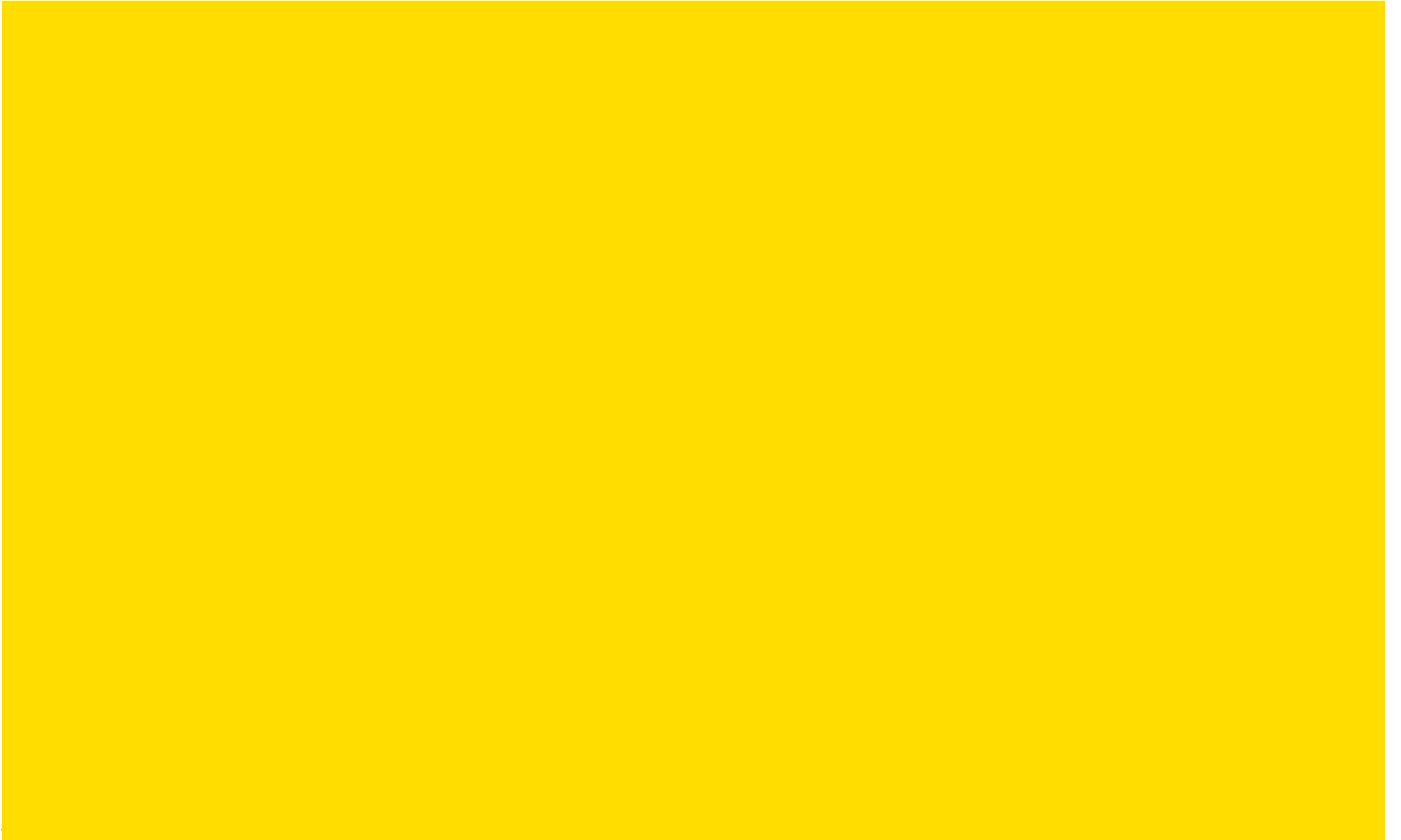




Milk Branding

Agency presentation



Who we are?

