

K7 SELF PROMO

REDKEDS

In textbooks on advertising there is the concept of «black PR». And there is no «red». We decided to come up with it, because the main thing in our work is non-standard solutions in the field of advertising and PR of our own brand, including. REDKEDS works with the best specialists from all over the world, and we are constantly looking for them. We decided to go offline and test the effect of print ads on people and possibly find employees.

The purpose of this PR campaign is *to appear in the information field relevant to target clients, increase the awareness of the agency and its speakers, and explore the format of print ads as a way to look for work.*

We did not so much work on KPIs based on responses and calls, but rather wanted to check how viral, authentic and effective our catwalk along the Moscow streets would turn out to be.



THE PROJECT

I Priority goal: to increase awareness of the REDKEDS brand.
Goal: search for unusual young professionals in a non-standard way.

2 Point: REDKEDS put up 1000 bright ads in Moscow. Outwardly, they may look like advertisements for products and services placed on city surfaces, but copywriting makes it clear that we are talking about the services of an advertising agency.

3 Photos of ads are viral on social networks with the help of guerrilla marketing in industrial and urban telegram channels. The project is packaged in a case for industry media.



WANTED: 

ТАЛАНТЛИВЫЕ ГОЛОВЫ.

ПИСАТЬ НА ПОЧТУ

asian_lolitas@redkeds.com

КУПЛЮ

талантливого креативщика

агентство REDKEDS

8 495 120 02 48

КУПЛЮ
Талантливого
Креативщика
REDKEDS

8 495 120 02

8 (495) 120 02 48	8 (495) 120 02 48	8 (495) 120 02 48
----------------------	----------------------	----------------------

