

A silhouette of a man with a beard and a hat is shown in profile on the left side of the frame, looking towards the right. The background is a soft-focus landscape at sunset or sunrise, with a warm orange glow on the horizon and a dark blue sky above. The overall mood is contemplative and serene.

*SLAVA* / Agency presentation

About us

# The most impactful Independent agency in Russia

ТАЛАНТ РАСПРАВИЛ ПЛЕЧИ

2019  
effie russia  
effectiveness  
index

Независимое агентство TOP4  
SLAVA

**#8 Most effective agency in the world**  
(Effie global 2020)

**In Top 10 agencies in Creativity /  
Advertising / Digital (AKAR 2018-19)**

Creativity meets tech

## Creative agency

We combine **local insights, emotional storytelling** and **superior craft** to produce highly efficient campaigns, that strike a chord with people

## Digital studio

We build on **technological insights** to lead **digital transformation** of our clients' businesses & help them to keep up with rapidly changing landscape



## Our clients

A delightful mix of **leaders of the new economy** together with **well established CPG, automotive and retail brands**



**RENAULT**  
Passion for life



**FERRERO  
ROCHER**



**kaspersky**

**zolla**



## Influencers

Actors, musicians, TV-hosts and **bloggers**, who appeared in our projects & helped brands to earn more love



*Leo Messi*



*Basta*



*Renata Litvinova*



*Vladimir Pozner*



*Kasta*



*Follow me to*



*Timur Rodriguez*



*Ronaldinho*



*L'One*



*Yan Tsapnik*



*Polina Gagarina*



*Pavel Tabakov*

## Places

We love to collaborate with the best companies & talents, whatever their time zone is. We have filmed, edited, designed and coded in **50+ cities across the globe** and counting...



# Case studies

Google

Beyond the Capitals

> [watch promo video](#)

> [watch case video](#)



Strategic approach

Integrated campaign idea

Visual Identity

Web site (together with **@resn**)

Online videos

Display ads & many more

Russians long to feel national pride and yearn for fresh new sources of it. We believed a new source of pride could come from the entrepreneurial and creative spirit of their own country persons defining modern-day Russia outside of the capitals.

**600+ people & stories** pinned on Google Maps  
**Over 26 M people** (81% of 16-45) contacted  
with ad campaign

**Silver Effie & Cannes lions  
shortlist 2018**

SLAVA



# Google

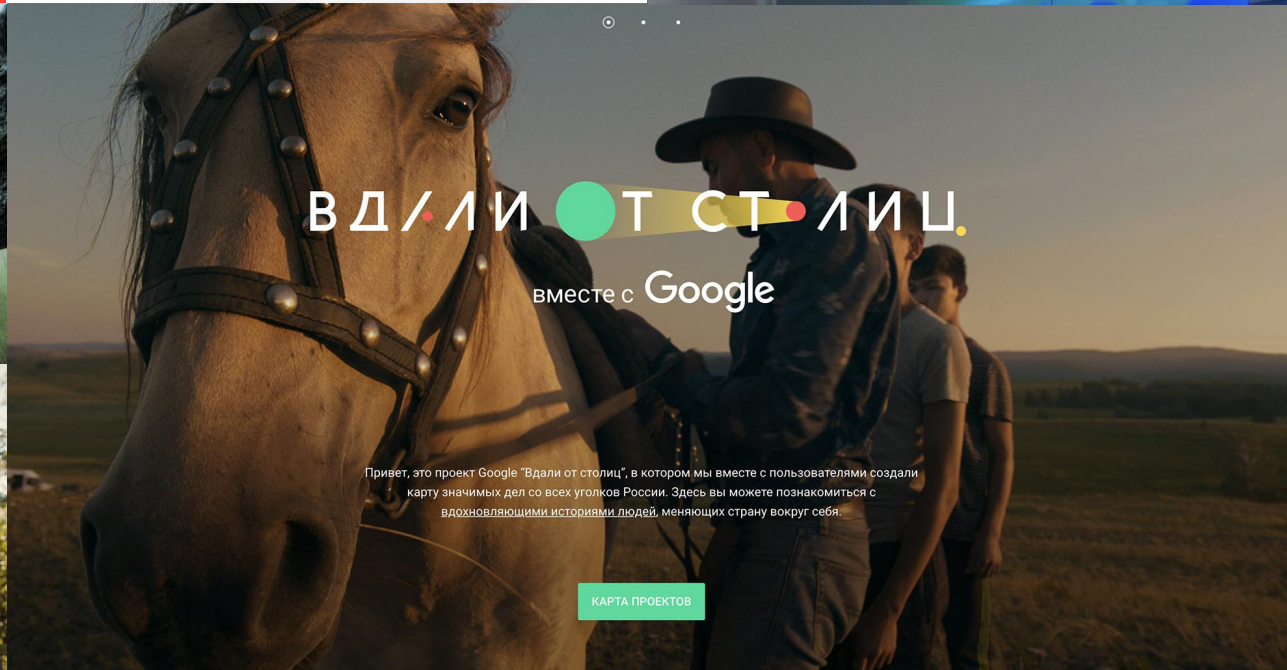
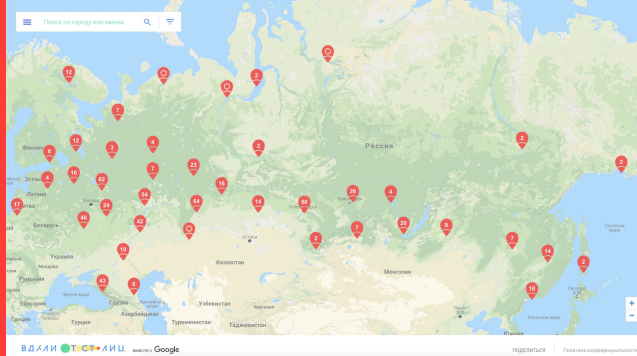
## Beyond the Capitals

