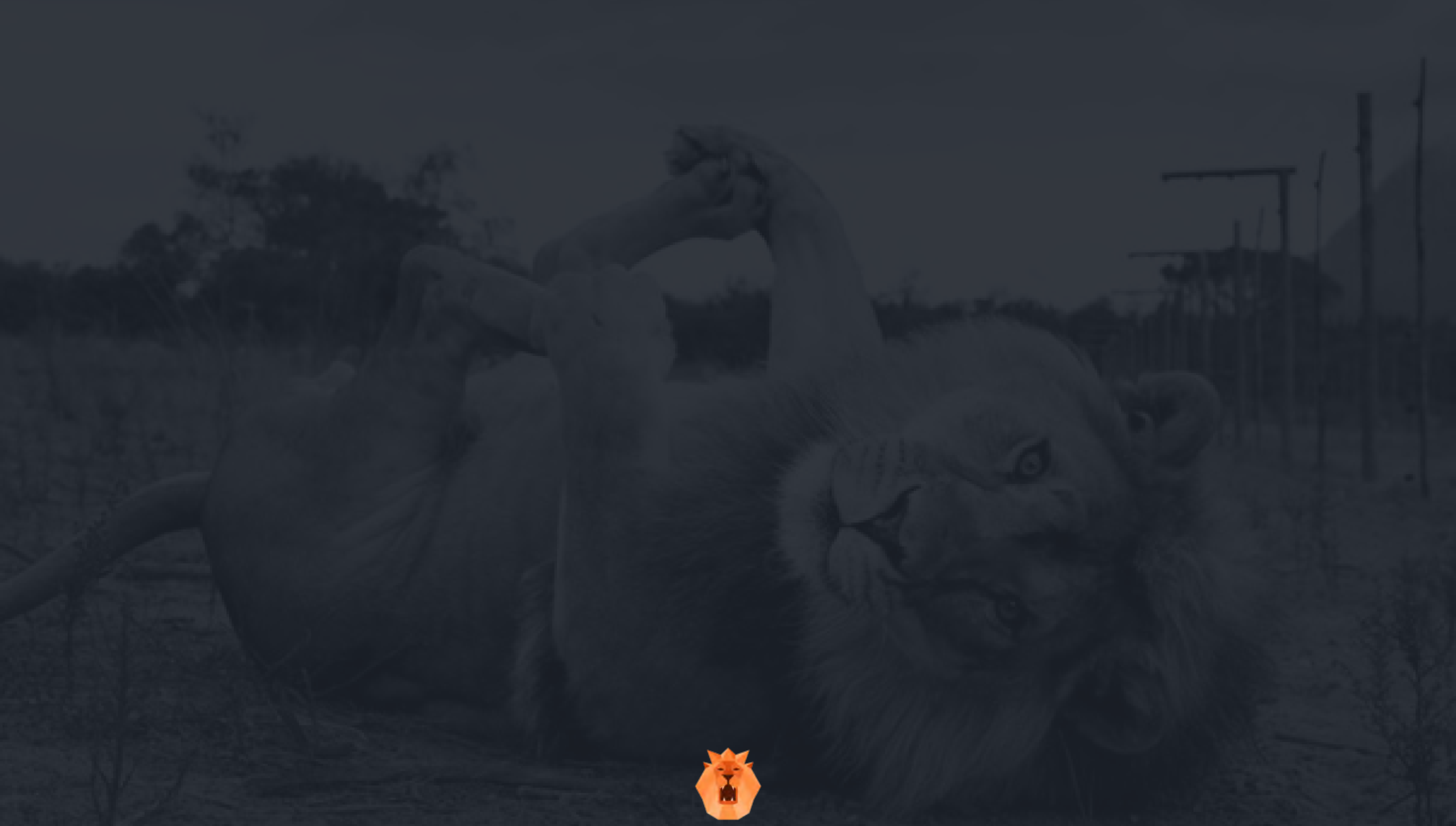
# SOCIAL KING

*Everything you wanted to know about kitties*

SOCIALKING.RU



BY THE WAY

# LIONS ARE THE MOST SOCIAL IN THE CAT FAMILY

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HELLO@SOCIALKING.RU

ABOUT THE COMPANY

# THIS IS US

We didn't call ourselves the winners, we were called so. Why?

We immaculately do our job. Work out a precise action plan
and stick to it scrupulously. Everything is done neatly,
to a good quality, efficiently and to the point.

Our competence and many years' experience were appreciated
by famous brands and major companies long ago.

And finally we're a tight-knit team. Over the years of collaboration
we've developed complete understanding of one another.
Strong social bonds are the key to success of any community.

SERVICES

# OMG! WHAT WE ARE DOING!

## COMMUNITY MANAGEMENT

Community management strategy
Content management
Architecture and visualization

## MONITORING AND ANALYTICS

Brand opinion monitoring
Analytics of communities' audience behavior
Social CRM

## PROMOTION CAMPAIGNS IN SOCIAL MEDIA

Competitions and promotional offers in communities
Promotion applications
Complex promotion campaigns

## INTEGRATED COMMUNICATIONS

Digital Marketing
Digital Out Of Home
Gamification

ADVANTAGES

# WE DO CARE

Internal design department

Experienced copywriters on staff

In-house software products

Well-known experts

Complex approach

Detailed analysis of a client's business

# CLIENTS

ЖЕМЧУЖНАЯ • ПЛАЗА

Юбилейное

TUC

Libresse

Зинерит®

KASPERSKY lab

MAYBELLINE NEW YORK

Mercedes-Benz

Gillette

always

REFERENCES

# WE ARE LOVED

The team has in the first place set the bar very high and they keep to it in every aspect of their work. We take pride in our community on VK now. And all the other communities are not lagging behind – there's a personal approach to every posting, every member. With Social King we're safe as if behind a stone wall in the virtual space and we're sure to have found one of the best partners in the sphere of SMM.

**KATHERINE TIMOFEEVA**

MARKETING DIRECTOR, PEARL PLAZA MALL

# CASES

CASES

# PEARL PLAZA

TOOLS:

CLIENT:

PEARL PLAZA

STATUS:

