An aerial, high-angle photograph of a massive ocean wave crashing. The water is a deep, dark blue-grey, and the white foam of the wave is thick and turbulent. The text 'JAMI GROUP' is centered over the wave, with 'JAMI' on the top line and 'GROUP' on the bottom line. The letters are black with a slight white outline, making them stand out against the white foam and dark water.

**JAMI**  
**GROUP**

# JAMI Group is a top independent communication company

**TOP 4**

digital agency  
in Russia

**TOP 1**

SMM agency  
in Russia

**57  
brands**

diverse  
expertise

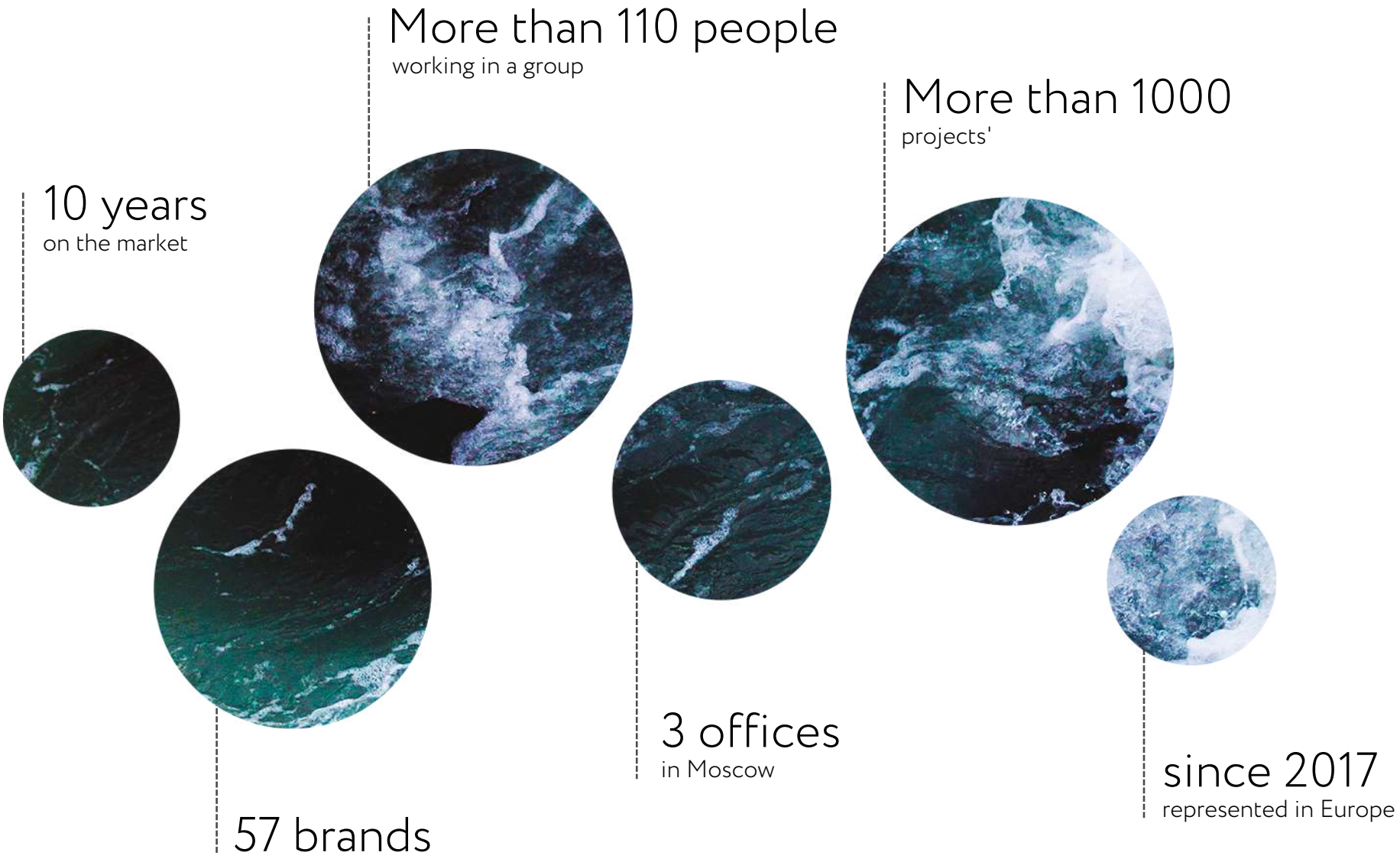
**100%**

direct  
contracts

**10 years**

of market  
experience

# Who we are



# JAMI Group ratings & awards

## TOP 1

### Ruward

- SMM
- Complex digital strategy
- Creative strategy and creative digital brand presence
- Content marketing in digital

