



“— ARE YOU AWESOME?”

*(from recent Saatchi job announcement)*

What is this, 1965?

We know that consumers no longer ask “Is it good?” or “Should I buy it?”, but rather “*Why* is it good?” or “*Why* should I buy it?”

Obviously, an up-to-date version of Saatchi’s question would be “***Why are you awesome?***”

In the following pages, I’ve collected my 28 answers to that.

# Isn't it fun to be number 1? fun to be №1?

When in 2009 I decided to start an advertising career, I knocked on the door of Leo Burnett – the №1 creative agency in Russia – and told them I'm going to work there. Full-time, full pay. No internships, no junior positions.

The reaction was predictable: “go away”.

I didn't.

Results: a position at Russian agency number 1, a number of awards including Eurobest and Cristal and a dozen of happy clients.

An awesome start, I reckon.



Agency: Leo Burnett Moscow

Position: Copywriter

Years: 2009 — 2011

Responsibilities & clients:

- 🍏 Developing “big ideas”
- 🍏 Writing headlines, TV and radio spots, other traditional copywriting
- 🍏 Supervising TVC production
- 🍏 Creating digital concepts



Audi



kika



Coca-Cola



zalando

SONY



Pernod Ricard



PEPSICO



Schering-Plough



# 2: EVERYTHING DOUBLES AT SAATCHI & SAATCHI

Fun fact of the day: Saatchi & Saatchi Moscow

Wouldn't that intrigue you enough to peek in

In 2011 I accepted Saatchi's offer and joined

I've doubled the number of interesting clients

Doubled the amount of excitement from work

Multi-language environment doubled the fun

That's the power of the ampersand: it doubles

Even Saatchi doubled: in 2013 I was sent to

Because "one" is just not enough at Saatchi

only opens its doors for those who have awards.

right after you get one?

the most awesome big network in the world.

& clients.

& work.

& fun.

& doubles.

reinforce Saatchi Frankfurt office for the Cannes.

& Saatchi!

2011 — 2013

SENIOR COPYWRITER

SAATCHI & SAATCHI MOSCOW





# 3 Monate der Kreativblitzkrieg

December 2012 was the first time I was sent abroad to reinforce Saatchi Milan in their pitch for a huge Novartis brand.

Of all 100+ TVC ideas created by our international team, it was finally my awesome story that won client's heart.

On the tide of this success, in 2013 I am sent to work at Saatchi Frankfurt and help comrades with ideas for the next Cannes. 3 months of überbrainstorming and sehr exciting work produced an awesome pool of ideas, some of which you will meet on the next pages.

Years: 2013 — 2013 (seasonal transfer)

Agency: Saatchi & Saatchi Frankfurt

Position: Senior Copywriter



P&G

SCOUT 24



TOYOTA

lenovo

design3000.de  
shop of ideas

Fissler

NOVARTIS



# REASON 4X4

While in Saatchi Frankfurt, I have developed a PR event idea for Toyota's new RAV4. This awesome stunt demonstrates how the car can be ready for any and all circumstances — even if they change on the fly.

The next few slides will drive you through the idea.



CATCH  
ME  
IF YOU  
CAN



# INTRODUCTION

To celebrate the new RAV4 and its readiness for unexpected turns of destiny, Toyota runs a navigational competition across city and countryside area.

with one little detail:

**THE FINISH MARK IS FLYING IN THE AIR**







# MECHANICS OVERVIEW



15 selected amateur teams (driver+navigator) take new RAV4's through city and suburban areas along the route with no particular finish.



Their goal is to follow a huge manned balloon, trying to predict where it lands and get there first.



They only know about the balloon after the start so they have to improvise to catch it.



ON A SPECIFIC DAY, 15 SELECTED AMATEUR TEAMS  
TAKE PART IN THE COMPETITION,  
MAKING THEIR OWN ROUTE ACROSS SPECIFIED AREA  
TO REACH THE DESTINATION.

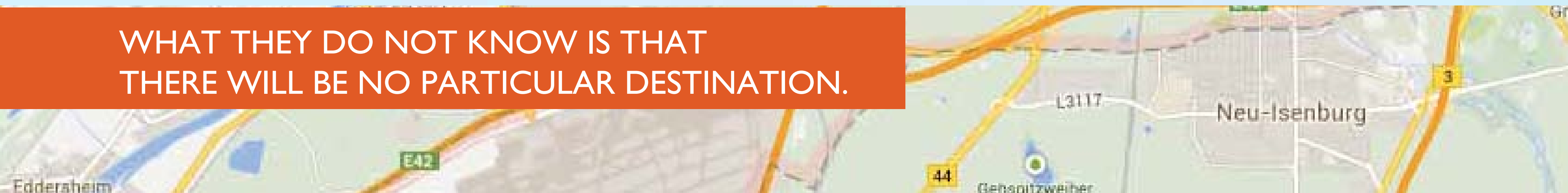
# THE TEAMS

EACH TEAM CONSISTS OF A DRIVER AND A NAVIGATOR.

- The drivers are invited from car magazines – as to an extended test-drive – to give the event more PR.
- The navigators, whose role is more important, are selected through a web activation (see below).

Before the start teams only know they are to reach the destination as quick as possible, with any route they want, while following all traffic rules.

WHAT THEY DO NOT KNOW IS THAT  
THERE WILL BE NO PARTICULAR DESTINATION.





# THE CHALLENGE

When the teams are ready to start

**A GPS-PIN-SHAPED BALLOON FLIES  
UP AND AWAY.**

The rules become simple: be the first where the balloon lands.

**BUT WHERE DOES IT FLY TO?**

The manned balloon is controlled in a way to tease our participants all the time, crossing rivers, railways, forests (so that cars must take long detours); pretending to land at specific point and rising again, and so on.



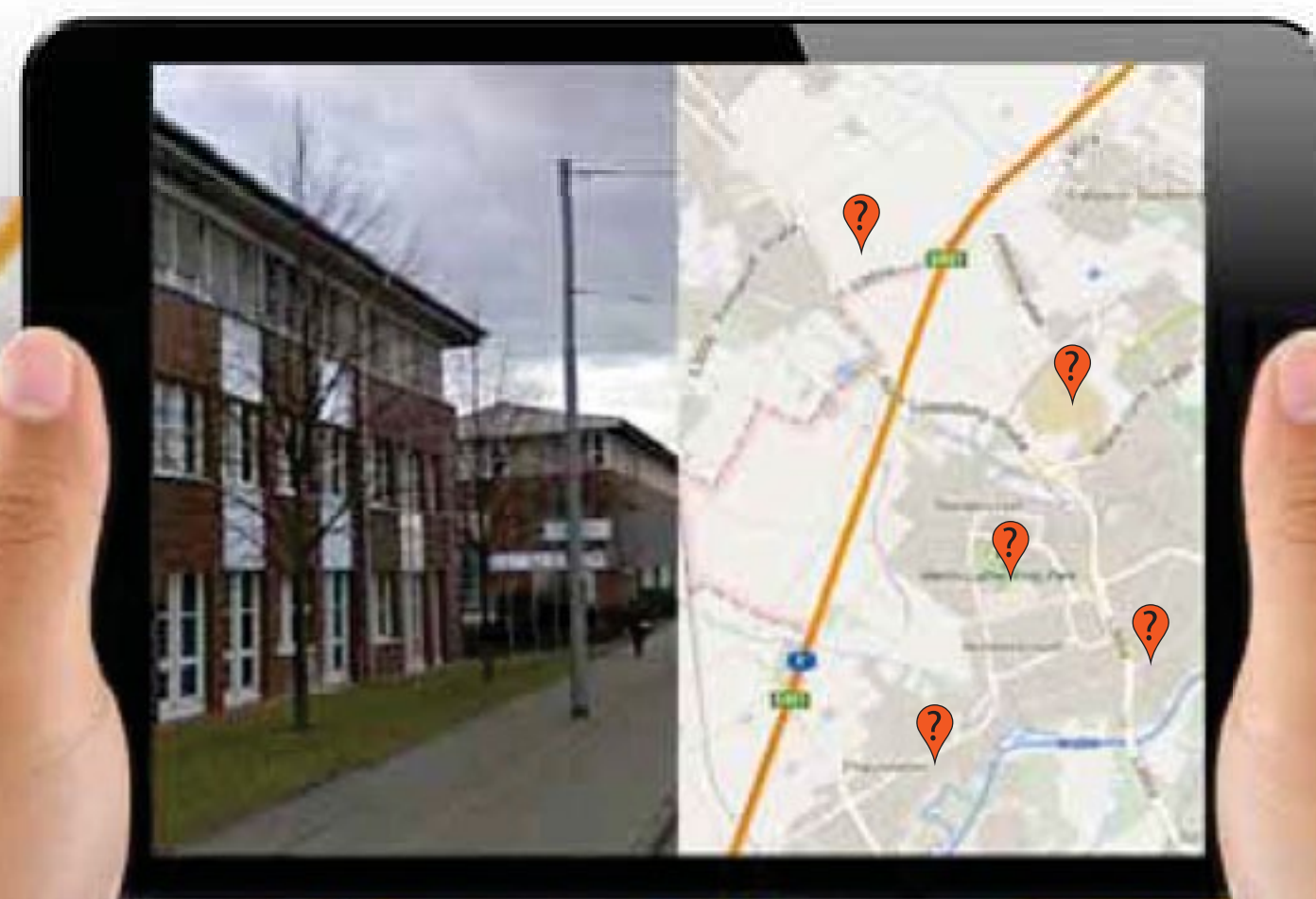
TO SUPPORT THE CORE PR EFFECT AND ENGAGE  
BROADER AUDIENCE, DIGITAL TOOLS ARE ALSO USED.

## TAKE THE RIGHT SEAT

One month prior to the event, Toyota launches a facebook/iPad app that gives everyone the chance to become one of 15 navigators at the event.

