



BRAND CONTENT HUB

BRAND CONTENT HU

Every brand is a story

- ✘ We write unexpected plots that develop story in the right direction
- ✘ We create context that has not yet come to your mind
- ✘ We plan tomorrow today
- ✘ Impossible ideas = opportunities for development
(NO is our WHOA)

The brand, it's task and goals are priority, and content is a way to achieve them. And we know how to create content to fall in love with





Our benefits



We do everything in-house. In the hub! We offer solutions through social networks, influencers, retail, banner advertising and non standard promo. Depends on the brief and budget.

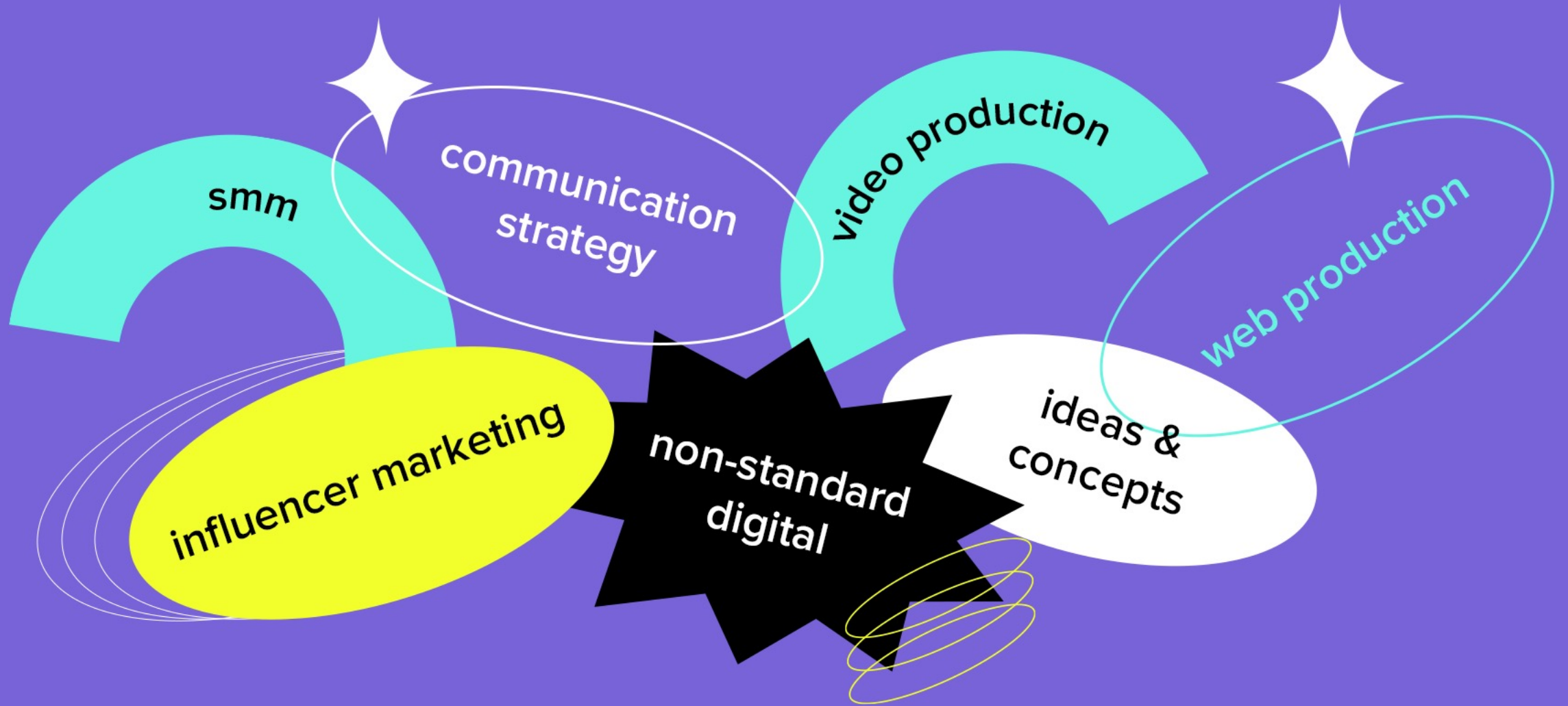


We work directly with platforms. And this is transparency of the budget, speed of project implementation and access to modern tools first.



We will always offer brave creative solutions that will solve business problems and become profitable for our clients.

