



**Service of the AMGC**

presentation

2009



## What is the AMGC?

The Advertising & Marketing Group COMPASS (AMGC) is the group of specialists and companies, since 2007 working together to solve specific marketing practical problems of Clients in Ukraine. The Group is headed by the managing partner, highly qualified specialists - Dr. Roman Kolyadyuk

The AMGC is a user of advanced international and its own standardized technologies for **research, marketing strategic planning**, branding, naming, marketing communications and PR

All of them developed in the Advertising & Marketing Technologies Bureau "Roman Kolyadyuk & Ko" / "KOLYADYUK & PARTNERS" and Ark Thompson (Ukrainian part of the world's largest advertising and JWT communications corporation)

Under each project under the head of the AMGC is formed optimal composition of highly professional team of leading experts in their fields or, if necessary, reliable partner companies

So, we achieve the flexibility of service, high quality combined with the availability of value for customers. We have low cost of services due to absence of "ballast" idle in the project, but the paid professional staff

All the important work done on technologies and standards of international level



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## Mission of the AMGC



1. Strengthen marketing departments of companies, to help by making affordable technology of international level in research, Branding and strategic planning in marketing.
2. Finding solutions with the most informative research - quantitative and qualitative.
3. Helping companies to build successful brands, names, corporate identity (rebranding, restyling) based on studies of the views of consumers.
4. Comprehensive solutions to companies to gain market share through strategic planning of the development (creation of strategies for marketing / advertising for 3 or more years based on comprehensive market research)
5. Help companies to increase sales

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## Qualification of AMGC managing partner



**AMGC Managing Partner - Dr. Roman Kolyadyuk specializes in research, strategic planning and integrated marketing communications**

**The Education.** In 1990, at the age of 27 years old he was the first in Ukraine with the science marketing degree (marketing and design of shoes). He has International Certificate of International Personnel Academy (Council of Europe / UNESCO), equal to the Ph.D. degree (Philosophy Doctor in Engineering Sciences).

**Some extras from work experience:**

- Marketing Director of the All-Ukrainian network of restaurants AUTO-GRILL "Myslyvets" (Kozirnaya Karta).
- Managing Partner of Advertising & Marketing Technologies Bureau "KOLYADYUK & PARTNERS" / "Roman Kolyadyuk & Co" (TM Hercules, TM Zlatogor, TM Little things in life, TM Reynaers, P & G, TNC, Enran Akros, TM Bulkin, NV BudMax - a network of stores, etc.)
- Director of Research and Strategic Planning of Ukrainian branch of the largest international agency JWT who work for multinational companies KJB, Unilever and many others.
- Participant and speaker at many conferences on advertising, research, marketing. For example - the World conference of the International Advertising Association (IAA, Budapest, 1995), on the integration of post-communistic countries into the international communications space and promotion of international brands in emerging markets. The International Conference on retail: Adam Smith Conferences "Ukrainian FMSG & Retail Forum (Kiev, 2006)

**Some achievements**

Cooperation with trade and production company Ergoline / Ergopak (TM "little things in life") within 3 years provided the company's sales growth from 50% to 100% annually. All work approved by the co-owner - an international investment firm «Horizon Capital». The complex investigations under the development strategy for the 3 years has allowed a network of 16 restaurants AUTO-GRILL "Myslyvets" of the family very popular restaurants " Козырная Карта" to increase the average check visitors even in a crisis

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КУРС - СРЕДСТВА - ЦЕЛЬ



## Qualification of AMGC managing partner

### **Now Dr. Roman Kolyadyuk - an experienced crisis manager**

He can carry out in practice, the most processes in advertising and marketing (from the simple one to strategic). He can increase sales with the help of marketing

**The author of more than 150 publications and interviews in the fields of advertising, sponsorship, PR, branding strategies, brand promotion, research, marketing, customer segmentation, consumer behavior and the effectiveness of communications.**

**The owner of "Shopping-Mania" - free color magazine for consumers, (instrument of PR and advertising communications to different segments of consumers) and a free glossy magazine for VIP-persons "Podium HALL" about the life of luxury. Now at a crisis times their production suspended.**

