

**SOCIAL
FIRST**



**JAMI
GROUP**

JAMI Group
is a top
independent
communication
company

TOP 1

SMM agency
in Russia

TOP 4

digital agency
in Russia

62
BRANDS

diverse
expertise

100%

direct
contracts

11
YEARS

of market
experience

Clients — retention & industries



Brand	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Pharmaceutical											
Bayer	█	█	█								
Boehringer Ingelheim					█	█	█				
Nestle Skincare									█	█	█
Novartis		█	█	█							
Alcon									█	█	█
Sandoz						█	█	█			
Alvogen						█	█				
Omega Pharma					█	█					
Materia Medica										█	█
Tech & Electronics											
Samsung							█	█	█	█	
Gett									█	█	
Evotor							█	█	█	█	
B/S/H						█	█	█			
Google						█	█	█	█		
Huawei								█	█	█	█
LG		█									
Spotify					█	█	█			█	█
Philips					█	█	█				

Clients — retention & industries



Brand	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Others											
adidas	█										
Askona					█	█	█	█	█	█	█
Crizal						█	█	█	█	█	█
Ostin				█	█						
Quelle			█	█	█	█	█	█	█		
RDI					█	█	█	█	█		
Robert Bosch						█	█	█	█		
GE											
Технониколь										█	█

47% have stayed with us for 3 or more years

OUR VISION **TECHNOLOGIES** **BUSINESS RESULTS** **DEEP SPECIALIZATION**

We're based on the vision that modern communication landscape is defined by 3 pillars: actual business results for the clients, technologies and the right balance between integration and specialization.

OUR AGENCIES

**SMM, INTEGRATED, INFLUENCER MARKETING,
CREATIVE CONTENT PROJECTS**

DIGITAL MEDIA WITH FOCUS ON DATA

PRODUCT & SERVICE DESIGN

DIGITAL BRANDING

ONLINE REPUTATION MANAGEMENT

A hand with dark nail polish holds a smartphone. The screen shows a grid of various images, including food, buildings, and abstract patterns. The word "SOCIAL" is overlaid in large white letters on the left side of the phone.

SOCIAL

HUAWEI

CHALLENGE

Social media support and development.

SCOPE OF WORK

- Integrated support for leading social networks
- Media lead generation
- Creative special projects
- Photo and video production
- Influence marketing

RESULTS

253%	engagement rate increase
TOP-1	in category ER beating Apple and Samsung within 3 months
11 248	comments under 1 post. All-time category record in Russia
13	brand ambassador contracts



HUAWEI



HUAWEI Mate Xs | 5G
СОЗДАНО ВМЕСТЕ С 

Беспрецедентное совершенство



Greenfield JASMINE DREAM

GREENFIELD

CHALLENGE

To support and develop Greenfield (top 1 tea company in Russia) social media brand communities. To relaunch social communication and find new angle for the “harmony” brand territory discovery. Reengage

SOLUTION

Having reshaped ‘mindfulness’ brand territory we’ve managed to laterally infuse nature and peacefulness in our content. Just watch it (and listen).

RESULTS

253%	engagement rate increase
TOP-1	in category 3 months
11 248	comments under 1 post. All-time in Russia
13	brand ambassador contracts



Greenfield

JASMINE DREAM

GREENFIELD



CLARINS

TASK

To develop a social Media strategy for branded communities. To encourage target audience in social media.

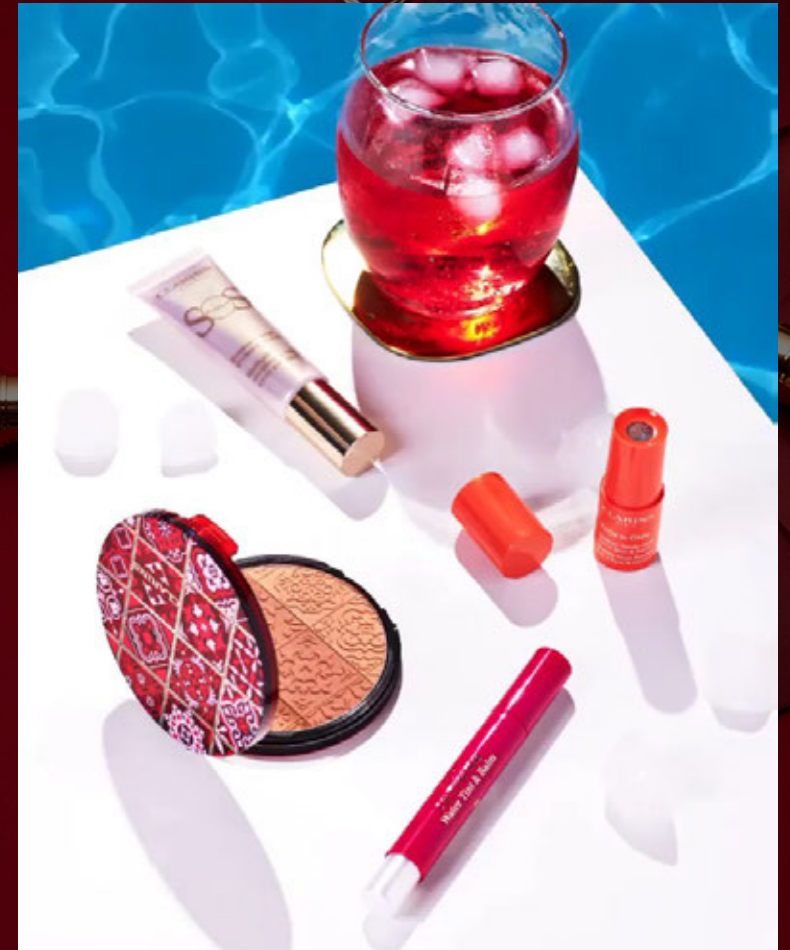
SCOPE OF WORK

SM strategy development and support of Clarins Russia communities in social media: Facebook, VK.com, Instagram.

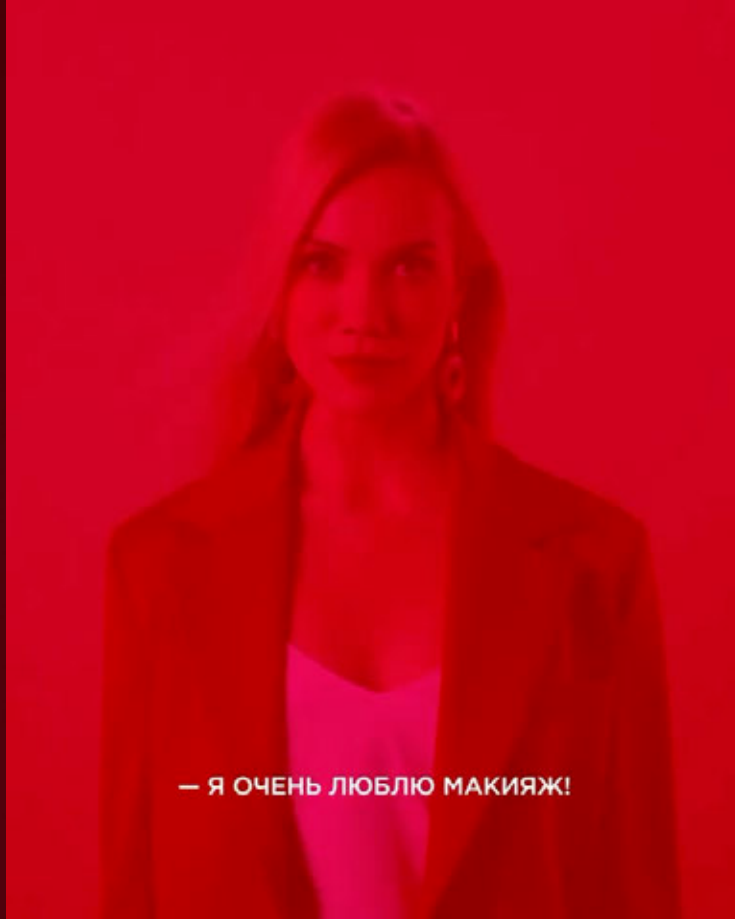
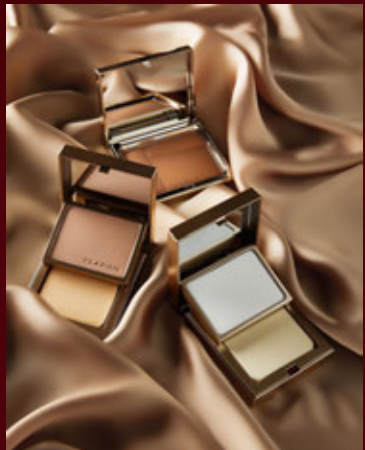
RESULTS

“Beautiful at every age” campaign results

9 mln	views
243 K	site visitors
576 K	social engagements
8,4%	purchase intent growth



CLARINS



SAMSUNG

CHALLENGE

Restart the Samsung Russia channel on YouTube to attract the attention of the Millennials and the Z generation audiences to the release of new products from the Galaxy S7 and S7 Edge series. The global target was to become the top 3 most popular YouTube brand channel in Russia.

