WE **DEVELOP** BRANDS, THAT

MAKE SENSE

FOR PEOPLE SOCIETY WORLD

BRAND DEVELOPMENT

- CREATION OF A BRAND
- REBRANDING
- COMMUNICATION STRATEGY
- **CREATIVE AND DESIGN**
- MARKETING SUPPORT OF A BRAND

SUPPORT

- VIDEO CONTENT (TV/DIGITAL)
- COMMUNICATION PROJECTS
- SMM & INFLUENCE MARKETING
- DIGITAL SPECIAL PROJECTS
- ENTERTAINMENT AND LAUNCH PROJECTS
- CORPORATIVE & REPUTATIONAL PR
- SOCIAL AND CHARITY PROJECTS

CLIENTS













Prestigio











Rowenta





















SAMSUNG





Agency has always been distinguished by its strategic approach, the ability to deeply understand the context, and consumer, define the mission of a brand, and just after that form a communication platform.

Dmitriy Pilipenko/ Global Marketing Director Carlsberg Ukraine

I like the business approach of the people in the agency.

They always think about the result, without forgetting about a high standard of realization.

Maryna Yaroshenko/ Marketing manager Ontex Ukraine

CLIENTS ABOUT US





People, who always look for a way how to do things, not the reason why it shouldn't not work out. And when they do their job – you don't have to worry about approach and quality!

Oksana Lyash/Marcom Specialist в Sony Ukraine

The creative team focused on the result:

they are easy-going and active in the implementation.

Nataliya Cherepovskaya / Marketing Manager Vivo Ukraine

BRAND DEVELOPMENT — 6

BRAND AND COMMUNICATION STRATEGIES — 16

BRANDING AND DESIGN — 27

PR AND COMMUNICATIONS — 40

DIGITAL, SMM, INFLUENCE MARKETING — 47

CREATIVE EVENTS — 56

BRAND DEVELOPMENT









CLIENT: ASBIS **PROJECT:** development of a new brand of gaming laptops.



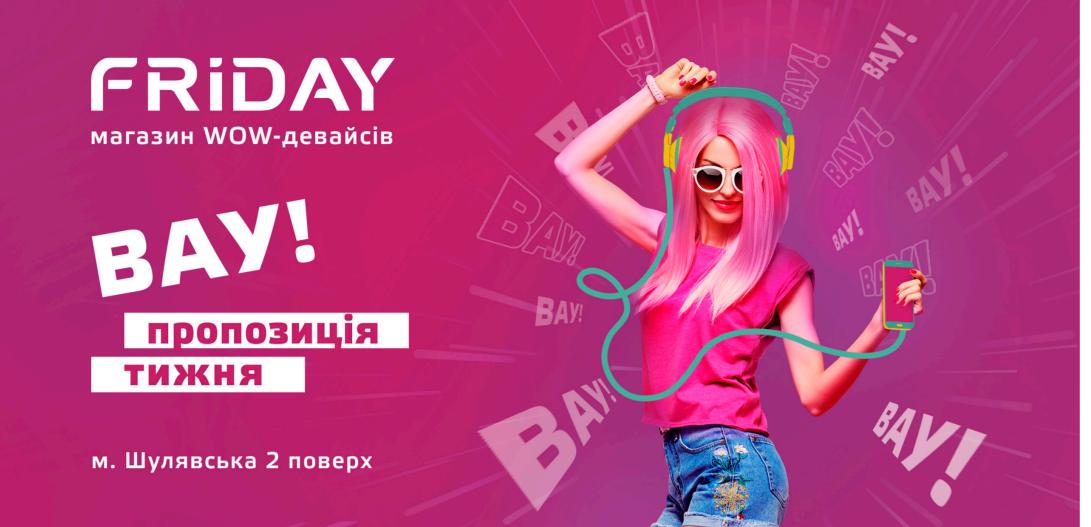




CLIENT: ATB
PROJECT: Establishment of a new baby
diapers brand for the biggest grocery
chain in Ukraine.



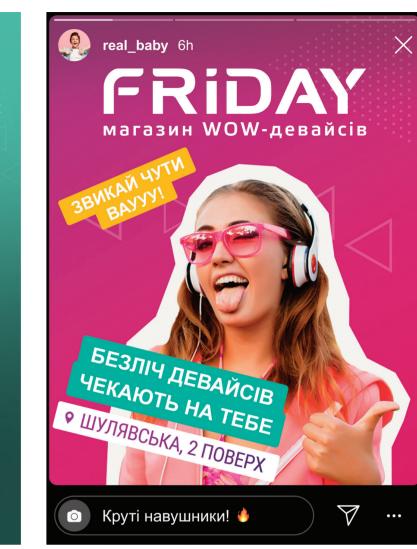


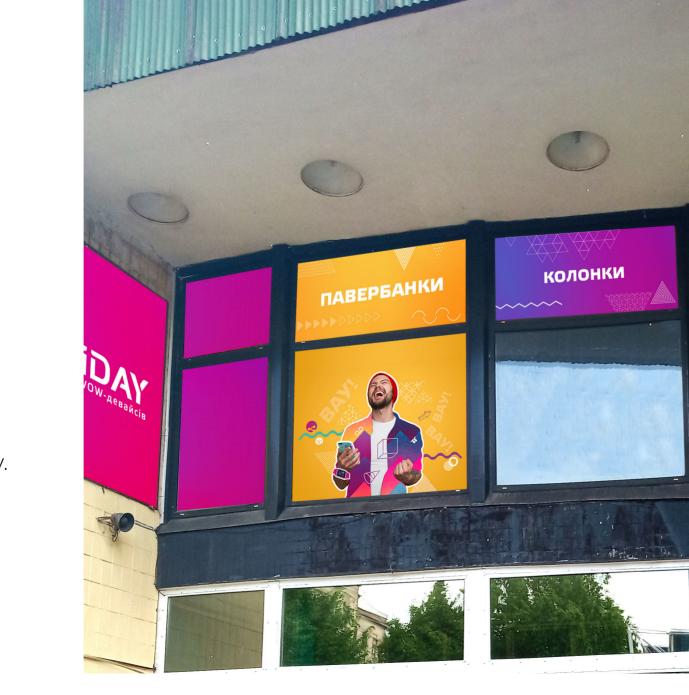


чохли

СМАРТФОНИ











CLIENT: Mobiking **PROJECT:** Development of the new brand for the chain of electronics Friday. Full brand strategy, communication platform "Get used to hearing WOW!", marketing support, exterior and interior design.



















CLIENT: Private investor **PROJECT:** development of a new water delivery brand.





CLIENT: Carlsberg Ukraine **PROJECT:** rebranding of the beer in a craft style for the southern region of Ukraine.









CLIENT: ASBIS Apple Division PROJECT: development of a new brand of battery chargers ReVolt A1 3in1 for Apple technology.

olea



CLIENT: Konzum (Croatia) **PROJECT:** rebranding of packages for feminine hygiene.





CLIENT: ASBIS **PROJECT:** development of a new brand of data servers and embedded hardware Atlantech.





COMMUNICATION STRATEGIES

.

















CLIENT: Carlsberg Ukraine

PROJECT: development of a complex

brand Carlsberg. As a part of the new

positioning of the brand as the scientific

one, we implemented a complex annual

strategy, that included communication

involvement of influencers and experts of the scientific community of Ukraine.

and series of non-standard projects

- presentation of world scientific achievements, first hackathon of

scientific projects in Ukraine, the

brand strategy of repositioning the

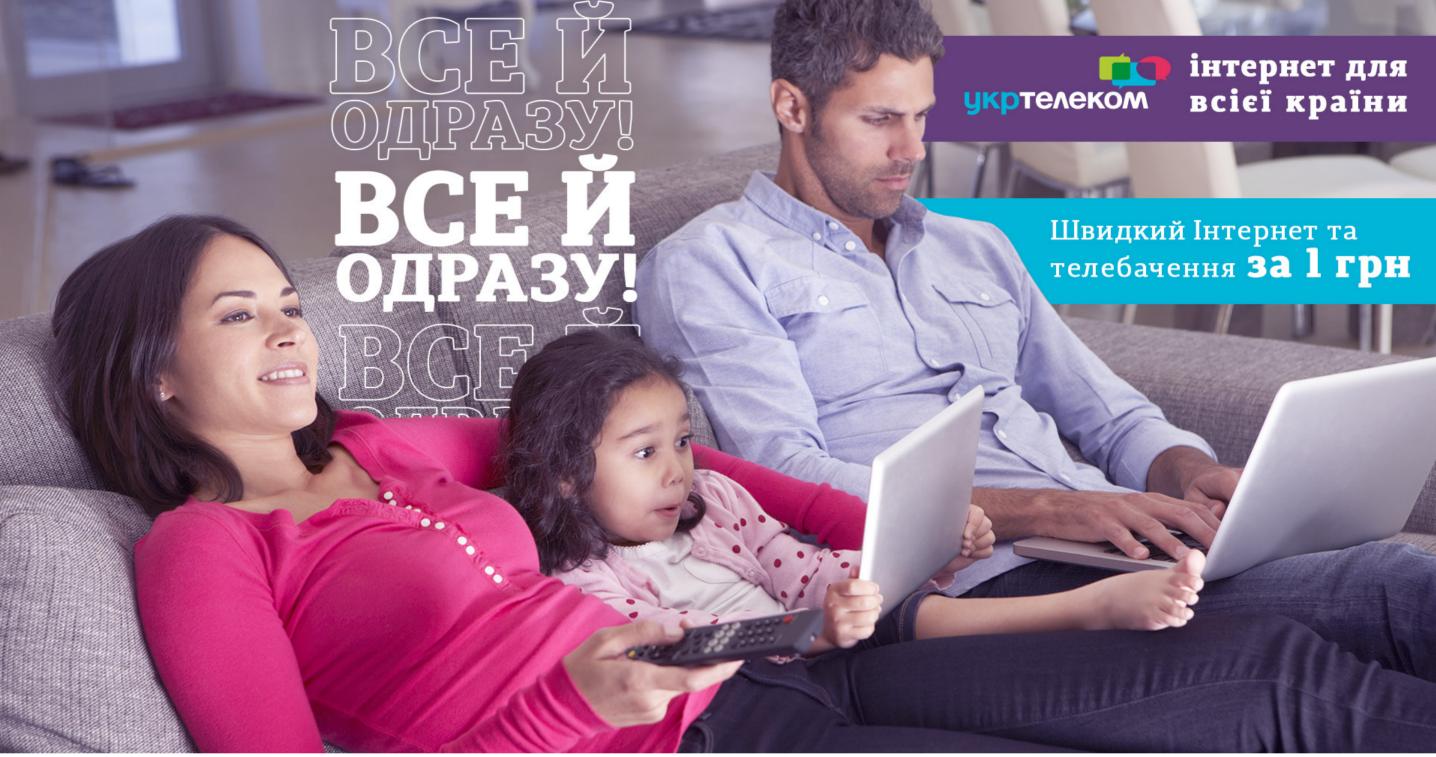














CLIENT: Ukrtelecom **PROJECT:** development of a new complex communication strategy for the development of the internet direction of the brand Ukrtelecom – development of a communication platform, consumer journey, creative ideas, key-messages, and communication channels.









CLIENT: BALTIKA
PROJECT: development of a complex brand strategy of promotion in the market based on the national business project «Vector for success». Cooperation with business clubs, master-classes on entrepreneurship, many opened businesses ,and marketing 360: YouTube-releases, advertising campaigns, digital, PR, SMM, events, etc. vectoruspih.com.ua









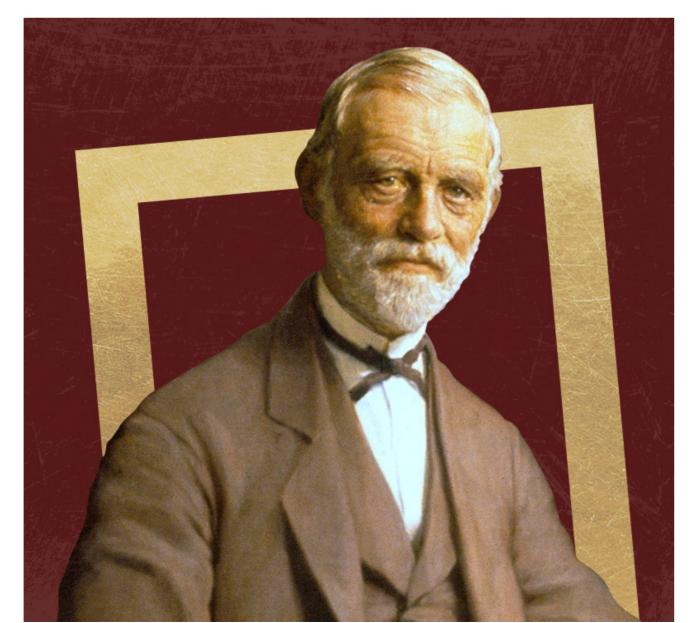
















CLIENT: Portrait Now **PROJECT:** development and implementation of an international portrait contest strategy. The main idea is to give an opportunity to reveal yourself through portrait art. Work with influencers, organization of art master classes, contests, collection and processing of applications, organization of selection process, and the selection of winners.

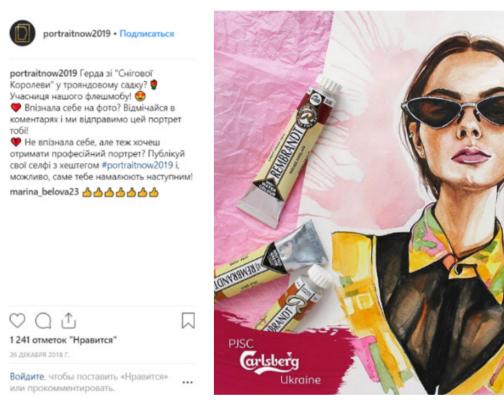




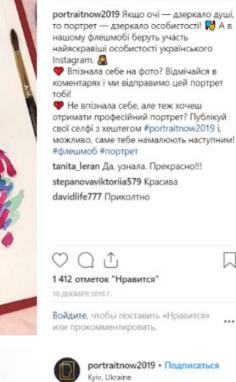












portraitnow2019 Стильні окуляри, трошки

елегантної зухвалості... учасниці нашого флешмобу вміють справляти враження!

