



DARK

SERVICES



Strategy & Creative

We develop and implement creative and media strategies of any level of complexity.



Websites & Portals

We build brand platforms - from small promo sites to large-scale content portals



Bloggers & PR

We provide extensive reach for the brand through relevant bloggers, seeding and mass media.



Dark Market

We know and apply all the nuances of promoting pharmaceutical and alcohol brands.



Media Promotion

We solve business objectives with performance tools in social media networks.



FMCG & OTHER



SHARLIZ. SWEET WORDS MONTH



Шарлиз
МЕСЯЦ
СЛАДКИХ
СЛОВ



Goal

Growing brand knowledge and preference by emphasizing on the size and variety of the product line.

Solution

Developing a communication campaign with PR promotion, a special project and media support.

Idea

“Sweet Words Month”

How do we support our loved ones in difficult emotional situations? Take any opportunity to call them marshmallows, waffles and other sweet words from Sharliz line! Using advertising and bloggers, we encouraged people to say sweet words to one another and, of course, to gift our products!

SHARLIZ. SWEET WORDS MONTH

Шарлиз МЕСЯЦ СЛАДКИХ СЛОВ



Реклама.
Реализатор: ООО «Арготор» (ИНН 7825706081)

NEWS

ПО РЕЗУЛЬТАТАМ ПЕРЕПИСИ НАСЕЛЕНИЯ ПОДМОСКОВНОЙ
ДЕРЕВНИ ЗАВЯЛИ ПОСИТАТЬ ПЬЯНИСТА

Results

Блогеры Telegram:

254 800 reach (KPI 134%)

UGC special project:

24 053 unique users (KPI 133%)

PR (mass media):

57 467 959 OTS (KPI 820%)

Meda:

12 331 000 impressions (KPI 102,7%)

6 564 000 view-throughs (KPI 105,4%)

UGC sticker pack:

4 895 packs installed on Telegram

[Video 1](#)

[Video 2](#)

[Videocase](#)

In all creative content

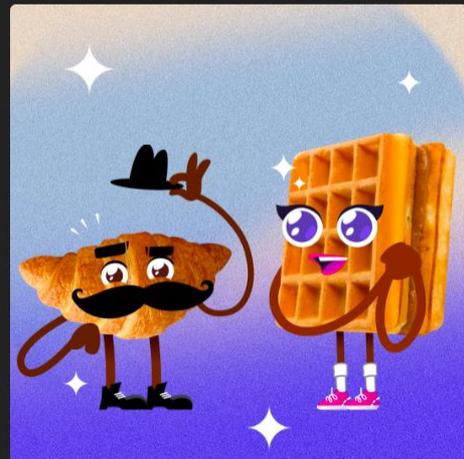
Animated mascots – products taking on new images, making their world bigger and more vibrant through Telegram sticker, banners and animated videos.



За окном хмурая осень, но не время унывать! Долой грусть, ведь людям вокруг нас так нужны добрые слова! Woman и "Шарлиз" объявляют месяц сладких слов – найти приятные слова для близких поможет интерактивный генератор комплиментов. Пробыте и делитесь душевным теплом!

Реклама. ООО «Арготор»

<http://sharliz.woman.ru/?erid=Pb3XmBtzsxsxgbgJKHF4ipor..>



TWISTER. MIX UP THE PARTY – 2022

Goal

Growing brand knowledge and preference for Twister. Creating a unique brand image of Twister as a youth brand using the previous year's platform "mixuptheparty" in the new 2022 environment of digital advertising.

Idea

"Twist up the party, mix the flavours"

Solution

Communication campaign #TwisterMixUpTheParty, where bloggers and the audience got creative mixing various chips flavours and party formats. The project included a creative challenge on "VK Clips", blogger integrations, branded minigame with prizes as well as media support for all SKUs.



DARK

TWISTER. MIX UP THE PARTY – 2022



Influencer videos launched a creative UGC competition on “VK Clips”. It featured videos by bloggers who encouraged users to record Duets in the app and win one of the seven nominations with attractive online prizes.

Media-creative banners invited users to play a game on the **project’s landing**. Gamified objects in its design and product focus were very effective on the target audience.

Media promotion included programmatic (online videos) and promotion of bloggers’ videos through an account on “VK Clips” (inside the platform).



Results

Bloggers’ VK Clips:
224 745 views (KPI 112,4%)

YouTube Integration:
3 045 893 views (KPI 435,1%)

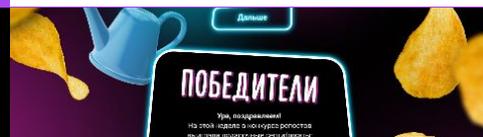
Media (programmatic video):
42 489 314 views (KPI 106,5%)

UGC:
1 260 posts

[Video 1](#)

[Video 2](#)

[Video case](#)



SUMMERVERSE LAIMON FRESH 2022

Goal: Developing a creative idea for the campaign, refreshing brand perception, attracting new consumers and stimulating the purchase of the new flavour in the product line.

Solution: Launching a 360 promo campaign #LaimonFreshSummerVerse

Idea: While virtual metaverses were the talk of the town, we offered consumers to discover a real Laimon Fresh SummerVerse – where it's summer all year round, a state of mind when everything around you is always vibrant, cheerful, warm and juicy.

Slogan: Discover the Laimon Fresh SummerVerse!



ОТКРОЙ
ЛЕТО ВСЕЛЕННУЮ

Напиток безалкогольный среднегазированный



RESTORIA. THE SECRET INGREDIENT

Тест Блогеры Рецепты Продукты

Рестория всегда
Вкусный результат

Наш секретный ингредиент — любовь!

The advertisement features a central image of a smiling couple. The woman is holding a plate of dumplings and a fork, while the man stands next to her. To the left, there are two bags of Restoria dumplings: one red and one black. The red bag is labeled 'ПЕЛЬМЕНИ С фаршем' and '900г'. The black bag is labeled 'ПЕЛЬМЕНИ С сыром'. There are several food-related emojis scattered around: a smiling face with a tongue sticking out, a smiling face with closed eyes, and a smiling face with hearts for eyes. The background is a light, textured grey.

Goal

Growing the level of trust and loyalty for the brand and stimulation repeat purchases due to increased loyalty and presence in the media field.

Solution

Development and implementation of a creative concept and engaging activations, an efficient promotion plan using media and blogger instruments, as well as working with reviews and ratings on third-party platforms.

Idea

"Your Secret Ingredient + Restoria = Always a Delicious Outcome"

You can cook semi-finished food or even warm it up in different ways: with humour, with love and a pinch of creativity. This is what you are all about! And when your loved ones join in the process, you can make unique meals that allow everyone to shine with their unique talents.

RESTORIA. THE SECRET INGREDIENT



We inspired people to express themselves through cooking and to find their own secret ingredient that will allow them to make cooking about themselves and appreciate their result.

Influencers on VK and TG created organic integrations with no additional promotion. Each blogger talked about their own secret ingredient and invited users to the brand's website in order to learn new recipes and take a test for a secret ingredient.