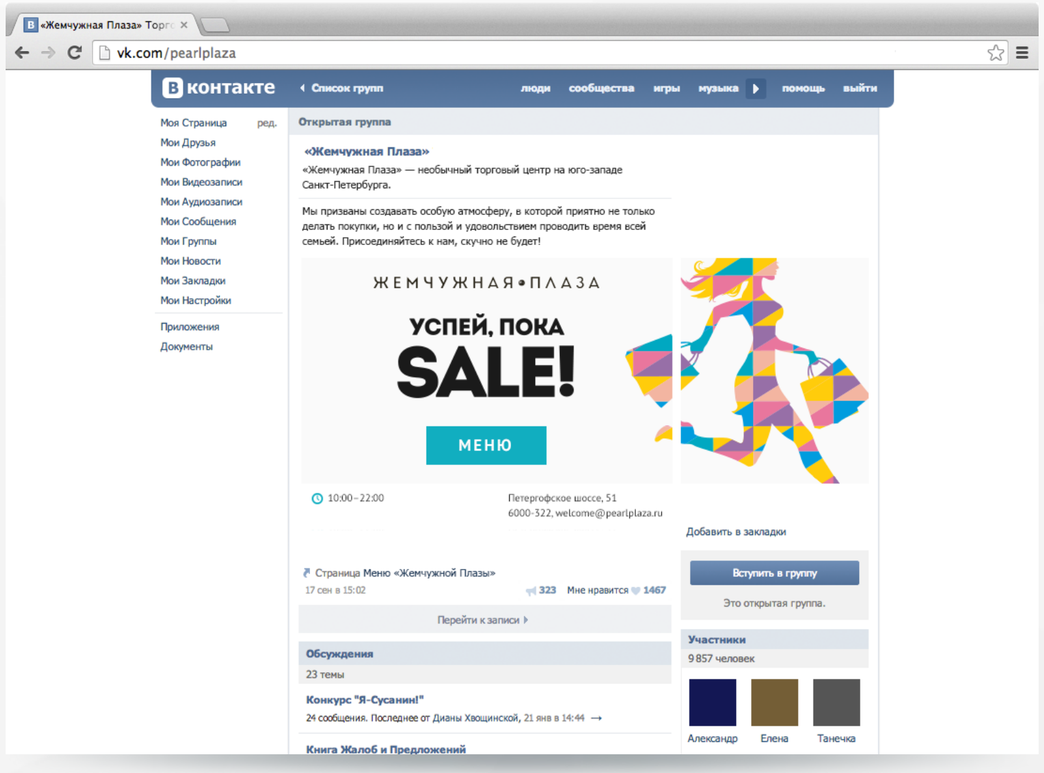
IN PROGRESS

**TASK:** To make “Pearl Plaza” a major attraction for target groups of the audience.

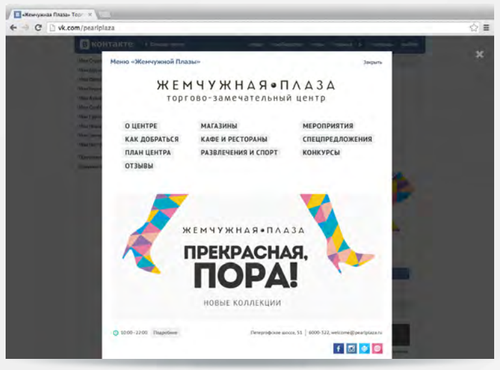
**SOLUTION:** Creating a network of communities with special atmosphere where emotions and pleasure are given away.

**RESULT:** Before the campaign launch sites functioned as boring advertising and news feed, and users’ interest came to hundreds of questions about one or another shop opening, as well as a continuous flow of complaints.

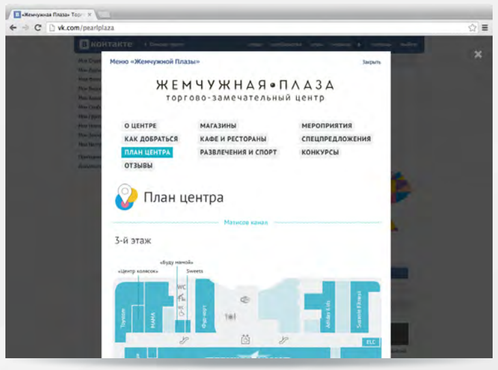
We analysed a great number of users’ comments, explored their main habits and worked out a strategy that consisted of 70 sheets, contained detailed characteristics of the audience, training plans, language stylistics description, ways and phases of the community construction.




*VK community homepage*




*Menu page*




*Center plan*

PEARL PLAZA

**350%**
ACTIVITY LEVEL GROWTH

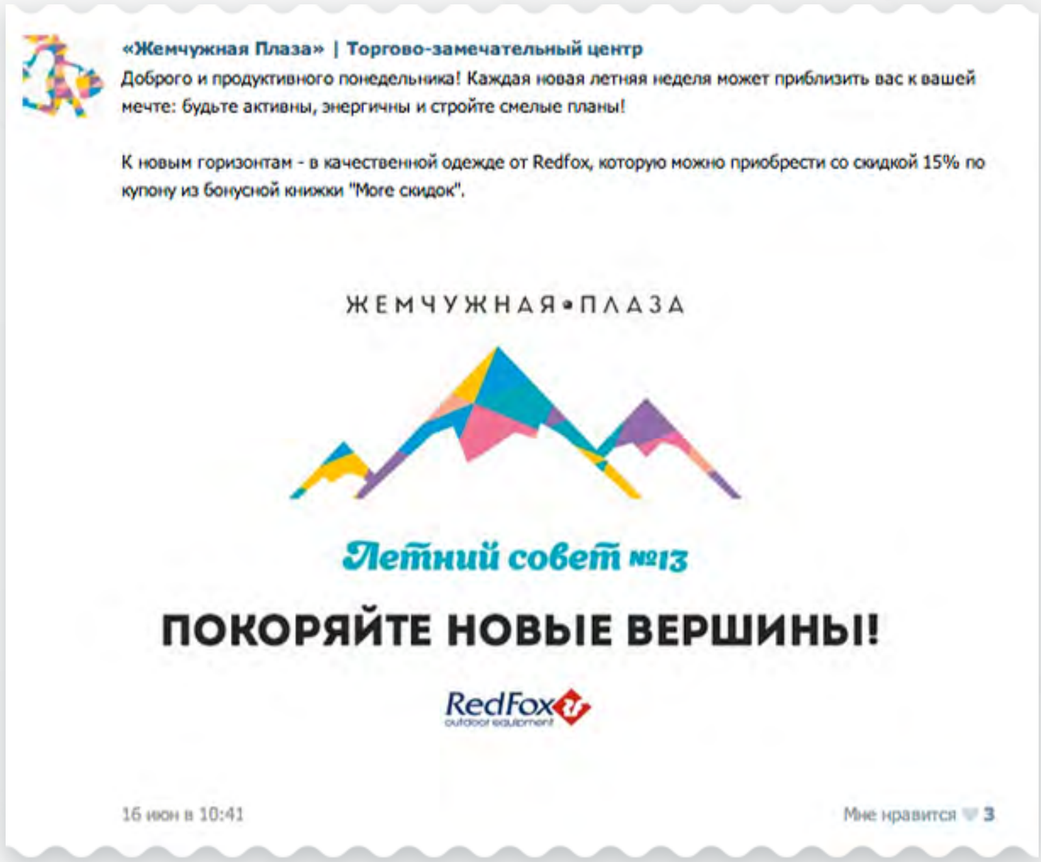
**27 000**
LIKES ON INSTAGRAM

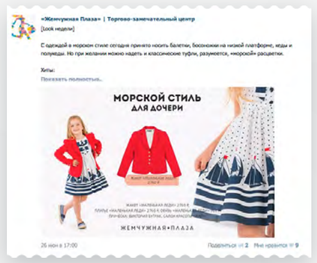
**1491**
POSTINGS IN 5 MONTHS

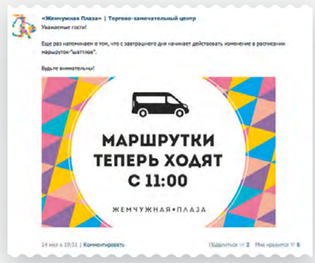
For every community we developed its own architecture that fitted with technical requirements of the platforms and needs of the shopping centre visitors. Thanks to convenient navigation and constant support communities are completely free-running and users don't have to look for information in other sources. Audience activity increased by 350% during the first five months of work.

