

Bloggers

Bloggers

Shuliko



650 thousand views and
dozens of comments

650k

Drozdov



a record number of comments,
80% positive in tone

3 M

Shalyapin



500 thousand views on Instagram; total
view reach across all posts and posts
about the post — 2.1 million; 52% positive
comments, 40% pleasantly neutral

2.1 M

Kulikova

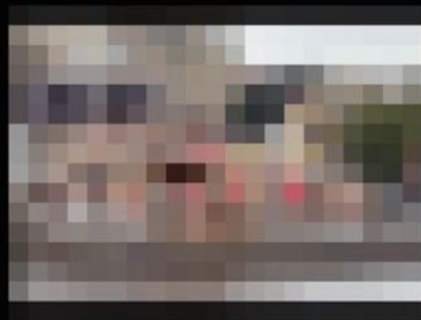


a record number of comments, 80%
positive in tone

150 k



UGC



Flowers



Scooter



Boat



Soda



Flyboard



Snowboarder



Horse



Pickup point

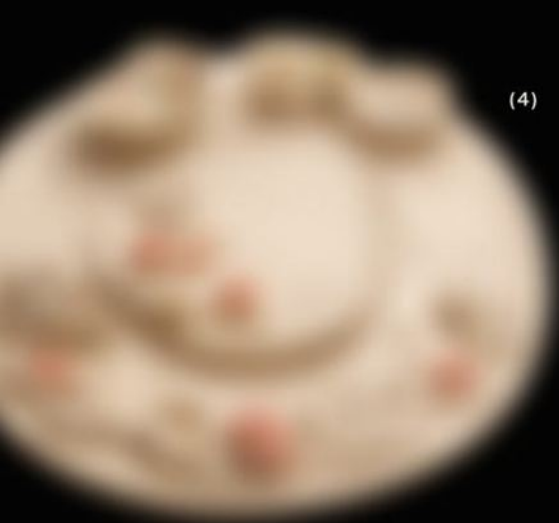


Barge with delivery

+10%

received a response in orders within 3 days of launch and exceeded the reach target by 15%.





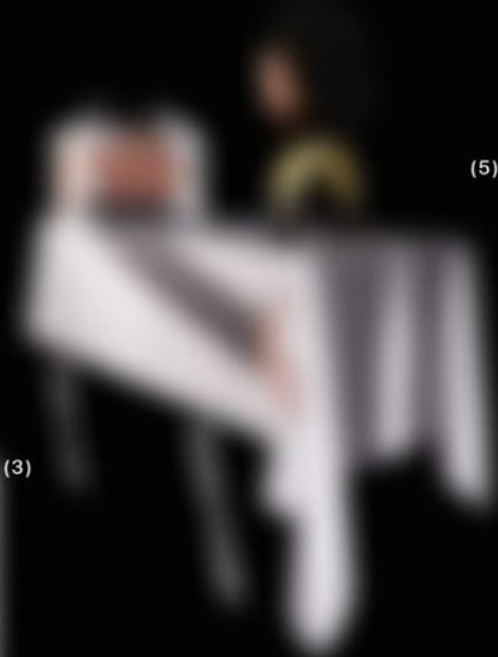
(4)



(1)



(7)



(5)

Artist collabs



(6)



(6)



(3)

(1) Fotozhir

800k

social media
reach

400

Open-call
submissions

15k

total number
of exhibition
visitors

300+

pieces of UGC



(1) Fotozhir



A special project in open-call format for a pop-up exhibition of works by the Fotozhir community artists



