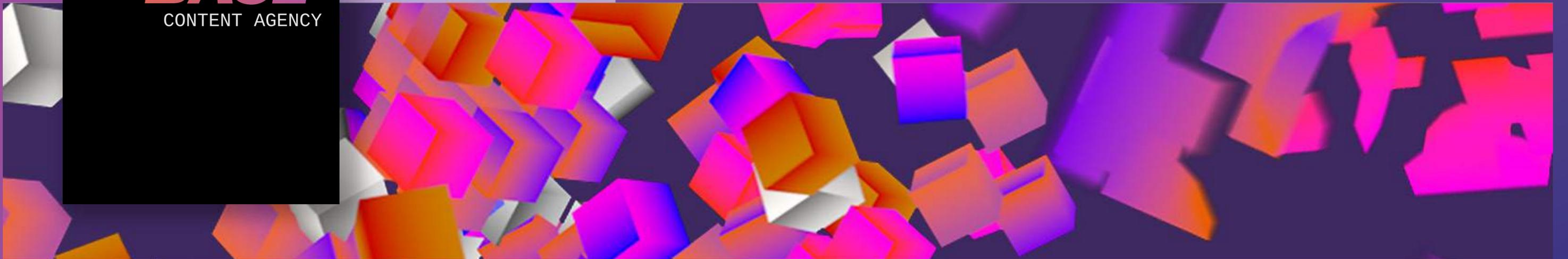


***INBASE***

CONTENT AGENCY



Frankly, the word "AGENCY" only partially describes the essence of our company. We tried to say "CLUSTER", but it was too mysterious.

That is quite simple in fact: we have launched our indie laboratory at the request of our clients who have always trusted in our creative work. So we see customers' confidence, their lust for something new and very realistic budgets as the investments in our successful start. This line we follow today.

Flexibility and openness are the basis of our corporate organization. We do not want to constantly increase the number of staff, we work in a team, and we are ready to play by the market rules, adapt to these rules or change them. Advertising, marketing, art... with us you can try everything, but on one condition: you are considering working with us as an investment in your business.



# PART

## PART 1. CONCEPT

Any idea is connected with the context: we know exactly to whom we want to talk and what and when we need to say. We send messages to the audience conceptually, that means we find fascinating solutions to impress our clients' customers. We use creativity to solve real tasks.

## PART 2. CONTENT

We translate the message to the language of the target audience. We fill the context with signs and images, and create stories with a particular connotation. Words, pictures and sounds help us to encrypt a message in such a way that it is easy to understand for those we are focused on.

## PART 3. CHANNELS

The message should reach the addressee. We carefully choose the channels, which can provide the desired contact with the audience when this audience is ready to communicate with the brand. So we observe different consumers in order to understand their behavior.

CLIENT COTY

PART IDEA  
CODE  
BRAND CONTENT  
SOCIAL

## THE PROMOTIONAL CAMPAIGN FOR CK2 BY CALVIN KLEIN

The project was adapted to the realities and specifics of the Russian market. We developed a mini website and announced a photo contest. In addition, we launched a viral campaign with a special application, this application allowed Facebook users to post unique relationship statuses. We supported the campaign by boosting our video with a call to start real communication.

> project

[www.ck2.lettoile.ru](http://www.ck2.lettoile.ru)

[www.youtu.be/IVeCUjitRPI](http://www.youtu.be/IVeCUjitRPI)

[www.get2gether.me](http://www.get2gether.me)



