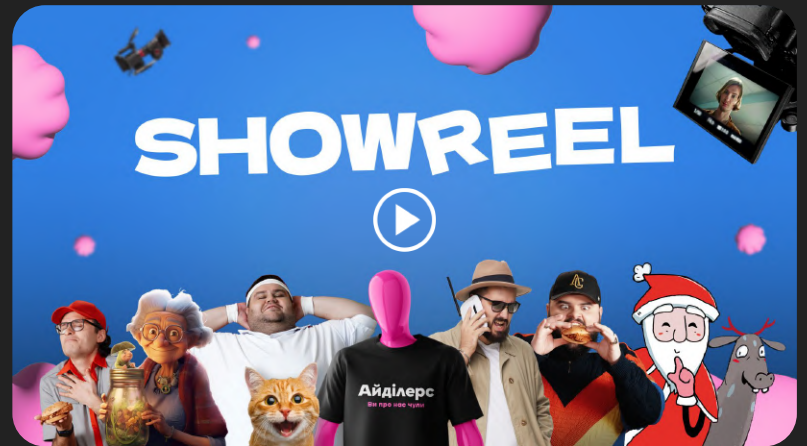


Creative marketing without bullshit



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The world is changing - business is a fu*king mess

The era of new-generation businesses with new approaches to marketing has arrived.


While you're reading this slide, two metaverses, four crypto-exchanges, and an inclusive vegan shawarma bar have opened.

Our team helps Ukrainian companies to 'catch their wave' and successfully maneuver in these conditions. Even during the **war!**




Our team



 Vadym, CEO




 Oleg,
Creative Director




 Volodymyr,
Sales Director




 Roman,
Strategist in law




 Benjamin,
Art Director




 Ilya, Director of the
San Francisco office




 Lisa,
PR specialist of the year



 Dmytro,
Strategist outlaw



 Sasha,
Graphic designer

Mission

To turn innovative Ukrainian companies into
leading global brands



Who trusts us?

KFC

уер!

FAVBET

effa.



УКРЗАЛІЗНИЦЯ



binotel



ОЩАДБАНК

МІЙ БАНК. МОЯ КРАЇНА



AUTODOC



Our services

For businesses and BUSINESSES

We can do 'anything', but you
don't need 'everything'



Strategy

Services

Positioning
Growth strategy
Brand strategy

What questions do we answer?

What is my product?
Do people need it? Who are they?
How will they find the product?
How will they use the product?
How can a business become a brand?
How to be remembered by the audience?
What "shelf" to occupy in the consumer's mind?
What should customers remember?
What should customers feel?

Instruments

Roadmap
Competitor analysis
Brand position among competitors
USP
Customer Journey
The matrix of perception
Portrait of the audience
Brand platform
Distinctive attributes

Branding

Services

Naming and TOV
Brand identity
UI/UX
Guideline

What questions do we answer?

What will our customers call us?
What will be the visual associations?
What will the consumer see and understand?
What will customers remember?
What will the client can take with them?
What is the benefit of our design?

Instruments

Roadmap
Visual analysis
Perception matrix
Portrait of the audience
Distinctive attributes
Visualization and adaptation
Archotyping and/or metaphORIZING
Viral triggers
Psycho-geometry
Color impact

Communication & Advertising

Services

Communication strategy
Advertising strategy
Creative ideas

What questions do we answer?

How to draw attention to a brand and product?
What are the messages and how should I deliver them?
How often should I communicate and in which channels?
What should I say to keep the audience satisfied?
What information will be useful?

Instruments

Roadmap
TOV and the archetype of communication
Researching audience motivations and barriers
Key-visual
Key-message

Production

We have our own production,
so we can realize
any ideas

Services

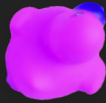
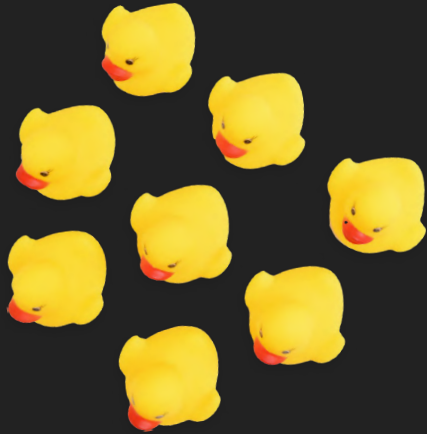
Pre-production
Design
Video

Photo
Digital
Postproduction



Watch now!