# Creating and handling brands

We are multidisciplinary branding agency with the design, strategy and communications divisions offering services in Corporate, Consumer, Retail and Media Branding:

- Naming, logo, corporate, brand and packaging design and in-store communications,
- Communications strategy and consumer insight,
- Integrated advertising campaigns (tv, print, web, ambient),
- Brand audit, implementation and handling.

All our projects – no matter how big or small – are always attended from an integrated perspective of a wide range of branding, design and communication disciplines.

We like listening and asking questions. We like giving answers that become effective solutions to the tasks that our clients set. And what often sets us apart from others – we believe that these strategic solutions should be visually glorious.

## Facts.

12 years

More than 100 trade marks and logos registered and still in use

24 television on-air identities

More than 30 television show identities, on-air and off-air

More than 200 packaged SKUs and counting

More than 350 completed designs annually

More than 25 projects running in a row

21 people

## Awards & Achievements.

It is our position to take no part in the festivals where fake works are found to be admitted. It is effectiveness that is important and our clients' market results, in figures.

That being said – we do have some of that, too. We are proud that Milk's work has been included in Logolounge Book 5 and several of Rockport Master Library book series.

1996, BDA International (USA), Bronze Award

2002, 20th International Biennial of Graphic Design Brno

(Czech Republic), 2002, 2 diplomas

2003, PIXEL Digital Award (Russia), 1st Prize

2003, PIXEL Digital Award (Russia), Viewers Choice Award

2009, Logolounge 5 and Rockport Master Library series

2010, IDENTITY Best of the Best, 3 projects in short list

2010, KIAF (Ukraine), Gold Award for Corporate Identity + shortlist

## History.

Milk Branding was founded in the year 2000 as design consultancy concentrated mainly on solutions for television and corporate identities. We gradually expanded our list of services, hired more people, increased the premises and streamlined business processes.

Now Milk is one of the leading branding agencies in Ukraine that is able to create brand strategy, it's name, visual identity and ensure its launch by developing external and internal communication strategy and activities.

Milk strategic and creative team collective experience includes successful long-term work relations with marketing teams and brands of such international and Ukrainian clients like Kraft Foods Ukraine, Carlsberg Group, Helen Marlen Group, Nestle, Chumak, Persha Pryvatna Brovarnya, Phillip Morris, Procter&Gamble, MTS Ukraine, Nokia, SUN InBev Ukraine, Shell, Bel Shostka Ukraine etc.

## Partners



Dmitry Klischik  
Creative Director / Branding  
Managing Partner

Began practicing design in 1992. Worked as Art Director at STB channel, On-Air Promotion director at “1+1” channel, then freelanced. In 2000 founded Milk. Gives trainings and workshops on branding and broadcast design. Works as a jury member for design chapters of local and international festivals. Works as film director for Milk projects and other clients. Among his interests: brand strategy, customer experience, diving, cars, photography and woodworking.



Maxim Lesnjak  
Creative Director / Branding  
Managing Partner

16 years in the field  
Honorable graduate of Kharkiv Academy of Art and Design. Postgraduate studies in Graphic Design. Started his career with STB Design and art direction for Parade magazine. In 2000 founded Milk. Gives workshops on design as profession. Among his interests: business management, social psychology, collecting of art.

Selected Projects.

Corporate / Retail  
Branding

# Menu Avenue / Your sushi and pizza destination

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging design

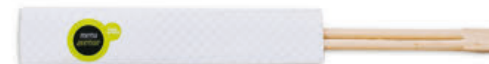
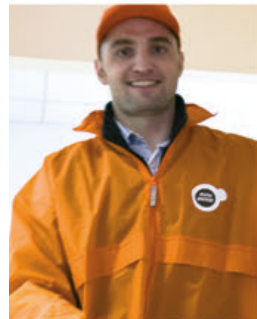
3D-Design