CLIENT BRUSSELS AIRLINES

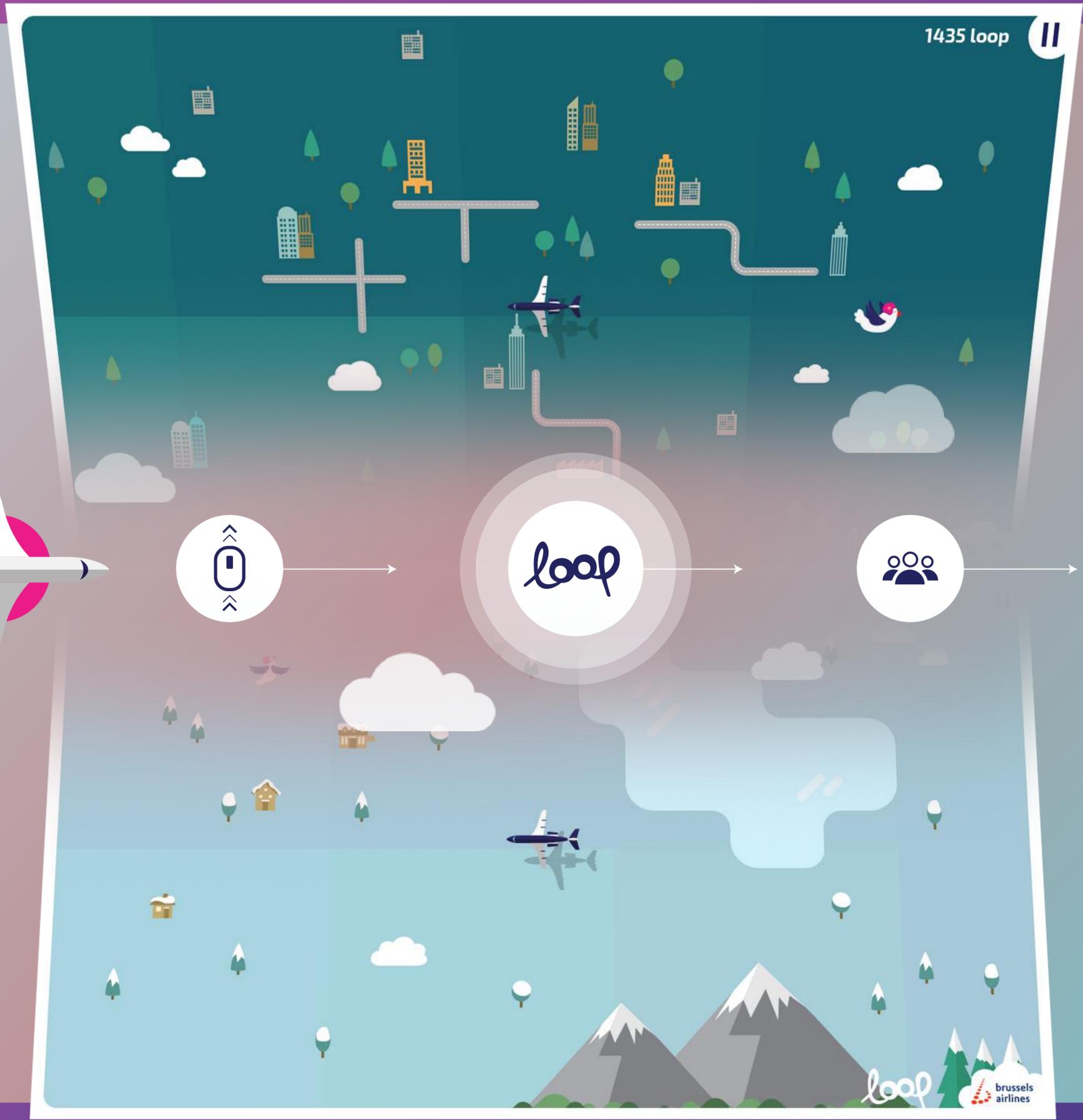
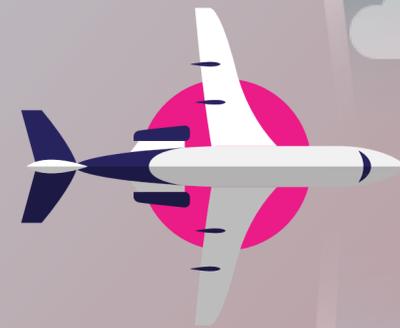
PART DESIGN  
CODE  
SOCIAL

## YOUR FLIGHT TO BELGIUM

We have been updating and promoting the mini site created for Brussels Airlines and Visit Flanders for several years. After the campaign #здесьбылПетр (#Peterwashere) which was dedicated to new flights from Brussels to St. Petersburg this page has been renewed many times, some of its reincarnations are for example a guide to the boutique town of Maasmechelen Village outlet and an online game "Earn LOOPS". During this time, flights to St. Petersburg became regular, and our cooperation with the client has expanded, so we have started to carry out even offline activities.

