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KKK BURO

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# KK BURO

Boutique agency specializing in  
cultural communications

We promote cultural products.

We work with Russian and international projects in  
the field of culture and creative industries.

# LEADERSHIP



## ANASTASIA VOLKOVA

Founder

Anastasia has over 10 years of experience in the field of PR and cultural communications. She conducted PR campaigns for the Agency. Art Ru, Pyotr Konchalovsky Foundation, Frolov Gallery, Stas Namin Theater, Jewish Museum and Tolerance Center, MARS Center. For the British Council in Russia, together with the team, she implemented communication campaigns to support the UK-Russia Year of Language and Literature 2016 and Year of Science and Education 2017. As an expert and journalist she has contributed to Artguide.ru, Colta.ru, Harper's Bazaar Art, Interview Russia and Snob.ru. In 2018, she founded KK BURO cultural communications agency.

Anastasia is a Member of the Expert Council of the Silver Archer National Award, one of the most prestigious PR awards in Russia.

**Education:** Journalism and Public Relations (BA) – Lomonosov Moscow State University, History of Arts (MA) –Russian State University for the Humanities.

# SERVICES

We implement media and Telegram campaigns, provide comprehensive social media management and digital marketing support.

## TELEGRAM

Telegram advertising campaigns

...

Creation and development of a Telegram channel

...

Texts and visuals creation

...

Content seeding in thematic channels

...

Report with analytics

## SMM & DIGITAL

Social media management

...

Targeted ads in Yandex Direct, VKontakte

...

Content seeding in groups and publics

...

Email marketing

## MEDIA RELATIONS

PR strategy development

...

Media partnerships

...

Press office 24/7

...

Press launches, press conferences, press trips  
(online, offline)

...

Special projects

...

Media monitoring and analysis

# SERVICES

We provide external expertise and advice on promoting projects in the field of culture and creative industries.

## CONSULTING

Competitive Analysis

...

Developing a communication strategy: tips on effective channels and tools

...

PR activities plan

...

Social media strategy adjustment

## CONTENT

Copywriting and text translation by a native speaker (RU/EN)

...

Design of advertising materials

...

Photo, video and multimedia content production

## INFLUENCER MARKETING

Identifying bloggers and influencers to engage with target audiences

...

Creative campaigns planning and implementation

...

Contracting

...

Reporting on the results

# CLIENTS



Cultural and Education Section  
British Embassy Moscow



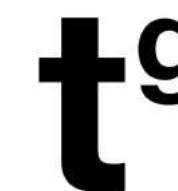
британская  
высшая школа  
дизайна



Музей  
Новый  
Иерусалим



Благотворительный Фонд  
М.И. Дунаевского



# AWARDS



## SMALL AGENCIES HUB

Community Member of small independent agencies of Russia and the CIS.



## SMALL PRIZE

SMALL 2020 Award for the best B2C campaign: PR-support of the UK-Russia Year of Music 2019.

# PROJECT PRESS OFFICE FOR “T FESTIVAL”

SEPTEMBER– DECEMBER 2018

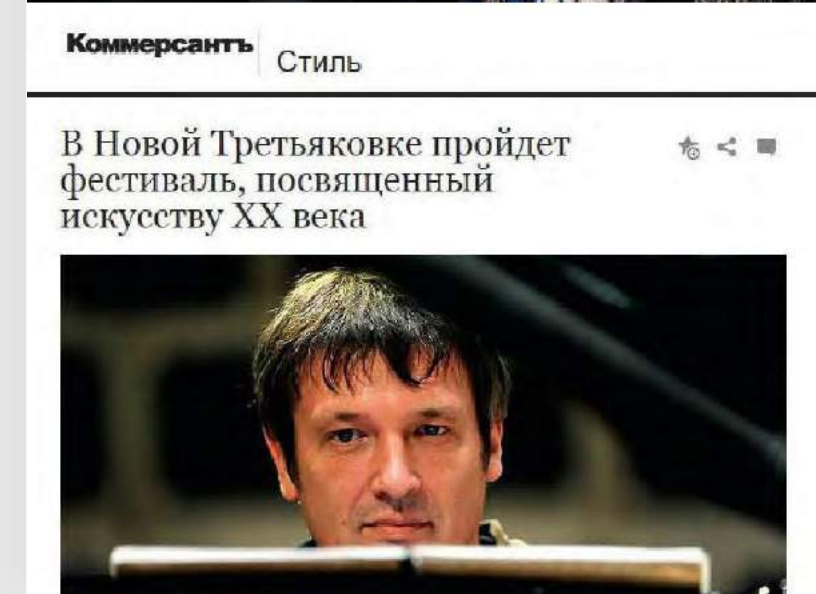
T Festival is an international multidisciplinary festival that combines classical music, visual art, poetry and performance. The Tretyakov Gallery contains iconic halls with works of XX Century art, providing the perfect setting for a festival. The project is supported by Triumph Gallery - one of the leading contemporary art galleries in Moscow. September - November 2018 five exquisite events for the intellectual public will take place behind the closed doors of the Tretyakov Gallery. For the first time live classical music, poetry and performance will fill the space with works of prominent Russian artists of the XX century.

CLIENT: Triumph Gallery.

GOAL: To lead on press office service for the festival in order to attract key audience attention and to build up positive image of the “T Festival” brand.

TOOLS: Establishing partnerships with the target media; press releases copywriting and distribution; news pitching and follow-up; providing comments from the speakers; coordination of the interviews.

RESULTS: A number of media outcomes resulted from day-to-day work on earned (initiated) coverage: Forbes Life; Forbes.ru; Kommersant.ru; Kommersant Style; Vedomosti; Business FM radio; Kultura radio; Hello magazine; Russkiy Pioner magazine; Sapsan; Vogue etc.





## PROJECT

# “FABERGÉ STYLE. EXCELLENCE BEYOND TIME” PRESS OFFICE

NOVEMBER 2018 - JANUARY 2019

**GOAL:** To announce exhibition in the international media, including Italian, French, German media outlets. “Fabergé Style: Excellence Beyond Time” exhibition featured more than 400 artworks, gathered from the Faberge Museum in Baden-Baden (Germany), State Hermitage Museum in St. Petersburg (Russia) and private collections.

**CLIENT:** Museum “New Jerusalem”.

**TOOLS:** Target media pool of 100+ media contacts were developed from the scratch. To announce the exhibition in the international media press kit in 3 foreign languages (FR, IT, ENG) was prepared and distributed through the target media list. Quotes collection and small interviews of the key speakers were used to initiate coverage.

**RESULTS:** Project gained a coverage in a number of media outlets and blogs, including Russian Art + Culture (ENG), Royal Russia (ENG), Russia Beyond (FR), Russie Info (FR), Preziosa Magazine (IT), Gioiellis (DE). Euronews (IT) produced a report about the exhibition. 20+ media mentions in the life-style and Russian culture focused media. Communications with the media resulted in requests regarding a press trip to the museum from the leading newspapers and magazines, including L’Echo (BE) and Marie Claire (IT).



# PROJECT

# PR SUPPORT FOR “STUDY UK: DISCOVER YOU” EXHIBITION

NOVEMBER 2018 - FEBRUARY 2019

**GOAL:** To promote the exhibition of the British education in Moscow. To deliver the key message for the Russian audience that the British education is the best in the world.

**CLIENT:** Education Consultancy Management.

**TOOLS:** A number of media partners including Lenta.ru, Afisha Daily, T&P, Mel, Mixmag and KudaGo supported the project (banners, media and social media coverage). Comments for the articles were collected from the celebrities and influencers. 3 press releases about the exhibition programme were prepared and distributed to raise awareness of the key audience. A list of topics for coverage were developed and provided for the journalists. Some articles were prepared from scratch. 1 celebrity interview was produced specially for the project (musician Lokiboi for Afisha Daily).





**RESULTS:** 30+ publications in the media, including 10 articles and 5 interviews. Among the celebrities and opinion leaders engaged: Lokiboi (musician), Leonid Alexeev (fashion designer), Masha Budrute (nutritionist), Jonathan Mildenhall (marketing director Airbnb), Maxim Buev (Dean, Faculty of Economics, European University at St. Petersburg).

According to data provided by PR News - Communications Research Company, media campaign resulted in 11+ M RUB PR Value, 17+ M Media Outreach.



**THEORY & PRACTICE** События Курсы Гранты Статьи Видео [+](#) Создать анонс [Моя лента](#)



### Циклы событий

-  9 января — 30 января 2019  
Цикл лекций «Философия XX века»
-  25 января — 6 марта 2019  
Ридинг-группа по текстам Донны Харауэй
-  7 февраля — 10 февраля 2019  
«Берег утопии: требуйте невозможного». Интеллектуальный марафон
-  2 февраля — 5 февраля 2019  
20-я Выставка британского образования Study UK: Discover You

**KUDA GO** Лучшие события предстоящей недели в Санкт-Петербурге

Здравствуйте, Антон Агарков!

Весь январь в сети активно обсуждали возможное столкновение Земли с астероидом 2002 NT7, которое должно было произойти 1 февраля. Как вы успели заметить, конец света в очередной отложился, так что можно спокойно строить планы на будущее. KudaGo прогнозирует несколько отличных концертов, выставок и спектаклей, не пропустите!

