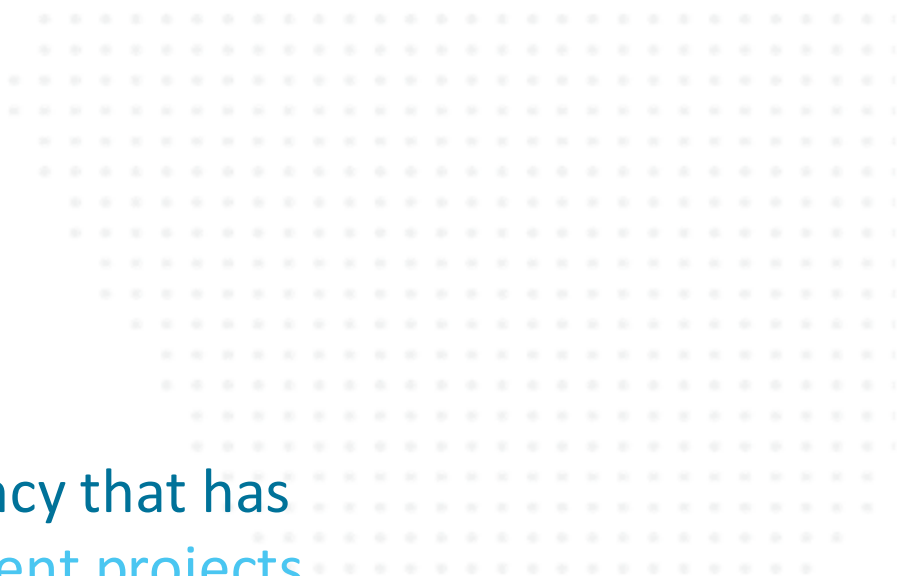





Credentials 2025





New Strategies Group is a digital agency that has focused all its efforts on creating content projects in the Internet.

To make it more convenient for you to work with us, we have established a network-level client service.



