

Introduction:

Contextra consists from 5 guys from Petrozavodsk, who worked for a year together in a marketing agency and at some point decided to open their own. They provide contextual advertising services; targeting; end-to-end analytics; SEO optimization; connecting CRM systems; SMM; Video Marketing; Development of corporate identity and integrated promotion in general. They are aimed at working with St. Petersburg, Moscow and European companies.

Based on the results of the brief, team identified the main areas of their work:

- Formation of visual identity
- Formation of modern design of social networks and website
- Research of the European and Russian market, search for potential partners and clients

Here are the problems which had been solved.

Problem: attracting clients from the Russian Federation and Europe

Solution: EU partner analysis of 50 companies are analysed in European market. Czech republic, Slovakia, Estonia, Lithuania, Latvia, Poland and the Russian Federation country markets are analysed.

How it works:

- 1) Every company is analyzed in areas such as product margin, history, revenue, type of industries etc.
- 2) Certain industries are selected in the European market based on the distinctive product margin.
- 3) Most of the analyzed companies require search engine optimization service to bring the company website to the top in google search.
- 4) 3 draft examples of commercial offerings are presented to the commissioner for business offering preparation.
- 5) In the Russian Federation, attracting 1 application for setting up advertising costs 2500 rubles.
- 6) 1 client in Europe for the same service will cost us from 1500 to 2000 euros.

Problem: competitor analysis from the Russian Federation and Europe

Solution: the company Contextra didn't have a complete package of social networks, so our main task was to formalize the company in social networks, focusing on the level and presentability of the Contextra , which will inspire the client's trust.

How it works:

- 1) A complete analysis of competitors' profiles in order to develop their own corporate identity for the agency.
- 2) There was analyzed headers, content of agency cards, products, sender-mailing and post rubricator. In addition, we compared corporate styles of groups.
- 3) In Instagram we looked at BIO, highlights, corporate identity and rubrics of different large companies.
- 4) Also in Instagram we provided account references that attracted our attention and visually harmoniously looked
- 5) We took into account both strengths and weaknesses of each agency. In total, we analyzed 19 profiles of high-level marketing agencies throughout Russia with more than 1000 followers

Problem: social media redesign

Solution: there was made templates for posts and for rubrics in social media.

How it works:

- 1) The templates allow for SMM-specialist make a content without designer's intervention.
- 2) With the templates the general conception is not violated.

Conclusion:

Team managed to achieve our goal, namely, the packaging of the company. Right now, Contextra has a complete visual design, a strategy for further development and options for attracting customers. Brand book is ready. Contextra should enter the market after having finished packing by the next month. Exactly by December, because after the new year companies tend to fire their marketers after annual reports.

Team is confident that the image of the new Contextra will inspire trust in the client, and the demonstration of quality and high results of work will be confirmed by the success of its team.