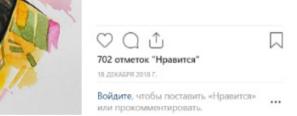
Впізнала себе на фото? Відмічайся в

коментарях і ми відправимо цей портрет Не впізнала себе, але теж хочеш

отримати професійний портрет? Публікуй свої селфі з хештегом #portraitnow2019 i,

mystic.wayz @buttusova axaxax@

можливо, саме тебе намалюють наступним!



#флешмоб #портрет

buttusova богема! 💝







CLIENT: Lvivyarnia
PROJECT: development of an annual
strategy to attract the audience to the
museum. Development of formats for
creative events, creative materials, radio
spots, etc.







CLIENT: social project GBRD **PROJECT:** development of a communication strategy for the responsible consumption of beer by major beer producers in Ukraine. As a part of the strategy - involvement of TOP childpsychologists in a series of educational videos for parents, communication in PR and social media, creative merchandise development for beer companies employees.







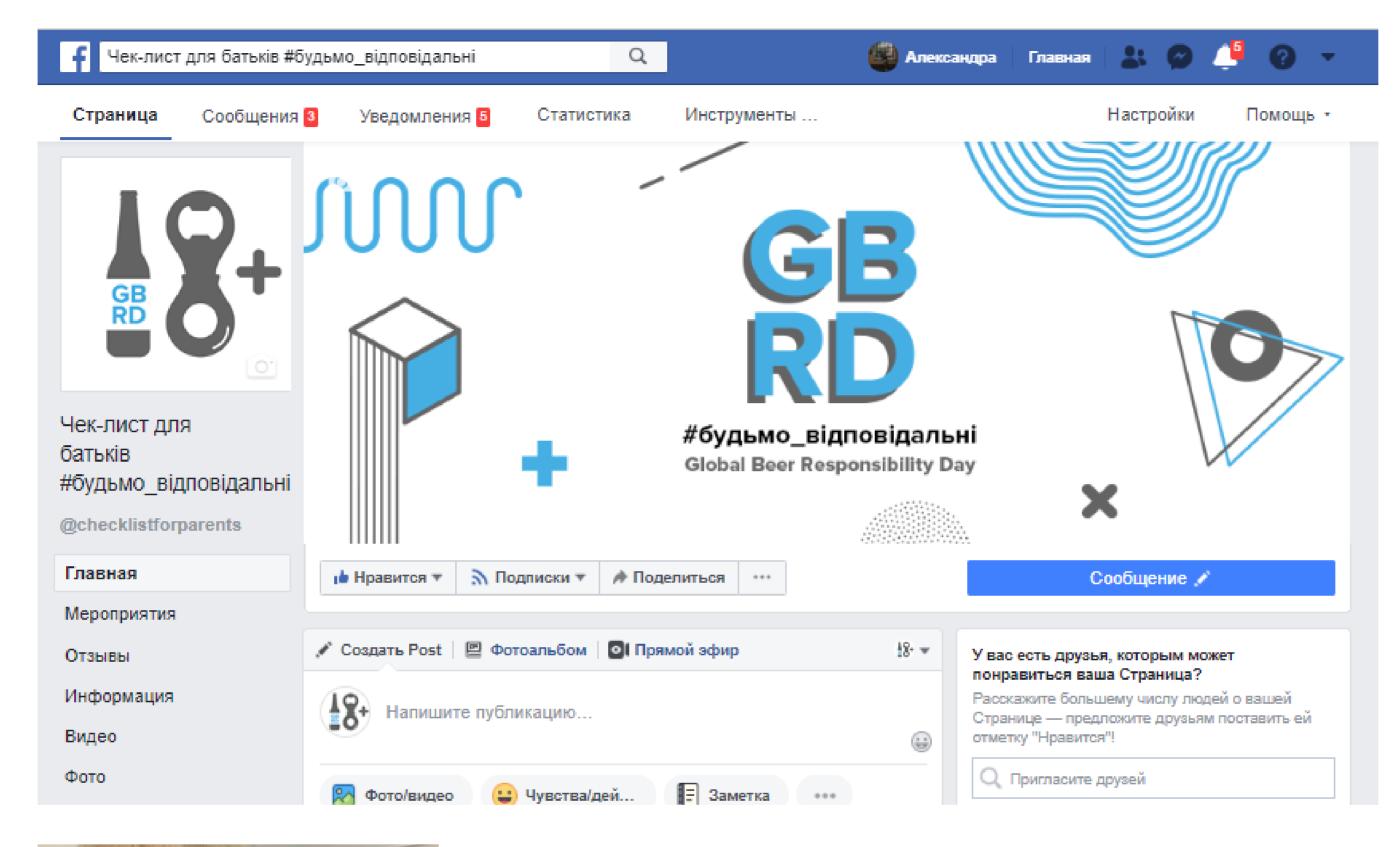


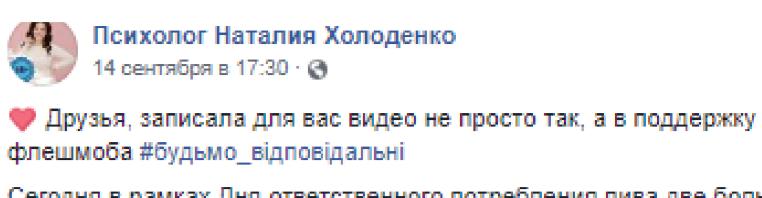












доверительные отношения с вашими ... Ещё

Сегодня в рамках Дня ответственного потребления пива две большие компании @Carlsberg Ukraine и @San InBev объединились в проекте «Чек-лист для батьків #будьмо_відповідальні».

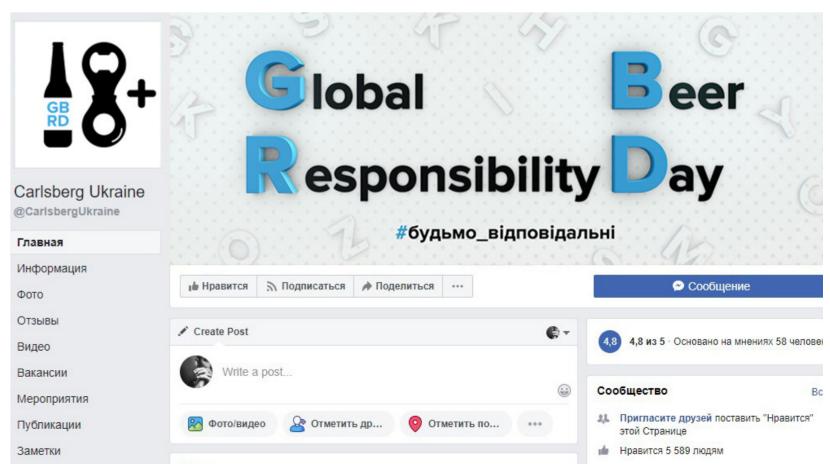
В своем проекте я хочу поделиться с вами практическими шагами, как разговаривать с детьми о негативном влиянии алкоголя. Подписывайтесь на страницу проекта, будем вместе строить







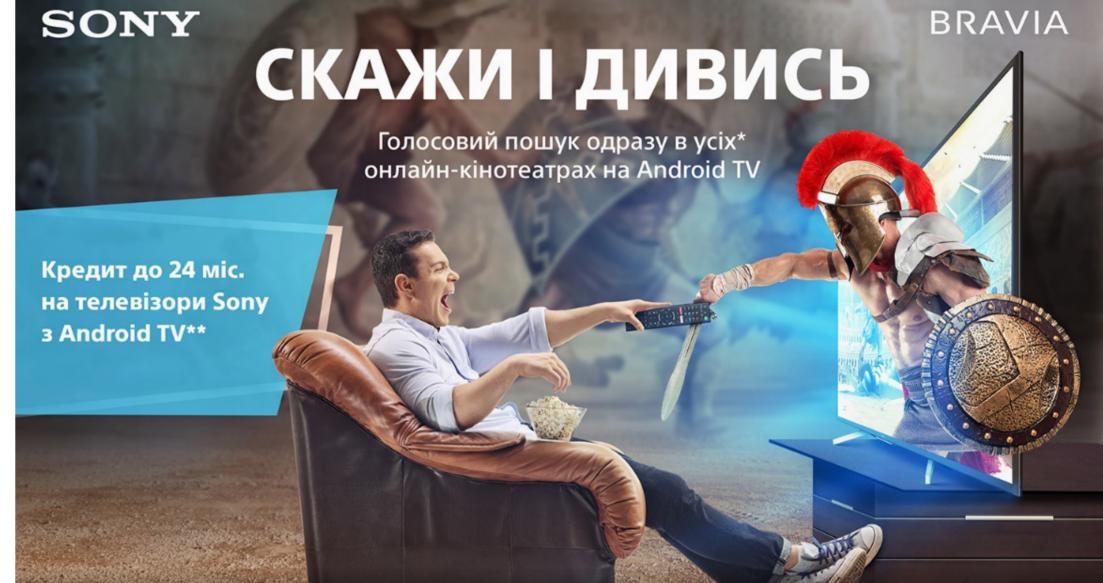


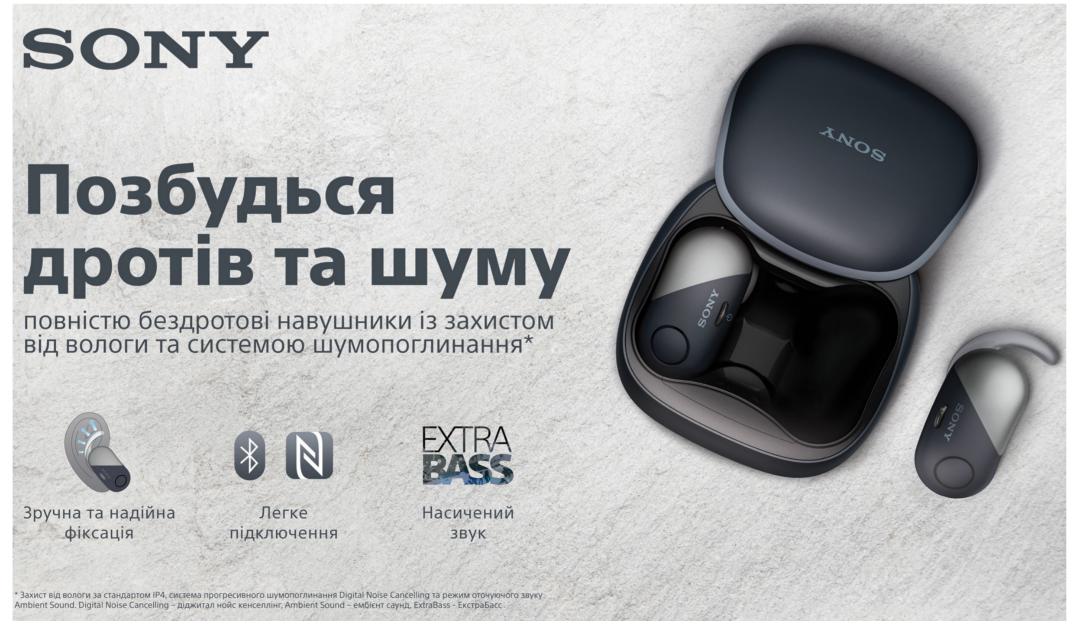


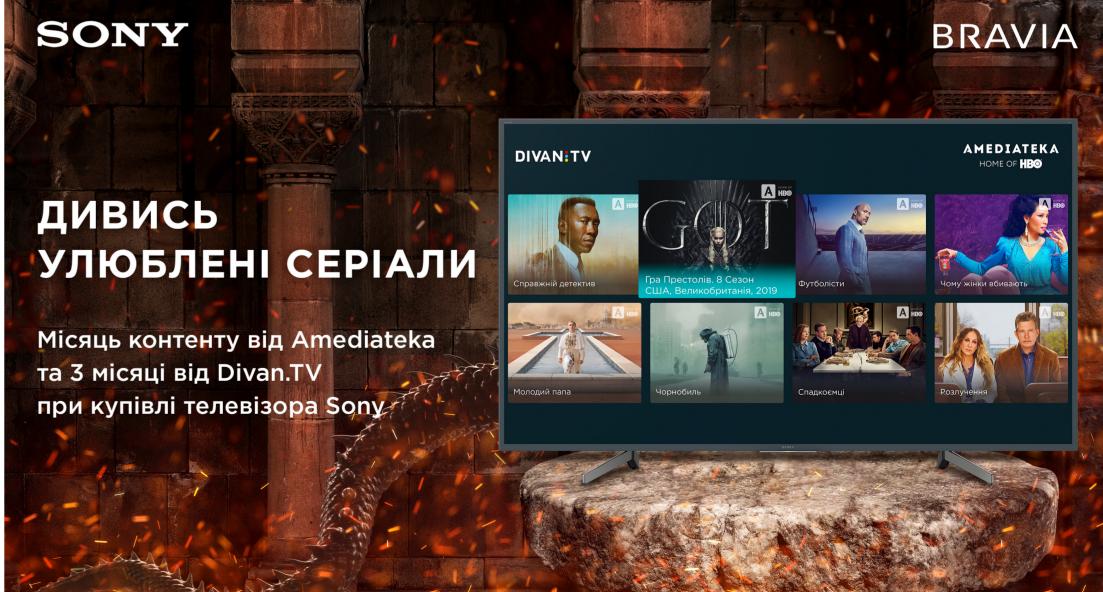
BRANDING & DESIGN

SONY









CLIENT: Sony **PROJECT:** creative support of the brand, development of key visuals for the advertising campaign.

