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PUSH-K  
S O L U T I O N S

BRIGHT IDEAS - BEST AMMUNITION

ADVERTISING AGENCY

2007-2019

The office of **PUSH-K Solutions** is located in Kyiv and filled with the most talented people of Ukraine, creating and implementing effective solutions for business. The range of agency services is wide but each service is proved by the completed projects.

The agency was founded in 2007. We started with offline projects, so our positions here are classically strong – there is an active structure of regional representatives all over Ukraine, the team includes experienced project managers who can build the work of the staff. The BTL services market was very competitive in 2007, but now digital communications have narrowed it, so it is difficult to find a truly professional agency – they are few, we are among them.

Since 2011 we have been providing Internet advertising. We have experience, achievements, statistics, know-how, specialists and understanding of tools, processes. Now in this sphere our possibilities are unlimited – we will always find the solution to the most difficult task of Internet promotion.

In 2014 we started creating websites. Even then this market was extremely competitive, but we were successful – today this division became a real web studio with a full web production cycle. Our websites are regularly top-rated by national rankings of site developers. Marketing and advertising skills\* are our key advantages in the niche of websites development. We create working solutions for business, not just websites. \*We are the advertising agency after all.

The PUSH-K Solutions has always been involved in organizing events for large companies. The event market has always attracted us for two reasons. The first of them – the creation of a major event requires resources, which we already have. The second one – only when developing an event-concept creative is unlimited, in contrast to marketing projects, where frames always exist. The agency took part in the UEFA Champions League final match organization (Kyiv, 2018). For 10+ years in the industry our team has gained tremendous experience in event project management – these guys are now at your service too.

The agency always provided design service, it is impossible to calculate the number of completed designs. Design and production are an integral part of our work. We even received official thanks from the Kyiv government for creative and design support in 2018, our artworks were all over the city. As well we constantly manufacture, create something and are drawn into non-standard production projects. Our BTL and event roots allow us to create not only souvenirs, printing, clothes etc., but truly exclusive stands and grandiose sceneries with level of television projects. We have exported and installed over 10 tv studio sceneries (decorations) for European clients.

All the above-mentioned directions are accompanied not only by project management, but also by competent legal, financial and accounting support. This is our most important advantage for those clients which conduct advertising campaigns with a gift fund . Also we have mastered all the subtleties of money transaction, forms of international agreements and even the organization of logistics, exports and imports of goods for our foreign clients . We pay taxes and do not cast a shadow on our clients at the regulatory bodies.

You can find more about the work of PUSH-K Solutions in the Portfolio section of our main web site or the web development page:

<https://en.push-k.ua/>

<https://web.push-k.ua/en/>



Award from Kyiv City Hall, Dec. 2018



КОНДИТЕРСКАЯ КОМПАНИЯ



# SERVICES 2019

AREA OF EXPERTISE



PUSH-K  
SOLUTIONS

PROMO



PUSH-K  
SOLUTIONS

WEBSITE DEVELOPMENT



PUSH-K  
SOLUTIONS

CREATIVE,  
DESIGN,  
PRODUCTION



PUSH-K  
SOLUTIONS

INTERNET AD



PUSH-K  
SOLUTIONS

MARKETING  
RESEARCH

COMPLEX PROJECTS IN  
ADVERTISING, WEB, DESIGN –  
OUR LOVELY MISSION.



PUSH-K  
SOLUTIONS

EVENT



PUSH-K  
SOLUTIONS

CONFERENCE



PUSH-K  
SOLUTIONS  
BRIGHT IDEAS - BEST AMMUNITION

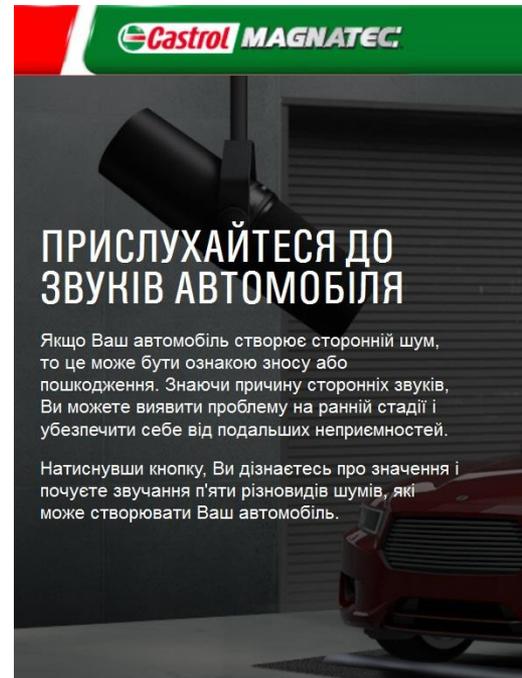
Advertising Agency, Ukraine

**ADVERTISING CAMPAIGNS.** Massive multi-channel advertising campaigns including creative ideas, design, production, media planning, web development, legal support. [More...](#)