We create



Our clients

FMCG



AUTOMOBILE



PHARMA



TELECOMMUNICATIONS



INTERNATIONAL ORGANIZATIONS



ELECTRONICS



RETAIL



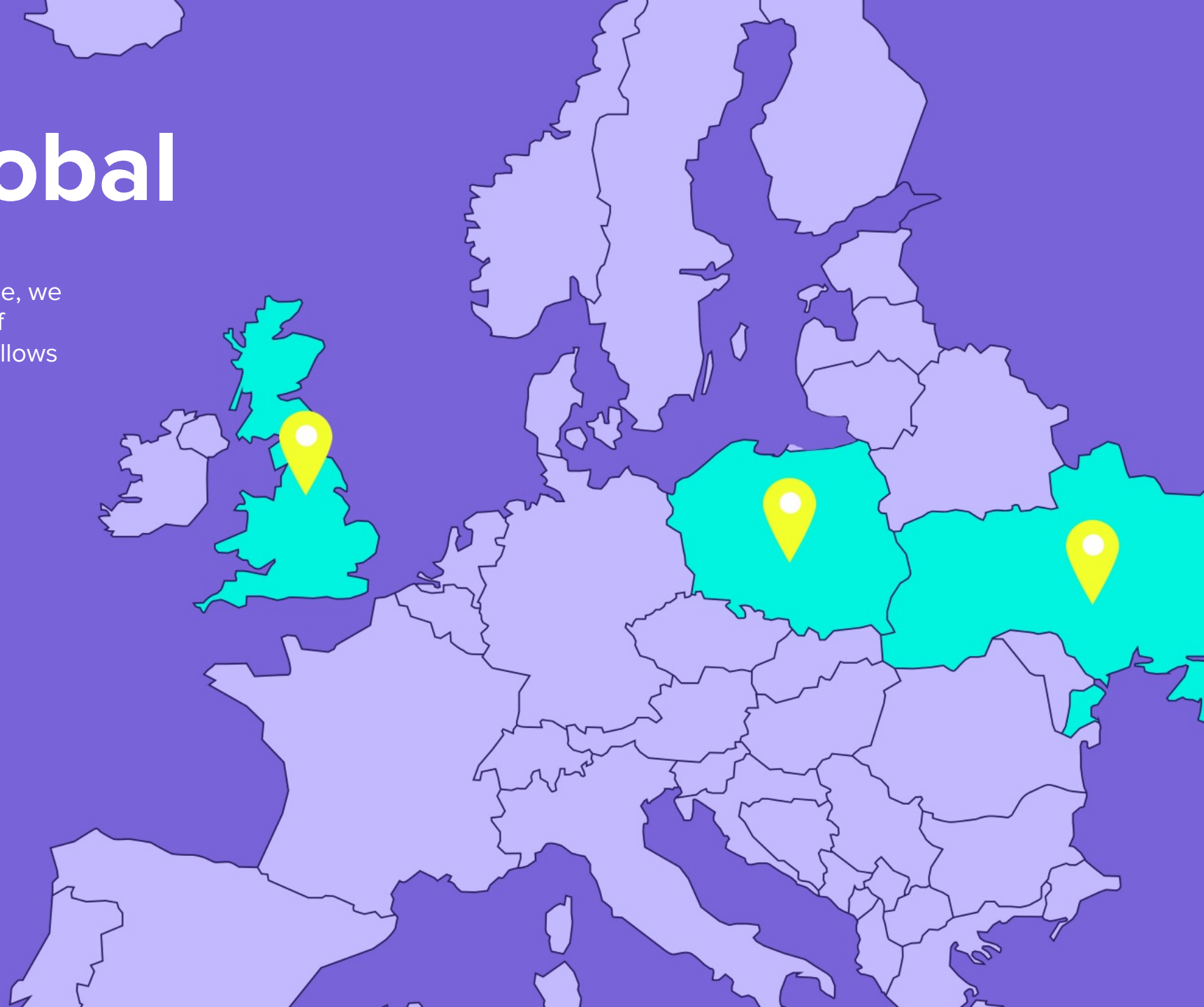
E-COMMERCE





We are global

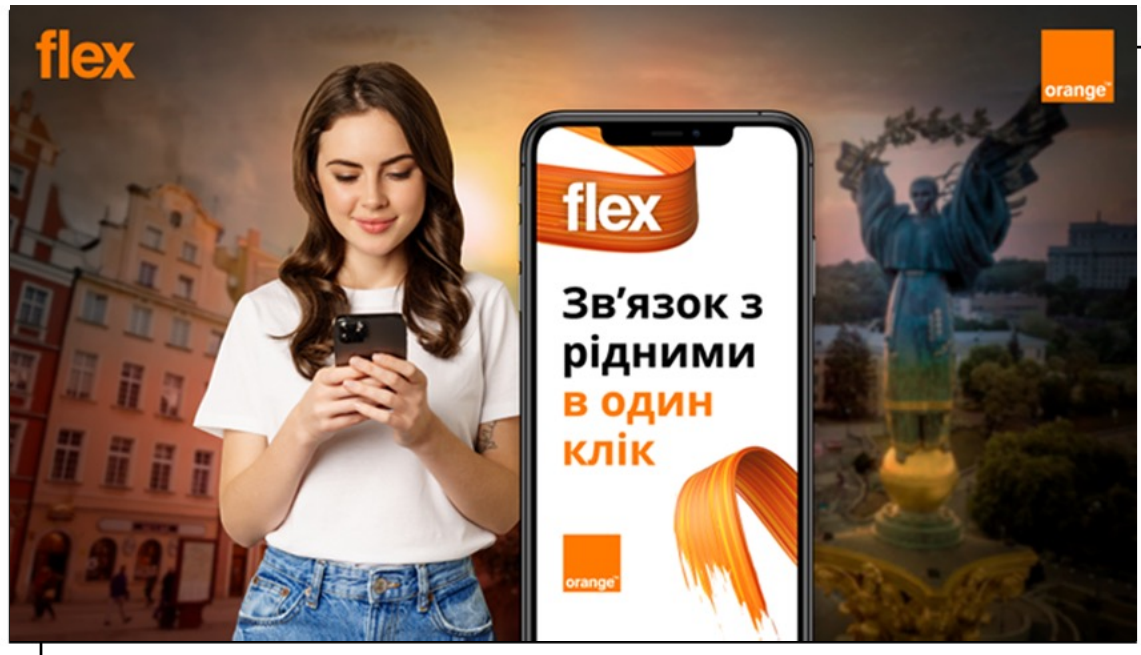
Over the years of the agency's existence, we have learned to create brand content of various complexity. And our expertise allows us to work on the global market.



ORANGE FLEX

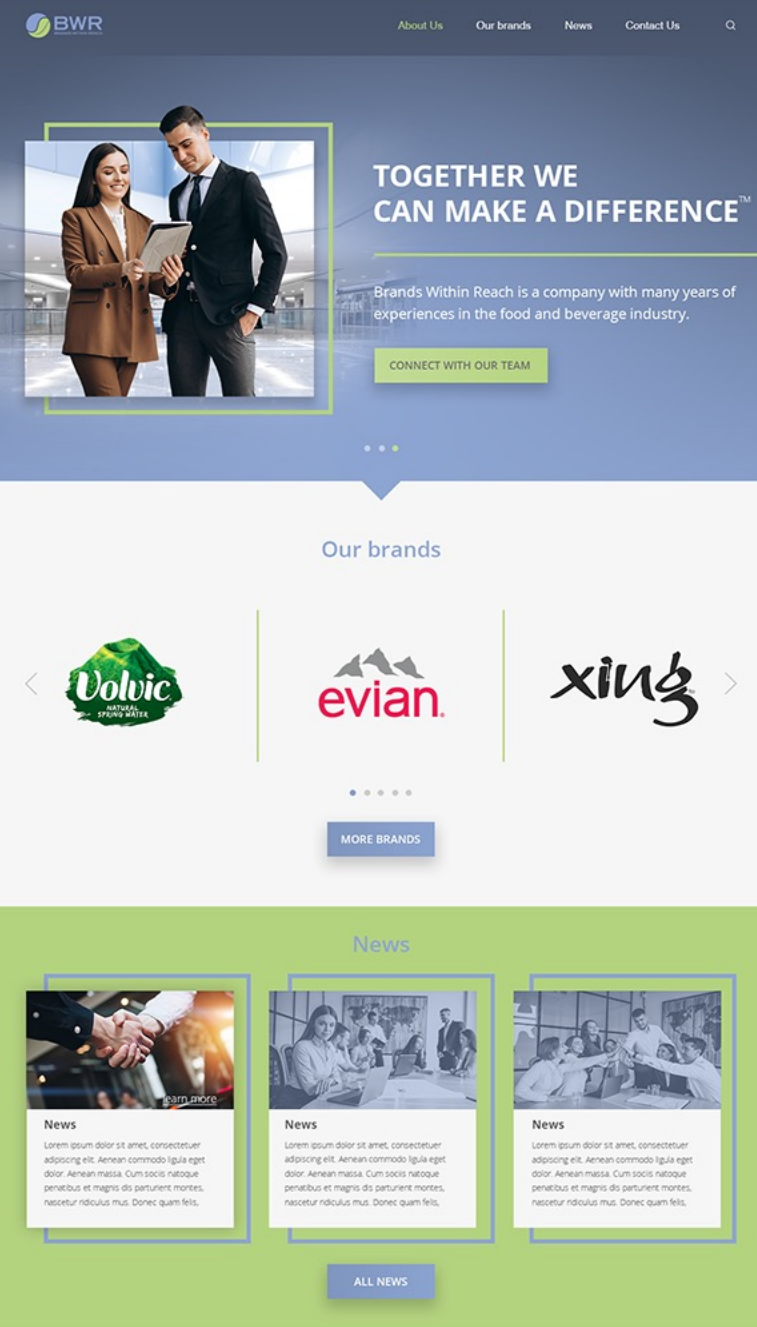
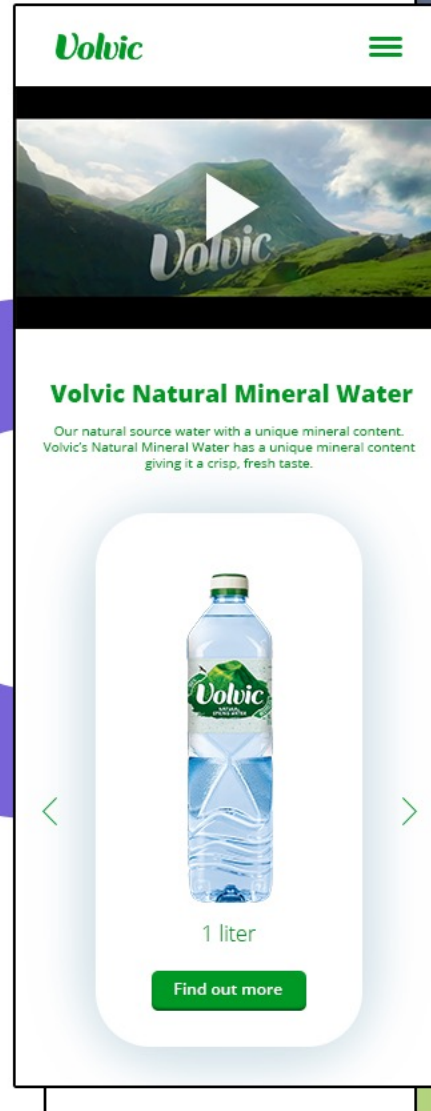
Connect with your loved ones in one click