Evolution over last 14 years – more than 1 000+ content projects in digital

Foundation of the agency

2009

Team development and
expansion

2013-2016

2010-2012

creation of the first
advertising projects

2017-2025

Implemented 900+ projects
in the digital

Our products



SMM AND CONTENT

- Brand's social media
- Messengers
- Video and photo content



CREATIVITY AND STRATEGY

- Big Idea and communication platform
- NCP
- Corporate identity and branding



DIGITAL PRODUCTION

- Any types of sites
- Banners
- Chat bots
- AR applications



INFLUENCE MARKETING

- Publications with influencers
- Special projects
- Brand ambassadors

Our Strengths

**Strong expertise
in content
creation**

**Network-level
of client
services.**

**Full stack
project**

**Well-
established
processes**

**High quality
standards**

**Available
prices**

We are partners of the Razom Communication holding



Digital

razom digital

Creative

Media



рейтинг

рейтинг

рейтинг

рейтинг

Key clients 2025



Projects with clients in the agency's portfolio



We are partners with advertising associations

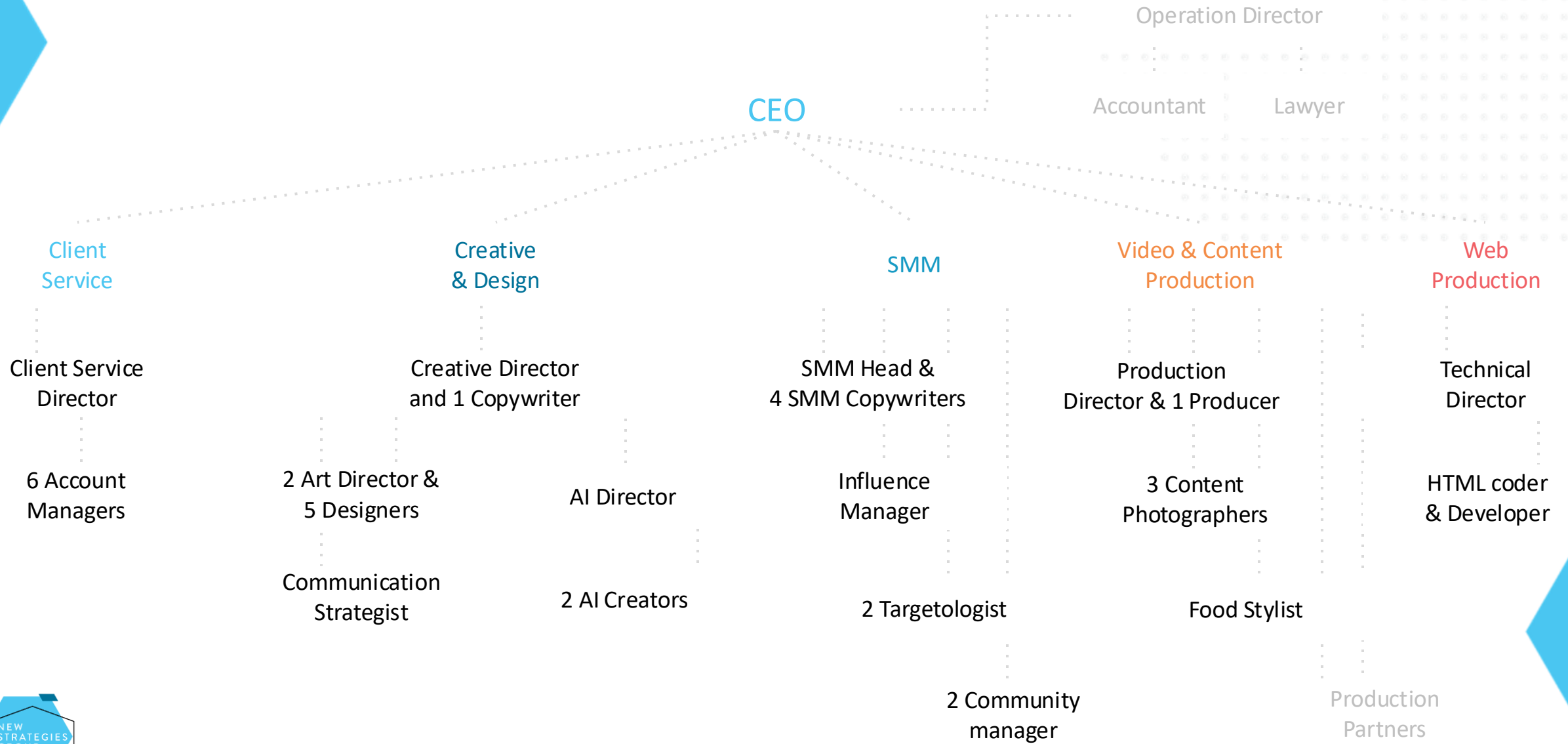
Industry festivals



Advertising committees



Today there are 42 of us:





Our Project

Creative approach to SMM of Jägermeister Ukraine

Jägermeister has always been one of the most active and creative brands in social networks in Ukraine. At the same time, with one of the most difficult communications - you need to combine the communication attributes of excellence in everything, mysticism, undergroundness and work with a young niche audience.

The approach to the content strategy is simple: professional content shooting, live models in the frame, gift underground vibe and creativity creativity creativity.

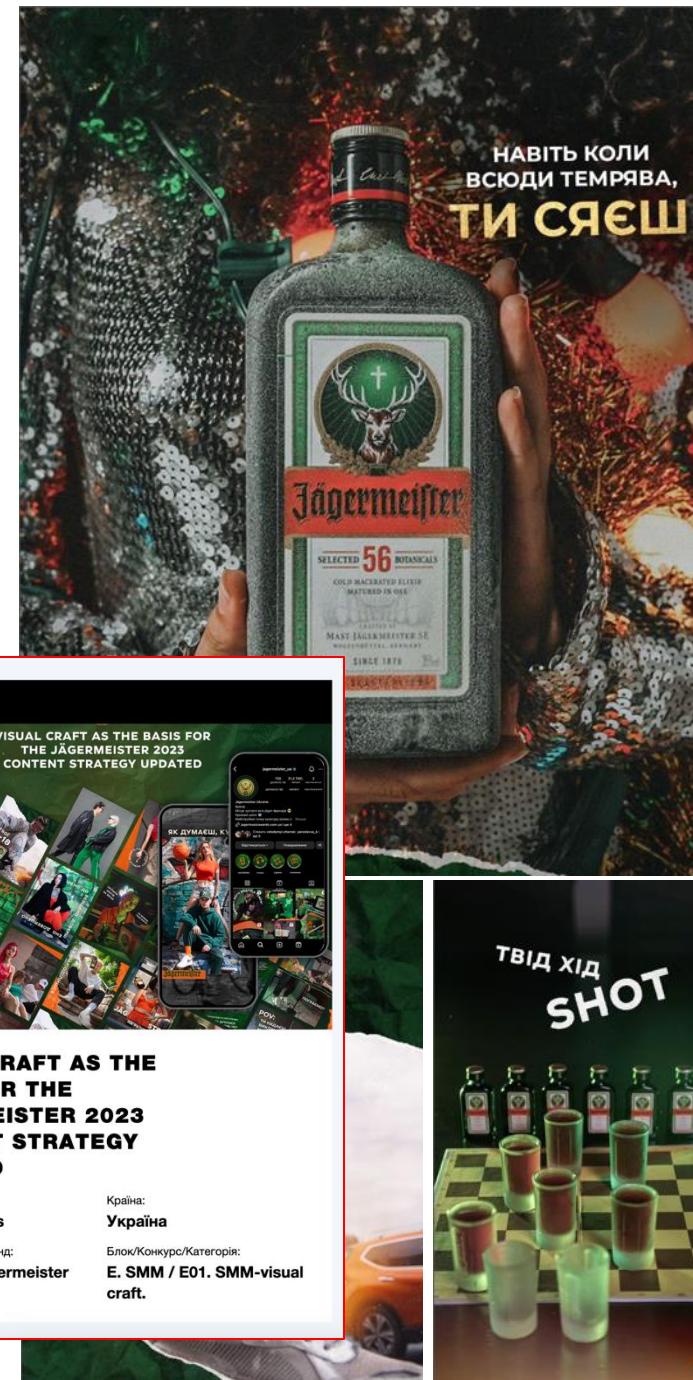
And so that the audience learns about the brand, we provide:

- 4,6 million reach in 7 months
- 110 thousand engage
- ER 5-6%



[Facebook](#)

[Instagram](#)



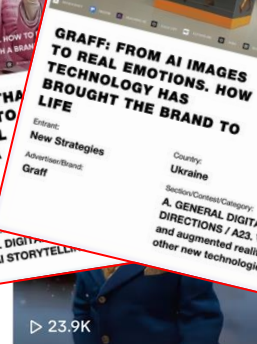
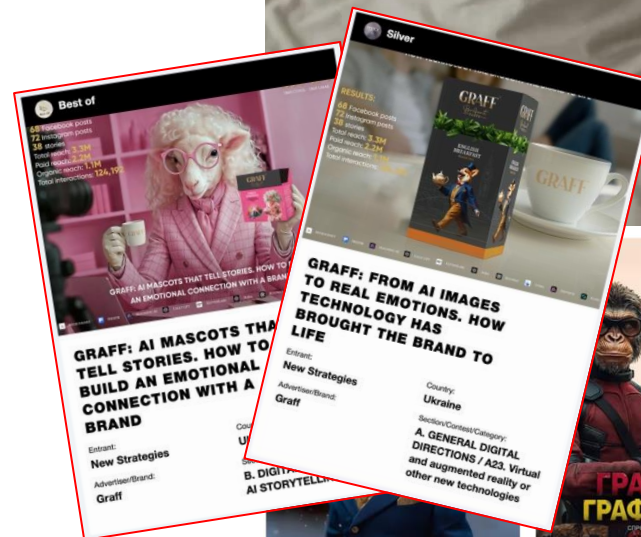
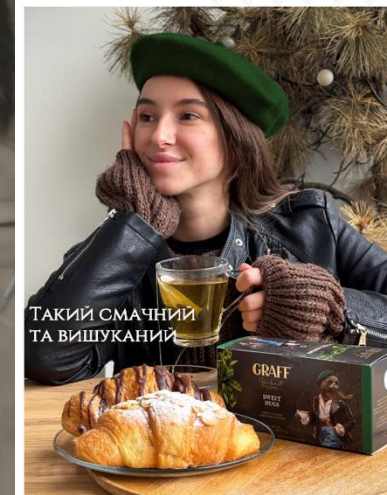
AI community for the food category on the example of Graff tea

The tea category is highly competitive. To stand out from other players, we decided to create not only professional craft content, but also to bring the brand characters on the packaging to life.

AI technologies helped us with this.

We provide monthly:

- 3 million reach in 9 months
- 340 thousand engage
- ER 8%



International SMM

rebranding of Reeva Food

Is it possible to create content in Ukraine for 6 countries? Is it possible to relaunch a brand only at the expense of social networks? Is it possible to adapt the products of 6 different countries to a single visual style? Yes! And we proved it by developing a content strategy for the Rollton brand, which became **Reeva Food**, for 6 countries: **Ukraine, Poland, Germany, Romania, Lithuania and Latvia**.

For each country, ethnic characteristics and the attitude of consumers to the brand were taken into account. Due to the impossibility of supplying products from foreign countries, they decided to create all the content in the style of photoreal and work with packshots.

Result:

- 11 million avg. audience coverage across the country in 9 months
- ER 5-30% depending on the country

> UA Fb	> DE Fb	> PL Fb
UA Insta	DE Insta	PL Insta
> RO Fb	> LI Fb	> LA Fb
RO Insta	LI Insta	UA Insta



AI Complex Campaign

"Shedriy Dar, a piece of Home"

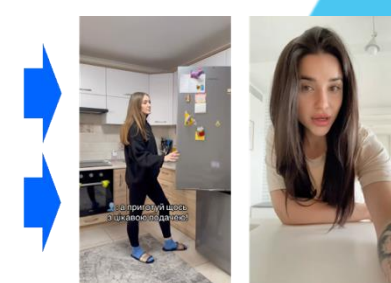
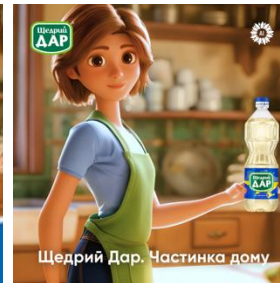
The uniqueness of this advertising project lies in the fact that it was fully developed using the most advanced artificial intelligence technologies.