Our cases

We 'infect' brands with
game-changing ideas

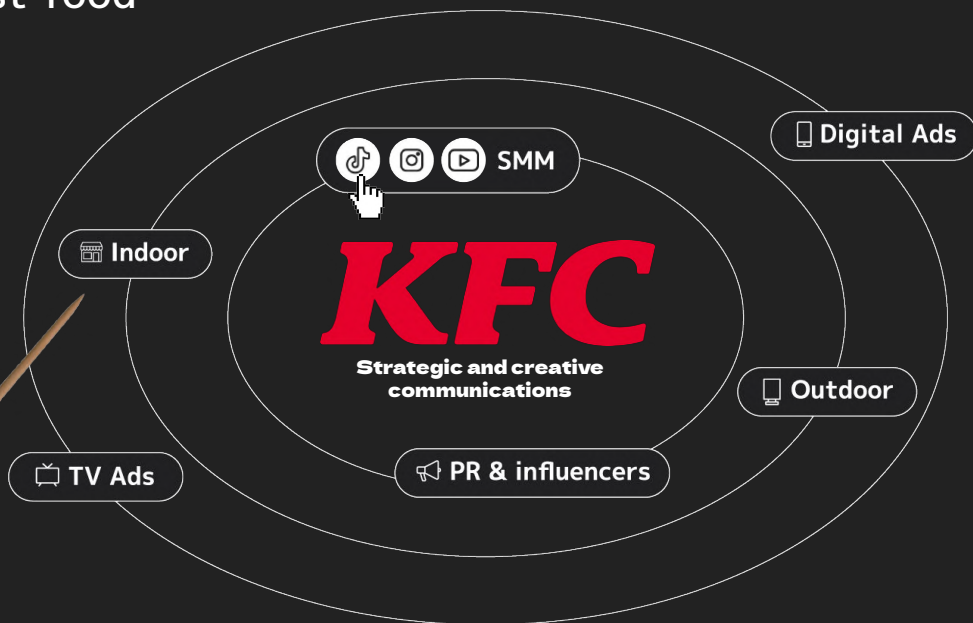
Corporate clients

International and national companies,
who trust our creativity



KFC cooperation

Business area: global chain of fast food restaurants



[Watch KFC presentation](#)

СУШИЯ (Sushiya)

Business type: restaurants chain of japanese cuisine

Task

The company celebrates its 15th birthday:regaining the lost audience and forming loyalty of the current audience.

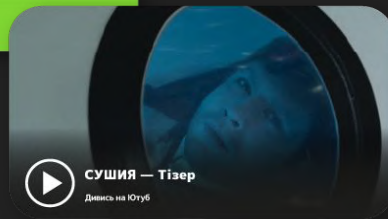
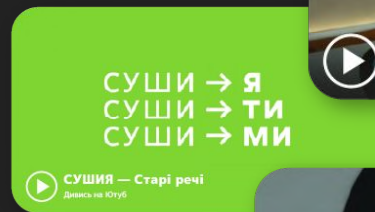
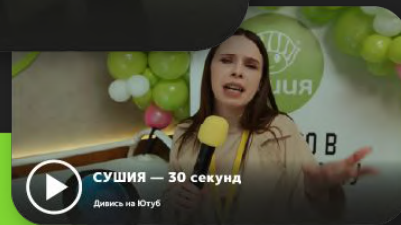
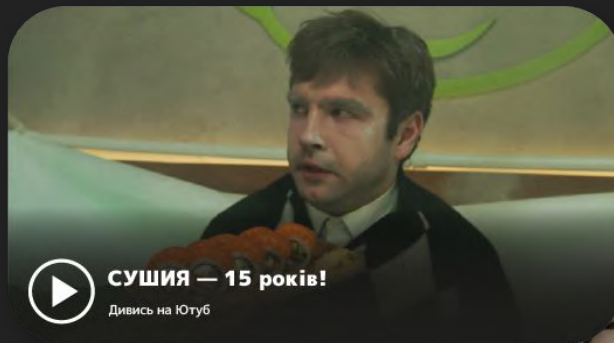
Creation of videos that will be able to solve this problem.