**PROMOTION.** Full cycle of gift promotions support including promotional websites creation, design, gifts purchase and correct legal arrangements. [More...](#)

**TRADE.** Loyalty programs and motivational projects for trade partners (sellers, consultants, sales representatives, distributors), mystery shopper programs, retail audit, design and production of POSM, arrangement of promotional materials and constructions placing at points of sale, merchandising. [More...](#)

**BTL, PROMOTIONAL EVENTS.** Brand activations at big public events where your company participates or acts as a sponsor; events at points target audience concentration; promo tours around Ukraine. Promotional campaigns for customers involving promoters and consultants. [More...](#)

The advertisement features a black microphone on a stand in the foreground, angled towards the right. In the background, the front of a red car is visible. The top of the ad has a green banner with the Castrol logo and 'MAGNATEC' in white. The main text is in white on a dark background.

**ПРИСЛУХАЙТЕСЯ ДО ЗВУКІВ АВТОМОБІЛЯ**

Якщо Ваш автомобіль створює сторонній шум, то це може бути ознакою зносу або пошкодження. Знаючи причину сторонніх звуків, Ви можете виявити проблему на ранній стадії і унеможливити подальших неприємностей.

Натиснувши кнопку, Ви дізнаєтесь про значення і почуєте звучання п'яти різновидів шумів, які може створювати Ваш автомобіль.

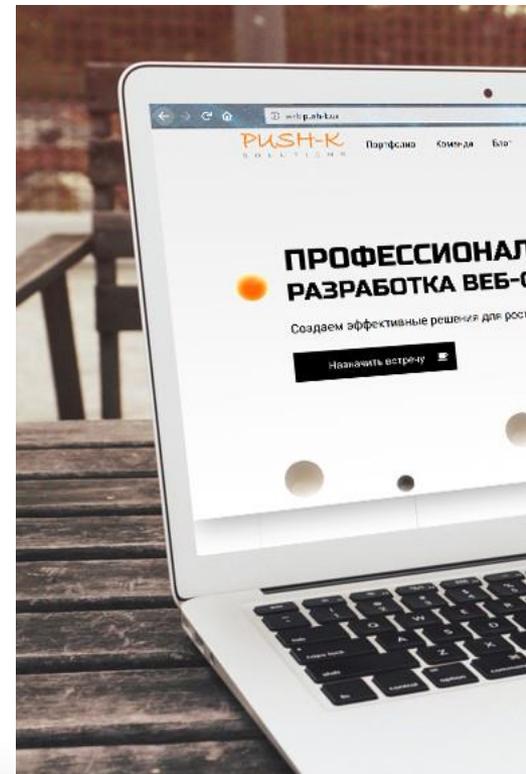
**PROFESSIONAL WEB SITES DEVELOPMENT.** Our regular staff includes experienced project managers, frontend/backend programmers, web designers, copywriters and testers. When needed professional marketers and Internet advertising and SEO experts are involved in websites development process. [More...](#)

**LANDING PAGES, ONEPAGERS, PROMO WEBSITES.** Single-page websites that differ from corporate and e-commerce websites with increased lead generation (conversion), low cost and short production time, because of less complicated development process.

**CORPORATE WEBSITE.** Corporate websites enhance the authority of the company, present its offer to the market and have perfect organic search potential. For corporate sites we use WordPress CMS. We accompany our web site with the manual and even provide training on CMS for client staff.

**E-COMMERCE WEBSITE.** Websites for companies with wide range of products and demands on trading process automatization. We use Opencart CMS for such websites. Our approach – technical excellence, unique design, great conversion, search potential and integration with e-commerce products/services.

