

WELCOME TO DEPOT BRANDING AGENCY



WHO WE ARE

01

DEPOT BRANDING AGENCY

Depot - is the Russian largest independently-owned branding agency. Our branding service encompasses strategy and brand positioning, graphics and identity, product and packaging design, digital experiences and communications for consumer and corporate brands, services, retail and environment.



DEPOT BRANDING AGENCY

Since 2014 Depot has been a part of GLBA (Global Local Branding Alliance) with its' offices in Moscow, Berlin, Shanghai, Istanbul, New-York, São Paulo, Johannesburg.

With global reach, we create meaningful and relevant local brand solutions. Our agencies are experts in their fields, established in their communities, cities & countries.



DEPOT BRANDING AGENCY
REPRESENTS GLBA IN RUSSIA AND
EASTERN EUROPE



OUR KEY ACHIEVEMENTS

Depot is recognized as the most creative branding agency in Russia due to the ranking of Association of Communication Agencies of Russia (ACAR, until 2004 RARA).

In 2018 Depot ranked among TOP 10 most efficient branding agencies in Russia.

Depot — №1 according to the new brands ranking of Forbes.

In 2019 Depot won the first place in the contest of the best branding cases of the decade: «Russian branding: best of the best».

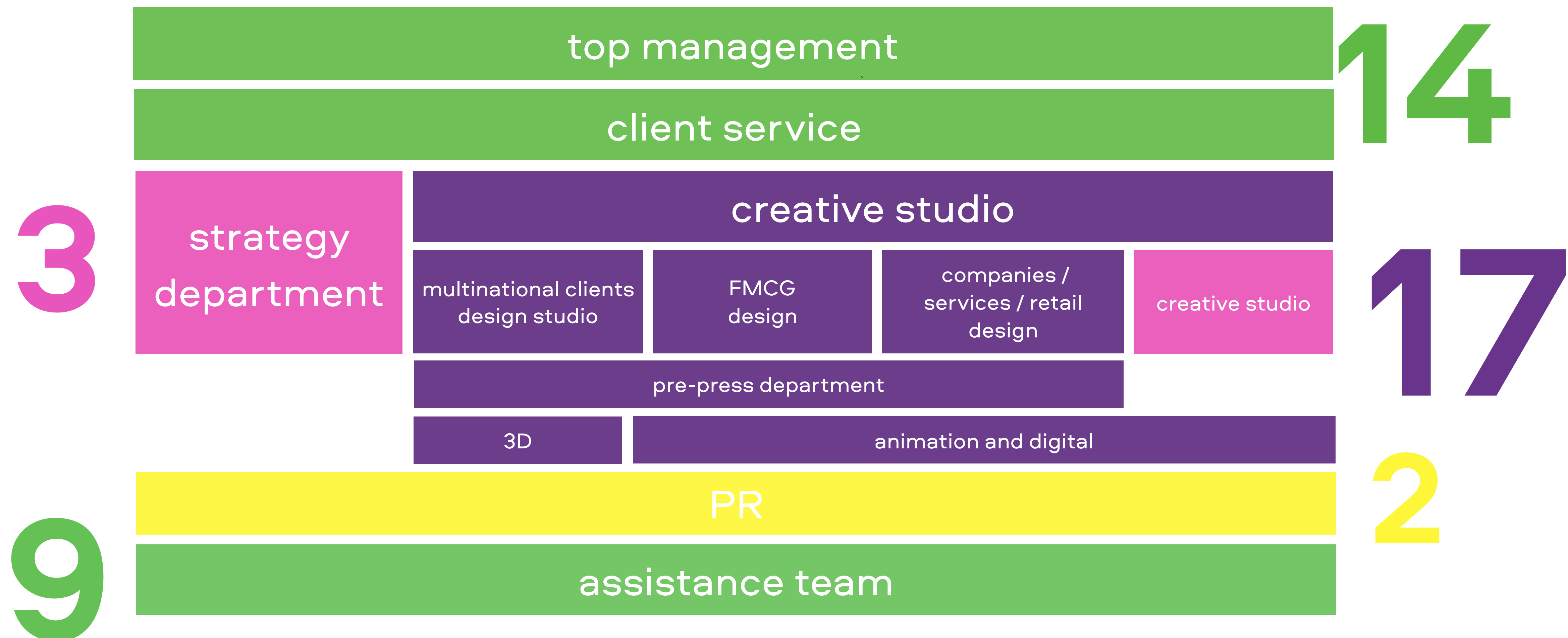
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AGENCY STRUCTURE

02

СТРУКТУРА АГЕНТСТВА



DEPOT TEAM

OUR TEAM IN MOSCOW CONSISTS OF 50 PEOPLE

We are interdisciplinary team of strategists, creatives, designers and managers with experience of over 3,000 projects in more than 20 years.

We are the insiders with an outside view. Local and global. We define, create, design and promote our clients' brands with passion and personal commitment.



NETWORKING

03

DEPOT - IS MORE THAN YOUR BRANDING PARTNER

MEMBER OF EUROPEAN BRAND AND PACKAGING DESIGN ASSOCIATION

Since 2002 Depot is a member of epda (European Brand and Packaging Design Association).
Art-director of Depot Evgeniya Struk — a board member of epda



European Brand & Packaging
Design Association

CO-FOUNDER AND MEMBER OF ASSOCIATION OF BRANDING COMPANIES OF RUSSIA

Managing partner of Depot Anna Lukanina is a president of RBCA (Russian Brand Consultancies Association).
Managing partner of Depot Alexey Andreev is a co-founder and vice president of RBCA.
RBCA today: 125 info partners, 92 members, 23 cities of Russia.