During the campaign, we worked on **ORM** with reviews on social media and review aggregators.

We highlighted brand aesthetics in product videos for the media.

[Video 1](#)

[Video 1](#)



Results

Bloggers on VK and TG:

472 249 impressions (KPI 181%)

Media (VK traffic):

14 442 005 impressions (KPI 154%)

Media (In-stream & Rewarded Videos):

9 166 670 reach (155% KPI for IG posts% and 231% for Stories)

UGC:

71 907 website visits and
4 804 tests taken



PYATEROCHKA. NEW RULES OF CONSCIOUS SHOPPING

Goal

Increasing the share of “Pyaterochka” private labels in the chain’s retail turnover.

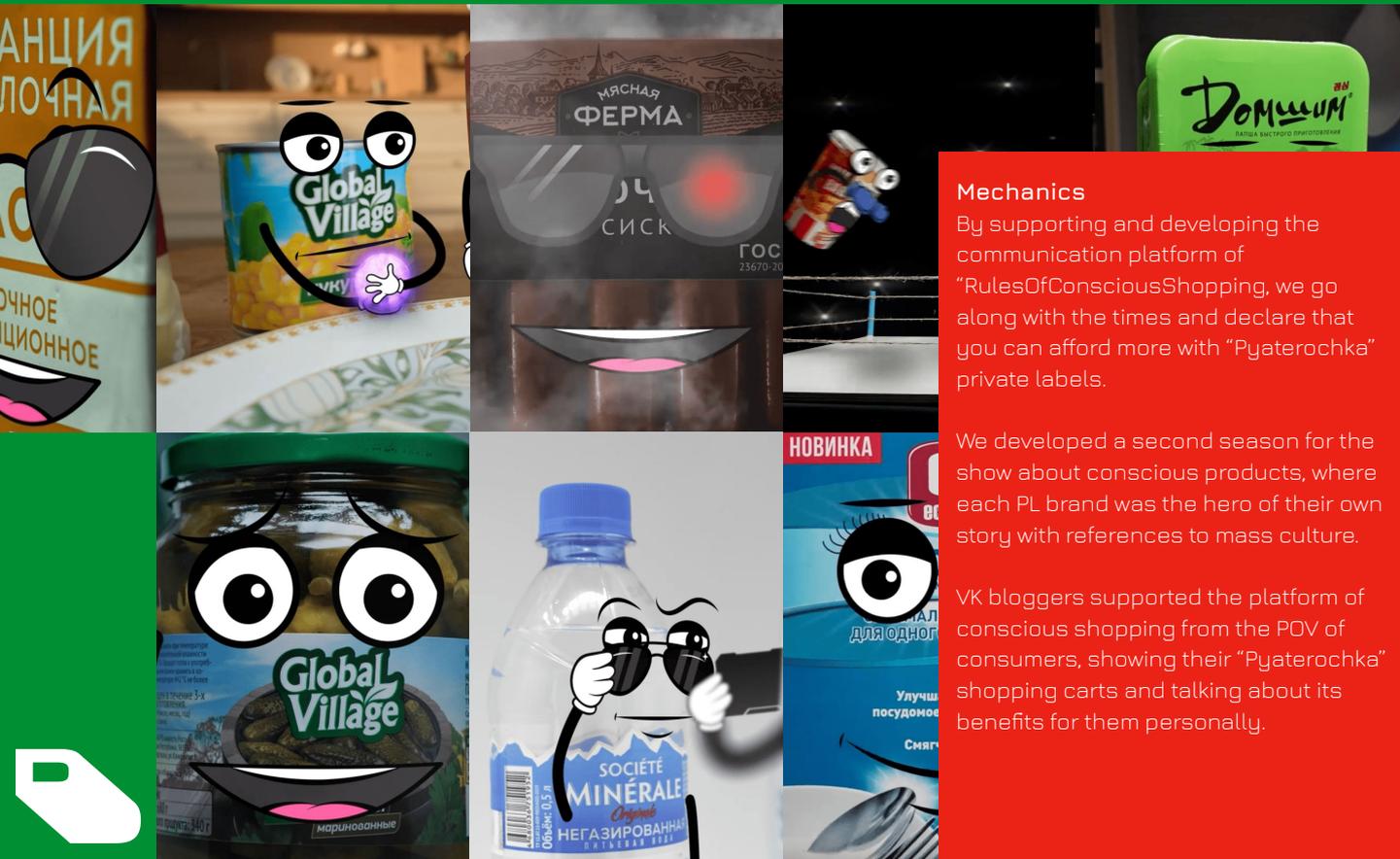
Marketing goal: Increasing awareness about “Pyaterochka” private labels in the chain’s portfolio and about private label benefits in the grocery chain.

Idea

We have maintained the visual idea – “alive” animated products that communicate with each other and with the consumer. We talked about the private labels using styles of various movies, TV shows and talk shows popular on Russian TV. We purposefully made the tone more light-hearted and even comedic, in order to allow us to talk about complex matters in simple terms.



PYATEROCHKA. NEW RULES OF CONSCIOUS SHOPPING



Anyaischuk
[VK Video](#)



Nika Viper
[VK Video](#)

Mechanics

By supporting and developing the communication platform of “RulesOfConsciousShopping, we go along with the times and declare that you can afford more with “Pyaterochka” private labels.

We developed a second season for the show about conscious products, where each PL brand was the hero of their own story with references to mass culture.

VK bloggers supported the platform of conscious shopping from the POV of consumers, showing their “Pyaterochka” shopping carts and talking about its benefits for them personally.

Results

Bloggers:

1 754 932 reach (KPI exceeded, 129%)

Media:

22 400 000 view-throughs

15 940 000 reach

37 300 462 impressions

[Videocase](#)

FAMILY QUALITY TEST WITH GLOBAL VILLAGE

Goal

Increasing the TA's brand awareness in the category of "Canned Vegetables".

Solution

Carrying out a blogger activation before the New Year's holiday season, showing how different families prepare their table and what product qualities they pay special attention to.



FAMILY QUALITY TEST WITH GLOBAL VILLAGE

 Dimasblog ✓
26 дек в 14:27

Так, так, так...что самое главное в Новый Год? Елка? Голубые огоньки? Салюты? Вообще нет, самое главное вкуснейший стол и чтоб самые любимые были рядом. Для того, чтобы праздник удался, важно выбирать натуральные и качественные продукты, именно поэтому мы провели семейный тест качества продукции Global Village и... единогласно оценили ее на пятерочку, кстати только в одноимённой сети можно купить продукцию бренда! Дегустация прошла весело и вкусно, потому что все созрело для нашего стола! С наступающим, пусть ваш год будет вкусным!

Реклама. Рекламодатель: ООО «Агроторг» (ИНН 7825706086). JapBIFLm0

НОВОГОДНИЙ ТЕСТ КАЧЕСТВА



0:02 / 0:20

Семейный тест качества продукции Global Village



Idea

"Family Quality Test" is a series of videos, where each family member highlights the USP of Global Village most relevant and important to them.

With these short videos, we have showed why consumers have confidence in our products and choose it for their New Year's table.