Told the story of the Intercity fare in Yandex Go



(2) Katika



103k
visitors

20+
publications

(3) Chudiki

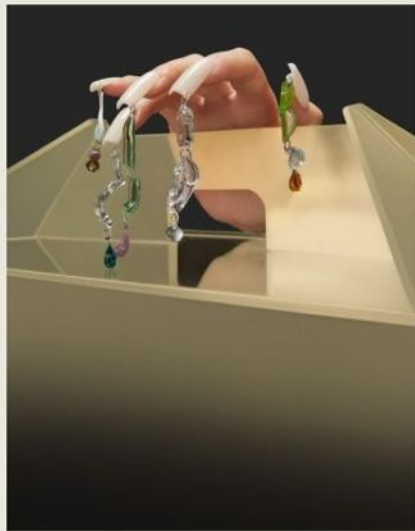


(4) Flat22



(5) *Art exists*

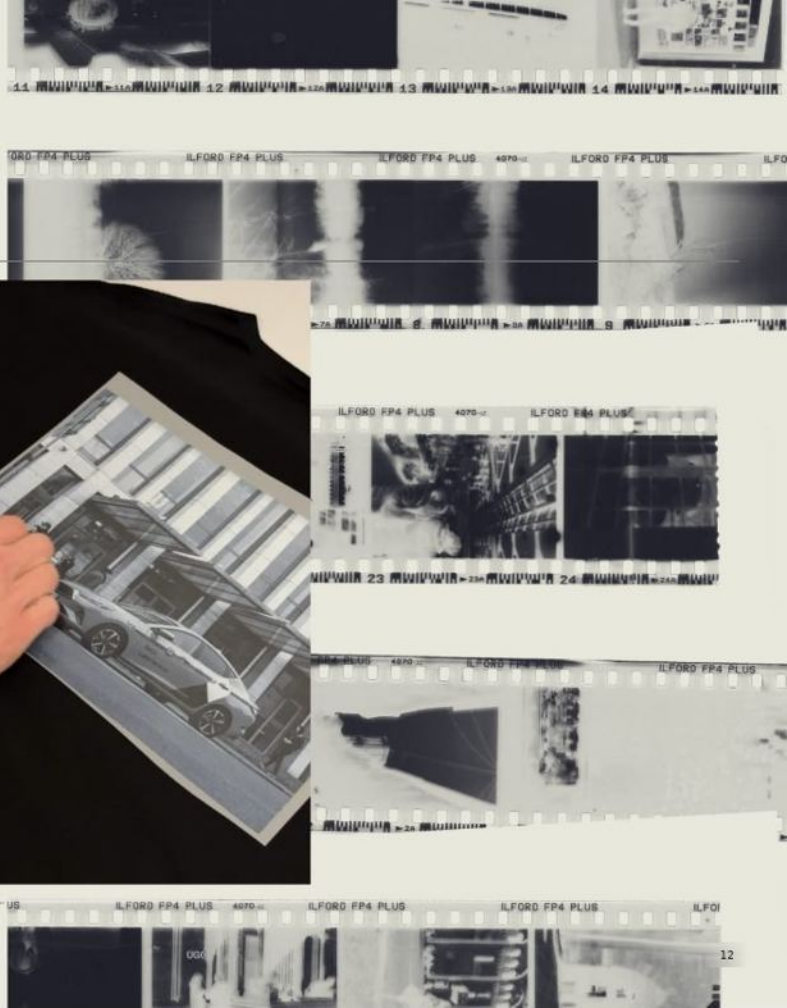
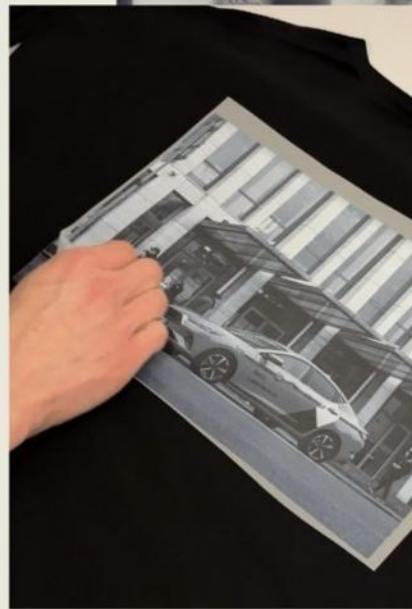
A collaboration of Ultima Yandex Eda, sculptor Dani Antropov, and art director and photographer Yan Yugai



