



Why PR Partner?



We are a communication agency whose stability and strength can be attributed to a smart team, upholding strong principles and a complex approach.

Key Figures

17 years

of experience in PR and marketing and 10 years in SMM

30%

of our clients stay with us for more than 6 years

64%

of our clients recommend us to colleagues

>300

satisfied clients from 25 industries

Since 2012 we have been working with agencies in Europe, America and Asia; we are also the exclusive representative in Russia of an international LEWIS+ network.



pr
smm
event
design
marketing

01

PR

Development and realization of PR strategies
Working with media and bloggers (press office)
Cooperation with partners
Copywriting
Consultancy
Anti-crisis PR
Supervision and analytics

02

Marketing & consulting

Marketing promotions
Marketing research
Consultancy on PR specialists and marketers recruitment
Customer Journey Map
Establishing contact with a client
Competitive analysis

03

SMM

Development of SMM strategies
Social media promotion
Reputation management
Working with feedback, forums, review sites
Anti-crisis PR in social networks

04

Trainings

Media trainings
Public presentations
Copywriting
Social media reputation
Anti-crises communication
Personal brand establishment and promotion on Instagram

05

Design

Identity and branding
Presentations and events
Infographics, illustrations
Printworks and packaging design
Advertising and presentation materials

06

Event

Turnkey event organization
Concept development and event moderation
Search and supervision of contractor's work
Training and briefing of speakers
Teambuildings and quests

07

ORM&SERM

Working with reputation
Mention monitoring
Leveling the negative
Crops and reviews
Working with Discussions



Our achievements



Top-40

Communication companies according to the National rating, 2022

Resident

of Equium Business Club since 2021 and Noōdome since 2022

Skolkovo

Foundation marketing service provider, 2023

Top-3

The best agency of Digital communications accredited by AKMR, 2022

1

2nd place in the nomination "SMM Agency of the Year /perspective" of RUWARD AWARD 2023, 2023

2

Finalist of the ICCO Global PR Awards 2020 in the nomination Corporate Communications, 2020

3

Finalist of the Silver Mercury Awards in the nominations "Best realization of B2B or Trade Marketing Campaign" and "Culture, Leisure, Education, Sport and Tourism", 2020

4

Finalist of the National award in the area of public relations "Serebryanyj Luchnik" in the category "Best project in the field of corporate communications", 2019

5

Finalist of PROBA ICCO Global PR Awards 2018 with two projects in the category of "Media Relations", 2018

Managing Director PR Partner



Inna Anisimova

- Graduated from the Global Executive MBA in the IESE, 2018;
- Well-known consultant in PR area, co-author of the book "PR of the topflight";
- "PR Person 2016" of the RuPoR award;
- Winner of the Ernst & Young award "Businesswoman 2015" in the category "Brand management, advertising and PR", 2015.

Heads of Departments and project managers



Damir Feizullov
Digital & Social
Media Director



**Anastasia
Fedotova**
Head of Real Estate
& Finance Department



**Tatyana
Soldatova**
Head of FMCG
Department



Nikita Moiseev
Event-manager



**Pavel
Pestov**
Head of IT&FutureTech
Practice



Daria Shavrina
Lead Designer

Clients



vmware



Selectel

oberon



UNA
GRA
NDE
High Food
High Tech
High LiFe



Lenovo

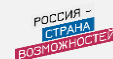


SKYMEC

RICOH



РГСБАНК
Банк для автомобилистов



LABORATORIES
TEOXANE
GENEVA



РQTEX



opentext



УРАЛХИМ



ZASPORT
SPORTCASUAL



diHouse



jIVO

Atos



MARS



Metrium
СЕРВИС-ОБОРУДОВАНИЕ



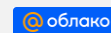
DIS
GROUP



FOREO



Angjoline
Английский язык



Clients References



**LYUDMILA
MASLENNIKOVA**

Head of marketing department of
Cross Technologies

The PR Partner team consists of reliable and responsive professionals in PR. We were choosing an agency to outsource PR activities out of several companies, which have established themselves in the market, and were not mistaken.

Media Index indicators and the number of events about us in the media are increasing, we are about to develop even further. The team is always on-line, even outside of working hours, that is extremely important sometimes.



**STEPHANIE
SMITH**

Communication manager of Avast

It is such a pleasure for us to work and cooperate with the PR Partner team. All PR and Event managers, who we have worked with, were bright, creative and diligent.

We are satisfied with all media publishing opportunities which are initiated for us by PR Partner in Russia.

Clients References



**BOAZ
RUBIN**

CEO Madanes
Advanced Healthcare Services Ltd.

I wanted to thank you for the most productive work over the last year which had a significant added value to the operation and reputation of Madanes in the Russian market.

It was a pleasure to work with a professional team of PR Partner. You outperform in the Russian market and contributed to us in many ways. I am sure we will work together again.



**MARIANNA
PLAXINA**

Zeppelin Commercial Department
Manager

Every year, Zeppelin notes the high interest of the media in the company's activities and the opinion of top management on topical issues in the industry. And this is thanks to daily work, prompt response to tasks, constant support and reliable shoulder of the PR Partner team of professionals!

We sincerely thank you for your special attitude to our needs and look forward to further cooperation!

Clients References



**ANASTASIA
GAYETSKAYA**

PR manager
Stone Hedge

I would like to thank PR Partner for the support in the reputation management of our company Stone Hedge, the elite apartment projects Story, Play, Tribeca Apartments, business centers Neo Geo, 7One.

During a year of joint work, the reputation of our company in social media is protected by professionals. The PR Partner team has established itself as excellent specialists, and we plan to continue working with you in the future.



**YULIA
BATALOVA**

Head of Advertising and PR,
NPF Sberbank

I would like to thank the PR Partner team for the excellent work on our joint project! It is a pleasure to cooperate with an agency that is so flexible in adapting to the client, in my opinion, this is aerobatics

You always strictly adhere to the deadlines, are in touch almost around the clock, offer many ways to solve problems and are result-oriented. I wish the agency's team interesting breakthrough projects and prosperity to the company. I will be happy to recommend PR Partner to my colleagues!

Clients References



**ANNA
MAKARENKO**

PR manager,
OK Beauty

We really enjoy working with PR Partner and we are happy with the results! The PR support team quickly got on board.

Special thanks to Maria for building long-term cooperation with our brand. We receive valuable mentions in good media and reports on time!



**SENDAL
ILJAZI**

General Director,
Deri&MOD

Thanks to PR Partner teams' personalized attention, creative ideas, we achieved press success and established good industry dialogue with key magazines.

The agency helped us to get attention in fashion industry via well written articles and prompt reaction to journalist requests. PR Partner team was so passionate working with our brand, quickly grasped our value propositions and helped to get our messages to several targeted media channels and immediately built best confidence in our side.

Clients References

Thanks to their professionalism and subtle understanding of the VMware specifics and priorities the PR Partner team has become a part of our large PR family. Together we launched many PR campaigns, researches and products, held dozens of press events, road shows and interviews with VMware top managers in Russia, the CIS and abroad.

Over the years, my colleagues and I have appreciated the individual approach and attention of PR Partner employees to our tasks. Thanks to the efforts of the agency, VMware regularly gets published comments and materials in leading business media ("Kommersant", "Vedomosti", "Rossiyskaya Gazeta", RBC and others), as well as in traditional IT media (CNews, TAdviser, IT Manager, ComNews, vc.ru and others).

I appreciate the responsibility, proactiveness and efficiency in the work of PR Partner — if I transfer a task to my colleagues, I can be sure that they will do it efficiently and on time without strict control from our side. The PR Partner team is our full-fledged press service, to which we entrust all PR tasks in Russia and the CIS.



**EKATERINA
KILGISHOVA**

Director of Marketing, representative
office of VMware in Russia and CIS

Journalists References



**MARIAM
BAGHDASARYAN**

Special Correspondent,
RIA Novosti

The specialists of this company are extremely responsive and work promptly, which is important for a news agency.

I like very much that even in highly specialized topics, colleagues manage to explain clearly what it is and why it is needed. Comments from speakers are live and understandable, and reading press releases lights a spark and desire to share the news with readers as soon as possible. Thank you a lot!



**SVETLANA
ZYKOVA**

Chief editor,
RB.ru

We have been working with PR Partner for several years: requesting comments, expert articles, looking for speakers for materials.

I am glad that the agency employees are always sympathetic to respect the deadlines and editorial, they provide high-quality and well-developed texts. As a bonus our journalists have an opportunity to participate in offline PR Partner activities, where you can get acquainted with newsmakers in person. The agency sets the bar high for the market.

Journalists References



**MARGARITA
GERASYUKOVA**

Editor of the Technologies section,
Gazeta.Ru

If I contact PR Partner, I can definitely be sure that I will receive a comment on the topic that I have outlined, and within the time frame that I have set.

I would also like to note the wide variety of companies and speakers — literally for every taste. I was happy to apply and will continue to do so, thank you for your cooperation!



**IVAN
CHERNOUSOV**

Editor of the Digital section,
“Rossiyskaya Gazeta”

I really enjoy working with PR Partner. The agency cooperates with the largest IT companies in Russia and around the world.

If you need fast and high-quality comments in the field of Information Security, AI, Telecom — feel free to contact the agency's IT Department. All folks are great professionals in their field, so PR Partner is definitely one of the top-3 agencies that every IT journalist should cooperate with.





prpartner

01

IT



Lenovo

PR GOALS:

- To announce and promote new Lenovo products on the Russian market through technology, industry and business media;
- To strengthen the image of Lenovo as a leading innovative company in the field of information technology;
- To acquaint small, medium and large businesses with Lenovo products;
- To embed the company's key messages into the news agenda.

WHAT WAS DONE:

- Initiation of publications (columns, interviews, articles, comments, press releases) in industry, IT and Business media;
- Organization of press events;
- Organization of testing company's gadgets by bloggers and media.



10,238

publications in 2021 mentioning Lenovo. Among them 1,817 are in Tier-1 media.

211

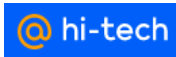
reviews and selections in the media in 2021 (1.5% more than in 2020).

MEDIA

In 2021 publications in "Kommersant", "Izvestiya", "Rossiyskaya Gazeta", Gazeta.Ru, 4PDA, 3DNews, IXBT, CNews, Hi-Tech Mail.ru, RB.RU, GQ, Domashny Ochag, "Populnaya Mehanica", etc.



April 2019 — to date



газета.ru

Обзор Lenovo ThinkPad X1 Fold: первый в мире ноутбук с гибким экраном. Он стоит 330 тысяч рублей

После того, как в прошлом году мы писали о первом в мире ноутбуке с гибким экраном, Lenovo выпустила второе поколение устройств. Как выжить на рынке ПК, не имея конкурентов? Или это просто маркетинг? Мы расскажем о новом Lenovo ThinkPad X1 Fold и о том, как он может изменить рынок ноутбуков.

С момента появления первого ноутбука с гибким экраном прошло уже несколько лет. Но пока не появилось ни одного устройства, которое могло бы конкурировать с Lenovo X1 Fold. Это устройство — первый в мире ноутбук с гибким экраном, который можно использовать как обычный ноутбук, так и как планшет. Он имеет экран с диагональю 13,6 дюйма и разрешением 2880x2880 пикселей.