## TOP 2

### Ruward

- Brand platform development in digital
- Reputation marketing in digital (ORM), including SERM

## TOP 4

### Tagline

- Digital



2017 PIAF, Czech SILVER



2017 Kiev International Advertising Festival, Ukraine GOLD, SILVER, BRONZE



2017 White square, Belorussia SILVER, BRONZE



2017 Ad Black Sea, Georgia GRAND PRIX



2017 Silver Mercury, Russia  
The GRAND PRIX, GOLD, SILVER  
2016 SILVER



2017 Top Creative Digital Agencies in Russia, #4  
2017 Top Social Media Marketing Agencies in Russia, #3  
2016 Russian Digital Agency #5



2018 Shortlist Media Campaigns



2019 Russian SMM Agency #1  
2017 Russian SMM Agency #6  
2015 Digital Breakthrough #1



2019 2 Gold  
• start-up and launch  
• IT for business  
1 Silver  
• programmatic

# Few of our clients

L'ORÉAL  
PARIS

 GALDERMA

 HUAWEI

GARNIER



 LEXUS

Alcon

CLARINS

# Our vision

JAMI Group is a Top Russian independent digital agency. We're based on the vision that modern communication landscape is defined by 3 pillars: actual business results for the clients, technologies and the right balance between integration and specialization.

# DEEP SPECIALIZATION

# TECHNOLOGIES

# BUSINESS RESULTS



# What we do

## Our agencies

**JAMI**

SMM, integrated, influencer marketing,  
content projects

**laconic**

Digital  
media

**простор**

Product & service  
design

 **ЭНЕРГИЯ**

Online reputation  
management

**ISTO**

Digital  
branding

# Our agencies' focus

## JAMI

SMM, integrated, influencer marketing, content project

JAMI is a TOP 3 SMM player in Russia. JAMI is focused on delivering creative and media SMM projects that target concrete business results. On top of our social credentials, JAMI supports social based integrated creative projects and native / influencer marketing.

## laconic

Digital media

laconic delivers integrated media campaigns. Data, proper planning, intricate buying and deep efficiency analysis – these are the fundamentals for laconic. We would say: “we’re delivering a start-up approach to media investment for the market leaders”.

## простор

Product & service design

PROSTOR is designing user experience and user interfaces. It doesn't matter if a client needs a part of the web site or a full-scale banking, government or retail web service – PROSTOR can assist.

## Энергия

Online reputation management

Energy provides online reputation management services. Energy has developed an ORM360 approach. It's based on a know-how tracking analysis DEXP and other unique instruments and processes.

## ISTO

Digital branding

ISTO is a digital branding agency that focuses on naming, brand strategy, and visual identity, content & social, web, print, package. ISTO is targeting “digital-first companies”.



## Cases

# Samsung

## Challenge

Restart the Samsung Russia channel on YouTube to attract the attention of the Millennials and the Z generation audiences to the release of new products from the Galaxy S7 and S7 Edge series. The global target was to become the top 3 most popular YouTube brand channel in Russia.

## Solution

To shift from chaotic flight video campaigns to strategic approach. We developed the concept of "Samsung YouTube TV" – a true television within YouTube. We got our own broadcast schedule, our "faces" – popular bloggers, as well as a clear show release schedule, like on a real TV.

## Results

According to Socialbakers data as of September 2016, the Samsung Russia channel on YouTube has become the most popular official brand channel by a total number of subscribers, the most popular one by a number of views of uploaded videos and the fastest growing channel in Russia. Samsung YouTube TV is considered a benchmark in Russia in terms of branded content type of projects.



