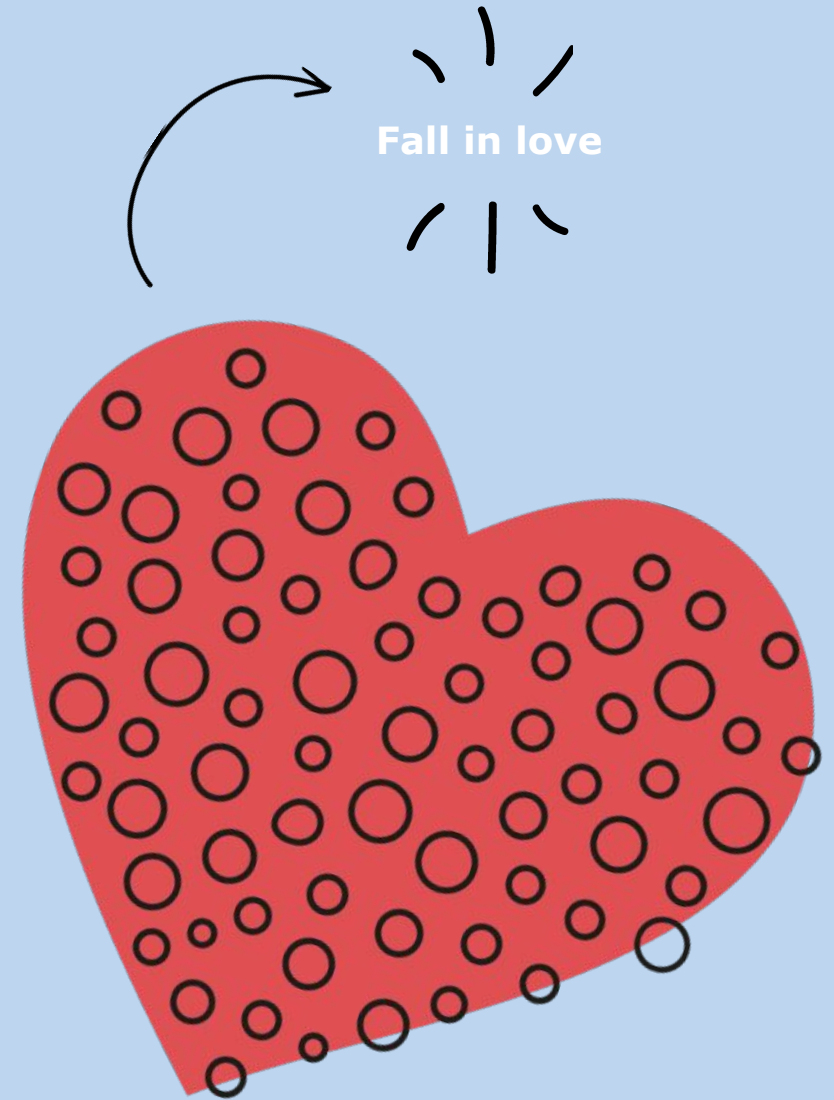