OWNER OF SOSTAV.RU

Depot owns the leading advertising and marketing internet portal sostav.ru

Sostav.ru

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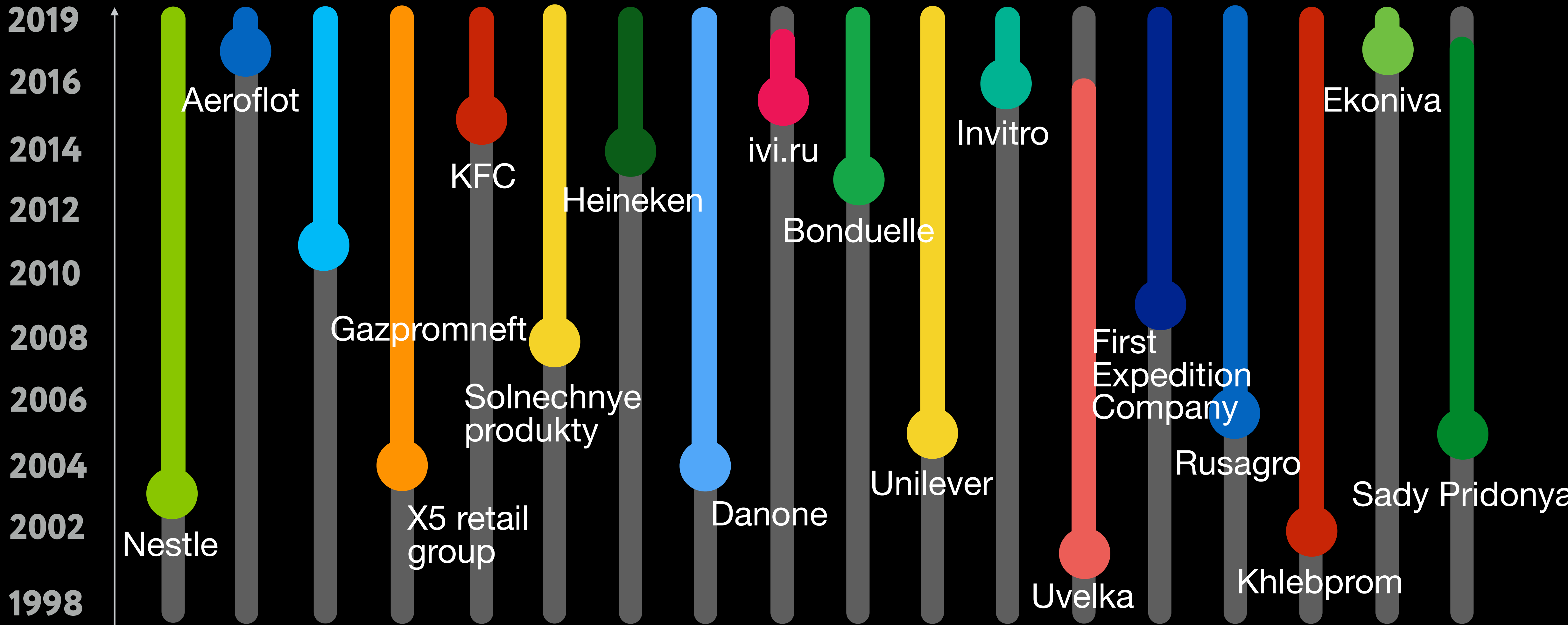
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OUR WORK

04

DEPOT CLIENTS



TOURISM BRAND OF RUSSIA CREATION

The Russian tourism brand is the result of a competition launched in 2015 as a joint enterprise between the Federal Agency for Tourism of the Russian Federation and the Russian Brand Consultancies Association.

Managing partners of Depot Alexey Andreev and Anna Lukanina are the members of the steering committee.

Depot has created the logo for Visit Russia official offices operating all over the world.



