

KB ————— 12

## Credentials

2025

# Global execution meets local understanding

TALENT. MADNESS. FREEDOM.

Russia · Indonesia · India · Spain · LATAM · Armenia

- Since 2008
- 200+ in-house professionals
- 2000+ partnership professionals
- 16,000+ projects delivered

Full-cycle  
in-house teams

Trusted

by global and local brands

Expanding

into Nigeria through local partnerships

# About KB-12 group

- Creative & Strategy
- BTL Activations
- Digital & Social
- SSM & Performance Marketing

- Video Production
- HR & Staffing
- Exhibitions & Brand Spaces
- Branding & Design

- Events
- Merch & Logistics
- Marketing Research & Neurotools

16 073  
projects

5  
marTechs

6  
external teams

12  
internal teams

50+

clients from the top  
200 companies

We invent, develop, and implement  
creative  
and technological marketing solutions.

Ranked TOP-2 independent agency by  
EFFIE RUSSIA

Ranked TOP-6 digital agency by AKAP

2008

Established in

8

countries

# MAR TECH

**Retaility | Neutronet | Neirotrend | Product Way**

# NEIROTREND

## Innovations in advertising



1. Test the content to determine its effectiveness
  - Video / Animation / Boardomatics / Bulletin Boards
  - Brand Position, Attributes Positioning, Concepts
  - Naming / Logos
2. Interface improvement testing
  - Websites / Prototypes / Mobile Apps
  - Navigation / Cjm / Pos Materials
3. Gathering consumer insights
  - Opinions
  - Assessments
  - Feelings



# RETAILITY

## VR/AR GameDev

We develop comprehensive VR/AR solutions tailored to any business objective.

We create detailed 3D environments and immersive simulations, conduct research on user behavior in virtual spaces, and build immersive training simulations for staff development and product demonstration.

### Applications of VR:

- Games, retail, showrooms
- Presentations, real estate
- Medicine and education
- Exhibitions, conferences, and more

### Applications of AR:

- Games and mobile apps
- Marketing activities
- Exhibitions, conferences, and more



[watch video](#)

# Clients

Yandex

SBER

beeline

Spotify

TELE2

MTS



\* Kimberly-Clark

P&G

Unilever

Henkel

M

+30

major local brands in FMCG, banking, and manufacturing

# Awards



**Popai Awards**  
Silver ×2  
Bronze



**MIXX Awards**  
Gold ×2  
Silver  
Bronze



**Tagline Awards**  
Gold ×3  
Silver  
Bronze



**ADCR**  
Bronze



**Silver Mercury**  
Gold ×2  
Silver ×6  
Bronze ×2  
Special Prize



**Runet Rating**  
Silver



**G8**  
Winner



**Effie Russia**  
Silver ×4  
Bronze



**Red Apple**  
Silver  
Bronze ×6



**Advertising of the Future**  
Bronze



**Perspectum awards**  
Gold  
Silver ×3

# CASE STUDIES

Campaign ideas, storytelling, and key visuals  
Silver Mercury, ADCR, and more

360° concepts for digital and field activation

Local adaptation of global platform



Awarded at

# Spotify

EffieRussia

Silver x2



Launch of an audio streaming service in Russia and CIS, including the development of a communication strategy and creative concept, as well as their implementation.



1. The **most successful service launch** in the history of service
2. The **most downloaded app** in AppStore and Google Play in 3rd week of launch

# Home credit bank

Launching a debit card for gamers



**Silver Mercury**  
Silver ×2  
Bronze



**ADCR**  
Bronze



[watch video](#)

Using creative in-game mechanics in CS:GO and DOTA, we showed the gaming audience that

5% cashback is a very large amount



# Burger King

We simply created a fake — and everyone believed it! Yet the burger was no fake — we made it happen.

## Impressions

11 704 385

Overall Impressions

2 349 320

Unique Impressions

## Signature Project: The Dubai Chocolate Burger





## Bank, high-volume recruitment

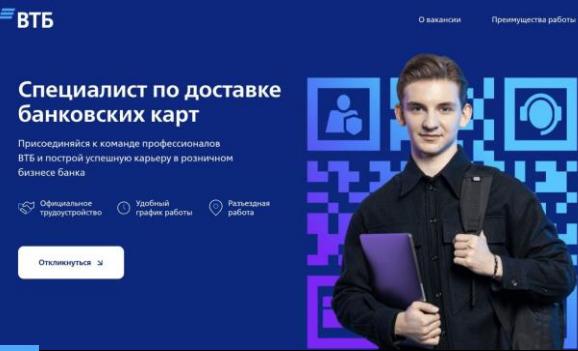
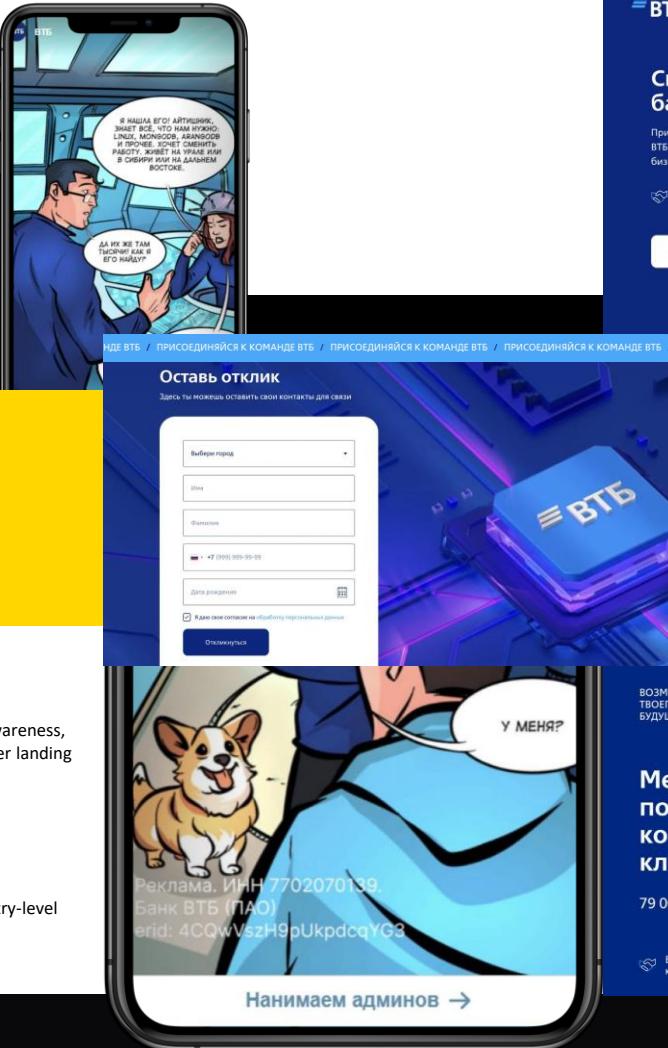
Client a bank with thousands of open positions across office, call center, and card delivery roles

