



—— STRATEGIC PARTNER
OF DENTSU AEGIS NETWORK UKRAINE

PUBLIC RELATIONS

PR-campaigns & press-office
Opinion Leaders' projects
Anti-crisis
Political consulting
Official Events

EVENTS

Corporate Events
Concerts
Event Marketing
Festivals
Production

NATIONAL PROMO

BTL
Promo Campaigns
HoReCa

OUR CLIENTS



**WE WORK IN
COMMUNICATIONS**

WE WORK IN COMMUNICATIONS

**WE MAKE AND MAINTAIN A POSITIVE
PUBLIC OPINION.**

**7 YEARS OF
EXPERIENCE**

**WE ORGANIZE EVENTS OF ANY COMPLEXITY
AND PROVIDE A FULL PR SUPPORT.**

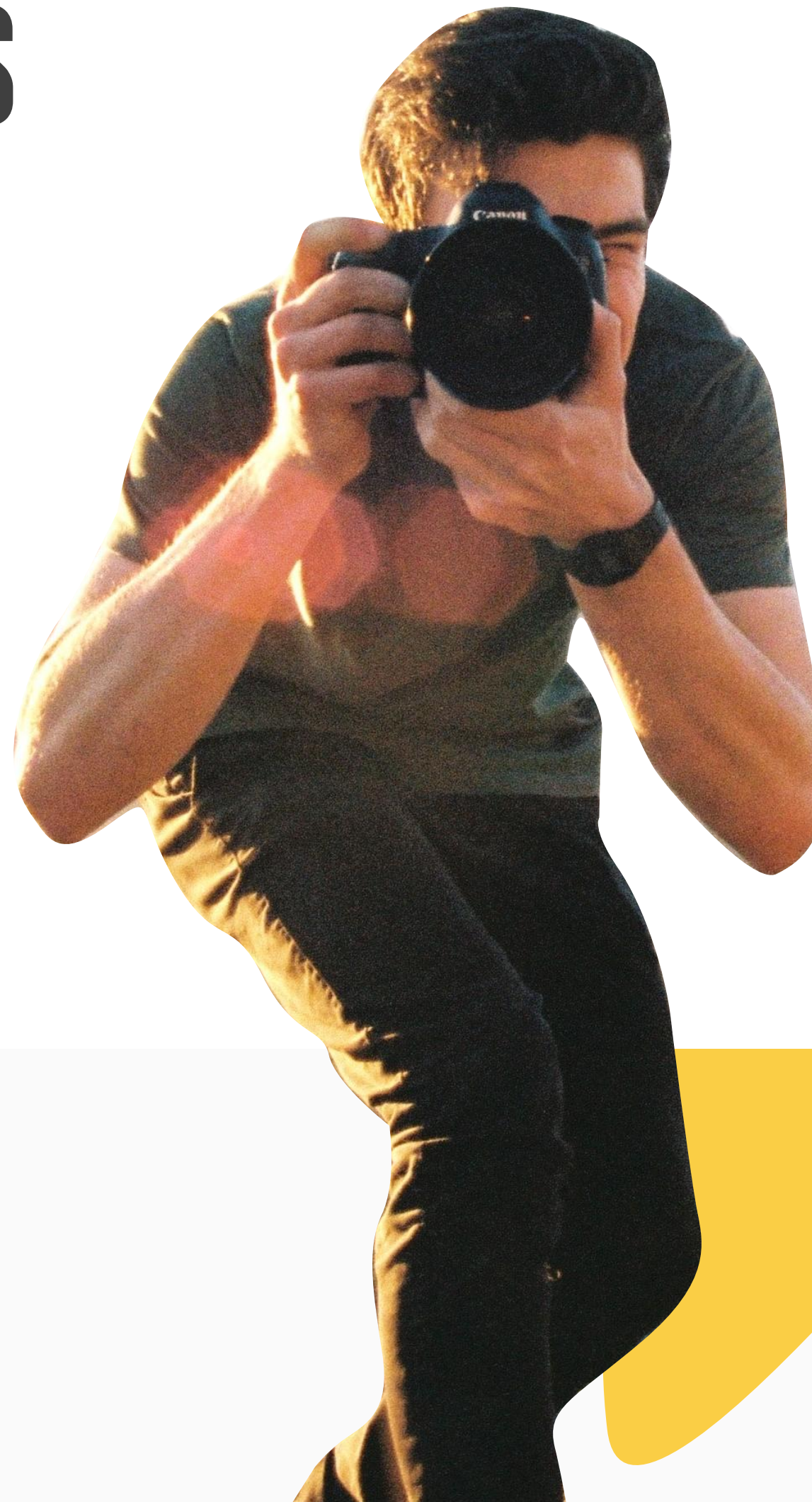
**YOU NEED PR, IF YOU
CARE ABOUT YOUR
REPUTATION**



PR is essential in creating the
appropriate public opinion
and reputation for your
company

YOU NEED EVENT, IF YOU WANT TO IMPRESS PEOPLE

Building strong
reputation through
continual communication
with the target group



**IF YOU ARE AIMING AT
EXTENSIVE COVERAGE,
YOU WILL REQUIRE THE
NATIONAL PROMOTION**



Increasing sales of poor-selling/new product

Building loyalty with TA and compiling it's database

Improving image

STRATEGY IS THE BEGINNING

01

Study company/product/service/person. Analyze competitors and objectives.

