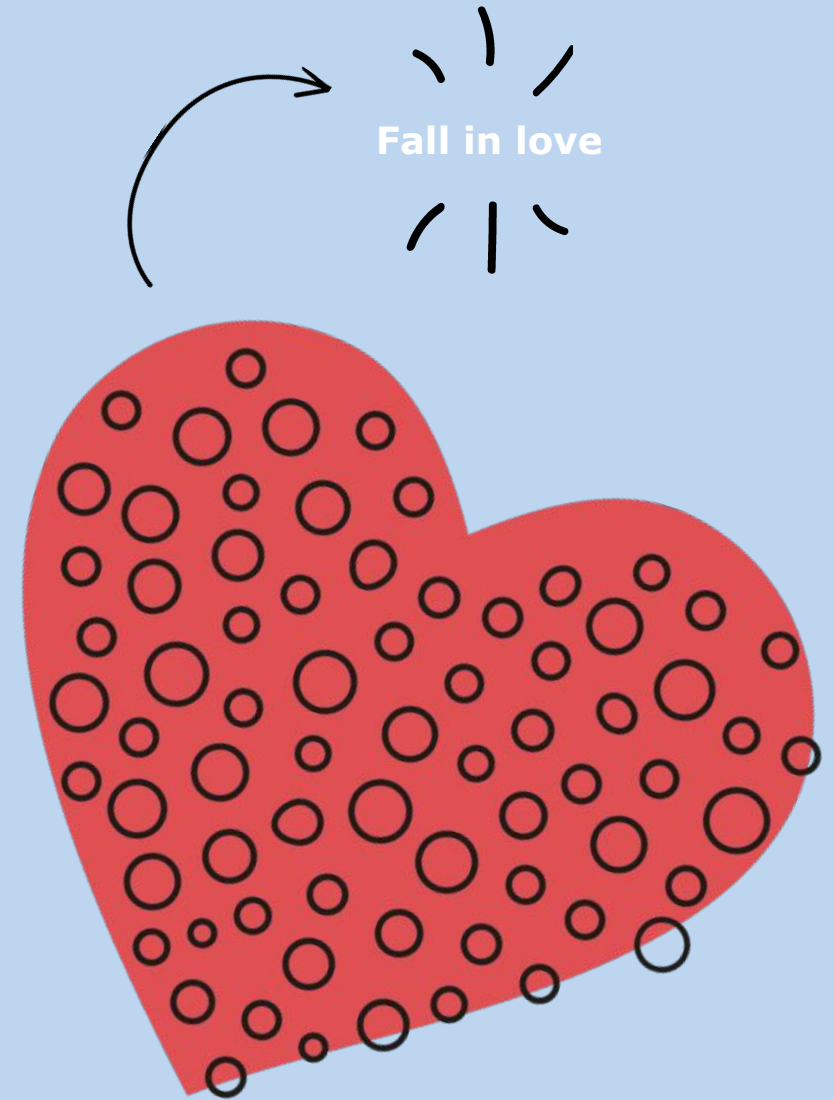
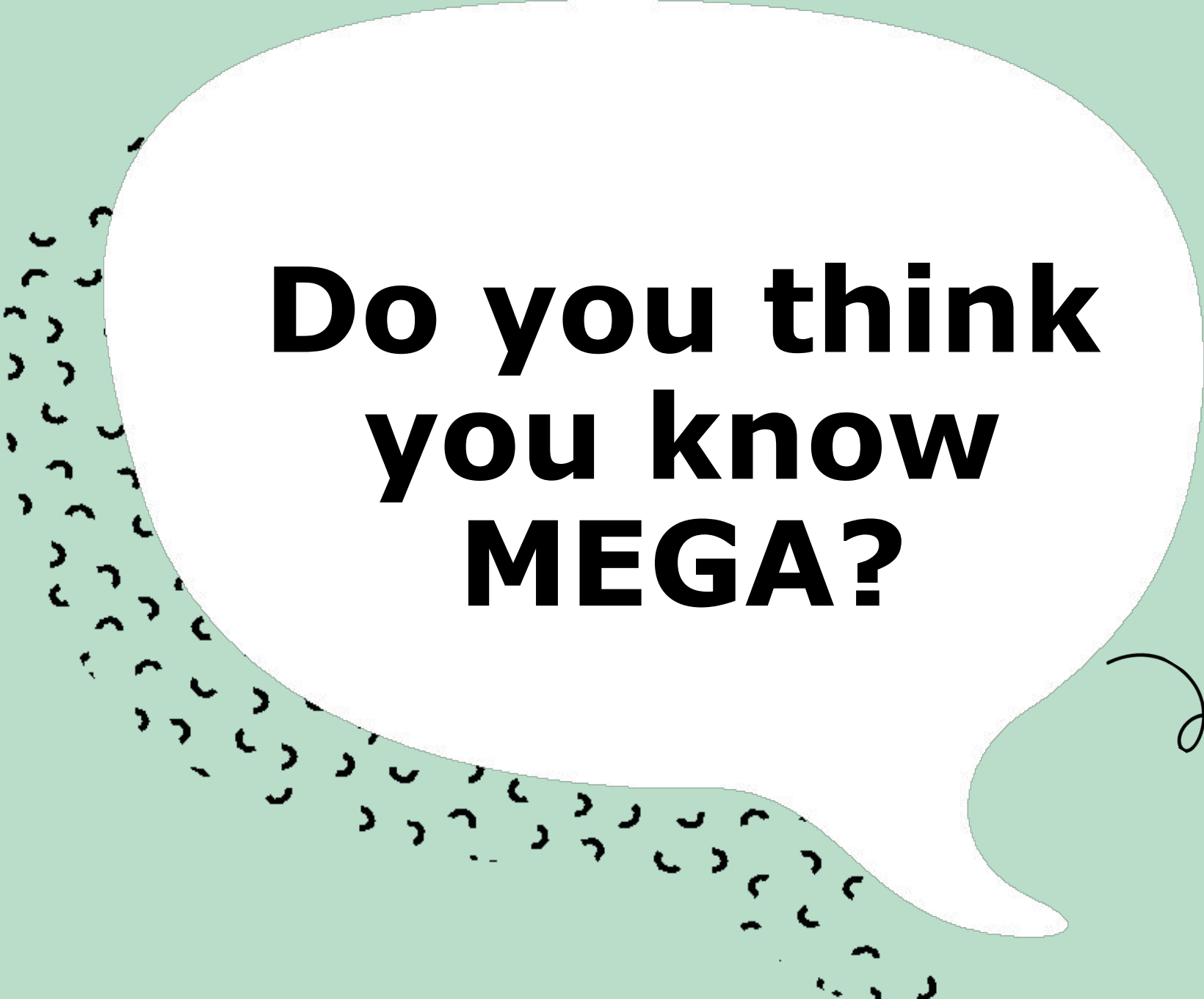


