



МОСКОВСКАЯ  
БИЕННАЛЕ  
ДИЗАЙНА  
11 - 16/04 2017



**23<sup>rd</sup> Exhibition of Marketing Communications  
“DESIGN & REKLAMA”**  
April 11 – 14, 2017  
10, Krymsky Val, CHA, Moscow  
[www.design-reklama.ru](http://www.design-reklama.ru)

April 24, 2017

post release

**This year 23<sup>rd</sup> Exhibition of Marketing Communications “DESIGN & REKLAMA” was held within the First Moscow Design Biennale.**

From April 11 to April 14, the exhibition hosted 183 companies from Russia, CIS countries and abroad – exhibitors and participants of business program and contests, and 7664 visitors.

#### **THEMATIC SECTIONS OF THE EXHIBITION:**

- Design, branding, creative solutions
- Promotion, POSm, Displays
- Digital signage
- Printed advertising
- Souvenirs
- Materials and equipment
- Internet advertising and e-retailing
- Design and construction of exhibition booths
- Education

#### **BEST EXHIBITORS:**

Expert Council of “Design & Reklama” announced six nominations in booth design. The Diplomas went to:

Diploma “The Most Original Booth”: **VIRTU**

Diploma “The Most Cosmic Booth”: **DEKA**

Diploma “The Most Innovative Booth”: **VITRINA A**

Diploma “The Most Conceptual Booth”: **TTG**

Diploma “The Best Interactive Booth”: **PVG**

Diploma “The Best Debut”: **INDUSTRIALNYE DISPLEI**

Diploma “The Best Graphic Design of GAZPROM Annual Report 2016”: **TGD**

#### **BUSINESS PROGRAM:**

Business program included 103 events, many of them were crowded and even overcrowded.

April 11, the **Day of the British Higher School of Design**. Leonid Bugaev, Victor Melamed, Maxim Nesterenko, Andrei Purto, Danila Shorokh and other curators of various BHSD courses lectured on the latest trends in various fields of design applications - from graphic design and illustrations to the design of mobile applications. A panel discussion with the curators of British Higher School of Design marked the end of the Day.

The Association of Directors of Communications and Corporate Media of Russia (ADCCMR) and Social Advertising Laboratory organized the **Day of Social Advertising** – a very important event of the first day of the exhibition. Representatives of social services and foundations, teachers, filmmakers, producers and other specialists, involved in social programs, discussed with the visitors the related topics.

April 12, the **Day of Branding**, organized by the Association of Branding Companies of Russia (ABCR). At three sessions, the leaders and creative directors of “Artonic”, A.Studio, Brand Brothers, Brandson Branding Agency, DDH, Getbrand, Mildberry and other leading Russian and international branding agencies shared in detail with the audience, which practically filled the roomy conference hall of the CHA, their experience in corporate branding and talked about the existing trends and strategies for developing a strong brand.

It was also the day of another important event - the **Day of TV and Film Advertising**. It included the best commercials of AICP-Show, the international festival Epica Awards and the traditional television advertising contest

“25 kaDR”. 19 companies (17 in 2016) and 89 commercials entered the contest, the list of winners is available on the website of “Design & Reklama”.

The lecture of Vladimir Weiner, director of the Gladway Media Projects and Social Programs Development Foundation, on advertising in the cities of the future marked the Day of TV and Film Advertising.

April 13, the theme of branding, started the day before, was continued by a number **of events of the Higher School of Branding**. Curators of the HSB Alexander Demenko and Andrei Kozhanov spoke about the practice of effective branding, Managing Partner of Lineberger Alexey Murazanov lectured on the psychology of branding, and representatives of DDVB Dmitry Peryshkov and Dmitry Stryukov shared with the audience the most important principles in the development and implementation of the brand. The events were so overcrowded, that during the break the HSB curators and their listeners moved to a more spacious venue.

**Online Advertising** was dedicated to web design and visual communication, attracting customers to the website and promoting on the Internet, SMM tools and Google Adwords lifehack. POPAI Russia held **International Forum “Marketing in Retail”**. The speakers talked about digital signage, interactive elements and other innovative tools in the design of the points of sale, as well as the study of the behavior and emotions of the buyer.

