



e:mg presentation

Key events

e:very single detail matters

e:mg Effective Marketing Group



Our Philosophy

We sell efficiency. This is our product. We sell tried and tested solutions to enable our customers to sell more, to sell faster, smarter and at lower costs. We know what the targeted audience wants. Meticulous planning, superior execution. Our expertise – your edge!

Welcome to the world of E:emg, the world of creative ideas and custom-tailored solutions.





e:mg in numbers

5th PLACE

among top 5
market
players

5000+

projects

17 YEARS

of success

50+

professional
awards

150 + PERS.

e:mg staff

Founded in 1996.

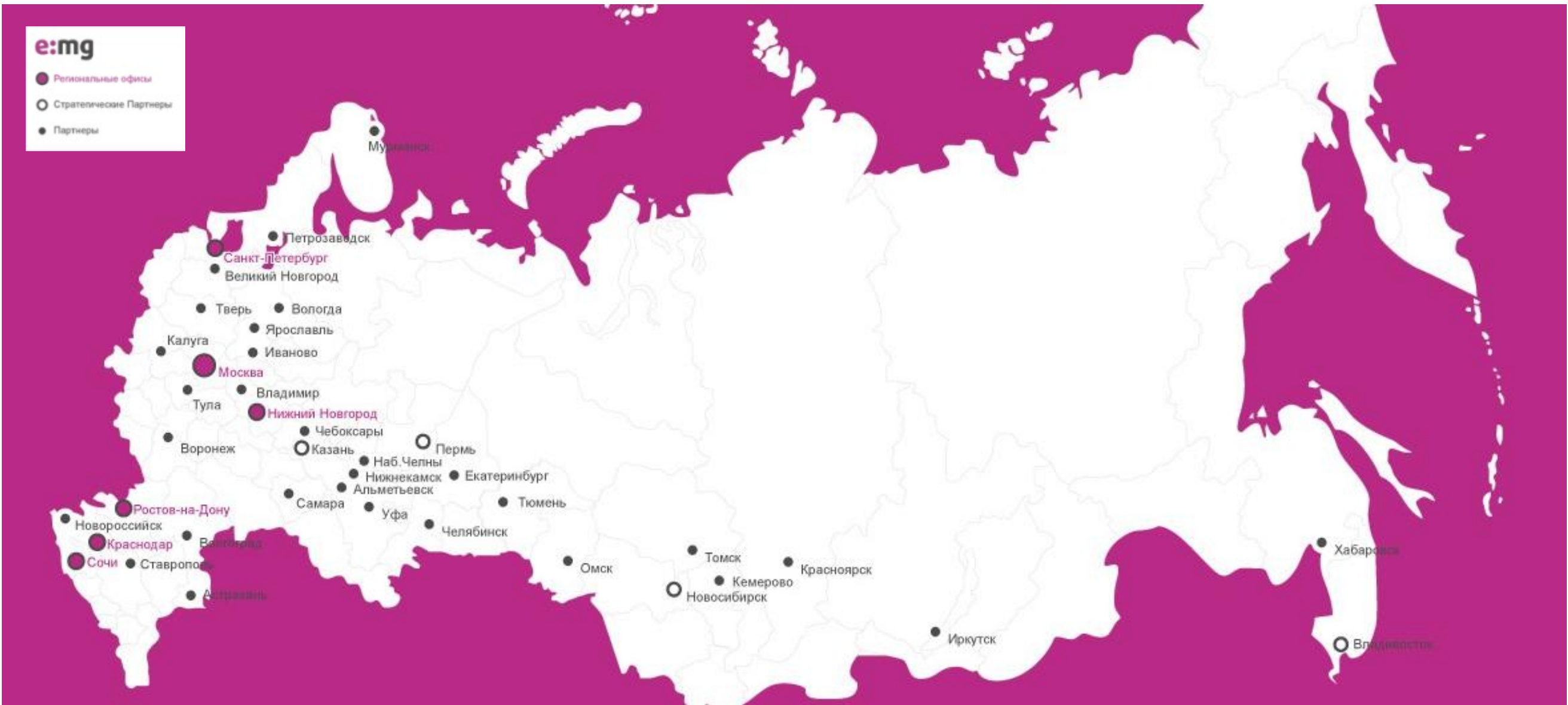
A wide national coverage -1 125 cities.

Permanent member of AKAR, RAMU, PMA.

Creation and implementation, from simple to complex, we can do it all.

The in house creative department, a design studio, production and logistics departments, a warehouse, and an HR department help us stay in control throughout a project.



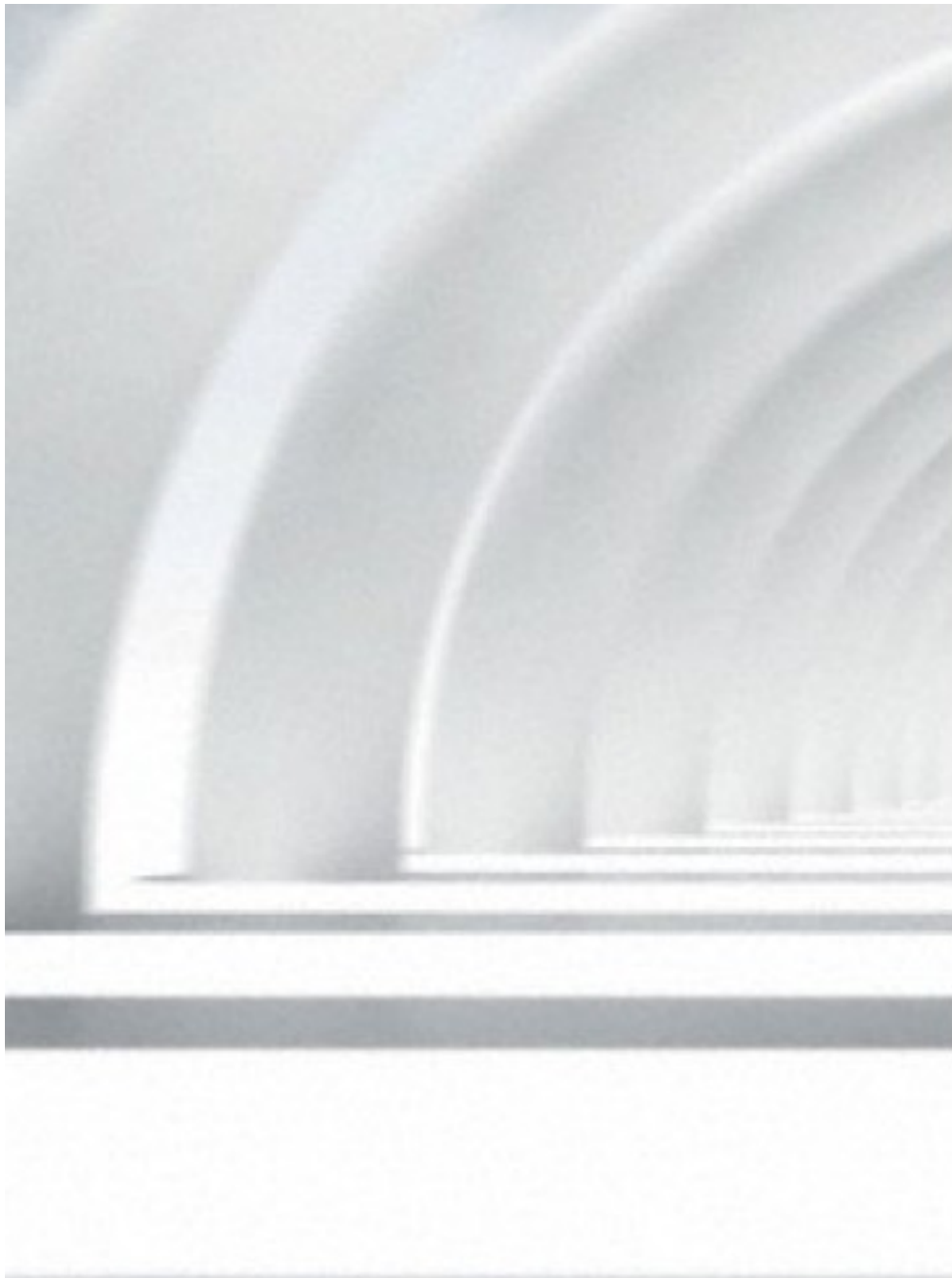


e:mg – national coverage

Regional offices and partners



e:xpertised in:



consumer promo

trade marketing

event marketing

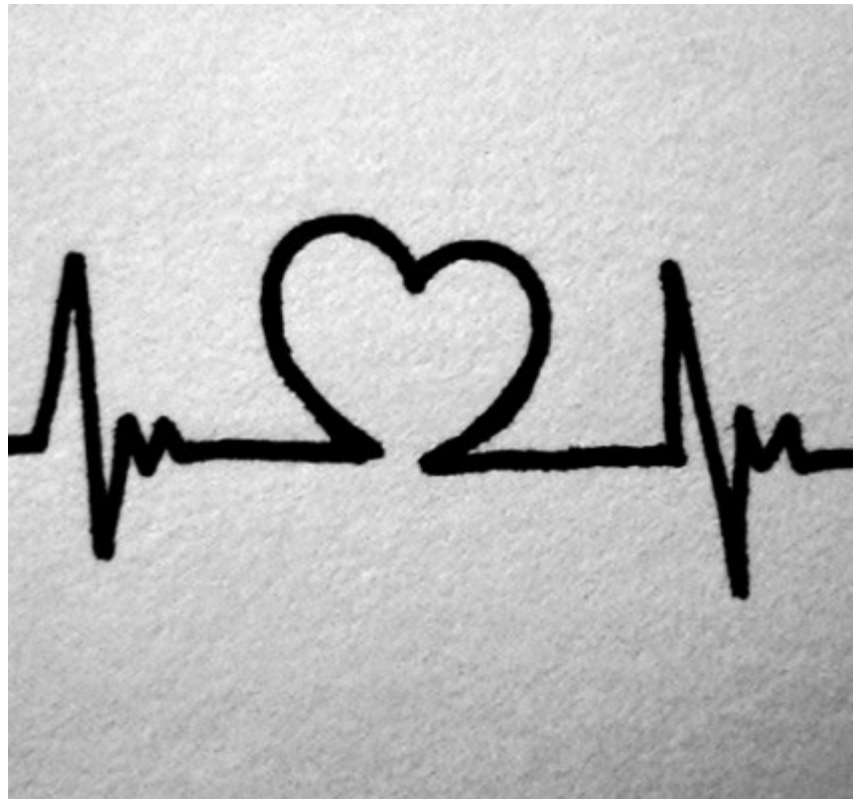
ttil 360 degree, creative solution

digital activation

sport & social marketing



e:vent marketing



Sports Events

Test Drives

Fashion Shows

Product Launches

City Celebrations

Experimental Events

etc.



financial terms and conditions

- Agency or service agreement
- Postpayment up to 60 days
- Agency commission 10%





Mercedes-Benz



Unilever



KEY CLIENTS

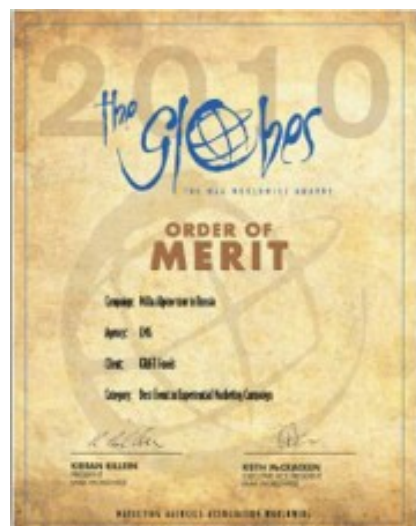




Awards & Diplomas 2011

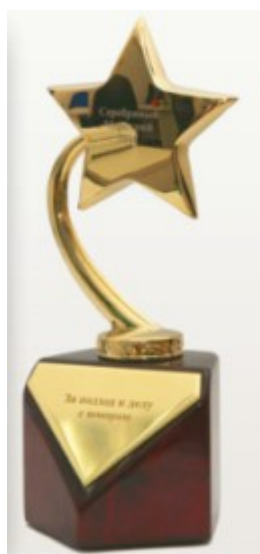
2011 - «Zolotoy Propeller»

Bronze in nomination "Event Marketing" .
Project - "IKEA Veshchnye Tzennosty"



2011 - «Serebryany Mercury»

Silver in nomination «The best project at points of sales” .
Project - Lottery "Win a flat in Moscow!" for the supermarket chain "Kopeika”.



2011 - OMA Russia Awards

Gold in nomination «Trade Marketing» .
Project - “Mix the dark with the light!”- Velkopopovizky Kozel»



Awards and Diplomas 2012

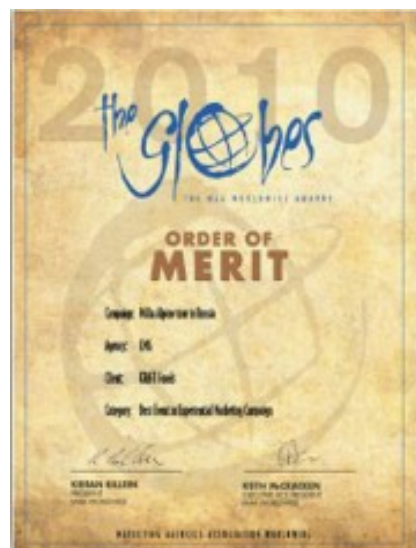
2012 - «Serebryany Mercury»

1 place - «Digital Marketing: the best campaign in interactive marketing» - «IKEA Veshchnye Tzennosti»

1 place - «Event Marketing: the best b2c event» - «IKEA Veshchnye Tzennosti»

2 place - «Event Marketing: the best b2c event» - «Coca-Cola Exhibition 125 Happy Years»

And some other 8 awards



2012 - Kiev International Advertising Festival

1 place - «Marketing services projects/ Event marketing» - «IKEA Veshchnye Tzennosti»

BESIDES! 4 awards at the festival «Belyi kvadrat» and two awards at





Awards & Diplomas 2012

СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшая реализация b2c ивент-мероприятия

1 место
ПРОЕКТ
Вещные ценности
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский



СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшая реализация кампании
в области интерактивного маркетинга

1 место
ПРОЕКТ
Вещные ценности
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский



СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшая реализация b2c ивент-мероприятия

2 место
ПРОЕКТ
Выставка Coca-Cola «125 счастливых лет»
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский





Awards & Diplomas 2012

СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшая b2b кампания

2 место
ПРОЕКТ
Ребрендинг e:mg
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский



СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшая реализация интегрированной кампании

3 место
ПРОЕКТ
Вещные ценности
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский



СЕРЕБРЯНЫЙ
МЕРКУРИЙ

2012

ДИПЛОМ

«СЕРЕБРЯНЫЙ МЕРКУРИЙ 2012»

Лучшее концептуальное решение b2b ивент-кампании

3 место
ПРОЕКТ
e:party от e:mg
e:mg

Председатель жюри
премии «Серебряный Меркурий»



Игорь
Писарский





Awards and certificates 2013

2013 - «Serebryany Mercury»



1 place - «The best project at sales points with complex POSm» - «Craft Foods – Golos nezhnosti»

2 place - «The best strategic solution for a direct marketing or an CRM-program» - «Craft Foods –Golos nezhnosti»

2 place - «The best b2c event» - «IKEA –Turn on the light!»

