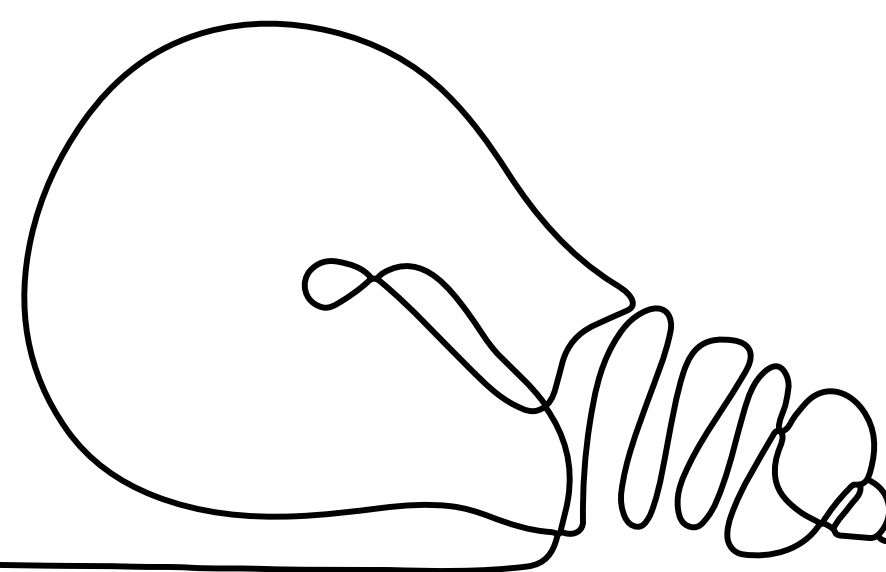




# From startups to stars



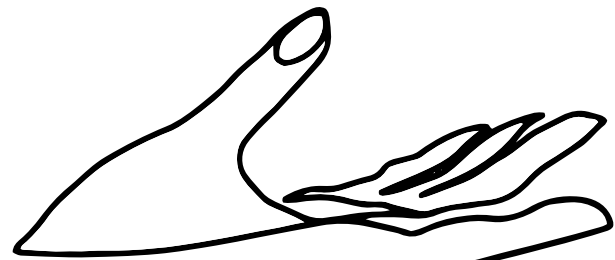


## Building Success Stories for Tech Brands Since 2013

We craft bold communication strategies and campaigns for the world's most ambitious tech brands.

Our creative services helped build industry leaders in:

Cartech	3 top national brands
Realtech	2 national leaders, including one global top 10
Fintech	National #1, global top 50
Ecom	Fastest-growing e-commerce brand worldwide
Telecom	Top 3 virtual mobile operator nationally
Jobtech	Top 2 national brand
Healthtech	Leading national healthcare app







From a startup



to the fastest growing ecom in the world

In 2017, we launched Joom, a new e-commerce platform targeting Europe. For the 4 consecutive years, we managed all their TV/OLV advertising and supervised some digital spin-offs with influencers.

During this partnership, we did 10 campaigns, including four international ones (comprising over 600 spots and local adaptations) for 14 European countries.

The most successful sales campaign featured a joyful shopping cart that appeared in the videos, games, banners and the app.







From a website

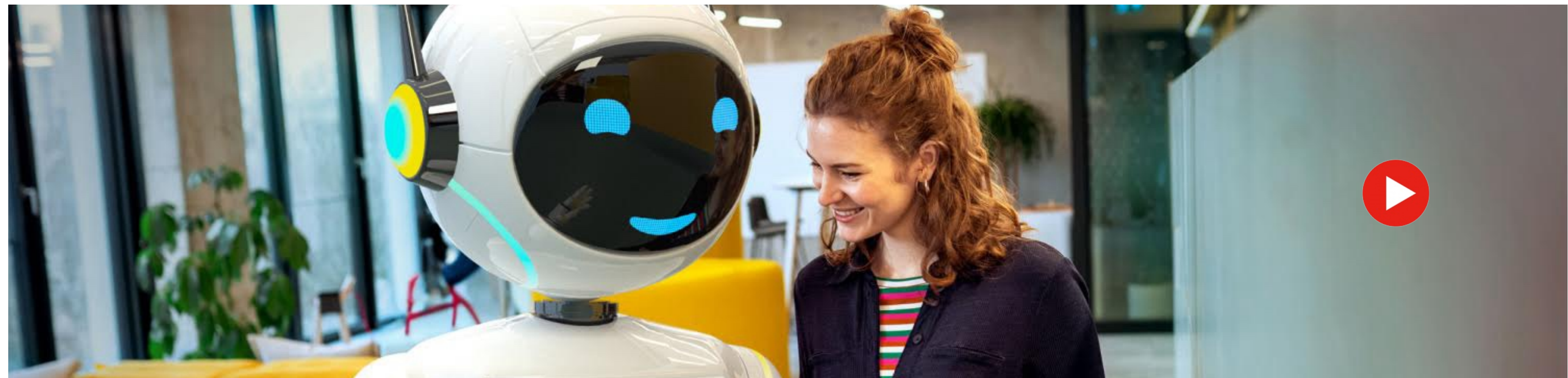


to No.45 in loans globally

We launched Banki.ru by creating the mascot of the brand, designing its 3D model and the character.

