

BRANDSON & TOTAL IDENTITY GROUP

CREATING SUCCESSFUL BRANDS

BRANDSON BRANDING AGENCY – СТРАТЕГИЧЕСКИЙ
ПАРТНЕР И ОФИЦИАЛЬНЫЙ ПРЕДСТАВИТЕЛЬ TOTAL
IDENTITY GROUP В РОССИИ



brándson | TOTAL IDENTITY
branding agency



Elena Yufereva
CEO
Brandson



Elena Root
Executive Director
Brandson



Jorg van der Hoven
CEO
Orange Branding



Bob van der Lee
CEO
Total Identity

TEAM OF 150 SPECIALISTS
WORLDWIDE

LEADING RUSSIAN BRANDING AGENCY
WITH INTERNATIONAL EXPERTISE

OPERATE IN 7 COUNTRIES: RUSSIA, THE NETHERLANDS, CHINA,
INDIA, GERMANY, BELGIUM, SOUTH KOREA

ACTIVE IN 12 CITIES: AMSTERDAM, MOSCOW, GUǺNGZHŌU, SAINT
PETERSBUR, MUMBAI, BERLIN, HAAGUE, EINDHOVENE, ANTWERP,
BREMEN, BROUNSHWEYG, SEULE

WINNERS OF VARIOUS RUSSIAN AND INTERNATIONAL AWARDS

MEMBERS OF THE ASSOCIATION OF BRANDING COMPANIES OF
RUSSIA

BRANDSON BRANDING AGENCY—
full-service branding agency, a member of the European international network **TOTAL IDENTITY GROUP** and ranks among the **top 10** global consulting companies.

We provide International and Russian expertise in field of integrated marketing communications.

Our main competence is complex branding projects development: from audit to the implementation and long-term brand management, as well as interior branding and space design (from offices to sales outlets).

Our company has extensive experience in HR branding : from creating EVP to implementing corporate values for leading Russian and international brands.



55

years of professional
experience



150

specialists in
design and marketing



> 2500

successful projects



12

cities in 7
countries

DEPARTMENTS:

7 COUNTRIES, 12 CITIES




SAINT-PETERSBURG




AMSTERDAM
GUANGZHOU, MUMBAI,
BERLIN, HAAGUE,
EINDHOVENE, ANTWERP,
BREMEN, BROUNSHWEYG,
SEULE

INTERNATIONAL TEAM



35 - SPECIALIST IN RUSSIA

120 – EUROPE & WORLDWIDE



Alexander Bogdanov
Head of Marketing
Brandson Branding Agency, St Petersburg



Anke Valkhof
Project manager



Annemarie van Noort
Senior project manager



Arjen Firet
DTP-guru



Arnout Janssen
Information designer



Arthur Visser
System administrator



Bart Janssen
Financial director



Bob van der Lee
Brand builder



Camille Marie Raymond
Marketing Researcher



Chiara Verdoliva
Intern design



Chris Hoerée
Change consultant



Cristina Serra Anfrés
Designer



Dennis Glijn
Director client services



Dimitri van Loenen
Designer



Dingeman Kuilman
Associated creative strategist, Eindhoven



Dmitri Berkhout
Senior communication advisor



Edwin van Praet
Creative director



Elena Yufereva
CEO Brandson Branding Agency, St Petersburg

The Brandson | Total Identity team consists of European and Russian specialists, experienced brand builders, conference participants and speakers of leading specialized seminars.

We have deep expertise in the field of:

- brand management,
- corporate,
- territorial,
- interior,
- retail and HR branding

MANAGEMENT



BOB VAN DER LEE
CEO
Netherlands



ELENA YUFEREVA
CEO
RUSSIA



JORG VAN DER HOVEN
CEO
CHINA

TEAM THAT IS
TARGETED ON RESULT!

