

OMD

MEDIA DIRECTION  UKRAINE

...

agency credentials



MEDIA DIRECTION UKRAINE

LOCALLY ▶

27

YEARS OF
EXPERIENCE

#1

BY EFFECTIVENESS IN 2012-2017
ACCORDING TO EFFIE AWARDS UKRAINE

**TOP
10**

IN EUROPE
ACCORDING TO

WARC[^]
BY ASCENTIAL





MEDIA DIRECTION UKRAINE

GLOBALLY ▶

NORTH AMERICA

2 COUNTRIES
7 CITIES
1,900+ EXPERTS
\$18.5 BILLIONS OF BILLING

LATIN AMERICA

18 COUNTRIES
18 CITIES
800+ EXPERTS
\$1 BILLIONS OF BILLING

EMEA

65 COUNTRIES
85 CITIES
5,000+ EXPERTS
\$16 BILLIONS OF BILLING

ATP

17 COUNTRIES
29 CITIES
1,800+ EXPERTS
\$5.5 BILLIONS OF BILLING





WE ARE A PART OF **OMNICOM MEDIA GROUP**

ADVERTISING AGENCIES

MEDIA SERVICES

AMV BBDO

TBWA\ BBDO

OMG



phd



Hearts & Science

DIVERSIFIED MARKETING



FLEISHMANHILLARD



Interbrand

PORTER
NOVELLI

RAPP

CREATE

resolution

annalect[®]

FUSE

DATA & ANALYTICS



.. AND A PART OF **AGAMA** LOCALY IN UKRAINE

Media Direction | 

OMD Media Direction is one of the recognized leaders of the Ukrainian media market and for 5 years in a row the most effective media agency of Ukraine according to the Effie Awards Ukraine

PROVID

PROVID has been operating on the market since 1994. It has collected more than 100 national and international awards



agama

TALAN
COMMUNICATIONS

TALAN COMMUNICATIONS is an agency with 23 years of expertise in marketing communications

PLEON Talan

An exclusive affiliate of Ketchum

PLEON Talan is a full-service PR- agency that develops and implements powerful communication solutions for Ukrainian and international clients





BACKGROUND



more than **25 years** in the market



have developed and implemented more than **300 strategies**



received more than **50 industry awards**
(38 Effie from them)



have more than **300 clients** in our portfolio from different categories: FMCG, Retail, Pharm, Finance, communication services, cosmetics, logistics etc.



