

NLO MARKETING DIGITAL AGENCY

AGENCY CREDENTIALS

ABOUT

Our philosophy and experience let us break typical patterns and have individual approach to each client. Our specialisation is long-term digital projects with focus on social media.

NLO Marketing unites professional team which consists of designers, developers, copywriters, producers, event-managers and many others. This fact allows us to fulfill all projects inside the agency qualitatively and operatively.

We have 5 years experience and already performed about 300 digital and social media projects for local companies and global international brands.

We are based in Moscow. In the beginning of 2012 we opened headquarters in Kazakhstan and expanded our presence on CIS digital market.



**Brand representation
in social media**

Brand

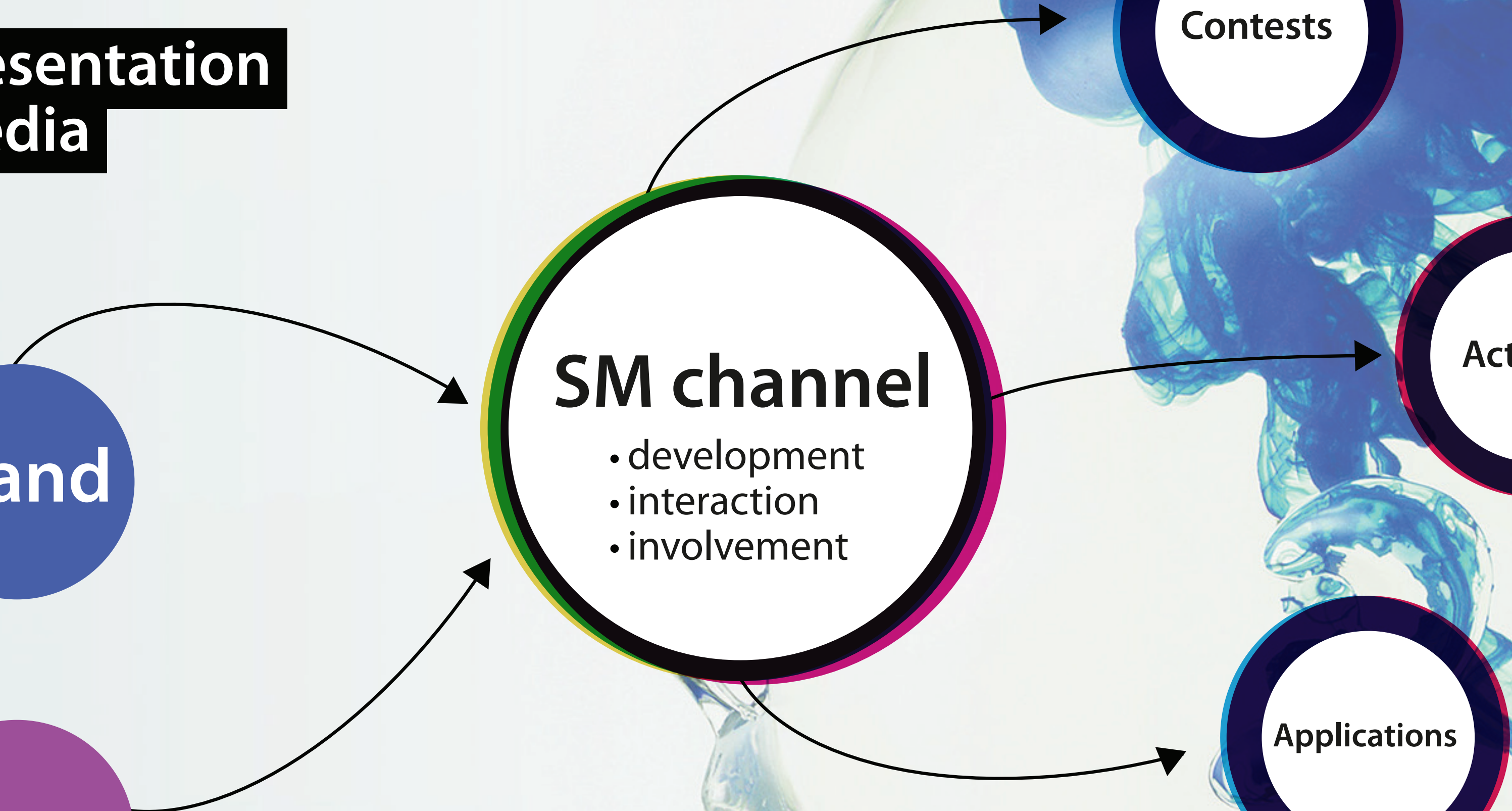
Audience



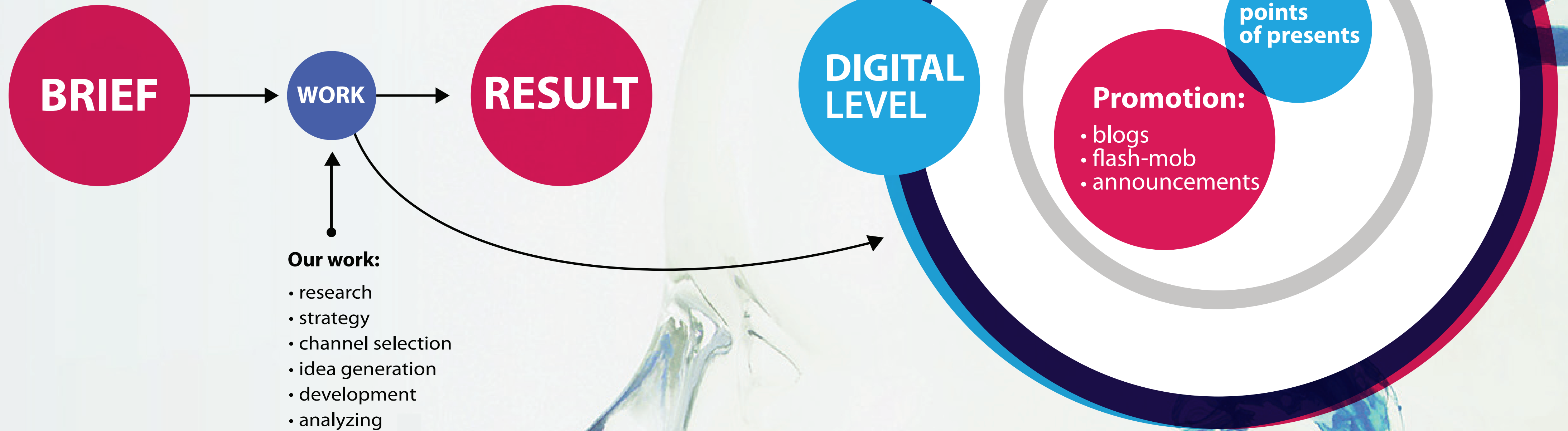
Contests

Activities

Applications



Strategic
view



ONLINE AD

Target social ads (facebook, mail.ru, odnoklassniki, linkedIn and others)

Deals system in applications in social networks

Ads in applications

Ad in social communities, fan-pages and groups

Context ads

Display ad and rich media ads

Creative & production

Promo-projects with social media integration

Special projects

All kinds of banners

From idea to creativity

Unique content for social media

Visual

Copywriting

Viral

Video



Reputation & PR

Social media and blogosphere monitoring
and reputation work

Opinion leaders involvement

Brand reputation in web

Digital Offline

Offline events for activity participants

Event digital activities

Digital innovations integration

Inserir o cartão
SIM

Analytics

Complex digital activity analysis

Social media and media buying expertise

Conversion, leads, social actions
and viral seeding valuation

**NLO
MARKETING
DIGITAL
AGENCY**

OUR WORKS





ADIDAS SPORT

adidas.vkontakte.ru digital platform for adidas Sport

In the beginning of 2010 adidas set us a goal to develop the major digital channel for communication with target audience and global campaigns support.

Within 2 years we have built the digital platform with the brand community in the center of it. During this period we have executed 15 different campaigns (from women's fitness to football campaigns supporting National Team).

We supplemented it with different activities: applications, events, mobile activations, special projects and co-op activities with popular sport sites.

Total platform coverage (community, apps and events) for 2 years was 12 000 000 users and 400 000 participants.

Please find the full project description:

http://f.nlomarketing.ru/vk/nlo_adidasperformance_case_feb12.pdf

vk.com/adidas

twitter.com/adidasru

sports.ru/crossbar



adidas digital communication platform

NLO MARKETING DIGITAL AGENCY

the group now

adidas.vkontakte.ru

we've created a community quick-update system for a new advertising campaigns

F50 micoach

adizero f50

micoach

Пригласить друзей

Вы состоите в группе. Расскажете друзьям. Поменять группу.