### PROJECT / CHANNELS

Candidate acquisition via Telegram Ads and programmatic campaigns for awareness, Yandex.Direct and VK Lead Ads for applications, supported by a unified career landing page.

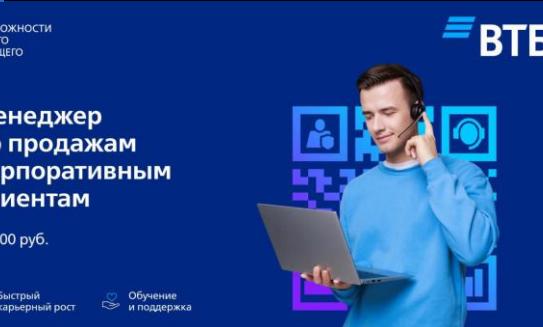
### OPTIMIZATION ACTIONS

Implemented a role x city matrix with custom creatives and bids; moved entry-level positions to VK lead forms, while middle+ roles directed to landing pages.



## RESULT

CPL reduced from **~\$8.5 to ~\$3.9**, form conversion **UP 70%**, with a steady regional candidate flow; **~23.5M** impressions, **10,000+** applications.





## Retail+Finance, E-com, National brand

### CLIENT

An online store and a network of offline multi-centers (electronics + financial services).

### PROJECT / CHANNELS

Redesigned sales funnels, implemented geo-targeting by store locations, clustered the product assortment, and switched the optimization model to paid order-based billing.

### OPTIMIZATION ACTIONS

Drove online purchases and offline traffic to multi-centers; promoted deposit products through search, social media, and geo-services.

# RESULT

Purchase conversion **×2.5**,  
**<30%** ACR in non-branded product  
campaigns, **10M** reach, and **16,000**  
SKUs in promo.

## Рассрочные новости!

Честная  
рассрочка\*  
без переплат!

Успейте оформить  
до 31 марта



СВЯЗЬОН  
Маркет. Сервис. Банки. Вместе!

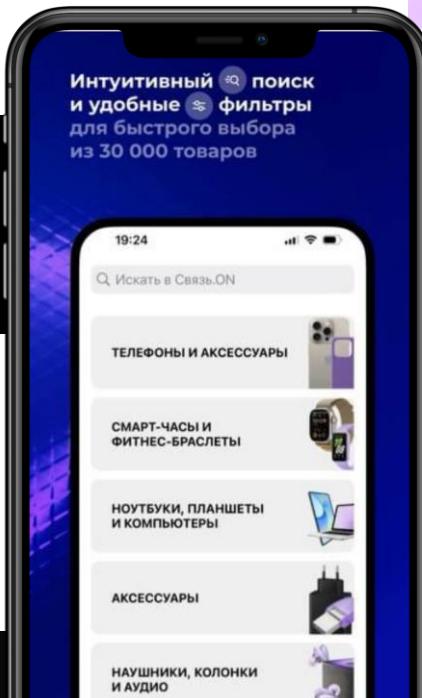
Безусловная выгода  
**-10% НА ВСЁ!**

Действует в мультицентрах Связь.ОН\* до 27.12.2024

СВЯЗЬОН  
Маркет. Сервис. Банки. Вместе!

Второй смартфон  
за полцены!

Рекламодатель: ООО «СВЯЗЬ.ОН»



# Pepsi

## Pepsi taste challenge

FROM OUR SIDE,  
THE FOLLOWING WAS WORKED OUT:

- Design and construction of the stand for PTC 2019 in Russia
- Development of a targeted program to achieve KPI for contacts
- Selection and management of staff
- Production of the stand and all necessary props for project execution
- Coordination of all project activities
- Submission of questionnaires and agreements to the research center to obtain results



[Watch Video](#)



# Tele2

## Launch of Tele2 in Ivanovo and Yaroslavl

FROM OUR SIDE,  
THE FOLLOWING WAS WORKED OUT:

- Development of the technical project for the brand zone
- Development of software and interactive content
- Setup and technical support for the event
- Activation in 12 key regional shopping centers
- Selection of performers and creation of a three-day show program
- Organization and management of promotional staff
- Decorative setup of the brand zone
- Production of POS materials
- Project management and 24/7 oversight



# Let's connect



Your brand. Our experience. Let's go.

KB

12

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