WHAT INTERNATIONAL NETWORK CAN OFFER:

brándonson
branding agency



TOTAL IDENTITY

International and Russian expertise
in integrated marketing communications

KEY BRANCHES & SPECIALISATION

- Development / construction
- Industry / Medicine
- Consulting
- Telecommunications
- Territorial branding
- Banking / Finance
- Full complex Branding
- Retail Branding
- HR branding
- Digital Branding
- Turnkey Production Solutions

9 KEY SERVICES



1. Brand
Audit



2. Brand
Strategy



3. Verbal
Development



4. Visual
Development



5. Digital
Branding



6. Retail Branding -
Interior Design



7. HR Branding



8. Promotion



9. Production

OUR AWARDS



Our team members take part in major International and Russian industry events on regular basis, making complex and creative presentations about projects and cases on strategic marketing, branding strategies, brand identity and effective brand communications.

We also provide creative workshops, professional lecturing and master classes.

OUR TEAM

ON FORUMS

AND

CONFERENCES



OUR 5 ADVANTAGES



ADAPTIVE TECHNOLOGY BRAND EVOLUTION

We use an adaptive technology that allows us to select for each project a unique set of marketing tools and implement it **without extra costs**.



COMPLEX SOLUTIONS

We specialize in the implementation of a set of works, which allows us to conduct working processes in parallel and thereby **minimize the time resources for implementation**.



INTERNATIONAL NETWORK

Integrating our experience “on the spot” with the experience of TOTAL IDENTITY, we offer interesting effective solutions in the field of **territory branding and marketing communications**.



INNOVATIONS

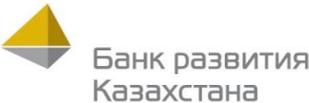
We use an **innovation search strategy** that allows us to identify new competitive niches for our clients.



DEEP MARKET EXPERTISE

Over the years of successful work, we have formed a **unique expert base** in various market sectors. This gives us the opportunity to receive the most inaccessible expert opinions and assessments.

OUR CUSTOMERS ARE MAJOR RUSSIAN AND INTERNATIONAL COMPANIES



WE ARE
RUSSIAN
TOURISTIC
BRAND
DEVELOPER



WE HAVE WIDE

EXPERTISE

IN VARIOUS

ASPECTS

OF BUSINESS

TECHNOLOGY BRAND EVOLUTION

CREATING BRAND STRATEGY

- 1 DETERMINING **SEGMENTS** OF NEEDS BASED ON **CLUSTER** ANALYSIS
- 2 DETERMINING THE TARGET AUDIENCE **PSYCHOTYPE**
- 3 DETERMINE THE TYPE OF **BUSINESS ENVIRONMENT** AND APPROACH TO STRATEGY
- 4 DETERMINE THE **TYPE** OF MARKETING, BRANDING AND HR-STRATEGIES

CASES: FINANCE & INSURANCE

FINANCE AND INSURANCE



FINANCE AND INSURANCE



#advertisingcampaign



#rebranding



#rebranding
#retai branding



#rebranding
#retai branding

FINANCE AND INSURANCE



#advertisingcampaing



#rebranding
#retaibranding



#advertisingcampaing



#rebranding
#retaibranding

CASES:

RETAIL BRANDING

&

INTERIOR **DESIGN**

RETAIL BRANDING



#retailbranding
#hrbranding



#officedesign
#retailbranding



#officedesign
#retailbranding



#officedesign
#retailbranding

RETAIL BRANDING



INTERIOR DESIGN



#officedesign
#hrbranding



#officedesign
#3000m2

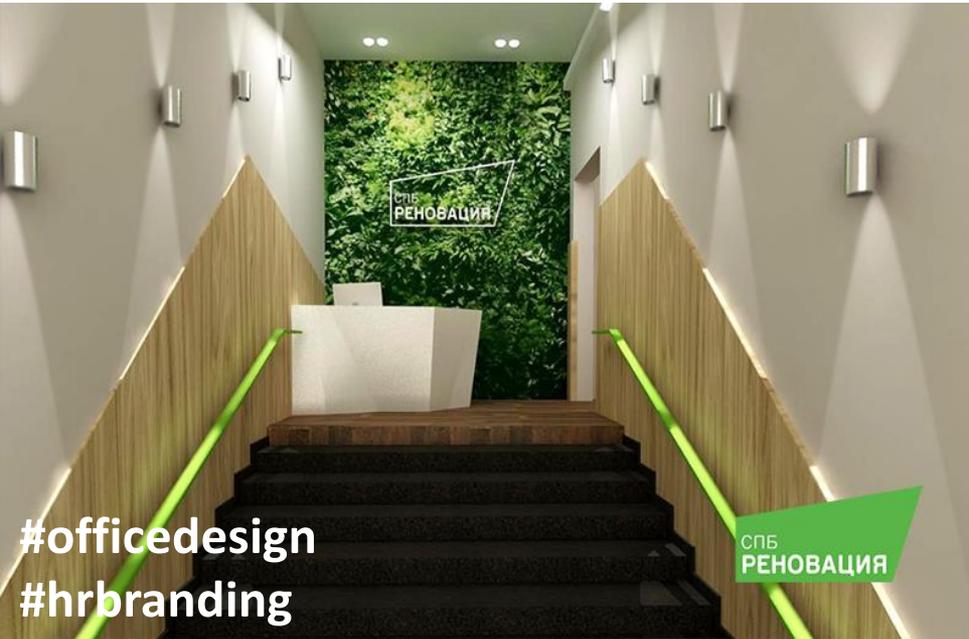


#officedesign
#hrbranding



#officedesign
#hrbranding

INTERIOR DESIGN



#officedesign
#hrbranding

СПБ
РЕНОВАЦИЯ



#officedesign



#officedesign
#hrbranding



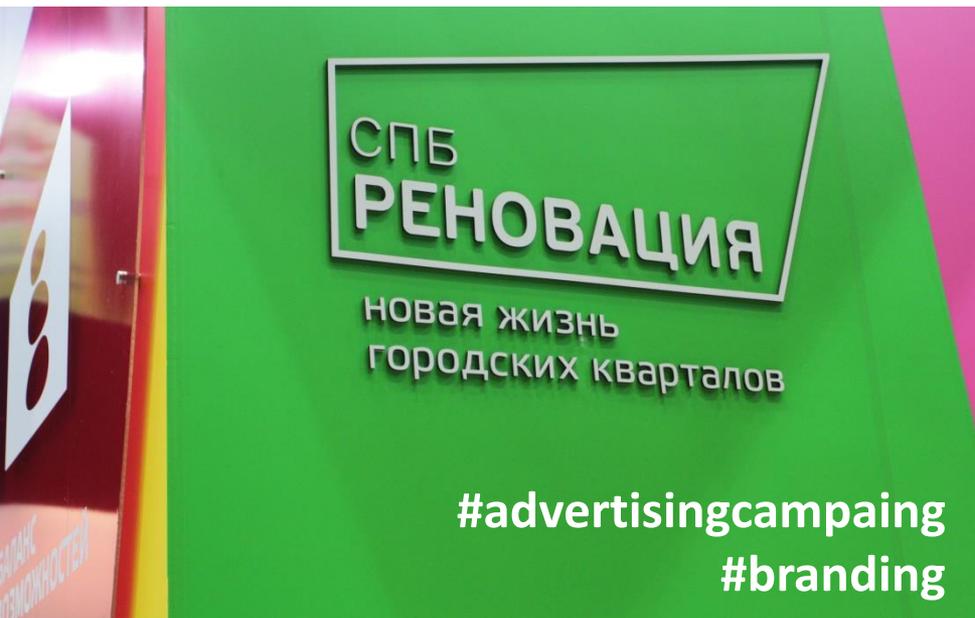
#officedesign
#hrbranding

CASES:

REAL ESTATE

&

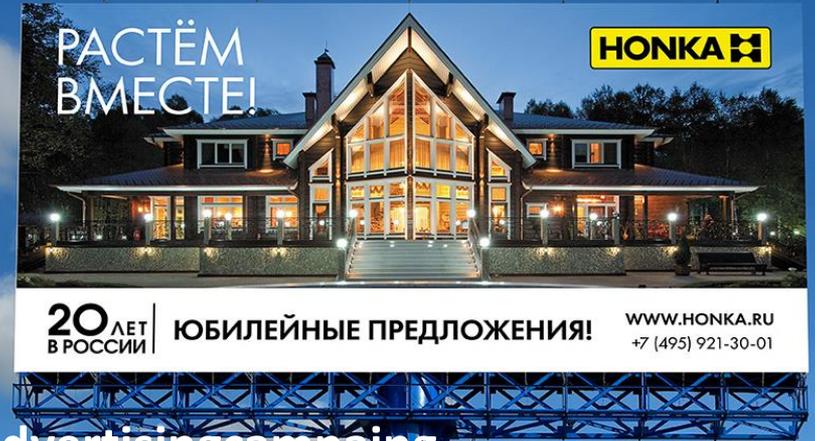
DEVELOPMENT



DEVELOPMENT



#advertisingcampaign
#branding



#advertisingcampaign
#branding



#branding



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#branding

DEVELOPMENT



#advertisingcampaign
#branding



#advertisingcampaign

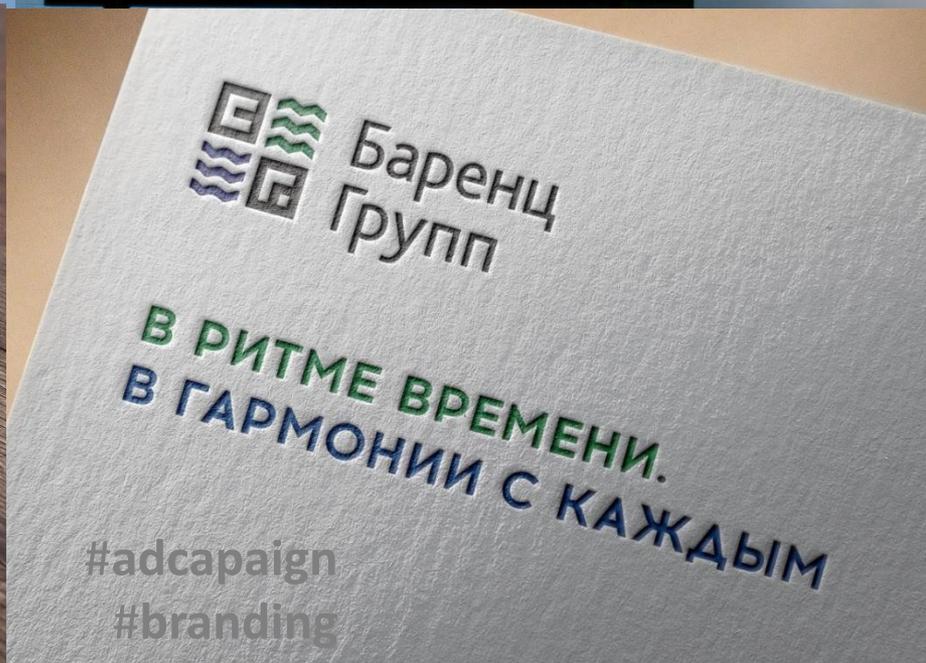
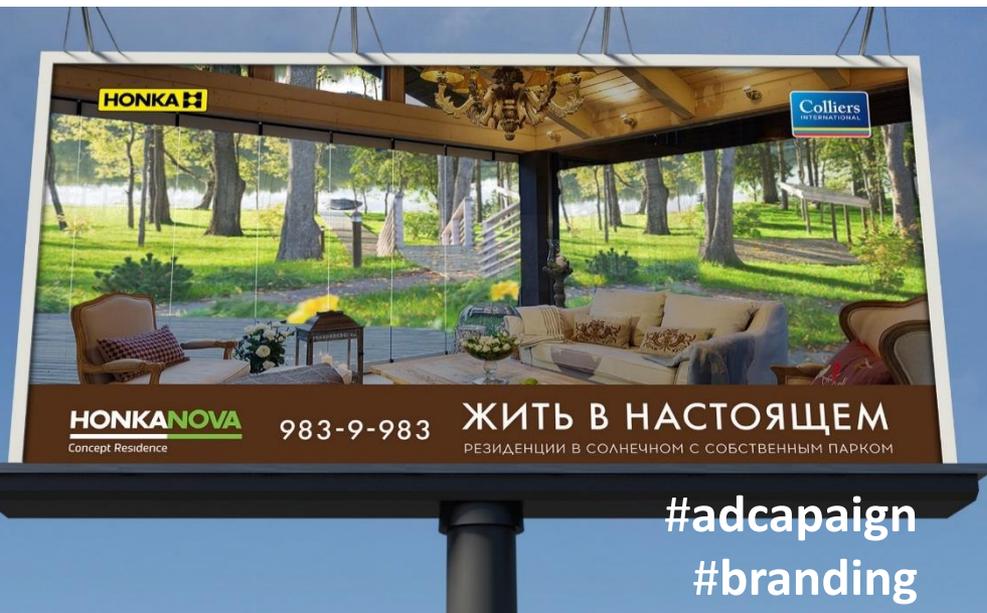