In the app, you pin a photo taken from the challenge region to the map. The closer the photo is to the real location, the better your points are – the higher you are in the rating. Top 15 will perform in the event.

The final round and candidate registration takes place at Toyota dealerships.





# BE THEIR EYES

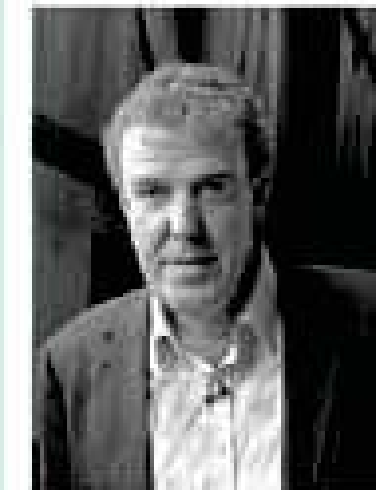
All GPS signals are streamed live in Google Earth, as well as live videos from the cars and the balloon. This way internet audience has the full picture and can help the teams through.

Through dedicated twitter account, everyone can contact teams in real time and give them advice or just cheer them up.

@hhoffmann: Team 3, go along 202 and to the right, it's there!

@kohl91: Wroom-wroom, Team 2, you almost got him

## Team 3



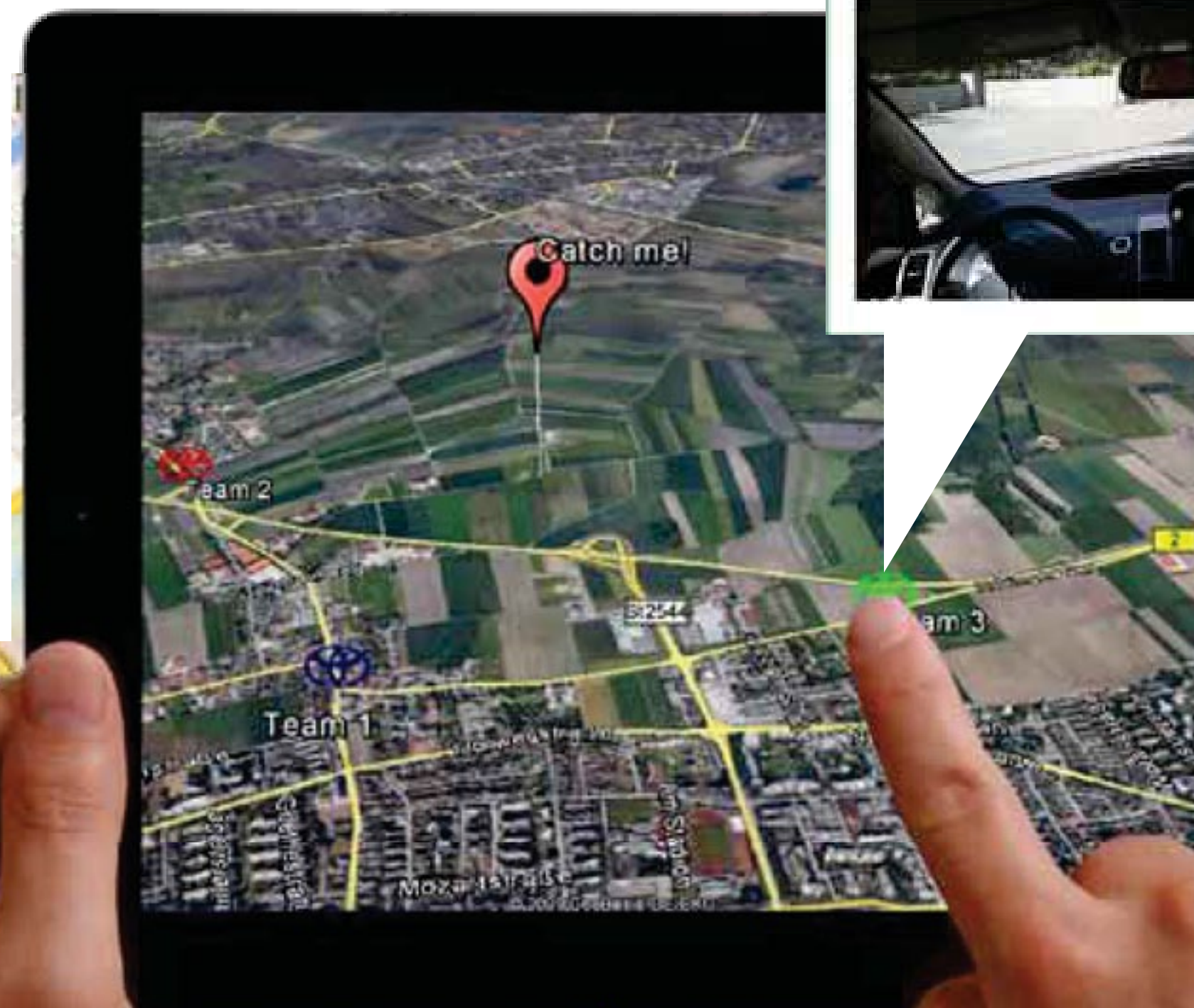
Driver:  
Jeremy Clarkson



Navigator:  
John Smith

Penalty points: 3  
Distance to the Balloon: 2900m

Live cam (front)



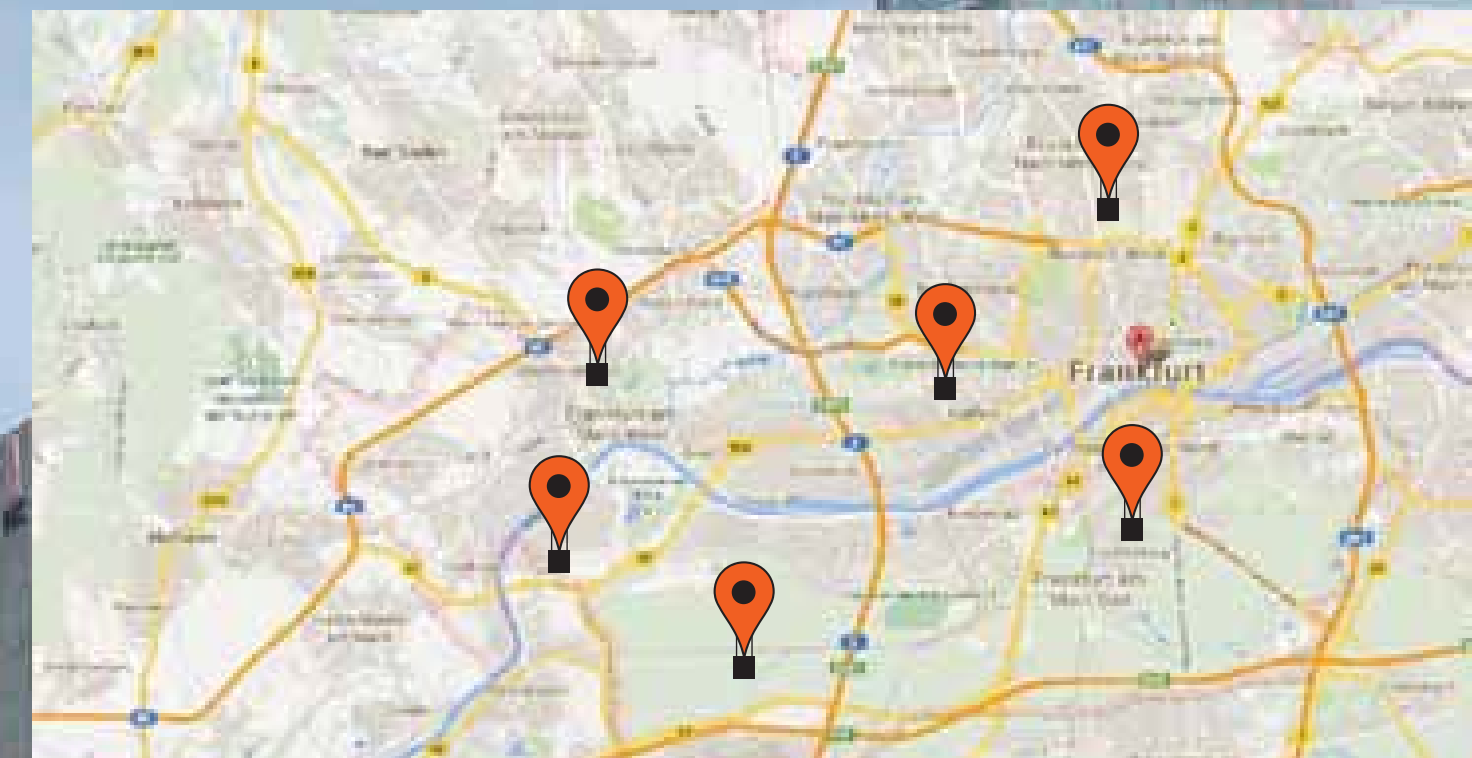


# CATCH THEM ALL

After the event, an augmented reality app is released to find “hidden” balloons with promo codes in virtual space across the city. The code can be used at Toyota dealership to earn discounts and accessories.



