



SEVEN
GROUP

SEVEN

POWERED BY DIGITAL

SOCIAL MEDIA

SEVEN Group

The group of marketing advertising companies in EU, Ukraine, Caucasus and Central Asia



Seven EU

Digital marketing agency, part of Seven Group



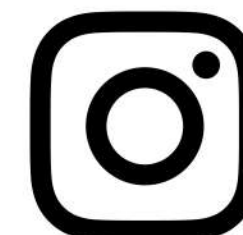
SEVEN

BTL&Digital marketing agency, part of Seven Group



SEVEN Events

Event agency, part of Seven Group



CONTACTS

SEVEN Group

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SEVEN

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SEVEN Events

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FACTS



15+ YEARS OF HISTORY



25+ PLAYERS IN THE TEAM



**Google Premier Partner 2023
& Meta Business Partner**

BRANDS

Blackview

KIVI



BOSCH

BANG & OLUFSEN



Infinix



CANYON
YOU CAN



LOEWE

glo™

A E N O

breezy!
REFURBISHED

VELO

WE PROVIDE

Strategy & Creative development

Digital promotion

- PPC marketing
- PR publications
- Influencer marketing
- Special projects
- SMM

Trade Marketing

- Production of commercial equipment
- POS materials

Content production

- Motion design & Graphic design
- Animated video

Event Marketing

GEO OF OUR PROJECTS



**PROJECTS
WE ARE
PROUD OF**



BANG & OLUFSEN

FUNDRAISING PROJECT TO SUPPORT UKRAINE

TASK:

PR support for a limited edition of Ukrainian-style speakers
in countries: Ukraine, Poland, Georgia, Lithuania, Romania, Czech Republic.

SOLUTION:

We have created a donation goal: Surgical X-Ray
C-arch machines. We raffled off 10 speakers from the exclusive
B&O series. Mechanics - a charity lottery among all donors (10-
100-1000 euros).

TOOLS:

- Landing page on the UNITED 24 platform
- 36 celebrities in 7 countries
- 104 publications in online media, Telegram channels and local brand pages in 15 countries
- Stands with the column in stores in 5 countries
- Video on the Instagram page of the President of Ukraine
- Advertising in Google Search



TOTAL COVERAGE

7 256 038

110 winners from 6 countries, 2,588 donors
in the amount of about 70,000 euros



BANG & OLUFSEN

PERFORMANCE CAMPAIGN

TASK:

Launching and promoting products on the market, building an image through digital activations in the following countries: Czech Republic, Kazakhstan, Latvia, Lithuania, Poland, Romania, Estonia, Hungary, Greece, Kuwait, Qatar, Saudi Arabia, United Arab Emirates.

SOLUTION:

- Synchronisation of different types of keywords in Google Search with the division of traffic
- between your own landing pages and those of your partners.
- Management of advertising campaigns in local markets (different languages) GDN, Discovery, YouTube, Facebook/Instagram.

TOOLS:

- Search Google Ads, YouTube, Discovery Ads, Facebook Ads, Pinterest Ads



RESULTS:

Reduced the cost per click from 2021 to 2023 from €5.51 to €0.13.

BANG & OLUFSEN

PERFORMANCE CAMPAIGN

TASK:

To support the collaboration with Bang & Olufsen and Ferrari to create “The Ferrari Collection”, a limited edition collection of four iconic B&O products: Beoplay EX, Beoplay H95, Beosound Explore and Beosound 2 in the countries: Lithuania, Poland, Czech Republic, Romania, Greece, Hungary and Qatar.

SOLUTION:

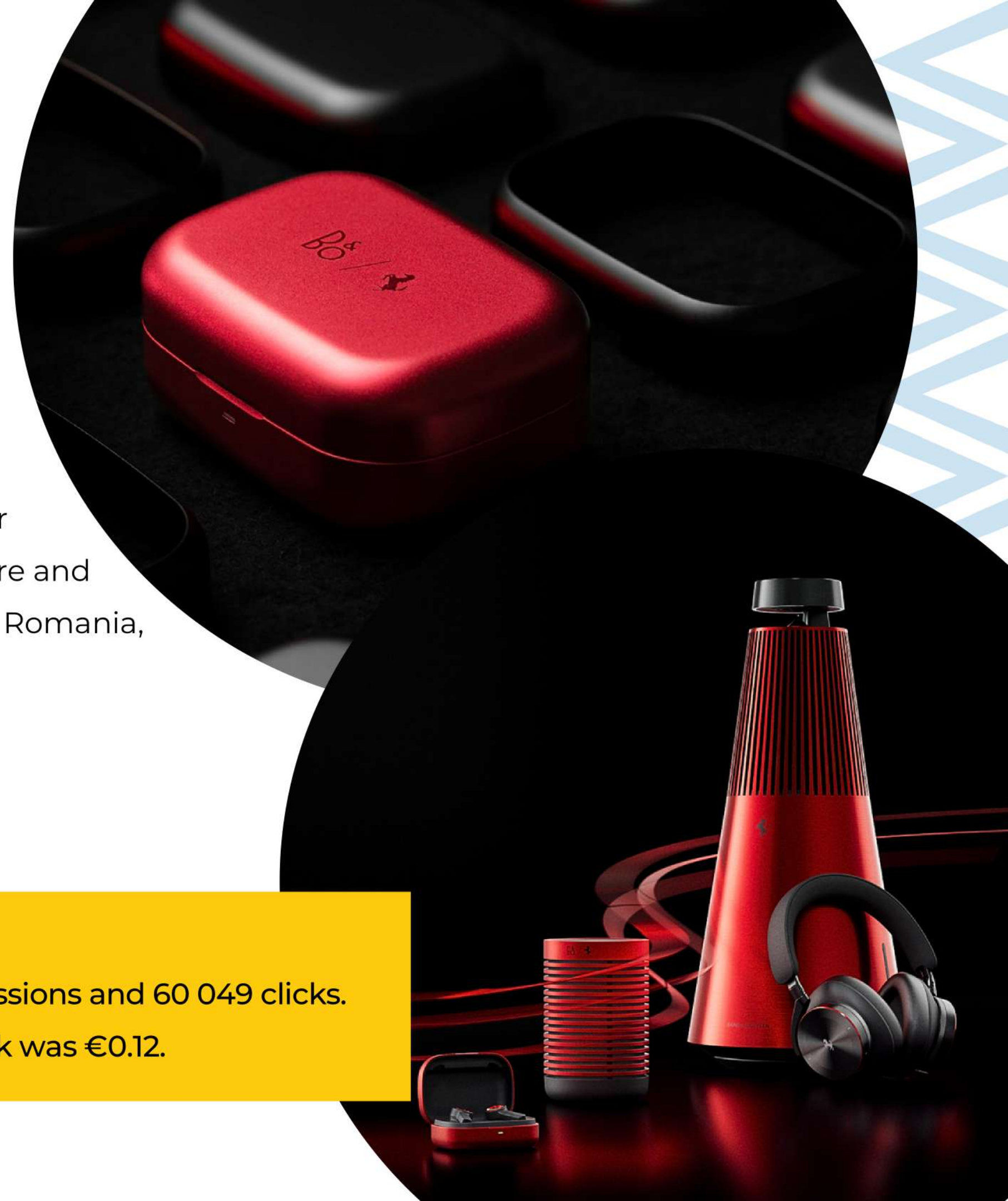
Promotion through targeted advertising on Facebook, Google Discovery and In-Stream

TOOLS:

- YouTube Discovery Ads, Facebook Ads, Youtube In-Stream

RESULTS:

- 5 943 942 impressions and 60 049 clicks.
- The cost per click was €0.12.



BANG & OLUFSEN



PERFORMANCE CAMPAIGN

TASK:

Set up promotion via Pinterest channel for product Bang & Olufsen Beosound Edge for luxury target audience interior designers in the following countries: Poland, Czech Republic and Romania.

SOLUTION:

- Creation landing page for architects & designers with registration form in exchange for valuable resources (lead magnet)
- Management of Pinterest advertising campaigns.