02

Study a TA: focus groupe social poll, TNS, Gemius etc.

03

Define an insight and develop a strategy

04

Choose tools and tactics, identify KPIs.

05

Implement a project.

06

Report the efficiency and analyze results

THE CAMPAIGNS' EFFECTIVENESS



PR

AVE
ROI
Coverage



EVENTS

Visits
Responses



PROMO

Registration
Purchase

CASES

CLIENT



PROJECT:

Communication strategy.
Press-Office.
Special Projects.

PR



OBJECTIVES AND SOLUTION



AIM OF THE PROJECT

Providing an effective dialogue between the government and various parts of Ukrainian society on reform issues to promote and inform the public about the reform process in the country.



PR TOOLS

- Press office (forming a loyal pool of journalists, daily communication with the media)
- Establishing a communication and system work with opinion leaders
- Organization of events and special projects
- Analytics and crisis management



MARKETING TOOLS

- SEO (Search Engine Optimization and Promotion)
- SMM (Marketing in Social Media)
- E-mail Marketing



RESULTS 2016

23 press-events

More than 370 publications and TV stories (total coverage: more than 11,000,000)

Two press tours were organized in collegial colonies

Total coverage of publications and video: more than 2 450 000

The website traffic at reforms.in.ua increased by 60%

Organic Facebook Reach: 3 500

Total coverage of the campaign in social networks: 245126 (increased by 7 times)

Perception of the reforms' efficiency among the target audience increased by 16% - 60%*

* Source: TNS Ukraine in 2016

Тест

Воїн світла чи диванний експерт: яка ваша доля?

13 питань



Коли в країні відбуваються зміни, не можна стояти осторонь! Чи можна? А якщо стояти осторонь тихенько, щоб ніхто не помітив... Разом з Офісом підтримки Національної ради реформ ми пропонуємо вам раз і назавжди визначитися із життєвою позицією та перевірити, чи готові ви докласти зусиль і нарешті змінити щось довкола. Правильних чи неправильних відповідей у тесті немає, тому проходите його чесно (хоча б для себе).

За підтримки



ОБСЕ

Організація за безпеку та співробітництво в Європі
Корпоративні партнери в Україні

SPECIAL PROJECTS 2017

GOAL

To inform the target audience on the course of the key reforms in Ukraine

IMPLEMENTATION

An online-test "Warrior of light or a couch expert?"

PLATFORM

Platfor.ma

PROMOTION

Pinning it on the main page of the site (3 days), posts on social media pages (platfor.ma in Facebook, Twitter), direct emails

PERIOD OF THE CAMPAIGN

30 days

RESULTS

16 000 unique views

10 400 participants

SPECIAL PROJECTS 2017

GOAL

Supporting decentralization reforms, motivating Ukrainian citizens to actively participate in developing local initiatives

OBJECTIVE

Creating an interactive format which will demonstrate a success story in the framework of decentralization, showing a real case as an example of action

