



# WEC COMMUNICATION

BY MARY & JANEK – THE GUYS IN FRONT OF YOU!



/ REACH

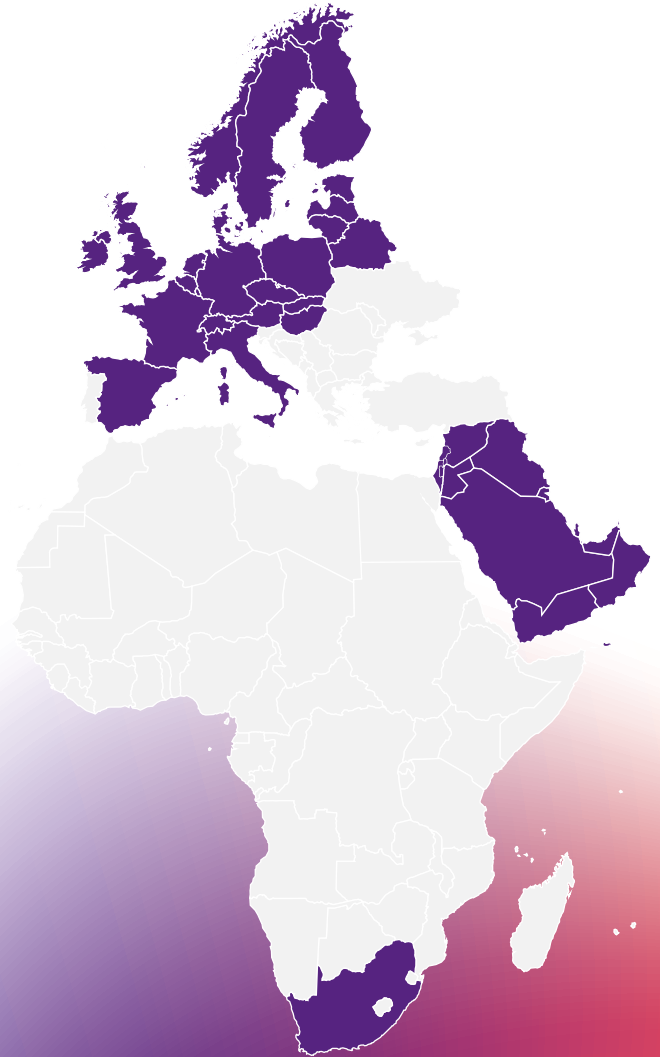
# WHERE DO WE OPERATE

**2**

continents

**+40**

countries



/ TEAM

# WHO WE ARE

We are here to help you  
achieve your goals  
Let's get talking!

We can support every step of the marketing process — from research and strategy to creative execution and performance tracking. Our strength lies in filling the gaps that internal teams find too complex, time-consuming, or repetitive. With experience across the full marketing journey — from market research and communication to customer engagement and brand trust-building — we make sure your brand stands out and grows.



**Maria Ożóg**

With over 17 years of experience in the digital, events and more than a decade in the electronics sector. Leading campaigns, crafting digital experiences and integrated projects that not only enhanced visibility but also accelerated sales. Her expertise spans end-to-end event organization, content creation, electronics media industry collaboration, digital marketing, and performance analysis all grounded in a deep understanding of electronics customers and clients KPI's.



**Jan Trzupek**

Studied automatics and robotics, but found out that creative copywriting is his passion. Which resulted in translating whitepapers from technical to human, in form of Public Relations, Social Media and marketing. Not forgetting his tech background resulted in analytical approach to every activity. 18 years worth of experience in the above.



/ SERVICES

# WHAT DO WE DO

## AWARENESS GENERATION

- 01 influencers
- 02 webinars
- 03 thought leadership

## LEAD GENERATION

- 01 CPC campaigns
- 02 influencers, again
- 03 events
- 04 loyalty programs

## SUPPORTING SERVICES

- 01 visibility monitoring
- 02 content quality monitoring
- 03 communications audit
- 04 graphic design
- 05 content optimisation

## CONTENT CREATION

- 01 newsletters
- 02 video content
- 03 podcasts

/ SERVICES

## AWARENESS GENERATION TECH INFLUENCERS

Working with **100s** of influencers worldwide. From mega to nano, generating awareness.

Followed up by sales generating remarketing campaigns.

IN 2025, SO FAR, WE'VE GENERATED

**15.9M**

views

**200k**

engagement

**>1.5%**

CTR



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# AWARENESS GENERATION WEBINARS

Not just one-off webinars, but whole channels, with hours and hours of content produced and released over a course of a year.