SONY



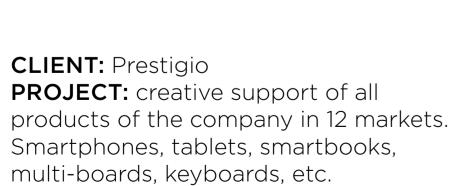




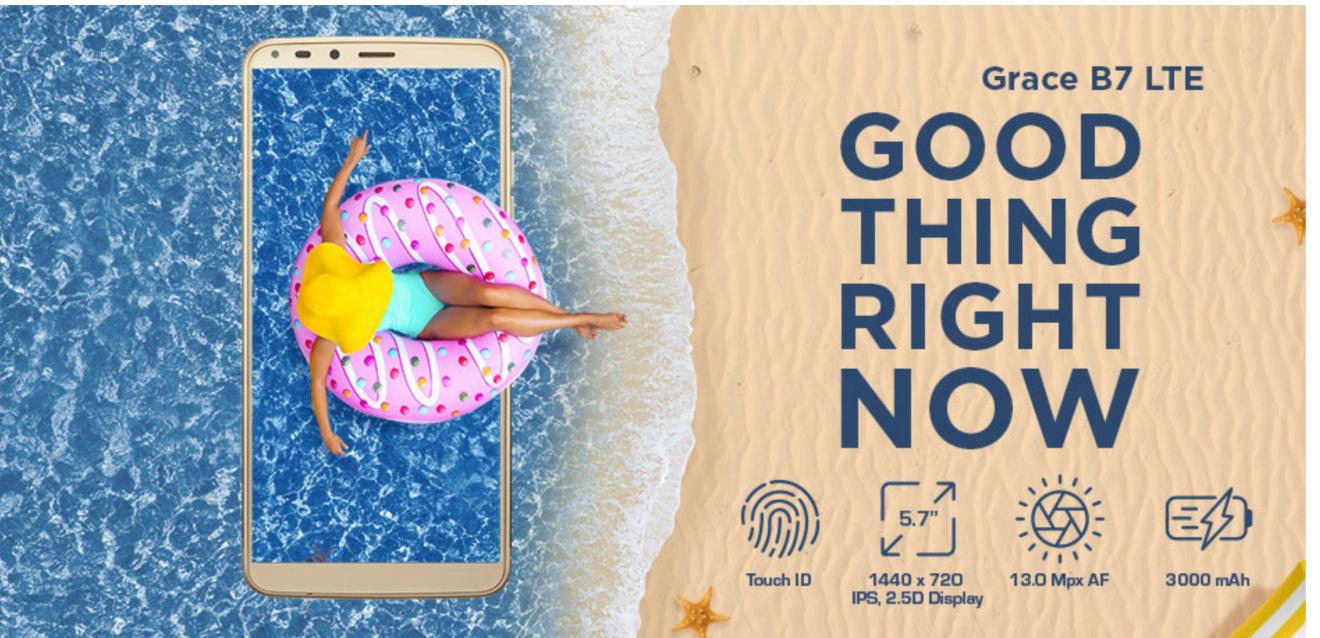
















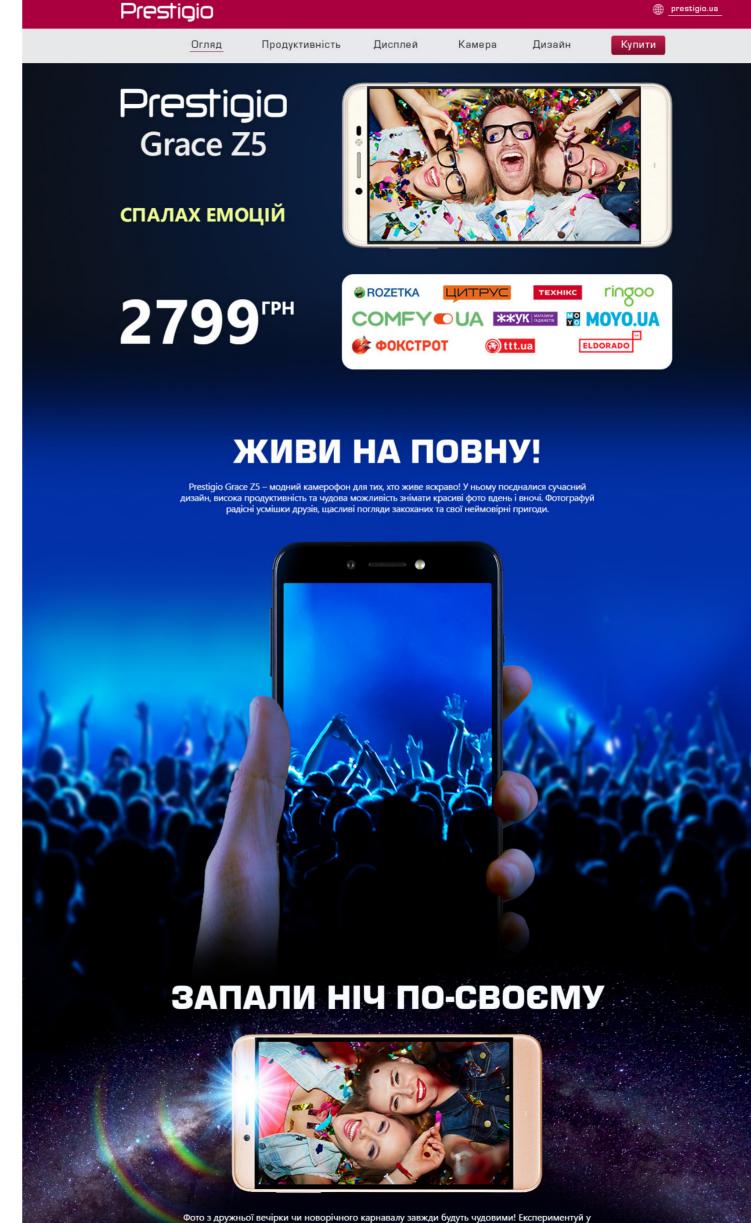


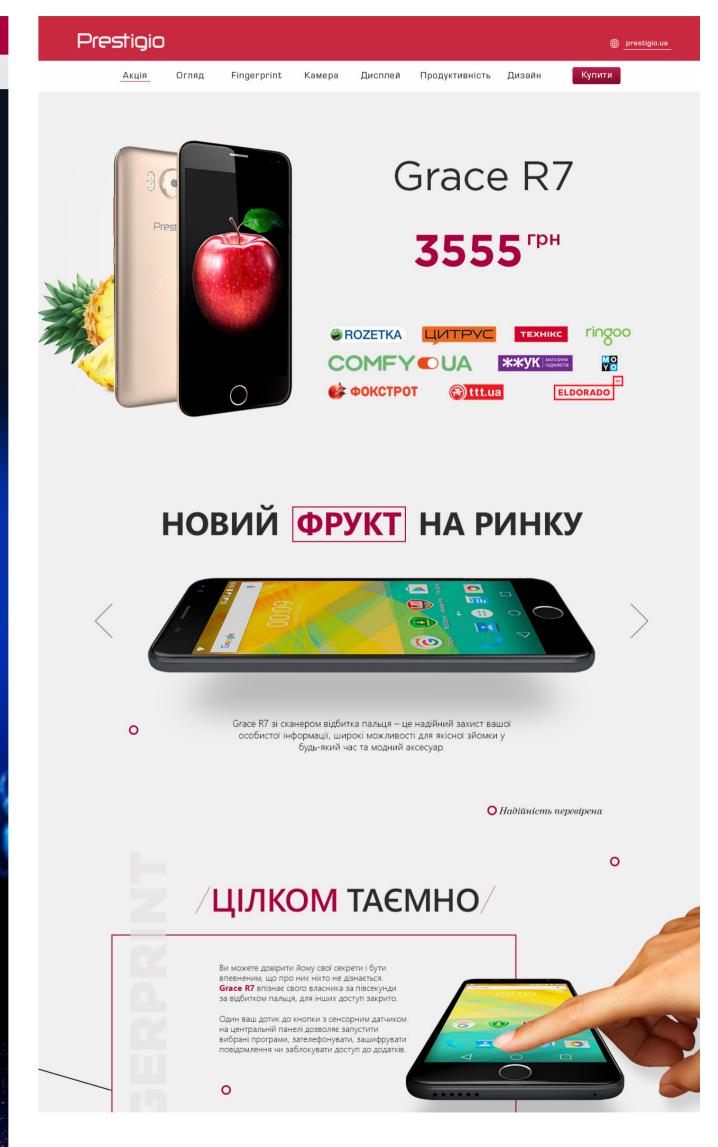






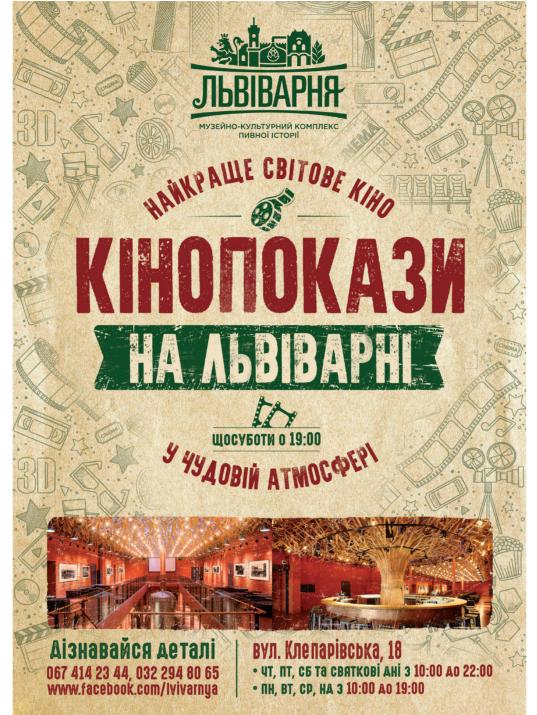












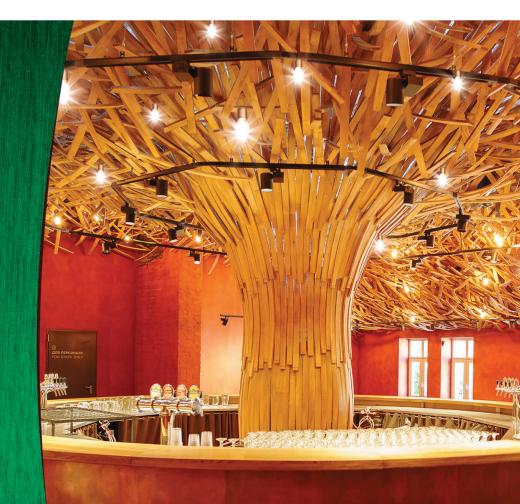




CLIENT: museum Lvivyarnya **PROJECT:** development of strategy and creative support of activities for Lviv museum of brewing.





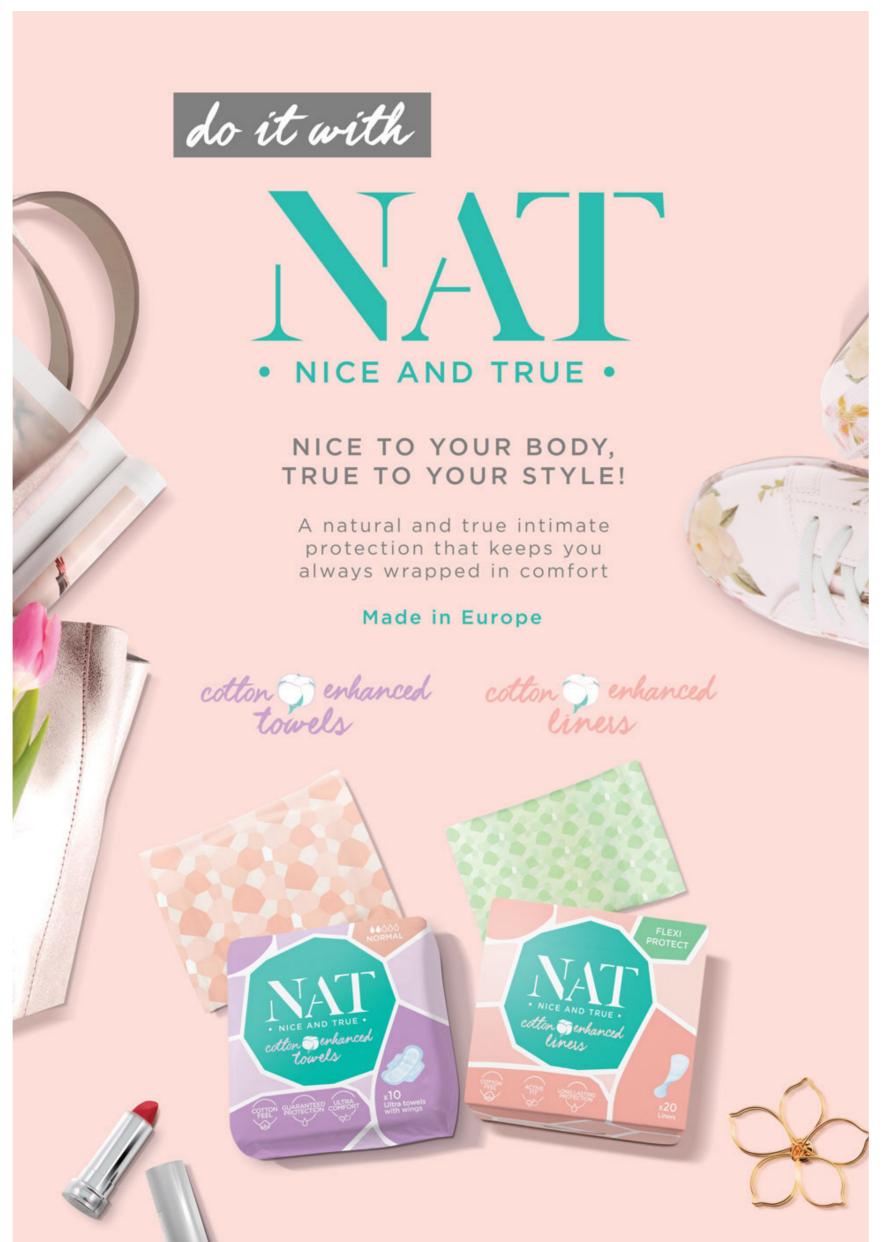


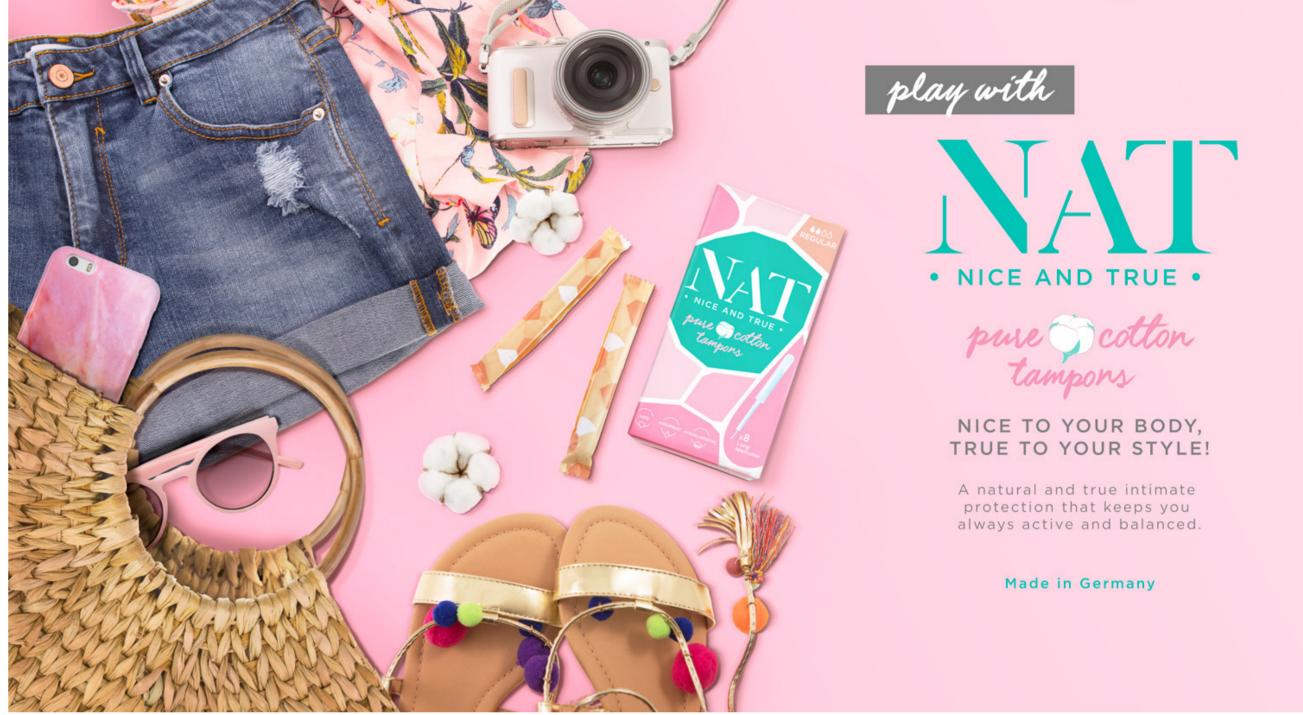




CLIENT: Carlsberg **PROJECT:** development of key visuals for the beer brand Rybachka Sonya.