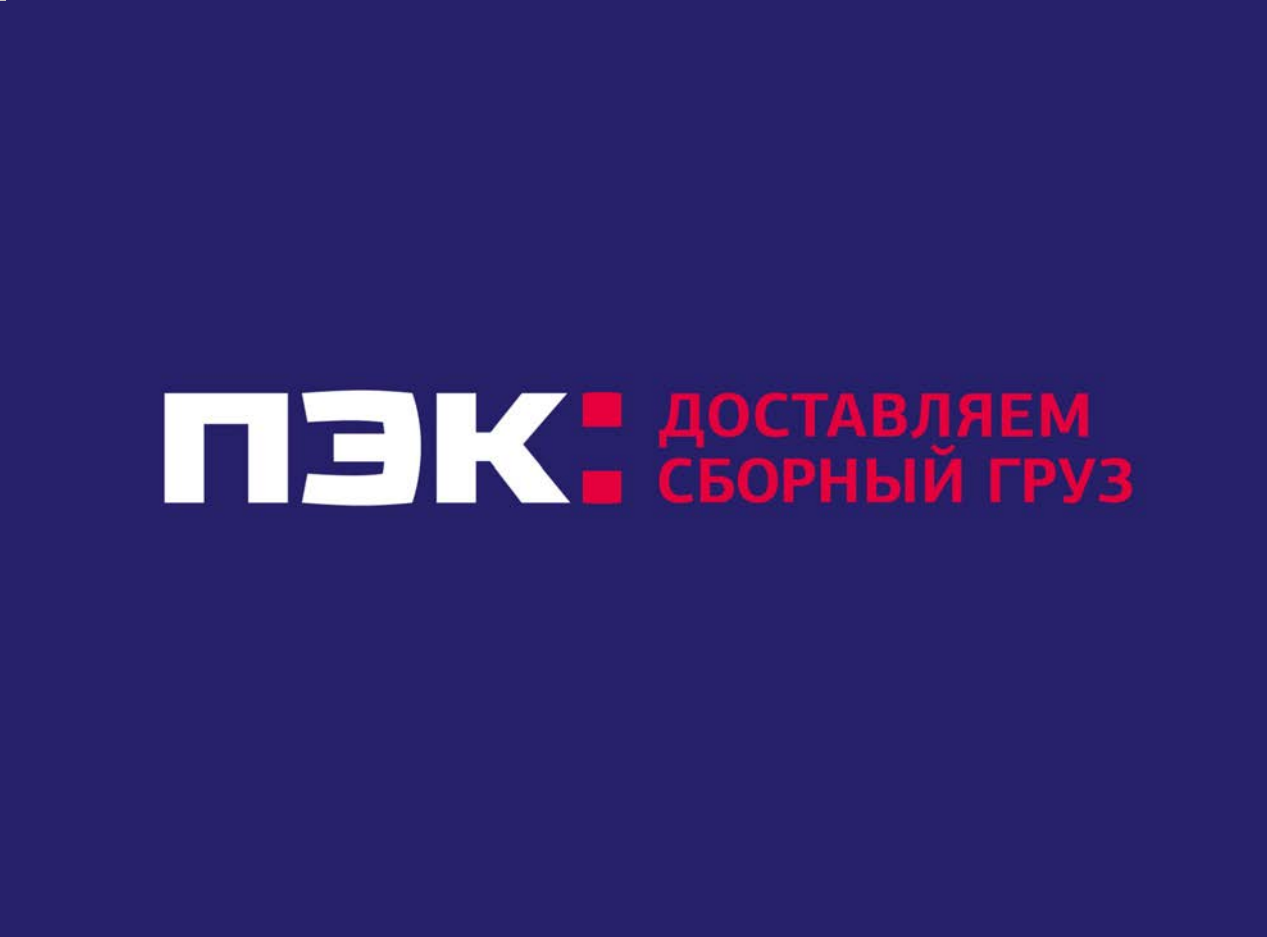
CORPORATE IDENTITY



VEKA

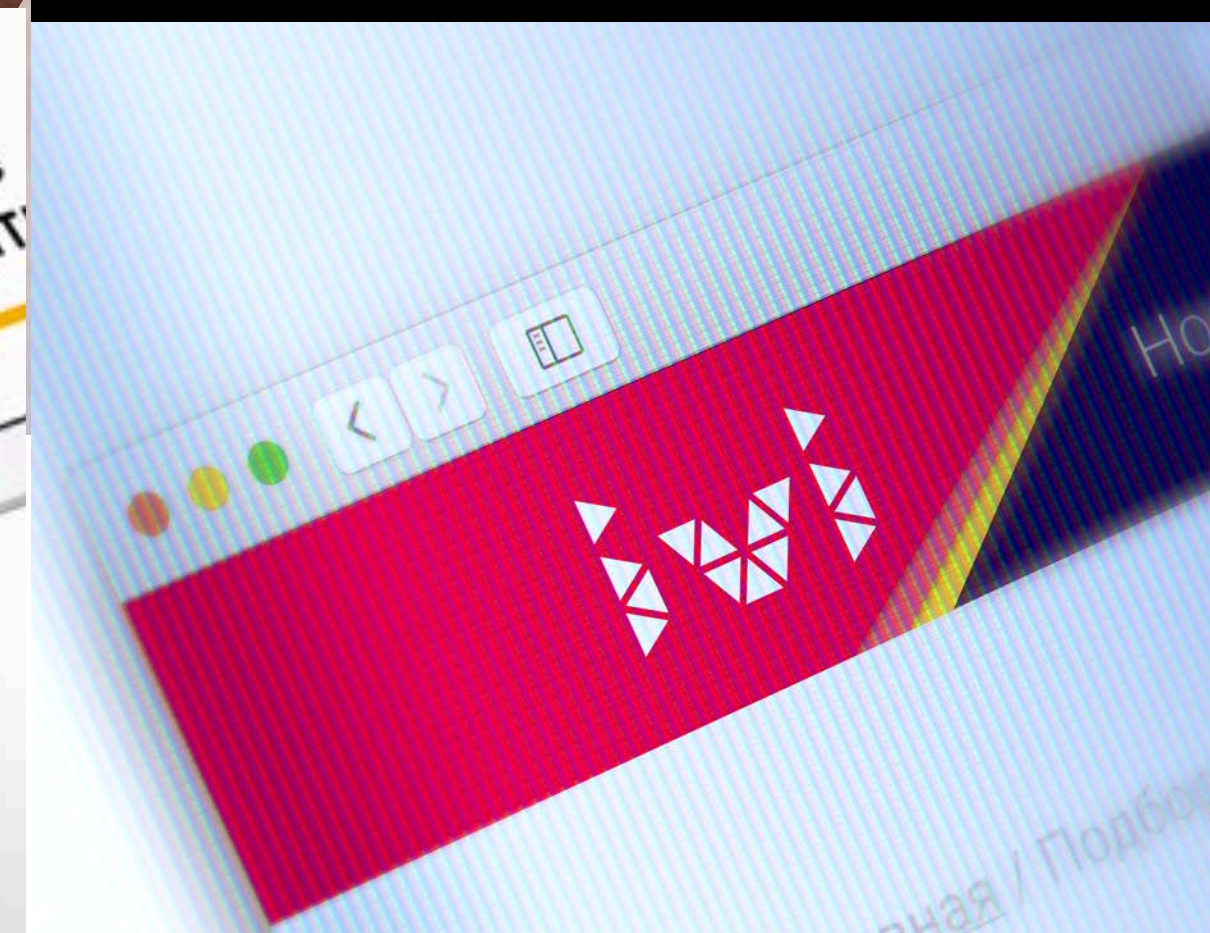
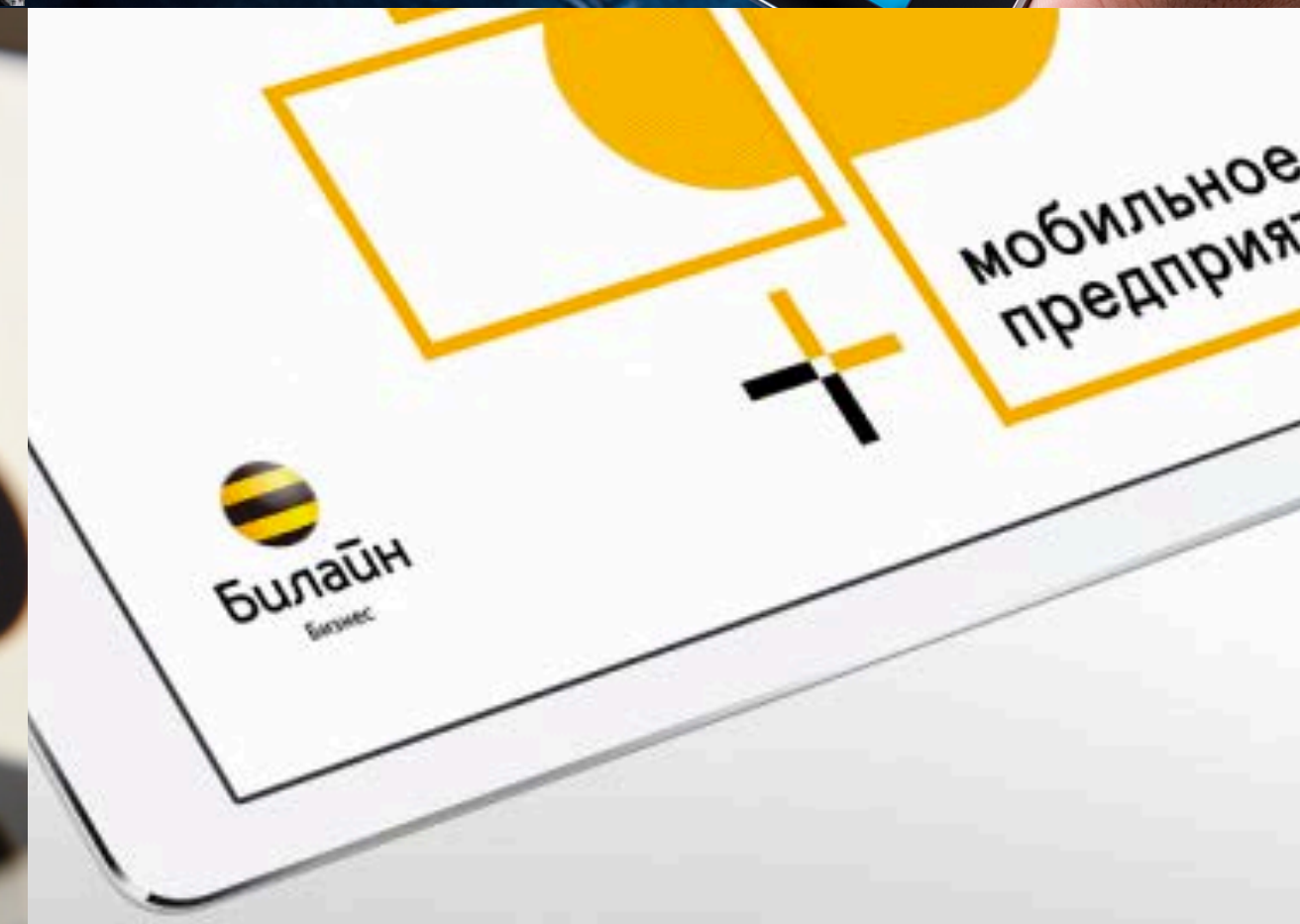