RF4244



LEVEL:5 BALLOONS TO FIND: 15

SAFARI & SAFARI

# THE BIG



# SAFARI & SAFARI



*“What is very unique about Andrey is his intelligence, lively imagination and excellent copywriting skills which generated a very positive impression both inside and outside the agency.”*

Elena Khichtchenko,  
P&G EMEA Beauty Hub  
Leader  
Saatchi & Saatchi London



*“Many account and strategy teams have specifically asked to have Mr. Tyukavkin on their next brief which serves a good proof of his professional experience and creative worth.”*

Anastasia Schulz,  
Creative Services Director  
Saatchi & Saatchi Moscow



*“Andrey worked extensively across many projects for Toyota, Lenovo, Fissler, Eukanuba and Pampers and multiple New Business pitches where he impressed with his intelligence and the ability to dive deep into new territories.”*

Sebastian Schier,  
Creative Director  
Saatchi & Saatchi Frankfurt



*“He feels relaxed and comfortable with any kind of audience and is always there to present and defend agency’s work, or even win a pitch.”*

Shannon Cullum,  
CEO  
Saatchi & Saatchi Moscow



*“His broad outlook allowed for solving tasks from TVCs and radios to naming new Moscow streets. I was always glad to have Andrey participating in strategic workshops: his energy and wit impressed clients and made strategic sessions more creative.”*

Ekaterina Danilyuk,  
Strategic Planning Director  
Saatchi & Saatchi Moscow

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In hunting, “The Big Five” refers to a nice company of rhino, lion, elephant, leopard and buffalo — five most desired African safari trophies.

I, however, haven’t been hunting anything in my life — except the appreciation from people I work with. The nice company above is my own awesome Big Five: Saatchi edition.

For complete reference list and referee contacts, visit <http://andrew.tj/ref/>

# six: awards

without awards, a creative often  
stays in the shadows

that's really unawesome

so I won something

these six awards

and five shorts

all for Audi

yeah



Silver  
Eurobest  
2011



Silver  
Golden Hammer  
2012



Silver  
Moscow International  
Advertising Festival  
2011



Silver  
Idea  
2011



Another Silver  
Idea  
2011



Bronze  
Art Directors Club Russia  
2012



Shortlist  
Kiev International  
Advertising Festival  
2011



Shortlist  
Moscow International  
Advertising Festival  
2011



Shortlist  
Cristal  
2011



Another Shortlist  
Moscow International  
Advertising Festival  
2011



Shortlist  
White Square  
2011

Remember awesome ideas you had.

I bet\* most of them happen to be smart combinations of two otherwise simple things.

One day, Audi was like:

*“Our used cars pass 110 checks before they are resold at dealerships, please advertise that in car magazines using nothing but our image stock”.*

And I was all like:

*“Wait a minute, don’t all car zines have 110+ pages and a footer with a number on every page?”* (Spoiler alert: They did).

The result is a Eurobest-winning idea, which follows.

\*) I’ll send you 20€ if I am wrong. Seriously.

## 7: Rear suspension check





**Audi** Approved *:plus*

# 110 CHECKS

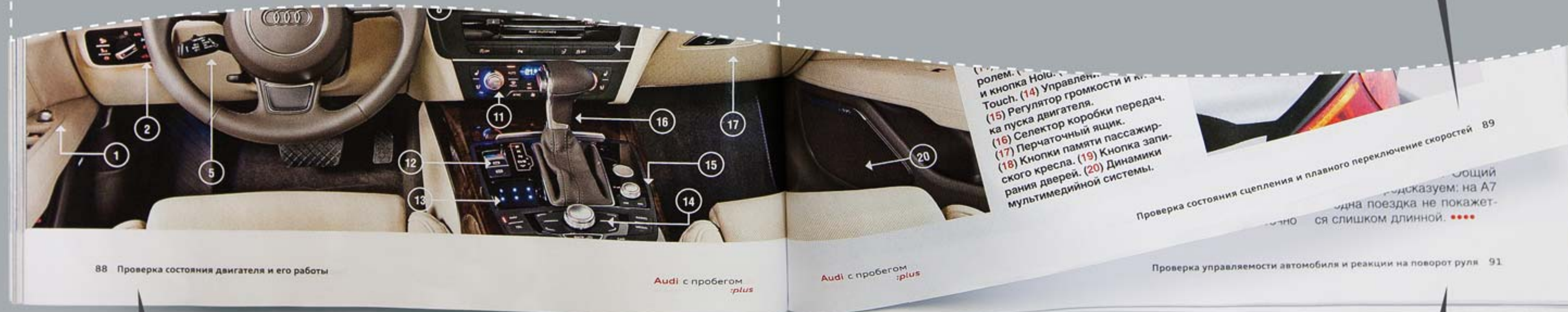
In Russia people consider all used cars to be lemons. However, every Audi Approved car passes a rigorous 110-point check, so it's mint fresh.

## Challenge

Change people's mind about used Audi cars.

## Solution

We put an ad literally on every page: each of 110 checks was featured in a corresponding page's footer, demonstrating what it takes every Audi to be approved.



88 Engine operation check

Clutch and smooth gear shift check 89

Handling and steering check 91

Watch the case video [here](#)



# Eight short paws

The two awesome sausages to the right are Charlie and Rich. They use to teach me a lot of new things.

During the summer of 2013, when the whole Germany suffered from record-breaking heat, dogs suffered the most: all fountains were turned off, and my poor furry Würstchen had no source of fresh water (except from Main river, which might be worse than no water at all).

That situation inspired me with several ideas for pet food brands I was working with. Here you will find two of them, “Bark to drink” and “Vacations”.





Eukanuba®

100%  
HIGH  
QUALITY  
NUTRITION

# Bark to drink!



## BACKGROUND

When dogs are out for a walk, they often need more water than they can find in the city. Puddles and dirty rivers are not the best solution.

## IDEA:

Eukanuba installs dog-interactive clean water supplies built in outdoor ad constructions.



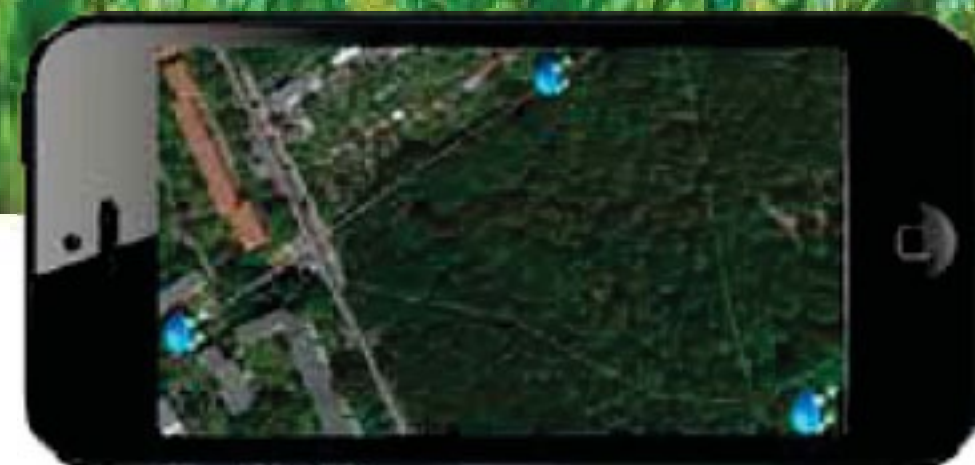
# Mechanics

Eukanuba turns outdoor advertising constructions into dog water feeders.

The feeders are activated by dogs themselves: when a dog barks, water goes on for some time.

The on-board instruction says “Bark to drink” so that the handler can instruct his dog how to obtain water. (Next time the dog will bark himself, we all know how smart they are).

The water is clean and pure, much better for dog’s health than what city offers so far.



## Clear water routes

We publish a map of our water bar(k)s so that the handlers could provide their dogs with more walking comfort

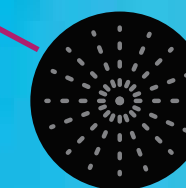
## Snack bark



To make it more brand-relevant, the machines can also sample a small amount of food or a training snack. In this case, dogs will be literally asking for Eukanuba on camera, which we can use to create a great and natural commercial when the activity ends.



microphone



Bark  
to drink!

There are also fisheye-effect cameras on these machines, so that we can later publish the funniest photos and clips on Eukanuba facebook or even stream live video from the feeder, accessible from the map.

water feeder



Dog cam

A beagle puppy with brown and white fur is looking out from behind vertical metal bars of a cage. The puppy's front paws are resting on one of the bars.

Eukanuba®

100%  
HIGH  
QUALITY  
NUTRITION

# “Shelter dog vacations”

## BACKGROUND

Some dogs are living their whole life in the shelter. That's 365 days a year - or 2555 dog days a year: no day-offs, no weekends, no vacations

## IDEA

Eukanuba proves its passion for dogs, organizing vacations for shelter dogs with the help of dog owners and professional dog walkers.



# Partnership campaign: dog walkers

The campaign is divided into two simultaneous directions, the first one being a partnership movement.

Eukanuba cooperates with professional dog walkers so that they regularly take shelter dogs for a walk together with their usual “load”. This should make a 1- or 2-day vacation for a shelter dog.

All participating walkers are provided with necessary food for the vacationer dog – or even for the rest of the horde too, for as long as the shelter dog is with them.

A rating of walkers is calculated based on their participation and published on Eukanuba website and facebook.





# Social campaign: dog owners

Through online (web site, facebook) and offline (POS) channels Eukanuba calls for current dog owners to help organize a vacation for shelter dogs.

The proposition is simple: when you already have a dog, you could host an additional one for a week or two without real trouble. Eukanuba organizes bringing the dog to/from you, and supplies dog food for both dogs during the vacation.





# Digital support

The project is featured widely on Eukanuba facebook and website to involve more people into the movement.

## Vacation reports

Every participant is asked to make photos and notes of a shelter dog on vacation which will form a dog's vacation album on Eukanuba facebook page.

## Walker rating

Separately, dog walkers participating in the program would receive additional publicity, being mentioned in the rating on Eukanuba web or social media page, ranking by amount of dogs they took for vacations.

## Friendship stories

A separate honor will go to the “host” dogs – the ones that accept the one from shelter into their family for time. There will be a contest of “friendship” photos, featuring the host dog together with the shelter one at Eukanuba facebook. The top three host-dogs win solid amount of food or snacks for themselves and their parties.







**On Vacation.  
Back soon!**





# 9 hours of magic

a digital proposal  
for VTB bank



# 9 hours of magic

## Brief

Use New Year's holidays as an opportunity to remind web audience about social and charity programs of VTB, the second biggest bank in Russia.