**WEBSITE CONTENT MANAGEMENT.** Basic content for new websites; news, blogs, articles; text rewrite, content translation; SEO text; unique content creation (photo, video, text), e-commerce websites content management. [More...](#)



**ADVERTISING DESIGN.** Key Visuals development; Ad content language localization; Adaptation for different media channels, complicated print design. [More...](#)

**CORPORATE IDENTITY.** Naming; Logo for companies, products or services development; corporate identity development. [More...](#)

**PRODUCTION.** We produce viral video, country localization of video, infographic, video reviews, motion design, commercials, video for event, video for chroma key studios, virtual reality 360°. [More...](#)

**MANUFACTURING.** Complex manufacturing projects for Ukrainian and foreign companies in advertising, television, video production and event marketing spheres. We can invent, produce, find, deliver and construct absolutely everything anywhere in the world within the agreed deadline: scenery for television studios manufacturing; scenography for big public and corporate events; exhibition stands and equipment production; corporate clothes manufacturing; souvenirs production, POSM, print. [More...](#)



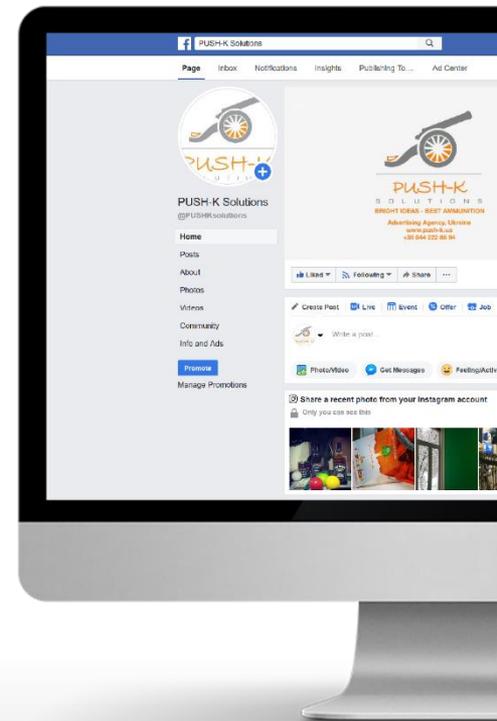
**PROMOTION STRATEGIES.** We are professional web agency. We create websites and effective advertising Internet campaigns for clients all over the world. Our team includes well experienced specialists in project management, analytic, programming, content management, copywriting and unique design creation. [More...](#)

**SEARCH PROMOTION.** Agency provide professional SEO services: competitive environment analysis, SEO strategy, internal and external website optimization, SEO content management. [More...](#)

We have Google certified search advertising specialists. We know how to get clients from search via Google Ads. [More...](#)

**DISPLAY ADVERTISING.** Video advertising at YouTube and other video platforms; banner advertising; rich media, web sites branding. [More...](#)

**SOCIAL MEDIA MARKETING.** Launch page at social network, content management, involving opinion leaders and video bloggers, promotion of video, media advertisement at social networks. The agency develops campaigns at Facebook, YouTube, Instagram, Twitter LinkedIn, popular messengers, dating applications and many other communities. [More...](#)



**EVENT&MICE.** vents for large and midsize business, diplomatic missions, international organisations. *corporate meetings, presentations, talks; corporate celebrations, motivation tours and programmes, team building; conferences, congresses, conventions, forums, seminars; exhibitions, image events (festivals, charity concerts etc.), PR-events, press tours.*

[More...](#)

**CAPABILITIES.** Full cycle of event products creation.

**PRO PERSONNEL.** The professional event management is our competitive advantage. The agency operates at event industry over ten years, we achieved excellent reputation, developed impressive portfolio and well-adjusted project management algorithm.

**PARTNERS.** The companies with perfect reputation and great experience in our projects.

**EVENT INDUSTRY.** We are always looking for the innovations in Ukraine and the world, monitoring show business. We work with show business stars directly only and we have a unique base of them.





Founder and CEO of PUSH-K Solutions

*“If you’re reading this text I suppose you’re looking for an agency and you have something special in mind. Let me tell you a bit about PUSH-K Solutions agency:*

*We started in Kyiv in 2007. Worked hard and often for the long run. Today, after ten years, our agency earned the reputation of a reliable partner, ready to help in any situation.*

*Our strategy is simple: If a new company comes to us we do whatever it takes to make them stay. That’s why most of the companies whose logos you’ve seen in the list of clients are our regular customers.*

*We are open to new contacts and you’re always welcome to our agency.”*



Leading project managers



Logo prototype 2007



SECTION

# SOME PROJECTS

## PUSH-K Solutions

2007-2019

**PROJECT.** The stand with hidden camera and phone was installed at the shopping center. The phone rang and visitors could pick up the phone. They talked with 2 radio hosts who asked them a few simple questions and handed presents from brand after that. As a result we've created viral video for web and collected 80k views.

