
KK BURO

KK BURO



Boutique agency specializing in
cultural communications

Comprehensive promotion of the cultural product.
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, Veresov Gallery, 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 UK-Russia 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.

Education: Journalism and Public Relations (BA) – Lomonosov Moscow State University, History of Arts (MA) –Russian State University for the Humanities. Additional education: International School of Communication (PR and SMM campaigns), Bell London (Business English), PwC Academy (Public Speaking and Presentation), Exect Business Training (Team building).

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

WHAT MAKES US DIFFERENT

CULTURAL COMMUNICATIONS

We are more than just a PR agency. We help to generate big ideas and create meaning. We develop and manage individual communication campaigns for clients across the arts, design, culture and education sectors, including cultural foundations, museums and commercial galleries, public institutions, non-profit organizations, festivals and individual entrepreneurs.

PERSONAL TOUCH

Our team can boast of more than 8 years of experience in PR and journalism in the cultural sector in Russia. During that time we have succeeded in establishing contacts with the brightest journalists, promising artists, opinion leaders and celebrities.

GOING GLOBAL

We like to work with projects that have an international scale and we are aimed at building cultural connections between people.

EXPERT APPROACH

For each and every project we are working with external consultants: the experts and opinion leaders in every single area of culture. It helps us to find the right words and tell the story, whether it is about contemporary art, classical chamber music or science communications.

OUR SERVICES

We carefully develop a communication strategy for each project, using classical tools such as press relations, as well as expert and influencer engagement, special events, digital campaigns and multimedia formats.

EVENT MANAGEMENT

Events for the media, including press tours, press conferences, press launches

...

Special events at the intersection of arts and culture for brand promotion

DIGITAL COMMUNICATIONS

Social media strategy and development

...

Managing social media campaigns on a daily basis

...

Opinion leaders engagement (bloggers, instagram celebrities, opinion-makers in each field)

MEDIA RELATIONS

Development of national and international media campaigns

...

Establishing media partnerships

...

Sustain a press office function on a daily basis

...

Monitoring and evaluation, report to the client

PRODUCTION

Copywriting, editing and translating text services

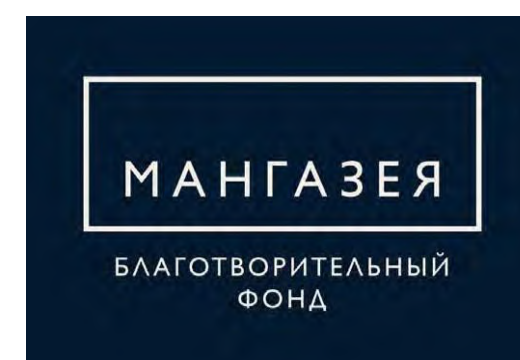
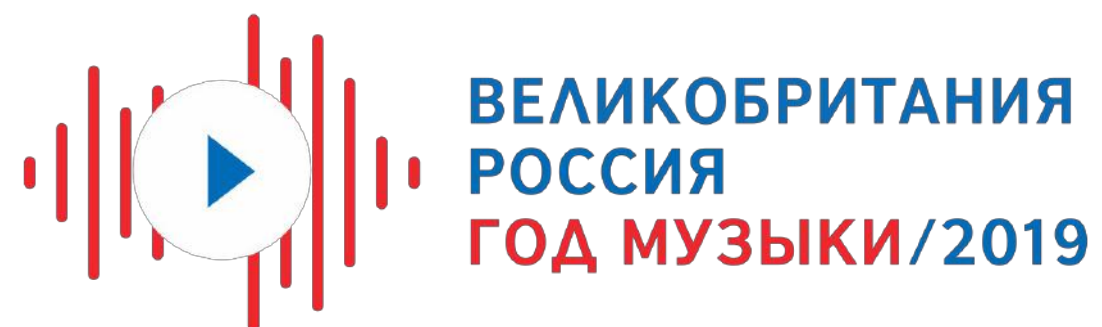
...

Design and production of the printed advertising materials

...

Text, photo and video content creation

OUR CLIENTS



OUR EXPERTS

People we trust to be our external consultants in the field of culture.



