



Alfa Media

marketing as art



ALFA BUSINESS GROUP

Deciding. Offering. Creating.

www.artadv.org



ALFA BUSINESS GROUP

ALFA STROY >>>

Manufacture of advertising designs
(the whole territory of the Russian Federation)

Alfa Media
marketing as art

Full service advertising agency
(Russia, USA and Europe)



The logistics company
(International freight shipping)

WE ARE DEVELOPING AND IMPLEMENTING EFFECTIVE COMMUNICATION SOLUTIONS – THE BEST IN THE INDUSTRY:
PLANNING FROM SINGLE STOCKS TO MARKETING STRATEGIES FOR A YEAR.

AlfaMedia ADVERTISING AGENCY

Communication Group



EFFECTIVENESS
OF PROPOSED TOOLS



FAST SOLUTION
OF CHALLENGE



THE AUTHENTICALLY
MARKETING EXPERTISE

EXPERIENCE

We have been on the market for 15 years, we have over 400 of successful

BUSINESS GROWTH

20% annually

DIRECT PERFORMER

More than 600 million rubles according to the results of 2015

PROFESSIONALISM

The solution of customer's tasks in The Russian Federation, the CIS, Europe and the US

DIRECT PERFORMER

Agency is a direct manufacturer with an independent purchasing department

THE SYSTEM APPROACH

The full cycle services are provided in the scope of marketing and advertising

INDIVIDUALITY

We are working of the client's tasks, understanding their complexity, and offering the most creative solutions



ABOUT US

WE'RE ALFAMEDIA ADVERTISING AGENCY

The agency was founded in **2001**.

It carries out more than **400** advertising projects.

A team of professionals in the field of advertising and promotion on the territory of Russia, CIS and Europe are working here.

The mission of the agency is to develop direct advertising and marketing communications that are maximally effective in the chain of «The Customer - Advertising agency ALFAMEDIA - The end consumer».

WE LIKE AND WE ARE ABLE TO

SOLVE TASKS QUICKLY, EFFICIENTLY AND ACCURATELY TAKING INTO ACCOUNT FORESEEN AND UNFORESEEN SITUATIONS



advise on the advertising
and marketing strategies



predict
and to think creatively



solve complex
marketing tasks



create original
designs, slogans, creative
conceptions



create the best solutions
for BTL-promotion



plan campaign
in optimum media vehicles



create a vivid printed materials
and souvenirs



host and engage
in the promotion of sites



create and implement support of
web-project



conduct the post-audit

WE ARE DOING A HIGH QUALITY WORK, ENJOYING MEETING NEW PEOPLE
AND CREATING AN INTERESTING PROJECTS

PRINCIPLES

- 1 The first one is information correctness - you will receive all of the materials in electronic and approved form from the responsible manager.
- 2 The second one is the work on the result - the work under the project is completed only after the specified goal was reached.
- 3 The third one is confidentiality - it is a key principle of our work.
- 4 We pay attention to each client and closely monitoring under the implementation of our obligations in the part of the conservation of sensitive information.



WORKING ON THE PROJECT

1. AUDIT AND ANALYTICS

- Studying market and position of the company / brand / product / service
- Identify client's goals and needs

