



PORTFOLIO ASTRA
CHANNEL

pr

Astra Channel –

multifunctional communication agency providing services such as:

PR

Complete project PR support, day by day communications with media, brand management, personal PR, press events, PR training.

Celebrity Management

Inviting celebrities to events, guest-management, publication of social columns in the media, working with opinion leaders and trendsetters on social media campaigns and special projects in the media.

Digital

Digital & social media marketing, promotion, social media communication, seeding, web & app development, social media trendwatching, work with opinion leaders.

Strategic Marketing

Analytics, strategy development, promotion and 360 project support.

Event Marketing

Event organization: presentations, launches, festivals, corporate and private events, MICE, conferences, HoReCa activations.

Design

Strategic and creative design studio: branding, visual identity, 3D, event visual and technical support, promotional materials, merchandise, web design.

Concession Services

Development of the revitalization concept and renovation of projects/ facilities, promotion, support, management.

Clients



KASPERSKY

Yandex

AG
ADJARAGROUP

Stamba
HOTEL

MOSS
ROUQUIE HOTEL

СТАНДАРТ

SAMSUNG



GARAGE



Н | М | Г



SUIT
supply

314
PROJECT

BORIS BIDJAN SABERI



ZASPORT
SPORT & CASUAL



Mercedes-Benz

Ferrari

MAN



AVIV



Heineken

Miller

simple



ABSOLUT.

BELUGA
NOBLE RUSSIAN VODKA



GREY GOOSE
WORLD'S BEST TASTING VODKA

Hennessy
COGNAC

MARTELL
COGNAC



CHIVAS



JAMESON

Dewar's
FINEST SCOTCH WHISKY



MARTINI

Marlboro



А
Альфа-Банк



Renaissance
Capital



SNOB
CLUB



MAKS

МАТЧ!





Vsevolod Shcherbakov Strategic Development Director



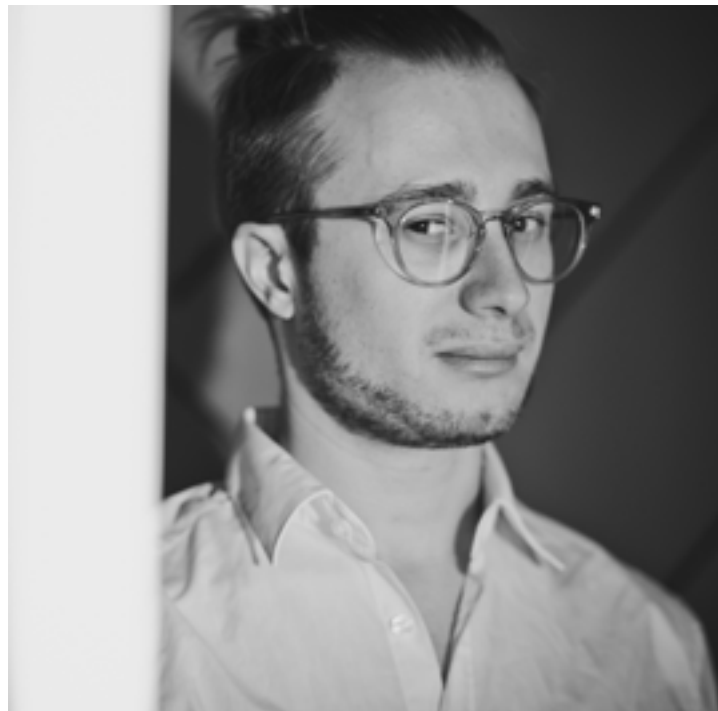
Anna Nikolaeva PR department



Natalia Ulianova Digital Director



Kirill Makeev Art Director



Bogdan Zyryanov Digital Strategy Manager



Elizabeth Didura Digital Strategy Manager



Daria Pozdnyak Digital Strategy Manager



Lily Pankeeva Digital Strategy Manager

CLIENT: CHESS AND JAZZ

Chess & Jazz Festival

event, pr, digital, design



COSMTHE GOAL

Awards: Best music event of 2018

The summer music festival was a combination of a great music lineup, outdoor chess tournaments with Grandmasters, educational lectures and the best gourmet projects in Moscow. 6000 guests got to hear performances from Grammy award winners CeeLo Green, Cory Henry and other renowned foreign and local jazz bands. Chess & Jazz Festival was held at Hermitage Garden - one of Moscow's favorite parks. Chess & Jazz festival instantly became one of the summer's most-talked about events. Many Russian celebrities and trendsetters visited the festival on the 7th of July.