28 декабря 2021, 11:41 | Технологии

«Мы не можем собрать 10 ноутбуков, имея на руках 8 процессоров»

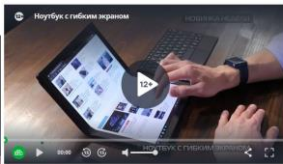
Сергей Балашихин из Lenovo — о сути дефицита, ценах в России и способе выйти на рынок дешёвые модели



Новинка недели – ноутбук-трансформер

15 июля 2021

Новинка недели — самые интересные из устройств, которые нам удалось опробовать за минувшие 7 дней. На этот раз в наши руки попал особенный ноутбук от известного китайского производителя.



PR RETAINER FOR

Liga Tsifrovoy Ekonomiki (Digital Economy Ligue)

PR GOALS:

- To create and strengthen the image of the company as an expert in IT services;
- To respond rapidly to current newsbreaks in the field of IT.
- Expanding the presence of the group's companies in business, technical and industry publications.
- Promotion of the company's corporate blog on VC.

WHAT WAS DONE:

- Localization of press releases, adaptation to the Russian market.
- Initiating and preparing comments, interviews and columns.
- Initiation of two press meetings and one podcast integration.



1596

publications for the year of work (16% more than in the previous period).

+78%

The indicator of the Media Index increased by 78%, compared with the last year, the total Media Index — 14,576.

MEDIA

The company's materials were published in Tier-1 media such as: RBC, Lenta.ru, "Kommersant", "Izvestia", Gazeta.ru, "PRIME", Hi-Tech, Sostav, "Rossiyskaya Gazeta", "Argumenti I Facti", "RIA Novosti", RB.ru, Forbes, Tproger, etc.

February 2020 – to date



Российцам дали советы по безопасному шопингу в «киберпонедельник»

IT-эксперт Вайльштейн рекомендовал не совершать покупки при паркедае по решению на сайте.

Аналитики из информационно-безопасности Лига Цифровой Экономики Артур Вайльштейн дал россиянам советы по безопасному шопингу в киберпонедельник. В беседе с «Известиями» IT-специалист рекомендация не совершать покупки при паркедае по решению на сайте.

«Экспертная группа использует разные схемы: рассылает фишинговые письма, создает фейковые ресурсы или поддельные сайты», — объясняет Вайльштейн.

Модельщики, как отметил эксперт, предлагают чересчур выгодные акции, привлекая покупателей в онлайн-ритейл и часть участников мероприятия попросили «обязательно» приобрести на дисконтную карту бренда, который сейчас больше в России», — пояснил он. Специалист советует при покупке всегда проверять название компании и дату ее регистрации.

Коммерсантъ

«Все больше российских компаний усиливают меры защиты»

К 2026 году российский рынок информационной безопасности (ИБ) может вырасти сразу в 2,5 раза — со 186 млрд до 469 млрд руб. — с учетом влияния геополитических факторов, прогнозирует фонд «Центр стратегических разработок» (ЦСР). В интервью директор практики ИБ Лига Цифровой Экономики Денис Ковалев рассуждает о предпосылках такого роста и влиянии геополитики на рынок кибербезопасности.



PR RETAINER FOR

ITGLOBAL.COM

PR-TASKS:

- Consolidation for ITGLOBAL.COM of the image of the leader and innovator in the IT market;
- Communicating messages about products, technologies and key areas of the company's work to the target audience, through news, industry, business and IT publications;
- Demonstration of the expertise of the company's speakers through author's comments, articles and interviews;
- increasing information activity of ITGLOBAL.COM in media space.

WHAT WAS DONE:

- Initiating the publication of expert articles, columns, comments, press releases in socio-political and business media;
- Prompt response to the news agenda on topics close to the expertise of ITGLOBAL.COM;
- PR consulting.



IT-предприниматель, венчурный инвестор, основатель ГК ITGLOBAL.COM Дмитрий Гачко подчеркивает, что по большому счету новый законопроект не решает проблем использования «чужого» ПО: решение суда не влияет на программное обеспечение, установленное в периметре заказчика (не в облаке поставщика). «Обновления ПО перестали приходить, но решением суда это не исправить», — замечает эксперт.



Санкт-Петербург и область, 30 сен, 13:11 | 6 847 | Поделиться

В Петербурге запущен проект по поддержке мобилизованных «айтишников»



1,465

Media Index of ITGLOBAL.COM reached the number 1,465.

X2

The number of messages in media about the company aroused two times for 10 months (2021 — 196 messages, 2022 — 390).

MEDIA

RBC, CNews, IT Manager, "Kommersant", "Izvestia", Gazeta.ru, Sostav, "Rossiyskaya Gazeta", etc.

PR RETAINER FOR

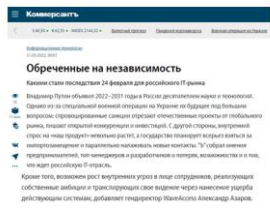
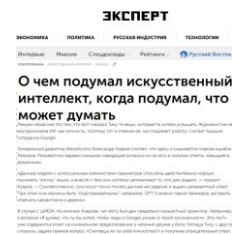
WaveAccess

PR TASKS:

- Strengthening the position of the company in industry publications;
- Increasing the number of business media outlets;
- Increasing the recognition of the first person of the company;
- Planning anti-crisis communications;
- Prompt response to the news agenda on topics close to the WaveAccess expertise.

WHAT WAS DONE:

- Initiation of publications in the media: articles, interviews, columns and comments;
- Initiating participation of speakers in podcasts and events;
- Preparation and distribution of press releases;
- Preparation of PR and marketing documents for internal use.



17,2 MILL

Coverage of publications for 10 months.

>10

Expert materials were published in top Russian media.

141

mentions of the company in media were for the period from May 2022 to February 2023.

May 2022 — present time

PR RETAINER FOR

Avast

PR TASKS:

- Increasing brand awareness by expanding the brand's presence in the media of the National daily, Lifestylе and Business segments;
- Increasing the company's citation in the media (enter the top 3 terms of citation among competitors);
- PR support for the brand's educational initiatives, in particular teaching the elderly about the basics of cyber hygiene.

WHAT WAS DONE:

- Organization of offline and online events with experts in information security and psychology for journalists;
- Initiation of publications in the media: articles, interviews, columns, comments; localization of press releases;
- Supervision of commercial projects in such media as как GQ, "MEL", "NOJ", "Lifehacker" etc.

Forbes

Под колпаком: как нами управляют приложения для знакомств и родительского контроля

Родительский контроль

Сравнение областей безопасности пользовательского медиа-оборудования намеренной утечкой или личной информации. Это касается не только взрослых клиентов приложений, но и детей: родители видят персонализированные изображения, отслеживают удаленность контроля точек доступа, личные данные в третьих местах. Группы специалистов в области конфиденциальности данных прорабатывают на основе и обнаруживают, что 34% пользователей данных без согласия предоставляли в 2021 году разрешение на отслеживание в приложении в своей домашней конфиденциальности.

В целях проверки инструментов родительского контроля включены не только в независимый период данных. Сложнее острее стать вопрос об этичности таких приложений. В 2021 году издательство компании Avast провело несколько десятков интервью, которые привели к созданию видеоролика для детей без намерения его использовать как контент. Родители не информированы о безопасности Avast Data Baby приносят такие приложения в категорию «Лайфхакер» — программам обеспечения, используемых для создания, но не только для хранения информации. Инструменты, которые используют сервисы для предотвращения пользователей. «Надеюсь, они выдвигают на первичном уровне за безопасность детей. Но безопасность начинается с доверия и эти родительский контроль может быть полезен, особенно ПО — это не решение. Дети также имеют право на автономность частной жизни, — считает Baby.

Коммерсантъ

È-DirtyMoe

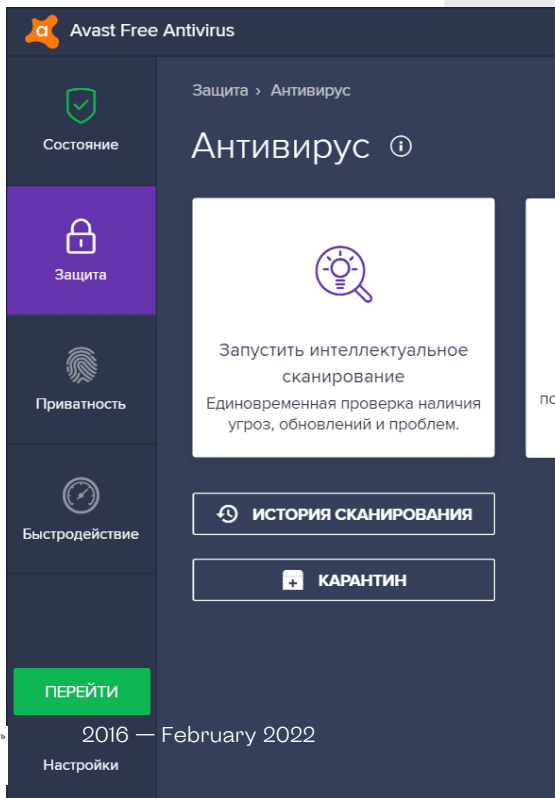
На российские компьютеры обрушился китайский ботнет

В 2021 году в мире в десят раз выросло число компьютеров, зараженных китайским ботнетом DirtyMoe, причём больше половины атака пришлась на Россию, подсчитали в **Avast**. Заражение означает, что в результате злоумышленники могут использовать компьютер для майнинга криптовалют, DDoS-атак или кражи конфиденциальных данных. Рост атак именно на российские эксперты связывают с использованием злоумышленниками софта и запатентованном обновлении операционной системы.

Мел

«Мам, еще 5 минут!» Чем занят ваш ребёнок в сети?

Мы уважаем личные границы детей, поэтому не будем призывать вас проверять их гаджеты. Лучше вместе с Avast — компанией-производителем антивирусного ПО — разберемся, сможете ли вы вовремя распознать опасность, которая угрожает ребенку в интернете. И правильно на нее среагировать.



#1

Aleksey Fedorov, the Head of Russian office of Avast, became the most quoted speaker among Avast experts worldwide in 2021.

+ 36%

Avast mentions in Tier 1 media increased by 38% in 2021 compared to 2020.

MEDIA

"Russia 24", "Echo of Moscow", RBC TV, NTV, "Mayak", REN TV, Business FM, "Vesti", Autoradio, "Kommersant", "Izvestia", etc.

3,808

Materials were published in 2021.

PR RETAINER FOR

Motorola

PR TASKS:

- Ensuring the regular presence of the company in information field;
- Acquaintance of journalists of Lifestyle, IT, Retail publications with the company's devices, increasing brand awareness;
- Creation of pool of loyal media and bloggers.

WHAT WAS DONE:

- Organization of testing and reviews of devices with bloggers and in the media;
- initiation of publications with competitions and participation in thematic selections in business, industry and lifestyle publications, placement bloggers;
- Support for the launch of 7 models of Motorola smartphones and 3 Lenovo smartphones on the Russian market.