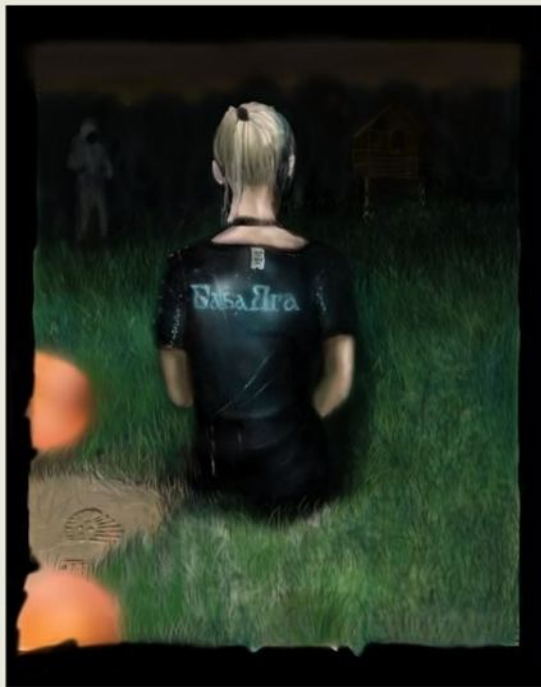
(6) The city through a courier's eyes



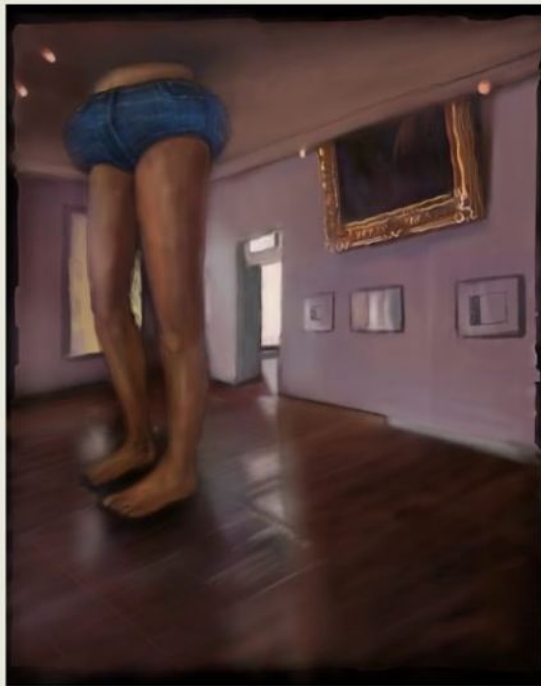
(7) Taxi Driver's Day



(8) *FABULA*



(8) *FABULA*



(9) Smena



Ирина Рогова. «Грифель»
2024, керамический слесарь, 100x80x60 см

Единственный объект

13



20

Клиф-Фуд

Дарья Савельева. Серия «Узлы»
2024, металл, 21x12 см



A person with long blonde hair is seen from the side, holding a large print. The print is divided into four quadrants: top-left is yellow, top-right is yellow, bottom-left is white, and bottom-right is black. The text "Print media" is centered over the black quadrant. The person is wearing a dark blue jacket and plaid pants. The background is black.

