

ГДЕ РИСУНКОМ,
ГДЕ СЛОВАМИ —
О ЖИЗНИ
ГЕНИЕВ
В РЕКЛАМЕ 2018

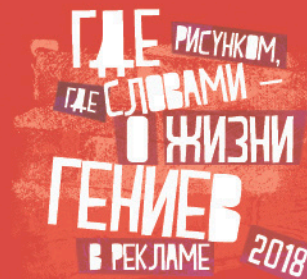
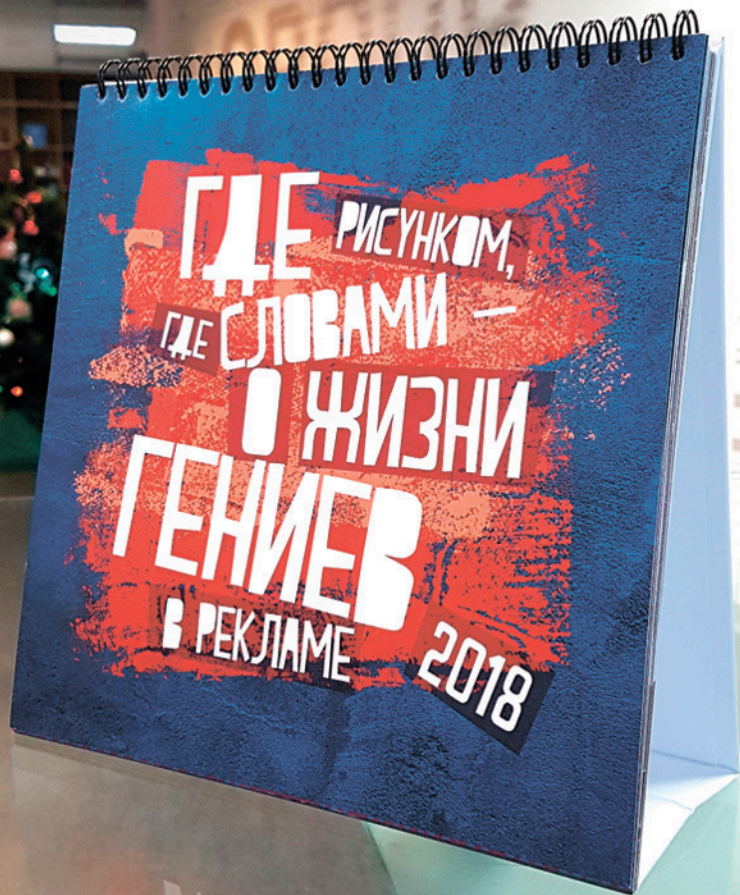
THE ADVENTURES
OF RUSSIAN GENIUSES
IN ADVERTISING
— IN WORDS
AND PICTURES

Мы так любим свою работу,
что иногда нам начинает казаться,
что маркетинг и реклама – это весь мир.
Но что, если маркетинг и реклама
действительно были бы всем миром,
а знакомые исторические события
происходили по их современным законам?
Мы представили, как выглядели бы в этом мире
великие деятели российской истории,
литературы, науки, искусства,
знакомые всем нам с детства.

Посмотрим?

We love our job,
and sometimes we start to think
that the whole world
is marketing and advertising.
But what if marketing, advertising
and PR really were the whole world?
And all historical events
took place in this world?

We imagined
what famous Russian historic personalities
– rulers, writers, scientists, artists
– might look like in this world.



CHALLENGE:

To create a calendar that will be a witty and inspiring gift for professional marketers, advertising and PR-specialists.

SITUATION:

The calendar recipients - professional marketers, advertising and PR-specialists - have a lot in common. A lot of terms, similar processes, projects, jokes, joys and pains. We decided to look at our common professional joys and pains from a different angle: to laugh friendly and a little bit rebelliously at our everyday worries.

SOLUTION:

A calendar that shows what famous Russian historic personalities – rulers, writers, scientists, artists – would look like...if they were marketing, advertising and PR-professionals.

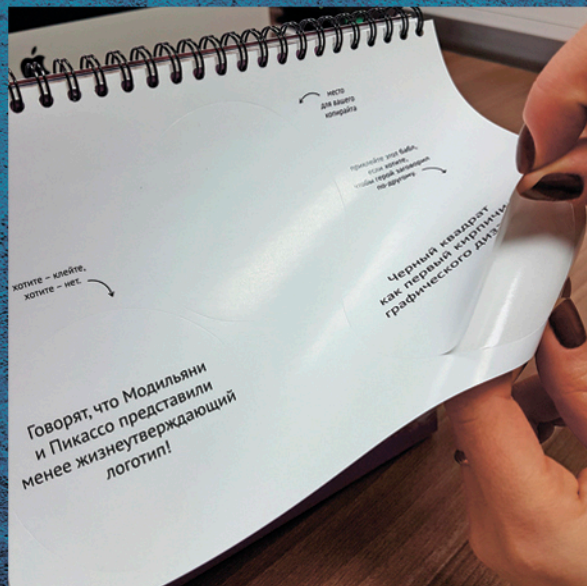


The personalities and historical events we selected are well-known by everyone in Russia from the childhood.

