



Mediacrat

A brief presentation of activities

One of the industry leaders
18 years on the market
Long-term relationship with partners

Mediacrat

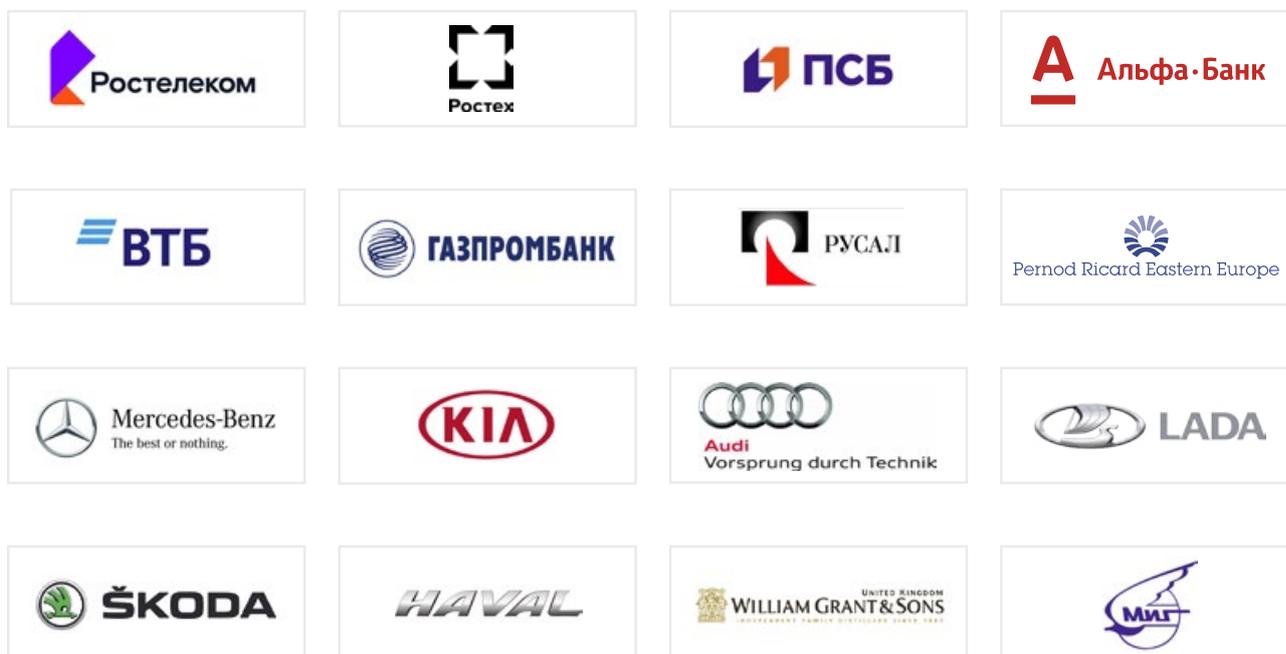
A group of companies uniting:

a publishing house – own thematic and corporate publications

a creative agency – brand creation and development

an event agency – events and event marketing

Mediacrat's key clients:

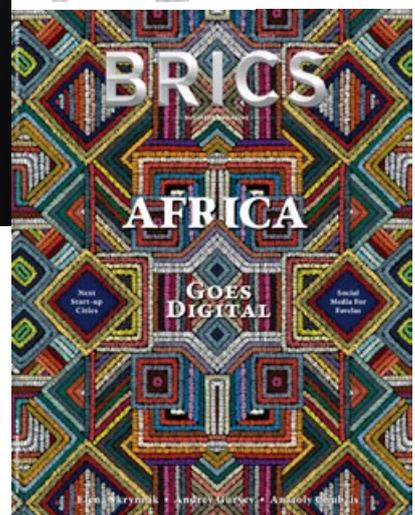
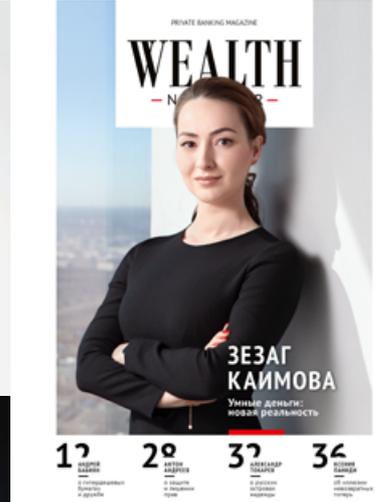
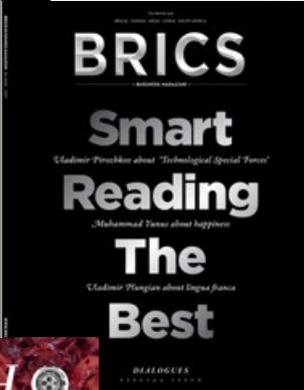
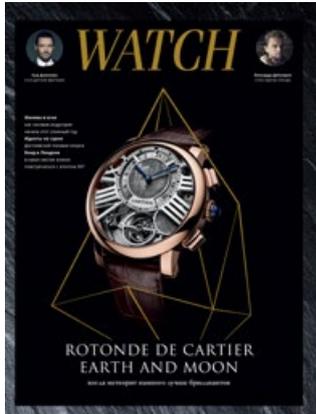