-  **20-я выставка британского образования Study UK: Discover you**  
Мечтаете получить высшее образование в Великобритании или подыскиваете зарубежную школу для...  
5 февраля 15:00–19:30  
Коринтия Невский Палас  
бесплатно
-  **Опера «Кармен» в постановке театра Опера National de Paris на экране «Ленинград Центра»**  
Спектакль испанского режиссёра Калисто Бейето, вошедший в репертуар Парижской оперы в 2017...  
5 февраля 20:00–23:30  
шоу-пространство «Ленинград Центр»  
от 900 до 1200 Р

## PROJECT

# “RUSSIA-K” PRESS TRIP TO LONDON, OXFORD AND NOTTINGHAM

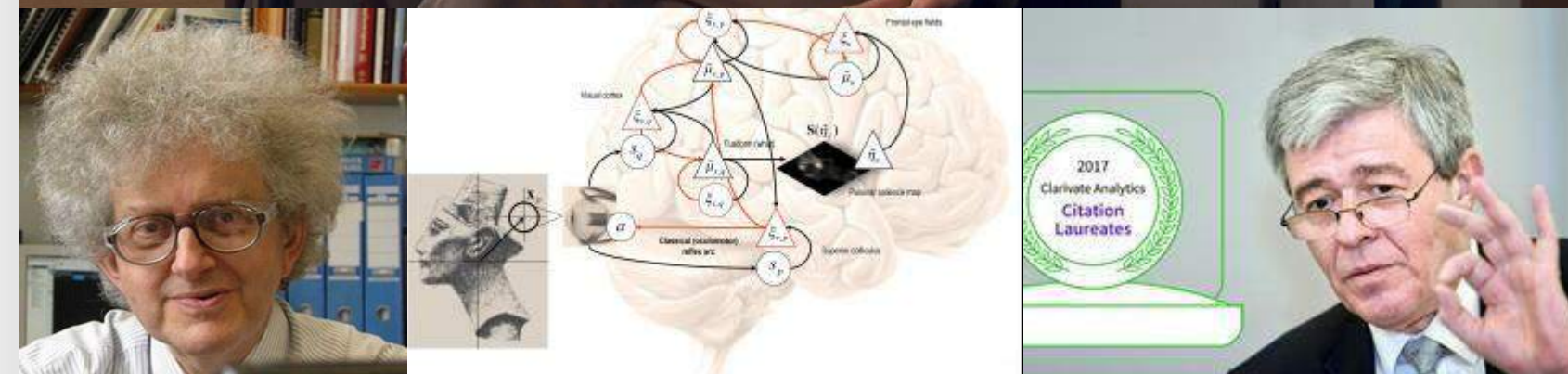
NOVEMBER 2018 - JANUARY 2019

GOAL: To promote British science and education for the Russian audience.

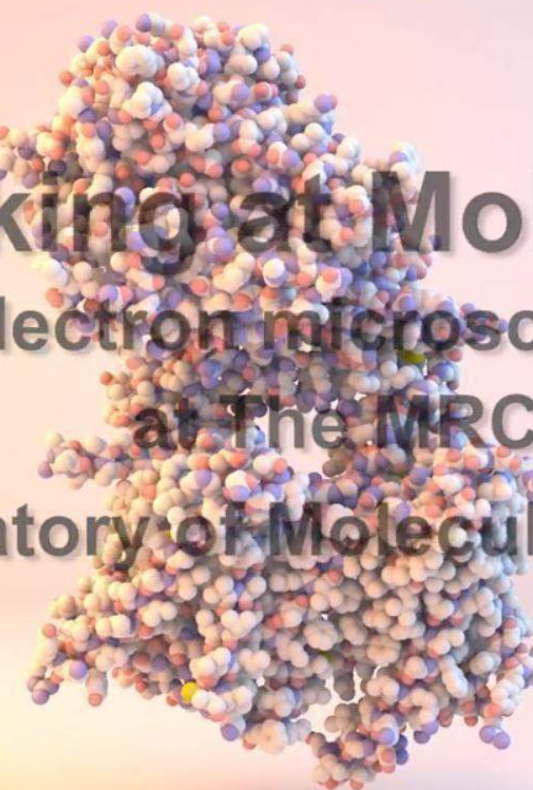
CLIENT: Cultural and Education Section of the British Embassy in Moscow.

TOOLS: A press trip was arranged for a TV crew from the “Russia-K” broadcaster. We planned a trip itinerary, negotiated the interviews with the scientists (Nobel prize winner, molecular biologist Richard Henderson, chemist Martyn Poliakoff, neuroscientist Karl Friston), coordinated the filming in London, Nottingham and Oxford. We also arranged mini-interviews with the Russian students from the British universities: UCL, University of Nottingham, Oxford Brookes University. All the travel issues, including obtaining visas, booking flights and accommodation, arrangement of a transfer inside the UK were also facilitated by KK BURO.

RESULTS: An episode was aired in March 2019 on “Russia-K” broadcaster (“Black holes, White spots” programme) and it’s available [online](#).



**Looking at Molecules**  
The cryo-electron microscopy revolution  
at The MRC  
Laboratory of Molecular Biology



## PROJECT

# PR SUPPORT FOR THE “SUSTAINABLE SHELL” EXHIBITION

MAY 2019 – JULY 2019

GOAL: To announce exhibition in the Russian media outlets, as well as to raise awareness around educational programme in the social media.

CLIENT: VDNH

TOOLS: Press releases about exhibition and educational programme were prepared and distributed through out 150+ media list. 12 journalists and fashion experts visited the exhibition preview. Moskva 24 channel broadcasted news about the event. Both exhibition and educational programme were supported in the social media (3 times per week posting on Instagram and Facebook, creation of events on the Facebook, live Facebook broadcasts etc.)

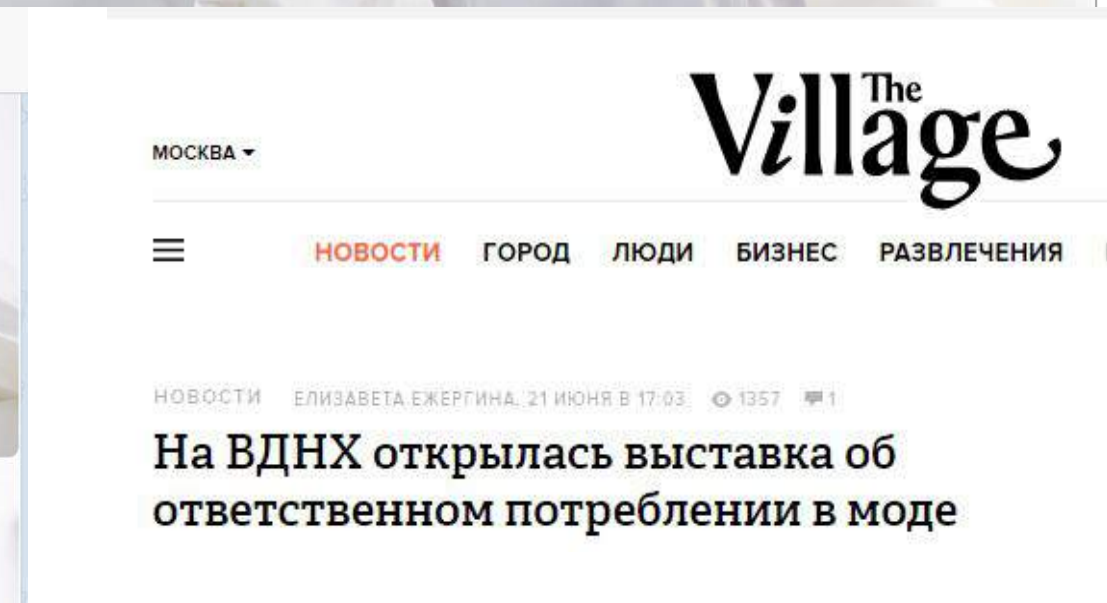
RESULTS: Project gained a 55+ media mentions, including 2 TV and 4 radio broadcasts, 10 articles and 4 interviews. News and articles were sorted out by the leading fashion and life-style press, including SNC.ru, Kommersant Style, Elle.ru, Cosmo.ru, Saltmag, Modmod.ru, etc. Among media partners who supported the exhibition and educational programme were Artuzel.ru, Saltmag.ru, The City, Govorit Moskva (94,8 FM), TimeOut.ru.



Чаты Журнал «Искусство»  
1030 подписчиков



С 21 июня по 28 июля в павильоне «Космос» на ВДНХ пройдёт выставка "Sustainable Shell" («Осознанная оболочка»), посвящённая ответственному потреблению в моде. 🌿  
Анна Халиулина, победительница проекта ВЗЛЁТ на ВДНХ, представит коллекцию мужской и женской одежды, которая отвечает на один из наиболее острых вопросов времени: «Что делать с перепроизводством одежды?». 🌿  
Приезжайте и вдохновляйтесь осознанной модой!



