

VOICE OF GREAT IDEAS

# Friends of Brands cases



FRIENDS OF BRANDS

# About us

## Voice of important ideas

We create complex communication solutions for the promotion of brands and social projects.



# Services

- Brands positioning development
- Naming, brand story creation
- Branding (logo, identity, brandbook creation)
- Marketing, communication and digital strategies creation
- Creative ideas development
- Content marketing
- E-mail marketing
- SMM promotion and messenger marketing
- PPC advertising and media campaigns
- Sites prototyping and design
- Media relations
- Media and SMM monitoring
- Target audience research
- Corporate learning and business consulting

# Our clients



**BOSCH**  
Винайдено для життя

**MARCO**

**ТЕЗА**  
видавництво

**SSS**  
STABILIZATION SUPPORT SERVICES

**LV**  
LOUIS VUITTON

**Amway**

*FitCurves*

**ФОРУМ  
ВИДАВЦІВ**

**USAID**  
FROM THE AMERICAN PEOPLE

**COMFY UA**

**BILLA**

**ФОКСТЕР &  
МАКС**  
ВПЕРЕД ДО ПРИГОДИ

Let's do it,  
Ukraine!

CROSS | OVER

**Фармак**



**PRONTO  
FILM**

**Georg  
BioSystems®**

**РАДНИК**  
З ПИТАНЬ ВПО  
www.radnyk.org

**STUDENA**

**ilaya**



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Voice of Great Ideas

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# Communication campaigns



FRIENDS OF BRANDS

- Friends of Brands agency has a considerable experience of cooperation with international organizations and NGOs sector. Together we have implemented large-scale advocacy and education campaigns to highlight important social topics. In particular, we dealt with issues such as the problems of internally displaced persons, fight against bullying and veterans rehabilitation
- Part of our team dealt with gov comms cases, namely: comms support of the Parliament, NBU, the Ministry for Temporarily Occupied Territories and Internally Displaced Persons of Ukraine, Eurovision 2017

- Complex comms solutions development — is our main approach while working on projects. We implement all possible applicable toolkit: marketing and communications strategy, branding, media relations, cooperation with opinion makers, content-marketing, social media promo, media campaigns and PPC advertising
- We know how to create product in the way that results might be freely used by the client, his partners and engaged stakeholders
- Within strategy or brand development we always use different tools of audience research to receive feedbacks or test elaborated creatives such branding, key messages and motos
- While project realization we constantly test new approaches, monitor current results and KPIs and correct tactics while needed

Please find respective agency cases in following slides



# 1. Advocacy campaign

## Occupied, but still ours, 2018

**Project within cooperation with Radnyk — flagship programme of Stabilization Support Services (SSS) — under support of the British Embassy**

Advocacy campaign' aim: to draw the attention of legislators to the problem of deprivation of pensions of citizens of Ukraine who became victims of war and hostages of their own registration.

In the area of the government quarter we placed 16 citylights with provocative slogans and images of famous natives of Donbass. At the same time a targeted advertising on MPs was launched.

As a result of the campaign, legislation had to be amended to simplify payments and pensions (it was recommended to allow retirees to receive pensions and to undergo periodic physical identification at bank branches, crossing checkpoints in the “gray zone” without obtaining migrant status).





# 1. Advocacy campaign Occupied, but still ours, 2018

## ЗАПРОПОНОВАНІ ЗМІНИ

Скоротити 3 роки на період очікування виплати пенсії

Скоротити період на який виплачують пенсію

Скоротити період на який виплачують пенсію до 3 років за умови вступу до пенсійного фонду

Внести в законодавство зміни, які дозволять виплатити пенсію за 3 роки

### ТАКИЙ МЕХАНІЗМ ДОЗВОЛИТЬ

- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії
- ✓ Зменшити кількість пенсіонерів, які очікують виплати пенсії

## ПЕНСІОНЕРИ З ОРДЛО

Внесення змін до Закону про пенсійне страхування

Внесення змін до Закону про пенсійне страхування

Внесення змін до Закону про пенсійне страхування

### В ТОЙ ЧАС ЯК

У 2018 році Україна переплатила пенсії на **1 472 251,08 €** то **150 678,38 \$**

ураховуючи заборгованість пенсіонерів, це означає, що держава витрачає на виплату пенсій більше, ніж на виплату пенсій

## 59 400 тис. грн

Сума пенсій, які не виплачують пенсіонери з ОРДЛО

## 135 000 тис. грн

Сума пенсій, які не виплачують пенсіонери з ОРДЛО

## ВОЮЄМО ЗА ТЕРИТОРІЮ ЗАБУВАЄМО ПРО ЛЮДЕЙ

### ПЕНСІОНЕРИ ДОНБАСУ З РОКИ БЕЗ ПЕНСІЙ

## ДІЗНАЙСЯ БІЛЬШЕ!

## ВОНИ НАШІ

### ПЕНСІОНЕРИ ДОНБАСУ З РОКИ БЕЗ ПЕНСІЙ

## ДІЗНАЙСЯ БІЛЬШЕ!

# 1. Advocacy campaign

## Occupied, but still ours, 2018

### What we've done within project?

- campaign creative idea development;
- key messages elaboration;
- creatives design;
- placement of 16 city lights in the government quarter;
- content and design for infographics;
- landing development (content and design);
- PR-support (media kit development, materials preparation, media relations, cooperation with opinion makers);
- SMM-support (page moderation, content creation, targeting);
- media campaign coordination