PLATFORM

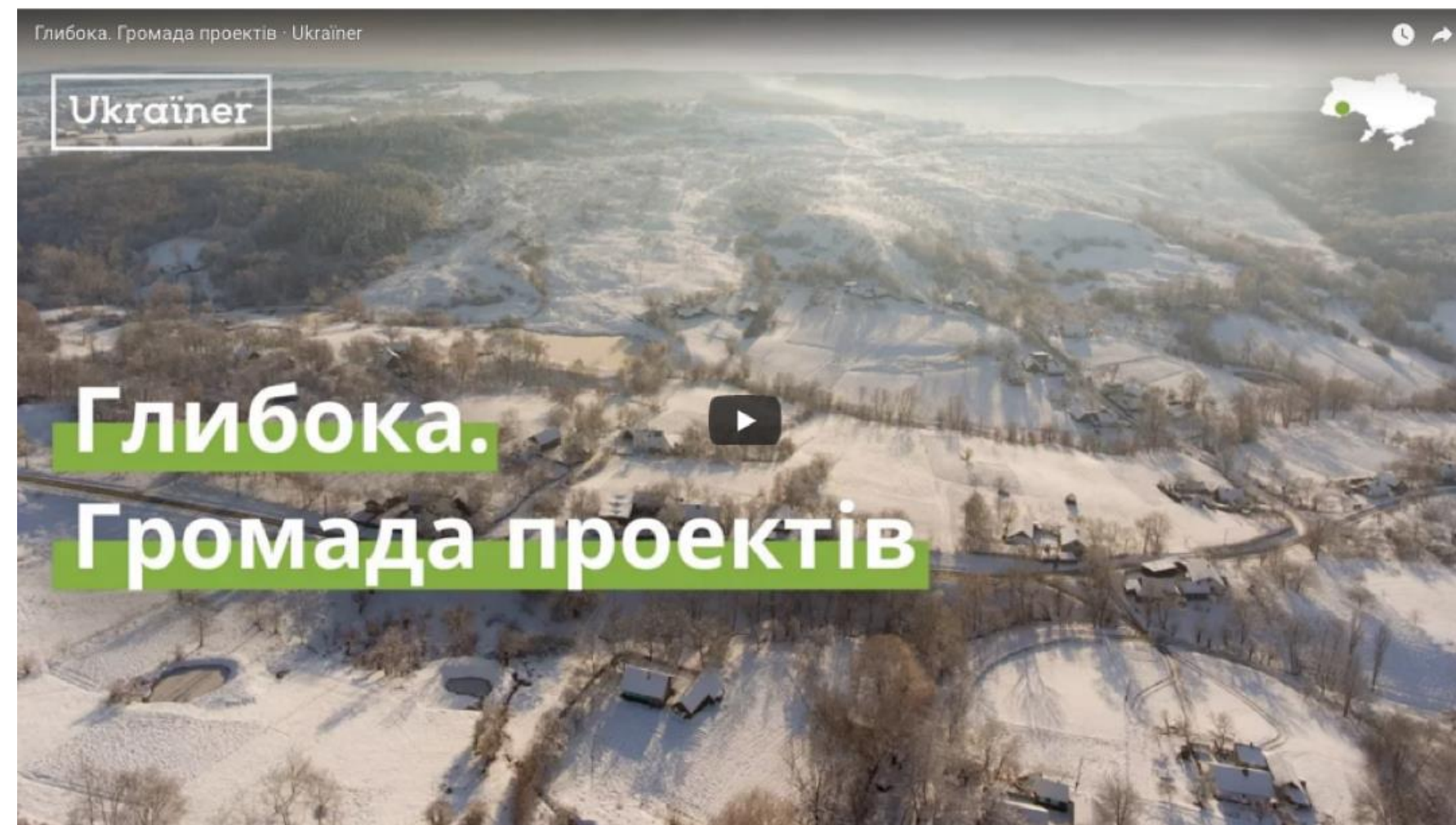
<http://ukrainer.net>

Project pages:

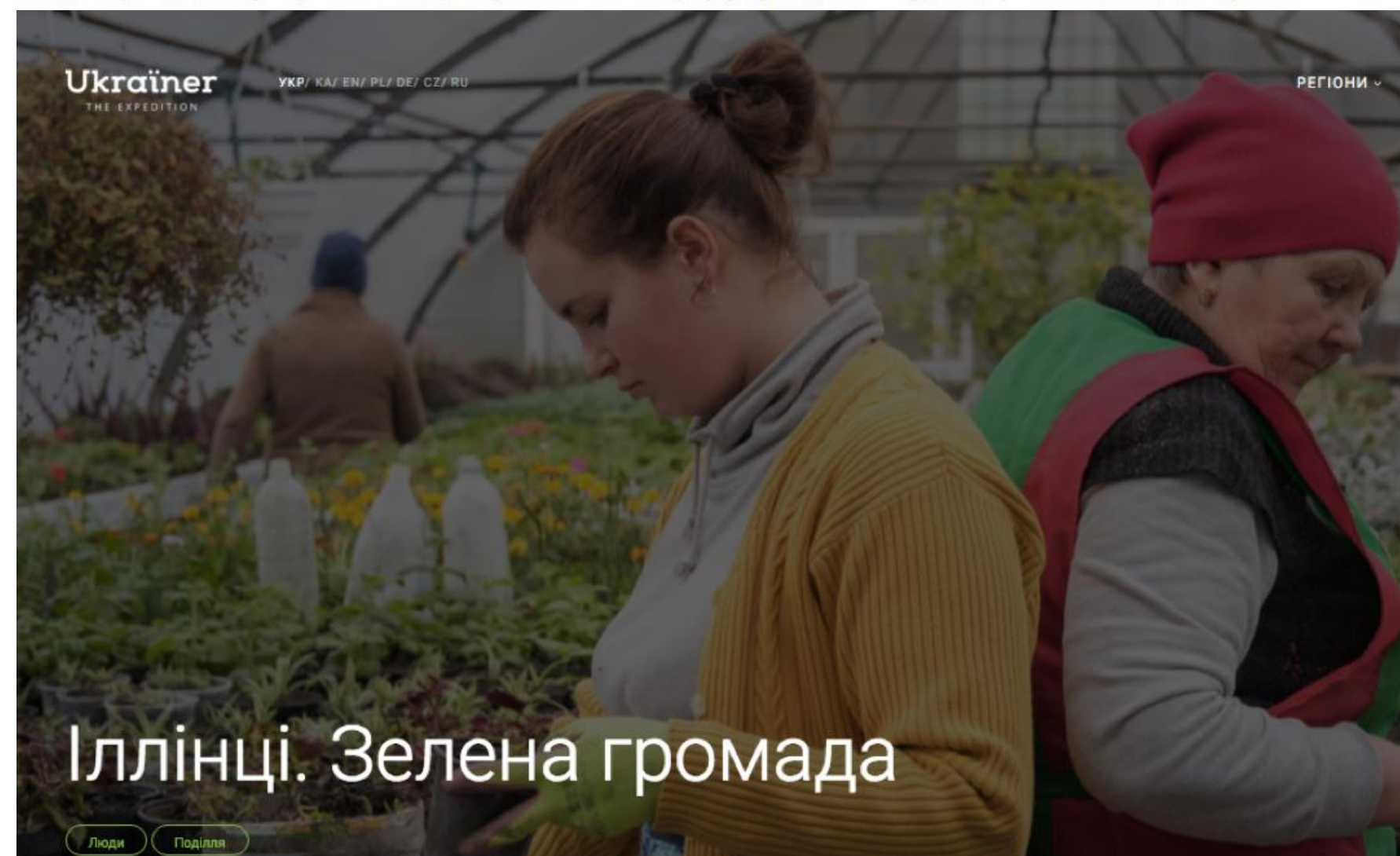
- <http://ukrainer.net/illintsi/>
- <http://ukrainer.net/glyboka-gromada-proektiv/>