Results

Bloggers:

- 482 788 reach
(KPI exceeded, 148%)

Media:

- 11 473 538 impressions
(KPI exceeded, 103%)
- 7 692 867 reach
(KPI exceeded, 177%)
- 311 rubles CPM

PETELINKA GIVES YOU A HOLIDAY



Тот самый день,
которого все
ждали

Goal

Popularising and enhancing the image of Petelinka semi-finished products during the New Year's season.

Highlighting the key product advantages: pure, organic and tasty.

Idea

Petelinka Gives You a Holiday is a digital calendar with meal recipes from Petelinka that can turn every day into a holiday. You don't have to wait for a special date to make a feast for your family.



PETELINKA GIVES YOU A HOLIDAY



Mechanics

We have developed an advent calendar for the project's website, recording 25 original meals and creating recipes for each day. Users were able to open recipes and win gifts from Petelinka all through December. We also invited users to celebrate the Crispy Crust Day, the Day of Culinary Achievements, the Spicy Wings Festival and more than 20 other holidays — for each day from December 1 to December 31.

The project involved famous media personalities such as [Alexander Belkovich](#), [Anna Khilkevich](#), [Tutta Larsen](#), [Yulia Vusotskaya](#) and others.

The project was covered in lifestyle media ([Timeout](#), [Kleo](#) and more) and on popular Telegram channels.



Results

Media reach of the campaign:

Over 13,5 million contacts
(101% of the plan).

Blogger publication reach:

2,3 million people (143% of the plan).

Website visitors:

69 000 users.

OTS of PR publications:

over 5 million.

HONEY KID

В ПОМОЩЬ МАМЕ,
на радость
ребёнку



HONEY KID
МНОГО НЕ БЫВАЕТ!



Goal

The goal of the campaign was to show how Honey Kid products help mothers to take care of their children, as well as helping the child's development. Honey Kid products are fun for kids, because they can play with it, explore and discover new things.

Solution

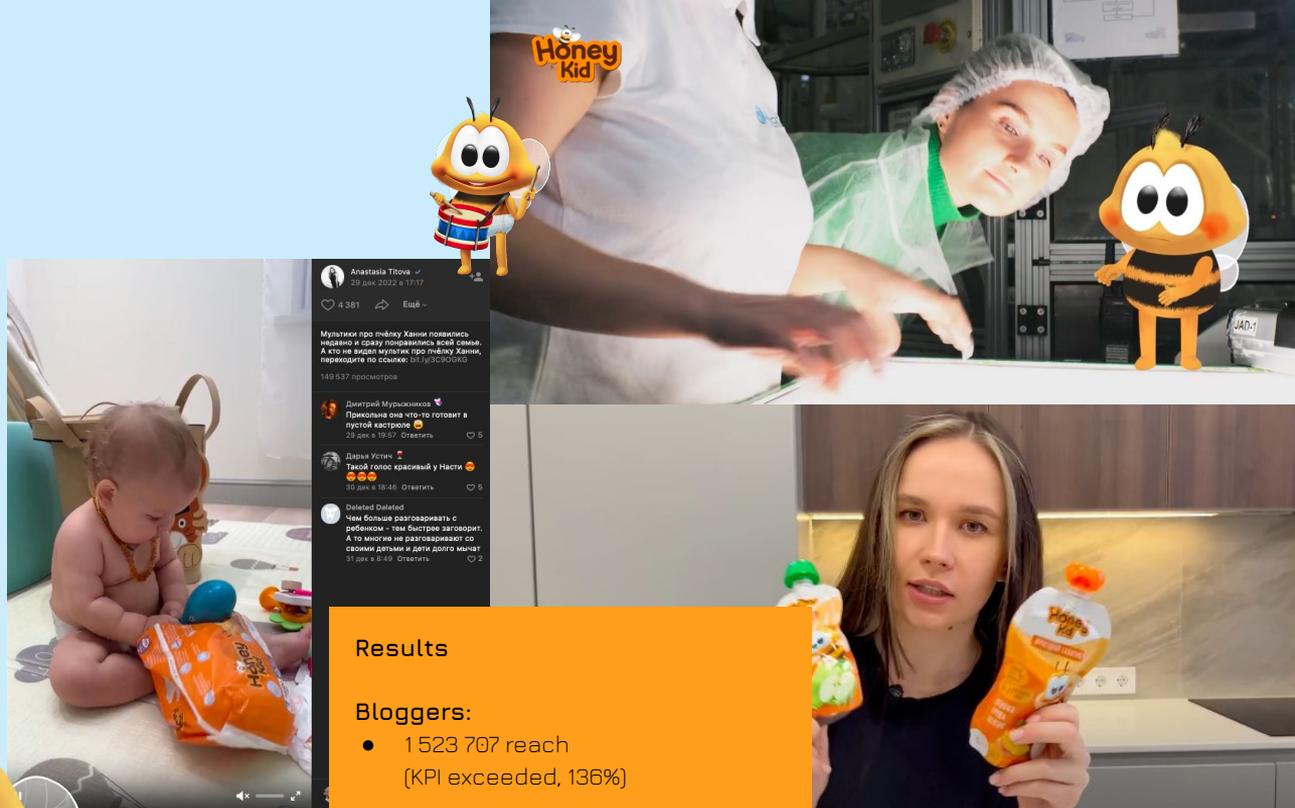
In order to implement our idea, we selected two directions: **animated videos** with the brand character – Honey Bee, and **blogger videos**, which showed the use of product and which had Honey Bee cartoons inserted in them.

We also developed videos about production stages, showing the technological process that provided Honey Kid products with its features and advantages. We engaged bloggers who embedded these technological videos in their vlogs and videos.

HONEY KID

Idea

“Help for the mother, joy for the child” is the campaign slogan which was used by bloggers to show their personal examples of Honey Kid and its Honey Bee character helping the mother and the child.



Results

Bloggers:

- 1 523 707 reach
(KPI exceeded, 136%)

Media:

- 8 009 340 impressions
(KPI exceeded, 105%)
- 3 419 163 reach

Special Project:

- 2 231 410 reach

ASSAND. LET'S START WITH TEA

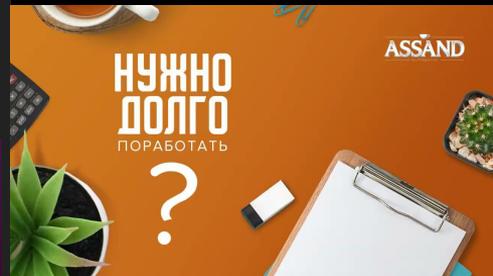
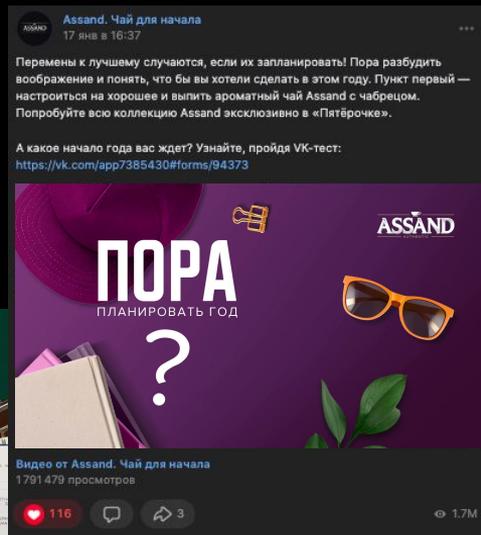
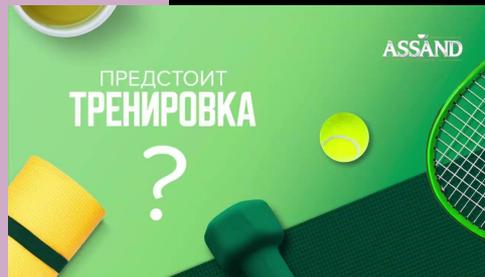