**CLIENT: PANASONIC** is the world-known manufacturer of consumer electronics, incl. communication devices.

**WE PROVIDED** the idea of promo; stand design, manufacturing and tech. equipment (with a fixed telephone, remote control controlled illumination and a built-in camera); selection and arrangement with the malls; staff casting; postproduction (viral movie and backstage video), posting and spreading in WEB. Link to the viral video: <https://www.youtube.com/watch?v=EJtLR-0DehE>

## Panasonic



Sketch



Stand



The visitors perform simple tasks from hosts and was gifted with presents from brand.

**PROJECT.** The photo zone with 16 cameras was installed at the International Exhibition Center in Kyiv. The photo zone produced 100% wow-effect content. Pictures that were simultaneously taken by cameras were automatically converted into animation, which was instantly uploaded to the promo web site.

**CLIENT: KORMOTECH** is the manufacturer, exporter, leader on Ukrainian market of pet food Club4Paws™, Optimeal™, Gav™, Meow™.

**WE PROVIDED** idea and implementation, including stand, hardware, software, promo website, staff. <https://www.youtube.com/watch?v=SISFclBjYt0>

**KORMOTECH**  
DREAM . THINK . CARE .



Photo zone with 12 cameras



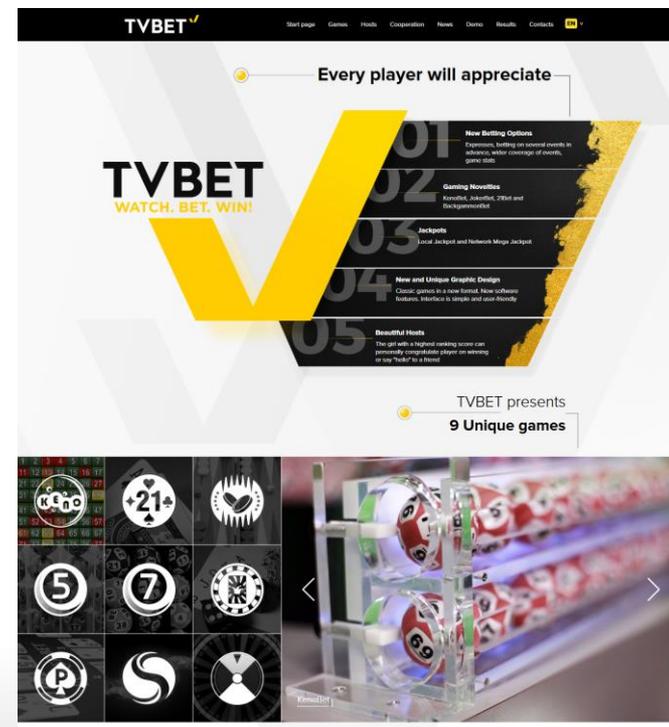
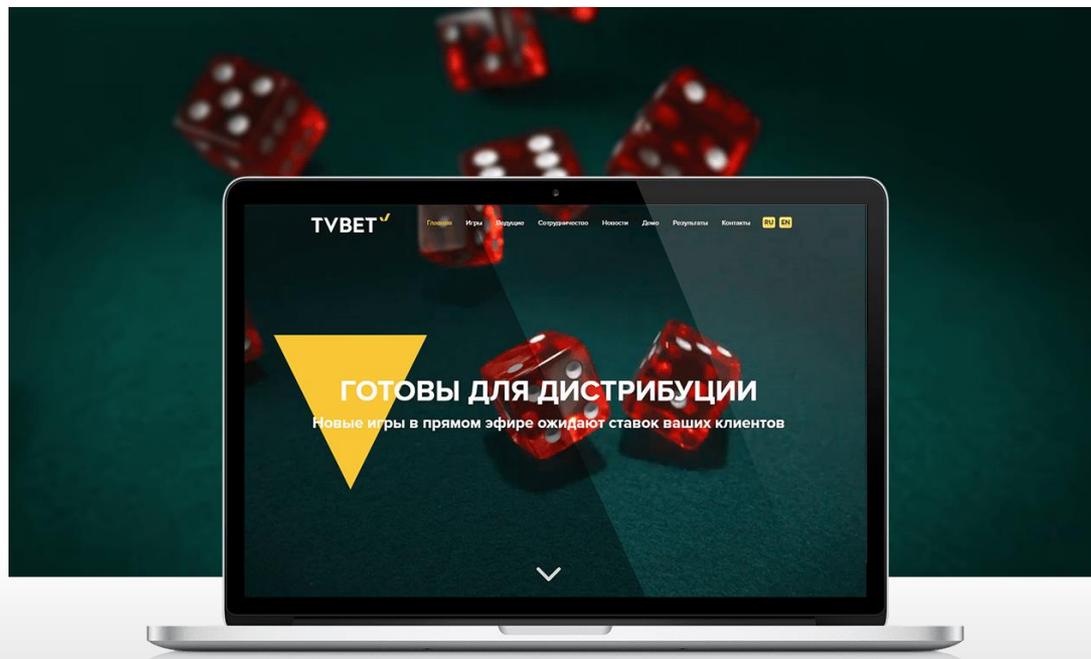
Promo web site

