

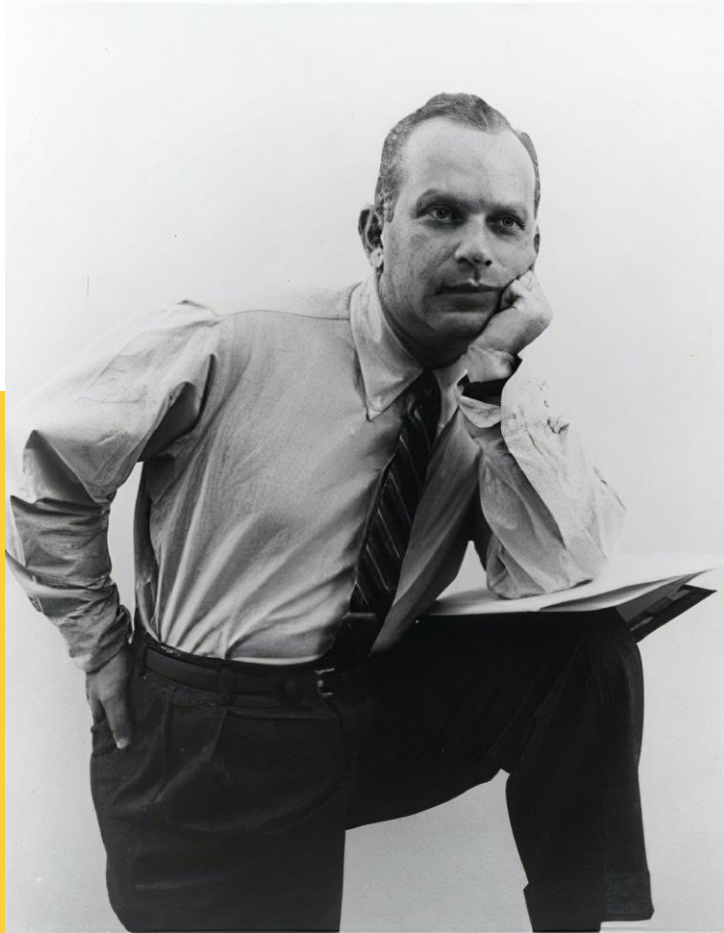
WE ARE DDB

WE ARE DDB

WE ARE DDB

Doyle  
Dane  
Bernbach





'RULES ARE WHAT  
THE ARTIST  
BREAKS; THE  
MEMORABLE  
NEVER EMERGED  
FROM A  
FORMULA'

«Rules are what the artist breaks; the memorable never emerged from a formula »

**(Bill) William Bernbach**




In late 1950s Bernbach Bill was the first in the world to come up with art directors and copywriters in teams.

The first creative couple were Phyllis Robinson and Bob Gage



# Iconic Campaigns

DDB




**Think small.**

Our little car isn't so much of a novelty any more.  
 A couple of dozen college kids don't try to squeeze inside it.  
 The guy at the gas station doesn't ask where the gas goes.  
 Nobody even stares at our shape.  
 In fact, some people who drive our little

fivever don't even think 22 miles to the gallon is going any great guns.  
 Or using five pints of oil instead of five quarts.  
 Or never needing anti-freeze.  
 Or racking up 40,000 miles on a set of tires.  
 That's because once you get used to

some of our economies, you don't even think about them any more.  
 Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.  
 Think it over.



'Lemon' and 'Think small' campaigns for Volkswagen have turned views about advertising.

It has become a symbol of frugality and modesty.

The advertising slogan and the most recognizable poster in the world made for it invited people to think about their way of life. Just "Think small."

A revolutionary campaign For Avis – declares itself number two. “We are #2 and so we try harder,” Avis said, essentially being not the second number. But it became one.

**Avis is only No.2  
in rent a cars.  
So why go with us?**




We try damned hard.  
(When you're not the biggest,  
you have to.)

We just can't afford dirty ash-  
trays. Or half-empty gas tanks. Or  
worn wipers. Or unwashed cars.  
Or low tires. Or anything less than  
seat-adjusters that adjust. Heaters that heat. Defrost-  
ers that defrost.

Obviously, the thing we try hardest for is just to be  
nice. To start you out right with a new car, like a lively,  
super-torque Ford, and a pleasant smile. To know, say,  
where you get a good pastrami sandwich in Duluth.

Why?  
Because we can't afford to take you for granted.  
Go with us next time.  
The line at our counter is shorter.



**Avis can't afford  
not to be nice.**

Or not give you a new car like a lively, super-torque  
Ford, or not know a pastrami-on-rye place in Duluth.  
Why?  
When you're not the biggest in rent a cars, you have  
to try harder.  
We do. We're only No.2.

