



Credentials 2023



Evolution over last 14 years – more than 900 content projects in digital

Foundation of the agency

2009

Team development and expansion

2013-2016



2010-2012

creation of the first advertising projects

2017-2023

Implemented 900+ projects in the digital





New Strategies Group is a digital agency that has focused all its efforts on creating content projects in the Internet.

To make it more convenient for you to work with us, we have established a network-level client service.



Our products



SMM AND CONTENT

- Brand's social media
- Messengers
- Video and photo content



CREATIVITY AND STRATEGY

- Big Idea and communication platform
- NCP
- Corporate identity and branding



DIGITAL PRODUCTION

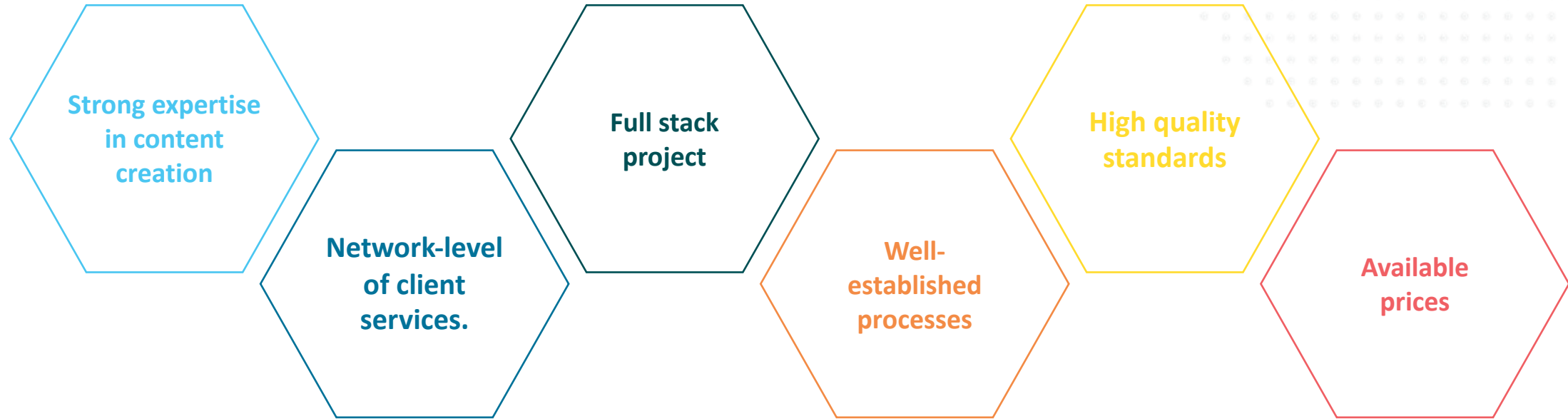
- Any types of sites
- Banners
- Chat bots
- AR applications



INFLUENCE MARKETING

- Publications with influencers
- Special projects
- Brand ambassadors

Our Strengths



We are partners of the Razom Communication holding



Digital



Creative



Media



We are the SMM market leader according to the IAB*



АГЕНЦІЇ	ФІНАНСОВА СТІЙКІСТЬ	БЮДЖЕТ ВЕРИФІКОВАНО	ВСЬОГО БАЛІВ	МІСЦЕ
NEW STRATEGIES GROUP	✓	✓	7639	1
PROMODO	✓	✓	7611	2
OMG SMM-СТУДІЯ	✓	✓	6944	3
MOKO	✓	✓	6275	4
SASQUATCH DIGITAL	✓	✓	6090	5
HASHTAG	✓	✓	5695	6
PUBLICIS GROUPE CONTENT	✓	✓	5472	7
KIWI AGENCY	✓	✓	5051	8
MEDIAHEAD	✓	✓	3531	9
POSTMEN	✓	✗	3470	10
ЛАНЕТ CLICK	✓	✓	2618	11
PLANNET (SERVICEPLAN GROUP)	✓	✓	2388	12
BETTER SVIT (TWIGA DIGITAL UKRAINE)	✓	✓	2234	13
VIVID	✓	✓	2217	14
FISH DIGITAL	✗	✗	248	15
JIWO DIGITAL AGENCY	✗	✗	130	16