Production Handling

Communications

Launch

Handling





# Sunochki / Eyewear for every time

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

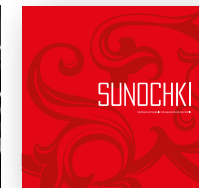
Production Handling

Communications

Launch

Handling

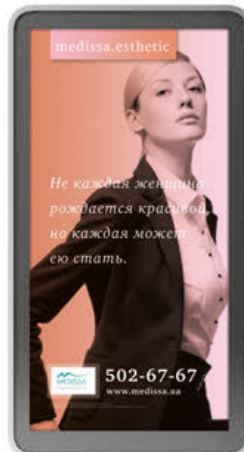
Milk created brand name and identity system for the retail chain selling sunglasses and accessories. A bright and outstanding image was developed for this brand, and today Sunochki chain is the most prominent and eye-catching trademark in the Ukrainian eyewear market.





# Medissa / New colors for an old clinic

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging design  
3D-Design  
Production Handling  
Communications  
Launch  
Handling



# SprintKiosk / Servicing people as fast as a swift

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging Design  
3D-Design  
Production Handling  
Communications  
Launch  
Handling



1



2



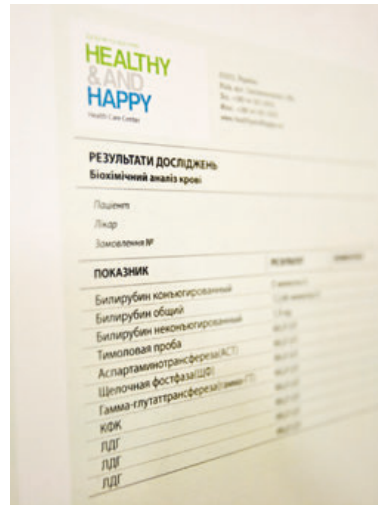
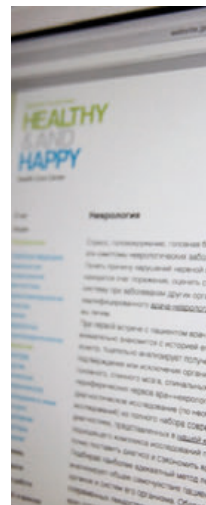
# Healthy & Happy / Making people Happy by keeping them Healthy

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging Design  
3D-Design  
Production Handling  
Communications  
Launch  
Handling



We created positioning strategy, name, visual identity and identity system for this innovative family clinic.

Keeping in focus prevention of diseases and actively verbalizing it with the help of its name, visual elements and slogan, we differentiated this brand from other players on this highly competitive market.



H&H: *Healthy & Happy. It's a life philosophy*



# Kredit Market / Shop for banking products in easy way

Brand Audit  
 Brand Strategy  
 Naming  
 Visual identity  
 Packaging Design  
 3D-Design  
 Production Handling  
 Communications  
 Launch  
 Handling

Brandname and largescale brand identity system was developed for retail chain of credit stores which involved extensive competitive analysis. Milk also refined positioning and communication strategies for Kredit Market.



