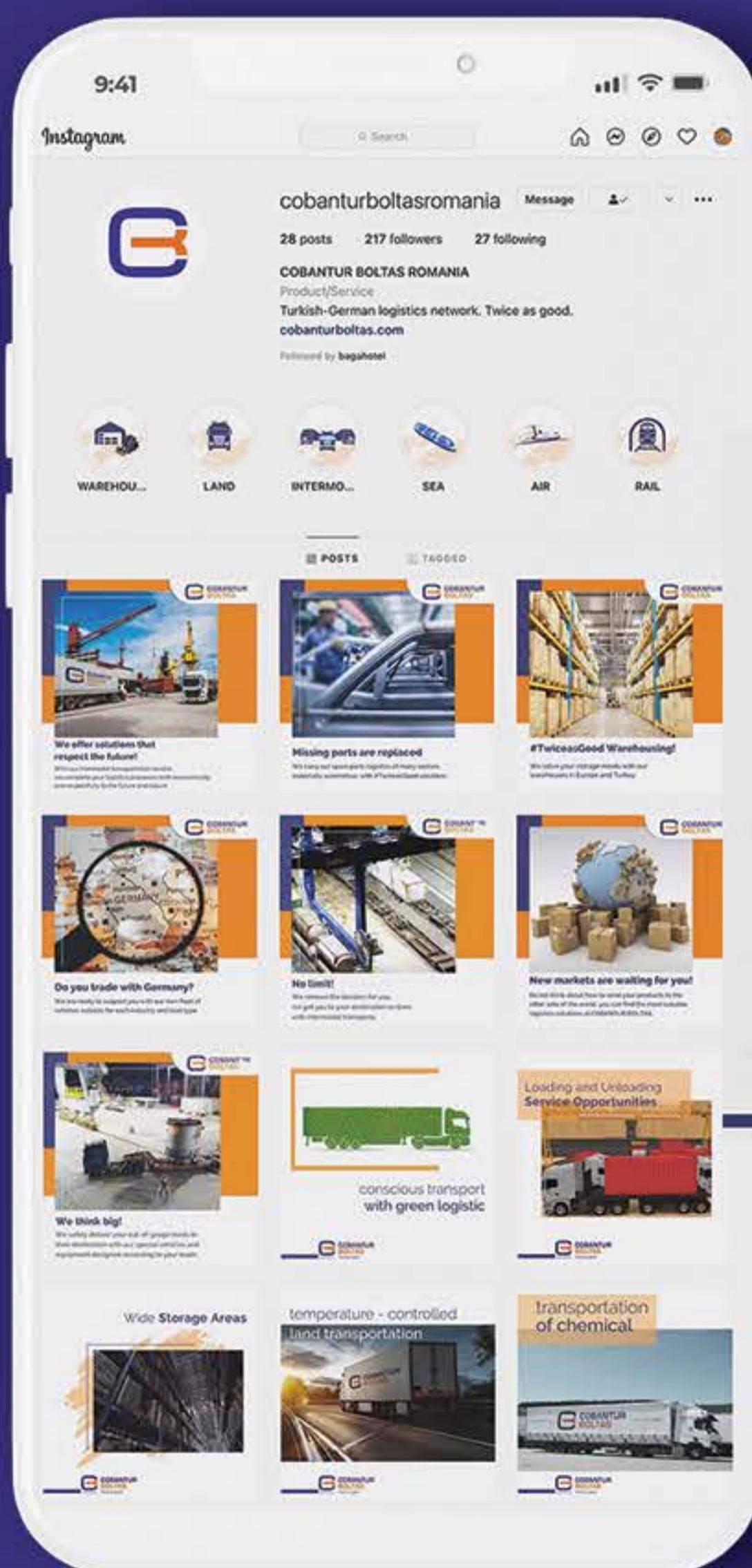
TEKLİF AL



Orco Demo İle  
Hemen Ücretsiz Deneyimleyin

ORCO DEMO





safe transportation

solutions for your requests

we make, all destinations close

Request Quote

COBANTUR BOLTAS Twice as good

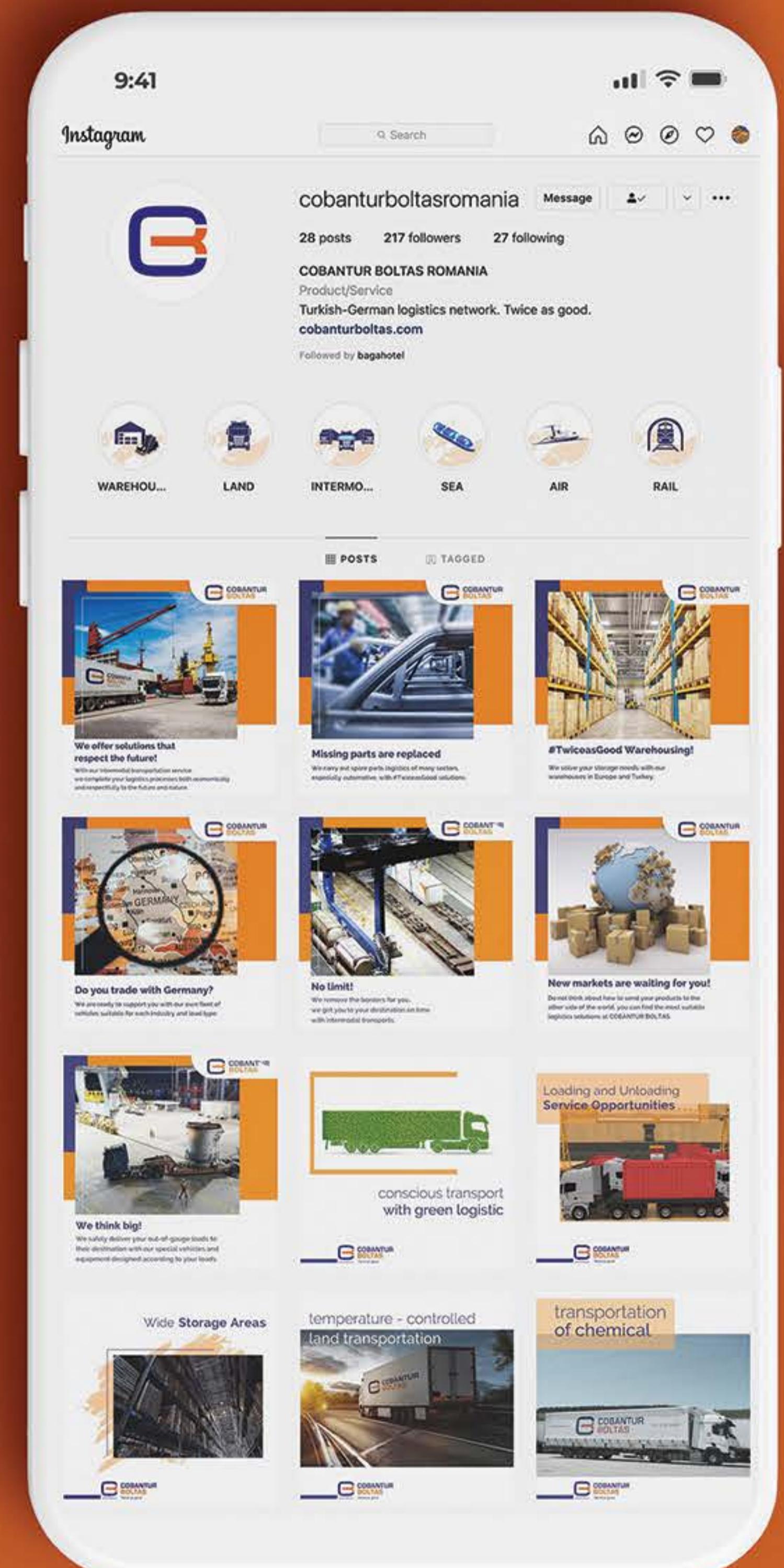
COBANTUR BOLTAS Twice as good

COBANTUR BOLTAS Twice as good

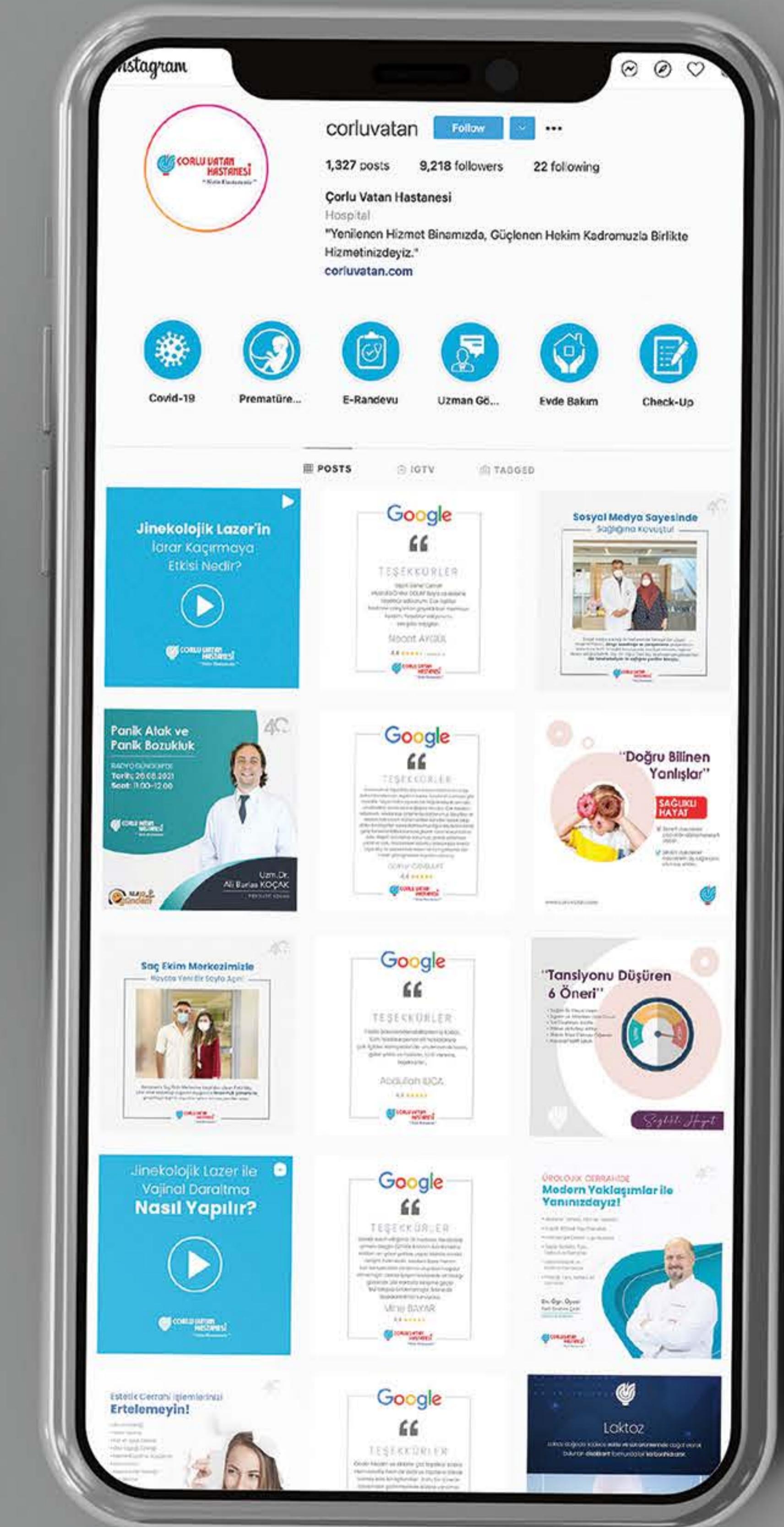
COBANTUR BOLTAS Twice as good

COBANTUR BOLTAS Twice as good

shipping leader







**Plan & Price**



**Medical Information**  
Your dental treatment requires 2 visit

**First Visit (for 7 days)**

**Implant**  
It is an artificial tooth root placed inside the jaw bone to support a crown, bridge or a denture so that you can then chew correctly and smile with confidence.

**Crown**  
Crowns can improve the shape, color and strength of your teeth especially when they are damaged or compromised. When they are used over implants they help to replace lost teeth.