PROMOTION

Pinning on the main page of Ukrainer webpage (7 days), posts on social media



Після об'єднання в громади – найважливішим чинником успішності тої чи іншої громади став не вдячний електорат і його кількість, як раніше, а кількість бізнесу, зосередженого на тій чи іншій території, який акумулює кошти і сплачує податки, які пізніше і потрапляють безпосередньо в бюджет громади, на території якого він зареєстрований. Саме тому мудрі громади почали рух із залучення інвестицій, створення бізнес- і



PARTNER



PROJECT:

BTL,
KOL

PR



OBJECTIVES AND SOLUTION



OBJECTIVES

- Growing brand loyalty among the core of TA
- Focusing attention of TA on Agusha baby food production and quality
- Stimulating WoM-effect



SOLUTION AND IMPLEMENTATION

- Organization of guided tours for blogger moms with kids to Agusha factory
- Product tasting and photoshoot



SOLUTION

- 10 tours within 6 months
- Over 100 independent reviews



CAMPAIGN WITH OPINION LEADERS



OBJECTIVES

Increasing brand loyalty among the core of the target audience. Obtaining the WoM-effect on the factory and the production conditions of baby food



SOLUTION AND IMPLEMENTATION

Native posts by opinion leaders and popular communities with product placement or brand mentioning.



SOLUTION

- Total coverage: **905 080**
- Average monthly coverage: **100 564**
- Total engagement: **47 469**
- Average monthly engagement: **5 274**

PARTNER

dentsu
ΛEGIS
network

PROJECT:

PR Support
Events

EVENTS



FUTURE LAB

INNOVATION CONGRESS



OBJECTIVES

Organization of an annual business event to support Dentsu's positioning as the most innovative media group in the country



IMPLEMENTATION

- Development concept of the event
- Organization of event
- Logistics
- Production
- Technical support
- Speakers engagement
- Complex PR
- Attracting partners



FUTURE LAB INNOVATION CONGRESS

9 events were organized
(from 2010 till 2018)

The number of participants:
400-800 people

Formed media pool for regular
coverage of events (business,
specialized)

More than 200 publications in
business and marketing media (news,
interviews and expert articles)

Future Lab became #1 event at the
Ukrainian communications market

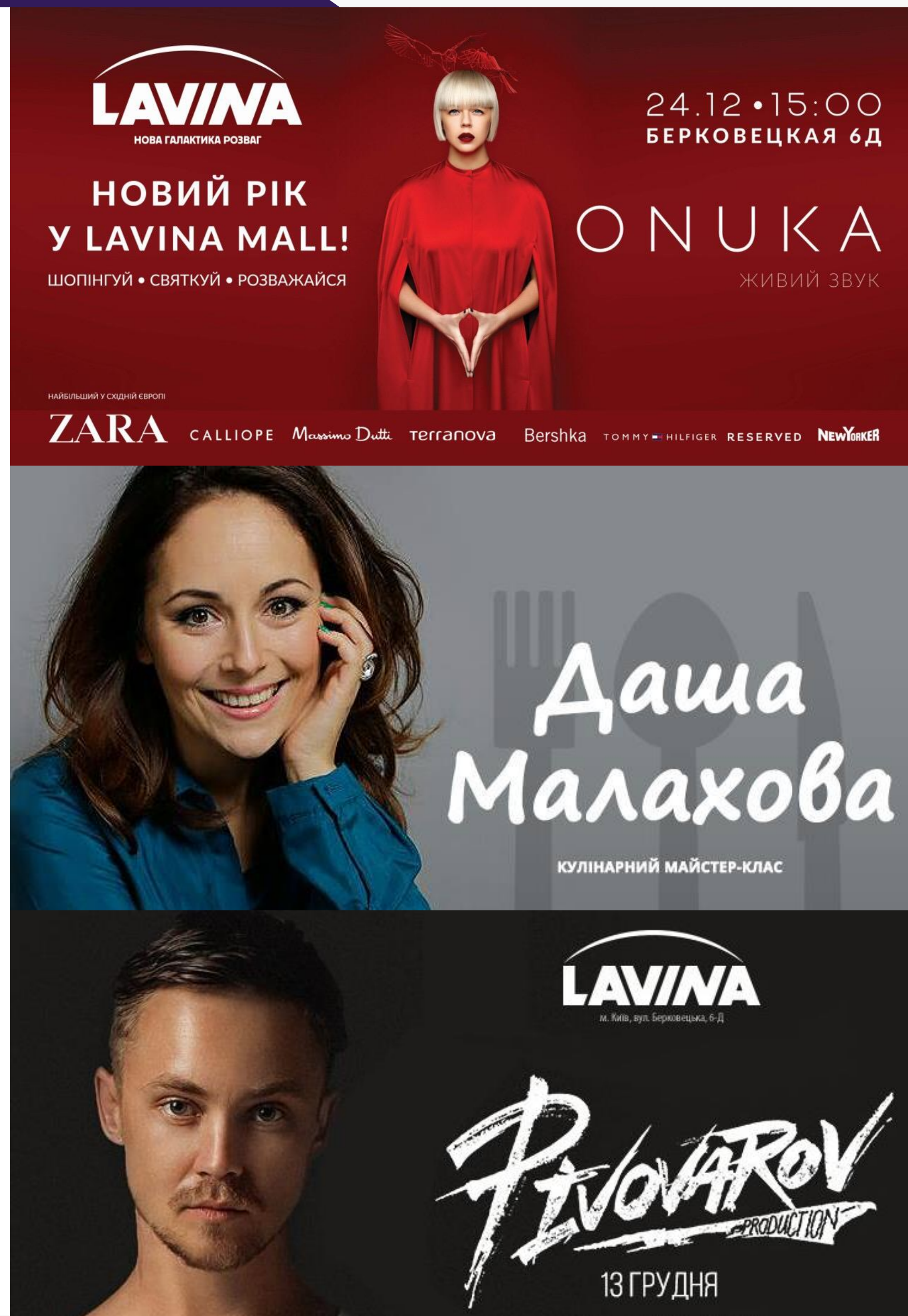
CLIENT:



PROJECT:

EVENTS

EVENTS



GOALS AND OBJECTIVES



GOAL:

To increase awareness and loyalty of TA, to bring new visitors to Lavina Shopping Mall

OBJECTIVES:

Development and organization of regular events at Lavina Shopping Mall



SOLUTION:

Development and implementation of complex entertainment campaign.

SMALL EVENTS:

- Master-classes
- Autograph sessions with popular bloggers and celebrities
- BIG EVENTS concerts, festivals, shows



RESULTS

OCTOBER-DECEMBER 2017

BIG EVENTS - 4

SMALL EVENTS – more than 25

Number of visitors at Lavina Mall has increased by 2 times compared to same period in 2016

Weekdays: from 15 000 to 40 000

Weekends: from 30 000 to 60 000

Record number of visitors:
over 80 000 (ONUKA concert on 24.12)

CLIENT:



WARGAMING.NET

LET'S BATTLE

PROJECT:

EVENTS

EVENTS



GOALS AND OBJECTIVES



OBJECTIVES

Organization of a large-scale international conference in the heart of Kyiv for 1500 participants



OBJECTIVES

Complex preparation of the event at the National Cultural-Art Museum "Mystetskyi Arsenal»



IMPLEMENTATION

- Design and production of visual materials
- Technical support
- Buffet (non-stop for 2 days)
- Organization of pre-party and afterparty with celebrities
- Providing full logistics of the event



RESULTS

Period: 2 days

Participants: over 1 500 people

EVENT PHOTOS:

https://www.facebook.com/wargaming.net/photos/?ab=album&album_id=10154575232609481

CLIENT:



SUBARU®

PROJECT:

PRESS-OFFICE
Events
CORPORATE MAGAZINE

EVENTS



GOALS AND OBJECTIVES



GOAL

To form the image of Subaru as a family car

SOLUTION

Development of communication strategy aimed at creating and consolidating a “family” brand image



INSTRUMENTS

- Press office
- Corporate magazine “Subaru Family Magazine”
- Family contests and Ukraine trips
- Large-scale events “Subaru Family Party”
- Development and promotion of the event page <http://sf.subaru.ua/>



RESULTS

3 events (2013-2015)

20 partners

More than 3 000 visitors at each event

PRESS OFFICE OF EVENT (AVERAGE RESULTS)

10 media partners

3 posts with announcement

65 publications on popular web recourses

10 post-publications in print media

4 TV news spots

Video №1

<https://www.youtube.com/watch?v=lsbsisG2iSk>

Video №2

<https://www.youtube.com/watch?v=zyXZM7n9Ehg>

CLIENT:



PROJECT:

PRESS-OFFICE
SPECIAL PROJECTS

PR



OBJECTIVES AND SOLUTION



OBJECTIVE

PR Support of new product launches



SOLUTION

PR Support of new product launches



RESULTS

Conversion rate 60-90 % (publications in media, posts in social networks)