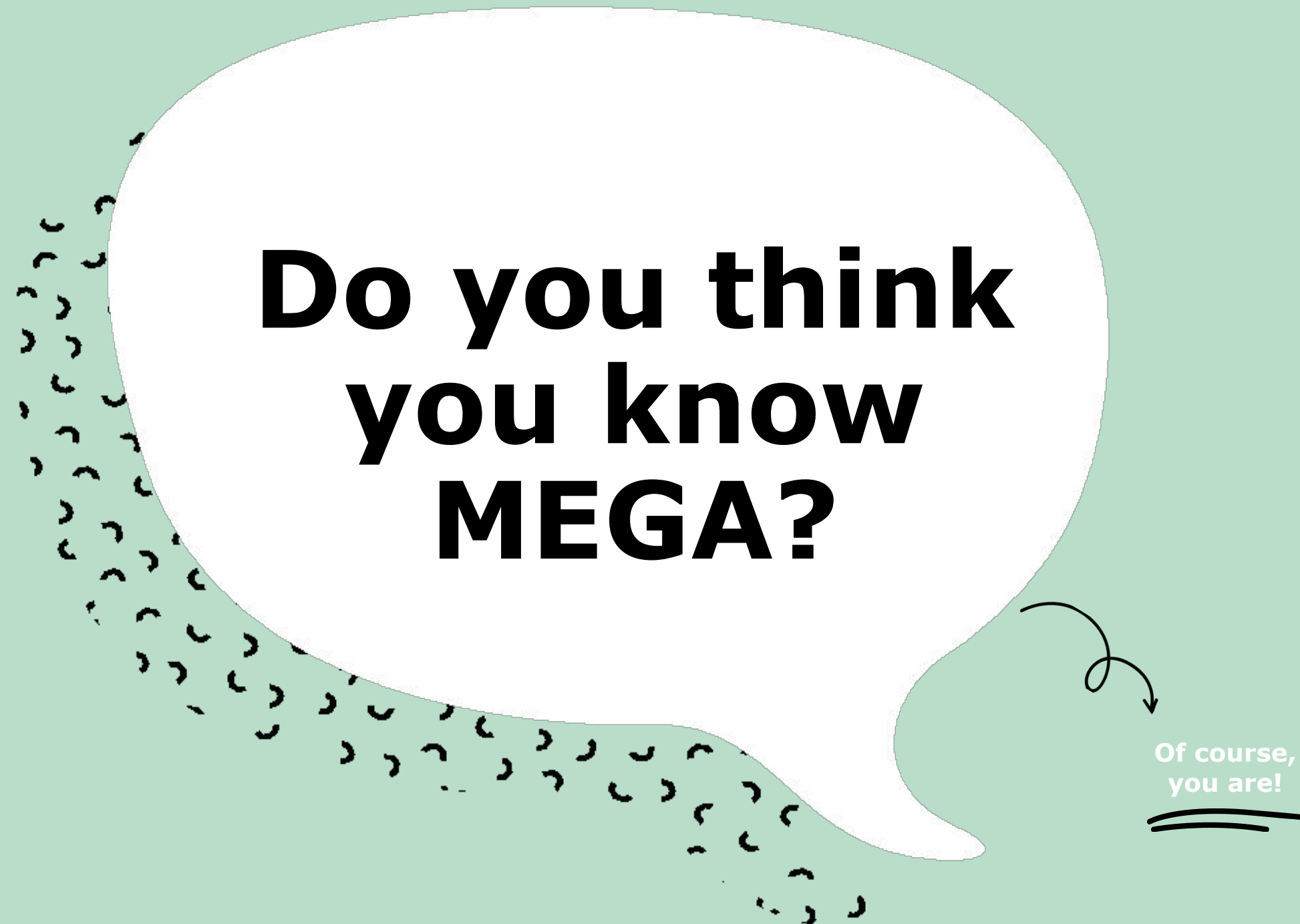