CLIENT: Ontex **PROJECT:** development of creative materials for launching the NAT – women`s hygiene brand in Ukraine.





CLIENT: Carlsberg **PROJECT:** creative designs for the international contest of portrait art Portrait Now.

















"I am pure"

Super sicher fürs Buby

0% Chlorine, latex*, lotion
Tested for harmful substances**

"I am delicate"

Super Weich zur Häuf

With soft, organic cotton
100% plant-based inner layer

"I am eco"

Super verantwortungsbewusst

Made with 100% green energy
Plant-based bags



MOLTEX Pure & Nature has a long standing heritage of offering reliable and high performing baby care products that are safe for your baby's skin and respectful for the environment. Leveraging the latest available production and quality control technologies, MOLTEX Pure & Nature is exclusively made in Germany with 100% clean energy ensuring the product safety and performance.

100% PLANT-BASED and super soft inner layer

100 % NATÜRLICHES und super weiches Deckvlies

TO SKIN
with natural ingredients that are
free from natural latex, lotion and
fragrances

HAUTFREUNDLICH mit natürlichen inhaltsstoffen, die frei von Naturlatex, Lotion und Duft sind

CHLORINE-FREE
SC® certified fluff pulp from
responsible managed forests

PROTECTION day & night

ABSOLUT CHLORFREIER FSC®-zertifizierter Zellstoff aus verantwortungsvoll bewirtschafteten Wäldern



thanks to an improved and 20% thinner core*** combined with breathable materials and a unique instant dry absorbent layer

TROCKENE HAUT dank des verbesserten und 20 % dünneren Kerns***, kombiniert mit atmungsaktiven Materialien und einer einzigartigen Trockenheitslage

> SOFT COTTON outer layer containing 15 % organic cotton

WEICHE BAUMWOLLE im Außenvlies, zu 15 % aus hochwertiger Bio-Baumwolle





**Skin-friendly, nature-conscious, super safe, tested for harmful substances and allergy risks. Proven to be safe by independent institutes

Hautfreundlich, naturbewusst, super sicher, geprüft auf schädliche Stoffe und Allergierisiken. Als sicher erwiesen durch unabhängige Iristitute.









MODERNES DESIGN

mit hautverträglicher Druckfarbe**





CLIENT: Moltex Europe

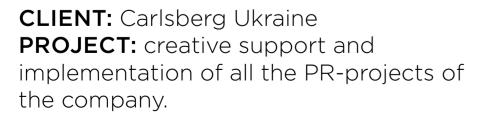
PROJECT: development of creative

materials for Moltex baby diaper brand.











PR & COMMUNICATIONS







CLIENT: Carlsberg Ukraine **PROJECT:** complex PR-support

of the company – press-office,
influence marketing, event-marketing,
international projects, reputational
marketing, implementation of social and
corporative initiatives, etc.













CLIENT: MARS Ukraine **PROJECT:** PR-support of a company in a format of press-office, influence marketing, implementation of social projects.

ТИ - НЕ ТИ, коли голодний!







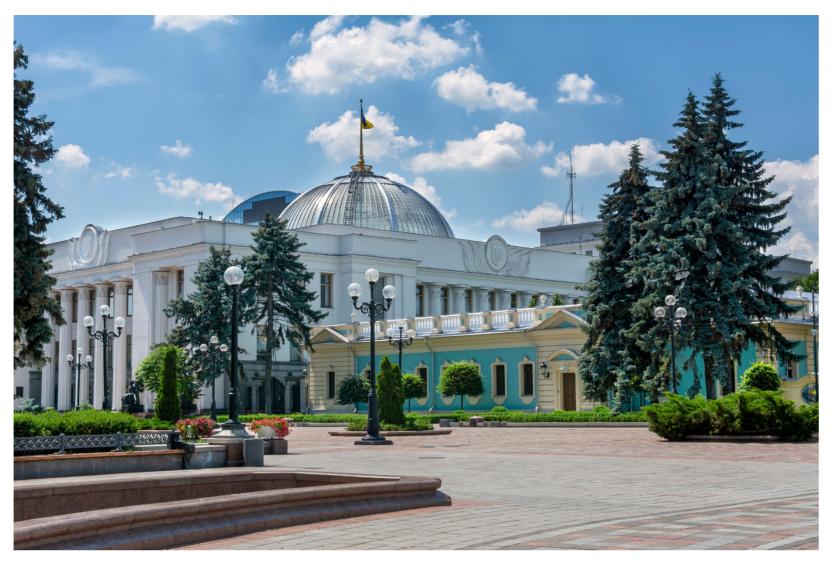
CLIENT: Vivo **PROJECT:** complex PR-support of the brand in Ukraine – work in a format of press-office, expert interviews, reputational marketing, special projects with influencers, creative.











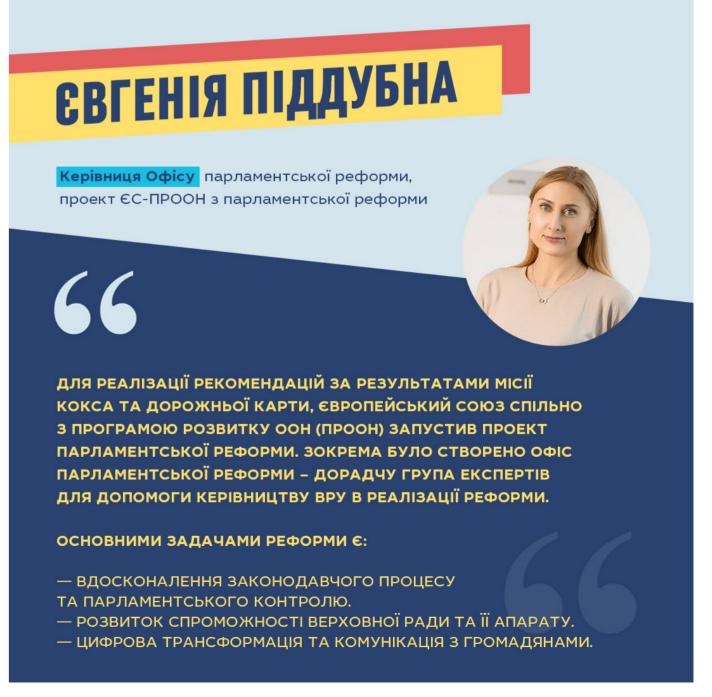


А ЯК У ІНШИХ?

Комітети Сейму Республіки Литва мають широкі повноваження для здійснення парламентського контролю за діяльністю уряду та інших установ, які залучаються до планування та виконання заходів щодо реалізації стратегії Європейського Союзу, до втілення важливих регіональних проектів європейської інтеграції (особливо тих, які пов'язані з інфраструктурою), до використання структурних фондів, а також до питань, що стосуються участі Литви в діяльності інститутів Європейського Союзу.

ДЛЯ РЕАЛІЗАЦІЇ РЕКОМЕНДАЦІЙ ПЕТА КОКСА, ЄВРОПЕЙСЬКИМ СОЮЗОМ СПІЛЬНО З ПРОГРАМОЮ РОЗВИТКУ ООН (ПРООН) БУЛО СТВОРЕНО ОФІС ПАРЛАМЕНТСЬКОЇ РЕФОРМИ – ДОРАДЧУ ГРУПА ЕКСПЕРТІВ ДЛЯ ДОПОМОГИ КЕРІВНИЦТВУ ВРУ В РЕАЛІЗАЦІЇ РЕФОРМИ

РОЗГЛЯД ЗАКОНОПРОЕКТІВ



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CLIENT: UNDP & Verkhovna Rada of Ukraine

PROJECT: PR-support of parliament reform,

development of creative ideas for projects of

the Verkhovna Rada, realizations of trainin on

communications, and social media updates.

Moulinex Tefat Rowenta



(Tefal, Rowenta, Moulinex)

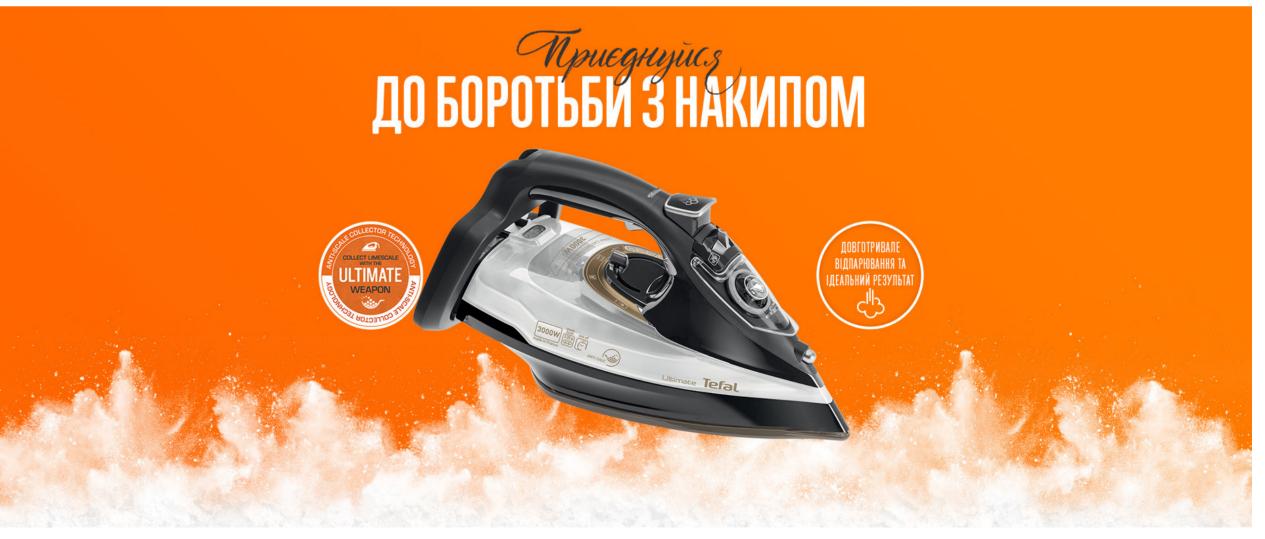
PROJECT: complex PR-support of brands of the company – work with media, campaigns with influencers, brand-launches of new products, development of key visuals, landing pages, the realization of promo-campaigns,

ФОКСТРОТ

Акція діє з 1 серпня по 30 вересня 2017 року в мережі магазинів ТМ «Фокстрот» на всій території України (окрім АР Крим та тимчасово окупованих територій Донецької та Луганської областей).

*Про детальні умови акції та перелік магазинів ТМ «Фокстрот», в яких діє дана акція, дізнавайтеся від продавців-консультантів магазинів ТМ «Фокстрот», на сайті http://www.idealniyrezultat.tefal.ua/ або за телефоном О 800 500 153 (дзвінки безкоштовні в межах України з номерів українських операторів).





CLIENT: GroupeSEB





Виготовлено в країні інновацій та дисципліни. Ви замислюєтесь над тим, де втілити в життя свою чергову бізнес-ідею? Подумайте про країну, що переживає період динамічного розвитку. Країну з яскравим позитивним баченням свого майбутнього. Країну, яка прагне підкорювати нові вершини. Ми розуміємося на тому, що є по-справжньому добре, та знаємо, як це оцінити належним чином. Ось чому ми можемо запропонувати щось дійсно особливе. А як партнери та друзі – ми переконаємо вас у своїй надійності. Сподіваємося, що ваш наступний вибір буде: made in **Poland** Polska Виготовлено в Польщі Польща www.made-in-poland.com.ua





Проект фінансується спільно з Європейським Союзом за рахунок коштів Європейського фонду регіонального розвитку



PASSES DEVELOPMENT FUND



Виготовлено в країні натхнення та наполегливої праці.