**AVIS**

**We try  
harder.**



# 1998 – 2009

## BIG MAC

The famous song about 2 grilled meat patties was intended to create an emotional connection between people and Big Mac and make Big Mac your favourite folk sandwich









SINCE  
**1992**  
IN RUSSIA



**100**  
EMPLOYEES



OVER  
**70**  
AD CAMPAIGNS PER YEAR



AN  
**EFFIE**  
EVERY YEAR



OUR CLIENTS  
OUR CLIENTS  
OUR CLIENTS  
OUR CLIENTS



Nutrilak  
Premium



kaspersky

ROYAL CANIN



Eukanuba



ФОНБЕТ  
СТАВКИ НА СПОРТ С 1994 Г.

FIX price

TELE2



ЭЛЬДОРАДО

МИР

Перекрёсток



Этуаль

OUR CLIENTS





VOLKSWAGEN  
VOLKSWAGEN  
VOLKSWAGEN  
VOLKSWAGEN



TIGUAN WINTER EDITION



# TASK

In winter 2020 we had to launch new Volkswagen Tiguan Winter Edition in Russia. But there were 2 issues:

- VW lacking credibility of serious winter crossovers on the oversaturated market.
- We did not have a budget for creating an original creative and could only use the global product video.

# SOLUTION

Winter is long in Russia, while only 8% of citizens claim they like this season. Our idea was to position VW Tiguan WE as the car that can help Russian drivers to fall in love with winter.

We chose 11 Russian towns with cold winters, and localised global Tiguan Winter Edition video in 11 different ways, creating text for each town — considering local peculiarities, memes and places only locals know, with a voice-over by local actors.

# RESULT

This way we melted their hearts and reached impressive sales of the new edition.

Model's sales exceeded the plan by 56%.

1,2x higher CTR of local creative pieces vs general all-Russia VW video.

Growth of VW Tiguan image as the «car for Russian roads».

Numerous positive reactions from locals seeing their town the way they know it.

Gold and Silver Effie 2021



# Как Омск полюбил зиму

We've been at father-in-law's in Omsk...



VOLKSWAGEN  
VOLKSWAGEN  
VOLKSWAGEN  
VOLKSWAGEN



BRAND CAMPAIGN





# TASK

Covid-19 collapsed car market in 2020. Every third our consumer has postponed car purchase. Volkswagen didn't have a clear financial advantage over value-for-money brands, which began to "attack" consumers with tactical proposals. Our challenge was to find a way how we can sustain sales in crisis time

# SOLUTION

We decided to go the other way and drive brand equity. In a pandemic time when social interactions contracted so sharply, VW brand came up with a resonating statement 'One, indeed, needs very little'. We created highly emotional cinematic reel based on the lyrics by Robert Rozhdestvensky, a Soviet poet. We used the heritage but modernized the approach of talking about what we all want from our lives. Volkswagen appeared as the brand that connects us with our true needs: with families, with friends, with nature.

# RESULT

Total views 124 mln+ (and growing)  
#1 watched video in Youtube in auto category 2020 (expecting the rest of results in 2H 2021)





SKODA  
SKODA  
SKODA  
SKODA



FAMILY CAMPAIGN



# TASK

ŠKODA has a unique positioning in the automotive market: a family car that takes care of every family member. Families are different, their needs, lifestyle, opportunities and desires are very different. How do you tell consumers that every family in the ŠKODA range can find their own car?

# SOLUTION

An image campaign centered not on the car, but on completely different families, with their own traditions and habits, style and way of life. ŠKODA's mission since the inception of the brand has been to help every family live their own unique "moments of happiness" - and it has continued to do so for 125 years!

# RESULT

Highest "family car" score  
- 7.00 - in the auto  
category









**ŠKODA  
FAMILY**



SKODA  
SKODA  
SKODA  
SKODA



KAROQ LAUNCH





# TASK

A0-SUV is the most cluttered segment in the automotive market, with new models appearing every year with media weights above the market average.

It is necessary to develop a non-standard creative approach that will attract attention and allow the new model to stand out from competitors

# SOLUTION

While competitors are betting on technological innovations that allow owners to feel their superiority on the road, to live a super active city life, KAROQ is the first family SUV in its class, which calls for living not the usual cliches and standards, but enjoying their own, ESPECIALLY paths.

# RESULT

The company just went live. The results are awaiting.







[WWW.SKODA-AUTO.RU](http://WWW.SKODA-AUTO.RU)

8 800 555 01 01

Подробности на сайте [www.skoda-auto.ru](http://www.skoda-auto.ru)  
Изображенный автомобиль оснащен дополнительным оборудованием, которое устанавливается за отдельную плату.