- ✘ Strategy update for Ukrainians living in Poland
- ✘ Creative idea
- ✘ Bloggers selection
- ✘ KV for display campaign
 - pack of banners
 - videos for social media (Instagram + Tiktok)

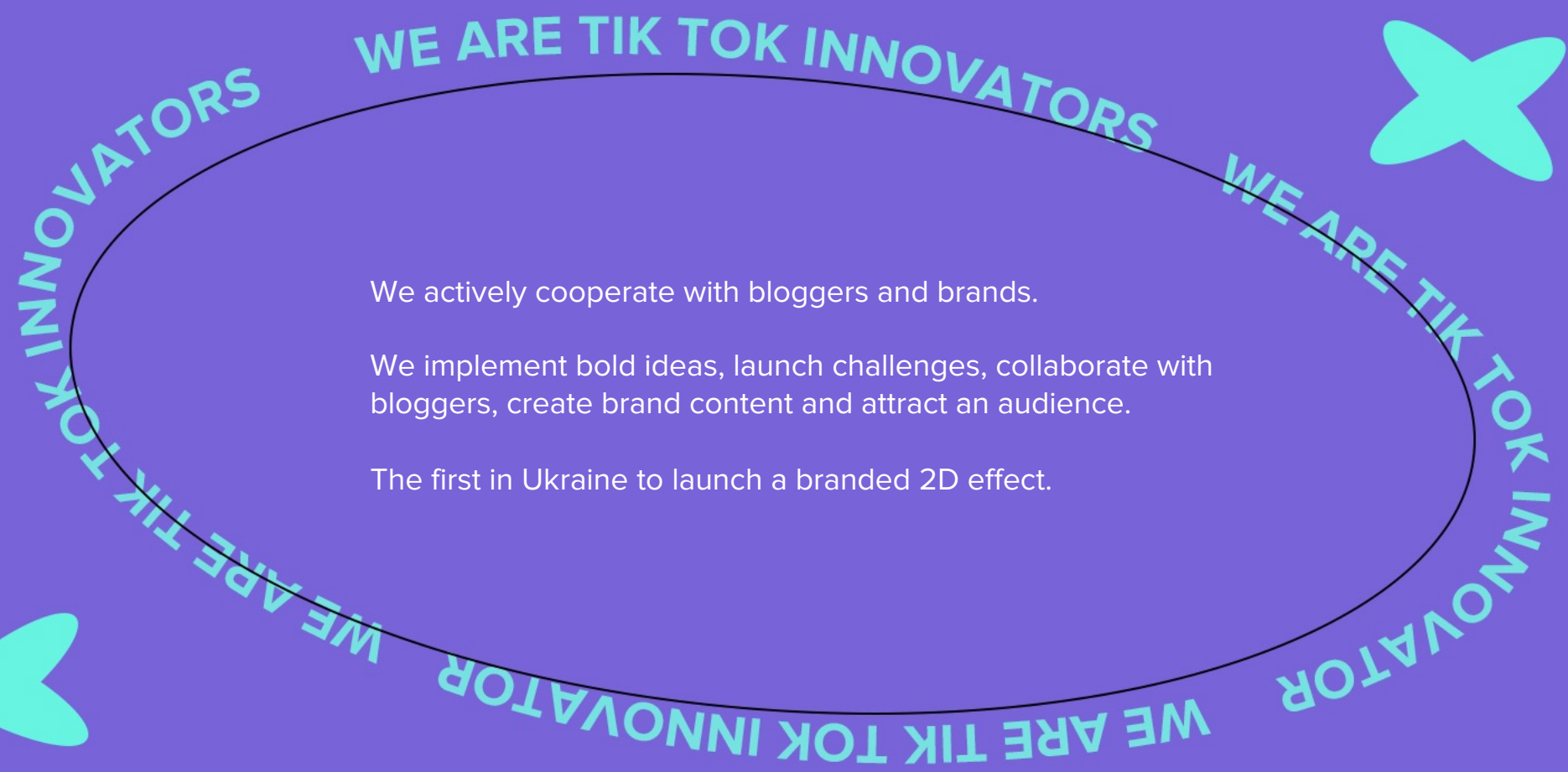


BWR

- ✕ updated brand identity for retail company
- ✕ developed a website (design and programming)
- ✕ adapted the identity to each product page of different brands



WE ARE TIK TOK INNOVATORS WE ARE TIK T



We actively cooperate with bloggers and brands.

We implement bold ideas, launch challenges, collaborate with bloggers, create brand content and attract an audience.

The first in Ukraine to launch a branded 2D effect.

IK TOK INNOVATORS WE ARE TIK TOK INNO

THE FIRST BRAND EFFECT IN UKRAINE FOR THE CHEETOS BRAND LAUNCH



- ✘ Invented mechanics that attracts
- ✚ Developed and launched a brand effect
- ✘ Created a cool track
- ✚ Connected bloggers
- ✘ Got a cool UGC and stunning result

9 bloggers in TikTok
67M audience coverage
Views 524M
UGC 12K

CHEETOS

- ✦ Covered 90% of TA and all Ukrainian TikTok
- ✦ Attracted thousands of users to create branded content
- ✦ New efficiency benchmarks installed
- ✦ Effie award for the project in TikTok in the media innovation/idea category - received the first Effie award on the Ukrainian market



IE AWARD FOR THE PROJECT  EFFIE AWA

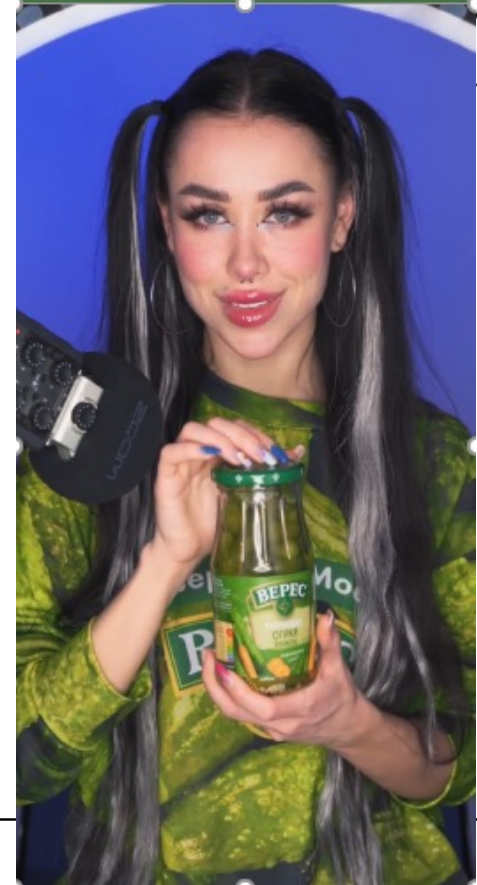
BOLD PROJECT WITH ASMR TRENDY APPROACH

- ✦ Came up with a viral idea
- ✦ Created a cool merch
- ✦ Involved bloggers
- ✦ Created a bold brand content
- ✦ Got audience feedback and impressive results