Objectives

1. Developing a promo campaign creative idea and implementation stages for a "Pyaterochka" private label brand.
2. Offer the most effective mix of channels (WITHOUT TV) and placement format.



ASSAND. LET'S START WITH TEA



Solution

Creative platform and implementation in the campaign

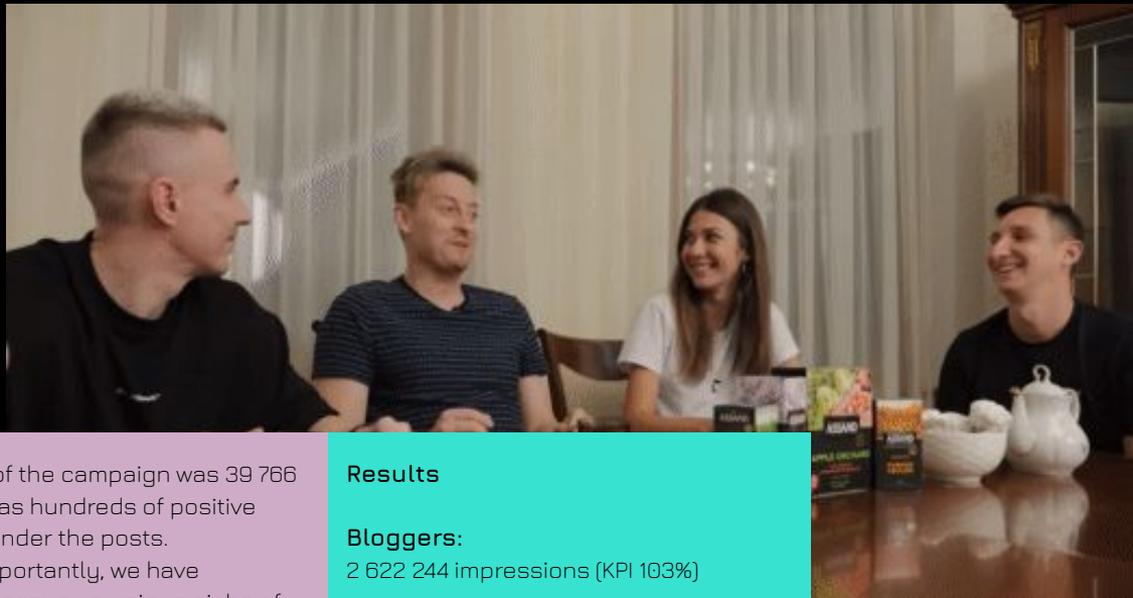
Idea

Let's Start with Tea.

Start any plan with a cup of ASSAND tea — and it will prove to be more productive and enjoyable. See for yourself!



ASSAND. LET'S START WITH TEA



Total reach of the campaign was 39 766 009, as well as hundreds of positive comments under the posts. And most importantly, we have managed to occupy a unique niche of the tea that is used to start any plan or activity!

In blogger integrations, we showed how bloggers always find time for a tea session before important tasks — ASSAND various flavours provide them with energy for all sorts of plans. Bergamot is perfect for writing a script, thyme helps to tune in to sports activities, and mint is perfect before taking a walk.

Results

Bloggers:

2 622 244 impressions (KPI 103%)

Media:

27 285 539 impressions (KPI 105%)

9 423 293 reach (KPI 101%)

Seeding:

434 933 impressions (KPI 136%)



PETELINKA – THE HERO OF YOUR BARBEQUE

Goal

Grow awareness of the “Petelinka” product line for the barbeque season.

Solution

Carrying out a blogger activation during the barbeque season, where our characters tell their stories.

Idea

Barbeque is not just about food, it's also about memorable stories. Each one of us has a story about a time when everything was falling apart but... someone saved the day! During the barbeque season, we realised that “Petelinka” chicken can make sure that each story has a good and tasteful ending.



PETELINKA – THE HERO OF YOUR BARBEQUE



Results

Bloggers:

- 12345678
- 12345678

Media:

- 12345678
- 12345678



Главный герой
ваших шашлыков



LAIMON FRESH. "JUMP INTO SUMMER" PLATFORM



Objective

Suggest a communication platform and carry out a summer campaign that would allow the brand to break out of the clutter and refresh brand perception.

Solution

"Jump into Summer" platform:
reflects the opportunity to instantly feel summer vibes thanks to the product flavour;
can be spread to various occasions and scaled for other seasons.

Visual image:

A portal to summer that blends in with the elements on the bottle.



LAIMON FRESH. "JUMP INTO SUMMER" PLATFORM



Solution

TikTok effect that instantly brings you into summer: integrations with bloggers and UGC with a branded portal-mask and a jingle. The most creative participant has won a trip to a hot country.

Prizes for a vibrant summer: receipt promo with prizes from portals.

Media advertising in TikTok style: videos from bloggers starting on TikTok, shot in two formats: vertical and horizontal for YouTube.

Results

6M+ views on TikTok.

40M+ views on Instagram and Youtube.

118 317 website users.

13 301 registrations.



GENESIS. CREATIVE MARATHON



Objective

Increase brand knowledge for the target audience, settle on the territory of creativity.

Solution

Free IG marathon where anyone could try a new creative direction.

Results

160 works by participants
2,5M+ reach from bloggers
130,9M+ PR OTS

Headliners of the directions

- Mark Rodovsky – founder of the Marcelo Miracles clothing brand.
- Ellen Sheidlin – conceptual artist and blogger.
- Anton Lissov – frontman of Jane Air, member of Little Big.
- Igor Andreev – journalist, editor.



GENESIS



Objective

Increase brand knowledge for the target audience, settle on the territory of creativity and develop a creative communication framework.



GENESIS



Solution

Launching a creative singer contest on Instagram.

Mechanics:

- users uploaded their songs and tagged the brand;
- the jury selected a shortlist of finalists – their songs were featured on the branded page and supported in media;
- Instagram audience voted for the winner.