The main idea of the video is to consolidate in the consumer's mind the association that Shchedry Dar oil is an integral part of any home, family, and dwelling.

We used about 20 different neurons to create the video, then supported it with activations on social media and TikTok by bloggers

Overall results:

- 6 million reach.
- + 3 % market share growth
- + 11 % sales growth
- + 63 % Sales growth compared to the same period in 2023.



To promote the Halloween holiday, we created a fun and creative video for Optima Distance School. In it, schoolchildren gather for Halloween, each wearing different costumes, walking, driving, running, and then hanging out and celebrating Halloween.

The video does not use any stock footage or camera footage.

Everything is 100% AI.

[Дивитись відео](#)



AI Video for Sopharma's Abertin Campaign

We Created AI Video for Sopharma's Abertin Campaign

The highlight of the video is its stunning realism, perfectly showcasing the product's appearance. To achieve this, we used a blend of neural models: Magnific AI, Sora and Kling 1.6, ensuring an impeccable visual representation of Abertin.



5 okrema shturmova brigade

We created a video to celebrate our warriors on Drone Specialists' Day.

The standout feature? It was crafted in just 2 hours! This was made possible by Sora's unique storyboarding functionality, allowing us to generate 10-second clips from a single prompt, combined with rapid editing.



Comprehensive creative and smm campaign for Stefano coffee

We created a new brand of coffee – Stefano in the territory of humor.

We created our own brand character, used craft photos and videos to demonstrate the product, and then launched an advertising campaign with the famous stand-up comedian Anton Tymoshenko.

Results:

- 4 million reach in 9 months in social media and 4,5 million reach for ad campaign
- 90 thousand engage
- ER 8%



[Facebook](#)

[Instagram](#)

[Дивитись відео](#)



Cooking and cleaning content for Freken Bock

Freken Bock is the flagship brand of Biosphere and the leader of the Household category.

We were tasked with getting rid of the “artificiality” effect, modernizing communication and updating the SMM strategy based on the “In Your Hands Care” communication platform.

Abandoning stock images, we started creating craft content: both photos and videos.

Results:

- 4 million reach in 9 months
- 200 thousand engage
- ER 20%



[Facebook](#)

[Instagram](#)



How to create communities of gastro enthusiasts, case **Stozhar**

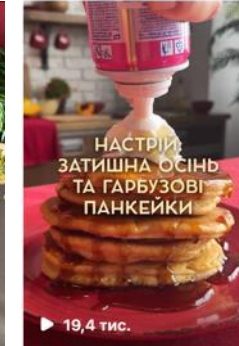
We have created an active community of gastro enthusiasts on social networks.

To do this, we united cooking lovers who aspire to cook at the level of chefs. The key to this – authentic craft photo and video content.

Another important aspect is the social activity of the brand. As part of the project "The main thing is inside", we actively supported the displaced, demonstrating not only culinary master classes, but also deep social responsibility.

We provide monthly:

- 3 million reach in 6 months
- 50 thousand engage
- ER 5-6%



First children's branded TikTok channel in Ukraine – Jaffa Crazy Fruit

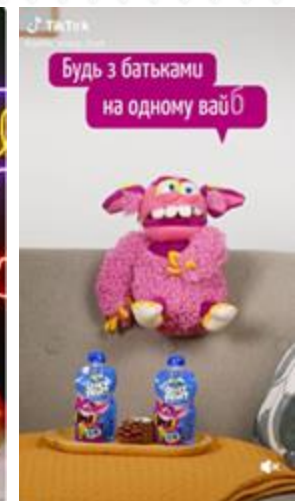
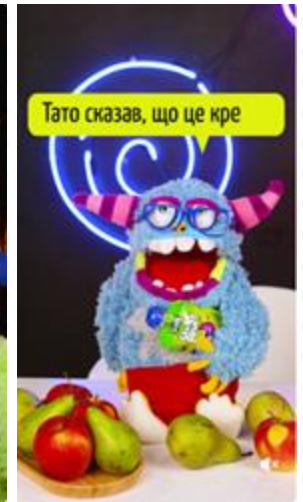
The Jaffa Crazy Fruit brand is aimed not at an adult audience, which is easy to catch on Facebook and Instagram, but at children. To get their attention, we invited the client to go to TikTok.

To start the project, we sewed branded dolls, taking the idea of characters from the packaging. And together with children actors, these dolls were brought to life.