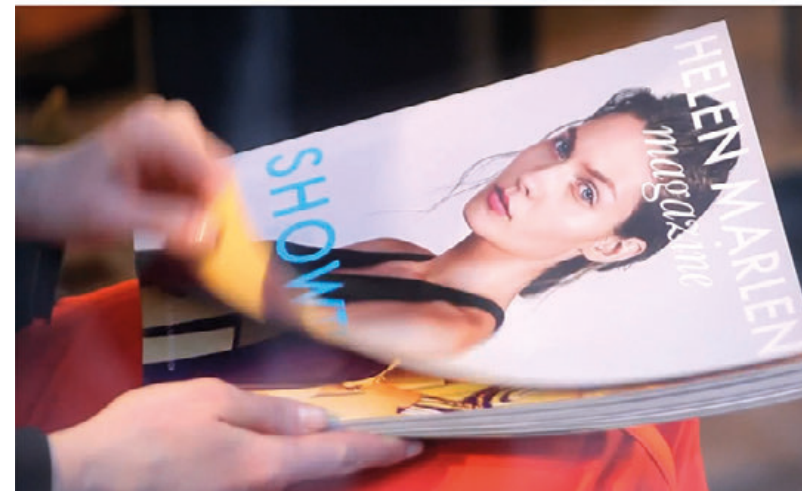
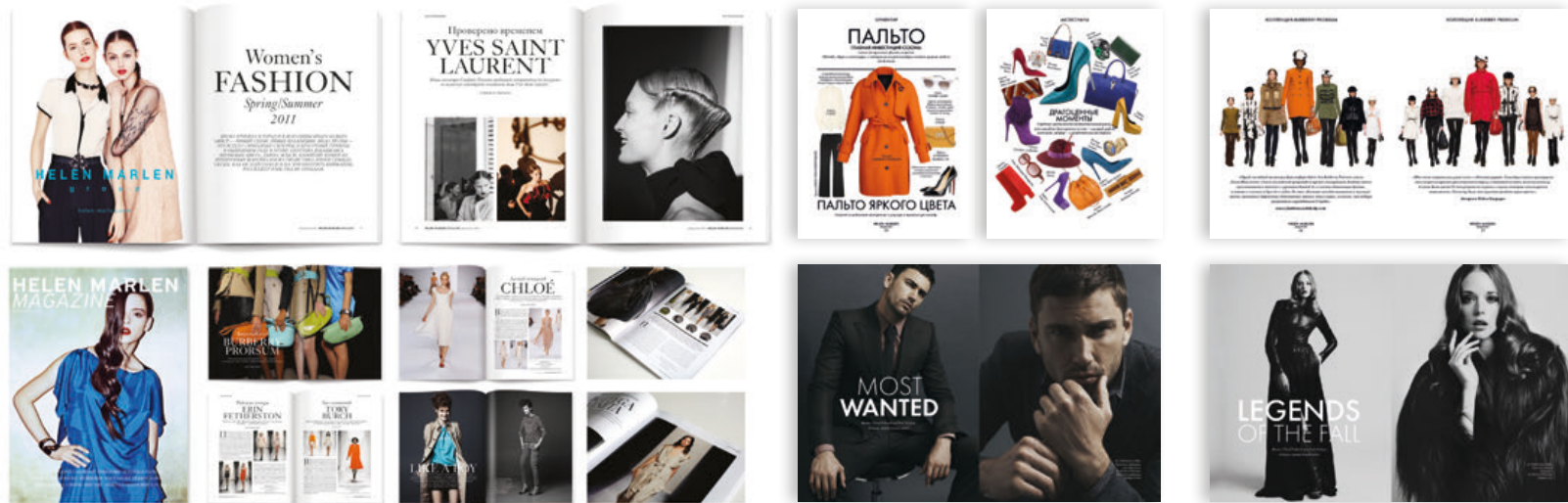
# Helen Marlen Group / Working for Luxury sector

- Brand Audit
- Brand Strategy
- Naming
- Visual identity
- Graphic Design
- 3D-Design
- Production Handling
- Communications
- Launch
- Handling





- Brand Audit
- Brand Strategy
- Naming
- Visual identity
- Graphic Design
- 3D-Design
- Production Handling
- Communications
- Launch
- Handling





Selected Projects.