**PROJECT.** Corporate B2B website (4 languages EN, TR, ES, RU)

**CLIENT:** TVBET betting live content producer.

**ОБЕСПЕЧИЛИ** idea; design; frontend backend programming, external software integration, content management.

TVBET



<https://tvbet.tv/en/>

**PROJECT.** Promotion with prize drawing and announcement in the printed media, web and sales outlets all over Ukraine.

**CLIENT: ENZYM** national manufacturer, leader of the market and exporter of yeast products.

Flagship brand - LVIVSKI DRIZHDZHI™.

**WE PROVIDED** promotion mechanics; involvement of partner (we invited Panasonic Ukraine to participate in the project); KEY VISUAL (we also invited Yurii Horbunov, photo production); promo website; media ads (planning, maintenance), PR (in cooking PRINT/WEB mass media); SMM promotion (creation and maintenance of FB, VK account); database processing and analysis (the promotion was accompanied by marketing research); legal and accounting services (official prize drawing and gift giving to the winners, tax management).



Sketch



Photo production



Final KEY VISUAL for advertising campaigns

**PROJECT.** Creative ideas, production and promotion of video in the WEB.

**CLIENTS:** **PANASONIC** is a world manufacturer of consumer electronics including household appliances; **ENZYM (LVIVSKI DRIZHDZHI™)** domestic producer, leader on the market and yeast exporter.

**WE PROVIDED** the idea and script (created by our own initiative); audition (contemporary dance dancers); choreography (ballet making); film producing and shooting; postproduction; promotion (FB, VK, You Tube).

<https://www.youtube.com/watch?v=3jU2crktVml>

**Panasonic**



Shooting day



**Panasonic**  
вдале поєднання





**Dance of Life**  
Panasonic & Lviv Yeast

Japanese serenity and Ukrainian passion  
The successful combination via beautiful dance!

Joint promo for the two brands with the same target audience. One budget, two brands. Panasonic (Bread makers) and Lviv Yeast (the most famous Ukrainian producer of yeast).

The goal was to reach 200k views via Internet.

To reach the goal was developed idea of viral video and strategy of spread this video via social networks (FaceBook, VKontakte and Twitter).

Idea of video content (Dance of Life) – to show via dance the process of making bread in Japanese bread maker Panasonic using Lviv yeast. Lviv yeast - he, Ukrainian (focus on ethnicity). Bread maker Panasonic - she, Japanese (focus on ethnicity, fire and serenity). Place of dance - in the bread maker, during the preparation of bread. Final – bread is ready.

Advertising message: " The successful combination. Japanese serenity and Ukrainian passion"

The video was posted on YouTube 16 Nov. 2014 and reposted into popular groups at FaceBook, VKontakte and Twitter. During the period of 20 days video has received 220 000+ views, 1197 "likes", 380 reposts.

Tracking comments, the agency has not registered any negative one, but WoW-comments were allowed.