In the following two years, we created four TV/OLV campaigns, dozens of KVs, integration of the mascot into the app and its appearance in the messengers.

The latest AI technology made it possible to insert the robot into any photo, providing an unlimited source of affordable illustrations.







From a database



to No.8 in real estate globally

We launched Cian in 2015, and were their exclusive ad agency for 6 years, up to the successful IPO in 2021.

During our collaboration, we produced 6 yearly TV/OLV campaigns consisting of 60+ videos and created 4 viral projects, one of which was the viral video of the year and gained 60M+ organic views and 99,9% sentiment. All was based on the platform 'Real estate at no risk'.

We filmed for Cian in Los Angeles, Barcelona, Lisbon, Oslo, Bratislava, and Moscow.







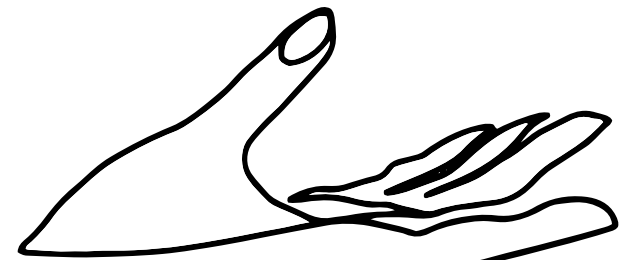
From a startup



to app #2 in Russia, 'business' category

We launched Sberauto, a new service for selecting and buying cars online with an unprecedented, the first-ever delivery option, in 2020.

The 'Car at Your Fingertip' campaign included about 20 TV/OLV spots highlighting the advantages of the service, as well as several key visuals for OOH and publicity. The ease of managing the process of buying, verifying, and delivering a car was conveyed by the image of giant fingertips moving cars around the country.







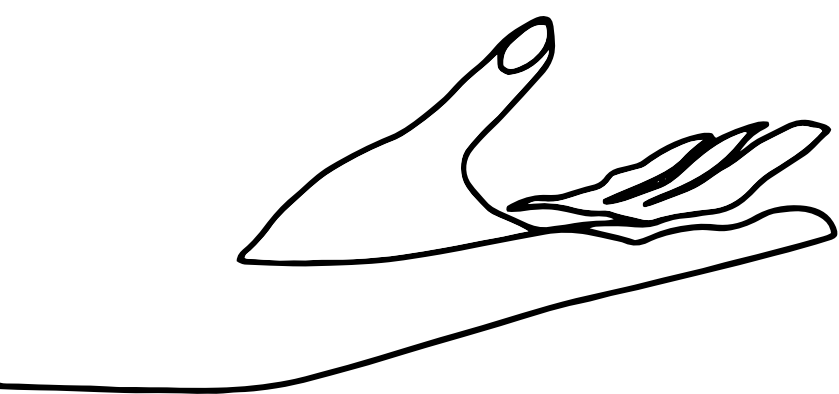
From a startup



the healthtech brand of national importance

In 2017 we launched DocDoc, a new service for making medical appointments online, and relaunched it in 2021 as SberHealth, a new brand and a healthtech of national importance.

We created 5 TV/OLV campaigns that helped the brand to evolve over time on the platform 'To get well, know your doctor well'.







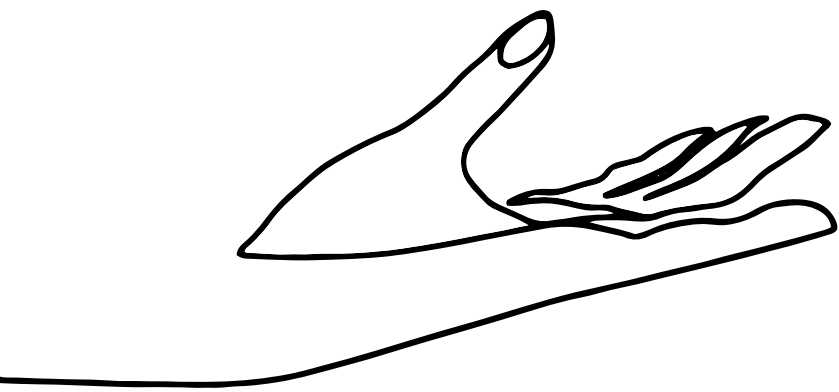
From a startup



to #2 in AppStore, 'business' category, in just 2 weeks

In 2020, we launched Rabota.ru, a career-building app, against well-established rivals in a highly competitive market.

Comedy videos with catchy music and somewhat frenzied repetition of the word "work" (rabota, in Russian), resulted in the most successful launch we have ever seen, or heard of.







From a startup



to top 3 among virtual operators in Russia

Tinkoff Mobile, a virtual mobile operator, launched its first advertising campaign in 2019.

We developed the big idea that allowed Tinkoff Mobile to instantly differentiate itself from the heavyweight competitors spending billions of dollars on media budgeting: Tinkoff Mobile thought of everything... even this!

Two TV/OLV campaigns consisting of 10 commercials.