MEGA Brand Full of exciting encounters





**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



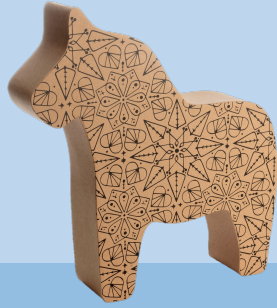
Visitors
frequency



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

An aerial photograph of a group of people walking and cycling on a light blue surface. The people are wearing clothing with various patterns: a red dress with black dots, a yellow shirt with black lines, a blue shirt with black dots, a green shirt with black circles, a pink shirt with black triangles, and a black dress with orange circles. Their shadows are cast on the surface, and some are riding bicycles. The text 'we create' is overlaid in the center.

Co-create!

A black curved arrow pointing from the text 'Co-create!' towards the text 'we create'.



places

No matter
where

An aerial, top-down view of a diverse group of people walking and cycling on a solid light blue background. The people are dressed in various colorful and patterned outfits, including a red coat with black patterns, a yellow jacket with black patterns, a blue jacket with black patterns, a green jacket with black patterns, and a pink jacket with black patterns. Some are carrying bags or baskets. The text "for exciting encounters." is written in a large, white, sans-serif font across the center of the image. The overall composition is clean and modern, emphasizing human movement and interaction.

