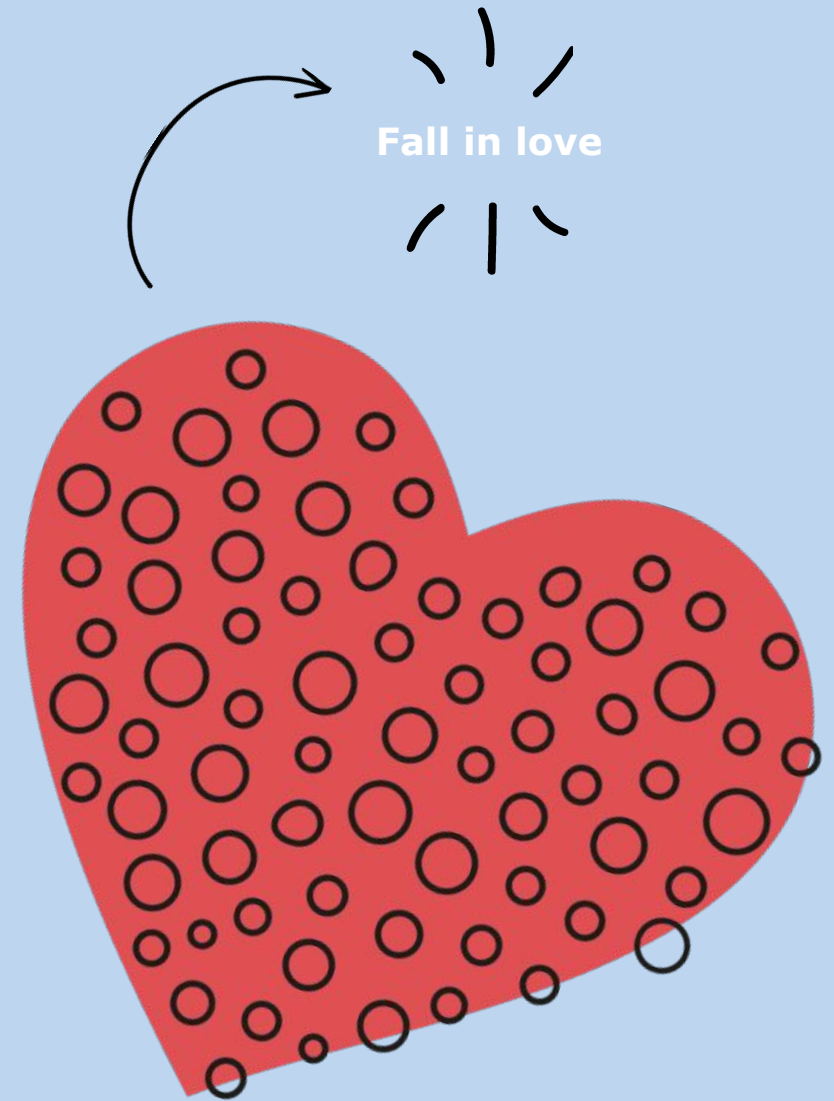


# MEGA Brand Full of exciting encounters



**MeFa**

**Do you think  
you know  
MEGA?**

**Of course,  
you are!**



Years on market



Meeting Places



Brand Awareness



Top of Mind



Regular visitors



From visitors to buyers



CSI



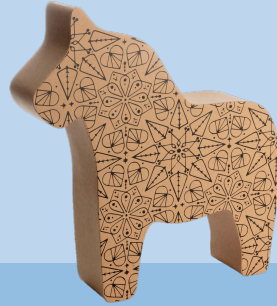
Visitors frequency



# **Our brand is our strong advantage**

Let's do it  
even  
stronger





## Scandinavian roots

We build on our Swedish core beliefs and values, IKEA common vision.

Source: INGKA Centres direction, stylus (2016) Hybrid Retailing



## Meeting Place & Community

We want to become a place where the many people meet, reflecting local specific to be truly relevant.

Source: INGKA Centres direction

## Well-being

We want the people to feel good and enjoy themselves.



Source: BI Research, Customer care

# Here starts our new brand story



Once upon a  
time



Together,  
we create places  
for exciting  
encounters.