Strategic approach

Integrated campaign idea

Visual Identity / Web site

Online videos / Display ads







Google

For those who loves reading

> [watch video](#)

Strategic approach  
Integrated campaign idea  
TV commercials  
OOH

Google celebrates Russian people's passion for reading that survived even through harsh times of censorship and shows how easy it becomes to pursue this passion today with the help of Google products

**Highest awareness (55%)** among all Google copies previously aired in Ru

**Likeability 79%** and **uniqueness score 71%** are well ahead of country norms: 51% / 58% respectively

SLAVA



Google

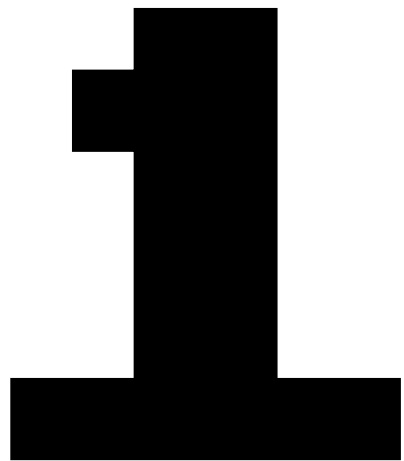
For those who loves photos

> [watch video](#)

Strategic approach  
Integrated campaign idea  
TV commercials  
OOH

We portray **a true story of an amateur photographer's success achieved by his talent and integrity...** and by using Google products and technologies. Today "FollowMeTo" project reached over 4 Mill subscribers on YouTube & Instagram

Brand image:  
"Is more than just a search" 44% +8 ppts,  
"Has everything I like" 43% +7 ppts,  
"For people like me" 51% +5 ppts



st



# Car Brand

With e-commerce department

## We created

Idea  
Business process  
MVP  
Full product development and launch

## Idea

To bring a new way of sale in the one of the most conservative market

## Impact

Today over 32 500 people have bought new Renault cars and accessories over the Online Showroom Platform.

Effie Gold 2017 & 2018, 2019

## Ferrero Rocher

Reward those who seek no rewards

> [watch video](#)

> [watch case video](#)

Often those who matter most are the least appreciated.  
Ferrero Rocher brings appreciation and reward to a man who's  
been serving others, expecting nothing in return.