### Key results:

- 2 expert articles prepared and published;
- 20+ publications on bill registration;
- info contacts coverage in media **67 774**;
- info contacts coverage in social media **85 941**;
- media campaign coverage **1 156 026**;
- social media growth:  
+914 page fans, 928 likes and 181 comments;

**Overall info contacts coverage 1 309 741**



## 2. Advocacy campaign for Radnyky project

Aim: advocacy of themes related to IDPs problems

### Tools:

- Facebook page management
- Targeted campaign
- YouTube videos
- Monitoring

### Key results (for three month):

- 385+ new Facebook page fans;
- 34 posts gathered 11 707 likes;
- [4 videos for Youtube](#) with 50 484 views;

**Overall info contacts coverage**  
**1163 000**



### 3. IDP wandering, 2019

**Project within cooperation with Radnyk — flagship programme of Stabilization Support Services (SSS) — under support of the British Embassy**

Migrant Wandering — is a board game that illustrates the most common problems that IDPs face every day. This is a non-profit project. More than 1,000 copies of the game were distributed free of charge to government agencies, NGOs and communities.

Our team conducted project media support:

- anti - crisis communications;
- game presentation in 12+ cities;
- media support

**Reach: 170 + media publications (including TV) and 690+ mentions in social media (within 1st month)**



## 4. Geneva Call ( since 2018 by now)

The Geneva Call is an international non-governmental humanitarian organization dedicated to protecting civilians in armed conflict. Since 2018 the organization is represented in Ukraine. The launch was supported by our agency.

### Tools:

- Facebook page management
- Targeted campaigns
- PR-support
- Media events coordination
- Mobile app promotion

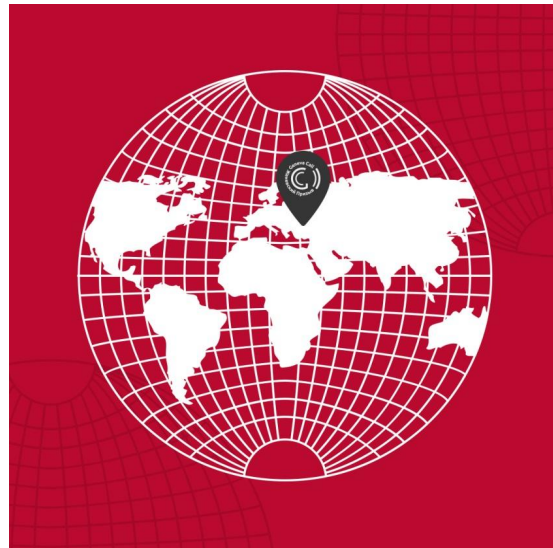
### Key results:

- 1800+ fans of Facebook page (within first three months)
- 5000 mobile app uploads

**Overall info contacts coverage**  
**11 000 000**



## 4. Geneva Call



## 5. Bez Broni (No armor), 2016/2019

**Project within cooperation with NGO Studena by support of UCBI**

Project aimed against the stigmatization of people that require psychological aid.

The project included the development of the online platform that provided training for veterans in the basics of psychological self-support as well as helped to find assistance initiatives closest to the veterans.



## 5. Bez Broni (No armor), 2016/2019

### Agency's responsibility:

- Working out of naming and project positioning;
- Development of communication strategy and creative idea;
- Realization of the promotional campaign;
- Coordination of video production;
- Search for media partners (1+1Media, UMH Group, TAVR Media – the largest media holdings in the country).

### Results:

- 610 displays of promotional videos on 1+1, 2+2, Ukraine, 112, 24 TV channels;
- 540 radio broadcasts on Melodia FM, Rocks, Russkoe Radio, Shanson;

The readiness of ATO veterans to turn to psychologists for help increased by 7% (according to the questionnaire survey).

**Overall info contacts coverage**  
**3 500 000+**



## 6. Online course on anti-discrimination & anti-bullying, 2018

**Project within cooperation with NGO Studena by support of USAID.**

Aim: comms support of educational project that aims to promote using of anti-discrimination and gender sensitivity approach in the teaching process.

Results:

- Now more than 12 000 of teachers passed final test on this training to increase anti-discrimination and gender sensitivity approach
- 90+ publications in media

**Overall info contacts coverage 5 368 563**

Moreover, we helped client in fundraising campaign on Big Idea. It took us 3 days to raise full amount of money we needed to create anti bullying part of training for primary school teachers.

## 7. Online course on prevention of professional burnout, 2019

Our team developed scenario and coordinated online course production.

In result [6 videos were created \(20-30 minutes each\)](#)

Soon course will be available on Radnyk project web page.





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