Смотри все тизеры  
Решай, какие попадут в эфир

SAMSUNG  
YOUTUBE  
TV



КАТЯ ДЕНИС  
КЛЭП КУКОЯКА  
в YouTube сериале



# Cases

## БИТВА КЛИП МЕЙКЕРОВ ШОУ



YouTube SAMSUNG YOUTUBE TV **ВЫБЕРИ СВОЕ ШОУ!**

1	2	3	
ПОДПИСАТЬСЯ НА КАНАЛ	4	5	6
7	8	9	

[Watch the case on YouTube](https://www.youtube.com/watch?v=3QNhreoR6sc&t=5s)

(<https://www.youtube.com/watch?v=3QNhreoR6sc&t=5s>)

# Cases

# Zewa

## Brief

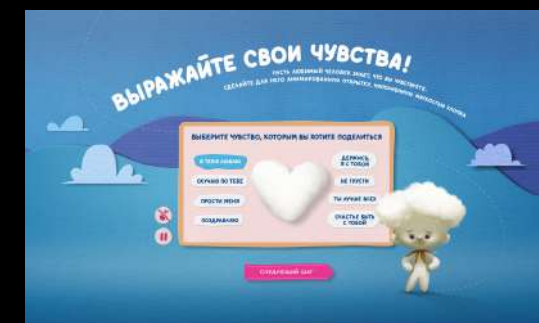
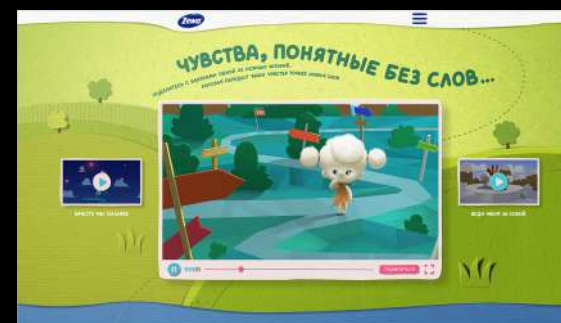
Tell the audience that after adding cotton Zewa's tissues and wipes got softer and more durable. How to show product's rational advantages to the audience that perceives new at emotional level?

## Solution

Make Cotton animated and give him a heart! That's how our cotton characters appeared. They know perfectly well what tenderness and care are, and help people open their feelings to each other. We've created a web service, which helped people to share emotions with each other with a handcrafted digital e-cards.

## Results

2 600 000	persons – campaign coverage
40 000	visited the website <a href="http://www.cottontouch.ru">www.cottontouch.ru</a>
8 000	confessions created by users
2 000	persons shared confessions with their loved ones



## Cases

# Philips O'Neill

## Challenge

Support the launch of new Philips O'Neill audio products line.

## Solution

The world is full of prohibitions: do not climb a tree, do not come in with a dog, do not ride a skateboard. In fact, most of the barriers exist only in our heads, and the music will help get rid of them! Destroying imaginary barriers with music became a new communication strategy and was expressed in the Big Idea "Do not listen to others, listen to the music!"

## Results

199 039	persons under campaign coverage (technical coverage of all channels)
866 895	persons under PR coverage
27	press release issues
2 095 725	persons under media coverage
860 000	persons under A-One TV coverage
222	videos
7	news issues
100 523	website visitors
72 849	interested users (spent more than a minute on the website)
652 076	views of a teaser video (YouTube + pre-roll + website)



# Cases

# Volkswagen

## Challenge

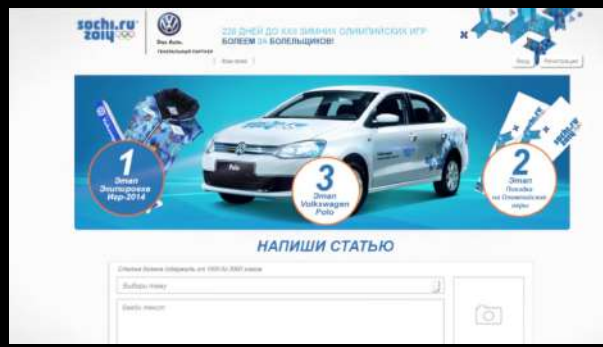
Activate the partnership between Volkswagen and 2014 Sochi Winter Olympics, engage a young audience.

## Solution

Volkswagen, a partner of the Olympic Games since 1924, chose digital as a communication center for the first time in its history. We are proud to be the ones chosen to implement the Big Idea "Cheering For Fans" in digital, build a unified communication in all digital assets of the brand and coordinate all media platforms.

## Results

- 224 329 entries
- 16 404 registrations
- 9 720 social activities
- 1 080 contest works



# Cases

# L'Oréal

Digital partner of the L'Oréal Group

## Scope of work

We are a full-service digital agency for the L'Oréal Group in Russia.