Scope of work:

- PR
- celebrity management



Results:

6000 guests

Publications: > 300 in all types of media (digital, print, TV, radio)
> 60 celebrity guests & OL

OTS: > 300 mln
PR Value: > 60 000 000



CLIENT: DENVIEW LIMITED

The Macallan Time Captured

presentation, pr

Time Captured is a new chapter of the global Macallan project. Within this collaboration Steven Klein created a series of photographs and a film specially created for The Macallan. It's worldwide exclusive reveal was held on the event.

Scope of work:

- organization of the event with celebrity guests
- generating buzz in the media
- initiating and publishing special projects in the media
- organizing exclusive interviews



Results:

500 guests

Views video on Facebook: 218 075
Views video to Instagram: 401 225
Over 140 publications in all types of media
Publications: 61

OTS SMM: 2 731 946
PR VALUE: 21 694 270 rub

UGC (SMM): 84
OTS: 111 419 446
OTS Digital publications: 108 687 500



CLIENT: JAMESON

Jameson Sips&Chips

event, promo, pr, smm, design



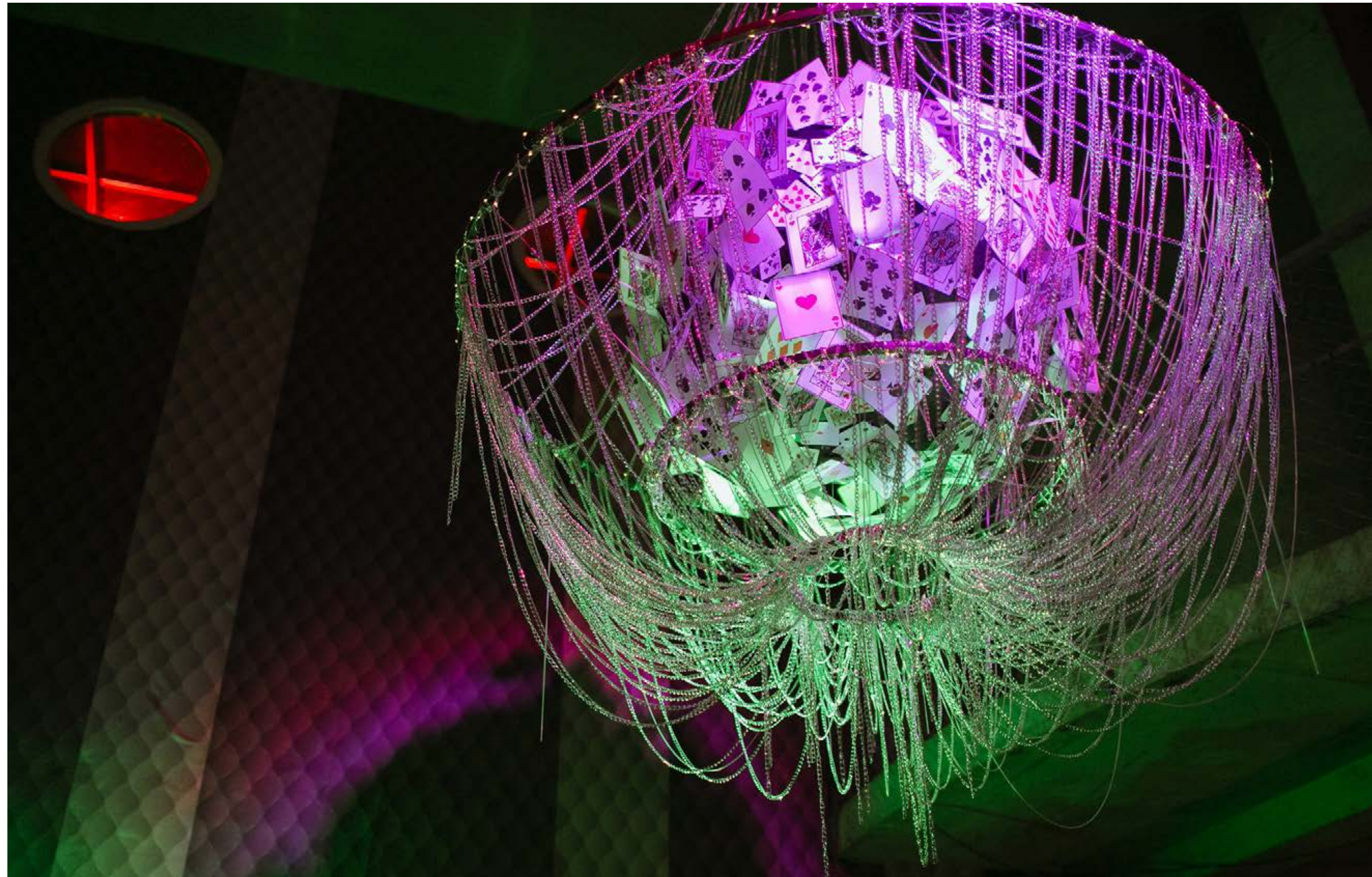
Awards: Best Creative
Brand Integration 2015