Технологии в жизни, 23 апр. 10:00

Lenovo решила вернуться на российский рынок смартфонов

Lenovo возобновляет продажи в России смартфонов под собственным брендом. В прошлом лучшим достижением производителя было второе место на рынке в 2015 году, но затем он сложил ставку на продвижение устройств под брендом Motorola



Motorola показала смартфон Edge 20 Pro, способный заменить компьютер



МОСКВА, 9 мая — RIA Новости. Компания Motorola анонсировала выход смартфона Edge 20 Pro, который станет флагманом бренда. Особенностью модели стала поддержка функции Ready For для подключения к монитору, телевизору или компьютеру.

Самсунг

«Отличный вариант для гейминга и потребления визуального контента»

Александр Леви — о Moto Edge X30 Under Screen Edition
Обзореваль "Ъ FM" Александр Леви рассказывает об особенностях нового смартфона.



Фото: Motorola



April 2019 — March 2022



1 679

reviews and selections/compelations in the media and bloggers for year 2021 in Russia, 48 of them are top reviews in Tier1 media.

6

Press events were held in 2021 with the support of PR Partner team.

MEDIA

In 2021 the materials with Motorola's mentions were published in: "Vesti.ru", "Kommersant", RBC, Gazeta.ru, Hi-Tech Mail.ru, 4PDA, 3DNews, Playground, ELLE, Harper's Bazaar, GQ, RBC Style, etc.

PR RETAINER FOR

Check Point Software Technologies

PR-TASKS:

- Strengthening the image of the company as an expert in the field of cybersecurity;
- Promotion of Check Point Software products and technologies through technological, industry and business media;
- Access to a wider audience, IT and business leaders, potential customers by increasing the number of publications in the business and socio-political media.

WHAT WAS DONE:

- PR-support for Check Point Software Technologies conferences;
- Initiation of publications in the media: articles, interviews, columns, comments, success stories, etc.
- Localization and distribution of news;
- PR consultations.



>4,000

publications were in Russian and CIS media 2021 mentioning the company. Among them 729 are in Tier-1 media.

MEDIA

"Vesti.ru", RBC, Lenta.ru, "Kommersant", "Izvestia", Gazeta.ru, Banki.ru, Tadviser, CNews, ComNews, Anti-Malware, Hacker, RB.ru, SecurityLab, "Profile", etc.

TV

Access to a wider audience through publications in the media of "general interest", emphasis on appearances on radio and TV, including Channel One, Moscow 24, Kommersant FM, Vesti FM.



Специализирующаяся на кибербезопасности компания Check Point выяснила, за сколько мошенники предлагают купить препарат от коронавируса, и попробовала приобрести его



23 Android-приложения раскрывают данные более 100 млн пользователей

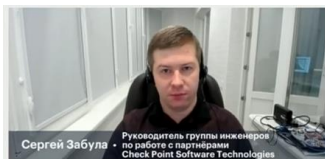


Исследователи обнаружили Android-приложения, которые собирают более 100 миллионов пользовательских данных в исследовании компании Check Point. Как избежать утечки личной информации? Как избежать утечки личной информации, для максимальной безопасности, или приложить максимум усилий, или не думать об этом, что при не доделанной безопасности системы работы с персональными данными, что персональные данные передаются в другие руки, такие как фотографии, личные сообщения, уведомления, история браузера и т.д., а также управление доступом к информации.



В TikTok обнаружили уязвимость, которая позволяет собирать данные пользователей

В функции «Найти друзей» в TikTok обнаружена уязвимость, которая может позволить злоумышленникам собирать личные данные пользователей: номер телефона, имя, пользовательский ID и фотографии профиля, сообщили в компании Check Point. Также брэнш даёт доступ к некоторым настройкам профиля, в том числе возможности скрыть профиль и управлять подписками.



Сergey Zabuza Руководитель группы инженеров по работе с партнерами Check Point Software Technologies

2007 – March 2022

PR RETAINER FOR

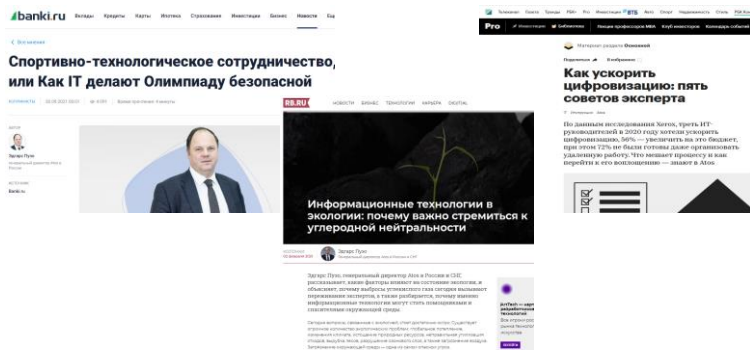
Atos

PR TASKS:

- Strengthening the image of Atos as a leader in IT integration;
- Embedding key messages of the company in the news agenda;
- Strengthening the company's position in business and industry publications (IT integrations).

WHAT WAS DONE:

- Initiation of media publications: articles, interviews, columns and comments;
- Translation, adaptation and distribution of press releases;
- PR support for global and local events and maintenance of Atos social media accounts;
- Organization of special projects in the media.



>2,000

publications were in Russian media, mentioning the company.

9 711

Media Index of Atos during the all time of support.

82,700,000

Coverage of publications was in ecology: why it is important to strive for carbon neutrality.



PR RETAINER FOR

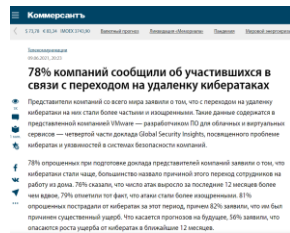
VMware

PR-TASKS:

- PR-support in lifestyle, business and industry media;
- strengthening the image of VMware as a leader in virtualization, could compute and corporate mobility in the Russian and CIS media;
- Embedding key messages of the company in the news agenda;
- Creation and promotion in the media of the success story of VMware customers;
- Organization of local press events in Russia and CIS cities and PR-support for global conferences (press conferences, road shows, press tours).

WHAT WAS DONE:

- Initiation of publications in the media: articles, interviews, columns, comments, success stories, etc.
- Translation, adaptation and distribution of press releases;
- PR-support for global and local events and maintenance of VMware social media accounts.



June 2012 — March 2022

10

articles and interviews were published in business and IT media during 2021.

18 320

Составил МедиаИндекс VMware за последний год работы.

MEDIA

“PRIME”, RBC, “Kommersant”, “Izvestia”, Forbes, Gazeta.ru, “Vedomosti”, Tadviser, CNews, ComNews, RB.ru, etc.

126,000,000

Was the coverage of publications VMware for the last year.

02

REF

ONE-TIME PROJECT — INFORMATION SUPPORT IN DUBAI, UAE

SM SHARE MANAGEMENT AG

PR GOALS:

- To provide PR-support of the event in Dubai (presentation of the largest sapphire in the world) in online and print media of the UAE; to draw the attention to the event.

WHAT WAS DONE:

- Development of a newsbreak that could attract the maximum attention of the target audience;
- Preparation of a press release in Russian, English and Arabic and distribution to the largest media in the UAE, follow-up.



>15

publications and reprints in the Arab media.

MEDIA

Press release was published by the leading media with millions of users: Al Bayan, The National, Head Topics, Khaberni, Nabd, Sarayanews.

CUSTOMER REVIEW

Artem Dushkin, Development Director, SM SHARE MANAGEMENT AG:

"I was amazed by the interaction with the agency. The PR Partner team is concise, professional and at the same time has a fundamental approach. The management is nice. I was pleased with the quick response of the staff in resolving all the necessary issues. The campaign has been completed 100% efficiently, so we will definitely cooperate on the next projects."

PR RETAINER FOR

BWT

PR TASKS:

- To tell about the company's mission and its developments;
- To present the company to the media and increase the presence of experts in the business, lifestyle and industry media;
- To form the image of the company as an expert in the field of water treatment and purification;
- To provide not only PR, but also marketing support to the company.

WHAT WAS DONE:

- Development of the press-kit;
- PR-support of BWT partnership with major sporting events: IRONSTAR, All-Russian swimming competitions;
- Creation of media and bloggers base. Establishing relations with the leading business, socio-political, industry and lifestyle media.
- Supporting the participation of company speakers in exhibitions, conferences and other significant events.



+400

of points rose in the Media Index in 2022, according to the analytical system "Medialogia".

>60

publications based on the results of press release mailings.

16

columns and comments in publications such as RIA Novosti, "Kommersant", "Komsomolskaya Pravda", "Gazeta.ru", "LENTA.ru", "Stroitel'naya Gazeta", ProNovostroy, Eva.ru and others.



LENTA.RU

20.01.24 ноября 2022 16:00:00

Названы способы спасти бытовую технику от накипи и ржавчины

Технический специалист Бюгун: бороться с накипью можно с помощью...

Бороться с накипью на бытовых приборах можно с помощью слабого раствора уксусной кислоты, пояснил технический специалист сервисного центра BWT Павел Бюгун. В беседе с «Лентой.ру» он назвал способы спасти технику от накипи и ржавчины.



Накипь значительно ухудшает работу всех нагревательных приборов, включая чайники и котлы. Например, теплообменник батарей, пораженный накипью, снижается на 15-20% по сравнению с Бюгун. Ржавчина же приводит к ускоренной коррозии и в итоге к выходу из строя. Чтобы избежать этого, необходимо регулярно очищать технику от накипи и ржавчины. Например, если вы отключили от стенда и планируете вернуть ее в эксплуатацию, рекомендуется несколько месяцев вынести его из строя, предупредил он.

РИА НОВОСТИ

Для квартиры и дома: как выбрать качественный фильтр для воды



МОСКВА, 23 ок. — РИА Новости. Чтобы выбрать качественный фильтр для воды, необходимо учитывать несколько факторов. Например, если вы планируете использовать его для очистки воды в квартире, то лучше всего подойдет обратный осмосный фильтр. Однако, если вы планируете использовать его для очистки воды в офисе, то лучше всего подойдет ультрафиолетовый фильтр. Также стоит обратить внимание на материал корпуса фильтра. Он должен быть устойчивым к коррозии и не выделять вредных веществ в воду.

Новости Рунета

Как сделать ремонт в условиях санкций? Обзор товаров для ремонта кухни на российском рынке



Если вы планируете сделать ремонт в условиях санкций, то лучше всего подойдет обратный осмосный фильтр. Однако, если вы планируете использовать его для очистки воды в офисе, то лучше всего подойдет ультрафиолетовый фильтр. Также стоит обратить внимание на материал корпуса фильтра. Он должен быть устойчивым к коррозии и не выделять вредных веществ в воду.

PR RETAINER OF

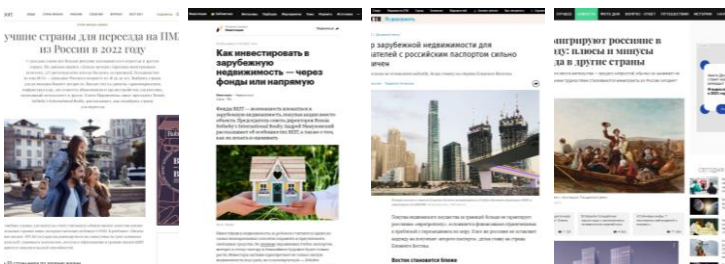
Russia Sotheby's International Realty

PR TASKS:

- To develop a communication strategy taking into account the business goals of the company;
- To introduce the company to the media (previously there was no PR support for investments in overseas real estate) and increase the presence of experts in the business, financial and lifestyle media;
- To expand the list of commenting themes;
- To form the image of the company-expert in the sphere of selection of the foreign real estate and getting citizenship for investments.