> project

[WWW.LOOP.PITER-FLANDERS.RU](http://WWW.LOOP.PITER-FLANDERS.RU)



CLIENT VISIT SWEDEN

PART IDEA  
CODE  
CONTENT  
SOCIAL

## LISTEN TO STOCKHOLM

The campaign "Swedish wave" started a few months before the Eurovision Song Contest in Stockholm.

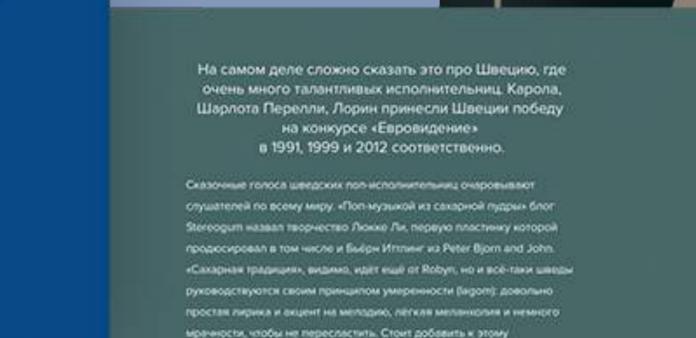
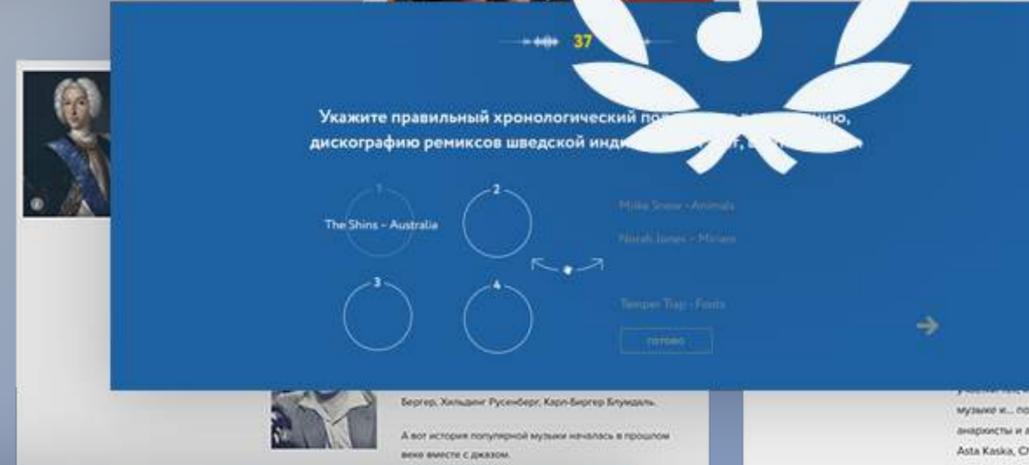
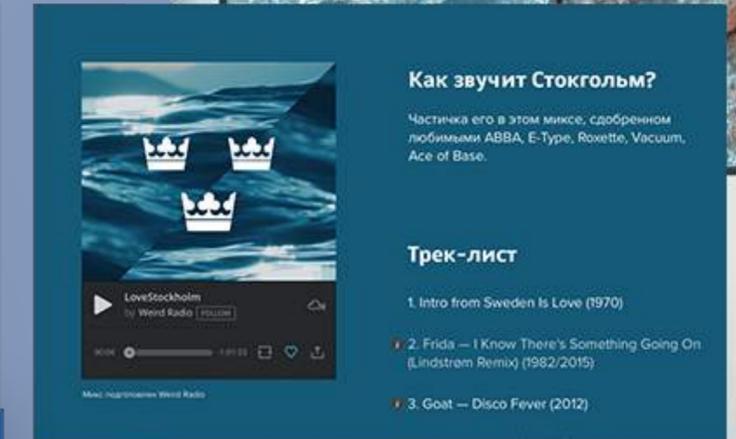