MEGA Brand Full of exciting encounters



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



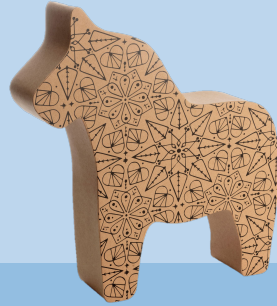
Visitors frequency



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.



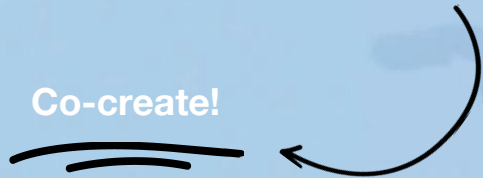
Together,

All about us,
me and you)



we create

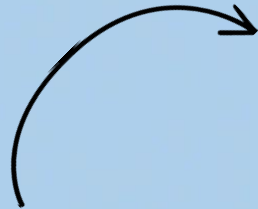
Co-create!





places

No matter
where



An aerial, top-down view of several people walking and cycling on a light blue surface. Each person is wearing clothing with a unique, colorful pattern. Their shadows are cast on the ground, suggesting a bright light source from above. The overall scene is clean and minimalist, focusing on the patterns and movement of the individuals.

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!

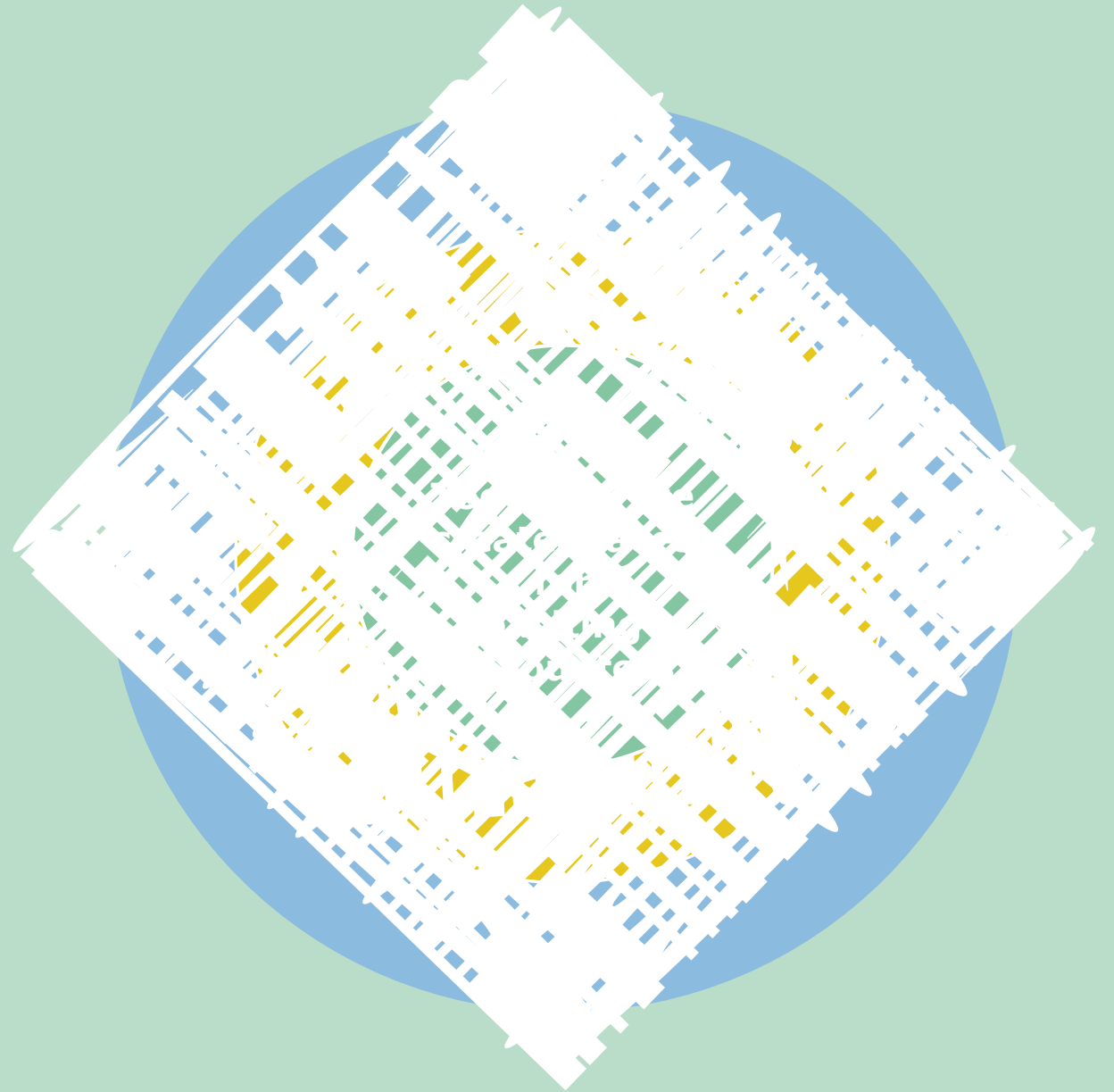




Our Principle

Be at heart

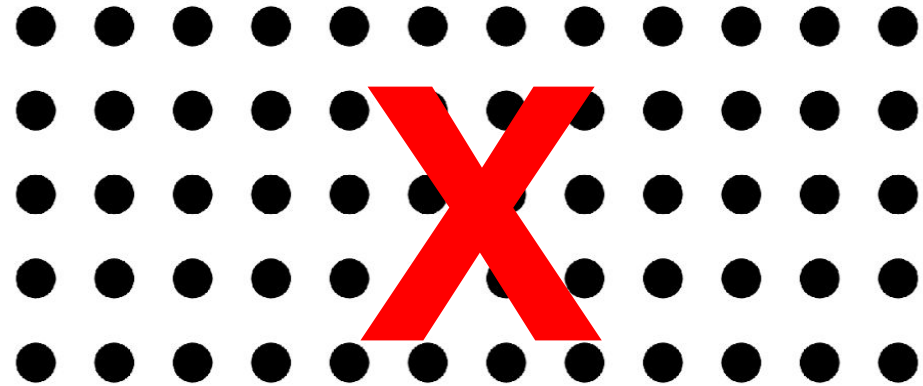
**Great
feeling to
have a
brand
platform**



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 bold black font inside the star.

