

A modern, minimalist home office with a wooden desk, a large adjustable lamp, a bicycle, and a window with plants. The room is bright and airy, with a white wall and a large window. The desk is cluttered with various items, including a computer monitor, a clock, and some papers. A white chair is tucked under the desk. A bicycle is parked against the wall on the left. A large, adjustable lamp is positioned over the desk. A framed picture of an ampersand hangs on the wall. A framed picture of colorful geometric shapes is on the floor. A wire basket sits on the floor. A skateboard is on the floor. A woven basket is on the floor. A radiator is under the window. A wooden geometric shape is on the windowsill. Potted plants are on the windowsill.

BEST PRACTICE

More than agency!

BEST PRACTICE

More than agency!

We are a team with extensive experience in the event industry and agency expertise in digital. We organize events on a turnkey basis reaching hundreds of thousands of people, implement large-scale BTL projects, provide for the promotional materials production, develop digital-projects of any complexity levels, taking advantage of the strong management resource and a proven executors corps.

EXPERIENCE
> 7 YEARS

EXPERTISE
> 250 PROJECTS

COVERAGE
> 50 CITIES

CLIENTS
> 40 COMPANIES



UNIQUE APPROACH



ALWAYS IN TOUCH

From email to Telegram – we are available via any communication channel



FLEXIBILITY

We offer a perfect solution for any budget and KPI

BEST PRACTICE. More than agency!



EXPERTISE

We use the expertise of our staff to best cases resolve

OUR EXPERTISE

CREATIVE
&
STRATEGY

CONSUMER
MARKETING

PRODUCTION



BEST PRACTICE. More than agency!

EVENT
MARKETING

TRADE
MARKETING

DIGITAL

OUR ADVANTAGES

BEST PRACTICE. More than agency!

- ✓ Winner in the category "Best Execution Events of B2C" at the Silver Mercury Festival
- ✓ Prize-winner of the festival "bema! 2020" in the category "best sports event"
- ✓ Operator of personal data in the Roskomnadzor register
- ✓ Member of the USAIS system
- ✓ Partner of the project «For Honest Business»



OUR CLIENTS

BEST PRACTICE. More than agency!

Reebok 



Delivery Club 

SONY




adidas



PIRELLI


SAINT-GOBAIN


СОВКОМБАНК

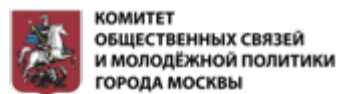


 ОСТРОВ
МЕЧТЫ

nokian
TYRES

 АШАН


МЕГАФОН



WIFIRE

 АЛЬФА
СТРАХОВАНИЕ

Sylvanian Families

OUR CLIENTS

BEST PRACTICE. More than agency!



L'OCCITANE



BNS group

metabo





AGENCY PROJECTS

BEST PRACTICE. More than agency!





EVENT MARKETING

BEST PRACTICE. More than agency!



MEGA KHIMKI MALL POP-UP STORE

Implementation of the idea of building a POP-UP STORE in MEGA KHIMKI MALL

The shared space is segmented into four independent corners:

- Cocos Moscow
- GATE 31
- Icon Street
- FEELZ

*Moscow, MEGA Khimki,
October – December 2020*

SPACE DEVELOPMENT



AN ATTRACTIVE PLACE FOR BUYERS

MEGA KHIMKI MALL POP-UP STORE

- ✓ Development of a creative concept for the design of the space
- ✓ Store design project
- ✓ Preparation of technical documentation
- ✓ Production and development of POP-UP space
- ✓ The entire project implementation period is 60 days

SPACE DEVELOPMENT



AN ATTRACTIVE PLACE FOR BUYERS

MEGA Belaya Dacha Mall New Year 2021

Mobile entertainers' team in MEGA Belaya Dacha Mall

- ✓ Development and production of electric car decor
- ✓ Costume design and production
- ✓ Two teams of actors-musicians in the images of Santa Claus and elves

*Moscow, MEGA Belaya Dacha Mall,
December 2020 – January 2021*

NEW YEAR'S HOLIDAYS IN THE MALL



SANTA IN AN ELECTRIC CAR

KRAFT HEINZ. NEW YEAR'S PARTY

The New Year's party was organized in a hybrid format: more than 300 participants from all regions of Russia offline and online.