СОБИТИЕ ГОДА

Series of secret poker games events in Moscow and St.Petersburg at unconventional pop-up locations – box studio, motorcycle lab, ruined museum with a grand finale for 30 best players at the former plant area.

Scope of work:

- implementation of a full complex PR campaign to support a series of Jameson Sips&Chips pop-up events with a focus on digital media
- to ensure the brand's name presence in publications considering the vulnerable position of alcohol and poker themes in the media sphere
- to Improve PR coverage





Results:

10 000 гостей

2014/2015
Publications: 81/168
Digital & print media: 84/63
Kols' & bloggers: 38/103

TV: 1/1
OTS: 36 177 277/80 827 618
PR VALUE = 5 807 924 rub/18 690 000 rub



CLIENT: PERNOID RECARD

Martell 300 Anniversary

event, pr, digital, design

Festive celebration of 300 years anniversary of the Martell House in an ancient mansion on Volkhonka street. Multidimensional performance with specially created video art, sensorial experiences, gastronomic journey and AaRON band concert.

Scope of work:

- concept and experiences creation
- video production supervision and
- technical setup
- collaboration with celebrity chef
- guest management
- PR supervision

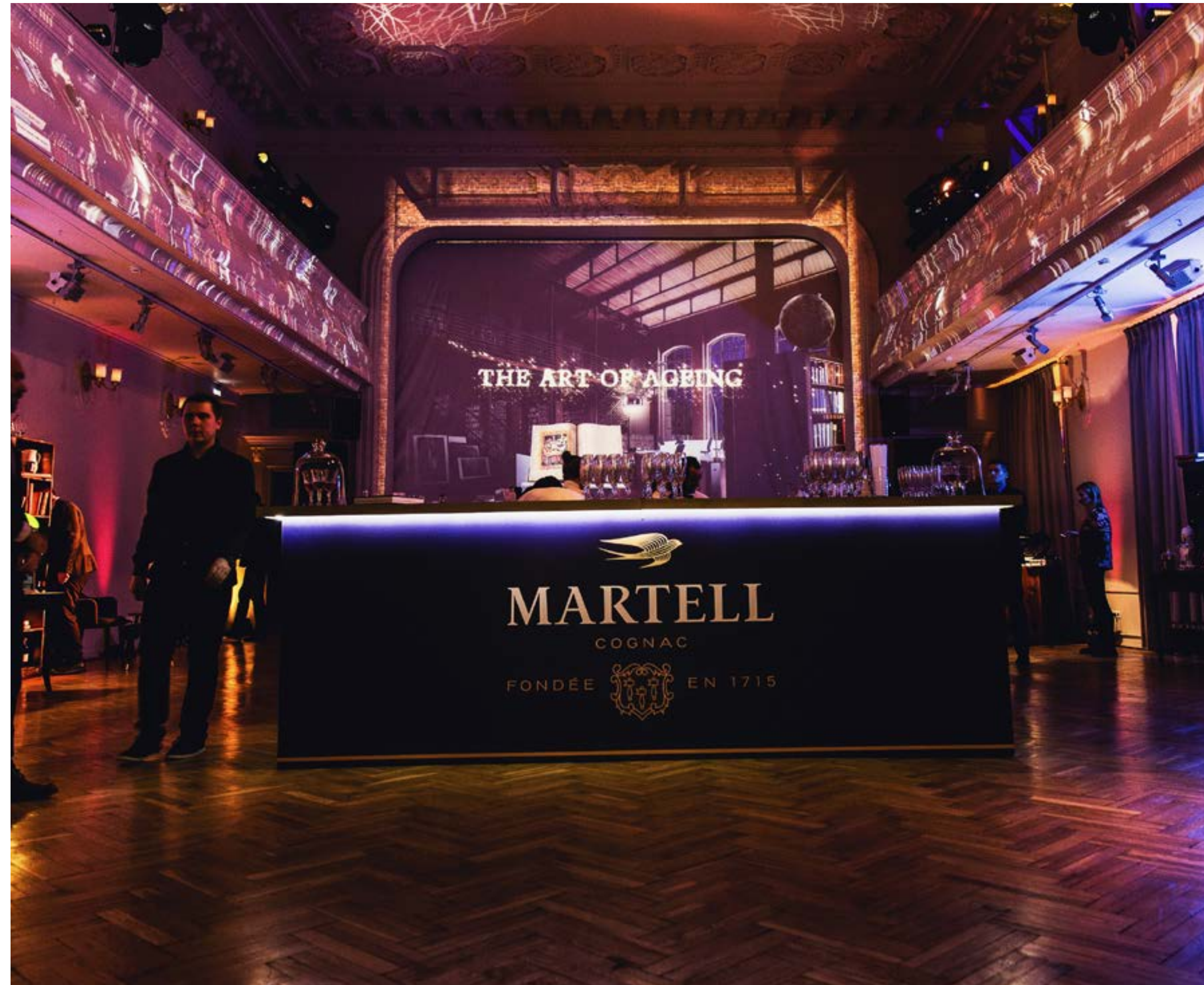


Results:

500 guests

Coverage: 180 publications in all types of media (Tv, Radio, Print, Digital)