## PROJECT

# UK-RUSSIA YEAR OF MUSIC 2019 PRESS OFFICE

MARCH 2019 – MARCH 2020

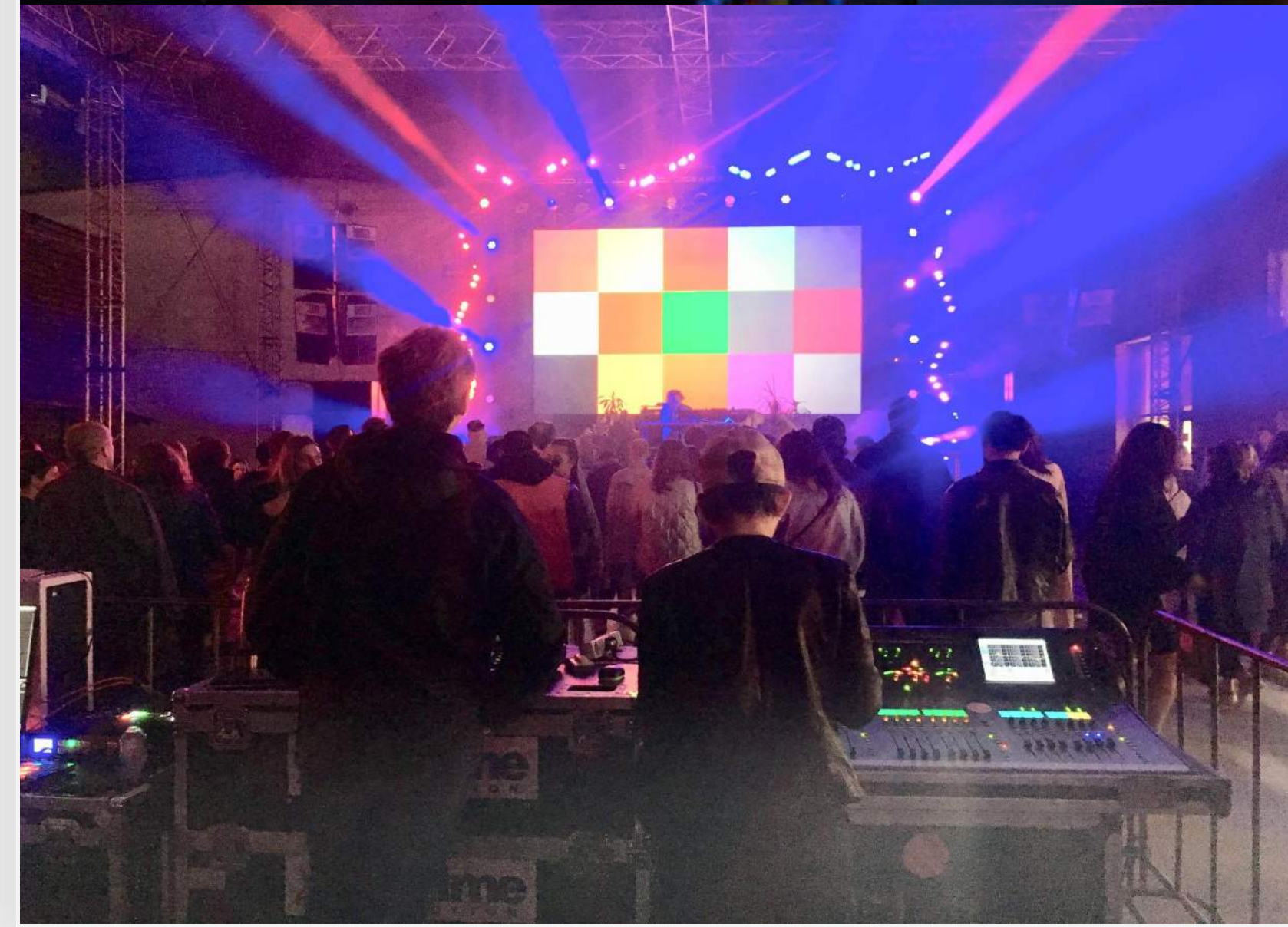
**GOAL:** To create and sustain engagement around the YoM programme in Russia for target audiences. Promote key messages using PR tools. Ensure a high level of visibility and brand awareness of YoM.

**CLIENT:** Cultural and Education Section of the British Embassy in Moscow.

**TOOLS:** 24/7 press office support for 234 events across Russia. We were responsible for PR strategy development and implementation plan, media partners engagement, managing media inquiries, initiating media coverage, managing journalists at the events, negotiating with partners re YoM branding materials, conducting press trips and press conferences and providing final press clipping and report.

**RESULTS:** Total number of YoM media mentions — 2705\*. Potential Media Reach — 828,4 mln people\*. 6 press trips organized for Russian journalists. 3 press launches successfully conducted. 14 media partners engaged to cover YoM programme across Russia. 30+ times Year of Music events were picked as “Editor’s Choice” in the target media.

\*\*Data provided by Medialogia, media monitoring and analysis system.



## PROJECT

# PR SUPPORT FOR THE “BRITISH LITERATURE TODAY”

JULY 2019

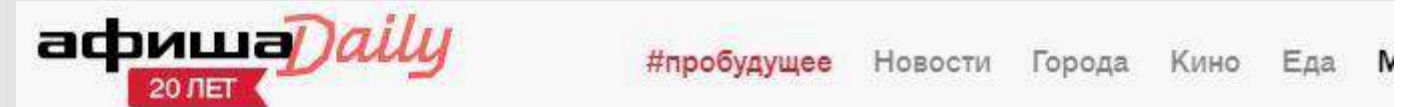
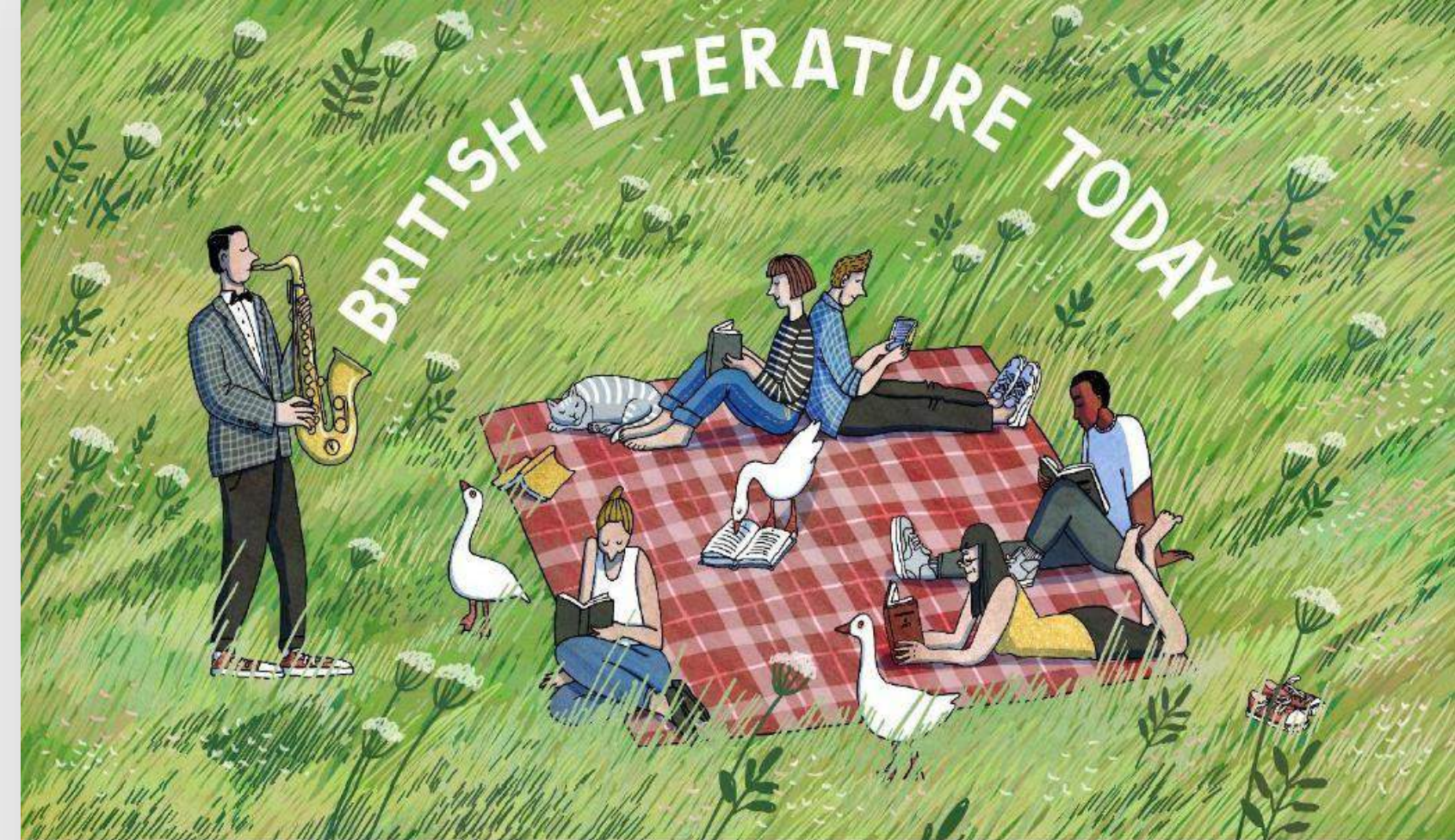
GOAL: To raise public awareness and engage new audience for the seminar.