KEY PRODUCTS



**Strategical
Planning**



**Digital
Strategy**



**Placement &
Buying**



**Live-time
Reporting**



**Analytics &
Research**



**Leads Generation
& PPC**



**Econometric
Modelling**



**Media Consulting
& Trainings**





THE BASIC MODEL OF MEDIA PROCESSES

COMMUNICATION MANAGEMENT



RESEARCH



STRATEGY

BRIEF



ANALYSIS



PLANNING



PLACEMENT



BUYING MANAGEMENT



BUYING



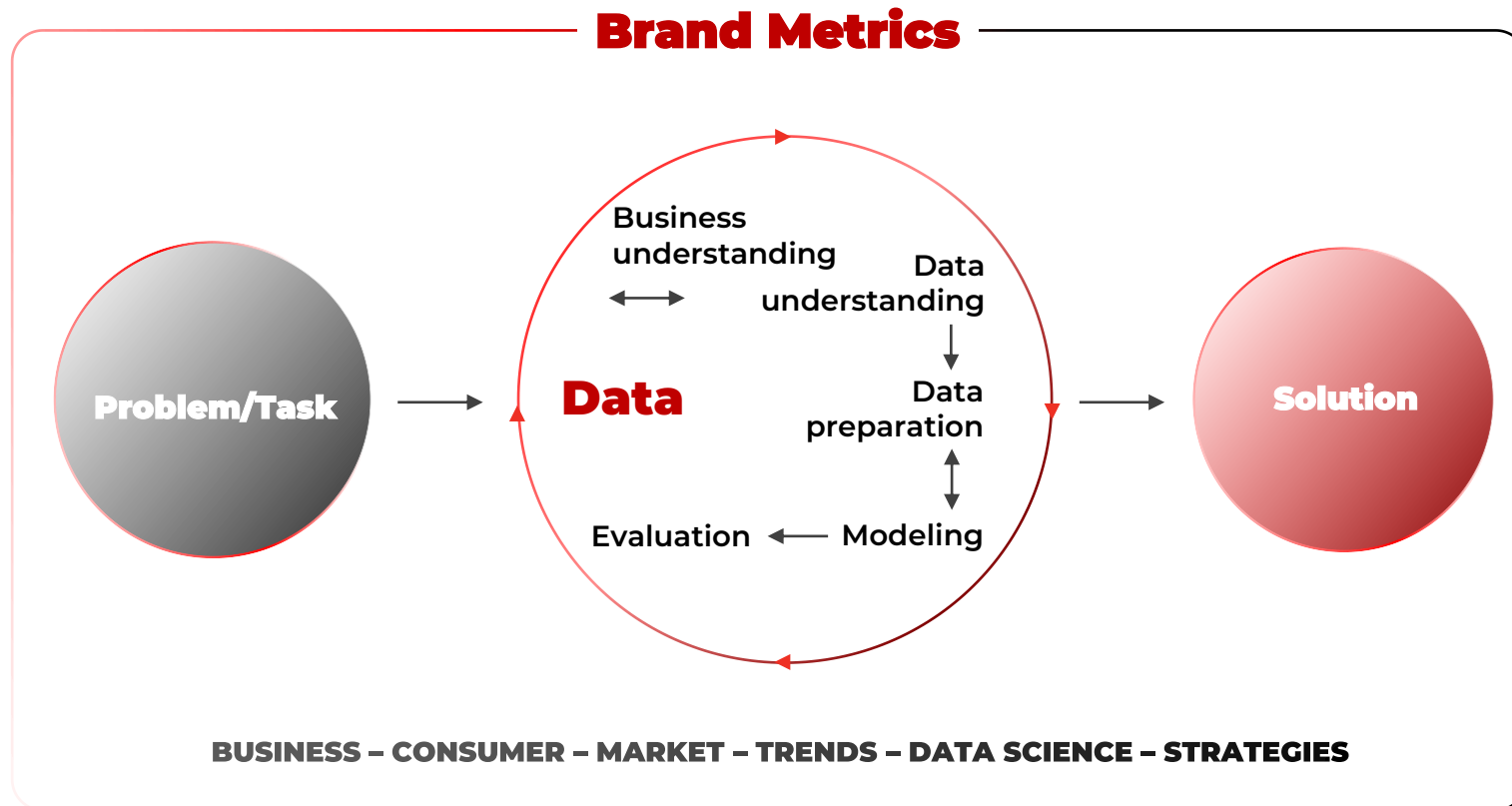
TRACKING/REPORTING

PLANNING MANAGEMENT



WE PROVIDE INTEGRATED COMMUNICATIONS

FOR COMPLEX SOLUTIONS BASED ON DATA



Media research and analytics,
Ukrainian market review/competitor
review, quantitative and qualitative
strategic analysis

Marketing trends and consumer
insights studies/category and market
studies/customer behavior
studies/reviews

Data-driven modeling brandmetrics =
econometric modeling /
management E-COMMERCE

OMD Design – the end-to-end process

AMBITION

Organizing ourselves around clients business challenges and solving the right problem

EMPATHY

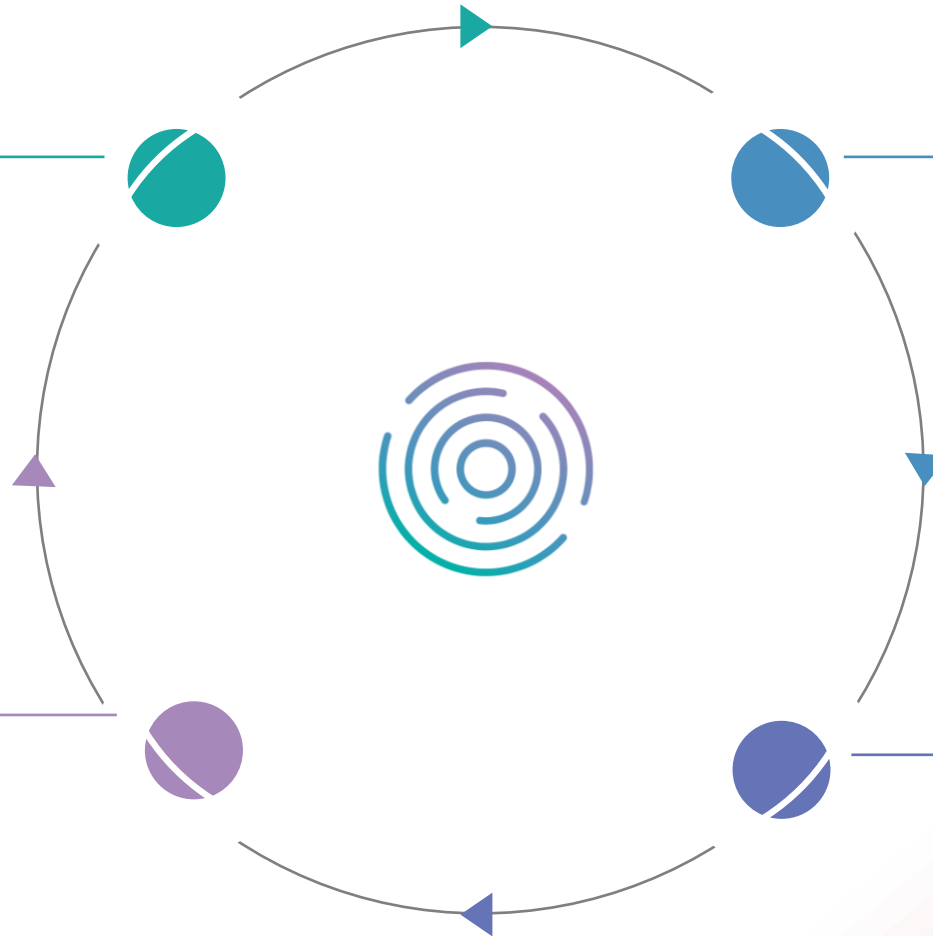
Developing deeper understanding of context, category and consumer and building this into a strategic approach

ACTIVATE

Flawless execution of plans through in channel expertise and optimization

CRAFT

Translating the strategic approach into the most creative, innovative and effective ideas and media activation

