



# Presentation of the agency

Moscow, 2010

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# Our Philosophy



**Name:** full-service communications agency U:Consultancy

**Year of Birth:** 2006

**Family Status:** stable, happy together

**Basic Education:** marketing, law and economics, design and set design, philology and linguistics, sociology, journalism, psychology, political science and public administration, production technology, mechanics and informatics

**Extra Education:** on request

**Agency Founders' Work Experience:** successful projects with the Federal Agency for Culture and Cinematography/ Federal Agency for Press and Mass Communications/ embassies of Singapore/ Great Britain/ the Netherlands/ USA/ Poland/ British Council/ Guild of Press Publishers/ Moscow House of Photography/Moscow Museum of Modern Art/ Gary Tatintsian Gallery/ State Pushkin Museum/ Crocus Group/ Celine/ Vicini/ Fornarina/ Ann Demeulemeester/ Dirk Bikkembergs/ Walter Van Beirendonck/ Kim Jones/ United Fashion Forum/ University of Arts, London/ North-American Fur Association/ De Phazz/ Banco de Gaia/ L'OREAL/ Philips/ Samsung Electronics RUS/ Gillete/ Procter&Gamble

**Agency's work experience:** over 120 projects – see Portfolio for more detail

# Our core fields of activities



## Skills:

- B2C and B2B event management
- PR and consulting
- corporate sponsorship
- design and creative
- production
- producing
- development and implementation of positioning concepts and turnkey strategic solutions
- integrated projects of any complexity, direction and scale in Russia and abroad

## Extra Information:

- Knowledge of Foreign Languages: English – fluent, German – fluent, Spanish – spoken, French – spoken, any other – we'll find an interpreter
- Computer Skills: PC, Mac – advanced users on the verge of newest technology
- Personal Qualities: high professionalism, ability to think out of the box, absolute coherence of managers at all levels



# Agency founders' work experience



# Why U:Consultancy?



- We strive for individual solutions and sure success
- We've got drive for improvement and never stop learning and monitoring all the best and newest on the communications market
- We want long-term partner relationship with our clients and contractors
- We believe that all our clients, no matter what size and status they are, deserve an equally high level of competence and professionalism
- We are sure that great success is made up of a great number of well-thought-out and carefully planned little things
- We never allow ourselves the luxury of repeating what we did yesterday
- We always keep our promises and never promise anything we won't be able to implement