CLIENT: Cultural and Education Section of the British Embassy in Moscow.

TOOLS: We devised and led a press trip to the seminar “British Literature Today” at Yasnaya Polyana within the framework of the UK-Russia Year of Music programme. The press trip gathered literary critics and journalists from the leading Russian media. Among the participants were Egor Mikhaylov (Afisha Daily), Natalya Lomykina (Forbes Style and Radio Sputnik by RIA) and Mark Marchenko (@vamchtetsam Telegram channel).

As a part of the media campaign, we arranged an exclusive interview for the YoM media partner Lenta.ru. Natalya Kochetkova (Lenta.ru contributor) was the first to talk with Glyn Maxwell and Lavinia Greenlaw before they departed to Yasnaya Polyana. For BBC Russian Service we produced an article based on the open talk by Fiona Maddocks and Nina Nazarova held in the Rudomino Library for Foreign Literature.

RESULTS: The press trip and PR campaign resulted in wide and positive media coverage. 6 interviews, 2 TV reports, 4 radio broadcasts, 35+ news were sorted out by the target media outlets, including Lenta.ru, Radio Sputnik by RIA, Afisha Daily, BBC Russia, TV Kultura, Colta.ru, Forbes Style, etc.



Познакомьтесь с квир-поэтом Джей Бернад — рок-звездой лондонской поэзии



Фотография: Света Мишина

В рамках Года музыки Великобритании и России в Ясной Поляне прошел семинар «Британская литература сегодня», куда, среди прочих, приехала квир-поэт Джей Бернад, написавшая цикл стихов о лондонском пожаре 1981 года. Егор Михайлов рассказывает об истории, вдохновившей Бернад, и о том, почему ее стихи лучше не только читать, но и слушать.

# PROJECT PRODUCTION OF THE “NEW CLASSIC” DOCUMENTARY

MARCH 2019 - SEPTEMBER 2019

**GOAL:** To tell about innovators in classical music by the example of famous British and Russian representatives. Show that modern classics are diverse and may be of interest to the general public.

**CLIENT:** Cultural and Education Section of the British Embassy in Moscow.

**TOOLS:** We developed a script for the film, agreed on the choice of speakers with the customer (composer Gabriel Prokofiev, director of Chineke! Orchestra Chi-chi Nwanoku, violinist Charlie Siem, music consultant Nick Winter, director of the Helikon Opera Dmitry Bertman), arranged interviews with them. We organized and conducted the filming process in Moscow and London, produced the film and agreed to broadcast it on the Russian federal channel.

**RESULTS:** The film was released on the OTR Channel and it's [available online](#).



# PROJECT

# GIFT OF LIFE GALA

# PR-SUPPORT

JANUARY 2020

**GOAL:** To obtain awareness around the event and receive mentions of Gift of Life brand in the media.

**CLIENT:** Gift of Life charity.

**TOOLS:** We updated a media list, collected quotes from the celebrity speakers, prepared and distributed a press release and initiated coverage in the target media, including life-style and UK-based Russian media.

**RESULTS:** 20+ publications, including photo reports, news articles and reviews in the target media - RIA Novosti UK, Kommersant UK, Zima Magazine, Afisha London, New Style Magazine, Russian Roulette, OK, Hello, Sobaka.ru.





# PROJECT

# SOCIAL MEDIA STRATEGY

# FOR THE “NEW JERUSALEM”

# MUSEUM

JUNE 2020

GOAL: Offer solutions to attract followers on social networks and increase their engagement.

CLIENT: Museum “New Jerusalem”.

TOOLS: The proposal was developed for the museum's Facebook and Instagram accounts. An analysis of the museum's accounts was conducted, as well as an analysis of its competitors - leading Moscow museums. Based on the results of the analysis, the following were described: an optimal targeting model, a content plan rubricator, competitions and quizzes among subscribers. Bloggers and opinion leaders were proposed for cooperation.

RESULTS: A Social Media Strategy for promoting the museum on Facebook and Instagram has been developed with analytics, descriptions of tools, budgeting and forecasting.



## SMM-СТРАТЕГИЯ ПРОДВИЖЕНИЯ В FACEBOOK И INSTAGRAM

Музей «Новый Иерусалим»



### Цели и задачи:

Цели – увеличение числа подписчиков социальных сетей Музея и повышение их вовлеченности в коммуникацию с Музеем. Рост числа посетителей, узнающих о музее из социальных сетей.

Задачи, необходимые для достижения цели:

- Формирование и поддержка уникального имиджа музея в социальных сетях, отличного от конкурентов (контент–позиционирование);
- Стимулирование обратной связи и генерация пользовательского контента (UGC);
- Рост органического охвата и количества участников групп;
- Увеличение трафика из социальных сетей на сайт.

### Инструменты:

- Разработка контент–плана для Instagram и Facebook (контент предоставляет Музей)
- Ежедневный постинг контента, взаимодействие с подписчиками
- Настройка таргетинга по сегментам ЦА и продвижение органически популярного контента в Instagram, Facebook
- Разработка и проведение конкурсов/викторин в Instagram
- Прямые эфиры в Instagram и Facebook Музея
- Промо у релевантных блоггеров (микроинфлюэнсеров) и размещение в тематических пабликах на бартерной основе

PROJECT

# WORK WITH JOURNALISTS AND BLOGGERS FOR THE “LIKBEZ” ART PROJECT

OCTOBER 2020 – DECEMBER 2020

GOAL: Strengthening the positioning of the brand as an interactive, educational and entertainment project in the field of classical music.

CLIENT: "Likbez" Art Project - organizer of interactive concerts of classical music.

TOOLS: We build relations both with the target media and with relevant Instagram bloggers. The main speaker of the project was a well-known pianist Polina Osetinskaya, through an interview with whom the campaign was built. Co-hosts of the event Inna Smirnova and Anna Paklina also acted as spokespeople. Selected Instagram bloggers were invited to the concert. After the event they shared their impressions in posts and stories with the tag @avlikbez.

RESULTS: 20 news, 5 interviews, 2 TV spots, 1 live broadcast. Media: TASS, Forbes Woman, Belcanto, Classical Music News, Colta, The City, TV Russia-K, radio Orpheus, Vera, Kultura; Mayor of Moscow website. 8 blog posts on Instagram with a total engagement of 1.5K likes.