During last 5 years we supported L'Oréal Paris, Giorgio Armani, YSL, Clarisonic, Kiehl's, NYX and Garnier brands with dozens of different digital campaigns.

Accompanying brands with strategy, creative, digital production, social media, digital media planning and analytics.

We keep on working and target more and more ambitious goals.



# Cases



# Cases

# Garnier

## Brief

Digital support for the launch of Moisture+ sheet masks, increasing product recognition among the audience, overcoming barriers and stimulating interest in buying.

## Solution

When launching a new product, it's not enough just to tell about it. To achieve maximum coverage, we decided to attract the user in stages, using different tools:

1. The bloggers selected for the campaign created a buzz and increased users' trust to the novelty with their own reviews
2. Bright website helped to acquaint the audience with sheet masks and to provide full information about the product
3. Competition mechanics strengthened purchase motivation and allowed to increase coverage due to social networks

## Results

In total, the campaign covered over 30 million users, of which 300,000 visited the website. More than 600 works were uploaded. Activation aroused the audience's lively interest and effectively solved its main task, as it brightly announced the new product and attracted the buyers' attention.





# Cases



# Cases

# Lexus

## Task

Social media support and development

## Scope of work

- Integrated support for leading social networks
- Media lead generation
- Creative special projects
- Photo and video production
- Influencer marketing

## Results

- 64%** engagement rate increase
- x5,2** increase in direct requests in social
- 468%** CTR increase
- 13,6%** less bounce rate comparing to other media
- 2,5%** conversion rate to car purchase from social
- 2911%** ROMI



# Cases

КОГДА РАССТОЯНИЕ ИМЕЕТ ЗНАЧЕНИЕ

ГЛУБИНА МАРИАНСКОЙ ВПАДИНЫ  
**10 994 М**

ЭТОТ LEXUS LX МОГ СПУСКАТЬСЯ В МОРСКИЕ ГЛУБИНЫ 90 958 РАЗ



КОГДА РАССТОЯНИЕ ИМЕЕТ ЗНАЧЕНИЕ

ВЕЛИКИЙ ШЕЛКОВЫЙ ПУТЬ  
**12800 КМ**



21 ДЕНЬ  
С LEXUS



НОВЫЙ ДВИГАТЕЛЬ 2,5 ЛИТРА

## Pharma cases

## Klimonorm

## Task

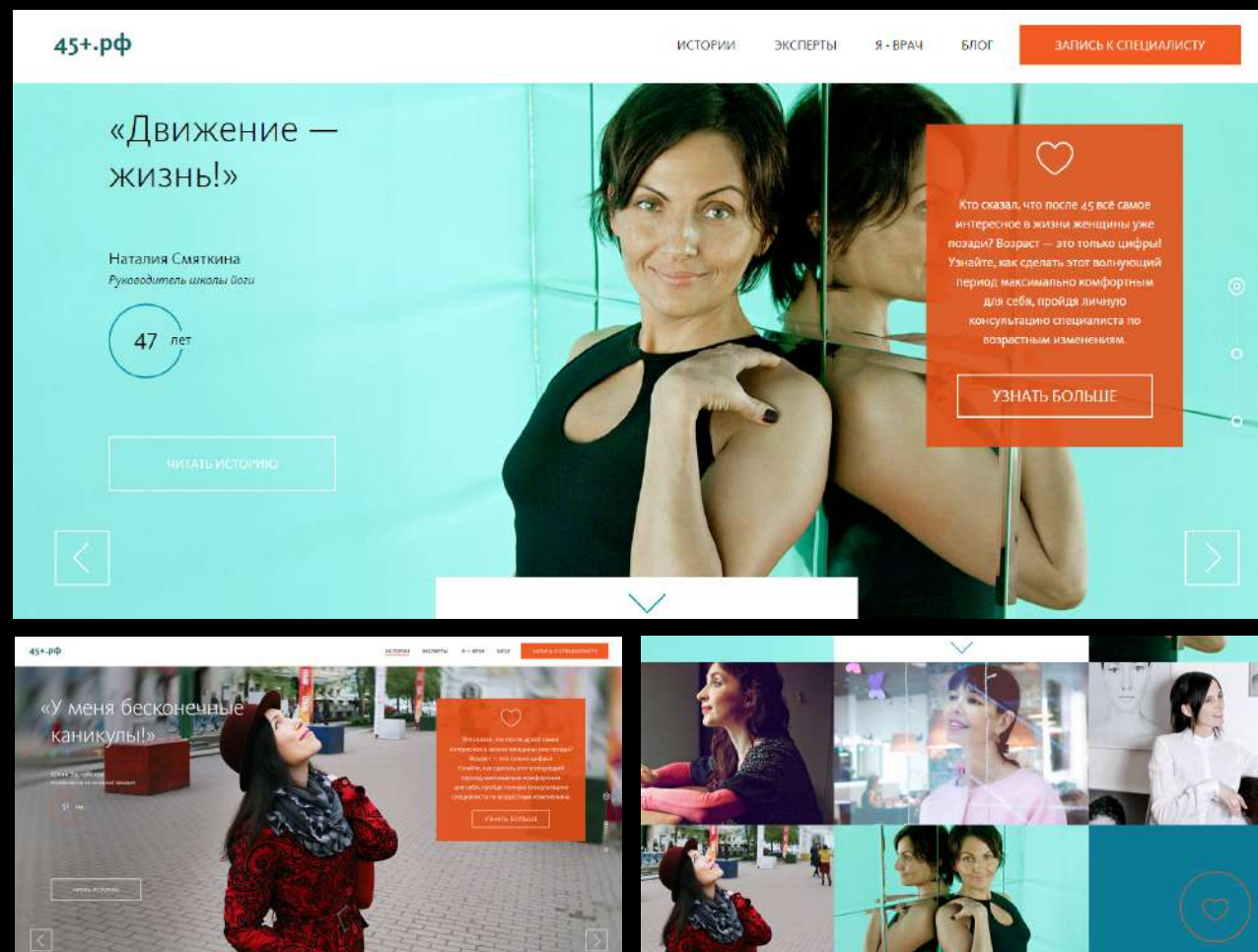
Attract women's attention to the period of age-related changes; change attitude towards menopause as a problem that needs to be addressed; to increase knowledge about the product (Rx) through connecting the audience with doctors.

