Pichésky - is a full-service digital agency, founded in 2008. Our main expertise are: strategy, media, digital creative, social media, production, video.

Main clients are the leading companies from the TOP-100 list of advertisers of Russia.
Symbol

Ram – stubborn animal that always fights to the end.
YOUR DIGITAL ASSETS MANAGEMENT

-what-

PARTNERSHIP STRATEGY RESULT

-who-
main values
- Responsibility - Effectiveness -
- Happiness - Dedication -
- Respect -

principles
We don’t propose ideas that we don’t have a passion to implement.

During the implementation process the project should be simplified.

The most important in implementation process is the aftertaste and its key ingredient is result.

We try to do more than promised, more than spelled out in the contract.

Fate of the project may be solved by single hero.

We use our own intelligence to find answers to the market demands.
<table>
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<tr>
<th>Year</th>
<th>Partnership 1</th>
<th>Partnership 2</th>
<th>Partnership 3</th>
<th>Partnership 4</th>
<th>Partnership 5</th>
<th>Partnership 6</th>
<th>Partnership 7</th>
<th>Partnership 8</th>
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7 years

14 most valuable brands in the world,
10 most valuable brands in Russia,
more than 20 leading international companies:

- Heineken – Охота – Золотой Фазан – BagBier – Клинское – Vicks –
- Chivas Regal – М-Видео – Гастал – Imperial Tobacco –
- Спортмастер – J-7 – Домик в деревне – Lipton Ice Tea –
- Sprandi – Nike – hh.ru – Neutrogena –
- Captain Morgan – Bushmills – KIA – УралКалий –
Our key expertise

**DIGITAL STRATEGIES**
Development of annual strategies and annual service for brands in digital

**DIGITAL CREATIVE**
Development of concepts, mechanics, wow-projects, promo, online+offline projects and viral projects.

**DIGITAL PRODUCTION**
Software development at any level of complexity, corporate web-sites, promo sites, games, mobile platforms, intranet systems and CRM.

**DIGITAL PUBLISHING**
We are capable of creating unique content for any kind of digital activities which includes photo and video content, editorial teams selected individually for projects, collaborations with popular bloggers and digital celebrities.

**EFFECTIVE MEDIA**
Tailor made media strategy oriented on result and effectiveness. Broad experience in working with RTB, lead generation, retargeting, offers, etc.

**SOCIAL MEDIA**
SMM-strategies, communities – platforms, managing communities in all social networks.

**SPECIAL PROJECTS**
Development and production of special projects on key and niche platforms of Runet. Simple media projects and non-standart creative placements.

**VIDEO**
Expertise in video of all complexities: viral, TV, development of interactive-video projects and games.
In 7 years, the number of employees increased 6 times, billing 40 times.
DREAM TEAM of 52*

MAN: 59%
WOMEN: 41%

MOSCOW: 38%
NON-MOSCOW: 62%

CAN RUN 5 KM, IN LESS THAN 25 MINUTES (NIKE RUN MOSCOW)

2 000 000 RUBLES ANNUAL INVESTMENTS INTO EDUCATION AND DEVELOPMENT OF EMPLOYEES.

80% ALL EMPLOYEES HAVE TRAVELED TO 80% OF ALL THE COUNTRIES IN THE WORLD.

MAIN CRITERIA TO HIRE EMPLOYEES:

1. Interesting story
2. Education – general knowledge, broad outlook
3. Sense of humor
4. Internal & external development
5. Final interview is with a psychologist

BEST FOOTBALL TEAM FROM ALL DIGITAL-AGENCIES (AIA CHAMPIONSHIP)

25 YEARS - AVERAGE AGE

CANNES LIONES FESTIVAL 2012, RUSSIA WAS PRESENTED BY A PICHESKY COPYWRITER
YOUNG CREATORS YOUNG LIONS COMPETITION, MEDIA CATEGORY.
We work with people, not with brands.
Agency can do without in-house creative department, in-house production department. But it can't do and work without the client service department.
**Top 7** Digital Agency in Russia
Tagline 2014 Rating

**Top 3** Social Media Agency in Russia
Tagline 2014 Rating

**Top 3** Agency by the quality of digital creative service and **Top 3** by the level of co-operation
Adindex Rating 2013

**Top 3** Agency by the level of knowledge and **Top 2** in the level of co-operation in web production
Adindex Rating 2013

**Top 3** Social Media Agency in Russia
Tagline 2013 Rating

**Top 8** Digital Agency in Russia
Tagline 2013 Rating

The most successful young agency in **5 years**
Rating of digital-agencies Tagline 2011
Thank you 2015