Depot is an expert in corporate, retail and services branding.



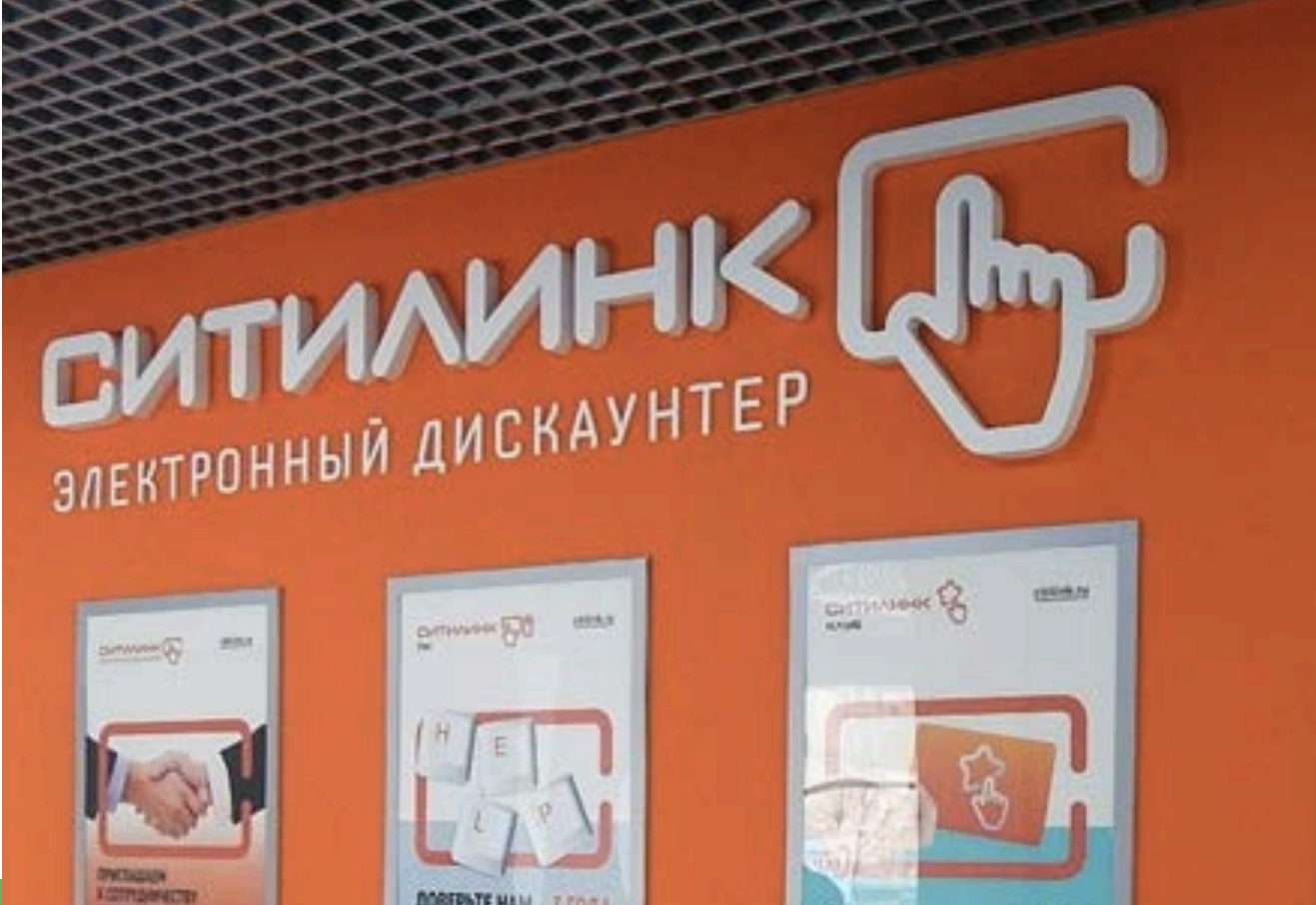
TELECOM AND MASS MEDIA BRANDING

We create and activate
effective brands - the
market leaders in different
segments and categories
that operate online and
offline.