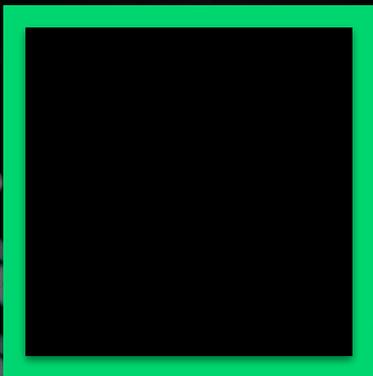
Prizes: 1 million rubles for creative fulfillment and additional prizes

Jury: Alina Olesheva from the band "Kis-Kis" and a blogger Dina Saeva

Reach campaign on TV: inspirational promo on "2x2" and "STS Love" channels.

Contest announcement: precision seeding on platforms for artists and in music communities. Instagram posts by popular artists.

GENESIS



WINNER



genesis_energydr... Отправить сообщение

410 публикаций 16,7тыс. подписчиков 3 подписок

Genesis
Бренд
Кофеин x Теанин
Выбирай свой Genesis: Purple, Yellow и Green Star
Правила творческого конкурса Genesis clc.to/ep7JAA
Подписан(-а) [butovaos](#)

Часты... Правила Созда... Созда... Игра Квест Конкурс

ПУБЛИКАЦИИ ВИДЕО ОТМЕТКИ

GENESIS ТВОРЧЕСКИЙ КОНКУРС

Results

The contest featured 348 songs, including 237 original songs by the artists.

Bloggers:

- 2 217 970 reach (KPI overfulfilled, 111%)

Instagram promo:

- 20 515 797 views (KPI overfulfilled, 104%)
- 8 023 125 reach (KPI overfulfilled, 101%)

PR (OTS):

- 34 852 432 (KPI overfulfilled, 349%)

Seeding:

- 573 300 clicks (KPI overfulfilled, 167%)

Sostav
READ ARTICLE



RESTORIA

Objective

Build brand knowledge, grow trust for the brand and its quality, develop a creative communication framework.

Solution

Communication platform

Launching an advertising campaign

#РесторияНаТвоейКухне
(#RestoriaOnYourKitchen)

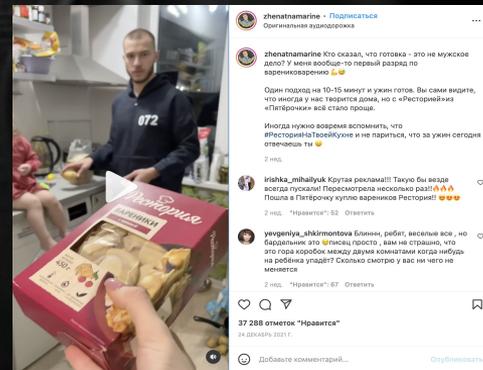
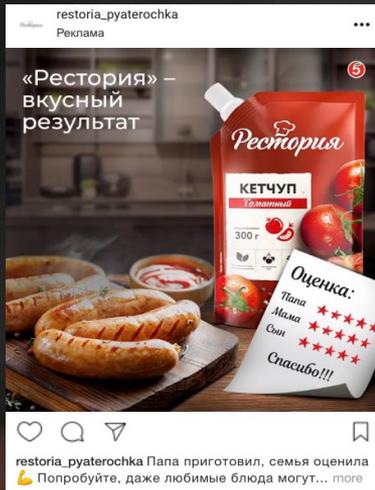
Idea: with Restoria products, anyone can cook! Most importantly, it's fast, simple and always delicious!



#РесторияНаТвоейКухне



RESTORIA



We supported and developed the communication using Instagram bloggers and creative content.

Each blogger made a comedy sketch, while keeping their own content style of content. The influencers showed various stories from their lives and all stories ended with "delicious results" thanks to Restoria products.

RESTORIA



Results

Bloggers:

- 4 039 369 reach (KPI overfulfilled, 202%)
- 1,01 rubles – cost of 1 contact

Media promotion of IG posts:

- 10 446 929 views (KPI overfulfilled, 141%)
- 7 733 913 reach (KPI overfulfilled, 261%)

Media promotion of blogger posts:

- 27 916 474 views (KPI overfulfilled, 197%)
- 15 926 675 reach (KPI overfulfilled, 280%)

РЕТЕЛИНКА. #ГДЕКУБИКИ INSTAGRAM SHOW

Objective

Declare "Petelinka" as the perfect brand for healthy lifestyle by putting "chicken fillet cubes" as an example.

Solution

Instagram sketchcom with bloggers dedicated to the challenges of healthy eating. Made by experienced show writers and director.

Bloggers

Regina Todorenko, Denis Kosyakov, Yulia Topolnitskaya, Igor Chekhov, Marina Fudunkiv and Anna Khilkevich.

Results

Over 16M views.

Awards

Effe shortlist;
2 silver awards at the "Silver Mercury" – 2021;
Awards Sostav

[Video Case](#)

Sostav
READ ARTICLE



РЕТЕЛІНКА. #ГДЕКУБИКИ INSTAGRAM SHOW



PRESIDENT. CAMPAIGN 360

Objective

Develop a communication campaign for a toothpaste brand and talk about the technology of controlled abrasiveness.

Solution

- Communication platform "Success is a Choice".
- The first campaign in the oral care category to feature real entrepreneurs. A series of integrations into a YouTube business show ("[А Поговорит](#)", "[Redaksiua](#)" etc.).
- website bot that can select a toothpaste for your needs.

Article on [Sostav](#)

[Video](#)



MACCOFFEE × BOOGELWOOGEL 2021

ФИНАЛИСТКА
Miss BoogelWoogel 2021

РЕШИ, КТО ПРОЙДЁТ В ФИНАЛ MISS BOOGELWOOGEL 2021!

Starter Pack участницы Miss BoogelWoogel 2021

Чтобы согреться на вершине

Чтобы не ослепнуть от красоты соперниц

Для рекордного спуска

Для знатных покатушек

Кристина, 24
MacCoffee

MacCoffee CAPPUCCINO DI TORINO

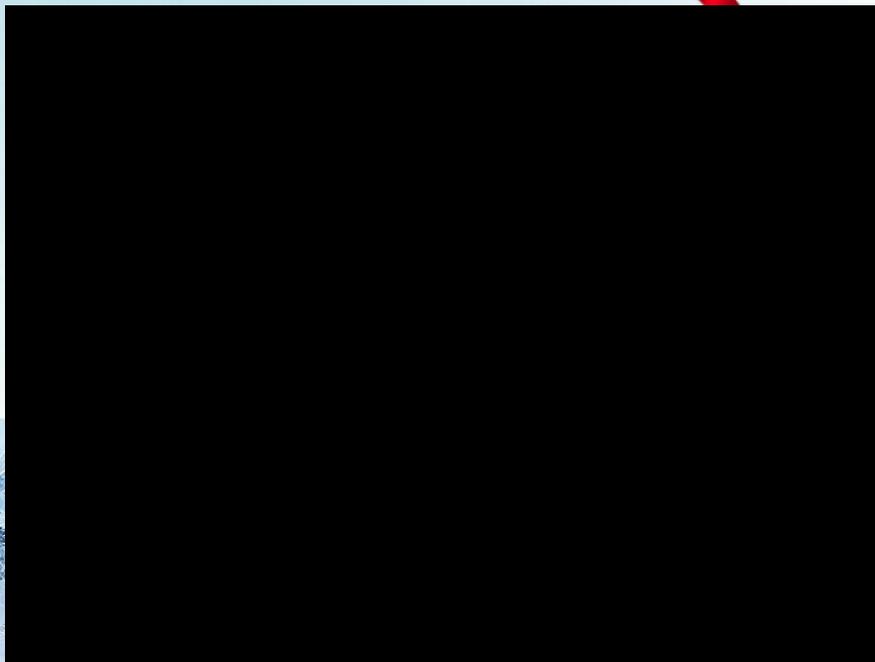
Objective

Support MacCoffee presence on the BoogelWoogel 2021 festival on social media.