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**



My third
place

Our Principle

Enjoy casual timeout

Our Principle

Celebrate your creation



Our Principle

Live the local spirit

We are all
unique!

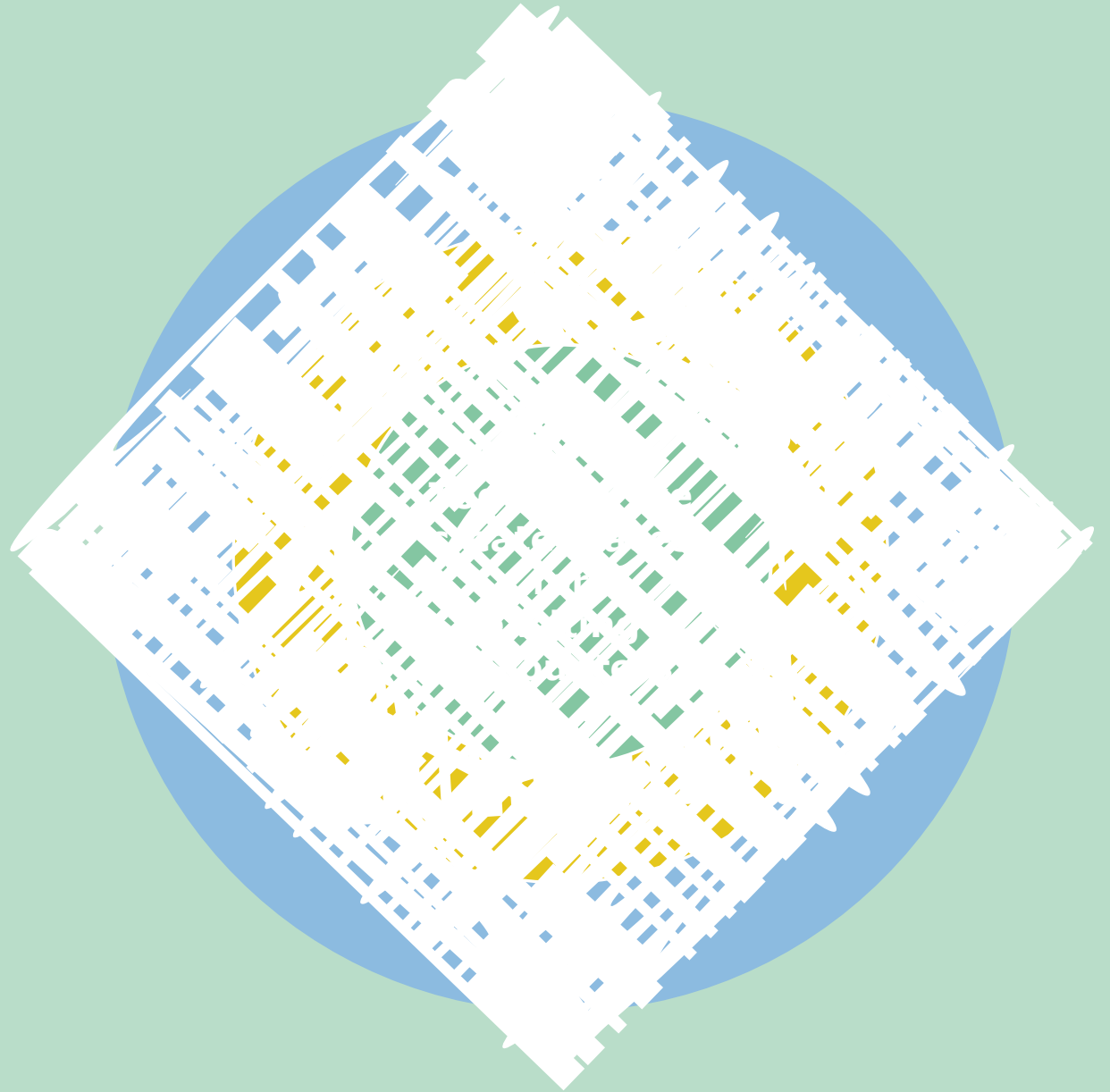