✓ ФІНАНСОВА СТІЙКІСТЬ ПІДТВЕРДЖЕНА ✗ БЮДЖЕТ НЕ ЗАЯВЛЕНО

* <https://iab.com.ua/komitety/programmatik/proekty/rejtyng-didzhytal-agentsij-2022/>



Key clients 2023



Projects with clients in the agency's portfolio



We are partners with advertising associations

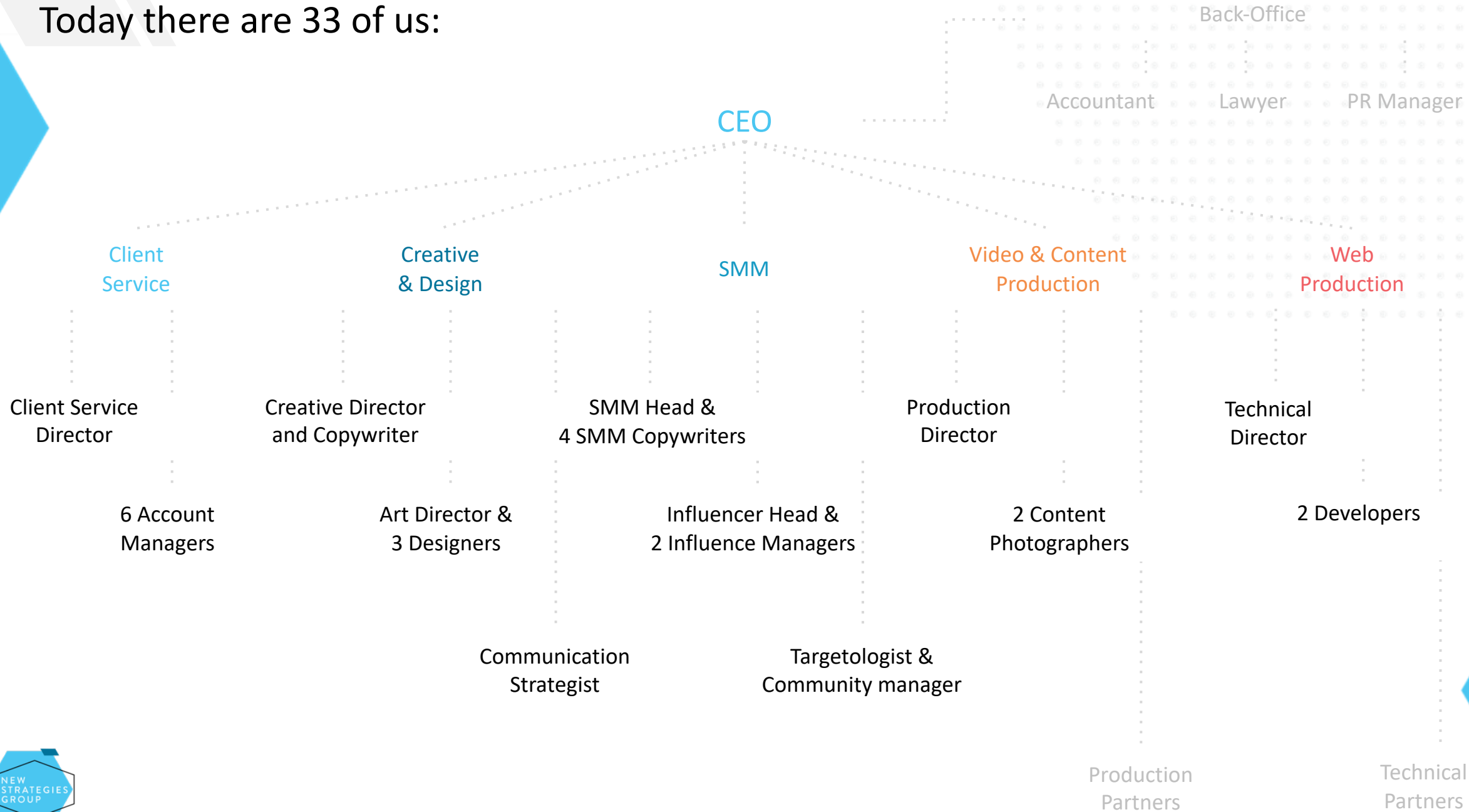
Industry festivals



Advertising committees



Today there are 33 of us:



The background is a solid blue color. It features several white geometric elements: a large 'X' shape formed by two diagonal lines, one solid and one dashed, crossing in the center; a grid of small white dots in the top right and bottom left corners; and two diagonal lines, one solid and one dashed, extending from the corners towards the center.