# Together,

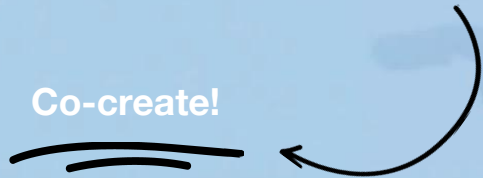
All about us,  
me and you)





we create

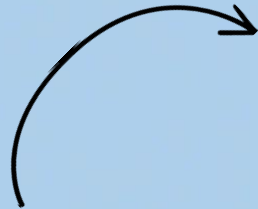
Co-create!





places

No matter  
where



An aerial, top-down view of several people on a light blue background. The people are wearing clothing with various patterns: polka dots, stripes, geometric shapes, and abstract designs. Some are riding bicycles, while others are walking. Long, soft shadows are cast by the figures, suggesting a low sun position. The overall scene is clean and minimalist.

for exciting  
encounters.

# Our Values

**Inviting  
for everyone**

Sense of  
belonging  
Smart and  
innovative

**Inspiring  
for customers, partners  
and co-workers**

Continual  
dialog

**Interacting  
with our  
community**





# Our Principle

# Enjoy casual timeout

My third  
place





# Our Principle

# Celebrate your creation



# Our Principle

# Live the local spirit



We are all  
unique!