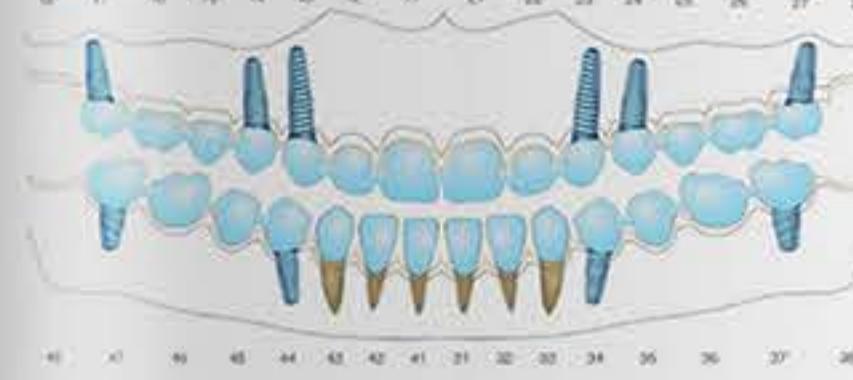
6 Zirconium Crowns placed  
10 dental implants placed (Swiss Implant)  
Temporary dentures given

First payment = €4900

**Second Visit for 5 days (after 3 months)**

22 zirconium crowns are placed on implants  
Second payment = €3300

**Treatment Plan**



TEETH	SURFACE TYPE	OBSERVATIONS	PRICE	DATE
IMPLANT	13, 14, 17, 23, 24, 27, 34, 37, 44, 47	€400 each Swiss Implant	€4,000.00	
BRIDGE	14, 15, 16, 17	€150 each Zirconium Crown	€600.00	
BRIDGE	11, 12, 13, 21, 22, 23	€150 each Zirconium Crown	€900.00	
BRIDGE	24, 25, 26, 27	€150 each Zirconium Crown	€600.00	
BRIDGE	44, 45, 46, 47	€150 each Zirconium Crown	€600.00	
BRIDGE	34, 35, 36, 37	€150 each Zirconium Crown	€600.00	
CROWN	31, 32, 33, 41, 42, 43	€150 each Zirconium Crown	€900.00	

Treatment Total  
**€8,200.00**

**More Information**

Hotel and transfer from airport, hotel and clinic included

These prices are for your guidance only and may change slightly depending on the position of the teeth, jaw bone structure, dental health, general health, etc. Dental treatment can be easier or more complex, which also affects the treatment costs.



Dr. Ertan ETEMÖĞLU  
Dr. Gamze ETEMÖĞLU  
Dr. Muge YARGICI  
Prosthodontist  
Dr. Onur SORKUN  
Oral Surgeon  
Dr. İpek GÜLDİKE  
Oral Surgeon

**TOWER DENTAL**  
By Etemoglu



Patient: Louise Rafferty

[towerdentalclinic.com](http://towerdentalclinic.com)

Prepared By:  
Gozden Aslan / gozden@towerdentalclinic.com / +90 532 365 90 83

**GET YOUR TREATMENT**  
and discover Istanbul

**TOWER DENTAL**  
By Etemoglu

**Our Clinic**

[towerdentalclinic.com](http://towerdentalclinic.com)  
[info@towerdentalclinic.com](mailto:info@towerdentalclinic.com)  
+90 532 365 92 19

Atakoy Towers 7-8-9-10, Kism Mah. B Blok E-5,  
No:20 Floor 7 / 34158 Bakirköy, İstanbul / Turkey

**HISTORY OF ISTANBUL**

Istanbul's historical peninsula, a UNESCO World Heritage Site since 1986 which has been an important witness to world history, is the heart of ancient Istanbul.

Four major empires were ruled from this point. As you can guess, there are many historic places on the peninsula such as mosques, churches, palaces and even more of which only traces remain.