Участники

374 566 человек

Алла Желек Мария

Алексей Андрей Вероника

Ссылки

6 ссылок

Игра для мобильных

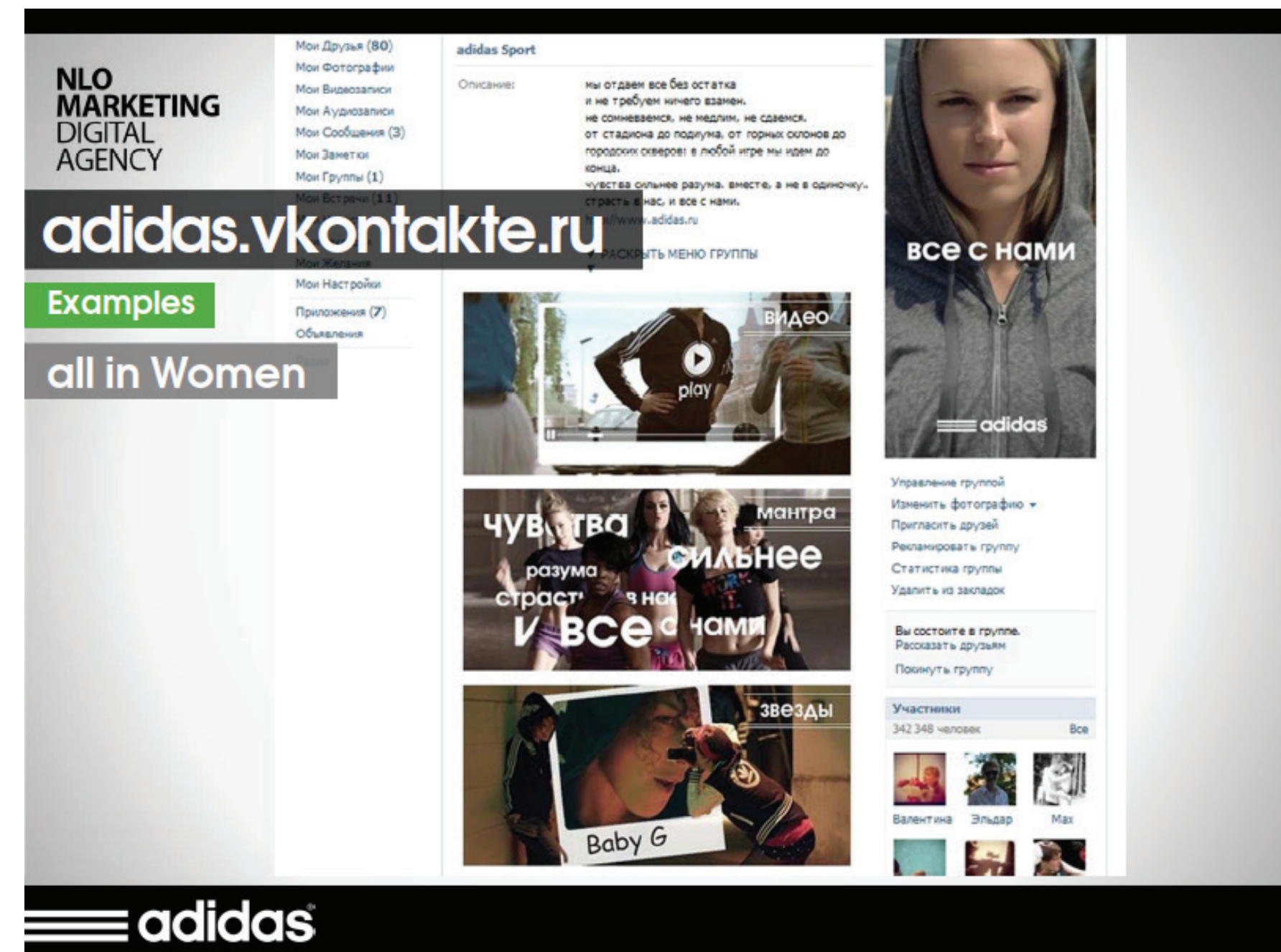
adidas

F50 adizero micoach launch

adidas Sport community - <http://vk.com/adidas>



adiZero campaign



ALL IN (BCE C HAMI) women campaign

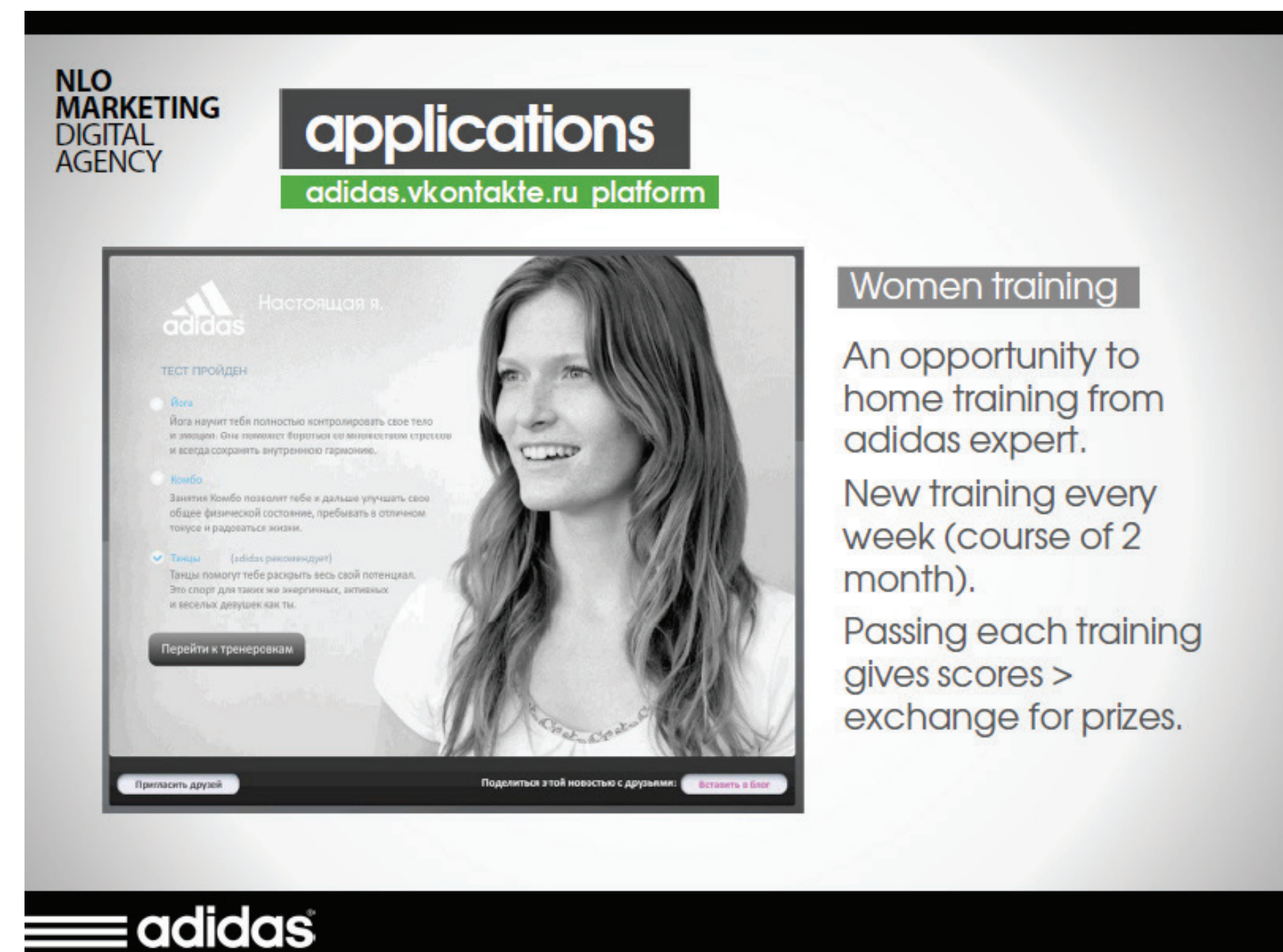
adidas Sport community - <http://vk.com/adidas>



Create an avatar
update
Tool for creating an
avatar from photo of
Russian National Team
fan.

* fan equipment by adidas

Application for Russian football team supporters



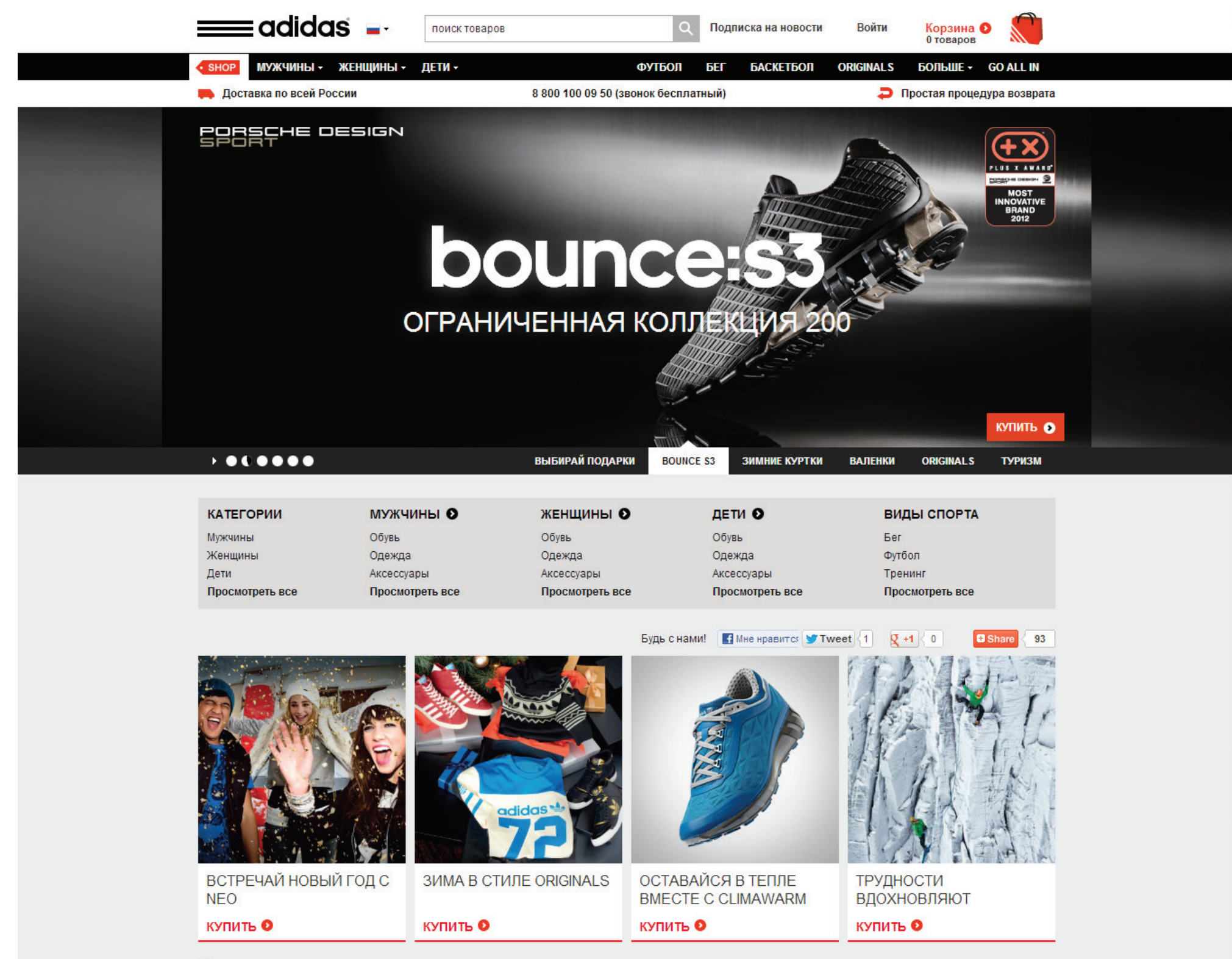
Women training

An opportunity to
home training from
adidas expert.

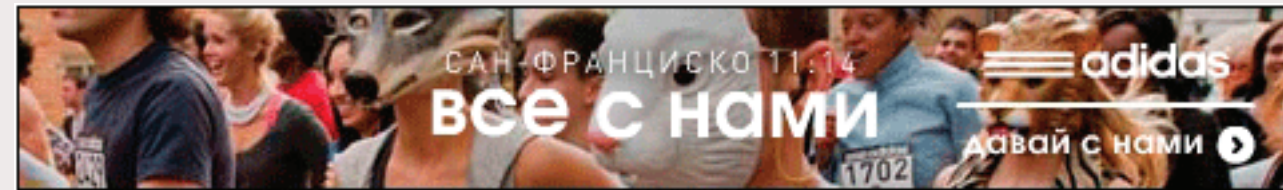
New training every
week (course of 2
month).