RETAIL BRANDING

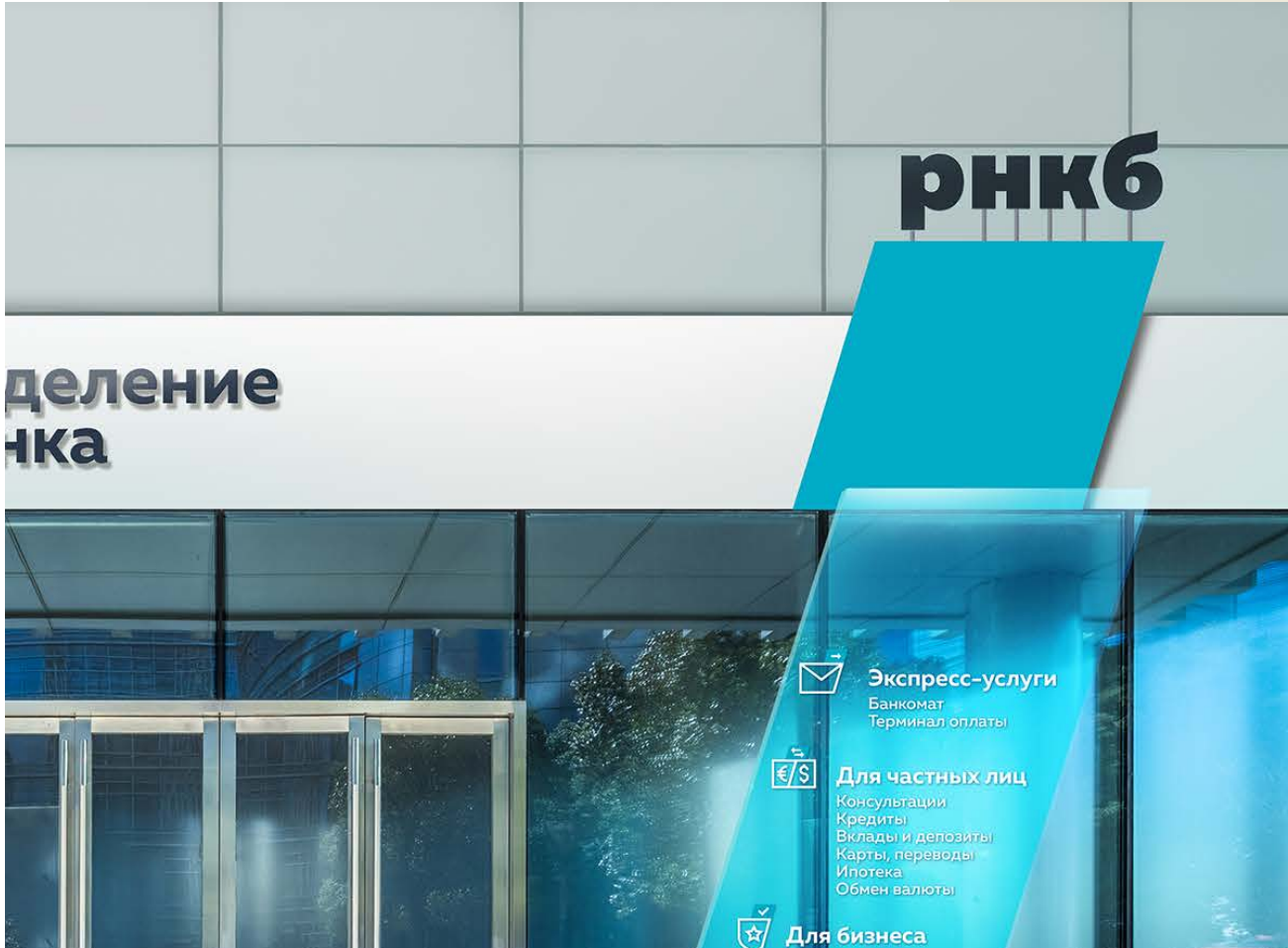
We create and activate effective brands - the market leaders in different segments and categories that operate online and offline.