MEDIA RELATIONS



OBJECTIVE

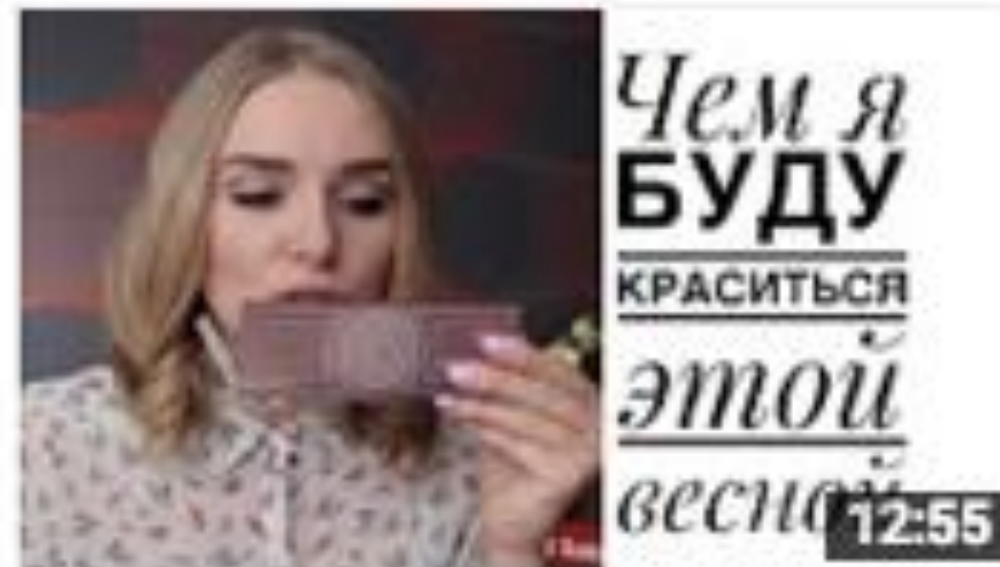
To introduce new NIVEA Cellular product to Beiersdorf team; to encourage project team for their participation and performance



SOLUTION

Creative teambuilding event at Beiersdorf office

SPECIAL PROJECT



Новинки MAC, Lancome, Collistar, Clarins, Tiziana Terenz...
Liza Krasnova ♥
14 441 просмотр • 2 дня назад



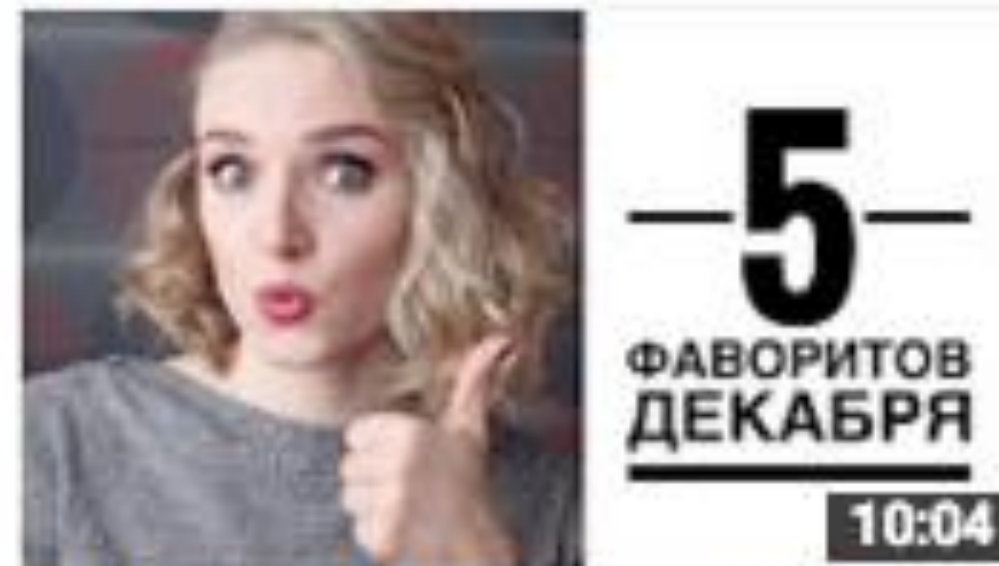
Как ПЕРЕЖИТЬ ЗИМУ? ❄️ Мой уход за лицом + РОЗЫГРЫШ 🎁
Liza Krasnova ♥
15 693 просмотра • 6 дней назад

I'm loving it | Фавориты

I'm loving it - это всё, что я люблю, мои фавориты из всех сфер!



Фавориты iHerb | Фавориты января | January iHerb...
Liza Krasnova ♥
20 230 просмотров • 2 недели назад



I'm loving it ♥ 5 фаворитов декабря | December Favourites
Liza Krasnova ♥
12 975 просмотров • 1 месяц назад



OBJECTIVE

Non-standard support of a new launch by NIVEA: shower gels with the aromas of coconut, cocoa and carambola



SOLUTION

Mini-series of videos by Liza Krasnova, a popular beauty-blogger (video content is based on the idea and script developed by the agency)



NIVEA CARE CAMPAIGN



CHALLENGE

To strengthen the image of NIVEA as a “caring” brand, to deliver key values of the brand, to reach TA



SOLUTION

Holiday project at 4 major cities of Ukraine: “NIVEA Houses” with various activities at the Christmas fare locations



EXECUTION

- Development and production of NIVEA House and its contents
- Creating and organizing campaign activities
- Testing of NIVEA products
- Activities with celebrities
- Campaign organization and logistics