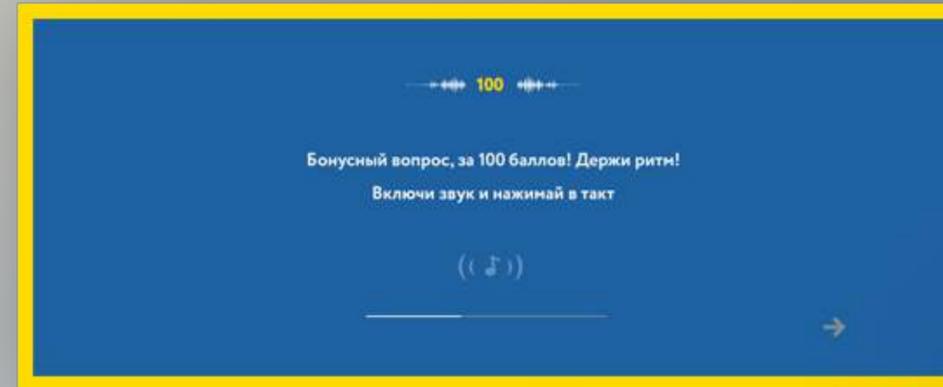
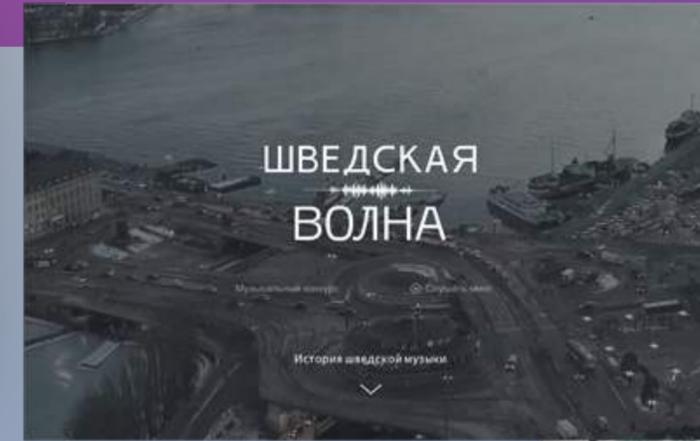
We developed an online quiz about Swedish music; clues were hidden in our long read story as well as encrypted in a specially written pop music mix. Thematic content we promoted on social media, we also used Readymag and Mixcloud as alternative sources of traffic.