Passing each training
gives scores >
exchange for prizes.

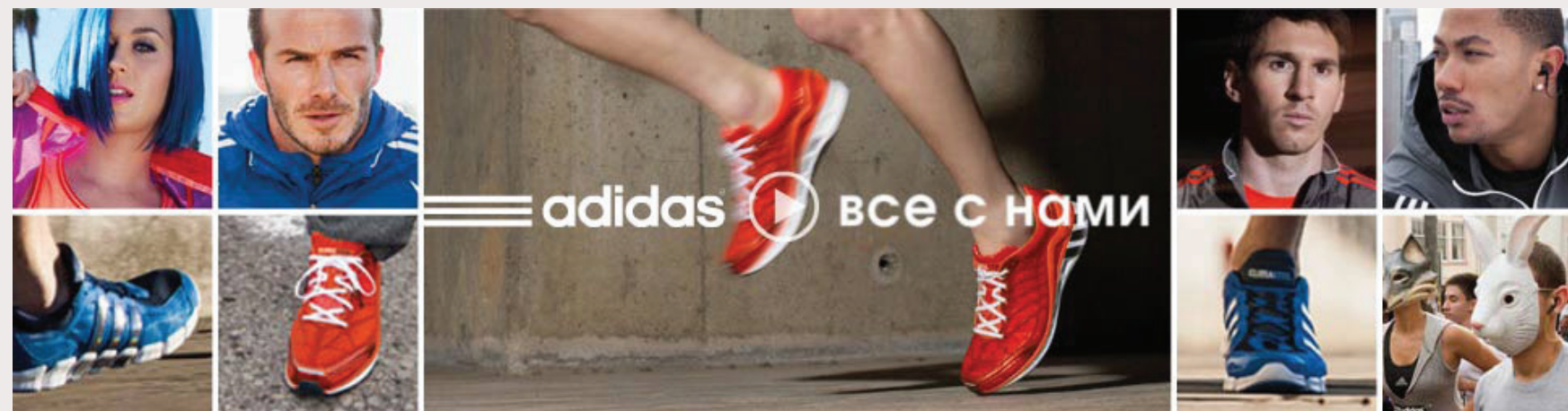
Application for women workouts



Full adidas digital support and E-commerce (shop.adidas.com) launch and update.



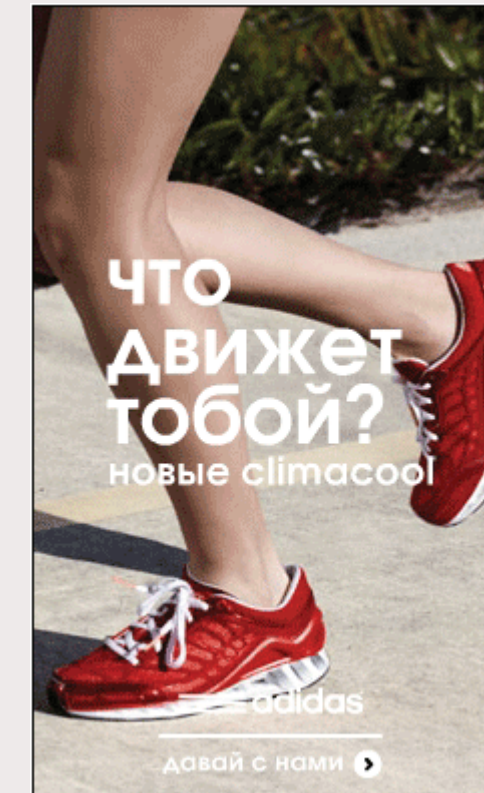
480x70 YouTube.com



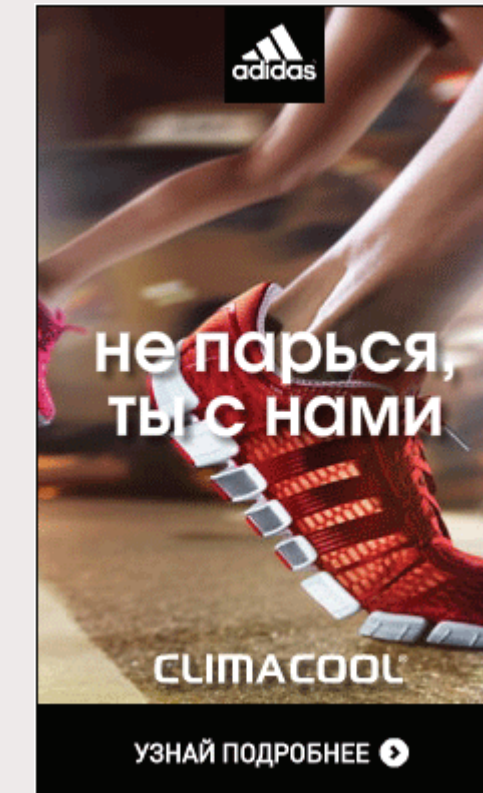
970x250 YouTube.com



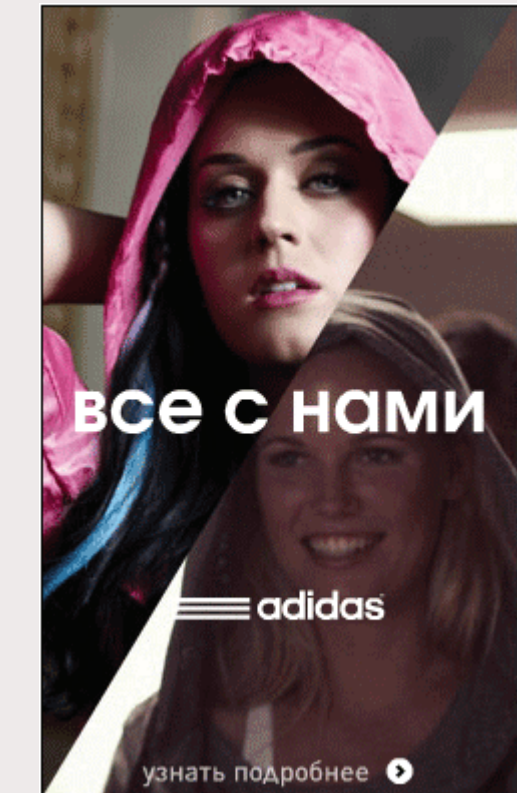
728x90 GDN



240x400 PromoDJ.ru



240x400 Sportbox.ru



240x400 Woman.ru



Rich media - Sports.ru

Full adidas digital support and E-commerce (shop.adidas.com) launch and update.

TEAM RUSSIA JERSEY SOCIAL

Develop and activation adidas Russian National Football Team new jersey viral-campaign in social media.

SHOCKING TRUTH ABOUT RUSSIA NATIONAL FOOTBALL TEAM: viral & social media project based on video.

MORE THAN 1 MILLION CONTACTS, 2500 PROMISES FROM FANS И SALES GROWTH 15 TIMES.

* SHORT LIST INTERNATIONAL ADVERTISING FESTIVAL RED APPLE MIXX 2012

SHOCKING TRUTH

ABOUT RUSSIA NATIONAL FOOTBALL TEAM

VIRAL & SOCIAL MEDIA PROJECT BASED ON VIDEO

RedApple/MIXX Awards (Internet): Interactive Tools
C-09 Online, Interactive and Viral Video Campaigns

NLO Marketing Digital Agency

Campaign: Team Russia Jersey Launch
Client: adidas Performance CIS
Project duration: November 10-30, 2011

NLO MARKETING DIGITAL AGENCY

adidas

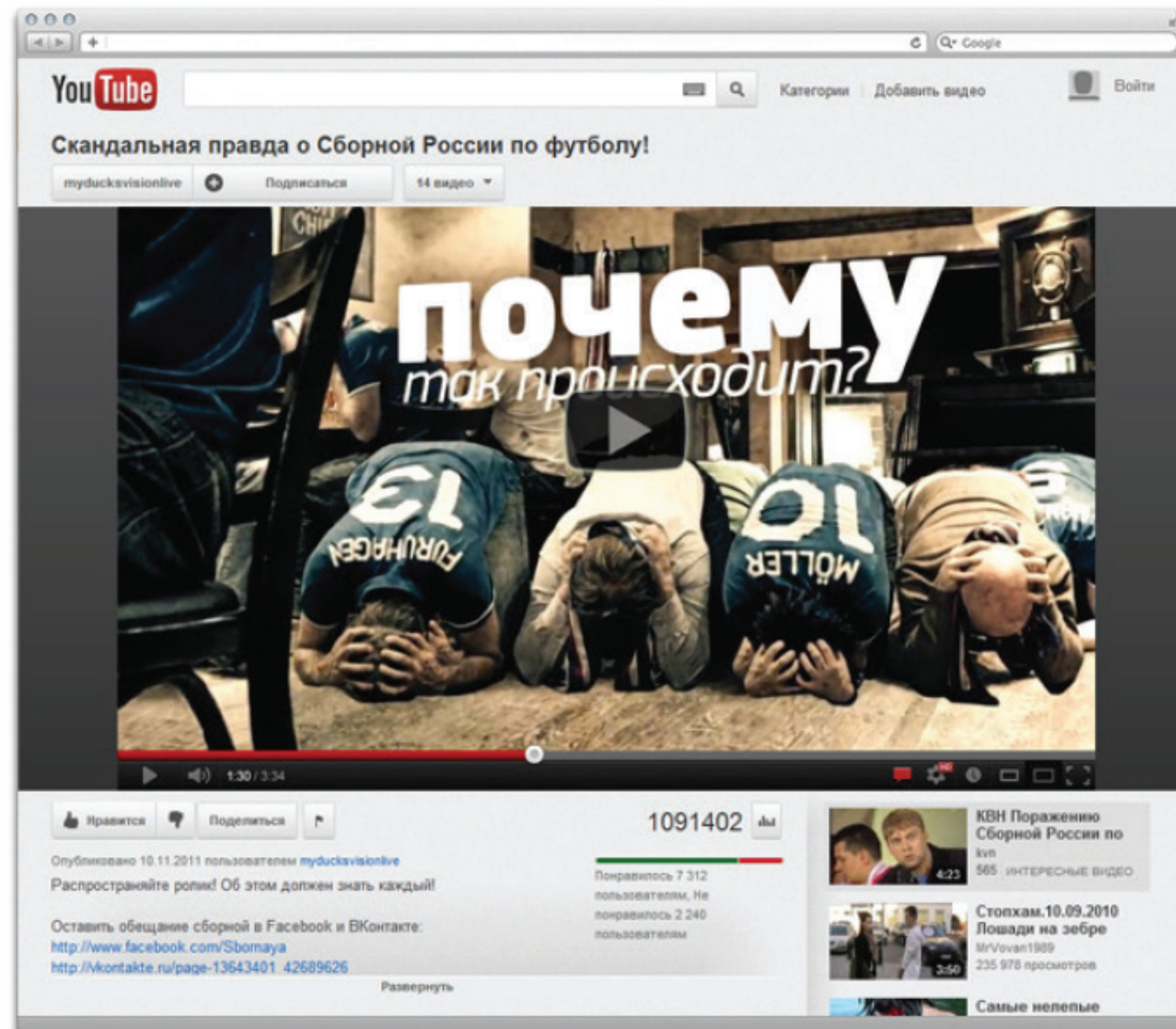
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* **SHORT LIST INTERNATIONAL ADVERTISING FESTIVAL RED APPLE MIXX 2012**