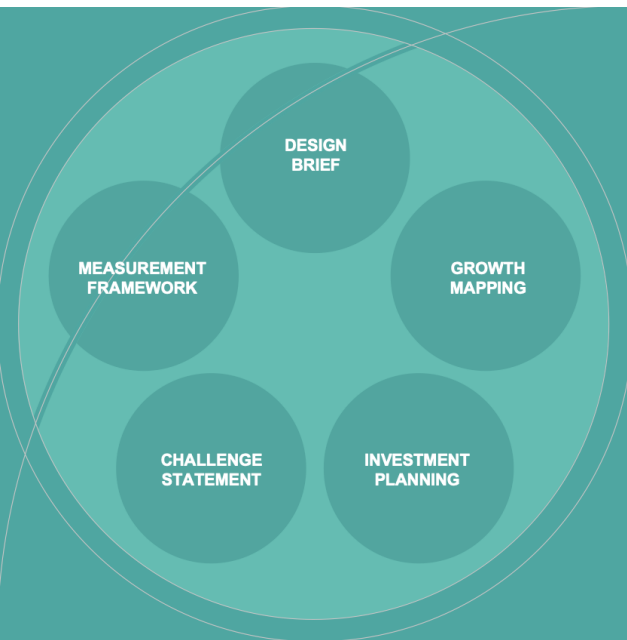


OMD Design

AMBITION



Setting ourselves up to win by defining and aligning on business goals and where the associated growth will come from



EMPATHY



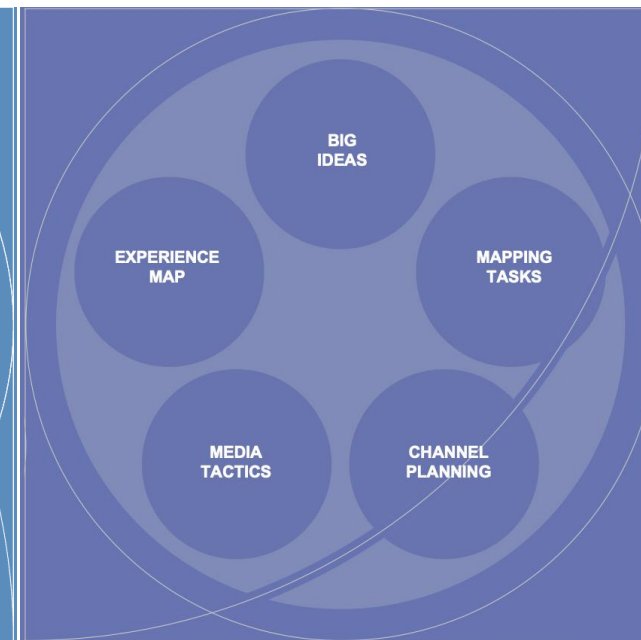
Deciding on who we need to target and what communications need to do to achieve the previously defined business goals



CRAFT



Designing the corresponding plan required to successfully connect with and persuade our defined audiences