**TOWER DENTAL**  
By Etemoglu



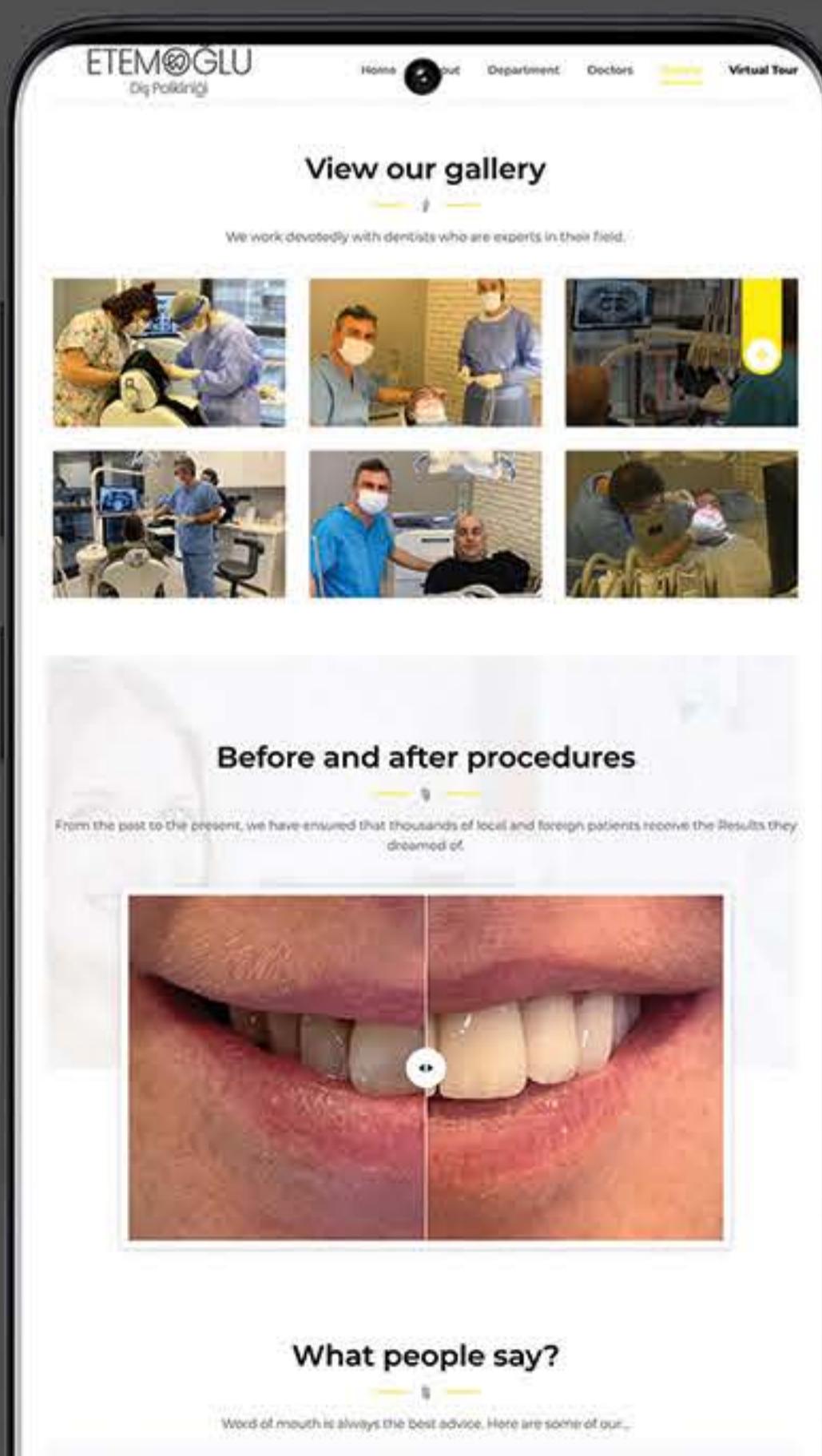
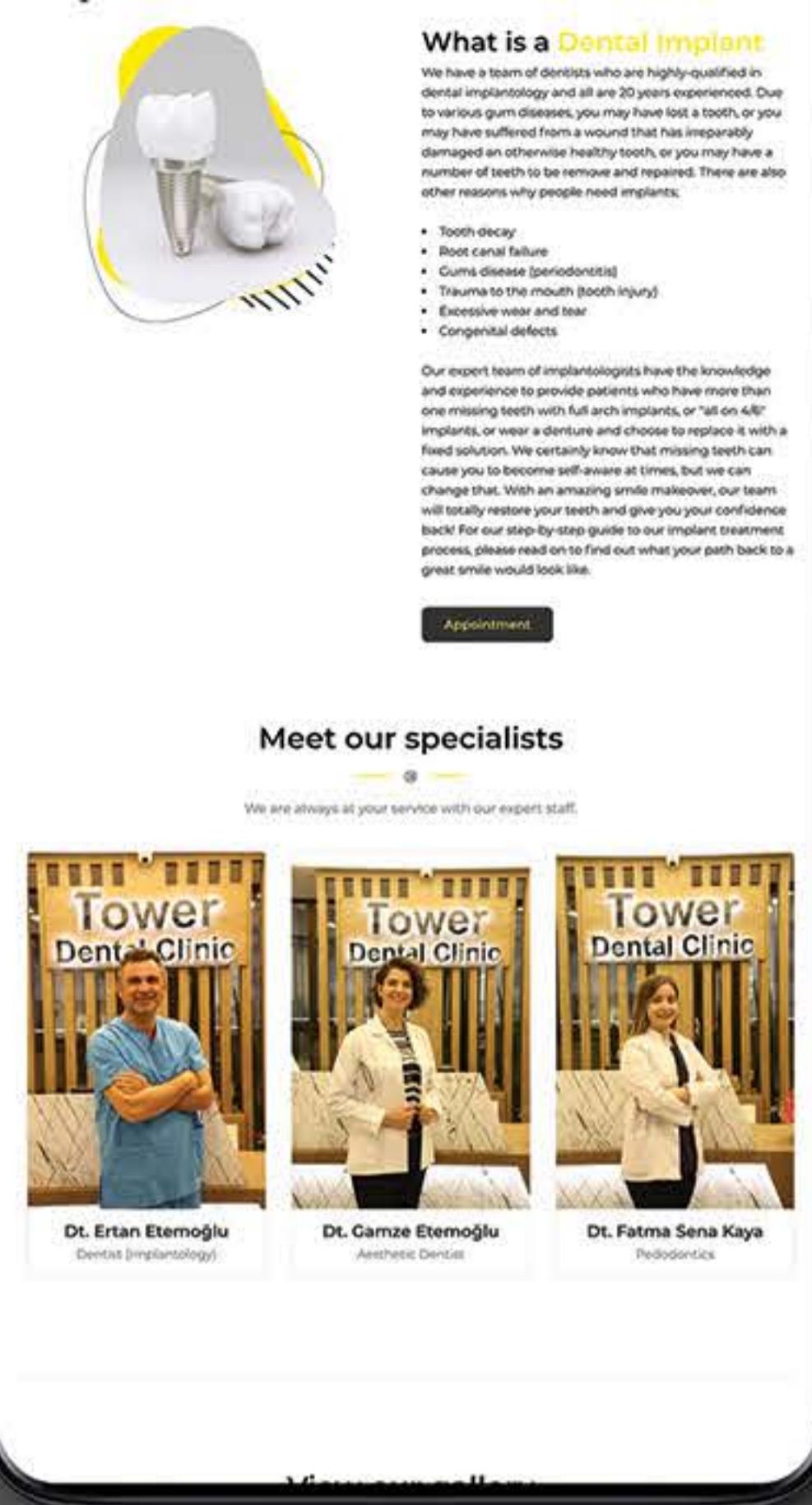
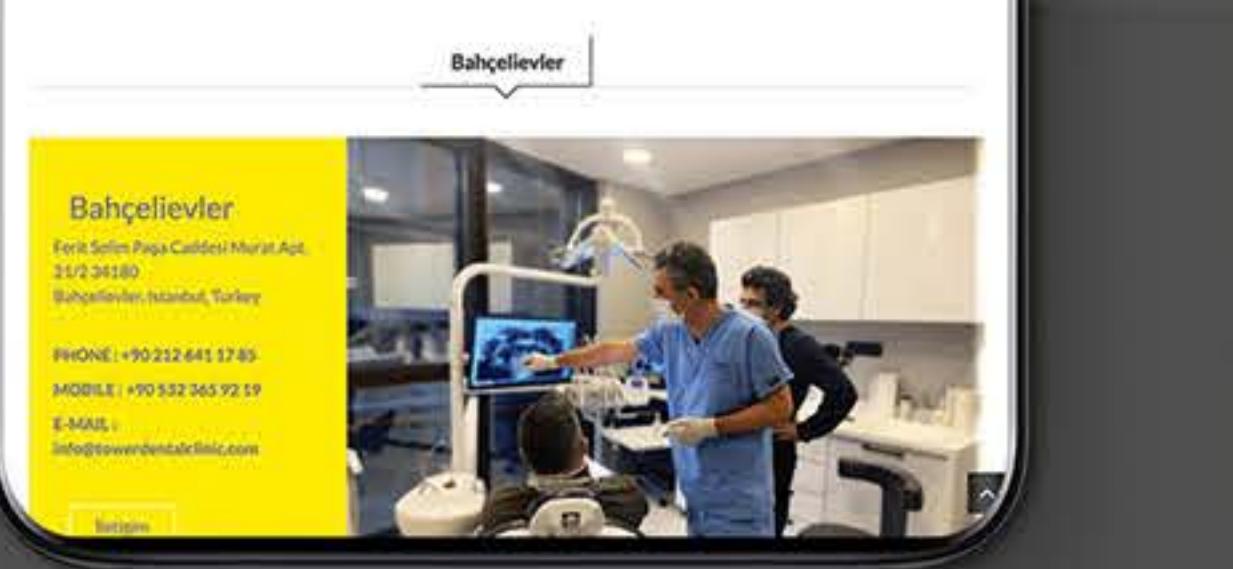
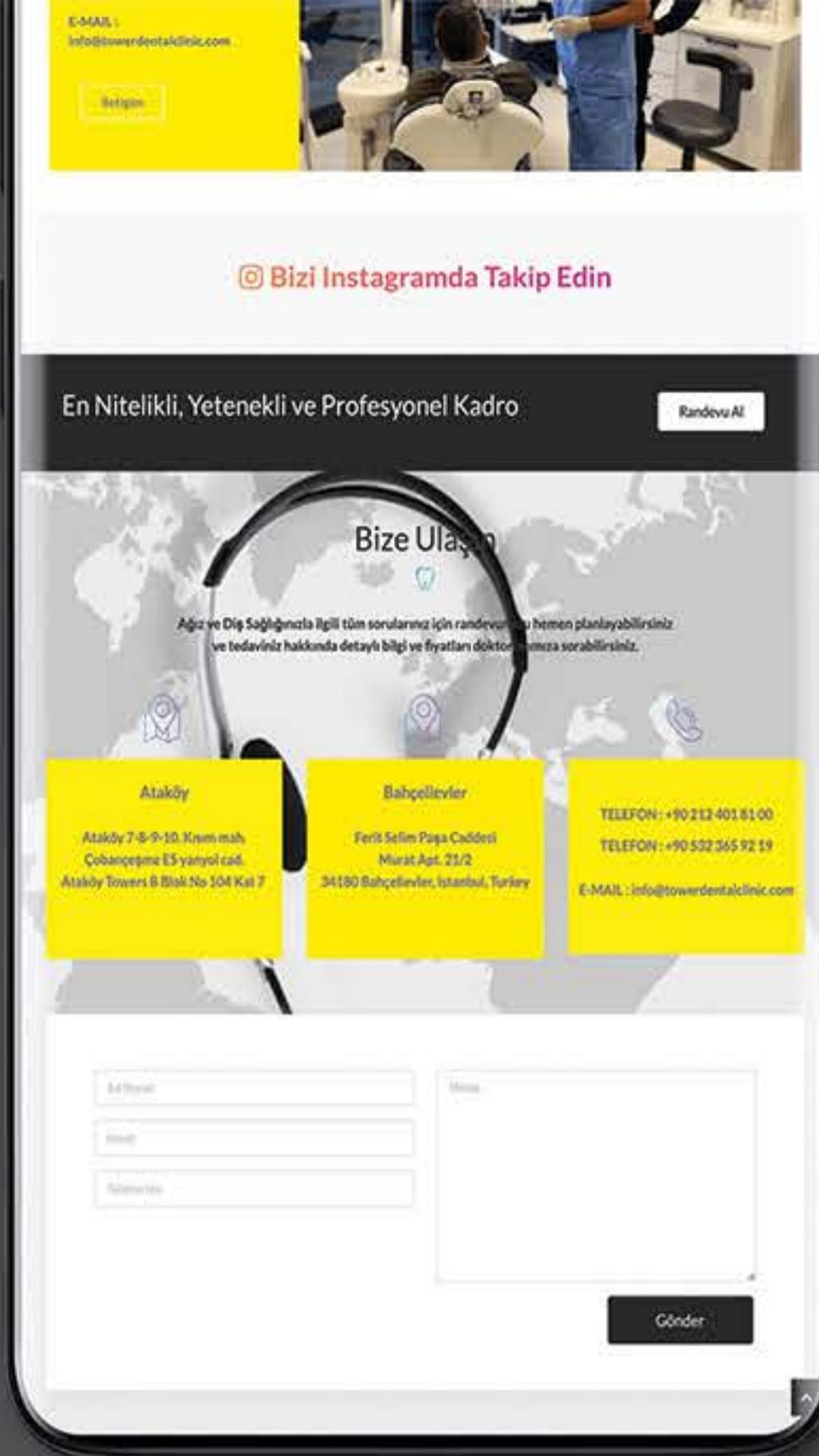
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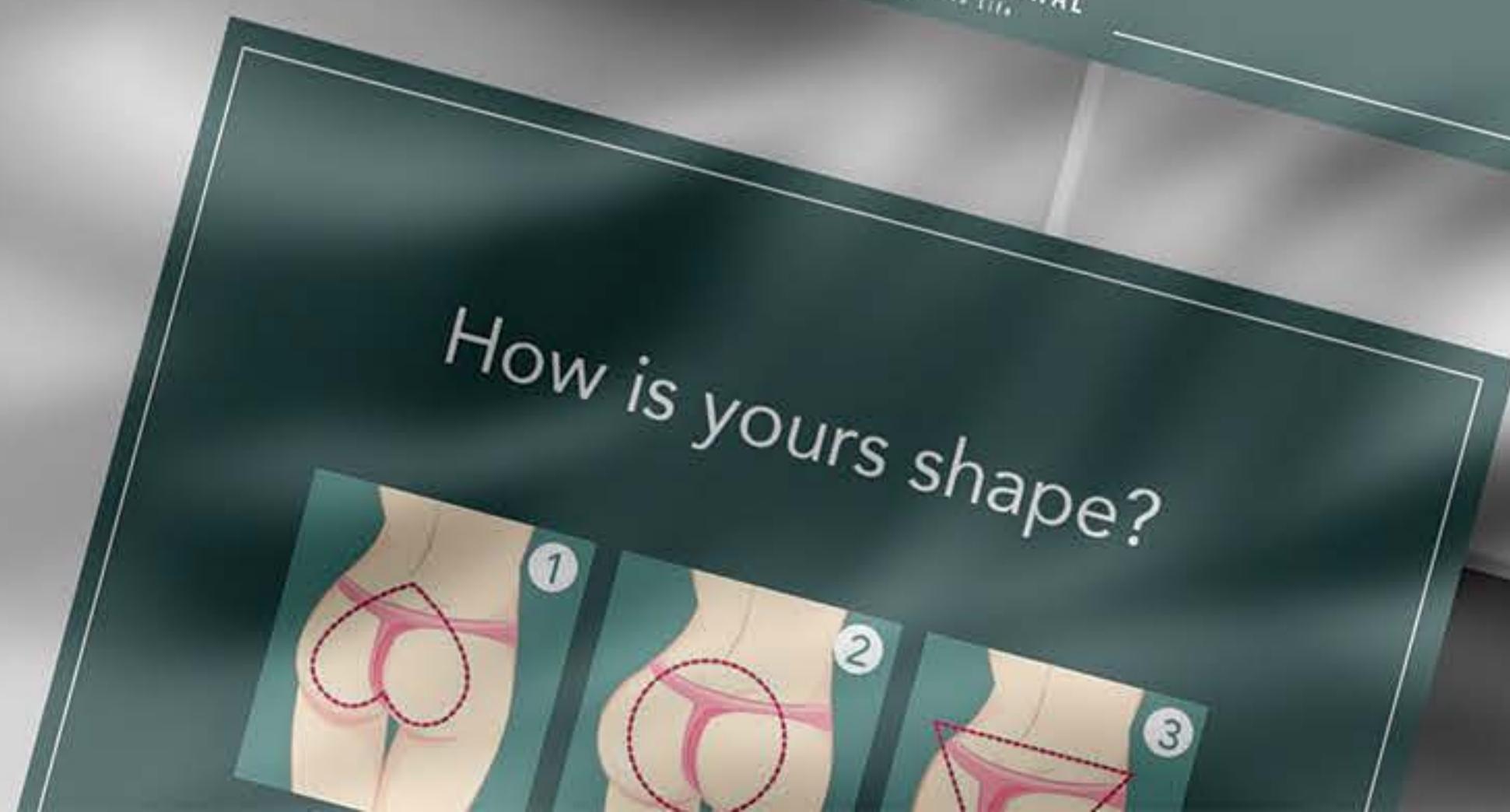
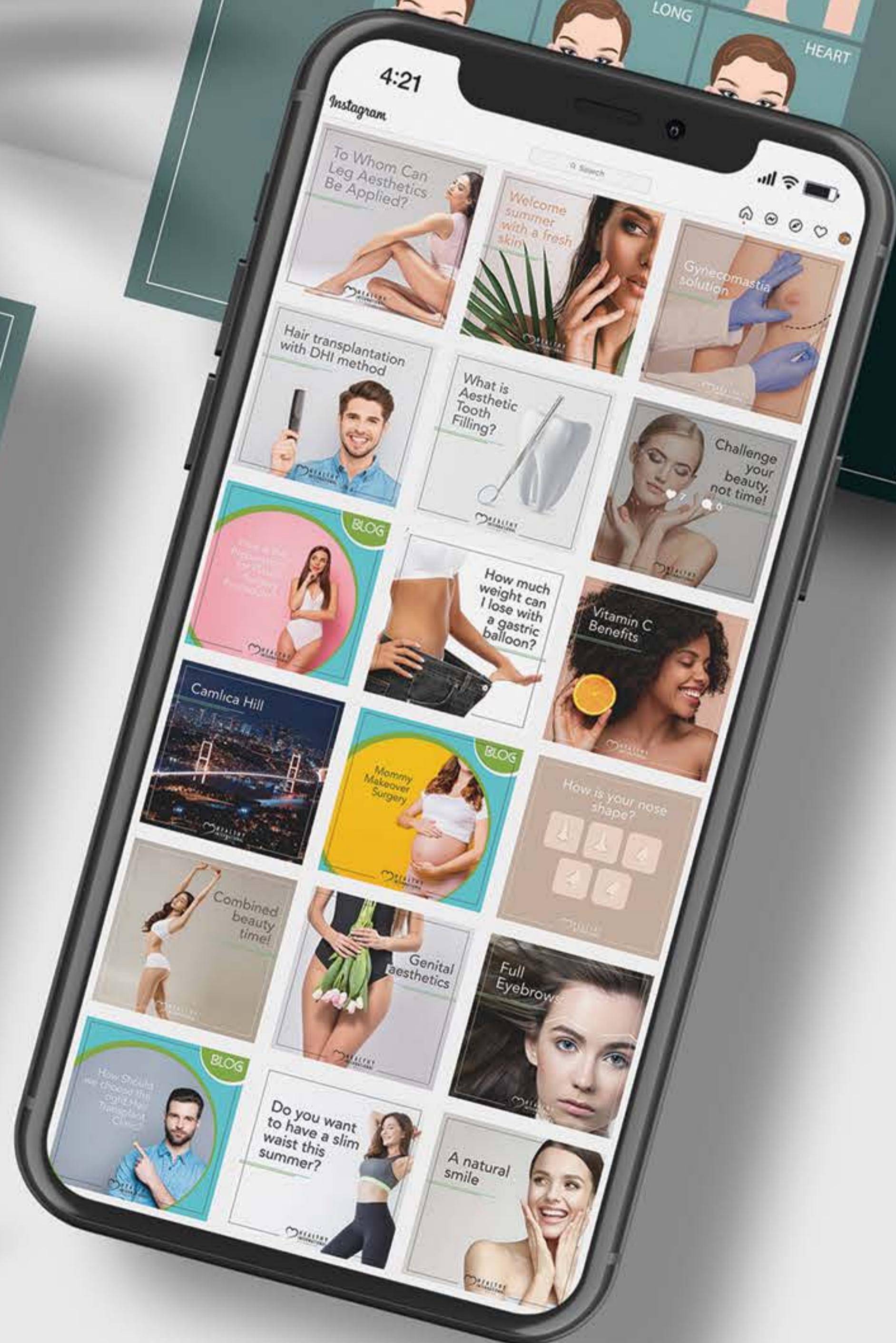
**COMBINE YOUR TREATMENT WITH YOUR HOLIDAY**