SOLUTION

To shift from chaotic flight video campaigns to strategic approach. We developed the concept of "Samsung YouTube TV" - a true television within YouTube. We got our own broadcast schedule, our "faces" - popular bloggers, as well as a clear show release schedule, like on a real TV.

RESULTS

According to Socialbakers data as of September 2016, the Samsung Russia channel on YouTube has become the most popular official brand channel by a total number of subscribers, the most popular one by a number of views of uploaded videos and the fastest growing channel in Russia. Samsung YouTube TV is considered a benchmark in Russia in terms of branded content type of projects.

**Смотри все тизеры
Решай, какие попадут в эфир**

SAMSUNG YOUTUBE TV

ПРЕМЬЕРА

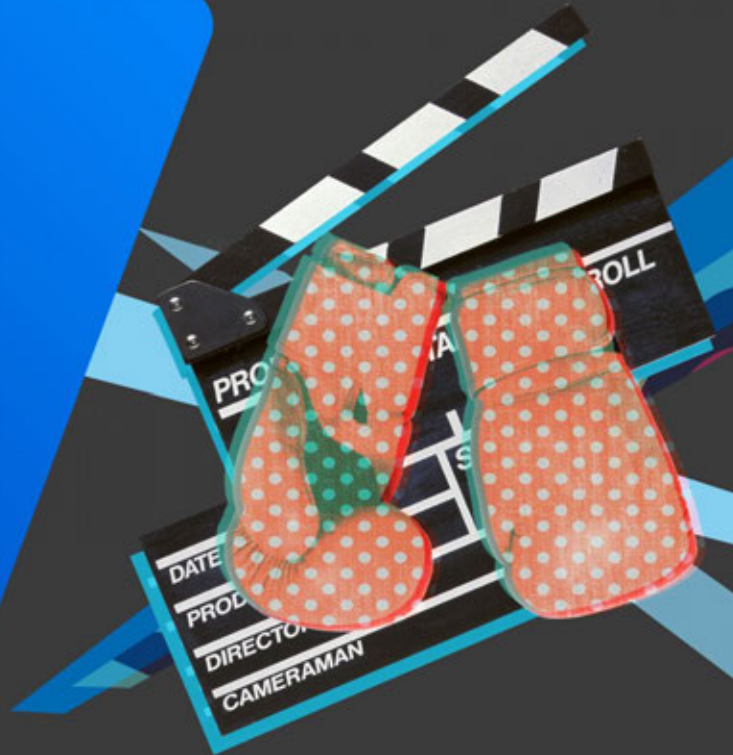
**THE HATTERS
I'M NOT EASY BUDDY**

**КАТЯ ДЕНИС
КЛЭП КУКОЯКА**
в YouTube сериале

**ПОСЛЕДНЕЕ
ВИДЕО
НА YOUTUBE** 16+

SAMSUNG

БИТВА КЛИП МЕЙКЕРОВ ШОУ



Watch the case on YouTube
(<https://www.youtube.com/watch?v=3QNhreoR6sc&t=5s>)

ZEWA

BRIEF

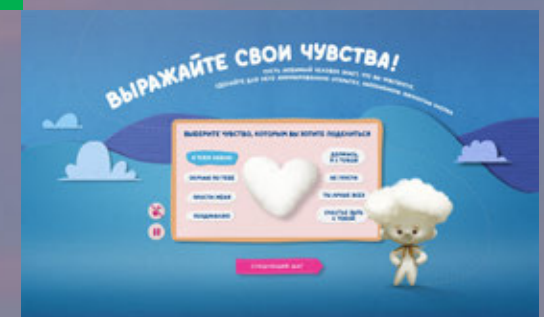
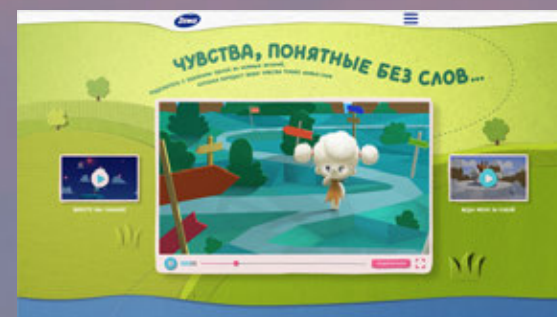
Tell the audience that after adding cotton Zewa's tissues and wipes got softer and more durable. How to show product's rational advantages to the audience that perceives new at emotional level?

SOLUTION

Make Cotton animated and give him a heart! That's how our cotton characters appeared. They know perfectly well what tenderness and care are, and help people open their feelings to each other. We've created a web service, which helped people to share emotions with each other with a handcrafted digital e-cards.

RESULTS

2 600 000	persons - campaign coverage
40 000	visited the website www.cottontouch.ru
8 000	confessions created by users
2 000	persons shared confessions with their loved ones



Digital partner of the L'Oréal Group

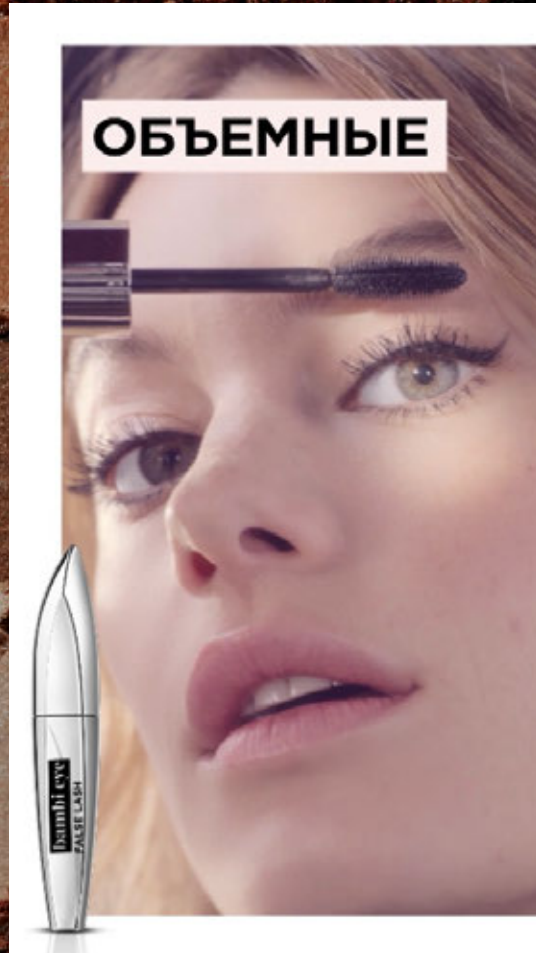
SCOPE OF WORK

We are a full-service digital agency for the L'Oréal Group in Russia.

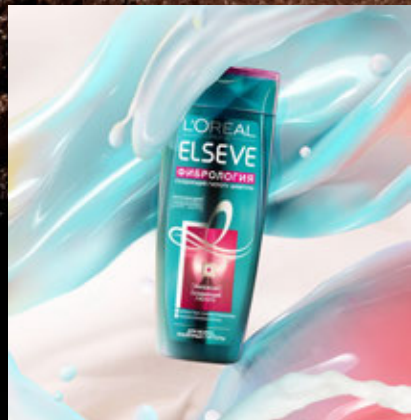
During last 5 years we supported L'Oréal Paris, Giorgio Armani, YSL, Clarisonic, Kiehl's, NYX and Garnier brands with dozens of different digital campaigns.

Accompanying brands with strategy, creative, digital production, social media, digital media planning and analytics.

We keep on working and target more and more ambitious goals.



L'ORÉAL



GARNIER

BRIEF

Digital support for the launch of Moisture+ sheet masks, increasing product recognition among the audience, overcoming barriers and stimulating interest in buying.