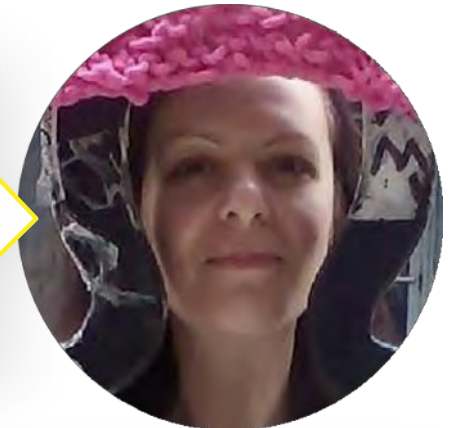
NATALYA LOMYKINA Literary Critic, Contributor to Forbes Life magazine, RBC Style. As a radio presenter on Sputnik she hosts a programme about books and reading. Natalya is a Professor of linguistics at Lomonosov Moscow State University, faculty of Journalism..

SERGEY GUSKOV Art critic, Editor of DI Magazine (MMOMA editions). Sergey contributes about contemporary art to a number of magazines, including Colta, Aroundart.ru, Moscow Art Magazine, Metropolis M.



NATALYA SHINYAEVA International Booking Agent at GLAVCLUB GREEN CONCERT. Music critic. Contributed to Rolling Stones Russia.

EKATERINA WAGNER Art Critic, Editor of the Art Newspaper Russia. Previously Ekaterina was Editor-in-Chief of Harper's Bazaar Art and Elle Decoration Russia.



ELIA KABANOV Science Communicator, Editor-in-Chief of metkere.com. Scientific observer of Taiga.info, organizer of educational events. Elia has lectured about science in India, Bangladesh, Uzbekistan and 20 regions of Russia.

KSENIYA KOLESNIKOVA Education Contributor to Rossiyskaya Gazeta



ELENA PETUKHOVA Editor of Archi.ru, Special Projects Manager at Moscow Union of Architects, ex-PR consultant at SPEECH Russian architectural office.

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 PR SUPPORT FOR THE “BRITISH LITERATURE TODAY”

JULY 2018

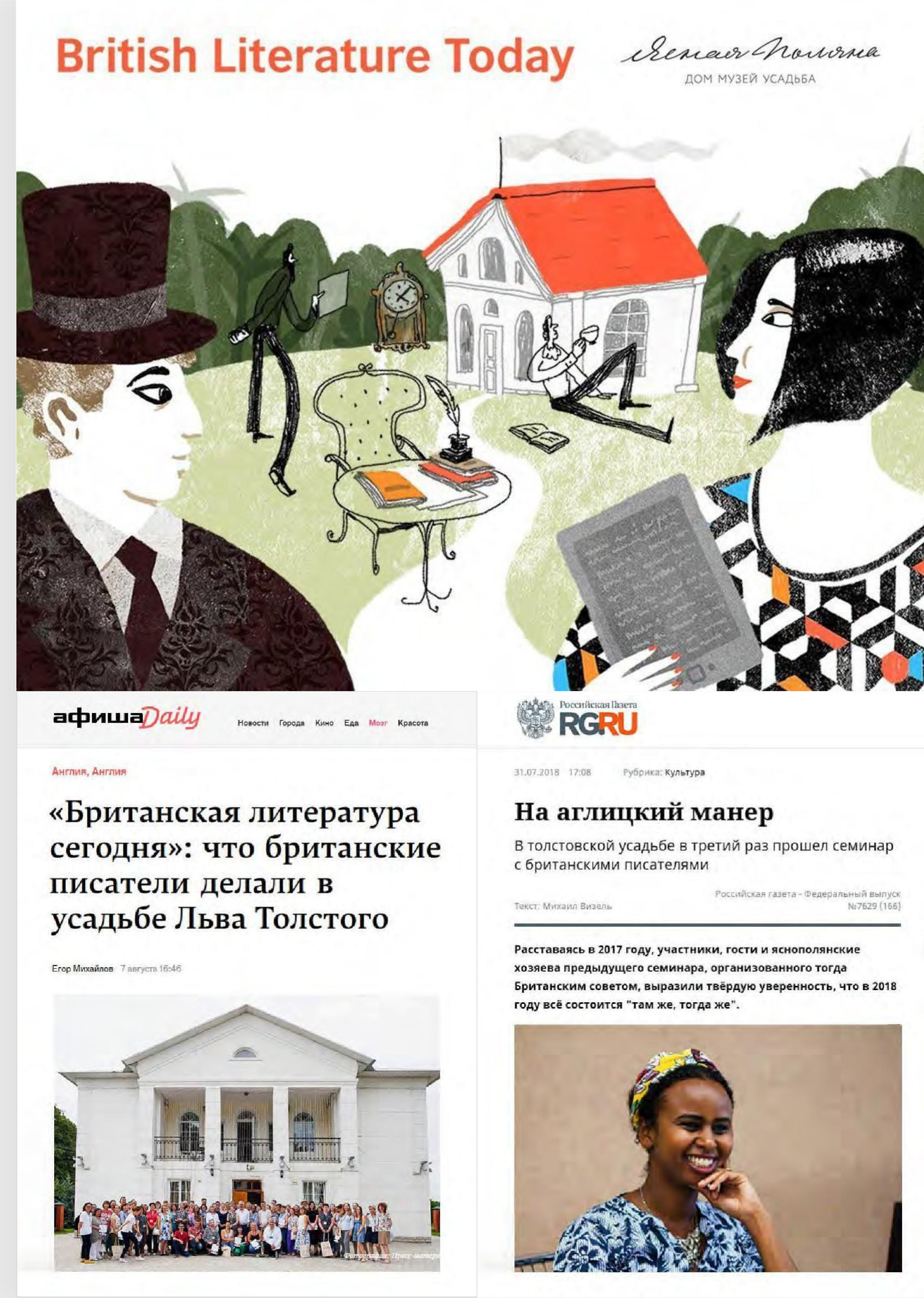
“British Literature Today” is an annual literary festival at Yasnaya Polyana.