## Solution

We created an online communication platform 45PLUS, where a woman could learn everything about life after 45. And focused on the real-life stories when women managed to uncover their true self after 45 and found harmony and piece. Online booking system based on geo and doctor specialization right on the site was available.

## Results

We were the first agency in Russia to make an inspiring portal for women aged 45+, talk in detail about the problem of menopause and modern possibilities to solve it; the first to bring together related specialists and make a convenient online booking system. More than 10% of the site visitors exposed interest to visit a doctor. We received lots of positive feedback from the target audience, inspired by the stories of our heroines. We actualized the problem of menopause in Russia and provided the ground for discussing ways to solve it. After all, in each case, the choice is always in the hands of a specific person and her doctor. And most importantly – we taught women to look at their beautiful age not as a minus, but as a plus.



# Pharma cases

# Alcon

## Challenge

Transform Alcon's social media communities into a full-stack mobile service with high engagement rates.

## Solution

We totally relaunched communities and introduced new strategy – we shifted from being just a place to spare some time to high quality scientifically informative content. Now users can not just communicate with each other and request more information on brand's different products, but also take participation in various take-aways and access specially developed chat bot. Engagement was also boosted by interactive content formats: git, video - and non-standart digital activities.



# Pharma cases

**Alcon**

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

**Alcon** DAILIES TOTAL1®

**Alcon**

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**Alcon** DAILIES TOTAL1®

**Alcon** AIR OPTIX®

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

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**Alcon** DAILIES TOTAL1®

**Alcon** AIR OPTIX® HydraGlyde®

**ОПТИ-ФРИ puremoist**

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

**Alcon**

ВДАЛЬ

ВБЛИЗИ

**ЧЕТКОЕ ЗРЕНИЕ НА ВСЕХ РАССТОЯНИЯХ<sup>109</sup>**

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

**Alcon** DAILIES TOTAL1®

109 – др. близорукость, старческая дальнозоркость.