2 place - «The best solution for a b2b event -campaign - «Volvo construction equipment – Dancing excavators»



2 place - «The best field implementation» - «Craft Foods –Golos nezhnosti»

And some other 3 awards ...





Special thanks



1 июля 2011 г.

Уважаемые коллеги!

Бренд команда Клогг выражает вам искреннюю благодарность и глубокую признательность за отличную работу, сделанную вами в рамках реализации BTL-кампании в поддержку бренда «Клогг на Второе» – проекта «Что хотят мужчины?»

Предложенная вами креативная идея «Что хотят мужчины?» сразу нашла отклик у многих женщин – представительниц целевой аудитории, что стало залогом успеха кампании в целом.

Реализация проекта – начиная с уличных опросов общественного мнения, проводимых силами промоутеров вашего агентства, и заканчивая масштабным мероприятием в Санкт-Петербурге и установлением рекорда по массовой дегустации буженины, приготовленной с «Клогг на Второе», – была проведена на высоком уровне!

Особо хочется отметить профессионализм проектной команды. Благодаря их грамотной и оперативной работе программа имела должный успех.

Акция оказалась своевременной и эффективной, поставленные цели по росту продаж и доли рынка были достигнуты.

Мы искренне благодарим ваше агентство за сотрудничество и желаем успехов в проведении не менее интересных и масштабных проектов!

С наилучшими пожеланиями,

От лица Бренд команды Клогг

Ольга Третьякова

Junior Brand Manager

-----Original Message-----
From: norbert.luetze@daimler.com [mailto:norbert.luetze@daimler.com]
Sent: Friday, June 22, 2012 6:00 PM
To: Заичкина Олеся
Subject: Antwort: RE: Sondierungsfahrt Russland

Hello Olesya,

The trip was very interesting and everything, what we want to see was possible. Thank you for your great support. It was very easy, to change the plannings and to make the best in different critical situations. We have to thank Natalya an very specially Anastasya for the "escort" all the days.

We can approve your agency for further events, you do your business very professional.

Mit freundlichen Grüßen
Norbert Lütze

DAIMLER AG
MTC Sindelfingen, RD/OTE
Leiter Organisation Versuchsfahrten
und Koordination Prüfgelände
Tel.: +49 (0)7031 90 42843
Fax: +49 (0)7031 90 43535
Mobil: +49 (0) 160 861 1210
email: norbert.luetze@daimler.com



ВСЁ В ДОМ

ОТЗЫВ КЛИЕНТА

EMG - команда, которая профессионально ведет большой проект, творчески подходя к любой его детали, предлагая интересные инновационные идеи по воплощению казалось бы даже нереальных условий. Для нас в ИКЕА во всем, что мы делаем, важно прежде всего то, как чувствует себя наш потребитель: его безопасность, комфорт, приятные эмоции. Все это было обеспечено на мероприятии нашими партнерами EMG на высшем уровне. Мне хотелось бы выразить признательность за энтузиазм и отдачу всем сотрудниками, которые готовили проект «Вещные ценности». Он является предметом нашей гордости, и кстати, пополнил коллекцию лучших примеров в нашей библиотеке в мировом сообществе ИКЕА. ☺

Искренне Ваша,

Юлия Прыгункова
Менеджер по связям с общественностью
розничной сети ИКЕА в России



ООО «САБМиллер РУС»
Филиал г. Москва
Россия, 127006, Москва
ул. М. Дитропа, д. 20

Тел. +7 (495) 637 93 10
Факс +7 (495) 637 93 11
info@ru.sabmiller.com
www.sabmiller.ru

Уважаемые коллеги!

От имени компании ООО «САБМиллер РУС» выражаем благодарность за сделанную вами работу в рамках проекта «Смешай Светлого с Темным» для бренда Velkorovicky Kozel.

Основные цели программы – представление нового ритуала потребления пива Velkorovicky Kozel, который состоит в смешивании двух сортов пива Velkorovicky Kozel Светлое и Темное, а также увеличение объема продаж бренда – были успешно достигнуты благодаря разработанной вашим агентством интерактивной механике.

Об успехе проведенной акции говорит количество посетителей, вовлеченных в интерактив с промоутерами за весь период проведения программы, – более 20000 человек. Среди участников акция получила значительный эмоциональный отклик, большинство гостей захотели повторить эксперимент и смешать два сорта пива Velkorovicky Kozel у себя дома.

Особо хочется отметить профессионализм проектной команды. Благодаря их грамотной и оперативной работе мы смогли достичь желаемых результатов. Компания SABMiller RUS благодарит ваше агентство за сотрудничество и желает успехов в реализации интересных и эффективных проектов!

С уважением,
Компания ООО «САБМиллер РУС»



Special thanks



БЛАГОДАРНОСТЬ

Обществу с ограниченной ответственностью «ЭМГ»
Генеральному директору Лысову В.Н.
Директору Event отдела Кондеевой С.В.

Уважаемые Виталий Николаевич и Светлана Вячеславовна!

Позвольте выразить Вам искреннюю благодарность и признательность за профессиональную работу ваших сотрудников при организации праздника для воспитанников детских учреждений «125 ЛЕТ ИЗОБРЕТЕНИЮ АВТОМОБИЛЯ».

Учитывая специфику мероприятия: на торжества, посвященное 125-летию юбилею компании Mercedes-Benz, были приглашены дети-сироты и дети, оставшиеся без попечения родителей, которые нуждаются в особом внимании, - хотелось бы особо подчеркнуть грамотную разработку сценария праздника, невероятное чутье при выборе тематических мероприятий и великолепную реализацию задуманного на площадках.

Безусловно, во многом благодаря усилиям ваших сотрудников праздник получился по-настоящему ярким и запоминающимся, подарил детям незабываемые впечатления, а всем, кто принимал в нем участие, истинное удовольствие от сопричастности.

Мы можем смело назвать праздник «125 ЛЕТ ИЗОБРЕТЕНИЮ АВТОМОБИЛЯ» уникальным, потому что столь ценное и органичное сочетание яркого действия и познавательного, образовательного момента – явление в социальных проектах действительно редкое. У вас это получилось.

Спасибо всем за незабываемые эмоции, за хорошее настроение детей, еще раз - за профессионализм!

Управляющий директор УК
«Кладочер»



В.П.Мифодовский

www.kladocher.ru
127013, Москва, ул. Обручевая, 24
Телефон: +7 (495) 53 93 33



Уважаемые коллеги!

Настоящим письмом выражаем вам благодарность за отличную работу над проектом «Альпийский тур Milka в России».