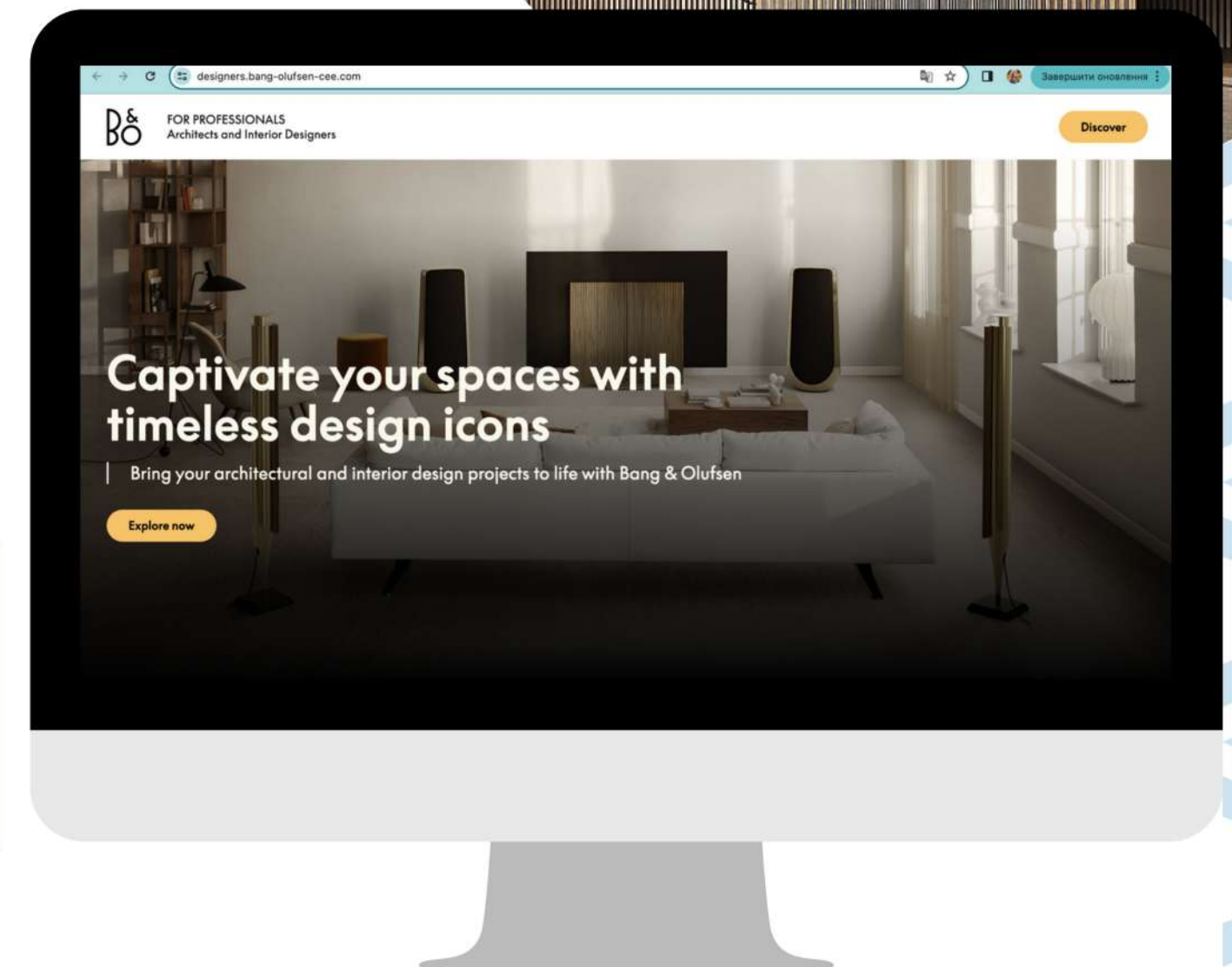
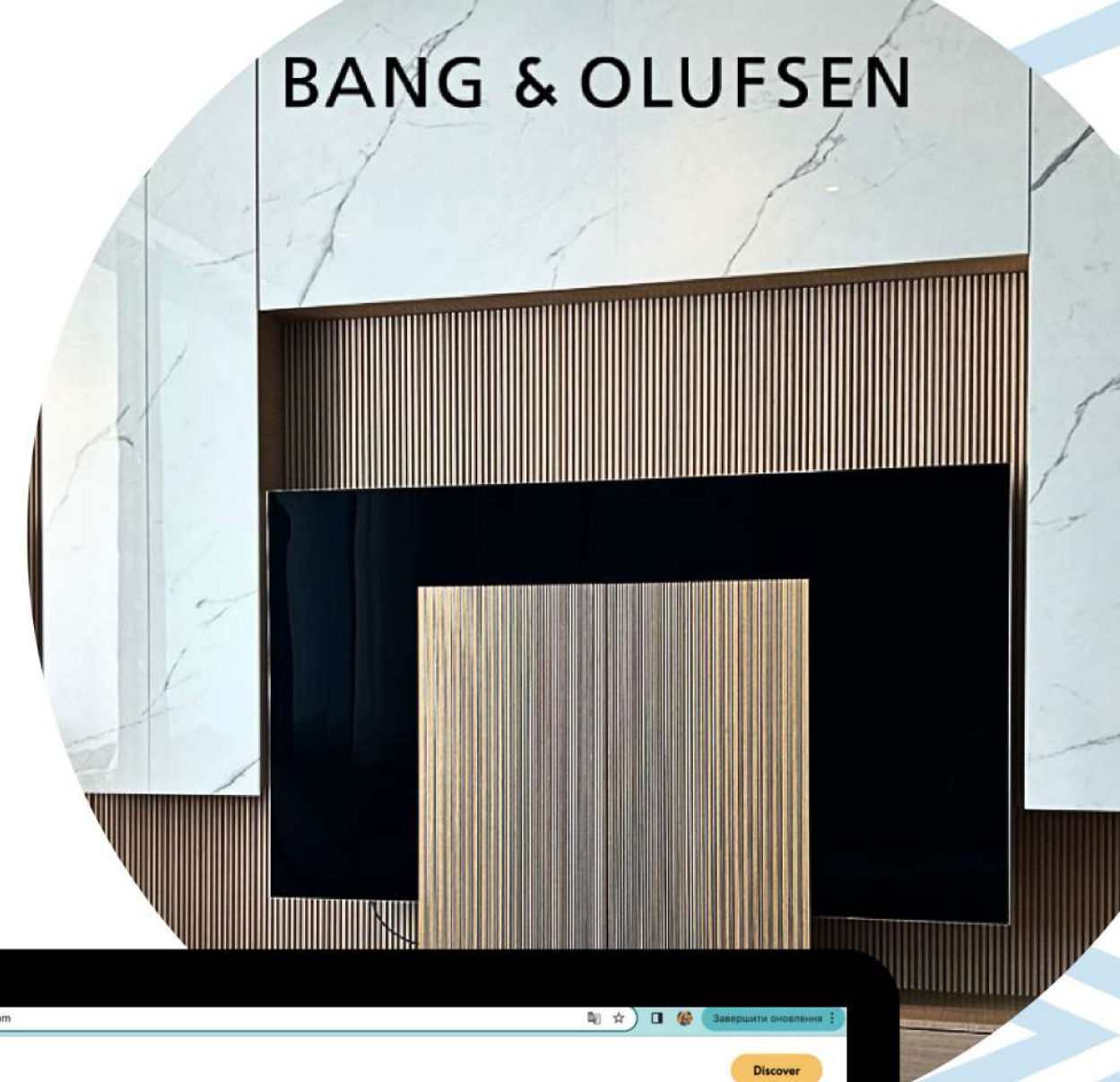
TOOLS:

- Pinterest Ads.

RESULTS:

The cost per click is €0.08.

Landing interaction coefficient is 27,28%





PERFORMANCE CAMPAIGN

TASK:

Supporting the launch of new products, promotions and special offers, expanding the consumption of the brand's entire product line in the markets of Ukraine, Azerbaijan, Armenia and Georgia.

SOLUTION:

Promotion of the entire Apple product line (from iPhone to AirTag).

TOOLS:

- YouTube, Discovery Ads, Facebook Ads

RESULTS:

Simultaneous launch of up to 650 advertising campaigns campaigns in 24 hours.



 **WATCH**
SERIES 7

LOEWE

PERFORMANCE CAMPAIGN

TASK:

Launch of a price promotion campaign for the We.by LOEWE brand, We.SEE TV product, using SMM tools in the Czech Republic, Kazakhstan and Bulgaria.

SOLUTION:

- Promotion through targeted advertising on Facebook.
- Management of advertising campaigns in local markets on YouTube Discovery and Facebook Ads.

TOOLS:

- YouTube Discovery, Facebook Ads

RESULTS:

Facebook's cost per click is €0.09.

Discovery's cost per click is €0.92





BOSCH

PERFORMANCE CAMPAIGN

TASK:

To scale the existing advertising campaign in Ukraine while maintaining the cost per lead.

SOLUTION:

Integrated cross-channel advertising campaign to generate leads.

TOOLS:

- Detailed cross-channel analytics of visitors by channel (Google, Facebook, CROP)
- Audience segmentation
- A lead generation channel and an additional benefit for potential partners of the Bosch Car Concept service to work with the brand



RESULTS:

- Increased the number of calls to the hotline ↑ by 11.45 times.
- Reduced the cost per lead by 5 times



PERFORMANCE CAMPAIGN

TASK:

SMM support for HyperX Cloud III wireless promotional activities via Facebook channel in Ukraine.

SOLUTION:

- Promotion through targeted advertising on Facebook.
- Management of Facebook/Instagram advertising campaigns.

TOOLS:

- Facebook Ads

HYPERX
CLOUD III
WIRELESS



RESULTS:

- 345 340 impressions and 3416 clicks.
- The cost per click was €0.06.



PERFORMANCE CAMPAIGN

TASK:

SMM support the St. Valentine 2024 promo for brand HyperX through digital activations in Ukraine.

SOLUTION:

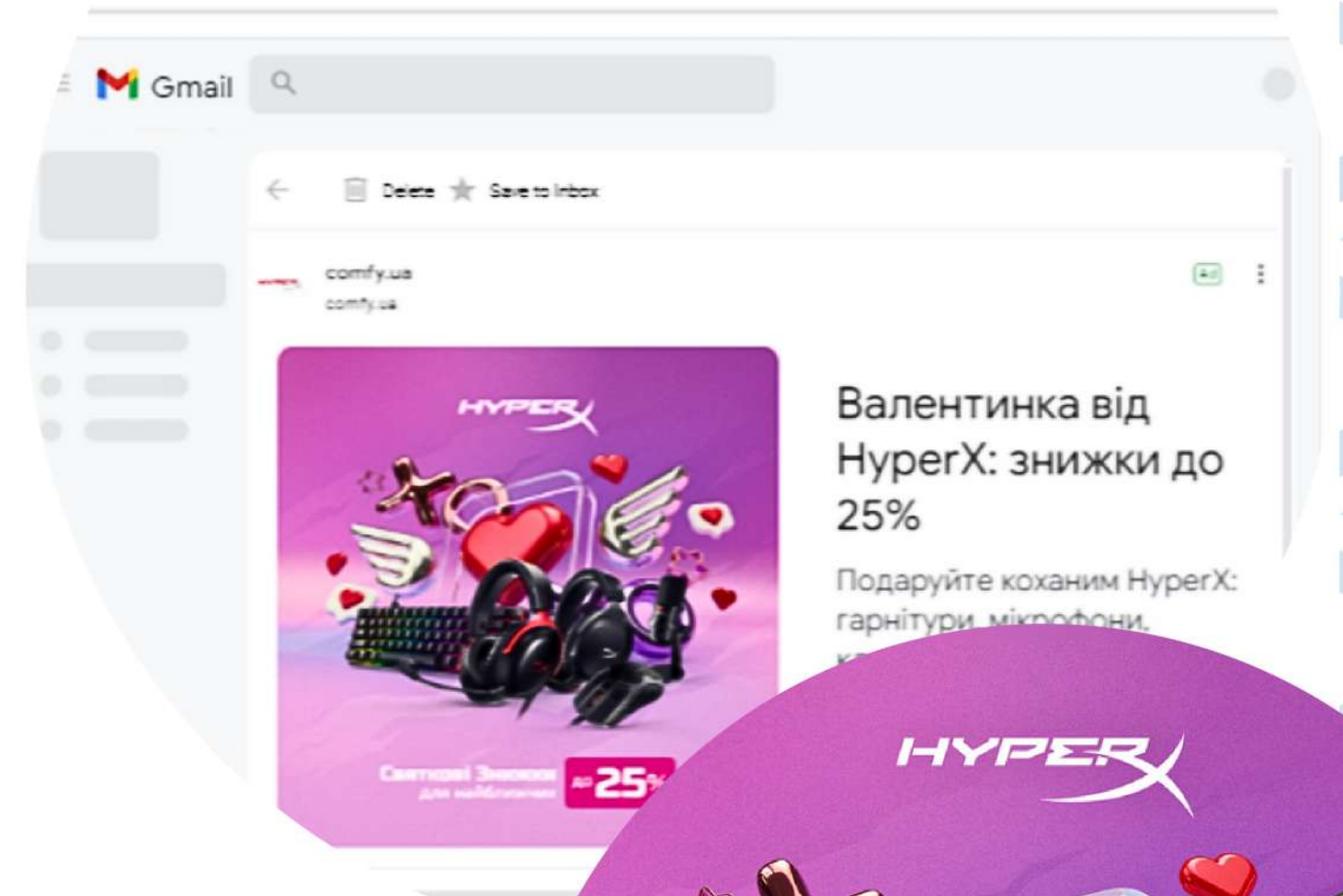
Promotion through targeted advertising on Facebook and Demand Gen campaigns.