2. SOLUTION

- Developing effective solutions for the 100% implementation of tasks

3. FORM

- Producing creative solutions

4. STARTING

- Project launch / advertising campaigns

5. EFFICIENCY ANALISYS

- Supporting project at all stages of its implementation



STRUCTURE OF THE COMPANY

GUIDANCE

CUSTOMER SERVICE DEPARTMENT

ATTRACTION OF
CUSTOMERS GROUP

CUSTOMERS
SERVICE GROUP

TENDER
GROUP

FOREIGN CUSTOMERS
SERVICE GROUP

GROUP FOR WORK
WITH ADVERTISING
AGENCIES

DEPARTMENT OF PROCUREMENT AND PROJECTS IMPLEMENTATION

PLANNING GROUP

DISPLAY
ADVERTISING GROUP

GROUP OF PROMO
AND BTL-PROJECTS

GROUP OF EVENTS
ORGANISATIONS

GROUP OF SPONSORSHIP
PROJECTS

GROUP OF NEW MEDIA
AND DIGITAL PROJECTS

MANUFACTURING
GROUP

MARKETING
COMMUNICATIONS
GROUP

ADMINISTRATIVE DEPARTMENT

ACCOUNTANCY
AND FINANCIAL GROUP

SECRETARY AND
OFFICE MANAGERS

LEGAL GROUP

IT-GROUP

HR GROUP

PLACEMENT ANYWHERE IN THE WORLD

THE ALFAMEDIA ADVERTISING AGENCY IS THE DEVELOPMENT OF PARTNERSHIP NETWORK THAT OPERATES ON THE SAME STANDARDS AND IN A SINGLE SYSTEM. IT ALLOWS CARRYING OUT ADVERTISING CAMPAIGNS IN RUSSIA AND ABROAD.





#1

#2

#3

#4

#5

#6

ATL

BTL

INTERNATIONAL
PROJECTS

DIGITAL

MANUFACTURING
OF POLYGRAPHY
AND SOUVENIRS

MANUFACTURING
OF ADVERTISING
DESIGNS

OUR SERVICES (ATL)

CONSULTING

We are performing consulting of the effective usage of modern storage medium.

PLACEMENT

We are providing local and network placement of advertisements in the Russian Federation, the CIS, Europe and the US

MANAGEMENT

We are managing the advertising budget and the schedule of current advertising campaigns by the xCRM Sales, Project

ANALYTICS & PLANNING

We're applying specialized software: Complete PRO, Ad Impact, Ad Scope, Strategy, Global AdEx, - for designing, forecasting and analytics of advertising campaigns

WE'RE FEELING THE ADVERTISING MARKET AND FINDING OPTIMAL COST-EFFECTIVE SOLUTION THANKS TO THE INDEPENDENCE OF THE PROCUREMENT DIVISION. WE ARE GENERATING THE IDEAS THAT GIVES SALES A BOOST, UNITING THE CREATIVE EXCITEMENT AND EXPERIENCE, KNOWLEDGE AND INTUITION, CREATIVITY AND THINKING . WE'RE PLACING AN ADVERTISING THAT REALLY WORKS

ALLOCATION

OUR CLIENTS IN THIS DIRECTION ARE:

Victoria supermarkets	Gazelle
Vnukovo Outlet	Ice watch
Elmonte	Baon
AIZEL	

IN A YEAR THE AGENCY HAS BEEN:

- prepared **1 500** commercial proposals
- placed **600** surfaces of the outdoor advertising
- purchased **3 000** minutes of airtime on radio and TV



SPECIAL PLACEMENT

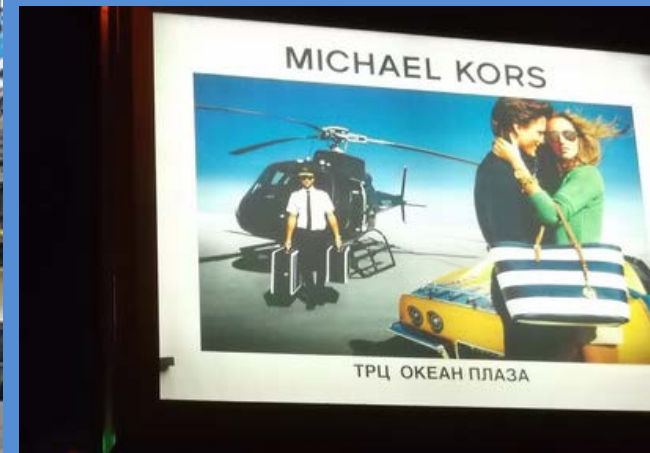
OUR CLIENTS IN THIS DIRECTION ARE:

Farfetch Gucci
Michael Kors Physics Club network

We are providing special placement of advertising messages of clients on the video screens, media facades, firewalls and other custom-sized storage medium of the UN and Indoor. We're providing Product Placement and sponsorships to clients on the TV and radio and the special projects in the press. We're hosting advertising on the board of aircrafts.