> project

LONGREAD

WIDGETS

(the widgets were integrated into site visitsweden during promotion campaign)



CLIENT NEVA MILK

PART IDEA  
BRAND CONTENT  
SOCIAL MEDIA MARKETING

## SAY "FETA CHEESE"

Our cooperation with Neva Milk is a story of several brands' promotion on Facebook, VK, Instagram and OK. We have shown that cheese could be glamorous and stylish as well as be a part of a healthy diet.

By working together with chefs we have created thematic menus showing that feta "suits" many dishes, not only the Greek salad. By the way, some of restaurants had to take into account followers' requirements and to start cooking new dishes on a regular basis.

> project

[WWW.FACEBOOK.COM/SIRTAKIFETA](http://WWW.FACEBOOK.COM/SIRTAKIFETA)



CLIENT COTY

PART IDEA  
VIDEO PRODUCTION  
BRAND CONTENT  
SOCIAL

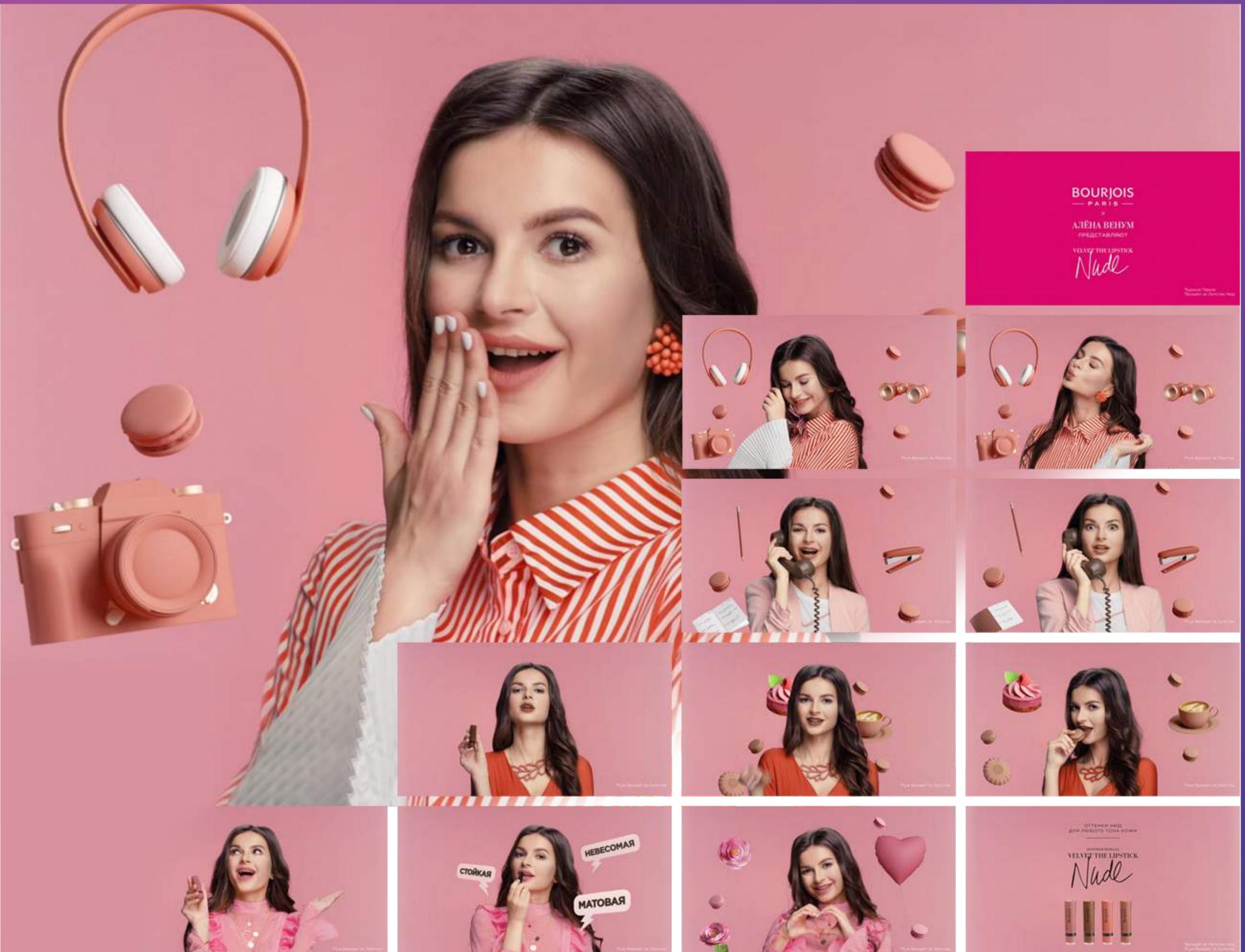
## ROUGE VELVET THE LIPSTICK & ALANA VENUM

Popular blogger Alana Venum became the face of Bourjois in its new campaign. We produced a stop motion video published on Alana Venum's Instagram. Four other videos with Alana were also used to promote Bourjois lipsticks on YouTube. In addition Alana published backstage stories.

Instagram post views: 574 000  
Instagram post comments: 10 200  
YouTube videos views: 782 000

> project

[WWW.VIMEO.COM/298161420](http://WWW.VIMEO.COM/298161420)



CLIENT ATOUT FRANCE

PART IDEA  
CODE  
VIDEO PRODUCTION  
BRAND CONTENT  
SOCIAL

## #FEELPARIS

We run the campaign which revealed "sensual aspects" of Paris region.

During the campaign a mini-series about five senses was published on the Atout France website. Five influencers told about their feelings for Paris, about their favorite places in the city. It helped us to alleviate audience fears due to showing Paris as an amazing combination of smells, visual and sound images, kinesthetic and taste sensations. This campaign was also supported by a contest.

> project

[WWW.RU.FRANCE.FR](http://WWW.RU.FRANCE.FR)



### Маре

Любимый район, предпочитаю  
останавливаться именно в нём



CLIENT COTY

PART IDEA  
BRAND CONTENT  
SOCIAL

## #ENCOUNTERTHEWORLD

Coty has extended the Chloé fragrance range with a new eau de parfum called Nomade. We communicated with influencers and bloggers and did seeding in order to support this launch.