Программа с участием знаменитого дилерского грузовика Milka была успешно реализована в десяти российских городах. Профессионализм и оперативность команды агентства EMG позволили провести акцию на европейском уровне. В России мероприятие приобрело статус городского праздника, и посетителями стали более 220 000 человек.

Слоган «Milka. Один кусочек – и Вы в Альпийском мире!» был воплощен буквально, благодаря тщательно продуманной механике и ее грамотной реализации сотрудниками агентства. Взрослые и дети получили новые, яркие впечатления от посещения городка Milka, остались довольны анимационной программой и оставили благодарственные отзывы. Многие сценарные разработки, придуманные агентством специально для России, оказались настолько популярными у целевой аудитории, что вошли в программу европейского тура. Большинство потребителей изменило свое отношение к бренду в лучшую сторону, многие выразили надежду, что Альпийский тур Milka в их городе повторится. Задачи, поставленные перед проектной командой, были успешно выполнены.

Надеемся продолжить наше плодотворное сотрудничество на новых проектах Milka!

Бренд-группа Milka
от имени компании Kraft Foods Russia





000 «Кладочер Фудс Рус»
Российская Федерация, 601123, Владимирская обл., Петушковский район, с. Пондих, ул. Флотия Шендеровича, д. 19
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Тел.: +7 (495) 960-24-80, Факс: +7 (495) 960-24-80
Филиал в Брянске: 190101, Брянская область, Дзержинский район, промышленная зона «Нарисов», квартал №6
Высотный этаж, д. 7/1, Тел.: +7 (4812) 346-76-30, Факс: +7 (4812) 346-76-24

The Coca-Cola Export Corporation

МОСКОВСКОЕ ПРЕДСТАВИТЕЛЬСТВО


УЛ. ИВАНА ФРАНКО, Д. 8, МОСКВА, 121108, РОССИЯ
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Генеральному директору ЗАО «ЭМГ»
Соколову А.В.

Уважаемый Андрей Владимирович,

Данным письмом я хочу выразить благодарность всему коллективу агентства «ЭМГ» за работу, проделанную Вами в рамках программы поддержки Компанией детско-юношеского турнира по футболу «Coca-Cola Кожаный мяч».

Мы рады, что, несмотря на сжатые сроки и широкую географию, персонал агентства в полном объеме выполнил свои обязательства по организации серии мероприятий в 18 городах России, которые включали в себя в зависимости от города: пресс-конференции, конкурсы, развлекательные программы для зрителей, мастер-классы известных футболистов и спортсменов, официальные церемонии награждений и поездки для победителей, что, несомненно, помогло сделать каждый матч турнира настоящим праздником.



Анна Козловская
Директор по внешним связям
Россия, Украина, Белоруссия



Best practice. Events





IKEA Catalogue Launch 2011-2014





One of the our key projects, which we traditionally do for IKEA each year is New Catalog Presentation

Every year this event is taking place in the framework of the new concept. This year, IKEA awakened love for the visitors in the annual event the concept of "Wakes LOVE"

Dates: 28-31 August 2014

Location: Gorky Park, Moscow.

NEW IKEA catalog presentation - is:

3 six-meter glass cube that housed the exhibition IKEA interiors.

Unique pavilion - a room of awakening love,

Covered seating area for visitors to the park with a total area of 600 square meters,

Playground, decorated with 256 umbrellas range of IKEA, and

10-meter-high art installation hearts - symbol annual campaign.

Flash mobs in the Park.

Activation and master classes for holiday visitors.

Results:

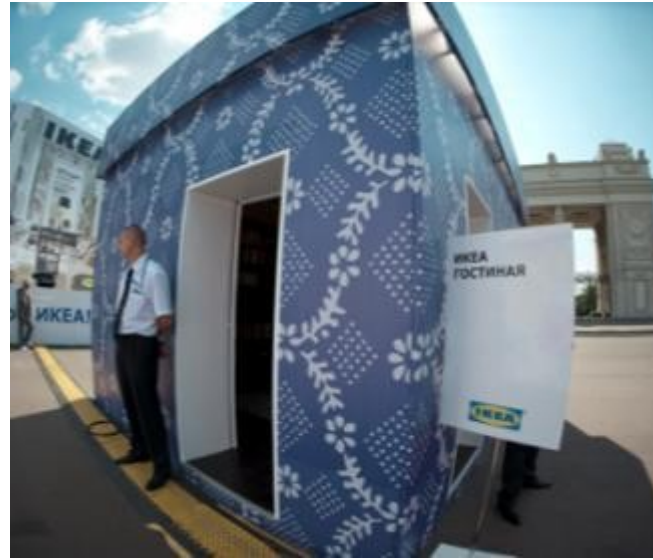
The event was attended by more than 300 thousand. Man

During the Holidays 21 072 people have awakened my love, confirming it by pressing a button located in











«Coca-Cola Rubber Ball» 2009-2014





Leather Ball – Coca-Cola Cup

Youth football competitions in Russia

Mechanic:

- 14 activation sets with Coca-Cola football experience
- entertainment program
- PR campaign
- sampling
- opening & award ceremony

Period:

2009 - 2014

Geography:

50 cities in 7 Russian regions

Coverage (2014):

- 40 000+ engaged teens
- 65 000+ samples of ice cold Coke
- 700+ media reports
- 30 000 000+ impressions
- 18 000+ iconic prizes
- 690,000+ players all over Russia
- Best U-13 team goes to National Team game
- Best U-15 team goes to International Copa Camp in 2015







Mitsubishi stand at Moscow Motor Show 2012 & 2014 (MIAS 2014)





Description:

The stand was built and designed in accordance with Mitsubishi the corporate culture of the company, were presented new Outlander PHEV Pajero IV on air platform and concept cars XR-PHEV and GC-PHEV. Ballerina performances in harmony with the video, as well as go-go girls, made a regular shows during she auto salon.

Period:

27 August – 7 September 2014

Geography:

Moscow. Krocus Expo

Results:

- Visitors — 1 098 000
- 59 great performances on the stand during MIAS 2014
- More than 50 PR reports (incl national TVs)







Mercedes-Benz Regional tours 2008 - 2014





Mercedes-Benz Regional tours - it a traditional road-shows with activations at the different locations all over Russia (territory of MB dealer centers, city centers, countryside events

**“Double Launch Regional Tour”
Summer test-drive event series across 38 cities all around RF**

Objectives of event are focused on new C-class and new GLA test-drive and demonstration of Mercedes-Benz Intelligent Drive smart assistants for customers.

- ✓ 3 parallel routes
- ✓ 46 dealers-participants
- ✓ 18 vehicles for all routes
- ✓ technical and organization support of each event





The opening ceremony of Volvo excavators plant in Kaluga on May 14, 2013





(PR) Goals :

To achieve positive press coverage of the company with the emphasis on the quality of Volvo equipment. Crucial both for potential and new customers);

Target audience:

Clients of the company (about 300 — 320 people), journalists and people from the media (about 60 people), investors and partners (50 people), city authorities (30 people), Volvo employees (200 people)

Total number of guests: 700

Date: May 14, 2013

Venue:

«VOLVO» excavators plant in Kaluga

About the event:

Press conference, an opening ceremony, the launch of Kaluga Volvo plant demo show.





**Volvo Conference & Teambuilding
event 2013 (VFS), May 22 – 24,
2013**





About the event :

2 day conference of Volvo VFS with teambuilding

Date:

May 22 — 24, 2013

**Venue : The Oreal Hotel,
Moscow Region**

Number of guests: 90





«The Day of the Black Sea»
Coca-Cola, 2009-2014.