All guests received personalized invitations. A special feature of the project was a thematic quiz.

Moscow, Studio Hall, January 15, 2021

ONLINE EVENT



FIRST ONLINE PARTY OF OUR CLIENT

KRAFT HEINZ. NEW YEAR PARTY

- ✓ Development of the event concept
- ✓ Evening program and direction
- ✓ Design development and production of decorations
- ✓ Filming and live streaming
- ✓ Sending personalized invitations

ONLINE EVENT



FIRST ONLINE PARTY OF OUR CLIENT

OPENING OF "DREAM ISLAND" SHOPPING MALL

Accompanying the opening of the largest indoor theme park in Europe with the participation of President Vladimir Putin and Moscow Mayor Sergei Sobyenin.

The grand opening of the shopping mall was the largest city event of 2020.

*Moscow, Dream Island Mall
February 2020*

GRAND OPENING CEREMONY



EUROPE'S LARGEST INDOOR ENTERTAINMENT PARK

OPENING OF "DREAM ISLAND" SHOPPING MALL

- ✓ Development of the event concept
- ✓ Organization of a press day with the presence of top officials of the state
- ✓ Script and direction of the event
- ✓ Construction, decoration, technical support of all stages
- ✓ Organization of the concert program at five venues: performance of cover bands, dance groups
- ✓ Operational management of more than 400 artists

ACTORS
> 400

VISITORS
> 80 000

GRAND OPENING CEREMONY



REEBOK FEST 2018 - 2019

Organization of the largest fitness festivals in Russia with the involvement of commercial partners. Creation and development of the fitness convention of Russia. Popularization of conscious consumption and a healthy lifestyle, the race of trials "Become a man".

*Moscow,
Kolomenskoye Museum-Reserve
May 26-27, 2018 and May 25-26, 2019;
Rowing channel "Krylatskoe"
September 29-30, 2018*

FITNESS FESTIVAL



LARGEST RUSSIAN FITNESS EVENT

REEBOK FESTs 2018 - 2019

- ✓ Development of the design and concept of the festival
- ✓ Scripting, site planning, and site administration
- ✓ Control of all festival services
- ✓ Development and administration of festival and race websites
- ✓ Managing groups in social networks
- ✓ Registration of participants, acceptance of contributions
- ✓ Production of all materials, equipment, souvenirs and awards
- ✓ Complex development of the territory, including 15 km of the track and trials and races "Become a man"
- ✓ Organization of the program on the stage, creative performances
- ✓ Search and support of partner participation
- ✓ Selection and control of more than 300 volunteers

VISITORS

> 40 000 peoples

PARTICIPANTS

>18 000 peoples

FITNESS FESTIVAL



REEBOK FESTs 2018 - 2019

Festival venues:

- ✓ Les MILLS
- ✓ YOGA Marathon
- ✓ Women's FITNESS
- ✓ TRAIN LIKE A FIGHTER
- ✓ COMBAT
- ✓ FIT MOST
- ✓ LECTURE HALL
- ✓ FOOD COURTS
- ✓ PARTNER ZONES
- ✓ STAGE: masterclasses, evening concerts

VISITORS

> 40 000 peoples

PARTICIPANTS

> 18 000 peoples

FITNESS FESTIVAL



RUSSIAN POST STARTUP VILLAGE

Integration of the Russian Post into the annual international startup conference of entrepreneurs and innovators