Results

- 123,98 % overfulfilling the plan by views.
- 213,88 % overfulfilling the plan by reach.
- 6 100 contest participants.
- 9,1 % average engagement level.

MACCOFFEE × BOOGELWOOGEL 2021



maccoffeeru • [Подписаться](#)



Горный курорт Роза Хутор



maccoffeeru Самые яркие костюмы, самые красивые девочки, самый горячий спуск, самые запоминающиеся выходные и любимый MacCoffee Cappuccino Di Torino — это все про BoogelWoogel 2021 !

Мы уже скучаем, поэтому собрали лучшие моменты в этом видео. Смотри и прочувствуй атмосферу



Просмотры: 15 223

15 АПРЕЛЬ 2021 Г.

MACCOFFEE × BOOGELWOOGEL 2021



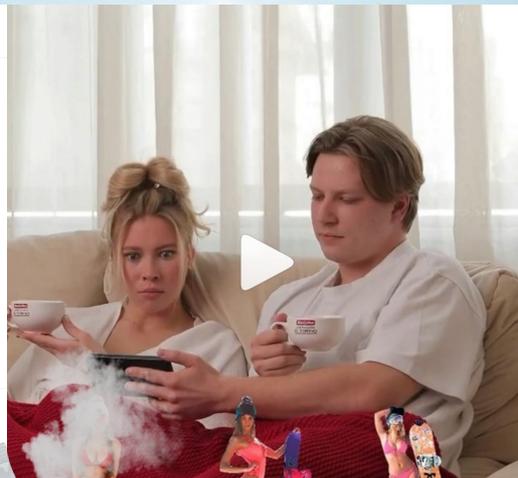
maccoffeeru • Подписаться

maccoffeeru #Repost @kuznecovsky
...
Как готовятся к свиданию девочки vs мальчики 😊
Совместно с @kotik.jpg 🍷❤️ и @nastia_world 😊
Свидание пройдет идеально, если с вами будет горячий MacCoffee Cappuccino Di Torino 🍷
Если хочешь заняться с любимой чем-то интересным... Смотрите вместе горячий фестиваль BoogelWoogel и конкурс красоты в аккаунте @maccoffeeru
#CappuccinoDiTorino #MacCoffee

56 нод.

serg_luchik 🍷🍷🍷 прикольное видео

Просмотры: 1 239
10 АПРЕЛЬ 2021 Г.



maccoffeeru • Подписаться

maccoffeeru #Repost @kova1_now
...
Вообще, мой день не проходит без чашечки горячего, ароматного Кофе... если его не варить вечно, канеш 🍷 с MacCoffee Cappuccino Di Torino такие траблы отменяются 😊
Кстати, я сейчас слежу за событиями фестиваля Boogel Woogel, что в Сочи. Прикиньте, люди там практически голышом катаются по склонам 😊 (надеюсь, с чашкой чикарного капучино от #maccoffeeru 🍷, а то отморозят себе что-нибудь, упаси Господи)
Чтобы посмотреть на горячих лыжниц в бикини - жми на аккаунт @maccoffeeru , там все подробности 🍷
#maccoffeerussia

Просмотры: 904
8 АПРЕЛЬ 2021 Г.



KASPERSKY. CAMPAIGN 360



Objective

Relaunch the parental control platform Kaspersky Safe Kids.

Solution

Safe Kids Media is an online media about online safety that can help connect teenagers and their parents (website + Instagram).

Safe Kids Show is a satirical talk show in which a blogger-father learns about the life of young influencers (streamer Polkovnik Busterenko, TikTokker Puppi and others)

Article on [Sostav](#).

[YouTube](#)

PHARM



ATLAS. SMM 2021

atlasclinic.ru

Objective

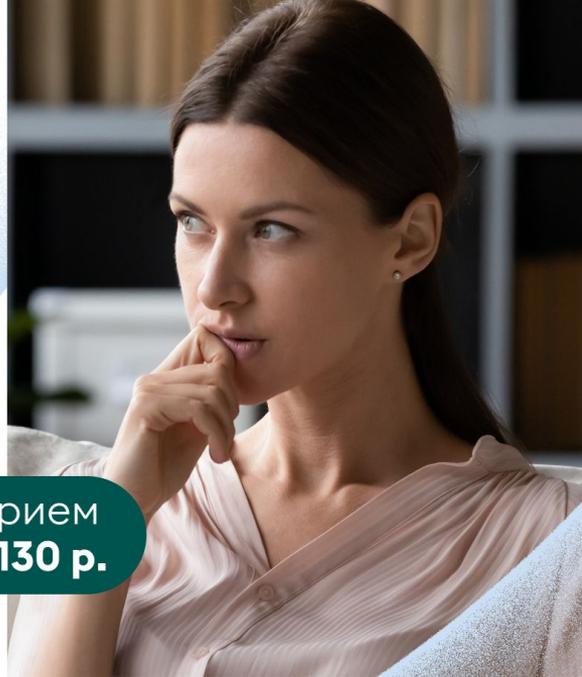
Propose a brand promotion strategy in digital:

- communication strategy and creative ideas;
- media approach.

Results

We combined all the best things that the clinic offered: evidence-based approach, high-quality service and delicate non-evaluative discussion of health. We developed the approach "We are with you at all stages of treatment".

прием
5130 р.



если сбился менструальный цикл

прием опытного гинеколога ~~5700~~ 5130 р.
запишитесь сейчас!

What does this approach entail

- **Dialogue with doctors.** We will make a detailed treatment plan, define objectives and answer the most uncomfortable questions.
- **Care.** We care about what happens inside the hospital and help integrate recommendations into our life.
- **Evidence-based medicine.** Only what you need: tests, examination, procedures.

STEP BY STEP. PLATFORM DEVELOPMENT



Objective

- Develop an approach to an educational platform for patients with spasticity: name, key sections and their structure;
- Talk about the possibilities of botulinum therapy and integrate a section with a search for medical institutions where patients can receive the needed treatment.

Results

The title “Step by Step”. Botulinum therapy is only part of the treatment and rehabilitation for spasticity, so the title reflects that recovery can occur in stages: step by step. Studying the information on the website is one of them.

