

# 1.5M SOCIAL DISTANCE ERA: EVERY(NO)THING CHANGED

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**MEDIACOM**

# IN THE NEW REALITY OUR PRIORITY IS STILL LEADING YOU TO **MEANINGFUL** RESULTS



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# COVID19 ACCELERATED ACCEPTANCE OF BEHAVIORS

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# **TOP-3 CHALLENGES NOW**

**01**

**INCREASE  
EFFICIENCY &  
EFFECTIVENESS  
BEYOND PAID MEDIA**

**02**

**SPEED UP ACTIVITY  
IN ONLINE  
COMMERCE**

**03**

**BRING NEW WORKING  
SOLUTIONS FOR  
BUSINESS GROWTH**

01

# INCREASE EFFICIENCY & EFFECTIVENESS BEYOND PAID MEDIA BY UP TO 20%

## DIGITAL ASSETS AUDIT SERVICE



Promo / Added value propositions



Influencer marketing



UX/UI, owned assets

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Performance improvement **20%+**

# IMPROVING PERFORMANCE OF OWNED DIGITAL ASSETS

## TASK

Improve consumer engagement  
30+ campaigns annually & 20+  
digital landings

## SOLUTION

Set up ongoing  
UX/UI audit of digital assets  
throughout the year

## EXECUTION

Dedicated team of 3 people  
Tailored process of tests  
**Performance improvement  
20%+**

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**Бриф на исследование**

Проект	XXX
Владелец	XXX NANO
Менеджер	XXX.COM
Целевая аудитория	XXX
Цели исследования (задачи, на которых работает команда)	XXX
Сроки на сайт	XXX
Какие показатели сайта вы хотели бы улучшить?	XXX
Примерный бюджет? Хотели бы решить проблему и не тратить ресурсы компании?	XXX
Есть ли у бренда конкуренты?	XXX
Есть ли у бренда конкуренты?	XXX

**Анализ**

Сильные стороны	XXX
Слабые стороны	XXX

**Исследование**

Какие цели исследования? Какие задачи поставлены?	XXX
Какие результаты исследования? Какие задачи поставлены?	XXX
Какие рекомендации? Какие задачи поставлены?	XXX

**Daily prizes: 'Collect and get' prize flow**

**Observations: Home kit prize (screen 1)**

- The home kit is **not clear** from the title or image:
- 2 participants guessed socks and cans of . No one identified all the content without reading.
- 7 participants could not work out anything from the image and required prompting from the moderator to read the description.

**Recommendation: Home kit prize (screen 2)**

- Ensure prize content is clearly visible in images.

**Methodology and participants**

9 participants between the ages of 15 and 31 were recruited. Each participant was asked to use the app naturally and complete tasks that encouraged them to use all areas of the WIP concepts.

Three WIP concepts were tested and evaluated:

- Euro 2020: Daily prizes - both 'instant win' and 'collect and get' prizes
- Euro 2020: Prize draw for tickets
- Euro 2020: AR football game

Insights marked with a **Q** are well understood and good to go. Insights marked with a **Q** should be addressed as soon as possible. Insights marked with a **Q** need some improvement. Insights marked with a **Q** denotes an observation that could enhance the overall experience or that highlight emerging patterns and themes.

02

# END-TO-END ECOMMERCE SERVICE

## BEFORE

1. Behavior research
2. Annual guidelines
3. Initiative planning
4. Test & Learn
5. In-store presence audit/SPARC

## NOW

1. Quick hypothesis generating
2. Do & Learn planning
3. In-store presence audit/SPARC
4. Annual guidelines



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## MULTON CASE

# BOOSTING ONLINE SALES IN JUST 1 MONTH!

**Solution:** Consumer behavior  
data-driven analysis

**Execution:** Framework & on-going Do &  
Learn plan for eCom campaigns



Preferred packs and tastes for online purchase



Time and day of communication



Ad formats & channels for higher ROI

Утконос Онлайн-гипермаркет  
Sponsored • Expand story

деревенские  
яблочки  
**Добрый**  
Скидки до 20%  
Вкус и польза каждый день

аланас  
**Добрый**  
Скидки до 20%  
Польза фруктов с доставкой на дом!

персик  
абрикос  
**Добрый**  
Скидки до 20%  
Польза фруктов с доставкой на дом!