During the three months of the project's existence:

- we received **10,000 subscribers**
- an audience **reach of 2 million people**
- **210,000 likes** and a contact **frequency of 12.**

At the same time, promotion in TikTok gave us coverage 2.5-3 times cheaper than in any other social network of Vitmark brands. And TikTok gave a contact frequency of 12+, compared to other networks where the contact frequency of brands is 2.5-3!



Smarty

In 2024, we launched a new Smarty juice brand on the market

We used Instagram and Facebook as our main tools.

The highlight of the page was visually appealing appetizing craft content

We provide monthly:

- 2,5 million reach in 6 months
- 30 thousand engage
- ER 14%



Integrated communication project on the example of **Herbalife Nutrition**

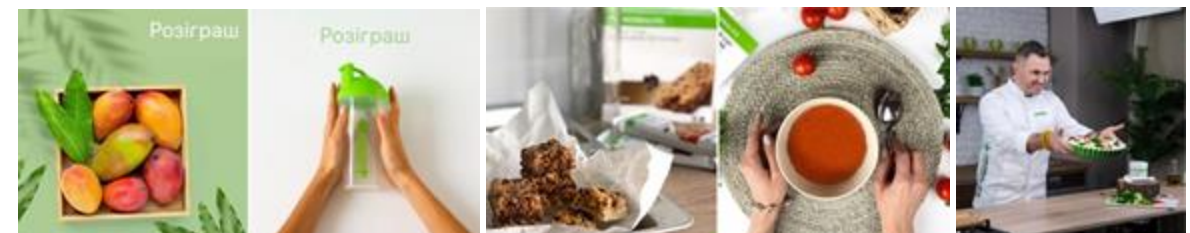
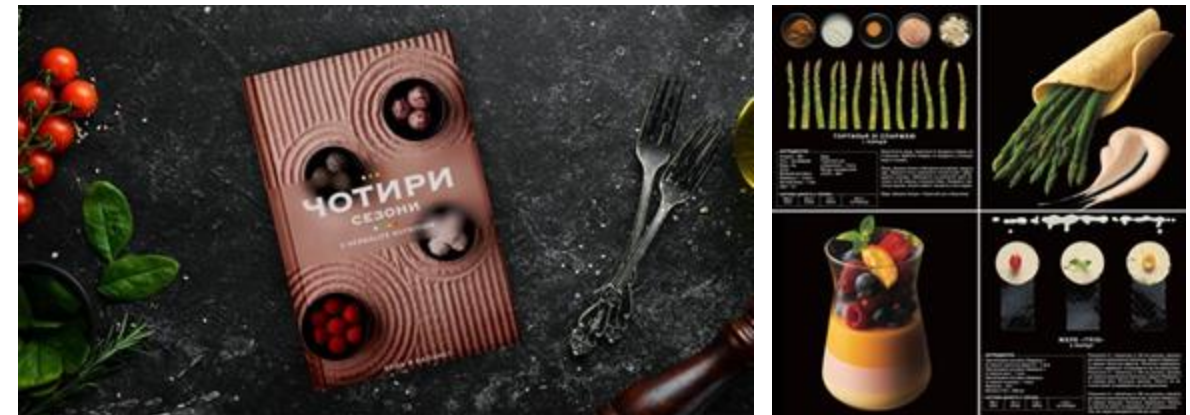
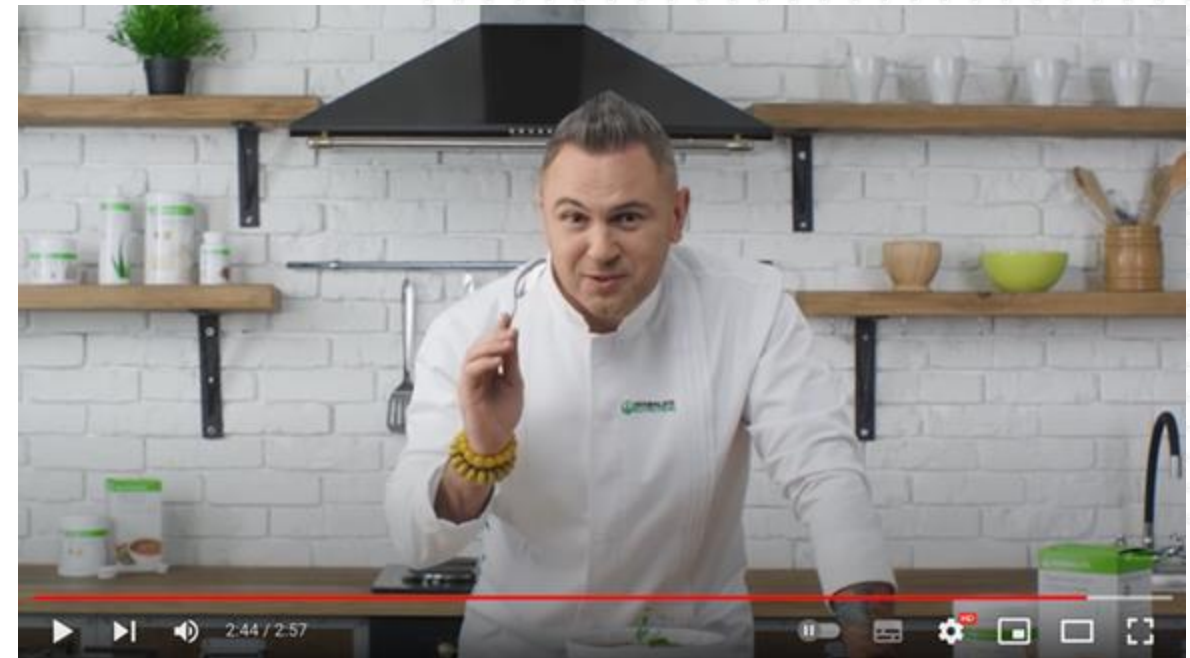
The project faced several difficult tasks: the adaptation the new global communication of the brand, to rejuvenate the audience and get rid of the company's image from the 90's.