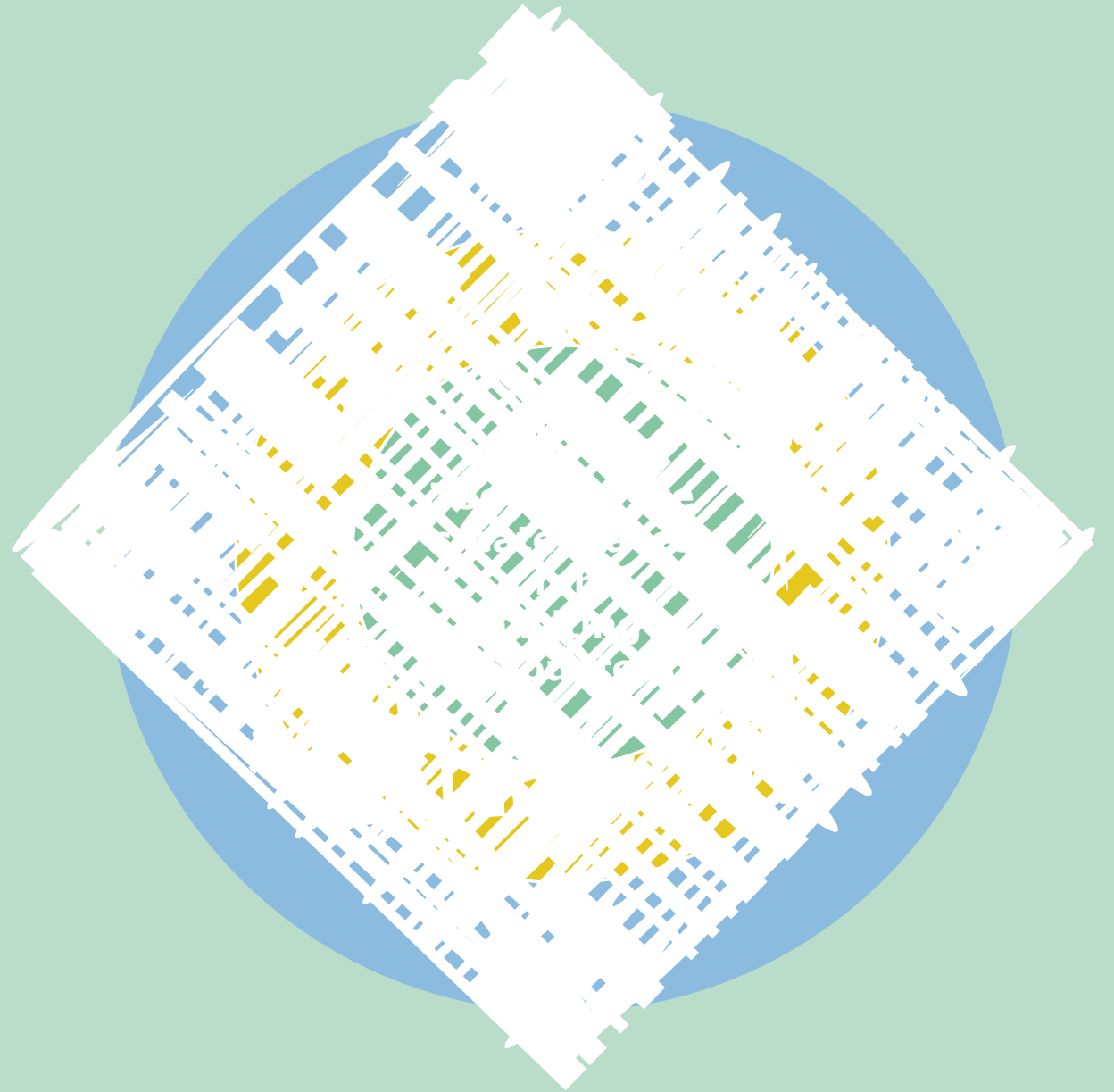




# Our Principle

# Be at heart

**Great  
feeling to  
have a  
brand  
platform**

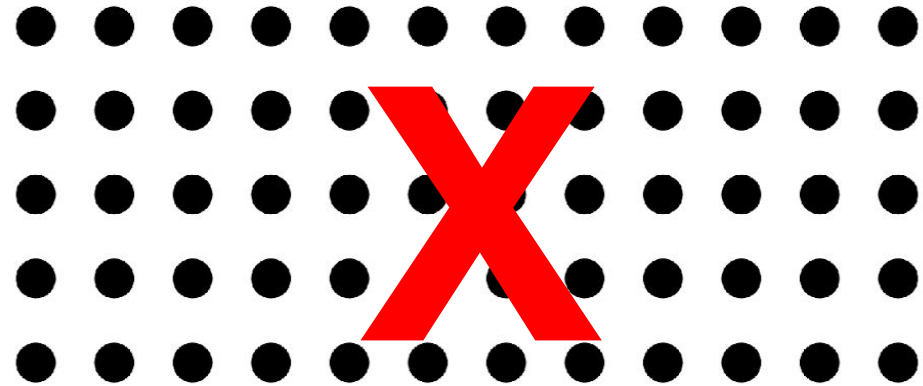


A white five-pointed star is centered on a teal background. The star has a black dotted trail that starts from its left side and extends towards the top-left and bottom-left corners. The text "Let's talk about identity" is written in a bold, black, sans-serif font inside the star.

**Let's talk  
about  
identity**

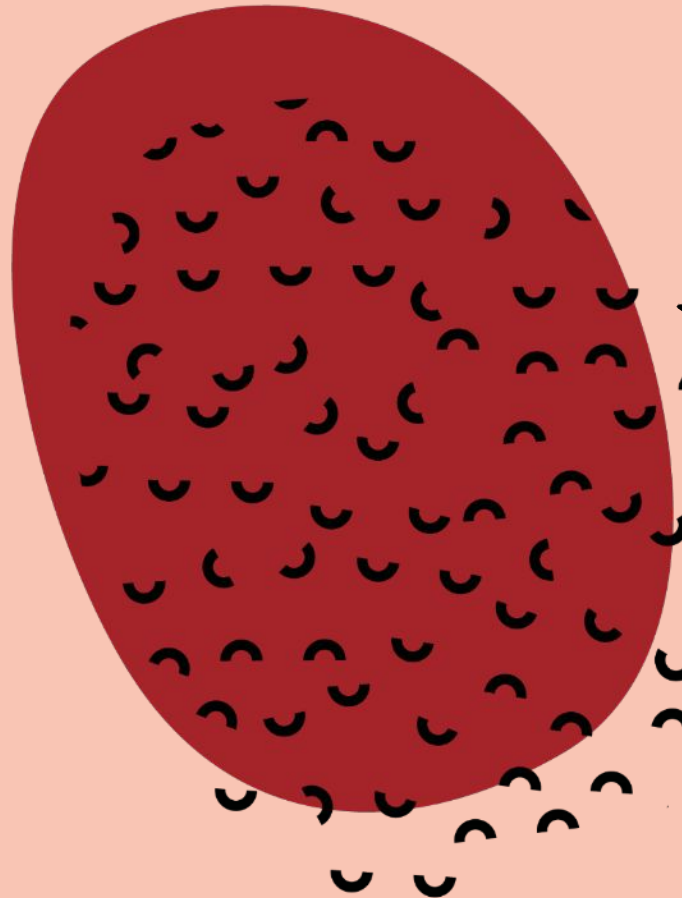
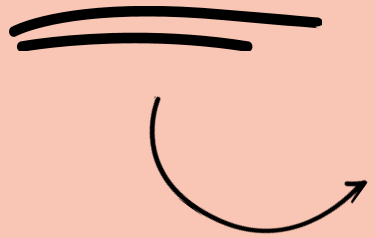