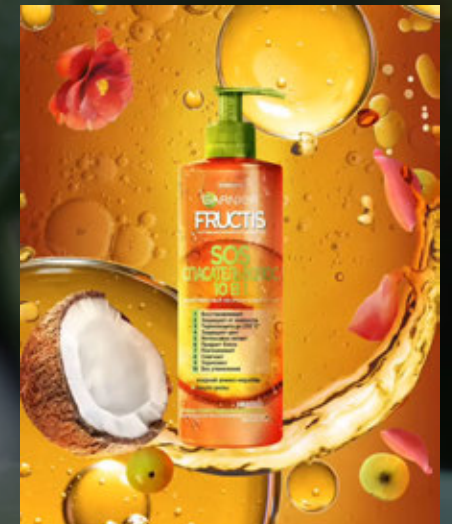
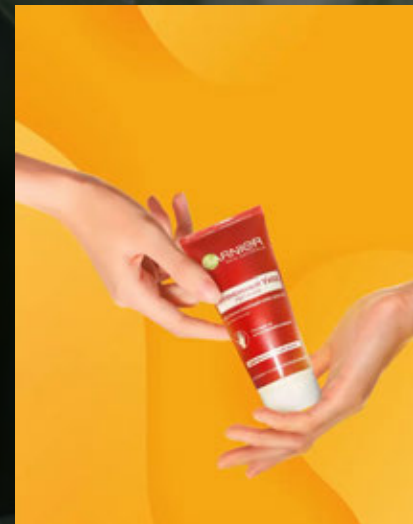
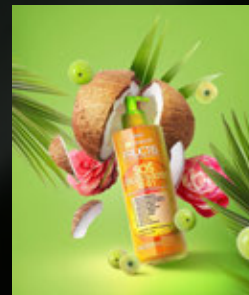
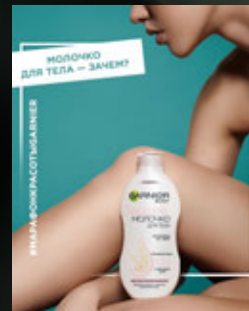
SOLUTION

When launching a new product, it's not enough just to tell about it. To achieve maximum coverage, we decided to attract the user in stages, using different tools:

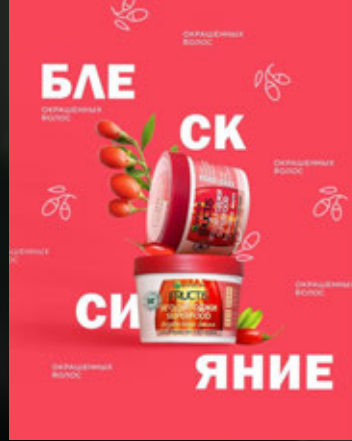
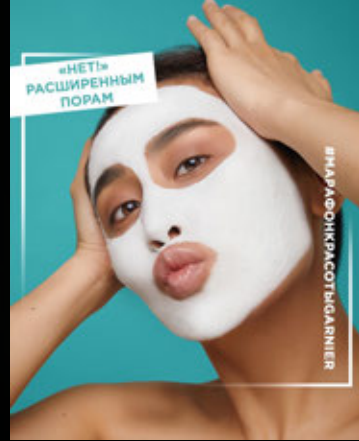
1. The bloggers selected for the campaign created a buzz and increased users' trust to the novelty with their own reviews
2. Bright website helped to acquaint the audience with sheet masks and to provide full information about the product
3. Competition mechanics strengthened purchase motivation and allowed to increase coverage due to social networks

RESULTS

In total, the campaign covered over 30 million users, of which 300,000 visited the website. More than 600 works were uploaded. Activation aroused the audience's lively interest and effectively solved its main task, as it brightly announced the new product and attracted the buyers' attention.



GARNIER



LEXUS

TASK

Social media support and development

SOLUTION

- Integrated support for leading social networks
- Media lead generation
- Creative special projects
- Photo and video production
- Influencer marketing

RESULTS

64%	engagement rate increase
x5,2	increase in direct requests in social
468%	CTR increase
13,6%	less bounce rate comparing to other media
2,5%	conversion rate to car purchase from social
2911%	ROMI

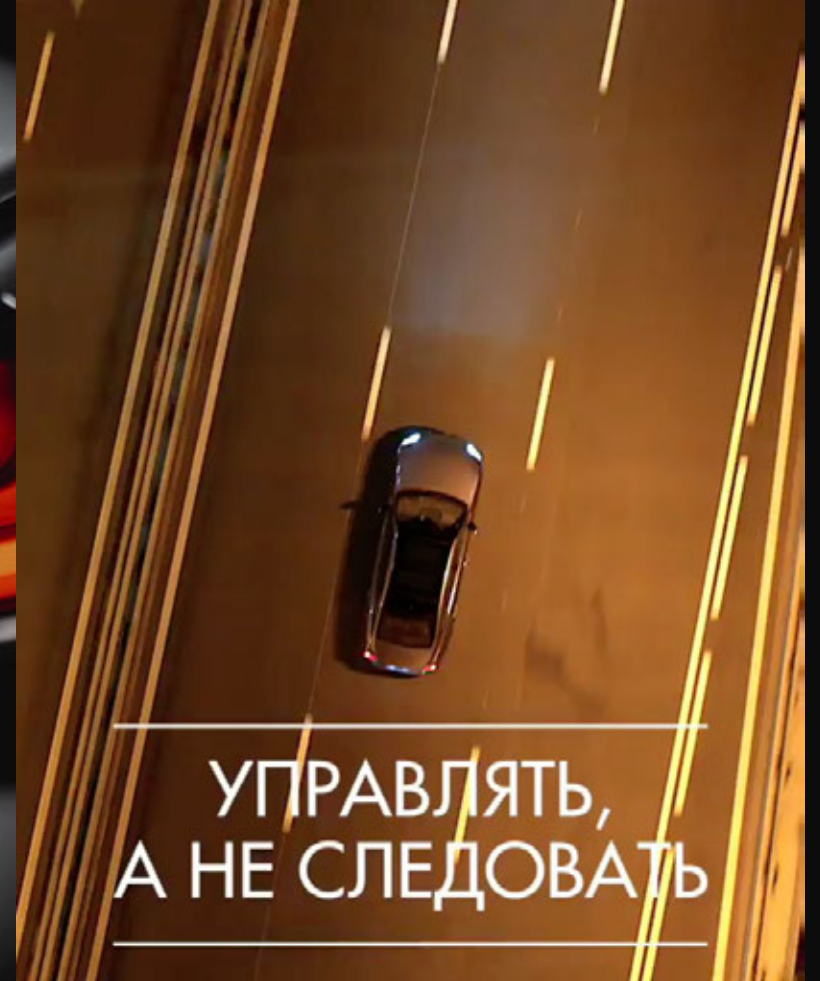


LEXUS



ИВАН И СЕРГЕЙ
БЕРЕЗУЦКИЕ

ОСНОВАТЕЛИ РЕСТОРАНА
TWINS GARDEN



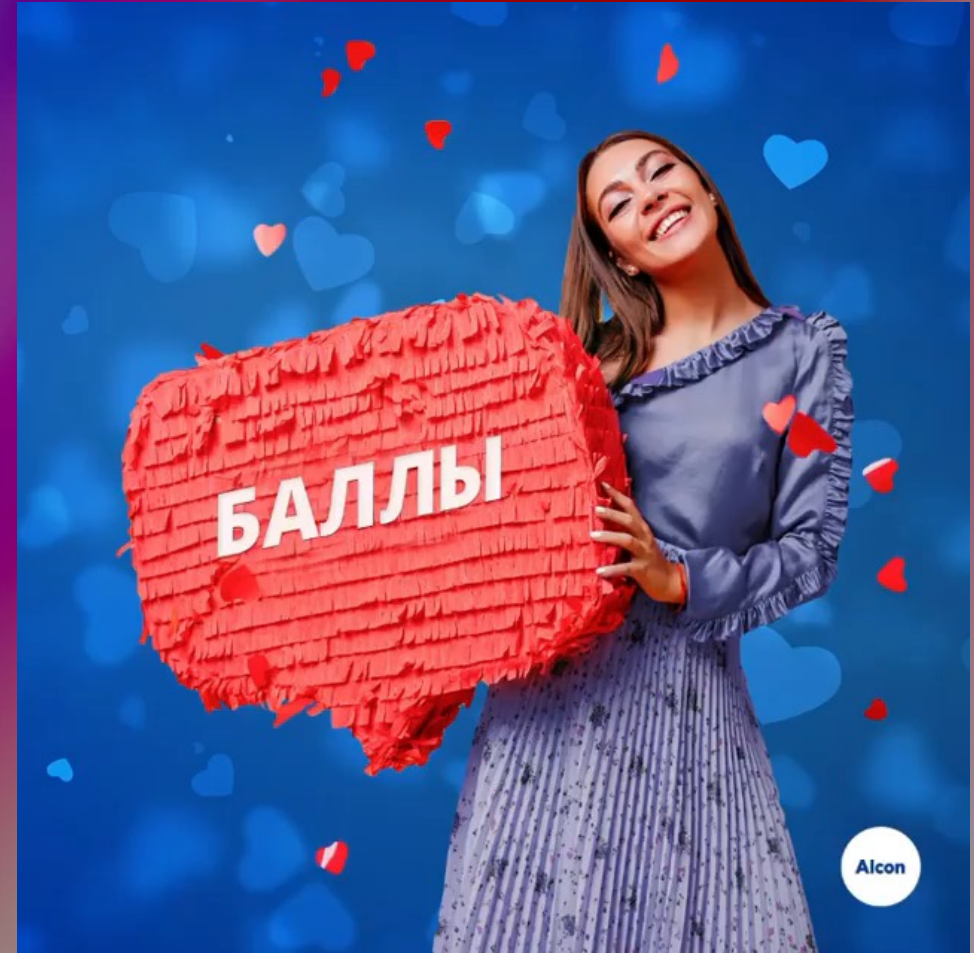
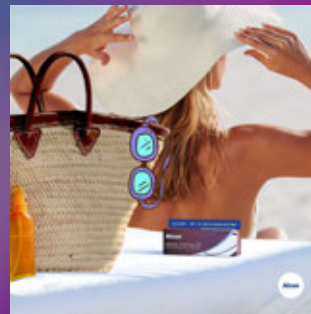
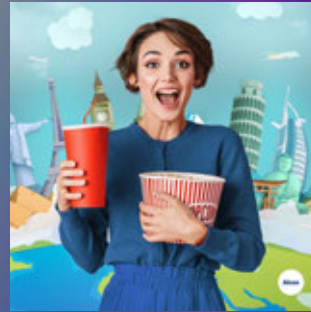
УПРАВЛЯТЬ,
А НЕ СЛЕДОВАТЬ

