

AI Reputation Analysis and Signal Evaluation - STUDIO 33

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: STUDIO 33 (studio33.hr)

https://studio33.hr

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

STUDIO 33 has 9.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Studio 33 is a legitimate, high-output boutique agency that suffers from a technical identity crisis and a reliance on generic creative-sector jargon. Its high volume of verifiable, award-winning work prevents it from being classified as a 'bullshit' operation, despite the lack of modern marketing metrics and poor technical SEO implementation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

The site exhibits a dual nature: headings are heavily saturated with fluff such as 'design with meaning' and 'competitive advantage' (H2s on homepage), but this is offset by high specificity in nouns. The body text contains a list of 50+ specific project names and a granular breakdown of 20+ named international awards (e.g., A' Design Award, Graphis NY), which provides a high ratio of evidence over generic marketing claims.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Alignment across the site is exceptionally high. The homepage promise of 'strategy, branding, packaging, and graphic design' is directly supported by the Work page, which categorizes projects into these exact buckets. There is no evidence of the site claiming enterprise-level dominance while only showing local micro-business results.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

There is a notable absence of standard 'Trust Theatre' BS; the site has a review_count of 0 and does not attempt to display unverified testimonials. While it makes the bold claim of being a 'World Class Creative Agency,' this is anchored by the Awards page rather than empty badges or fake logos.

EVIDENCE: PROOF DENSITY

The proof density is high due to the sheer volume of named projects and dated awards. The presence of a 2026 Bronze award (current against the anchor date) suggests the agency is active and consistently high-performing, even if it fails to articulate the specific ROI of its work.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site relies on several industry cliches and template fingerprints, particularly in the 'About Us' and 'Our Services' sections. Phrases like 'connect brands with people' and 'individual approach' are generic enough to be copy-pasted onto any competitor. The 'How can We help?' section in the contact page is standard boilerplate.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical gap exists in authority signals. Despite naming founders Leo Vinkovic and Igor Penovic, there is no Person schema or sameAs links to verify their expertise externally. Furthermore, the website lacks any structured data (schema_json is null), and the technical execution of headings is messy, with the H1 tag being repeated three times on the homepage.

EVIDENCE: PERFORMANCE VS. CLAIMS

The agency claims to help businesses 'grow' and 'build strong relationships,' yet provides no quantitative metrics?such as revenue growth or conversion percentages?to back these performance assertions. The portfolio relies entirely on visual 'beauty' and award recognition rather than business-impact data.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The website content perfectly aligns with the Marketing and Design Agency category, specifically focusing on branding, packaging, and visual identity. The presence of a deep portfolio and a dedicated awards section confirms its operational status in this niche.

"The score of 64 was driven by a low semantic drift and a very high proof-to-text ratio, which neutralized most of the generic language penalties. Points were primarily lost in the Identity and Authority pillar due to a total lack of structured data and technical heading errors."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://studio33.hr> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 19, 2026

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