Our Principle

Be at heart



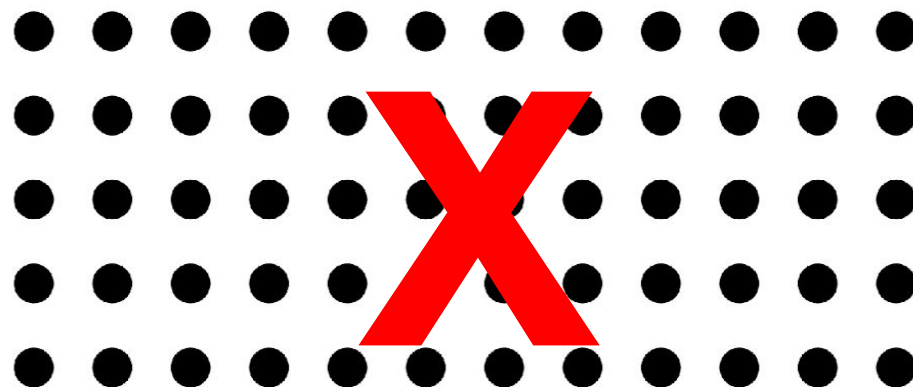
**Great
feeling to
have a
brand
platform**





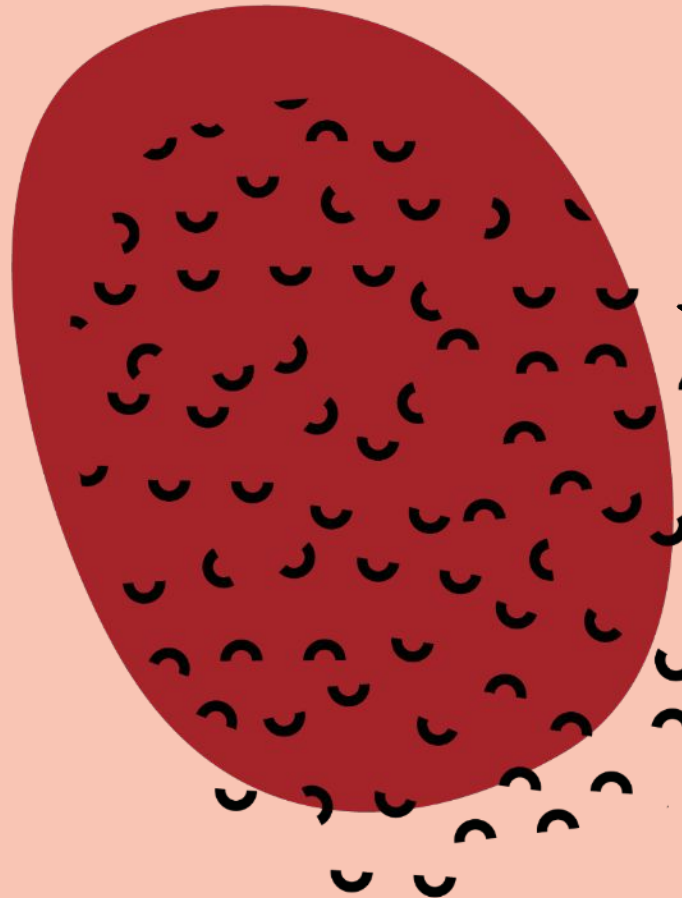
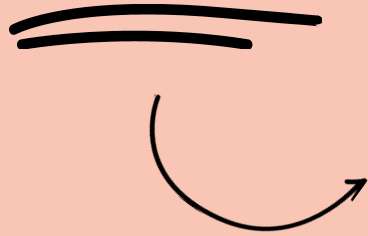
**Let's talk
about
identity**

