



Handmade Marketing

RUSYCH IS THE FIRST FULL-SERVICE MARKETING AGENCY
IN UKRAINE

Handmade Marketing

Advertising agencies provide advertising services,
RUSYCH provides marketing solutions.

Marketing Agency





RUSYCH IS A HANDMADE MARKETING WORKSHOP

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Advertising factories produce mass consumption advertising product; RUSYCH is a workshop that produces a handmade «suit» for your brand.

RUSYCH CONSIDERS SUCCESS AS AN ACHIEVEMENT OF THE CLIENT'S MARKETING GOALS (MARKET-SHARE, SALES VOLUME OR PROFIT).

Advertising agencies compete on festivals. We consider it as a conflict of interests and a client's resources misusing. RUSYCH works for a marketing results and doesn't take part in the festivals.

RUSYCH CREATED AND EXECUTED A NUMBER OF EFFECTIVE PROJECTS FOR THE LEADING UKRAINIAN AND INTERNATIONAL COMPANIES. THEIR SUCCESS IS MEASURED IN CLIENT'S BRAND-TRACKING TABLES.

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«MEDOFF» BRAND REPOSITIONING 2005-2006

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OBJECTIVE

To increase Medoff market share from 7,6% to 10% during the year (summer 2005 - spring 2006) by means of aggressive image campaign

SOLUTION

-Repositioning and new brand concept development (including product concept)

-New product attributes determination (smoothness, stylishness, fashion, prestige)

-Execution of the integrated marketing communications campaign, that delivers new image attributes and forms a new brands vision within the TA

-Used marketing communication elements: TV spots, sponsorship programmes, promotion, merchandising programmes, OOH, press campaign, radio and Internet.

RESULTS

Medoff market share raised from **7,6%** in August-September to **9,7%** in April-May 2006

«MEDOFF» BRAND REPOSITIONING 2005-2006

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MAGNAT BRAND RELAUNCH 2008

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OBJECTIVES

To launch the first Ukrainian super-premium beer brand on the ready «Magnat» beer platform. To take 8% of the super-premium segment during 2008-2009.

SOLUTION

- Positioning and brand concept development (including product concept)
- Main key-drivers of the brand attraction development
- Execution of the integrated marketing communications campaign, that builds and «turning on» the key-drivers of the brand attraction
- Used marketing communication elements: TV spots, promotion, merchandising programmes, HoReCa and Point of Sale presence, OOH, press campaign, radio and Internet.

RESULTS

4% super premium market share within 3 months after the brand re-launch (with price-positioning above «Stella Artois»).

MAGNAT BRAND RELAUNCH 2008

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«NASHA MARKA» BRAND LAUNCH 2009

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OBJECTIVES

To launch in the summer 2009 new vodka brand for the 40+ audience with the upper-mainstream price positioning, reaching 1% market share in December 2009 and increasing it to 3% in 2011.

SOLUTION

-Positioning and brand concept development (including product concept)

-Determination of the brand's nostalgic images and brand's attraction drivers («dischargee», «guitar by the bonfire», «Yava motorcycle», bard's songs - «happy youth»)

-Execution of the integrated marketing communications campaign, that builds and «turning on» the key-drivers of the brand attraction

-Used marketing communication elements: TV spots, promotion, merchandising programmes, HoReCa and Point of Sale presence, OOH, press campaign, radio and Internet.

RESULTS

«Nasha Marka» brand market share raised to **1%** in October 2009

«NASHA MARKA» BRAND LAUNCH 2009

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НАША МАРКА
ГОРЛАКА ОСОБЛИВІ ПШЕНИЧНА



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OBJECTIVE

To stop the market share falling (from 12% in January 2004 to 6,5% in August 2005) by means of tactical communication campaign.

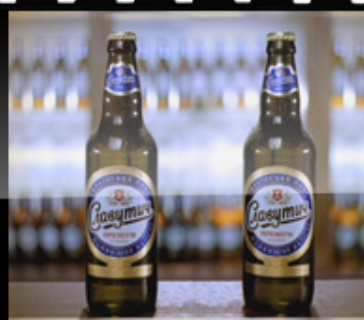
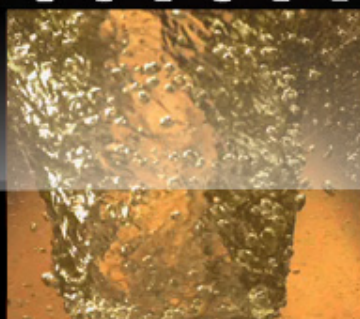
SOLUTION

- Development of the «brand saving» concept by means of the reversion of the quality attribute negative dynamic and twice increasing it
- Development and execution of the tactical product campaign «Quality #1»
- Production and rotation of the TV spot that renovates consumers' trust in Slavutych high quality

RESULT

As a result of the tactical campaign «Slavutych. Quality #1» the market share falling was stopped at **6,5%** level in the summer 2005. The brand's attribute «high quality beer» raised **2,5** times during campaign activity (September-December 2005).

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CRIMEA MEDOFF SUMMER PROMOTION 2007

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MEDOFF

OBJECTIVE

To increase Medoff market share in Crimea from 8,5% in June-August 2006 to 10% in June-August 2007.

