



PERZEL

International consulting, advertising,
marketing, PR, Renovation



PERZEL

- international consulting

«WE BUILD, CREATE, MANAGE, PROMOTE»

 IDEAS AND CONCEPTS DEVELOPMENT

 CREATION OF A STRATEGIC DEVELOPMENT PLAN

 INTRODUCTION OF NEW PRODUCTS TO THE MARKET

 BRANCHES AND REPRESENTATIVE OFFICES LAUNCHING


 FRANCHISE PACKAGING

 CORPORATE IDENTITY CREATION

 BUSINESS PROCESSES ORGANIZATION

 FINANCIAL MODELS FORMATION

 COMPOSITION OF THE TERRITORY MASTER PLAN

 PROMO - PROJECTS

 CREATING PHOTO AND VIDEO CONTENT

 PR

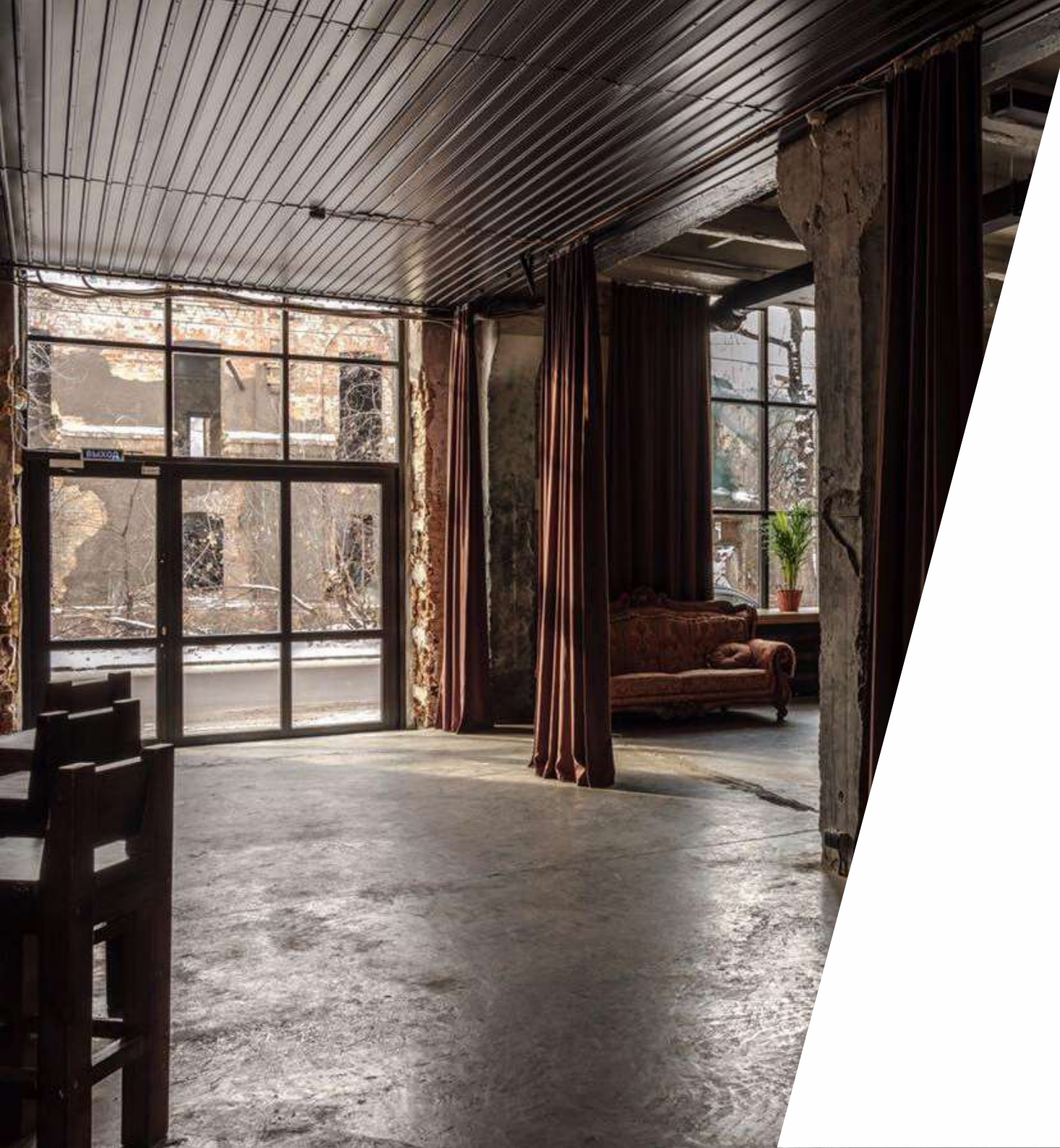
PERZEL is a structural division of the international holding «YULIX GROUP»





And also, we are engaged in the RENOVATION of real estate.
In our spaces you can just spend time with your friends, walking
around the territories, enjoying the atmosphere and fragrant coffee.
On the sidelines of our facilities, you can learn something new
and useful, find inspiration and finally just relax.





HOW DO WE WORK?

- ◆ Analysis of the client's activities
- ◆ Development of a promotion strategy
- ◆ Tactical action plan
- ◆ Ideas implementation
- ◆ Implementation of the project according to the established deadlines
- ◆ Digitization and result guarantee

OUR PROJECT TEAM WILL WORK ON YOUR PROMOTION:

- ◆ Project supervisor
- ◆ Creative Manager
- ◆ Marketing Specialist
- ◆ Visualizer
- ◆ Designer
- ◆ PR manager
- ◆ Specialists of the GROUP **YULIX** holding



PROJECT TEAM



«Perzel» team managed to gather experts of their fields.