Our Project

Integrated communication project on the example of **Herbalife Nutrition**

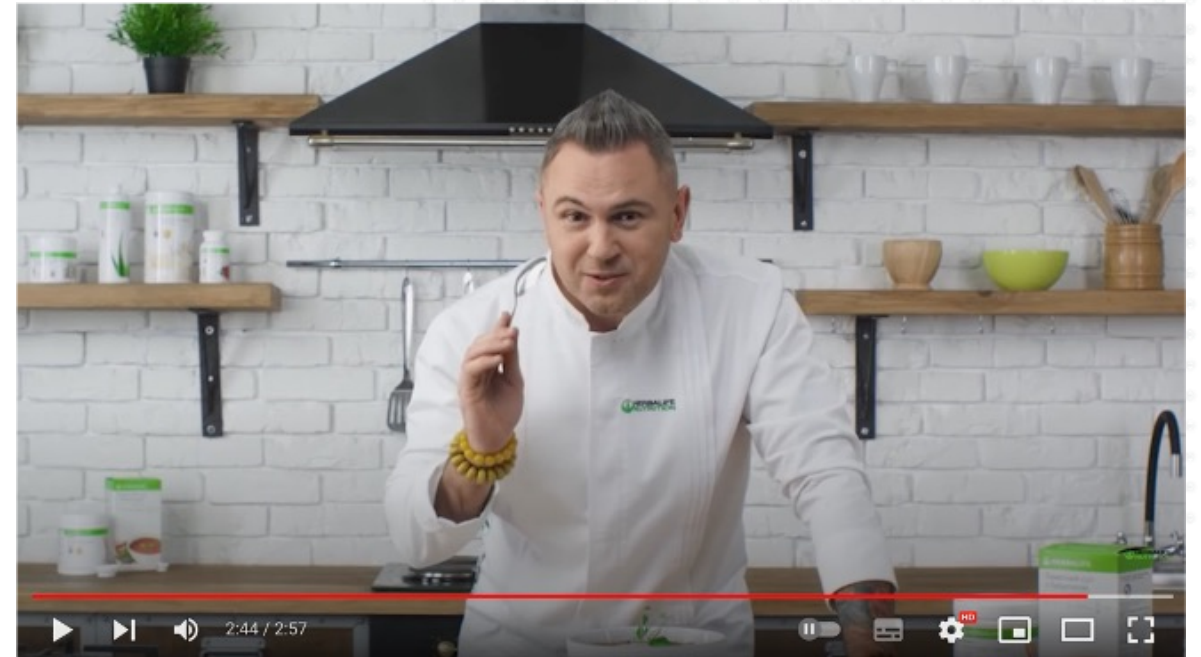
The project faced several difficult tasks: the adaptation the new global communication of the brand, to rejuvenate the audience and get rid of the company's image from the 90's.

We decided to implement an integrated communication project. Famous culinary celebrity Yuri Kovryzhenko was involved for this purpose. And together with Yuri we created a cookbook of recipes. To promote the book, we shot 6 videos that were promoted on YouTube, supported the launch of the book with posts and conducted several activations on the brand's social networks.