Social media management strategy is integrated with the overall marketing strategy of the shopping centre which allowed to reduce costs of channels promotion. During the campaign period increase in the level of subscribers' engagement amounted to more than 900% owing to the content only.

We created and visualized various nonconventional series of postings. Thus, the unique promotion campaign "20 summer tips from "Pearl Plaza" for "Special offers booklet" from leaseholders evoked 1000 likes and reposts.






*Publications examples*

PEARL PLAZA

**125%**
CHECK-IN NUMBER GROWTH

**12 490**
UNIQUE VISITORS OF THE VENUE

**2500**
USERS'S PHOTOS WITH
THE OFFICIAL TAG

Design of the communities is changed 4 times a year according to seasons as well as for special promotion actions and sales in the shopping centre. We worked out visual design patterns for various types of content which allowed to create recognizable style of "Pearl Plaza".

We turned our efforts to stimulating user-generated content which helped to get more than 2500 postings with the tag on Instagram just in the first six months of work.

Oh, right and we were the first who started stimulating taking selfies in WCs. Hundreds of photos! Now we're well acquainted with our clients, like never before. This is real success.

*Foursquare special from one of the tenants of the centre*

*Selfie in the restrooms*

CASES

# YUBILEINOE UTRENNEE

TOOLS:

CLIENT:
SMARTICA

STATUS:
COMPLETED

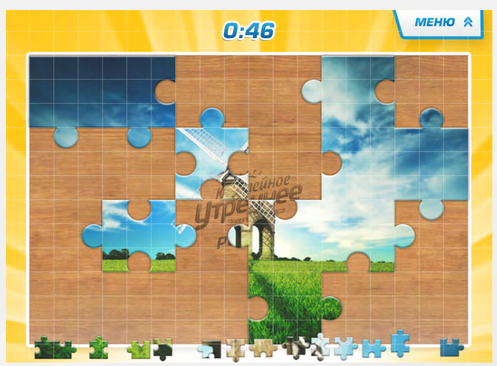
**TASK:** To promote a new product line of traditional cookies “Yubileinoe Utrennee”.

**SOLUTION:** competition application “Energy Bank” and morning communities.

**RESULT:** Cookies loved by several generations of Russians needed a new image among young audience. We created a bright community and an application for competitions with valuable topical prizes. “Energy Bank” was constantly enriched with new mini-games to hold current users’ attention and attract new ones.

*Application home screen*

*Gathering of the ingredients*




*Puzzle*

YUBILEINOE UTRENNEE

# 10 MTHS.

APPLICATION DURATION

# 4 HOURS

ENERY BOOST FROM COOKIES

# 297 KG

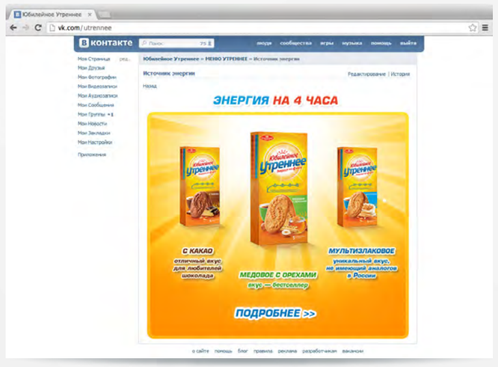
COOKIES WE ATE WHILE WORKING ON THE PROJECT

Participants got energy for a game after registering their promo-code from a package of cookies. Integration of online and offline activities helped to get the key message of the campaign across – “Yubileinoe Utrennee” boosts your energy.  During ten months participants did puzzles, played tetris, cooked and competed with friends in cooking tasty and healthy breakfasts.

Interactive community motivated users to cope with more tasks by making to-do lists for the next four hours and completing all the tasks.

On the whole, “Yubileinoe Utrennee” gave everything to retain vigour!

*VK community homepage*




*Interior page*

*Competition page*

CASES

# TUC

TOOLS:

CLIENT:
SMARTICA

STATUS:
COMPLETED

**TASK:** Promotion of the snacks «TUC» product line.

**SOLUTION:** Presentation of the brand with an application – virtual video show “Hunger”.

**RESULT:** During 5 days 15 participants of the show stayed in a room equipped with online cameras. They got various tasks from users of the application “Games with hunger”. For example, participants were offered to pack themselves in a suitcase, to drink a packet of juice without the help of hands or to hold fifty pickled tomatoes simultaneously.

*Application*

TUC

# I SHOW

INTERACTIVE VIDEO SHOW

“THE HUNGER”

# 300%

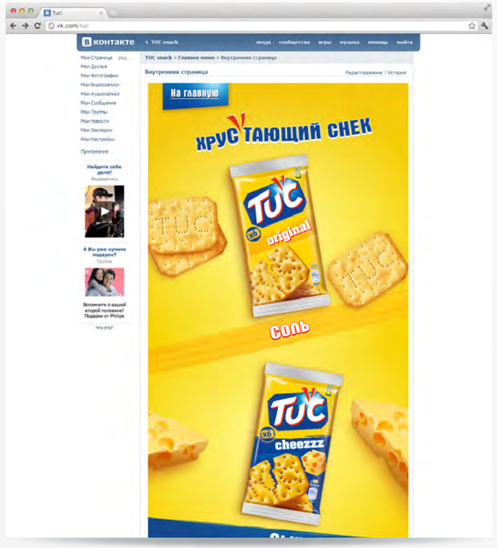
VIRAL EFFECT EXCEEDED

EXPECTATIONS BY THIS NUMBER

One of the characters was, in fact, “Hunger”. It appeared at the most inappropriate moment, preventing participants from completing the tasks. While the task was being completed the audience could vote and “Throw TUC” thus making short work of  Hunger or choose option “Not to throw TUC” and continue watching Hunger hindering the participants of the show.

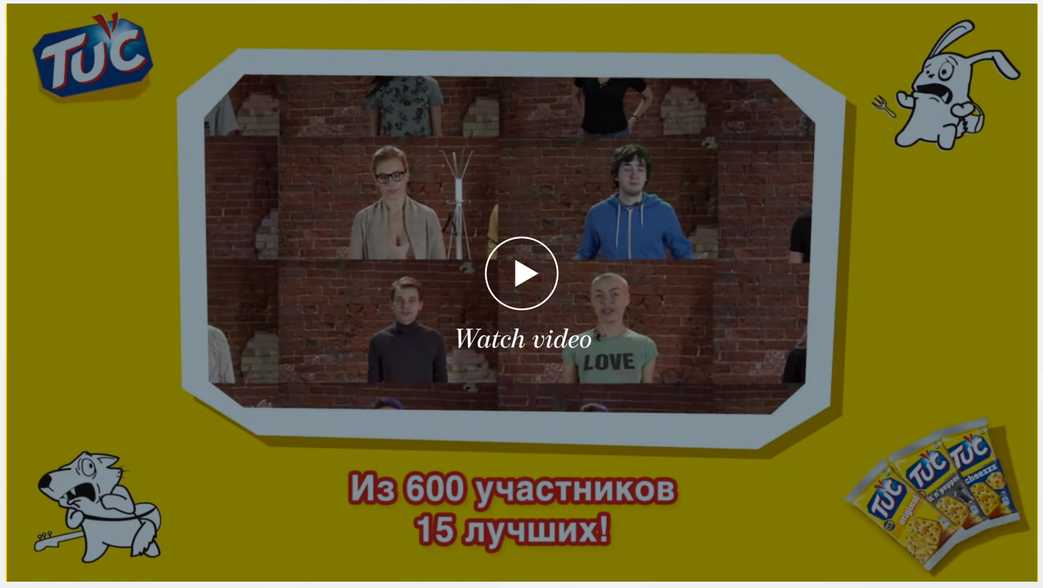
Suggested game mechanics proved to be super effective in terms of  users’ involvement: on average every user saw more than 70% of the application pages, more than 80% of users took part in the vote for other users’ tasks, every fifth user sent their own task and every sixth was fighting Hunger by throwing TUC.