TOOLS:

- YouTube Demand Gen,
- Facebook Ads

RESULTS:

- 1,395,352 impressions and 38 566 clicks.
- The cost per click was €0.02.





PERFORMANCE CAMPAIGN

TASK:

SMM support for the Christmas 2024 promo for brand HyperX through digital activations in Ukraine.

SOLUTION:

Promotion through targeted advertising on Facebook.

TOOLS:

- Facebook Ads

RESULTS:

- 1,230,409 impressions and 9934 clicks.
- The cost per click was €0.05.





PERFORMANCE CAMPAIGN

TASK:

SMM support for the Christmas 2024 promo for brand HP through digital activations in Ukraine.

SOLUTION:

- Promotion through targeted advertising on Facebook.
- Management of Facebook/Instagram advertising campaigns.

TOOLS:

- Facebook Ads

RESULTS:

- CTR - 0,96%
- The cost per click was €0.06.





PERFORMANCE CAMPAIGN

TASK:

SMM support for the promo of the HP classic peripherals 2023 promo for HP in Ukraine via Facebook channel for one target audiences.

SOLUTION:

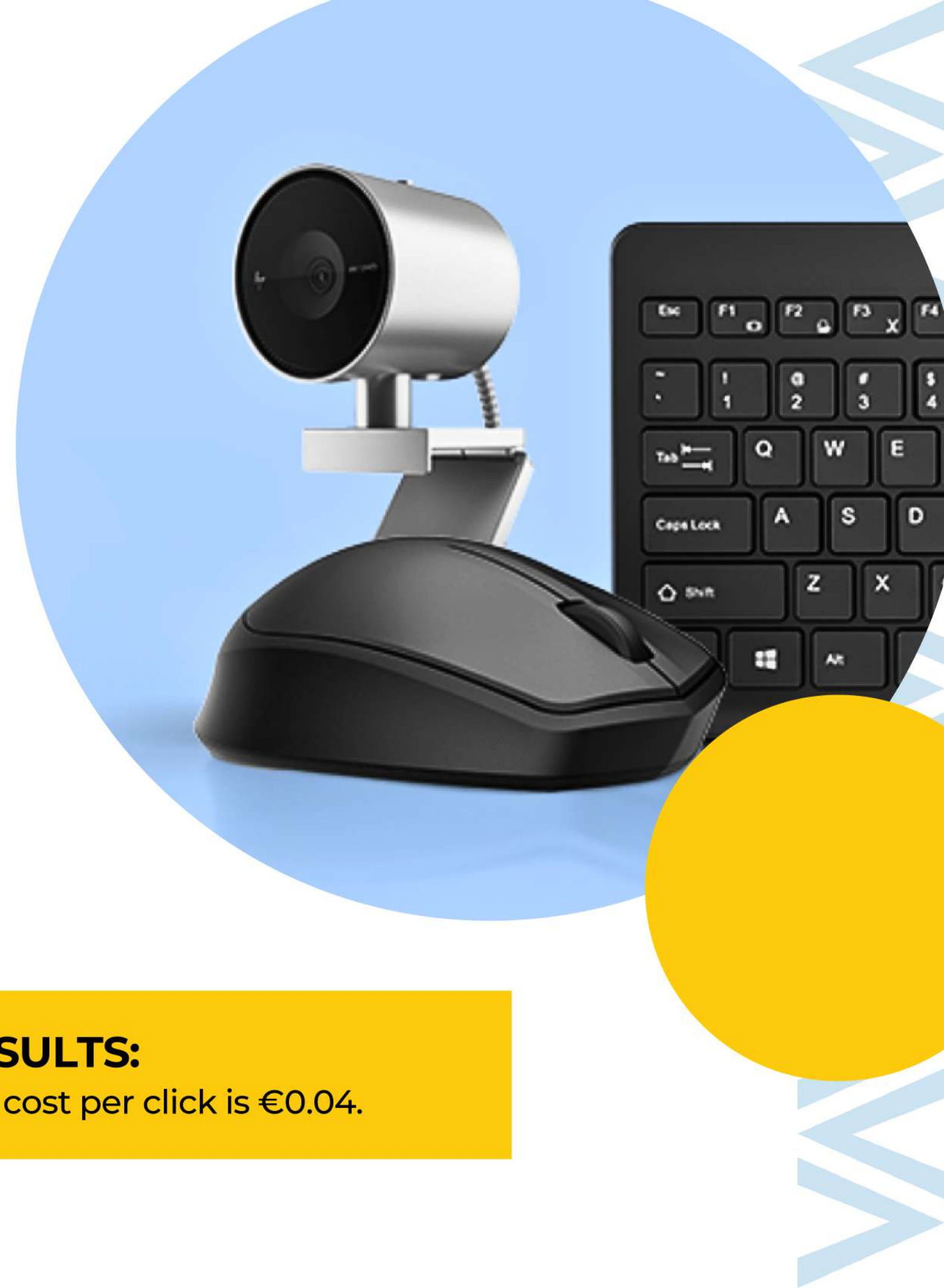
- Promotion through targeted advertising on Facebook.
- Management of Facebook/Instagram advertising campaigns.

TOOLS:

- Setting up and launching targeted Facebook Ads.

RESULTS:

The cost per click is €0.04.







SPECIAL PR PROJECT

TASK:

PR support for the KIVI Kids TV and KIVI Smart TV products: TVs with new technologies, designed for adults and especially for children. Image building through PR activities in Lithuania.

SOLUTION:

- PR integration with well-known media
- Preparation and translation on Lithuania the press releases
- Selection of relevant media, support and control integrations throughout the campaign.

POOL OF MEDIA:

- DELFI LT, 15min, Bernardinai, Anyksta, Respublika

RESULTS:

Number of Views - 24 462
CPV - 0,47

gausite aukštųjų technologijų įrenginį, kuris stebina ryškiu ir kontrastingu vaizdu, aukštos kokybės garsu ir sparčia operacine sistema. Papasakosime, kodėl turėtumėte rinktis šį prekės ženklą, jei planuojate įsigyti televizorių per juodojo penktadienio nuolaidas.



VELO

SPECIAL PR PROJECT

TASK:

Special project and interactive test in the media: bit.ua

SOLUTION:

Improving the brand image, announcing a new brand product - X-Strong and building an emotional connection with it



RESULTS:

We exceeded the plan for readership by 3%.

LOEWE

SPECIAL PR PROJECT

TASK:

PR support for a promotional product - a series of Multiroom family speakers: Loewe klang mr1, Loewe klang mr3 and Loewe klang mr5 in the countries: Czech Republic and Poland.

SOLUTION:

- PR integration with well-known niche media
- Selection of relevant media, communication with them and support throughout the campaign.

POOL OF MEDIA:

- VOGUE, FORBES, HARPER'S BAZAAR, AKTUALNE

RESULTS:

Number of reads - 28,283
CPV - 0,37



Harper's
BAZAAR
ČESKÁ REPUBLIKA

BAZAAR



BANG & OLUFSEN

SPECIAL PR PROJECT

TASK:

PR support for the new Beosound A5 product: a powerful portable speaker from Bang & Olufsen. Image building through PR activities in the following countries: Czech Republic, Kazakhstan, Latvia, Lithuania, Poland, Romania, Estonia, Hungary, Greece.

SOLUTION:

- PR integration with well-known niche media
- Selection of relevant media, communication with them and support throughout the campaign.

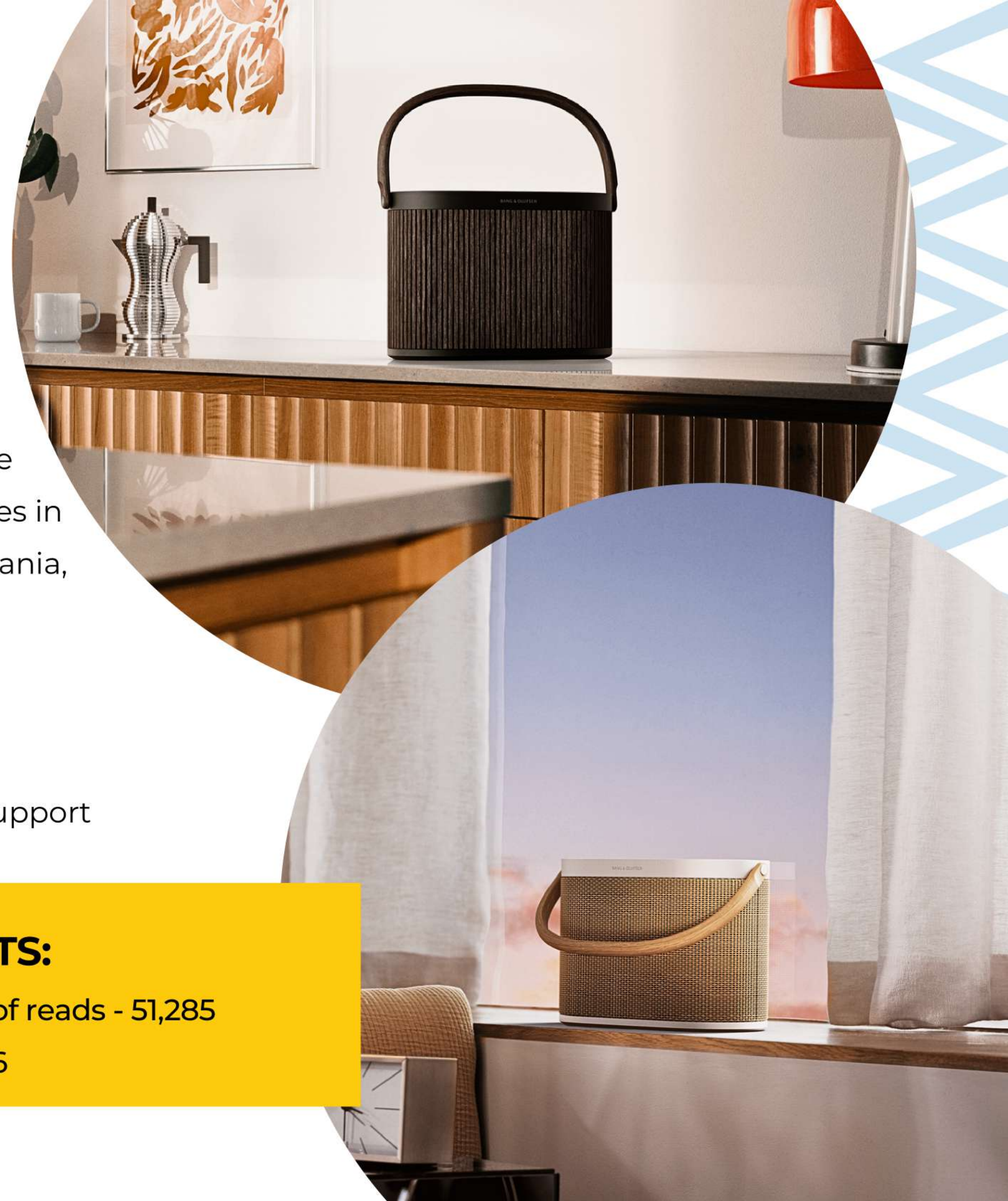
POOL OF MEDIA:

- VOGUE, ELLE, Ohtuleht, DELFI, Dienas Bizness, L'Officiel Baltic, IN, To Vima

RESULTS:

Number of reads - 51,285

CPV - 0,26



BANG & OLUFSEN

SPECIAL PR PROJECT

TASK:

PR support for the new Beolab 18 product from Bang & Olufsen. Image building through PR activities in the following countries: Czech Republic, Lithuania, Poland, Romania, Hungary, Greece.

SOLUTION:

- PR integration with well-known niche media.

POOL OF MEDIA:

- HN, NOIZZ, FORBES, IN, KATHIMERINI, ADEVARUL, DELFI, PENZCENTRUM, PORTFOLIO



RESULTS:

Number of reads - 71,846

CPV - 0,31

BANG & OLUFSEN

SPECIAL PR PROJECT

TASK:

Publication in local print media with the new product Bang & Olufsen Beolab 8. Brand image building through PR activity in VOGUE Printed magazine in Poland.

SOLUTION:

- PR integration with well-known printed media.

RESULTS:

Magazine circulation - 85 000 copies



idealne tło dla relaksu.
Dyfuzor Coqui Coqui
jest dostępny
w Mood Scent Bar
i na moodscntbar.com.

BANG & OLUFSEN
Beolab 8 zaprojektowano tak,
by z każdej strony
wyglądał pięknie.
Może być używany
zarówno jako głośnik systemowy, jak
i w stereofonicznym
połączeniu dwóch
głośników.
Bang&Olufsen
Warszawa
ul. Żelazna 51/53
(Fabryka Norblina)
bang-olufsen.com

Spraw, aby każda chwila
miała znaczenie.
W święta RITUALS
zachęca, aby podarować
ukochanym prawdziwą
obecność i dzielić się radością. Wśród zestawów
podarunkowych marki
każdy znajdzie idealny
prezent dla najbliższych
- dostępne są w trzech
rozmiarach i zawierają
produkty z siedmiu klasycznych kolekcji Rituals.
rituals.com



SPECIAL PR PROJECT

TASK:

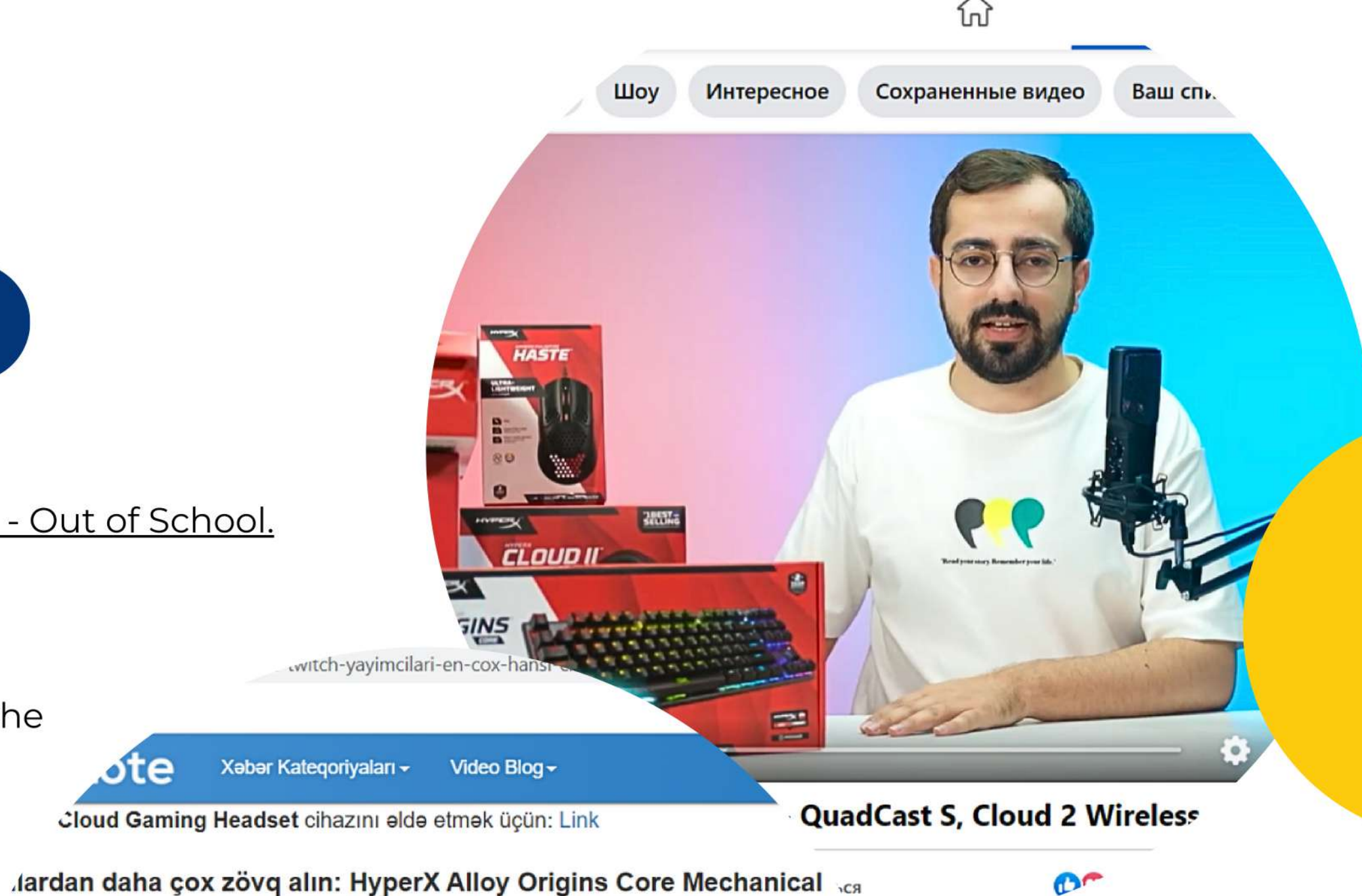
PR support for the HyperX price promo - Out of School.

SOLUTION:

- PR integration with a well-known niche media outlet.

POOL OF MEDIA:

- technote.az



RESULTS:

Number of reads - 9 580

CPC - 4.71



SPECIAL PR PROJECT

TASK:

PR support for promotional activation through the media for the HyperX LootDrop2 promo marketing campaign.

SOLUTION:

- PR integration with well-known niche media.

POOL OF MEDIA:

- infocity.az.



RESULTS:

Number of reads - 1434





THE PROJECT "AMBASSADORSHIP"

TASK:

Ambassadorship with Ukrainian top bloggers, signing an annual contract with them, approving content on their pages, managing KPIs and reporting, and producing videos.

SOLUTION:

7 well-known Ukrainian bloggers, 52 posts, 124 stories
Period October 2019 - October 2020

CHANNELS:

- Instagram

RESULTS:

Total reach for the period October 2019 - August 2020
from the project with bloggers - 17,488,321



alena_shopte.
девочка, я тож
😂

Итак, нам понадо
воды, iPhone 11 и
слоу мо. Никакого
дополнительного о

Все! И у меня даже
Почти 😂

Ну что, веселимся
свои варианты, в
сториз и отмеча



BANG & OLUFSEN

INFLUENCERS MARKETING CAMPAIGN

TASK:

Promotion of Bang & Olufsen's Beoplay EX, BeosoundA1 products through opinion leaders in the following countries: Greece, Poland in 2022, 2023.