# ДОЛГОЖДАННЫЙ ŠKODA KAROQ

ВСТРЕЧАЙТЕ 15-16 ФЕВРАЛЯ



**ŠKODA**  
SIMPLY CLEVER



Пришло время решиться на новое. Совершить невероятные открытия всей семьей. Раскрыть городские будни вместе с самыми близкими. Пришло время выбрать особенный путь. Путь нового ŠKODA KAROQ. Вдохнитесь его стильным дизайном. Оцените удобство ассистентов помощи водителю. Почувствуйте комфорт действительно просторного салона и наслаждайтесь каждой поездкой, проведенной вместе.

Пришло время увидеть долгожданный ŠKODA KAROQ. Приходите всей семьей.



Ассистент парковки



Багажник: 500 л



Полностью светодиодная оптика

ŠKODA Центр, Рублёвское ш., д. 1

8 495 222 22 22

Изображений автомобиля оснащён дополнительным оборудованием, которое может устанавливаться за отдельную плату.

Реклама



**ŠKODA KAROQ**  
ОСОБЕННЫЙ ПУТЬ



#### Уважаемый(-ая)

Настало время невероятных открытий для всей семьи. Долгожданный ŠKODA KAROQ уже здесь. Первые покупатели во всех салонах официальных дилерских центрах ŠKODA ждут специальное предложение.

При покупке ŠKODA KAROQ в комплектации Ambition\* выгода на пакет First Edition<sup>1</sup> достигает 105 665 ₽<sup>2</sup>

Пакет First Edition включает набор из 6 опций:



- Комбинированная обивка сидений
- Полноцветные опрыскиватели в салоне передних сидений
- Механика складывания спинки заднего сиденья из багажного отделения
- Задний центральный подлокотник
- Передние и задние датчики парковки
- Тонировка задних стёкол

Пакет First Edition также доступен для заказа в других комплектациях с отличиями наборами опций<sup>3</sup>. Приезжайте всей семьей и оцените все преимущества нового ŠKODA KAROQ.

[Получить предложение](#)

[Записаться на тест-драйв](#)

Следите за нашими новостями



Если вы хотите отказаться от рассылки, перейдите по ссылке [здесь](#)

ŠKODA Центр  
Рублёвское ш., д.1

8 (495) 222 22 22

\*Ambition

<sup>1</sup>Первый пакет.

<sup>2</sup>Выгода в размере выгоды достигается при покупке нового ŠKODA KAROQ Ambition с пакетом опций First Edition в салоне официального дилерского центра ŠKODA. Срок действия акции с 15 февраля по 31 марта 2022 года. Количество автомобилей ограничено. Работает только в салоне официального дилерского центра.

<sup>3</sup>Различные модификации в салоне официального дилерского центра и на официальном сайте.



**ŠKODA KAROQ**  
ОСОБЕННЫЙ ПУТЬ



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ŠKODA-АУТО.RU

8 800 955 01 01

\*Ambition

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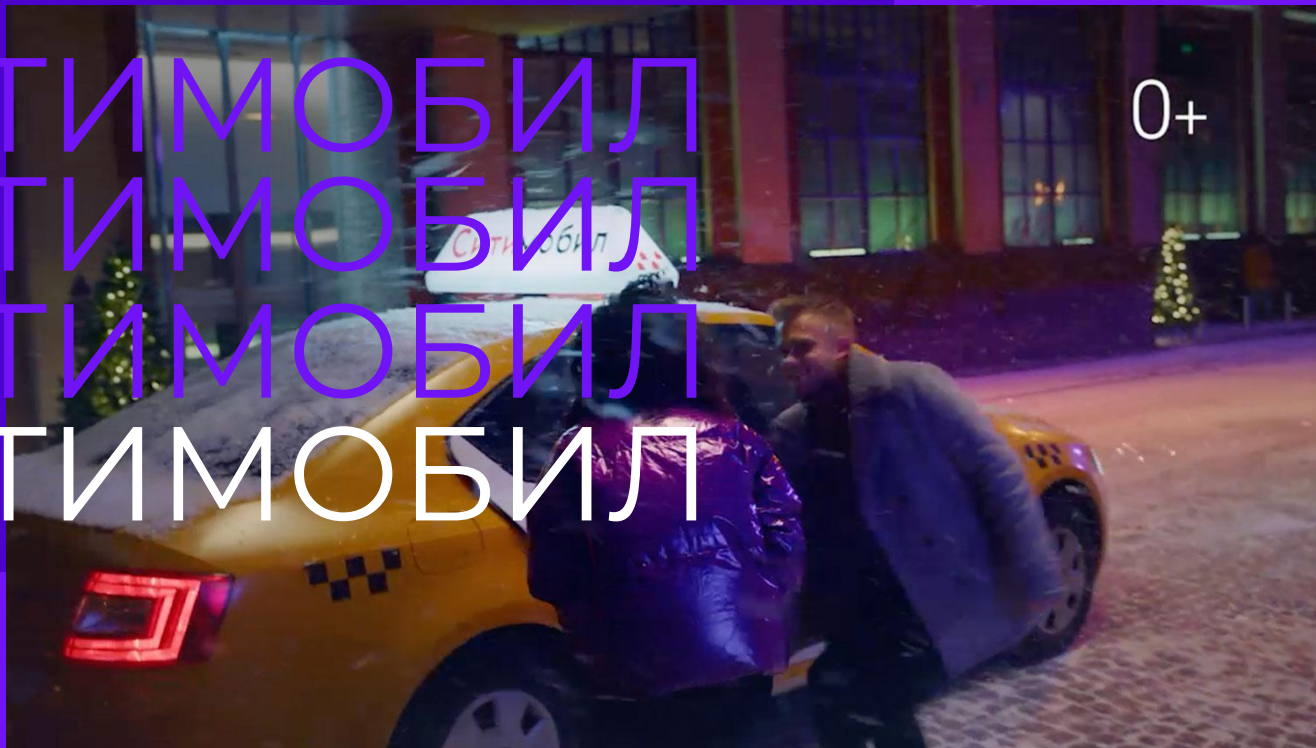
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СИТИМОБИЛ  
СИТИМОБИЛ  
СИТИМОБИЛ  
СИТИМОБИЛ