- ◆ **More than 300 events held**
- ◆ **More than 100 successful PR campaigns**
- ◆ **More than 50 implemented state projects**

Our time requires new non-standard approaches. Simply "organizing" is no longer enough to receive appreciative feedback from Employees or Customers of the company.

To give more, to look wider, to offer something, not like everyone else - **these are the modern trends in our industry.**

At the same time, close interaction with the public and emotion management are also important.



Yulia Kolomina
CEO, YULIX GROUP



Timakova Ekaterina
Founder, Art Director



портреты

Ю Л И Я КОЛОМИНА

Учредитель АНО «Центр современного искусства, экологических и социальных программ «Передель» прокладывает путь от журналистики до креативных индустрий. Создает масштабные события в России и за рубежом.

Васильева Юлия Владимировна, 1985 года рождения, учредитель АНО «Центр современного искусства, экологических и социальных программ «Передель». Юлия Колосова, 1985 года рождения, директор по развитию АНО «Центр современного искусства, экологических и социальных программ «Передель». Юлия Колосова, 1985 года рождения, директор по развитию АНО «Центр современного искусства, экологических и социальных программ «Передель».

СВЯТАЯ ИСТОРИЯ — это история о том, как женщина из журналистики перешла в креативные индустрии. Юлия Колосова, директор по развитию АНО «Центр современного искусства, экологических и социальных программ «Передель», рассказывает о своем пути и о том, как она создает масштабные события в России и за рубежом.

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PARTNERS





OUR PROJECTS

International consulting

“

The power of building connections, the opportunity to learn from the best, and being at the center of world events give me the energy, ideas, and strength to develop clients' projects. Participation in the international summit in Abu Dhabi, a trip to Australia for training with Tony Robbins, business trips to Spain, Japan, and China allow me to think globally, not just within one country but for the whole world.



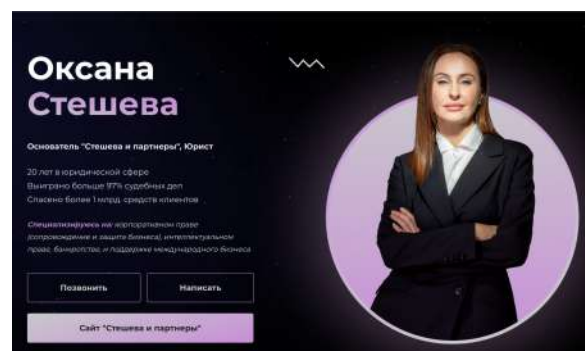
Yulia Kolomina



STESHEVA & PARTNERS

Opening an international branch of a legal company

- ◆ Developed a company's development strategy in the foreign market
- ◆ Organized over 400 publications in foreign media
- ◆ Identified key partners for cross-collaborations
- ◆ Established a new brand positioning in the legal services market



INTRODUCTION TO THE ARAB MARKET AND THE CIS COUNTRIES MARKET

of a children's brand of educational wooden toys using IT technologies and artificial intelligence.

- ◆ Developed a strategy for entering the international market
- ◆ Established the operation of the sales department with potential target clients
- ◆ Participated in thematic industry events
- ◆ PR coverage in the foreign market reached **125 million people.**



From a child to a robot. Alatoys:
«Don't take away childhood»

*Created by artificial intelligence

INTRODUCTION TO THE ARAB MARKET AND THE CIS COUNTRIES MARKET

The screenshot shows the MIZAN website with the article title in Arabic: "توسع شركة ألعاب Alatoys العالمية لمنتجاتها الدولية في دول العالم المختلفة". The page features a header with navigation links, a main content area with a large image of a child playing with toys, and a sidebar with social media sharing options.

The screenshot shows the CHICAGO HEADLINES website. The article title is "Childhood without Borders: Alatoys Expands International Reach". The sub-headline reads: "Dubai, UAE, July 18, 2023 - (ISAPRWire) - Top toy manufacturer Alatoys is bringing joy to children around the world through its high-quality, educational wooden toys. After 13 years in business, the company now exports its products to 6 countries and will soon expand into the Middle East." The page includes a search bar, a category list, and a main image of a child playing with toys.

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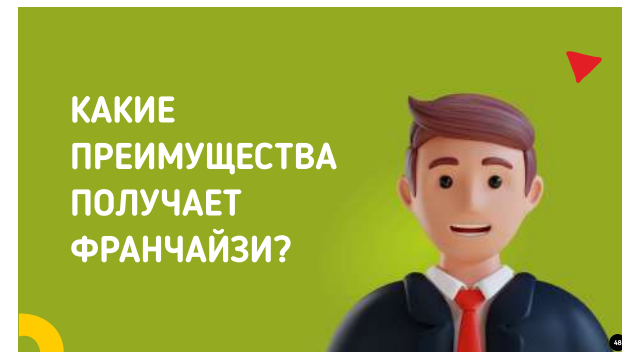
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CREATION AND PACKAGING OF THE «COOL HANDICRAFTS» FRANCHISE

- ◆ Creation and packaging of a «turnkey» franchise
- ◆ Development of a corporate identity
- ◆ Drawing up design sketches of the premises, development of layout solutions
- ◆ Transfer of intellectual property rights to the client
- ◆ Organization of the sales department
- ◆ PR campaign for the project reaching **35 million people**