We added day-to-day realities of modern marketing, advertising and PR to the picture.

We used collage technique to combine the styles of the different epochs and modern marketing.





We let our characters talk: every personality tells his or her own joke in direct speech which is put in a bubble, as in the comic books.

Every personality has main bubble (printed) and two additional ones (stickers). If you get bored of the joke, you can change it to another version by putting another sticker on the calendar page.

We encourage you to be creative as well: the set of stickers for each page has a blank one. You can write your version on it.



Было болотом – стало культурной столицей.

ПЕТР I
ГЕНИЙ ТЕРРИТОРИАЛЬНОГО БРЕНДИНГА

Май

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
	1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										

Was a swamp – became the cultural capital.

PETER THE GREAT
THE GENIUS OF THE PLACE BRANDING

May

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
	1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										

Russian emperor who expanded the Tsardom into a much larger empire and led a cultural revolution. He founded St. Petersburg, the capital of Russian Empire, on the place that was just swamps and small villages. St. Petersburg is still thought to be the cultural capital of Russia.

Media plan for 2018

ДМИТРИЙ МЕНДЕЛЕЕВ

САМЫЙ СМЕЛЫЙ КРЕАТИВ
ЗАГОНЯЕТ В ТАБЛИЦЫ

Рекламироваться
нужно
периодически!

Июнь

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
18	19	20	21	22	23	24	25	26	27	28	29	30	

Июнь

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
18	19	20	21	22	23	24	25	26	27	28	29	30	

Июнь

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
18	19	20	21	22	23	24	25	26	27	28	29	30	

Media plan for 2018

DMITRI MENDELEEV

CAN PRESENT EVEN THE MOST
CREATIVE IDEAS IN A TABLE

Advertise
periodically!

June

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
18	19	20	21	22	23	24	25	26	27	28	29	30	