SOLUTION:

- Creating a database of loyal bloggers
- Briefing and control of publications on the Instagram platform

RESULTS:

Average CPC - 2.82



BANG & OLUFSEN

INFLUENCERS SPOTIFY

TASK:

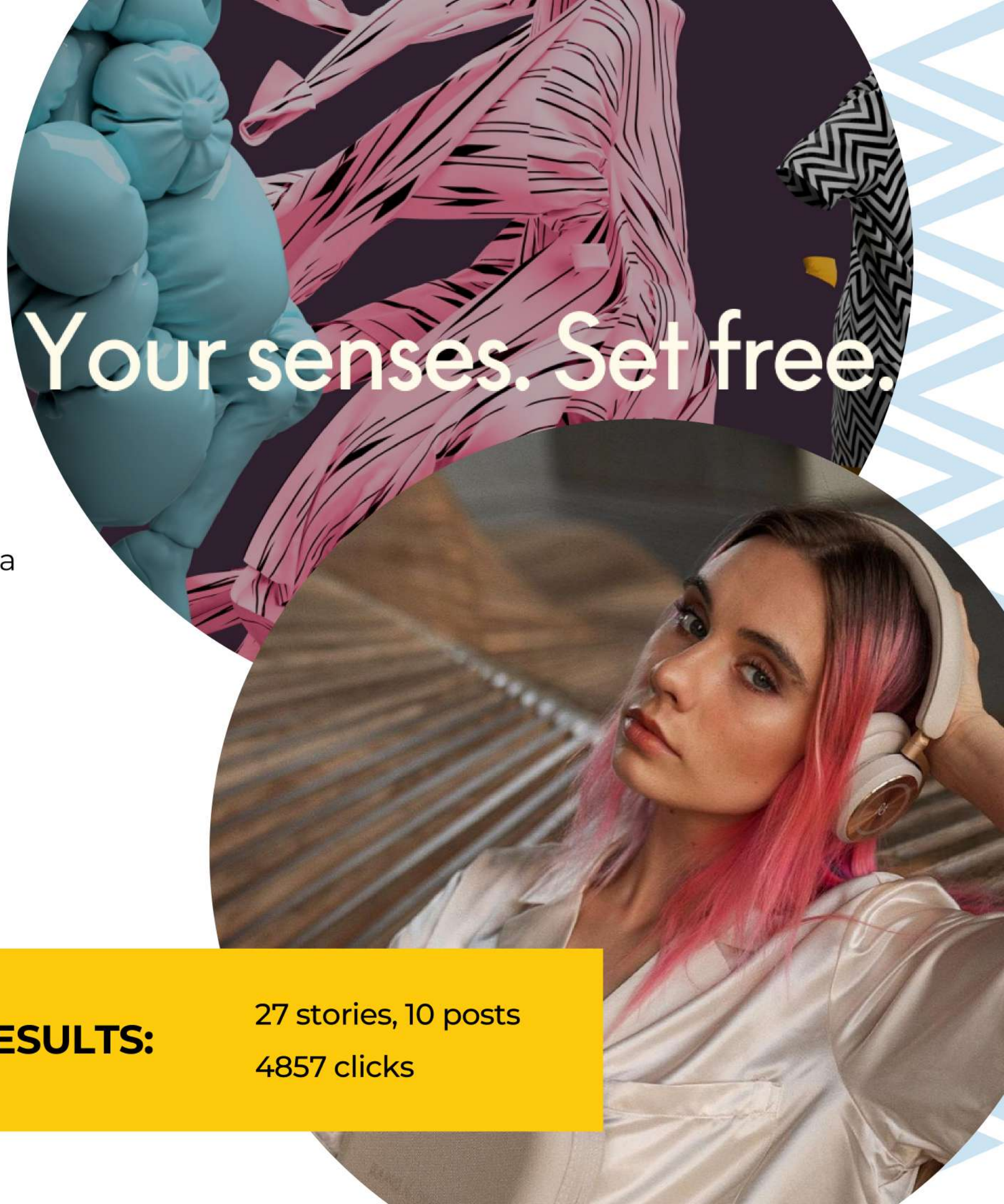
A project involving 7 paid and 2 free bloggers to announce the brand's collaboration with the Spotify music platform and create a special 3D avatar that reflecting their musical preferences, which they are ready to share with the world.

SOLUTION:

Selection, analysis and communication with bloggers throughout the campaign, development of content ideas, collection of material, statistics and reporting.

CHANNELS:

- Tik Tok, Instagram



RESULTS:

27 stories, 10 posts
4857 clicks

HYPER

THE PROJECT "HYPERX QUEST"

TASK:

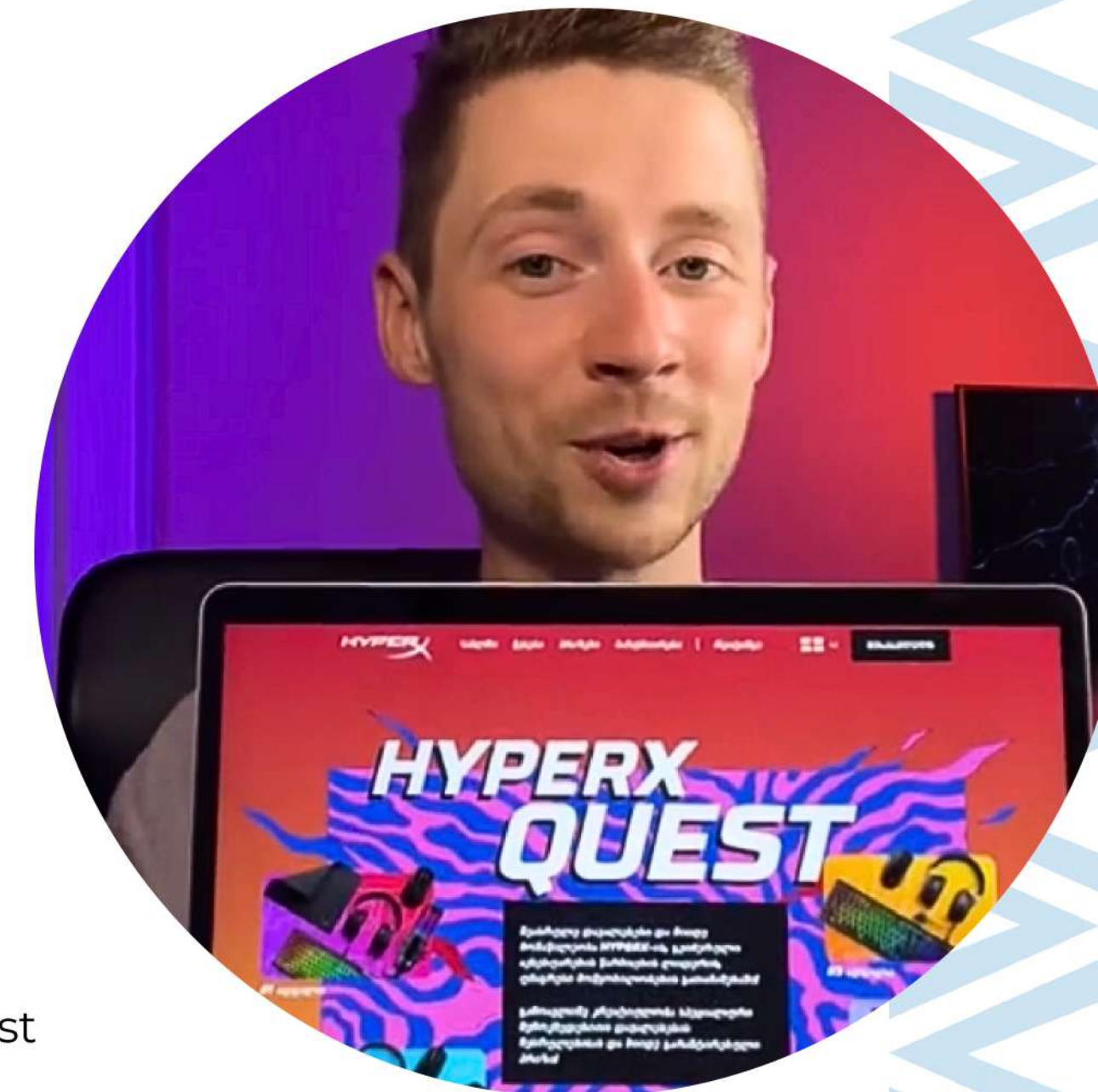
PR support for the HyperX Quest 2023 contest for the HyperX brand in 6 countries: Moldova, Georgia, Armenia, Azerbaijan, Uzbekistan, Kazakhstan.

SOLUTION:

- 12 influencers from 6 countries
- We filmed individual videos for Tik Tok with each of them, encouraging them to participate in the contest
- We connected local Telegram channels on barter terms

CHANNELS:

- Tik Tok, Telegram



RESULTS:

TOTAL IMPRESSIONS: 1 062 912
TOTAL REACH: 898 981
TOTAL CLICKS: 155 53
TOTAL COMMENTS: 781
TOTAL PUBLICATIONS: 12



HYPERX

INFLUENCERS PROJECT

TASK:

Promotion of HyperX brand products in 2022-2023 years through opinion leaders in the following countries: Armenia, Georgia, Azerbaijan, Moldova

SOLUTION:

A base of free bloggers has been formed, and the brand is supported in all launches and promotions.

CHANNELS:

- Instagram, Tik Tok, YouTube, Twitch, Telegram

RESULTS:

A base of 42 loyal bloggers in Armenia, Georgia, Azerbaijan and Moldova has been formed.



HYPERX

INFLUENCERS PROJECT

TASK:

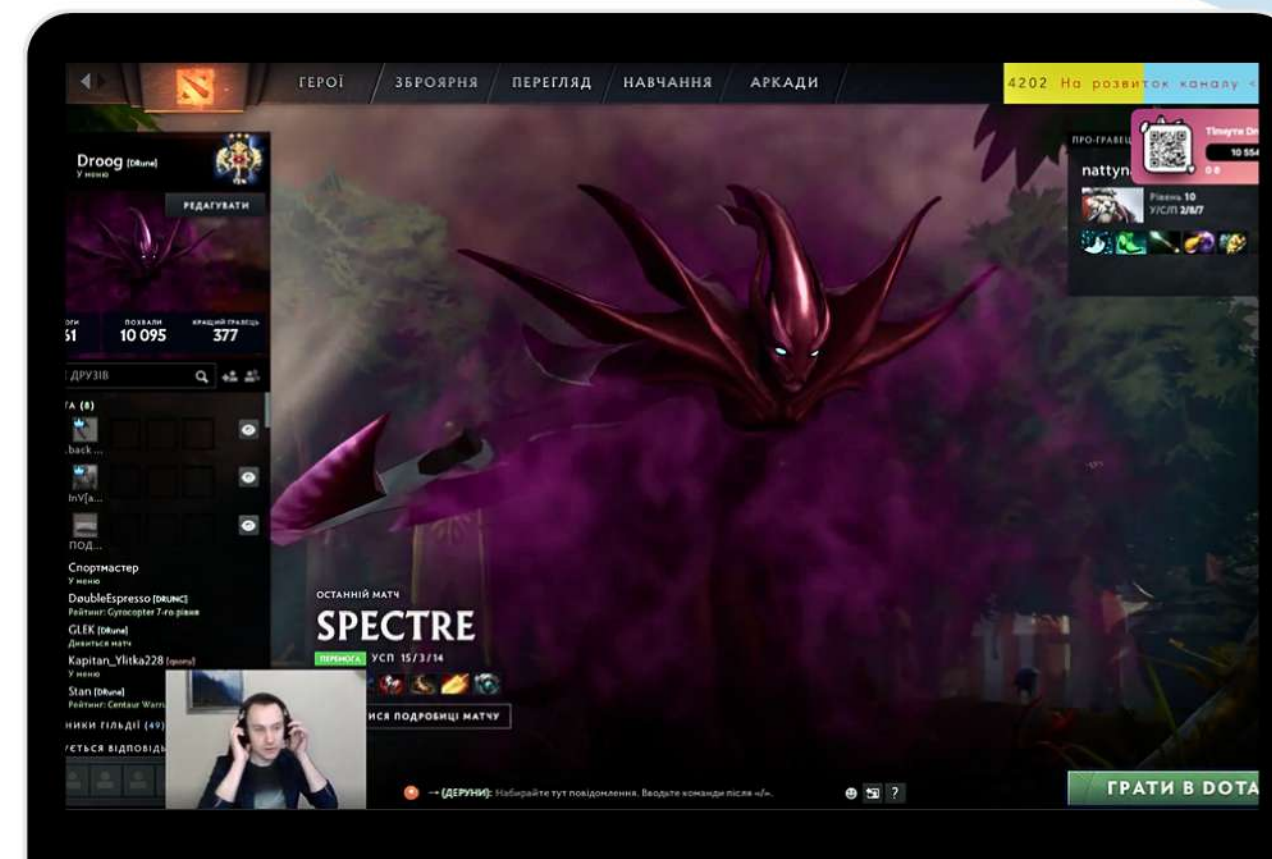
Promotion of HyperX Cloud 3 Wireless product through opinion leaders in Ukraine.