Чёткие
поделки

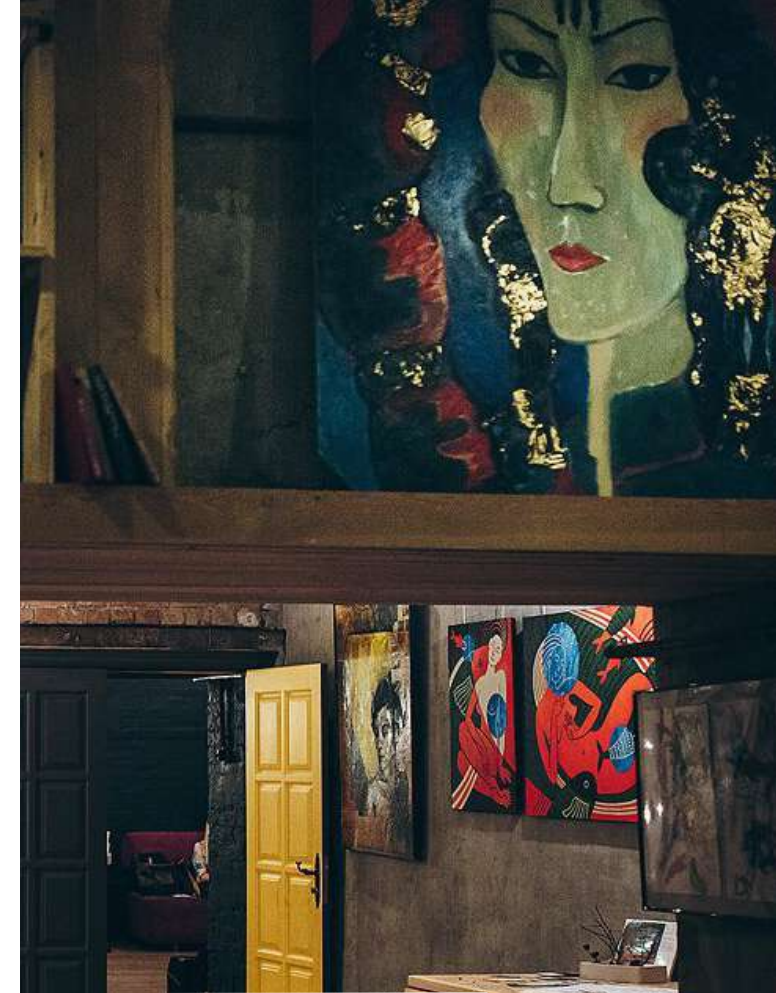




OUR PROJECTS

Buildings and territories renovation





YEAST PLANT

Development and restoration of real estate in Irkutsk

Date of foundation: 1895

Total land area: 5 000 sq.m.

On the plant territory there are 3 production buildings, 1 administrative building, warehouses, bakery, garages, gym, sauna, etc.

The plant is an Architectural Monument from 2014 to 2019 it's a «Perzel» art space.

Fixed rental rate.





FINANCIAL MODEL

«Perzel» was a venture project for the owner of the plant. The facility was at the stage of disconnection from the heat supply, because there was no understanding of the possibilities of plant maintenance.

After the concept was developed, the building became the first creative cluster in Irkutsk, which included **35 residents**.

Income for the owner is the leasing of the plant's areas to the «Perzel» art space, locations for events, and photo shootings, as well as full payment of utilities by the tenant.

Every year the cost of the object increased due to the repair works, restoration of the building with funds collected from tenants and attracted patrons, as well as the implementation of inseparable improvements from our side:

- ◆ asphaltting of the surrounding area,
- ◆ construction of additional staircases,
- ◆ additional entrances,
- ◆ ceilings replacement,
- ◆ cosmetic repair works in all used facilities.

As a result, we had a ready-made working project that brings profit to the owner.



CHEKHOV 2

Development and restoration of real estate in Irkutsk

Merchant's House of the 19th century

Total area of the property: 6 500 sq.m

Range of services:

Formation of a more profitable financial model due to a unique object development concept

Creation of the «Chekhov 2» brand

Subletting of the areas, according to the developed by the Perzel team concept

Fixed rental rate

Before the appearance of «Perzel» as a management company, the facility on Chekhov 2 remained empty for 7 years.

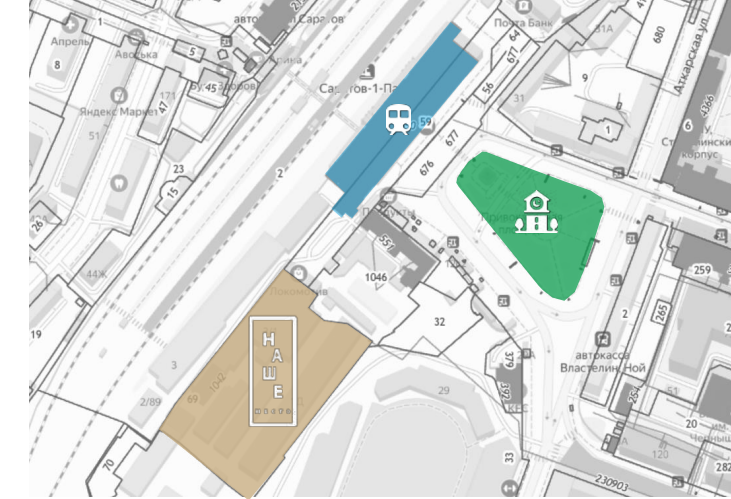
After the developed concept for FORTUNA PLAZA, Covid-19 pandemic started, due to the tasks of the time and the situation, we promptly finalized a plan corresponding to the current situation.