Print media

Media



In the City
magazine



Rules of Life



RBC



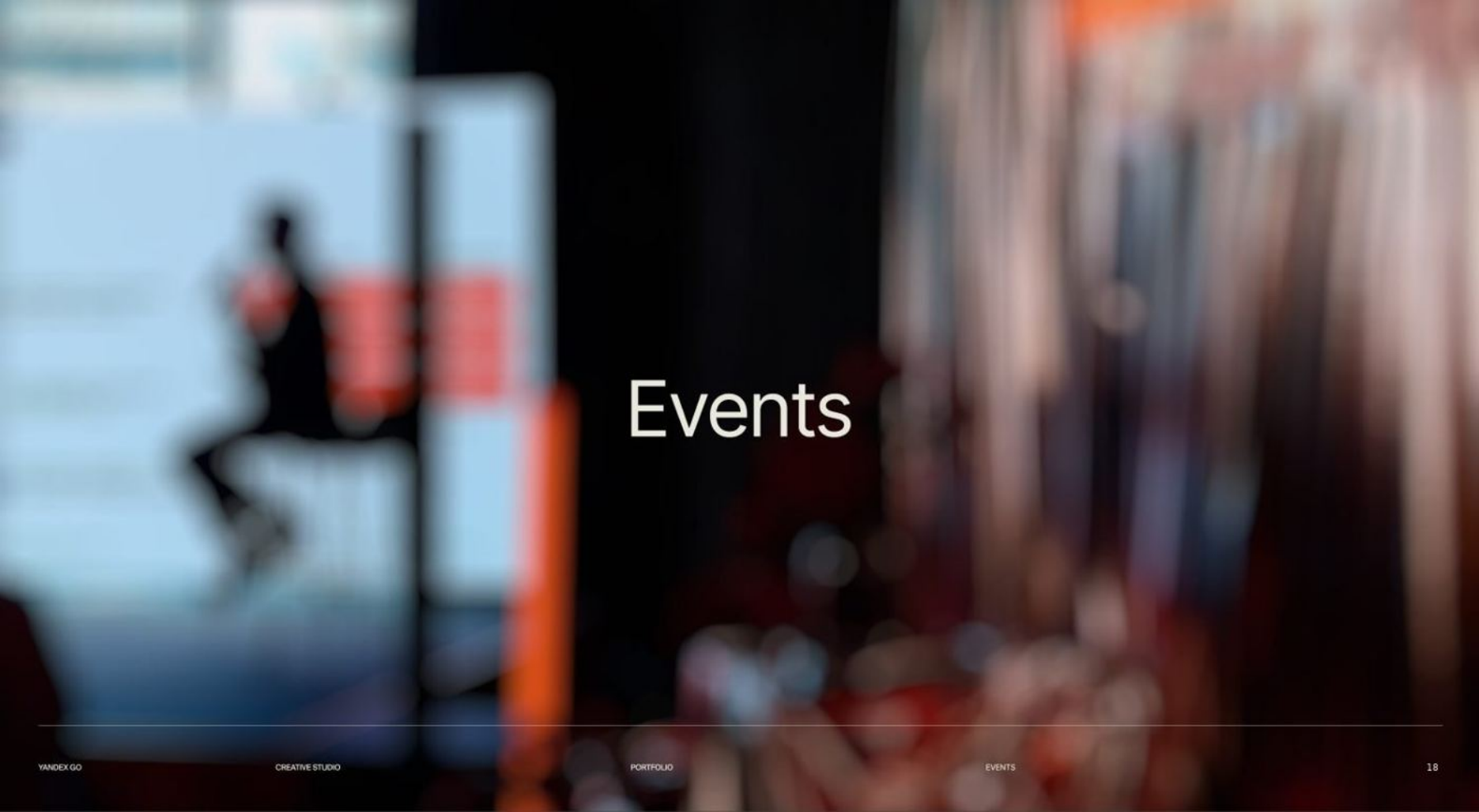
Demand Index



metro

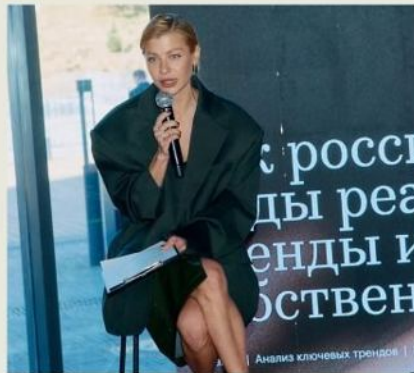


Muted in RBC



Events

Fashion Talks



Lavka 100





Muted



Games series at Khlebozavod



Sports seasons



156k
site visitors

12k
Open-call
submissions

A truck made of chak-chak



1 M
reach, of
which 166,000
is organic

57+
publications

Special projects

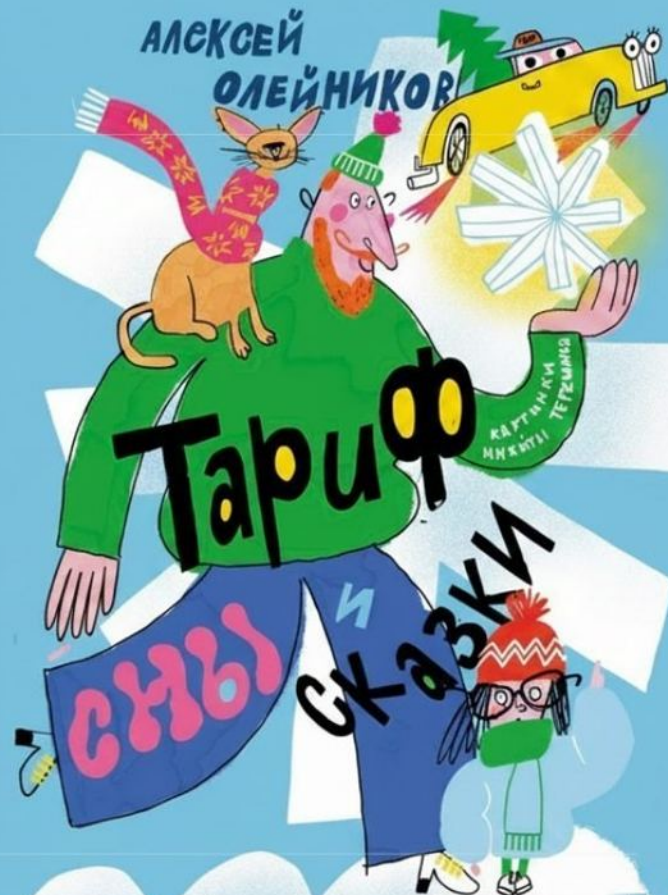
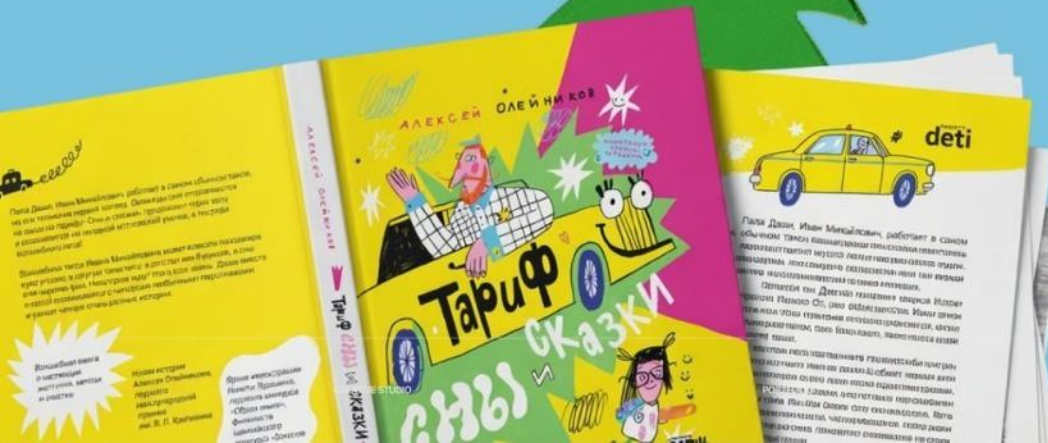
Dreams & fairytales fare

Project 360: a children's book about magic

65+ ~5 M

media publications

reach



Dreams & fairytales fare

And more...

featured on 'Good Night, Little Ones' and in Aeroflot's in-flight magazine

readings at the Moscow International Book Fair and the 'Veranda' children's exhibition — an A. Leonov interview for '7 Days' magazine



Attaque de Panique



487

registrations
against the
venue limit of
399

200

listeners and a
strong positive
response

430k+

reach and still
growing



And more...

reposts by artists: Mujus,
MC Senechka and others

featured in the news

free stories and reels
from St. Petersburg bloggers

She. Rights.

An educational project about how women won their rights and overcame stereotypes