**Alcon** AIR OPTIX® HydraGlyde®

**ОПТИ-ФРИ puremoist**

ALCON® – № 1 В ОФТАЛЬМОЛОГИИ\*

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# Pharma cases

# Nutraderm

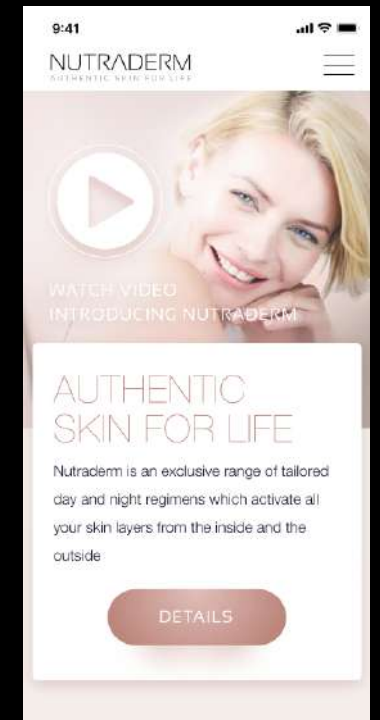
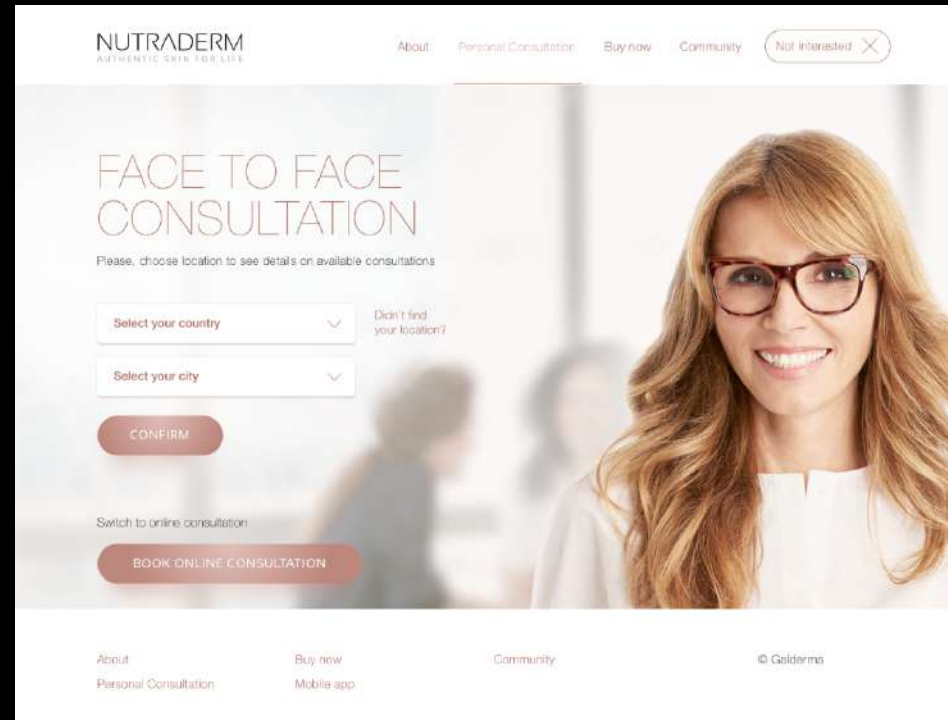
## Challenge

Create branding and set of digital assets design for Nutraderm's pre-launch market researches.  
Mobile app product & service design.