“Perzel” determined a target audience that **«didn't sink»** financially for the entire time of interaction, and the idea and conceptual solutions was completely reformed.

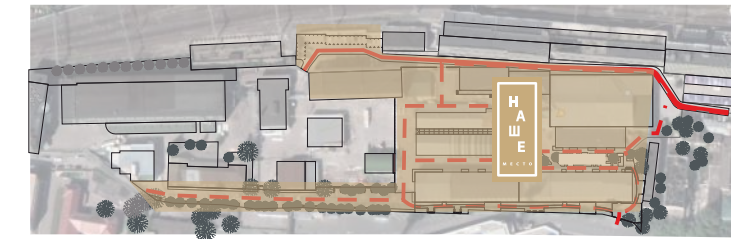
To date, the occupancy rate of the **facility is 92%**.

For a long time, the object began to bring a stable profit to the owner.





🚆 Здание вокзала 🏠 Привокзальная площадь



OUR PLACE

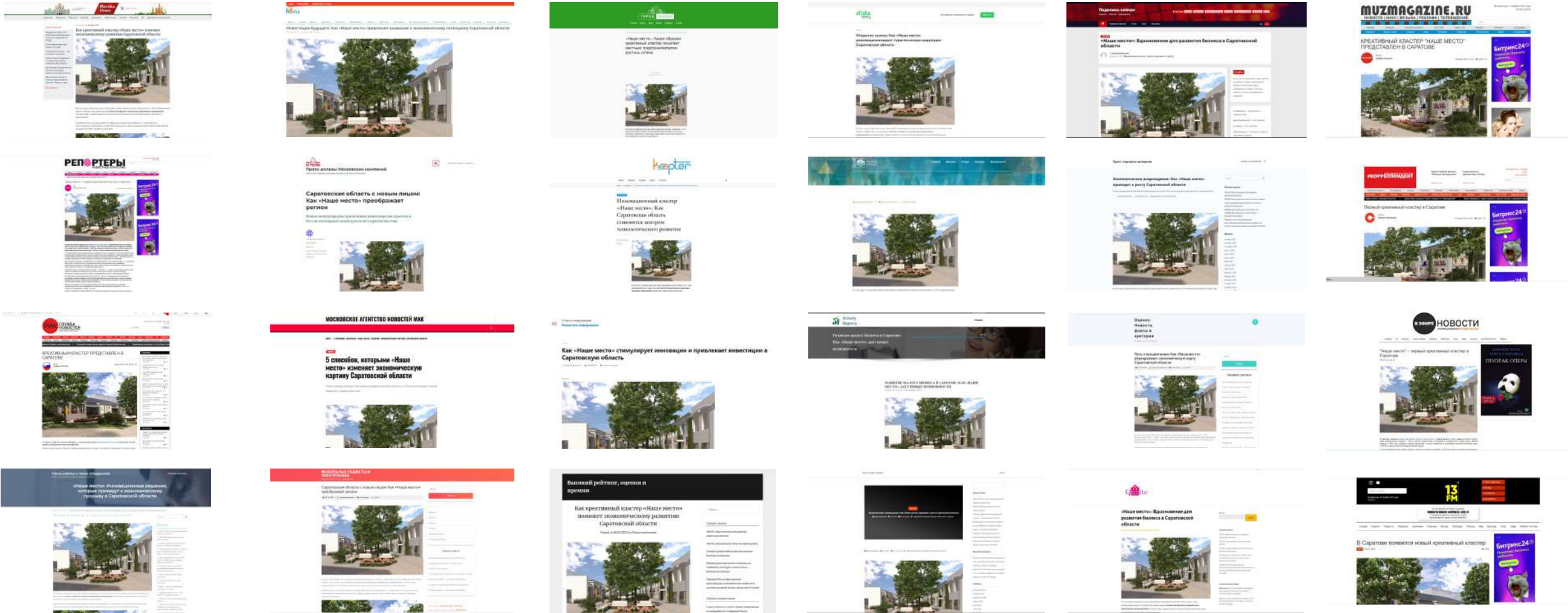
Creative cluster in Saratov

- ◆ Creating a project from scratch
- ◆ Development of the idea and concept for the development of a 20,000 square meter area
- ◆ Drawing up the created master plan of the area
- ◆ Creation of 900 work places
- ◆ Attracting 51 potential residents
- ◆ Advertising, marketing, and PR for the project «turnkey»
- ◆ Participation of the cluster in Government events in Moscow
- ◆ Contract duration - 1 year
- ◆ PR coverage of the project reaches 78 million people.



OUR PLACE

Creative cluster in Saratov





Viktoriya Mikhaylova
Academic Director of the Program



Gor Nakhapetyan
Academic Director of the Program

TANDEMOCRACY

Skolkovo School of Management 2018

We created an international educational program for forming partnerships, managing partnerships, and exiting partnerships in large companies.



Partnership design and corporate culture technology - for a new scale.

70%

of partnerships fail, but at the same time, 1/2 of the world's largest companies have two or more founders.

NEC, Stanford Graduate School of Business
Venture Capital Initiative (03.2022)

1/3

By 2025, nearly 1/3 of total global sales will come from ecosystems and partnerships between inter-industry players working together to create solutions.

skolkovo.ru



NEC, Stanford Graduate School of Business
Venture Capital Initiative (03.2022)

1/3

By 2025, nearly 1/3 of total global sales will come from ecosystems and partnerships between inter-industry players working together to create solutions.

McKinsey & Company

39%

of companies do not have a partnership management strategy.