# Consumer Branding

# Royal Falcon / Bold on the shelf

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
**Packaging Design**  
3D-Design  
Production Handling  
Communications  
Launch  
Handling



# Lorelle / Brand revitalisation, 49 SKU's

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

Communications

Relaunch

Handling



# Rogan / Reinventing character

## Brand Audit

Brand Strategy

Naming

Visual identity

## Packaging Design

3D-Design

Production Handling

Communications

## Relaunch

Handling



# Slavutich / Completely restyled to breath new life into the brand

Brand Audit

Brand Strategy

Naming

Visual identity System

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Relaunch

Handling





# Persha Pryvatna Brovarnya / Total brand portfolio refreshment

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Launch / Relaunch

Handling





## Bochkove / Successful launch in a crowded mainstream segment

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

Communications

Relaunch

Handling



## Stare Misto (2010) / Young spirit of an old city

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging Design  
3D-Design  
Production Handling  
**Communications**  
Relaunch  
Handling





# Stare Misto (2012) / New Premium Draft beer

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

Communications

Relaunch

Handling



Stare Misto / Video



## Radomyshl / New Star of the low price segment

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Relaunch

Handling





# Porridge of a Good Day / This incredible fruit world

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Launch

Handling

КАША  
ДОБРОГО  
ДНЯ



THIS INCREDIBLE FRUIT WORLD  
TO MAKE THE DAY GOOD

5 пакетов  
x40г  
КАША ВІСЯНА МИТТЄВОГО  
ПРИГОТУВАННЯ МІКС  
КАША ОБСІЧНАЯ МОМЕНТАЛЬНОГО ПРИГОТУВАННЯ МІКС



## BRAND NAME DEVELOPMENT AND PACKAGING DESIGN

### TASK

The task was to re-launch product – AMO porridge – in a middle-price segment and increase the market share. The product had to promote itself from the shelves so the package had to be desirable for consumer. The taste of the product has changed to be more relative to customers' preferences.

### SOLUTION

After a deep review of a strong competitor's sides and main drivers in this segment, we offer to the client to think about changing the name – AMO. According to the agency, AMO sounds very cold and detached. The names of competitors were based on product essence and on cooking method so we decided to make a new name more emotional and pleasant. That was the birth of new brand Porridge of a Good Day and its incredible fruit worlds: grape, apricot, plum and pear. Original illustrations fill the package with warmth and emotions.

# Legka Hoda (Light Step) / Number 1 Ukrainian brand in the category created in 1999

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Launch

Handling





# Sorbex / Successful launch of innovative sorbent

- Brand Audit
- Brand Strategy
- Naming
- Visual identity
- Packaging Design
- 3D-Design
- Production Handling
- Communications
- Launch
- Handling

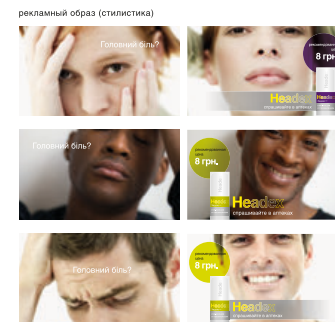


Sorbex / Video



# Propharma / Packaging for Pharmaceutical and Beauty Industry

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling



диспенсер в прикассовой зоне

начертание логотипа

**Headex**  
Хедекс™

рекомендованная  
цена  
8 грн.



# Nestle / New chocolate bar shape for every Svitoch chocolate bar sold

## Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

## 3D-Design

Production Handling

In-Store Comm.

Communications

Launch

Handling





# Milk Branding Cristmas / Chocolate Bubbles Champagne

Brand Audit

Brand Strategy

Naming

Visual identity

Packaging Design

3D-Design

Production Handling

In-Store Comm.

Communications

Launch

Handling



## CHAMPAGNE DISTILLED TO ITS BEST



### CHRISTMAS SPECIAL FOR DEAREST FRIENDS AND CLIENTS

To combine new year's gifting with a self-promotion effort agency presented its clients, partners and friends with a unique bottle of Milk Chocolate Bubbles Champagne.

The idea was to distill the champagne down to its very best – the BUBBLES. And then add a touch of agency's personality to it by adding milk – to make the gift work for company's name.

As a result we have an exclusive 2012 Vintage Bubbles Only Champagne filled with finest milk chocolate bubbles.

