



agency presentation

2014

Pichésky

– is a full-service digital agency, founded in 2008. Our main expertise are: digital creative, strategy, production, social media, special projects, video.



Main clients are the leading companies from the TOP-100 list of advertisers of Russia.

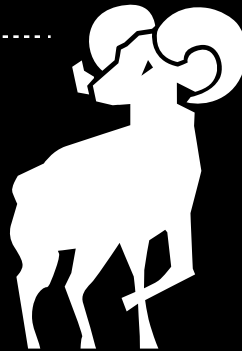


-how- **NOTHING**
GREAT COMES
EASY *-what-* **TRUE**
PRODUCT *-who-* **NO**
BULLSHIT
AGENCY



Symbol

Ram – stubborn
animal that always
fights to the end.



Title

Pichesky
orange

Group of companies



our

main values

Responsibility & Joyful
Dedication & Respect

principles

We don't propose ideas that we don't have a passion to implement.

During the implementation process the project should be simplified.

The most important in implementation process is the aftertaste.

We try to do more than promised, more than spelled out in the contract.

Fate of the project may be solved by single person.

We use our own intelligence to find answers to the market demands.



BEST NEW-BUSINESS – OLD RELATIONS

-2008-	-2009-	-2010-	-2011-	-2012-	-2013-	-2014-
HEINEKEN	HEINEKEN	HEINEKEN	HEINEKEN			
J&J	J&J	J&J	J&J	J&J	J&J	J&J
BEIERSDORF	BEIERSDORF	BEIERSDORF	BEIERSDORF	BEIERSDORF	BEIERSDORF	BEIERSDORF
UNILEVER	UNILEVER	UNILEVER				
	SUNINBEV	SUNINBEV	SUNINBEV	SUNINBEV	SUNINBEV	SUNINBEV
		KRAFT FOODS	KRAFT FOODS	KRAFT FOODS		
			ALFA-BANK	ALFA-BANK	ALFA-BANK	ALFA-BANK
			SOCHI 2014	SOCHI 2014	SOCHI 2014	SOCHI 2014
				COCA-COLA	COCA-COLA	COCA-COLA
				DIAGIO	DIAGIO	
				GOOGLE	GOOGLE	GOOGLE
				TEVA	TEVA	TEVA
					BEELINE	BEELINE
					PHILIP MORRIS	PHILIP MORRIS
						NESTLE



6 years

*14 most valuable brands in the world,
10 most valuable brands in Russia,
more than 20 leading international companies:*

NIVEA – Picnic – Барни – Milka – Stella Artois – Heineken – Охота
– Золотой Фазан – WagBier – Клинское – Сибирская Корона
– Толстяк – Альфа Банк – МТС – Chivas Regal – М-Видео
– Спортмастер – J-7 – Домик в деревне – Lipton Ice Tea
– Добрый – Fanta – ВТБ24 – Сочи 2014 – Роснефть – Master
Card – L’oreal – Изопринозин – Hyundai – Clean&Clear – Philips
– Nokia – Связной – Sprandi – Nike – hh.ru – Neutrogena
– Rexona – Timotei – Jaguar – Adidas – Clear – Lipton – Calve
– Knorr – Johnson Baby – Acuvue – Ahmad Tea – Рольф – Nestea
– Burn – Гладиатор – Google – Билайн – Parliament – Camus
– Captain Morgan – Bushmills



Our key expertise

DIGITAL STRATEGIES

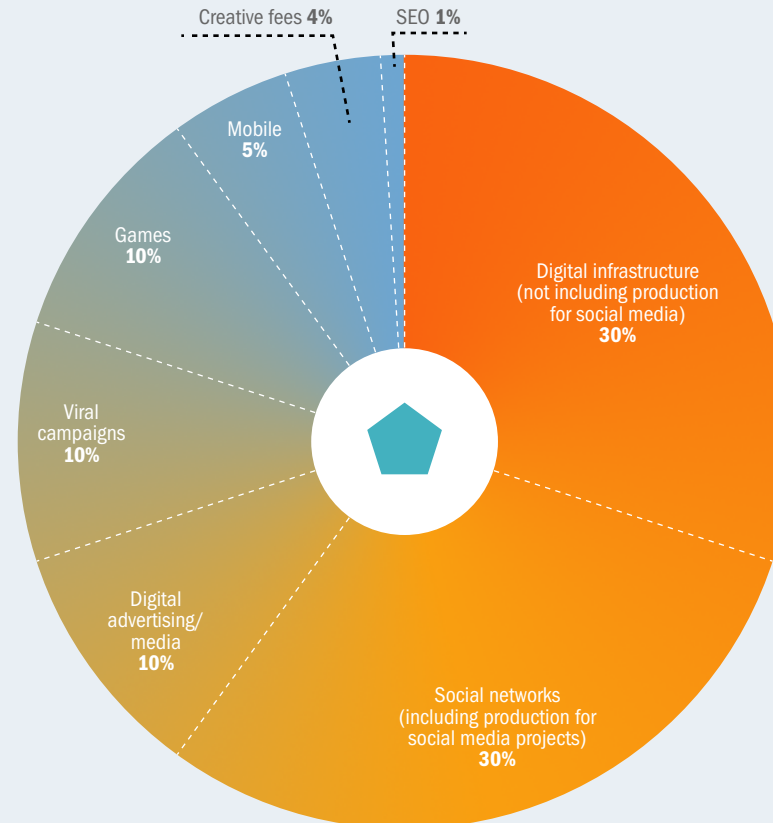
Development of annual strategies and annual service for brands in digital