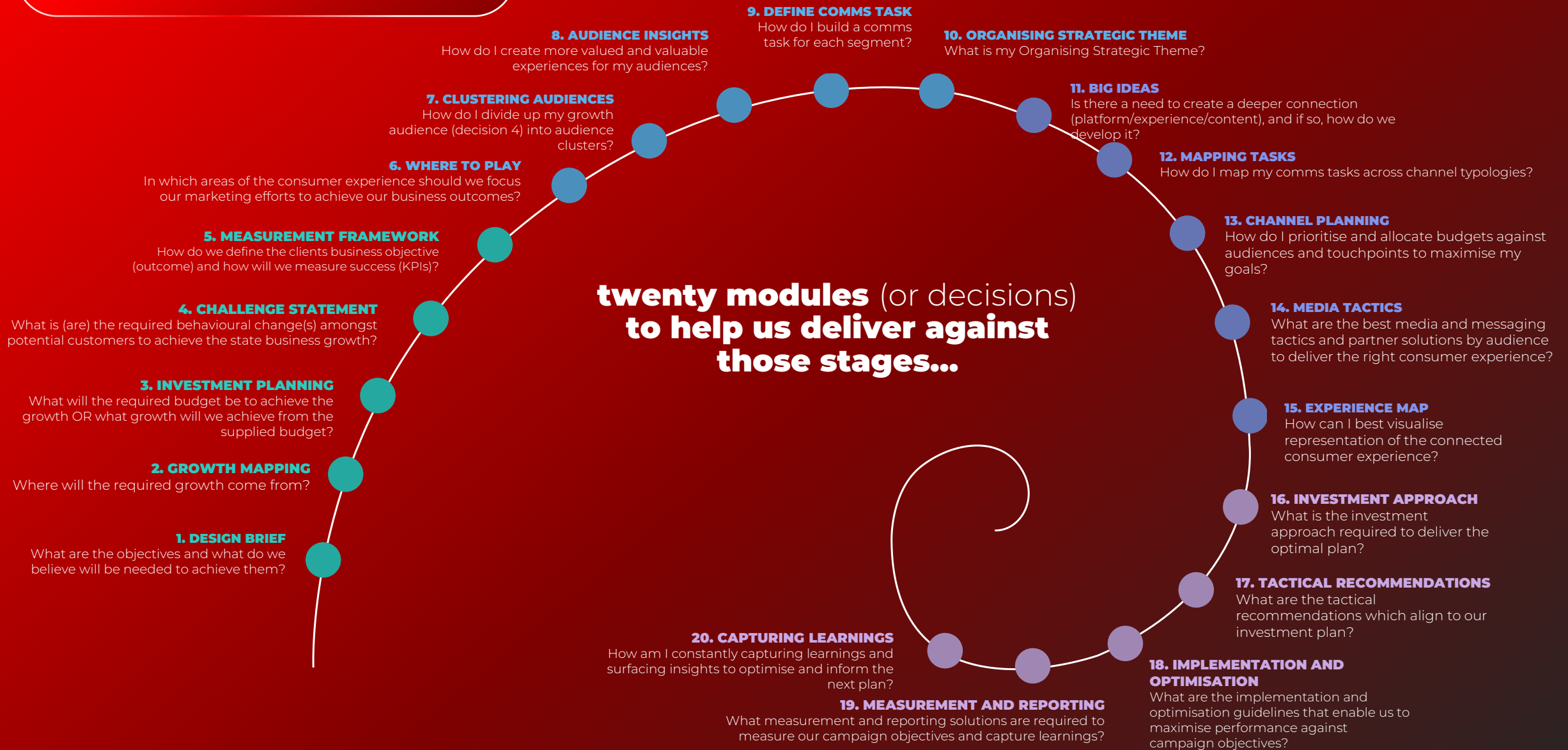
ACTIVATE



Activate and continually optimising our plan to dynamically drive performance and learn from the future activity



HOW IT WORKS



WE USE TOOLS FOR FOR DATA-INFORMED DECISION MAKING THAT MAXIMIZE IMPACT

MARKET AND CONSUMERS



- EUROMONITOR INTERNATIONAL
- Semantrum
- FORESIGHT FACTORY
- GEMIUS AUDIENCE
- eMarketer
- Snapshots | OMP
- KANTAR TNS | MMI
- Google Trends
- KANTAR TNS Connected Life

ACTIVITY OF COMPETITORS



- KANTAR TNS | CMeter
- nielsen
- @
- GfK
- SEM RUSH
- SimilarWeb
- GEMIUS ADREAL
- jagajam
- Popsters

TRACKING OUR RESULTS



- nielsen
- Facebook Business Manager
- GEMIUS
- Google Ads
- Google Analytics
- KANTAR TNS | MMI
- Display & Video 360
- Brand Health Tracking

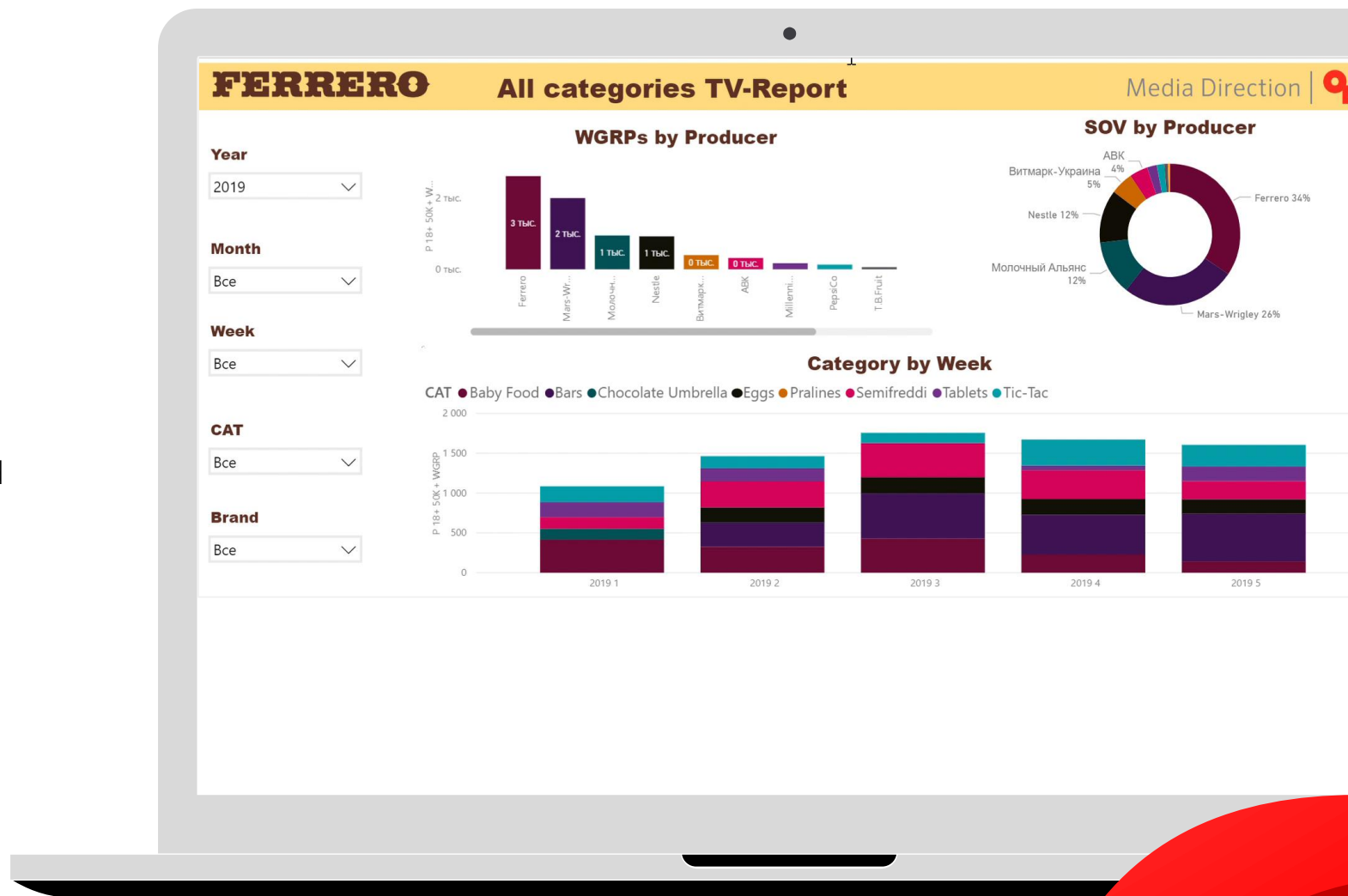
FAST ACCESS TO REAL-TIME REPORTS AND ANALYTICS