Basic functionality:

Users can find the nearest medical institution and its contacts to make an appointment for a consultation.

stopspastic.ru



TEACH&TOUCH. SUPPORTING THE PORTAL FOR DOCTORS

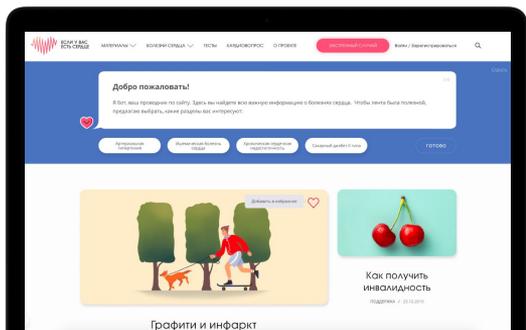
Teach&Touch

Modifying, updating, and supporting the
IPSEN training platform for doctors.

teachntouch.com



IF YOU HAVE A HEART. PORTAL DEVELOPMENT



Objective

Develop a user-friendly website for cardiac patients and their caregivers.

Solution

User profiling via a bot. Smart system for providing content based on interests. Original color scheme that stands out in the category.

Awards

Gold award at MedMen Healthcare Creative Awards.

VITRUM PLUS KIDS & JUNIOR. COMMUNICATION PLATFORM

Objective

Develop a communication platform to support children's vitamins, show the benefits of a more complete composition of "Viturm" in the pill form compared to the leading category of vitamins in the form of marmalade figures.

Solution

Communication platform "This Is Not Candy". A series of animated videos in which marmalade animals suffer from an inferiority complex, because they lack the necessary vitamins and minerals. They are being reassured by a therapist - the Vitrum pill. The characters are used banners, promo posts and POSM materials. Communication can be easily adapted to different seasons.

[Video](#)



ALCO & TOBACCO



FAUSTINO 2022 PROMO CAMPAIGN

Goal

Development and implementation of a creative campaign for Faustino wines in order to increase brand recognition and frequency of consumption.

Solution

Communication platform "Art is a Matter of Taste": art gallery on neck hangers, website and receipt promo in the bot, bloggers and seeding. Each of the focus SKUs was given its own art direction, which made the project's visuals particularly eye-catching.

Results:

Bloggers:

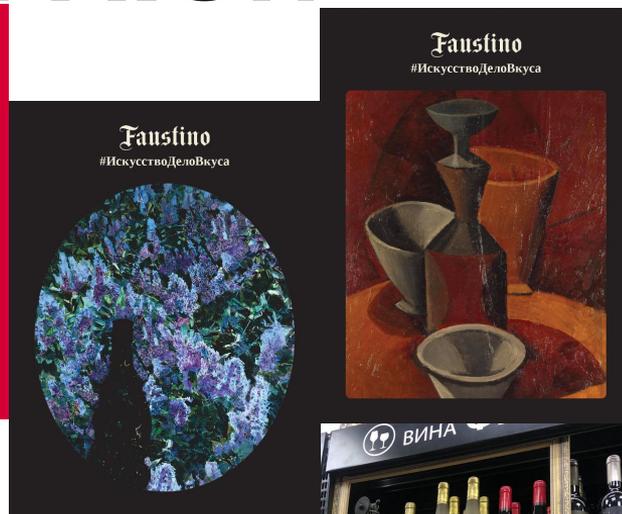
- 58 100 impressions
(KPI exceeded, 148%)

Seeding:

- 221 700 impressions
(KPI exceeded, 116%)

Chatbot (17,6% conversion into receipts)

- 2 861 accessed the bot
- 1 857 started a dialogue
- 327 unique receipts uploaded



Faustino

Искусство
ДЕЛО ВКУСА

Получите
рекомендацию
от гида
по винному
искусству
и гарантированный
подарок



Сроки проведения акции с 15 октября 2022 г. по 11 января 2023 г.

4 MALTS

Objective

Create a single entry point for communication between different whiskey brands, engage the current brand audience and attract a new one.

ОТКРОЙ
СВОЙ
SINGLE
MALT



4 MALTS

Solution

Developing a TG Bot that helps to get acquainted with the culture of single malt whiskey, select a drink to your taste and receive gifts.

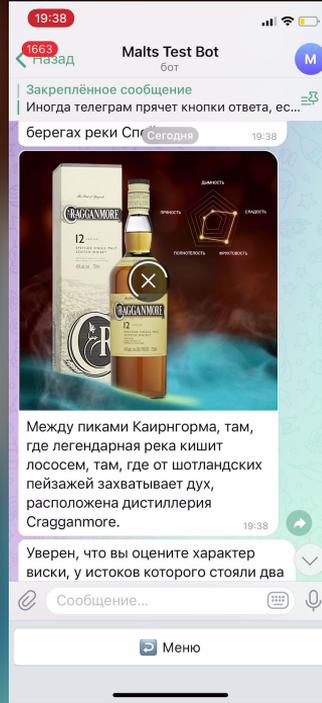
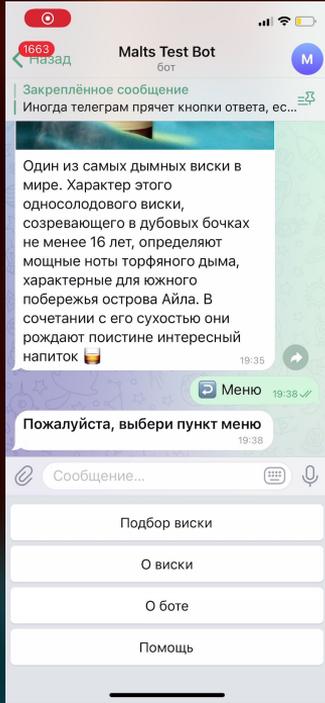
Idea: Telegram channel is a single hub where the user can get acquainted with the category of single malt whiskey and several brands at the same time; find the whiskey for you using surveys, educational videos and online sessions.

Featuring:

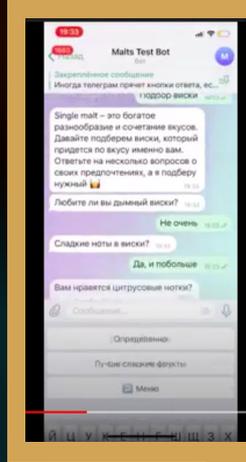
- Bot functionality, Drink IQ internal rules
- Receipt promo, exchanging points from purchases for gifts.
- Announcements and registration for online sessions with experts.
- Short educational videos from ambassadors on different types of whiskey.



4 MALTS



Results
TG Bot with a loyalty program and educational content.



ВСЕ КОКТЕЙЛИ



CAPTAIN COLA



CAPTAIN BLUSHING
BUCCANEER



CAPTAIN SPICED
CAIPIRINHA



CAPTAINS BERRY



CAPTAINS GROG



CAPTAIN MOJITO



CAPTAINS
TROPICAL BERRY
SPASH



SUN KISSED
CAPTAIN



CAPTAIN MORGAN
BLACK SPICED
SHOT



BLACK & WHITE
SHOT



MINT COOLER



Назад

CAPTAIN MORGAN. COCTAIL PLATFORM 2020

Objective

Elevate the culture of rum consumption and show that it does not have to be just a part of simple cocktails.