BPI Network





INHABITED LANDS

International Project 2018-present

Caravan is an expedition that serves as an exploratory experimental laboratory for discovering people, their stories, and unique places.

Currently, there are numerous tools for exploring boundless worlds.

Drawing on years of experience in studying theater and play, ways of integrating them into the territory and community, connecting people and spaces, we are opening a new future rooted in our roots, traditions, and history.





PEGREMA

Comprehensive Territory Development
Project in the Republic of Karelia 2019-2022

Range of services:

- ◆ Restoration of authentic architectural objects and structures
- ◆ Creation of infrastructure in restored buildings (classrooms, museum, gallery, café, mini-hotel, etc.)
- ◆ Revival of local traditions and culture through marketing tools
- ◆ Formation and development of communities
- ◆ Development of tourist routes
- ◆ Establishment of wild plant agro-complexes





BAKUNIN

Public space

Development and restoration of real estate in Moscow

Range of services:

Conducting a comprehensive analysis of the local territory of Basmany district.

Creating a portrait of the Target audience of the real estate object and the Avatar of the resident client.

The development of the object according to the marketing strategy (advertising, PR, sales, thematic events).

Subletting of the areas, according to the developed by the Perzel team concep

PR-coverage for 3 months of work = 7.5 million people.





SOBRANIE

Business Center

In the current management there is a business center «Sobranie», where «Perzel» rents 6 500 m² of premises.





OUR PROJECTS

Advertising, marketing, PR



ALATOYS

Toy factory in Yoshkar-Ola

Total coverage of subscribers: 150 000 people on social networks.

The company's turnover: 175 000 million per year.

Range of services:

1. Repackaging of external materials about the company.
2. Creating a marketing kit.
3. Production of commercials and brand videos about the company.
4. Creating viral PR-actions (chatbots, videos, press-announcements, etc.).
5. Development of INTRO and brand jingle.
6. Individual work with bloggers/ teacher communities/ educators/opinion leaders/public procurement departments and the b2b segment.

The result of the PR campaign for 3 months is the coverage of 25 million people.



ALATOYS



Toy factory in Yoshkar-Ola



LOGWORKS

Builds log cedar houses all over the world. St. Petersburg

Range of services:

1. Opening of a new branch in Moscow and St. Petersburg, and the sales market launch in Moscow and St. Petersburg.
2. Organization of participation in the framework of professional events.
3. Development of advertising slogans.
4. Launch of cross-marketing campaigns.
5. Viral RR.
6. Organization of expert interviews with the branch director.



LOGWORKS

Location: Moscow, St. Petersburg. Construction of log cedar houses around the world



СИБИРСКИЕ ДОМА С ДУШОЙ ОТ «LOGWORKS» СТАЛИ БЛИЖЕ

СИБИРСКАЯ КОМПАНИЯ ПО ИЗГОТОВЛЕНИЮ РУБЛЕННЫХ И КАПИТАЛЬНЫХ СРУБОВ ИЗ КЕДРА «LOGWORKS» ОТКРЫВАЕТ ДВЕРИ В НОВЫЕ ДИАПАЗОНЫ И В САНКТ-ПЕТЕРБУРГЕ.

Новый филиал открывает двери для жителей южной Ленинградской области, которые мечтают о доме с природной атмосферой Сибири, выполненном из натурального сибирского кедра. Компания предлагает индивидуальные проекты домов, которые можно адаптировать под любые требования и пожелания заказчика.

ПО ПРЕДЛОЖЕНИЮ ЗАКАЗЧИКА ПОДБИРАЕТСЯ МЕТОД ИЗОБРАЖЕНИЯ СТРУБЫ ДОМА.

Многие строят загородные коттеджи в **Таллинне** или предпочитают более экономичные варианты в южной части Ленинградской области.

Клиент может выбрать один из нескольких вариантов: от классического рубленого дома до современного коттеджа с элементами традиционной сибирской архитектуры.

Компания предлагает услуги по проектированию, строительству и отделке домов. Также можно заказать только строительство или только отделку.

Средняя стоимость готового дома 220 м² площадью 1000 м² с отделкой составляет от 10 млн рублей. В стоимость входит доставка материалов и монтаж.