Result: A short movie and three product videos. 1.5 million+ views on Youtube, with a viewership of over 55%. Favorable comments on social media and a 16% increase in the number of orders after the release.

What we did?

We made a short film in the genre of pseudo-documentary honor on Sushiya's fifteenth birthday.

The plot is based on the story of a sushi lover who is frozen for 15 years back in 2006. The movie became the basis for a digital advertising campaign. We reformatted it into several product videos.



Епікур (Epikur)



Business profile: Ukrainian brand of chicken meat

Task

Create positioning and creative materials:

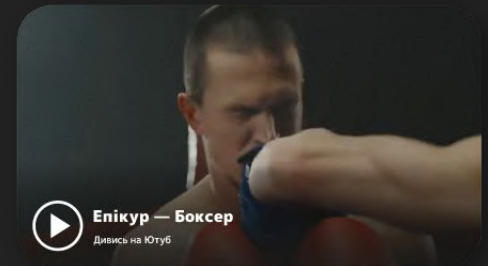
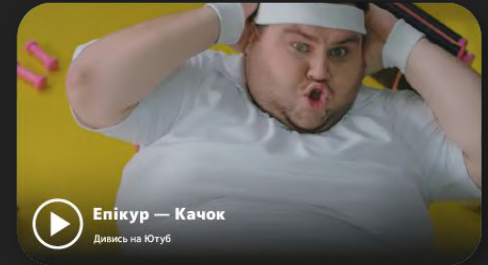
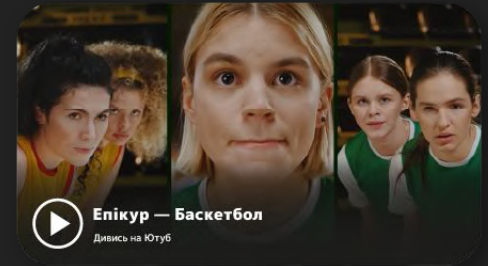
- Increase brand awareness;
- Communicating strengths to the audience;
- Turning weaknesses into strengths.

Result: A 360 advertising campaign. We launched 3 videos on different platforms: YouTube, TV, in the Kyiv metro, Key Visual.

What we did?

We developed an advertising campaign, which we were part of:

- Brand positioning with the main idea *"Energy from us, results from you"*;
- A series of viral videos;
- Key visuals for banner advertising.



Situational marketing

Breaking news: McDonald's is back! The news that millions have been waiting for

Customers

УКРЗАЛІЗНИЦЯ

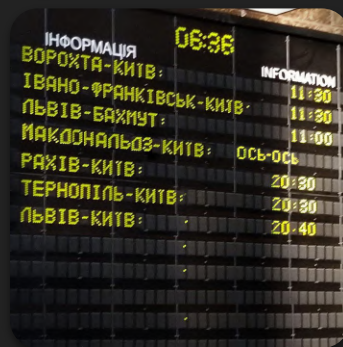
KFC

WOG

Results

4 574 000 views

357 500 reactions



MC.today MEDIA FOR CREATORS

TCH

MMR

The Village УКРАЇНА

vector

Situational marketing

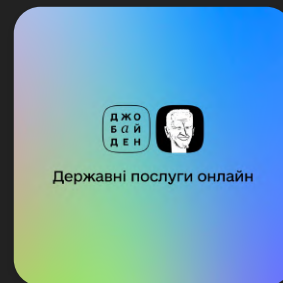
Headline: The President of the United States came to Ukraine with an official visit

Як Джо Байден на ОДИН день став українським брендом



A central image of Joe Biden giving a thumbs up, surrounded by various Ukrainian brand logos: БЕТОН, Glovo, KFC, Дія, ОККО, and a Ukrainian flag icon.