# ЛИКБЕЗ

Интерактивный  
концерт в Зарядье

# ПО КЛАССИКЕ

20 ноября

фортепиано  
ПОЛИНА  
ОСЕТИНСКАЯ  
специальный гость

ЗАЛ ЗАРЯДЬЕ ЛИКБЕЗ  
АРТ ВЕДОМСТВО



# PROJECT

## PR SUPPORT FOR THE

# UK-RUSSIA CREATIVE BRIDGE FORUM 2021

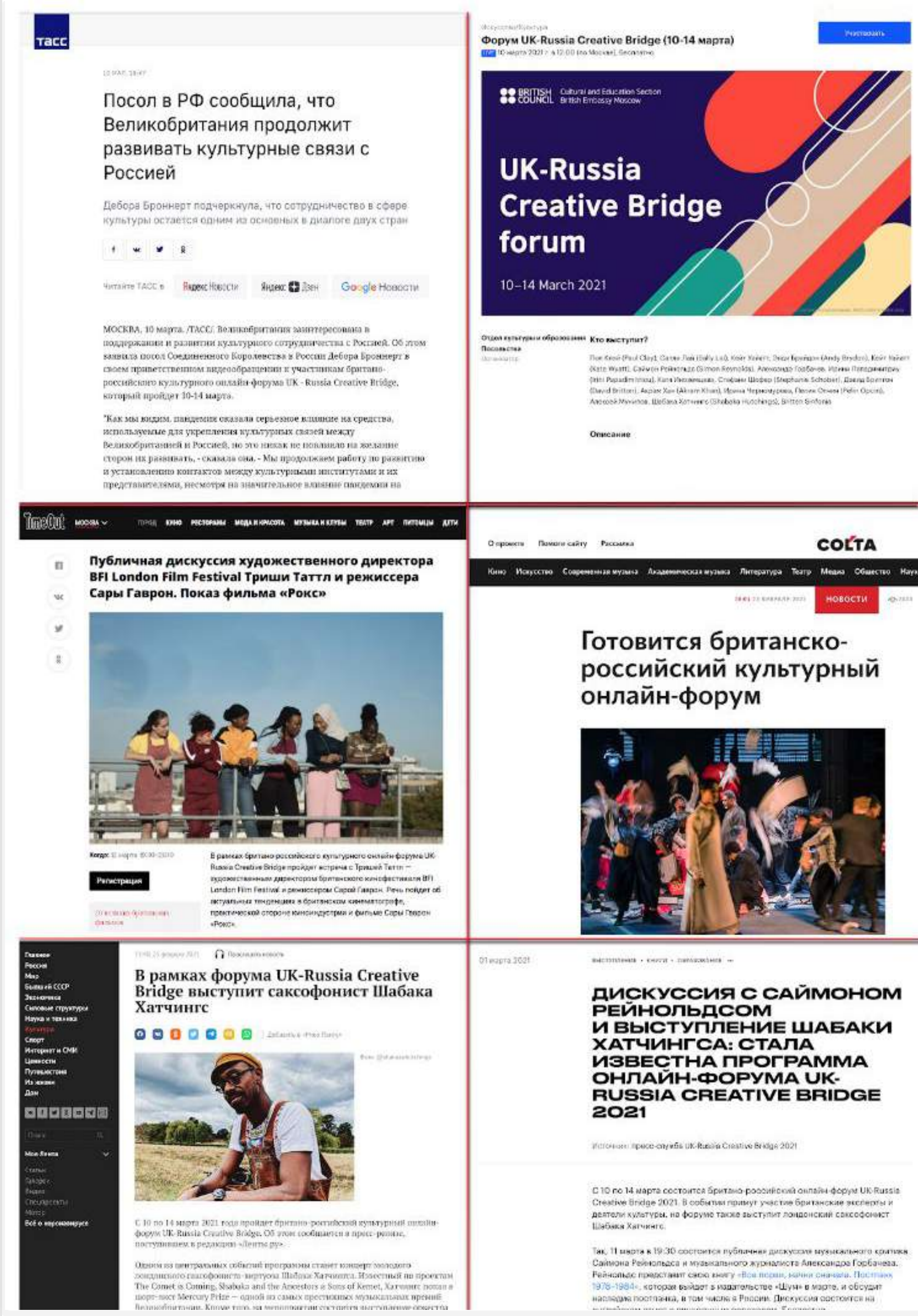
FEBRUARY 2021 – MARCH 2021

GOAL: Create and sustain engagement around the Forum in Russia for target audiences: arts and creative economy professionals, as well as wider audience interested in additional education.

CLIENT: Cultural and Education Section of the British Embassy in Moscow.

TOOLS: Our priority was to work with digital media outlets and Telegram channels to spread links to the Forum events. We brought up media partnerships with Afisha Daily (leading entertainment media in Russia), People in Culture (a professional resource for cultural managers) and Culture.ru, which streams live broadcasts of cultural events. We arranged interviews with the British speakers and Forum curators. The important part of the campaign was dedicated to Telegram. We worked with Telegram channels to generate both paid and organic posts about the Forum.

RESULTS: PR campaign resulted in 30+ media mentions with cumulative reach of 5,6 M, as well as 50+ Telegram posts that reached 85 K.



PROJECT

# INSTAGRAM AND PR SUPPORT FOR “EXPERIMENT” PHOTO GALLERY

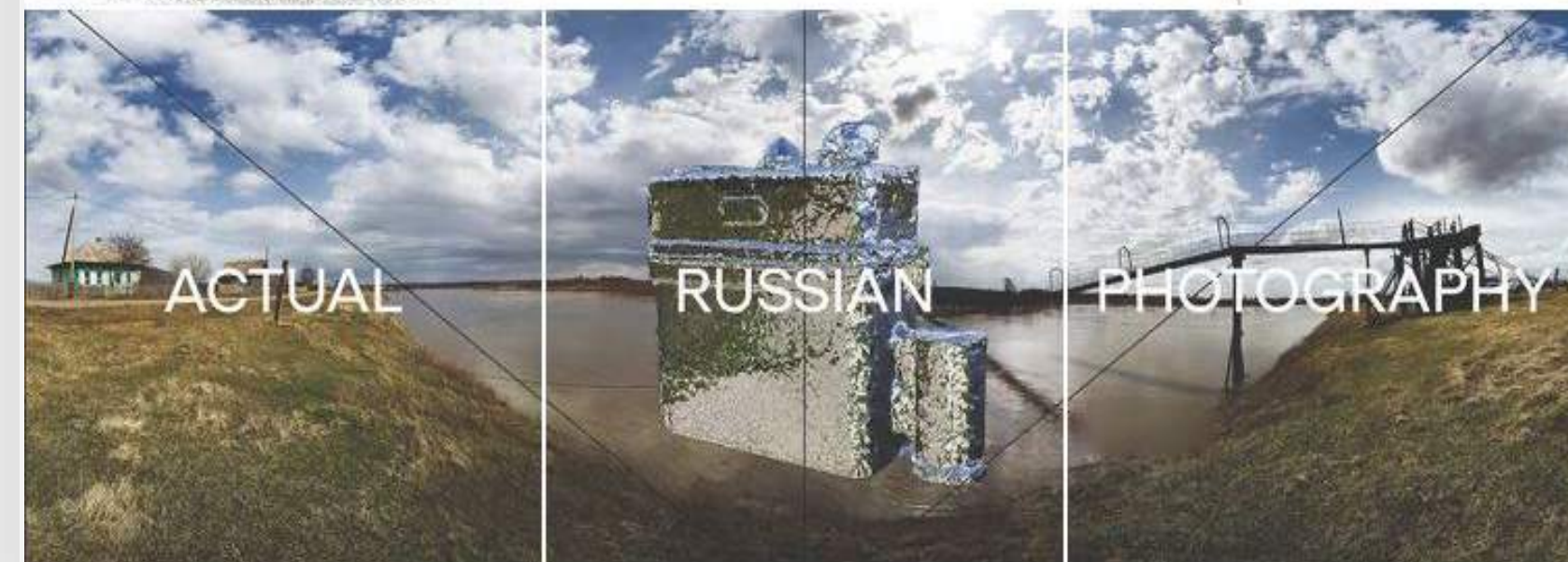
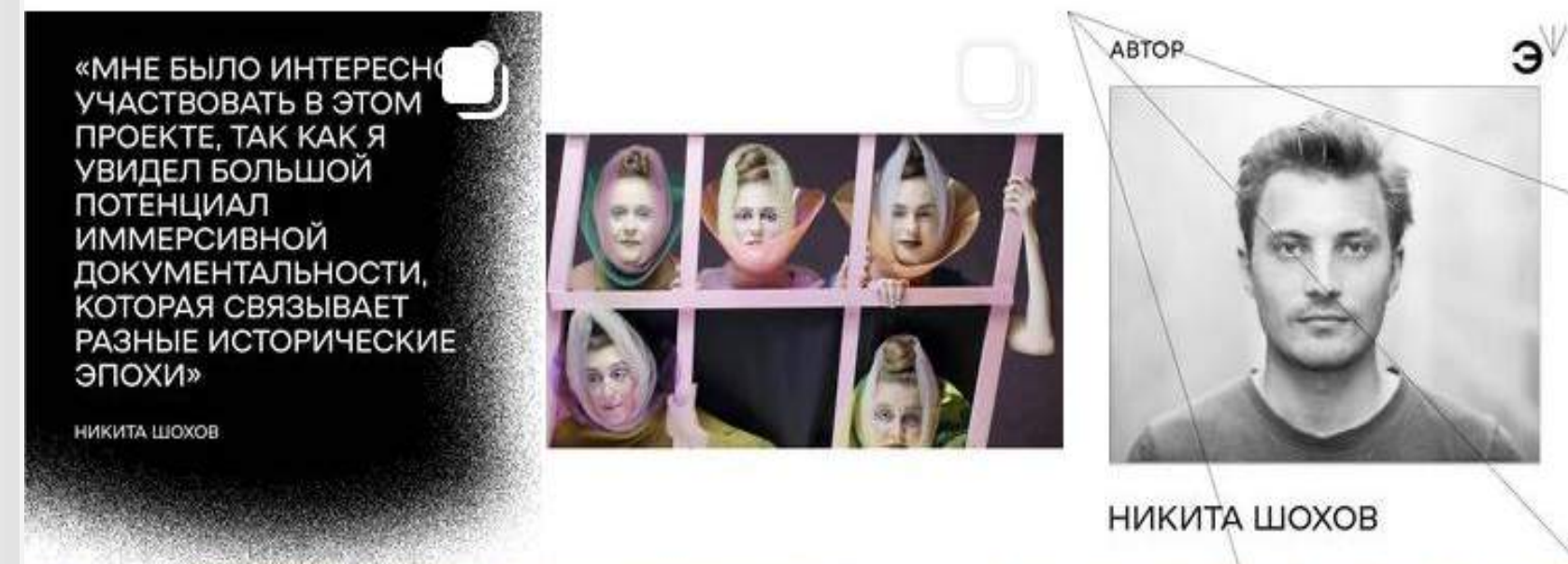
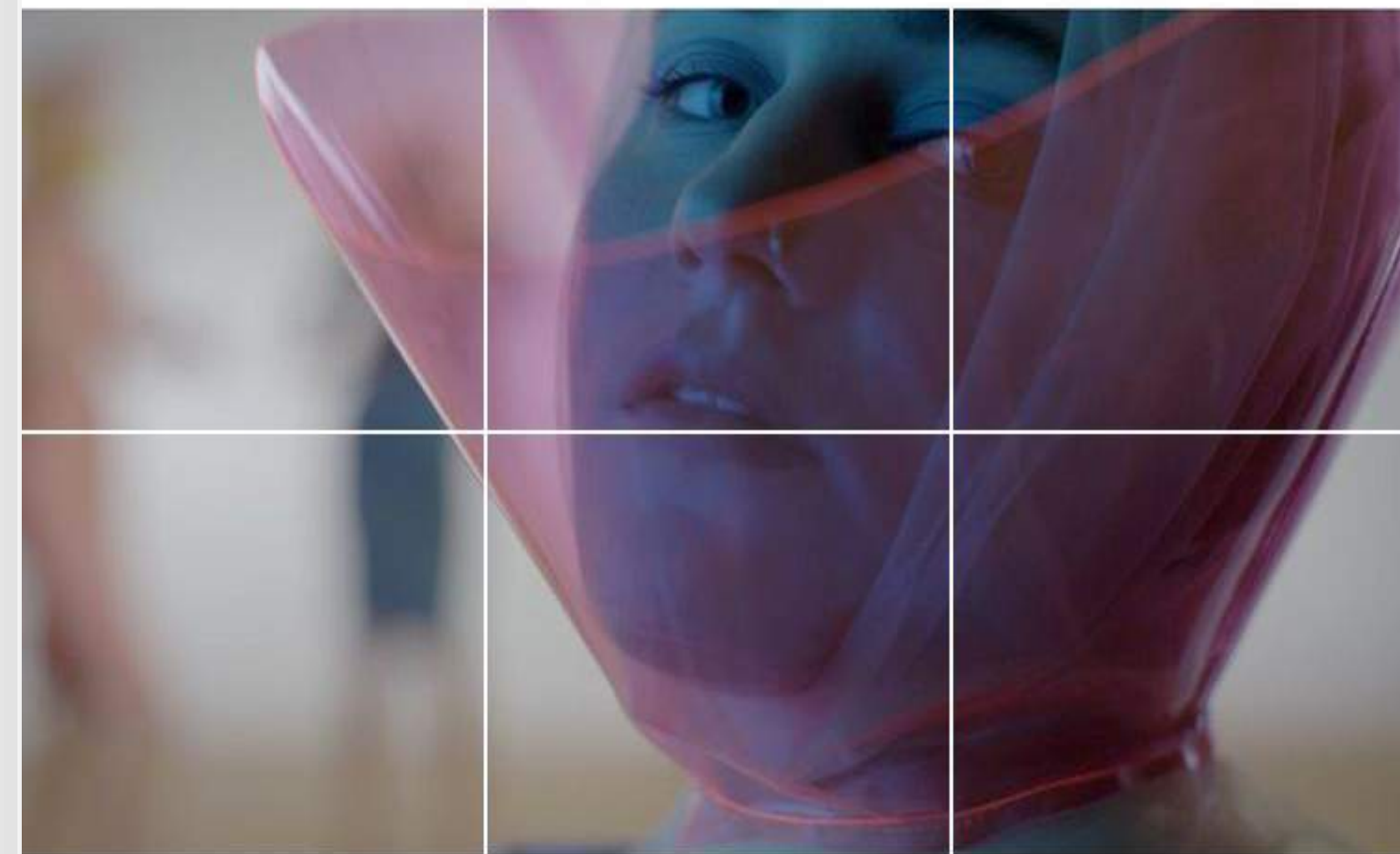
APRIL 2021 – ongoing