April 14, the last day of “Design & Reklama”. The most notable events were the **Online Business** and the **PR**. Online Business events, organized mainly by the Association of Interactive Agencies (AIA), were dedicated to a wide range of relevant topics - attracting customers from international markets, online retailing of complex products, testing new tools in conditions of hard KPI, Instagram promotion, etc. The PR part included diverse and informative events, in particular, the presentation of Kirill Alyavdin, the Director for Corporate Communications Tele2, and the promotion campaign of Burger King, told by Pavel Targashin, the representative of the advertising agency Fistashki.

#### **SPECIAL PROJECTS AND CONTESTS:**

Every year “DESIGN & REKLAMA” presents the professional contests and special projects. This year it is **13<sup>th</sup> contest of marketing communications in retail POPAI RUSSIA AWARDS**. Russian contest is the third in the world after the US and France by the number of POS-displays and projects presented, it also has several special nominations. In 2017, the contest counted 320 projects - this is a new record in the history of the contest, which exceeded the figures of the previous year (225 works) by almost one and a half times. Members of the jury noted the high quality of the works and the design of the exhibition.

The **International contest of festive, event and environmental design** was the accent of 2017. This project covers all areas of integrated and local decoration of spaces, design elements and festive events. It aimed to fully demonstrate the market opportunities, trends and innovations, the most successful solutions. Representatives of the government of Moscow and the Moscow region, various regions of Russia (Volgograd, Kursk, Nizhny Novgorod, Rostov-on-Don, Cherepovets), parks, shopping centers, leading architectural bureaus, industry mass media and independent experts formed the jury of the contest.

The winners were announced and awarded on April 13 at the CHA on Krymsky Val. The winners of the contest: S.O.S. Decorace (Czech Republic), Mall Decor, LBL communication group, Megapolis Group (St. Petersburg), Big Décor, Only Trees and Studio Dega (St. Petersburg), as well as Riviera and Aviapark shopping centers (Ufa).

**CHRISTMAS TIME** section is a significant part of “Design & Reklama”. It is a professional exhibition of products and services of the New Year and holiday industry. Spring exhibition allows both wholesalers and retailers to prepare for the festive season in advance, which is important for serious contracts.

“Design & Reklama” also presented a mobile exhibition of CAF social advertising. Mobile exhibition was part of the program “Socially Active Media” and aimed at raising public awareness of the activities of non-profit organizations, as well as a special TASS project - archival footage from the agency’s photo bank, with Advertising as a common theme.

#### **OFFICIAL SUPPORT:**

##### **General Official Partner:**

Moscow Government

##### **Supported by:**

Association of Communication Agencies of Russia (AKAR)

Association of Russian Branding Companies (ARBC)

Russian Association of Marketing Services (RAMS)

Association of Consultancy Companies in the field of public relations (AKOS)

Association of Directors of Communications and Corporate Media of Russia (ADCCMR)

Association of Marketing in Retail POPAI Russia

*“Up-to-date technology, materials and equipment add a lot to creative component. New formats, especially digital ones, fill the market niches every day. And the exhibition is traditionally the platform for their presentation”.*

**I.V. Shubin**, Head of the Department of Media and Advertising of Moscow

*“It is a meeting place for all participants of the advertising community; they demonstrate the latest creative and technological developments, communicate and share ideas and experiences. Luckily, the organizers of “Design & Reklama” never stop, but always try to come up with something new”.*

**A.D. Menchuk**, First Deputy Head of the Main Directorate for Information Policy in the Moscow Region

*“Design & Reklama” is a traditional meeting place of all Russian advertising industry. “Design & Reklama” is undoubtedly a mirror of our industry”.*

**A. Andrejev**, co-president of the Association of Branding Companies of Russia (ABCR)

*“POPAI Russia has been cooperating with “Design & Reklama” for a long time and there is a number of reasons to that: the exhibition is specialized, interesting, visited and loved not only by established specialists, but also by young promising designers and advertisers”.*

**V.V. Bychkov**, President of POPAI Russia

**Welcome to 24<sup>th</sup> Exhibition of Marketing Communications “Design & Reklama” from April 10 to April 13, 2018!**

**Organizer: “EXPO-PARK EXHIBITION PROJECTS”**

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