DIGITAL-CREATIVE

Development of activities, mechanics, wow-projects, promo, online+offline projects and viral projects.

SOCIAL MEDIA

SMM-strategies, communities – platforms, managing communities in all social networks.



DIGITAL PRODUCTION

Software development at any level of complexity, corporate web-sites, promo sites, games, mobile platforms, intranet systems and CRM.

SPECIAL PROJECTS

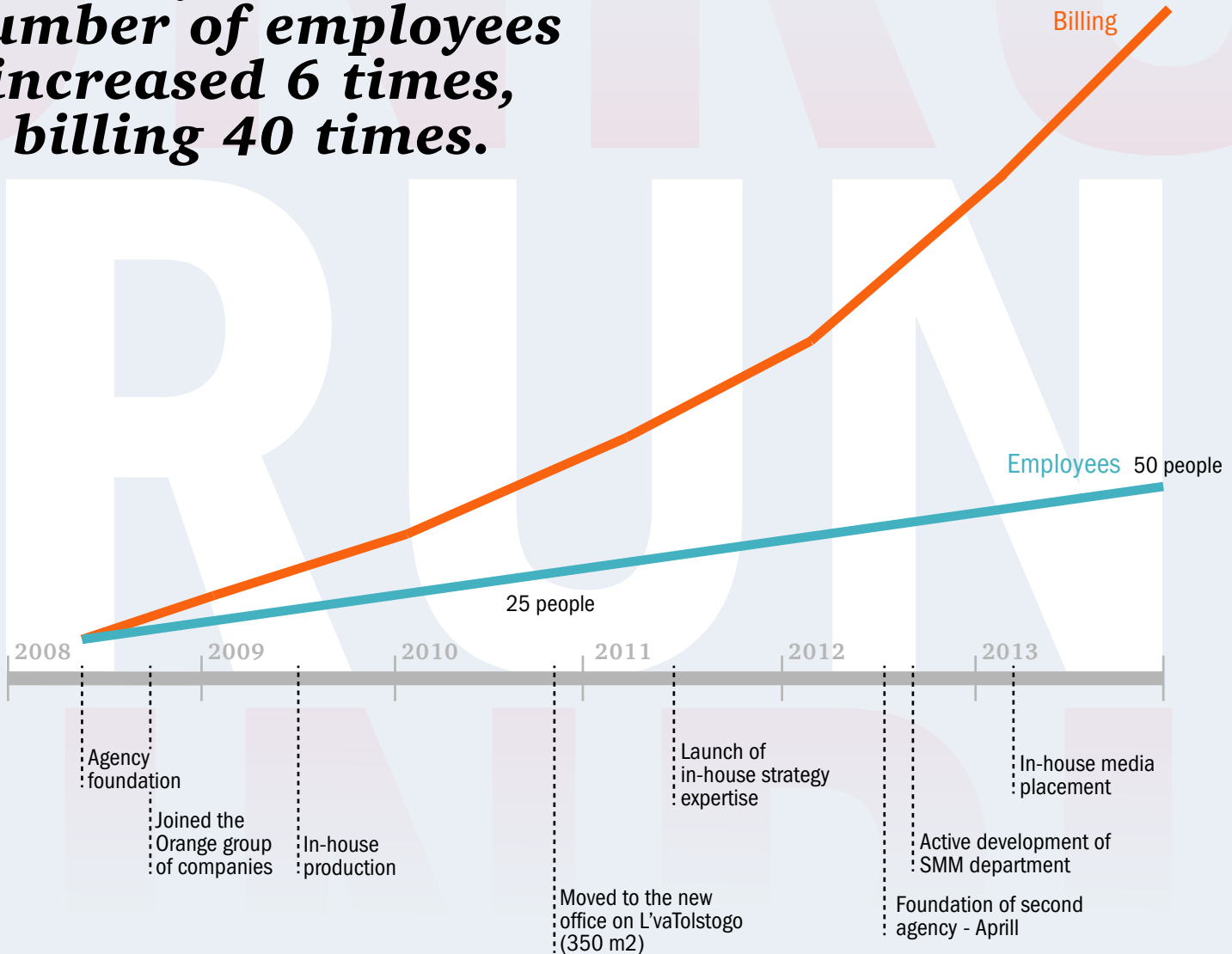
Development and production of special projects on key and niche platforms of Runet. Simple media projects and non-standart creative placements.