As a result, our project received

- **8 million impressions**
- **2,5 million coverage**
- **6,000 participants** took part in the activations!

The client liked everything and decided to continue the project by developing a new site.



First children's branded TikTok channel in Ukraine – Jaffa Crazy Fruit

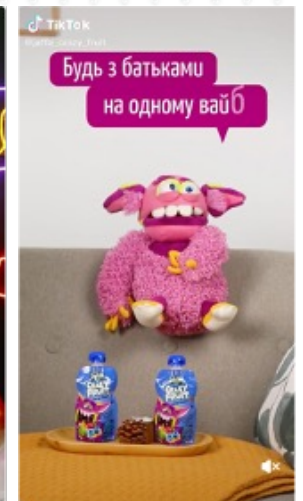
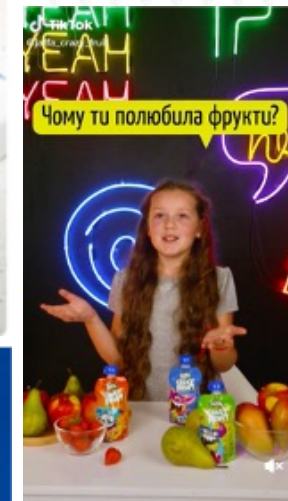
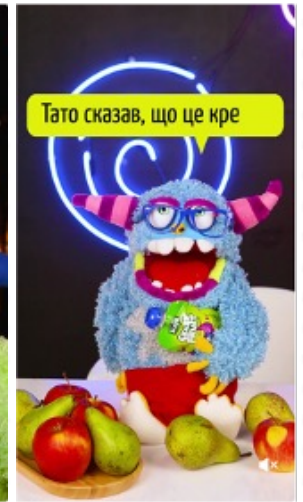
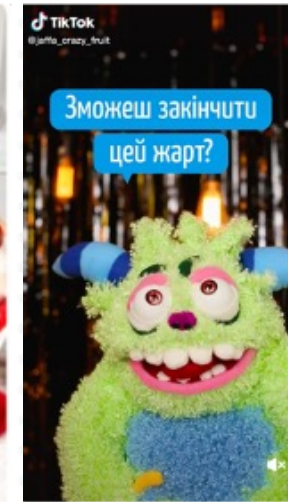
The Jaffa Crazy Fruit brand is aimed not at an adult audience, which is easy to catch on Facebook and Instagram, but at children. To get their attention, we invited the client to go to TikTok.

To start the project, we sewed branded dolls, taking the idea of characters from the packaging. And together with children actors, these dolls were brought to life.

During the three months of the project's existence:

- we received **10,000 subscribers**
- an audience **reach of 2 million people**
- **210,000 likes** and a contact **frequency of 12.**

At the same time, promotion in TikTok gave us coverage 2.5-3 times cheaper than in any other social network of Vitmark brands. And TikTok gave a contact frequency of 12+, compared to other networks where the contact frequency of brands is 2.5-3!