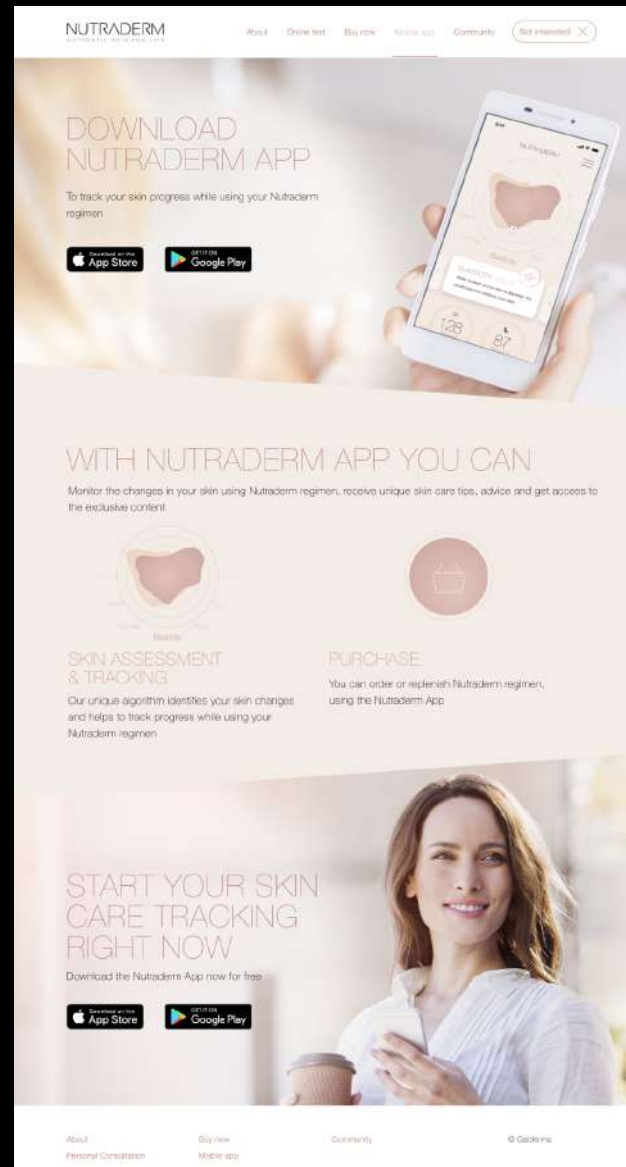
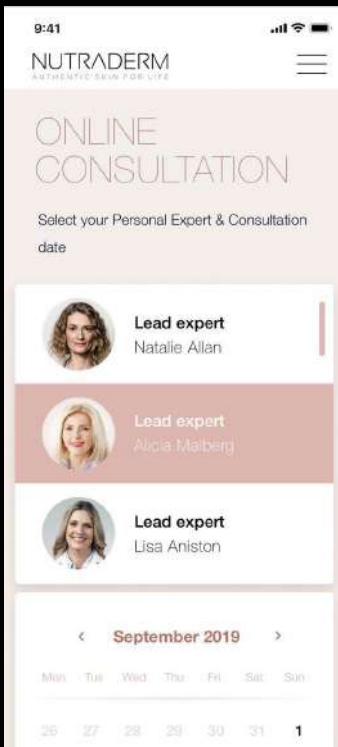
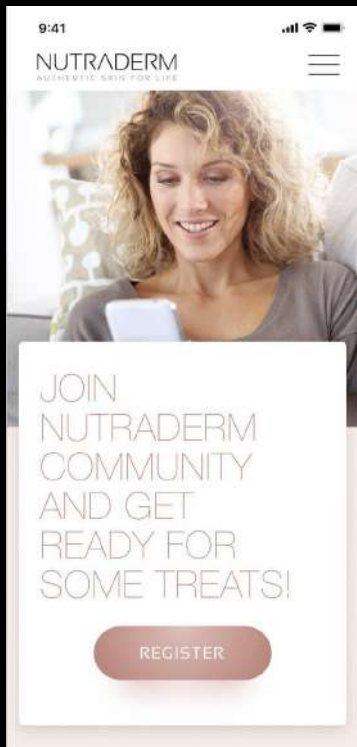
## Solution

We started from branding – premium pharmaceutical brand with d2c distribution model should have sound brand constants. After - we developed special mobile service UX & UI - the service allows to diagnose the skin through a digital technology and track skin's condition along with Nutraderm treatment cycle. And finally we created a multilanguage web service with 6 unique product videos for 4 different sales models. Consumers can plan an online (or offline) meeting with a medical specialist for consultation right at the site, which is also destined to be a research platform for the new business model.

A whole pack of digital solutions for an innovative D2C model!



# Pharma cases





# Pharma cases

# Novartis

## Task

Digital support for the whole Novartis nasal category (3 brands: Otrivin, Vibrocyl, Dlanos)

## Results

We led digital communication for Novartis nasal category during 2 years. We created a bunch of big digital ideas, special projects, supported social communication and coordinated overall digital presence.

Non-standart ideas helped us to break through the clutter:

“The Indigo parents” project manifested the modern parenting approach which included modern nasal therapy – Vibrocyl. And “The Breath philosophy” was Otrivin’s big digital idea: we conducted a special digital show hosted by a famous TV presenter. Otrivin featured different professionals, who shared how proper breath technique helped them in their day – to –day life.

One of our projects for Otrivin had global nomination for Novartis internal best digital project award.