0+



TAXI PORTATION RELAUNCH



# TASK

Brand relaunch on the Russian market in the absence of product advantages and strong competition

# SOLUTION

Launch of TaxiPortation, a new philosophy of city transportation that, while lacking clear product benefits, has enabled consumers to experience a new taxi experience

# RESULT

User base growth  
Growth of image indicators  
Increased number of app installs

The brand took # 2 position in the market  
The word 'Taxiportation' has become a household word

Effie Festivals Awards, Silver Mercury

СИТИМОБИЛ

636







ООО "Сити-Мобил", место нахождения: 117997, г. Москва, ул. Архитектора Власова, д. 55, ОГРН 1097746203785.

0+







KASPERSKY  
KASPERSKY  
KASPERSKY  
KASPERSKY



BRAND CAMPAIGN



# TASK

Drive B2C sales in key markets.

Increase brand awareness and consideration in the key markets in B2C and B2B segments Shift brand perceptions as a human, innovative, simple and transparent brand;

# SOLUTION

They say, you can tell a lot about a person by his likes, favorite memes or TV shows. Today, you are-the content you consume.

No matter where you live, work, or what you watch in the evenings, Kaspersky is made to protect the online you.

# RESULT

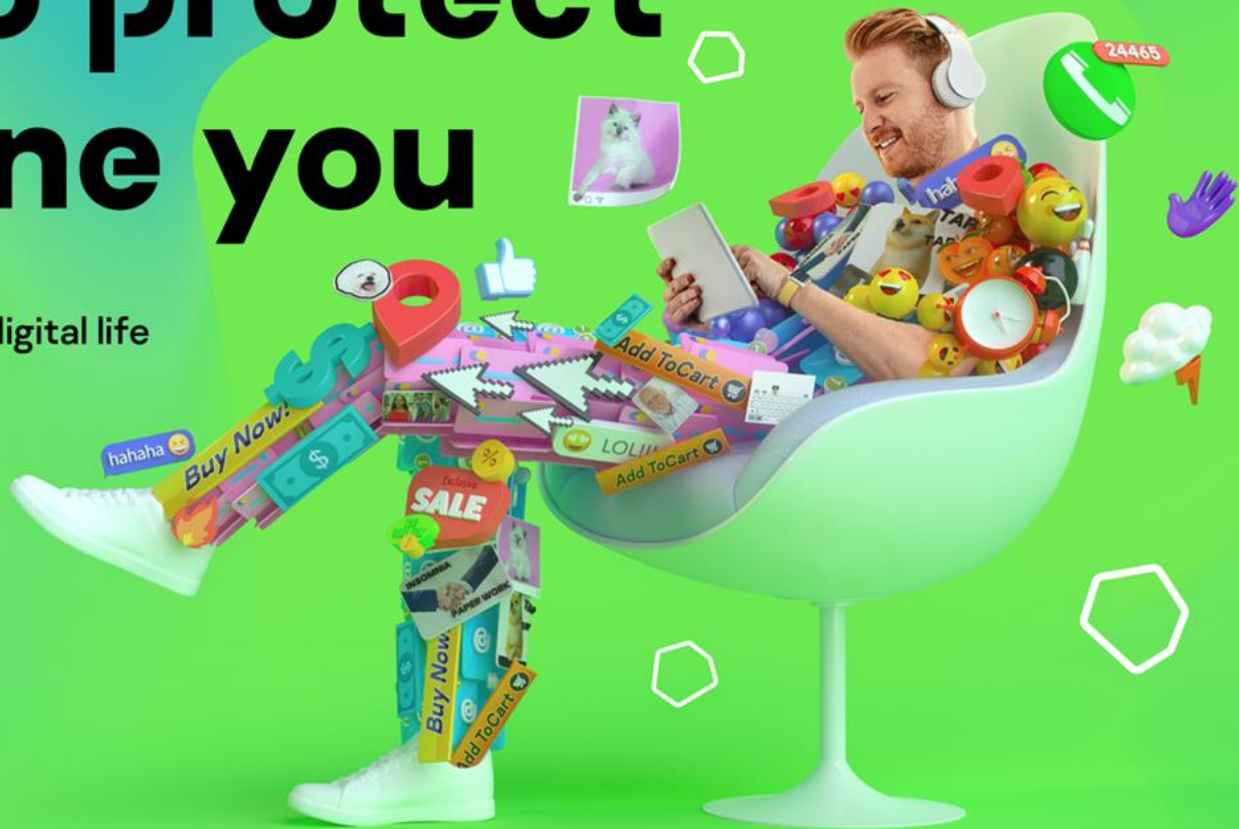
Increase sales in B2C segment in key markets across the globe. Growth brand metrics (brand awareness, consideration and perception).