CHALLENGE

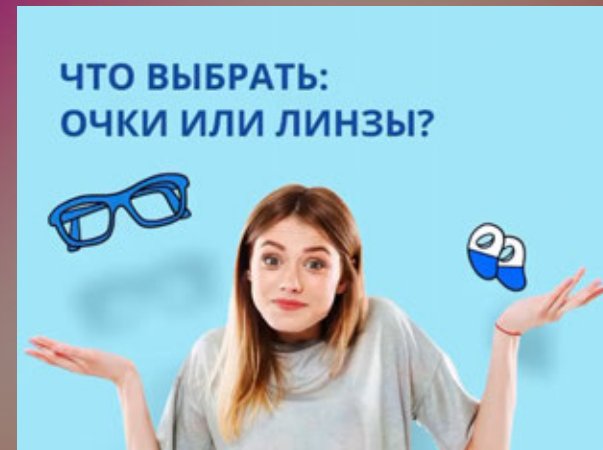
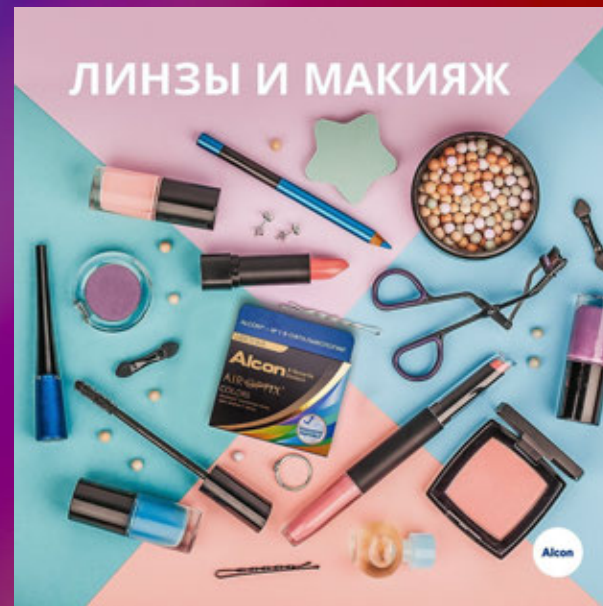
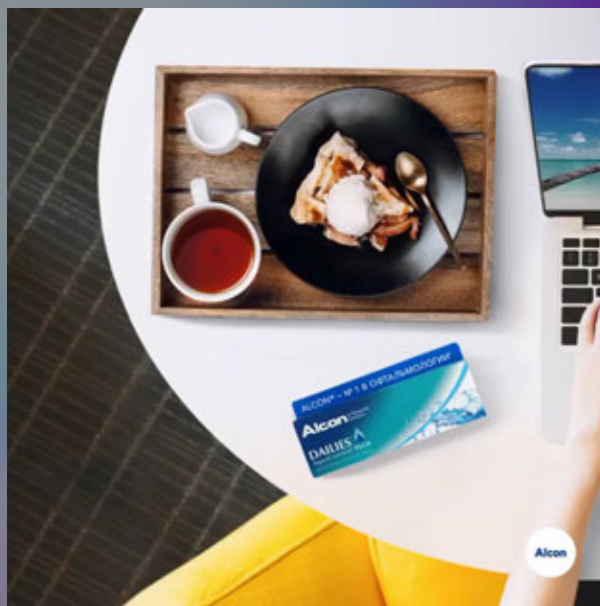
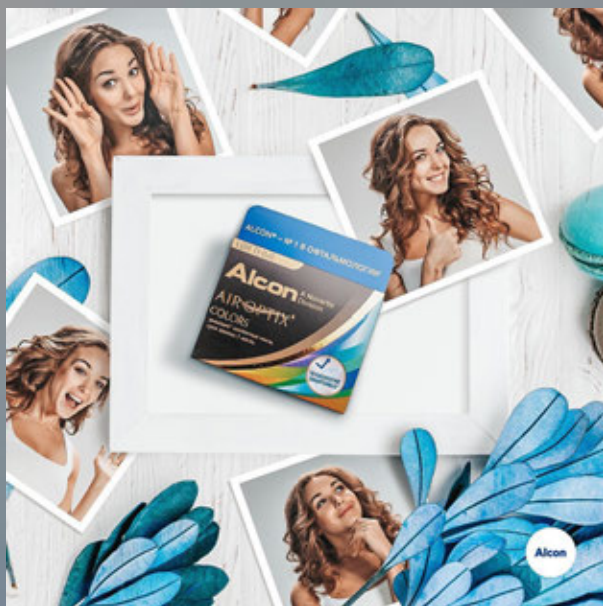
Transform Alcon's social media communities into a full-stack mobile service with high engagement rates.

SOLUTION

We totally relaunched communities and introduced new strategy — we shifted from being just a place to spare some time to high quality scientifically informative content. Now users can not just communicate with each other and request more information on brand's different products, but also take participation in various take-aways and access specially developed chat bot. Engagement was also boosted by interactive content formats: git, video — and non-standart digital activities.



ALCON



BENZAC

CHALLENGE

Develop global communication idea for Benzac innovative mobile app launch.

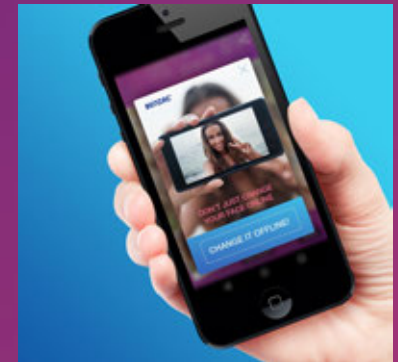
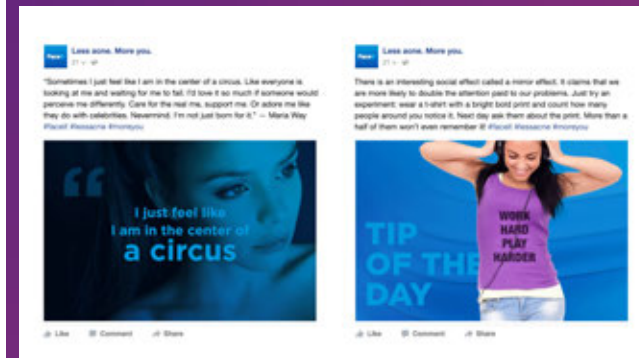
SOLUTION

LESS ACNE

MORE YOU

...was our big idea tagline. Benzac as a product helps to treat acne - LESS ACNE. And Benzac as a brand helps to overcome the limits and uncover your true self - MORE YOU.

An interactive 50-day challenge was created as an engagement functionality for mobile app.



A dark-colored SUV is driving on a multi-lane highway. In the background, there is a concrete overpass structure supported by pillars. The scene is captured from a low angle, emphasizing the car's motion. The overall image has a dark, moody aesthetic.

INTEGRATED PROJECTS

ДЕЛОБАНК

CHALLENGE

To create a b2b digital bank brand, launch it to market and support it with 360 integrated marketing mix.

SOLUTION

Naming, branding, visual guidelines, creative development, communication strategy, web & mob app service design, TV spot video production, digital PR, SEO marketing, performance marketing strategy.