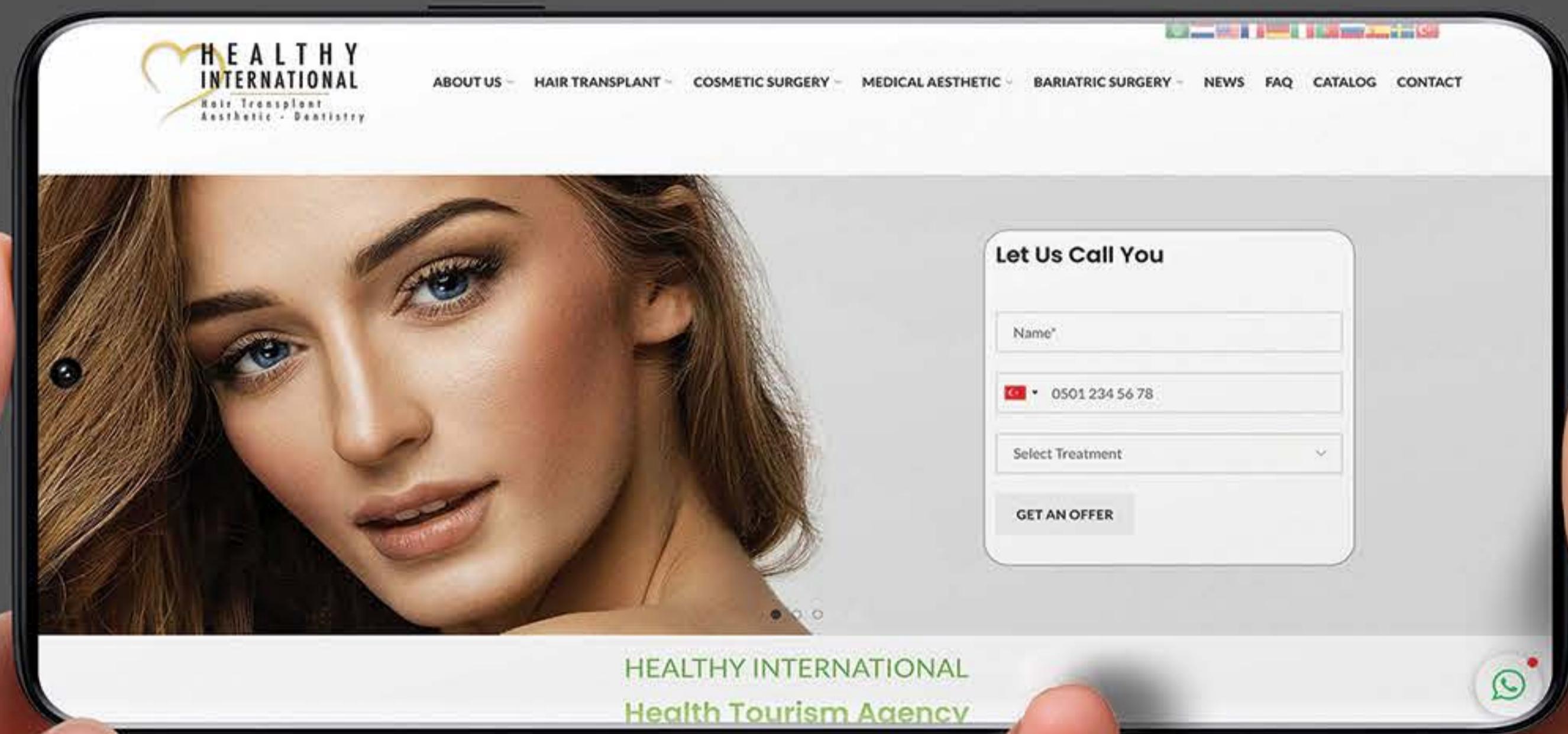
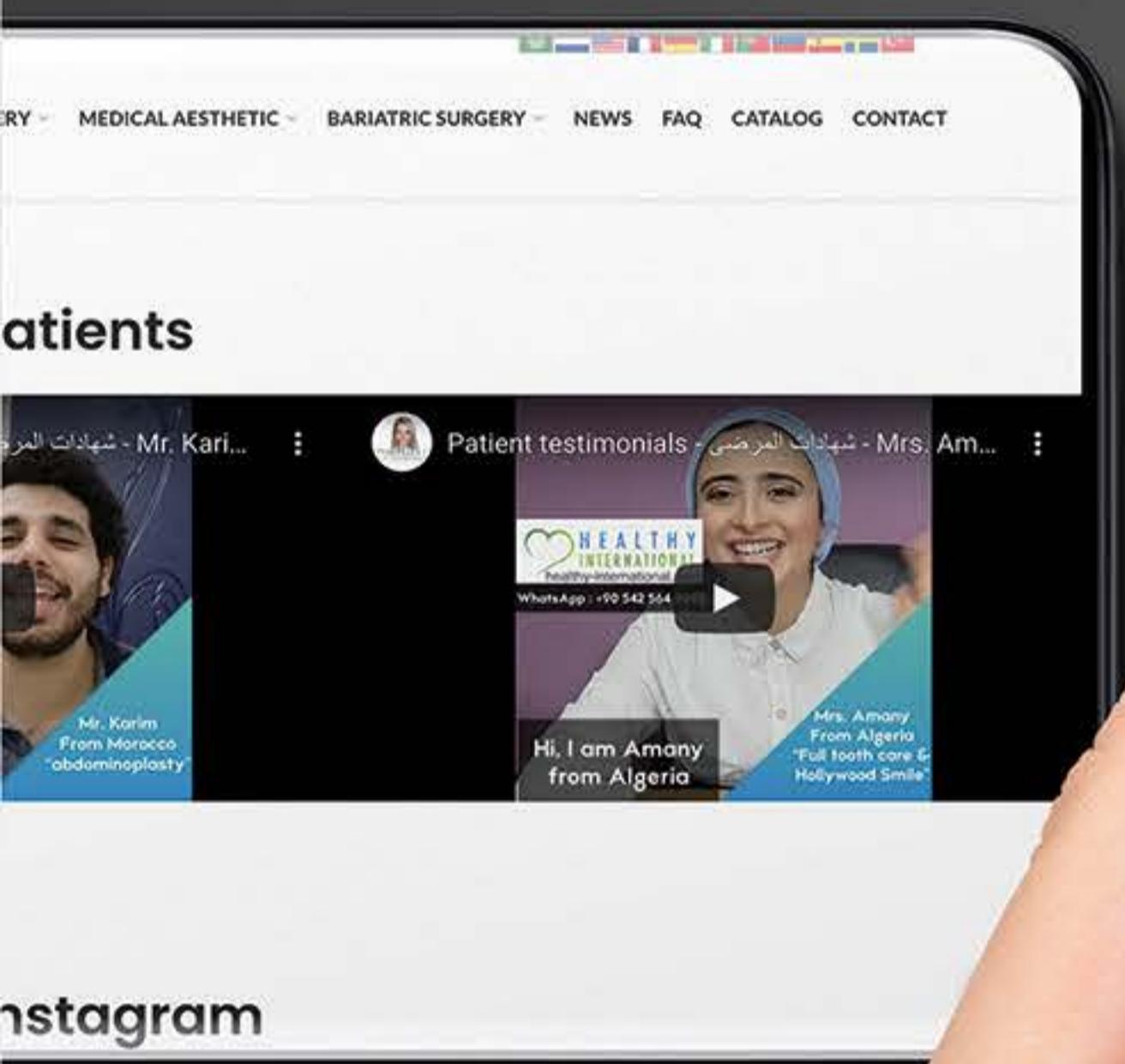
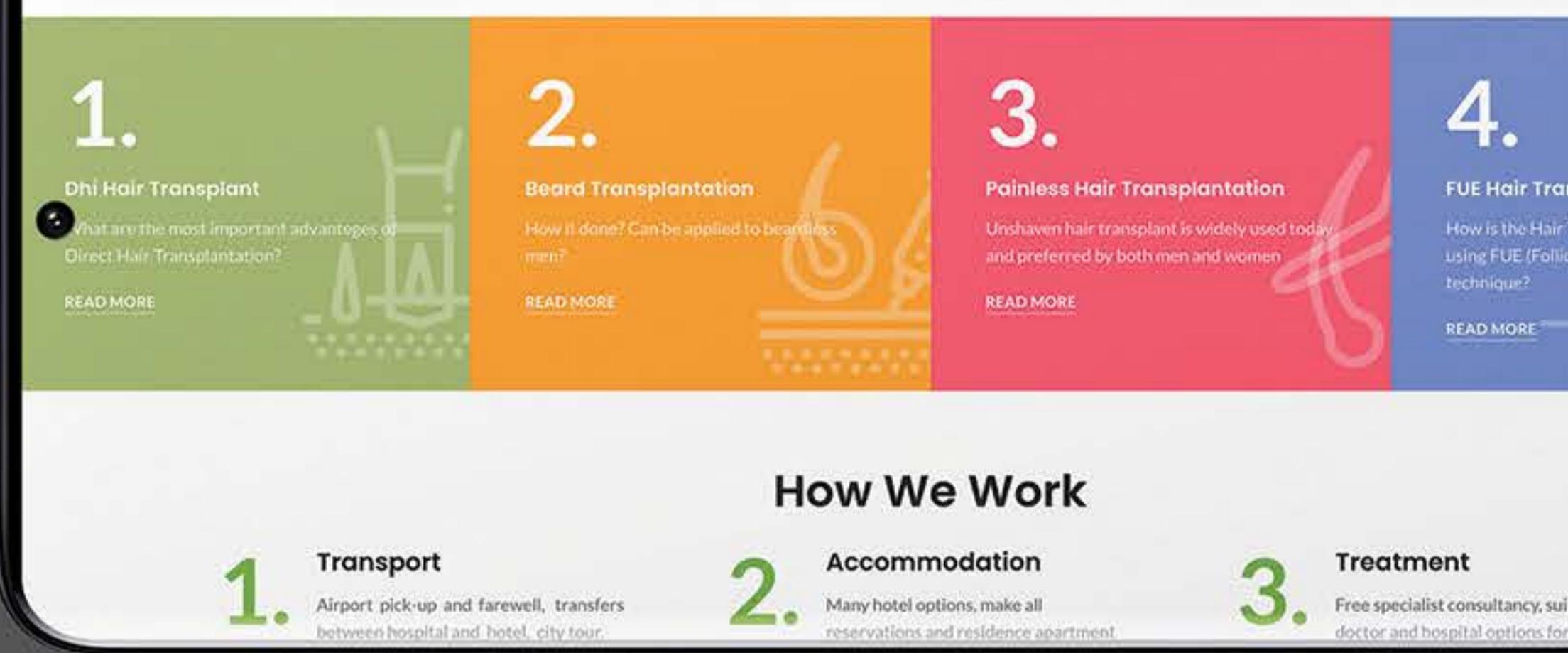
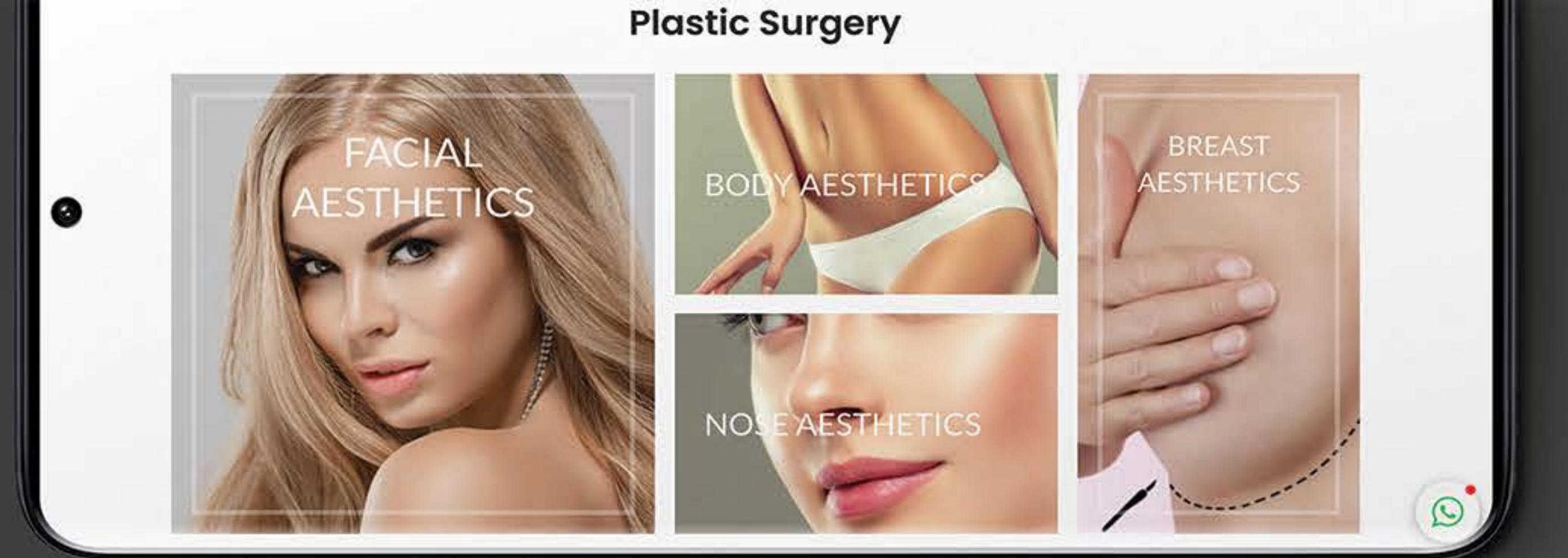


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you determine your  
face shape?