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

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

TOOLS: As a part of the media campaign, a press tour to the seminar venue was conducted. Among the participants were literary critics and journalists from the leading Russian media: Forbes, Rossiyskaya Gazeta, Afisha Daily, Theory and Practice, Gorky, @Biggakniga (Telegram channel by a famous blogger and translator of British literature).

RESULTS: PR campaign resulted in wide and positive media coverage. 7 interviews, 2 radio programmes, 5 articles and reviews about the seminar, and 30+ news stories were sorted out by the leading web and printed media resources. On social media: a Facebook page was created to share opinion and stimulate communication between participants of the seminar, and in the long run to build up a positive reputation to the brand “British Literature Today”. We’ve received a number of posts in the Telegram (13K followers) and reposts on the media partners Facebook page (T&P, 180K followers).



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: требует невозможного». Интеллектуальный марафон Цыганова, Пасмурова, Топорова



2 февраля — 5 февраля 2019
20-я Выставка британского образования Study UK: Discover You



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!



ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ
STUDY UK DISCOVER YOU

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 Бейто, 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

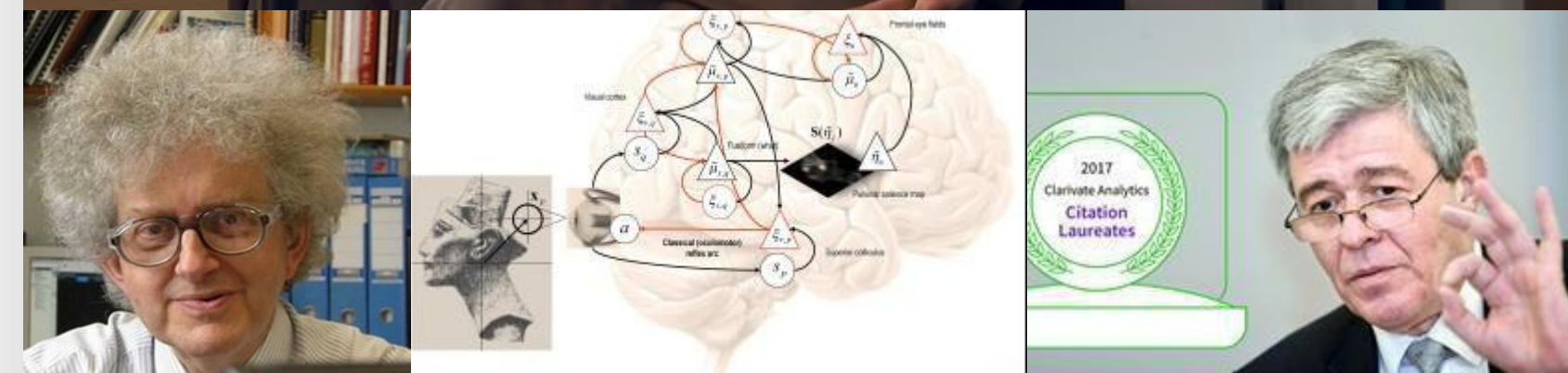
NOVEMBER 2018 - JANUARY 2019

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

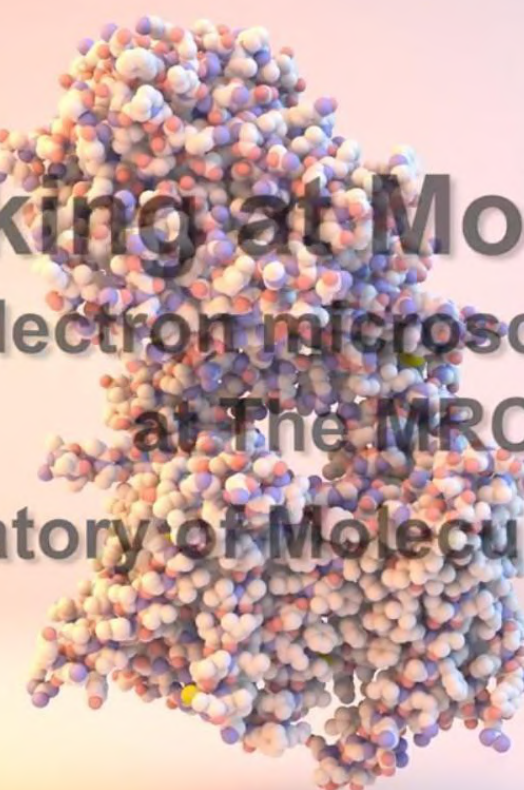
CLIENT: Cultural and Education Section of the British Embassy in Moscow.

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 CHANNEL ONE RUSSIA PRESS TRIP TO MANCHESTER

NOVEMBER 2019

GOAL: To promote British music and Manchester as a travel destination for the Russian audience.

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

TOOLS: A press trip to Manchester was arranged for a TV crew from “Traveller’s Notes” programme. Our team devised the press trip itinerary, negotiated filming with the musicians and local cultural venues, facilitated all arrangements, including logistics, meals, accommodation and visa support for the crew.

RESULTS: An episode was aired in January 2019 on Channel One Russia and it’s available [online](#).



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.)

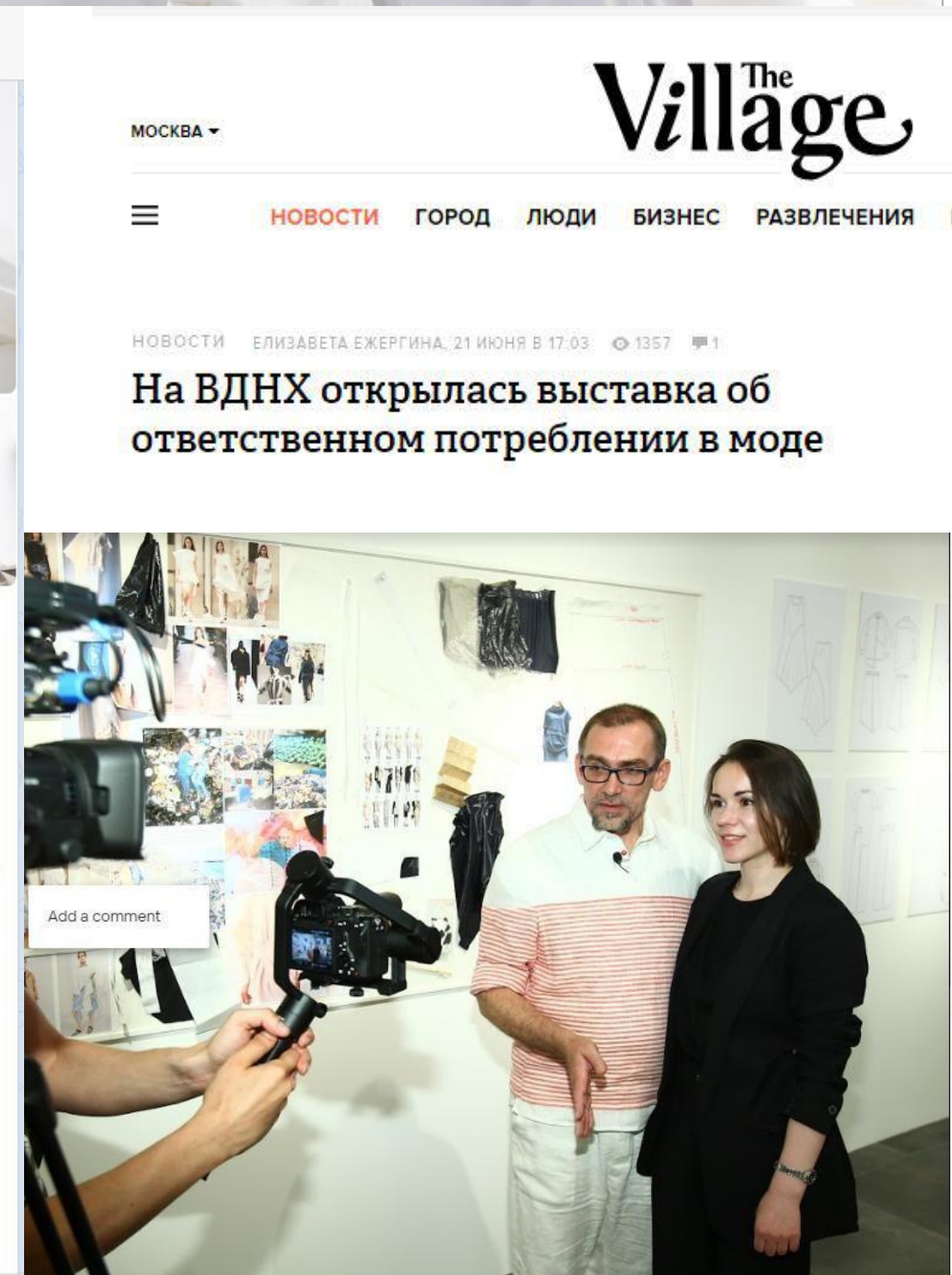
RESULTS: Project gained a 55+ media mentions, including 2 TV and 4 radio broadcasts, 10 articles and 4 interviews. News and articles were sorted out by the leading fashion and life-style press, including SNC.ru, Kommersant Style, Elle.ru, Cosmo.ru, Saltmag, Modmod.ru, etc. Among media partners who supported 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

