Vilner Custom Studio Takes on the Smart ForTwo

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You may or may not like Vilner's aesthetic proposals, but you?ll have to agree that Bulgarian studio is a very good example of what a company from a relatively small country with no background in its niche can achieve with some hard work and smart yet efficient marketing tactics. You see, instead of focusing on the local market and waiting for someone to discover the firm?s products, over the past year or so Vilner has been aggressively promoting every tune it has worked on. We don?t know if this strategy has translated into an overseas income, but it has put the company on the map, and that?s something worth noting.[...]

Source: *Carscoop*