Live-time online dashboards

Real-time monitoring, reporting and visualization system of digital media campaigns

- actual customer campaign data
- competitor activity reports
- statistics and trends of industrial and internal customer trackers
- historical campaign data
- budget control
- KPI control for prompt actions to optimize campaigns



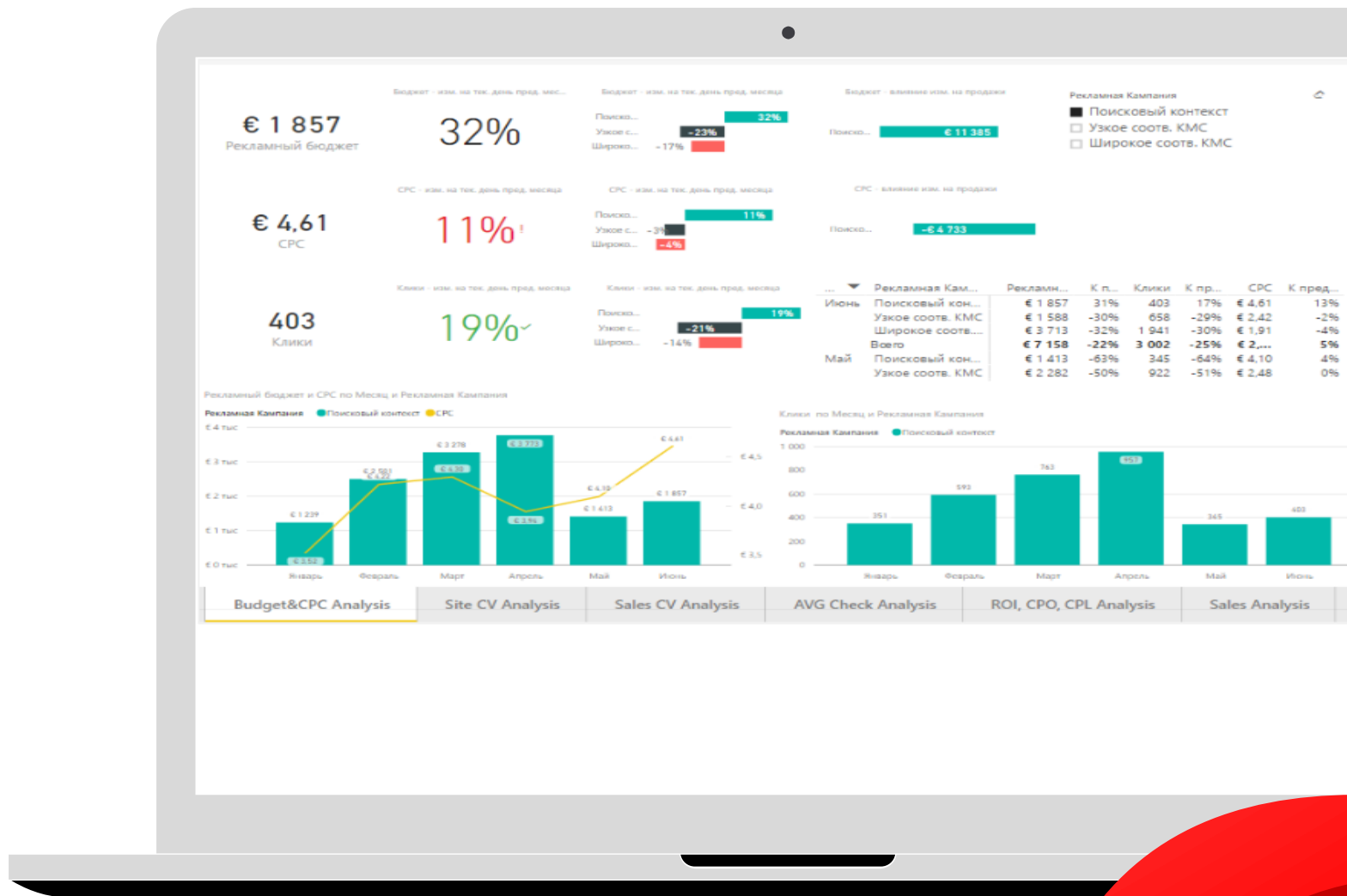
FAST ACCESS TO REAL-TIME REPORTS AND ANALYTICS