WHAT WAS DONE:

- Development of PR-strategy and PR-plan;
- Formation of a media base;
- Establishing relations with leading business, socio-political, specialized and lifestyle media;
- Organization of publications and interviews with the company's speakers.



>113

mentions in the media, according to the Medialogy analytical system.

17

author's columns.

>30

comments.

MEDIA

"Vedomosti", RBC, "Rossiyskaya Gazeta", "Kommersant", Robb Report, The Bell, RIA Novosti, "Profile", "Vokrug Sveta", "Sekret Firmi". "MIR24", "Stroitel'naya Gazeta", Invest-Foresight, Financial One, Harvard Business Review and others.

PR RETAINER FOR

KNAUF

PR TASKS:

- Providing comprehensive PR support for the company on the Russian market;
- Support of the company's informational presence in construction, architectural, socio-political, business and industry-specific publications;
- Coverage of the company's educational projects and initiatives: training of young construction/engineering specialists, support of the Russian World Skills team.

WHAT WAS DONE:

- Initiating a regular news flow of the company in the media;
- Supporting the company's expert voice in the information field;
- Communication support for the company's participation in external events;
- Development and implementation of an anti-crisis plan.

Стекловата: свойства, особенности и опасность для здоровья

Стекловолокну используют для утепления, звукоизоляции и создания волноформного скелета в строительстве. У этого материала есть свои плюсы и минусы, которые мы обсудим вместе с экспертом



РИА НОВОСТИ

Чтобы не протекла: как сделать качественную кровлю в частном доме



МОСКВА, 23 апр — РИА Новости. Специалисты рекомендуют использовать качественную теплоизоляцию для кровли частного дома. Это позволит избежать протечек и других проблем, связанных с утеплением кровли.

Коммерсантъ

Уйти от закорочения



В России растет интерес к строительству частных домов, но в большинстве случаев застройщики используют некачественные материалы, что приводит к проблемам с утеплением кровли.



>1,500

Points of Media Index, according to the analytical system "Medialogia".

>70 MIL

cumulative coverage of publications mentioning the company during the period of cooperation.

>40

publications in the media.

MEDIA

RBC, "RIA Novosti", "Moskovskiy Komsomoletc", Forbes, "Stroitelstvo.ru", etc.

PR SUPPORT FOR

SORP Group

PR TASKS:

- To promote the company's capabilities and expertise of its founders.

WHAT WAS DONE:

- Initiation of publications in the media: articles, interviews, comments;
- Publishing in editions: "Kommersant", "Sekret Firmy", "Kompaniya", Gazeta.ru, RB.ru and other top media;
- Initiation the speaker's participation in podcasts;
- Speaker integration into events, live broadcasts.

газета.ru

RB.RU

Коммерсантъ

11 июня 2022, 09:36 Происшествия

«Павел Дуров здесь звезда». Российский бизнесмен — о Дубае, зарплатах в IT и арабских женщинах

Предприниматель Сергей Сорп рассказывает, что в ОАЭ рабочие места у россиян отбирают айфонщики из Индии

Владимир Рогозин

КОЛОНИИ 19:40 27 июня 2022

Топ-10 ошибок предпринимателей при открытии бизнеса в ОАЭ

Сергей Сорп
Управляющий партнер консалтинговой группы SORP Group

В последнее время мы наблюдаем, что все больше российских компаний стремятся реинвестировать бизнес. В число наиболее популярных направлений входит Объединенные Арабские Эмираты. Сегодня это одно из самых быстроразвивающихся государств в мире. Возможности для ведения свободной торговли, упрощенная система налогообложения и другие преимущества ежегодно привлекают в страну много иностранных компаний.

«У России только один путь — переориентироваться на саму себя»

Сергей Сорп, управляющий партнер SORP Group:

— Нужно понимать, что мгновенной переориентации с одного рынка на другой не происходит: требуется много времени, так как изменения затронули все сегменты бизнеса. Тем не менее компаниями, которые уже приняли решение развивать партнерские отношения со странами Востока, для полной экономической переориентации потребуется не более двух-трех месяцев. Это связано с тем, что сотрудничество России с Ближневосточным регионом развивается уже долгие годы. В особенности это относится к Объединенным Арабским Эмиратам, которые предоставляют равные возможности видения бизнеса для всех иностранцев. Как и большинство государств Востока, ОАЭ сохраняют нейтралитет в отношении текущей геополитической обстановки, что дает российским предпринимателям гарантии сохранности бизнеса и возможности для его дальнейшего масштабирования без налоговых последствий и санкционных ограничений. Также ОАЭ предоставляет собой площадку для выхода на рынки стран Персидского залива, Азии и Африки, что еще больше мотивирует российских бизнесменов наращивать присутствие в этом регионе.



May – July 2022



>4,000,000

The total coverage of materials.

> 380,000

People watched the live broadcast on Adindex.ru, which was attended by Sergey Sorp, CEO of the company.

8

Materials initiated in top media.

210

Media Index of SORP Group during the cooperation. This means that the company has often been featured in major media in a starring role and in a positive context.

PR RETAINER FOR

CDEK

PR TASKS:

- Providing comprehensive PR support for all areas of SDEK;
- Increasing the company's representation in socio-political, industry and business publications;
- Organization of the company's own events.

WHAT WAS DONE:

- Initiation of interviews, expert columns, press releases and comments of company speakers in business, political and industry media;
- integration of company speakers into industry events;
- Assistance in inviting journalists to company events.



September 2020. – April 2021.



>500

mentions of CDEK in the main positions appeared in the media during the 8-month period of cooperation (before that, CDEK was mentioned only in secondary roles).

113

requests for comment were initiated from business and industry media during the 8-month period.

>20

columns and interviews with the company's top managers.

MEDIA

RBC, "Expert", "Kommersant", "Kompaniya", MarketMedia, The Village, etc.

PR RETAINER FOR

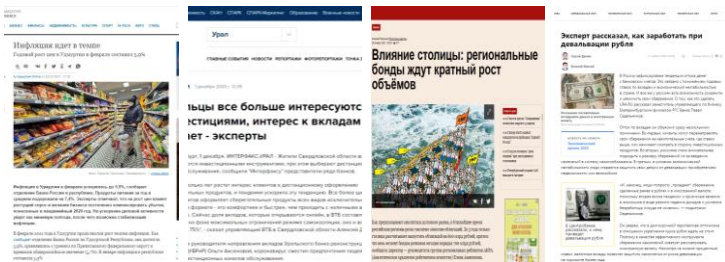
RGS Bank

PR TASKS:

- To provide comprehensive PR support for RGS Bank with a focus on the regions;
- To increase the company's representation in socio-political, industry and business publications.

WHAT WAS DONE:

- initiation of interviews, expert columns, press releases and comments of company speakers in business, political and industry media;
- Integration of company speakers into industry events;
- Assistance in inviting journalists to company events.



50

studies with a regional cross-section spread across 24 cities in Russia.

>300

requests for comment were initiated from business, socio-political and industry media.

42

expert columns and interviews published in the top regional and federal media.

MEDIA

"Kommersant" (Siberia, Chernozemye, Ural, Udmurtia), Delovoy Petersburg, Ura.ru, Expert (South, Ural), E1, Delovoy Kvartal (Volgograd, Novosibirsk, Yekaterinburg, Chelyabinsk), Realnoe Vremya (Kazan), etc.

PR RETAINER OF

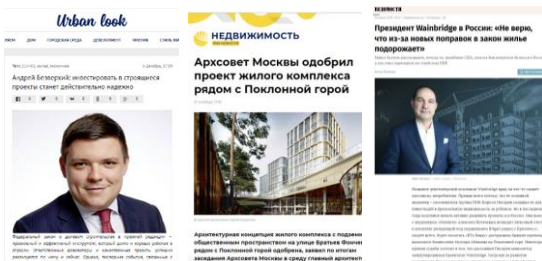
Wainbridge

PR TASKS:

- To announce loudly in the professional community about the appearance of a new developer;
- To increase recognition of the company's top managers;
- To inform the target audience about the stages of construction and innovations in the company's residential projects, about the high level of service and individual approach, about new partners, etc..

WHAT WAS DONE:

- Initiating interviews, expert columns, press releases and comments by company speakers in business, socio-political and industry media;
- Integration of the company's top managers into business professional events.



>1,000

media mentions during the year of cooperation (the year before the Wainbridge name had appeared only 29 times in publications).

Up to 5,000

of points rose the company's Media Index during the period of cooperation increased (according to the Medialogiya system).

>50

initiating more than 50 requests for comments from such media as "Vedomosti", RBC, "Kommersant", Forbes and other publications.



prpartner

03

FMCG



THE UAE MARKET ENTRY PR SUPPORT

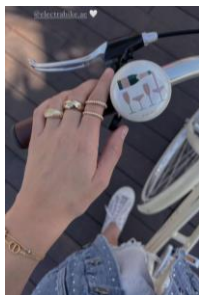
Electra

PR TASKS:

- To provide comprehensive information support during company's business formation in the UAE market;
- To inform the largest media in the UAE about the company's activities;
- To raise brand awareness through a barter-based collaboration with top bloggers;
- To compile a list of bloggers who are in line with company values;
- To provide PR support for opening a store in the UAE and recommendations for holding a press conference.

WHAT WAS DONE:

- Preparation of a press release for lifestyle and business media and its publication in Tier 1 media;
- Barter cooperation with top UAE bloggers: Joelle Mardinian (@joellemardinian, 20,9M subscribers); Mariam Hussein (@mariamhusseinofficial, 2,8M), Mthayel Al Ali (@mthayel, 791K), Ekaterina Flotskaya (@katieflotskaya, 195K), Anastasia Tarasova (@nastya_docs, 4,9M) and others.



> 6,800,000

the total coverage of publications with the press release about the opening of Electra in the UAE.

> 29,400,000

the number of subscribers of the largest UAE bloggers with whom we have had barter-cooperation.

8

largest bloggers publishing 15 posts, 40 stories for free with the image of the Electra bicycle, mentioning the company's account on the social network Instagram .

PR RETAINER FOR

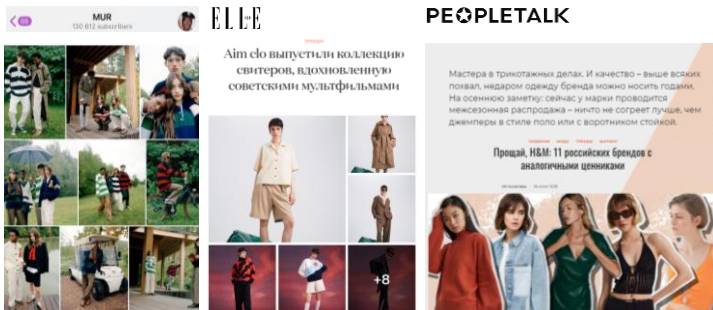
Aim clo

PR TASKS:

- Develop and maintain the company's image;
- Ensure regular presence of the company's products in the lifestyle media and telegram channels.