Solution

"Cocktail Tinder", where users swipe to select the perfect cocktail recipe and receive a list of ingredients for the party!

swipe-with-captain.com



ПРИВЕРЖЕННОСТИ

ПРАВИЛА САЙТА

Пью responsibly. Не пересылайте и не делитесь с теми, кто младше 18 лет.

фестиваль комедии
ПАНЧЛАЙН

Если ты бармен,
умеешь рассказывать
весёлые истории и
готовить крутые коктейли,
не упусти свой шанс,
участвуй и получай
крутые призы в стиле
#БЭЛСТАЙЛ

 [punchlinefest](#)  [punchlinefest](#)
 [punchlinefest.ru](#)  [blstyle.club](#)

КОНКУРС
для **18+**
БАРМЕНОВ

#БЭЛСТАЙЛ
#ПанчВБаре

BELL'S. PUNCHLINE FEST 2020

Objective

Provide promotion and digital support for the streams of the PUNCHLINE festival sponsored by the BELL'S brand.

Solution

Our approach: using media promotion and seeding in communities, bring each of the 8 streams to the top on VK + promotion and seeding of additional content (highlights, participant profiles, etc.).

Results

~4 min – new record for putting a stream into the VK TOP.

Over 10M views of the streams.

BELL'S. PRODUCT PLACEMENT

Objective

Provide high reach for the whiskey brand in the territory of music and care-free attitude.

Solution

Product placement in a music video for one of the major hits of summer 2019 "Королева танцпола" by Djarо & Hanza. Developing the concept of brand presence and supervision during the shooting.

Results

Over 45M views on YouTube.

[Video](#)



ТУСИ КАК КАПИТАН!



КОНСТАНТИН, привет!

Капитан ждет тебя на корабле уже завтра, а пока давай проверим, готов ли ты к веселому плаванию. Ты уже...

ЗАПОМНИЛ КООРДИНАТЫ И НЕ ЗАБЫЛ ВЗЯТЬ ПАСПОРТ

- 27 ИЮЛЯ
- В 17:00
- МОСКВА, КРАСНОПРЕСНЕНСКИЙ ПРИЧАЛ
(напротив Краснопресненской наб., 10, стр.1)

ПРИГЛАСИЛ ДРУЗЕЙ И ОТПРАВИЛ ИМ ССЫЛКУ НА РЕГИСТРАЦИЮ:

[HTTPS://CAPTAINBOAT.TIMERPAD.RU/EVENT/1027509/](https://captainboat.timerpad.ru/event/1027509/)

РАЗМЯЛСЯ И ГОТОВ ВОРВАТЬСЯ НА ТАНЦПОЛ!

**ГОТОВ ТУСИТЬ КАК КАПИТАН?
ВСТРЕТИМСЯ НА ПАЛУБЕ! Я БУДУ В КРАСНОМ» (С)**

**ПОДПИСЫВАЙСЯ. СТАВЬ ЛАЙКИ.
ЗАГЛЯДЫВАЙ НА ТУСОВКИ.**



- Употребление алкоголя требует меры и ответственности - больше информации на drinkiq.com.
- Вы получили это письмо, так как подтвердили, что являетесь совершеннолетним, а также согласились на получение информационных рассылок от АО «Дистрибьюшен».
- Материал, размещенный в данном сообщении, не предназначен для лиц младше 18 лет. Пожалуйста, не пересылайте данное сообщение несовершенно-летним.
- Если Вы хотите отписаться от дальнейших рассылок, пожалуйста, свяжитесь с нами по адресу электронной почты welcom@live!kethecaptain.club.
- Это сообщение было составлено автоматически. Пожалуйста, не отвечайте на него.

CAPTAIN MORGAN. GUEST MANAGEMENT

Objective

Attract the audience to 4 parties on the Captain Boat.

Solution

Lead generation via Instagram
Seeding in Telegram channels
Email newsletter.

Results

Over 650 attendees (overfulfilling the plan by 114 %)

MILLER. PROMOBOT



**ВЫИГРЫВАЙ
МУЗЫКАЛЬНЫЕ
ПРИЗЫ ОТ**

Miller

ГАРАНТИРОВАННЫЕ ПРИЗЫ

**ПРИ ПОКУПКЕ 8
ЕДИНИЦ ПРОДУКТА**



**ПОДПИСКИ
НА МУЗЫКАЛЬНЫЙ СЕРВИС**

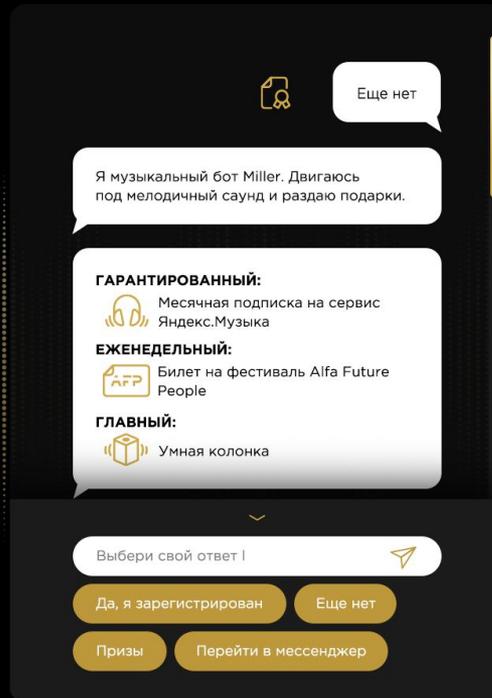
И ДРУГИЕ ПРИЗЫ



**БИЛЕТЫ НА ФЕСТИВАЛЬ
ALFA FUTURE PEOPLE**



**УМНЫЕ
КОЛОНКИ**



Objective

Implement a national brand promotion campaign

Solution

Miller music promobot, available on the website and in popular messengers (concept, digital production, material design, purchasing and distribution of prizes, support).

Results

18 487 unique visitors on the website and in messengers.
2 185 active promo participants
almost 6000 valid receipts.

Article on [Sostav](#).

JOHNNIE WALKER. PROMO CAMPAIGN

Objective

Implement a branded promo campaign.

Solution

Promobot, available on the website and in messengers (VK, WhatsApp).

Shooting a stylish brand-image video about the rituals of consumption.

Results

1689 visits from the QR code on the bottle without additional promotion.
848 bottles in valid receipts.



KEEP WALKING

KEEP WALKING



JOHNNIE WALKER

KEEP WALKING



JOHNNIE WALKER

KEEP WALKING

GUINNESS. EVENT FOR BLOGGERS



Objective

Talk about the launch of the new Guinness Nitro IPA in digital; settle on the territory of fine cuisine; enhance brand image for a wealthy audience — all within a very limited budget.

Solution

Invitation-only gastro-lunch for the friends of Guinness: selecting guests, venue design, event organization.

Results

30 micro-influencer bloggers (club art directors, DJs, party people, writers of trendy Telegram channels, etc.)
Over 1.6M reach from posts (exceeding the original plan by three times).



THANKS