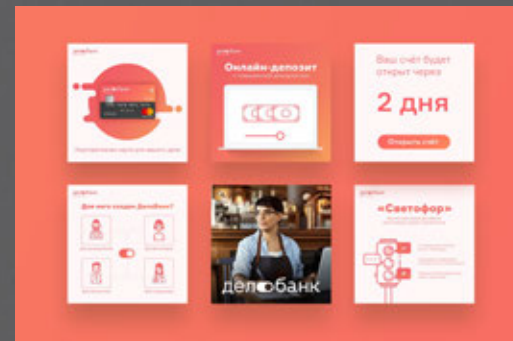
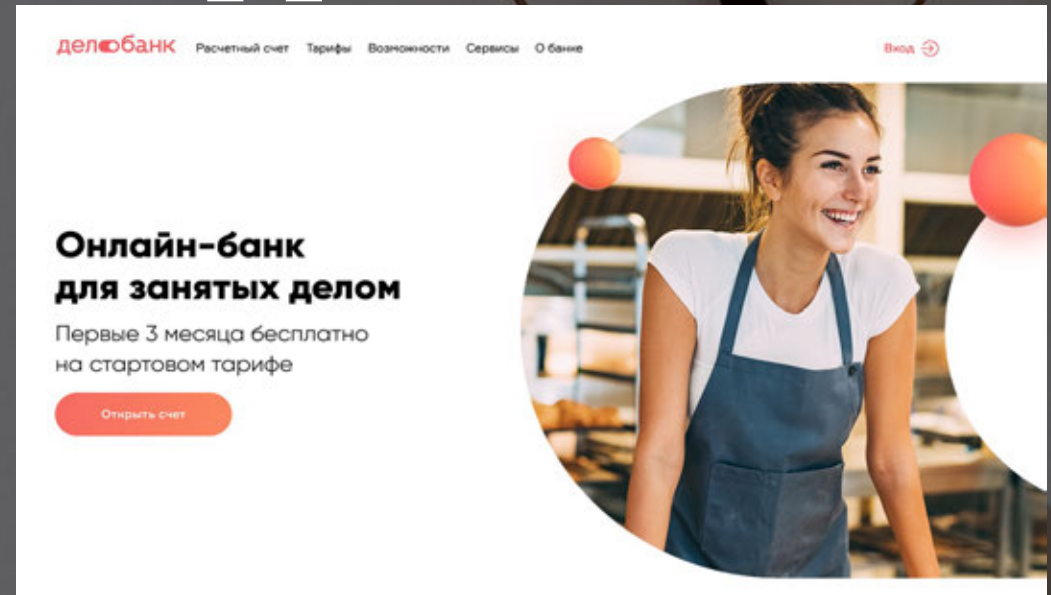
The very name “Delobank” underlines the focus on the entrepreneurs, people who live in the “action” mode and focused on results. Brilliant brand with a characteristic brand swipe became the platform for online & offline communication.

RESULTS

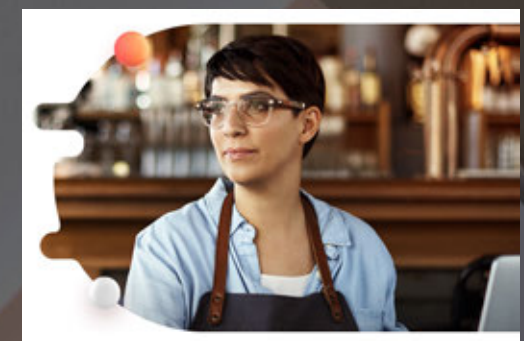
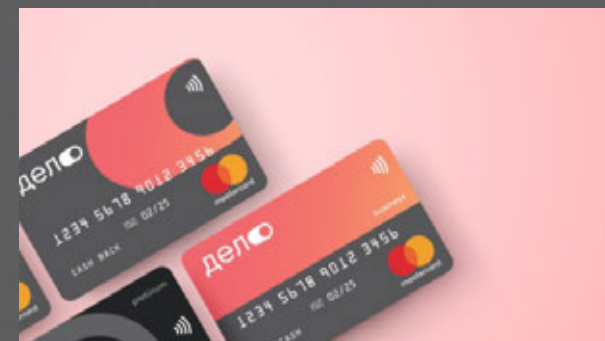
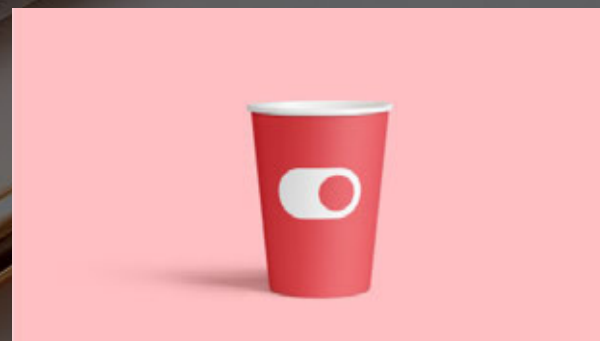
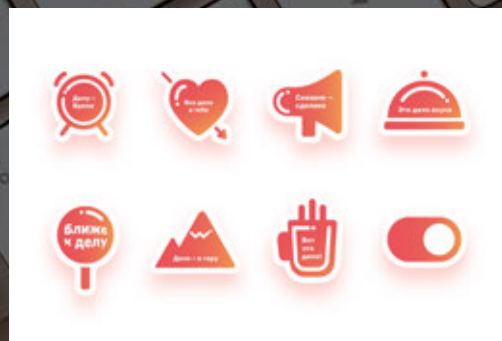
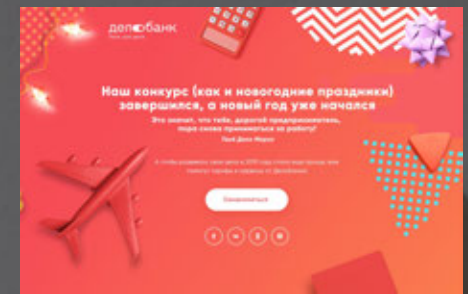
30 000 + b2b clients during 6 months after launch
11% federal awareness index after 9 month

[Watch the case](#)

<https://www.jami.ru/works/36-delobank/>



ДЕЛОБАНК



VOLKSWAGEN

CHALLENGE

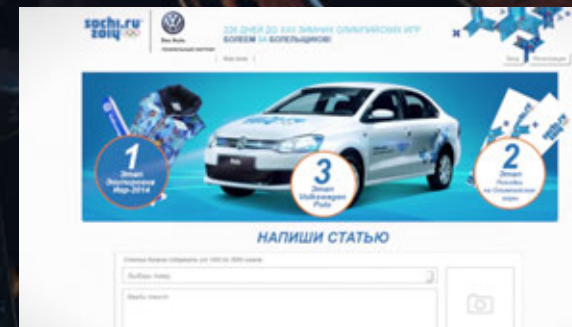
Activate the partnership between Volkswagen and 2014 Sochi Winter Olympics, engage a young audience.

SOLUTION

Volkswagen, a partner of the Olympic Games since 1924, chose digital as a communication center for the first time in its history. We are proud to be the ones chosen to implement the Big Idea "Cheering For Fans" in digital, build a unified communication in all digital assets of the brand and coordinate all media platforms.

RESULTS

224 329	entries
16 404	registrations
9 720	social activities
1 080	contest works



KLIMONORM

TASK

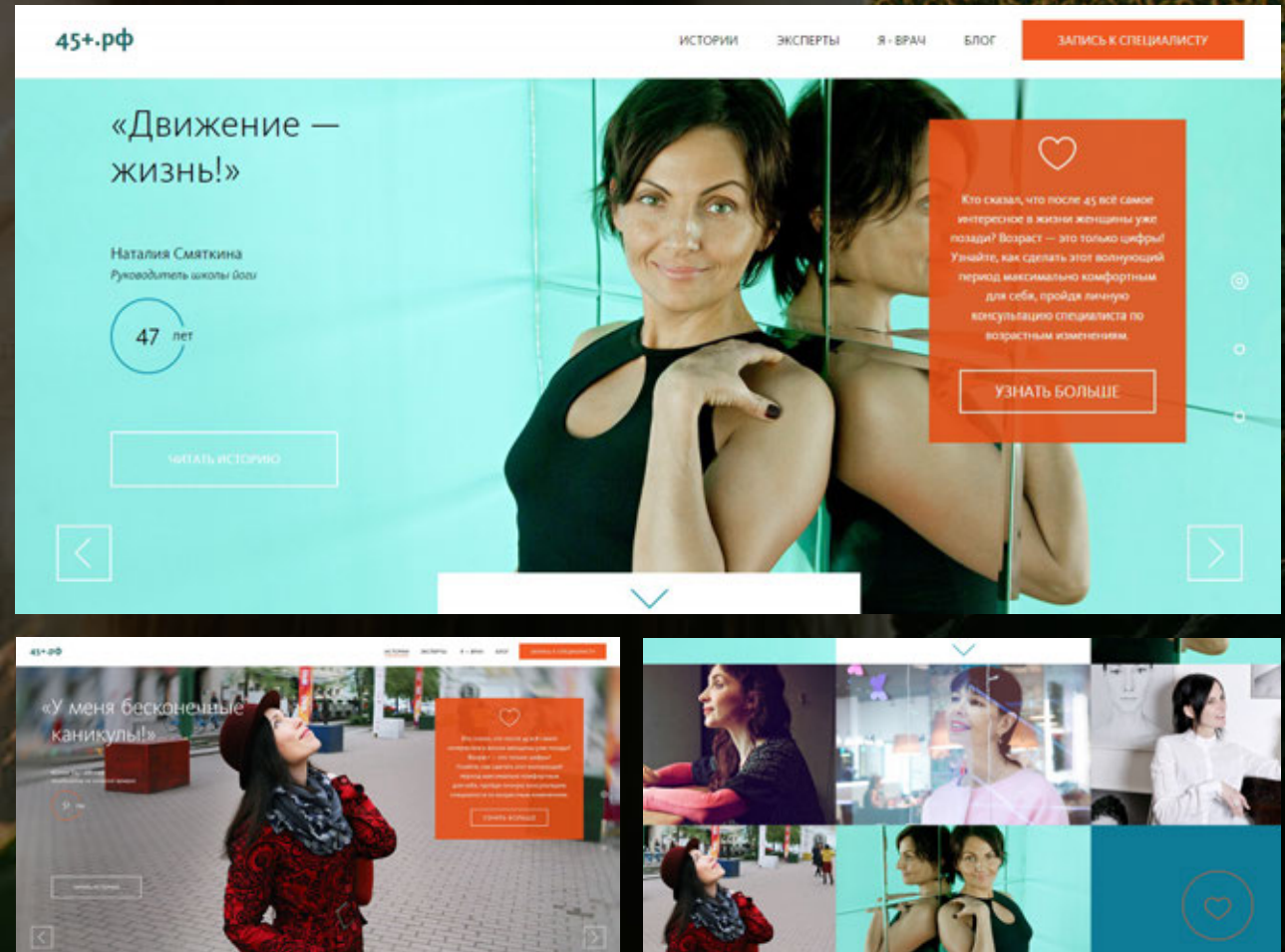
Attract women's attention to the period of age-related changes; change attitude towards menopause as a problem that needs to be addressed; to increase knowledge about the product (Rx) through connecting the audience with doctors.