LOGWORKS RU 8(800)500-83-43



LASSO PICASSO

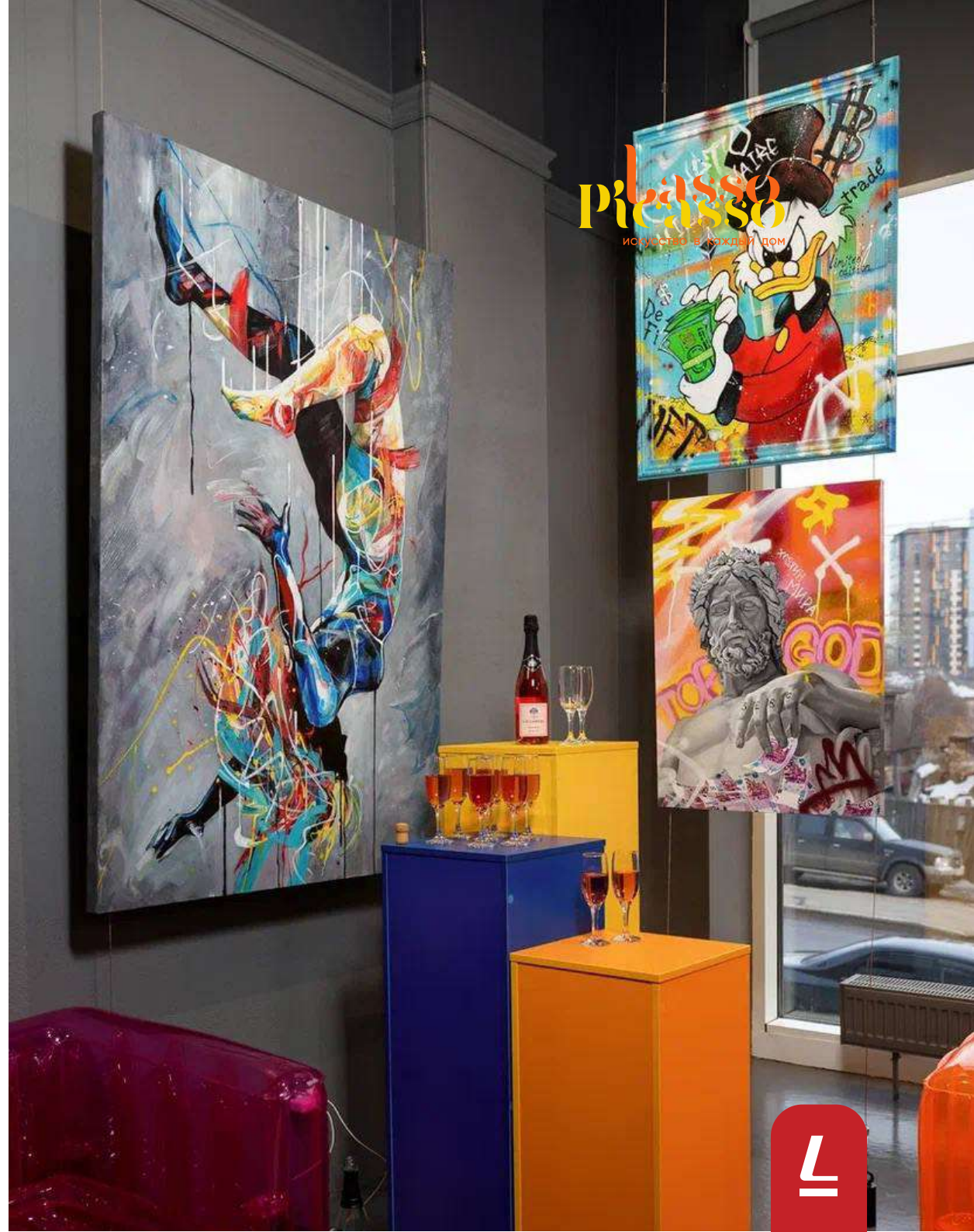
Interior studio, Irkutsk

Range of services:

1. In three months of work, brand awareness has grown **10 times**.
2. Increase in sales.

Key action:

1. Conducting a series of cross-marketing events with the target audience.
2. Shooting a viral video with 10 opinion leaders and the total coverage from the launched PR campaign is **750,000 people**.



LASSO PICASSO

Lasso
Picasso
искусство в каждый дом

Interior studio, Irkutsk



BAIKAL- NORTH SEA

Hotel and restaurant complex

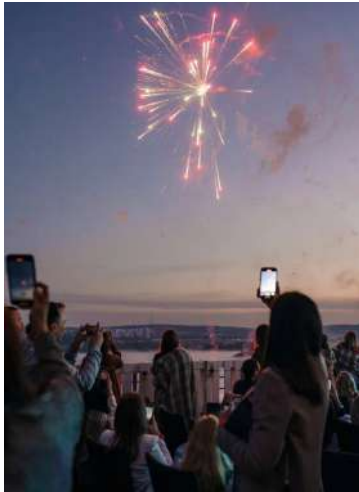
Range of services:

1. Opening of the new site called «Roof» - holding an official opening ceremony for **150 people**.
2. After 3 months of work, we ensured the involvement of an audience of **450,000 people**.
3. As a consequence, we had the growth of brand awareness.

The federal PR coverage of the tourist flow amounted to **2.5 million people**.



BAIKAL-NORTH SEA



BRO VIEW SOCIETY

View design Studio, Moscow

Range of services:

Creating PROMO-activities as part of a marketing strategy and conducting cross-events with key partners.



BRO VIEW SOCIETY

View design Studio, Moscow



Bro View Society
сила во взгляде



OLGA SCHULTEIS

Pop-singer and artist of Russian and foreign stage.

Location: Moscow, Berlin

Pop-singer and artist of Russian and foreign stage.

Promotion and development of a personal brand. Producing.

Range of services:

1. Launch of the artist's tracks on music venues in Russia.
2. Creation of photo content and full video production of the product.
3. Advertising campaigns with a reach of **10 million people**.
4. **Organization of broadcasts on the central TV channels** of Russia and other countries, radio rotation.
5. Organization of participation in the Russian Film **Festival «Kinotavr»**.

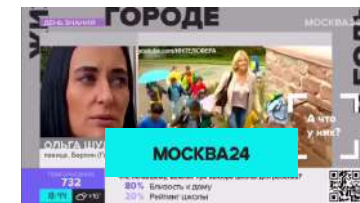
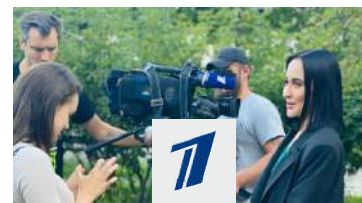
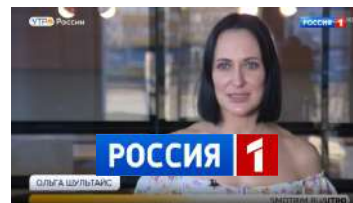


Music video for the song «Dark Angel»



OLGA SCHULTEIS

Pop-singer and artist of Russian and foreign stage. Promotion and development of a personal brand. Producing.