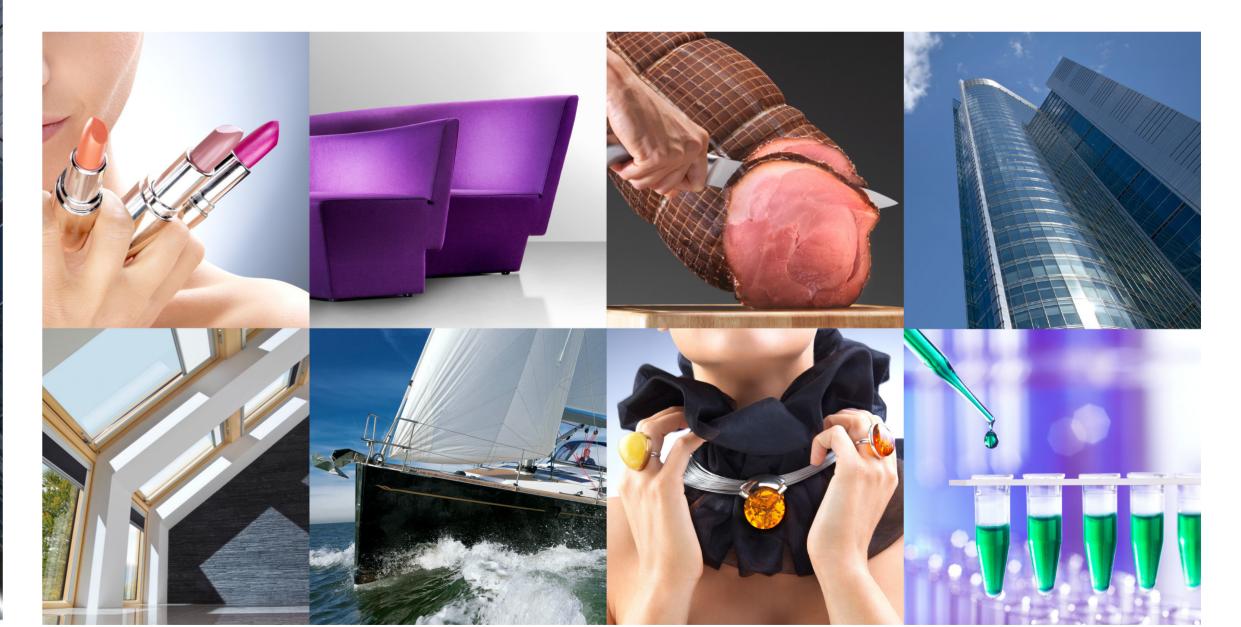












Ukraine.

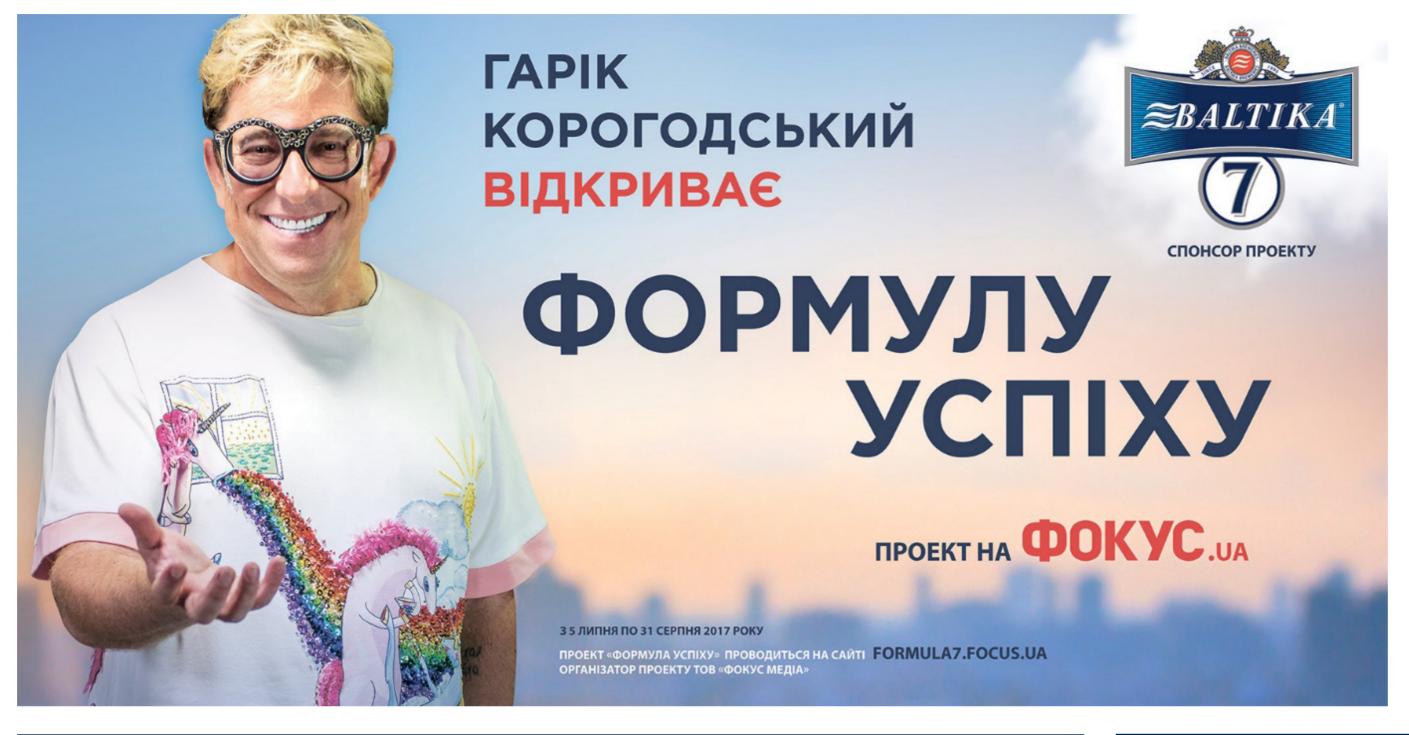
CLIENT: Ministry of the Economy of Poland

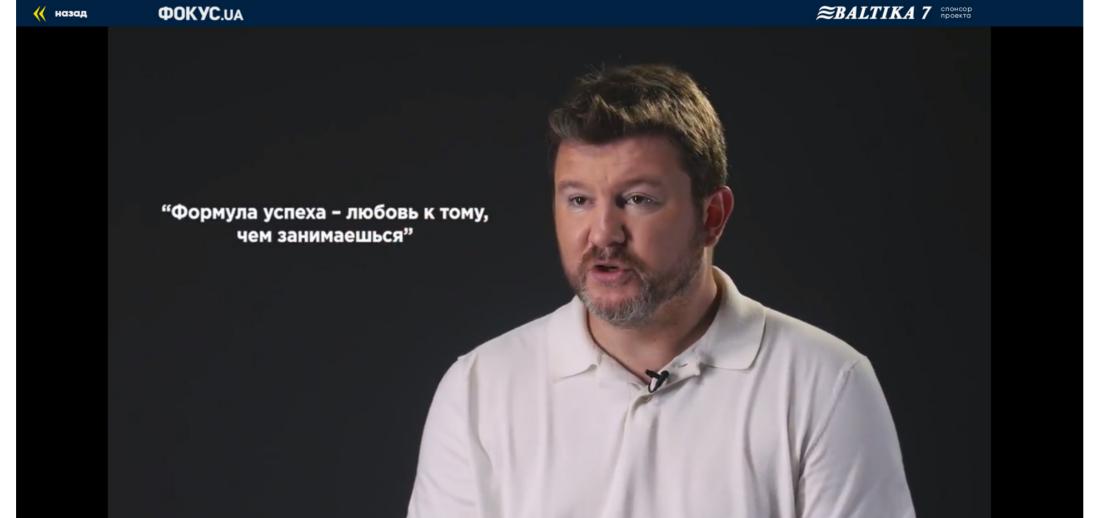
campaign to promote Polish businesses in

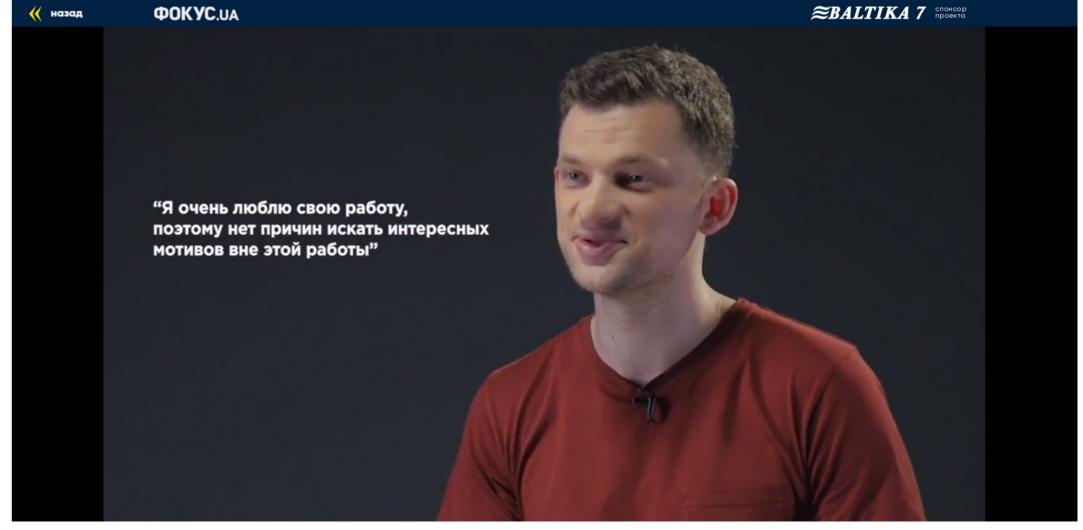
PROJECT: complex PR-support of the

DIGITAL, SMM, LEADERS OF OPINIONS





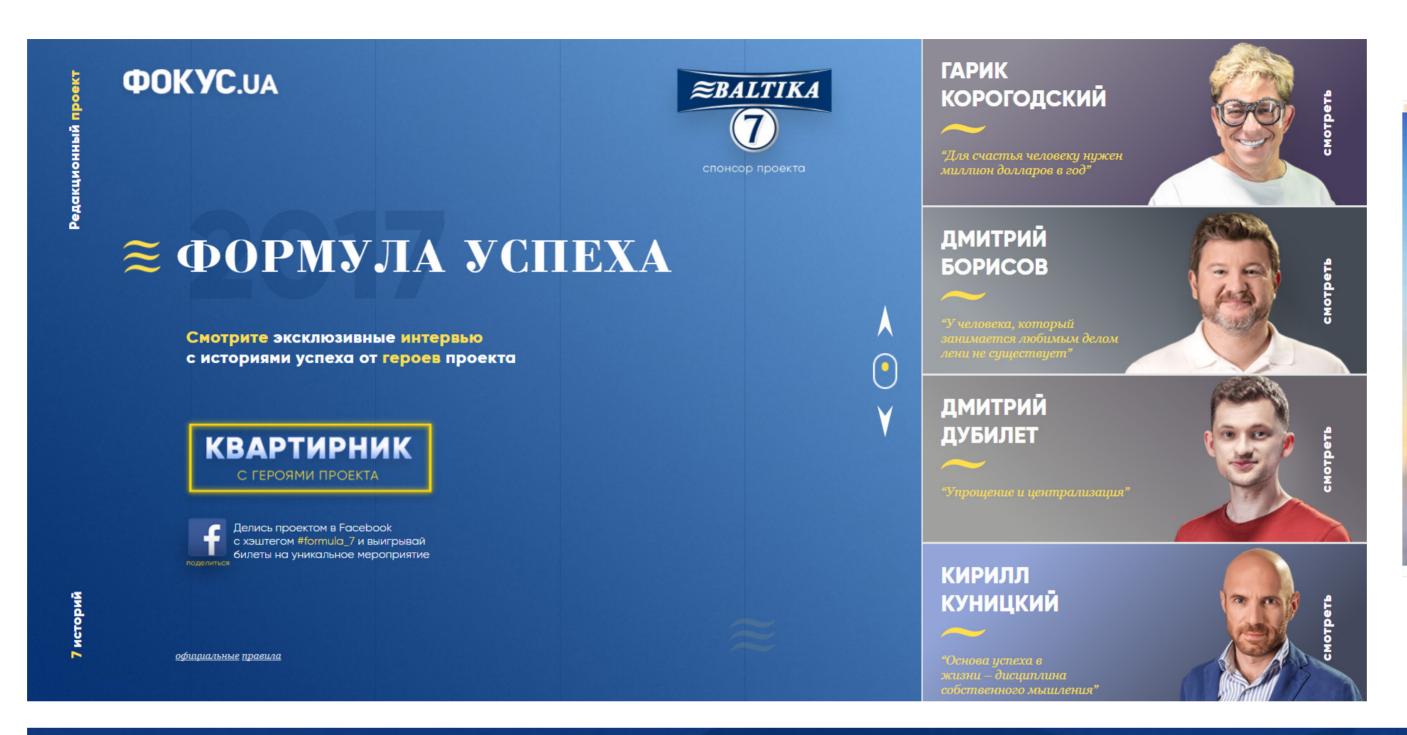


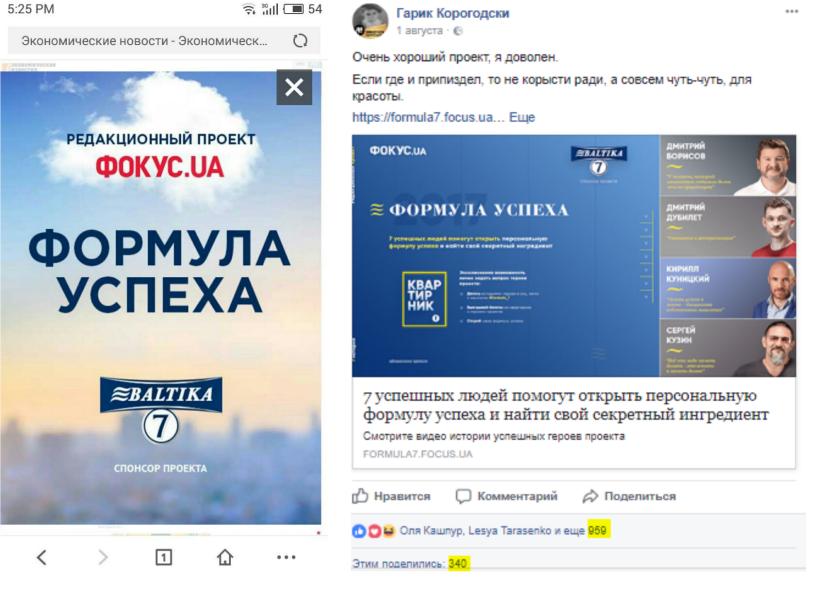


CLIENT: Baltika 7 **PROJECT:** Integrated digital-centered project about success with the involvement of influencers. Baltika 7 opens the formula of success and proves that success is not an accident! formula7.focus.ua