We decided to implement an integrated communication project. Famous culinary celebrity Yuri Kovryzhenko was involved for this purpose. And together with Yuri we created a cookbook of recipes. To promote the book, we shot 6 videos that were promoted on YouTube, supported the launch of the book with posts and conducted several activations on the brand's social networks.

As a result, our project received

- **8 million impressions**
- **2,5 million coverage**
- **6,000 participants** took part in the activations!

The client liked everything and decided to continue the project by developing a new site.



AI project "Search in Ukrainian".

How neural networks help Ukrainianization

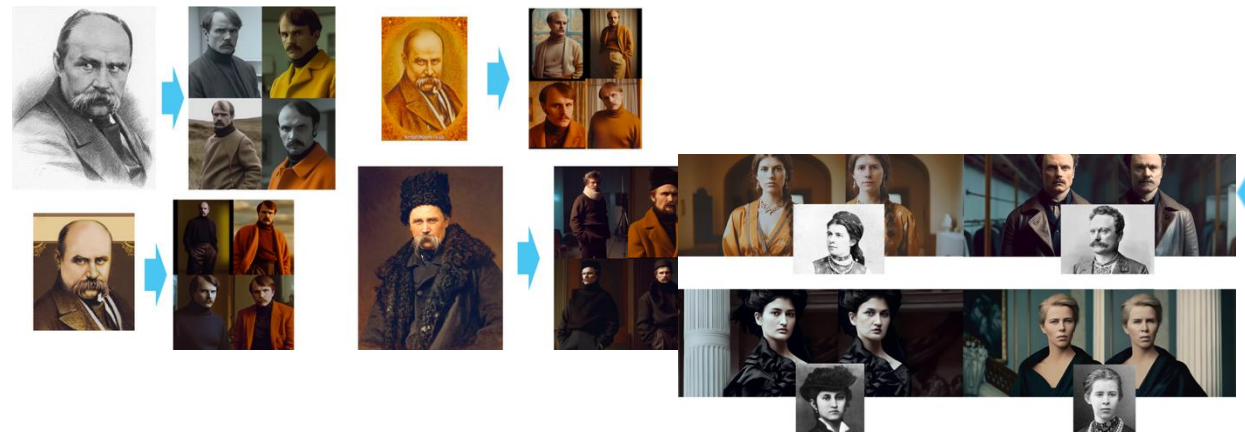
To encourage the audience to use the Ukrainian language more often in search engines and focus attention on it, we turned to the power of neural networks.

We chose 10 prominent Ukrainian cultural figures, created a concept of their images using Chat GPT, visualized these images in Midjourney, improved facial similarity using DeepSwap, and then "taught" them to speak using HeyGen.

After completing all these stages, we edited the video and started promoting it.

Result:

- 0,4 million coverage across the country in 2 months



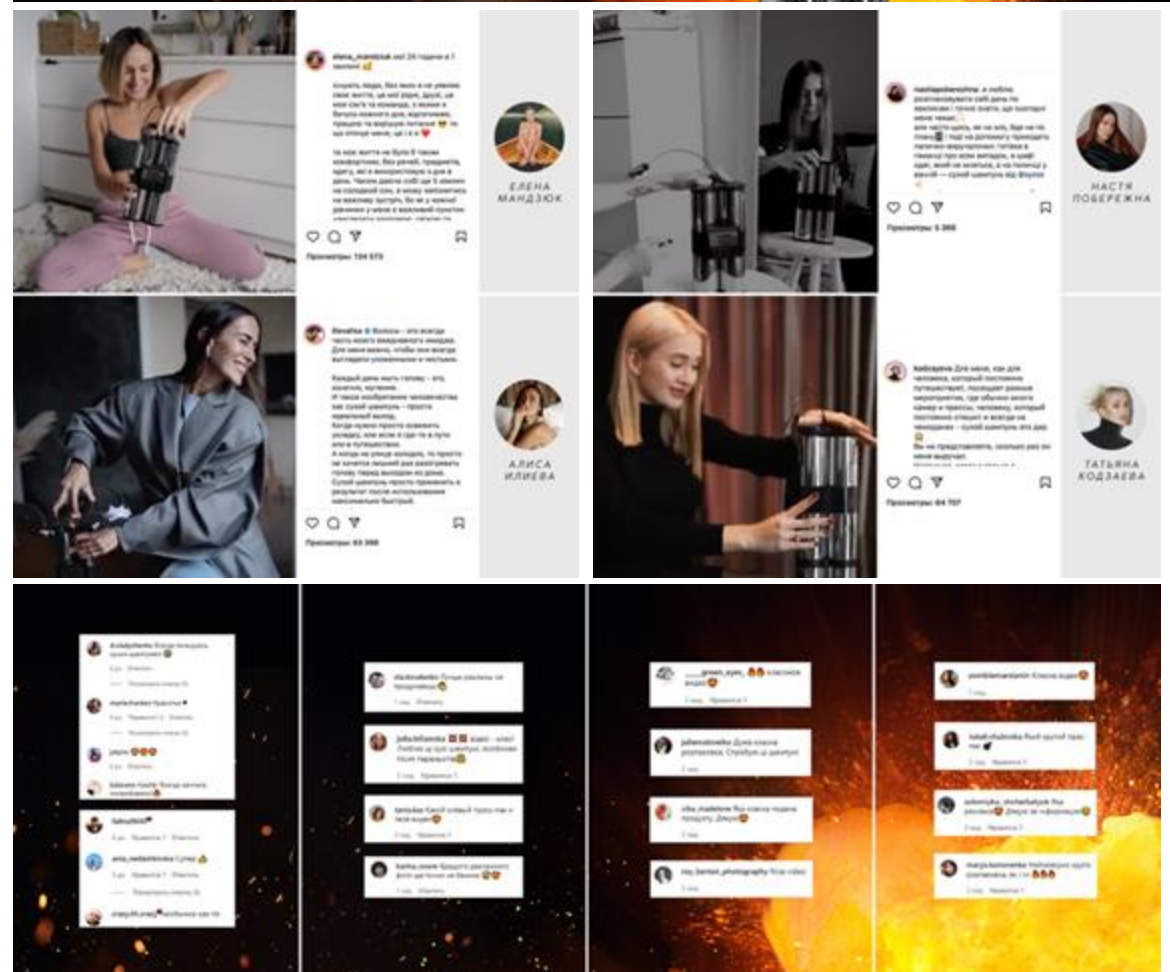
Creative special project on the example of **SYOSS** "Bomb"

To get attention to the brand's new products in the category of dry shampoos, we made a special project with bloggers.

We selected 10 beauty bloggers and sent them press packs in the form of a real bomb. The task of the blogger is to unpack the Bomb and survive =) and also to activate the timer and see if the hair styling lasts 24 hours.

As a result, we got:

- 2 million coverage instead of 1.5 million planned. The creative idea helped us to exceed the KPI by 33%!
- 166 thousand comments.
- ER 8.29%, which is more than twice the plan.
- + 58% increase in sales compared to the previous month



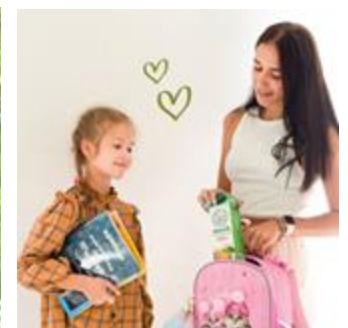
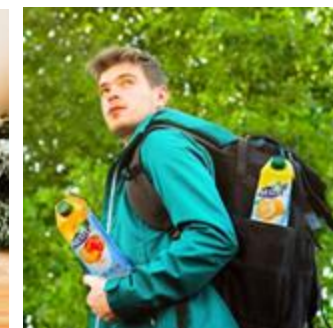
Development of several company brands in social networks on the example of **Vitmark**

Vitmark Ukraine has given several different brands to our agency for management.

We approached the project on a large scale, updated content strategies taking into account the interests of different target audiences, developed unique visual styles for social networks, created local craft content and actively promoted communities.

As a result:

- Coverage increased by 20-30%+ compared to the period before working with the agency (from 1 million coverage per month and more).
- Engagement increased by an average of 2-2.5 times and more among brands.
- The number of positive comments about the brand has increased by more than 60%.