Advertising festival project card

**PROJECT.** Production of scenery for television studios.

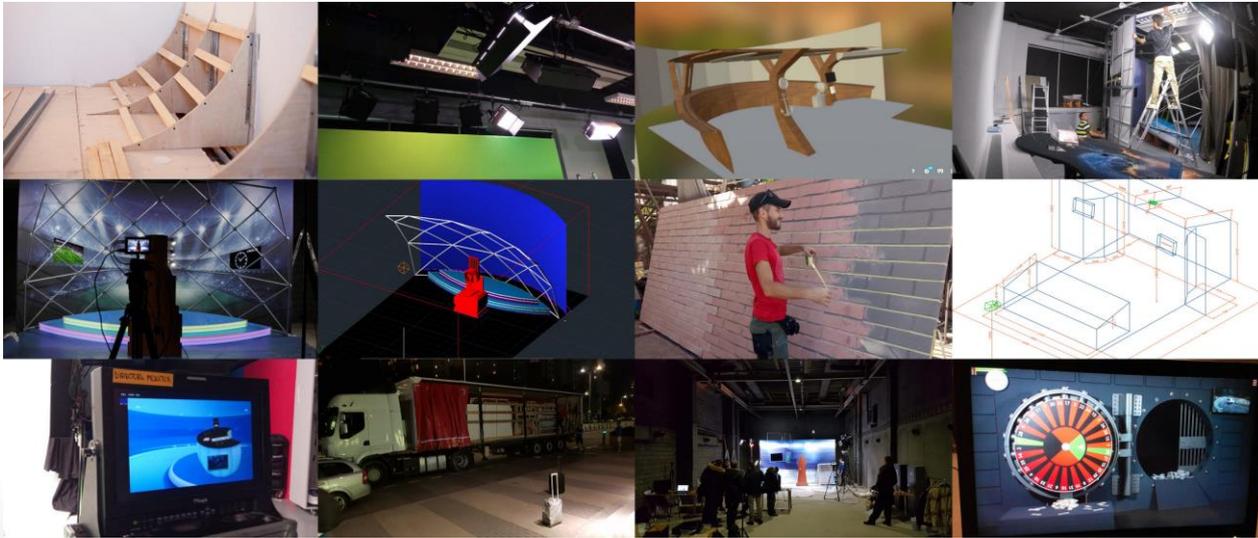
**CLIENT:** TVBET is the betting live content producer.

**WE PROVIDED** ideas, sketches, design project, 3d project, manufacturing, delivery to Europe, installation and setup of 10 television studios.

# TVBET



From design to real photo of the finished scenery

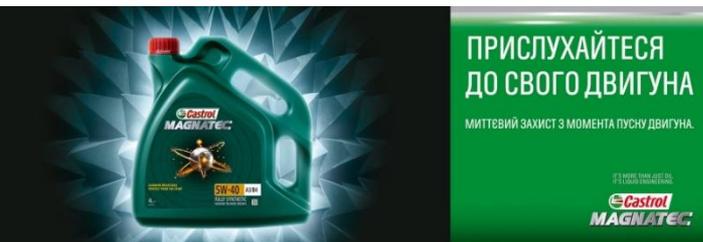




**PROJECT.** Long-term design service

**CLIENT: CASTROL** is the world manufacturer of lubricant materials.

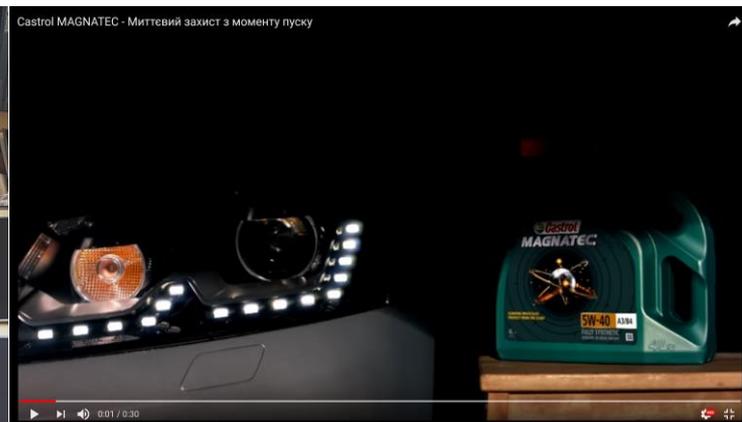
**WE PROVIDE** design and countries localization of advertising graphic and video content, copywriting, translations, editing; prepress (catalogues, banners, POSM), manufacturing and lot of all.



Banners



Great series of catalogues



Commercials localization for Ukraine

<https://www.youtube.com/watch?v=0YTr5qJxAX4>

**PROJECT.** 18th European Symposium On Fluorine Chemistry Parameters: Kyiv, 250 participants from different countries of the world. 4 months of preparation, 6 days of support, 3 events.