Скидка до 20%  
Сок "Добрый" со скидкой до 20%.  
Вкус и польза фруктов каждый день  
с безопасной доставкой на дом 🍏

ROI 1.1

Скидка до 20%  
Сок "Добрый" со скидкой до 20%.  
Вкус и польза фруктов каждый день  
с безопасной доставкой на дом 🍏



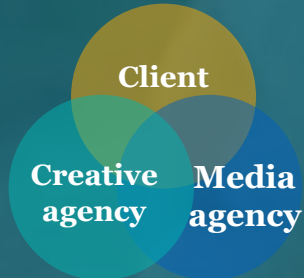
03

# CROSS-FUNCTIONAL APPROACH FOR COMPLEX BUSINESS GROWTH SOLUTIONS

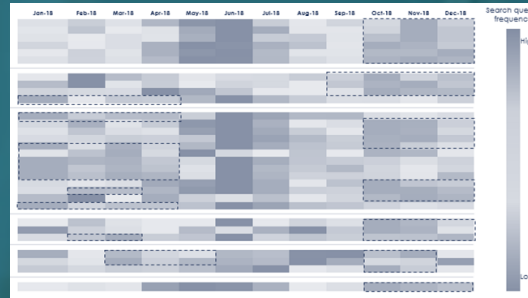


# HOW WE USED IT DEVELOPING MARS PETCARE SEARCH STRATEGY

## 01. CROSS-FUNCTIONAL TEAM RESEARCH



## 02. BUSINESS INSIGHTS FUELED BY TECH CAPABILITIES



## 03. SOLUTIONS AT THE INTERFACE OF BUSINESS AND CONSUMER

Whiskas	Kitekat	Sheba	Perfect Fit	Dreamies	Nature's Table
1 <sup>st</sup> Priority			2 <sup>nd</sup> Priority		
1 <sup>st</sup> Priority	1 <sup>st</sup> Priority*		2 <sup>nd</sup> Priority		
1 <sup>st</sup> Priority		2 <sup>nd</sup> Priority	2 <sup>nd</sup> Priority		
			1 <sup>st</sup> Priority		1 <sup>st</sup> Priority
		1 <sup>st</sup> Priority	2 <sup>nd</sup> Priority	1 <sup>st</sup> Priority	2 <sup>nd</sup> Priority
2 <sup>nd</sup> Priority					
NCP	1 <sup>st</sup> Priority	NCP	NCP	NCP	NCP
1 <sup>st</sup> Priority		2 <sup>nd</sup> Priority	2 <sup>nd</sup> Priority		
1 <sup>st</sup> Priority					
1 <sup>st</sup> Priority		2 <sup>nd</sup> Priority	2 <sup>nd</sup> Priority		2 <sup>nd</sup> Priority
2 <sup>nd</sup> Priority				1 <sup>st</sup> Priority	

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# **WE ARE CONSTANTLY TRANSFORMING & ADAPTING OUR SERVICES TO THE NEW CHALLENGES:**

**01**

**INCREASE  
EFFICIENCY &  
EFFECTIVENESS  
BEYOND PAID MEDIA**



**DIGITAL ASSETS AUDIT  
SERVICE**

**02**

**SPEED UP ACTIVITY  
IN ONLINE  
COMMERCE**



**ACCELERATED ECOMM  
STRATEGY**

**03**

**BRING NEW WORKING  
SOLUTIONS FOR  
BUSINESS GROWTH**



**CROSS-FUNCTIONAL  
APPROACH**

**THANK YOU!**  
**CONTACT US**  
from 1,5 m distance

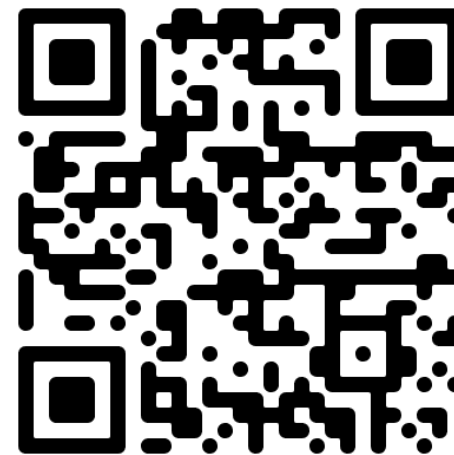


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**QUESTIONS?**



**CONTACT US**

**END-2-END  
OFFER**