High user activity caused application popularity growth: during the campaign application “Games with hunger” was in the top 150 most popular applications on VK and was one of the most quickly spreading commercial applications (according to Appdata rating).




*Community’s page*

*Competition’s page*




*Video about the show*

CASES

# ZINERIT

TOOLS:

CLIENT:
CATZWOLF

STATUS:
COMPLETED

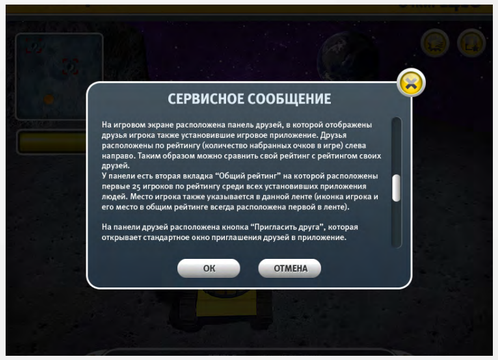
**TASK:** To create an image of a modern and efficient medication among teenagers.

**SOLUTUION:** 3D-arcade where a user needs to explore the Moon and destroy craters, plus autonomous community.

**RESULT:** Brand community with extended navigation allowed to get all the necessary information about the medication. A teenager in a simple and understandable form got to know about reasons that cause acne and ways of treatment. If needed he could consult an expert and get doctor's advice.

It was possible to make sure in the effectiveness of the product with the help of a game application in which user destroyed lunar craters, driving a moon rover. In the same easy and natural way teenagers coped with acne thanks to "Zinerit".

*In-game screenshots*



CASES

# LIBRESSE

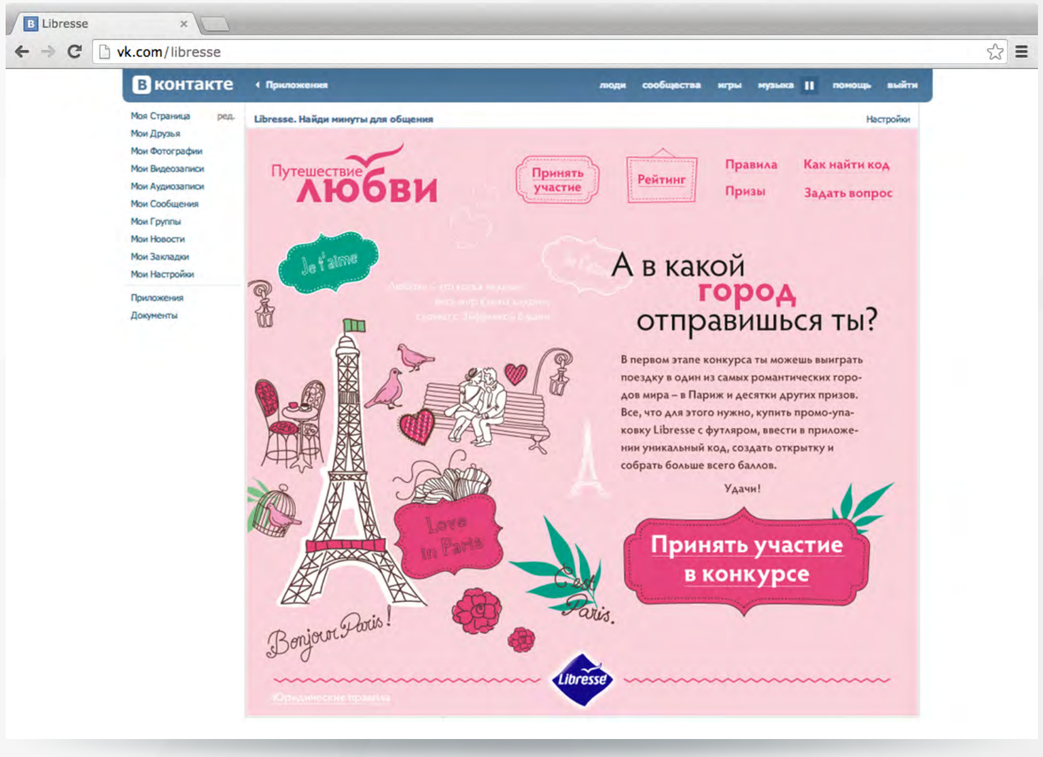
TOOLS:

CLIENT:

SMARTICA

STATUS:

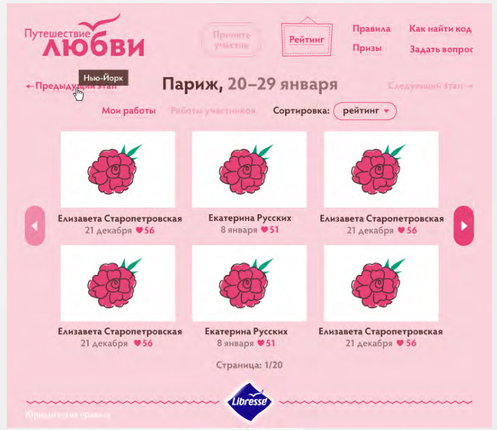
COMPLETED




**TASK:** To increase loyalty among female audience at the age of 18–25.

**SOLUTION:** Competition application on VK.

**RESULT:** A popular competition application that helped girls to make their dreams about a romantic journey come true! Every week participants showed their works and one lucky girl went to a dream city – London, New York, Paris, Amsterdam, Venice, Moscow. The most desirable capital cities of the world!



LIBRESSE

**53 000**
PARTICIPANTS

**258 000**
INSTALLS

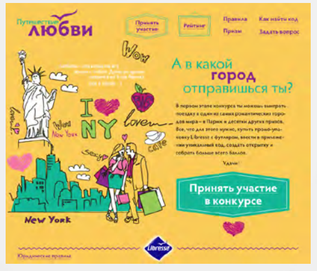
**6**
TOURIST VOUCHERS

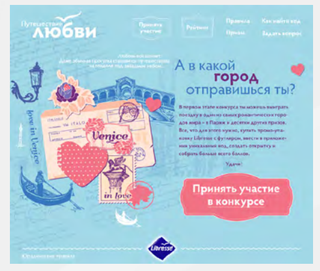
**MOSCOW**
THE MOST UNPOPULAR CITY

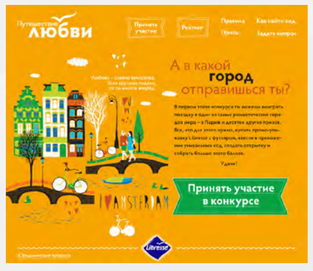
Sentimentality hides a multi-stage system of interaction with users. In the framework of the campaign a series of the product with special auction stickers which contained a code for participation was produced. The application included a postcard designer, where it was possible to change background, add various graphic elements, music and a love message. Participants sent cards to their beloved ones, could share them on their wall, invite friends and join Libresse community – they got points for every action.