PRESS TRIP TO THE GREAT ESCAPE FESTIVAL

MAY 2019

GOAL: To promote British music for the Russian audience.

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

TOOLS: We invited a group of established music critics to participate in the press trip and to cover the TGE festival and the Russian showcase RUSH in the framework of the UK-Russia Year of Music. The Great Escape is the main UK's showcase festival for emerging musicians, taking place in Brighton. The Great Escape 2019 included a RUSH Initiative showcase, featuring four Russian groups: Shortparis, Chkbns, Fogh Depot and Lucidvox.

RESULTS: Each of the participants produced 2 articles and several posts on social media.

“I have the most beautiful impressions of the press tour – Brighton is fascinating, that was my first visit to the city. The tour was perfectly organized, the meetings were engaging and most importantly the festival had an outstanding line-up. I saw many performances and discovered a couple of dozen musicians who I am now going to follow.”

Nick Zavriev, music critic, press trip participant.



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.



афишаDaily
20 ЛЕТ

#пробудущее Новости Города Кино Еда М

Познакомьтесь с квір-поэтом Джей Бернارد — 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 квір-поэт Джей Бернارد, написавшая цикл стихов о лондонском пожаре 1981 года. Егор Михайлов рассказывает об истории, вдохновившей Бернارد, и о том, почему ее стихи лучше не только читать, но и слушать.