com·mu·nity

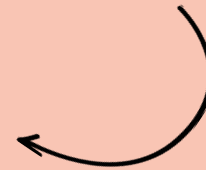


THIS IS MEGA

**Combining a shared
sense of belonging**



**with unique
community's
fingerprint**



Visual Identity System

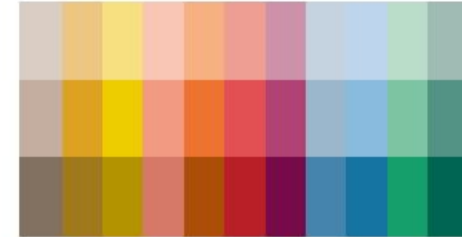
LOGO



TYPOGRAPHY

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

COLOURS



IMAGERY



SHAPES



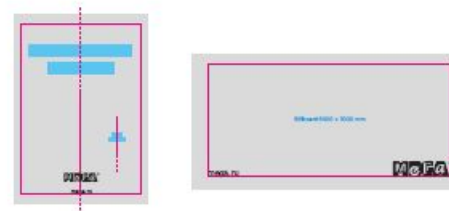
ILLUSTRATIONS



PATTERNS



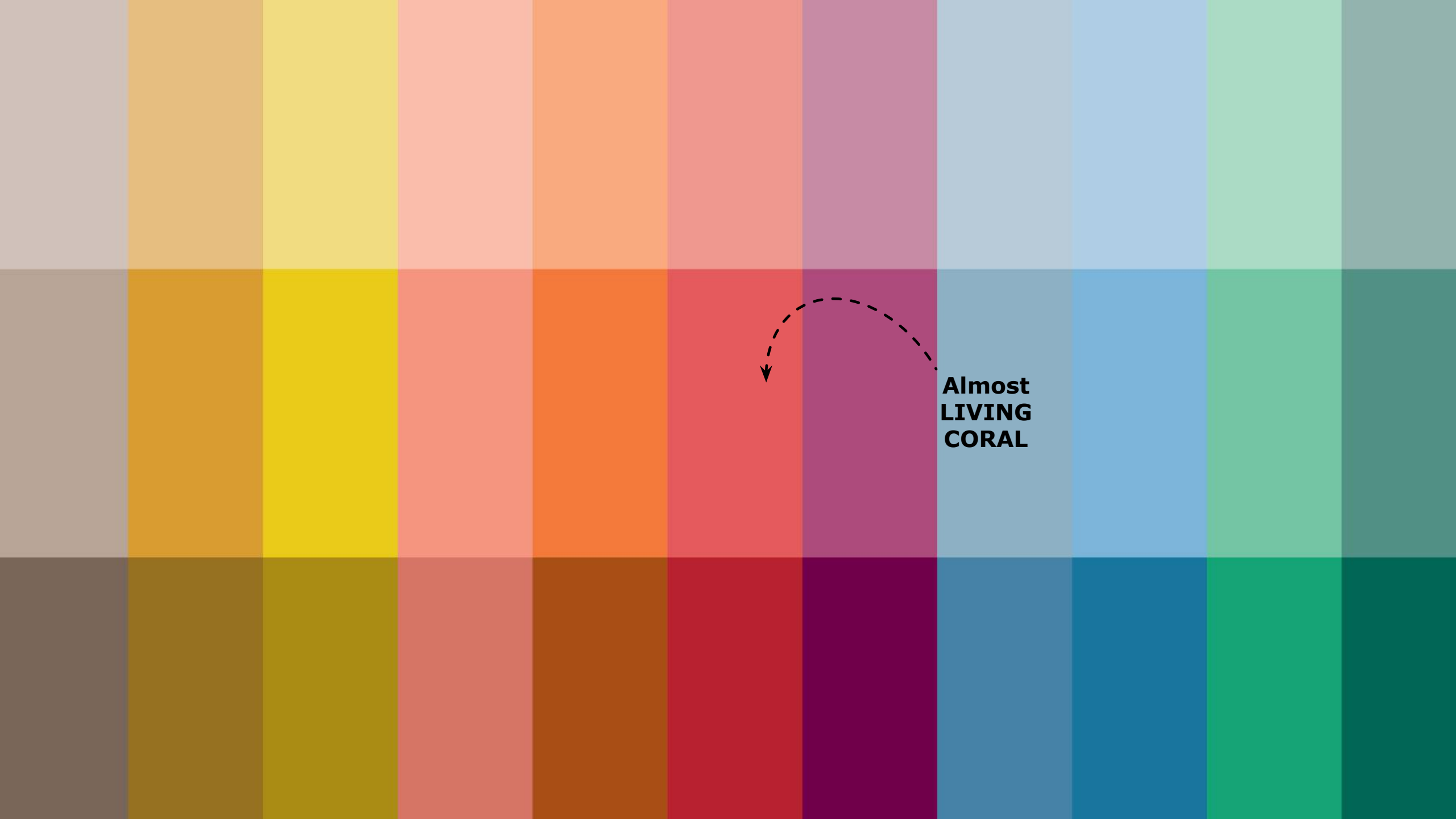
LAYOUT PRINCIPLE



Do we change logo?

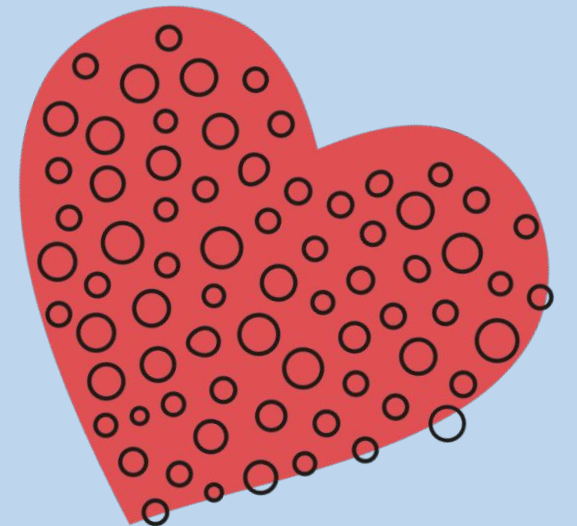



To be or
not to be



**Almost
LIVING
CORAL**

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





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

A young girl with long brown hair, wearing a white knit sweater, a thick white scarf, a red and blue knit hat, and patterned winter gloves, is reaching up with both hands towards