Moscow, Skolkovo, May 2019

УЧАСТИЕ В КОНФЕРЕНЦИИ



BEST SPACE OF STARTUP CONFERENCE IN SKOLKOVO

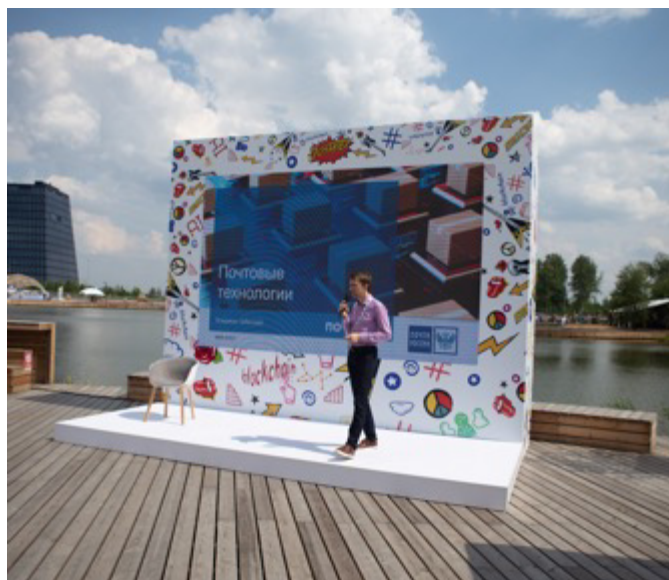
RUSSIAN POST STARTUP VILLAGE

- ✓ Development of the Pochtatech corporate identity, integration concept and design
- ✓ Building and decoration
- ✓ Administration of the Russian Post Pavilion
- ✓ Organization of speakers' speeches, design of presentations and video content
- ✓ Guest registration, data collection
- ✓ Purchase and production of all materials, souvenirs, printing, art objects, furniture, floristics
- ✓ Production of a branded balloon as a visual anchor of the space

VISITORS
> 10 000

SPEAKERS
36

BRAND INTEGRATION



SONY EXTRA BASS И SONY PICTURES. FESTIVALS 2019

Using the successful experience of 2018, the agency developed and implemented a new concept for Sony Extra Bass and Sony Pictures venues at the largest summer festivals of 2019 –

VK Fest и Aisha's picnic

Original creative construction of venues at festivals, dance battles, non-standard interactive competitions for children and adults were carried out. The presence of star guests was ensured.

Moscow, Kolomenskoye, August 3

St. Petersburg, 300th Anniversary Park, July 20-21

BRAND INTEGRATION



BRIGHT LOCATIONS AT THE 2019 SUMMER FESTIVALS

SONY EXTRA BASS И SONY PICTURES. FESTIVALS 2019

- ✓ Development of a creative concept and visualization of the integration of brands into festivals
- ✓ Development and implementation of activities to demonstrate the benefits of the product
- ✓ Development and construction of product demonstration areas
- ✓ Development and construction of interactive and photo zones for children and adults
- ✓ Staff and artists management

Moscow, Kolomenskoye, August 3

St. Petersburg, 300th Anniversary Park, July 20-21

BRAND INTEGRATION



BRIGHT LOCATIONS AT THE 2019 SUMMER FESTIVALS

SONY. PRESENTATION OF NEW EARPHONES

The agency organized a product presentation for the media and influencers in the Mercury Space on the 40th floor of the Mercury Tower.

To demonstrate the advantages of Sony Extra Bass earphones, the space was divided into unique technological zones. A full-fledged aircraft cabin was built to demonstrate the function of external noise suppression.

*Moscow, Mercury Tower (Moscow City),
August 14, 2019*

PRODUCT PRESENTATION



AIRPLANE CABIN ON THE 40TH FLOOR OF MOSCOW CITY

SONY. PRESENTATION OF NEW EARPHONES

- ✓ Concept development, site selection
- ✓ Development of special software for inviting and registering guests
- ✓ Construction of unique interactive informational video and photo zones.
- ✓ Development of an audio tour-quest for Moscow City locations
- ✓ Development of video content for the video-photo zone
- ✓ Development of a special catering menu for the event

PRODUCT PRESENTATION



UNIQUE AUDIO TOUR – QUEST IN MOSCOW CITY

PIRELLI. CALENDAR PRESENTATION

Organizing and holding a preview of the legendary Pirelli Calendar in Moscow

- ✓ Development and creation of a creative concept, unique image and atmosphere of the project
- ✓ Production of unique decorations and full technical support
- ✓ Recruitment, booking of artists
- ✓ More than 300 participants, special guest-photographer Albert Watson

*Multimedia Art Museum of Moscow,
February 13, 2019*

PRESS EVENT



PRESENTATION OF THE PIRELLI CALENDAR

METROPOLIS. CELEBRATION 10TH ANNIVERSARY

Organization of special events dedicated to the 10th anniversary of the Metropolis Shopping Center.