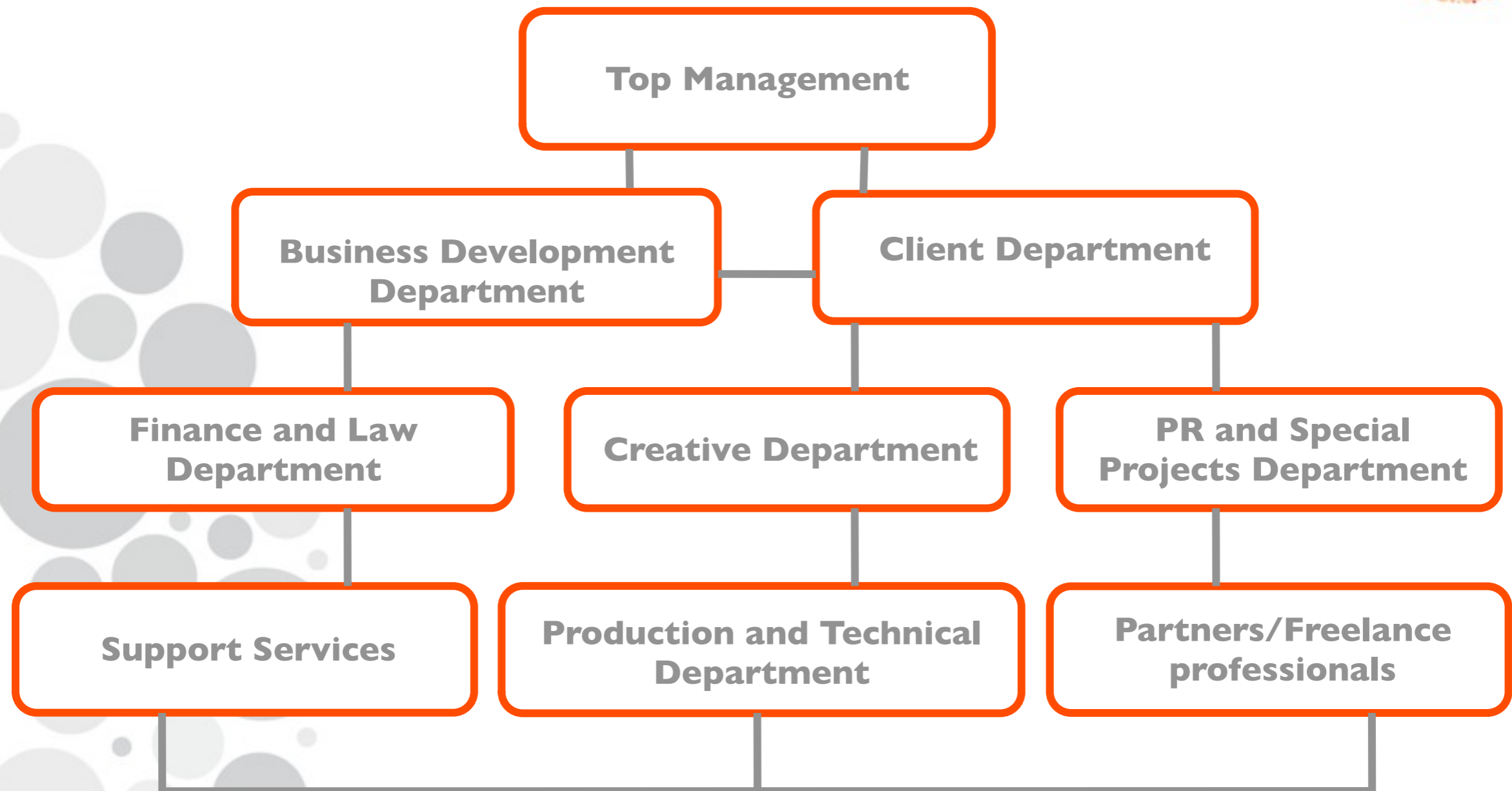
# Our team



- To provide high quality services for our clients, a system of thorough planning and resources allocation was introduced in the Agency
- Our managers' expertise in project management has been repeatedly proved by their successful achievement of the most challenging goals (see Portfolio for more detail)
- U:Consultancy team is a dynamic structure. Depending on the peculiarities of a particular project we reinforce our workgroups with experience and skills of outside experts, consultants and freelance talent. The given arrangement gives us an advantage of taking up projects of niche specialization and allows us to be more flexible and fast in making decisions
- Regardless of the structure of a project team, the result of our work is invariably high



# Our team



# Services



## Event Management

- Creative concepts development, preparation and implementation of events of various complexity, aimed at brand, product, personality or idea promotion
- Concerts and festivals, ceremonies and receptions, parties and presentations, shows and performances, forums and conferences, exhibitions and tours, auctions and visits, corporate events and dealers' meetings, street actions and private dinners. B2B as well as B2C directions. The number of guests varies from 30,000 to 20 people
- Apart from a bright idea, quality content, smart set and adequately selected venues, it is perfect execution and well-coordinated work of all support services that matters. And we know how to organize it

## PR and Consulting

- Development, planning and implementation of PR campaigns aimed at product, brand, idea, event or personality promotion; image creation and maintenance; target audience loyalty growth; awareness campaigns on company's activity. Press activities: newsmakers creation, initiating publications in target media, advertorials placement, press conferences, briefings, press tours, press breakfasts and lunches, round tables organization. Guest and VIP management, corporate and personal PR
- Market research and forecast services, marketing programs development, projects fulfillment evaluation, consulting services in the sphere of marketing and PR

# Services



## Corporate Sponsorship

- Collection and analysis of information regarding projects, organizations and people that need funding. Listing projects that meet client's requirements; preparation and adaptation of projects for sponsors, fund-raising
- Search and attraction of partners for financial and technical sponsorship as well as cross promotion. Development and implementation of an action program to represent client's interests, integrated in the sponsored project, coordination of sponsors and project organizers interactions. Ensuring sponsorship's efficiency through permanent control of obligations fulfillment by the project organizers