SOLUTION:

A base of free bloggers has been formed, and the brand is supported in all launches and promotions.

CHANNELS:

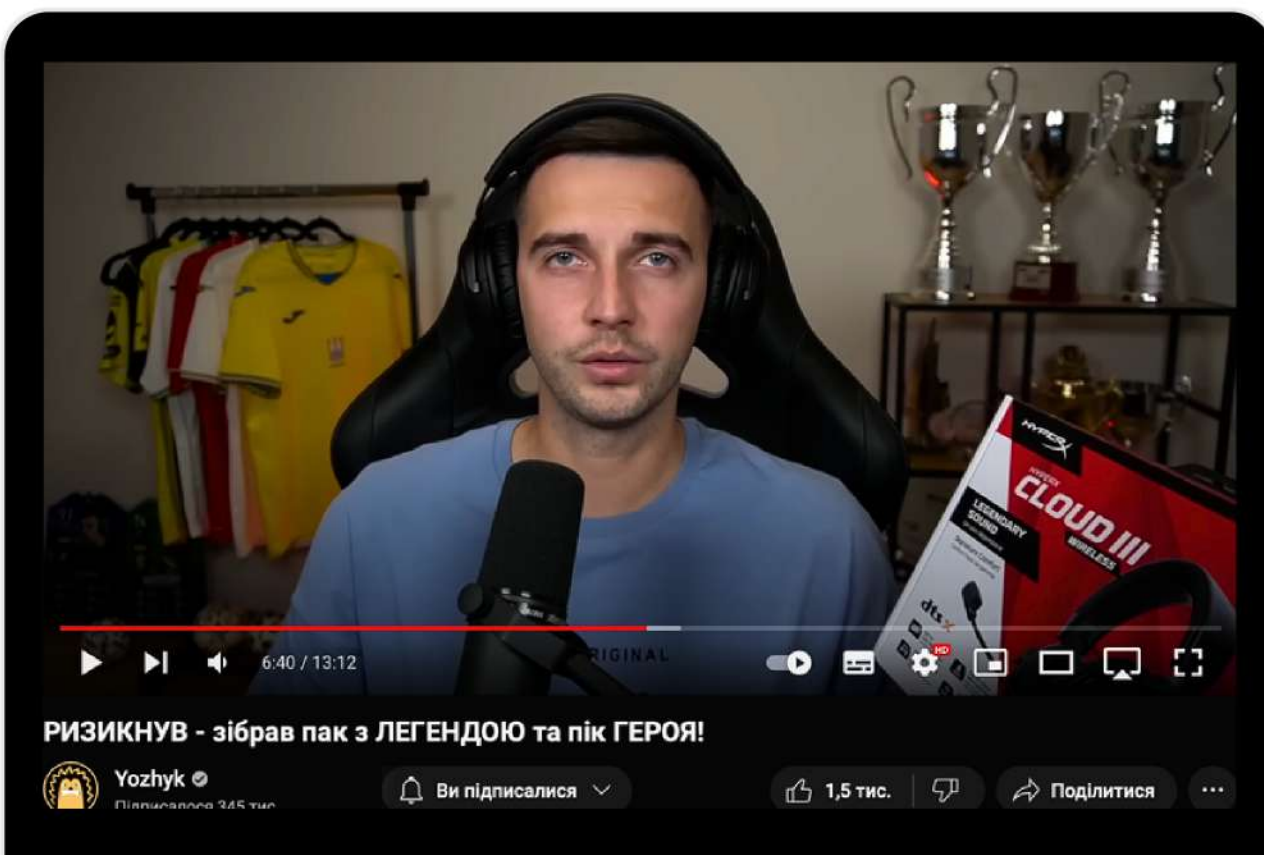
- Instagram, YouTube, Twitch



RESULTS:

Total reach: 29 862

Total publications: 11



HYPERX

INFLUENCERS PROJECT

TASK:

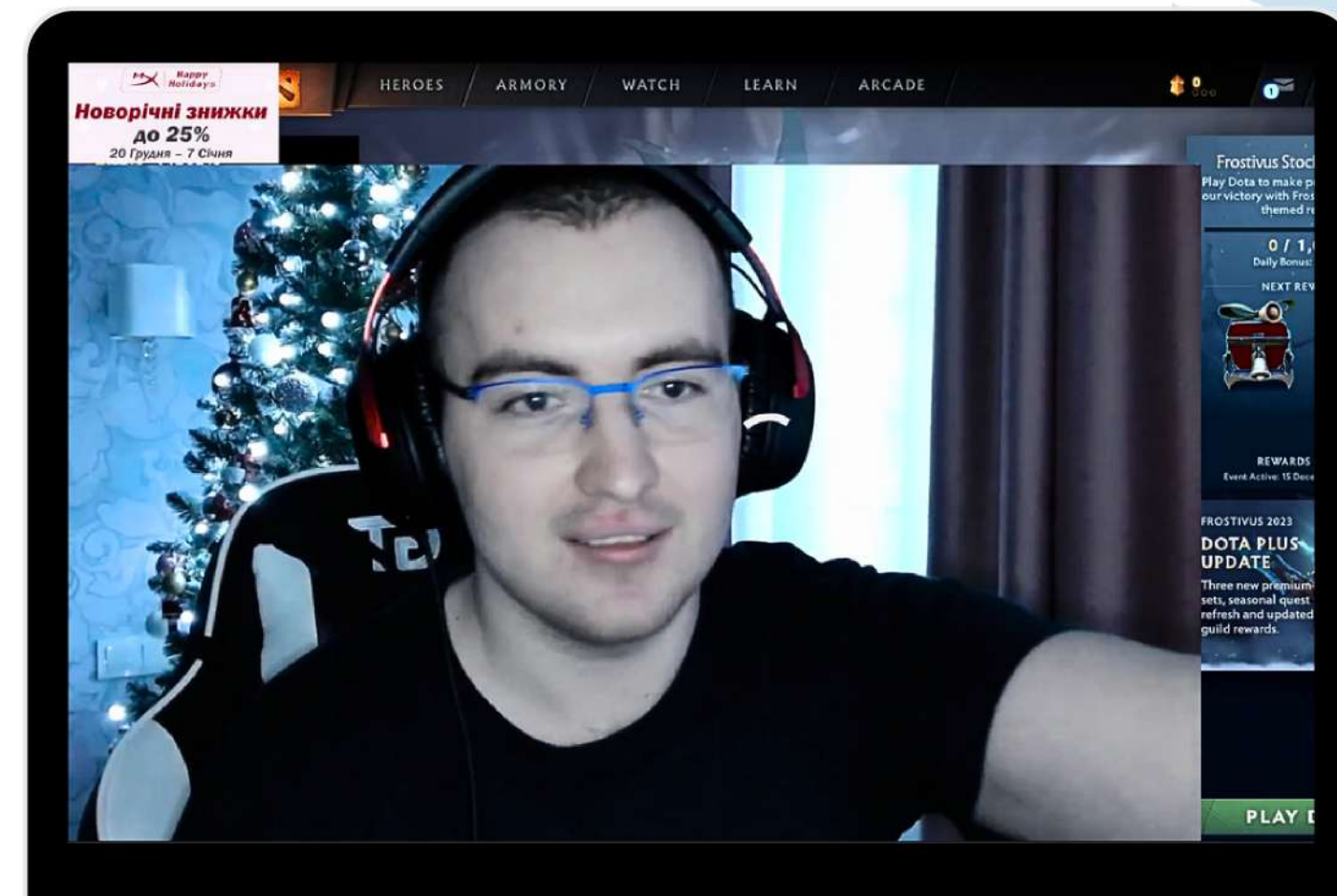
Promotion of HyperX brand products in Christmas 2024 promo through opinion leaders in Ukraine.

SOLUTION:

A base of free bloggers has been formed, and the brand is supported in all launches and promotions.

CHANNELS:

- Instagram, Tik Tok, YouTube, Twitch, Telegram



RESULTS:

Total reach: 32 098

Total publications: 11





INFLUENCERS SUPPORT STORE OPENING

TASK:

A project involving 3 paid and 5 free bloggers to announce the opening of a new glo studio in the Ocean Plaza shopping mall.

SOLUTION:

Selection, analysis, and communication with bloggers, support of bloggers at the event, development of mechanics with special promotional codes, collection of material, statistics and reporting.

RESULTS:

Exceeding the plan of shows by 49%
exceeding the coverage plan by 4%





THE PROJECT AMBASSADORSHIP

TASK:

Involvement of free brand ambassadors within the framework of the VELO AMBASSADORSHIP project

SOLUTION:

We analysed and engaged barter influencers in the project.
We designed and developed turnkey merchandise for gift press packs.
We send different press packs to bloggers on a monthly basis.