ROBLOX



Where to Go



ULTIMA PHOTO BOOTH





Архитектурные излишества ✓

@arkhlikbez • 224 тыс. подписчиков • 135 видео

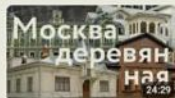
Канал «Архитектурные излишества» посвящен Москве, отечественной архитектуре...ещё

boosty.to/arkhlikbez и ещё 5 ссылок

Подписаться

Главная Видео Shorts Трансляции Плейлисты Записи 🔍

Наследие и подлинность ▶ Воспроизвести все



Деревянная Москва ||
Терема и усадьбы
Архитектурные излишества

52 тыс. просмотров • 1 месяц назад



Краснодар || Город жонких
амбиций
Архитектурные излишества

93 тыс. просмотров • 2 месяца на...



Путь великого ускорения:
как Москву соединяют с ...
Архитектурные излишества

70 тыс. просмотров • 4 месяца на...



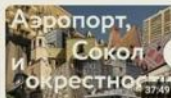
Нижекамск || Столица
нефтеимии
Архитектурные излишества

22 тыс. просмотров • 7 месяцев на...



День в Басманном ||
Москва
Архитектурные излишества

58 тыс. просмотров • 1 год назад



Аэропорт, Сокол и
окрестности || Московски...
Архитектурные излишества

88 тыс. просмотров • 1 год назад



The Couriers film



Social media

Pragma promo



AI Generations



Collabs

Pims x YANGO

PIXS



Ultima x Patissoncha 'Scents after dinner'