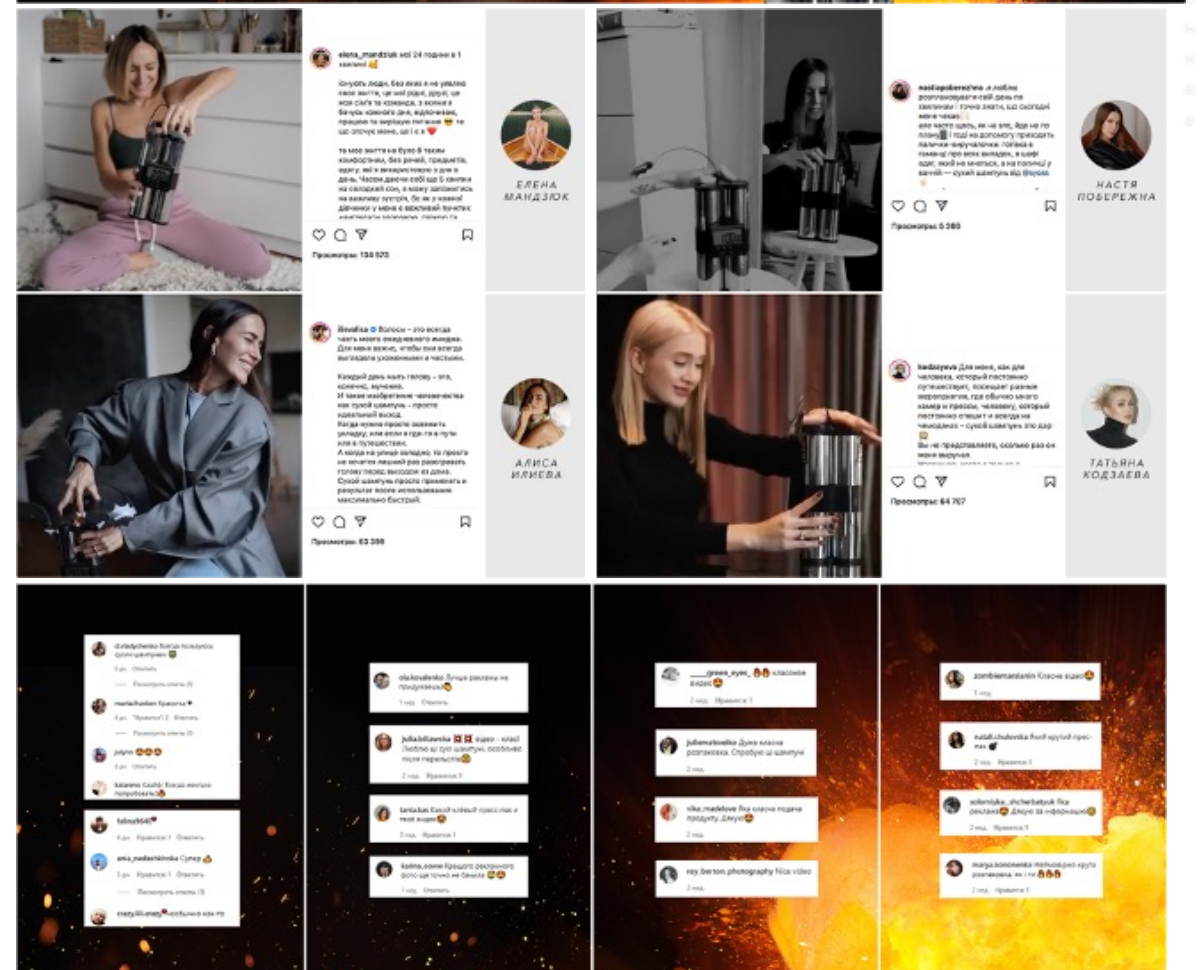
Creative special project on the example of SYOSS "Bomb"

To get attention to the brand's new products in the category of dry shampoos, we made a special project with bloggers.

We selected 10 beauty bloggers and sent them press packs in the form of a real bomb. The task of the blogger is to unpack the Bomb and survive =) and also to activate the timer and see if the hair styling lasts 24 hours.

As a result, we got:

- 2 million coverage instead of 1.5 million planned. The creative idea helped us to exceed the KPI by 33%!
- 166 thousand comments.
- ER 8.29%, which is more than twice the plan.
- + 58% increase in sales compared to the previous month



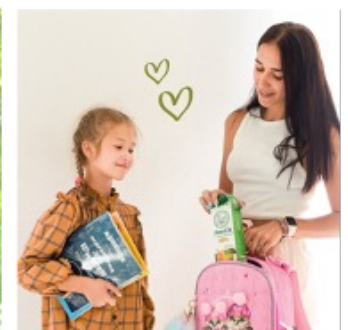
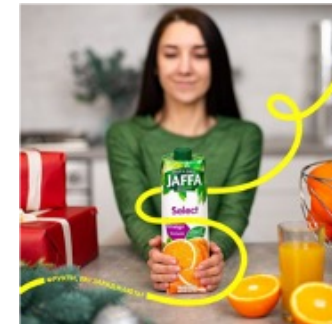
Development of several company brands in social networks on the example of **Vitmark**

Vitmark Ukraine has given several different brands to our agency for management.