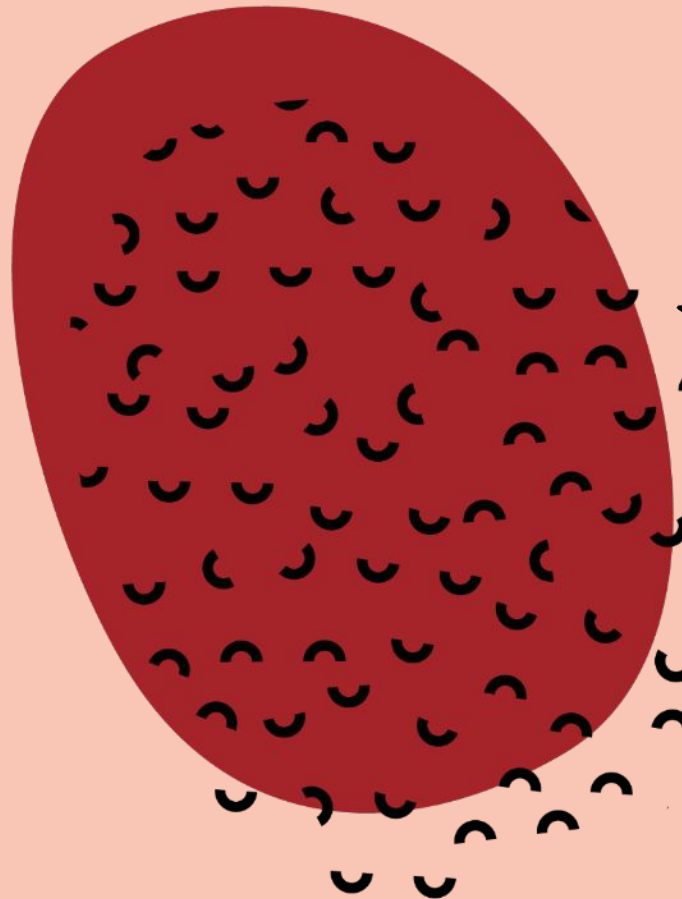
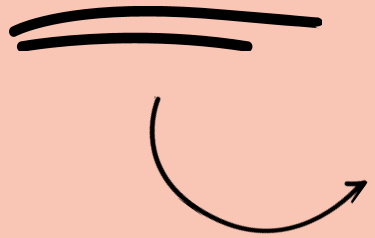
**Let's talk
about
identity**