## Insight

As in many other countries, New Year's eve is the most magical night in the year: there is a tradition to make a wish exactly at 23:59:59, December 31<sup>st</sup> and hope for a miracle to come.

But only in Russia this miraculous moment lasts not a fraction of second, but almost half of the day. **The country has 9 (nine) time zones**, so New Year doesn't just come, it walks across the country, West to East, for 9 long hours!



# 9 hours of magic

## Idea

VTB turns Russian New Year's eve into the longest magic moment for those who count on a miracle, becoming your co-investor in the good.

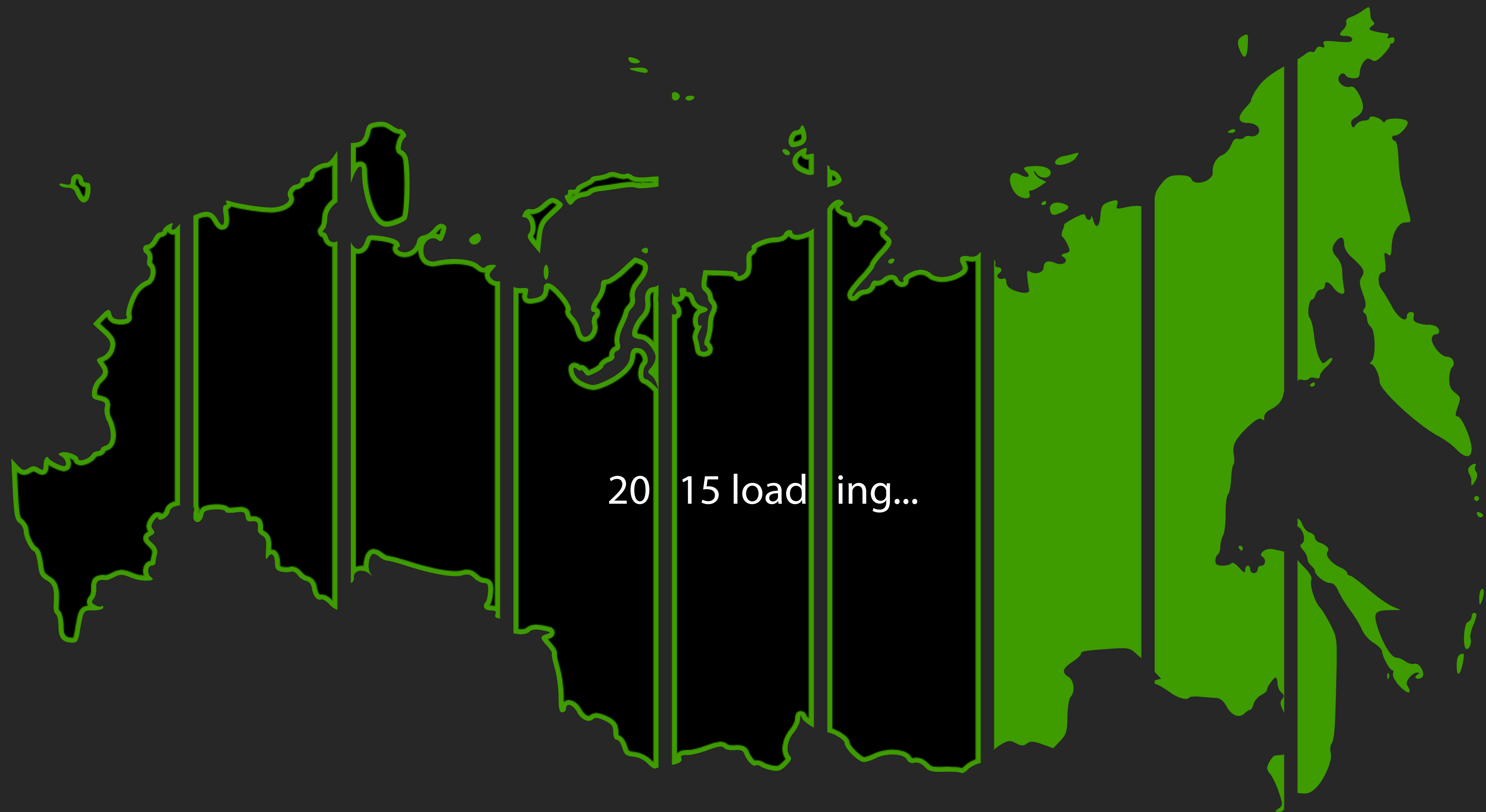
## Mechanics

The bank cooperates with a charity crowdfunding service: only for 9 hours, while the New Year is walking across the country, every cent you donate for any charity listed at the service is **doubled by VTB**, who automatically donates the same amount to the same benefactor.

The progress and results are streamed live on VTB's main page in a form of a huge map of Russia that fills like a battery charge bar.

Since this way of donating makes VTB your co-investor in the good, all donors get special privileges in bank's investment products.







# 10 dirty fingers

Getting your hands dirty is one of the most awesome feelings.

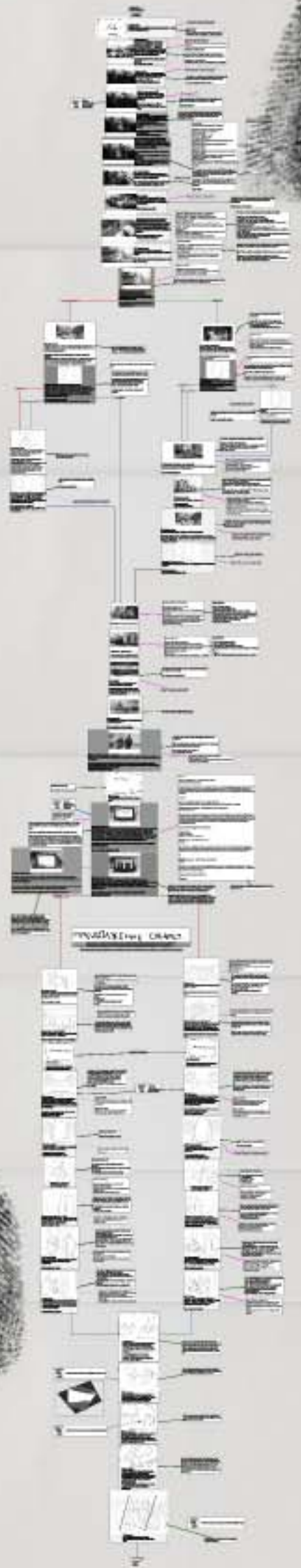
Yet in advertising, I believe, it is even an utter necessity. To dig something out of a new brief, I first dig in with both hands.

If it's a sports ad, I find and interview a sportsman or go to a game to get in the mood. If it's a car ad, I go to the dealer and smell the interior. If it's a vodka ad, I'll get back to you tomorrow. If it's my portfolio, I learn Photoshop, Illustrator and InDesign from scratch.

Because those fingers have to get dirty before they hit the keys writing concepts and headlines.



Here I am lying in the mud, photographing a custom-painted football for a presentation



I made this mind map to handle copywriting of an interactive novel for Danone. Scale 1:25



**11**  
**THOUSAND**  
**ITEMS**  
are waiting  
for you at  
the nearest  
**IKEA** store



which you  
realize to be  
**10 995**  
**TOO**  
**MUCH**  
after seven  
hours spent  
**INSIDE**







**FOLLOW**

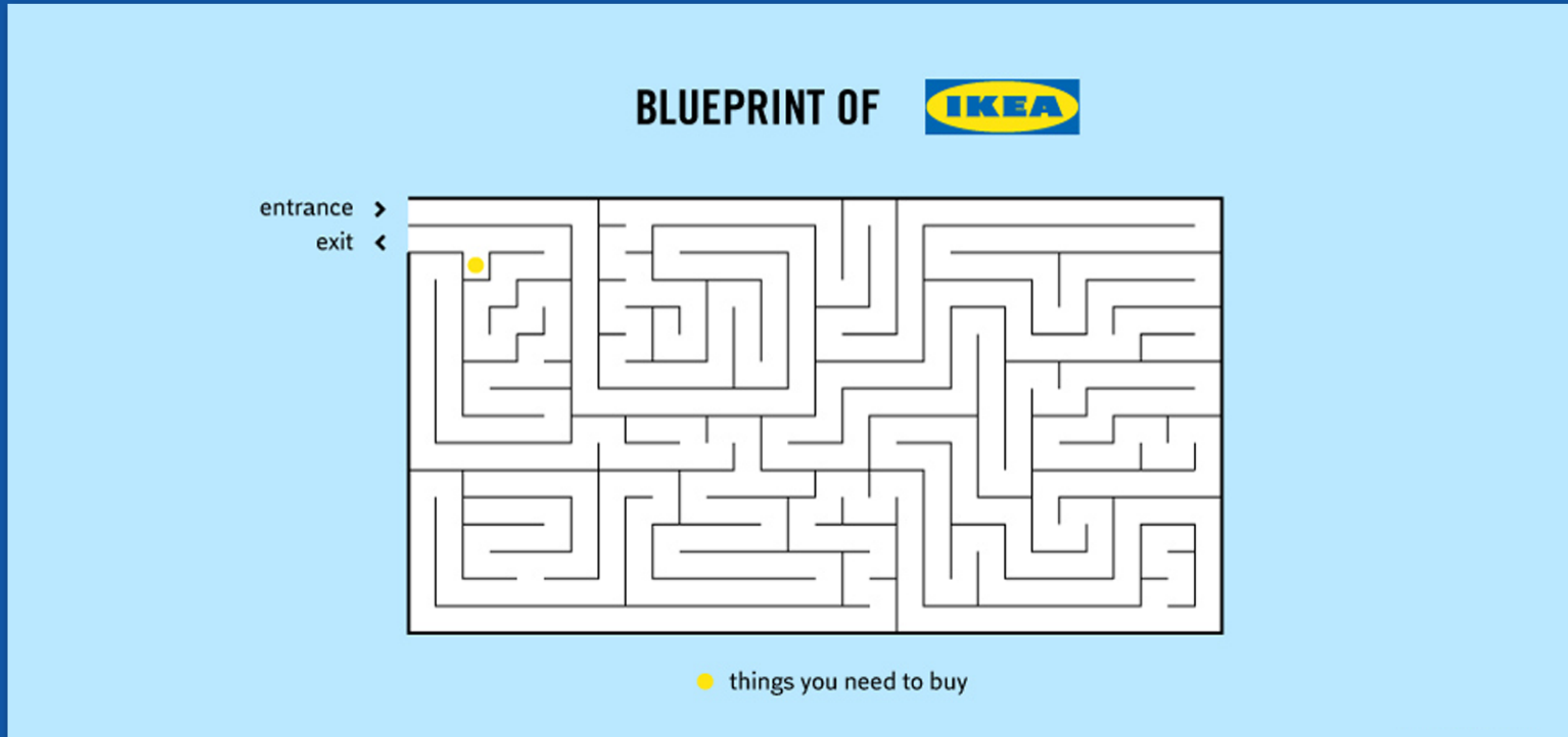
**ME**

A digital proposal for a smarter  
IKEA shopping experience.