Views: over 12 million

Likes: 382 k

Comments: more than 5 k



PEPSI NEW YEAR'S CAMPAIGN IN TIKTOK



- ✕ Created the idea
- ✚ Involved trendy Ukrainian singer Alina Pash
- ✕ Alina Pash wrote a driving manifesto song for the New Year
- ✕ Together with the famous choreographer created a fun dance
- ✚ Involved bloggers
- ✚ We launched the challenge #Скажи_Новому_Року_ТАК! in TikTok
- ✚ Pepsi brand drew attention during festive bustle in advertising clatter

Views: over 12 million

Likes: 382 k

Comments: more than 5 k

We are brand guides

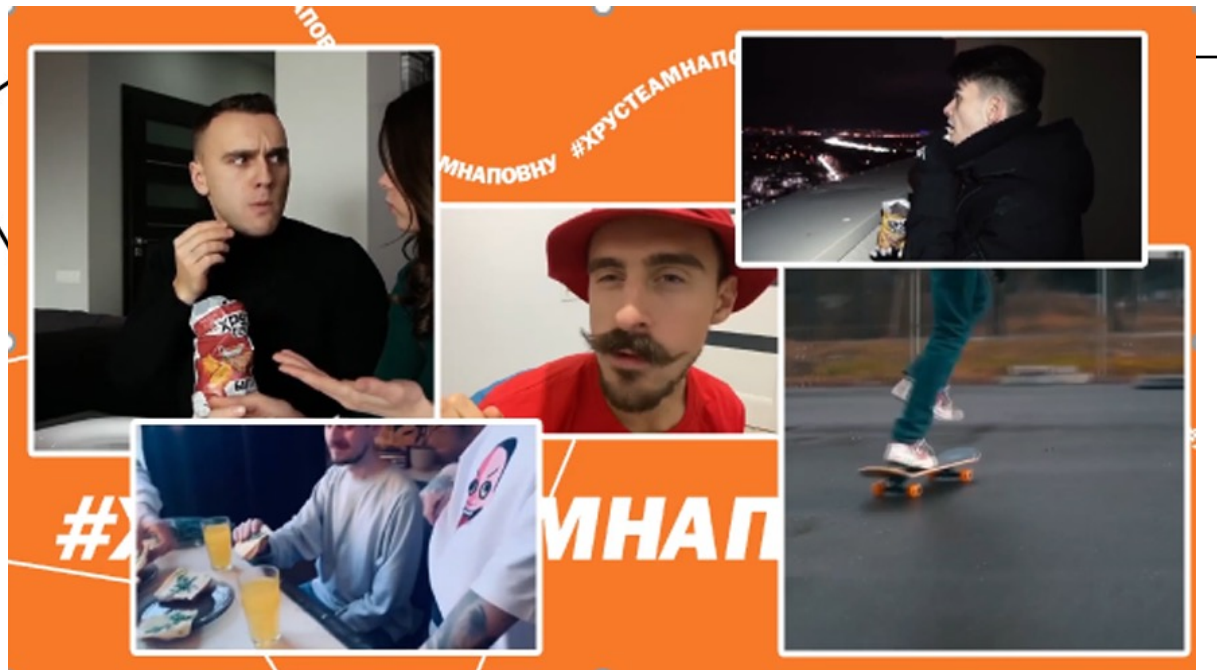
We have become a guide for XPYCTEAM in influencers environment , celebrities collaborations, TikTok challengers and an endless stream of trendy brand-attracting content.

- ✘ 2 years of close cooperation
- ✘ 4 large-scale advertising campaigns
- ✘ 2 TikTok Challenges
- ✘ 1 video clip with celebrities
- ✘ And an endless stream of fun brand content

HRUSTEAM



CRISPY COMMUNICATION



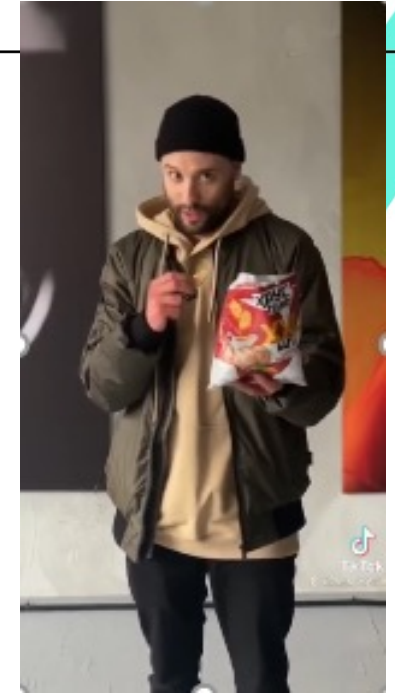
- ✘ Created a crispy track with blogger Murafa
- ✘ The track became the base of crisp content in the insta from other influencers
- The crunch track went from insta to TikTok
- ✘ TikToker Vlad Sherif made a remix, and friends of XPYCTEAM celebrated the end of lockdown in TikTok, challenging everyone

6 bloggers on Instagram
Audience coverage: almost 2 million
ER project 11.11%,
3782 comments
13 bloggers in TikTok
Coverage 1.6 million
ER project 7.5%

EASY-SNACK

- ✦ Another campaign – and another cool track and a collab with celebrities from the League of Laughter "Zagoretska Lyudmila Stepanivna"
- ✦ Filmed a fan video with consumption occasions
- ✦ Launched #challenge in TikTok and blogger project in insta
- ✦ Victor and Svyatoslav became headliners of all communication

**276 million views in 6 days
in TikTok**



XPYCTEAM OPEN FOR A BREAK

And another trendy track in viral campaign, where all bloggers got a super device – a button that takes a break with XpycTEAM and flooded TikTok and Insta with explosive content



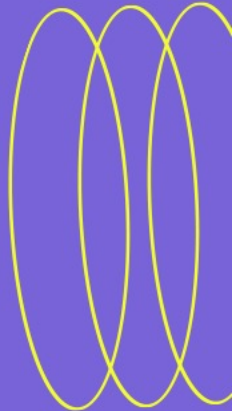
13 bloggers on Instagram

14 bloggers in TikTok

Audience reach: over 2 million



We dig deeper



**Therefore, each of our
cooperation with the Brand
begins with a strategy**

We analyze the market situation,
competitors, Brand and TA

We find insights and deep motives

We formulate a platform

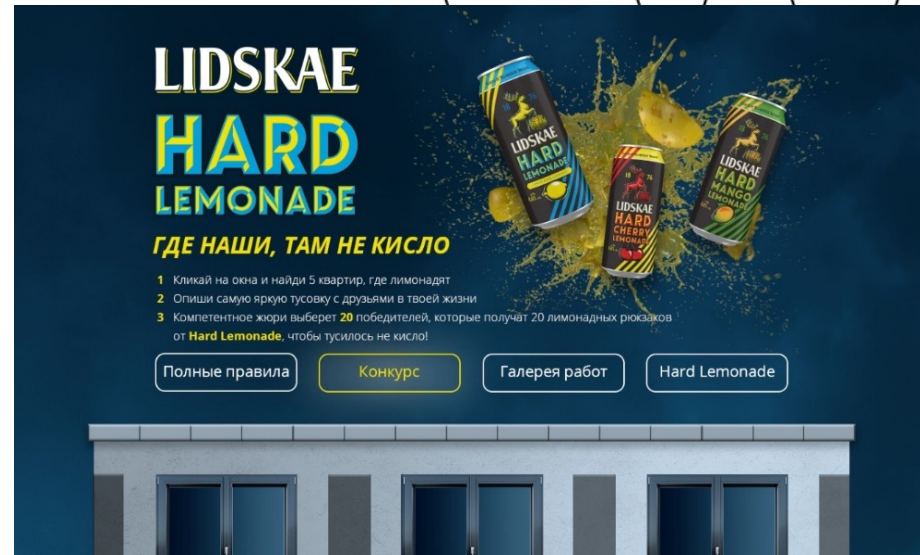
Create Big Idea

We develop creative content



LIDSKAE HARD LEMONADE

- ✦ Developed a communication strategy
- ✦ Found insight and cool approach
- ✦ Filmed the video
- ✦ Launched an interactive project
- ✦ Implemented a project with bloggers