агентство REDKEDS

К О П И Р А Й Т Е Р А
СРОЧНО

8 495 120-02-48



КУПЛЮ
Талантливого
Креативщика



агентство

REDKEDS

8-495-120-02-48

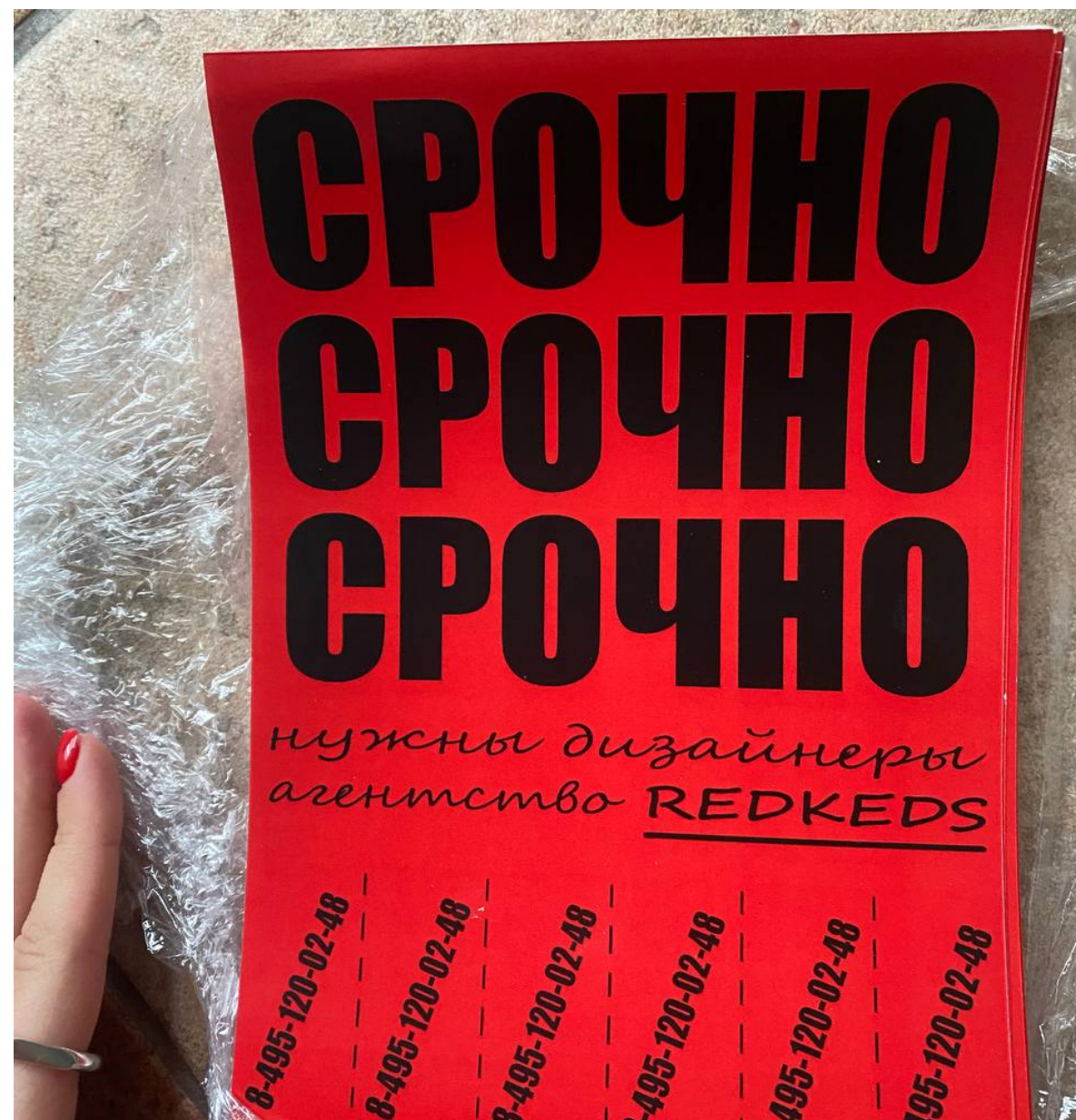
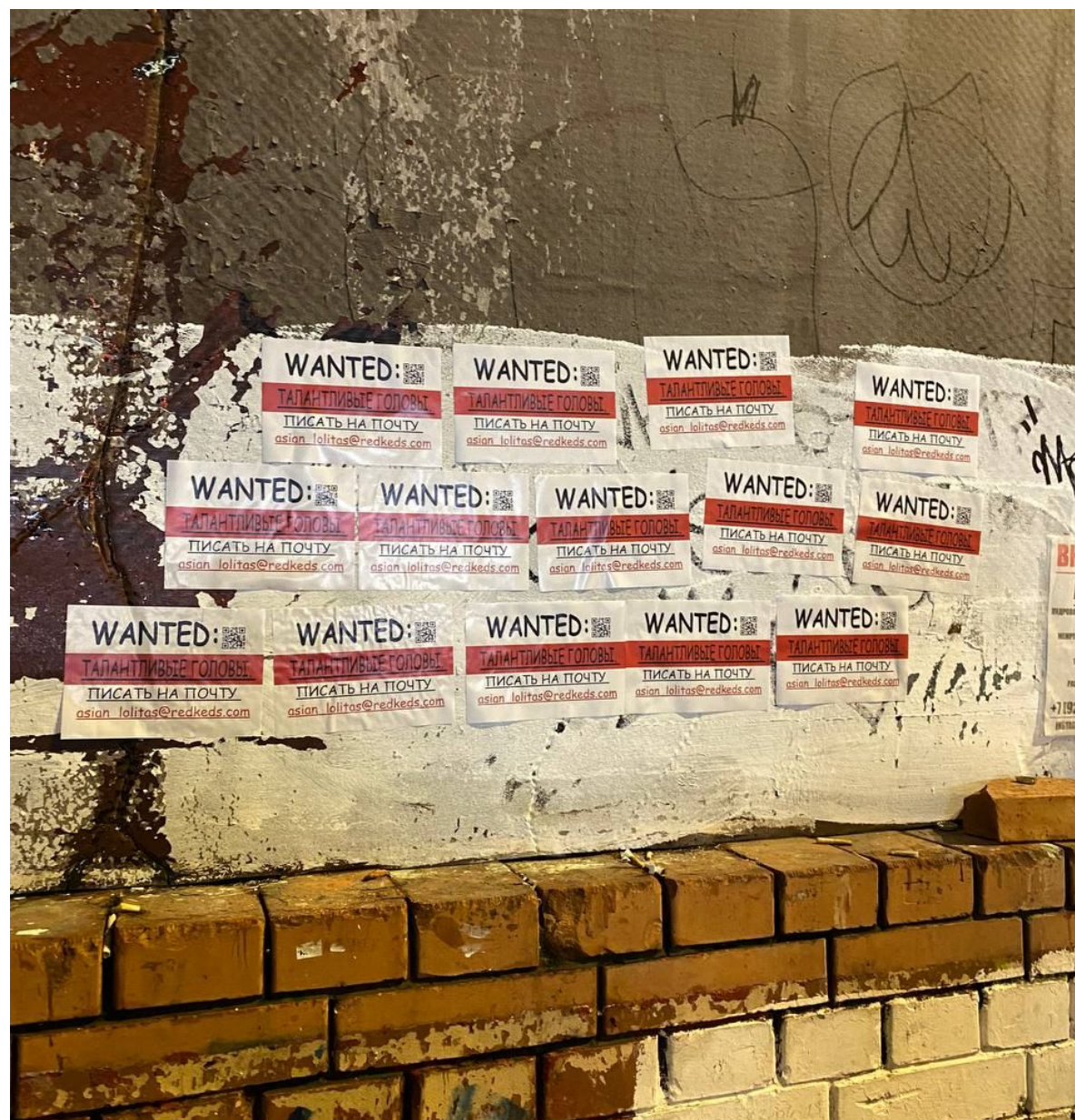
Ads and city

The paper was thick, and the quality of printing was high, which made the flyers stand out from the crowd. Distribution channels included places near bars and walkable places in the center of Moscow. The design of many ads included either a tear-off part, a QR code, or a contact number. To evaluate the effectiveness of the distribution of leaflets, we collected feedback from those who called or wrote to the mail, and we also asked them to send us a photo of the advertisement by which they found us.









Results

REDKEDS is about digital creativity and modern communication channels, but still preferred to go to the streets in order to test the hypothesis and determine for themselves: *is color printing in 2022/23 a joke, an effective PR method or a real way to attract new staff?* Of the variety of outdoor advertising, they chose simple print ads: it is noticeable, but in implementation of it is faster and cheaper than the big banners.

The case went viral and got into the top urban and creative channels. In total, more than 20 posts were published in large Telegram channels and V Kontakte groups, the total coverage was ~ 565,000. We received about 600 responses and calls from applicants.

Portrait of the applicant: designers and creators — they were ready to work on a test for free or immediately join the project. Because of the non-standard approach, we were approached by the most similar people with our attitude to the work. On a professional level, they may not be at the highest level, but at the same time they all have a desire to work with non-standard ideas.