SOLUTION

- «Sunburn facing the brand» communication campaign development
- Relevant images-drivers determination
- Non-standart advertising construction design and development; active use during summer
- Beaches and resort areas branding

RESULTS

Medoff brand market share raised from **8,5%** in June-August 2006 to **10,3%** in June-August 2007 in the Crimea region.

CRIMEA MEDOFF SUMMER PROMOTION 2007

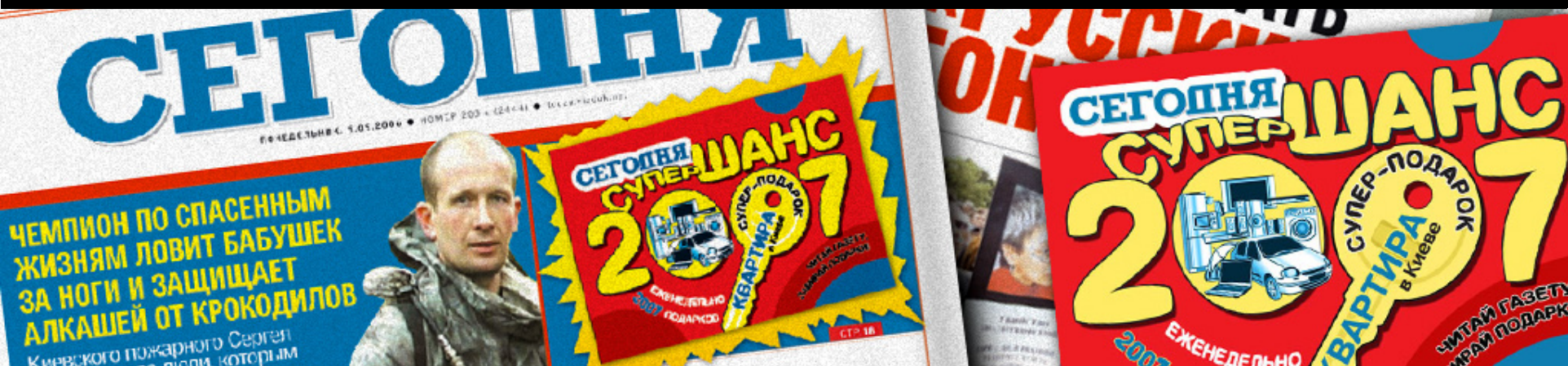
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MEDOFF



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OBJECTIVE

To increase circulation by 20 000 issues (from 150 000 in October 2006 to 170 000 in January 2007) by means of incentive-promotion.

-Promo support and announcements by means of communication campaign including TV spots, radio-announcements and OOH (billboards, transport, kiosk and subway)

SOLUTION

- Development of the mechanics and communication concept of the promo-lottery
- Campaign key-driver determination (super chance to win one of the huge amount of valuable prizes)
- Active, bright and stimulating announcements in Segodnya newspaper

RESULTS

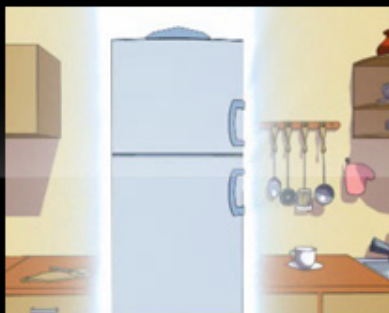
The circulation was increased by **50 000** issues (from **150 000** in October 2006 to **200 000** in January 2007)



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«SEGODNYA» NEWSPAPER PROMOTION 2006-2007

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MTV UKRAINE LAUNCH-PARTY CREATIVE CONCEPT DEVELOPMENT 2007

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OBJECTIVE

To prove to MTV Headquarters the competitive ability of the Ukrainian advertising agencies in creating outstanding products of international MTV level and to guarantee self-sufficiency in creative products development.

SOLUTION

-VIP-party creative concept development; party took place in the sky (in the aircraft decorated as a night-club), in the sea (on the yacht) and under the ground (inner the nuclear submarines base)

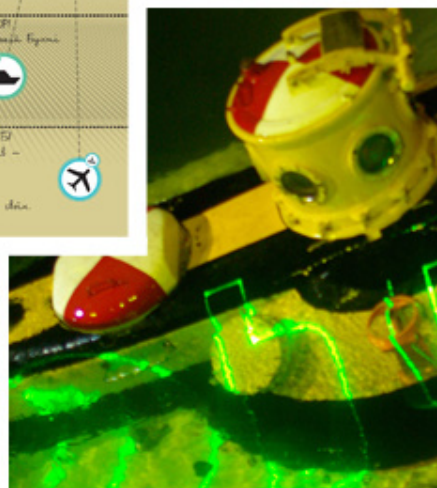
-Announcement communication campaign development

-Individual invitation development

RESULT

MTV Headquarters recommended this promo to Cannes **Promo Lions** competition

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CORPORATE 2007 CALENDAR DEVELOPMENT FOR BRIDGETOWN

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OBJECTIVE

To create a calendar with the close-up images (A2 format) of the company's products (crusties, squids, deep-fried potatoes etc) that would be hung on the wall by 30%-40% of distributors.

SOLUTION

- Calendar's key-drivers determination within the distributors behavior
- Calendar creative concept development
- Execution: casting, photo session, DTP and supervision

RESULTS

According to company's information the calendar was hung by **80%** of the distributors. Creative concept was used by the company on **5** abroad markets.

CORPORATE 2007 CALENDAR DEVELOPMENT FOR BRIDGETOWN

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CONTACT

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