EXPONAT BUREAU

exponat

Carries out expert selection of plumbing equipment for design projects



After **2.5 months** of work, we ensured the involvement of the professional communities of the region in the amount of **20%**, which gave us coverage of **250,000 people**. As a result, we reached the growth of brand awareness and an increase in the flow of target customers.



NATA KISELEVA INTERIORS



Design studio with its textile division

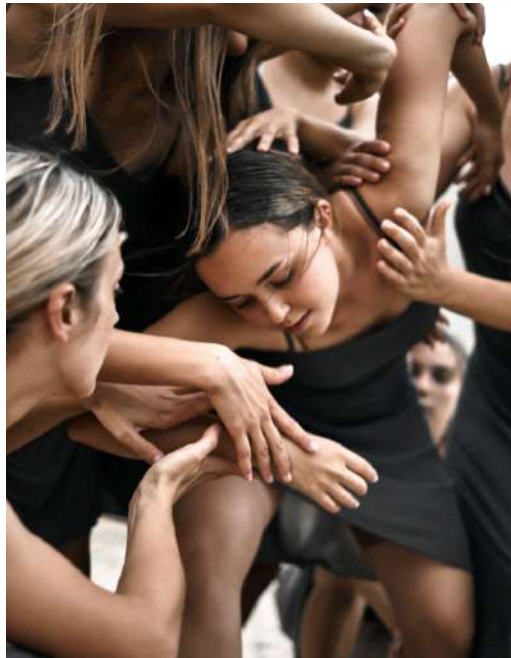


After **1.5 months of work**, we ensured the involvement of the professional communities of the region in the amount of **40%**, which gave us coverage of **420,000 people**. As a result, we reached the growth of brand awareness and an increase in the flow of target customers. Active work with the media of regional and federal significance (magazines articles, city information platforms publications, etc.).



RUNNING. FLIGHT STAGE

Film production. Director Maria Yashnikova - Tkachenko. Location: Moscow



- ◆ Sale of the project to the Russian online **cinema platform «OKKO»**
- ◆ Sale of the film screening to a **Federal company**
- ◆ Launch of **broadcasts** in cities of **Russia and abroad**
- ◆ **More than 100 media** outlets have released news about the screening of the film, and more than **20,000,000 views** of the film



ART PLAY

Full-cycle interior company



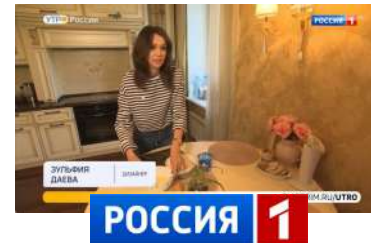
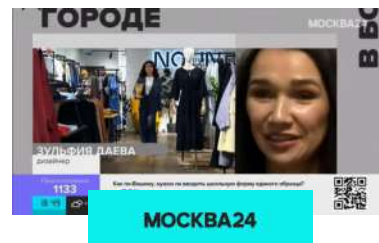
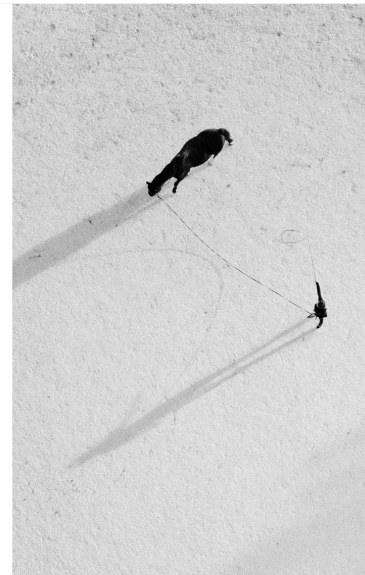
The emphasis in the promotion is placed on the promotional activities and personal brand of the owner of the company - Lena Kekshina. The growth of the new audience for 1 month of work amounted to **20%**, the indicators of engagement increased **5 times**.



DAEVA ZULFIYA



Interior design



Full cycle of promotion based on the developed «promotion strategy» within the region and territory of the Russian Federation, with the involvement of additional advertising channel "TIKTOK" and airs on federal TV channels.



MASHA TINGAEVA



The most designer business coach



A unique promotion strategy has been developed for Maria as part of a PR campaign for the development of her personal brand in Irkutsk, Russian cities and abroad.



PR CAMPAIGNS

We have conducted more than 100 successful PR campaigns



Work with mass media



Internet marketing



SMM



Work with informational partners



News portals and information platforms



PROMOTION OF THE FIRST PERSONS OF BUSINESS VIA SPECIAL PROJECTS



BAIKAL JET FEST

International Aquabike Festival. Full PR support of the project

Customer: Water-motor sports Federation of Irkutsk region

Coverage: 12,000 visitors

International coverage: 9 participating countries (USA, UK, Brazil, Belgium, UAE, Australia, Mexico, Ukraine, Russia)



DESIGN IMMERSION

Full PR support of the project

Customer: Participants of the «Design Accelerator» program

Coverage: 15,000 people.

Headliners:



Dasha Soboleva

interior stylist, decorator, 150 publications in interior gloss, Moscow



Mikhail Stepanov

interior photographer, Top AD, Top Elle, Moscow



Ksenia Izmailova

architectural designer, author of the popular blog «Just repair», St. Petersburg



Partners:



KERAMA MARAZZI





OUR EVENTS

We have held more than 300 events

Симфонический оркестр
в ботаническом саду





“

The events we create resemble a «multimedia temple», where genres of contemporary art are presented, which are difficult, as a rule, to combine within traditional structures, for example, such as museums - these are painting, graphics, photography, installation, objects, performance...