Milk bottle is rethought to carry a champagne bottle character with a touch of gold on cap and heavy snow white paper label.



Selected Projects.

## Space Branding

## Victor Pinchuk Foundation / Davos meetings

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Packaging Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling





## Victor Pinchuk Foundation / Yes conferences 2010/2011

**Brand Audit**

Brand Strategy

Naming

**Visual identity**

Packaging Design

**3D-Design**

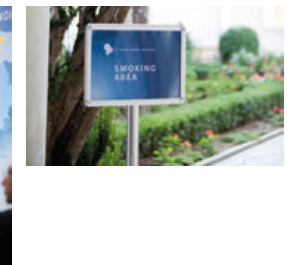
**Production Handling**

In-Store Comm.

Communications

Launch

Handling



Yalta European Strategy is an international forum which gathers politicians, business establishment and opinion makers from around the world. In 2009 the conference has become a prominent place for all those who recognize the future of Ukraine to be tightly connected with European Union.

We were asked to design a press-banner for YES international conference. Milk proposed to extend the task and to develop overall visual identity for all the summit's activities. As a result we have developed

a full range of conference materials made by us or made according to our guidelines.

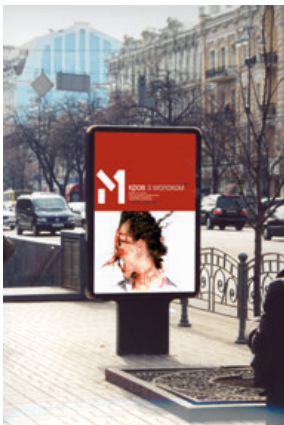
This new identity created a new look and refreshed the visual perception of the most authoritative international forum on Ukraine.

Selected Projects.

## Branding for Television

# M1 / Blood and Milk, whatever language you speak

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Broadcast Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling



The task was to push the channel from teens' perception towards a more provocative sexy adult look. The key was to not make it alike in any way to the famous western musical channels. The "blood with milk" colloquial saying was picked as the message for the channel's new identity. The saying was the best to describe a traditionally Ukrainian type of sexuality and vitality, as well as creating a unique look for the channel ID and image communications.



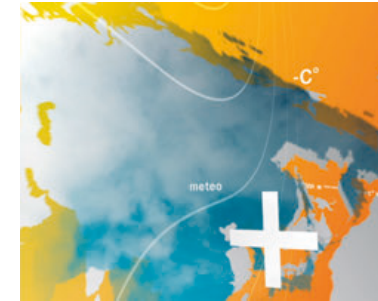
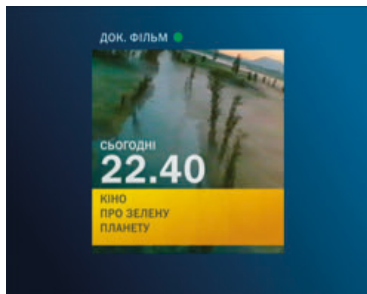
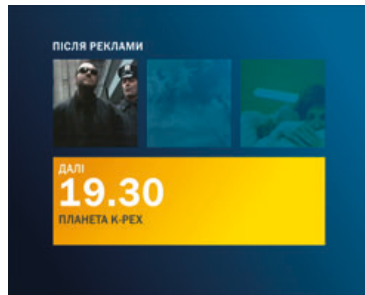
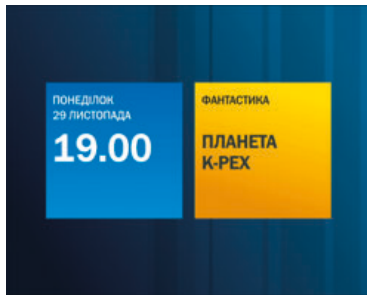
кров з молоком\*

музыка - это в крови.  
вкус к ней пришел с молоком матери  
и пульсирует в наших венах.  
слушай себя слушая музыку.