Kols' & bloggers: more than 1 000 photos with #absolutsspace hashtag
PR Value: 16 017 261 rub

Special projects: Interview Russia,
Concept Project





CLIENT: MARTINI

Martini Art Love

event, pr, promo, smm, design

The Village Best Music Event 2012
Best Music Event 2013

A series of summer music festivals, taking place in Moscow and St.Petersburg, which won the best summer festival awards by "The Village" twice. The festival is well known for major line-up (Frank Ocean, Azealia Banks and Mia) and art contest for both photo and video among young artists.

Scope of work:

- creating a new brand platform
- organizing a 2-day festival
- booking of artists
- PR support
- platform naming





Results:

25 000 guests

Publications: 15 000 (TV, video, print, digital)
Social media: 307 posts in VK and FB
Online registrations to enter the festival: 35 000
Final winner: 1

Media partners: Moscow FM, Buro 24/7, Interview, w-o-s.ru, wonderzine. ru, GQ, A-one, Russia Today, Cinemotionlab.com
PR value: 229 877 889 \$



CLIENT: PERNOD RICARD ROUSS

Jameson Irishhood

event, pr, promo,
smm, design

Jameson Irishhood became the most outstanding St.Patrick's celebration of all times. It was accompanied by Moscow's best bars and excellent musicians, friendly crowd and an overall unique vibe, making explosive party the most talkable event of the season.