International Day of the Black Sea – October 27, 2012.
«The day of the Black Sea» Coca-Cola, 2009-2012 in numbers:

Every year The Day of the Black Sea is packed with activities: cleaning the beach, eco-exhibitions, press tours, city holidays, opening ceremonies, prize drawings, eco amphibious landings and round table discussions.

More than 5 000 guests and participants, 1 000 volunteers from eco amphibious landings cleaned the beach in Sochi.

The program is widely advertised and covered by the media :
100 journalists from newspapers and magazines,





**Conference
«Launching the year of Olympic Games
in Russia»**

Coca-Cola, January 19, 2013 г.





Conference «*Launching the year of Olympic Games in Russia*» 01.19. 2013

*A joint conference of
Coca-Cola sales
representatives,
marketing specialists
and top managers. A
dive into the spirit of
Sochi-2014 Olympic
Games. How to boost
the motivation of sales
people.*





Microsoft Management Summit 26-27 SEPTEMBER 2012





Two day event - the of launch of Windows Server 2012

September 26, 2012 – Microsoft Management Summit 2012

Participants : 300 people

Must have elements of the program:

Registration, introduction of speakers, an exhibition, a press center, branding, live stream video to the web site.

September 27, 2012 – IT Camp

Participants: 300 people

Must have elements of the program: *Registration, introduction of speakers, an exhibition, a press center, branding, live stream video to the web site.*

Venue – RIA Novosti





«Cask Of Dreams» for William Grant & Sons 2012





«Cask Of Dreams» for William Grant & Sons 2012 in numbers :

William Grant & Sons was a partner of the «Cherry Orchard» festival in Gorky Park. A unique project the «Cask of Dreams» was introduced to the public during the festival.



More than **300** people took part in the event.

More than 25 Russian show business stars visited the «Cask of





Coca-Cola Exhibition 2011

125 years of Happiness





Coca-Cola Exhibition «125 years of Happiness» (May - Saint Petersburg, May - Moscow)

Unique Coca-Cola items on display from Atlanta on loan to Russia.

The event «125 years of Happiness» (May - St Petersburg ; June - Moscow in numbers:

More than **20,000** people visited Saint Petersburg and Moscow exhibitions with 12 unique booth stands and more than 100 rare items.



35 stars of Russian show business visited the opening ceremony in Bosco café

The event was widely covered in the media with 100 pieces published in newspapers and magazines, several TV clips and





Mercedes Benz 2011 125 Years of Innovation





Mercedes Benz City of Innovations event (August 26 - 27, 2011) in numbers:

Two days and 18 hr. of the event activities saw more than **2,000** visitors on total space of **2,500** sq m



The show program of the event boasted **5** stars of the Russian show business.





Mitsubishi Test Drives Autumn 2011



**«The Code of Reliability»
(September 3 - Saint Petersburg;
September 10 - Moscow) in numbers:**

More than **12,000** people visited the event with more than **4000** participants

2,500 souvenirs were given out to the visitors

More than **2,500** visitors took part in custom made motor competitions





Best practice. Sampling





Creative sampling of Barney mini-cookies



Period:
September – November
2014

Geography:
Moscow, Saint –
Petersburg, Volgograd,
Ekaterinburg, Rostov on
Don, Krasnoyarsk,
Novosibirsk, Nizhniy
Novgorod, Ufa, Kazan

Mechanic:
Work in pairs - promoter with
promo-outfit and Mascot. TA -
women 25-35,

Promo-text:
women asks do they have
children or not, if yes –
promo-text read out and
giving sample (Mini cookies
Barney) and an information
leaflet with stickers. Promo-
team works only with families
with children and offer to
taste the new product



<http://www.youtube.com/watch?v=K19MMw5FN1w&list=UUZT17XxILFRexru8BS8u44A>





**Gather your own collection of
Olympic Teddy Bears**



Mechanic:

Buy any product: Coca-Cola, Coca-Cola Light, Sprite, Fanta, collect specially marked promo caps and exchange these for a collectable Coca-Cola Teddy bear with co-branded Sochi 2014 logo.

Period:

14 November – 28 December 2013 (Friday, Saturday, Sunday)

Geography:

7 cities: Moscow, Ivanovo, Yaroslavl, Ryazan, Vladimir, Kostroma, Tver.

Coverage:

- 58 stores
- more than 260 000 prizes given



ВОЛШЕБНЫЙ ТЕАТР МЕДВЕЖОНКА БАРНИ

ЗАДАЧА

Увеличить продажи бисквитов «Барни» с помощью проведения интегрированной промо-кампании, которая отвечала бы постоянной платформе бренда – когнитивное развитие его маленьких потребителей. Ведь медвежонок Барни всегда помогает детям совершать открытия, благодаря их собственной фантазии – стоит только дать направление для детской мысли!

РЕШЕНИЕ

Решение крылось в самой упаковке бисквитов, которая во время промо-кампании становилась сценой театра Барни! Из коробки дети вырезали декорации, а вложенные внутрь наклейки превращались в актеров из разных исторических эпох. Дети придумывали сюжеты, и родители снимали их, а затем с гордостью делились видео на промо-сайте и в социальных сетях



Amazing Barney Theatre





Period:

April – August 2013

Geography:

Russia (channel: retail)

Creative idea:

Use Barney package as playing platform (kids theatre). The package can be transforming at real theatre scene. Different heroes is actors at this theatre. Heroes also ware a part of package

Realization:

Each pack was a cardboard constructor that turned into a theatrical scene. In addition, inside the package were 4 heroes from different eras, which could be involved in its performance.

Each package also has a promo-code which should be entered at promo web page. Code opened doors for getting great prizes and uploading theatre performances using Barney pack

Results:

- Coverage – 40 000 +
- Promo – codes 130 000
- 73% of participants used a number of promo-codes to win a prize

<http://www.youtube.com/watch?v=I4LygeYVAU&index=21&list=UUZrT7Xx1LFReXru8BS8u44A>





Olympic promo. GWP.
Coca-Cola

**Mechanic:**

Buy any product: Coca-Cola, Coca-Cola Light, Sprite, Fanta, collect specially marked promo caps and exchange these for a collectable Coca-Cola glass with co-branded Sochi 2014 logo.

Period:

30 April – 10 June 2013
(Friday, Saturday, Sunday)

Geography:

7 cities: Moscow, Ivanovo, Yaroslavl, Ryazan, Vladimir, Kostroma, Tver.

Coverage:

- 61 stores
- more than 297 000 prizes given





Microsoft Surface launch in retail networks in 2013



The goal of the project:
To launch a new product in the market

The product: Surface

The event started on
April 4, 2013

Time frame :
2 months (TBC)

Venue :
Retail networks

Where: Moscow and
Moscow Region

The number of points of sales: 50+ (TBC)

How many working days per week :

3 days during - 4 hours
(Thursday -Saturday or
Friday- Sunday. The time -





JTI “W know how”





Client: JTI

Brand: Winston

Project: «W Know-How»

Period: 2013 г.

Coverage: Moscow, Saint-Petersburg, Kaliningrad

Solution: Series of events for HoReCa sale representatives, new cigarettes Winston XStyle ChillOut и Winston XSence Chillout presentation.