## EVERY WEBINAR WE TRACK

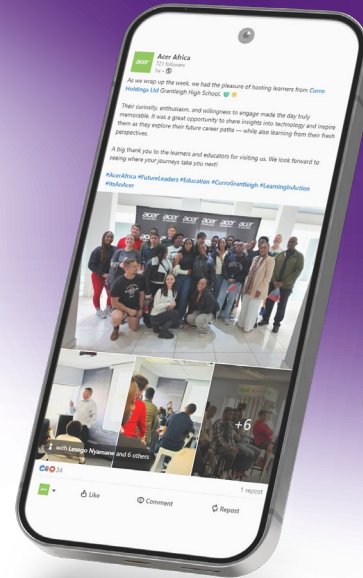
who was there and we reach out to them with customised follow-up communication.

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# AWARENESS GENERATION THOUGHT LEADERSHIP

For the B2B communication to be meaningful it needs to be:

THOUGHT PROVOKING   ENGAGING   RELEVANT  
VISUALLY APPEALING



WE PRODUCE:



podcasts



thought leadership pieces



market analysis



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LEAD GENERATION

# CPC CAMPAIGNS

We're producing and running complex sell-out campaigns. From content production, via setup, optimisation and remarketing.



retailer websites

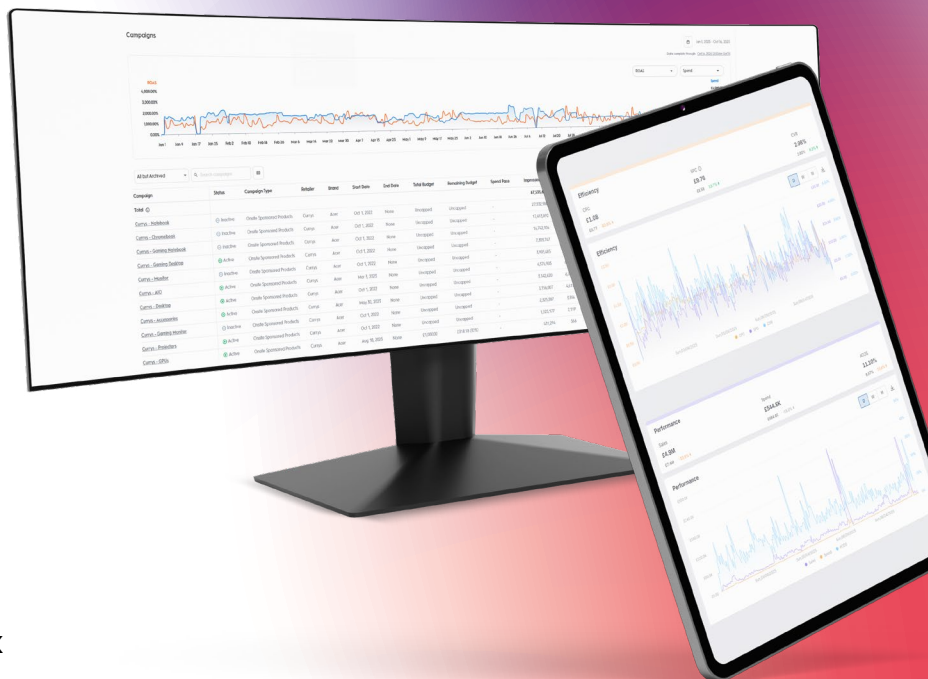
ON:



social media



search& display networks



IN 2025, SO FAR, WE'VE GENERATED

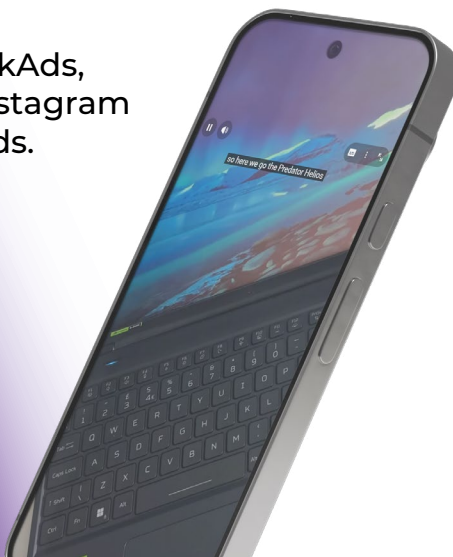
**€12M**

revenue with **€1.1M** investment,  
delivering ROAS = **10.9**

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# LEAD GENERATION INFLUENCERS, AGAIN

Using tools like TikTok SparkAds, Google BrandCollab and Instagram Collab we turn views to leads.



Having access to influencer co-created content we can also target the ads to different regions and/or interests, while adding a trackable sales link



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## LEAD GENERATION EVENTS

From small, B2B, get-togethers to lavish, over 100-thousand-visitors events, we've got you covered.