Scope of work:

- development and implementation of PR-support
- initiating publications mentioning the brand



Results:

2 500 guests

6 000 members in Facebook event
Publications: 50 (print, digital media)
OTS: 40M
PR value: 450 000 \$



CLIENT: HEINEKEN

Heineken Zip Line

event, pr, production,
digital, design

Heineken Zip Line zone at Alfa Future People festival consisted of cargo containers art installation with videomapping projected on it, observatory on top of the construction, 80 and 100 meters cable zipline, where guests of the zone could take a ride over the crowd, and a chill zone with bars and seated area.

Scope of work:

- event platform naming
- create unique festival brand integration
- event concept development
- venue management
- technical setup
- interactive installations
- guest management
- decor



Results:

50 000 guests

Zipline rides: 630
Publications: 800
GIF posts on social media: 462
KPI publications: > 50

OTS publications: > 20 000 000
Comments: > 1 300
Sites for drawing tickets: 4



CLIENT: ADJARA GROUP

Adjara Group (Rooms Hotels)

pr

Adjara Group is a leading company in the South Caucasus region growing rapidly in the areas of hospitality, lifestyle development and agropreneurship. It has gained worldwide recognition for trend-setting establishments and exciting entrepreneurial projects through developing and managing lifestyle brands including the stylish and distinctive Rooms Hotels in Tbilisi and Kazbegi, the vibrant and dynamic Fabrika Hostel and art cluster, and now the luxurious Stamba hotel. Restaurants created by the company, including famous Lolita, combine the best of world talent in gastronomy with fresh, locally sourced produce.



CLIENT: MOSS BOUTIQUE HOTEL

MOSS Boutique Hotel

pr, smm, design

MOSS is a Boutique Hotel in the historic centre of Moscow (Krivokolenny Lane, 10/4). It is filled with vibrations of urban, contemporary Moscow. The hotel is a reflection of the modern city: the people, the atmosphere, the events representing Moscow here and now.

Scope of work:

- inviting guests (journalists and bloggers) to events - Grand Opening and press-breakfast
- everyday communication with the media (including incoming requests)
- initiating materials in the media (reports, interviews, comments, photo-stories, guides)
- initiating and organizing photoshoots
- generating and carrying out special projects
- initiating and publishing materials in international media
- everyday communication with bloggers



Results:

Publications (media):> 50
Publications (print):> 5
Publications (international media):> 5
Press-events: 2

OTS: > 100 mln
PR Value: > 20 mln



CLIENT: UILLIAM LAMBERTI

Uilliam Lamberti

pr campaign,
personal branding

Italian brand chef and co-owner
of restaurants: Uilliam's, Ugolèk, Pinch,
Severyane, Aviv and Porketteria Zizo.

Scope of work:

- image-building, strengthening
of positions
- generating media coverage



Results:

Publications (all type of media): > 200
Publications (in print): > 10
Publications (in digital): > 100

5 TV & radio materials
6 special projects with media & brands
OTS: > 150M



CLIENT: DENVIEW LIMITED

The Macallan Masters of Taste

strategy, promo, event, design

The Macallan Masters of Taste is a project that presents new ideas and innovations in gastronomy as a work of art. Pop-up web portal "Masters of Taste" is a gastronomy online magazine designed to expand the boundaries of the gastro industry.