WHAT HAVE BEEN DONE:

- Preparation and distribution of press releases.
- Initiation of publications in the media and Telegram channels: news, layouts, integration into reviews, etc.



>80

Publications mentioning the brand went beyond the period of cooperation.

>1,000

Total media Index of publications.

MEDIA

Afisha Daily, TimeOut, Marie Claire, GRAZIA, Umagazine, Elle.ru, Sobaka.ru, Peopletalk, Lady Mail.ru, Burninghut, etc.

PR RETAINER FOR

VERBA MAYR

PR TASKS:

PR support in lifestyle, business and industry media:

- Organizing barter trips for the top media and bloggers;
- providing high-quality coverage of their own newsworthy events,
- Promoting the comments of the center's specialists;
- Positioning Verba Mayr as an ideal place for restoration strength, detox and wellness retreat in a five-star hotel

• WHAT HAVE BEEN DONE:

- Preparation and distribution of press releases/information letters;
- Initiation and preparation of publications, comments and columns in the media;
- Initiation and preparation of competitions in the media;
- Organization of participation in Travel and Wellness awards. Organization of barter visits of media and bloggers.

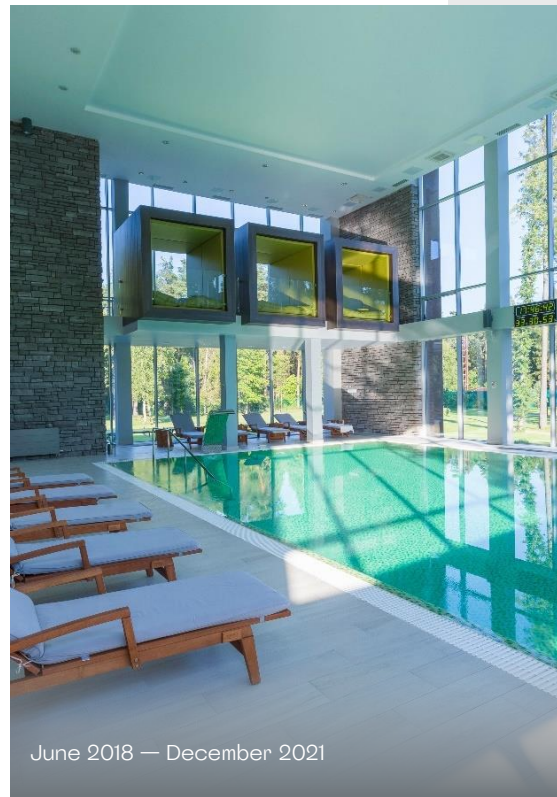
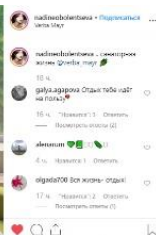
GRAZIA

Рецепт медово-фруктового салата с арбузом и пастилукой



POBEAUTY

гиперзагрузка: Дарья Мороз



June 2018 — December 2021



>800

Mentions in Tier 1 media, celebrity and blogger accounts.

WIN

With the support of PR Partner, a victory at the World Spa Awards 2019, Live Organic Awards, as well as in the nomination "The Best Health Complex in Russia" according to the GQ Travel Awards.

MEDIA

Tatler, L'Officiel, Harper's Bazaar, Cosmopolitan, Elle.ru, Cosmo.ru, Wealth.ru, TheBlueprint.ru, Graziamagazine.ru, etc.

PROJECT WORK FOR

METRO

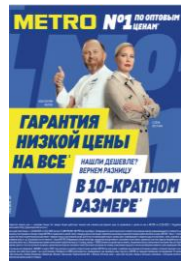
PR TASKS:

PR support of the Low Price Guarantee advertising company in lifestyle, business and news media:

- Posts news about the action on all sites where the shopping center is present in different formats (News articles, creative stories),
- Make the news viral and inclusive.

WHAT HAVE BEEN DONE:

- Preparation of news about the action, placement of publications;
- Running a shooting of Elena Letuchaya, as a brand ambassador for the glossy magazines "7 Days" and "OK!".



>140

Brand mentions in federal and regional media.

>4,000,000

Views and clicks on the news.

MEDIA

OK!, "7Days", "Gazeta METRO", "МК", "Delovoy Peterburg", "Moyka 78", URA.ru, "Vechernya Moscow", "Moskovsky Komsomols", etc.

PR RETAINER FOR

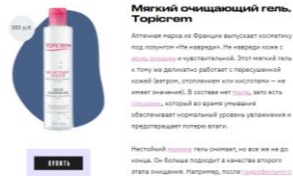
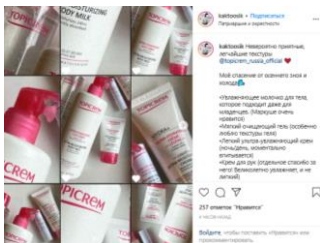
Topicrem

PR TASKS:

- Develop and maintain the company's image in Russia;
- Ensure the regular presence of the company's products in the lifestyle media;
- Collaborate with bloggers on Instagram, TikTok;
- Conduct media contests.

WHAT HAVE BEEN DONE:

- Preparation and distribution of press releases;
- Active work with bloggers: initiation of publications (photos, videos, stories), development of creative newsletters.
- Initiation of publications in the media: articles, contests, layouts, integration into reviews, etc.



Мягкий очищающий гель. Topicrem

Активная марка из Франции выпускает косметику под паролем «Не навреди». Не «навреди» коже с **Topicrem** и чувствительной. Этот мягкий гель и тому не случайно работает с натуральной водой (дегидратация, увлажнение или восстановление — не имеет значения). В составе нет **Topicrem**, зато есть **Topicrem**, который во время умывания обеспечивает нормальный уровень увлажненности и предотвращает потерю влаги.

Натуральный **Topicrem** легко смывается, но все же не до конца. Он — быстрая подпитка в качестве второго этапа очищения. Например, после **Topicrem** или **Topicrem**. Гель не пенится, без жесткого воздействия. Задача — не навредить, но при этом довольно жестко и интенсивно, расщепляется эфиром.



2021

>135

Publications mentioning the brand came out during the period of cooperation: Lady Mail, Instyle, Flacon Magazine, Elle Girl, Marie Claire.

602

Total media Index of publications.

>40

Integrations came out in the format of posts and Stories by bloggers on Instagram and TikTok.

PR RETAINER FOR

SMEG

PR TASKS:

- Inform the audience about new product lines of the brand on the Russian market;
- Ensure the presence of the brand in the interior, glossy and lifestyle media.

WHAT HAVE BEEN DONE:

- Initiation of publications in the media in the format of native articles, expert comments and interviews;
- Using additional tools to improve brands awareness in the media: participation in competitions provision of product photos for thematic collections;
- Participation in information support of co-branding with brand partners;
- Organization of invitations for journalists to events on behalf of brand and subsequent collection of publications.



February 2019 — February 2022



>100

Publications mentioning the brand went beyond the period of cooperation.

MEDIA

Marie Claire, GQ, Grazia, Instyle, Playboy, Cosmopolitan, AD, Elle Decoration, Elite Interior, "Interior+Design", etc.

PR RETAINER FOR

TABASCO®

PR TASKS:

- To organize PR support for the TABASCO® pepper sauce line in Russia in print and online media, as well as in blogs;
- To increase brand awareness in print and online media, as well as on the Instagram social network: to acquaint people with the product and its characteristics, to tell about the ways sauces usage;
- To show that the brand has been as consistently following the quality standards for over 150 years.

WHAT HAVE BEEN DONE:

- Drawing up a communication plan.
- Preparation of expert materials on gastronomy and the publication of recipes with TABASCO® sauces.
- Organization of creative mailing lists for bloggers and chefs.
- Integration of the brand into culinary television programs. Conducting contests in the media.
- Integration of the brand into gastronomic festivals and exhibitions, attracting bloggers to participate.
- Preparation and distribution of press releases.
- Integration of the brand into culinary television programs. Conducting contests in the media.



>50

Publications in key online and print media: Elle, Woman's Day, PEOPLETALK, Time Out, Liza, "Domashniy Ochag", "Argumenty i Fakty", etc.

>130

Integrations in the format of posts and Stories from popular food bloggers with a total reach of 1.5 million.

+ 27%

Media Index growth: from 1,750 to 2,230 over the same period.

2+2

Conducting of 2 contests in the media. Integration of TABASCO® Sauces into the "Oh Yes! Food!" and GASTREET 2019.

PR RETAINER FOR

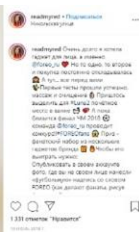
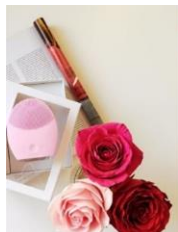
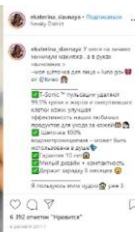
FOREO

PR TASKS:

- To inform the audience about the presence of FOREO on the Russian market through a wide range of PR tools;
- To ensure a wide presence of the brand in media space (women, lifestyle, glossy media);
- To ensure the active promotion of the brand on social media (Instagram).

WHAT HAVE BEEN DONE:

- The preparation and distribution of press releases.
- Active work with bloggers: initiating publications (photos, videos, Stories) and conducting 3 marathons via Instagram.
- Initiation of publications in the media: articles, contests, layouts, integration into reviews, provision of products for shooting, etc.
- Sending gifts to journalists (to increase their loyalty).



October 2017 — December 2018

>370

quality publications in top lifestyle media were issued during the period of cooperation: Vogue, Glamour, Elle, Marie Claire, Tatler, GQ, Harper's Bazaar, Grazia, Instyle, Cosmopolitan, Voque.ru, Elle.ru, Cosmopolitan Beauty, RBK Style, and others.

200

publications via Instagram with FOREO mentioned in a frame of flash mobs and cooperation with bloggers issued during the period of cooperation.

3

The organization of 3 unpaid special marathons with bloggers. Firstly, the FOREO_Nomakeup challenge, then a flash mob with toothbrush of FOREO brand ISSA2_mygeniousmorning and finally a contest in the frame of FIFA2018 #FOREO_fans.

PR RETAINER FOR

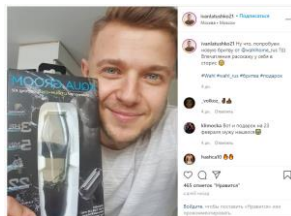
WAHL

PR TASKS:

- Monthly PR support for brand products in the media and blogs;
- distribution of product samples for testing;
- Commentary program.

WHAT HAVE BEEN DONE:

- Preparation and distribution of press releases, subsequent monitoring of publications;
- Preparation of expert materials and comments on topics: men's haircuts, beard and hair care and selections beauty gadgets for men.
- Organization of testing with bloggers.



>170

Publications appeared in online and prited media: GQ, Men's Health, Maxim, Trendymen.ru, Esquire, SNC, Elle, Daily.Afisha.ru, BURO, CHIP, Lady.Mail.ru, GEO, "Vysoky Polet", Posta-magazine.ru, Droidnews, Passion.ru, Marie Claire, "Kommersant Stil", etc.

TESTING

Were organized by bloggers such as: @Tony_Boytssov, @Liepota, @Pavel_bobrov, @Ivan_chebanov, Rascheska TV, @geofit_pro @i.greek @george_mur @artgol_ @gorbunovchoreo @ataxaji.