**28,3 M+ Social media reach**

**YouTube channel subscribers**

increased by 1900 %

**#1 on YouTube Ads leaderboard**

**Best film** in Russia in 2017

(Sostav.ru)





Avito

Here people decide

[> watch video](#)

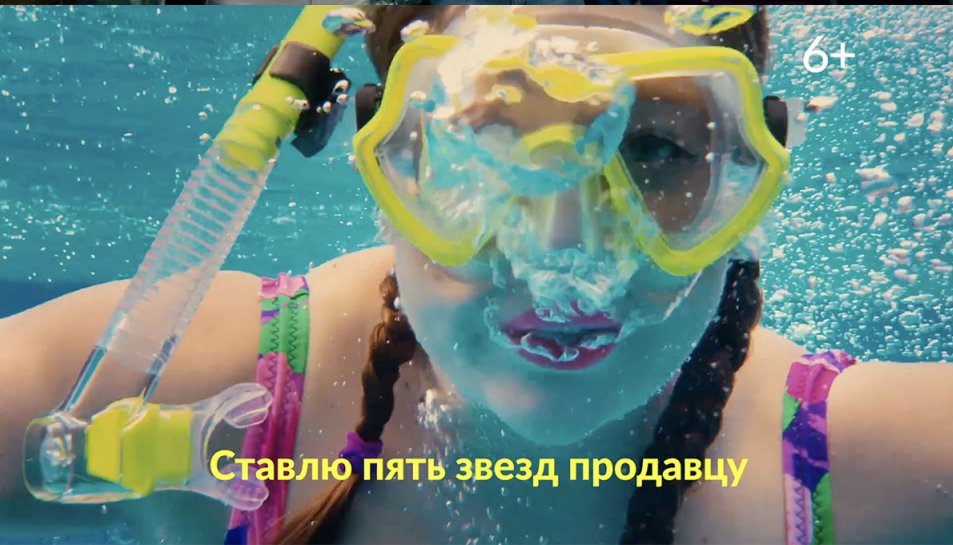
New brand positioning  
Integrated campaign idea  
TV commercials / OLV  
OOH, Banners / Campaign guidelines

Avito is a daily-tested platform where the prices, demand and supply are regulated by ordinary people and their real needs.

**On Avito, ordinary people create human economy.**

Likelihood to buy in the short term - 72  
Branded awareness - 84  
Contribution to brand strength - 98  
Growth in buyers 5.29%

SLAVA







Lay's

Show football emotions

> [watch case](#)

Integrated campaign idea  
TV commercials / Package design  
OOH / Campaign guidelines  
In-store / POSM materials  
Online videos & many more

**Leo Messi gathered the most emotional fans from all over the world.** They appeared on Lay's packs to help usual fans to express their emotions to the fullest during the biggest football event of 2018.

February 2018 to July 2018

TOM Brand Awareness: from **24 to 36**

Total spontaneous awareness: **49 to 64**

Market share increased **66.4% to 67.2%**  
in monetary terms. ( Apr to Aug 2018)



# Lay's

Show football emotions

Integrated campaign idea  
TV commercials / Package design  
OOH / Campaign guidelines  
In-store / POSM materials





A man in a dark suit is holding a white dove in his hands, standing in a forest with trees and foliage. The scene is lit with warm, golden light, suggesting a sunset or sunrise.

Google

Chekhov is alive

> [watch promo video](#)

> [watch case video](#)

Integrated campaign idea

Online videos

Web site (together with @resn)

Visual Identity / Posters

Display ads & many more

To earn local love Google takes Chekhov's works and stages them in a totally new and technological way.

Proving that Chekhov is alive as ever and is more than relevant for today and for today's audience.