FACTS:

- we're hosting more than **1 200 000** per month on the video screens and media facades in Moscow
- we're providing placement at the most of top Moscow's custom surfaces to our customers
- we're offering to clients sponsor participation in the exclusive basis in more than 15 events per year



PROMO EVENTS (BTL)

WE ARE OFFERING CONDUCTING VARIOUS BTL-EVENTS:

- In the field of sales
- In the field of sales
- in the framework of the partnership program
- in the course of various activities

and the development of mechanical and strategies of BTL-actions in support of the advertising and PR-campaigns.

ACTIVITIES:

- Monitoring and analysis of the information field
- Elaboration of creative concept and a script of the campaign
- Development of design layouts of premises, promotional clothing, souvenirs and printing materials
- Selection of promotional staff in accordance with the objectives of BTL-events and focus on the target audience

PROMOTIONAL EVENTS SHOULD NOT BE ASSOCIATED WITH A DULL AND ORDINARY.
WE BELIEVE THAT THE KEY OF SUCCESSFUL PROMOTION IS A SYNERGETIC EFFECT OF UNCONVENTIONAL IDEA,
BRIGHT PERSONNEL AND SUCCESSFUL LOCATIONS.

SPECIAL PLACEMENT

OUR CLIENTS IN THIS DIRECTION ARE:

BNS Group ArteOlive
Clarion SpotDepo

We're developing creative concepts of nonstandard activities from conducting community work day up to creative activities for students.

THE NUMBERS:

- more than **40** concepts of non-standard events each year
- more than **35** platforms of conducting
- more than **3 000** repost on the activities in social networks



TYPICAL PROMOTION



OUR CLIENTS IN THIS DIRECTION ARE:

Calvin Klein Fitnesmaniya
Gucci Senezhskaya

THE NUMBERS:

- more than **10 000** promoters are inspected by our customers annually
- more than **100 000** materials are distributed in 6 months
- more than **70** hours of casting is held within six months



INTERNATIONAL PROJECTS

ALFAMEDIA PROVIDES A FULL RANGE OF SERVICES OF THE PROVIDING OF ADVERTISING CAMPAIGNS ANYWHERE IN THE WORLD FOR 15 YEARS!

WE ARE READY TO PROVIDE THE FOLLOWING SERVICES FOR NECESSITY OF LOCATING THE ADVERTISING ABROAD:

- Media Planning
- DIGITAL-projects
- Promotion in the media
- Radio and TV
- Design and production of promotional materials
- BTL and PR-projects
- Outdoor design

THE COMPANY HAS AN OFFICIAL REPRESENTATIVE IN EUROPE AND THE UNITED STATESWHO ARE EXERCISING INDEPENDENT MONITORING OF THE ADVERTISING-MARKETING CAMPAIGNS. THE AVAILABILITY OF OWN OFFICES IN EUROPE ALLOWS EFFECTIVE INTERACT WITH FOREIGN CLIENTS, ALSO KEEP DOCUMENT CIRCULATION AND PRODUCING FINANCIAL SETTLEMENT OPERATIVELY.

THE LOCATION OF RUSSIAN CLIENTS ABROAD

OUR CLIENTS IN THIS DIRECTION ARE:

RZD White Birch
AeroExpress Ministry of Tourism of the Russian Federation
Huskey

Ad placement is carried out on all surfaces in
Europe and the United States.