PUBLISHING

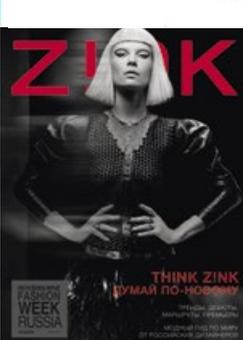
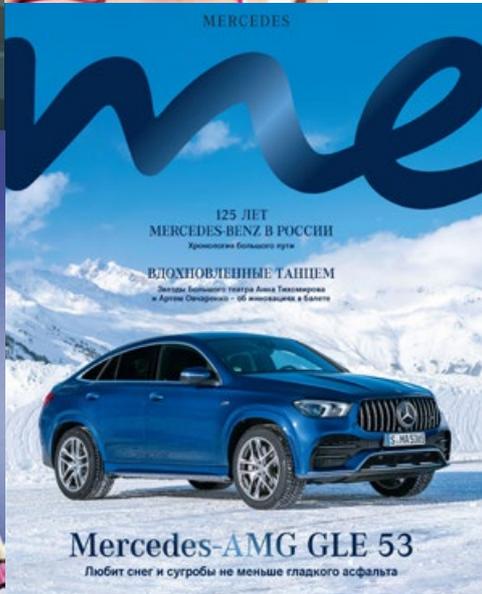
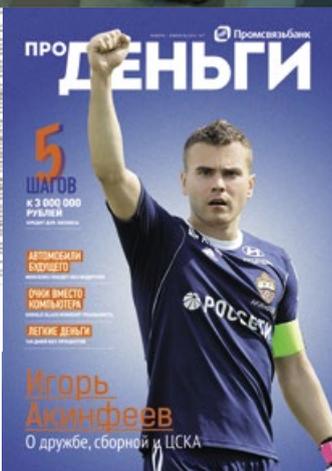
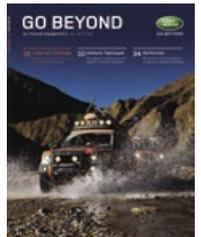
MEDIACRAT's key services in the design, creation and release of publishing projects:

- **Publishing of own thematic magazines**
- **Release of external and internal corporate projects**
- **Corporate books**

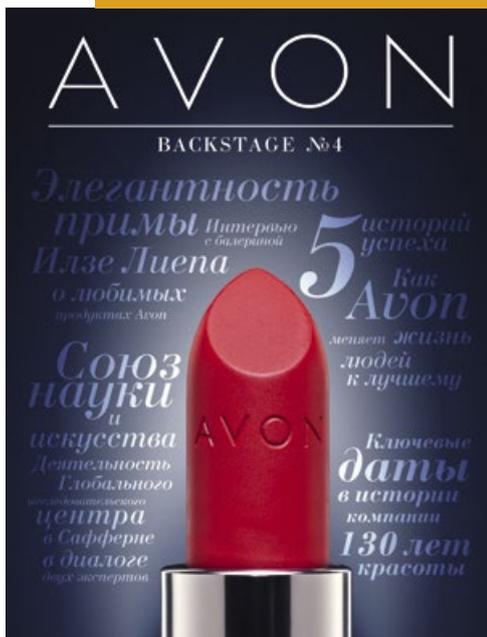
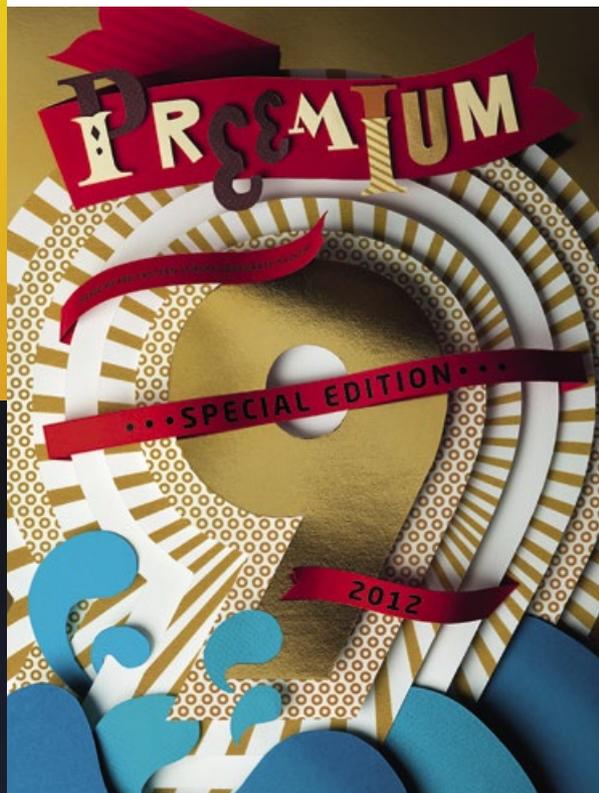
Own thematic magazines