kaspersky



# Made to protect the online you

Innovative solutions for a secure digital life  
[kaspersky.com](https://kaspersky.com)



**kaspersky**

BRING ON  
THE FUTURE



KASPERSKY  
KASPERSKY  
KASPERSKY  
KASPERSKY



B

EVP  
CAMPAIGN



# TASK

EVP platform development.  
Attraction of new employees, growth of HR brand loyalty indicators.

# SOLUTION

Several thousand people work at Kaspersky Lab worldwide. Every day they do everything to protect us from cyber threats, but we know practically nothing about them. Therefore, the company decided to tell about its employees and introduce the world to its advocates. The video and the KV series reveal the idea in more detail and convey the main idea: the employees of Kaspersky Lab are ordinary people who simply save the world. Everyday.

# RESULT

Growth of the loyalty base of current and potential employees  
Growth of brand image indicators



БЫТЬ ЧЕЛОВЕКОМ.  
РАБОТАТЬ ГЕРОЕМ

КАСПЕРСКИЙ



**НАМ НЕВАЖНО  
ЛЮБИШЬ ЛИ ТЫ КОТИКОВ,  
ЕСЛИ БУДЕШЬ  
СПАСАТЬ МИР**

ПРИСОЕДИНЯЙСЯ  
[careers.kaspersky.com](https://careers.kaspersky.com)

БЫТЬ ЧЕЛОВЕКОМ.  
РАБОТАТЬ ГЕРОЕМ

КАСПЕРСКИЙ



**НАМ НЕВАЖНО,  
КАК ТЫ ТАНЦУЕШЬ,  
ЕСЛИ БУДЕШЬ  
СПАСАТЬ МИР**

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БЫТЬ ЧЕЛОВЕКОМ.  
РАБОТАТЬ ГЕРОЕМ

КАСПЕРСКИЙ



**Я ПЛОХО  
СПАСАЮ ПРИНЦЕСС  
В ИГРАХ, НО ХОРОШО  
СПАСАЮ МИР**

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БЫТЬ ЧЕЛОВЕКОМ.  
РАБОТАТЬ ГЕРОЕМ

КАСПЕРСКИЙ



**Я ПЛОХО  
ВХОЖУ В ПОВОРОТЫ,  
НО ХОРОШО  
СПАСАЮ МИР**

ПРИСОЕДИНЯЙСЯ  
[careers.kaspersky.com](https://careers.kaspersky.com)

БЫТЬ ЧЕЛОВЕКОМ.  
РАБОТАТЬ ГЕРОЕМ

КАСПЕРСКИЙ



**Я ПЛОХО  
ПОПАДАЮ В НОТЫ,  
НО ХОРОШО  
СПАСАЮ МИР**

ПРИСОЕДИНЯЙСЯ  
[careers.kaspersky.com](https://careers.kaspersky.com)







KASPERSKY  
KASPERSKY  
KASPERSKY  
KASPERSKY



B

CYBER SPA



# TASK

Kaspersky Lab cares not only about the cybersecurity of your devices, but also believes that secure technologies can improve various areas of human life, including emotional ones.