We keep vivid imagination



Therefore, we love to draw

We develop unique illustrations
and animate them, creating
exciting storytelling for brands.

- 
- ✕ Animated commercials
 - ✕ Animated cases
 - ✕ Business videos
 - ✕ We develop creative content



DRIVE & VIBE

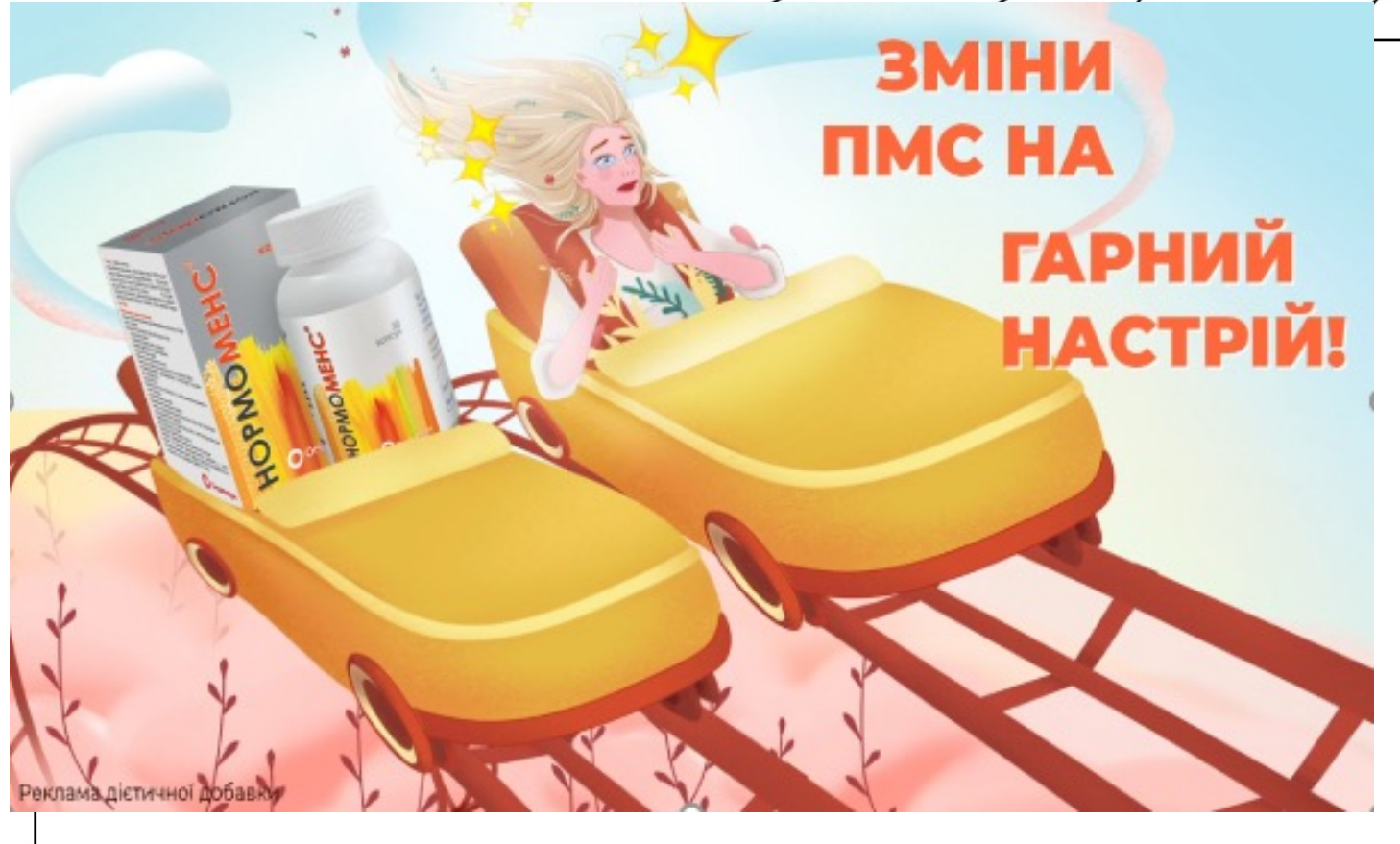
CRAZY CRUSH

- ✦ Wrote manifesto
- ✦ Found video in stocks
- ✦ Added cool graphics
- ✦ Made a trendy montage