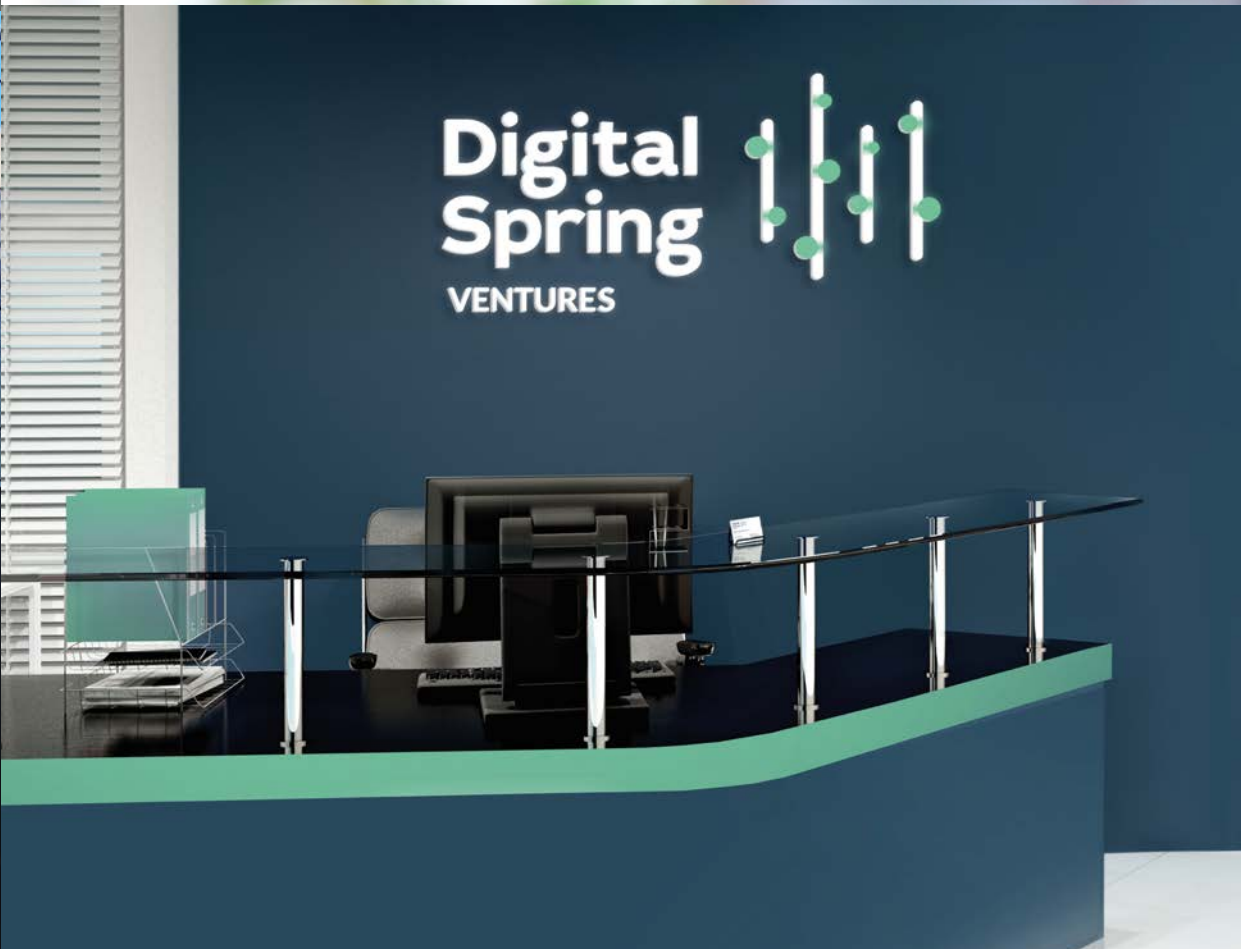
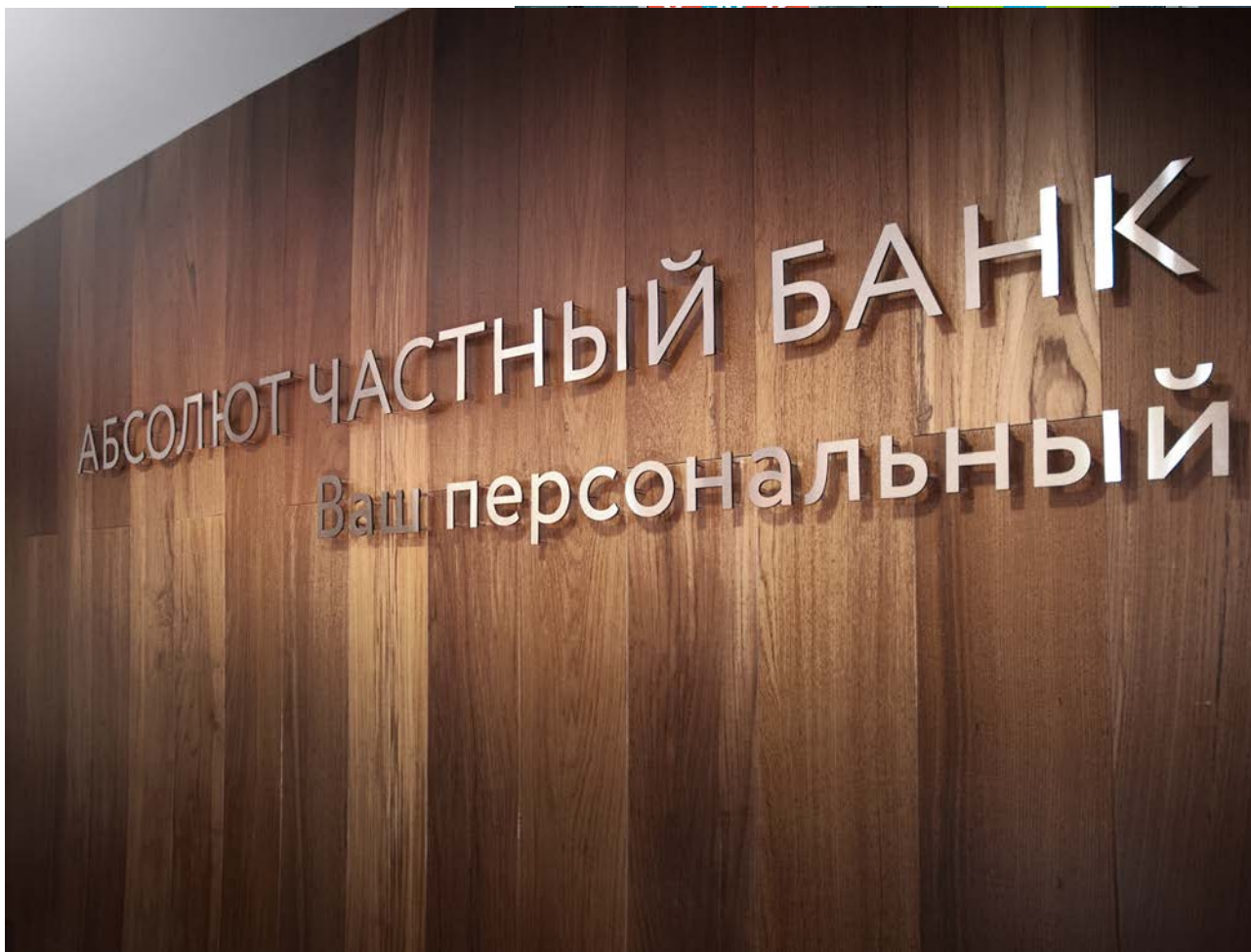
INVITRO®



depot / finbranding



We create and activate brands for banks and finance companies.



CONSUMER BRANDS

We create and activate effective brands - the market leaders in different segments and categories.





ВКУСНЫЕ
КОРМА-
ВКУСНОЕ
МОЛОКО



LOCAL HEROES



LOCAL HEROES

We create effective local brands - the market leaders in different segments and categories.



THERAFLEX REPOSITIONING AND REDESIGN. BAYER RUSSIA

Our work for Bayer’s Theraflex product line, which is marketed in Russia and the former CIS states, shows how to be successful locally in global markets. Theraflex is a product designed to counteract joint wear. In close cooperation with our glba partner agency in Berlin, we strategically reworked the product and brand architecture, positioned the brand, redesigned the brand umbrella and visualized it in packaging design.

The product and brand architecture was strategically reworked in such a way that it is comprehensible on the market side and offers orderly space for the new products of the Theraflex pipeline.

We developed three different routes on the basis of a “Bayer Market Segmentation” based on extensive market research. For each of the three routes, the brand positioning was worked out in detail, the brand umbrella redesigned and the packaging design visualised.

For the concrete implementation through to the final printing of the packaging, Depot team took over the lead in close cooperation with Bayer’s marketing team.

The Theraflex case is an exciting example of how you can conquer local markets worldwide if you really understand your trade, have the right network partners and can fall back on fundamental first-hand market and consumer insights.



GLOBAL BRANDS



INTERNATIONAL BRANDS

We offer our international clients authentic consumer insights, strategy and design solutions rooted in regional culture and keep the global brand positioning and heritage.



INTERNATIONAL EXPERIENCE

05

#DEPOT_KAZAKHSTAN



#DEPOT_BELARUS



#DEPOT_UKRAINE

Brand strategy, identity and packaging design of Nasha Ryaba;
Rollton packaging design adaptation and OOH creative concept for Ukrainian market.