com·mu·nity

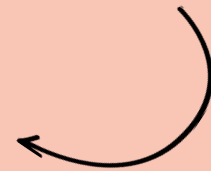


**THIS IS MEGA**

**Combining a shared  
sense of belonging**



**with unique  
community's  
fingerprint**



# Visual Identity System

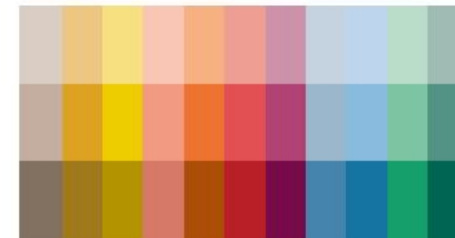
## LOGO



## TYPOGRAPHY

PF Din Text Cond Pro Family  
supporting Latin  
& Кириллицу in  
LIGHT, REGULAR,  
MEDIUM, BOLD

## COLOURS



## IMAGERY



## SHAPES



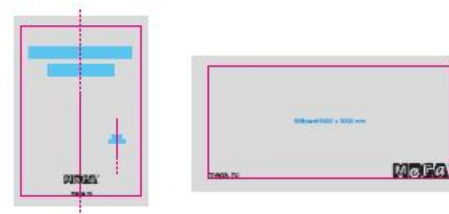
## ILLUSTRATIONS



## PATTERNS



## LAYOUT PRINCIPLE

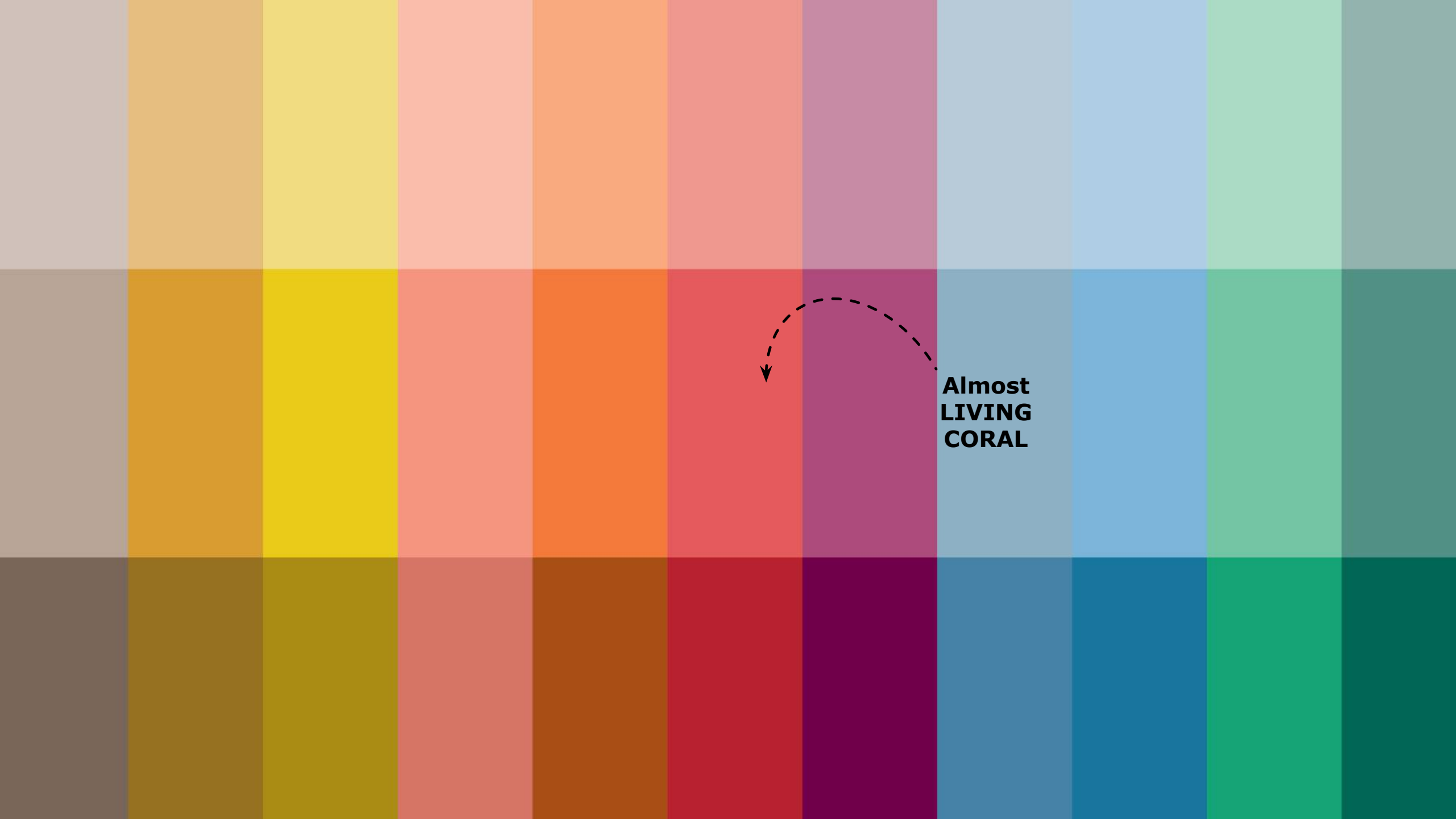


# Do we change logo?

**MeTa**®

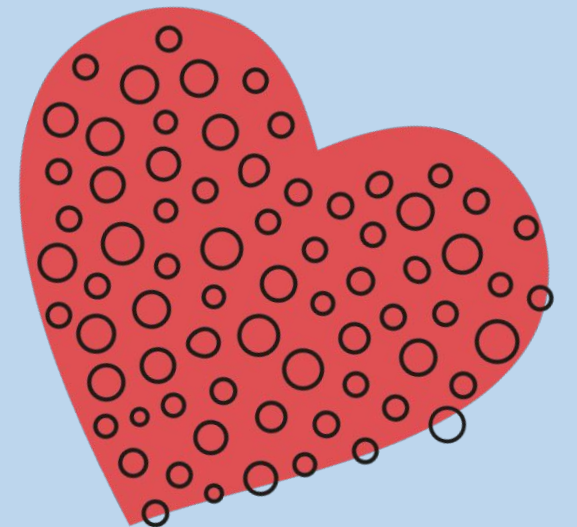
To be or  
not to be






**Almost  
LIVING  
CORAL**

**What do we  
want **you**  
and our  
**customers**  
feel...**





**... that  
exciting  
encounters  
are waiting  
in MEGA**



# Есть повод вернуться в детство

**Зимний парк в МЕГЕ**

А теперь –  