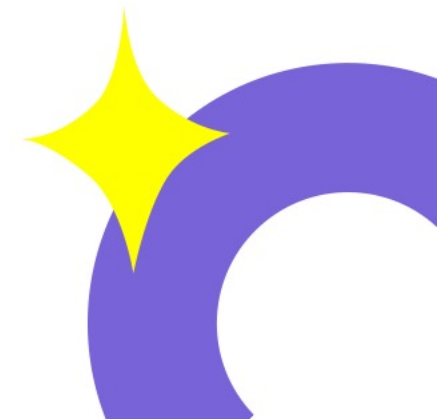


FEMININE STORIES

НОРМОМЕНС

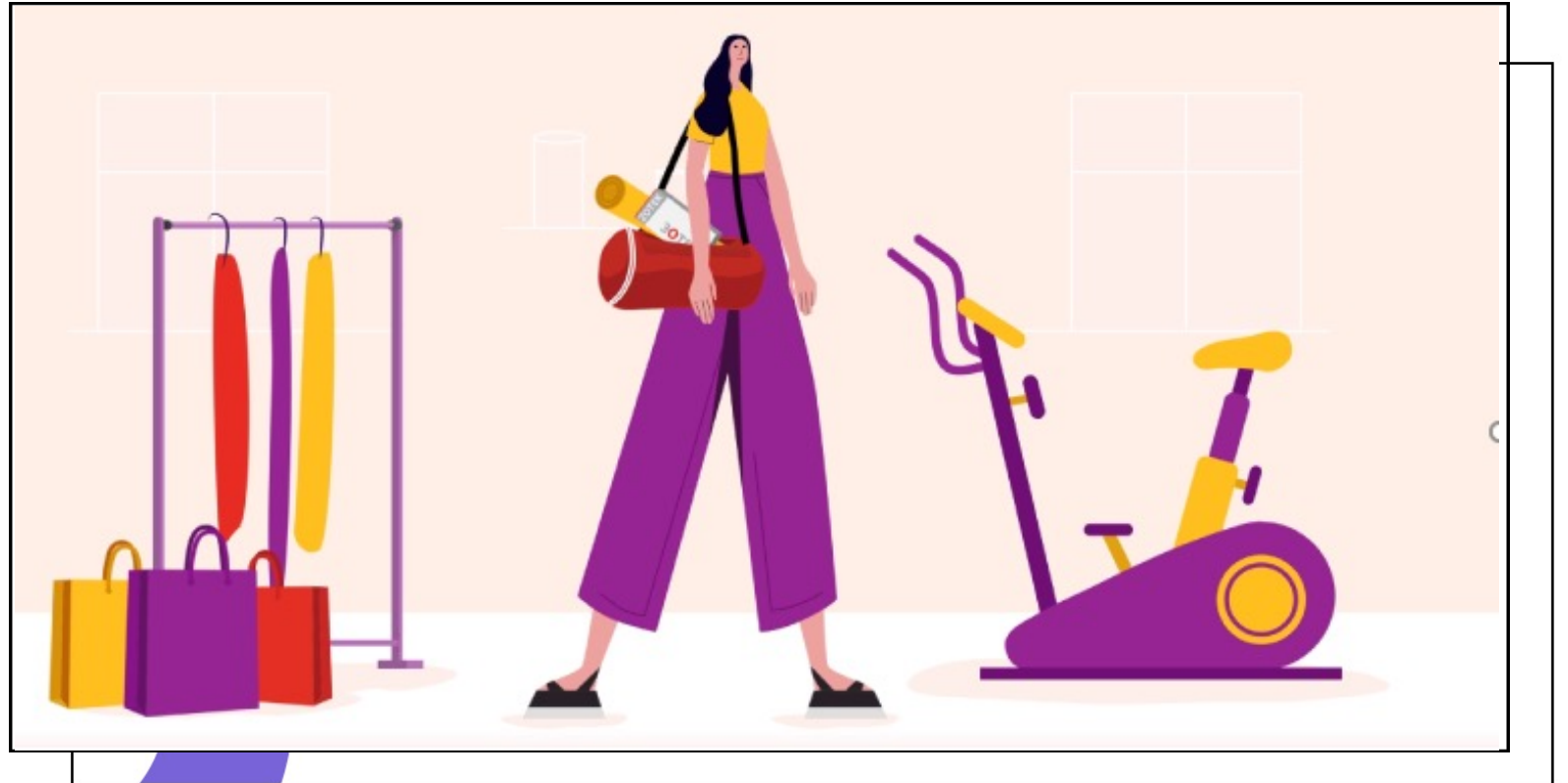


- ✕ Insight found
- ✕ Scripts written
- ✕ Created a brand style
- ✕ Implemented a series of animated videos



BLUES STORYTELLING 3OTEK

- ✧ Insight found
- ✧ Came up with the idea
- ✧ Wrote the track
- ✧ Created a unique style
- ✧ Implemented the video



We are

pro
ins

ent

**WE ARE
PROFESSIONALLY
INSTA-DEPENDENT**

We:

develop SMM strategies

manage pages

moderate

report

create content that is impossible
not to like

We
pro

insta-dependant

Social networks are our LOVE, because where else can you study the audience with whom you communicate so well.



TECHNOGEEK ELDORADO

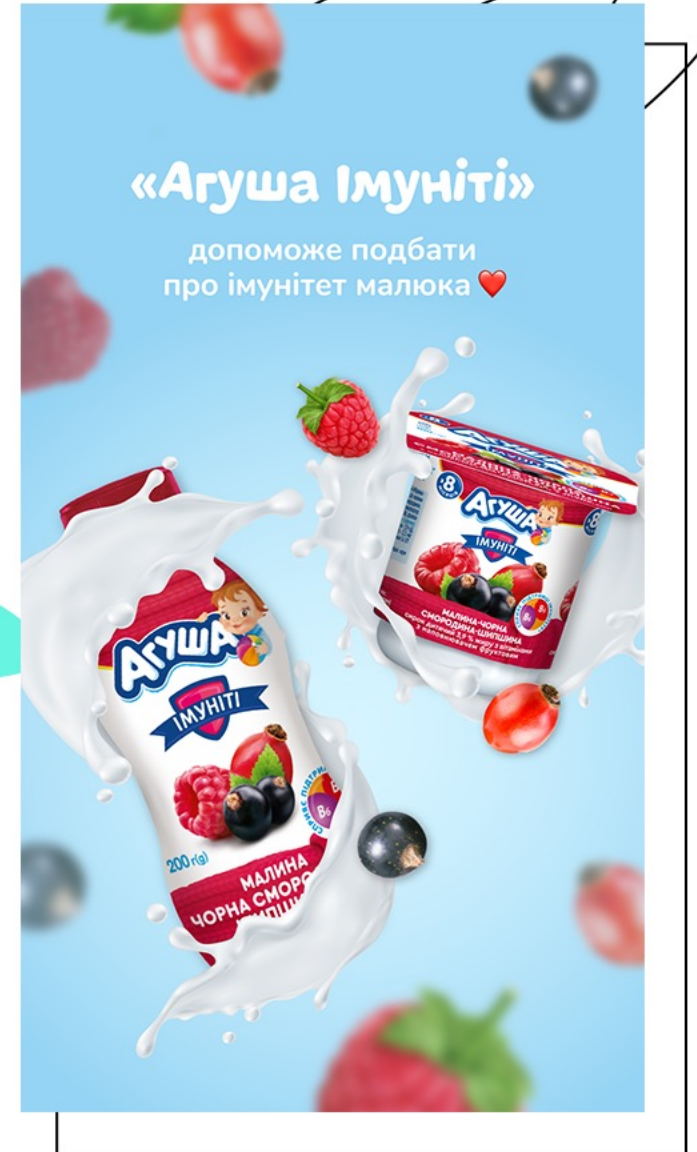


- ✘ Developed a strategy
- ✘ Created a visual guide book
- ✘ Found a unique ToV
- ✘ We manage pages in insta and fb
- ✘ As a result, ERR for 6 months grew by 7.6%

AGUSHA STRATEGY AND SMM

The strategy for Agusha included:

- ✦ Big idea
- ✦ SMM strategy
- ✦ goals and KPIs
- ✦ TA segments
- ✦ associative field and lexical guide
- ✦ content strategy
- ✦ special projects with bloggers



SADOCHOK STRATEGY AND SMM



А ВИ ВЖЕ ВЗЯЛИ УЧАСТЬ
В АКЦІЇ ВІД «САДОЧОК»?

Щоб стати учасником акції:

- Придбайте сік в акційному пакуванні
- Зареєструйте акційний код з-під кришки на сайті www.promo.sadochok.ua, у чат-боті Sadochok або за допомогою SMS 📱