Live-time online dashboards

Real-time monitoring, reporting and visualization system of digital media campaigns

- actual customer campaign data
- competitor activity reports
- statistics and trends of industrial and internal customer trackers
- historical campaign data
- budget control
- KPI control for prompt actions to optimize campaigns



OUR EXPERIENCE MAP: KEY CLIENTS, KEY CATEGORIES



FMCG



RETAIL



FINANCE



PHARMA



OTHER





AGENCY STRUCTURE

28+
people

KEY PEOPLE



Client Service Team
5 people

- Senior Account Manager
- Account Managers

Digital Buying Team
5 people

- Digital Head
- Media Buyers

Strategy and R&D Team
4 people

- Strategist
- Research and analytics

Planning & Buying Team
5 people

- Buying Lead
- Media Buyers



Dmytro Mosharov
Managing Director

People management, strategic expertise, data visualization, finance, administrative

15 years in media and communications

Clients; Hyundai/KIA, AXA, LVMH, Bayadera, Velmart, ProCredit, BNP Paribas, TZMO, STADA, Acino, Dileo Pharma, Kormotech etc.



Olga Vorsa
Client Service Director

Project management, client service, media planning

14 years in media and communications

Clients; Ferrero, Bacardi, Volia, Arterium, Actavis (Teva), LG, Hyundai/Kia, P&G



Halyna Amosova
Media and R&D Director

Team management, strategic & research expertise, buying & planning strategies

12 years in media and communications

Clients; Stada, Ferrero, Arterium, Bayer, Bacardi, Chipita, Hasbro, KRKA, Berlin Chemie, Danone, Red Bull, EFES Ukraine



Iryna Kosakovska
Planning & Digital Director

Team management, digital strategy, digital buying, PPC tools, trends & innovations,

16 years in media and communications

Clients; AbInBev, Unilever, Carlsberg, Honda, Volia, Microsoft, Wizz Air, Vitmark, MHP

FINANCIAL TERMS

We always feel responsible for the results of our clients' business development, and we understand that the effectiveness of media investments must be maximized under any circumstances.

That is why, within the framework of the partnership, we are considering a flexible agency remuneration system



A happy client is a happy agency.

Agency fee



FIXED PART

Covering basic agency needs, the team cost, administrative and other expenses



FLEXIBLE PART

Transforms into agency's gross profit and the team bonuses



CASE STUDIES



Task

Attracting new potential customers of the bank by New Card promoting

Realization

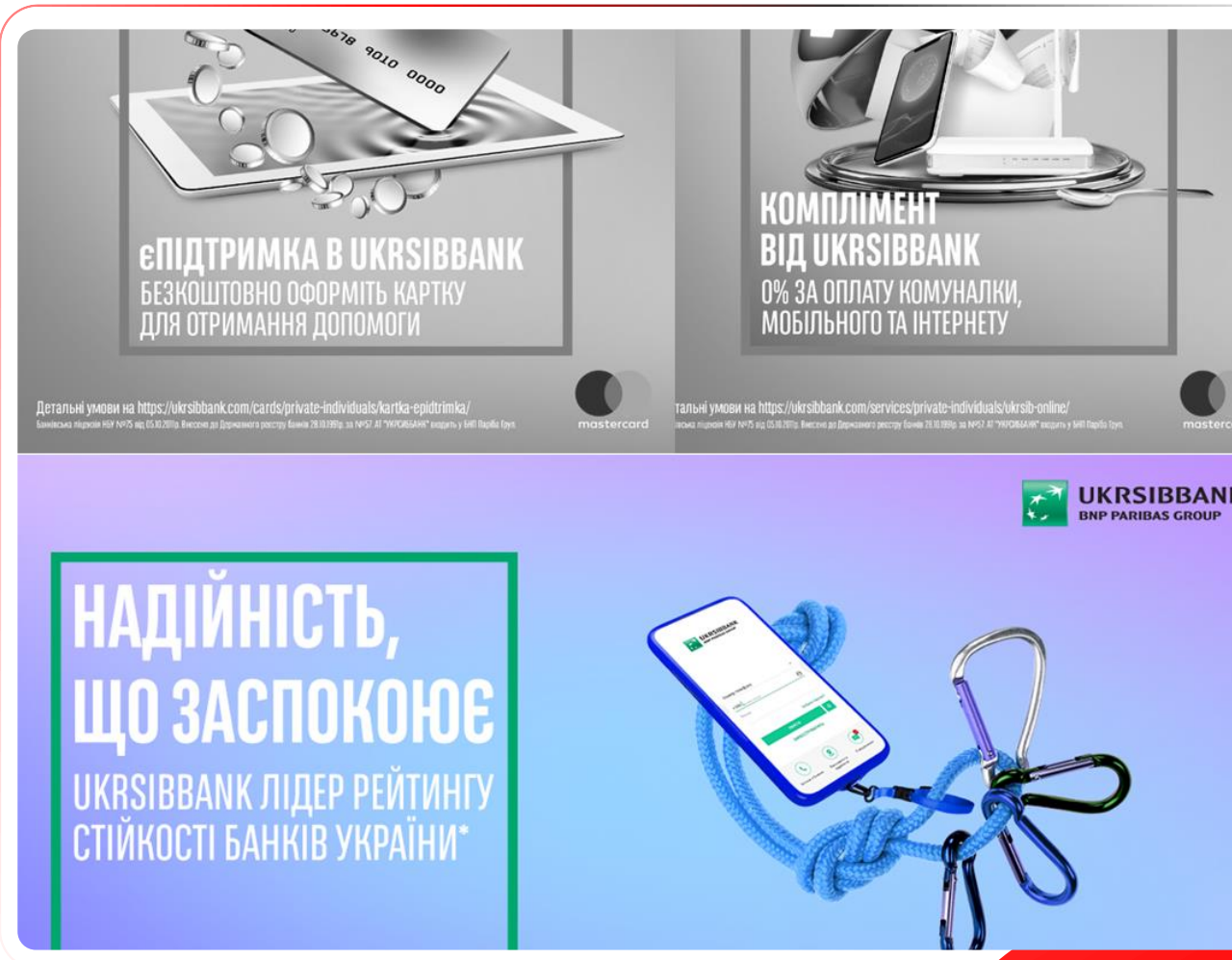
The main KPIs of the campaign were the completed application form on the bank web-site (leads) and the installation of the UkrSibbank application (installs). We use a mix of digital tools, such as Facebook, Instagram, Google Display Network, Google Search etc. and optimize campaign by changing share of each instrument depends on their affect on overall campaign KPIs. Additionally, we tested different creative assets and focus on the most effective for campaign results