PROJECT

CHANNEL ONE RUSSIA PRESS TRIP TO THE BOOMTOWN FAIR

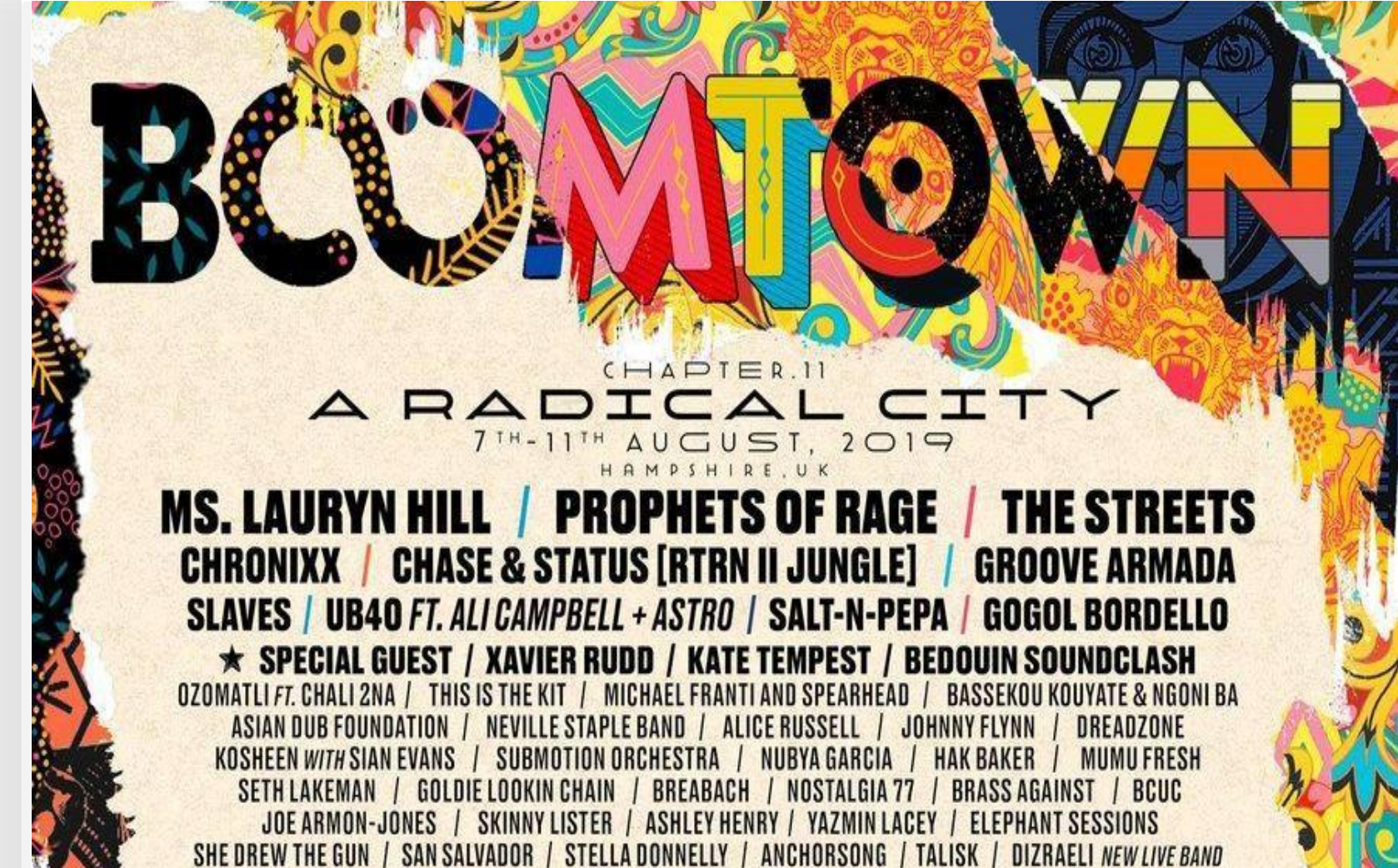
AUGUST 2019

GOAL: To promote British music and the UK as a travel destination for a Russian audience.

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

TOOLS: Boomtown is one of the UK's largest, truly independent music and theatrical festivals. KK BURO devised press trip itinerary, negotiated filming permission with the festival press office, facilitated all the arrangements, including logistics, accommodation, meals and visa support for the crew. As a part of the trip the TV crew visited Winchester, a city near the festival venue.

RESULTS: An episode was aired fall 2019 on Channel One Russia and it is available online.



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

“RUSSIA-K” PRESS TRIP TO LONDON, MANCHESTER AND LIVERPOOL

FEBRUARY 2020

GOAL: To promote British music and education to 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 academics from the leading British universities - UCL, RNCM, Salford University, Liverpool Hope 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 2020 on “Russia-K” broadcaster (“Black holes, White spots” programme) and it's [available online](#).



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

SMM CONSULTING FOR “NEW JERUSALEM” MUSEUM

JUNE 2020

GOAL: Increase the number of subscribers of social networks of the Museum and increase their involvement in communication with the Museum.

CLIENT: Museum “New Jerusalem”.

TOOLS: The proposal was developed for the Museum's key social networks - Facebook and Instagram. A deep analytics of the Museum's pages and a portrait of its CA was carried out, as well as an analyst of its indirect competitors - Moscow Museums. Based on the results, the following were developed and described: an optimal model for setting up targeting, a content plan rubricator, potential contests and quizzes among subscribers. Instagram bloggers for collaboration and potential partners for cross-posting were also suggested..

RESULTS: PDF presentation of the SMM strategy 2020 for the “New Jerusalem” Museum with analytics, description of tools, budgeting and forecast for the growth of the number of subscribers.



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.



CONTACT US:

anastasia.volkova@kkburo.com