**Author of the The Popularity Rating of advertising in Ukraine "Advertising Star"** (PR tool in the form of publicity).

**Developer of new methods for the study of image product, TM, examine lifestyle of the consumers, as well as comprehensive quantitative and qualitative research solutions for the key tasks of marketing by modern system of segmentation / stratification of Ukrainian consumers / society in transition.**

**The creator of long-time marketing strategies** for a number of companies: Network of restaurants Royal Card (Козырная Карта, TM AUTO-GRILL "Myslyvets"), TM Reynaers, Kharkiv Biscuit Factory, TM TNC, etc.

**The direct participant in the creation and promotion of many international and national brands on the market of Ukraine:** TM Timotei, TM Tic Tac, TM Parmalat, HM Golden Telecom GSM, TM Cava Jacobs, HM Gepabene, HM Heineken, HM Kinder Surprise, HM Ferrero, Nutella TM and many others . etc. He likes the marketing schools D.R.Rossiter and L. Percy, D.Traut

### **An experienced trainer and consultant.**

At the heart of skills nearly 10 years of teaching at university and 9 years of consulting expertise for TOP-managers. As a result of customer service has produced several workshops: Marketing Research by the company, branding and strategic planning, marketing, cold sales techniques on how to create sells packaging systems for Crisis marketing, etc.

**He is fluent in matters of marketing, branding, Research and Strategic Planning.**



## Work experience



TM Veronika Jeanvie & Paco Rabanne, TM LG, TM VICHY, TM KOOKAÏ, TM Reebok, TM Challenge Aero, TM «Магнат», TM Strada dell Vino, TM MacCofee, сеть DC и Procter&Gamble, TM Геркулес, TM Давній Рецепт/ТМ Златогор, TM DIO (сеть магазинов), TM Энран Акрос (концерн и магазины Энран), сеть магазинов Будмакс, TM Reynaers (стройматериалы), ЭКСИМ Групп (презервативы), SunInterbrew (пиво), TM Булкин, ТНК, КОНТИНИУМ УКРРЕСУРС (Луцк-кондистер), Эрголайн/Эргопак (ТМ Мелочи Жизни и др.), TM Ferrero, TM Heineken, TM Американская химчистка, TM Organics, TM Timotey, TM Shik/Wilkinson, TM Parmalat, TM Троянда Экспресс, TM Новопассит, TM Golden Telecom GSM, TM Jacobs (кофе), TM Indesit/Merloni, TM Gallina Blanca, TM Козырная Карта, TM Nissan и др.

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## New advertising channels of AMGC

Dr. Roman Kolyadyuk - publisher of two magazines

**"Podium HALL"** - a free color glossy magazine with high quality printing for VIP consumers with high income. 150 pages of the fashion world in various aspects of the life of luxury (clothes, yachts, cars, houses, holidays, etc.).

Circulation: 10 000. Distribution: prestigious point of visiting VIP-customers. Registration certificate number 13579 HF-2553R. Publication of the magazine has been temporarily suspended in connection with the crisis (advertisers)

**"Shopping-Mania"** - a free color advertising magazine in booklet form. Distribution from hands or in cars or by mail. It is intended to inform consumers of moderate income. It is a PR communication with the possibility of targeting to different target audiences: women, men, office workers, parents, visitors to certain institutions, drivers of certain brands of cars, certain age and income segments, etc.

Circulation: 40 000 - 100 000 copies. Registration certificate KU № 388-027.

In crisis time may be issued only under the order, as a Special Issue





## AMGC's Marketing Researches



**Study of consumers:**

target audiences, the purchasing behavior of consumers, the underlying reasons and motives purchases, demographic and psychographic segments of buyers portraits, lifestyle. We specialize in the provision of essential tasks for specific marketing psychographic characteristics of the target audience.