GOAL: To build up public and media awareness around the Gallery.

CLIENT: "Experiment" is an online gallery of contemporary Russian photography.

TOOLS: Creation and development of the gallery's Instagram account, page design, content management, community management, targeted advertising, cross-promotion, 24/7 support for gallery activities. PR launch of the project: publications were initiated in targeted media and Telegram channels. Artguide, Colta.ru, AD, Design-Mate, Tatlin, Paper, Sobaka NN wrote about the project. An interview with the director of the gallery, Irina Golinskaya, was published on Photographer.ru. Playboy released a longread with a selection of photos from the gallery's portfolio. Announcements were posted by the leading thematic Telegram channels about art and photography, design, urban leisure and entertainment, their coverage was 25K.

RESULTS: 21 publications in the media, 15 in Telegram. [Instagram](#) account was developed.



## PROJECT

# MEDIA AND TELEGRAM CAMPAIGN FOR BHSAD

JULY – AUGUST 2021

**GOALS:** Strengthening the image of BHSAD as a leader in education in the creative industries in Russia.

**CLIENT:** BHSAD (Universal University).

**TOOLS:** We brought up fruitful partnership with Design Mate media outlet (11 publications). The exhibition was attended by 15 journalists and Telegram bloggers, including InStyle, The Blueprint, Design Mate, Typical Moscow, Photographer.ru, Telegram channels “I hate Fashion”, “Two ladies in Moscow”, etc. The opening was attended by a film crew of the “Friday” TV channel, which released the story in the News program. A long read was compiled for Rusbases media outlet with comments from BHSAD graduates and mentors.

**RESULTS:** 40 publications in the media about the project, 30 announcements in Telegram channels (paid and initiated). 1.3M is the total coverage of media outlets, including TV broadcasts. 68K is the total reach of posts in Telegram.



# PROJECT

# INSTAGRAM COMPETITION

# #MYECORULES

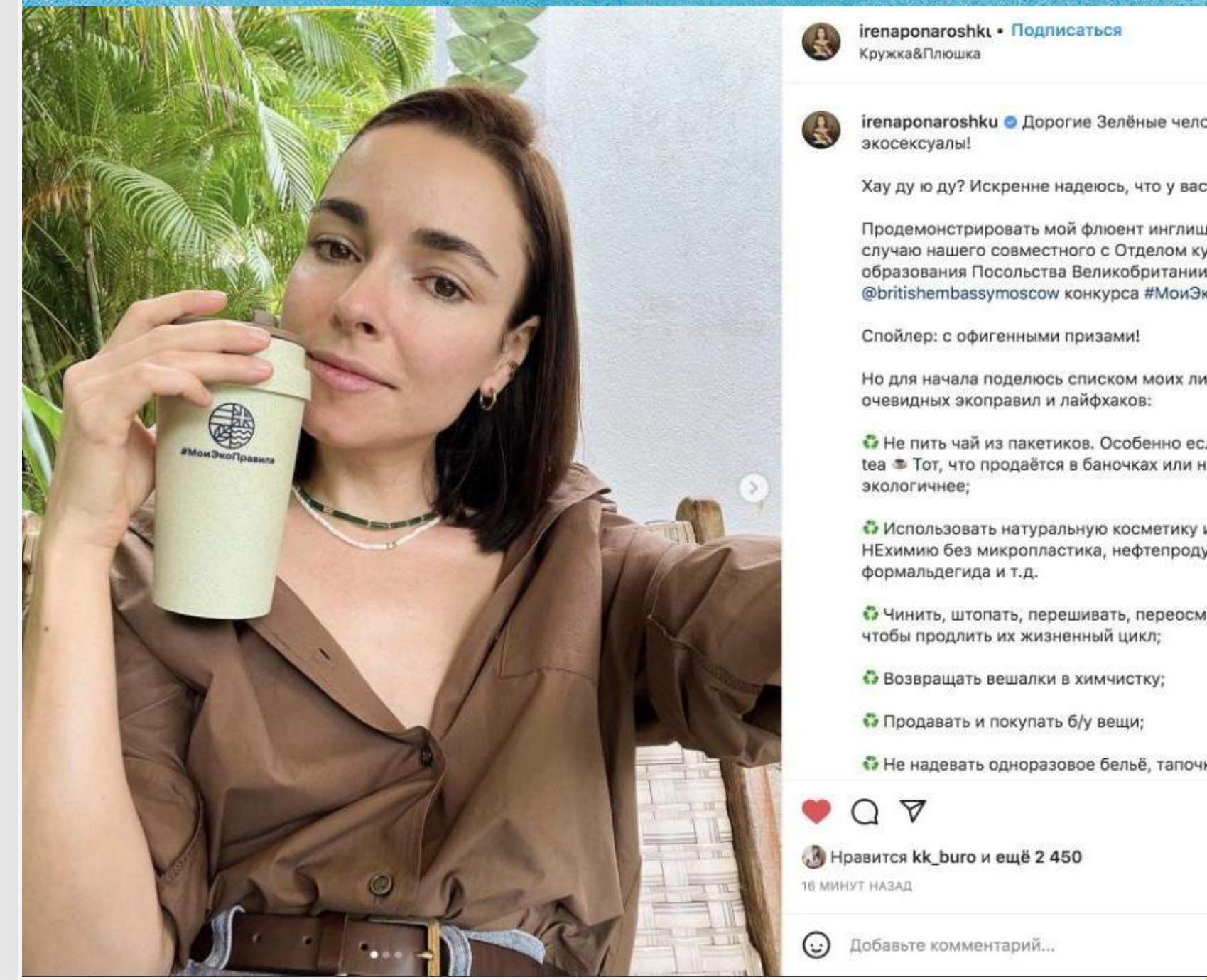
NOVEMBER – DECEMBER 2021

GOAL: To promote greater environmental responsibility among target audiences across Russia.

ORGANIZERS and PARTNERS: British Embassy in Moscow, Greenpeace in Russia, +1 City, Skillbox, 7x7 Horizontal Russia.

TOOLS: We developed the concept and the mechanics, attracted 15 eco-bloggers from different cities of Russia to cooperate. We agreed with the celebrity, journalist and eco-activist Irena Ponaroshku (2.4M subscribers in Instagram) to be an Ambassador for the contest. We brought up effective partnerships and initiated coverage in the target media.

RESULTS: People from all federal districts of Russia participated in the competition. An expert jury selected the winners from 565 creative posts. The total coverage of posts by bloggers and partners was 500K. 330 people subscribed to Instagram @britishembassymoscow in 2 weeks of the project.