PARTNER



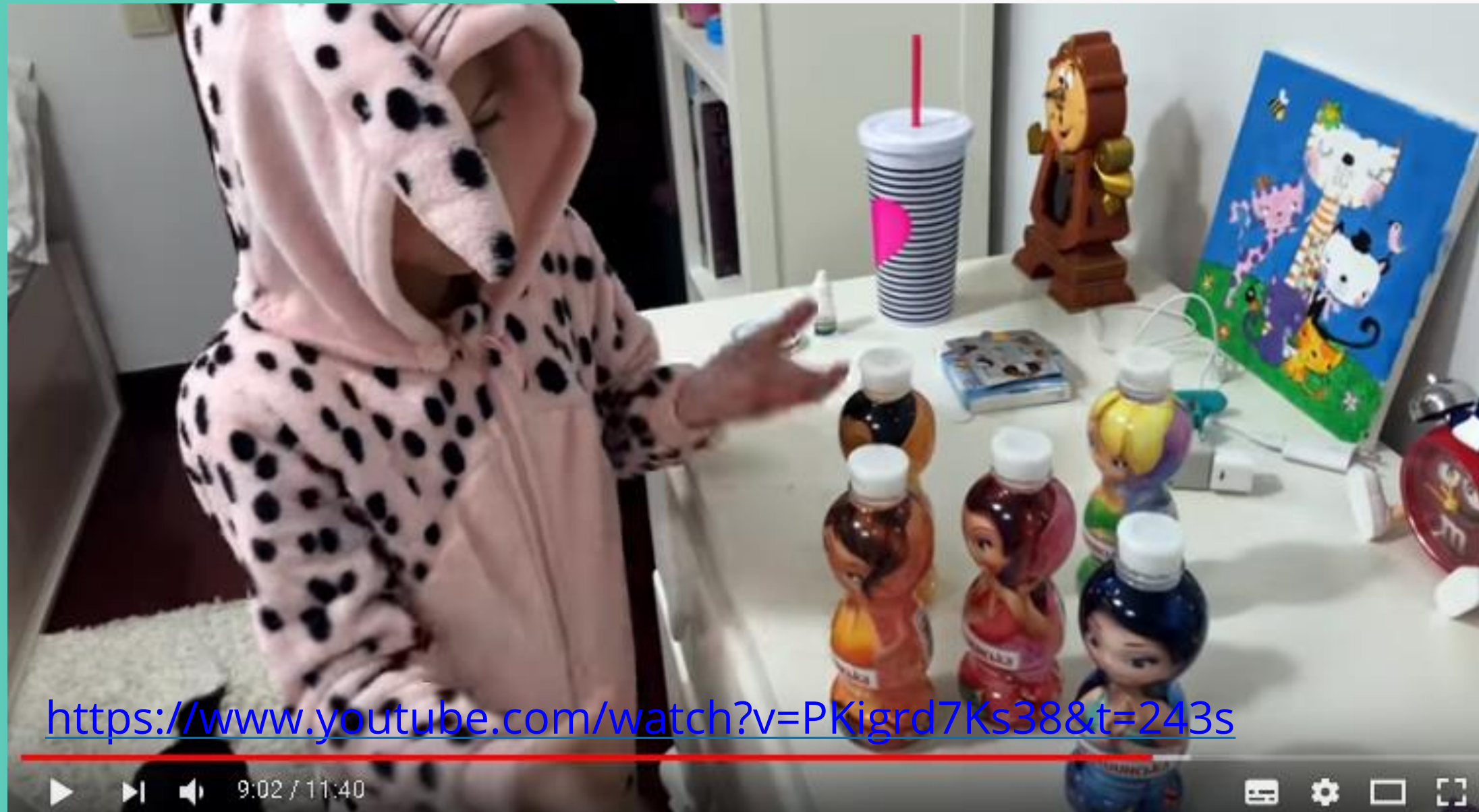
IDS GROUP
UKRAINE

моршинська®

PROJECT:

YOUTUBE (KOL)

PR



GOALS AND OBJECTIVES



OBJECTIVE

Creative PR support for toy bottles product range by Morshinska (Frozen, Star Wars, Fairies and Heroes), native communication with kids



SOLUTION

Collaboration with top Ukrainian YT-bloggers. Communication of the product and its values in native format.



RESULTS

4 blogger videos
4 948 233 video views (total)
806 399 video views in Ukraine

PARTNER

ЛЮКСОПТИКА

PROJECT:

CONTENT PROJECT
ENGAGING OPINION
LEADERS

PR

СПЕЦПРОЕКТ

МОЙ ВЗГЛЯД

Каждый день в жизни происходит столько всего интересного и яркого, важно только разглядеть и не упустить значимые детали. Но для того чтобы это сделать, порой нужно хорошенько присмотреться. Совместно с брендом «Люксоптика» bit.ua встретились с интересными людьми, которые носят очки и имеют свой особенный взгляд на мир. Вместе с ними мы делаем экскурс в мир людей, у которых нет 100% зрения, но точно есть необычное видение.

ГЕРОИ



ONLINE SPECIAL PROJECT



OBJECTIVE

To communicate the importance of regular eyesight check-outs to the TA. To demonstrate that spectacles and contact lenses are also comfortable and safe



SOLUTION

Content project (longread) on a popular website bit.ua, engaging opinion leaders who are famous for wearing spectacles and contact lenses.