THE NUMBERS:

- more than **50** partners in the areas of BEM
- over **200** surfaces per year
- placement together in one campaign carried
out an average of in the 15 cities



INTERNATIONAL PREJECTS

THE LOCATION OF FOREIGN CLIENTS IN RUSSIA AND THE CIS

OUR CLIENTS IN THIS DIRECTION ARE:

Michael Kors Armani

THE NUMBERS:

- more than **200** of commercial proposals per year
- more than **15** formats of placing UN
- a change of **4-5** subjects per 1 month during the advertising campaign in 5 countries and 15 cities



DIGITAL

WEB-SOLUTIONS FOR FOREIGN AND DOMESTIC CLIENTS



Web-design



Web development
and applications



SEO-promotion,
SMM



Complex
DIGITAL-campaigns

BASIC GOALS

- INCREASE OF BRAND RECOGNITION BY 80-100%
- INCREASE OF THE FLOW OF TRAFFIC BY 60-80%
- IMPROVING OF THE REPUTATION BY 60-80%

- INCREASE OF THE NUMBER OF DISABILITIES BY 60-150%
- SALES INCREASE BY 50-300%
- IMPROVE CUSTOMER SERVICE BY 40-200%

WEBSITE DEVELOPMENT

OUR CLIENTS IN THIS DIRECTION ARE:

Sititop
FootballBox
CEMTORG

THE NUMBERS:

- development of sites by
- increasing the flow of customers for 3 months on average by 300%
- conclusion of a site in the **TOP-10** for 4-6 months
- **177** million visitors have been attracted to the sites of our customers
- every **12th** service is selling with our help



+7 495 645-63-35
+7 800 200-63-35

Корзина (0) Личный кабинет: Войти

Звонок с сайта Обратный звонок Эл

Поиск по сайту

Доставка и оплата О компании Партнерам База знаний Контакты



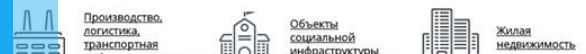
Новинка!

Противоскользкие покрытия

- › Высокое качество
- › Подходит для использования на улице
- › Устойчивость к высоким нагрузкам
- › Рабочие температуры от -25 до +60°C
- › Длительный срок службы

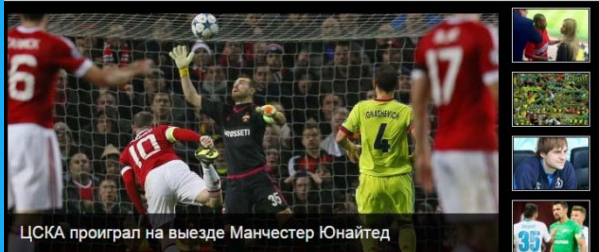
Подробнее

более подходящую для вас систему грязезащиты:

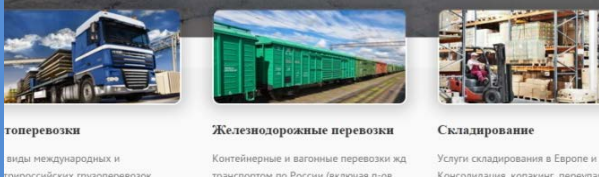


FootballBox.ru

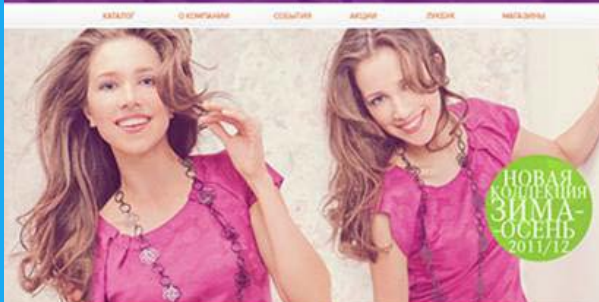
Главная Футбол Россия Европа Лига чемпионов Лига Европы ЧМ - 2018



ЕДИНЫЙ ТРАНСПОРТНЫЙ ОПЕРАТОР



FESTIVAL



MOBILE APPLICATION DEVELOPMENT

OUR CLIENTS IN THIS DIRECTION ARE:

Visit Estonia
InStyle

airBaltic
Vnukovo Outlet Village

THE NUMBERS:

- more than **50** completed projects
- conclusion of the applications in the **TOP-6** categories
- 500 000+** of downloads of applications
- conclusion in the top in **15** countries in the world
- the use of **100%** unmotivated traffic
- up to **25 000** units of applications per day

airBaltic

airBaltic

Нравится: 103 033 · Обсуждают: 375

Нравится

Добро пожаловать

elcome to the official Facebook page of airBaltic!
e are here to hear you and to serve you.
sit us on www.airBaltic.com.