## PROJECT

# TELEGRAM CAMPAIGN FOR GOETHE-INSTITUT MOSKAU


JUNE 2022

**GOAL:** To raise interest in German language courses for adults and teenagers in Moscow.

**CLIENT:** Goethe-Institut Moskau.

**TOOLS:** To promote the language courses, we generated and placed content in the carefully selected Telegram channels dedicated to the German language, German culture and education, and immigration to Germany. The seeding campaign was designed to reach target audience and attract leads to the Goethe-Institut Moskau website.

**RESULTS:** The campaign resulted in 18 publications with a total reach of 80K views. 264 subscribers joined @goethe\_institut\_moskau channel during the advertising campaign - an increase of more than 25%. Thanks to the campaign, the client managed to achieve his KPIs in terms of the number of students recruited. The analysis of the results also allowed us to identify the top 5 most effective channels according to the ERR engagement index.



### ЛЕТНИЕ КУРСЫ НЕМЕЦКОГО ЯЗЫКА ДЛЯ ВЗРОСЛЫХ

ИЮЛЬ, АВГУСТ 2022

УТРЕННИЕ И ВЕЧЕРНИЕ ГРУППЫ

УРОВНИ ОБУЧЕНИЯ ОТ A1.1 ДО B2.3

ОНЛАЙН ИЛИ СМЕШАННЫЙ ФОРМАТ

4 недели    € 35 850    запись с 14 июня

**Work-in-Germany** Работа. Германия  
23 Jun, 11:45

Нужны знания немецкого языка для работы или учебы? Пройдите интенсив немецкого языка от Гёте-Института! @goethe\_institut\_moskau

Чтобы начать учебу в июле или августе, успеете забронировать место на сайте <https://www.goethe.de/ins/ru/ru/m/sta/mos/kur/tup.cfm>

Курс для взрослых (от 17 лет):

- уровни от A1.1 (нет знаний немецкого языка) до B2.3
- утренние и вечерние группы;
- онлайн в Zoom;
- 4 недели в июле (4–29 июля) или в августе (1–26 августа)

Стоимость курса – 35 850 рублей (включает в себя электронные учебники и доступ к учебной платформе).

В чем уникальность курсов немецкого языка Гёте-Института:

- преподавателей готовят по специально разработанной в Германии программе «Зеленый диплом» (Grünes Diplom) и допускаются только кандидаты с высшим образованием в области немецкого языка и германистики, а также большим опытом преподавания.
- курсы Гёте-Института в Москве ежегодно выбирают 5000 человек, а экзамены на подтверждение владения немецким языком (Goethe Zertifikat) сдают 3000 человек

**StudyQA** — стажировки, стипендии, обучение и  
21 Jun, 17:01

Как провести лето с пользой? Пройти интенсив немецкого языка от Гёте-Института! @goethe\_institut\_moskau

Чтобы начать учебу в июле или августе, успеете забронировать место на <https://www.goethe.de/ins/ru/ru/m/sta/mos/kur/tup.cfm>.

Курс для подростков (14–16 лет):

- уровни от A1.1 (нет знаний немецкого языка) до B2.4;
- вечерние группы;
- онлайн в Zoom;
- 4 недели в июле (4–29 июля) или в августе (1–26 августа)

Стоимость курса – 21 800 рублей, в нее включены электронные учебники и доступ к учебной платформе.

Курсы Гёте-Института для подростков это:

- удобный формат виртуальных уроков для тех, кто проводит лето не в Москве;
- обучение у высококвалифицированных преподавателей, прошедших подготовку по специально разработанной в Германии программе «Зеленый диплом» (Grünes Diplom). К ней допускаются только кандидаты с высшим образованием в области немецкого языка и германистики, а также большим опытом преподавания;
- нескучная учеба с акцентом на игровых и творческих

# PROJECT

# TELEGRAM CAMPAIGN FOR INSTITUTE OF BUSINESS AND DESIGN (B&D)

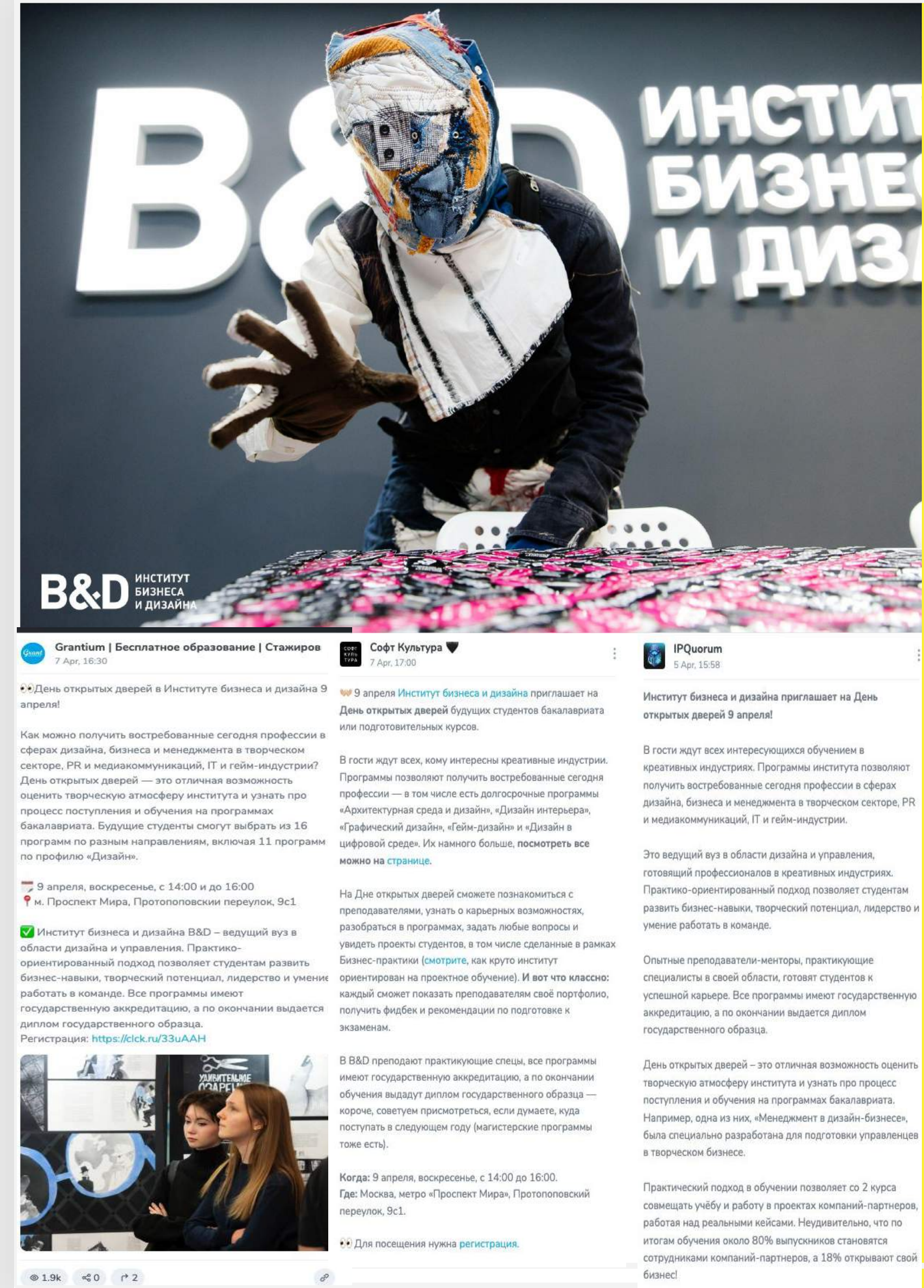
APRIL 2023

GOAL: To raise interest in undergraduate programmes among potential applicants, as well as to attract visitors to the Open Day.

CLIENT: Institute of Business and Design (B&D).

TOOLS: For promotion, the seeding method was used in specially selected thematic Telegram channels dedicated to educational trends and IT jobs of the future. Texts of posts and visual design were developed. The goal of the seeding was to generate leads to the institute's website.

RESULTS: The campaign resulted in the total of 23 posts that reached 56K views. 262 visitors clicked the link to the site. The most effective target channels were identified, with which the client continued cooperation.