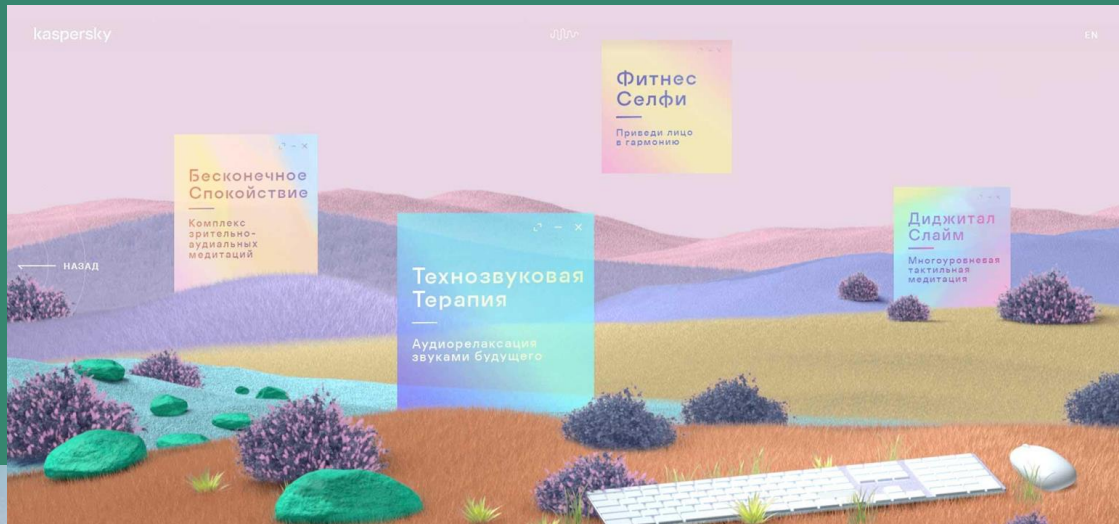
# SOLUTION

We decided to create an online tool that helps to calm down a person even during the toughest deadlines and global uncertainty. Cyber Spa is a virtual space of holistic relaxation, where different stress-fighting methods are gathered.

On this site you may check your stress level or directly choose all the necessary “procedures-treatments”, which are based on popular psychological techniques: “Digital stressball slime”; “Fitness selfie”; “Sound therapy”; “Endless serenity”.)

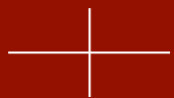
# RESULT

The results will be available in Q3 2021





FONBET  
FONBET  
FONBET  
FONBET



B

FOOTBALLER  
S



# TASK

Attracting new clients - young audience (sports fans)

# SOLUTION

A series of funny humorous OLV videos with the participation of the Russian national team players. Men never cry - this is a myth. They cry when they regret not placing a bet on Fonbet because they could have won.

# RESULT

The growth of pure mobile app downloads  
Growth in the number of new users - among a young audience  
The growth of image indicators.









# BANKING

ОТКРИТИЕ  
ОТКРИТИЕ  
ОТКРИТИЕ  
ОТКРИТИЕ



SMALL BUSINESS





# ТЕСТ ДРАЙВ СВОЕГО БИЗНЕСА

open.ru/km

в потом стать его клиентом?

 **открытие**

Этот без взимания комиссии за международные платежи, переводимые в банк с использованием МСД (система ДБО, не счета юридических лиц и индивидуальных ИП, предпринимателей и физических лиц, занимающихся частной практикой, а также не счета физлиц (срок лица) рамках зарплатных проектов) своих платежей, включенного в пакет услуг «Свой бизнес». Основание: приказ ЦБ РФ от 30.09.2021 № 30-П/2021 вступил в силу.

OTKRITIE  
OTKRITIE  
OTKRITIE  
OTKRITIE




CASH CREDIT

B



**КРЕДИТ  
НАЛИЧНЫМИ**

open.ru

 **открытие**





RSHB

RSHB

RSHB

RSHB



B

TO GROW OUR OWN, NATIVE



# TASK

ROSSELHOZBANK was founded in 2000. The main mission of bank is supporting people engaged in business and agriculture. The bank is stable and reliable.

Over the past few years, ROSSELHOZBANK has changed: new, innovative products and services have appeared for different audiences (businessmen and individuals).

The new campaign was launched to show the updated image of ROSSELHOZBANK - a modern and innovative bank for people and about people - honest, working conscientiously, doing real business.

# SOLUTION

The bank is well aware of customers needs and offers bank products that help people work, travel and achieve their desires, to grow their own and native.

To communicate our idea we chose two ambassadors - Yulia Vysotskaya and Arkady Novikov. Yulia became our Ambassador for promotion of customer services: credit offers, credit cards and the unique payment ring.

Arkady Novikov, the most famous Russian restaurateur, became the Ambassador of services for small and medium-sized businesses. Our ambassadors talk about the people who are the power of our country: honest, working hard and faithfully.

# RESULT

By Q3



В рамках обслуживания по продолжению – счет в валюте польской злотой – и/или евро для корпоративным клиентам, не имеющим банковского счета начала акции, в том числе, не подавшим заявки заявление об открытии счета до даты начала обслуживания в банке в период проведения акции с 01.09.2020 по 31.12.2020 по 23:59 (по московскому времени) 66,24% – зачетный счет в рублях ЭФ в рамках одного сервисного договора на период проведения акции (как и условия счета в период обслуживания).