**32 Stakeholders** participating in project (including 2 deputy prime ministers)

**700 000+** people watched the performance live

**5,5 Billion** media impressions

SLAVA

# Google

Chekhov is alive

Integrated campaign idea  
Online videos / Website  
Visual Identity / Posters  
Display ads & many more

При поддержке Российского  
Клинического Совета

Google и МХТ им. А.П. ЧЕХОВА представляют

## ЧЕХОВ ЖИВ



ЧИТАЙ ЧЕХОВА НА САМОЙ БОЛЬШОЙ ОНЛАЙН-СЦЕНЕ МИРА

ЗАЙДИ НА [G.CO/CHEKHOV](#) И УЗНАЙ, КТО ИЗ ГЕРОЕВ ЧЕХОВА,  
ПРОЙДИ КАСТИНГ И СТАНЬ УЧАСТНИКОМ ТЕАТРАЛИЗОВАННЫХ ЧТЕНИЙ

МЕГАФОН



При поддержке Российского  
Клинического Совета

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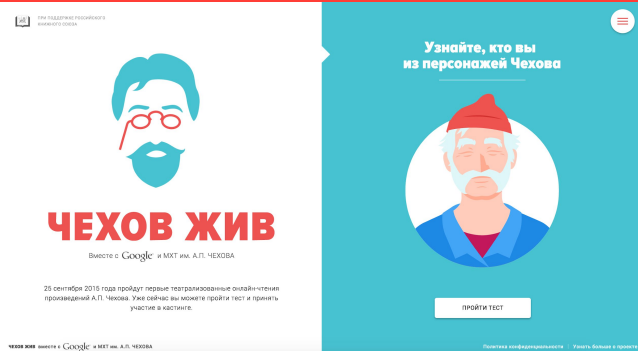
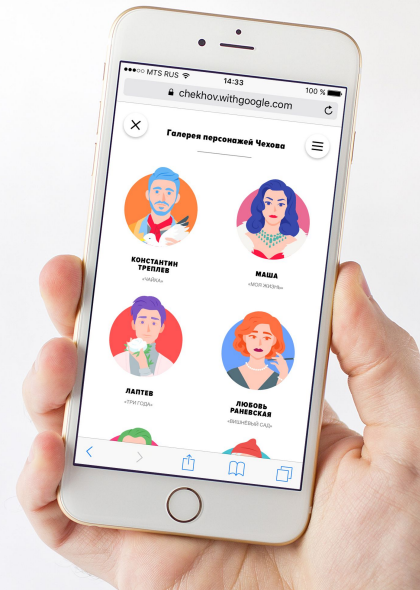
## ЧЕХОВ ЖИВ



ЧИТАЙ ЧЕХОВА НА САМОЙ БОЛЬШОЙ ОНЛАЙН-СЦЕНЕ МИРА

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МЕГАФОН





Google

Master and Margarita.

I was there



> [watch case video](#)

Integrated campaign idea  
Online videos (including VR)  
Web site (together with **@phantom**)  
Visual Identity / Posters  
Display ads & many more

To grow local love for Google brand we revamped the Russian literature masterpiece, **allowing everyone to appear in it with the help of YouTube and 360 view technology.**

**Media reach - 66 %** of all 16-44  
**Minister of culture** became one of our readers  
together with **120 KOFs + 38 bloggers**  
**7:20 avg. watchtime** of livestream  
**1137 PR publications**  
**42,5M Social media reach**

# Google

M&M. I was there

Integrated campaign idea  
Online videos (including VR)  
Web site / Visual Identity / Posters  
Display ads & many more







Raffaello

How do you love?

> [watch music video](#)

## Love lives when it is expressed.

On Women's Day we show how different men let themselves be romantic and express love in different but all the same touching ways.

Over 2 000 000 views on YouTube in just two days (6-7th of March)

**First ever branded content**  
project for Ferrero Russia

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EF EnglishFirst

A letter to Santa

> [watch video](#)

A witty kid hacks the Christmas system and gets two gifts. Because knowing two languages is twice more beneficial.

**1 200 000 views** on YouTube  
First ever video campaign  
for EF Russia





Zolla

Don't miss this Summer

> [watch video](#)

> [case study](#)

Integrated campaign idea

TV commercial

Online video

Web site / Display ads

Special project

Summer in Russia is short. So you better squeeze in as many Summer activities as you can.

And Zolla is ready to provide you with affordable attires for every activity.

Total reach - **18 million unique users**.

1 million people transitioned to brand site.

According to Brand Lift **recall of the video**

**grew to 78%** and the **search interest**

**towards Zolla grew to 346%** (vs 200%

planned).