# Kanal Ukraina / Successfully repositioned to become number 4 in the country

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Broadcast Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling

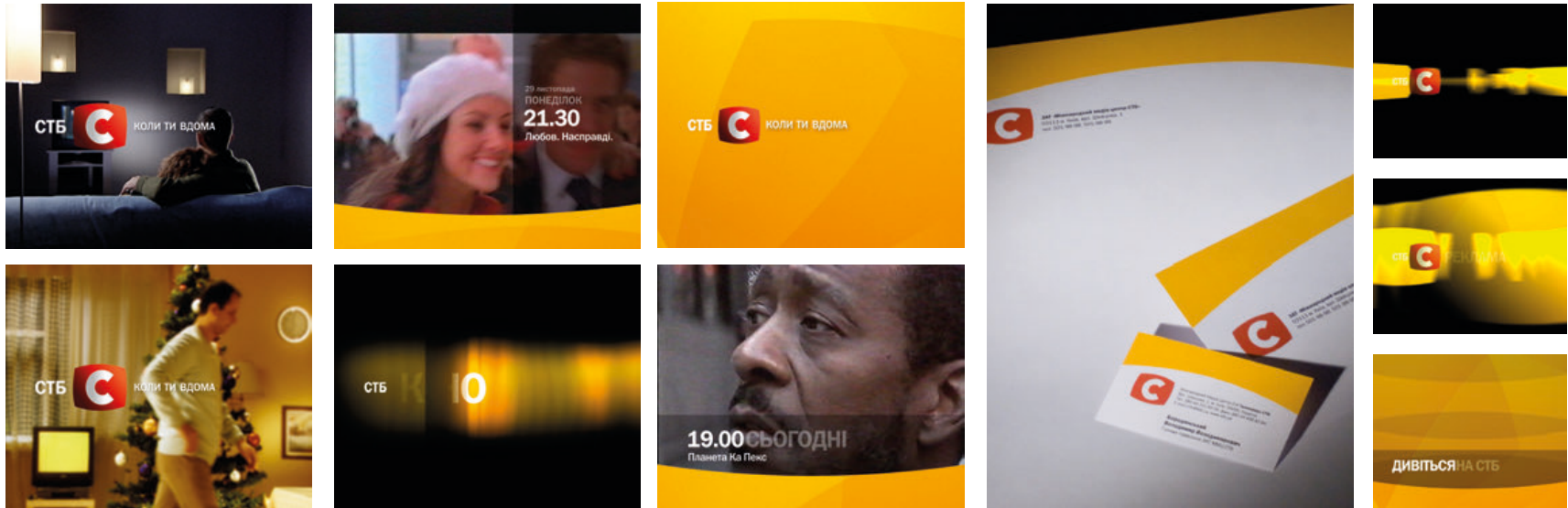


To reposition this regional TV channel into a nation-wide brand, Milk, according to the marketing strategy developed by Kwendi, created completely new visual identity system. Implementation of this strategy resulted in the change of the audience perception in all regions of the country and 15% share increase during that year.



# STB / When you are at home

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Broadcast Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling

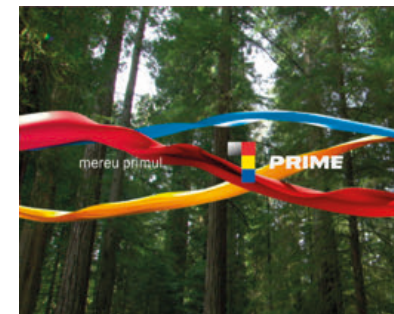
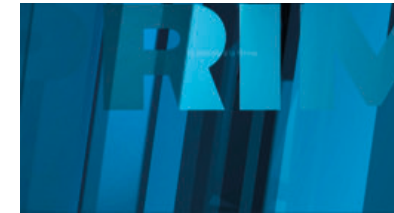


In 2004, on the basis of new brand strategy developed by marketing department of this TV channel together with experts from Kwendi group, Milk helped to accomplish rebranding of the STB channel. We created a new logo, new communication strategy for the promotion campaign, On-Air, and corporate identities. Within three months after the relaunch ratings increased by 30%. More than double increase in the following two years when the developed strategy was executed consistently.