www.make-sense.agency

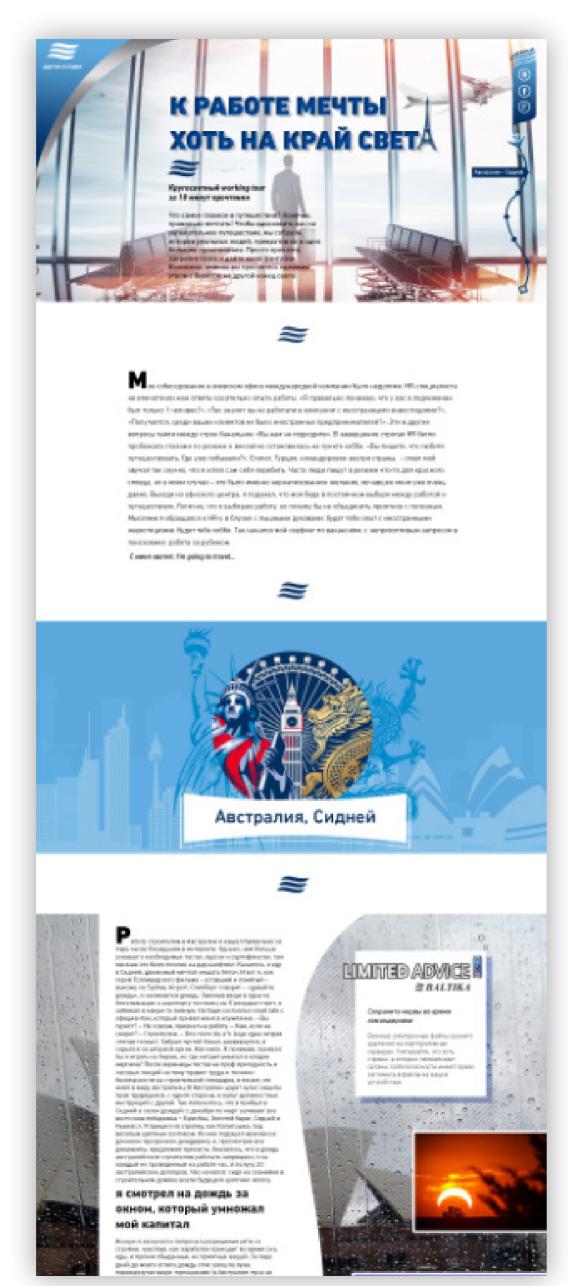


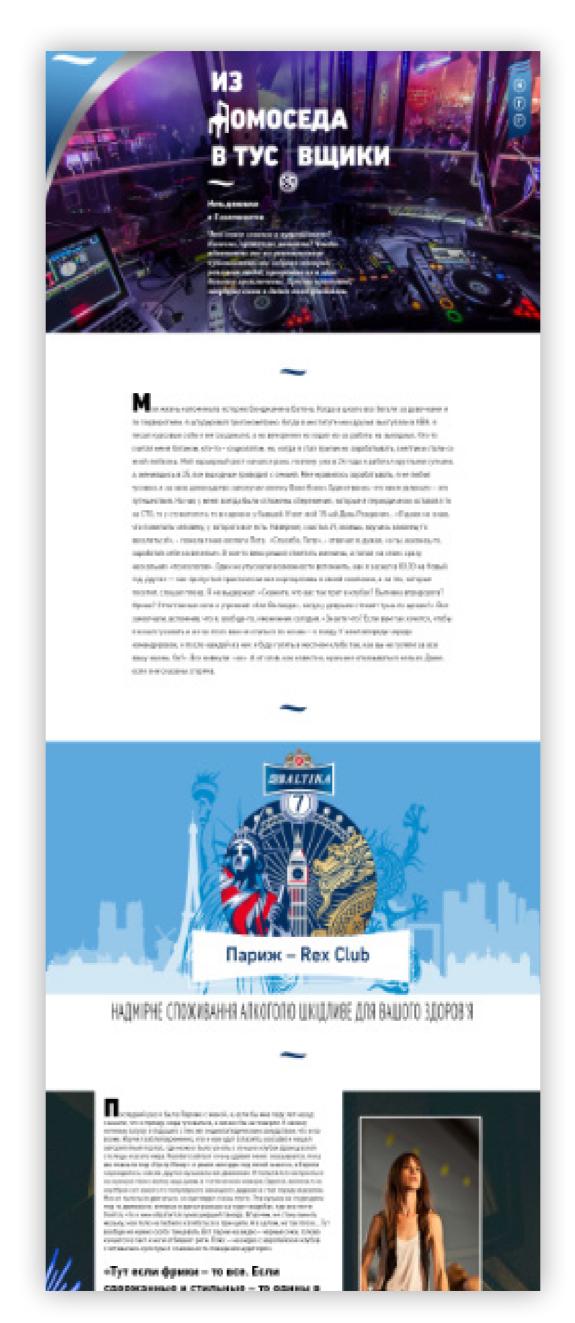














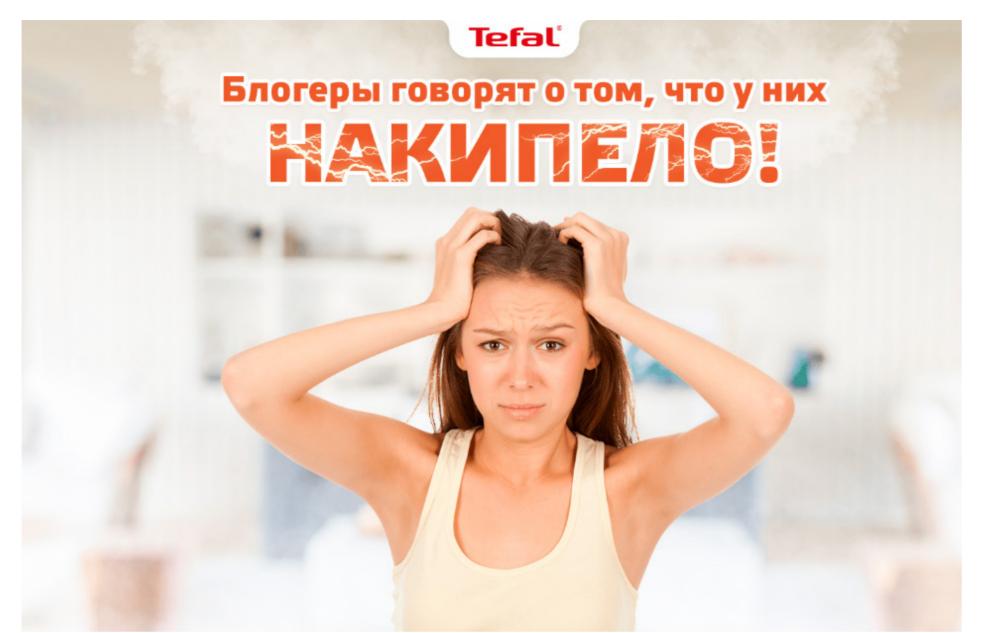
CLIENT: Baltika 7 **PROJECT:** digital pr-project in support of the platform «Smakuyut na 5 contynentah». Unique travel content in the format of long reads allowed every reader to complete a virtual tour on 5 continents. world-edition.korrespondent.net

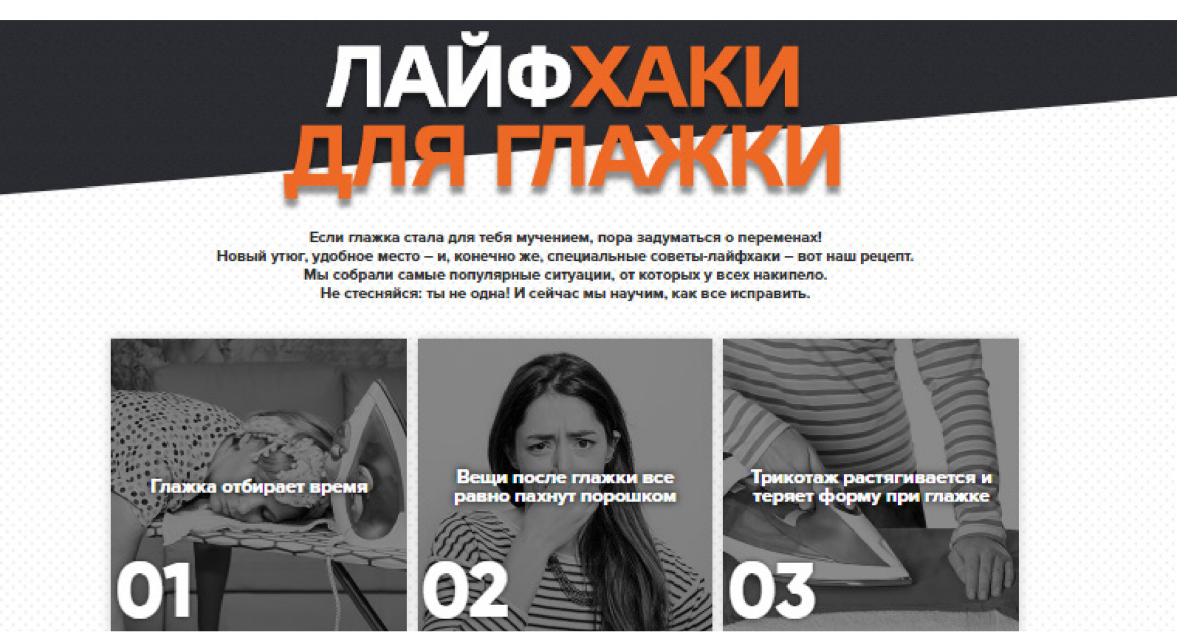
www.make-sense.agency

Лонгриды

Tefal

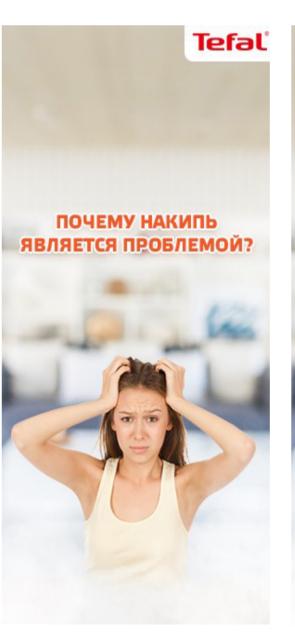
Tefal

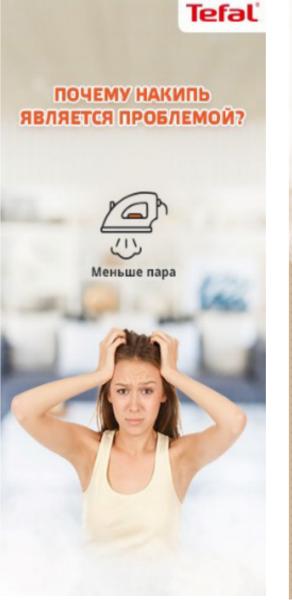










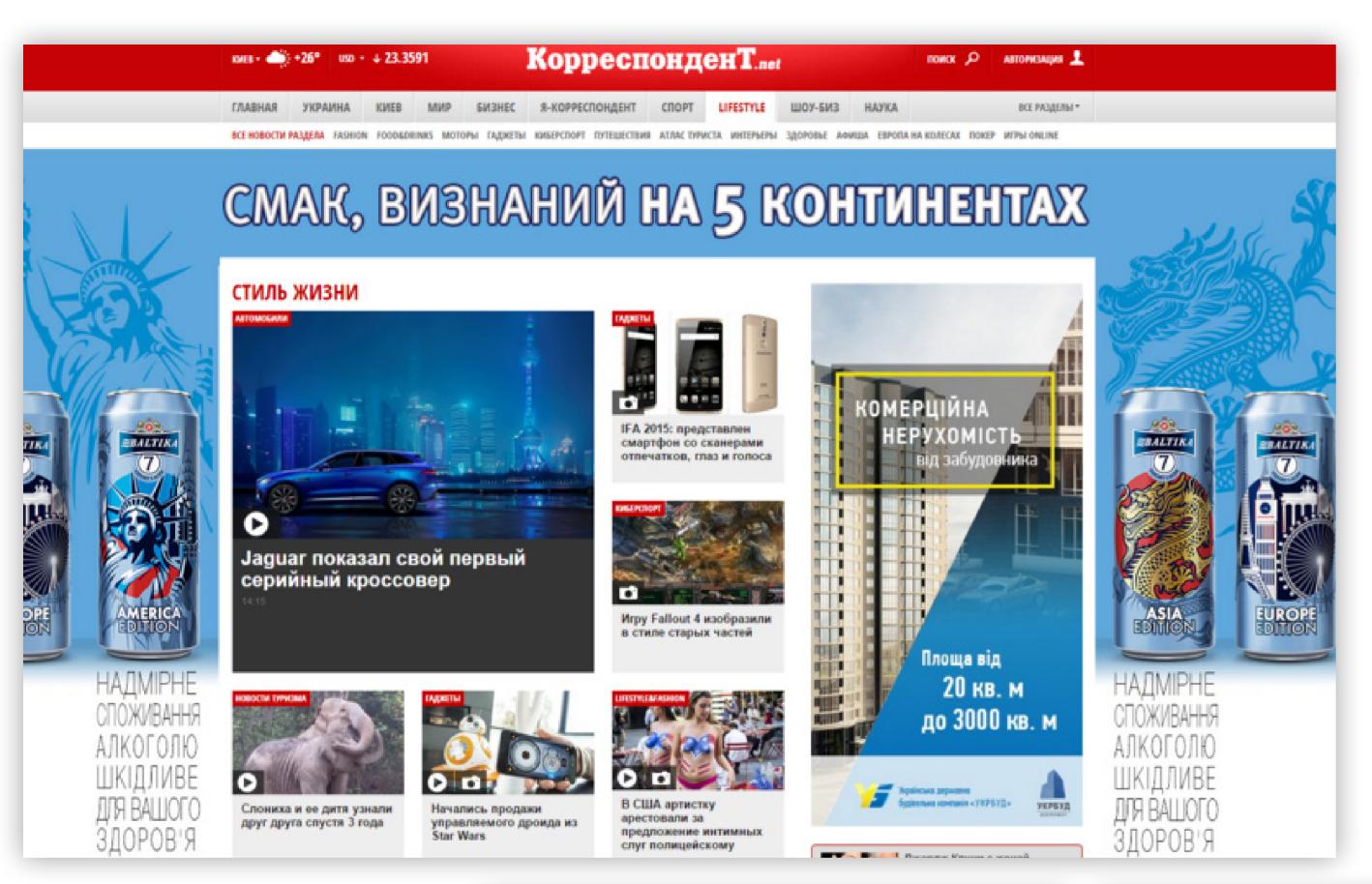




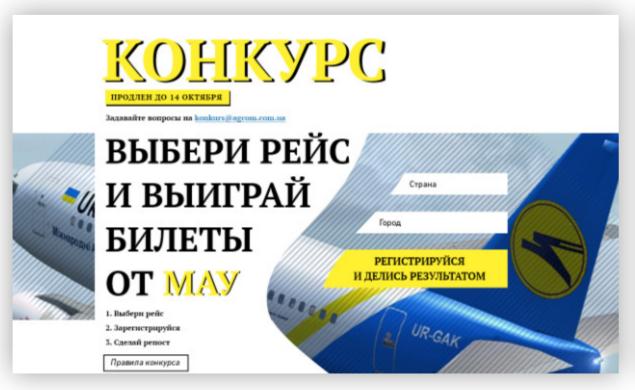
and how to fight it.

nakipelo.liza.ua

CLIENT: Tefal









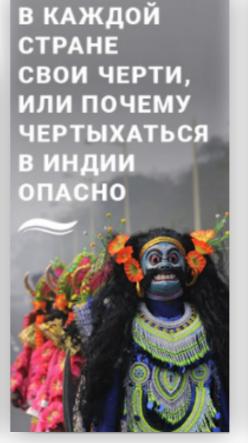
Правила конкурса

Ответь на вопрос и выиграй смартфон FLY:

Что можно увидеть в зеркале поместья «Плантация Миртов» и кем на самом деле могла оказаться таинственная бабуля?