Scope of work:

- 10 most influential lifestyle and gastro media
- press tour for 8 tier 0 journalist and 6 most popular Moscow chefs to the best restaurant in the world El Celler de Can Roc
- discussion panel with Joan Roca and business media.
- gala-dinner with Joan Roca for celebrity and chief editors
- pop-up dinners inspired by Roca brothers at 6 Moscow restaurants



Results:

300 guests

Publications (TV, radio, print, digital): 60
Celebrity's posts: 20
Media partners: 3
20 min of audio on Business FM

3 deep stories on Lenta.ru
PR value: 650 000 \$



CLIENT: RAKOVAYA ON TISHINKA

Rakovaya on Tishinka

pr

Gastronomic bar with Russian cuisine. The restaurant uses local products and traditional Russian recipes. The menu is based on crawfish, but also offers other dishes – meat, mussels, burgers etc.

Scope of work:

- launch of the restaurant in Moscow
- everyday communication with the media (including incoming requests)
- organizing menu tastings with top journalists and bloggers
- Initiating and publishing materials in the media (restaurant reviews, recipes, restaurant news)

PR results:

- over 25 publications in all types of media (digital, social media)
- over 15 publications in digital
- over 10 posts on social media (top bloggers)



CLIENT: ADWILL

Porketteria Zizo

pr

A fast food restaurant chain
by Uilliam Lamberti and Bruno Marino.

Scope of work:

- launch of the restaurant chain in Moscow
- everyday communication with the media
- organizing menu tastings with top journalists, bloggers and OL
- generating media coverage
- arranging and organizing shoots for TV programs

PR results:

- over 90 publications in all types of media (TV, print, digital, social media)
- 7 publications in print
- over 60 publications in digital
- 3 TV materials
- over 20 posts on social media (top bloggers)
- 3 Restaurant Awards nominations



CLIENT: BORIS BIDJAN SABERI

Boris Bidjan Saberi

event, pr

October 22 Boris Bidjan Saberi presented his debut perfume and collection of 5 unique transparent leather jackets in Moscow's conceptual store Project 3,14.

Scope of work:

- development and Implementation of special projects with media
- organization of exclusive interviews with top media
- initiation of publications in media before event



Results:

200 guests

OTS: > 41 000 000

Publications: > 25



CLIENT: SHOPBOP

Shopbop

pr

Shopbop global collaboration with 23 female designers including Diane von Furstenberg, Victoria Beckham, Tory Burch, Sarah Burton, Consuelo Castiglioni, Alberta Ferretti, Carolina Herrera, Donna Karan, Liya Kebede, Clare Waight Keller, Jenna Lyons, Isabel Marant, Georgina Chapman, Keren Craig, Stella McCartney, Phoebe Philo, Miuccia Prada, Rachel Roy, Donatella Versace, Ivanka Trump, Gisele Bündchen and Vera Wang.

PR results:

- over 70 publications in digital media
- big special stories with: Buro 24/7 and Miroslava Duma, Glamour, Wonderzine and Ria Novosti
- PR value: 750 000 USD



CLIENT: ZASPORT

ZASPORT

**event, fashion show,
guest-management**

The concept is based on the Olympic theme and shows the transition from analog to digital technologies through the atmosphere of the event: light decor, laconism in the decorations of the site.

Scope of work:

- event concept development
- venue management
- technical setup
- interactive installations
- guest management
- celebrity management
- decor