RESULTS



FB Coverage - **129 029**
Coverage bit.ua – **42 644**
General coverage - **171 756**

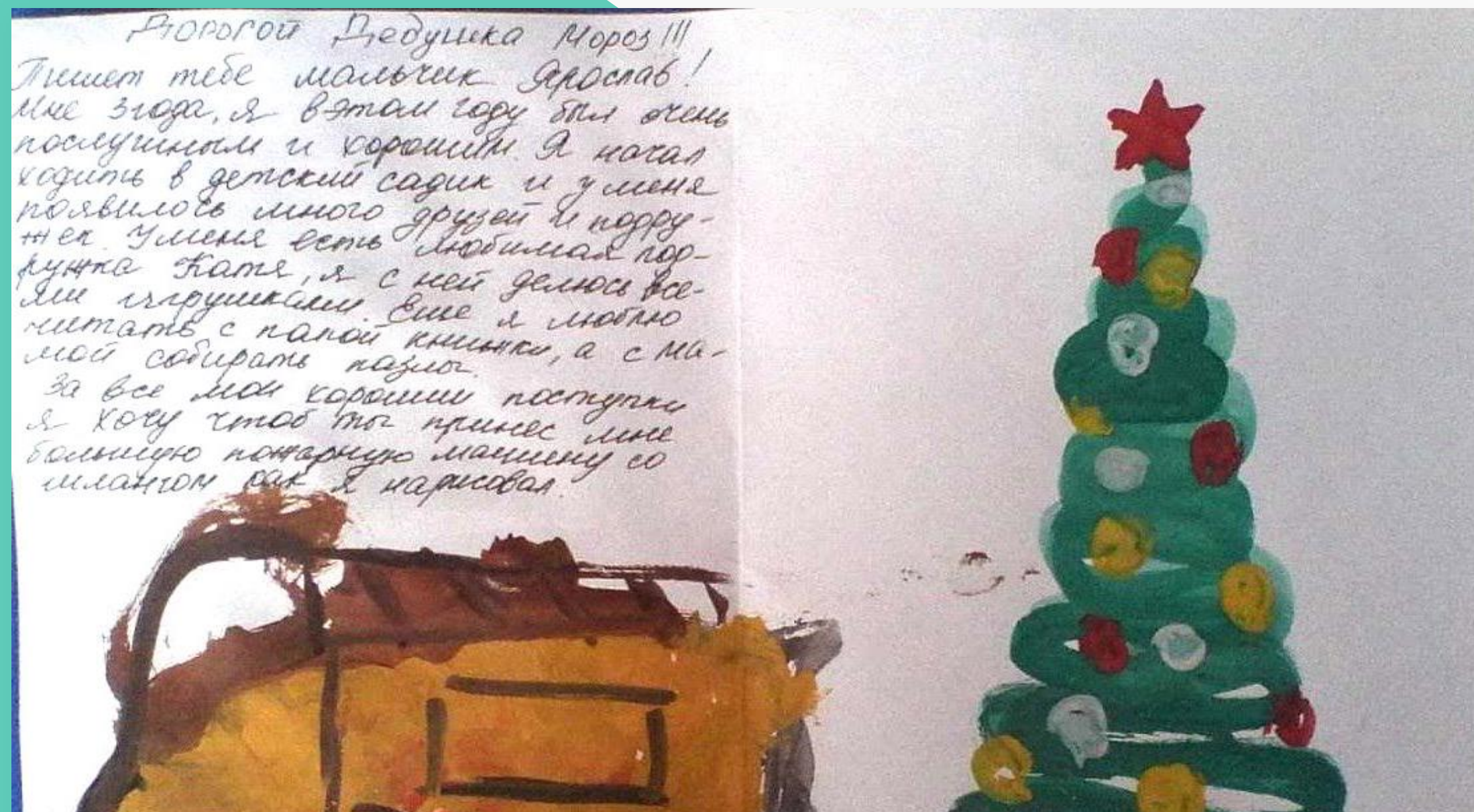
PARTNER

фонд
ГРОМАДЯНИ
Мрійники

PROJECT:

«DREAMERS»
CHARITY PROJECT

PR



GOALS AND OBJECTIVES



PROJECT GOAL

Fund-raising to grant 254 wishes of kids in the frontline "grey zone"



AGENCY TASKS

Development and implementation of the fund raising campaign. Focusing attention of the society on the problems of kids who live at the frontline in the East of Ukraine.



SOLUTION

Creating and organizing offline and online activities to raise funds for kids for the purpose of involving the general public in the project.




ВТІЛИМО 254 МРІЇ

ГРОМАДЯНИ

ПРО ПРОЕКТ КОНТАКТИ



НАШІ ПАРТНЕРИ



TOOLS

INSTRUMENTS

- Holding an open charity auction with lots from key Ukrainian celebrities
- Creating a landing page with wish-letters from children of the “grey zone”
<http://dream.gromadyany.org/>
- Creating video content with kids and project partners
- Finding partners for the project
- Informational support of the project, announcing it in the target media

MARKETING INSTRUMENTS

Social media marketing (SMM)

Ми отримали 254 листів від дітей з прифронтової зони АТО.
Кожна дитина чекає подарунок на Новий рік.
Ти можеш здійснити одну з цих мрій!

Спільно з вами нам вдалось здійснити 254 дитячі мрії. Лишилось тільки одне невиконане бажання - щоб закінчилась війна. Ми віримо, що врешті і ця мрія стане реальністю. Разом усе можливо!

[ПРОГЛЯНУТИ ЗВІТ](#)



RESULTS

More than **160 000 UAH** collected at the charity auction

30 844,80 UAH collected with the help of the landing page

More than **260 wishes** granted for kids living in the grey zone

8 publication about the project in social and lifestyle media

3647 visitors on landing page during two weeks

NB@POINTER.AGENCY

READY TO CREATE