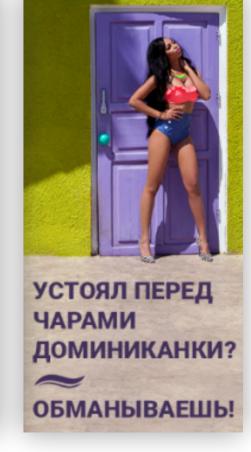
РЕГИСТРИРУЙСЯ И ДЕЛИСЬ РЕЗУЛЬТАТОМ











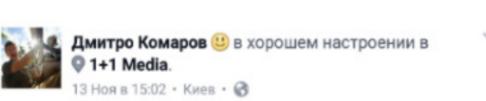




Rowenta



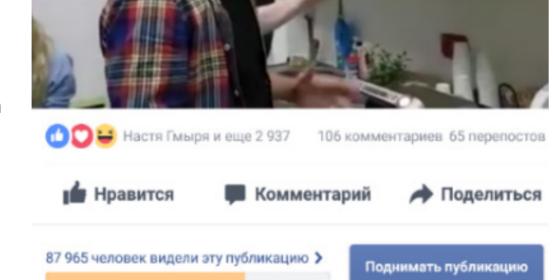


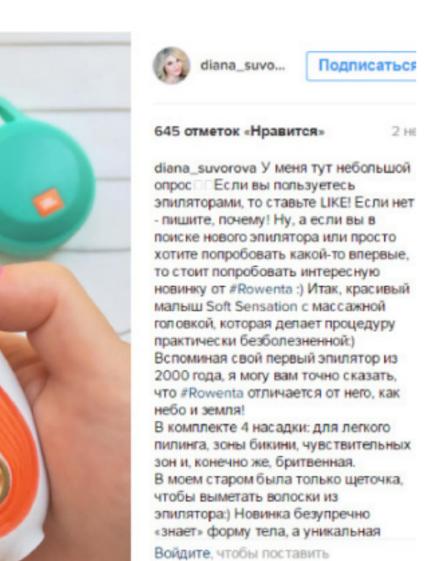


Воскресенье на работе. Когда организм требует праздника и лета. Нашли решение))



CLIENTS: Samsung, Tefal, Moulinex, Rowenta **PROJECT:** campaigns with celebrities and influencers in major advertising and social media campaigns.





«Нравится» или

прокомментировать







the_hardk... ПОДПИСАТЬСЯ

3,318 отметок «Нравится»

18 4

the_hardkiss Готовлюсь к закрытой New Year Party и тестирую свой новый Samsung Galaxy Note 5. Нраааавится!))) 🗐

#thehardkiss #samsung #galaxy #note #newyear #girl #makeup

jane_oleynicheck Очень красивая!!! ©

__alina_yangol красотуля

dianavas7 Прелестная Юлечка!!! 💆 🕚

hanbikovi Внеземная!♥а как же htc еуе?)Вал тоже сменил?)

sergeysidletskiy Макияж чоткий)

dariasokolska Сегодня на корпоративе у моей подруги)) супер 🙂

darya_raven на Адель здесь похожа) lalacomlala Люблю ваши песни

n.a.s.t.a Когда же трансляция?)

rstorchai Шикарно

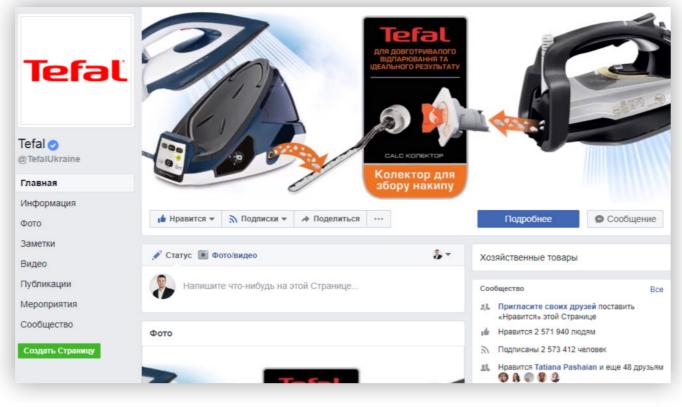
Войдите, чтобы поставить «Нравится» или прокомментировать.

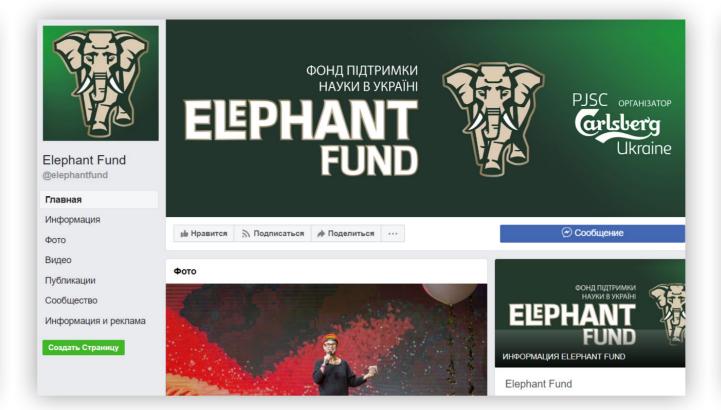
0.04

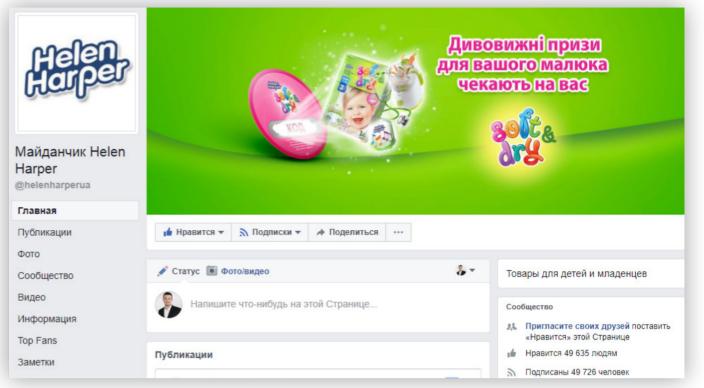


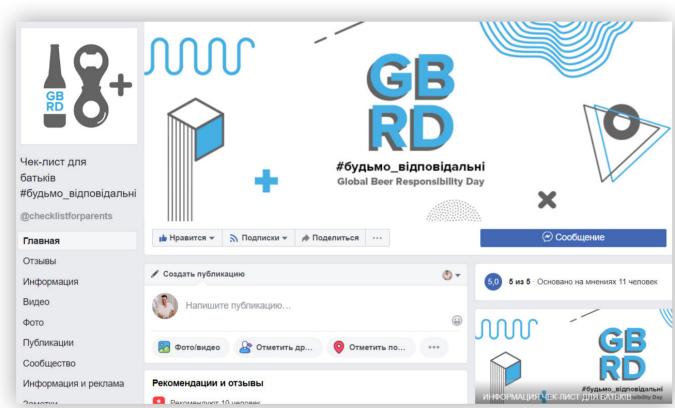
bogdanjulia Давно не было видеорецепта ;) Сегодня ризотто с грибами! И не просто рецепт, а приготовленный в уникальной мультиварке Tefal.□□ © Я не раз пис что не очень люблю готовить, особе долго. Моя 6 воля - ела только сала: НО! Каши, супы, белки тоже важны рационе! И вот наконец-то не надо стоять и мешать по 100 раз кашу, чт не пригорела□□ Загрузил, включил готово! Короче, довольна как слон□ n -- - × --- × --- ×