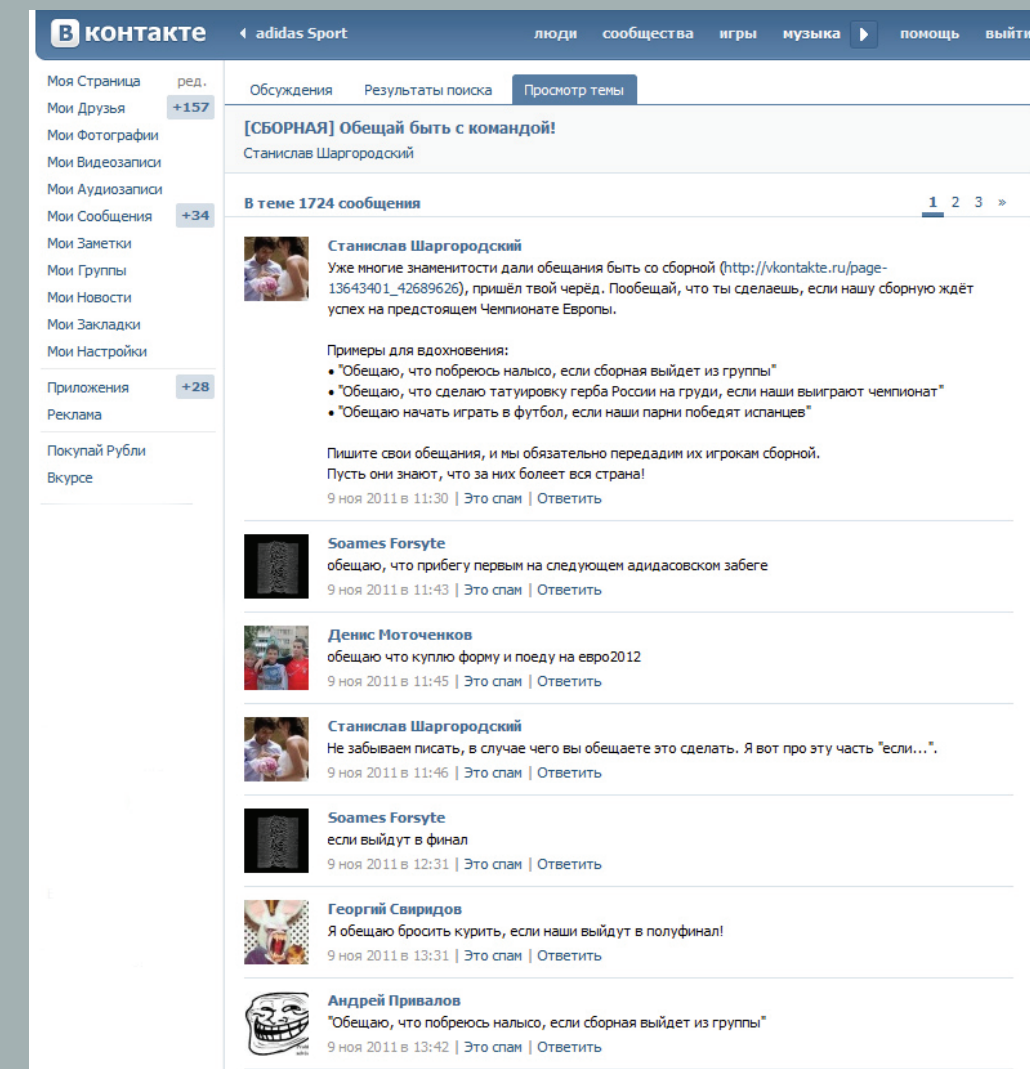
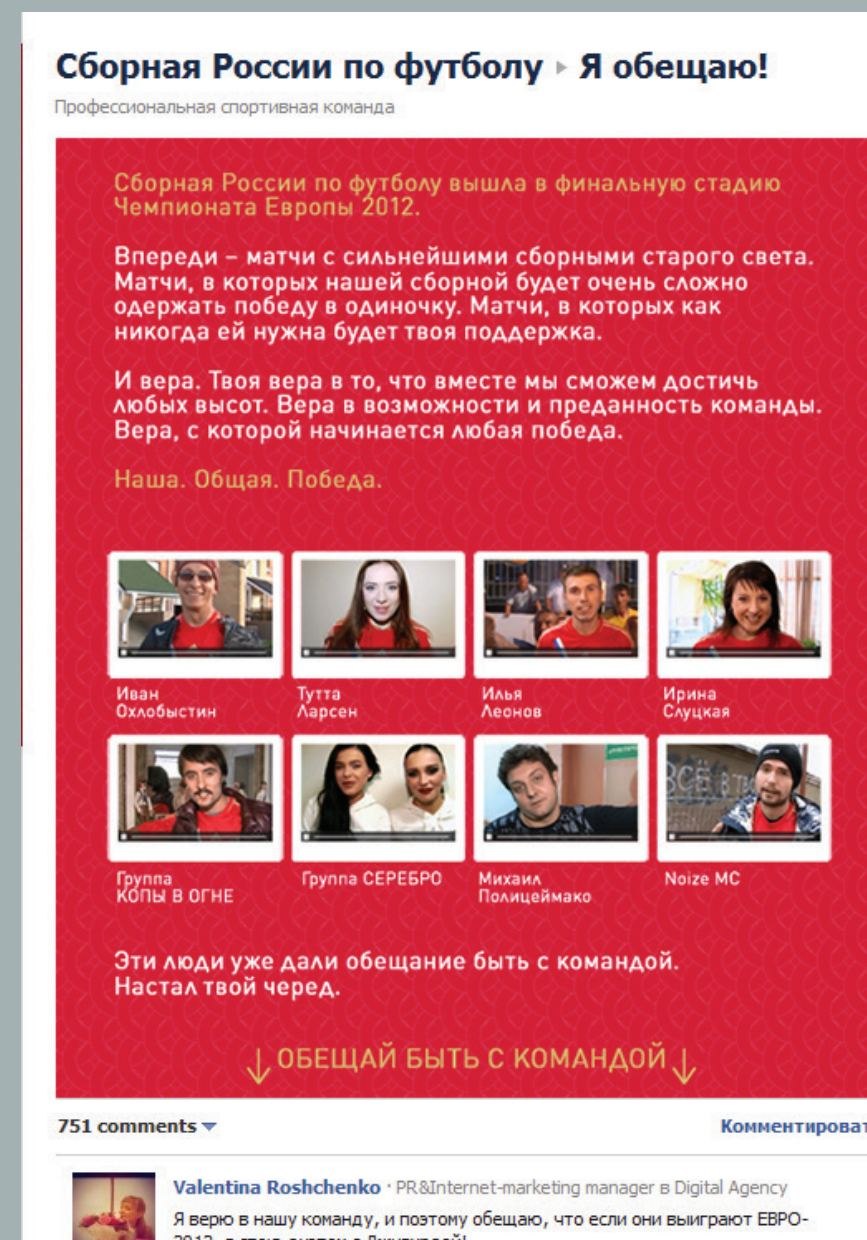
WATCH THE VIDEO: <http://www.youtube.com/watch?v=BhCtv8Kqkss> (RUSSIAN)

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SHOCKING TRUTH ABOUT RUSSIA NATIONAL FOOTBALL TEAM: viral & social media project based on video.

* SHORT LIST INTERNATIONAL ADVERTISING FESTIVAL RED APPLE MIXX 2012





**NLO Marketing was the first agency
on russian market who converted the
social network community into the
major digital platform for the long-term
communication with it's users.**

ADIDAS ORIGINALS

adidas Originals community – vk.com/originals

In April 2010 we have launched this community to unite bright and talented people, trendsetters who have an influence on people around them. Vkontakte.ru was chosen as the most popular platform for the target audience. We have created bright community with unique activities, parties and competitions and quests. We gave users a chance to create and influence on our community and provided them with the content of the Originals history.

As a result we have the friendly and live atmosphere, the community became one of the most interesting places among brand fans and creative youth.

Nowadays the community unites more than 120 000 participants.

vk.com/originals



В контакте поиск пригласить выйти

Моя Страница ред.
 Мои Друзья (86)
 Мои Фотографии
 Мои Видеозаписи
 Мои Аудиозаписи
 Мои Сообщения (32)
 Мои Заметки
 Мои Группы (79)
 Мои Встречи (86)
 Мои Новости
 Мои Закладки
 Мои Желания
 Мои Настройки

Приложения (23)
 Объявления
 Реклама

Покупай Рубли
 Вкурсе

Напоминание

Трансформируйте будущее
 chevrolet.ru

Chevrolet Cruze, теперь от 551 000руб

Без компромиссов. Сегодня
 red.mts.ru

Сегодня и каждый вторник второй билет бесплатно!

Что это?






Открытая группа

adidas Originals

Описание: мы отдаем все без остатка и не требуем ничего взамен. не сомневаемся, не медлим, не сдаемся. от стадиона до подиума, от горных склонов до городских скверов: в любой игре мы идем до конца. чувства сильнее разума. вместе, а не в одиночку. страсть в нас, и все с нами.