на горку!





23 ноября

**ЧЕРНАЯ ПЯТНИЦА**

Ой, ну всё!

И сразу!

до **-70%**

mega.ru

**MeGa**<sup>®</sup>



Исполню  
всё!



# Есть повод загадать желание!

Встречи с Санта-Клаусом  
в МЕГЕ



# Подарок – только повод для встреч

Найди свой  
в МЕГЕ







# Ты готов ко всему

К первому  
свиданию!

Выбирай стильные решения  
на [mega.ru/online](https://mega.ru/online)



**MEGA**<sup>®</sup>





# Ты готова ко всему

И к важной  
встрече!

Выбирай стильные решения  
на [mega.ru/online](https://mega.ru/online)



**MEGA**<sup>®</sup>

# Something “a la revolution”?



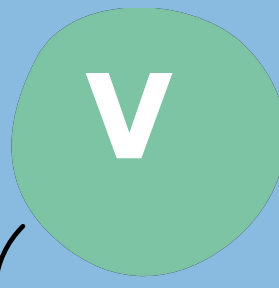


Are you **BRAVE**  
Last, but not least  
enough to try it?



**On Brief  
and Brand**

Amazing



**Encourage  
engagement**

**Role of  
Brand**

**Values**



# Are u ready for the tour? MEGA mall tour



**We start at 15.00**