Let alone points, every week somebody's dream came true!

*An individual graphic identity was created for every stage*



CASES

# PEUGEOT

TOOLS:

CLIENT:
**OOTB**

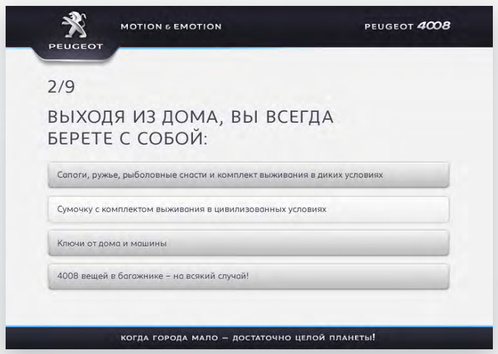
STATUS:
**COMPLETED**

**TASK:** To promote new Peugeot 4008.

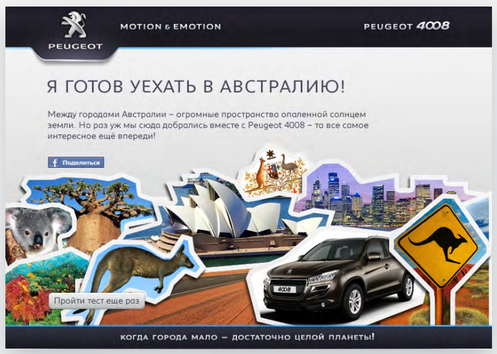
**SOLUTUION:** Promotion application for a new model launch.

**RESULT:** Application analyses user's profile and offers to pass Emotion Tour test. On the basis of these data visualization of their interests with the use of personal photos is created and advice is given on where it's better for them to spend their holiday and what car from the lineup suits exactly them. The colourful application gives the opportunity to share impressions with friends and creates a strong emotional bond with the brand.

*Application home screen*




*Questions*




*Final*

CASES

# MERCEDES-BENZ

TOOLS:

CLIENT:

OOTB

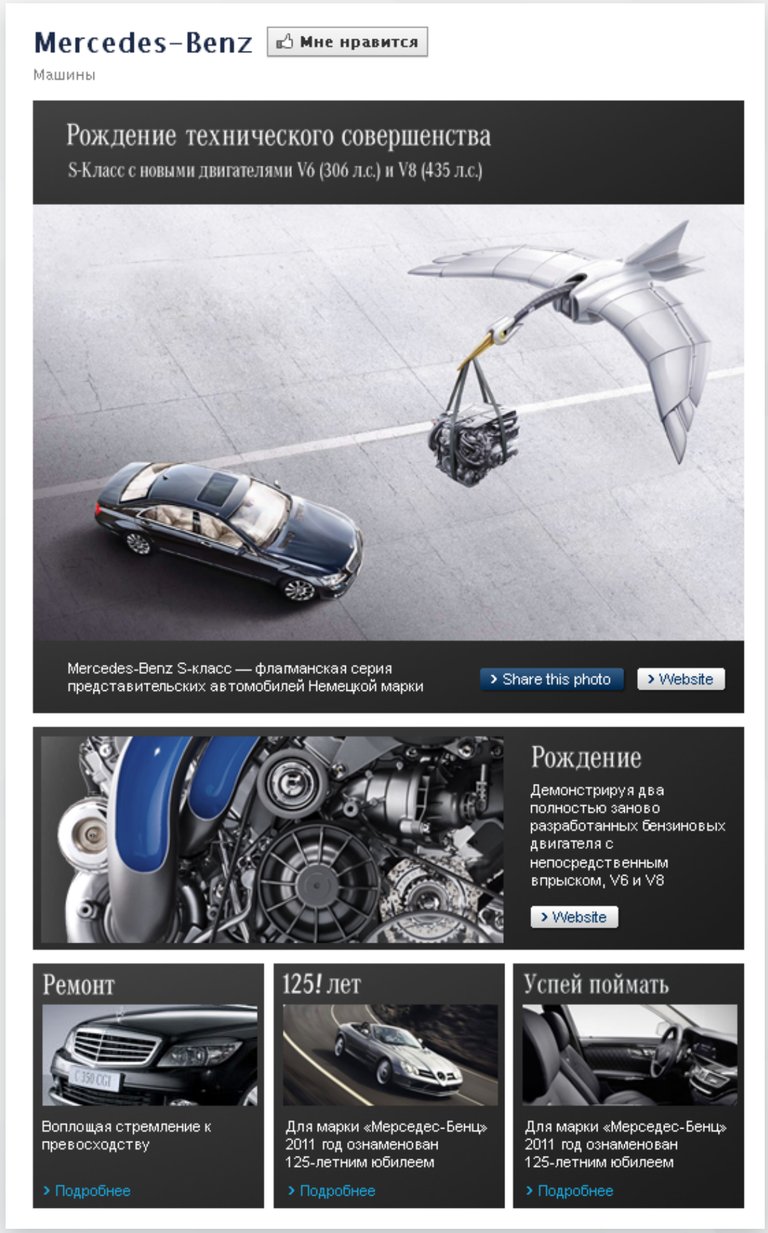
STATUS:

COMPLETED

**TASK:** To crete Mercedes-Benz representative office.

**SOLUTION:** Autonomous community.

**RESULT:** Creation of the company's representative office with extended menu allows to give a user all the necessary information about the brand in a convenient format.



CASES

# GILLETTE

TOOLS:

CLIENT:
KSAN

STATUS:
FINISHED
WITHOUT STARTING

**TASK:** To promote a new line of Gillette Fusion.

**SOLUTION:** Game application.

**RESULT:** An application, where user can try various Gillette blades on a character. It's necessary to shave with the maximum speed and neatness – user checks new razor's effectiveness in practice.

The concept has not been implemented but we are deeply fond of it.

*Application home screen*

*Introduction*

*Result :-)*

CASES

# LEGO

TOOLS:

CLIENT:
RED KEDS

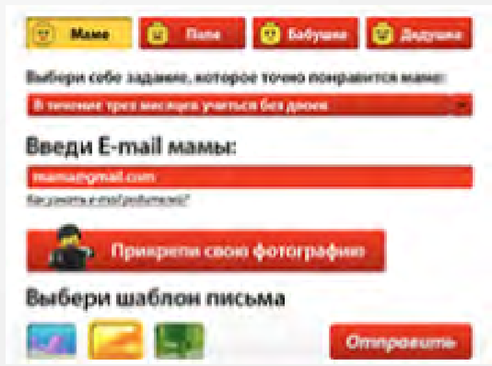
STATUS:
COMPLETED

**TASK:** To carry out a New Year promotion campaign.

**SOLUTION:** Game application for children.

**RESULT:** A New Year application for children with the basis of constructors. Young participants can choose a constructor they like and conclude an “agreement” with parents to get it as a present. A participant chooses a task from the list or thinks of a new task sending it to mom, dad, grandma or grandpa. Parents got letters from their child with a description of a promise and a list where they could buy the constructor.