Веб-сайт: <http://www.adidas.com/originals>
 Город: Москва, Россия

▼ РАСКРЫТЬ МЕНЮ ГРУППЫ ▼

Пригласить друзей
 Удалить из закладок

Вы состоите в группе.
 Рассказать друзьям
 Покинуть группу

Участники
 117 950 человек Все

Вячеслав Екатерина Алексей
 Алексей Валентина Сергей

Ссылки
 4 ссылки Все

Официальный YouTube канал adidas Originals Russia www.youtube.com

Канал adidas Россия в Твиттере twitter.com

adidas Sport Официальная группа adidas

В контакте Поиск 9 1 люди сообщества игры музыка выйти

Моя Страница ред.
 Мои Друзья
 Мои Фотографии
 Мои Видеозаписи
 Мои Аудиозаписи
 Мои Сообщения 1
 Мои Группы
 Мои Новости
 Мои Настройки

Приложения
 Документы

Открытая группа

adidas Originals

Описание: Ты в движении. Мы в движении. Стоишь на месте? Нам некогда ждать.

Продолжай начатое. Начинать новое. Не останавливайся.

Солнце взошло - поехали!
 Солнце садится - поднажми!

Город спит. Мы - нет.



Есть только одно правило: делай!
 Делай успехи, делай добро, делай ошибки - делай свою жизнь!

Ключи от города - на твоих ногах.

All Originals. Начни движение!
<http://www.adidas.com/originals>, shop.adidas.ru

Веб-сайт: <http://www.adidas.com/originals>, shop.adidas.ru
 Местоположение: Москва, Россия

▼ РАСКРЫТЬ МЕНЮ ГРУППЫ ▼

Пригласить друзей

Вы состоите в группе.
 Рассказать друзьям
 Покинуть группу

Участники
 121 829 человек

Alla Ил Вероника
 Жека Андрей Женек


Ссылки
 6 ссылок

adidas Sport Официальная группа adidas Sport

официальный интернет-магазин adidas shop.adidas.ru

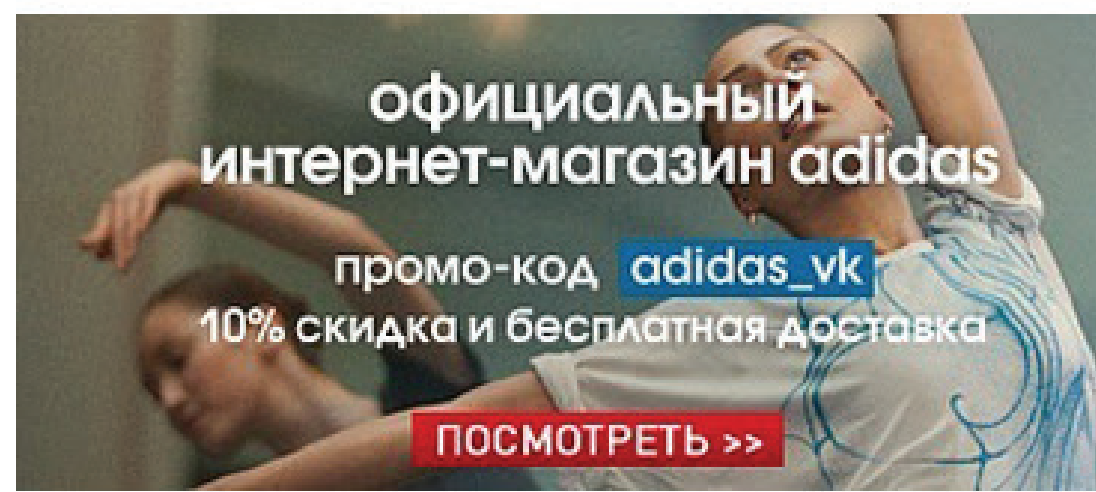
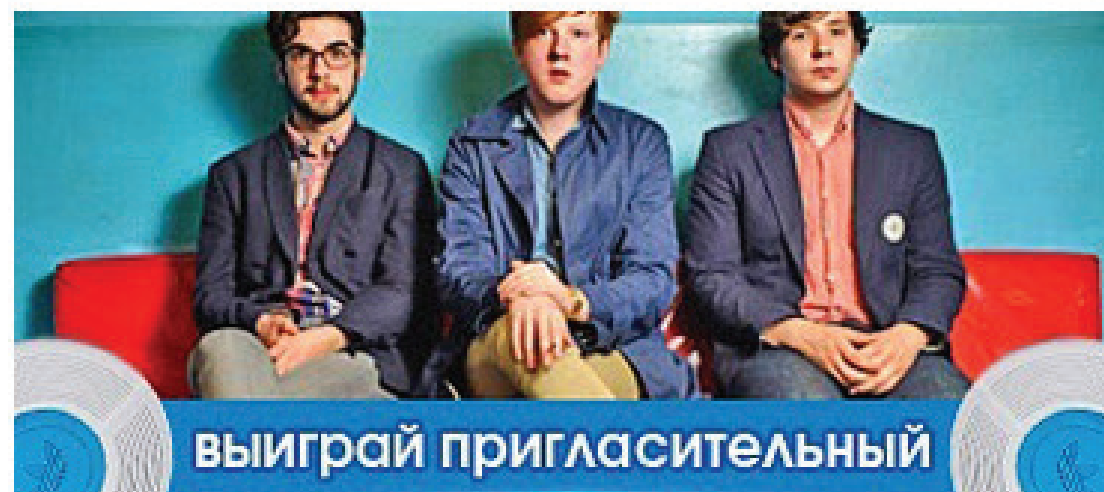
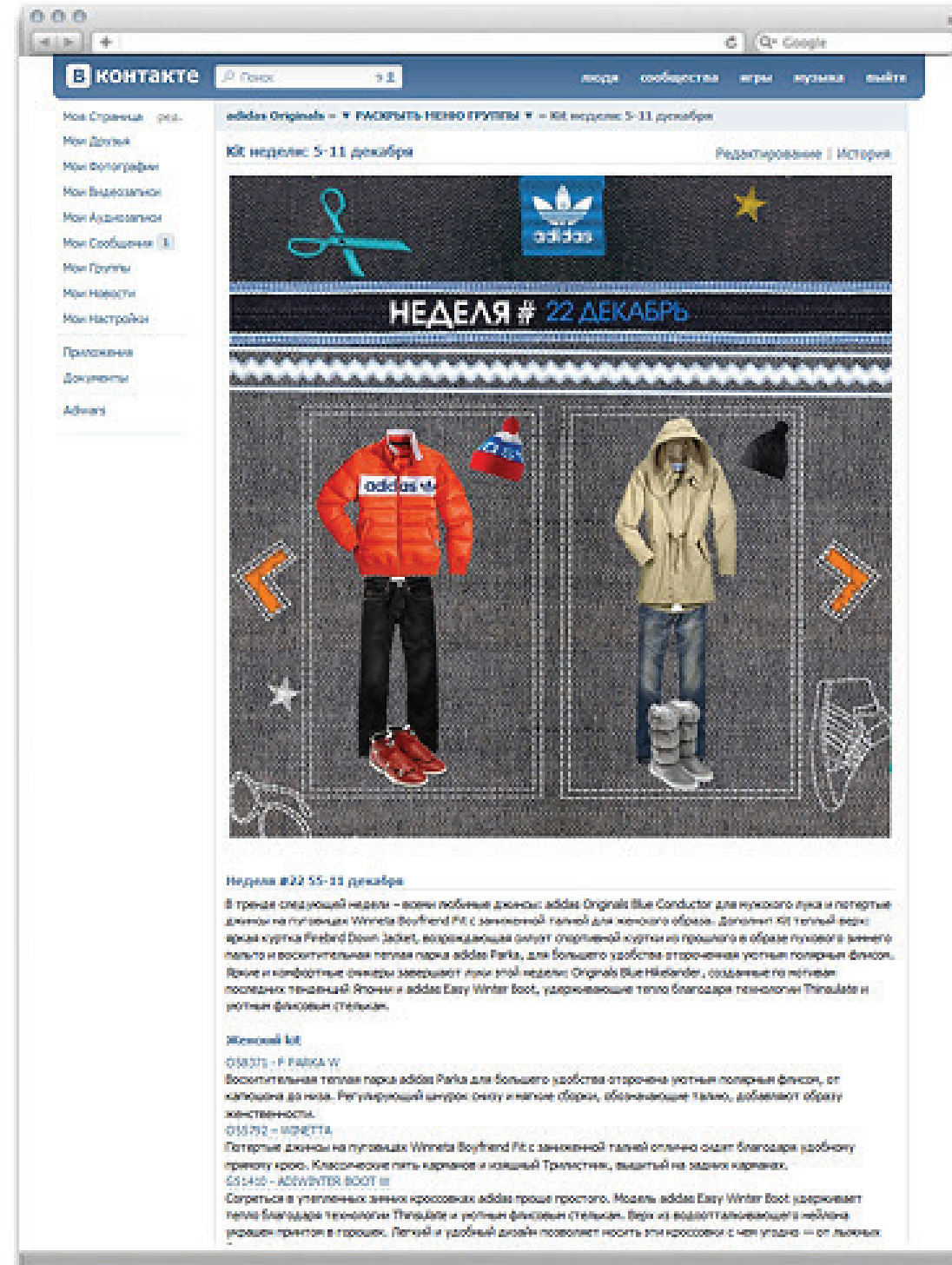
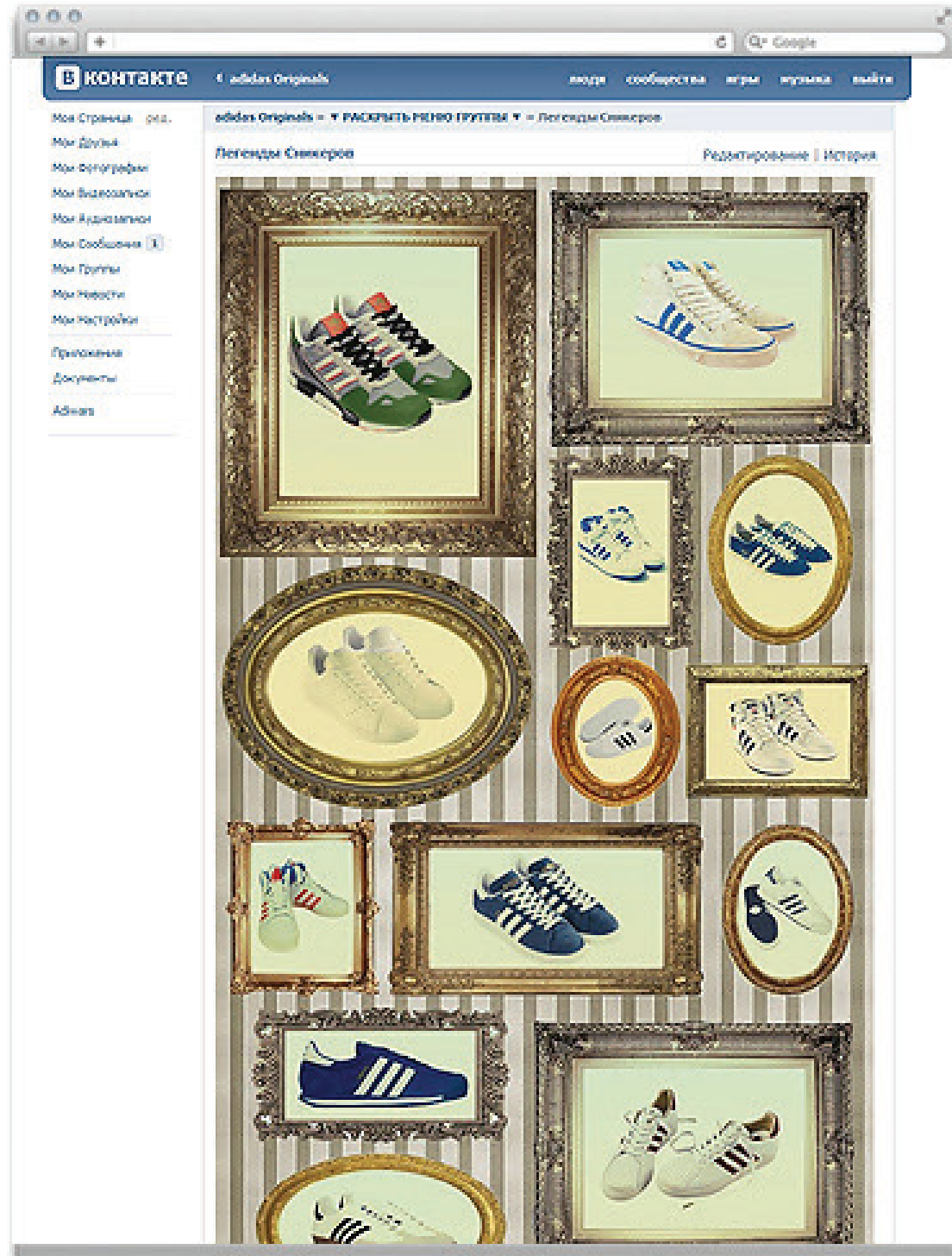
Официальный YouTube