## Design and Creative Idea

- Corporate identity and logotype design; dummy design for printers (posters, invitations, tickets, brochures, etc.); web design; display booths and presentation material design on any media; creation of 3D visualization, multimedia presentations and interactive design elements
- Creative brand positioning and event's artistic concept development; branding, event scenario preparation, set design, copyright; stage scenery and installations design; stage direction and production

# Services



## Production

- Printing production: fliers, leaflets, booklets, brochures, books, albums, files, disks, presentation, printed and electronic invitation cards, posters, bills, banners, broadsheets
- Promotional products and theme presents for holidays, business presents of various levels: organizers, files, notebooks, pens. Any product branding, individual souvenirs creation
- Individually designed promo uniforms, outfits, accessories
- Events branding, decorations and installations: stage design and architecture, mobile and static decorations, theme and seasonal decorations, venue decoration
- Technical equipment: sound, light, stage, broadcasting; special effects, laser show; awning, podium and hanging constructions



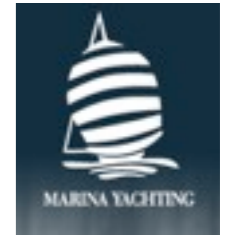
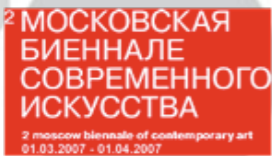
# Services



## Producing

- Russian and foreign musicians' concerts management; creation and promotion of exclusive music projects of any genre, modern as well as classical
- Booking presenters, performers, casting and coordination of the staff for ad images, cinema, TV, shows, performances, exhibitions and presentations
- Art projects development; curators and authors selection; art objects creation
- Photo and video filming, reels and summary films creation