*Application home screen*




*Menu*

*Choice*

CASES

# INTEL — SCHOOL OF THE FUTURE

TOOLS:

CLIENT:

SKCG

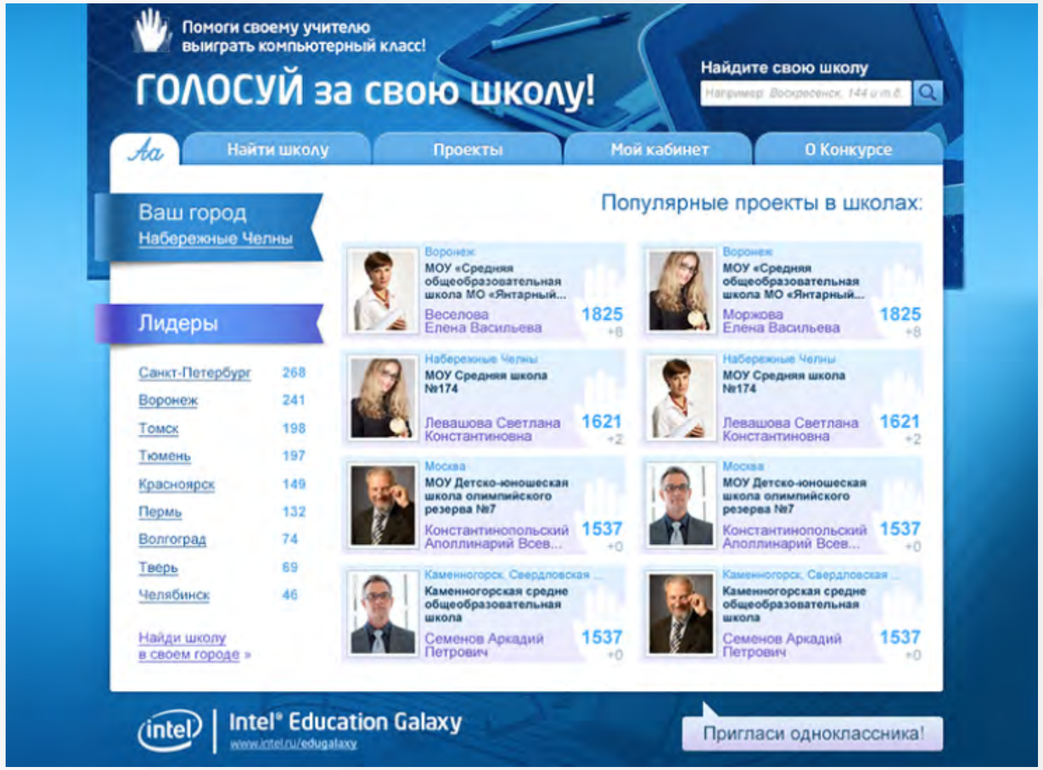
STATUS:

COMPLETED

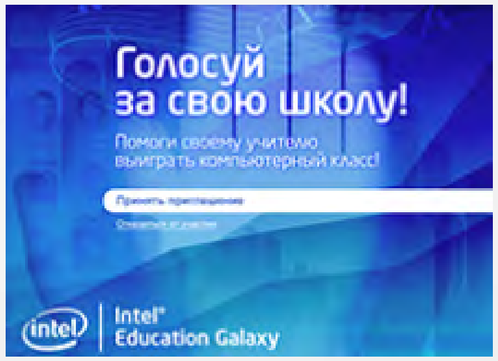
**TASK:** To promote a social project.

**SOLUTION:** Competition application.

**RESULT:** Project contest “School of the future together with Intel” on creation of educational environment “1 textbook: 1 computer” among comprehensive schools in Russia. The application helps teacher and pupils to contribute to their school improvement taking part in the vote.




*Application home screen*




*Introducing*

*Process*

CASES

# INTEL – SCIENTISTS AND INVENTORS OF RUSSIA

TOOLS:

CLIENT:

SKCG

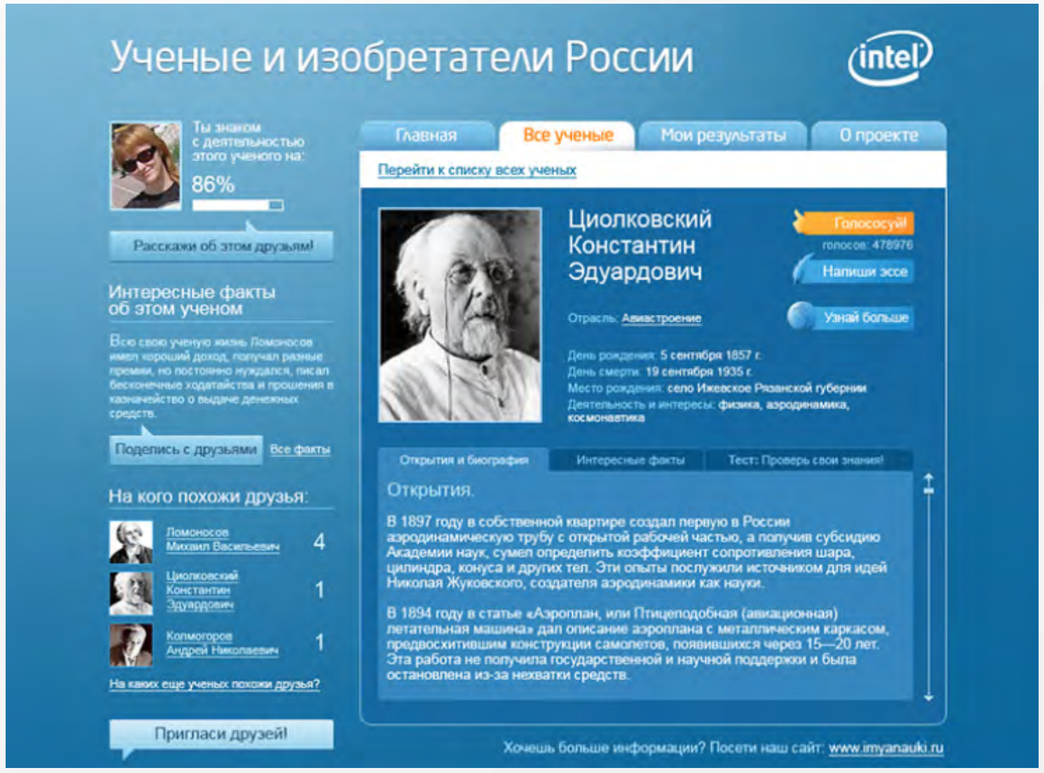
STATUS:

COMPLETED

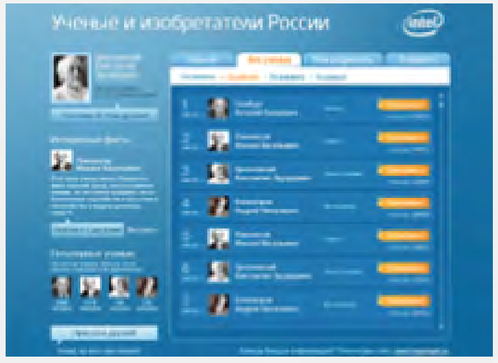
**TASK:** To promote a social project.