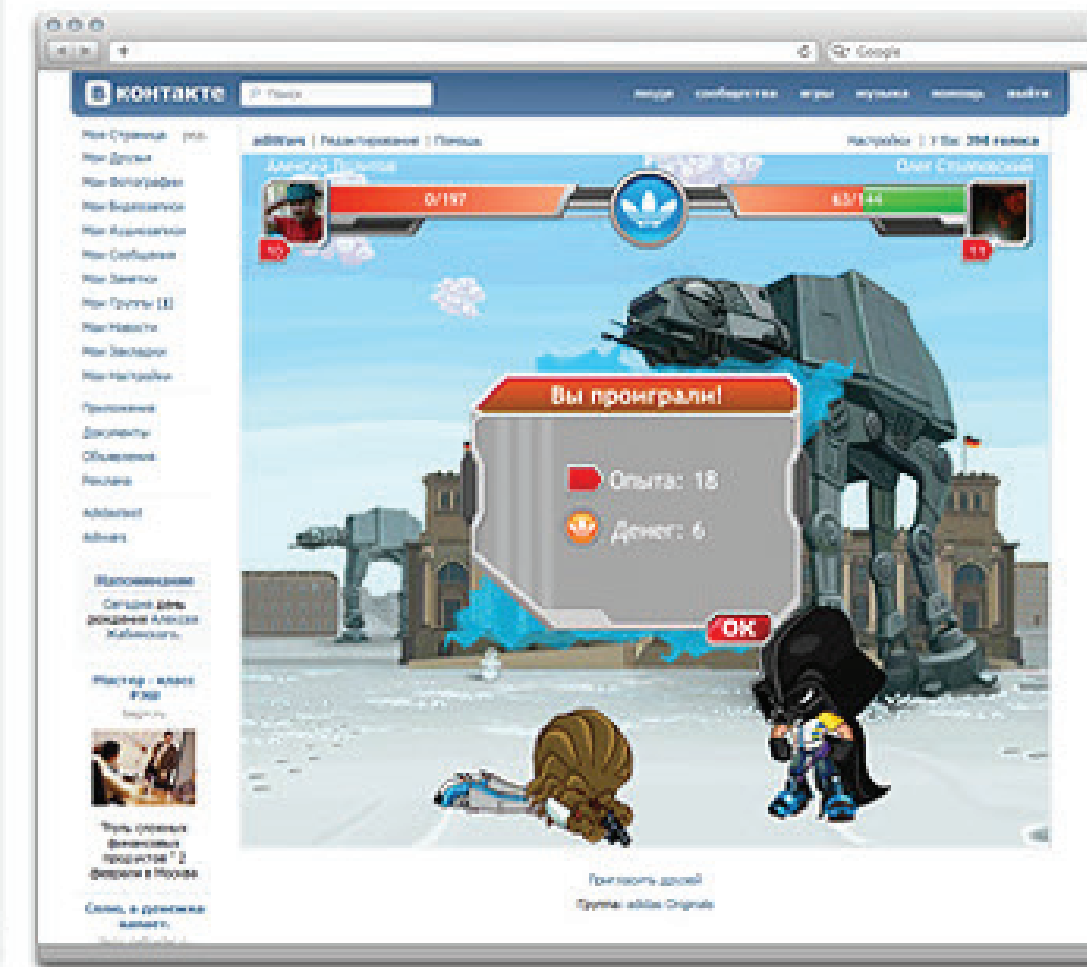
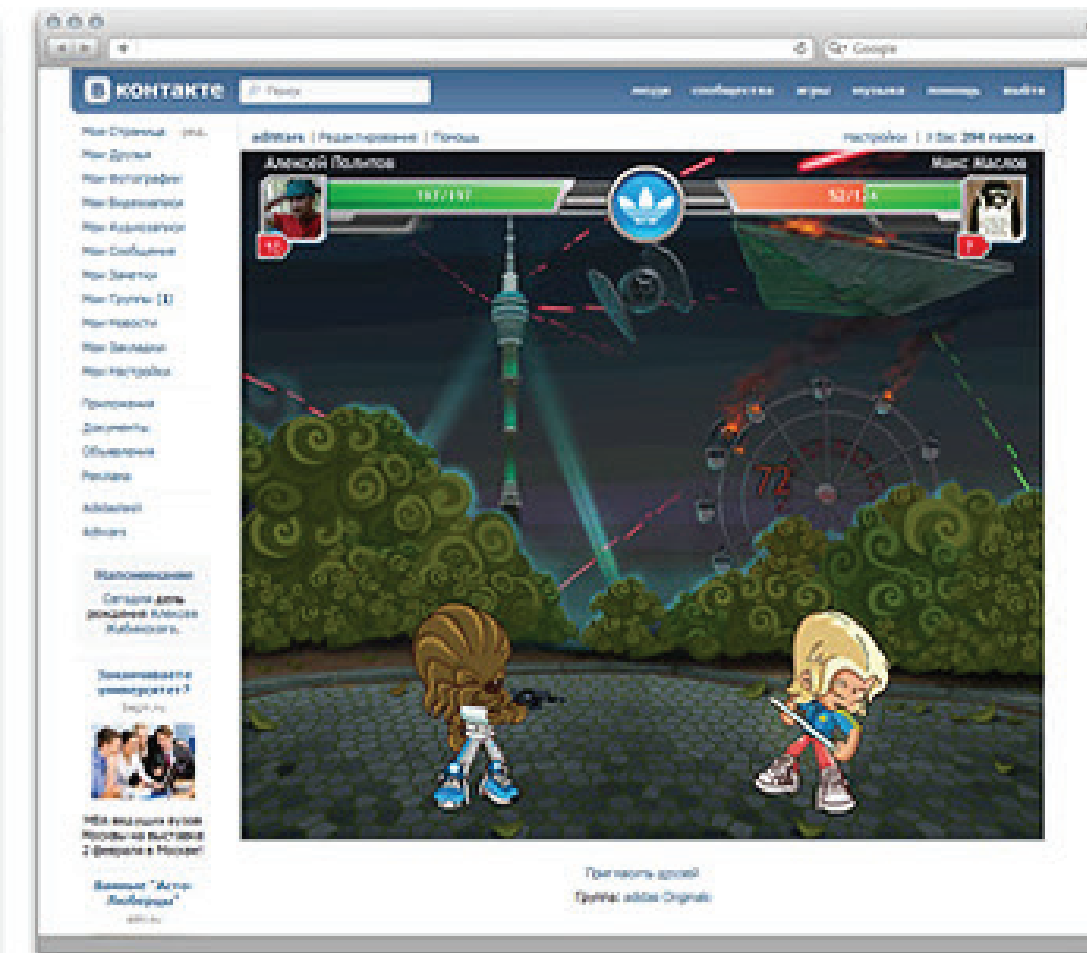
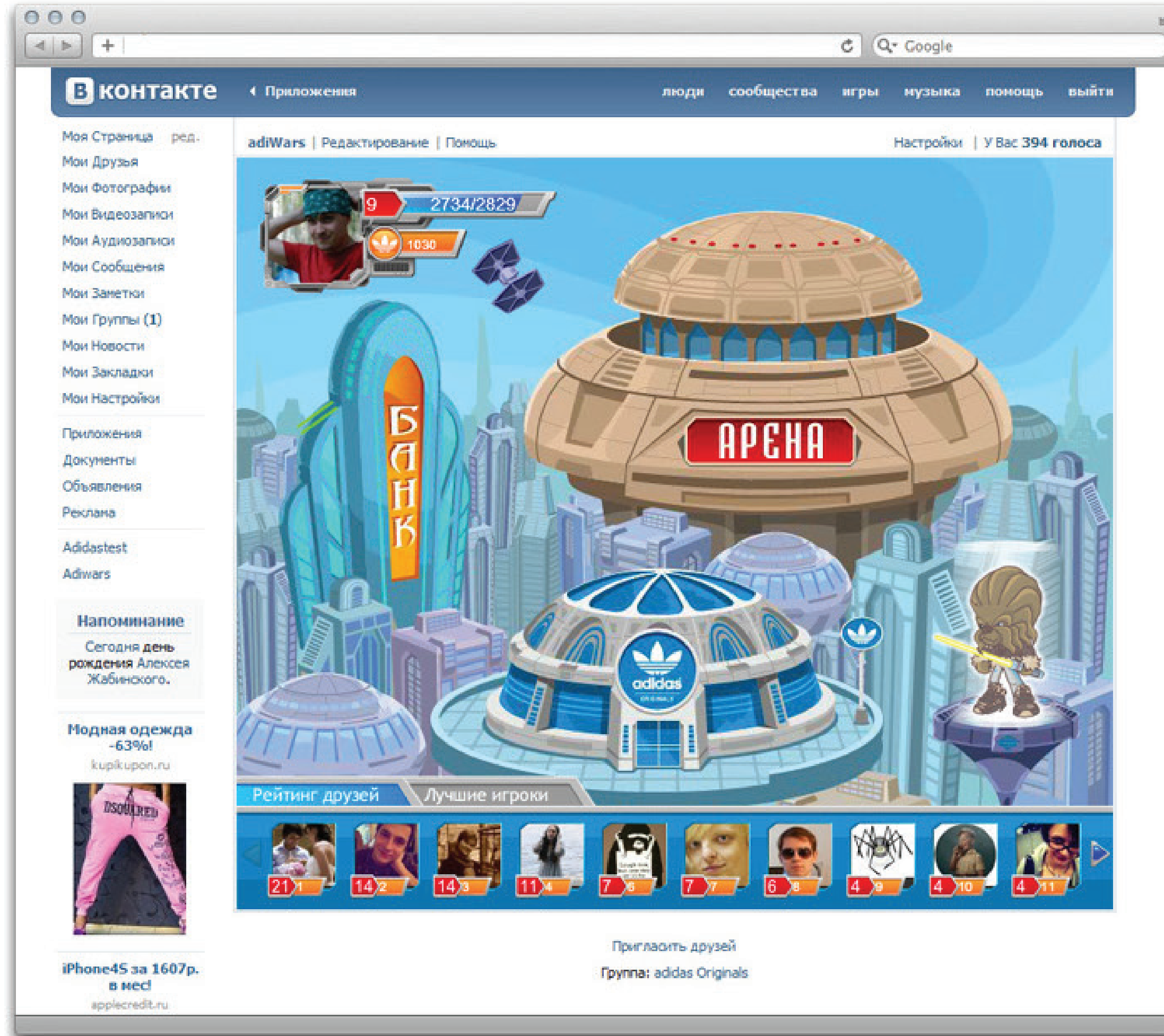
манифест