SOLUTION

We created an online communication platform 45PLUS, where a woman could learn everything about life after 45. And focused on the real-life stories when women managed to uncover their true self after 45 and found harmony and piece. Online booking system based on geo and doctor specialization right on the site was available.

RESULTS

We were the first agency in Russia to make an inspiring portal for women aged 45+, talk in detail about the problem of menopause and modern possibilities to solve it; the first to bring together related specialists and make a convenient online booking system. More than 10% of the site visitors exposed interest to visit a doctor. We received lots of positive feedback from the target audience, inspired by the stories of our heroines.



PHILIPS O'NEILL

CHALLENGE

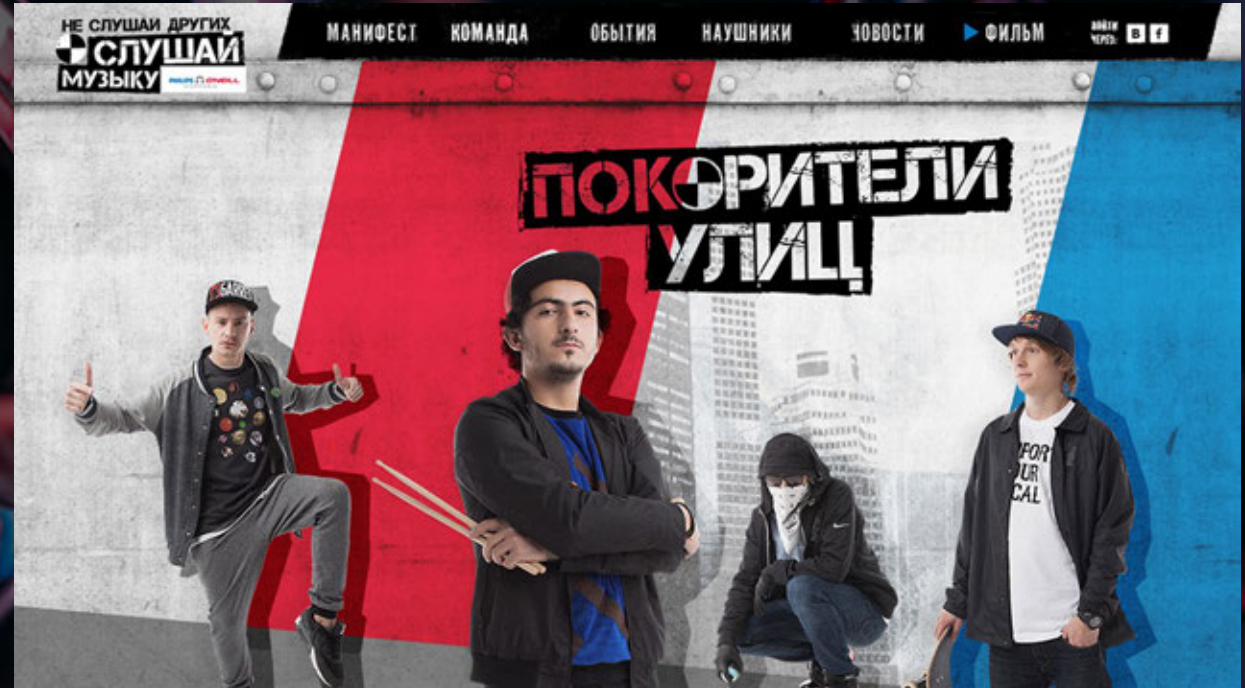
Support the launch of new Philips O'Neill audio products line.

SOLUTION

The world is full of prohibitions: do not climb a tree, do not come in with a dog, do not ride a skateboard. In fact, most of the barriers exist only in our heads, and the music will help get rid of them! Destroying imaginary barriers with music became a new communication strategy and was expressed in the Big Idea "Do not listen to others, listen to the music!"

RESULTS

199 039	persons under campaign coverage (technical coverage of all channels)
866 895	persons under PR coverage
27	press release issues
2 095 725	persons under media coverage
860 000	persons under A-One TV coverage
222	videos
7	news issues
100 523	website visitors
72 849	interested users (spent more than a minute on the website)
652 076	views of a teaser video (YouTube + pre-roll + website)



NUTRADERM

CHALLENGE

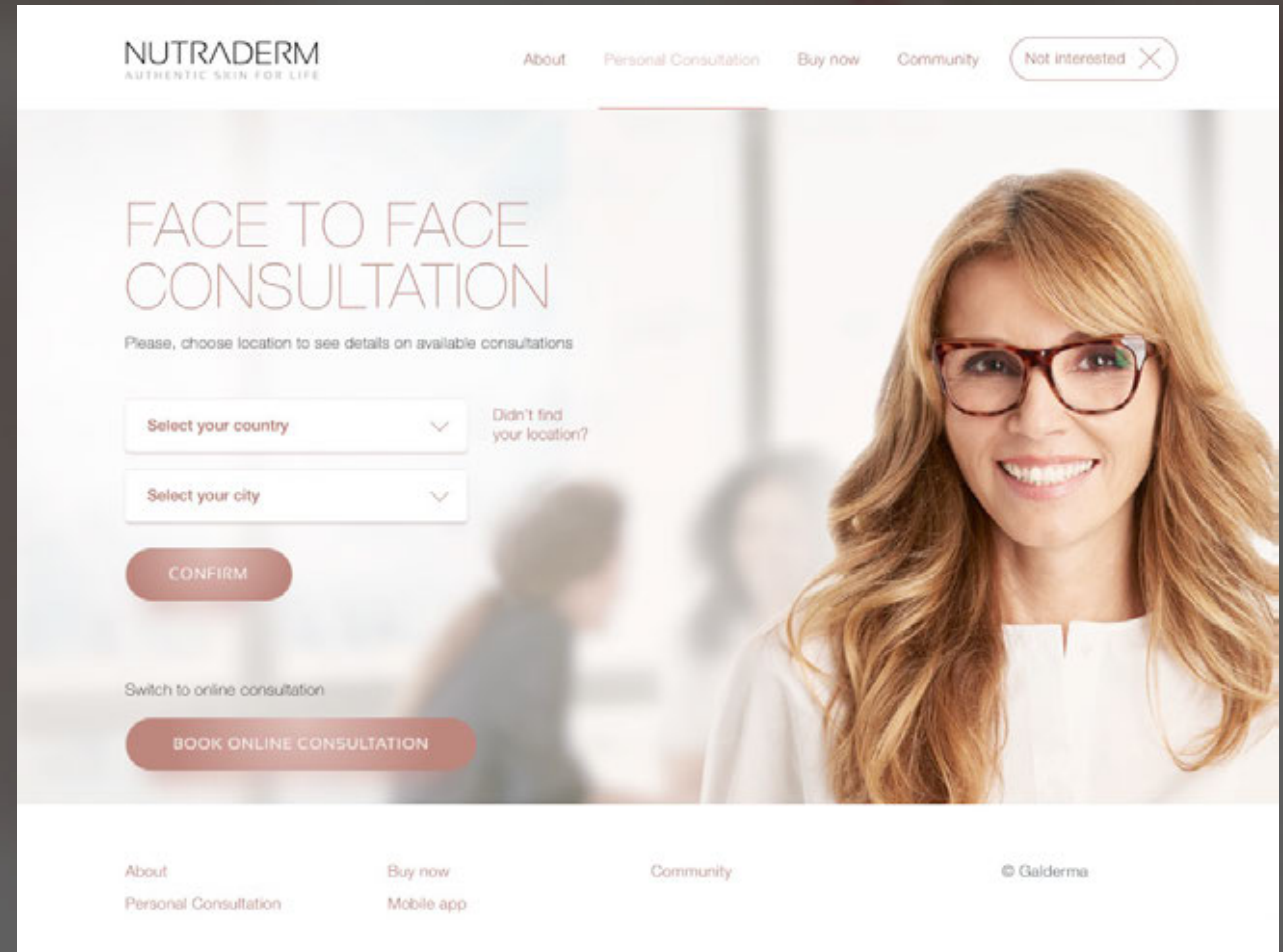
Create branding and set of digital assets design for Nutraderm's pre-launch market researches.
Mobile app product & service design.