# Prime / First remains first always

Brand Audit  
Brand Strategy  
Naming  
Visual identity  
Broadcast Design  
3D-Design  
Production Handling  
In-Store Comm.  
Communications  
Launch  
Handling

Brandname, tagline, logo, identity system, on-air and off-air promotion standards as a part of rebranding the “Pervyj” (First) channel of Moldova. The marketing strategy for the relaunch was developed by Kwendi group.



# Fashion Week / Identity for number 1 fashion lady in Ukraine

## Brand Audit

Brand Strategy

Naming

Visual identity

Broadcast Design

3D-Design

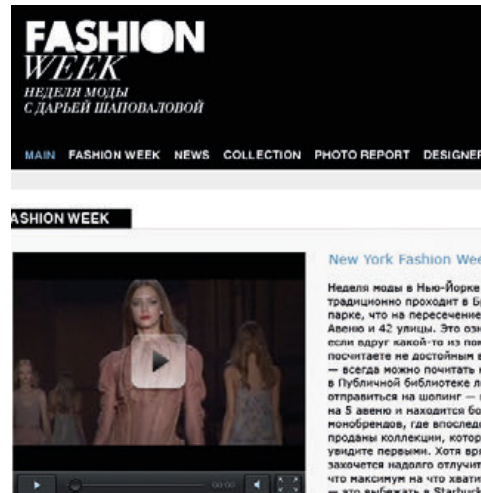
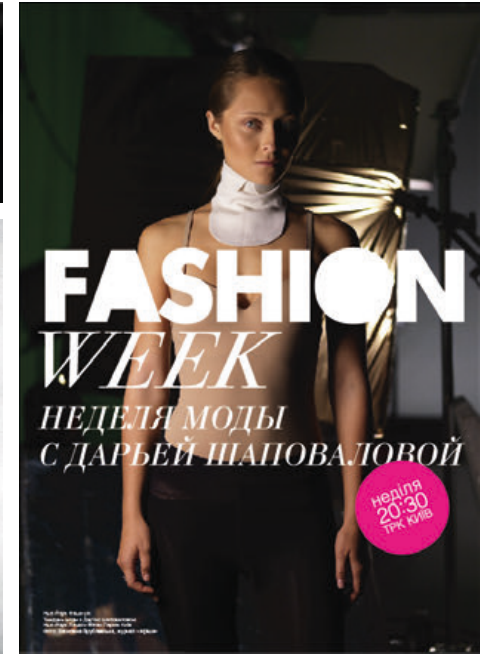
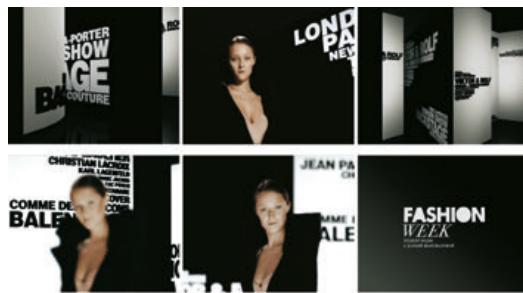
Production Handling

In-Store Comm.

Communications

Launch

Handling



Thank you.

Thank you for your interest.

We will be happy to answer your questions over the phone and present references from our clients upon your request.

We will be happy to make your brands stronger.

The environment – cleaner. The visual culture – higher.

Yours sincerely,  
Milk.

For inquiries, please contact us:

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Incom Business Center,

Ukraine, Kyiv 03057

Phone: +380 44 585 9145 (46)

Fax: +380 44 585 9147

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[www.milk.ua](http://www.milk.ua)

[Youtube](#)