Подробнее · Предложить правку

Фотографии

Welcome!



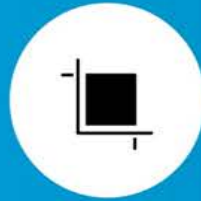
PRODUCTION OF POLYGRAPHY AND SOUVENIR PRODUCTION



Total circulation
for the month
is 100 000 units



50 Kinds
of application



100 ways of postprinted
processing



1 000 000 Directions



7 Days shipping
from china



Polygraphy



POSM



Label



Packaging



Souvenir production

WE'RE OFFERING THE HIGH-QUALITY AND MAXIMUM EFFICIENCY POLYGRAPHIC SOLUTIONS
FOR RUSSIAN AND FOREIGN COMPANIES

PRINTING MATERIALS

OUR CLIENTS IN THIS DIRECTION ARE:

EY
NUVO

FitnessManiya
airBaltic

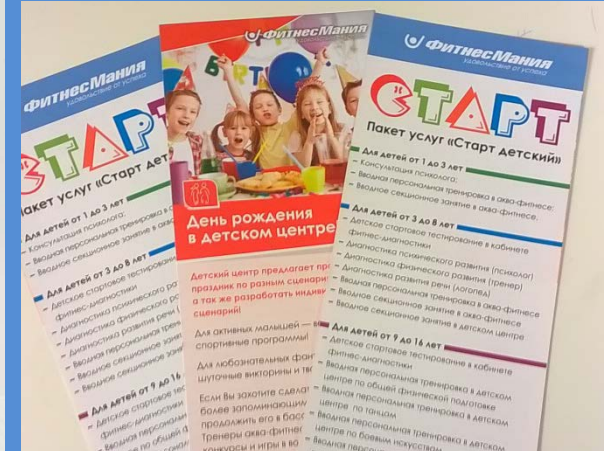
THE NUMBERS:

-100 000 types of pape

-100 ways of postprinted processing

-500 color proofs per year

-over 10 000 of weekly shipments



SOUVENIR PRODUCTION

OUR CLIENTS IN THIS DIRECTION ARE:

EY	ABInBev
ISUZU	Ministry of defence Russian Federation

THE NUMBERS:

-more than **300** offers for the year of souvenirs for events

-**500 000** units of souvenirs made for corporate events

-**5 000 000**

-**50** types of applications



MANUFACTURE OF ADVERTISING DESIGNS

- Designing of showcases, columns, benches, canopies
- Manufacturing of signboards
- Manufacturing of large-format advertising mediums
- Manufacturing of wall billboards, illuminated channel letters
- Advertising on transport, branding transport vehicles
- Manufacturing of light boxes
- Manufacturing of roof installations, pylons, city lights
- Banners manufacturing

MANUFACTURING OF ADVERTISING DESIGNS - AN EXCITING AND CHALLENGING PROCESS. WE'RE HOLDING OUR OWN TECHNOLOGICAL AND MATERIAL RESOURCES FOR ITS IMPLEMENTATION. WE ARE CREATING ONLY BRIGHT, STYLISH AND SELLS CONSTRUCTION OF ANY COMPLEXITY, FORMS AND VARIANTS OF LIGHTING

ADVERTISING CONSTRUCTIONS

OUR CLIENTS IN THIS DIRECTION ARE:

Salomon
Lenta

Victoria supermarkets
Libraries of Russia

THE NUMBERS:

–the workshop is over **600** m²

–**50** people on the shop floor and 6 teams on departure

–We're producing facade advertising of more than **30**
sales areas for the year

–more than **300** of designs are produced





ALFA BUSINESS GROUP

Thanks for
your
attention!

Alfa Media
marketing as art

HERE IS YOUR INDIVIDUAL SOLUTION:

Moscow

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European Union

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