04

SMM

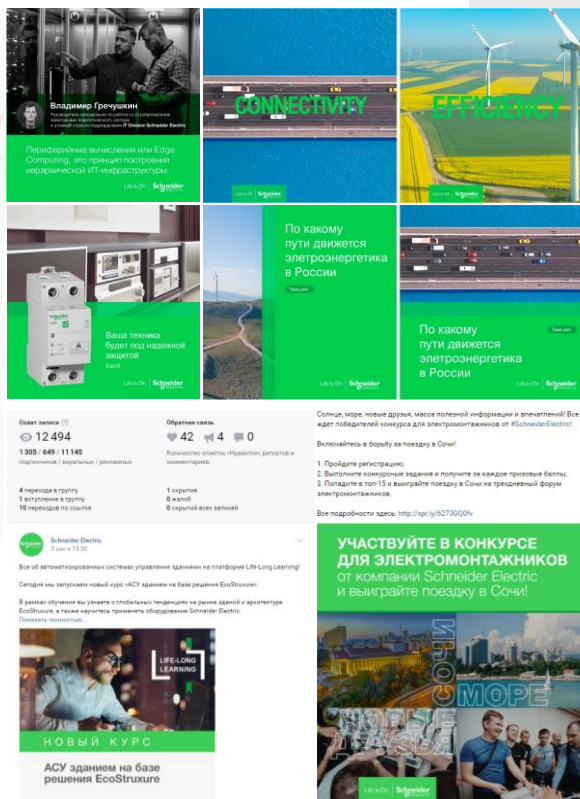
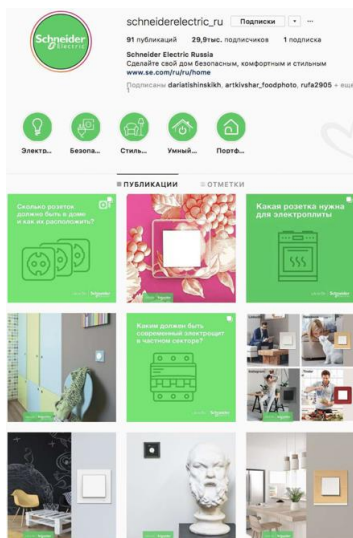


SMM RETAINER FOR

Schneider Electric

WHAT HAVE BEEN DONE:

- Differentiated SMM strategy with content and targeting for: Facebook (B2G, B2B), VK (technical specialists), Instagram (architects and designers),
- Advertising strategy,
- Content Strategy,
- Visual concept,
- Contests and quests.



38,000

New subscribers within six months (targeted advertising, collaborations).

780

Posts with unique design and texts.

>3 MILL

Total coverage of SMM activities per month.

>5,000

Mentions of Schneider Electric brand.

SMM RETAINER FOR

Guardian LARTA Glass

WHAT HAVE BEEN DONE:

- Narrow SMM Strategy for 7 groups of architects and designers,
- Advertising strategy,
- Content strategy,
- Visual concept,
- VK-bot.

Guardian Glass Russia
1 мая в 13:27
Офис издательского концерна Le Monde Group в Париже напоминает гигантскую арку, основной объем которой полностью остеклен.

Guardian Glass Russia
30 мая в 20:33
Культурный арт-комплекс Ури Креди: реконструкция
Площадь Галатасарай находится в самом сердце Стамбула на улице Истикляль. Именно здесь ждет посетителей культурный арт-комплекс Ури Креди, открывшийся после реконструкции. Несмотря на то, что здание было построено недавно, его решили омолодить, переосмыслив первоначальный дизайн, созданный в 1958 году архитектором Паулем Шиттнером.

Комплекс вырастает на границе моря и гавани подобно многогранному айсбергу, на прозрачных фасадах которого цветными узорами играет свет.

1600°C
Температура варки стекломасса может достигать 1600 °C

РЕДАКЦИОННЫЙ ПЛАН 1/2

Ниже предлагается редакционная политика с учетом главной идеи — диверсификация контента.

#	Рубрика	Описание	Аудитория	Хэштег
1	Колонки-публикации	Публикации, ориентированные в основном на сообщество (работы мастеров). Это могут быть эссе, колонки, заметки, репортажи, интервью и т.д.	100%	#Г
2	Экспертные публикации	Специальные публикации (экспертные), это все то, что необходимо сообществу для работы.	100%	#Э
3	Корпоративная прозрачность	Тексты, интервью с партнерами Guardian Glass	100%	#П

8 300

New subscribers by narrow targeting "Architecture and Design".

>500

Posts from different headings: projects from all over the world and from Russia, innovations and developments, etc.

>0,2 MILL

Total coverage of SMM activities per month.

>10%

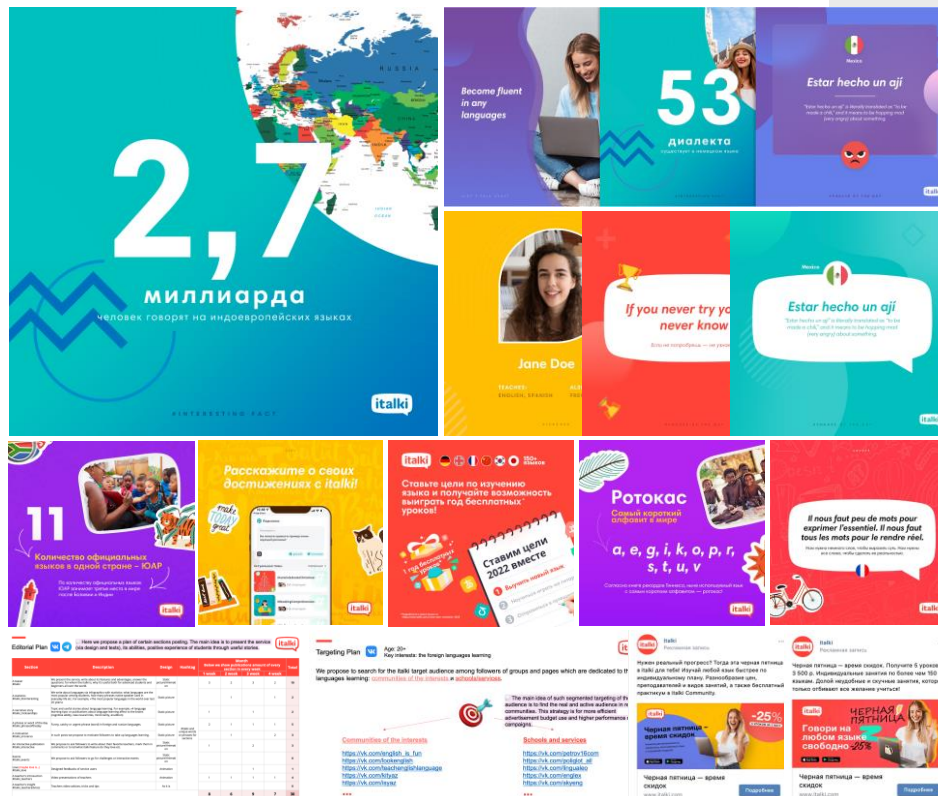
Monthly engagement.

SMM RETAINER FOR

ITALKI

WHAT HAVE BEEN DONE:

- Narrowly focused SMM strategy for special groups,
- Advertising strategy,
- Content strategy,
- Visual concept,
- VK-bot.



>6,300
New subscribers by targeting.

>300
Posts from different categories

>2 MILL
Paid advertising coverage in VK

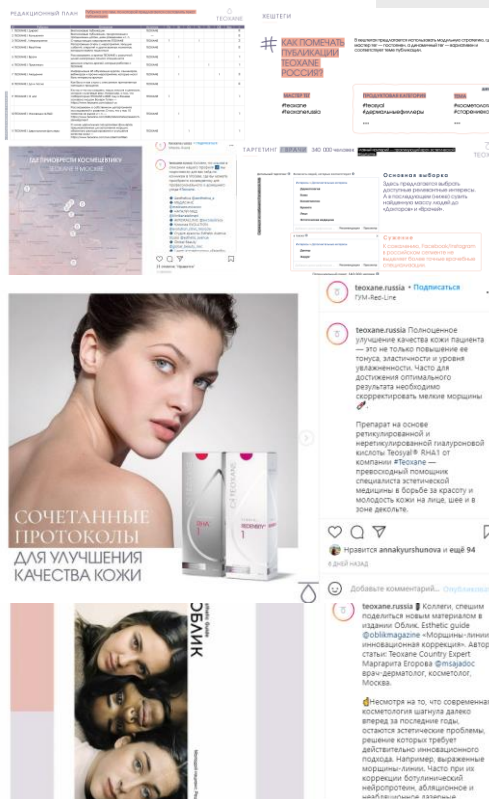
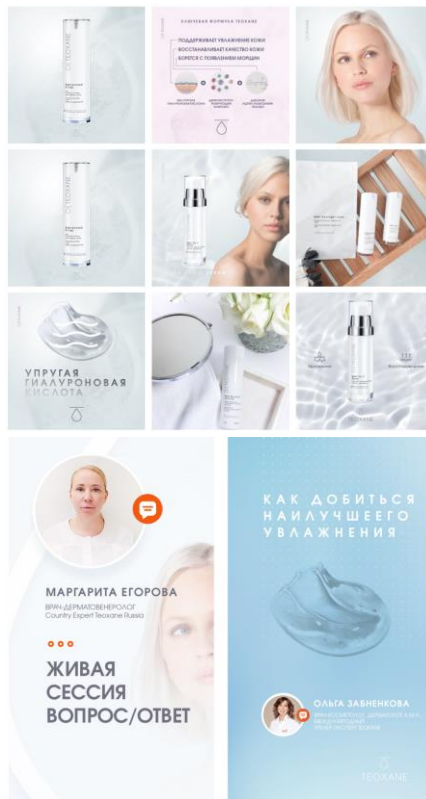
1,200
Visits to the website every month.

SMM RETAINER FOR

Teoxane

WHAT HAVE BEEN DONE:

- SMM strategy to promote Teoxane in B2B and B2C,
- Full community management,
- Unique design concept,
- Targeted advertising.



>5,000

New followers over a 6 months period (the target audience-doctors).

>0.5 MILL

Brand monthly reach.

2

Live broadcasts every month.

>25%

Average level of involvement (Engagement Rate).

>340,000

Potential SMM-strategy based targeting capacity (Doctors).

SMM RETAINER FOR

SELLART

WHAT HAVE BEEN DONE:

- The key point of the strategy: to make Sellart a desirable tool and a useful social media knowledge base for cosmetologists and estheticians.
- Content strategy,
- Visual concept,
- Broadcasts and webinars promotion program.