**CLIENT: ENAMINE** one of the biggest enterprises in the field of scientific research and development of methods for organic compounds synthesis.

**WE PROVIDED** event management; selection&booking of venues; a vast list of production (attributes, promotional items, conference sets); show programme;(three events within the symposium); technical support (sound, lighting, multimedia); video content; stage production (we built stages and stage setting), catering.

<https://www.youtube.com/watch?v=8pcXN76QIWY>



18<sup>TH</sup> EUROPEAN  
SYMPOSIUM  
ON FLUORINE CHEMISTRY



Prof. Dr.  
David O'Hagan

The speech is accompanied by  
video demonstration on 32x9 screen



Another day during symposium



Episode of grand opening



Episode of Farewell Party

**PROJECT.** New Year corporate party for employees of companies-members of the Group. Parameters: Kyiv, 950 participants.

**CLIENT: TAS GROUP** one of the biggest finance and investment and investment groups in Ukraine.

**WE PROVIDED** creative concept, design, show programme (first rank Ukrainian celebrities); video content (event concept revealing tool); technical support (sound, lighting, multimedia and high altitude assembling); stage production (we created unique stage for this event according to scenario); attributes, catering; event management of the whole project.

TAS | Group



Stage production (premium level)



Large screens all around the hall

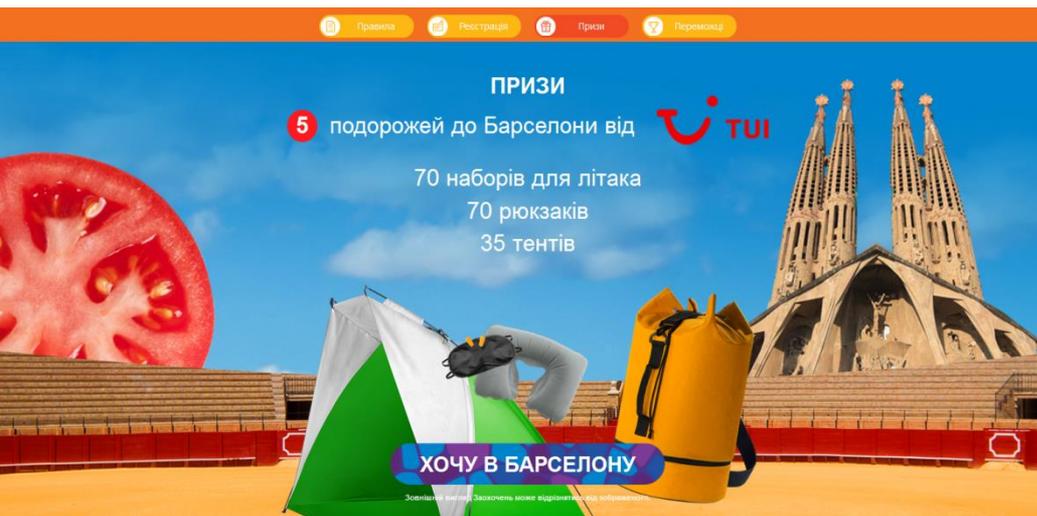


Hosts Chekhov Duet

**PROJECT.** Administration, legal and accounting services for “OLX Fiesta” national promotion. Scope - all Ukraine.

**CLIENT:** OLX.UA leading service of online announcements.

**WE PROVIDED** legal services (development of official promotion rules); gift fund; prize drawing (180 winners); communication with winners (logistics, official gift giving and support of the winner who won a tour to Barcelona till the day of their departure); accounting services for the promotion (taxation management and submission of reports on gift fund).



Landing page promo

**PROJECT.** Long-term(7 months) multilayer loyalty programme for Ukrainian pet shops including: knowledgeable and helpful sales assistants, observance of product display standards and available posm.

**CLIENT:** KORMOTECH is the manufacturer, exporter, leader on Ukrainian market of pet foodClub4Paws™, Optimeal™, Gav™, Meow™.

**WE PROVIDED** mechanics (catalogue of 20 pages), introduction (negotiations with pet shops); secret shoppers (over 3500 visits); keeping score record (scores gained by shoppers after completion of various tasks); gift fund; legal and accounting services.

**KORMOTECH**  
DREAM . THINK . CARE .



Programme announcement in pet shops



Front page of catalogue with conditions of the programme



Gift giving

## CONTACT

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