SOLUTION

We started from branding – premium pharmaceutical brand with d2c distribution model should have sound brand constants. After - we developed special mobile service UX & UI - the service allows to diagnose the skin through a digital technology and track skin's condition along with Nutraderm treatment cycle.


And finally we created a multilanguage web service with 6 unique product videos for 4 different sales models. Consumers can plan an online (or offline) meeting with a medical specialist for consultation right at the site, which is also destined to be a research platform for the new business model.

A whole pack of digital solutions for an innovative D2C model!



9:41

NUTRADERM
AUTHENTIC SKIN FOR LIFE



JOIN
NUTRADERM
COMMUNITY
AND GET
READY FOR
SOME TREATS!


REGISTER


9:41


NUTRADERM
AUTHENTIC SKIN FOR LIFE

ONLINE
CONSULTATION

Select your Personal Expert & Consultation date

 **Lead expert**
Natalie Allan

 **Lead expert**
Alisa Malberg

 **Lead expert**
Lisa Ariston

September 2019

Mon Tue Wed Thu Fri Sat Sun

26 27 28 29 30 31 1



INSIDE & OUTSIDE
APPROACH

Nutraderm is a unique Inside and Outside, Day and Night regimens of expertly selected combination of beneficial nutrients and topical ingredients for you skin. This combined outside and inside approach targets the superficial and deeper layers of the skin.

Thanks to the communication between layers, targeting the inside will benefit the outside, which in response benefits the inside.

LEARN MORE ABOUT SCIENCE VIDEO



NUTRADERM

Home Online Shop Register Track Skin Trackments **Trackments X**

DOWNLOAD
NUTRADERM APP

To track your skin progress while using your Nutraderm regimen

Download on the App Store | GET IT ON Google Play

WITH NUTRADERM APP YOU CAN

Monitor the changes in your skin using Nutraderm regimen, receive unique skin care tips, advice and get access to the exclusive content

SKIN ASSESSMENT & TRACKING
Our unique algorithm identifies your skin changes and helps to track progress while using your Nutraderm regimen

PURCHASE
You can order or replenish Nutraderm regimen, using the Nutraderm App

START YOUR SKIN CARE TRACKING RIGHT NOW

Download the Nutraderm App now for free


Download on the App Store | GET IT ON Google Play

Home Personal Consultation My Skin Trackments All Services



9:41

NUTRADERM
AUTHENTIC SKIN FOR LIFE



WATCH VIDEO
INTRODUCING NUTRADERM

AUTHENTIC
SKIN FOR LIFE

Nutraderm is an exclusive range of tailored day and night regimens which activate all your skin layers from the inside and the outside

DETAILS

A woman with dark hair pulled back, wearing round glasses and a dark sweater over a light-colored turtleneck, is looking upwards and to the right. She is holding a brown paper coffee cup in her right hand and a stack of books in her left. The background is a modern building with a grid-like facade, slightly out of focus. The overall tone is professional and thoughtful.

ONLINE REPUTATION MANAGEMENT

ORM 360

ORM 360 – is our 'big ORM idea'.

We do not disclose our ORM clients due to strict NDA.
Our ORM services:

MONITORING & NETWORK RESPONSE

REVIEWS MANAGEMENT

ANTI-CRISIS COMMUNICATION

**DIGITAL BTL / COMMERCIAL UNPACKING +
REVIEWS GENERATION PROGRAMS**

COMPLEX ORM SUPPORT

There are thousands of brand mentions on the web full of insight and product experience knowledge (often not taken into account) that affect consumers' decision to buy.

People are no longer buying cell phones, computers, banking, cars, real estate etc. without independent study and web-screening. Consumers choose products based on checking the web, youtube, reviews, marketplaces, social networks. Thus brands needs to have clear reputation strategy and execution, and we can assist.



EVOTOR

CHALLENGE

To drive product awareness among new category audience and form basis for selling 150 000 of smart terminals.

SOLUTION

To focus on product advertising vs the brand one. To make Evotor key product benefits clear. To craft messages we conducted a research that uncovered key entrepreneurs needs. These insight formed the ground for dynamic creatives that targeted hundreds of segments in dozens of channel.

RESULTS

185 000	devices sold in 4 month of campaign (vs 150 000 plan)
19%	federal market share (vs 15% plan)
80%	VTR

Watch the case
<https://www.jami.ru/works/35-evotor/>

L'ETOILE

CHALLENGE

Support all digital media activities of the top 1 Russian beauty retail company.

SOLUTION

We conduct dozen of digital brand and performance campaigns yearly for the beauty retail leader in Russia. Our media strategy matches different TA group segments, federal geography specifics and frequency optimization.

We often launch campaigns with 1-2 days preparation as industry dynamics is hot shot.

RESULTS

L'Etoile is a leader in ad recall vs all competitors
x2 creative remembering vs TV

The screenshot shows the L'Étoile website homepage. At the top, there are three yellow banners with the text "ЧЕРНАЯ ПЯТНИЦА -80%". Below the banners, there is a navigation bar with the L'Étoile logo, a search bar, and links for "Войти", "Избранное", and "Корзина". The main content area features a large advertisement for Zadig & Voltaire perfume. The ad includes the text "ТОЛЬКО В Л'ЭТУАЛЬ", "THIS IS LOVE! ZADIG & VOLTAIRE", and "НОВЫЕ АРОМАТЫ". Below the ad, there is a horizontal list of brand logos: PHILIPP FLEIN, BUXOM, TOM FORD, PENHALIGON'S, NARS, and JEFFREY STAR. The L'Étoile logo is also present in the list. At the bottom right of the list, there is a link "Посмотреть все бренды".



PRODUCT & SERVICE DESIGN

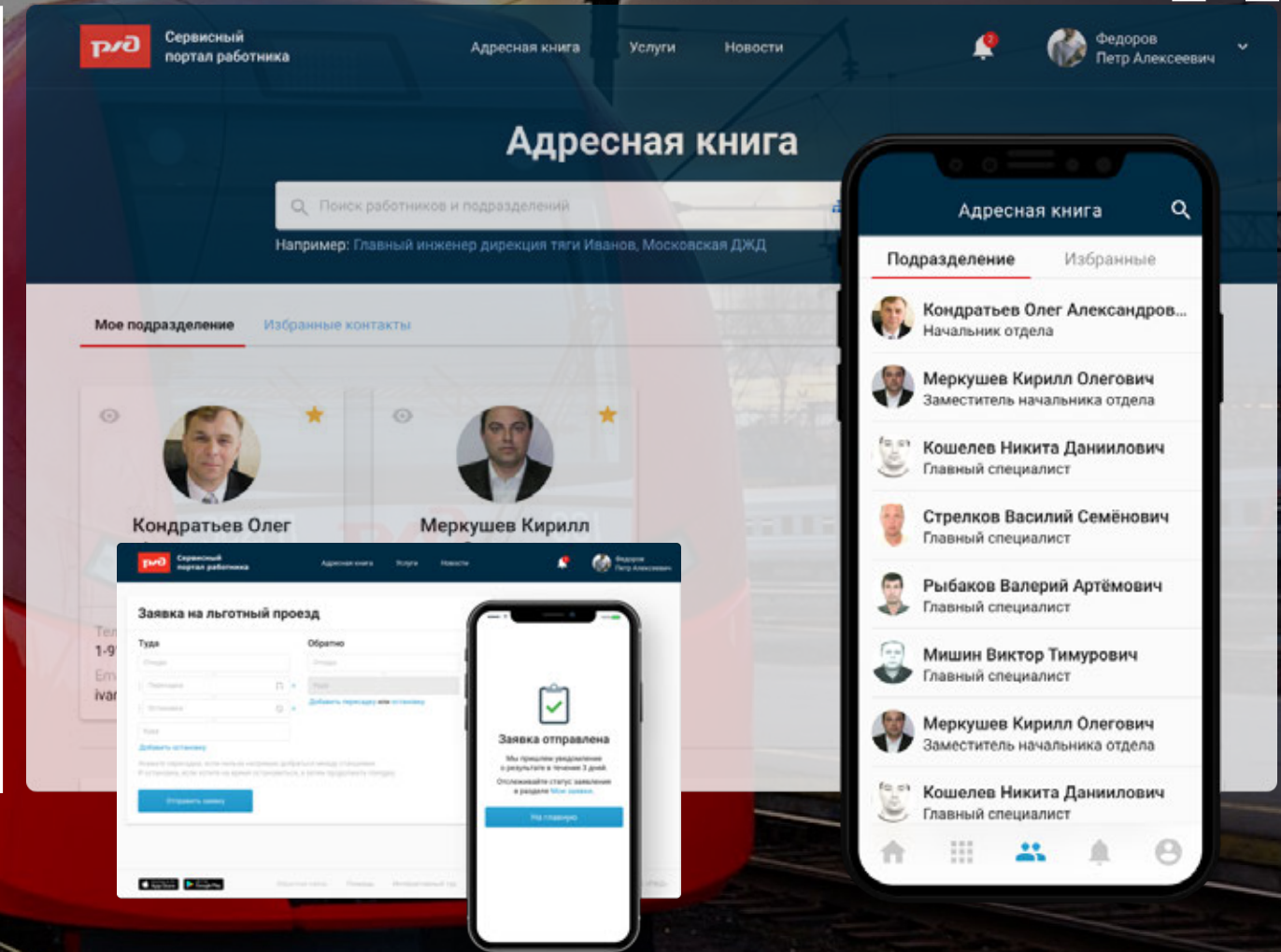
CHALLENGE

To re-design routine processes which involved personal area & mobile app usage.