#DEPOT_CHINA

EKONIVA brand adaptation for China market



#DEPOT_CHINA



#DEPOT_WORLD

LITHUANIA

Rebranding ETNO tea

ARMENIA

Noyan juices redesign



#DEPOT_WORLD

UAE
Venture fund corporate brand
development - Digital Spring

AZERBAYDZHAN
Dried fruits packaging design for export in
14 countries



#DEPOT_WORLD

USA

Packaging design and identity for the
snack brand Cheese Bits



#DEPOT_WORLD

USA

Brand identity and packaging design for dairy brand to enter the North American market, Good Mood Farm



#DEPOT_WORLD

GERMANY

Rebranding of Germes sausage (new positioning, brand architecture and packaging design)



#DEPOT_WORLD

MONGOLIA

New water brand creation for APU
company, brand
Orgiluun;
APU water redesign;
rebranding of Fusion beer



#DEPOT_WORLD

LATIN AMERICA AND EASTERN EUROPE

Packaging design Nestle Kosmostars |
Estrellitas

ISRAEL, CANADA, SPAIN, CIS

Packaging design KitKat Senses, creative
concept for OOH

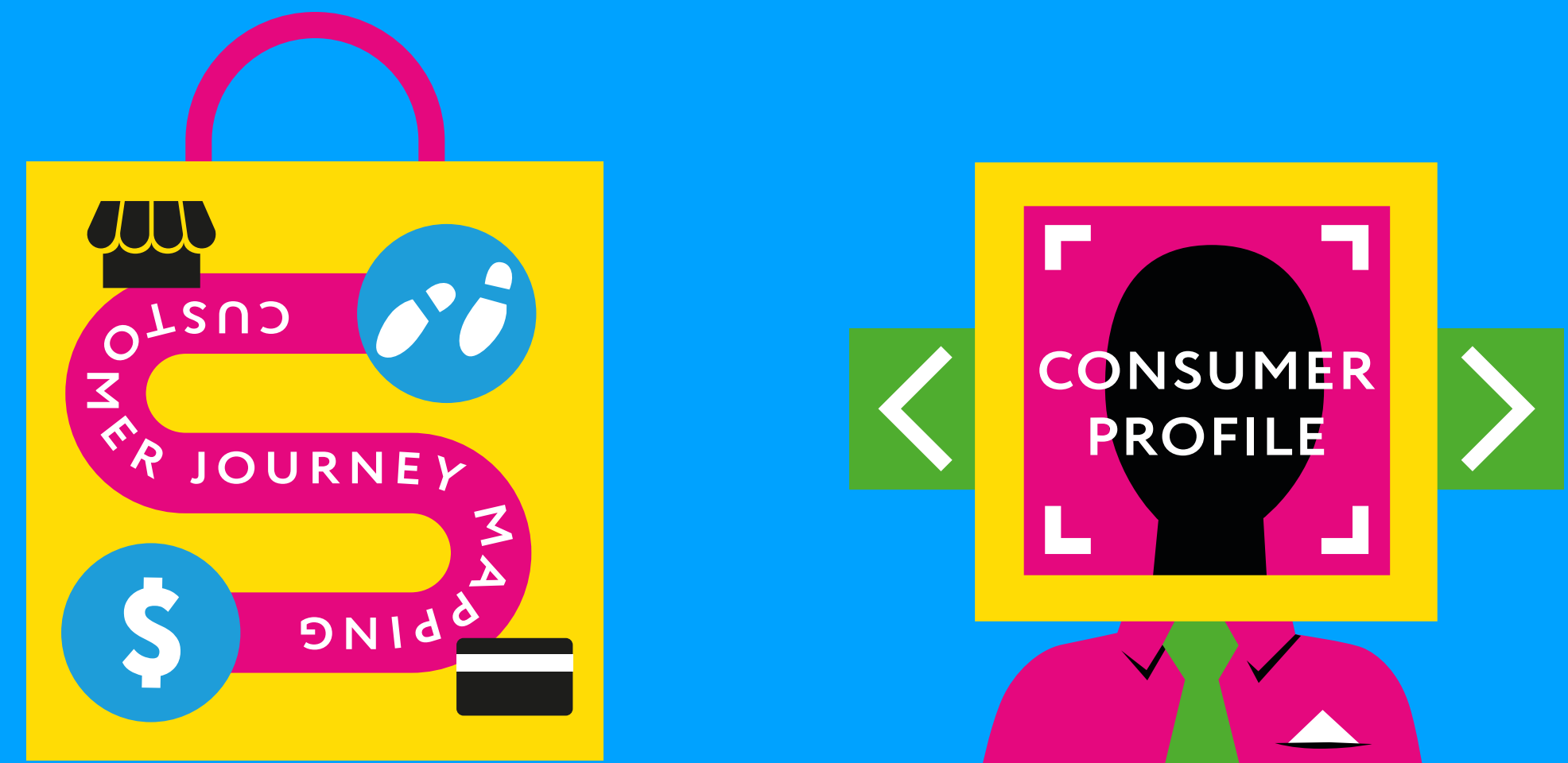
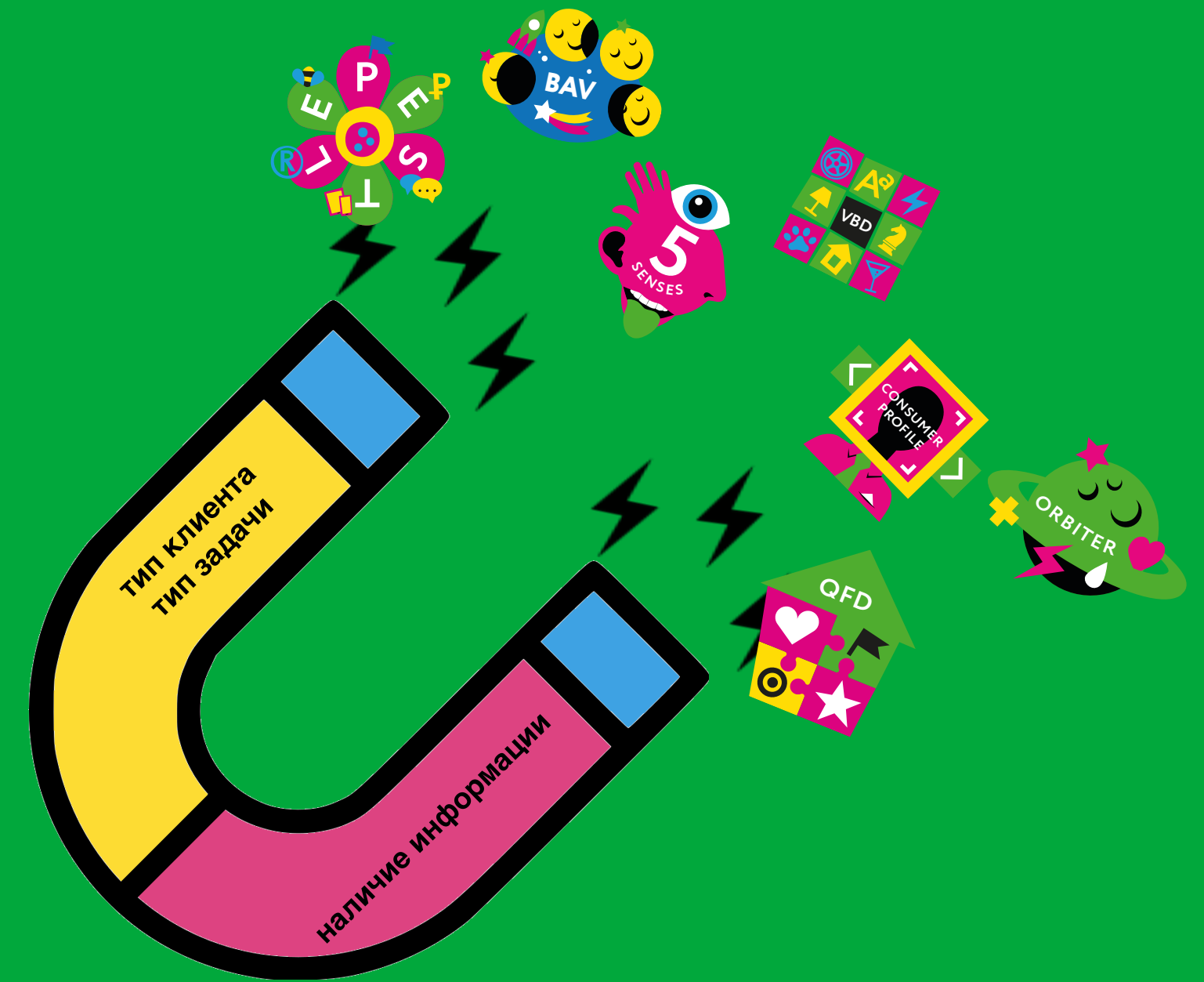