Followers: 2 967 073

Interactions: 225 601

Average ER: 4,74%

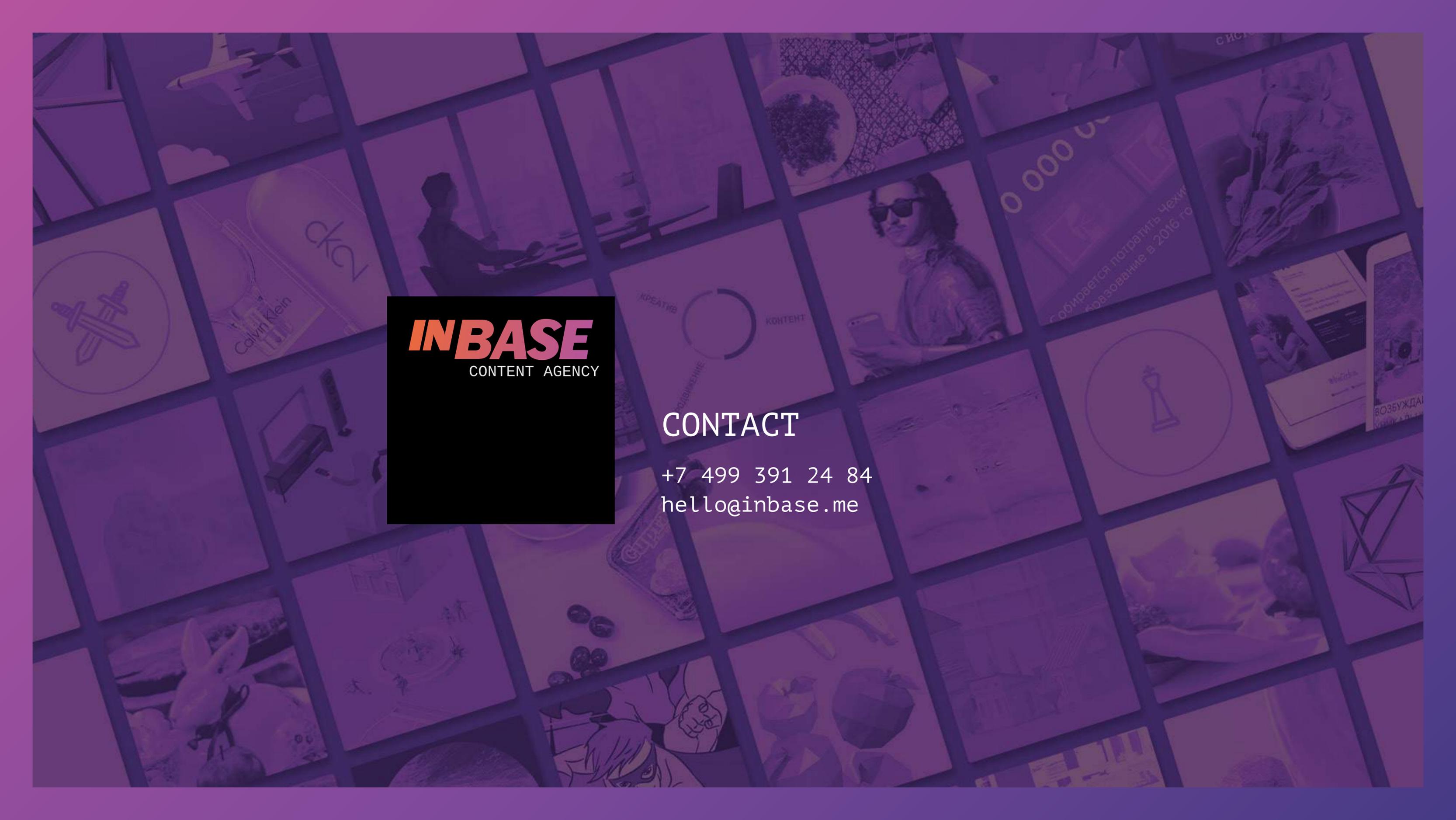
Bloggers' posts: 20

Flashmob posts: 60+

> project

[INSTAGRAM](#)





**INBASE**  
CONTENT AGENCY

CONTACT

+7 499 391 24 84  
hello@inbase.me