# Client's portfolio





# Formal events



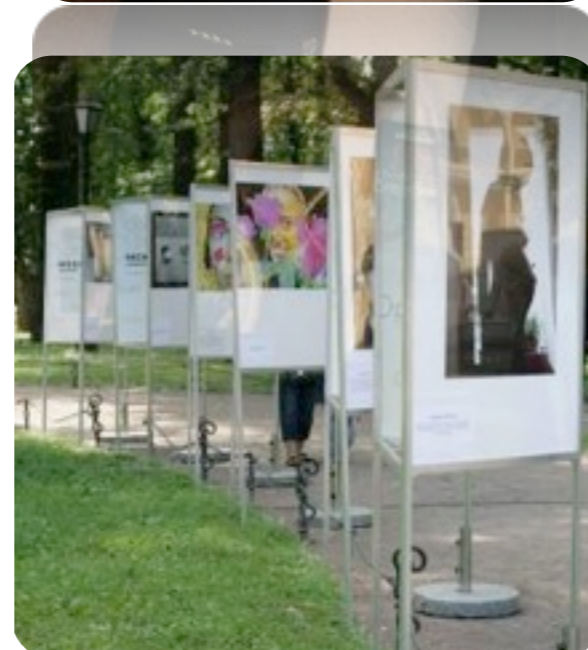


# Culture & art



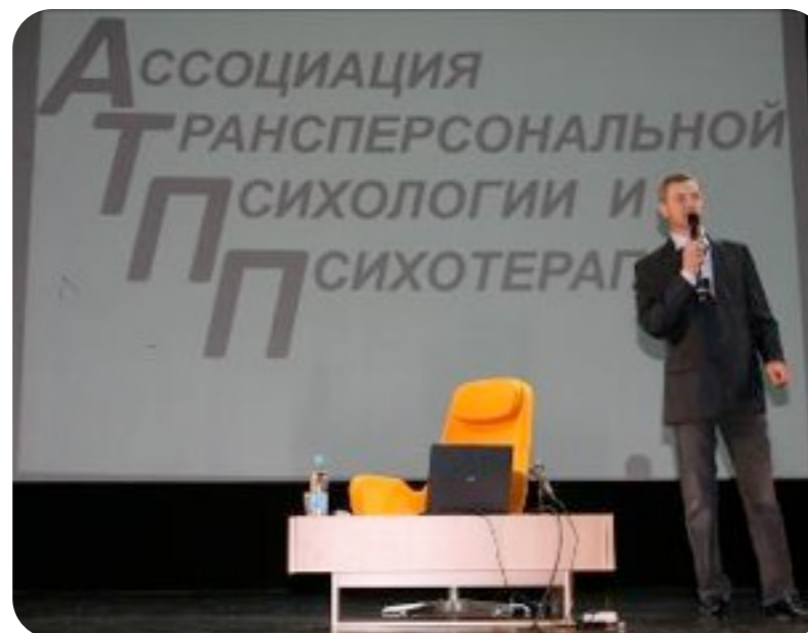


# Culture & art





# Social educational programs





# Fashion & beauty





# Fashion & beauty



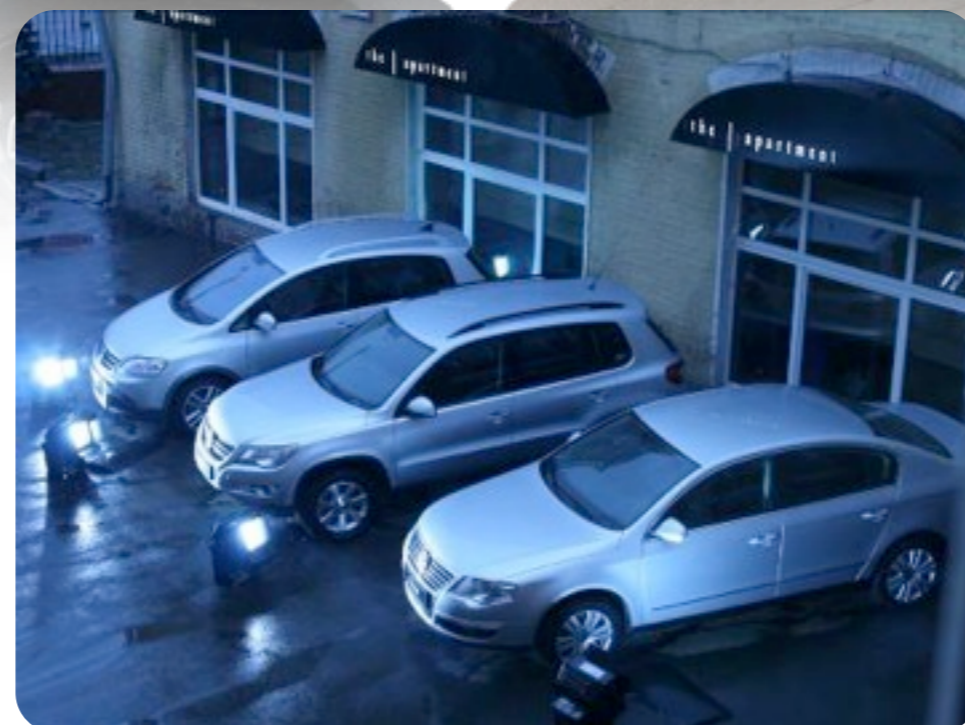
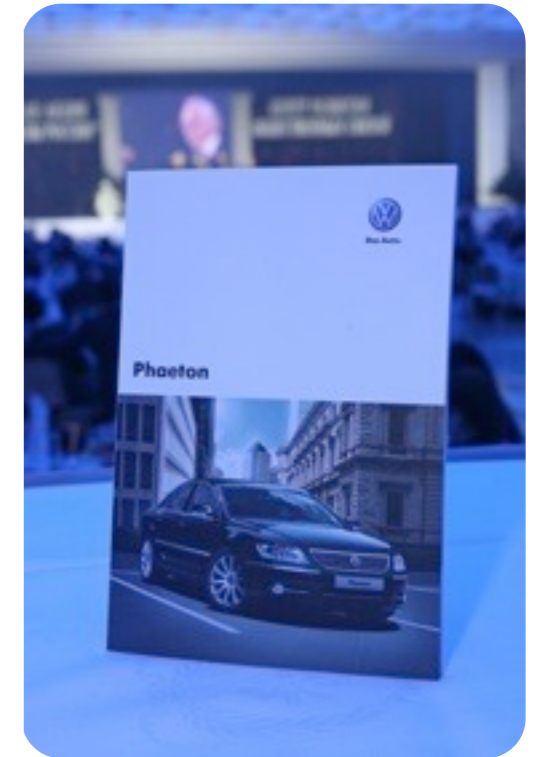