READ



SMB

Small and medium-sized businesses for whom
we have made an effective projects

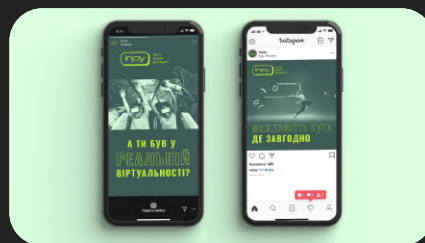
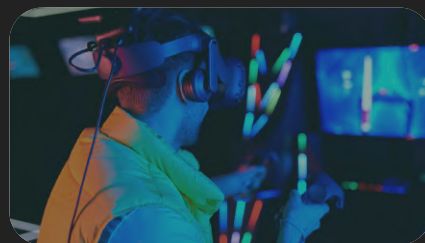
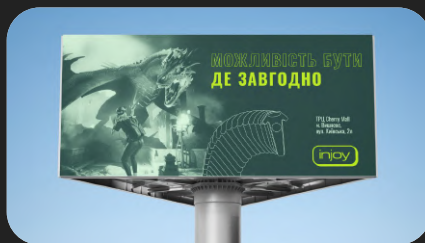


Injoy VR

Business segment: virtual reality club

What we worked on?

- brand strategy;
- communication strategy;
- brand identity;
- outdoor communication;
- website;
- SMM strategy.



injoyvr.com.ua

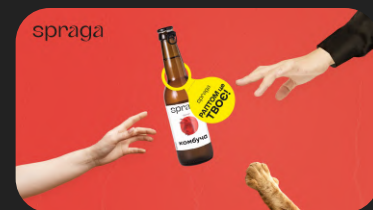


SPRAGA

Business segment: kombucha producer

What we worked on?

- repositioning;
- advertising campaign and slogan;
- commercials;
- post-production re-naming.



spraga.com

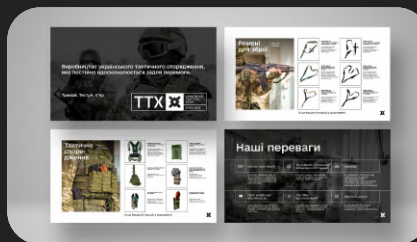


TTX

Business segment: manufacturer of Ukrainian tactical equipment

What we worked on?

- repositioning;
- naming and slogan;
- brand identity;
- company presentation;
- website.



ttx.com.ua



Motogolder

Business segment: salon, service, motorcycle club

What we worked on?

- brand strategy;
- brand identity;
- branded merchandise;
- design of social networks.



motogolder.com.ua



Buno

Business segment: Ukrainian coffee brand

What we worked on?

- brand strategy;
- brand identity;
- recommendations on communication.
- coffee packaging development;
- design of social networks.



buno.com.ua



Startups

New businesses with innovative approaches



USAID - CES 2023

Sphere: the world's largest electronics exhibition in Las Vegas — delegation of Ukrainian startups.

What we worked on?

- Naming and positioning of the delegation;
- delegation identity;
- branded merchandise.



[Article CES 2023](#)



Techosystem event

Sphere: an association of representatives of the Ukrainian technology ecosystem

What we worked on?

- design of physical identity carriers;
- design of the walls surrounding the event hall;
- design of the main screen and additional elements content.