A non-standard design of the main stage, an entertainment program with the participation of more than 100 artists, the organization of a lottery and a prize draw during the three days of celebrations.

*Moscow, Metropolis Mall,
March 2019*

ANNIVERSARY OF THE SHOPPING CENTER



THE MAIN EVENT OF METROPOLIS

METROPOLIS. CELEBRATION 10TH ANNIVERSARY

- ✓ Development of a creative concept and event name based on the shopping center's target audience
- ✓ Creating unique video content that combines the entertainment formats of TV and SMM
- ✓ Construction of a unique stage in the central atrium
- ✓ Organization of the prize draw, including the main prize – 1,000,000 rubles
- ✓ Organization of performances of stars: Viktor Komarov, Klava Koka, the Choir of the Russian Army and other artists

ANNIVERSARY OF THE SHOPPING CENTER



THE MAIN EVENT OF METROPOLIS

GAC MOTOR. SPIAS 2019

The first event for the brand. Introduction of a new brand to the market, familiarization with the brand of the Russian media and industry specialists.

The agency organized and conducted a theatrical presentation of the entire model range of the Chinese automaker "GAC Motor". The total area of the stand at the International Automobile Salon in St. Petersburg was 1,000 sq. m.

*Saint Petersburg, Expoforum,
4-7 April 2019*

CAR SALON



BRAND LAUNCH IN RUSSIA

GAC MOTOR. SPIAS 2019

- ✓ Full support and administration of expositions area
- ✓ Selection, training and coordination of personnel with knowledge of English and Chinese languages
- ✓ Organization of a solemn ceremony of signing dealer contracts with the participation of federal and international media

The total number of visitors to the car show is more than **30,000** people, including more than **100** journalists.

The ceremony was attended by the President of GAC Motor and the top officials of the Chinese Consulate General in St. Petersburg.

CAR SALON



BRAND LAUNCH IN RUSSIA

RUSSIAN POST. SPIEF 2017-2018

The Agency accompanied the participation of the Russian Post in the largest annual business event in the Russian Federation