включительно. На срок отнесения лишь получивших заработную плату на счет в АО «Россельхозбанк». «Надежные» клиенты АО «Россельхозбанк» – до 5 млн рублей включительно. Дисконтная ставка 0,7% годовых применяется до праздника – Новый, петербургской, без обеспечения. В рамках специального предложения «Подарите праздник близким» действуют до 01.06.2024 при предоставлении кредита на срок свыше 1 года и не более 5 лет включительно клиенту АО «Россельхозбанк» с положительной кредитной историей (юридическим лицам, получившим заработную







ПОДРУЖКА  
ПОДРУЖКА  
ПОДРУЖКА  
ПОДРУЖКА



B

SPRING  
PROMO



# TASK

Restart brand communication platform, stimulate traffic during the 'Festival of decorative cosmetics'

# SOLUTION

360 campaign with a bold idea 'I don't want to decide anything, I want to be a Girlfriend' and brand ambassador Lena Temnikova

# RESULT

Traffic growth and average check

Loyalty base growth

Growth of image indicators









ЭЛЬДОРАДО  
ЭЛЬДОРАДО  
ЭЛЬДОРАДО  
ЭЛЬДОРАДО



B

BLACK  
FRIDAY



# TASK

Support sales during Black Friday. Stand out from the ad clutter

# SOLUTION

The 'Raspilling' campaign launched in the form of a TV spot with celebrity Marina Fedunkiv and Vadim Galygin, as well as a viral video about a regional home appliance store selling goods in halves in order to somehow compete with Eldorado.

# RESULT

2 million views on Youtube per week

Sales growth

Growth of brand image indicators

The TV ad is recognized as the most successful Link in the history of the brand

ЭЛЬДОРАДО.RU









MCDONALD'S  
MCDONALD'S  
MCDONALD'S  
MCDONALD'S



B

HAPPY MEAL RE-  
LAUNCH



## TASK

Happy Meal sales are stagnating as children now have a huge choice of places to spend their time and toys to choose from. It was necessary to bring families back to McDonald's restaurants and increase interest in the Happy Meal, which began to sell at a single attractive price of 179 rubles.

## SOLUTION

We based on the insight that time spent at McDonald's is more than just dinner with the family. This is a quality time spent of parents with their children - and it all starts with a Happy Meal box. And the poetic form of the narration added "fabulousness" to what is happening.

## RESULT

Increase in UPT (unit per thousand) Happy Meal by 41%

Increase in the share of families in McDonald's who bought Happy Meals, from 4.9% to 11.5% YTD







LIPTON  
LIPTON  
LIPTON  
LIPTON



SEA BUCKTHORN NEW TASTE LAUNCH







# TASK

Announcement of the new taste of Lipton cold tea: Buckthorn tea

# SOLUTION

360° campaign was developed with the participation of celebrity - Andrei Bednyakov, a famous traveler. The campaign conveyed the relevant message “Traveling is good, but it’s better at home” and claiming the local Russian taste of sea buckthorn.

# RESULT

Brand image indicators growth.  
Sales growth.





ROYAL CANIN  
ROYAL CANIN  
ROYAL CANIN  
ROYAL CANIN



PET SIGNS



## TASK

Only 22% of cat owners and dogs in Russia visit veterinary clinics for prophylaxis. Most owners are engaged in self-diagnosis or treatment of the animal not at a specialist, but to dubious sources on the Internet.

## SOLUTION

Together with zoopsychologists, we have compiled a system of behavioral signs that helps owners to recognize the problem at the initial stages. We have created a series of videos, which were implemented as pre-rolls and posted on the website, where you could decipher the signs of ailments, as well as learn about the features of diseases inherent in a particular breed.

## RESULT

Thanks to a social and educational project, we managed to increase the share of visits to clinics for preventive examinations up to 30% and increase the sales of Royal Canin feed in the channel of veterinary clinics by 12.2%.

The total number of video views, including both promoted and organically amounted 2.5M, more than 2 times higher than expected.

A white van is shown from the rear with its back door open. On the left side of the back door, there is a large illustration of a dog's face. Below the illustration, the Russian text "СОВЕРШЕНСТВО В КАЖДОЙ" is printed. Inside the van, a woman in a white lab coat and glasses is kneeling and examining a light-colored dog. Another woman in a teal lab coat is kneeling behind the dog, assisting. The van's interior is lit with fluorescent lights. On the right side of the van, the letters "ДЕТ" are visible in red. A semi-transparent text box is overlaid at the bottom of the image.