We approached the project on a large scale, updated content strategies taking into account the interests of different target audiences, developed unique visual styles for social networks, created local craft content and actively promoted communities.

As a result:

- Coverage increased by 20-30%+ compared to the period before working with the agency (from 1 million coverage per month and more).
- Engagement increased by an average of 2-2.5 times and more among brands.
- The number of positive comments about the brand has increased by more than 60%.



[about case](#)



[VegaMilk FB](#)

[VegaMilk IG](#)



[Jaffa FB](#)

[Jaffa IG](#)



[Chudo FB](#)

[Chudo IG](#)



[NashSik FB](#)

[NashSik IG](#)

Big expertise in food category content creation: on the example of **Bonduelle, Lipton, Myasna Lavka**

Photos of delicious dishes are one of the most popular areas of content on social networks. Taking a photo of a dish before trying it has become mainstream a long time ago.

But today, working with food products, we understand that just taking a photo of the product is no longer enough. It is necessary to use professional equipment, skillfully work with props, know how to cook food properly, in which studios it is better to shoot and much more.

Over the years of working with content, we have developed a strong expertise in this and are ready to share it with new clients.



[about case](#)



[Bonduelle_FB](#)



[Lipton_FB](#)



[Mlavka_FB](#)

[Bonduelle_IG](#)

[Lipton_IG](#)

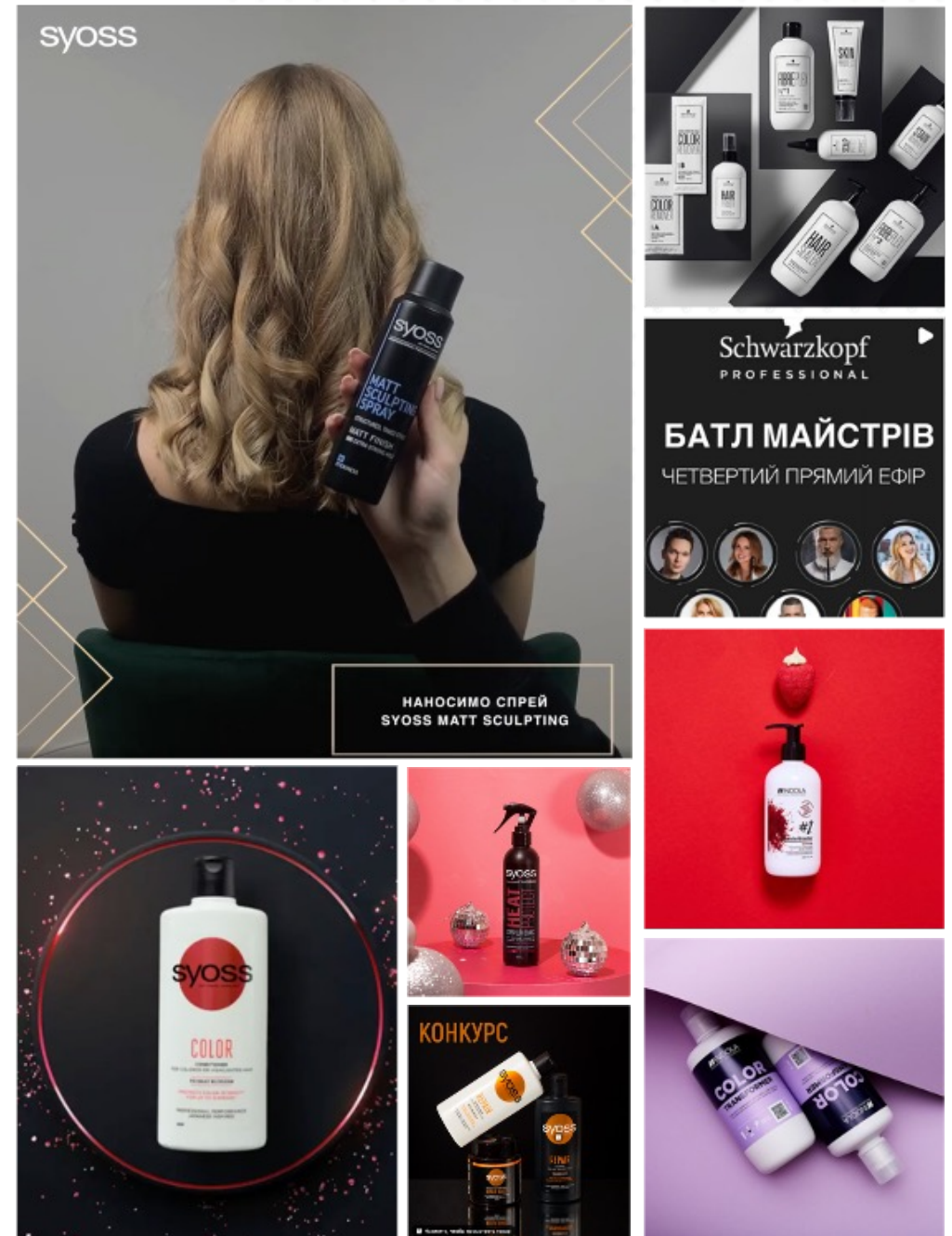
[Mlavka_IG](#)