Result

The planned indicators were exceeded: 35%+ more leads and 70%+ more installations for a lower budget VS planned one;
The results of the campaign were converted into new customers who became card holders

**+35%
leads**

**+70 %
installs**



Task

Increase OPPO brand image
Build Trust & Emotional bond, loyalty

Realization

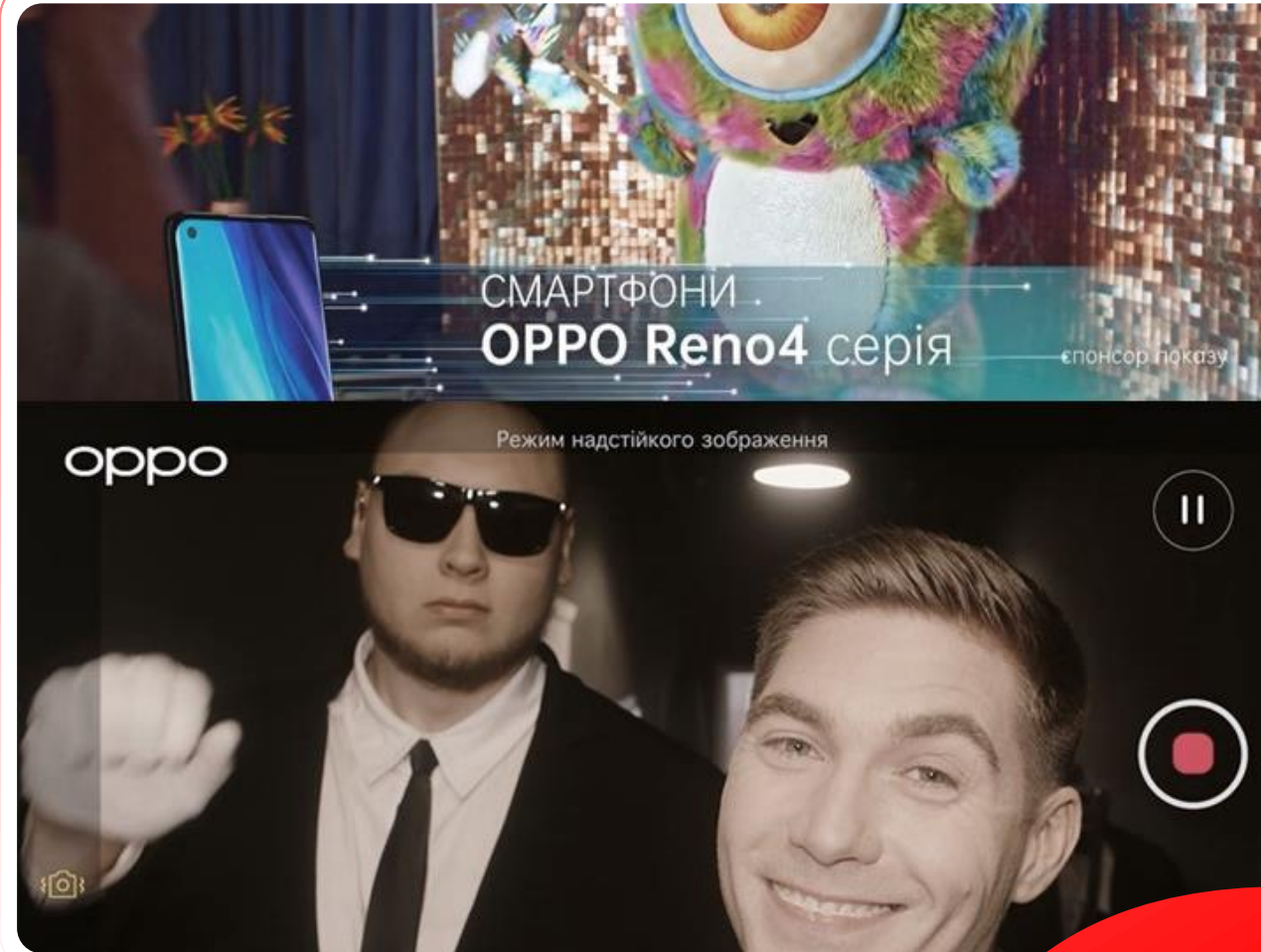
On the background of higher competitors' activity especially strong Samsung media support, the Brand had to differentiate and establish a strong image of the best qualities and technology mobile Brand. We used the deep integration in the Masked singer show on TOP Ukrainian channel. Additionally, we used announcement support on Ukraine TV channel and broadcasts of the show on YouTube to increase campaign reach