Results: 544 participants





EFES “Intellectual Basketball”





Intellectual Basketball

client: EFES
brand: EFES Pilsner

objectives/tasks :
strengthen the image of cheerful youth brand. reveal the connection between EFES Pilsner beer and cheerleading (without minimizing the role of basketball as the main object of sponsorship in Europe)

solution:
ordering EFES Pilsner, get a present, take part together with your friends in unique intellectual basketball. who thinks more – operates the ball better and wins. buying the beer in shop, get a chance to win tickets to EFES Dance Square Off

project: consumer promo on-trade, modern trade

results:
more than 8000 contacts (plan execution – more than 100%)
about 1000 receipts downloaded





Milka





OBJECTIVES

- To create a WOW – effect
- To stimulate interest of consumers towards Milka in sales points
- To stimulate product purchase and generate additional sales volume raise

SOLUTION

We created a voice panel in shopping centers. There was a special sticker on it. Only a person who stepped on the sticker could hear a voice. This “Voice of tenderness” that the customer could hear awakened kind emotions, motivating him/her to buy Milka chocolate and express tender feelings towards people around and towards his/her dear ones. Because of revolutionary one-way voice technology the advertising message was focused on a specific customer and couldn't be heard by people around him/her. This made the voice confidential, personal. Interest of consumers towards new products and new technologies created a WOW-effect.

Period:
March – June 2012

Geography:
Moscow, Saint-Petersburg, Ekaterinburg, Novosibirsk
30 points of sales in total

Objectives:

- Strengthen the interest of consumers to the brand Milka in retail by creating WOW-effect;
- Encourage the purchase of the product and generate additional sales.

Solution (see description at promo image on the left)

Results:
Appearance “Voices of tenderness” panel at the stores creates positive emotions. General interest of consumers has led to an increase in sales of chocolate Milka, and innovative technology has allowed to create the wide WOW-effect.

- reached more than 2.5 million contacts with visitors outlets;
- The volume of product sales increased to 130%.





Share your tenderness



Period:

April – May 2012

Geography:

10 Shopping malls “Mega” at mio cities

Objectives:

- To strengthen the emotional bond with the consumer
- Build an association of brand Milka and tenderness

Solution (see description at promo image on the left)

Results:

- More than 20 000 people took part in an interactive activation;
- More than 500 000 people watched movies at social network.

OBJECTIVES

To increase an emotional connection between Milka brand and consumers
To make an association between Milka brand and tenderness

SOLUTION

We organized special “Territories of tenderness” of Milka: we created and programmed special games using Kinect technology that put people in situations where they had to show tenderness and attention towards each other. All participants could understand how important it is to show tenderness and understanding in life, because this is the only way to achieve success.





SAB Miller





Client: SAB Miller Rus
Brand: Velkopopovicky Kozel
Period: during 2010
Coverage: 7 cities
Mechanic:
Flight team suggested to play a game and taste new "VK" beer
Total number of games (free + repeated) – 20 803
Total number of primary games (free of charge) – 17 097
Implementation of the plan for games – 361%
Implementation of the plan for prize-winning mugs – 270%





Client: SAB Miller Rus
 Brand: Velkopopovicky Kozel interactive sampling
 Period: during 2009
 Coverage: 12 cities
 Project description: Target - to allow potential consumers to try "Velkopopovicky Kozel" Dark and by that to stimulate trial purchase.
 Unusual sampling, which was on streets of the large cities was the creative solution of the project.
 The general attention was drawn by the horses put to wooden carts with big branded beer barrels
 Animator in a Kozela mask invites people to take part in tasting and gives away the branded counters, which can be exchanged for "Velkopopovicky Kozel" Dark beer.
 The planned number of contacts was executed for 103%, Moscow – 164%



Kraft Foods



Millionomagia
 client: Kraft Foods
 brand: Jacobs & Alpen Gold

objectives/tasks:
 increase sales of coffee and chocolate during “low season”, accentuating on Jacobs. develop a bright campaign with a good virus and wow effects, implying digital technologies

solution:
 celebrity marketing program – Sergey Svetlakov. register, be at home together with your family from 7pm to 8pm, wait for the “experts” team and win a million!
 project: national promo-campaign

results:
 30 mln rub were delivered
 web site was visited by more than 1 000 000 people
 31 virus videos were posted on the Internet
 wow effect throughout Russia





Client: Kraft Foods

Brand: Cote d'Or

Period: May 2012

Coverage: 12 cities

Cote d'Or candies sampling on a «TOPBEAUTY AWARDS» ceremony.

Solution: Candies sampling, chocolate fountain production. Cote d'Or sponsored one of the nominations.

The winner was awarded by a special Certificate to a Beauty shop and an entrance ticket to Madonna World Tour 2012 concert.





Client: Kraft Foods
Brand: Alpen Gold Composition, Cote d'Or, Carte Noire
Period: February – March 2012 г.
Mechanics: gift with purchase
Gifts:
A festive bows decoration of a purchased product.
Packing of a purchased product in a special gift package.
As a gift a Greeting card was proposed on a choice with a universal wish or and opportunity to write down the name of the presented.





Gillette®

Gillette fusion pro glide shaving studios





Objective:

present the new product to the consumers and get them the unique experience of shaving in retail and distribute the samples

Barrier:

Men never shaves out of home. solution:

We create comfortable, technological (with all necessary shaving facilities) and good-looking studios which highlight product features and the main message “with the new Pro-Glide you can shave comfortably in any place”

Period:

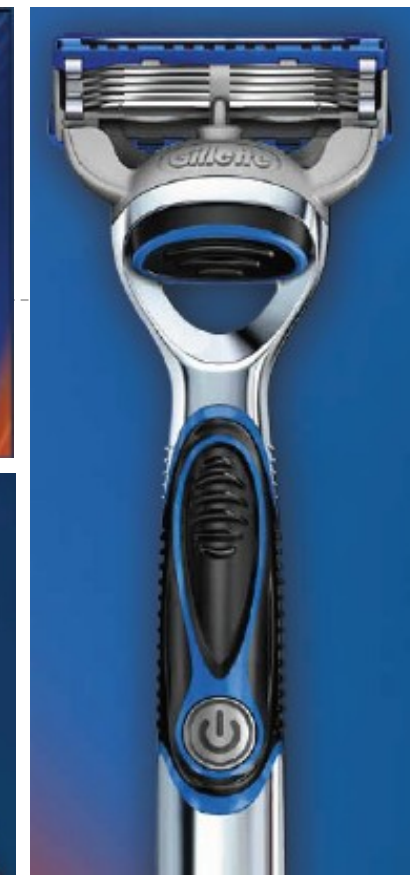
November – December 2011

Geography:

7 Mio cities (Incl Mow)

Channel:

Mega shopping centers





Unilever



© Disney Pixar

Disney PIXAR
ХРАБРАЯ СЕРДЦЕМ
ТОЛЬКО В КИНО

Timotei
24h nutrition ink laque

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РОСКОШНЫЙ ОБЪЕМ

Timotei
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КРАСИВЫХ ВОЛОС

WWW.TIMOTEI-PROMO.BY
ВЫИГРЫВАЙ ПРИЗЫ

Сроки регистрации кодов с 02.07.12 по 23.09.12 телефон горячей линии 8 (017) 239 06 56

Купите любую продукцию Timotei в период с 02 07 2012 по 23 09 2012, участвующую в Игре, зарегистрируйте уникальные коды на сайте www.timotei-promo.by и выиграйте королевские призы:

- Каждый 5-ый, приславший 1 код, выиграет зонт из королевских запасов
- Каждый 5-ый, приславший 2 кода, выиграет сказочный плед

И помните, призы, как заветные желания, их количество ограничено. Сохраняйте чеки для получения призов.