SLAVA

# Zolla

Don't miss this Summer

Integrated campaign idea  
TV commercial / Online video  
Web site / Display ads  
Special project

zolla

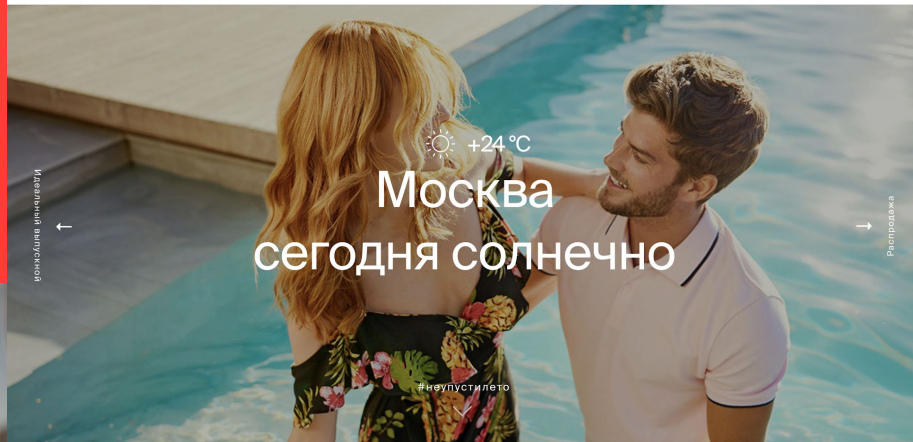
ЖЕНЩИНЫ

МУЖЧИНЫ

РАСПРОДАЖА

#НЕПУСТИЛЕТО

НАШИ МАГАЗИНЫ

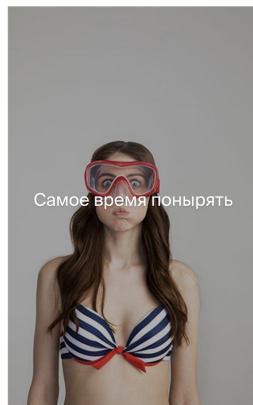


Идеальный вариант

Распродажа

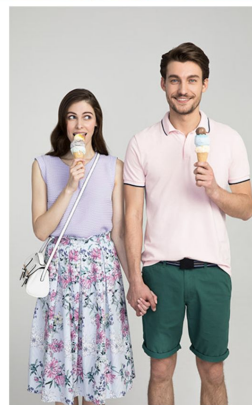


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Топ  
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zolla  
#непустилето

До конца лета осталось

# 66 04 24

ВКонтакте Facebook Instagram

КОНЕЦ ЛЕТА  
ПОСЛЕДНИЙ ШАНС ПОЛУЧИТЬ ЛЕТО

КОНЕЦ ЛЕТА  
ПОСЛЕДНИЙ ШАНС ПОЛУЧИТЬ ЛЕТО



## Google AdWords

Magic Shop

> [watch video](#)

Google AdWords algorithm (based on machine learning) uses hundreds of factors to show to your audience all the relevant messages online.

Strategic approach  
Integrated campaign idea  
Online videos  
Display ads  
Radio



Atrium

The history of trends

> [watch video](#)

To celebrate the 10th anniversary of the first ever shopping mall in Moscow we celebrated the chain of rapidly changing trends it witnessed.

No, 'Atrium' did not pay us. No we don't want anything from 'Atrium'. It just really gets your attention.

If only everyone advertised like this.

SNOB

SLAVA





Google

Year in search

Feat. Kasta

> [watch music video](#)

> [watch case video](#)

Rap became a powerful cultural trend in Russia in 2017. Google used this trend and **asked the most prominent Russian rappers “Kasta” to rap the most popular search queries of the year in its “Year in search” video.**

**#1 TRENDING VIDEO** on YouTube  
**10.7 M complete video views**  
(+63% vs plan)  
**19.2 M - total reach** (+30 % vs plan)  
**65K likes & 3 000 comments** on YT

Let's get in touch

[request@slava.co.uk](mailto:request@slava.co.uk)

6+

# SLAVA / Thank you!

<https://instagram.com/slavamsc>

<https://slava.co.uk>

<https://vimeo.com/SLAVACOUK>

<https://www.facebook.com/SLAVA.CO.UK>

<https://www.behance.net/SLAVACOUK>