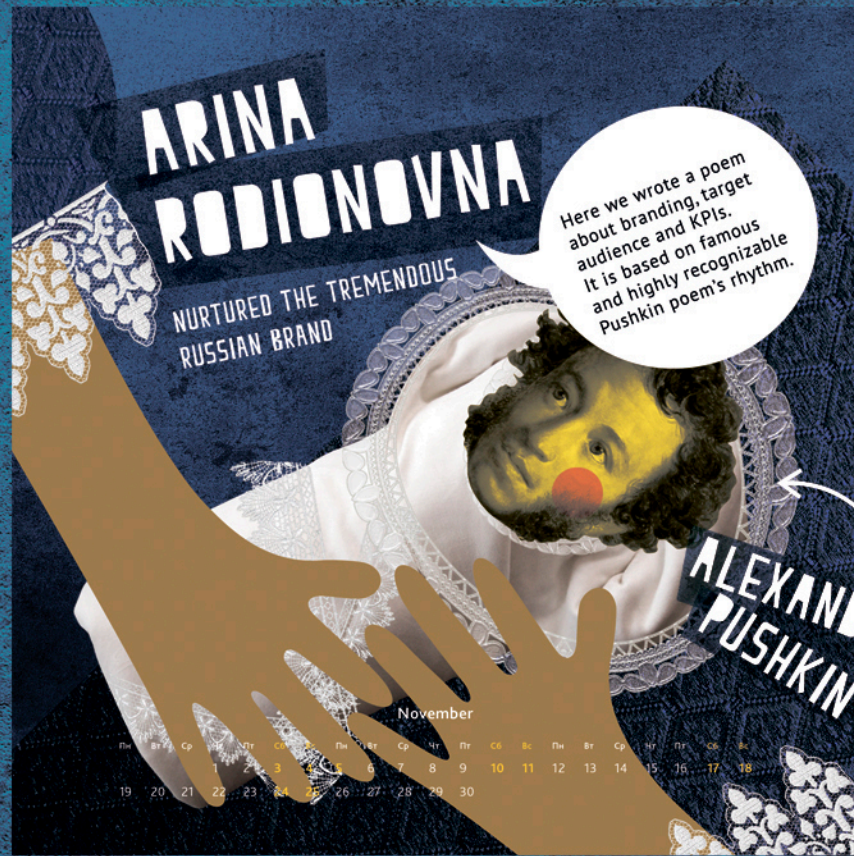
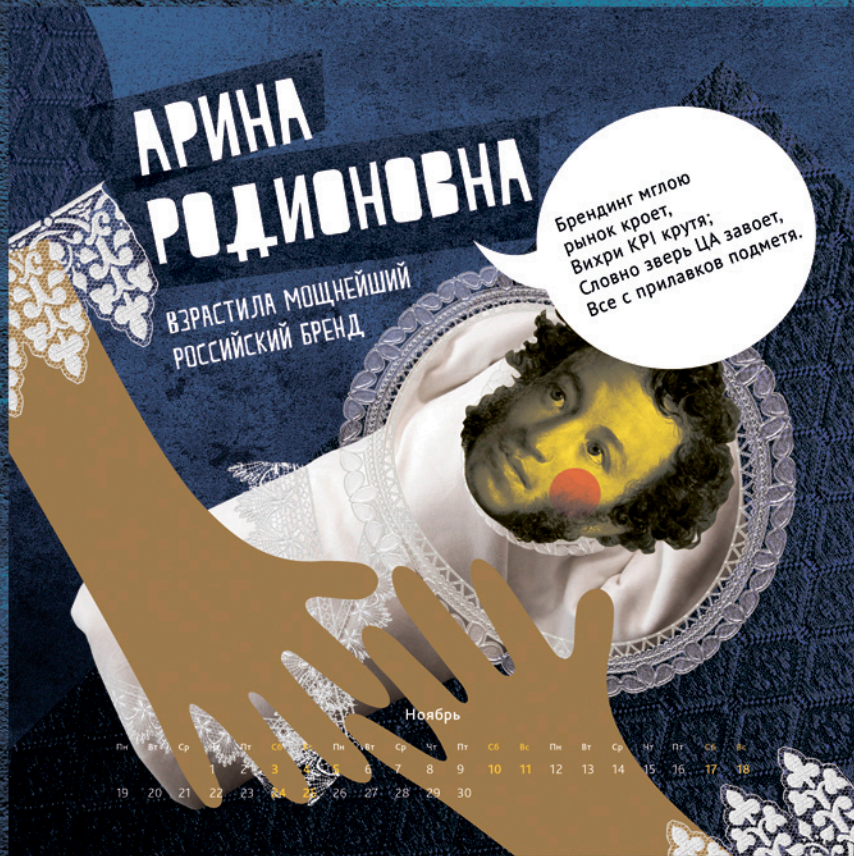
June

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
18	19	20	21	22	23	24	25	26	27	28	29	30	

June

Пн	Вт	Ср	Чт	Пт	Сб	Вс	Пн	Вт	Ср	Чт	Пт	Сб	Вс
			1	2	3	4	5	6	7	8	9	10	11
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Famous Russian chemist and inventor.
He developed The Periodic Table of Elements.



Arina Rodionovna – well-known nanny of Alexander Pushkin, who is considered to be the greatest Russian poet and the founder of modern Russian literature.



The first man in space. Everyone knows the words he said before launching to the orbit: «Let's go!» (Poekhali!)



AND MANY OTHERS...

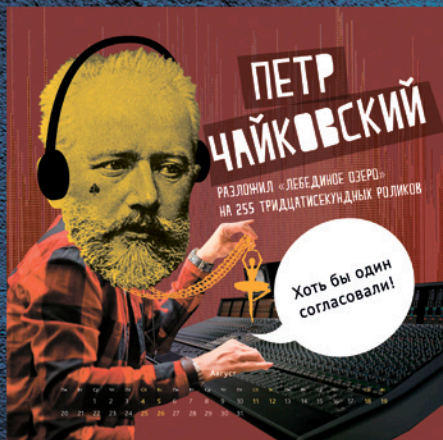
Every month is a new page and a new game round.

You meet lyrical poet Alexander Blok: he transforms even most prosaic briefs into poetry.

Fable writer Ivan Krylov declaims stories with moral lessons about PR.

Pavlov's dog – famous participant of the psychological studies carried out by Russian physiologist Pavlov – is conducting marketing research.





AND MANY OTHERS...

Every month is a new page and a new game round.

Composer Pyotr Tchaikovsky is involved in audio advertisement.

Kazimir Malevich is tired of making amends and recommends to debrief Kandinsky for the next design project.

Empress Anna Ioannovna, who is famous for her feasts and fancy balls, becomes an event marketing specialist and throws corporate parties on a royal scale.



IT IS DIFFICULT TO TRANSLATE CULTURAL JOKES,
BUT WE TRIED.

THANK YOU

FOR WATCHING