Рекламная игра проводится с 02.07.2012 по 31.10.2012 года на всей территории Республики Беларусь. Свидетельство №2039 о государственной регистрации Рекламной игры, зарегистрированной 25 июня 2012г. Министерством торговли Республики Беларусь. Призы, изображенные на рекламных материалах, могут отличаться от оригиналов.

Timotei e:mg



Client: Unilever
Brand: Timotei
Project: «Timotei Brave»
Period: May – June 2012
Coverage: Russia

Objectives/tasks:
increase sales of Timotei during the period from May till June. develop a bright campaign built on family values.

solution:
national promo-campaign linked with the famous film «Brave by heart»

Results: more than 42 900 unique codes activated
More than 16 499 participants of the campaign.





IKEA and UNICEF activation to support a charity campaign



“Help us to make the world softer”
Promotional offer of the charity campaign:

With every purchase of the soft toy 40 Rubles will be donated for implementation of educational projects of the Children's fund UN (UNICEF)

Activation mechanic to support a campaign.

Dancing flashmob and parade with use of the life-size puppets similar to toys, participants of the action. Lifelining

Period:

4 November 2012 – 5 January 2013

Geography:

11 cities

Coverage:

14 stores «Mega»

14 flight teams

266 days of promo

More than 1600 flash mobs

More than 1 180 000 toys soled





Burn. It's a fire in the blood.
Its burn



Period:

May-September 2010

Coverage:

12 cities - Moscow, St. Petersburg, Novosibirsk, Yekaterinburg, Samara, Rostov, Nizhny Novgorod, Perm, Chelyabinsk, Kazan, Omsk, Ufa

Contacts: 870864

Communication channels:

universities, offices, shopping centers, nightclubs and club parties, spets.meropriyatiya, radio contest, online banners, social networks (Vkontakte)

Objectives:

Communication of the new consumer product "24 hours / 7 days"





Best practice. Digital cases



NESTLE FITNESS

Objective

Increase sales of Nestle Fitness breakfast cereal by means of digital activation with proof of purchase.

Execution

Women don't like to lose weight - it is boring. Women just want men to like them! But they keep delaying to start the training. So the desirable goal seem so far away. Well, if ladies are not ready to go and meet the man of their dream, than men will come to them.

Let your body in our hands! And start doing Nestle Fitness 14 days program. To start training with one of our guys all you have to do is to buy one box of Nestle Fitness, ring the promo code inside the box and activate it in the spacial app on Facebook and VKontakte.

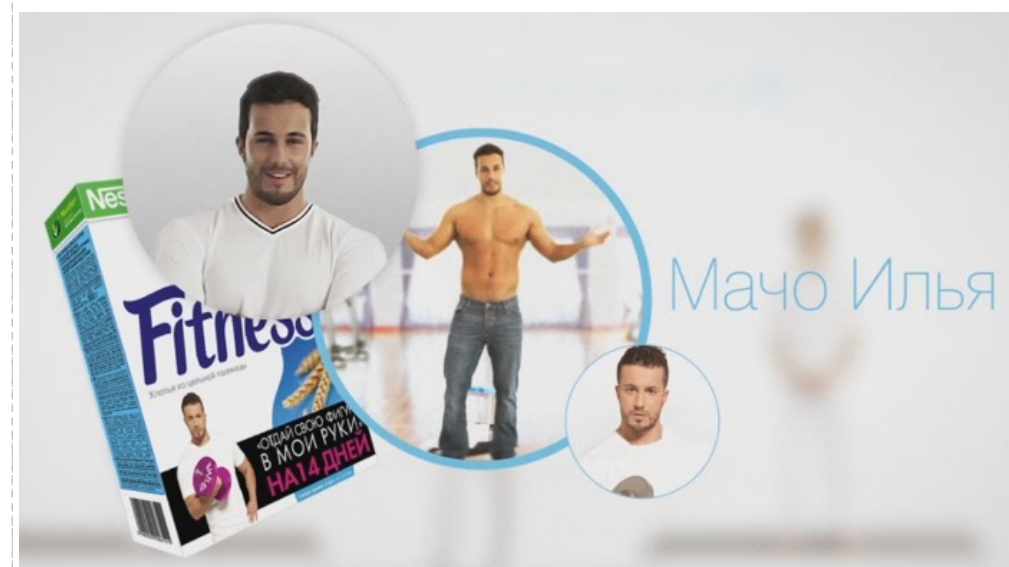
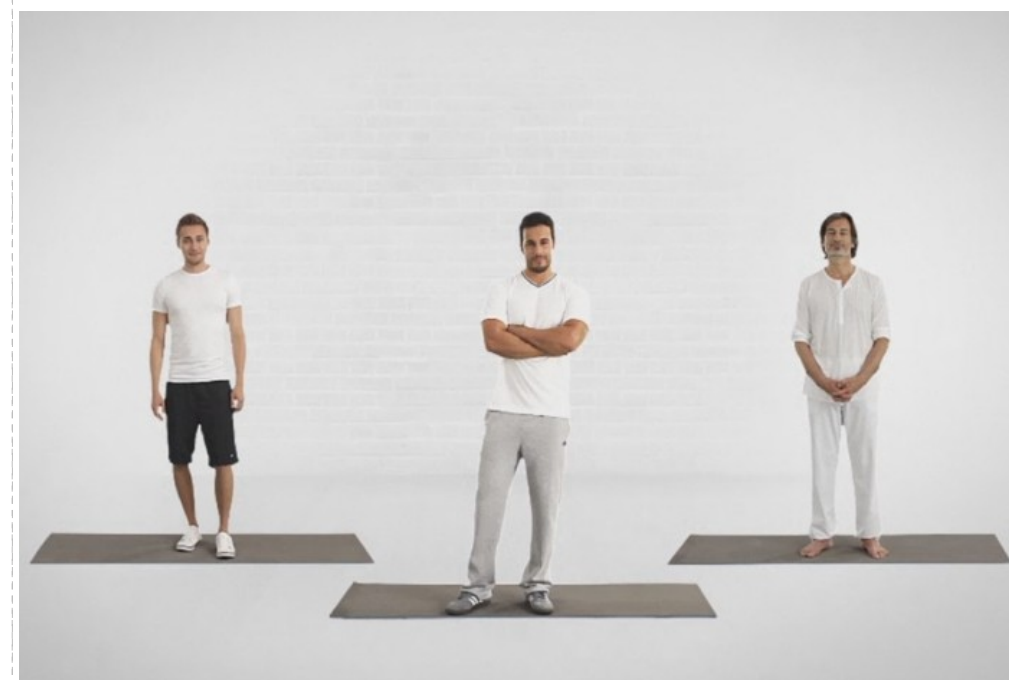
Each participant of program can choose the own trainer according to a taste and spend 2 unforgettable weeks with him! There were 3 wonderful gentlemen at your service. Temperamental macho, oriental yoga-master and joyful joker allowed to woman fell herself as the real woman.

Women asked questions, floated and even made moves to our heroes! And at the same time they achieved... the fitness with them.

To increase program effectiveness the trainers set up the nutrition and exercise program, tailor made for each participant, based on a height, weight and age.