# *Cosmetic Surgery*

## “ BREAST AESTHETICS ”

- Breast Augmentation Surgery
- Breast Reduction Surgery
- Breast Lift Surgery
- Breast asymmetry
- Gynecomastia
- Nipple Correction Surgery

## “ BODY AESTHETICS ”

- Brazilian butt lift
- Abdominoplasty surgery
- Liposuction
- Arm Aesthetics
- Leg Aesthetics
- 6 pack surgery
- Combination Aesthetics Surgery
- Genital Aesthetics
- Hand and Foot Aesthetics

HEALTHY  
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## “ RHINOPLASTY ”

- Rhinoplasty
- Revision Rhinoplasty

## “ FACIAL AESTHETICS ”

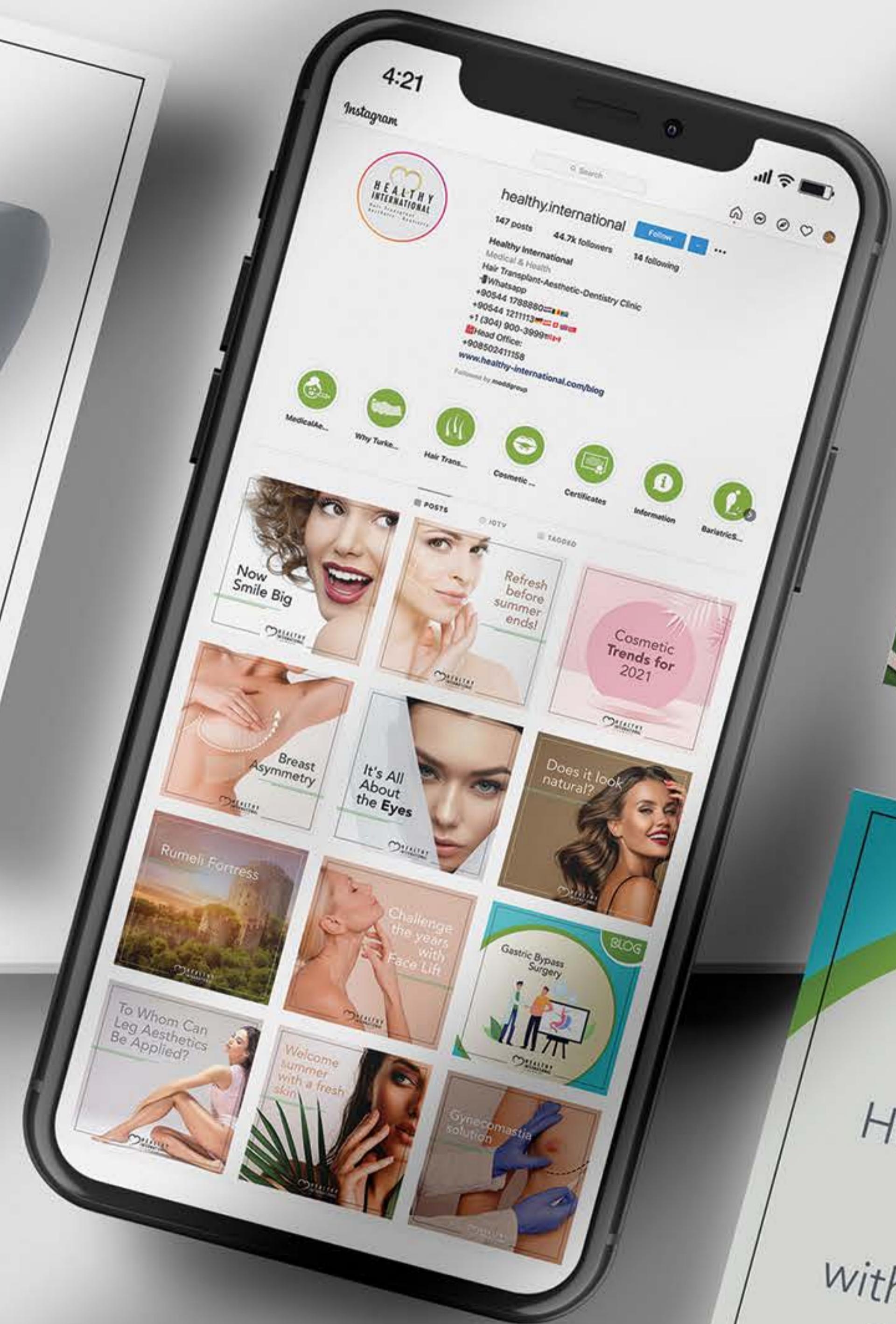
- Neck Lifting Surgery
- Eyelid Lifting
- Forhead Lifting
- Profiloplasty
- Face Lifting
- Otoplasty
- Chin Surgery
- Eyebrow Lift
- Moles Removal Surgery

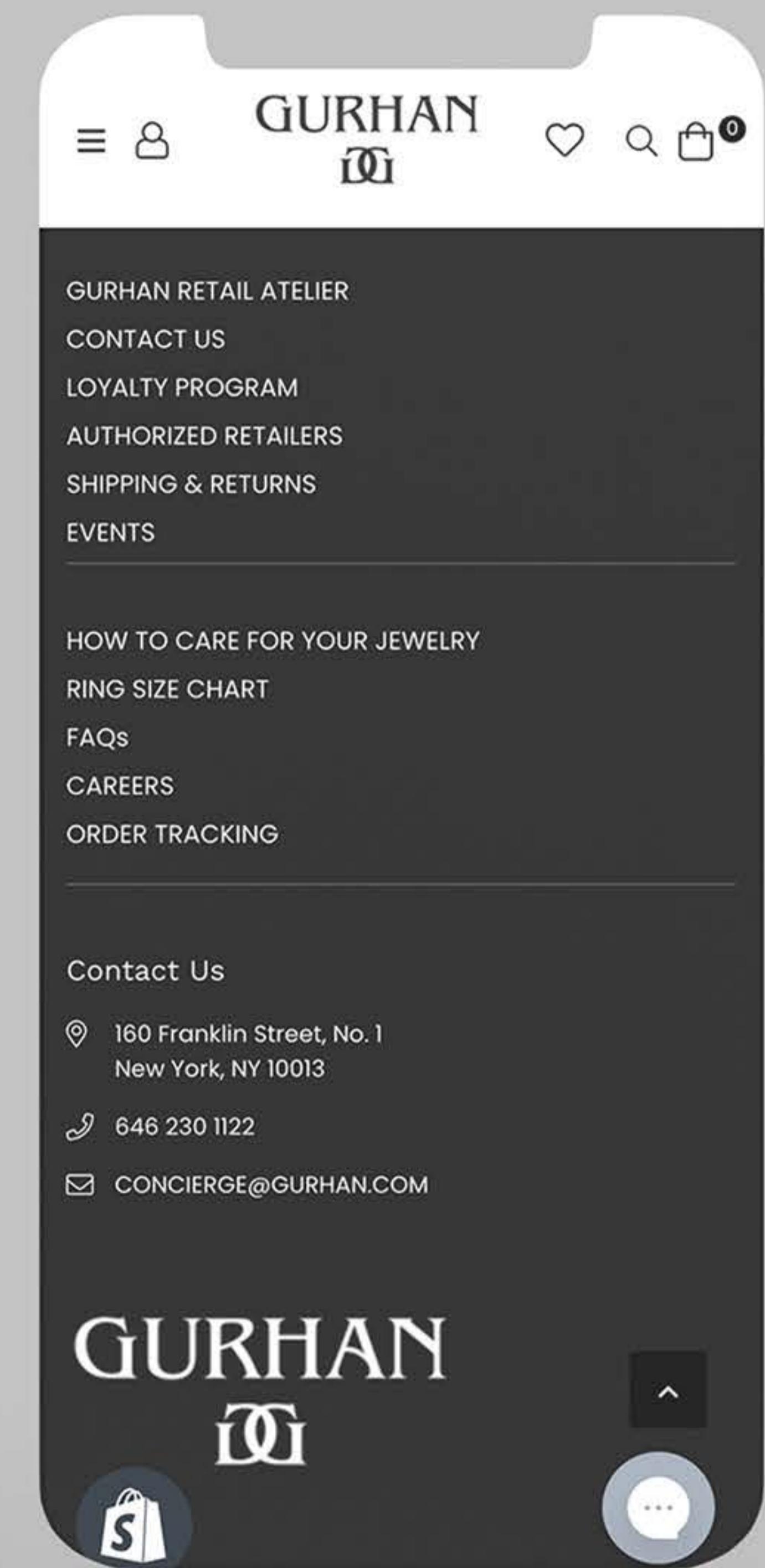
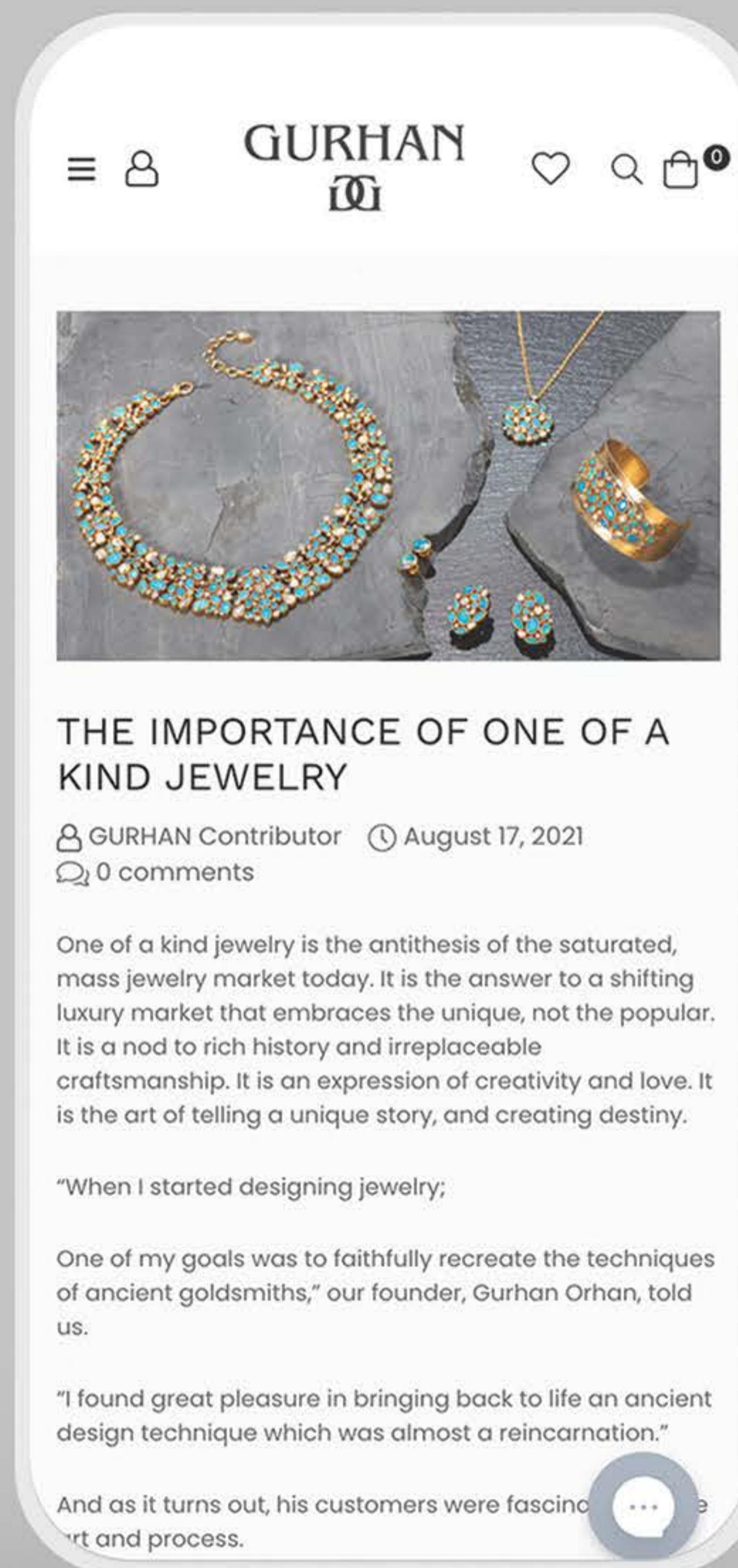
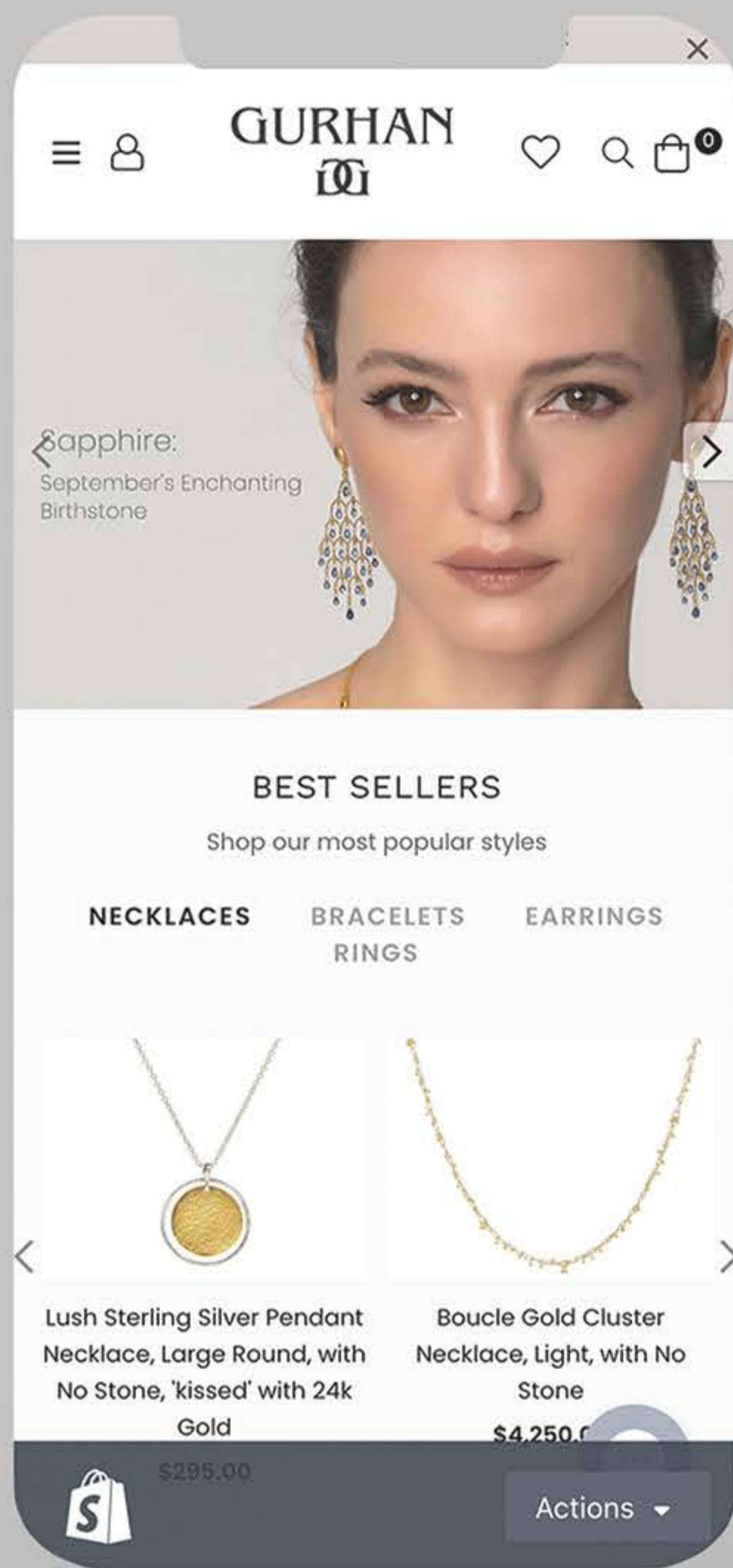