Some assembly required.



# THE NAKED TRUTH



This joke was all over the web in 2013 and 2014. You may have never seen it, but you certainly know the grain of truth that lies within: all IKEA stores are planned in a way to exhibit maximum amount of goods. People **have to** walk through the whole area, because it is good for the store.



# LOVE WILL ALWAYS WIN

Well, strolling to and fro for hours may be exhausting, but on top of every weekend IKEA trip there's a juicy, seductive cherry: IKEA restaurant. So how do these polar experiences compare?



## PEOPLE HAVE TO

Walk all around IKEA store, through all departments, passing by rich assortment of goods in search for items from their shopping list.

Amazing, but there's a real opportunity to marry the two things together so that people would actually **love to** do what they **have to**!



## PEOPLE LOVE TO

Have a sit at one of cozy IKEA restaurants, give their feet a deserved rest, order an ice cream for tired kids, buy a jar of swedish jam for breakfast, or just grab a hot dog and a pepsi on the go.





## IDEA

**IKEA turns a walk through the store into an exciting interactive experience with tasty rewards.**





# HOW DOES IT WORK?

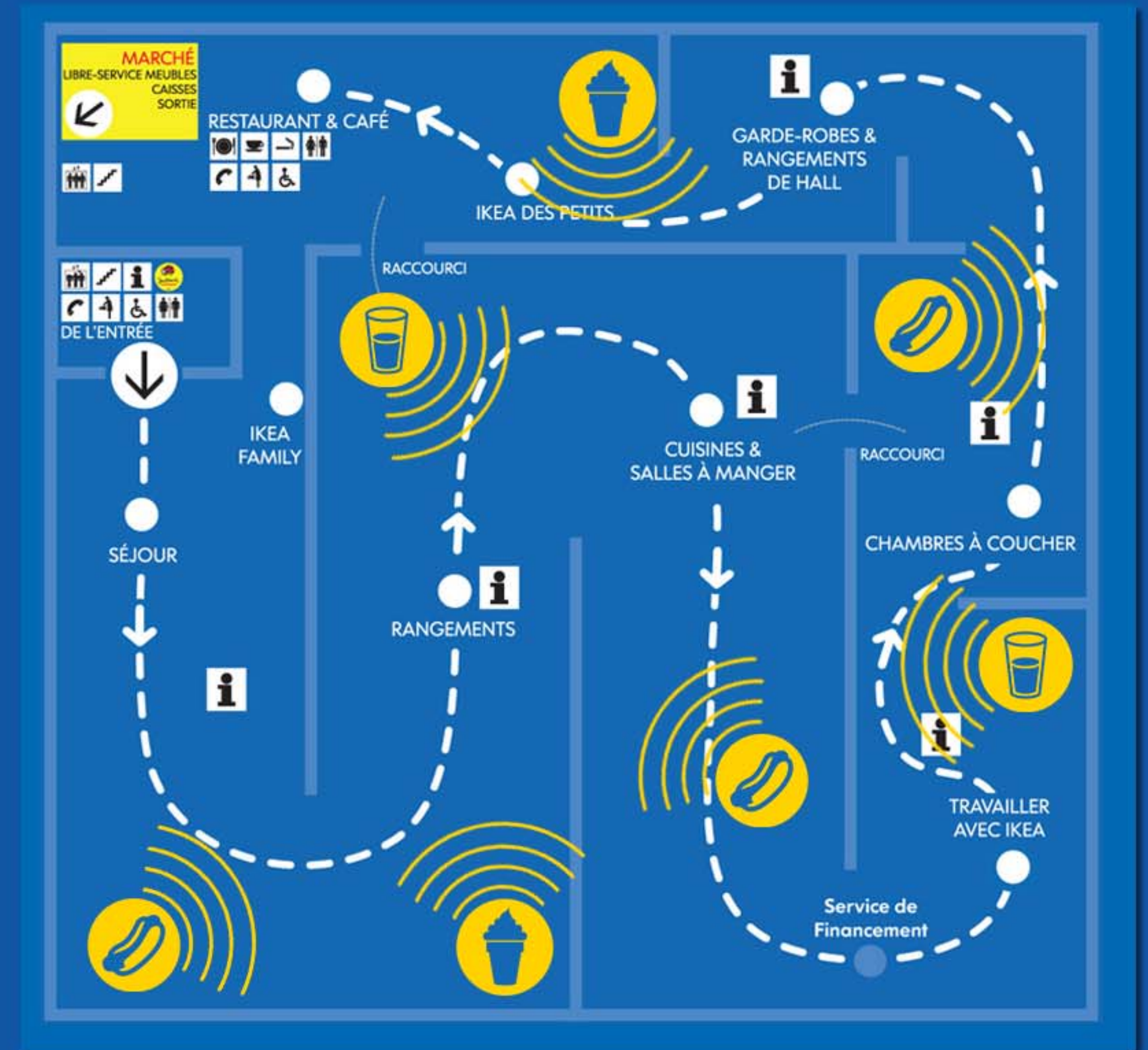
## THE APP

We create a mobile app\* that turns IKEA store into a playground. By simply walking through certain checkpoints with smartphones in their pockets, IKEA visitors collect bonus points which can be converted into free soda, hot dogs, ice cream or anything else in the cafe.

## THE POINTS

Across the store, we place a set of beacons – tiny and inexpensive bluetooth transmitters that are detected by all Apple and most Android devices. Each time a visitor walks near a beacon, our app collects bonus points for him.

\*) We can also add this functionality to the existing IKEA app instead of writing a new one.

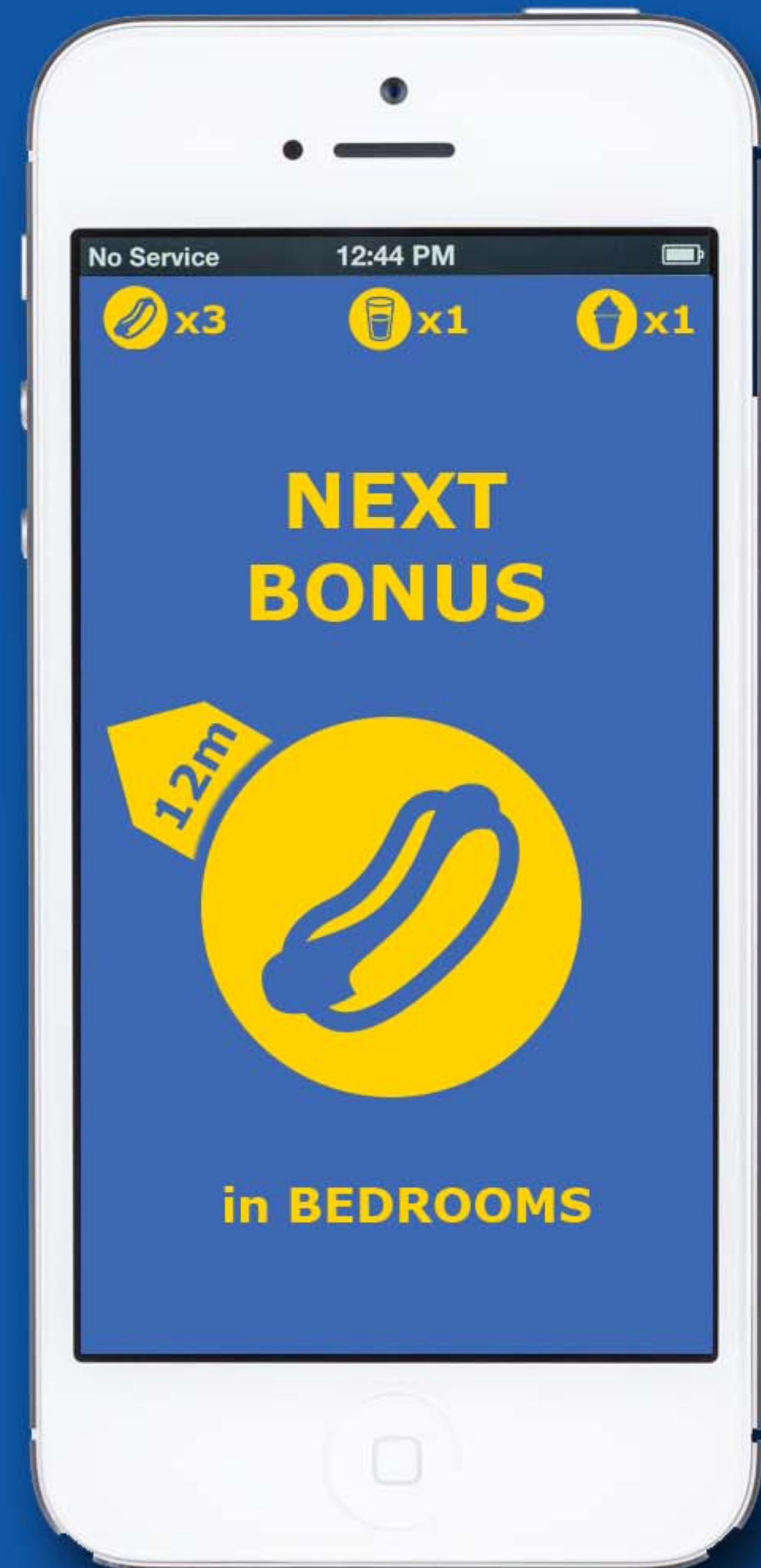




# USER EXPERIENCE

The road to complimentary food and drinks is very simple:

- a poster at the entrance announces the activity and provides instant app download
- once the app is started, the points are collected automatically at certain places inside the store – even when the phone is in the pocket or any other app is running
- the app's built-in compass can help finding the next bonus
- stickers on floor plans also hint at bonus points locations
- when the shopping's done, the points can be converted into real food at IKEA cafe or market





# WHAT DOES IKEA GAIN?

Since we are not talking about a charity project, let's sum up what IKEA gets as an outcome of proposed digital activation:

- improved shopping experience: what could previously be annoying becomes exciting, which increases shopping frequency and time spent in store
- improved shopper movement control: beacons can be easily moved to places where we need additional traffic. Also, we can offer more points for time spent in store
- an opportunity to engage with “companion” visitors (some husbands, boyfriends, etc.) who use to resist trips to IKEA
- an additional CRM tool (i.e. we can offer additional points for filling an in-app survey)
- an opportunity to entertain kids (fancy graphics will keep them busy earning their own ice-cream)







**LET'S PLAY!**





# 12 YEARS FROM NOW

A CHIVAS REGAL DIGITAL CAMPAIGN



# 12 YEARS FROM NOW

## Product/Issue

Chivas Regal 12, a noble whisky with a very mild taste, lacked proper perception among younger TA.

The brief was to reinforce a noble, chivalrous image for the brand in digital space.

## Background

It is not uncommon to get a big glass of ice along with a whisky you've ordered. That's cool.

But mild-tasted Chivas 12 is often consumed *neat* (no ice or water added), so the ice just melts there alone.

Ironically, making all that ice takes lots of energy and CFCs, which results in melting the same amount of ice on one of the poles, changing how our planet will look in another 12 years.

## Idea

**Each time you order Chivas *without* ice, you save this ice for Earth poles, acting nobly on our future.**

## Virtual ice

A branded app lets consumers get virtual ice cubes instead of real ones by ordering Chivas without ice at contracted bars. These cubes can be spent for free drinks, taxi rides from bars and other cool things.

All participants receive sincere video gratitudes from penguins and polar bears.

## Message in a bottle

Top 12 users get an opportunity to freeze time. Their opinion on what will the future hold in 12 years is filmed and revealed only 12 years later at an event, one Chivas 12 generation from now.





# 13

**Life hurts.**

**Sometimes it hurts badly — like when your awesome laptop gets broken. Or simply when you're a professional wrestler.**

**Or both.**





**lenovo**

# HIT&TWEET



## BACKGROUND

Lenovo builds tough laptops that easily outfight others when things get hot.

## IDEA

Lenovo goes for a product placement of its toughest laptop in a real wrestling show, replacing a classical chair shot with a special wrestling "dirty trick": Lenovo Hit'n'Tweet.

## MECHANICS

During the fight, one of the wrestlers grabs a tough Lenovo laptop from judges' table, folds it and hits his opponent just like in a chair shot. After the opponent is knocked out, the hero wrestler sits down, unfolds the laptop (which is still functional) and types an acid remark that goes to a big screen behind the arena in real time, like "@gravedigger: CALCULATE THAT, FRUIT BOY!"



# 14: The halves

To be a half-Russian, half-Swiss that I am is almost just as awesome as it is to realize that you've made it through half of all 28 reasons.

## Half Russian

Easy-going  
Unpredictable  
Questions status quo  
Chaotic  
Breaks rules  
Writes long sarcastic letters



## Half Swiss

Hard-working  
Reliable  
Respects authority  
Determined  
Invents rules  
Writes short sarcastic letters



# 15 000 km

lasts my average car trip across Europe.

With a 25-year-old BMW I've been from Moscow to Sahara desert and back several times. Now this is what you call awesome.



In these trips I have mastered the #1 skill of my life: doing crazy things.

Also, I happen to be the only man in the advertising business who knows exactly how LSD works (and by that I mean Limited Slip Differential), can reprogram Alfa Romeo robotic gearbox valves with a netbook or, say, disassemble, repair and assemble BMW 735 dashboard — all while driving it 220 kph along Berlin-Frankfurt autobahn (you don't want to repeat that).

To put it all short: I am crazy about cars, and they seem to answer my feelings, which helps me a lot when working with automotive clients.

Data rate 27 kbps  
Net: total 1 kB qps 0.10, rate 0 kbps, a  
Disk: to  
Rock latency averages - net 98.17 ms



# XVI century

(under attack)

Moscow Museum of Architecture (MUAR) needed to promote an exhibition of ambitious Sovietique projects that never left design bureaus, called “Moscow we never had”.

That looked like a very hot topic, so a guerilla activity was proposed.





# Insight #1

While Moscow is circa 900 y.o., you don't see much old buildings here.

Instead, you see hundreds of demolition sites across the city with one characteristic detail in common: a “Sorry for the inconvenience” table on the fence.

The history is being crushed with polite face.



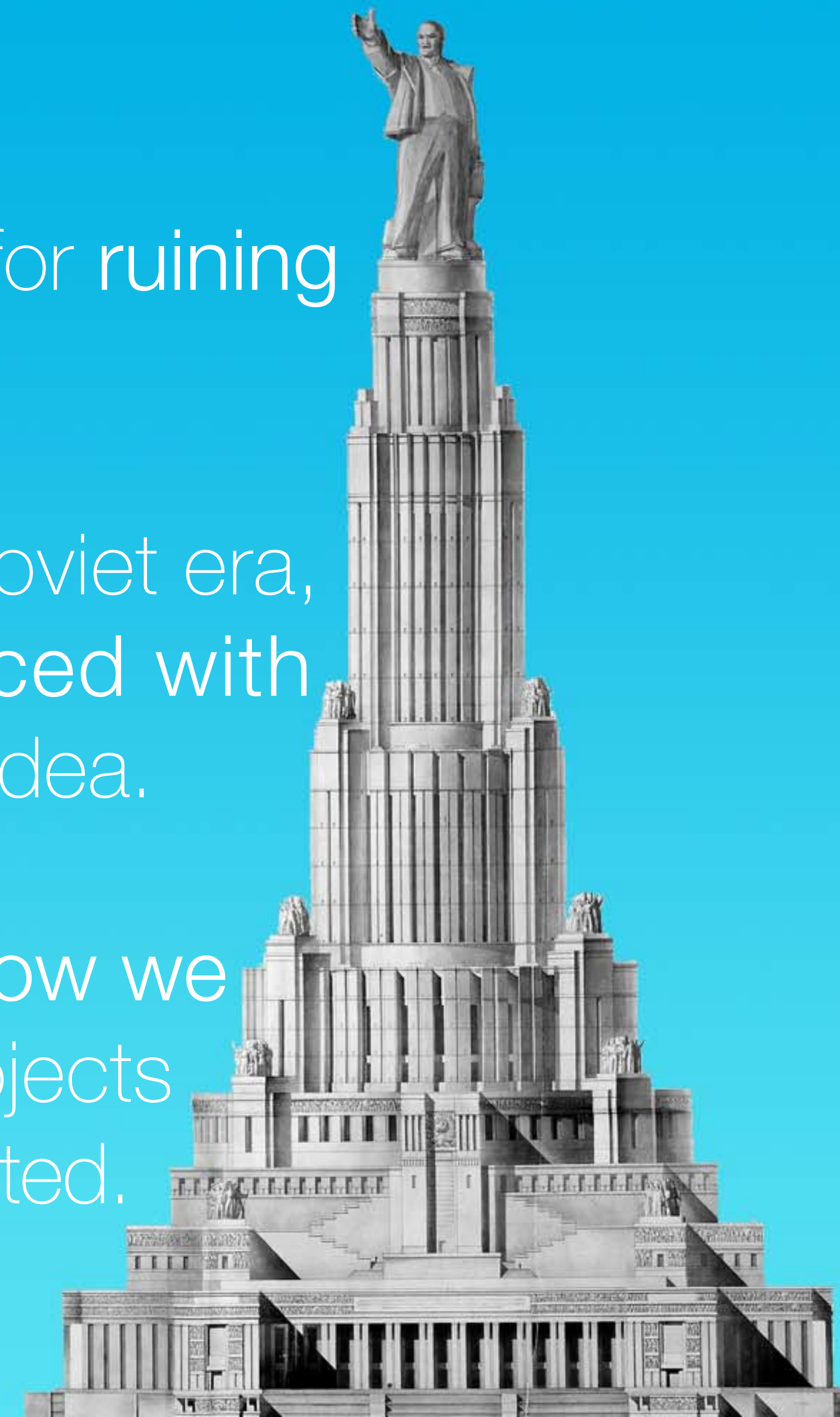


# Insight #2

But it's not only the modern business to blame for **ruining** the city's legacy.

The “**down with history**” is a typical motto of Soviet era, when all historical buildings were to be **replaced with socialist architecture**. East Berlin gives you the idea.

This said, the exhibition should be called “**Moscow we *luckily* never had**”. Luckily — because kitch projects like 500m high statue of Lenin were never executed. (Unlike their authors).