a string of colorful Christmas lights (yellow, red, green, and purple). She has a joyful expression with her mouth open. The background is a clear blue sky with soft, out-of-focus white snowflakes falling. The string of lights is strung diagonally across the upper part of the frame.

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



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





Ты готова ко всему

И к важной
встрече!

Выбирай стильные решения
на mega.ru/online



Something “a la revolution”?

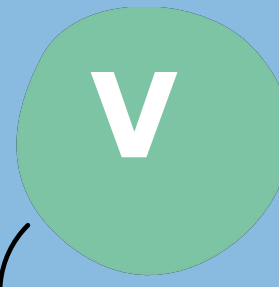
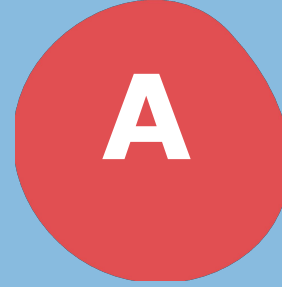




Are you BRAVE
Last, but not least
enough to try it?

**On Brief
and Brand**

~ | ~
Amazing
~ | ~



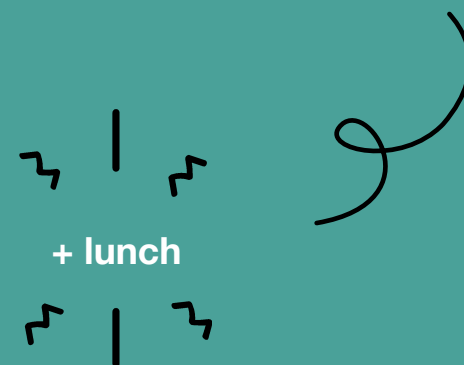
**Encourage
engagement**

**Role of
Brand**

Values



Are u ready for the tour? **MEGA** mall tour



We start at 15.00