# What is Aesthetic Tooth Filling?

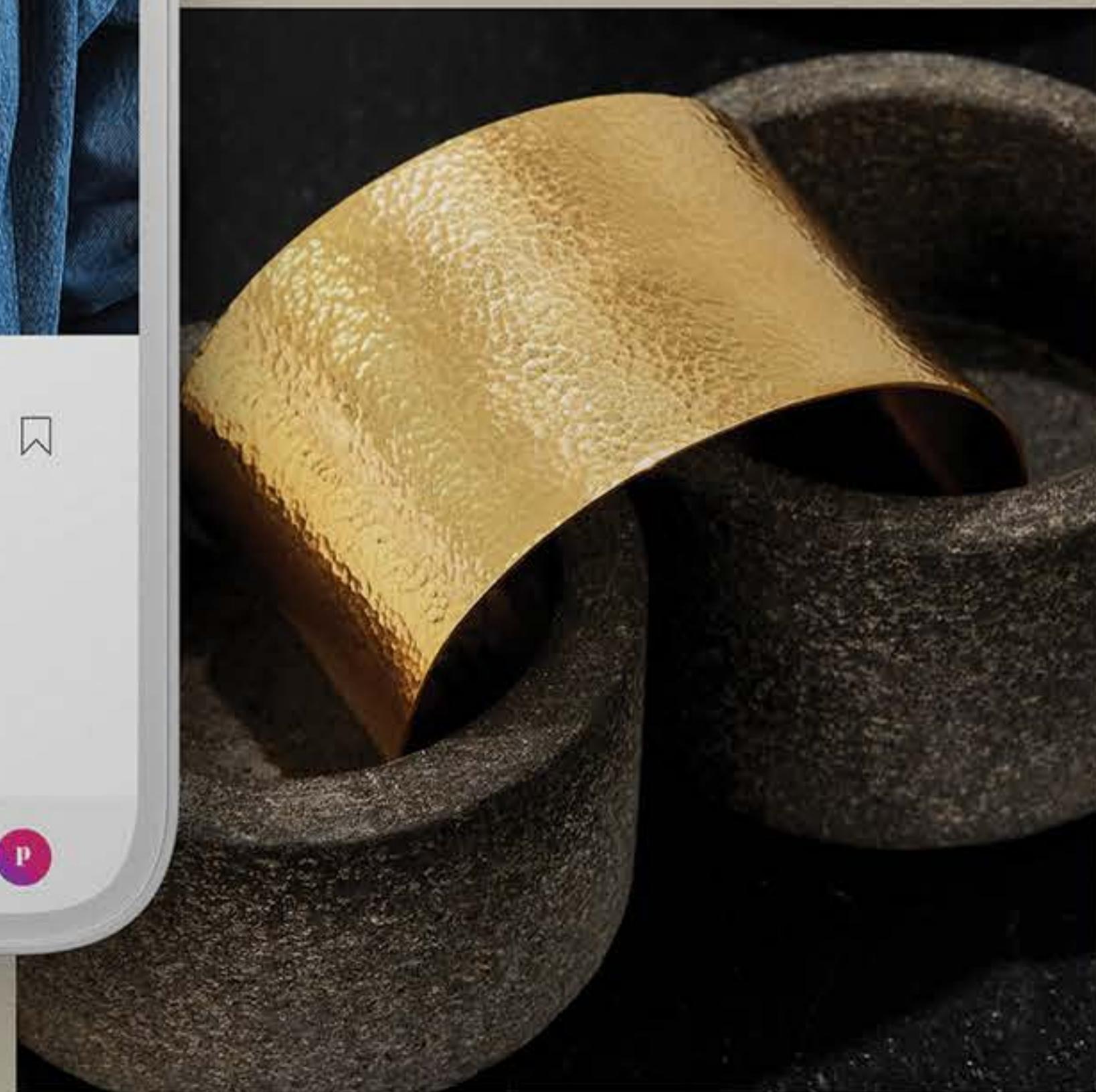
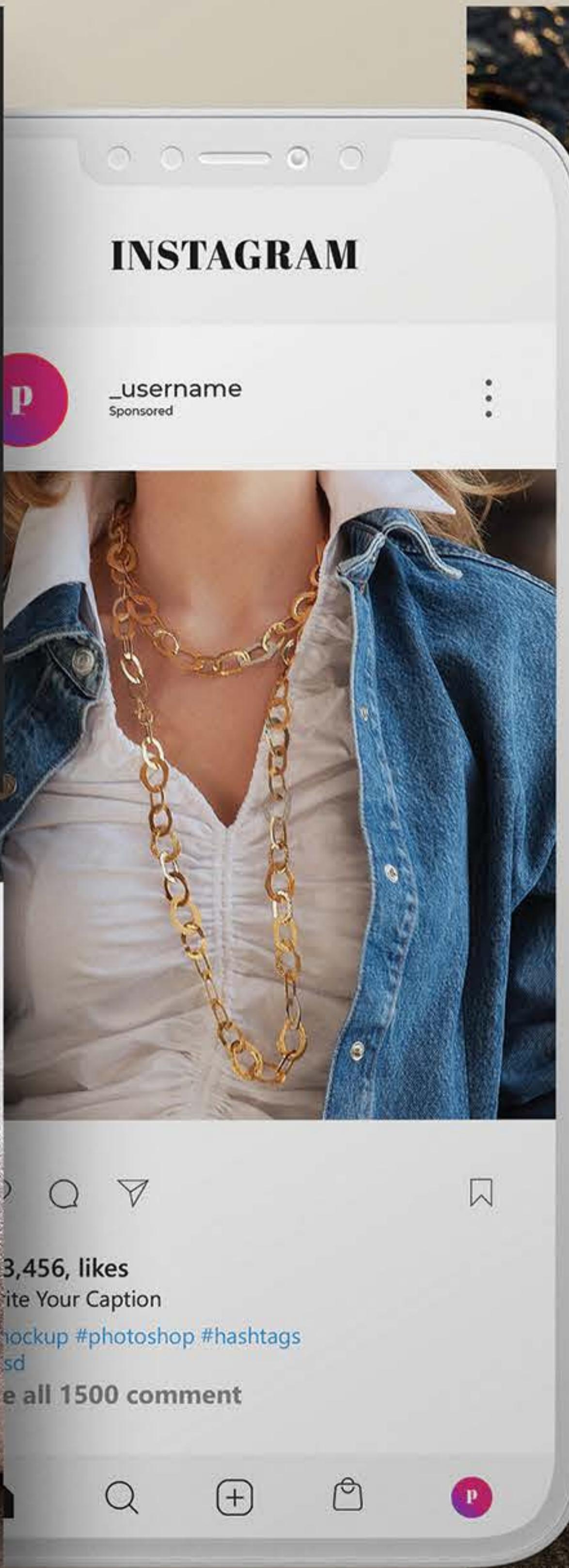