СОВЕРШЕНСТВО В КАЖДОЙ

ДЕТ

that ran around Moscow and St. Petersburg and conducted free preventive check-ups for pets

# TELECOM





TELE 2  
TELE 2  
TELE 2  
TELE 2



B

LAUNCH IN MOSCOW



# TASK

Launch of a new mobile operator to the Moscow market, already divided by strong competitors

# SOLUTION

In Moscow it is difficult to talk about low prices without evoking associations with low quality. So we 'wrapped' the brand's price advantage to the 'Honestly cheaper' platform: Tele2 has low prices, because the operator does not profit from subscribers. Launch of a large platform and a creative framework: the ChB group, which in poetic form reveals the dishonesty of the cellular market

# RESULT

Tele2 became operator # 3 during a year

The launch campaign was recognized as one of the most successful in the Russian market

Effie's Gold and other creative awards















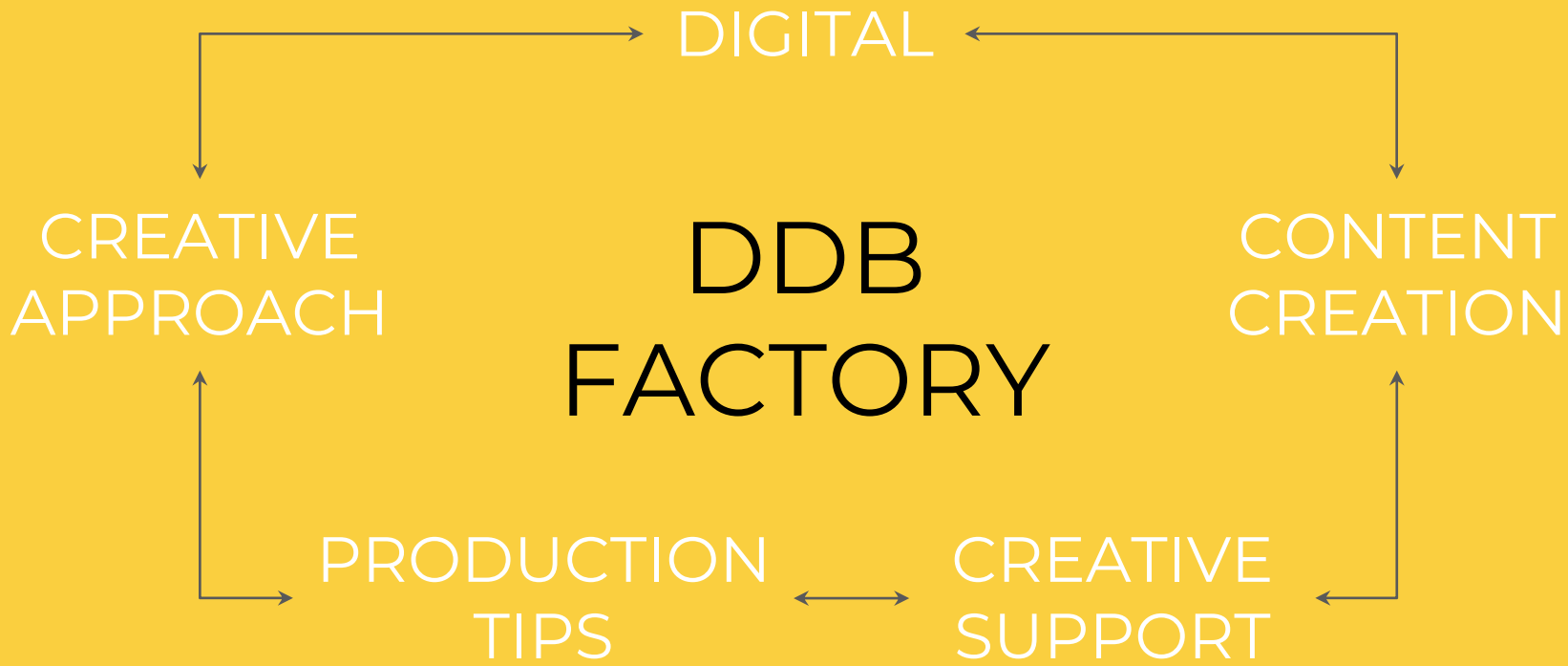
DDB FACTORY

DDB

DDB

DDB

FACTORY



1 Situational content – lightning-fast brand reaction to news, post/video placement within 2-3 hour (~2-3 times per Week)

2 In-house resources for operational digital production: graphics, animation, banners, moodvideo

3 Separate budget, but relevant content for social networks / digital / ambient

4 Regular monitoring of cultural, communicational and lifestyle trends in the regions

5 Golden Rule - additional digital activation is brought to each national campaign

6 “Creative cashback” – points are accumulated from each campaign, which can be spent on free creative services (radio, digital, etc.)

# IN-HOUSE PRODUCTION

- 1 GRAPHICS, ANIMATION, 3D
- 2 MOOD VIDEO
- 3 BANNERS
- 4 FAST DIGITAL CONTENT

# CONTACT US

[new.business@ddb.ru](mailto:new.business@ddb.ru)

(495) 785 5765



THANK YOU!

THANK YOU!

THANK YO

Doyle  
Dane  
Bernbach