РЕДАКЦИОННЫЙ ПЛАН

Редакционный план предлагается построить на основе главных инсайтов целевой аудитории и фокус [Продукт — Научные тезисы — Обучение — Практика — Экономика]

#	Тема	Описание	Тип	1 неделя	2 неделя
1	Sellart / Директ	Внеплановые публикации о косметике, актуальные мероприятия/презентации и т.п. Все то, что публикуется вне плана.			
2	Sellart / Комментарии	Внеплановые публикации, генерируемые в значимых датах, например, «День косметолога». Это могут быть информационные даты или знаменательные события Sellart. Рассмотрение отзывов с редакционной, личной, социальной и/или иной важными моментами, которые важно поддержать.	Продукт		
3	Sellart / Mail-time				
4	Sellart / Видео и эстетика	Расширение о видео и эстетике Sellart с редакционной целью: создание своего сообщества и вовлечение.	Продукт	1	
4.1	Sellart / Клиники	Это рубрика больше про УП-косметологи. ЦЕЛЕВАЯ АУДИТОРИЯ: косметологи, эстетологи, врачи.			
5	Sellart / Подкасты	Подкасты о косметологии и эстетике.			
6	Sellart / Аудио	Информация об обучении и курсе «Косметология» (онлайн + практ. занятия) или о курсе «Эстетика» (онлайн + практ. занятия).			
7	Sellart / До и после	Результаты работы косметологов и эстетиков. Фотографии «до» и «после».			
8	Sellart / Инновации и R&D	Новые разработки в косметологии и эстетике.			

sellart cosmet | Подписчики | Отправить сообщение

234 публикации | 1 627 подписчиков | 13 подписок

Косметология | REPARТ - DSA
 - Официальный представитель REPARТ
 - Поддержка REPARТ, линиями DSA, косметика
 - Обучение
 - Стандарты ISO и GMP
 Для самостоятельного здравоохранения [введите комментарий](#)

Принять... | Вернуться... | Контакты | Обучение | Контакты в... | Отзывы | Сертификаты...

РАСПИСАНИЕ СЕМИНАРОВ

МОСКВА | 04.09.2023 | 11:00
 Адаптированная биоревитализация с учетом мезофункциональных особенностей старения средней нижней трети лица. Селективный сертифицированный препарат DSA Therapy - система комплексной ревитализации на основе солевого TCA.

МОСКВА | 14.09.2023 | 11:00
 REPARТ-Бюджетно - новое поколение филлеров с высоким профилем безопасности.

КАЗАКОВ СЕРГЕЙ ЛАВРОВИЧ
 Косметолог, эстетолог, врач-дерматолог

Препараты линии REPARТ® отвечают ВСЕМ критериям качества
 инновационные, сертифицированные, прозрачные, биоразлагающиеся. Единственный источник информации о составе препаратов — это достоверность.

Мультифункциональный препарат для комплексной ревитализации

ОТЛИК

ВОПРОС-ОТВЕТ: DSA

ИСПОЛЬЗУЙТЕ ФУНКЦИЮ ТУТЖЕ

>5,000

New subscribers – doctors, cosmetologists and estheticians in the last 3 months.

>0.5 MILL

SMM campaign coverage in social networks.

>20%

Monthly engagement.

SMM RETAINER FOR

Nobel BioCare

WHAT HAVE BEEN DONE:

- Developed SMM strategies targeting: surgery, dentistry, implantology, implants, dental equipment;
- Prepared visual concept;
- Set up an advertising campaign to attract subscribers, promote post and events.



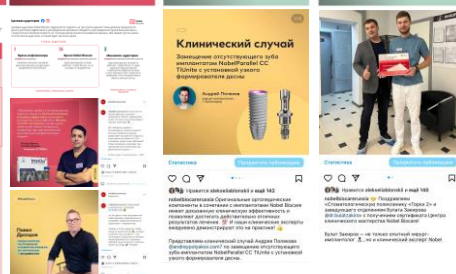
Дизайн раскладки (design kit)



Редакционный план

Здесь представлен план рубрик на месяц. Темы выбираются и распределяются редакторами

#	Рубрика	Описание	Источники	Тип статьи	Автор	Создан	Одобрено	Опубликовано
1	Коллекция публикаций	Аналитический обзор за декабрь, январь, февраль или март/апрель/май/июнь/июль/август/сентябрь/октябрь/ноябрь	---	---	---	---	---	---
1	NobelTalks Product	Анонс-презентация NobelTalks-Product (продукт, тема, интервью и т.д.) (необязательно)	Nobel BioCare	Продукт	---	---	---	---
1	NobelTalks Practice	Анонс-презентация NobelTalks-Practice (тема, интервью и т.д.) (необязательно)	Nobel BioCare	История	---	---	---	---
1	NobelTalks Case	Клинический случай с применением продукта Nobel BioCare	Nobel BioCare	Технология	---	---	---	---
1	NobelTalks Science	Анонс-презентация обзорных научных материалов NobelTalks Science (не обязательно)	Nobel BioCare	Исследования	---	---	---	---
1	NobelTalks YouTube + IGTV	Клинический случай (обязательно) Научные материалы (не обязательно) Технология (не обязательно)	Nobel BioCare	Продукт	---	---	---	---
1	Nobel BioCare — обзорные материалы	Технология (не обязательно) История (не обязательно) Исследования (не обязательно)	Nobel BioCare	Продукт	---	---	---	---
1	Nobel BioCare — интервью	Анонс интервью с экспертом Nobel BioCare — https://www.youtube.com/watch?v=...	Nobel BioCare	Маркетинг	---	---	---	---
1	Nobel BioCare — доклады	История (не обязательно) Исследования (не обязательно)	Nobel BioCare	Продукт	---	---	---	---
1	Nobel BioCare — интервью с экспертом	Клинический случай с применением продукта Nobel BioCare	Nobel BioCare	Технология	---	---	---	---
1	Nobel BioCare — продукт	Клинический случай с применением продукта Nobel BioCare	Nobel BioCare	Продукт	---	---	---	---
1	Nobel BioCare — интервью с экспертом	События и встречи профессионального сообщества, обзорные материалы (не обязательно), интервью с экспертами (не обязательно)	Nobel BioCare	Технология	---	---	---	---



>17,000

subscribers: dental surgeons and implantologists.

>0.3 MILL

Monthly coverage of the SMM campaign by narrow target.

>50

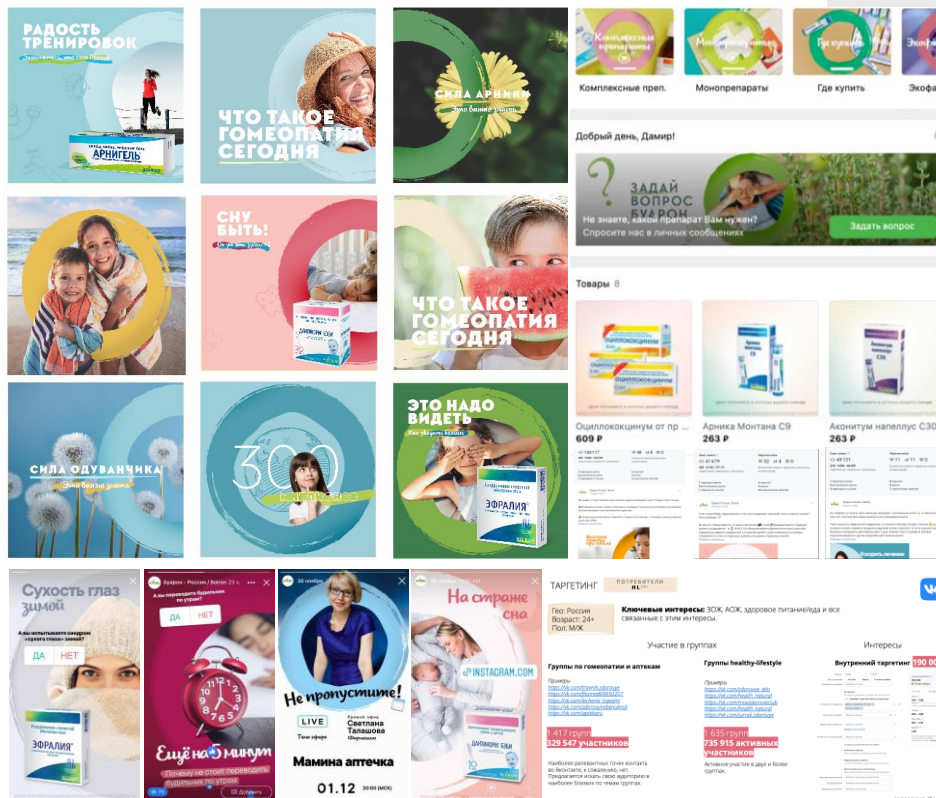
Posts/ stories from the events in the field of dentistry.

SMM RETAINER FOR

Boiron

WHAT HAVE BEEN DONE:

- Integrated SMM promotion:
- Development of SMM content,
 - Generation of design support, photo support,
 - Community management
 - Targeted advertising, collaboration.



>20,000

New subscribers within 8 months.

>2 MILL

- Monthly brand reach

10

Collaborations every month

>20%

Average level of involvement (Engagement Rate)

>40 MILL

Potential targeting capacity based on SMM strategy.

SMM RETAINER FOR

MGIMO

WHAT HAVE BEEN DONE:

- Content strategy for the faculty of business “Business Administration MGIMO”,
- Visual strategy,
- Community support,
- Targeted advertising strategy.

Алексей Немерюк
Первый заместитель
руководителя Аппарата Мэра
и Правительства Москвы

**Лекция Члена
правления ФГ БКС
Станислава Новикова**
26 МАЯ 16:00

**Наш декан награждает
футбольную команду
факультета**

Выпуск 1996

Факультет международного бизнеса МГИМО / МБДА
8 июня в 19:30

А вот одна из наших студенток, успехами которой мы хотим поделиться. Знакомьтесь, студентка 1 курса факультета международного бизнеса Анна Тамирова. Она участвовала в знаменитом на весь мир конкурсе «Модель ООН».

Это захватывающая ролевая игра, в которой студенты и старшеклассники представляют себя в роли сотрудников Организации Объединенных Наций. Вместе они обсуждают текущую повестку дня и ключевые мировые проблемы. Задача участников — высказать не личную точку зрения, а официальную позицию той страны, которую они представляют. Не просто, правда? Но участники должны совместно прийти к какому-либо решению.

Наша студентка участвовала в конкурсе «Модель ООН»

Савольева Анна
Послушайте нас, факультет МБДА! Будем общаться на ТУ ПОВЕСТКУ. В мае в формате онлайн мы провели бизнес-конкурс «Модель ООН». Это была отличная возможность продемонстрировать свои знания и умения в управленческой и организационной сфере.

Наша студентка участвовала в конкурсе «Модель ООН»

>100,000

Potential targeting reach “Top and Special language Schools”, “Their Parents”, “Top Employers”, State Authorities”.

>300

Posts from different categories.

>10

Broadcasts and events on VK and Telegram.



prpartner

Искусство Баланса



05

Event



ONLINE-CONFERENCE DEDICATED TO REBRANDING OF

Avast

The event was timed to coincide with the national Czech holiday of St. Martin. The traditional dishes were creating a holiday atmosphere, as well as the gingerbread making sets brought Christmas mood to the event.

WHAT HAVE BEEN DONE:

- An organization of online press-conference in teleconference mode with the foreign speaker and simultaneous interpreter.
- Invitation of 17 journalists from information agencies.
- All of the journalists got a chance to try traditional Czech dishes from the best restaurants based in Moscow.
- Everybody got delivered a branded gift form "Avast" company with branded kitchen appliances and at home making gingerbread set.



November 2018



17

Journalists from informational agencies, huge IT and business editions.