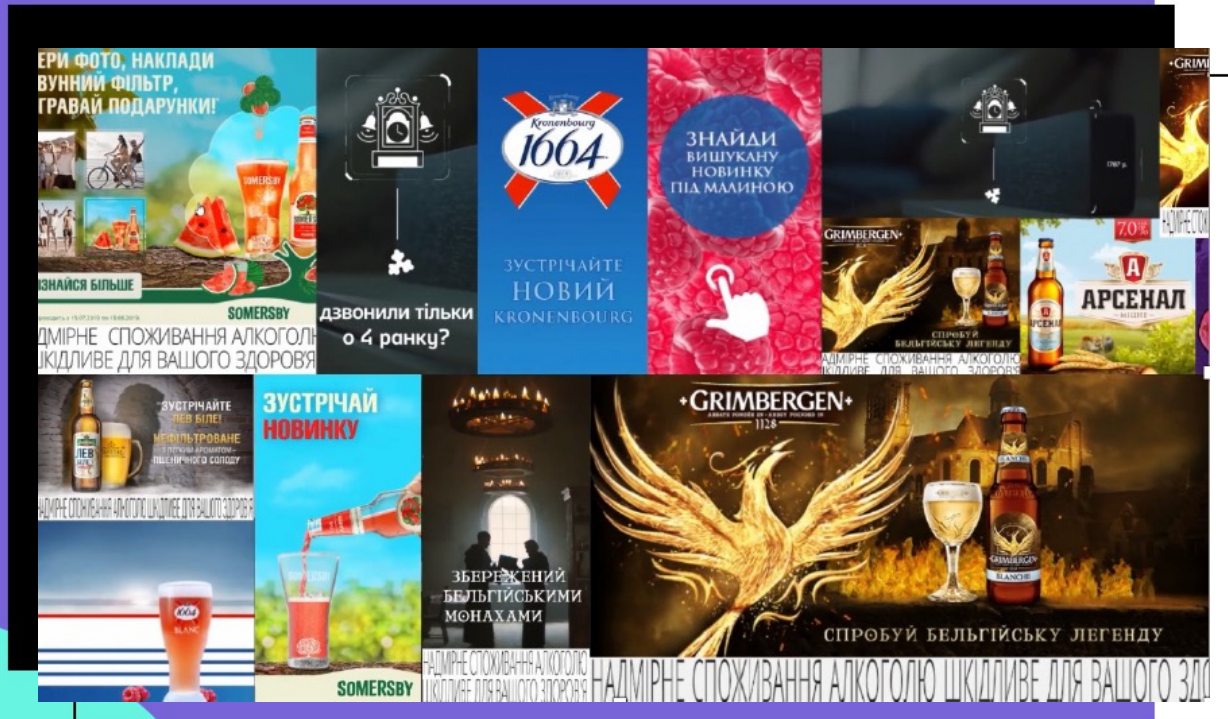
Кожен учасник може завантажити не більше 6 акційних кодів протягом доби

✘ We supported the brand on Instagram and Facebook for the period of new launches and national promos.

✘ Prepared posts and Stories that told about the product and announced the activations. These were both informative and entertaining posts (interactives to increase audience engagement)

Digital banners production

Development of web banners - one of the key areas of our agency



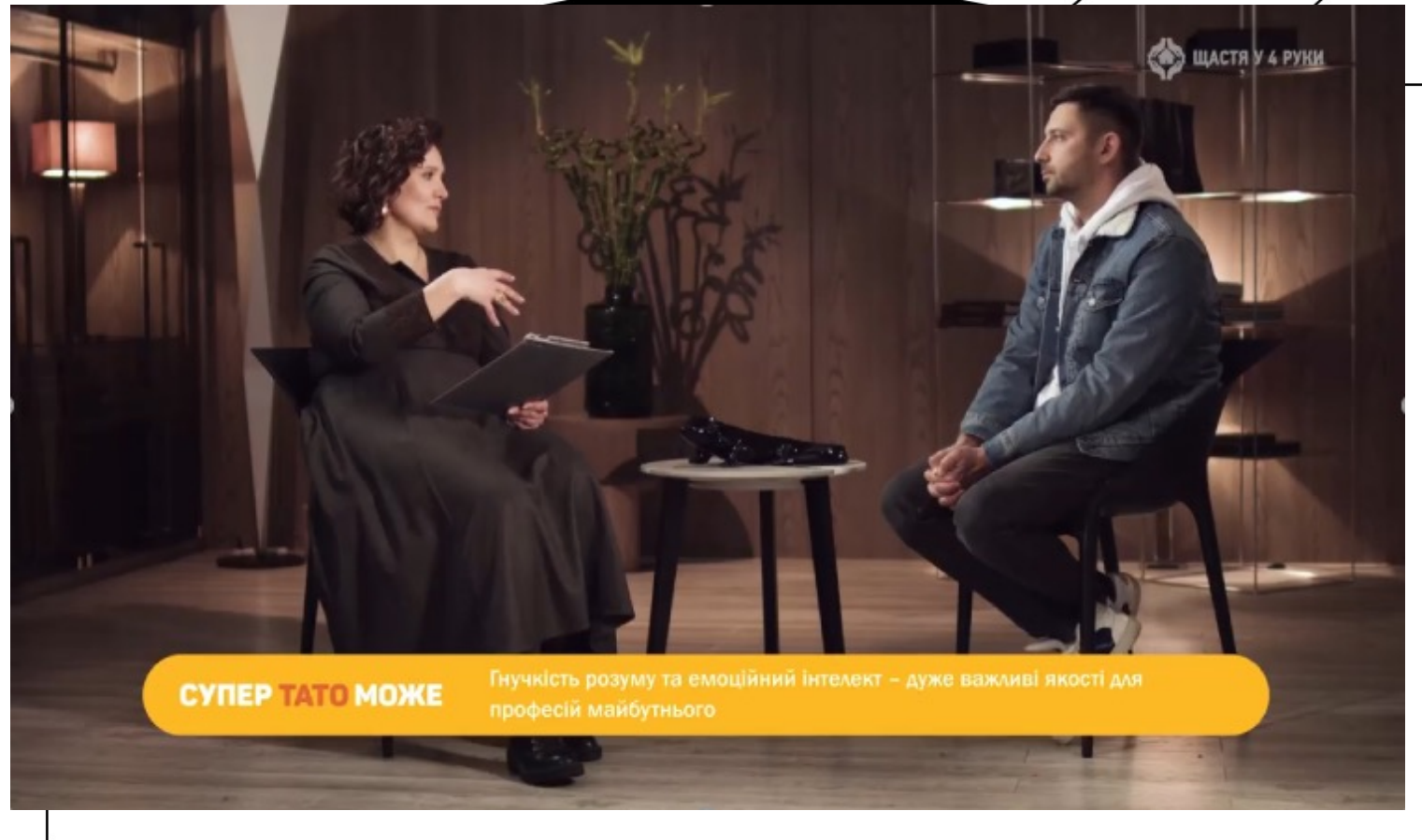
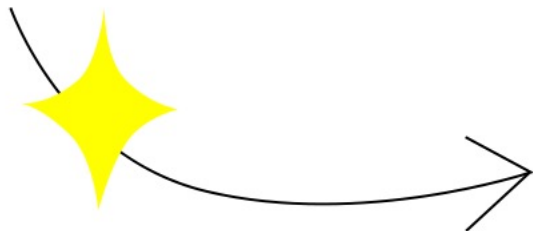
- ✘ We know all the technological requirements of different platforms
- ✘ We analyze your campaign objectives and existing creative assets
- ✘ We create an Idea
- ✘ We develop creative materials, standard and non standard web banners



And we care

SUPER DAD

- ✦ YouTube series with celebrities.
- ✦ In conversations with celebrities and specialists, they discussed the most important topics of parenthood
- ✦ 27 episodes of Live Chat



RELATIONSHIP SIMULATOR



ЧИ ГАРМОНІЙНІ СТОСУНКИ У ТВОЇЙ СІМ'Ї?

Пройди перший в Україні симулятор сімейних відносин



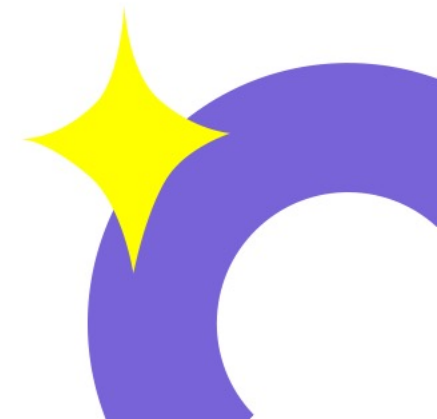
During the quarantine period, a campaign was launched to help restore peace in relationship during quarantine.