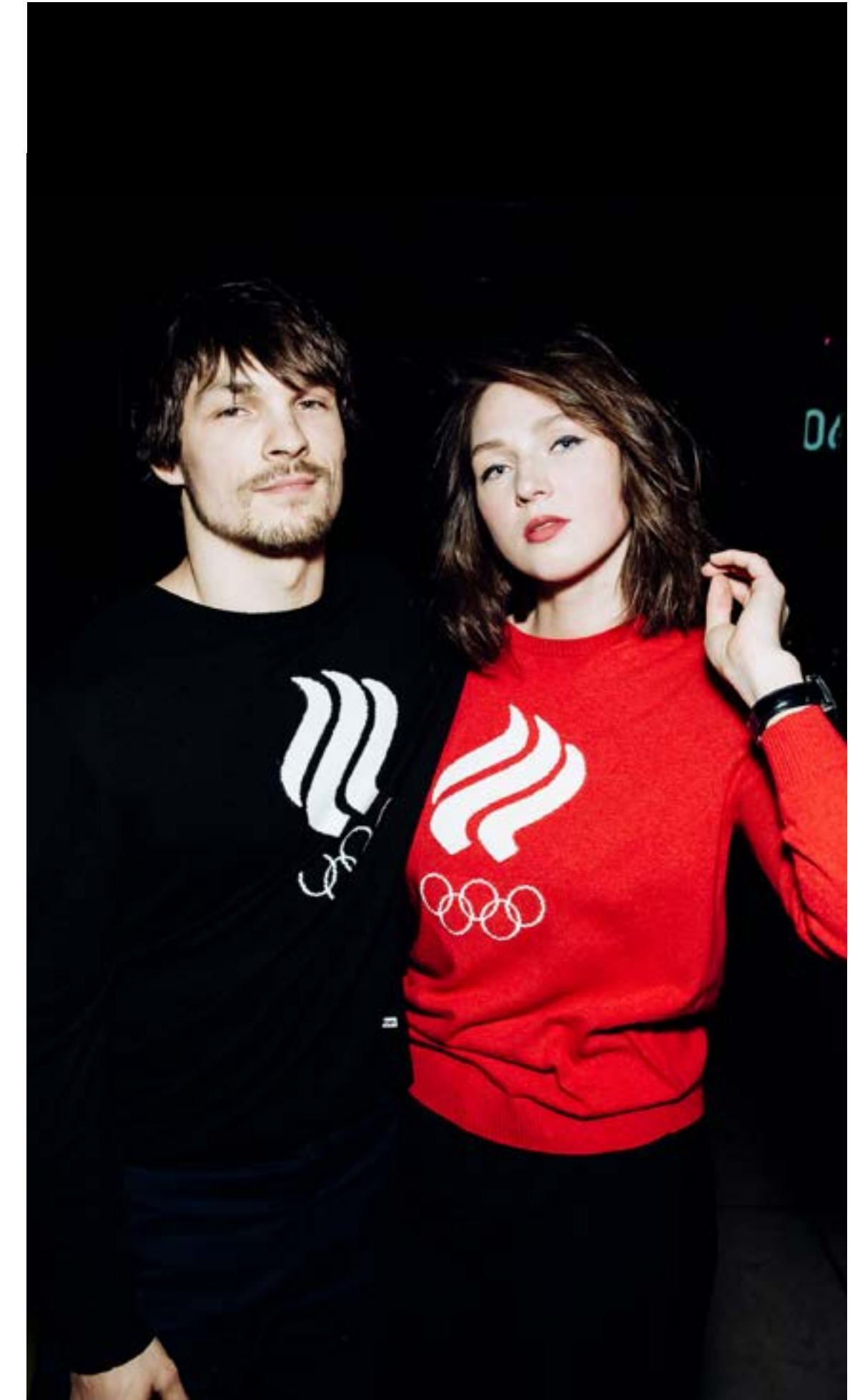
Highlights:

Musical accompaniment of classical and Soviet music in modern sound from Nikola Melnikov and a video projection between the two display blocks.



Results:

more than 1000 celebrity guests



CLIENT: SUILSUPPLY

Suitsupply

pr

Suitsupply is a men's fashion brand founded in 2000 by Fokke de Jong in Amsterdam. Suitsupply is the official supplier of the Dutch olympic team and was named The Best Olympic opening ceremony outfit in the 2012 London Olympics by Yahoo Sports. Suitsupply dressed the Dutch olympic athletes for Beijing 2008, Vancouver 2010, London 2012 and Rio 2016.

Scope of work:

- fashion PR retainer which includes press-day organization, new collection press materials and lookbook pitches
- photo-shoot production, stylists' assistance, and working with media
- one and only Suitsupply store in Moscow opening.

PR results:

- media coverage in top glossy and business media without any ad investment, creation of loyal journalists pool
- over 20 publications in the media
- over 50 celebrity guests (including top journalists and stylists)





THANK YOU

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