Also strong expertise in beauty category content creation on the example of **Henkel brands**

The brand in the beauty category should be the personification of a flawless lady who always looks unsurpassed and at the same time lives to the fullest! We have experience working with many beauty brands, so we know firsthand how to turn existing content strategy into a unique one, create attractive content and distinguish the brand from competitors in the eyes of the audience.

Due to this, we have been cooperating with Henkel for many years and every year we surpass all competitors in the category.

The secret of our success is the emphasis on quality local content and visual component, live videos with models and understanding the tone of voice.



[about case](#)



[SYOSS_FB](#)



[Indola_FB](#)



[Schwarzkopf Professional_FB](#)

[Indola_IG](#)

[Schwarzkopf Professional_IG](#)

Our experience with cars – Suzuki Ukraine

We received a specific request: to build knowledge about the line of Japanese Suzuki cars. We decided to leave pragmatism in the content but add emotion and inspiration. Avoid the same type of posts with purely technical characteristics of the car - this has become the number one principle. In total, published 16 posts per month and 14 stories.

During the year we:

- reached more than 2.7 million target audiences on the frequency 6+,
- received more than 200 thousand reactions to posts and a total of up to 1.5 million pages.

The monthly coverage of each social network was 1.2 thousand, and the audience involved was more than 30+ thousand people for one social network.