**Investigate the brands / products:**

health and image of TM, strengths and weaknesses of competitors and so on approved U.S. technology professionals

**Tests of** packaging, ideas, advertising products, new products, etc. different methods

**Creates** a system for monitoring the target audience of consumers for the marketing departments of companies to control the structure of buyers and consumers, in respect of TM / goods / services

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## AMGC's Marketing Researches

### For your attention:

- At all stages of the participation of highly qualified specialists (with advanced degrees), especially at the planning stage, which affects positively on the ratio of information content, accuracy and cost of works
- optimal research technology to solve the problem
- close attention to the integrated solution - combine the methods and technologies
- the stage of the analysis involve specialists with experience in the position of Director of Marketing of large successful companies
- advise on issues and research, and application of results
- speed, informative, and reasonable prices (including wholesale for complex research)

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## AMGC's strategic planning

### Marketing strategy for long term period

Strategic planning in marketing and advertising is based on the original standardized technology named *StrategyTech*. It based on comprehensive market research of consumers and competitors:

StrategyTech = ImTech + ShoppingTech + PsiTech,

where:

*PsiTech* – The technology of analyses of psychological portraits of target audiences, their underlying motivations;

*ShoppingTech* – the technology of research of the consumer behavior (who, where, how, why buy, etc.);

*ImTech* - techniques of measurement the brand image and competitor's brands, their strengths and weaknesses, the actual positioning in the minds of target audiences


International Standards ICC / ESOMAR, EFAMRO

### Strategic planning includes:

- Marketing strategy for 3 years or more (a planned market share and the nature of company's behavior, a set of sound marketing purposes, ways, means and timetables for their achievement, budgeting)
  - communication strategy to achieve the objectives of marketing (advertising + PR + BTL and other plans)
  - If necessary, re-branding strategy or branding, measures to improve governance, or business structure, etc. - depending on the specific problems and tasks of the Customer

**Developers:** specialists of higher qualification (with a degree in marketing) and practical experience of successful work of the Director of Strategic Planning and Marketing Director

**Terms of strategic planning**, along with studies, has duration from 2,5 to 5 months depending on the complexity of markets and situations. **Pricing - flexible**



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## BRANDING, NAMING, RESTYLING



- We provide the development of new trade marks / brands targeted to fill the conscious and subconscious expectations of consumers, and stable associations.
- Issued: variants of the name of TM, the future strategic positioning of the brand, the "wheel" of the brand, logo designs, slogans and technical order for creative development.
- We use the best international technology used for positioning of the famous brands, for example, TM VOLVO
- All the proposed brand variants are pre-tested on consumers.
- Styling TM and factory brands (of manufacturer), create a new identity cards and documents.
- Tests the packaging material, preparing order and accompany the process of development creative and packing (or develop a new product range)
- We assist in the registration ownership rights on the TM / packaging / logo / creativity.
- Depending on the desires of the customer utilising the services of designers of different cost and professionalism, but under the supervision of the quality of work by AMGC

**With the direct participation of the managing partner of Roman Kolyadyuka created:** TM AMG Compass, TM Ancient Recipe (balms of TM Zlatogor), TM Allo! (phone card for long-distance phoning), TM What and Where (free newspaper), TM Uni (mobile communications), TM Svit Online (ISP), packaging and TM Мелочи Жизни (household goods), TM Ergopak (corporate identity for the plant producing goods for the house), TM ТЕХНОКОМФОРТ (heat-hydro-Aero- equipment for the inhouse using), TM Shopping mania (a free magazine for consumers and trade-centers) and many others. etc.

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## Consulting and training



In the course of solving the problems of our clients we can conduct training of personnel and consultation of VIP-staff on a variety of marketing, research, branding, advertising, strategic planning

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## SERVICE AND CONTACT

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On your request promptly prepare a proposal or give answers via E-mail.

To save your time, meetings are held on your territory and time convenient for you (in Kiev and Ukraine). If necessary, we can do some work in your office together with your specialists and promptly organize meetings / discussions / brainstorming. In the course of performance of works provide training and consultation to create a common conceptual framework. Confidentiality. Are flexible in our payment and pricing

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Thank you for attention!

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