[Event photos](#)

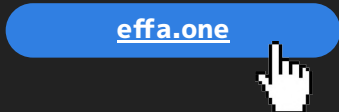
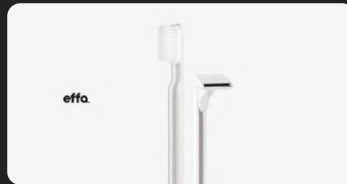
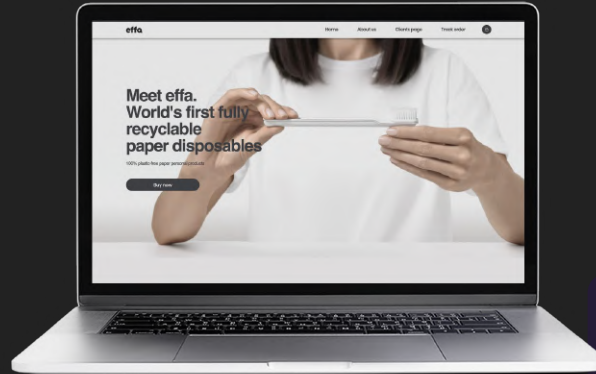


effa

Sphere: ecological hygiene products made of paper

What we worked on?

- repositioning;
- tone of voice;
- communication strategy;
- promo-video;
- website.



Volunteer projects

We have also created useful projects that bring Ukraine closer to victory

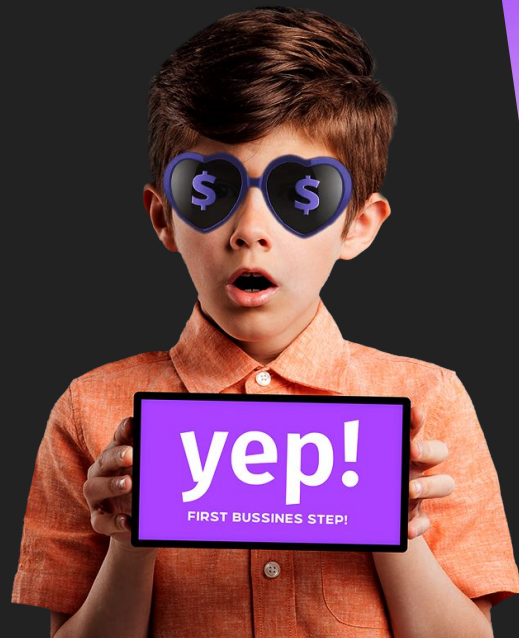


YEP!

Sphere: ecosystem of innovative entrepreneurship, incubation and acceleration programs.

What we worked on?

- positioning;
- tone of voice;
- communication strategy;
- visual communication.



yep.world



Corporate clients → SMBs → startups → volunteer projects

Спорт зігріває

(Sport warms you up)

Charity project from the charitable foundation
"Українські спортивні стандарти"
("Ukrainian Sports Standards")

Task

Develop the look and feel and positioning
for a new charity project

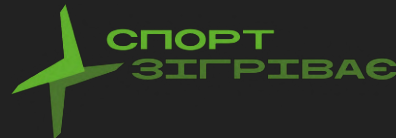
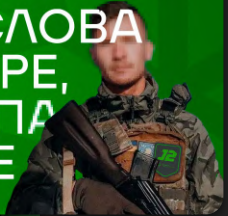
What we did:

- positioning;
- brand identity;
- communication strategy;
- SMM strategy.

Result: The project has been launched and over
1 million hryvnias have been raised so far



ТЕПЛІ СЛОВА
ЦЕ ДОБРЕ,
АЛЕ ДУПА
МЕРЗНЕ



Rise of Ukraine

Charitable Foundation

Task

Update the look of the brand's main communication platforms - the website and Instagram page.

What we did:

- updated the design and architecture of the website;
- designed communication and promotional materials;
- systematized social media content.

Result: Positive feedback from regular users of the Foundation's services and the growth of a new audience

riseofukraine.com



Budmo

Charitable project

Task

Create a visual for the initiative and make an effective commercial "not for all the money in the world"

What we did?

- simple and effective visuals;
- live and vivid video;
- consulting on possible communication channels.

Result: 23 events were held in 17 countries and €60,825 was raised



Merch





Take care of your business, and let us take care of your brand

✉ office@idealers.agency

➔ idealers.agency

📌 t.me/Vadim_idealers

📷 [instagram.com/idealers.agency](https://www.instagram.com/idealers.agency)

📘 facebook.com/idealers.agency

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San Francisco, USA