com·mu·nity

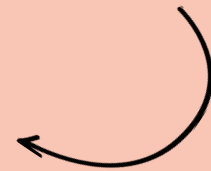


THIS IS MEGA

**Combining a shared
sense of belonging**



**with unique
community's
fingerprint**



Visual Identity System

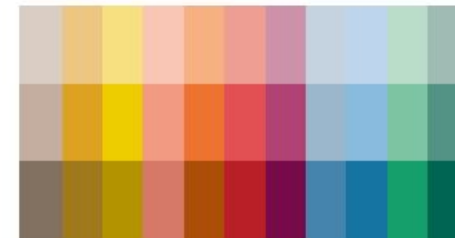
LOGO



TYPOGRAPHY

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

COLOURS



IMAGERY



SHAPES



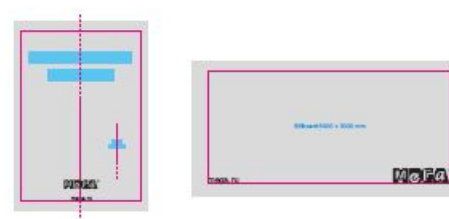
ILLUSTRATIONS



PATTERNS



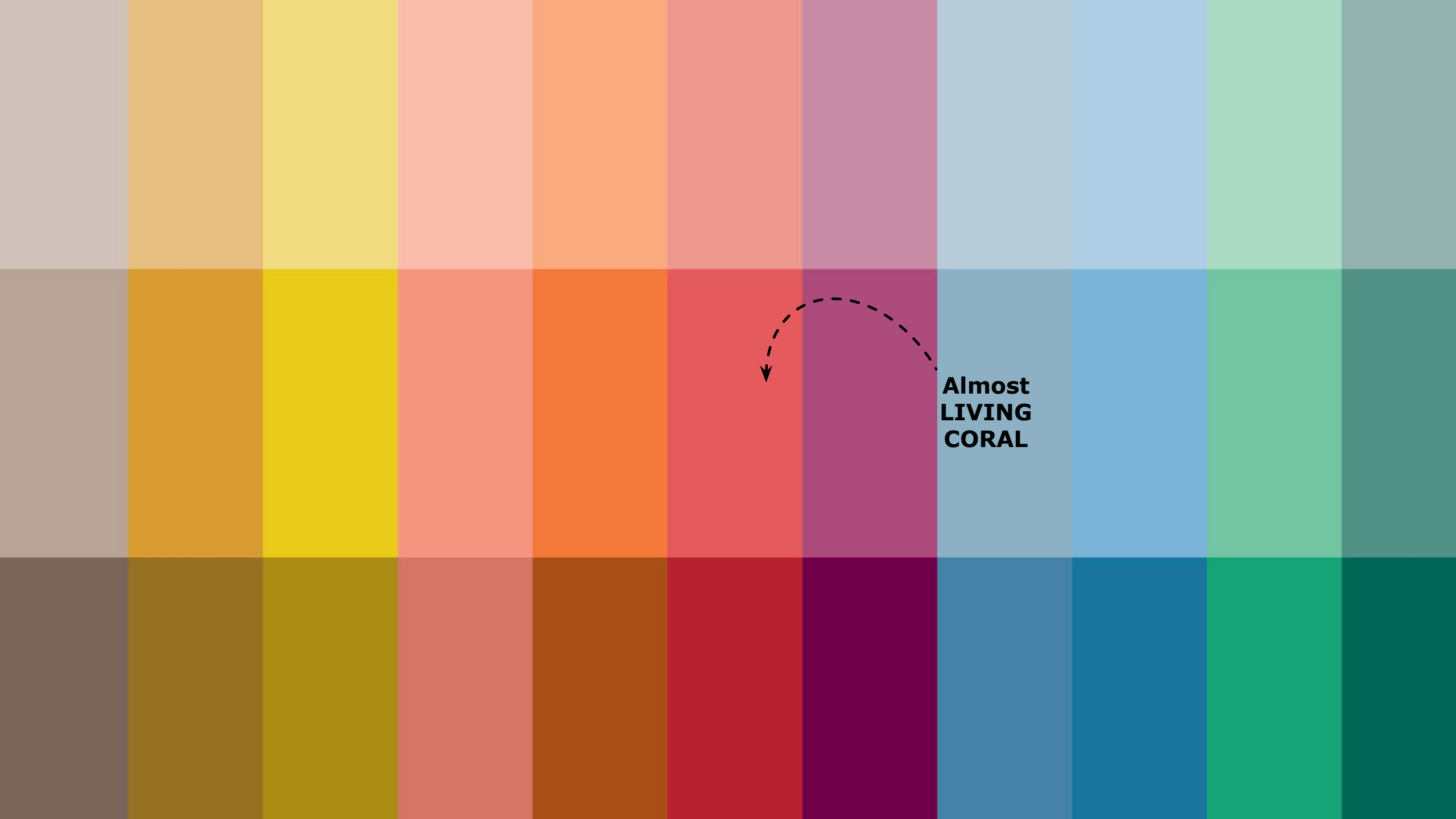
LAYOUT PRINCIPLE



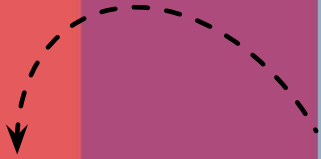
Do we change logo?

MeTa®

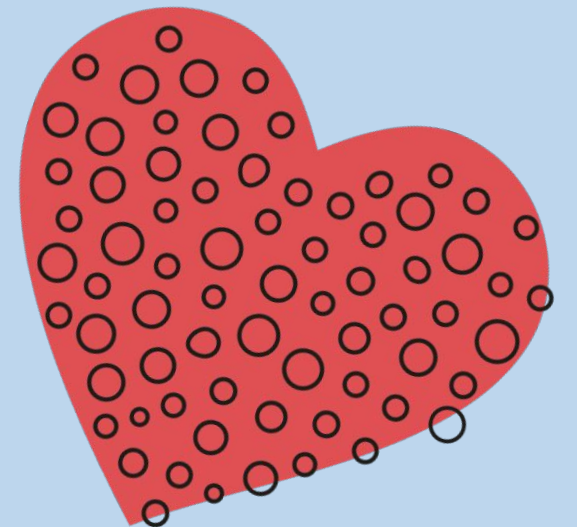
To be or
not to be




**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[®]

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



MEGA[®]



Ты готова ко всему

И к важной
встрече!

Выбирай стильные решения
на mega.ru/online



MEGA[®]

Something “a la revolution”?

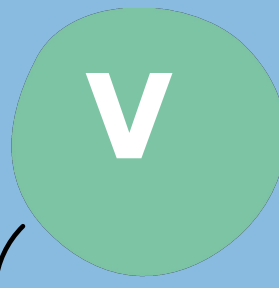




Are you **BRAVE**
Last, but not least
enough to try it?

**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