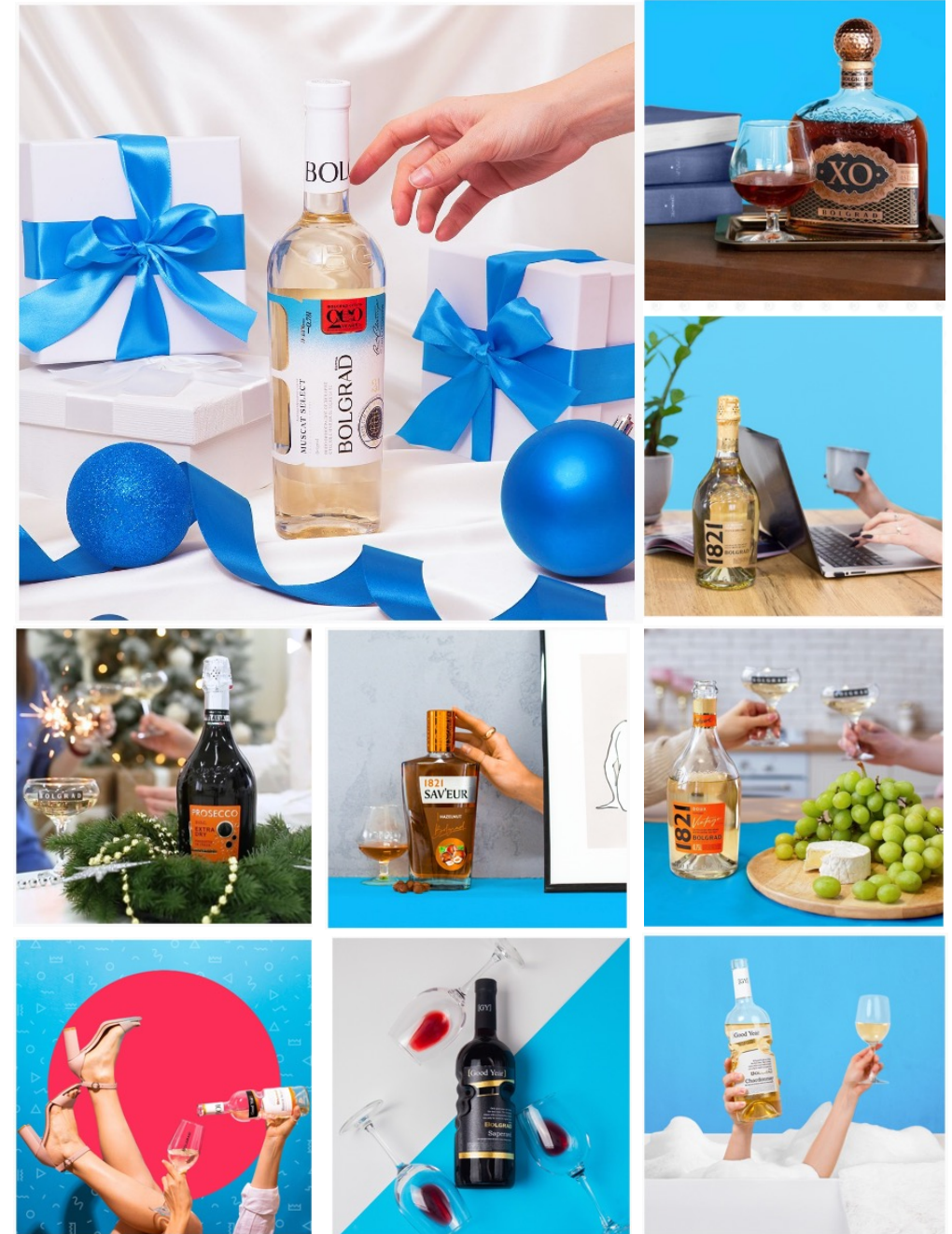


Our experience with Alco category – Bolgrad

in 2021-22, we launched the Bolgrad brand in social networks. It differed from its competitors in its provocative communication with the target audience and was the first in Ukraine to oppose wine stereotypes and build a communication platform around the slogan "Enjoy wine, not rules."

We supported the existing positioning of Bolgrad and made the launch of the brand on Instagram also non-standard. In total, published 10 posts per month and 4 stories.

In three months, the Bolgrad community on Instagram reached more than 729,000 Ukrainians and 107,000 engage.



[about case](#)



[Bolgrad Fb](#)

[Bolgrad IG](#)

Not only high-quality, but also a fun project on the example of **LayKit**

We know how to make not only high-quality projects, but also fun ones. So in 2019 we developed a project in social networks for a dog poop cleaning brand =) To do this, they published 9 fan posts per month, actively promoted them in 2 social networks and targeted only dog lovers.

As a result:

- 1.5 million monthly coverage of the target audience on one social network
- 16 thousand per month involved users on the same social network
- Growth in brand sales by 50% during the period of activity





With care
for your projects

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