CHANNELS::

- Instagram

RESULTS:

17 free bloggers, 15 shipments
press packs, 11 posts, 520 stories
Total impressions: 12,389,419
Total reach: 360 288







VIDEO PRODUCTION

TASK:

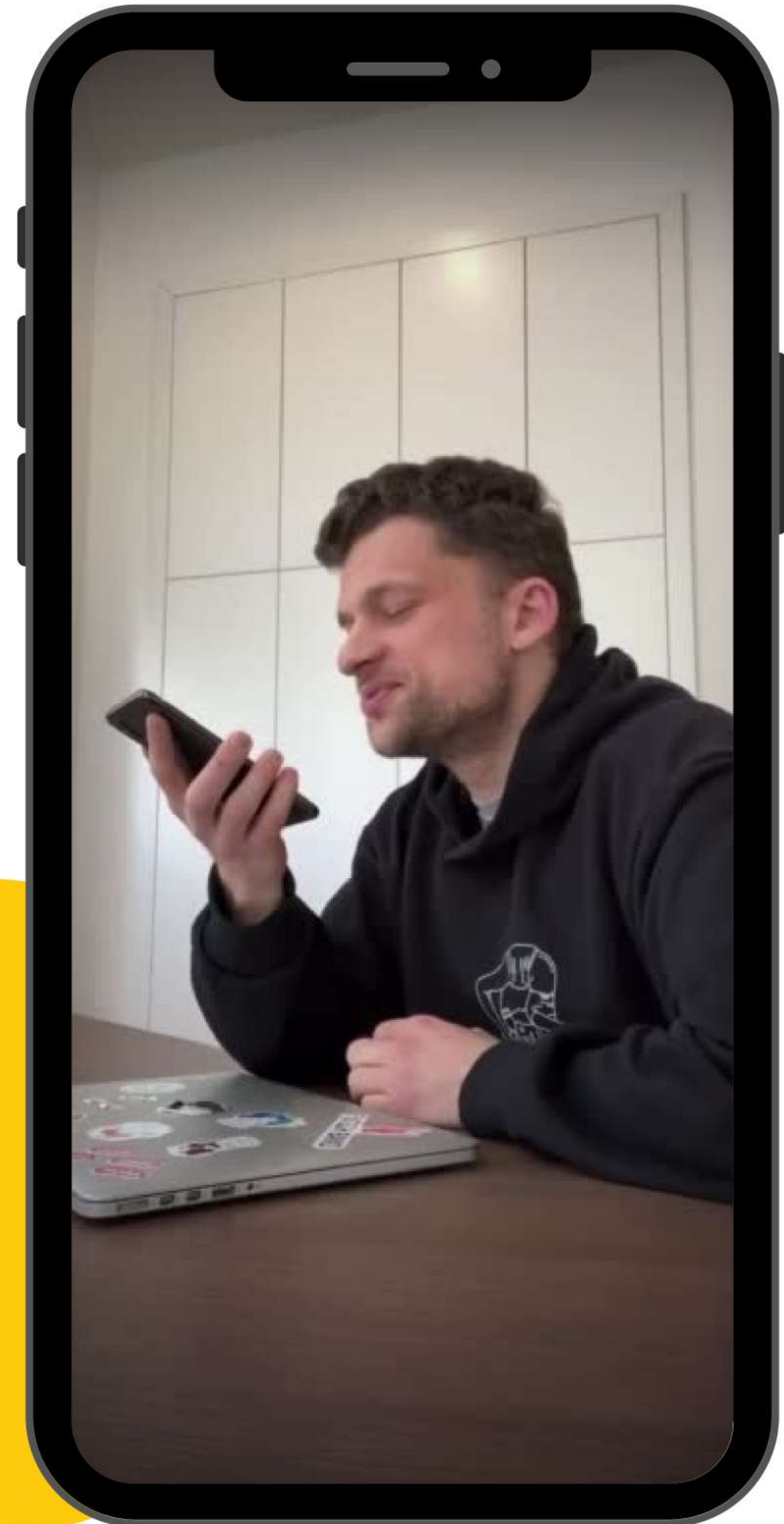
A special project with key Ukrainian opinion leaders.
IG TV videos, viral videos.

SOLUTION:

IG TV videos, viral videos featuring
Ukrainian influencers

PLATFORMS:

- Instagram





CONTENT PRODUCTION

TASK:

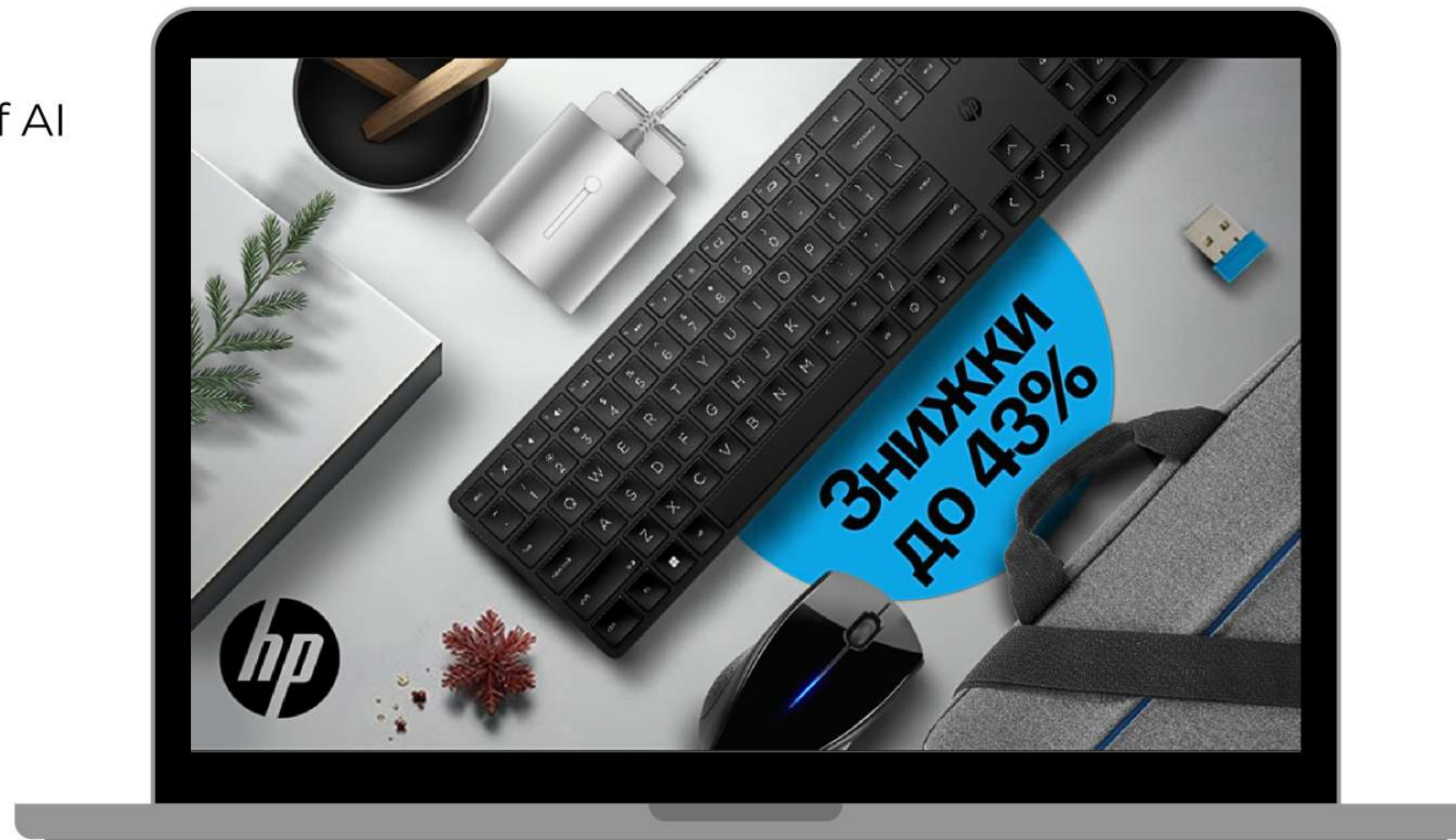
Create advertising banner for Christmas campaign in Ukraine for brand HP.

SOLUTION:

Creation banner with integration of AI instruments.

PLATFORMS:

- Facebook Ads
- Partner's landings

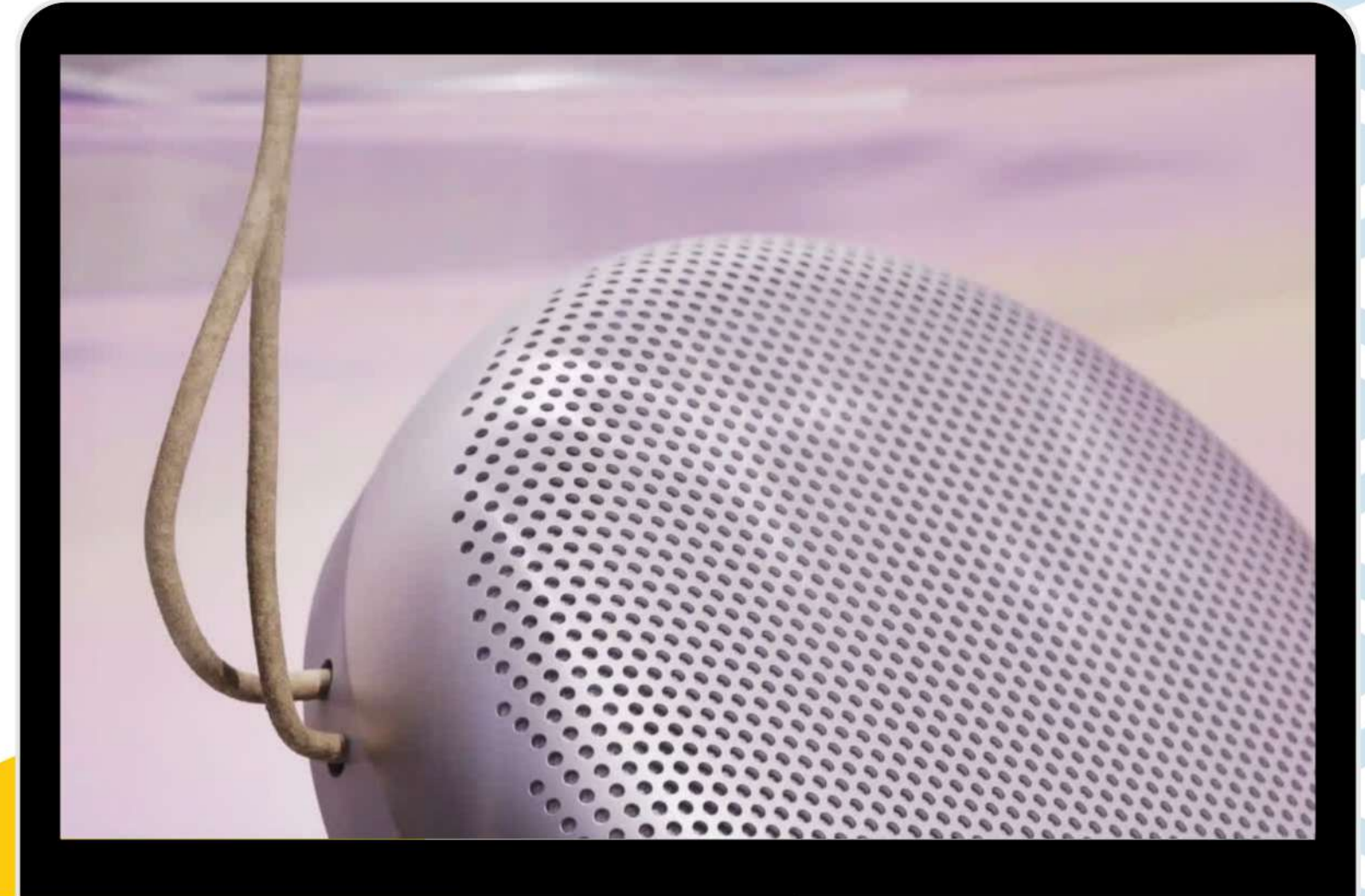


Apple BANG & OLUFSEN

MOTION DESIGN & GRAPHIC DESIGN

TASK:

Creation and adaptation of content for Apple and Bang & Olufsen brands.



LOEWE

MOTION DESIGN & GRAPHIC DESIGN

TASK:

Adaptation of creatives for LOEWE.TV and We.by Loewe brands.

SOLUTION:

Development of video materials in various formats and designs.

we.
by LOEWE.





TRADE
MARKETING



PROJECT "HYPERX 20TH ANNIVERSARY"

TASK:

Development of branded merchandise for loyal bloggers and brand partners as part of the HyperX 20th anniversary project.

SOLUTION:

In 14 days, we organized local production in 5 countries, such as: Georgia, Armenia, Moldova, and Ukraine.



RESULTS:

The number of manufactured power packs by country: Georgia - 11, Armenia - 10, Moldova - 16, Ukraine - 11.



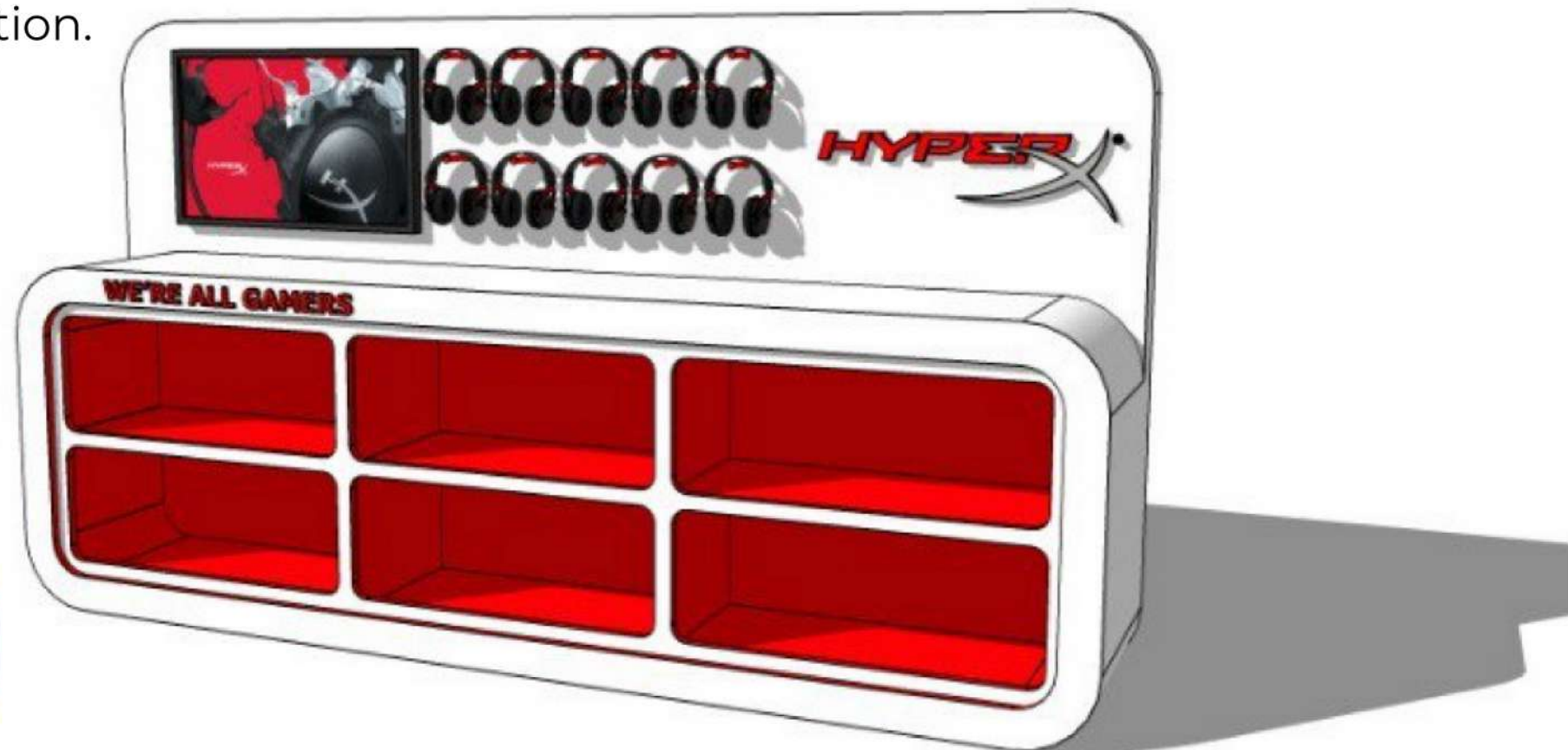
PRODUCTION BRAND ZONE

TASK:

Restoration and production of product Brand Zones for the HyperX brand in Ukraine and Azerbaijan.

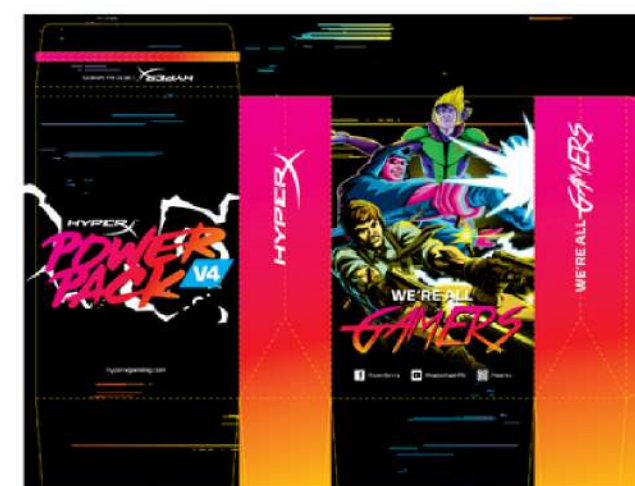
SOLUTION:

Full project cycle. Development of a creative turnkey creative concept and implementation.





PRODUCTION POWERPACKS







FARMASI

"BANQUET OF DIRECTORS" PROJECT

TASK:

Summarizing the results of the year and developing a strategy for the next year. Awarding in nominations and motivating employees. Presentation of cars at the event

SOLUTION:

Concept development and creation of production, creative script. Full support of the event and its turnkey implementation.

During the event, the car was lifted to the 3rd floor of the location using a crane and a special platform (no one had done this before because of the danger of damaging the car)

For the car delivery number (surprise), we developed a number with the interaction of artists, a car, a 360 screen, a sound and light show.



BORJOMI

BRAND INTEGRATION AT THE LEOPOLIS JAZZ FESTIVAL

TASK:

Gather bloggers and celebrities. To make a brand statement and thus increase sales.

SOLUTION:

Organization of the location, selection and organization of the performance of jazz bands. Production, development of the mechanics of the zones and production materials for the food court at the event.

Full support of the event and its implementation: technical support, etc. Bus branding and development of a PR tour.

Establishing an agreement with the Lviv City Hall and obtaining permits + coordinating the route.



**OUR
TEAM**

MANAGEMENT BOARD



**Olga
Vovkotrub**

Co-founder, CEO and
General Manager



**Stanislav
Sidletskiy**

Business Development
Director



**Karina
Korchaga**

Client Service
Director



**Olexiy
Golovko**

Executive
Director

KEY PLAYERS



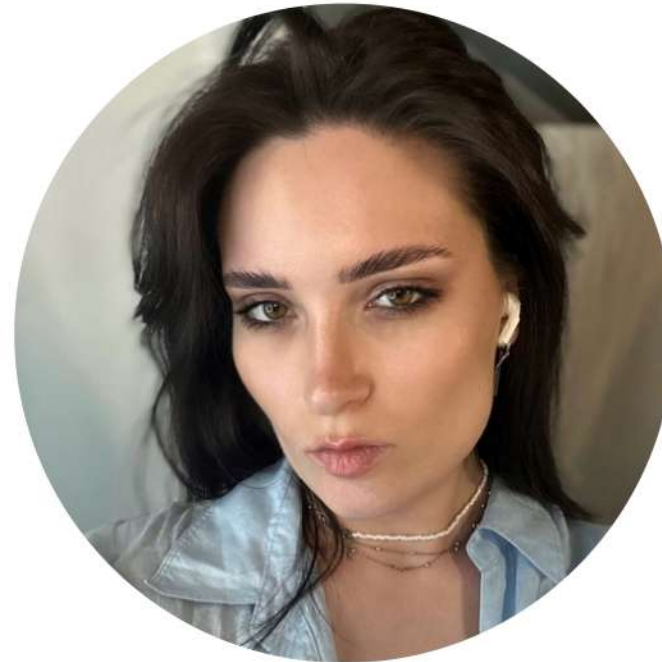
**Sergey
Belyavskiy**

Digital team lead



**Katerina
Faura**

Account Manager



**Mariia
Palicheva**

Account Manager



**Inna
Rabosiuk**

Influencer marketing
manager



**Rami
Kallas**

PR & Communications
manager

OUR TEAM



SEVEN

LET'S CREATE
TOGETHER!