Sada Creative Plans Serbia Launch With Saul Sam and Dina Živojinović

Belgrade-based creative company will connect global brands with the Balkans, projecting about EUR 10 million in combined client revenue for 2027.



BELGRADE, SERBIA, September 16, 2026 /EINPresswire.com/ -- Entrepreneur, digital creator and marketing executive Saul Sam is joining Serbian communications and creative professional Dina Živojinovic to develop Sada Creative, a new Belgrade-based marketing, creative and production company with an international focus.

The venture represents the latest expansion of Sam's growing business portfolio, which has developed from social media and digital content into advertising, brand strategy, influencer marketing, production and consumer products.

Through Saul Sam and Associates, Sam has developed experience managing digital campaigns, paid advertising, social media strategy, influencer partnerships and brand development. He has also expanded into consumer products through Sambition Beauty while building a digital audience of more than two million followers.

Sada Creative will mark a further expansion into the European market.

"Belgrade has the talent, culture and creative energy to become an important destination for international brands," Sam said. "The goal with Sada Creative is to combine our international experience with the opportunities we see across Serbia and the Balkans and create campaigns that can compete on a global level."

Alongside Sam, Dina Živojinovic brings experience spanning luxury communications, media, culture and international affairs.

Živojinovic previously worked with Karla Otto, the international brand-building and communications agency active across fashion, beauty, luxury, lifestyle, arts and culture. Her experience is expected to contribute to Sada Creative's work with international fashion, beauty, hospitality, entertainment and lifestyle brands.



Živojinovic also has a strong connection to Serbian cultural heritage. She is the granddaughter of legendary Serbian and Yugoslav actor Velimir 'Bata' Živojinovic and has participated in cultural initiatives connected with preserving and presenting his legacy to new generations.

Together, Sam and Živojinovic plan to position Sada Creative as a multidisciplinary company rather than a traditional social media agency.

The company intends to provide services across digital marketing, paid advertising, social media management, influencer marketing, professional photography and video production, branding, creative direction, public relations, tourism, hospitality, entertainment, events and cultural projects.

Sada Creative also plans to use Serbia and the wider Balkan region as a creative base for international campaigns. Projects could be developed in Belgrade and produced across Serbia while expanding into markets including Montenegro, Bosnia and Herzegovina, Croatia and other parts of Europe.

"A campaign could begin with an international brand, be developed in Belgrade, produced across the Balkans and ultimately reach audiences around the world," Sam said. "That connection between markets is central to what we are building."

Approximately EUR 10 Million in Projected Client Revenue

Sada Creative's growth strategy will focus not only on the agency's own performance but also on the commercial results of the businesses it serves.

Based on its current growth strategy, planned client portfolio and anticipated campaigns, Sada Creative expects the businesses it works with to collectively generate approximately EUR 10 million in revenue during 2027 through strategies, campaigns and projects developed or

supported by the agency.

The EUR 10 million figure represents a forward-looking estimate of combined client revenue associated with Sada Creative-supported activities and does not represent revenue expected to be earned directly by Sada Creative. Actual results may vary based on client acquisition, campaign performance, contracts and market conditions.

"We want our work to be measured by more than views or followers," Sam said. "The objective is to turn creativity, attention and strong brand positioning into measurable business growth for our clients."

Sada Creative is currently in its development and establishment phase in Serbia. Additional announcements regarding its official launch, partnerships, client projects and international campaigns are expected as the company moves toward operations.

For Sam and Živojinovic, the long-term objective is to establish an internationally recognized creative company headquartered in Belgrade while creating stronger connections between Serbian and Balkan talent and global brands.

The move adds a European chapter to Sam's expanding marketing and entrepreneurial activities, connecting Miami and Belgrade through a new international creative platform.

About Sada Creative

Sada Creative is a creative, marketing and production company being developed in Belgrade, Serbia, by Saul Sam and Dina Živojinovic. The company plans to work across advertising, digital marketing, social media, influencer campaigns, branding, production, hospitality, tourism, entertainment and cultural projects, connecting Serbian and Balkan creativity with international brands and audiences.

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