*St. Petersburg, EXPOCENTRE
June 2017 June 2018*

EXHIBITION PARTICIPATION

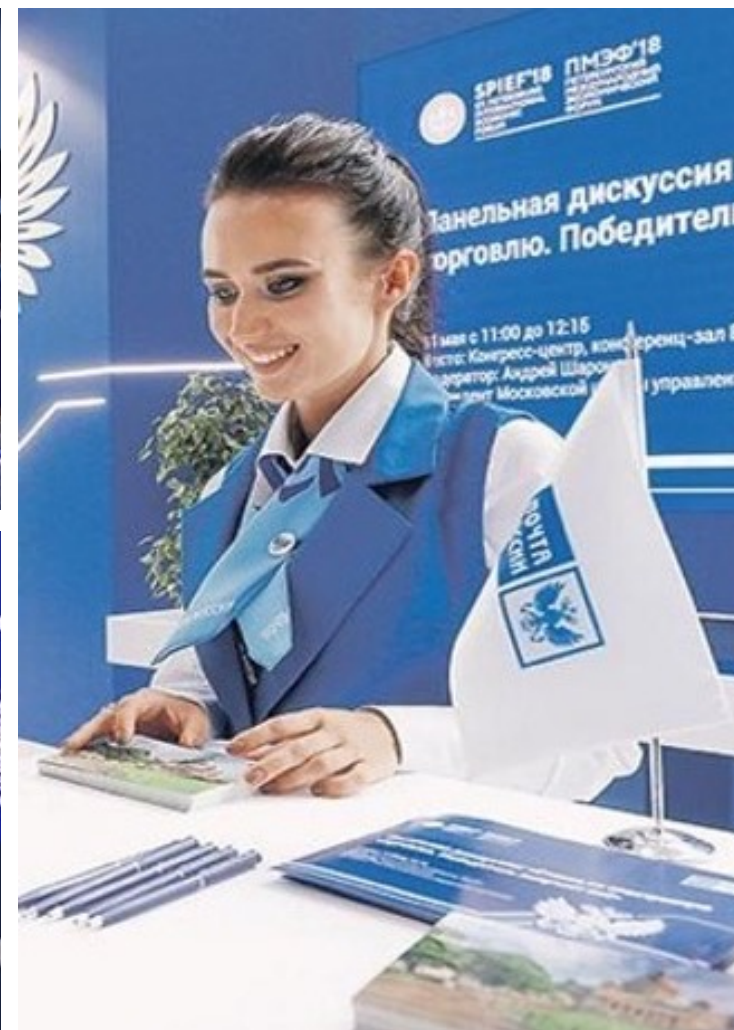
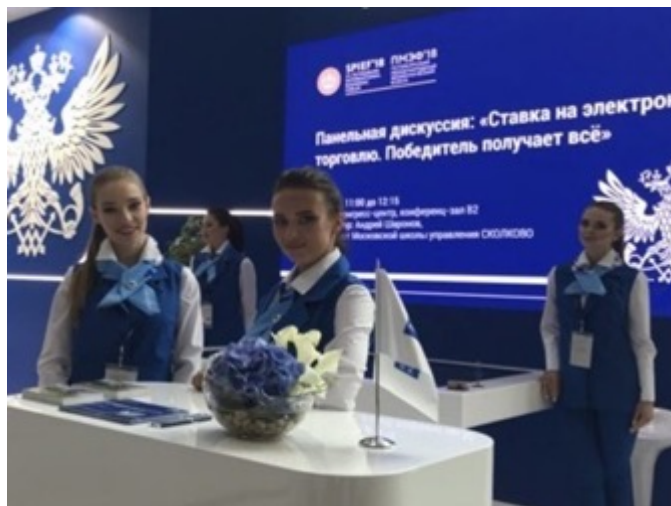


ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

RUSSIAN POST. SPIEF 2017-2018

- ✓ Development of a creative concept for integrating the brand into the forum, design of layouts for all advertising materials
- ✓ Development of the stand configuration and style
- ✓ Production of necessary materials and equipment
- ✓ Recruitment, casting and training of staff
- ✓ Full support and maintenance of the stand at the exhibition
- ✓ Organization of an evening program for top management and guests

EXHIBITION PARTICIPATION



ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

ADIDAS. BASEMOSCOW

In 2017, the agency was the exclusive activation agency of BASEMOSCOW ADIDAS.

In three months, we conducted:

- more than **200** training sessions in various sports;
- more than **30** different events, including six major sports festivals;
- more than **50,000** participants.

*Moscow, Gorky Park,
summer 2017*

URBAN SPACE



LARGEST MOSCOW SUMMER EVENT 2017

ADIDAS. BASEMOSCOW OPENING

Opening of the central urban space of Adidas BASE MOSCOW in Gorky Park with the participation of Ivan Dorn.

- ✓ Event concept
- ✓ Directing the event
- ✓ Development of all zones
- ✓ Conducting a video broadcast
- ✓ Masterclasses in football, panna, basketball, streetball, graffiti
- ✓ Skate park development
- ✓ Fitness Festival