**SOLUTION:** Educational application.

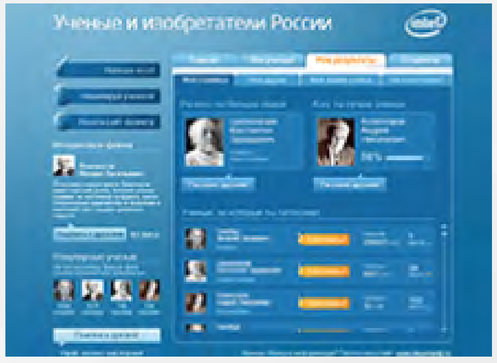
**RESULT:** An open popular science project for everybody who is interested in the history of national natural and exact sciences development. A convenient educational application that gives opportunity to get to know about famous scientists, to share facts with friends and to check one's knowledge passing a test.




*Application home screen*




*List of scientists*




*Results*

CASES

# AMBI PUR

TOOLS:

YouTube

CLIENT:

SMARTICA

STATUS:

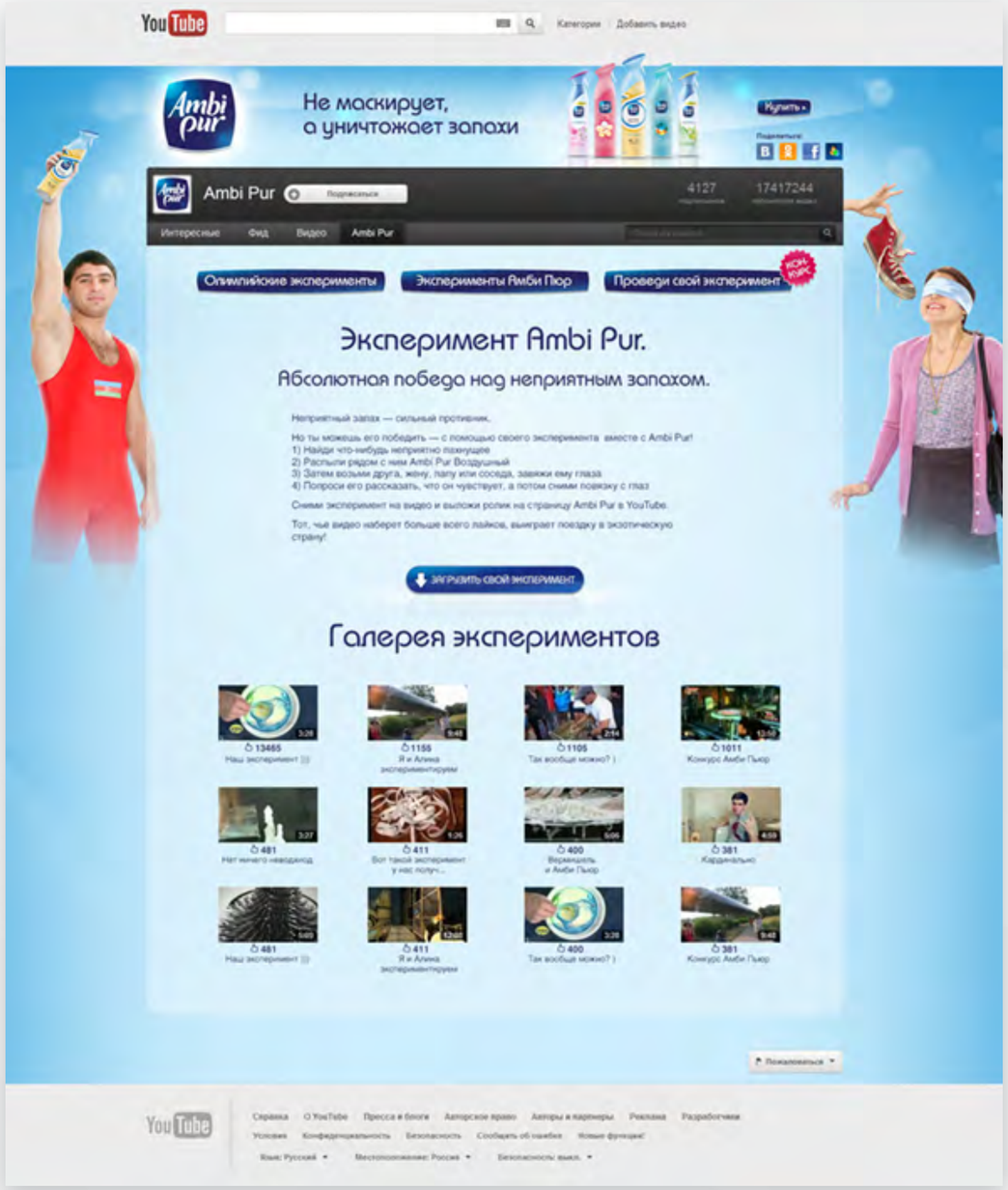
COMPLETED

**TASK:** To promote Ambi Pur experiment.

**SOLUTION:** A special project on Youtube.

**RESULT:** Creation of a special design for Youtube channel of the brand about unpleasant smell control. Azerbaijan wrestlers whose smell air cleaners had to cope with took part in a series of videos “Experiment”. An experiment is conducted in the video – will people with closed eyes feel the smell of Azerbaijan wrestlers who are fighting in front of them if Ambi Pur is used. It turned out that women feel the smell of flowers and fruits instead of the smell of sweat.

Extended functional addition allowed to create a full-fledged representation the brand and to stimulate user’s content.



CASES

# ALWAYS

TOOLS:

CLIENT:

AFFECT

STATUS:

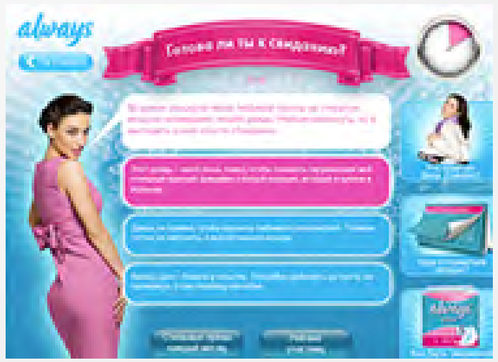
COMPLETED

**TASK:** Support of a promotion campaign with Victoria Daineko.

**SOLUTION:** A functional VK application with competitions.

**RESULT:** A branded application where girls can find all the necessary things to feel comfortable: advice, examples, calendars and competitions. Open rating motivates participants to get as many points as possible to get prizes.

*Application home screen*



*Questions*

CASES

# MAYBELLINE

TOOLS:

CLIENT:

OOTB

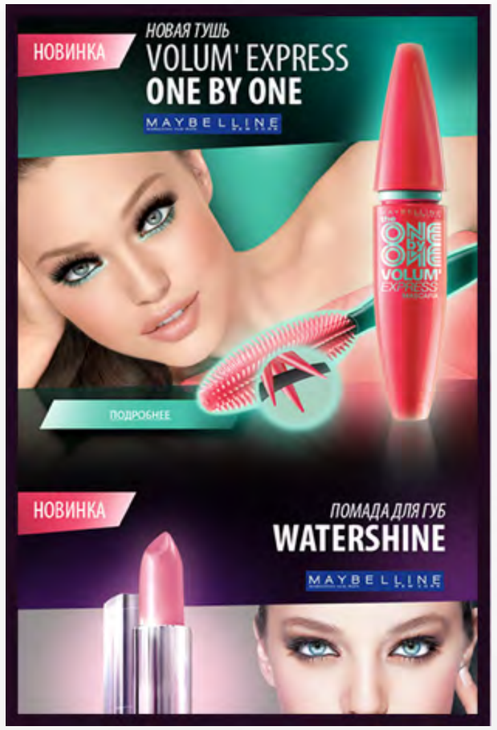
STATUS:

COMPLETED

**TASK:** Brand communities support.

**SOLUTION:** Communities with extended menu.

**RESULT:** Designing a Russian representative office of a popular cosmetic brand, monthly design update in accordance with new seasonal products.