Event prep, visitors registration, Social Media during and post-event communications – we take care of all the stages. Taking complete load off customers' marketing teams – complete management.



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# LEAD GENERATION LOYALTY PROGRAMS

Strengthening relationship with current customers – that's the future of communications.

We run loyalty programmes for end customers, in the name of our customers. As well as sales incentive' programs, increasing sell-in. We build databases of contact data and work on returning customers.



We handle privacy and tax implications for our customers as well.



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# CONTENT GENERATION COPYWRITING

Given the technical education, we understand the datasheets and translate them into easy-to-grasp content... or the other way around.

## **Rugged & Reliable: Building the Foundation for Tomorrow's Critical Infrastructure**

In today's rapidly evolving technological landscape, designers and engineers face relentless pressure to deliver electrical interconnections that are robust, reliable, and compact. Industries such as aerospace, defense, renewable energy, industrial automation, and transportation must operate in environments where extreme conditions are the norm, not the exception. Molex, in collaboration with Helind Electronics, provides rugged and reliable connector solutions that not only meet but surpass the stringent demands of these critical applications. With an extensive portfolio tailored to extreme environmental conditions, Molex connectors ensure operational continuity, enhance safety, and optimize long-term performance. This document explores environmental challenges, key product features, industry applications, and brief case studies demonstrating why Molex is the trusted choice for rugged connectivity.

### **Key Environmental Challenges**

**Extreme Temperatures**  
Whether facing Arctic cold or engine-generated heat, Molex connectors endure extreme temperature ranges from -40°C to 120°C. High-temperature resins, specialized alloys, and thermal-resistant plating prevent warping, degradation, and failure in automotive, aerospace, and industrial automation applications.

### **Vibrations & Shock**

From off-road vehicles to construction equipment, constant movement and impact put electrical connections to the test. Molex connectors meet USCAR's V1-V5 vibration levels utilizing secure locking mechanisms, terminal position assurance (TPA), and reinforced latching connector position assurance (CPA) to prevent failure due to motion-induced loosening.

### **Moisture & Corrosion**

Exposure to humidity, dust, chemicals, and salt spray can compromise electrical reliability. Molex connectors provide superior sealing against water and debris, ensuring uninterrupted performance in marine, industrial, and outdoor applications.

### **SPACE SAVINGS: Maximizing Efficiency without Sacrificing Reliability**

Compact connector designs are paramount, particularly within dense industrial machinery, aerospace systems, and IoT applications where space is a premium. Molex connectors, such as the Mini50 and M504, significantly reduce the required installation footprint, offering up to 51% space savings over traditional interfaces. Mini50 connectors, for instance, offer a 50% smaller form factor compared to USCAR 0.64 mm connectors, enabling greater signal density without performance compromises.

Real-world applications underscore the value of space-saving connectors. In automotive applications, Mini50 sealed and M504 connectors have enabled more intricate sensor placements within vehicle interiors without compromising on reliability or performance. Likewise, aerospace applications benefit greatly from reduced connector footprints, enabling more sophisticated avionics systems to fit within constrained cockpit environments.



In Polish & English + translation to virtually any language possible.

/ SERVICES

# CONTENT GENERATION DIGITAL CONTENT

Shooting videos, recording audio,  
taking photos... but combined into  
whole channels of communication.

We launch and manage whole YouTube channels  
including talent casting, scenarios for content, production  
and development. We manage fanbase and create  
influence.



Our longest running channel started  
in 2019 and generated over 20M views so far.



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# VISIBILITY MONITORING

We monitor brand's presence and gather statistics that decide if the product will be sold or not:

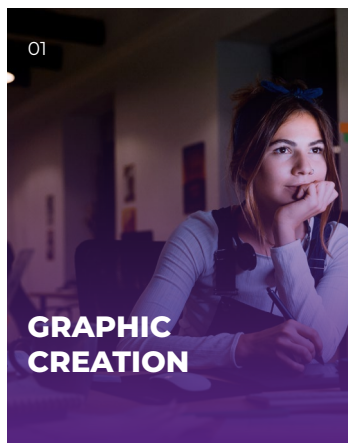
- 01 Share of Voice on retailers
- 02 Quality of content
- 03 Google ranking on keywords and their improvement with our activities
- 04 GEO - generative intelligence ranking – if brand appear in AI chat-engines



Using AI Robotic Process Automation we get data even from places that don't like to share it.

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# SUPPORTING SERVICES





# CONTACT US!

Those business cards are NFC enabled. Just tap your phone on them, and we'll pop-up.

However, in case of the very likely event you misplaced them, just find us here:



[wec24.pl/mozog](https://wec24.pl/mozog)



[wec24.pl/jtrzupek](https://wec24.pl/jtrzupek)