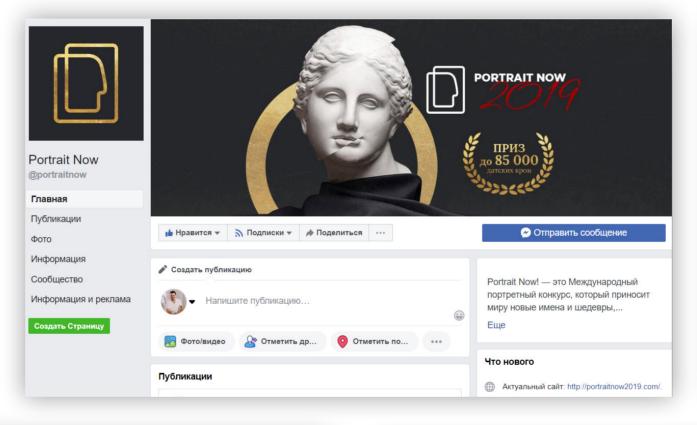
6,864 views

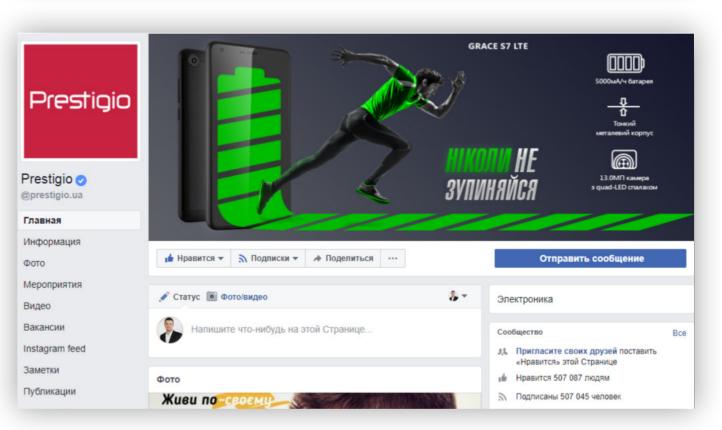


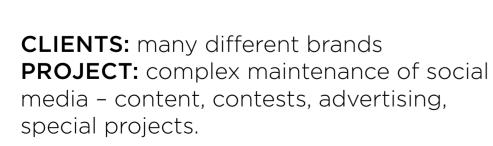


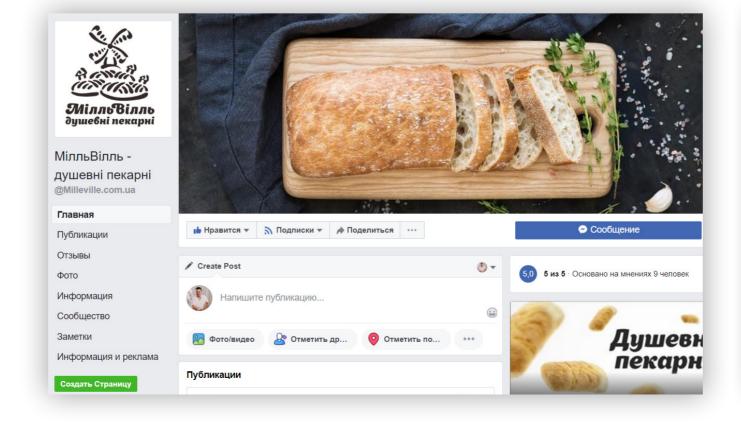


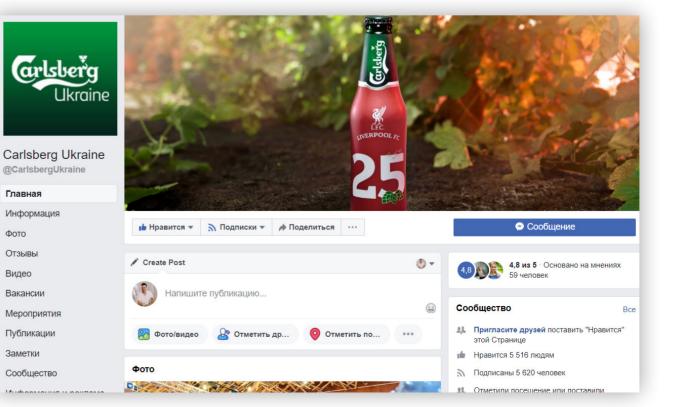




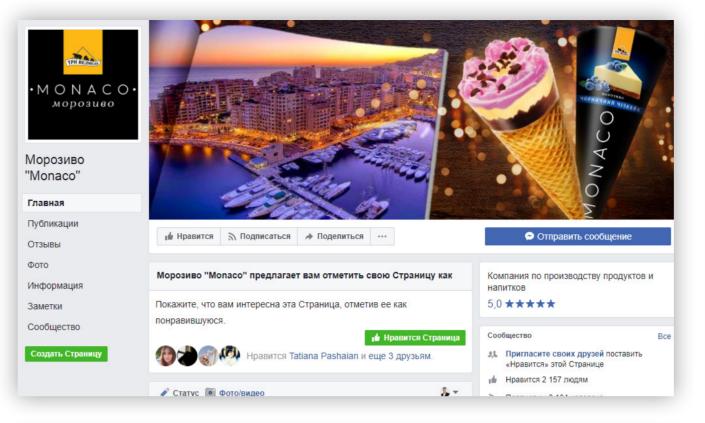


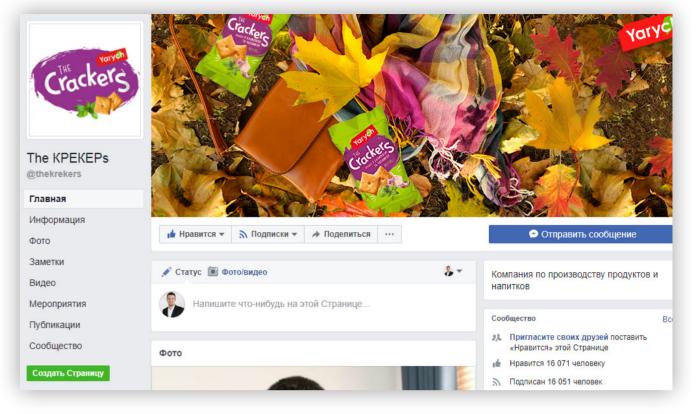


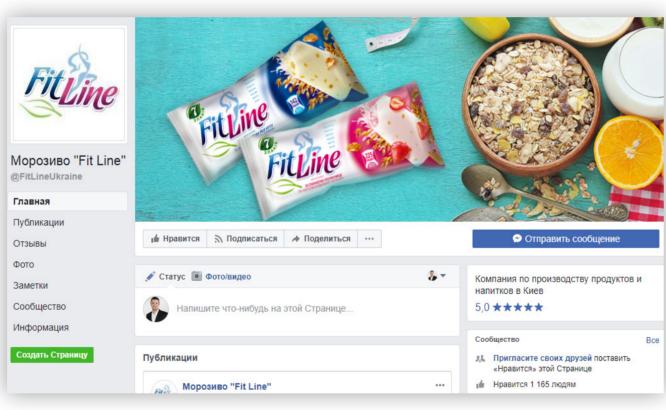


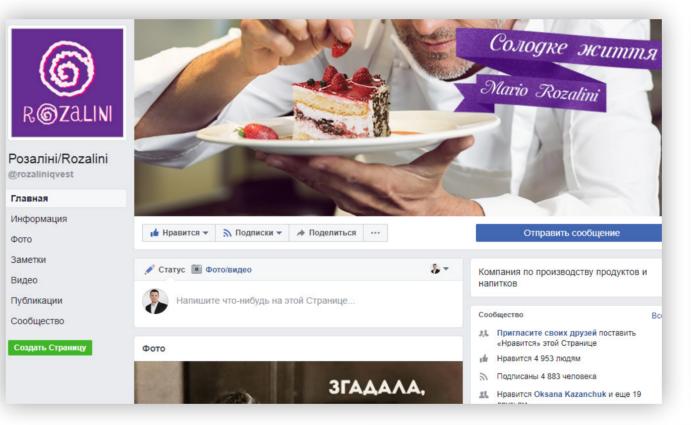


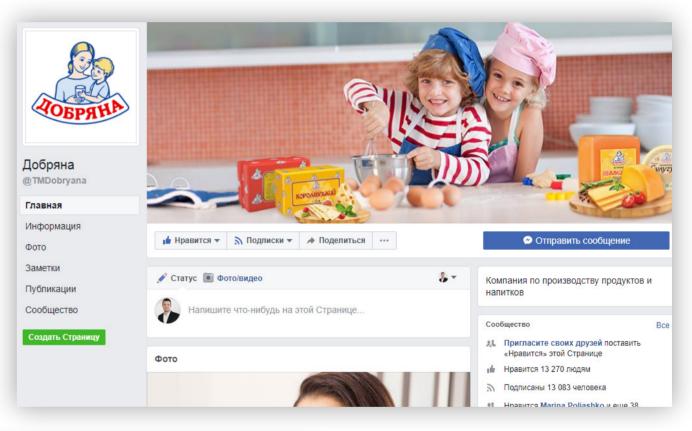


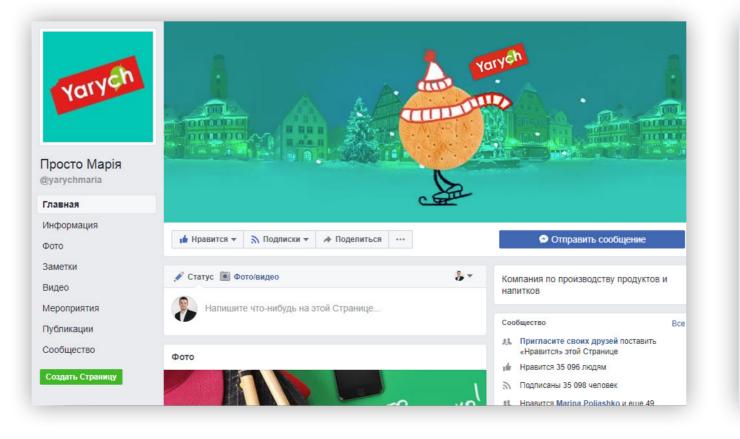














CREATIVE EYENTS





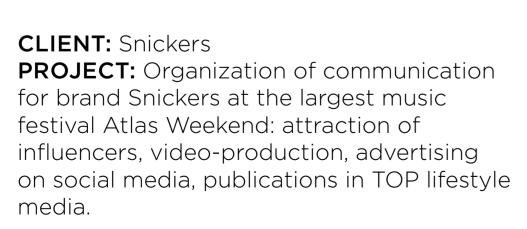


SNICKERS® Заряджає на повну!

Якщо ти досі не побував на локаціях SNICKERS® — ти багато втрачаєш! В тебе ще є час встигнути на головний фестиваль твого літа.

Заціни топове місце на Atlas Weekend – 8-ме... Ещё









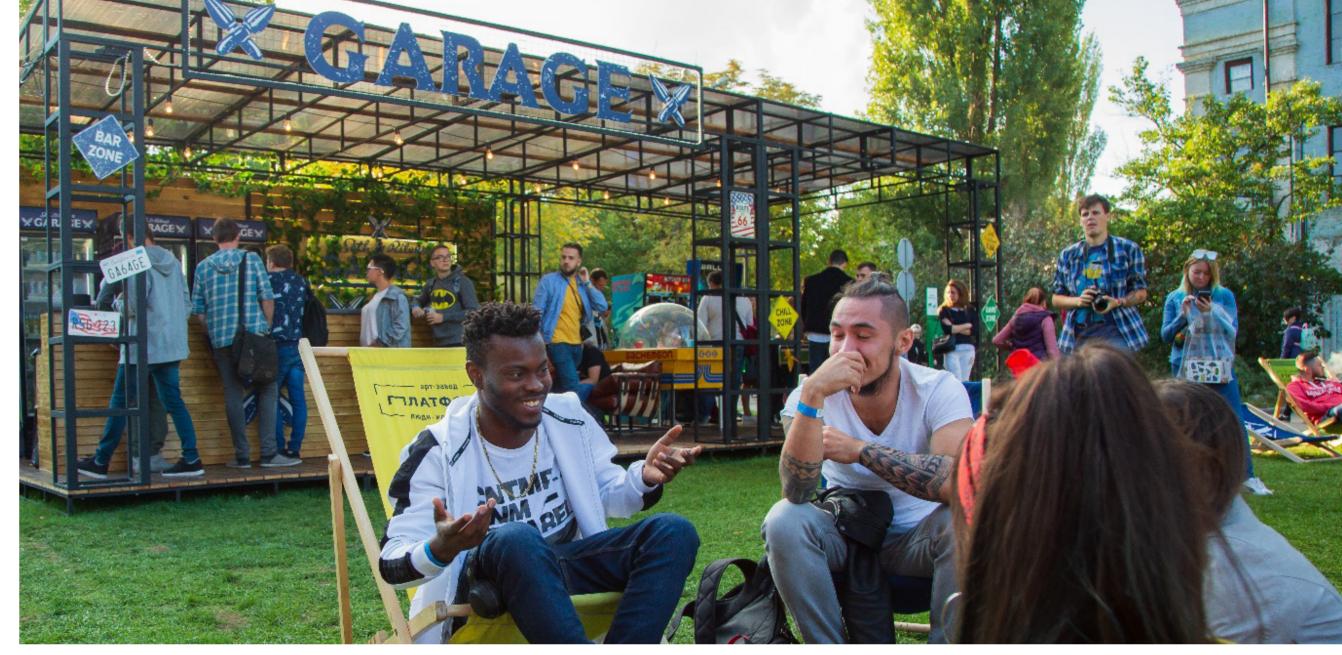


...











PROJECT: In autumn 2018 the brand Garage sponsored Comic Con Ukraine at an artfactory Platform. We developed a cool barzone the style of the brand, where everyone could not only buy their favorite drink but enjoy 2000s style games: Sea Battle, Pinball, Basketball, foosball.













CLIENT: Kvas Taras **PROJECT:** Integration of events into the festival of street food. Great barmen-shows, refreshing activities, and cocktail know-how at art-factory Platform. Relaxation zone of Kvas Taras was decorated bar-zone in craft style and modern souvenir products in the style of the brand.













CLIENT: Rybachka Sonya **PROJECT:** Series of creative events to celebrate the launch of the new beer brand Rybachka Sonya. Presentation of new beer Rybachka Sonya took place in the unique authentic format of Odessa at Privoz. According to a legend, Rybachka Sonya stepped off the pedestal and treated people with a beer. At the second event, the legendary Rybachka Sonya held the first Eloquence championship in Odessa. And on August 29-30 Rybachka Sonya and Kostya Moryak organized a great show of weddings in Odessa style. Also as part of creative sponsorship the brand performed at the festival of street food in Odessa Cimes Market.



























CLIENT: Tefal PROJECT: ORGANIZATION OF CELEBRATION FOR 60-TH YEAR OF TEFAL FOR PARTNERS AND MEDIA

Organization: scenario, technical support, work with media, and influencers. Organization of activities: master-classes of steak-making on Tefal Optigrill by Yaroslav Yaroslavskiy, fun-activities by Ruslan Senichkin with steam generator Tefal, Dancing artist, who painted in honor of the celebration, small gifts for knowing the history of Tefal, etc.











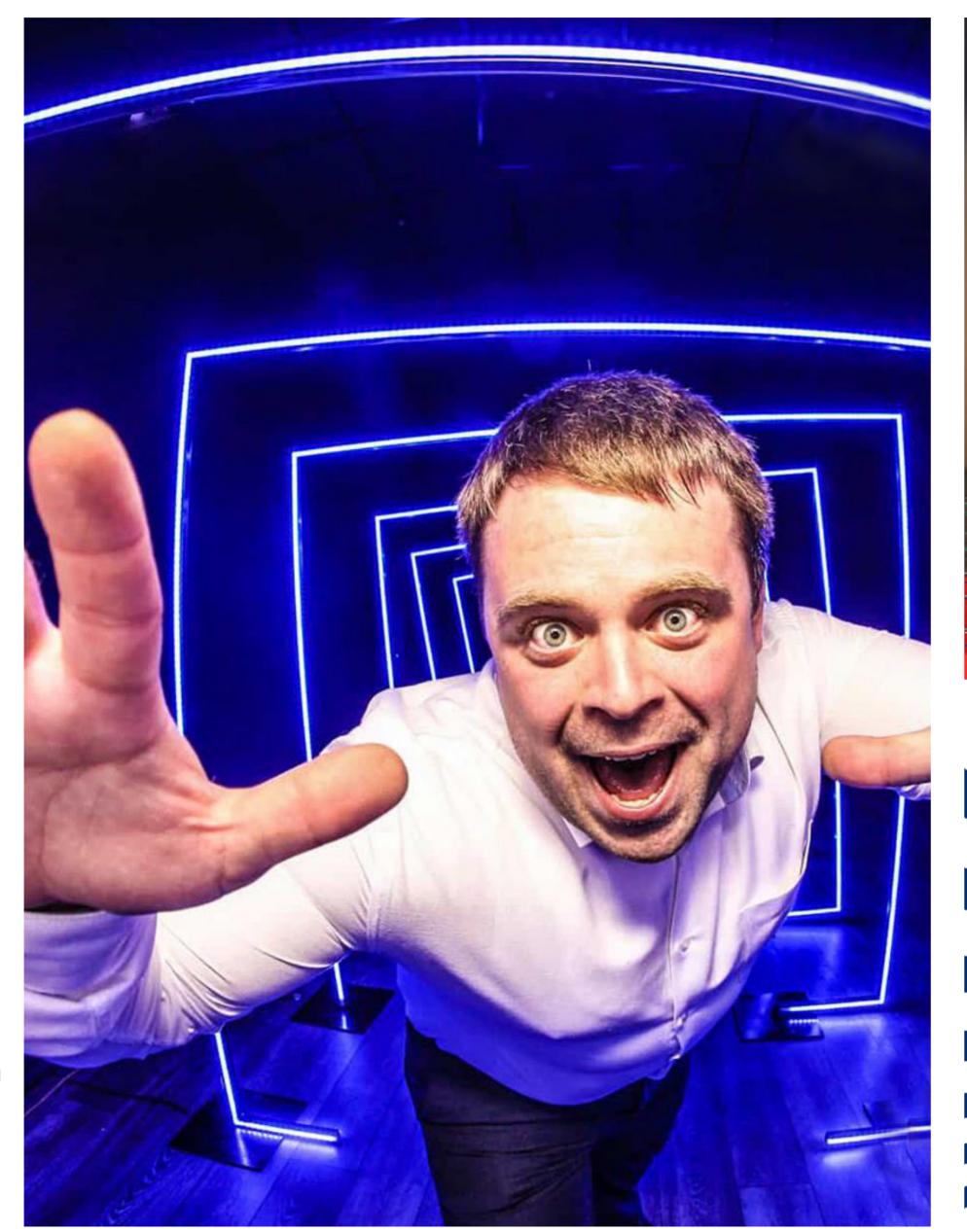
CLIENT: Robert Doms
PROJECT: MASTER CLASS FOR
JOURNALISTS ABOUT COMBINATION OF
SORTS ROBERT DOMS WITH FOOD

Organization of a master-class on cooking the food at big Lviv festival, which suits the beer better, for Ukrainian journalists.
Content-making, creative, organization, and media publications as a result.















CLIENT: Airwaves

PROJECT: Complex organization of a launch event for the Airwaves brand in Ukraine. Development of a creative concept, branding and location design, elaboration of creative activities, and gifts.

www.make-sense.agency

THANKS

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