квесты

фото-охота





Game for Vkontakte.ru – adiWars

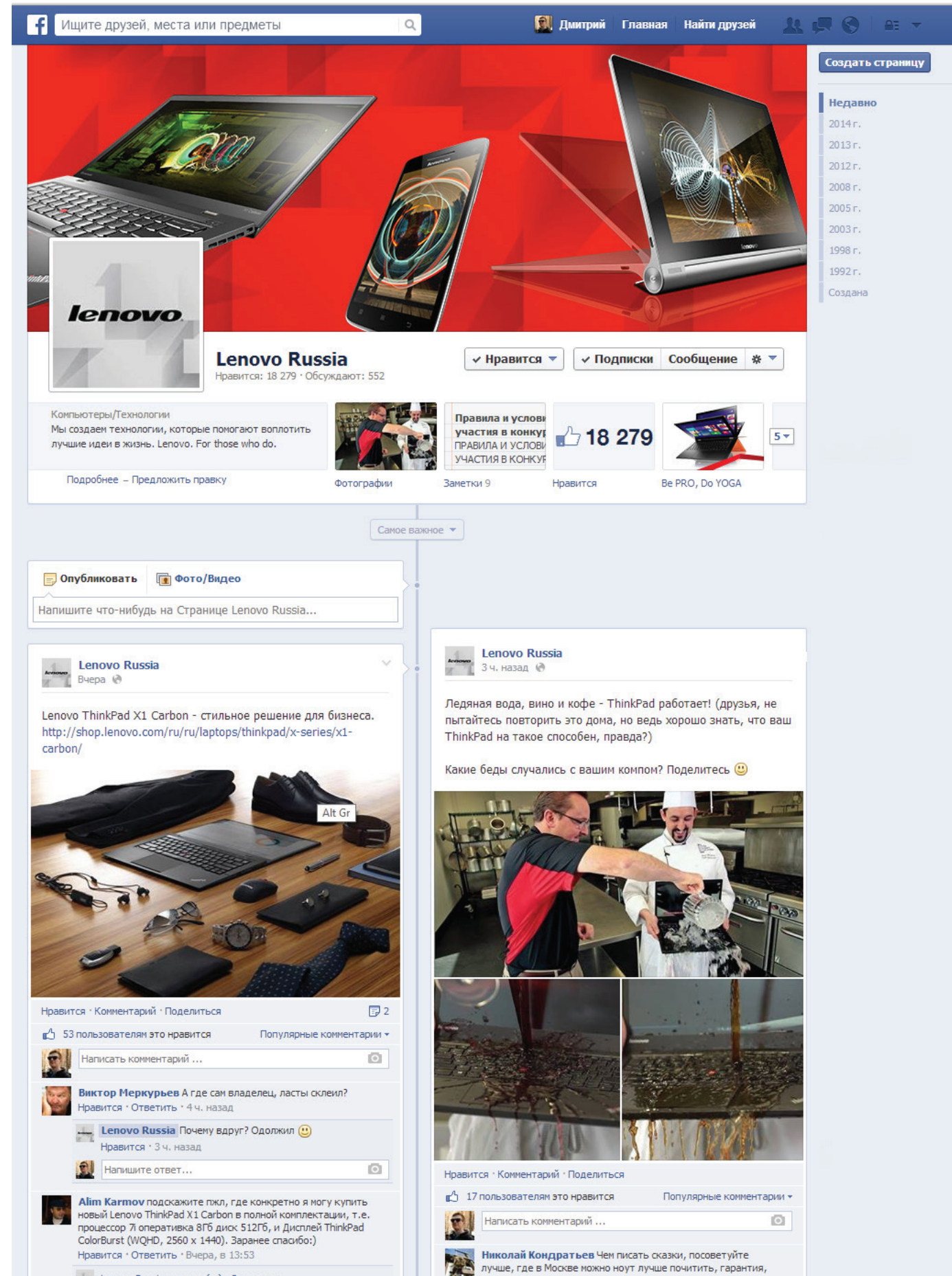


LENOVO

Lenovo Facebook community - [facebook.com/LenovoRussia](https://www.facebook.com/LenovoRussia)

Lenovo community is focused not only on brand news broadcasting, but also on involving users in communication with brand. Ingenious design and interesting content of weekly headings "Play with Lenovo", "Lenovo Digest", "Lenovo Weekend" allow us to keep audience attention, raising their interest.

<https://www.facebook.com/LenovoRussia>



ВЫИГРАЙ YOGA TABLET

3 РЕЖИМА РАБОТЫ
18 ЧАСОВ ЗАРЯДА

ЖМИ «НРАВИТСЯ», ЧТОБЫ
УЗНАТЬ УСЛОВИЯ!

lenovo FOR THOSE WHO DO.

HOLD MODE
STAND MODE
TILT MODE

**ВЫИГРАЙ YOGA TABLET!
ПРОВЕДИ ДЕНЬ В РИТМЕ YOGA!**

lenovo FOR THOSE WHO DO.

HOLD MODE

STAND MODE

СФОТОГРАФИРУЙ 3 САМЫХ
ЗНАЧИМЫХ СОБЫТИЯ
СВОЕГО ДНЯ

ОБЪЕДИНИ ИХ В КОЛЛАЖ

ОПУБЛИКУЙ СВОЙ КОЛЛАЖ НА
НАШЕЙ СТРАНИЦЕ С ХЭШ-ТЕГОМ
#YOGADAY И НАПИШИ, КАК
YOGA TABLET МОЖЕТ СДЕЛАТЬ
ТВОЙ ДЕНЬ ЛУЧШЕ

ПОБЕДИТЕЛЬ БУДЕТ ВЫБРАН ЖЮРИ ИЗ 10 УЧАСТНИКОВ, КТО СОБЕРЕТ БОЛЬШЕ ВСЕГО ЛАЙКОВ К СВОЕЙ РАБОТЕ

lenovo FOR THOSE WHO DO.

**Выиграй ультрабук
Yoga 2 Pro!**

Профессионализм
означает гибкость.
Be PRO - Do YOGA!

- 1** ПРИМИ ЛЮБУЮ ПОЗУ ЙОГИ В СВОЕМ РАБОЧЕМ КОСТЮМЕ (МОЖЕШЬ ДАЖЕ НА СВОЕМ РАБОЧЕМ МЕСТЕ!) СДЕЛАЙ ФОТО.
- 2** ВЫЛОЖИ ФОТО В НАШУ ХРОНИКУ
- 3** У УЧАСТНИКОВ, ЧЕЙ ОБРАЗ НАГЛЯДНЕЕ СКАЖЕТ ОБ ИХ ПРОФЕССИИ, БОЛЬШЕ ШАНСОВ НА ПОБЕДУ.

Lenovo Yoga 2 Pro

Уникальный многорежимный 13.3" ультрабук на базе процессора Intel®. Дисплей стандарта FHD+ с поддержкой технологии Multitouch поворачивается на 360 градусов, переключаясь между режимами: «ноутбук», «планшет», «презентация» и «консоль». Жизнь отличается разнообразием. Поэтому разнообразие важно и для технологий.