<https://youtu.be/wEHlXKdzeIE>

*Moscow, Gorky Park,
summer 2017*

CITY MUSIC FESTIVAL



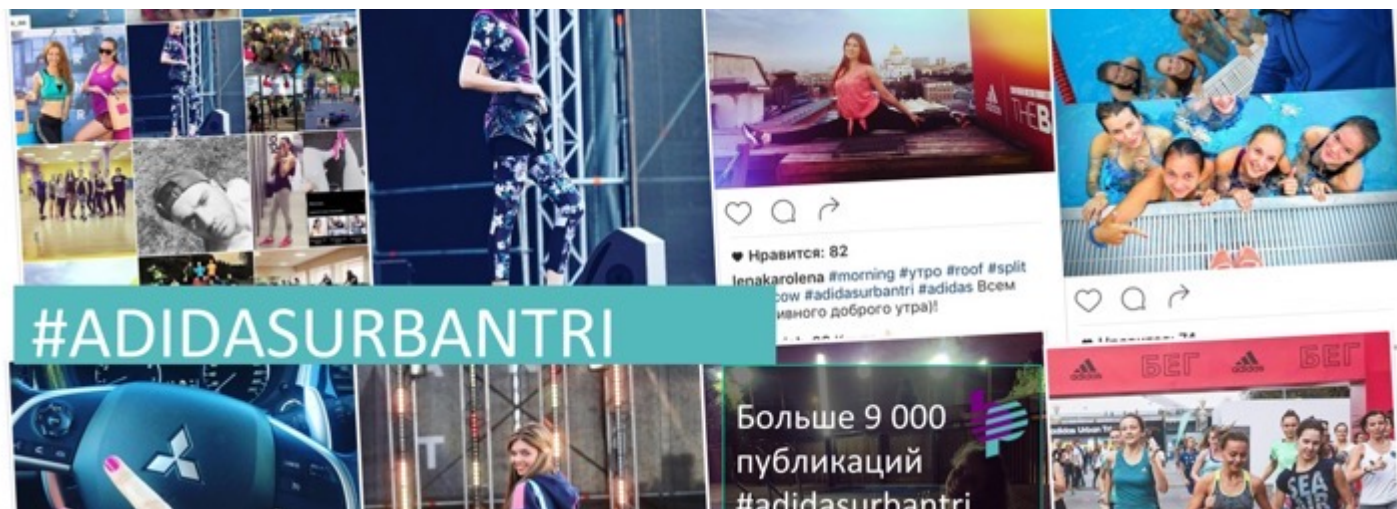
OPENING OF THE CREATIVE AND SPORTS SPACE IN GORKY PARK

ADIDAS. URBAN TRI

For ADIDAS during the summer of 2016, the agency developed and implemented a comprehensive integrated project for the federal launch of a new format of women's high-intensity urban training URBAN TRI, created on the basis of triathlon

*Moscow,
summer 2017*

CAMPAING LAUNCHING



NEW FORMAT OF WOMEN'S FITNESS TRAINING URBAN TRI

ADIDAS. URBAN TRI IN GORKY PARK

For the whole summer, the Pushkinskaya embankment of Gorky Park turned into a huge sports ground with a real swimming pool. Any girl could take part in the highly effective training program UrbanTri.

- ✓ Development of a fitness program
- ✓ Recruitment of a team of fitness trainers
- ✓ Creative event concept
- ✓ Production and placement of a unique mobile swimming pool
- ✓ Construction and full technical support

*Moscow, Gorky Park,
July 16, 23, 30, 31, August 20 and 21, 2016*

WOMEN'S FITNESS FESTIVALS



SPORTS TOWN WITH A SWIMMING POOL ON THE EMBANKMENT OF GORKY PARK

ADIDAS. URBAN TRI IN GORKY PARK

Polina Gagarina's concert on Pushkinskaya Embankment in Gorky Park became the centerpiece of one of the weekends of the summer festival URBAN TRI:

- ✓ Event concept
- ✓ Directing and production
- ✓ Artist booking and celebrity management
- ✓ Video broadcast
- ✓ Decor and construction
- ✓ Technical support

*Moscow, Gorky Park,
August 20-21, 2016*

CONCERT IN GORKY PARK



EVENING CONCERT OF POLINA GAGARINA



CONSUMER & TRADE MARKETING

BEST PRACTICE. More than agency!