# Idea

We combined the two insights to create a provocative ambient idea:

Museum of Architecture mocks demolition of a few survived XVI century buildings in favor of Soviet era projects, using guerilla ambient.

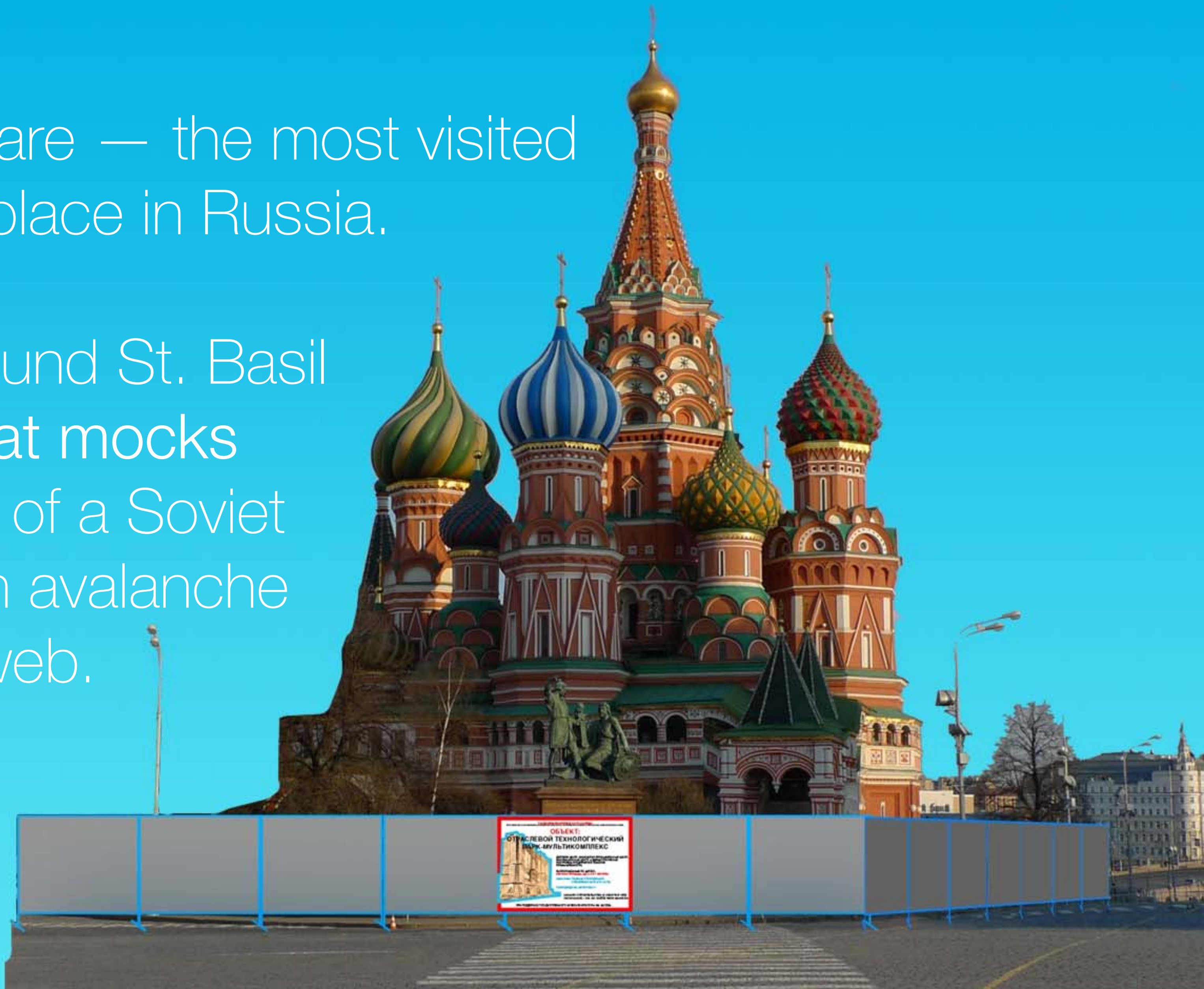


# Execution

Welcome to the Red Square — the most visited and most photographed place in Russia.

For just 2 hours, we surround St. Basil Cathedral with a fence that mocks demolition works in favor of a Soviet era project and wait for an avalanche of alerts & photos in the web.

This would be enough to start a war on the topic.

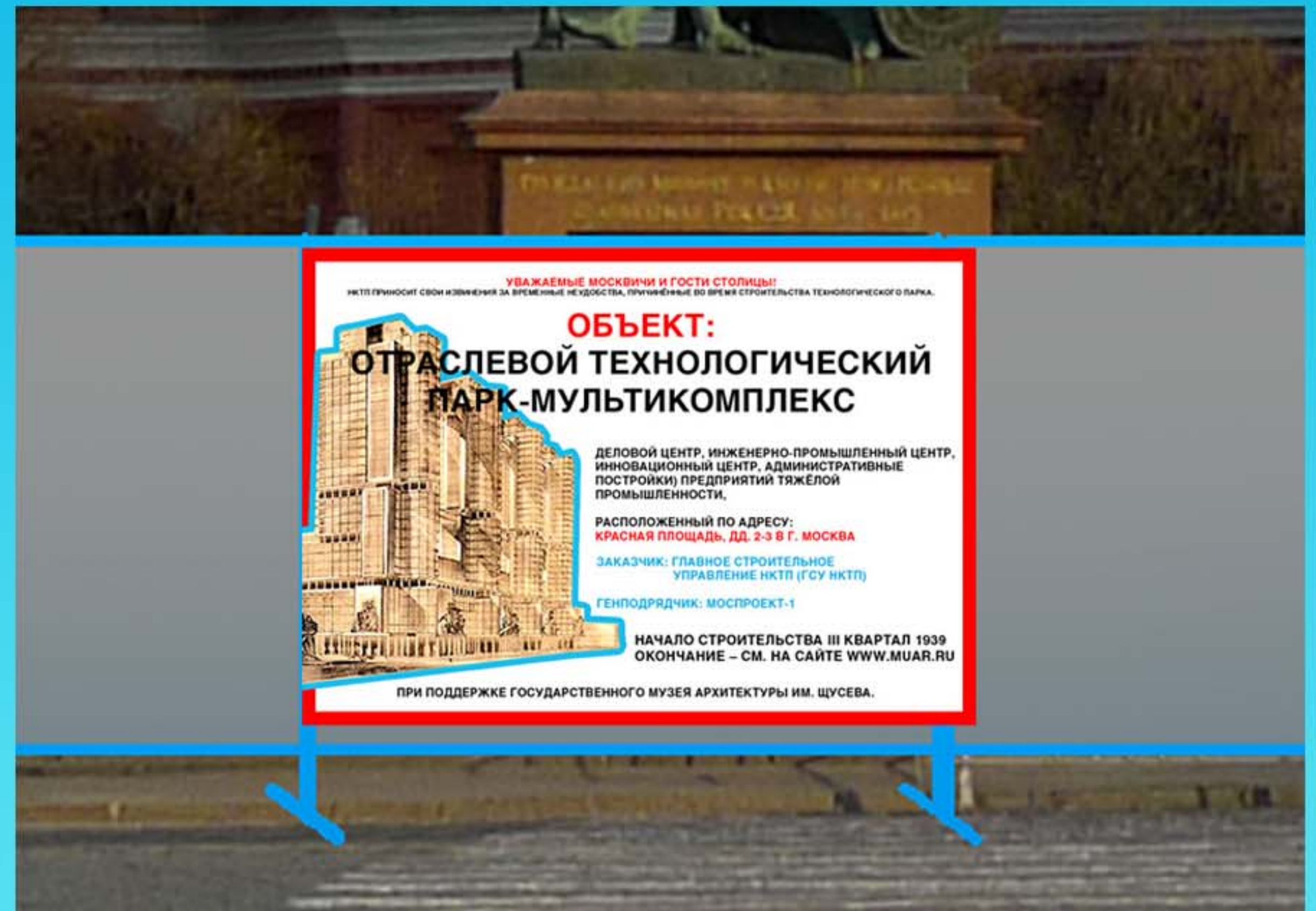




# Execution

The infamous table on the fence is disguised as a business center construction announcement, yet it features a real (and thus terrifying) Sovetique project that was to replace St. Basil in 1930's.

The copy says:  
“Luckily, such projects only exist in museums. Come to MUAR to know how else could Moscow be different to what we see today”.









**17**  
**MINUTES**  
**A DAY**

**THIS MUCH YOU SPEND IN  
RESTROOMS WHEN YOUR  
HEALTH IS AWESOME.**

**IF IT TAKES MORE, THEN IT'S  
PROBABLY THE TIME TO START  
SINGING THE NAME OF THE  
NEXT IDEA.**





# WE DON'T NEED NO CONSTIPATION

## Background

The best time to offer a solution is when the problem is at its height.

Unfortunately, defecation problems are at their height far, far away from conventional mediums.

Which means that Dulcolax, a laxative brand from Novartis, has to find a way to *break through the wall*.

## Insight

When the process takes longer than usual, most people try to relax and entertain themselves, which today means smartphones and tablets instead of traditional newspapers.

And what can be more relaxing than a fast, fluently streaming Wi-Fi?





# WE DON'T NEED NO CONSTIPATION

## Idea

Dulcolax provides high-speed Wi-Fi in public toilets for those who have to spend additional time there.

## Implementation

Inside or near popular public toilets, high-speed Wi-Fi access points are installed.



## Password

The Wi-Fi is password-protected, so stickers are put inside the stalls.

**Here for a  
longer time?**

Dive into high speed Wi-Fi  
as you wait.