ноутбук консоль презентация планшет

**Энциклопедия
Yoga**

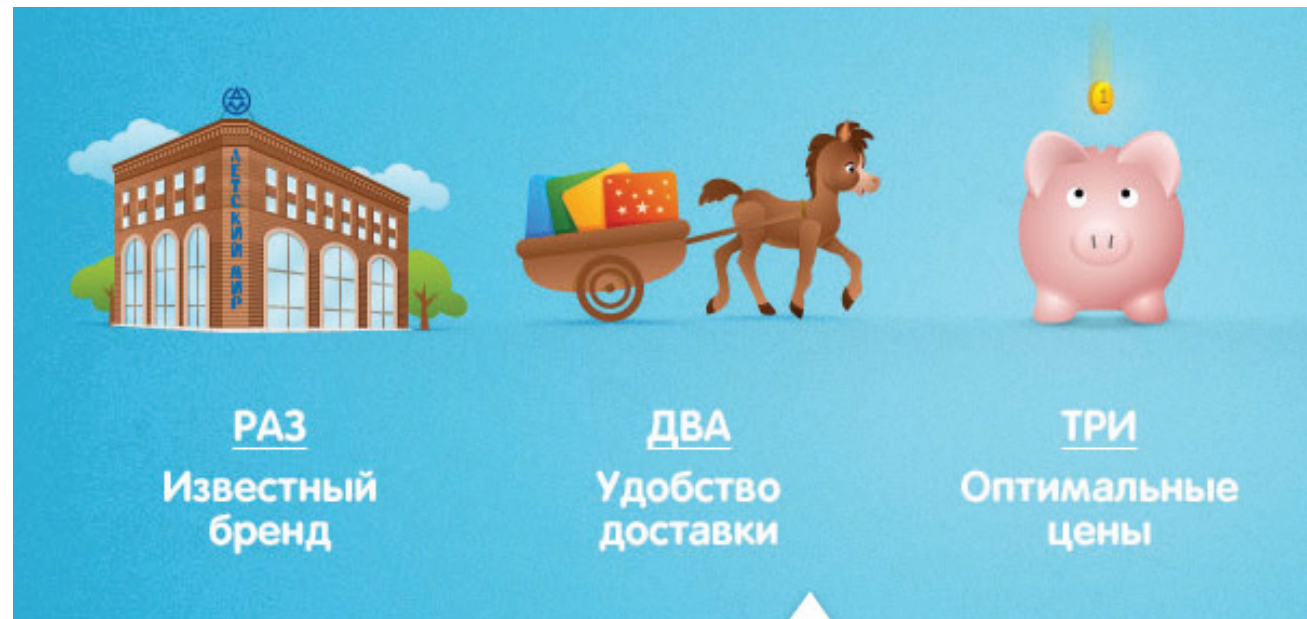
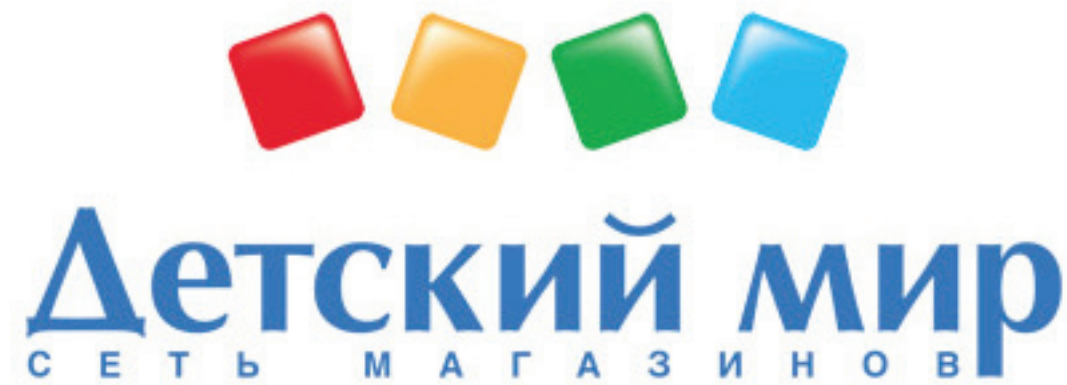
Собака мордой вверх

1. Лежь на пол лицом вниз.
2. Выпрями ноги, руки согнуть в локтях, поставь ладони под плечами.
3. Опираясь на руки, на выдохе поднять

Наклон к ногам сидя

1. Сядь на ягодицы, выпрями ноги.
2. Носки стоп направь на себя.
3. Взявшись руками за голени или колени. Помогая себе руками, вытягивай плечи вперед и вверх.





DETSKIY MIR

(Children's World)

Detskiy Mir, the most popular and well known shop for children in Russia, goes to social networks.

In the second half of 2011 the DM set us a goal to develop a strategy of the effective brand presence in social networks.

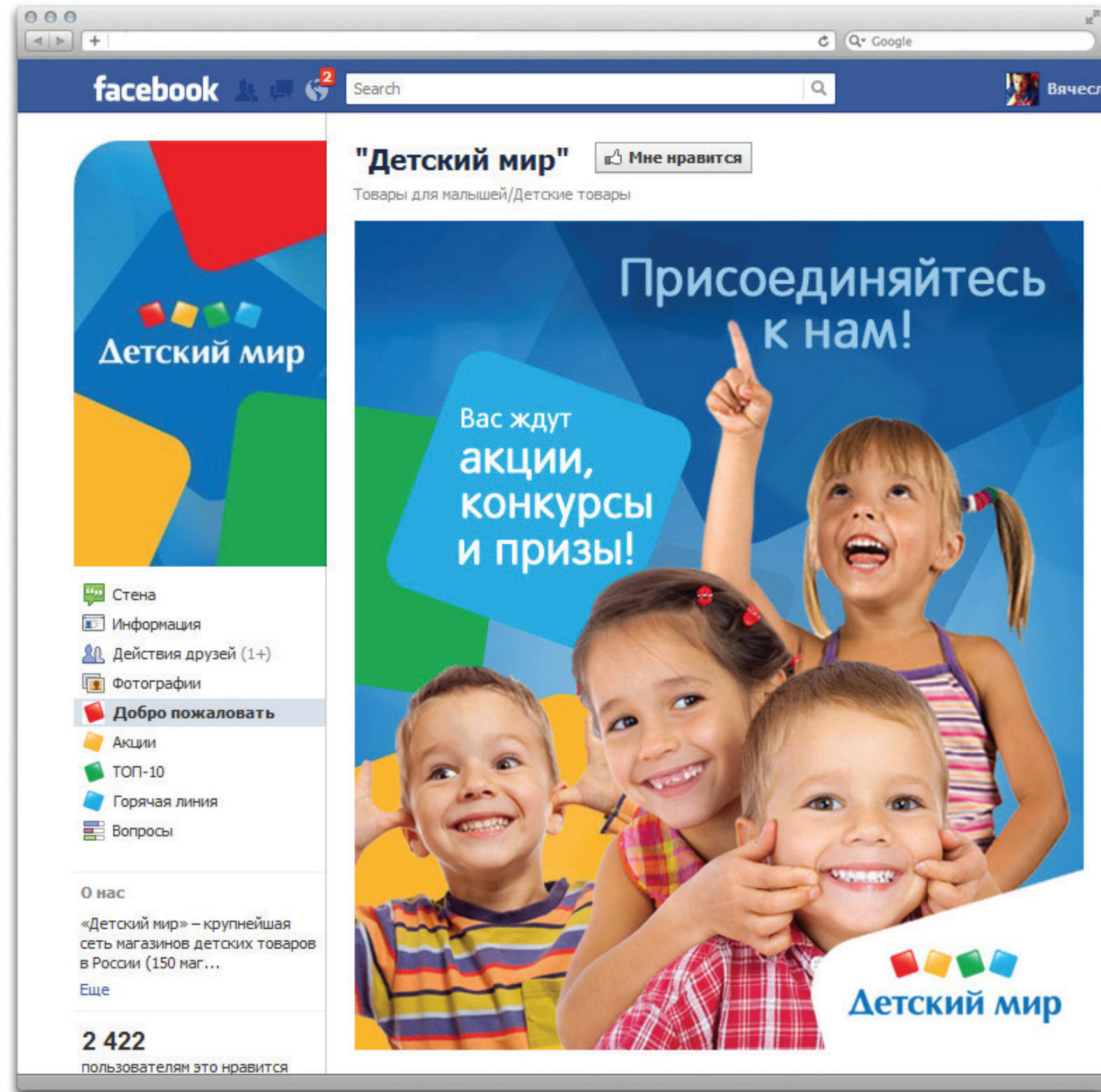
Our strategy was based on brand presence in the Vkontakte and Facebook networks and on permanent communication with the main audience that consists of women (mothers). The communities also support brand campaigns and e-shop activities.

Within 3,5 months of presence we have succeed in forming the active part of users and run 4 thematic campaigns. Total platform coverage - 520 000 users and more than 23 000 participants.

In March 2012 Detskiy Mir won the "Golden Bear" award for its communities as the best marketing project of the year.

vk.com/detmir

facebook.com/detmir



DM communities - detmir.vkontakte.ru & facebook.com/detmir



MICROSOFT

Internet Explorer 9 browser advertising campaign

Our goal was to advertise the product through the deals system in social networks and increase the number of product downloads. We integrated the product into the game applications and the users got in-game bonuses for IE9 download.

The number of downloads during the campaign reached 290 000 times.





SAMSUNG

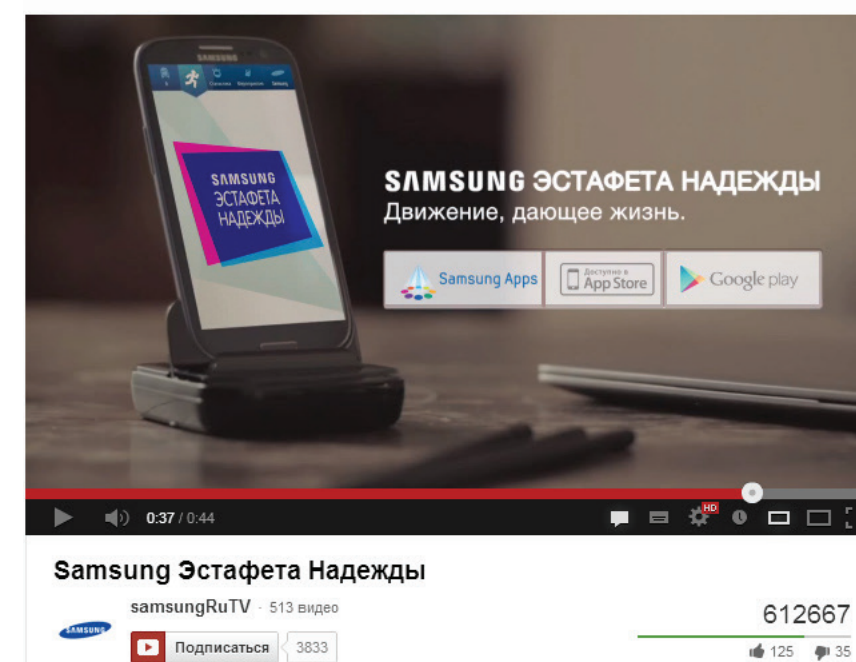
Samsung Olympic Torch Relay campaign

Creative strategy and visual look&feel development for Olympic campaign HOPE RELAY.

Samsung Hope Relay - Children's Charity campaign, to take participation you need to install special mobile app.

NLO made creative strategy, full event and digital part of campaign.

More than 6000 participants all over the country, more than 800 000 RUR fund-raised.



WATCH VIDEO: <http://www.youtube.com/watch?v=EN83dDtyTaQ>



CLIENT LIST



NLO MARKETING DIGITAL AGENCY

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