VIDEO

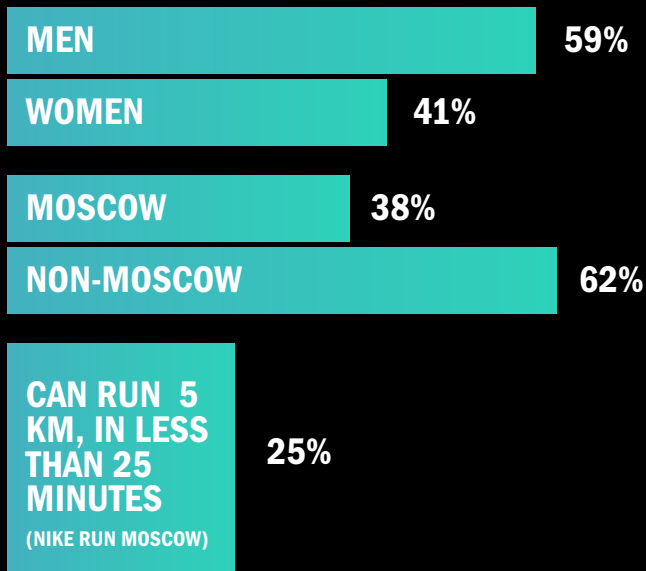
Expertise in video of all complexities : viral, TV, development of interactive-video projects and games.



In 6 years, the number of employees increased 6 times, billing 40 times.



DREAM TEAM of 52*



2 000 000

RUBLES ANNUAL INVESTMENTS INTO EDUCATION AND DEVELOPMENT OF EMPLOYEES.

80%

ALL EMPLOYEES HAVE TRAVELLED TO 80% OF ALL THE COUNTRIES IN THE WORLD.

MAIN CRITERIA TO HIRE EMPLOYEES:

1

Interesting story

2

Education – general knowledge, broad outlook

3

Sense of humor

4

Internal & external development

5

Final interview is with a psychologist

BEST FOOTBALL TEAM FROM ALL DIGITAL-AGENCIES (AIA CHAMPIONSHIP)



25 YEARS – AVERAGE AGE

CANNES LIONES

FESTIVAL 2012, RUSSIA WAS PRESENTED BY A PICHESKY COPYWRITER

YOUNG CREATORS YOUNG LIONS COMPETITION, MEDIA CATEGORY.



Client service

SECURE PRODUCTION
POWERFUL CREATIVE
WORKING STRATEGIES

MANAGER

CLIENT

WORLDWIDE BRAND
BIG BUDGET
INTERESTING TASKS

*We work
with people,
not with
brands.*



Agency can do without
in-house creative department,
in-house production depart-
ment. But it can't do and work
without the client service
department.

BackBone

**MAIN BUSINESS
FOR THE AGENCIES
ARE RELATIONSHIPS.**



Agency structure

MANAGING PARTNERS

CLIENT-SERVICE

Strategic Creative Production/Art Social media

HEAD OF DEPARTMENTS



WE ARE THE **top5**
AGENCY BY THE QUALITY
OF DIGITAL CREATIVE SER-
VICE AND **top3** BY THE
LEVEL OF CO-OPERATION

ADINDEX RATING 2013

top3 AGENCY BY THE
LEVEL OF KNOWLEDGE AND
top2 IN THE LEVEL OF
CO-OPERATION IN WEB
PRODUCTION

ADINDEX RATING 2013

top3 SOCIAL MEDIA
AGENCY IN RUSSIA

TAGLINE 2013 RATING

THE MOST
SUCCESSFUL YOUNG
AGENCY IN **5 years**

RATING OF DIGITAL-AGENCIES
TAGLINE 2011

top8 DIGITAL AGENCY
IN RUSSIA

TAGLINE 2013 RATING





2014