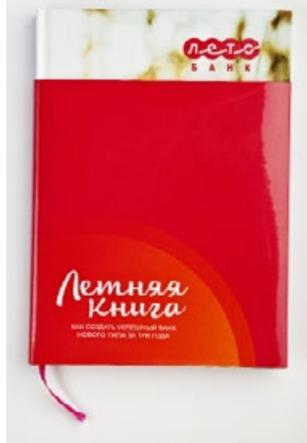
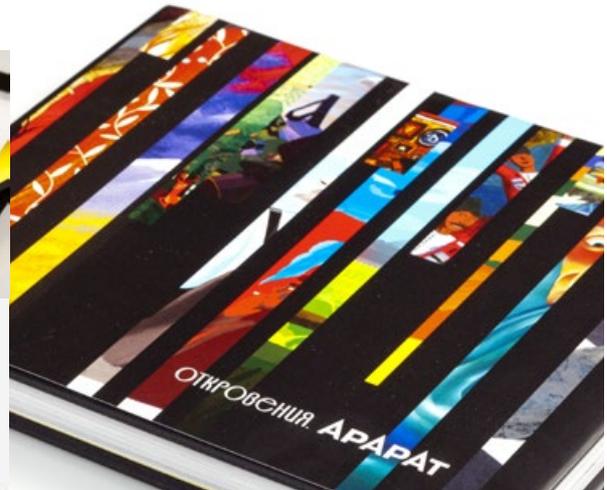
Corporate magazines for the clients



Corporate magazines for customers



Corporate books



Brand Development

MEDIACRAT's key services in the field of brand positioning:

- **Brand platform development: brand philosophy and mission**
- **Brand management in the market: formation of a promotion strategy and communication platform, their implementation**
- **Visual brand identity**

ARARAT

For 10 years MEDIACRAT has been the agency representing ARARAT brand on the Russian market. At this stage, MEDIACRAT is engaged in the rebranding of the entire ARARAT product line, which should be completed by the end of 2020, as well as the creation and launch on the market of fundamentally new products for the brand, which are designed to drastically change the positioning of ARARAT. Some of these products were MEDIACRAT's brainchildren.



Vardanyan, Broitman & Partners

The fundamentals of the brand's philosophy, logo, rules of application, color and typography, principles for the design of business documents, souvenirs and marketing materials have been developed.



RVVZ Ruben Vardanyan and Veronica Zonabend Family Fund

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EVENTS

MEDIACRAT's key services in the field of organizing events and event marketing:

- **Conferences and celebrations**
- **Educational, cultural and club events**
- **Outdoor, sports and entertainment events**



Conferences and celebrations

Award ceremony Spear`s Russia Wealth Management Awards

Number of guests – more than 700 people



Gala reception “Friends of Big Sports”

Number of guests – more than 600 people



Annual congress of Pernod Ricard

Number of guests – more than 500 people



Annual dealers conference of KIA Motors Rus

Number of guests – 240 people



Grand final of CHIVAS Challenge

Number of guests – more than 300 people



Dealers conference of Bridgestone

Number of guests – 150 people



Educational, cultural and club events

Audi Talks Club Series

Number of guests – more than 200 people



Pavel Caplevich's exhibition for the 10th anniversary of Promsvyazbank

Number of guests – more than 100 people



Spear's Club series of discussion clubs

Number of guests – 60+ people



Ballantine's x Boiler Room big concert

Number of guests – 700+ people



Pernod Ricard's mentoring and training programs in the Russian regions

Number of guests – 200+ people



Outdoor, sports and entertainment events

Master classes by Alexey Nemov in Russian cities

Number of participants – 200+ people



Corporate trip for Rostelecom

Number of guests – 30 people



Field conference for Henkel

Number of guests – 140 people



Field camp Mounkey Shoulder

Number of guests – 37 people