*Main*

*Tab*

*Questionnaire home*

*Questionnaire*

CASES

# BLOOD SUPPLY SERVICE – I'M A DONOR

TOOLS:

CLIENT:
SOCIALIST

STATUS:
COMPLETED

**TASK:** Support of a social program.

**SOLUTION:** Creation of an application to popularize donorship.

**RESULT:** The application is created to support state program for voluntary donorship development. A user can quickly fill in an application form and get addresses of blood receiving points, to plan next blood donation. After filling in the application the user can create a special avatar "I'm a donor" to highlight his special status among friends.

*Donor's diary*

*Informational preloader*

*Avatar designer*

CASES

# ANDROID GUIDE

TOOLS:

CLIENT:

SOCIALIST

STATUS:

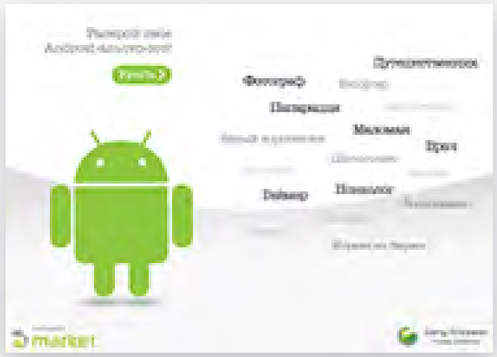
COMPLETED

**TASK:** To promote a new Sony Ericsson smartphone.

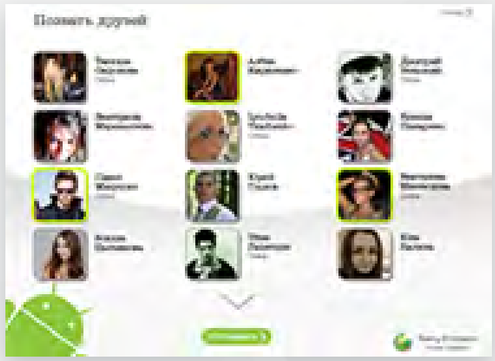
**SOLUTION:** Creation of a functional application.

**RESULT:** The application analyses the user's profile in a social network: their communities, interests, age and so on. After that a special algorithm processes the information and produces a list of mobile applications which must be interesting and useful for the user.

*Recommendations page*



*Alter-ego*



*Friends' invitation*

CASES

# KERASTASE

TOOLS:

CLIENT:

360D

STATUS:

COMPLETED

**TASK:** To promote a new line of Kerastase hair care products.

**SOLUTION:** Creation of an application for promotion actions.

**RESULT:** An application that allows to get a gift certificate after buying a product. A certificate is created automatically when a secret code from a package is registered which lets user get a desirable prize and the company – save time on applications processing.

*Certificate receiving page*

*Certificate*

CASES

# WHAT GADGETS!

TOOLS:

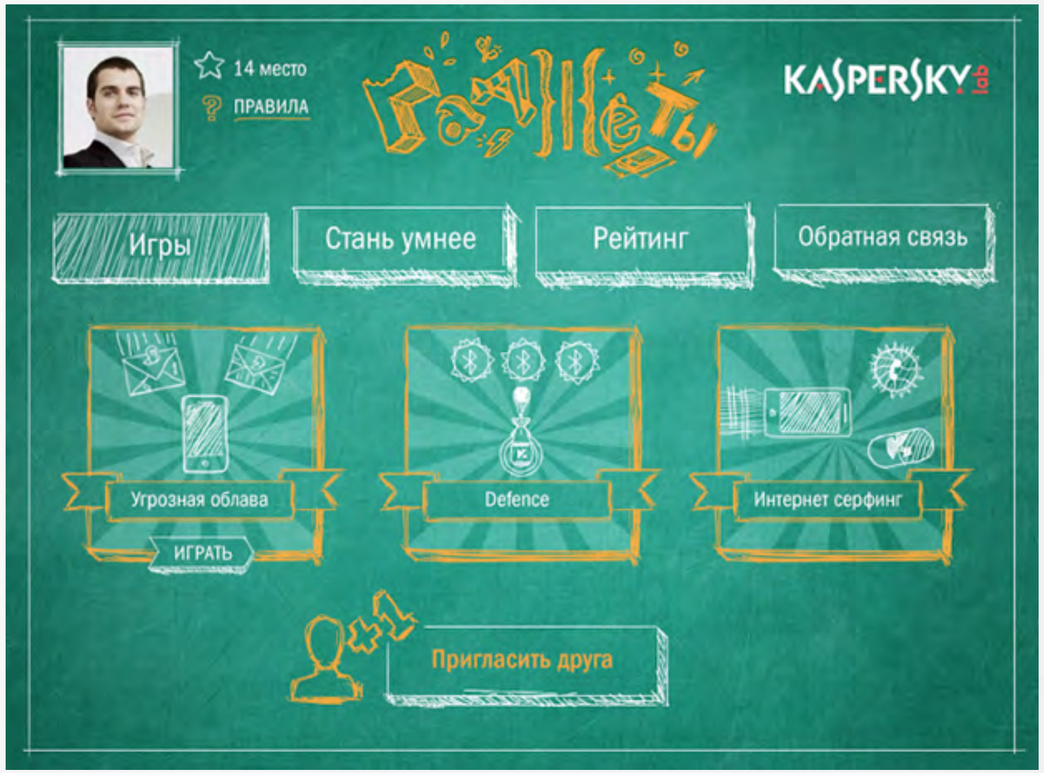
CLIENT:
KASPERSKY LAB

STATUS:
COMPLETED

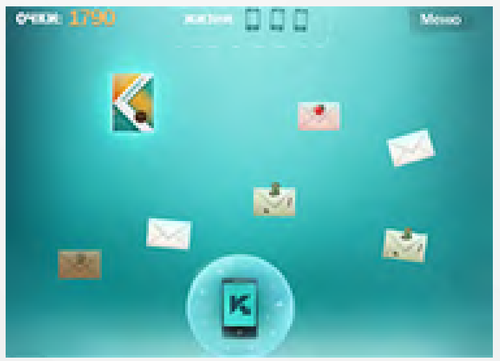
**TASK:** To promote a new mobile antivirus.

**SOLUTION:** Educational game application.

**RESULT:** Competition application for a new product – mobile antivirus. In a friendly game format users get to know about dangers that can threaten their smartphones. A series of games helps to fight harmful programs with the help of Kaspersky antivirus.




*Home screen*



*A game about harmful letters*

*Maze*

CASES

# MAKE A WISH AND BUY

TOOLS:

CLIENT:

WISHOP

STATUS:

COMPLETED

**TASK:** To create a shop-application.

**SOLUTION:** Application with a possibility to make wish lists and to purchase.

**RESULT:** A wish shop where a user has a possibility to make a wish list and to get advantageous offers from shops. It's possible to buy immediately from the application. A convenient system to search presents for friends and beneficial shopping.

*Homepage*

*Catalogue*

*Commodity card*

CONTACTS

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