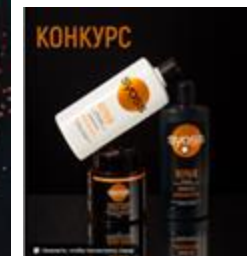
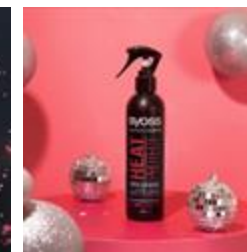
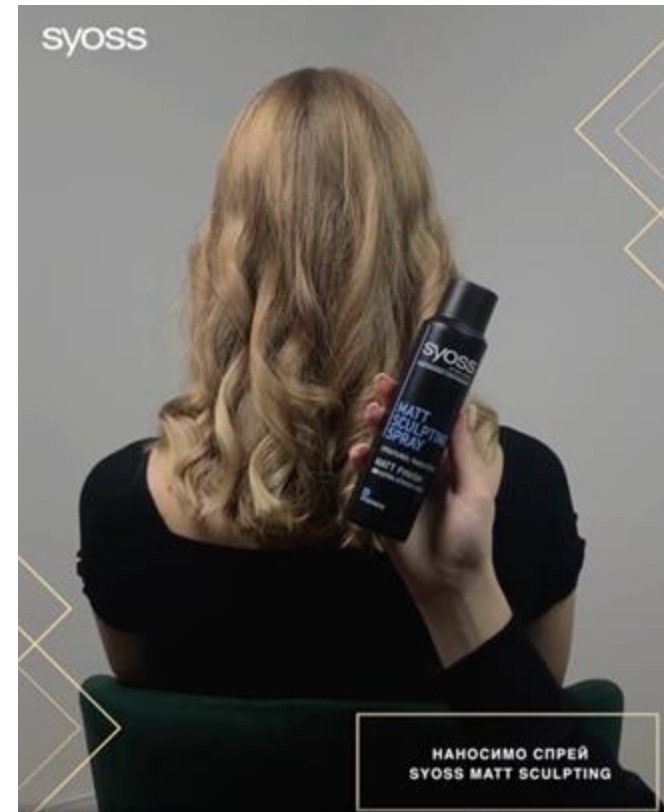


Also strong expertise in beauty category content creation on the example of **Henkel brands**

The brand in the beauty category should be the personification of a flawless lady who always looks unsurpassed and at the same time lives to the fullest! We have experience working with many beauty brands, so we know firsthand how to turn existing content strategy into a unique one, create attractive content and distinguish the brand from competitors in the eyes of the audience.

Due to this, we have been cooperating with Henkel for many years and every year we surpass all competitors in the category.

The secret of our success is the emphasis on quality local content and visual component, live videos with models and understanding the tone of voice.



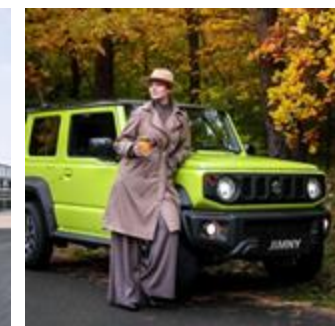
Our experience with cars – Suzuki Ukraine

We received a specific request: to build knowledge about the line of Japanese Suzuki cars. We decided to leave pragmatism in the content but add emotion and inspiration. Avoid the same type of posts with purely technical characteristics of the car - this has become the number one principle. In total, published 16 posts per month and 14 stories.

During the year we:

- reached more than 2.7 million target audiences on the frequency 6+,
- received more than 200 thousand reactions to posts and a total of up to 1.5 million pages.

The monthly coverage of each social network was 1.2 thousand, and the audience involved was more than 30+ thousand people for one social network.



Our experience with Alco category – Bolgrad

in 2021-22, we launched the Bolgrad brand in social networks. It differed from its competitors in its provocative communication with the target audience and was the first in Ukraine to oppose wine stereotypes and build a communication platform around the slogan "Enjoy wine, not rules."

We supported the existing positioning of Bolgrad and made the launch of the brand on Instagram also non-standard. In total, published 10 posts per month and 4 stories.

In three months, the Bolgrad community on Instagram reached more than 729,000 Ukrainians and 107,000 engage.



Not only high-quality, but also a fun project on the example of **LayKit**

We know how to make not only high-quality projects, but also fun ones. So in 2019 we developed a project in social networks for a dog poop cleaning brand =) To do this, they published 9 fan posts per month, actively promoted them in 2 social networks and targeted only dog lovers.

As a result:

- 1.5 million monthly coverage of the target audience on one social network
- 16 thousand per month involved users on the same social network
- Growth in brand sales by 50% during the period of activity





With care
for your projects

For contact, it is better to call Vladimir Cherner



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