Result

All planned indicators were over-performed: TRP, Reach
Increased interest for OPPO - Google searches of OPPO peaked during the broadcast of the show within a week
OPPO was the leader of the category according to results of the campaign

**Brand become
the leader in
sales**

**Brand got the
highest SOV on TV
vs main competitors**



Task

Identify influencing factors on calls to determine which communication channels to use to increase the incoming call flow

Realization

Applying mathematical analysis to the "Incoming Calls to Call Center" metric. Adding the parameters that influenced the conversion from media activity to calls, and from them to requests and sales, to the model. Forming a sub-model to control business objectives

Result

overall growth potential in compliance with all recommendations

+8%

per TV Rating VS previous campaign

+58%



WARC Media Awards 2018: Bronze



Task

Generation of traffic to the Internet site of the link <https://novaposhta.education/> in order to maximize conversions for the project "School of Business" in certain cities of Ukraine

Realization

To achieve our objectives, we used such instruments of traffic generation as Google Display Network, Facebook & Instagram as obligatory channels of interaction with the user, which allow us to reach a high percentage of the required audience and have wide opportunities for setting up an advertising campaign. We also connected a Search campaign as an auxiliary tool

Result

increase in conversions - Click on the "Fill out the form" button

+72%

increase in actual clicks compared to the planned indicators

+424%

-43%

cost optimization AV. CPC



CALL CENTER LOADINGS

Task

Call center loading forecast, for further effective management of work and calls

Realization

Implementation of the Brand Metrics econometric model
Detection of the dependence of incoming calls on the volume and structure of placement on TV during the day
Calculation of the percentage of delayed calls depending on the time of the advertisement during the day and day of the week
Adjusting parameters to achieve a higher conversion rate

Result

the growth of final sales, while significantly worse (compared to previous years) external conditions



decrease in the level of "missed calls" and "downtime"



BACARDI MARTINI

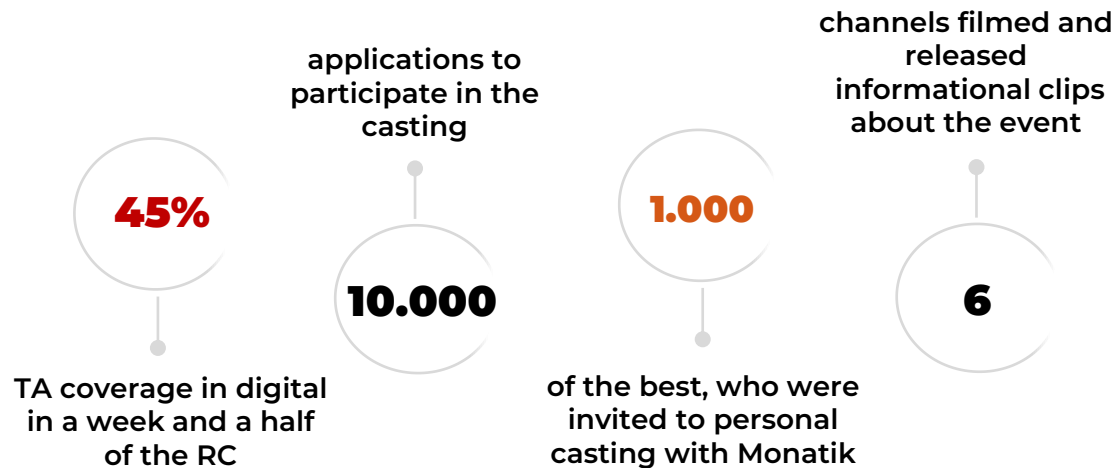
Task

Maximum coverage of the target audience with an advertising notification about the dance casting for Dmitry Monatik's project "YOU'RE THE ONLY ONE WHO CAN DO THAT!"

Realization

Given the short timeframe for the preparation of proposals and implementation of the campaign, it was decided to launch a reach-traffic digital campaign with targeting on the dancers, also connected a prominent video format in outdoor advertising on the Mall Gulliver

Result





OUR PRINCIPLES

- Effectiveness and efficiency of media investments
- Guarantees of placement quality
- Payment overdue negotiations
- Transparency, accountability and confidentiality



**THAT IS PROVED BY GLOBAL
MEDIA AUDITORS**

ebiquity

accenture



MediaSense[®]



OMD

MEDIA DIRECTION UKRAINE

Better decisions, faster.

...