WHAT WE DO

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STRATEGIC TOOLS AND SERVICES

- Market research, analysis and evaluation
- Qualitative market research, e.g. Individual interviews
- Trend research, market screenings, competition analysis and city scoutings
- Global insights through an international network GLBA
- Innovation Workshops, e.g. 5-Senses
- Brand Identity, Strategy and Positioning Workshops
- Customer experience: CJM, U&A, 5 senses
- Brand positioning
- Brand platform
- Illustrated brand positioning
- Design strategy
- Communication strategy



CREATIVE SERVICES

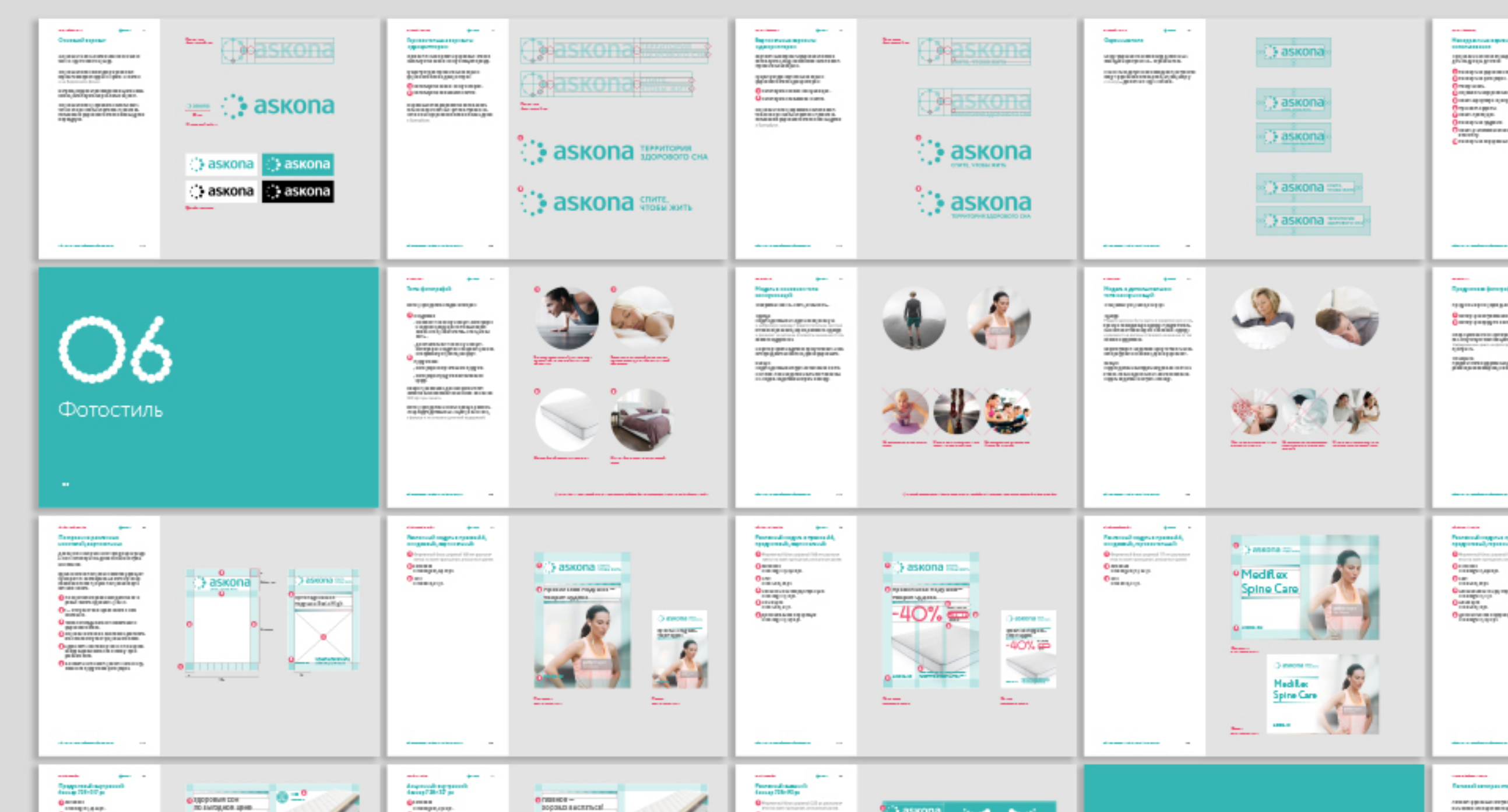
- Brand name
- Brand slogan / strapline
- Brand descriptor
- Brand story
- Creative concepts and story telling



buy experiences
not things

DESIGN TOOLS AND SERVICES

- Packaging Design & Branding
- Brand and corporate identity
- Retail design
- Environmental graphics
- Digital design
- Collaterals design
- Motion graphics
- Look and Feel Moodboards
- Illustration, photography, food styling, product presentation
- Prototyping
- Visual language
- Brand guidelines, brand books
- Art direction



THANK YOU!

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