Results

The campaign lasted 4 months. **60 000** promo-codes registered. About **200 000** users installed the application. More than **30 000** discussed the program in social media and invited their friends to take part. Each trainer received **50** questions a day not including comments and messages. All together the participants lost more than a tone of excess weight!



AXE SHIFT

Objective

Launch of a new Axe product - Axe Shift - in the middle of the crisis with limited budget and timing, while no ATL support was provided.

Deodorant AXE Shift changes its fragrance throughout the day helping consumer act ingeniously and behave differently in any situation.

The target audience of the product is young people, high school students. If they watch TV, they prefer teenager channels like MTV or Two by Two, enjoy watching cartoons series like the Simpsons, Futurama or South Park; however, they spend most of their time

Execution

We created 15 terrific episodes of Axe cartoons, located them on our promo-site SHIFT-dot-AXEEFFECT-dot-RU and Youtube and they became BESTSELLERS in four weeks!

Starring: a cool young guy - keyboard button Shift. He likes chicks and always gets involved in a variety of situations, however, finding a solution every time. Other heroes: F-one to F-twelve buttons - chicks different from one another by the size of their... charm who always talk and laugh a lot and Shifts best friends - Control and Enter...And other buttons having fun ALL THE TIME!

By speaking their language, we managed to engage the audience and make them create their own comic episode scripts on the promo-site, so we obtained a lot of User Generated Content. The top best scripts obtained a number of gifts, and the winning ones were screened fast due to the selected motion capture technology.

INNOVATION:

Limited production time did not allow using most common animation technologies such as flash, so for the first time in Russia motion capture technology was used for this purpose.





AXE SHIFT

Result

The total cartoon viewings
2 497 850

Promo-site visitors
114 781

Promo campaign participants
39 565



Picnic

BIG PICNIC

Objective

The task was to adapt “Super big picnic maker 300” campaign for web, involve audience with the brand and communicate the main product benefit – bigness.

Execution

Young people love to make cool photos and share them in social networks. We created a web site picnic5.ru with a photo capture program. Using a web cam or by uploading photos users could transform their mouths to Picnic size and take part in a competition for the biggest mouth. The best mouths were selected through social networks where participants could post their photos. Machine’s productivity and length of the produced Picnic bar depended on the number of photos on the site.

INNOVATION:

A Photo booth technology online, face transformator created especially for PC users

Result

- 785 752** site visitors
- 695 502** unique visitors
- 2 417** uploaded photos
- 22 878** positive centimeters of Picnic bar



«Say cheeeez to Oltermanni prizes»

Project: Oltermanni promo campaign , lottery

Client: Valio

Brand: Oltermanni

Timeframe: 05.09.2012 - 28.11.2012

Objectives: increase sales of Oltermanni cheese

Description: non-standard creative, fascinating mechanics, interesting prizes and juicy images allow us to achieve a big interest among consumers. On the website broked out a serious struggle for prizes. Consumers demanded number of prizes increasing.

Results:

100 000 participants

430 000 codes activated

Скажите Сыбыр! Oltermanni

ВВЕСТИ ПРОМО-КОД

Главный сырприз
АВТОМОБИЛЬ ДЛЯ СЕМЬИ
Здесь повзрослели и дети, и родители, и домашние питомцы... А сколько здесь поместится сыра – сложно представить!
1 шт.

Гарантированные сырпризы

- КОНТЕЙНЕР ДЛЯ СЫРА**
Не только для сыра, но и для других продуктов.
Осталось: 11 683 шт.
- СЫРОРЕЗКА**
Сыр легко порежется, а вы – нежидко.
Осталось: 5712 шт.
- ЗОНТ-ТРОСТЬ**
На страже дождя, на страже здоровья.
Осталось: 1367 шт.

Ежемесячные сырпризы

- ФИНСКАЯ БЕСЕДКА БАРЕБЕКО**
Очень удобная и прочная. Будет отлично смотреться на вашем загородном участке. Особенно в тепле.
1 шт.
- ДЕНЕЖНЫЙ ПРИЗ**
На ремонт и отдых в размере 300 000 рублей тысяч рублей.
1 шт.
- ДЕНЕЖНЫЙ ПРИЗ**
На покупку мебели в размере 300 000 рублей тысяч рублей.
1 шт.

Еженедельные сырпризы

- ПЛЕД**
Льняной, флисовый, байбукле и шерстяной – идеальный аксессуар для дома, дачи и уюта.
600 шт.
- ПОДАРОЧНЫЙ СЕРТИФИКАТ**
Подарочный Сертификат на бытовую технику (стиральная машина, посудомоечная машина и т.д.) номиналом 20 000 (двадцать тысяч) рублей.
24 шт.
- ПОДАРОЧНЫЙ СЕРТИФИКАТ**
Подарочный Сертификат на набор посуды (вакцинопротекторный номиналом 15 000 (пятнадцать тысяч) рублей).
12 шт.

© ООО «ВЯЛЮ», 2012 - 2012

Valio

Indulge in your natural beauty

Project: Clean&Clear promo campaign, webinars

Client: Johnson&Johnson

Brand: Clean&Clear

Timeframe: 01.04.2012 - 31.05.2012

Objectives: increase sales of Clean&Clear (average frequency of product purchase), involve consumers to the dialogue with a brand

Description: For code activating the user gets a personal consultation with cosmetologist, fitness trainer, dermatologist and stylist and take part in a weekly webinars.

Results:

30 000 codes activated

2000 personal consultations

12 webinars (100 participants avg)





«SledizaBuzzer'om»

Project: IQBuzz promotion 2012

Client: IQMen

Brand: IQBuzz

Timeframe: 15.05.2012 - 31.07.2012

Objectives: Organize a promotion of tool for monitoring brand reputation in social networks and provide the expansion of the sales funnel.

Description: Through the viral video and wide promotion in internet people was informed about what could be if you don't watch the reputation in social networks. Then they followed to the website where the expert talks about the IQBuzz in presentation manner. As the result of presentation visitor should fill the form named «Try IQBuzz».

Results:

Conversion	Visitors	VS	Filled forms	20%
Site				visitors

120 000 per month



Castrol Drive

Objective

Inform the target audience about an innovative product Castrol Edge. Involve audience with the brand.

Castrol Edge is a new development from the technology leader in engine oil, designed to perform across the 7 Critical Engine Factors. Many engine oils, specifically designed for leading racing teams, are now available for millions of car owners. Today each of us can experience the benefits of using “sport tested” engine oil Castrol Edge.

Execution

You need new technologies to survive on the terminally dangerous Nürburgring race track. We recreated the legendary track in 3D. With Augmented Reality technology and innovative Unity platform users got an unusual and realistic race experience of the deathful track. To involve participants we used sport portals, car racing themed groups, racing forums. We created a buzz that drew a lot of traffic to the web site.

Moreover, an Augmented Reality marker shaped as a steering wheel was attached to engine oil can. So after buying the product, consumer could control a virtual race car through a web cam, imitating driving experience. Best racers got a trip to Germany and a real opportunity to race on the Nürburgring track.

INNOVATION:

For the first time in Russia we used Unity platform to experience all characteristics of a console game on a simple website. Moreover, we've enhanced that experience with quality 3D and Augmented Reality technologies.



Castrol Drive

Result

Site visitors in a month
602 964

Unique racers
430 979

Participants
78 357





THANK YOU!