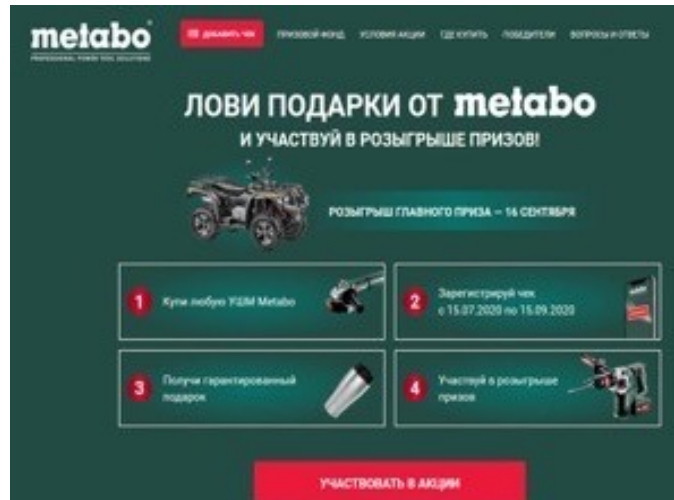


«CATCH GIFTS FROM METABO»

- ✓ Development of creative concepts and design layouts for all promotional materials (POSm to retail outlets, web design, banners)
- ✓ Website development <https://promo-metabo.ru/> to promote sales and conduct sweepstakes and its administration
- ✓ Production of all posms
- ✓ Creating and promoting a video clip on YouTube. Launch and conduct contextual and targeted advertising. Working with bloggers
- ✓ Prize fund formation, working with winners, prize logistics, financial and legal support