# PROJECT

## PR SUPPORT FOR THE “TELLING STORIES” FESTIVAL

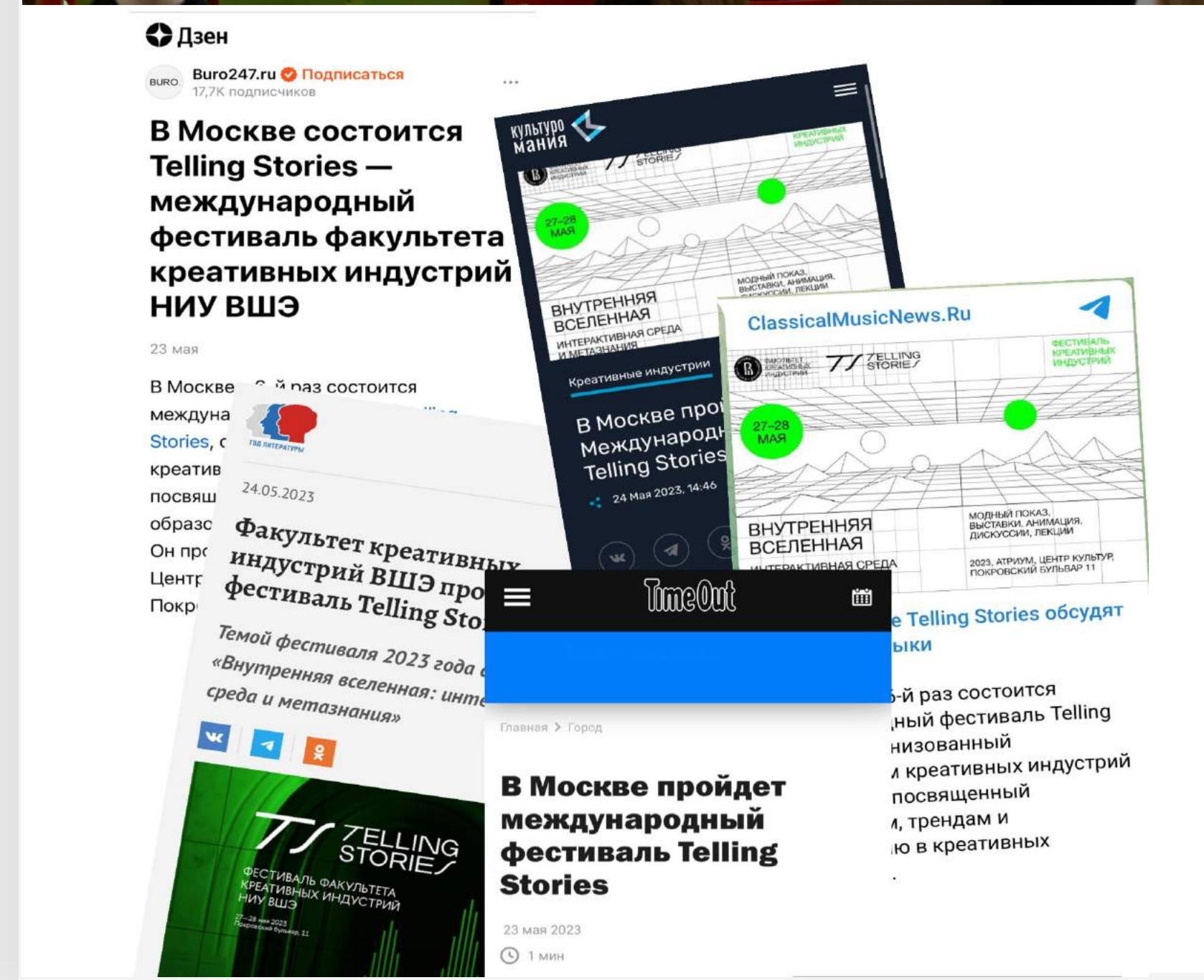
MAY 2023

GOAL: To draw attention to the festival and increase interest in master's programmes at the Faculty of Creative Industries of the Higher School of Economics.

CLIENT: “Consumer Culture” agency - a general producer of the festival.

TOOLS: The PR campaign was aimed at announcing the festival in the specialized media and Telegram channels. The main PR formats were news, festival guides and media mentions. Since the festival programme consisted of a great variety of sessions, target media and Telegram channels were selected accordingly to highlight each event. The media list was based on specialized media in the areas of creative industries, as well as city guides and news agencies.

RESULTS: 30 publications in the target media, 22 announcements in Telegram. 1M - total coverage of media outlets. 58K - total reach of Telegram posts.



## PROJECT

# THE SOCIAL MEDIA CAMPAIGN FOR THE CHILDREN'S ARTS FESTIVAL IN MOSCOW

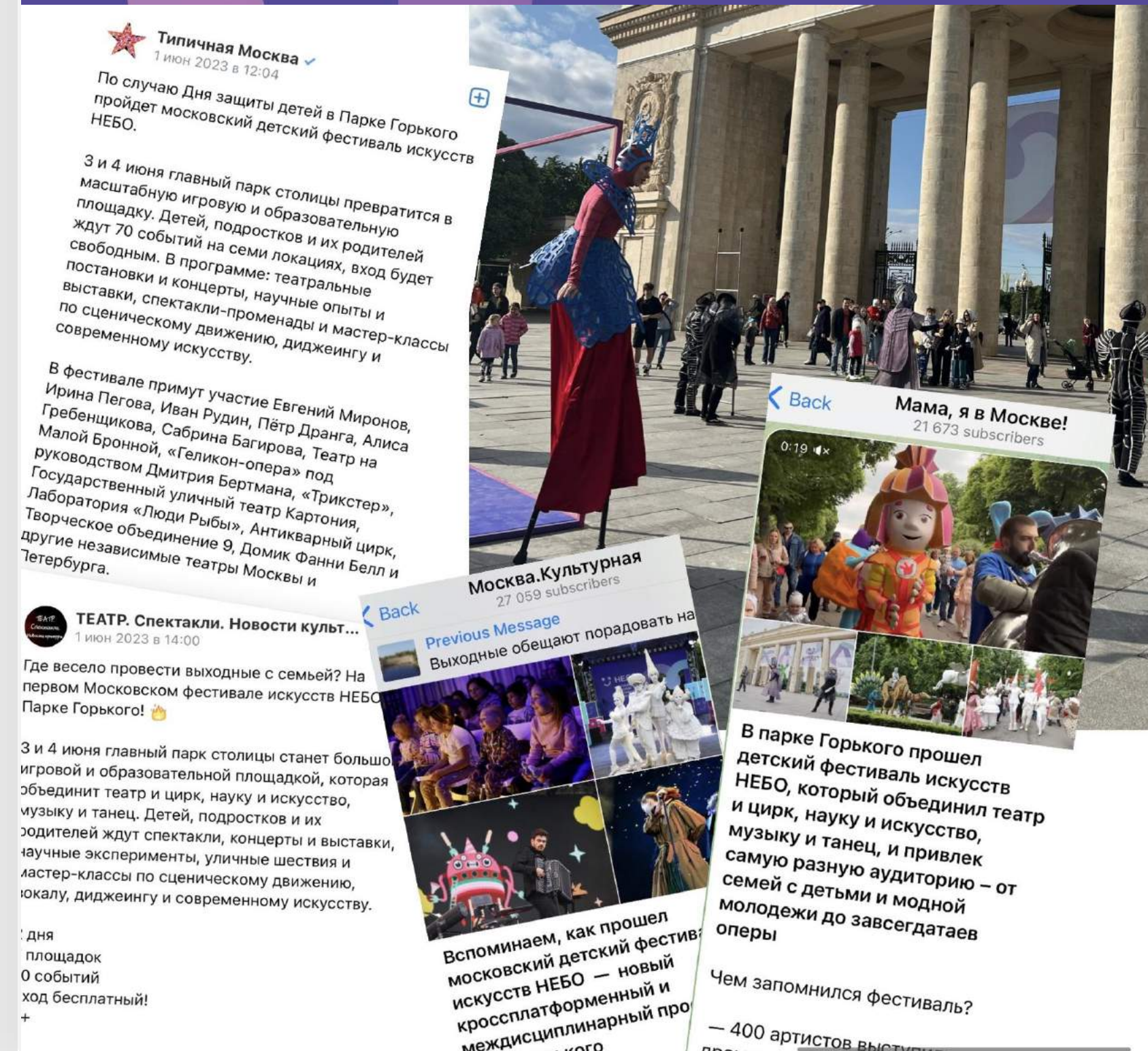
JUNE 2023

GOAL: To draw attention to the festival among the target audience.

CLIENT: "Consumer Culture" agency - a general producer of the festival.

TOOLS: To promote the festival, a campaign was developed in Telegram channels and VKontakte publics. The goal of the first stage of the campaign was the announcement, the second - post-publications in the format of reviews. The selection was made among popular channels and publics on the several topics: family and children; city guides; city news; life style. Selected bloggers were invited to the festival. Reviews were published by the famous lifestyle bloggers Ksenia Kitaeva and Elena Zimenkova, as well as in popular Telegram channels, including "Artoholic", "Mom, I'm in Moscow", "Moscow. Cultural" and "Theatrical People".

RESULTS: 11 posts in VKontakte publics, 28 posts in Telegram channels. The total coverage of the campaign resulted in more than 400K views.



PROJECT

# PR SUPPORT FOR THE FESTIVAL “SUMMER. MUSIC. MUSEUM”

MAY – JULY 2023

GOAL: To raise target audiences interest in the festival and increase ticket sales.

CLIENT: Maxim Dunaevsky Charitable Foundation.

TOOLS: Media partners supported the event with announcements, reports and special formats. On the opening day of the festival, a press tour was organized for the journalists, bloggers and music critics - in total, 23 journalists and bloggers participated in the press trip to Istra. A press conference was organized on site with the participation of festival president Maxim Dunaevsky, artistic director Dmitry Yurovsky and Minister of Culture and Sports of the Moscow Region Vasily Kuznetsov.

RESULTS: 8 media partners supported the event. 42 journalists and 6 TV crews visited the festival. At least 300 publications were published in the media (41% federal and 59% regional media). The total coverage of these publications reached 70M.



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