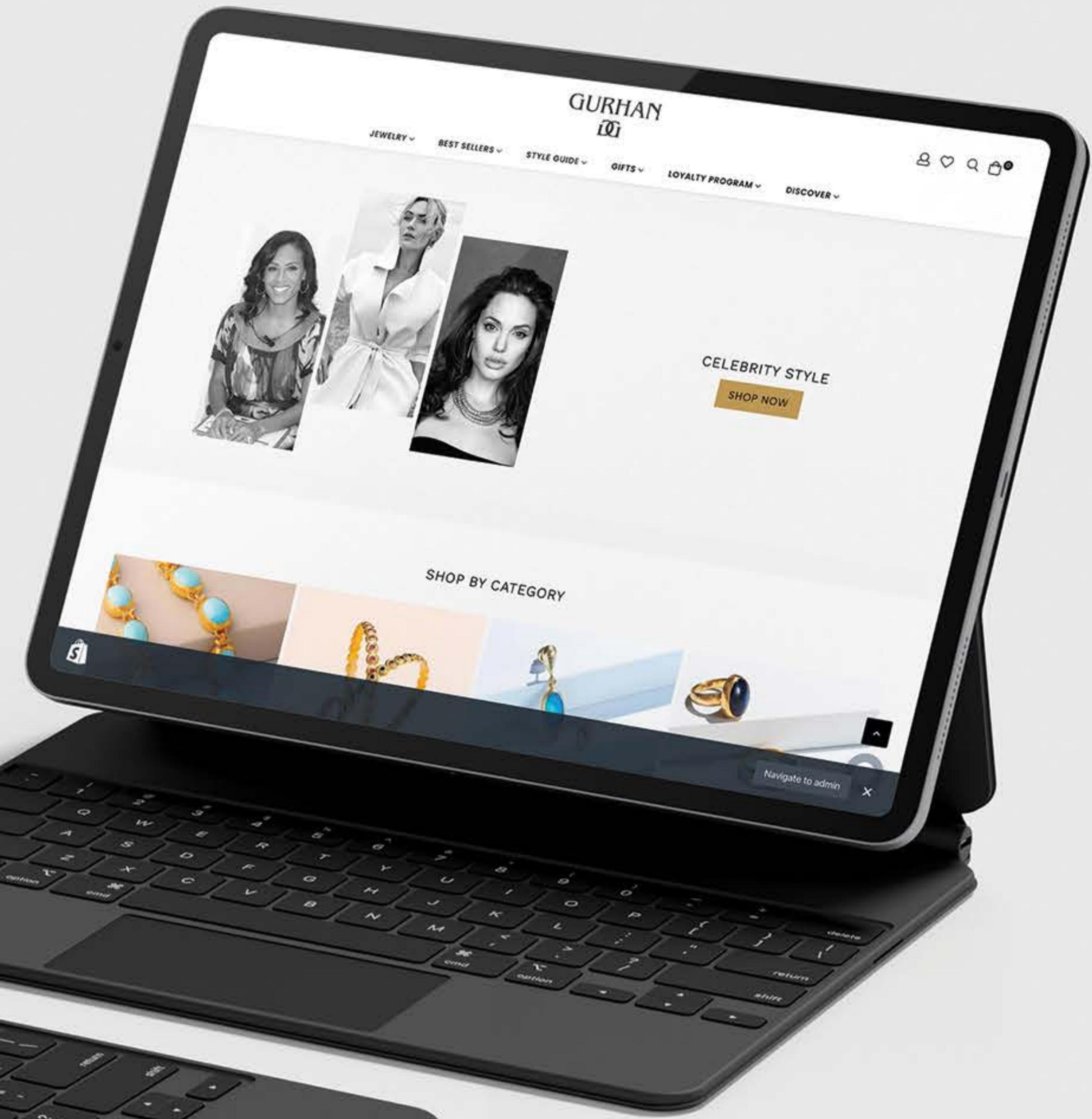
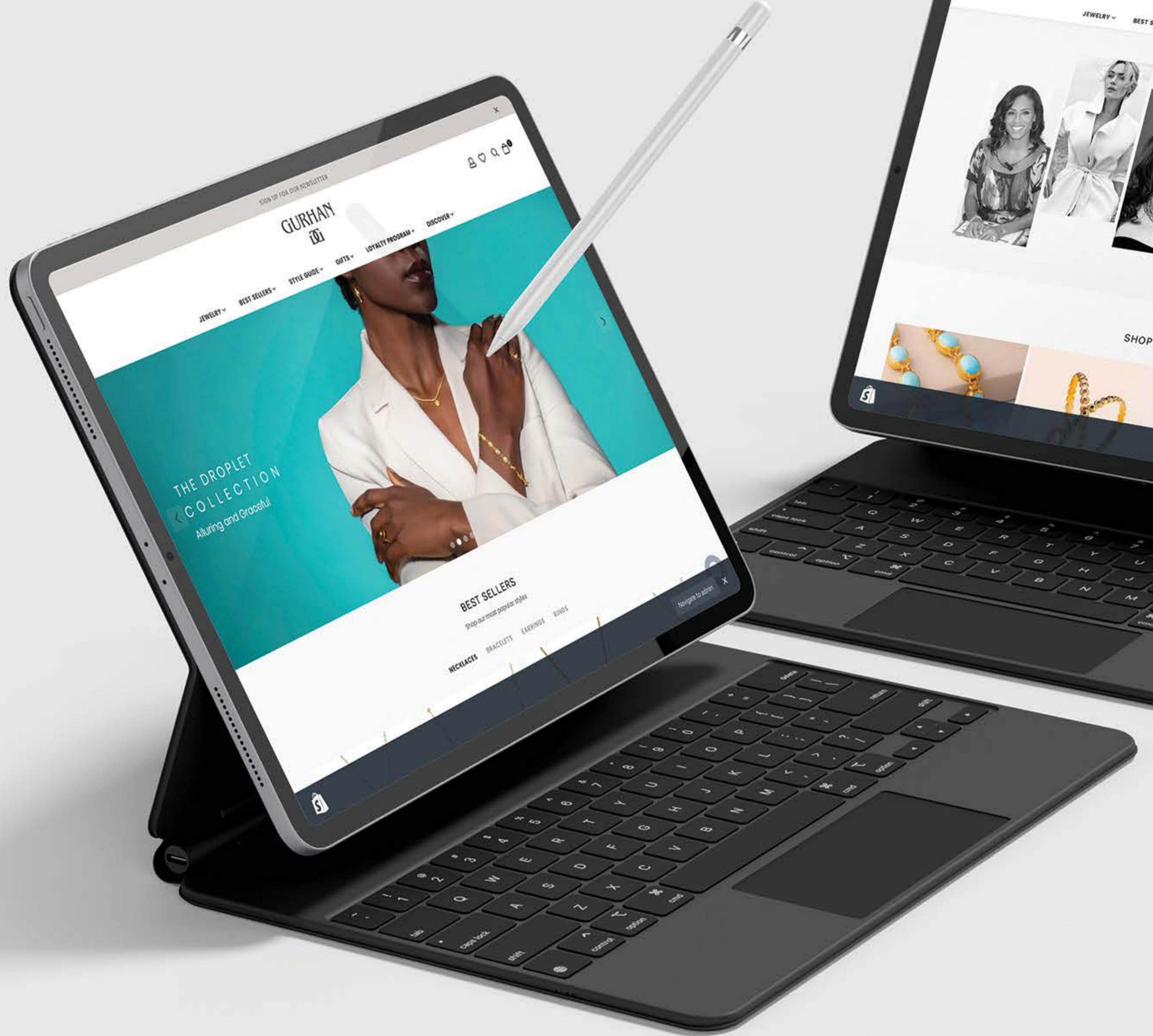
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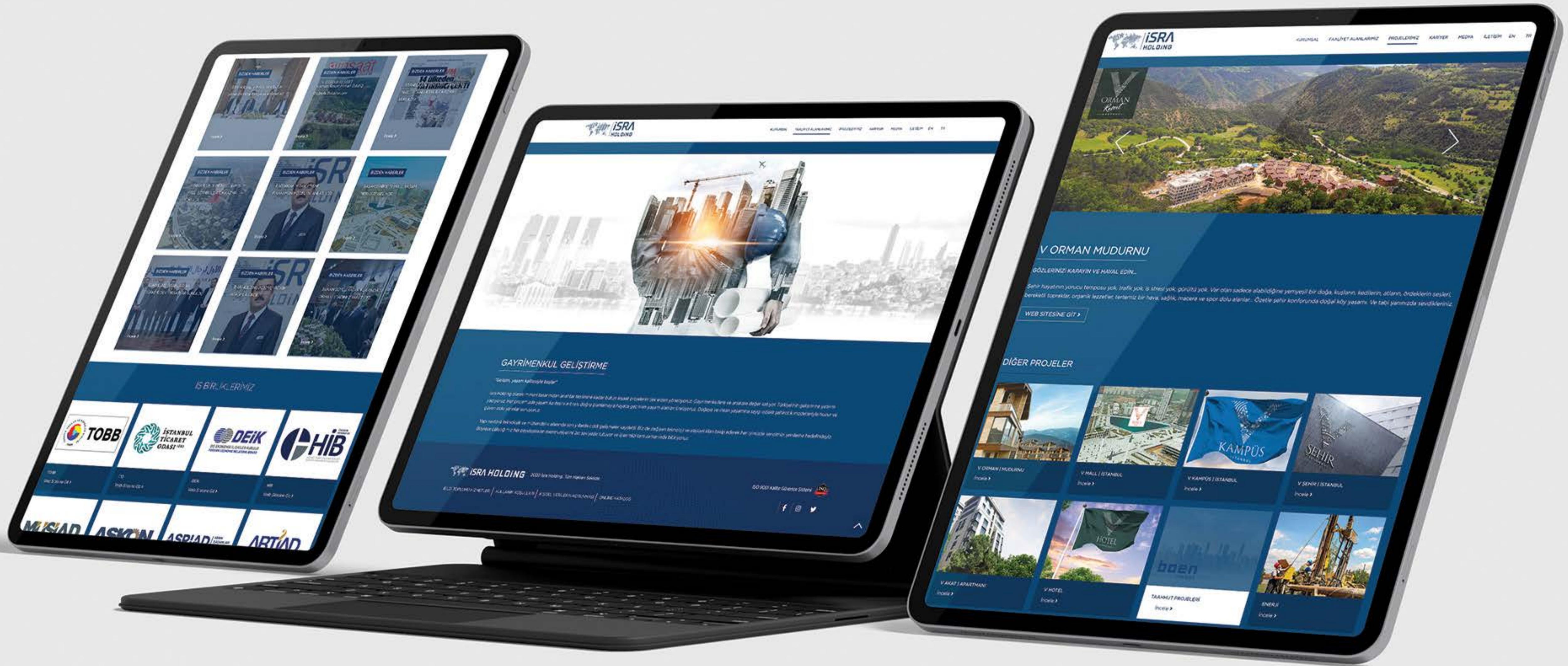