July – September 2020

CHECK PROGRAMM



ЛОВИ ПОДАРКИ ОТ МЕТАВО



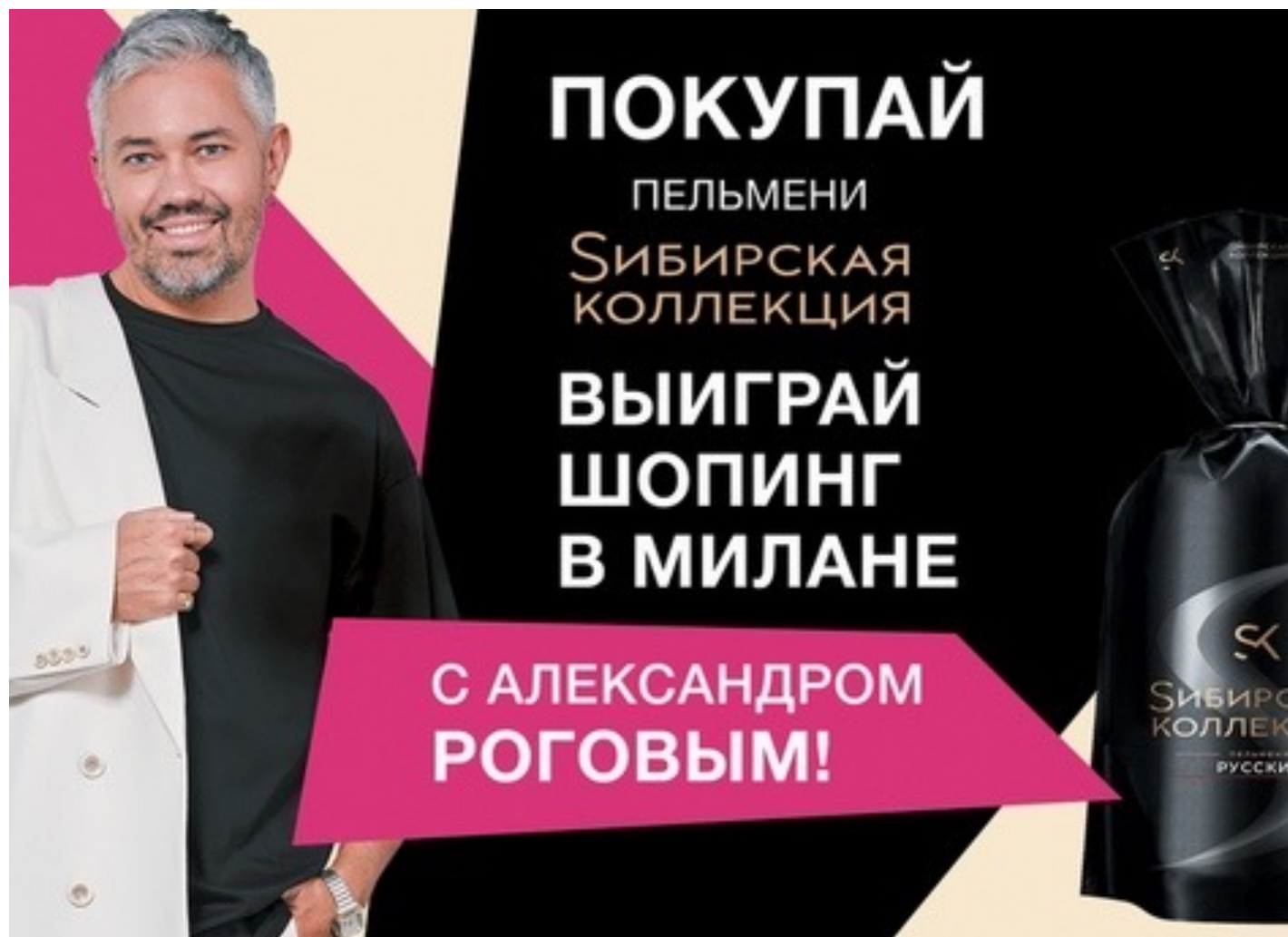
WIDE FEDERAL PROMO CAMPAIGN

SIBERIAN COLLECTION PROMO CAMPAIGN

Federal check promo campaign aimed at stimulating sales with the organization of a raffle of prizes of different categories

*Russian Federation, December 2019 –
February 2020*

CHECK PROGRAMM



SHOPPING IN MILAN WITH ALEXANDER ROGOV

SIBERIAN COLLECTION PROMO CAMPAIGN

Development and implementation of a turnkey promo campaign:

- ✓ Development of a creative concept and design layouts of all advertising materials
- ✓ Development of a creative concept and design layouts of all advertising materials
- ✓ Website development for sales promotion and prize drawing <https://SKpromo.ru/>
- ✓ Production of POSm and stickers for promotional products
- ✓ Promotion of the campaign on the Internet and social networks

Attracting the attention of the audience for the purpose of additional coverage:

- ✓ At the expense of public publications, the prize fund of the campaign, celebrities
- ✓ Due to an attractive bonus for participants-the opportunity to become the main character of a TV show with your favorite star!
- ✓ Special promotion in cooperation with the federal retail chain: an additional prize when buying one product only in the Magnit stores

CHECK PROGRAMM



FASHION PRIZES FOR A STYLISH BRAND

BALTICA. INTERACTIVE SAMPLING BARLEY BROS

Development and implementation of the sampling program of the new non-alcoholic natural drink Barley Bros in two communication channels (shopping and business centers/Art spaces) with different mechanics:

- ✓ Placement of unique vending machines in the shopping center
- ✓ Conducting sampling with game mechanics. To get a free drink, you had to hit the fist of the Barley Bump in the hand, which was in the vending machine
- ✓ Selection, casting, training and supervision of promo staff

*Russian Federation,
December 2019 – February 2020*

NEW PRODUCT LAUNCH



UNIQUE VENDING MACHINE

BALTICA. INTERACTIVE SAMPLING BARLEY BROS

The agency implemented the work of image-based mobile branded recreation areas in business centers and art spaces, where everyone could communicate in a pleasant atmosphere, get a free drink by making a signature gesture of the Barley Bump or participate in the interactive "Wheel of Fortune".

*Moscow, St. Petersburg, Rostov-on-Don, Sochi,
Krasnodar, June-August 2019*

NEW PRODUCT LAUNCH



LOUNGE ZONE BARLEY BROS IN BUSINESS CENTERS AND ART SPACES



THANK YOU!

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