#advertisingcampaign
#branding



#advertisingcampaign

DEVELOPMENT



CASES:

HR BRANDING

HR BRANDING



#officedesign
#hrbranding



#officedesign
#hrbranding



#officedesign
#hrbranding



#hrbranding

CASES: HORECA



#branding
#horeca



#design
#horeca

HORECA



#branding
#horeca



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HORECA



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CASES:

FMCG



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#pack



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CASES:

SOCIAL

RESPONSIBILITY &

COMMUNITY

SERVICE



NEDERLANDS dans THEATER 1

NEDERLANDS dans THEATER 2

MOVE IN NEDERLANDS dans THEATER

NDT& PROJECT BY NEDERLANDS dans THEATER



Dutch Dance Theatre

Assignment

Develop an visual identity in line with the international and ground-breaking reputation of the Dutch Dance Theatre (NDT)

Core values

Creative, engaging, world class.

Concept

Movement / dance.

NEDERLANDS
dans THEATER

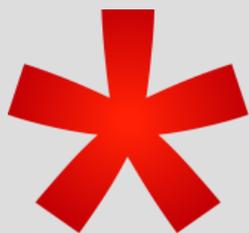


NDT NEDERLANDS
DANS THEATER



#socialproject





ФИГУРА УМОЛЧАНИЯ

Социально-информационная кампания
для помощи жертвам семейного насилия

— Мам, всё нормально*



МНОГОЕ ОСТАЕТСЯ НЕДОСКАЗАННЫМ
Столкнитесь с домашним насилием — обратитесь за помощью
ТЕЛЕФОН ДОВЕРИЯ: 8 (3532) 67-62-54
СОХРАНЯЯ ЖИЗНЬ.РФ

— Я просто упала*

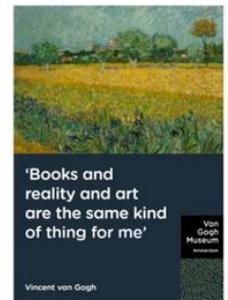
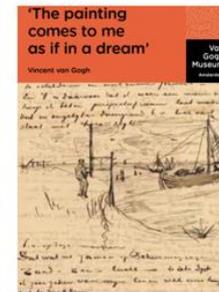


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СОХРАНЯЯ ЖИЗНЬ.РФ



#socialproject

() ПАРТНЕРСТВО
КАЖДОМУ РЕБЕНКУ





LETS MEET UP!



CONTACT US!

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