3 animated videos with guides from a psychologist.



The first in Ukraine web simulator of relationship in the form of a game.



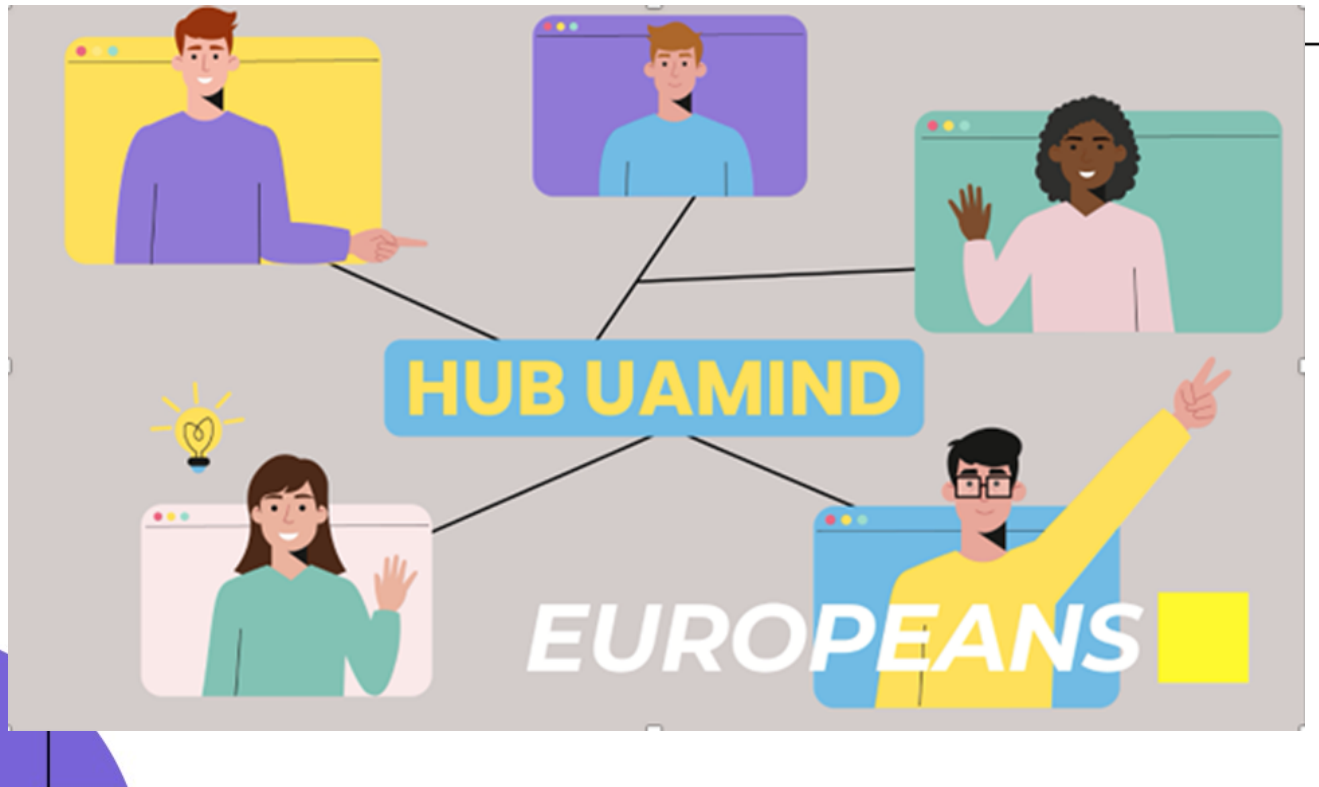


PRESS START

01:51

UAMIND HUB

Bronze Award of Kyiv International Advertising Festival 2022

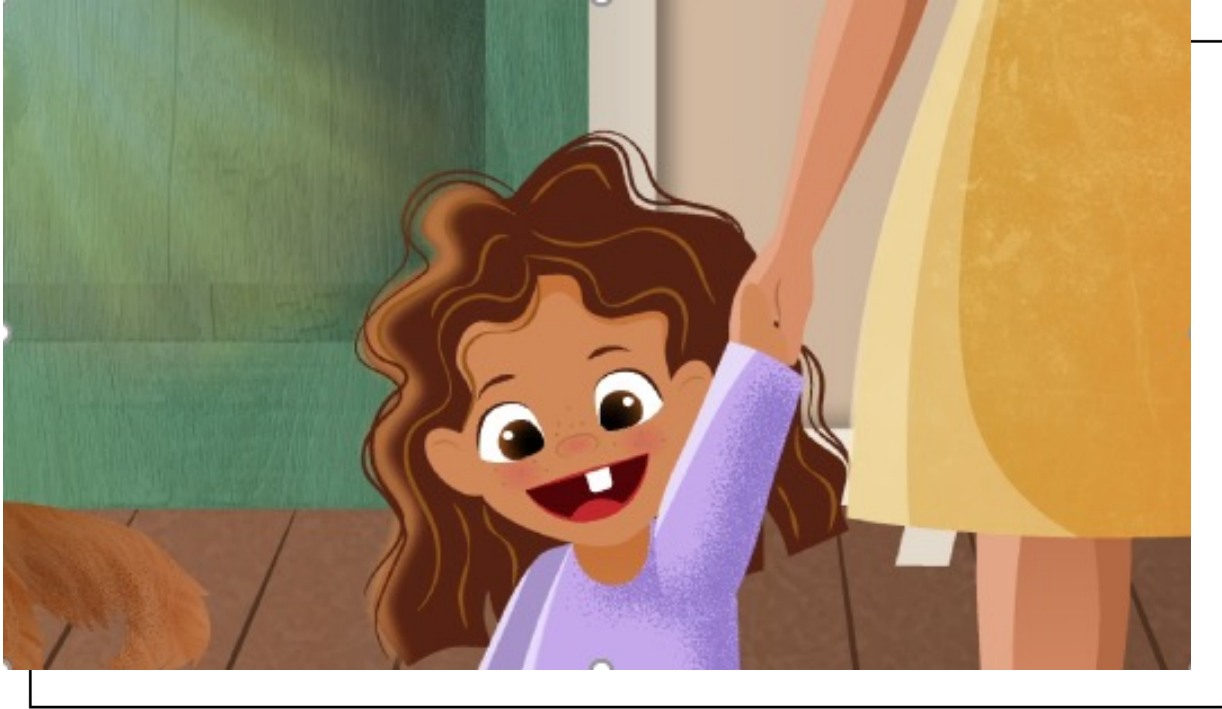


- ✕ Created UAMIND HUB to help Ukraine break through the darkness of propaganda or uncertainty and share information about the war in Ukraine around the world
- ✕ Developed series of banners with anti-war appeals for European community
- ✕ Share an information about the project through the our partner Admixer Advertising platforms

UAMIND Hub unites all like-minded and caring people: advertisers, creators and publishers, who have worked together to break through the information darkness that is increasingly covering the world around us.

FATHER'S DAY

A short cartoon was created for Father's Day, emphasizing the important role of dad from the first days of the child



We develop the advertising market together with the organizations:



We are creative partners



NATALIA BORONINA

our Managing Director,
Deputy Committee on
Influencer's Marketing

Thanks



contact@vividagency.com.ua

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