SOLUTION

There are more than 700 000 people working in RZD. They spend 2 000 000 hours for routine tasks every year. Even 10% optimization might save about 37 mln eur each year. That's a real task for product design.

We came out with totally redesigned personal area solution which helped workers to get company services, privileges, working information and direct solutions for their day-to-day casual working request (day-off, leave, holiday, compensation etc.).



ARRIVAL

CHALLENGE

Design a web-service for choosing and matching commercial transportation

SOLUTION

We conducted a research of commercial transportation in Europe covering competition landscape, customer research and trends. Based on this we developed service design focusing on matching Arrival product vs key competitors. Service provided an opportunity to compare key efficiency parameters making it easy to analyze key performance metrics.

The screenshot shows a web application interface for comparing commercial vehicles. The interface is divided into three main sections: a filter panel on the left, a comparison table in the middle, and a navigation bar at the bottom.

Filter Panel (Left):

- Business:** Retail, distribution and delivery
- Type of transported goods:** Mail and parcels (selected), Household appliances, Car parts, Furniture, Clothing, Construction materials, Raw materials, Animals, Plants
- Parameters of transported goods and materials:** Form factor: Packages, parcels, boxes, containers, bags
- Dimensions range, cm:** Slider from 10x10x1 to 200x200x100
- Temperature dependence:** Slider from 0°C to 40°C
- Air humidity dependence:** Slider from 30% to 60%
- Pick-up & delivery points:** Way of loading: Manual using ramps; Pick-up point type: Cross-dock; Delivery point type: (empty)

Comparison Table (Middle):

Parameter	Mercedes Sprinter	Arrival T4
Engine type	Petrol	Electric
U-turn radius	15.6 M	11.1
Transmission	Automatic	Automatic
Cargo area	7 m ²	11 m ²
Cargo volume	14 m ³	16 m ³
Load capacity	2278 kg	1500 kg
Path length (full load)	450 km	390 km
Driving cost	£27.2 per 100 km	£12.1 per 100 km -15.1£
Price	£38 805	£31 100 -£7 705

Navigation Bar (Bottom):

- Mercedes Sprinter (selected)
- Fiat Talento
- Peuge
- Save Configuration
- Share
- Make an order

A person is shown from the chest down, sitting at a desk and working on a laptop. The scene is dimly lit, with a dark grey overlay covering most of the image. The person's hands are visible on the laptop keyboard. In the background, there are some papers and a mouse on the desk. The overall mood is professional and focused.

PRODUCT & SERVICE DESIGN

SUPERBRO

Visual and branding guidelines for an international delivery company.

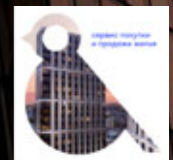
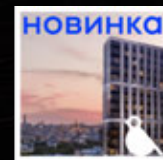
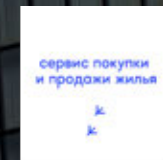
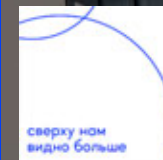
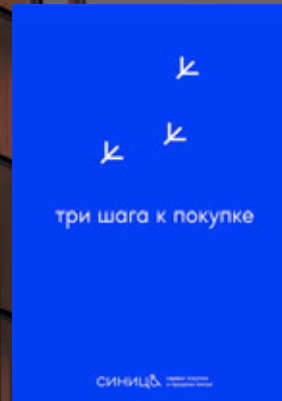
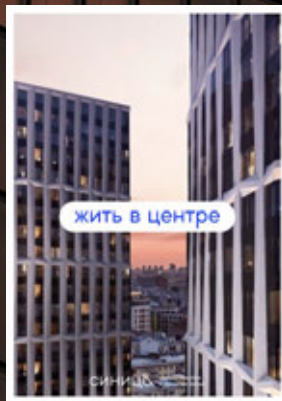
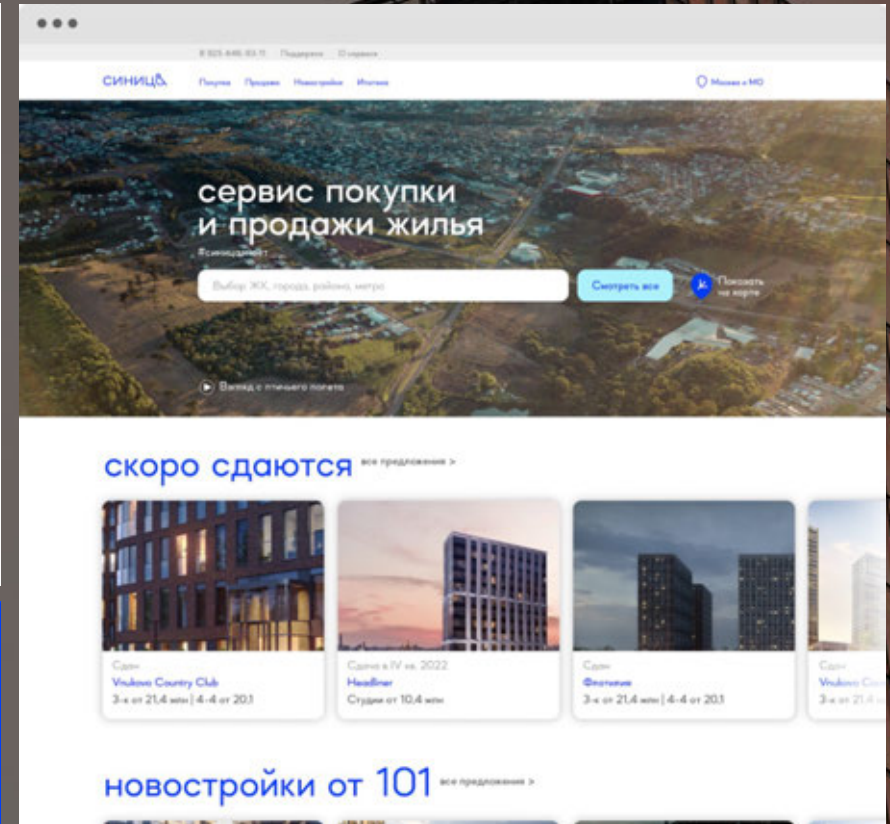
Superbro

Superbro



СИНИЦА

Naming, branding & visual guidelines
for a real estate giant spin off company



A top-down view of a workspace with a laptop, a color palette, a coffee cup, and a person's hands. The background is a dark, moody photograph of a desk with a laptop, a color palette, a coffee cup, and a person's hands. The text "TEAM IS EVERYTHING" is overlaid in large, bold, white letters.

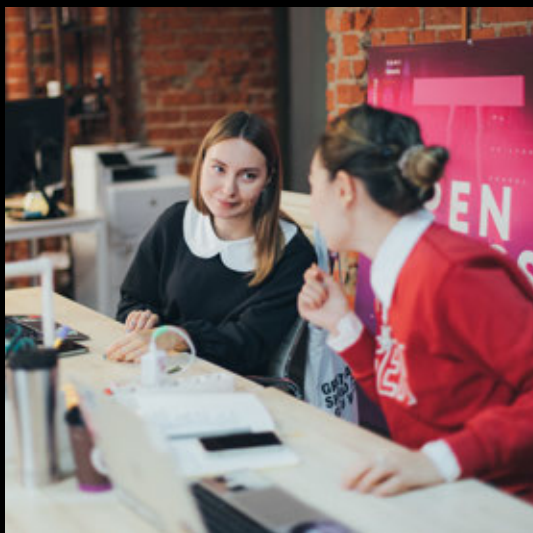
**TEAM IS
EVERYTHING**



**КОМАНДА,
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ОБЩИМИ
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**11 ЛЕТ
НА РЫНКЕ**



THNX



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