# Fashion & beauty



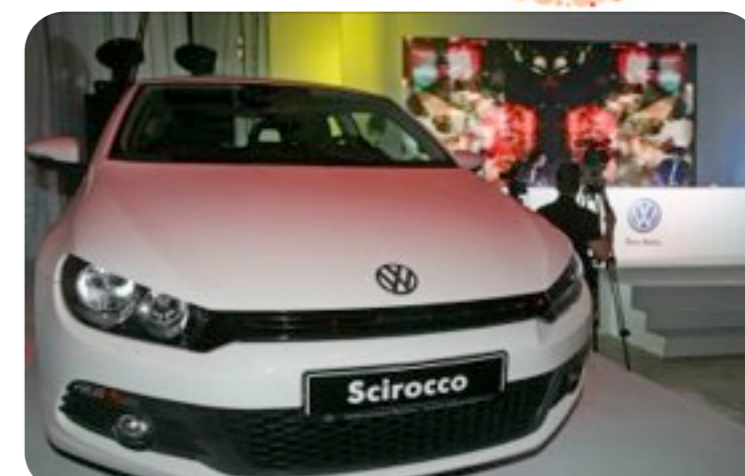


# Automobiles



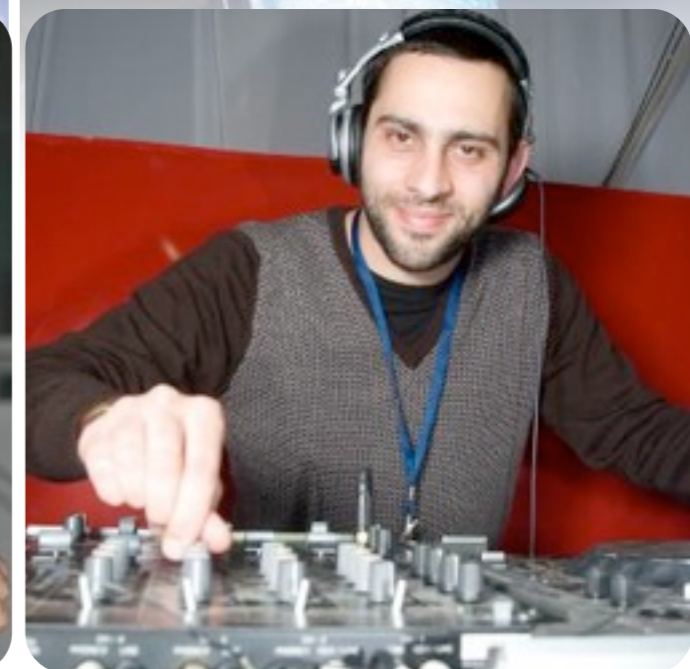


# Automobiles





# Concerts





# Celebrities/ PR





# Celebrities/ PR





# Special events





# Special events





# Special events





# Special events. Children's activities





# Special events. Children's activities





# Decorating & installations





# Promo personal & uniform





# Promo personal & uniform



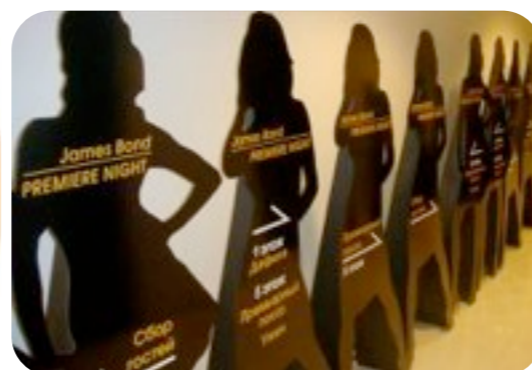
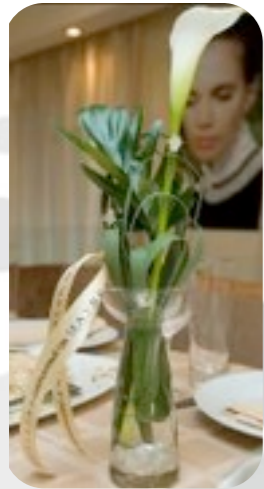


# Branding, POS & promotional gifts





# Branding, POS & promotional gifts





# Contacts



101000, Moscow,

Kolpachny lane, 7, build. 2

Tel./Fax: +7 (495) 785 54 62

e-mail: [hello@uconsultancy.com](mailto:hello@uconsultancy.com)

Thank you!