We held a «Jazz on the roof» festival, brought a Symphony Orchestra to the roof, conducted «Symphony Orchestra in the Botanical Garden» event, organized an «Open-air cinema in Irkutsk», and much more.





NETWORKING CLUB

BUSINESS MEETINGS

Customer: Gazprom International

Audience: B2B segment, businessmen, scientists, practitioners

Coverage: from 50 to 250 visitors



BROBLOGGER

BLOGGING COURSE

Customer: LabelUP company (Moscow)

Audience: youth, 9 TOP bloggers of Runet

Coverage: 10,500 visitors off-line and on-line



INTERNATIONAL BRIDAL EXPO

WEDDING EXHIBITION

Customer: AMOUR BRADAL BARCELONA

Audience: potential newlyweds

Coverage: 5,000 visitors





NANO-CITY

INNOVATIVE PROJECT

Customer: KA YOU KNOW (Moscow)

Audience: business, youth, families with children

Coverage: 17,000 visitors off-line and on-line





MOSCOW SABANTYI

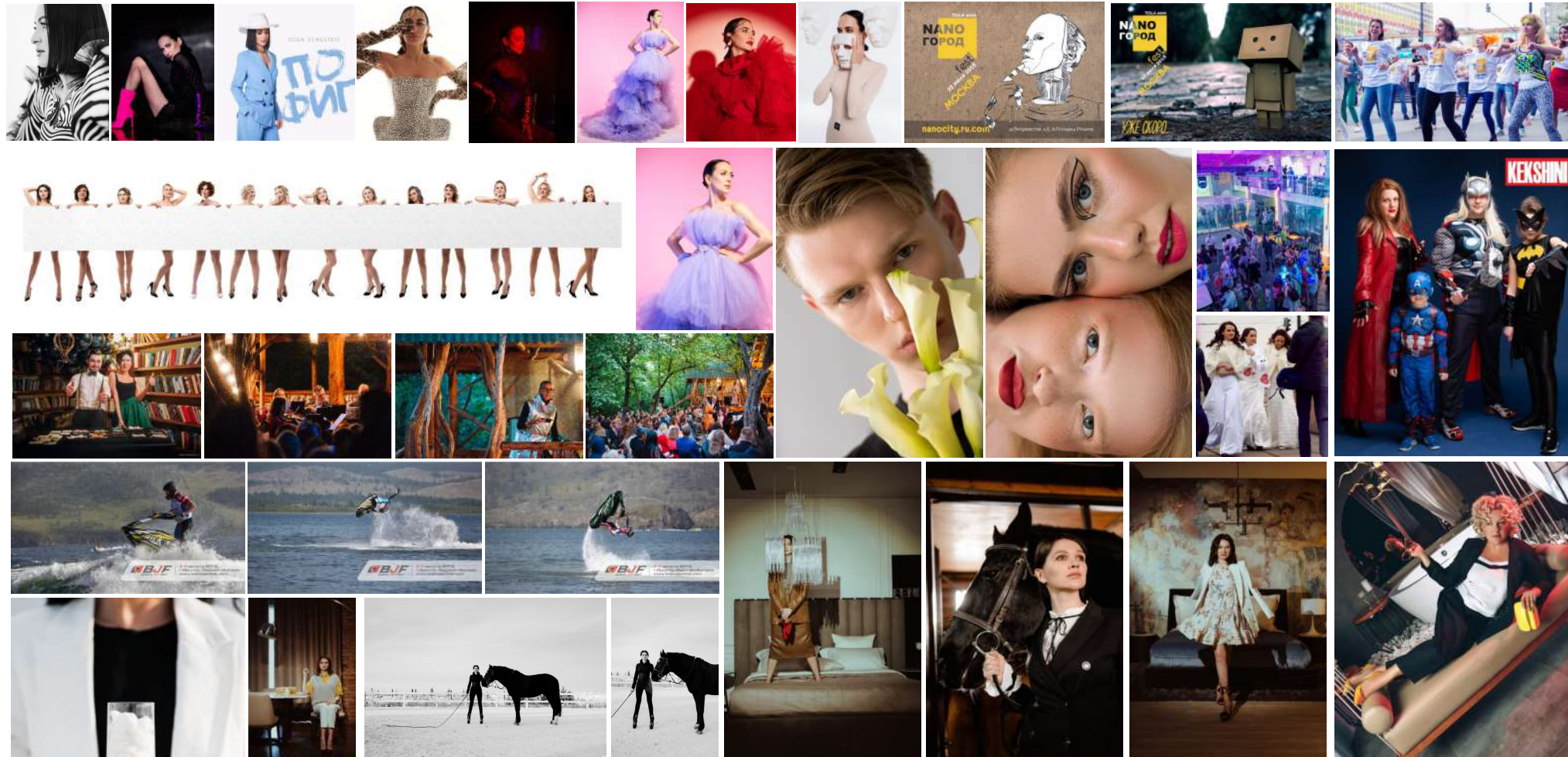
Customer: Government of Moscow

Audience: families with children, Tatar diaspora in Russia

Coverage: 100,000 visitors



PROMOTIONS





GROUP
YULIX

**WE ARE OPEN
FOR COOPERATION!**

yulixgroup.com



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PERZEL

📷 perzel_space