# Pharma cases

# Benzac

## Challenge

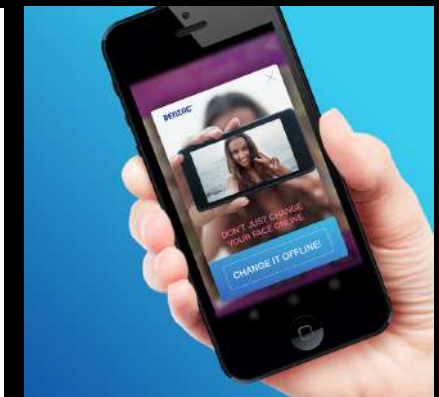
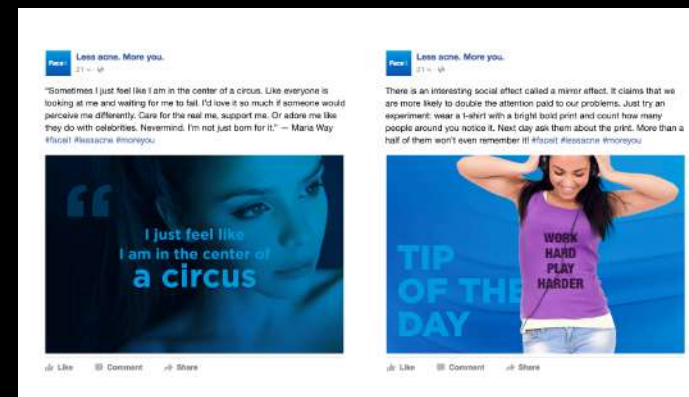
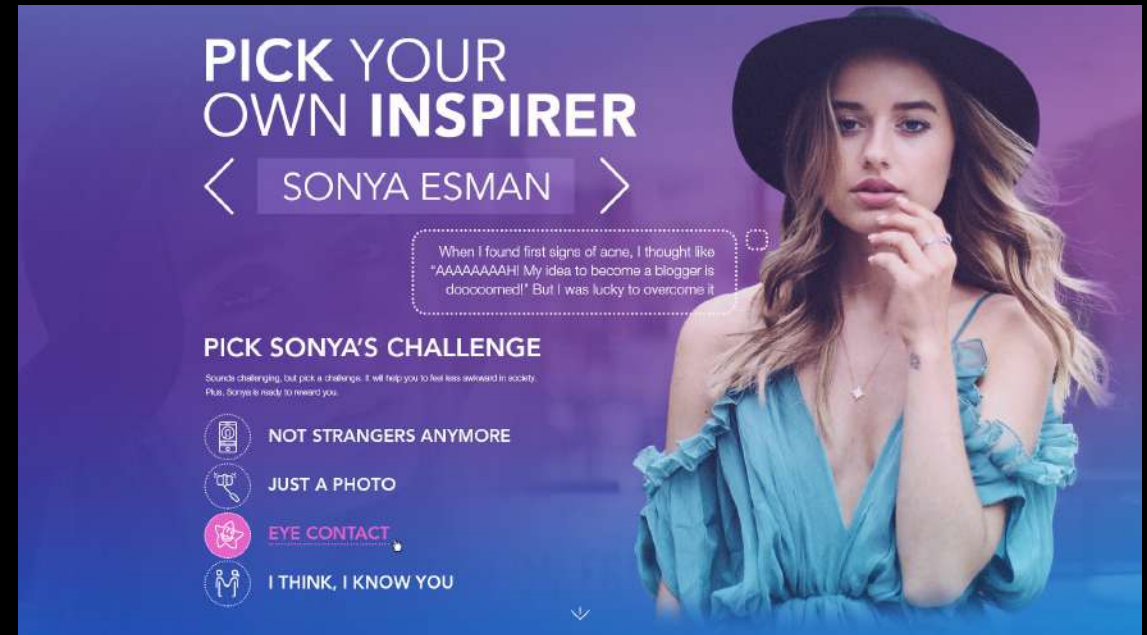
Develop global communication idea for Benzac innovative mobile app launch.

## Solution

LESS ACNE  
MORE YOU

...was our big idea tagline. Benzac as a product helps to treat acne – LESS ACNE. And Benzac as a brand helps to overcome the limits and uncover your true self – MORE YOU.

An interactive 50-day challenge was created as an engagement functionality for mobile app.



During 10 years we had diverse pharma experience





Alexander Stratilatov

JAMI Group managing partner

[alex@jami.ru](mailto:alex@jami.ru)

+7 915 04 00 281

Thank you and let's discuss

Moscow

Tverskaya street, 6/5

+7 (495) 649-69-73

[mail@jami.ru](mailto:mail@jami.ru)

[jami.ru](http://jami.ru)