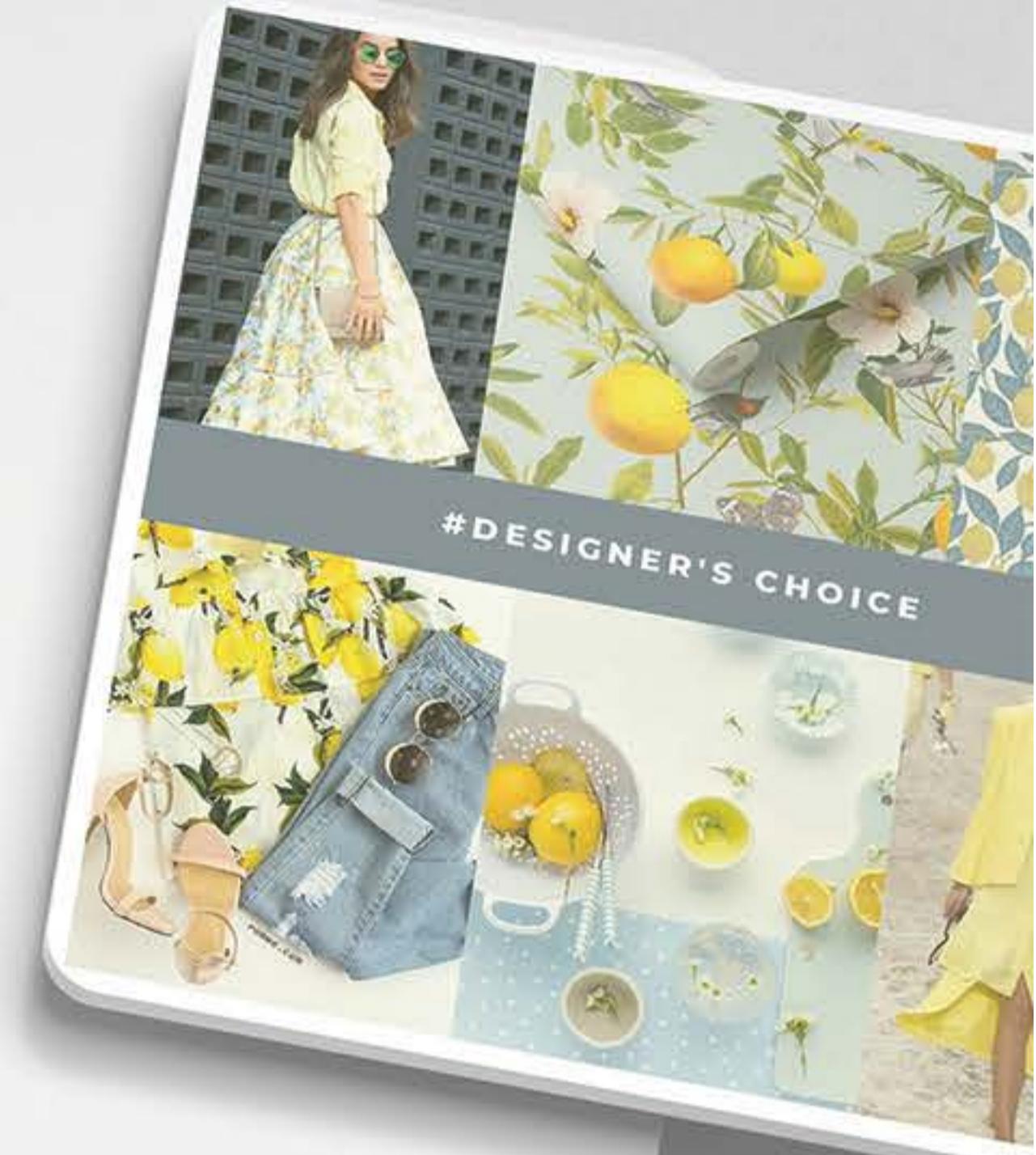


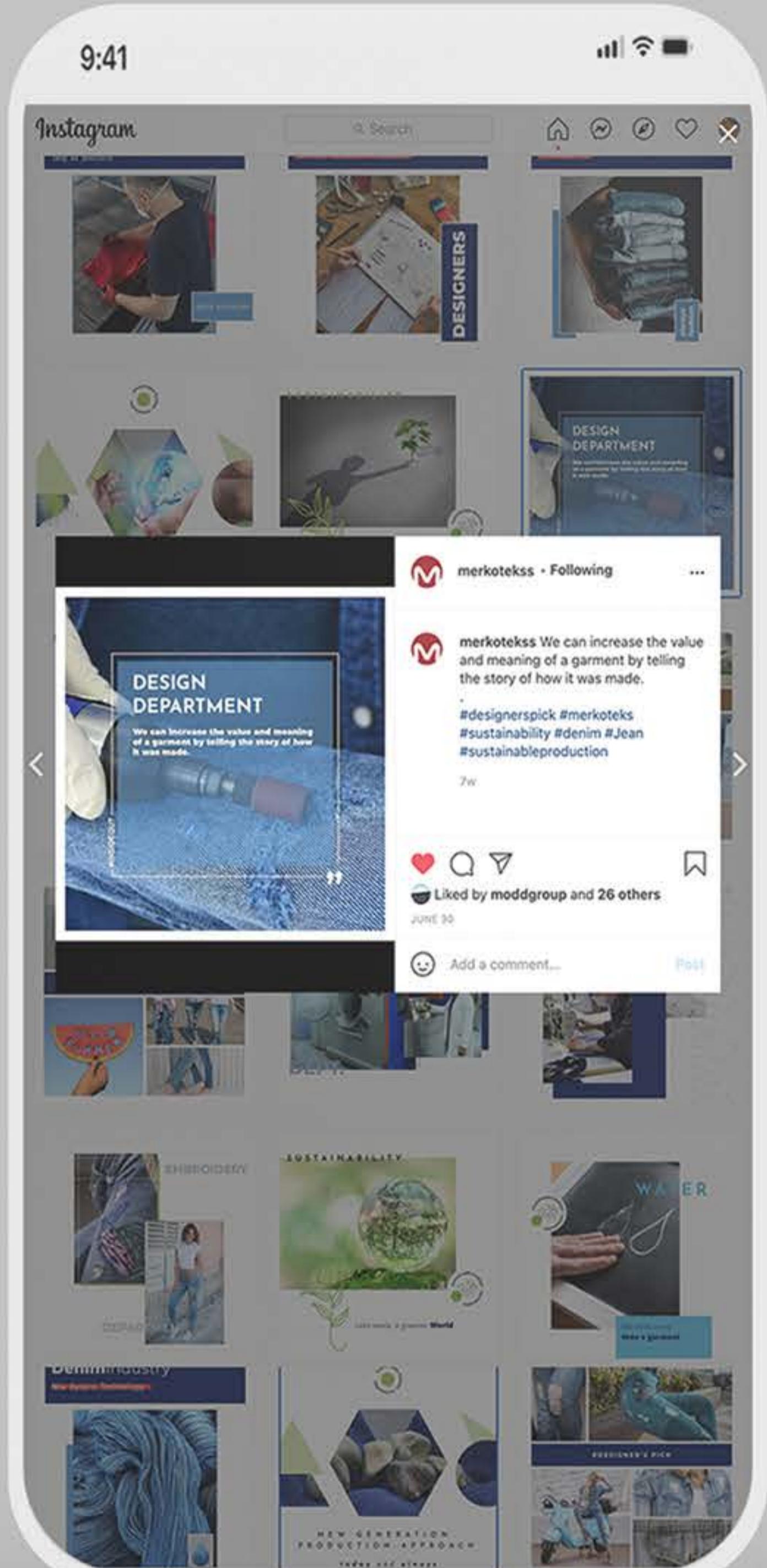
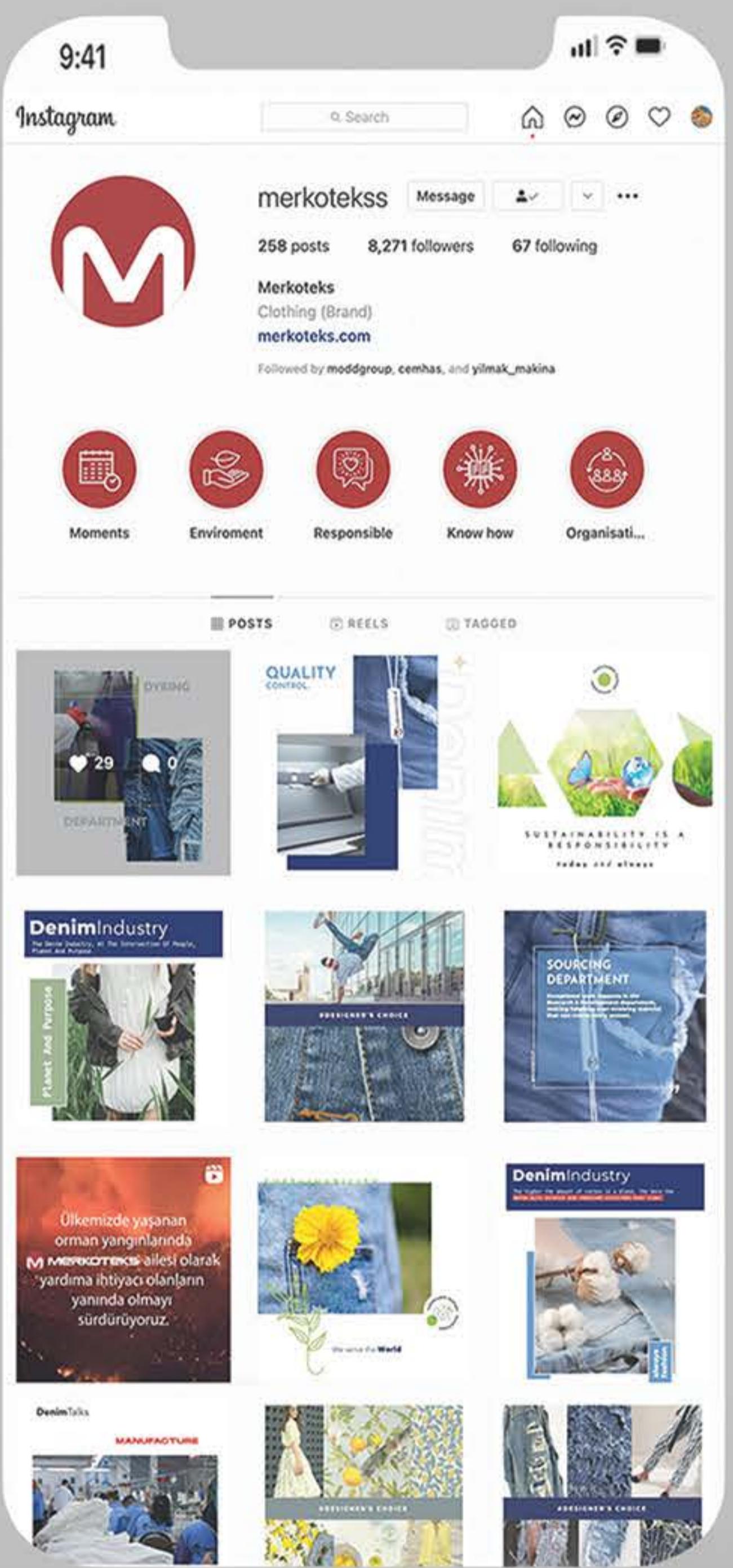


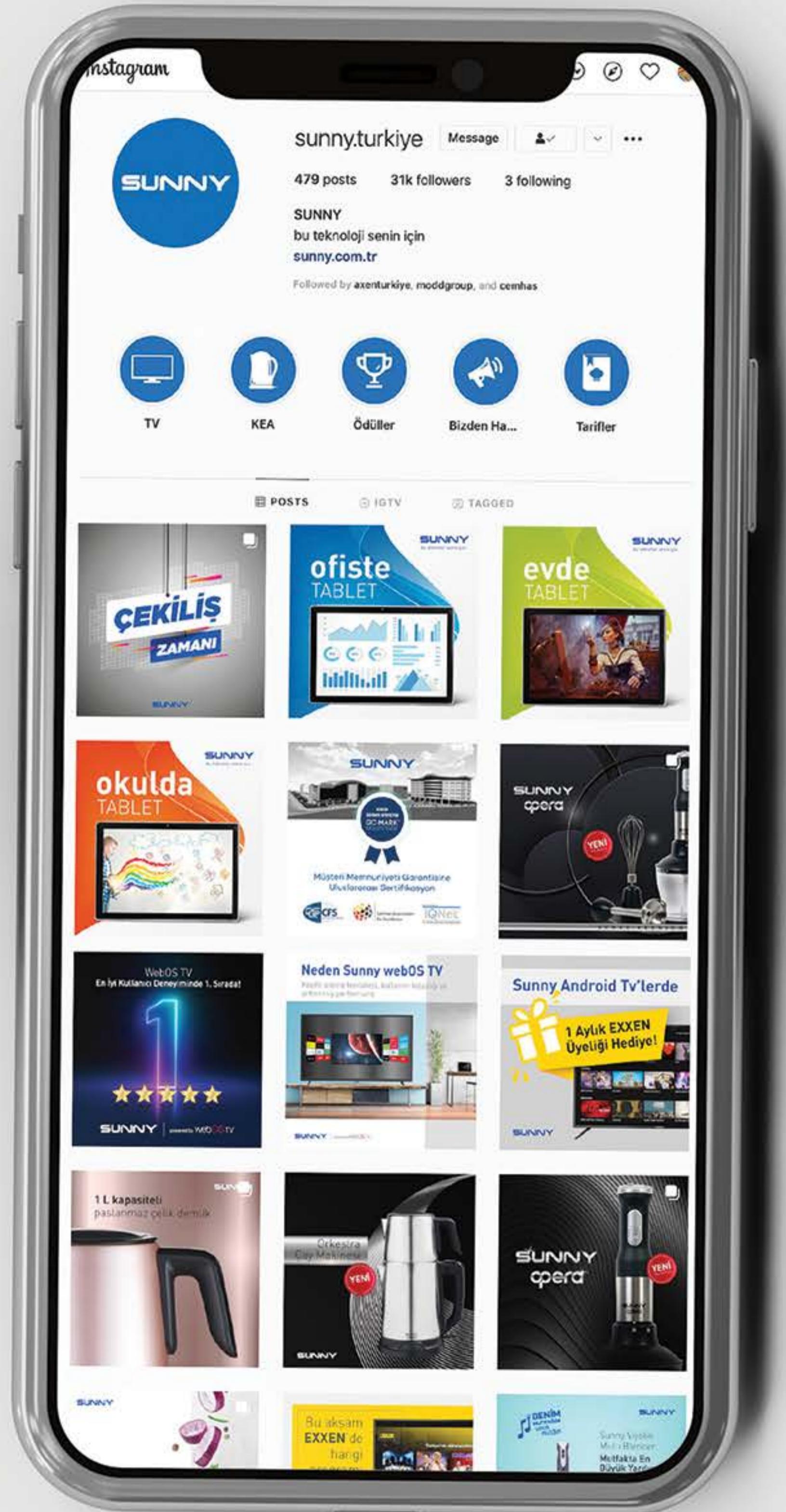














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