MEDIA

"TASS", "RIA Novosti", "PRIME", "Russian newsletter", TimeOut, etc.

70

Publications by the end of the event.

PRESS TOUR TO ST. PETERSBURG TO THE WATCH FACTORY

“Raketa”

PR Partner held a press-tour in honor to tercentenary of famous Petrodvorets Watch Factory “Raketa” (Rocket”) and the release of a new model of premium watches under “The Imperial Peterhof Factory” brand.

WHAT HAVE BEEN DONE:

- PR Partner’s event team organized a press-tour that included: an agreement with journalists, logistics, purchase of ticket, accommodation, meals, transfers, PCR-test for every single journalist.
- 10 redactors from leading media participated in the opening of the monument of Peter’s time-recreated sundial in the State Museum-Reserve.
- The gala-dinner for the media was organized in St. Petersburg, where the presentation of the unique “Imperial Peterhof Factory” watch have happened.



17

Journalists from leading glossy media.

MEDIA

“Merchant”, “Snob”, “Expert”, “Around the World”, Forbes, Robb Report, Harper’s Bazaar, Men’s Health, MAXIM, Cosmopolitan Shopping.

A TRIP TO ITALY WITH SMEG AT THE CULINARY STUDIO "FLOUR"

SMEG

Organization of the creative turnkey press-event for an iconic tech brand at the partners culinary studio "Flour".

WHAT HAVE BEEN DONE:

- Development of a creative strategy and activities for the event: Italian home party, culinary studio "Flour" decorated into Italian style, the atmosphere was emphasized by a musical selection.
- Guests were met by Pierrette, who took photographs with the guests and set them in the right mood for the event.
- All of the guests cooked Italian dishes (such as ravioli and panacota) in the format of culinary master class where they used SMEGs tech.
- By the end of the evening journalists and bloggers were gifted branded wooden cutting boards, as well as SMEGs cookbooks.



25

Media lifestyle journalists

MEDIA

Wmj.ru, Instyle, TimeOut, Elle Decoration, "Beauty and health", etc.

150TH ANNIVERSARY OF THE BRAND

TABASCO®

TABASCO GLOBAL KITCHEN was celebrated all around the world. PR Partner team members organized a turn key event in Moscow.

WHAT HAVE BEEN DONE:

- There were 8 gastronomic stations: the best chefs served dishes from all around the world adding a Tabasco sauce to them.
- Cuisines that were introduced to the guests were: Mexican, Italian, Oriental, Asian, Russian and American, as well as that there were cocktails and desserts with Tabasco sauce. There was a barbecue area on the roof, where they were treated to barbecue and hot drinks with sauce. There was a popcorn station at the even, which, if desired, could be supplemented with various sauces from the Tabasco line.
- Among the entertainment was also VR station with 360 video, with the help of which guests could plunge in an atmosphere of all of the stages of growing peppers and the production of the Tabasco sauce on Avery island.



prpartner

>80

Guests

MEDIA

Time Out, Elle Girl, Women's Health, Bazaar.ru, "Bread&Salt", "Beauty and health", Restoclub, etc.

25

Media and bloggers publications

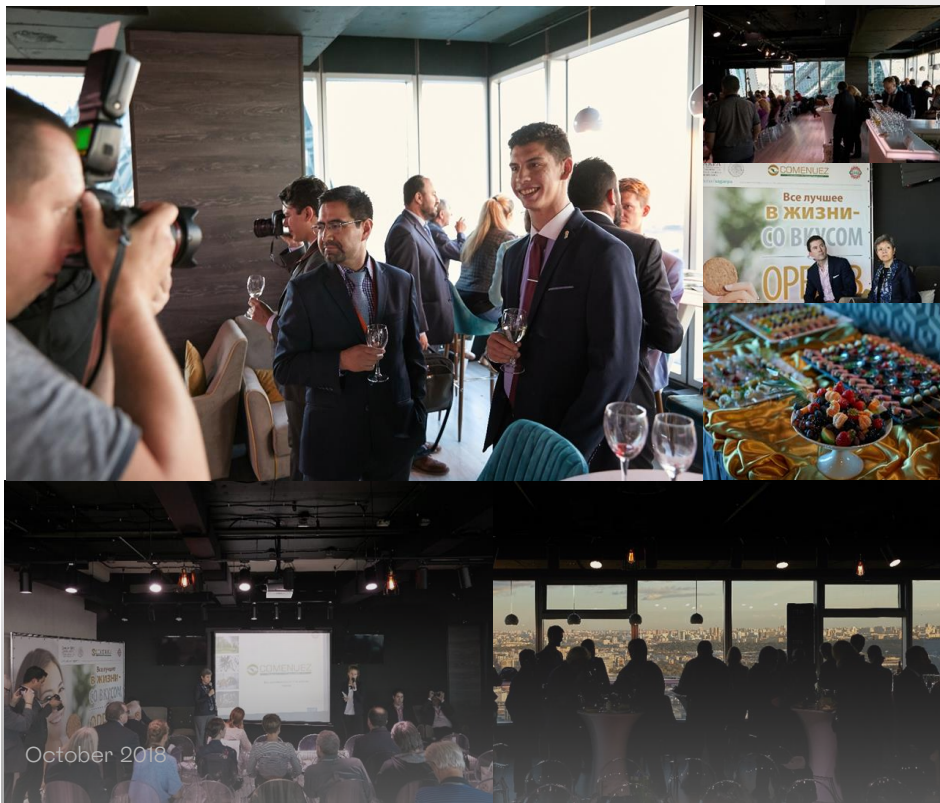
WORLDFOODS MEXICAN PECAN HOLIDAY

COMENUEZ

Event for the media and potential partners of "The Mexican nut producers" Committee (COMENUEZ) with the participation of the Ambassador of Mexico.

WHAT HAVE BEEN DONE:

- Concept development and event scenario.
- To make it convenient for journalists to get there, we have chosen a place near the Expocentre – a loft on the 43th floor of the Empire Tower in Moscow City.
- Journalists were able to attend a press-conference and have a pleasant evening with a panoramic view of evening Moscow after a long day at the exhibition.
- The PR Partner team organized the event, including the design of the loft, the organization of the buffet table, the invitation of the media, the registration of guests, the initiation of publications following the results of the press-conference.



>50

guests took part.

20

Media publications

MEDIA

"Kommersant", IA "Interfax",
Radio "Echo of Moscow",
Agro and Food media, etc.

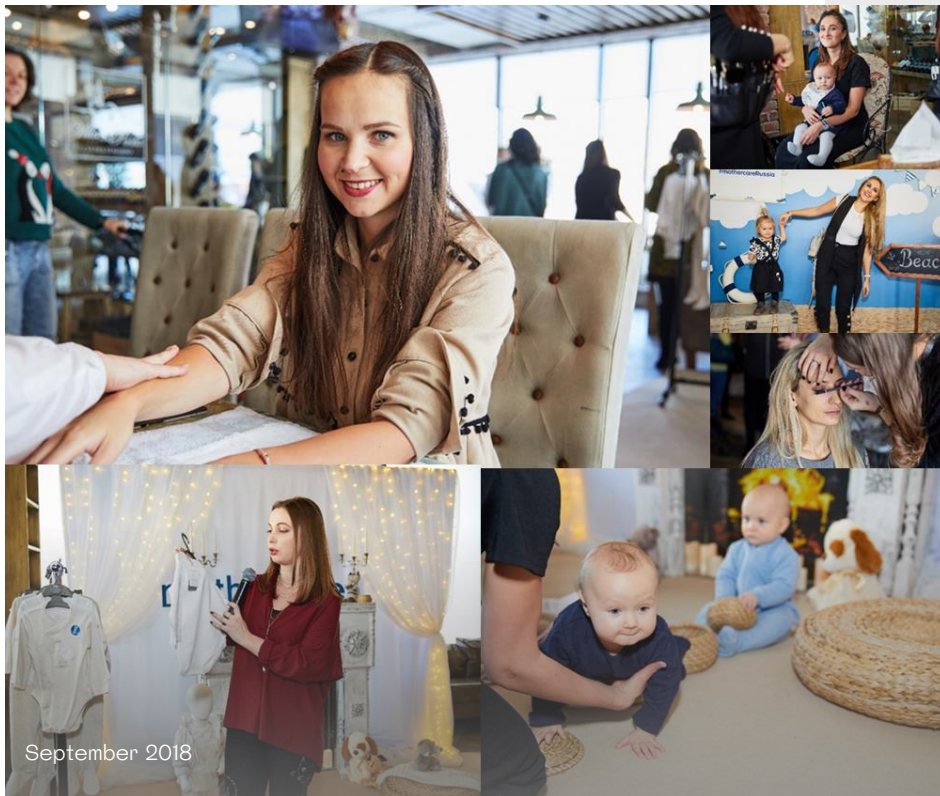
UNUSUAL PRESENTATION OF NEW LINES OF CHILDREN'S CLOTHING

Mothercare

Memorable and “viral” presentation of a new collection of children's clothing Mothercare for journalists and bloggers writing on the topics of beauty, family and lifestyle.

WHAT HAVE BEEN DONE:

- We decided to use three thematic photo zones to demonstrate children's clothing and build decorations: for the “Lamb” line- a family in the living room, for “Mothercare61” (streetstyle) – street photo in monochrome + red, for the “SeaAdventures” line — a beach corner.
- At every corner of the photozone the stylists were introducing the brands new collection, telling their guests about the fabrics of the clothing, the theme of the collection etc.
- A variety of different activities were made: for mothers — makeup and hand care stations, master classes in modeling drawing and building kits for children.



>50

Journalists and bloggers,
including 12 year olds.

MEDIA

Woman's Day, IA “RIA
Fashion”, Time Out, Lenta.ru,
“Liza. My Child”, etc.

«BEARD-PARTY»: CREATIVE-PRESS PRESENTATION

WAHL

WHAT HAVE BEEN DONE:

- A brutal party “Beard-Party” was organized.
- A stylish loft was chosen as the venue. The space was decorated with a wooden photo zone with a “bearded man” silhouette and a barber chair.
- There were drawers on the tables filled with the instruments and dried flowers. In these compositions, WAHL brand products from the line for home use were installed
- The PR Partner team prepared the script for the event and thematic competitions (e.g. beard decorating competition for promo models).



>30

Lifestyle journalists and bloggers at the event.

>30

- Media and bloggers publications following the result.

PRE-PREMIER SCREENING OF A DETECTIVE SERIES FROM

Sony Pictures

Pre-premier screening for the media and partners of the detective series "Carter" by Sony Pictures.

WHAT HAVE BEEN DONE:

- The PR Partner team was engaged in the invitation and accreditation of journalists, control contractors, photo zone design and meeting guests
- A fingerprinting master class was organized: identification and taking fingerprints.
- We invited a practitioner an expert who demonstrated what tools can be used to see the fingerprints on different surfaces, remove them and understand who they belong to.
- Master class participants got the opportunity to do it on their own and feel like real detectives.



>60
Guests.

MEDIA

The Hollywood Reporter,
TASS, "Russian Newsletter",
Yes, 7days, etc.



Thank you!

PR Partner Communication Agency

+7 (499) 647 47 17

115035, Moscow,

Sadovnicheskaya Emb., 7, office 6-7

sales@prpartner.ru

www.prpartner.ru