Network: **CONSTIPATION**  
Password: **dulcolax**

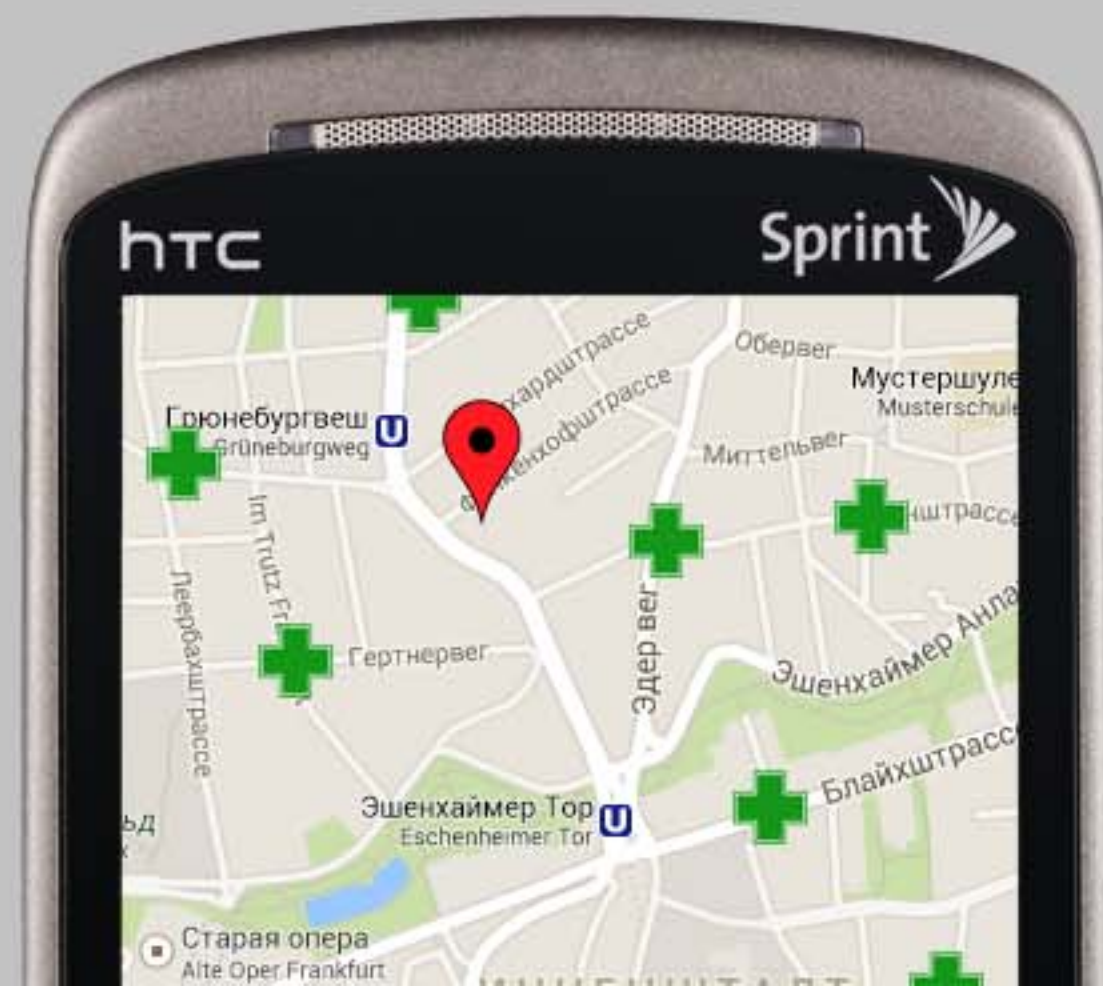
**Here for a  
longer time?**  
Dive into high speed Wi-Fi  
as you wait.  
Network: **CONSTIPATION**  
Password: **dulcolax**



# WE DON'T NEED NO CONSTIPATION

## Landing page

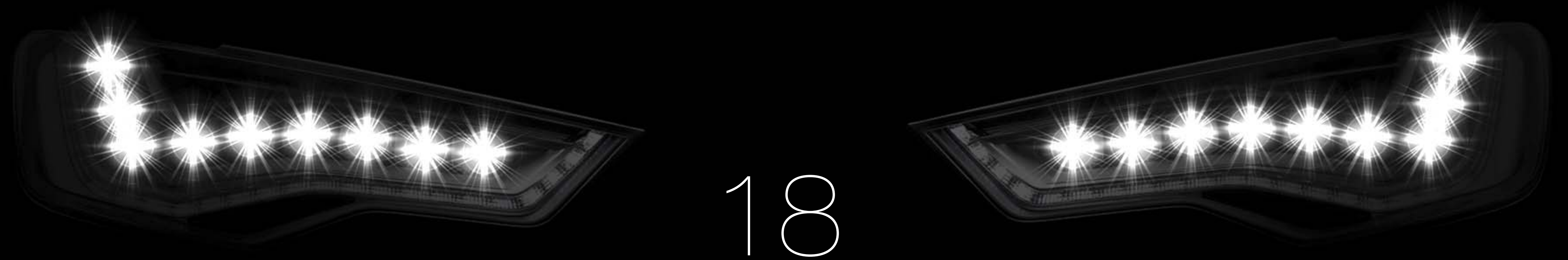
The Wi-Fi landing page has info on how to defeat constipation with Dulcolax and the map of closest drugstores where it can be bought.



## Landing page: more

Product part is obligatory, but the pack won't appear from the screen anyway, so the landing page has also more relevant content for the moment: links to short novels, funny cartoons, games and other time killers that help you relax — because that's what Dulcolax is for.





18

divine lights

Back in 2009, the new Audi A6 was the first mass production car to have full LED headlights. To introduce LED benefits like increased range, density, color and turn-on time to drivers, interactive billboards were proposed.

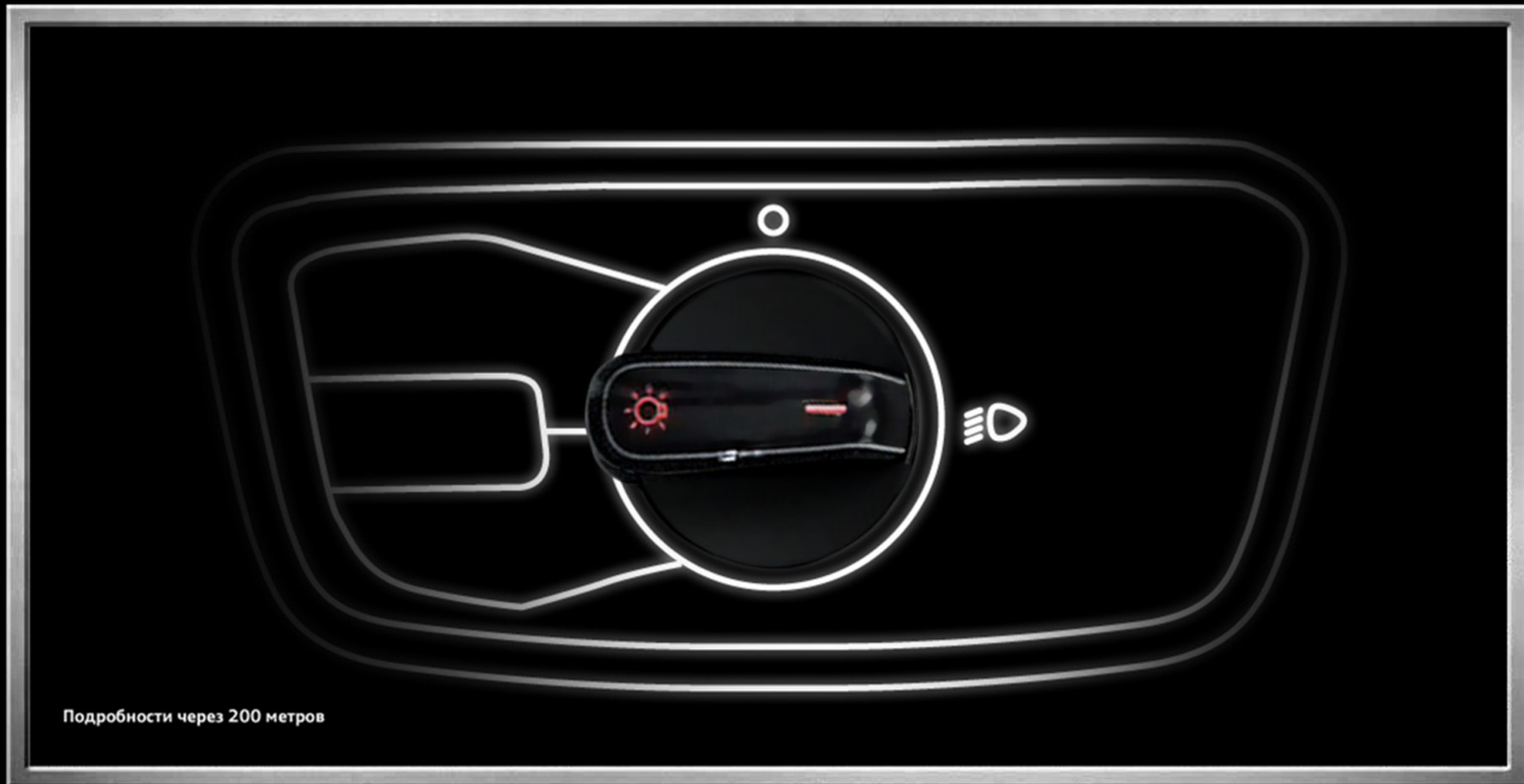






The set consists of 2 billboards placed one after another on unlit highway.  
The one on the foreground has normal billboard lights, the other stands in complete darkness.





The first board depicts headlight switch.  
Copy: "See you in 200m"





Light from a passing car triggers photo sensor built into the first board, turning on real Audi A6 LED headlights attached to the rear of the same board. Shining blades of light immediately illuminate the second board and part of the road, demonstrating the difference.



# Да будет LED!

Vorsprung durch Technik 

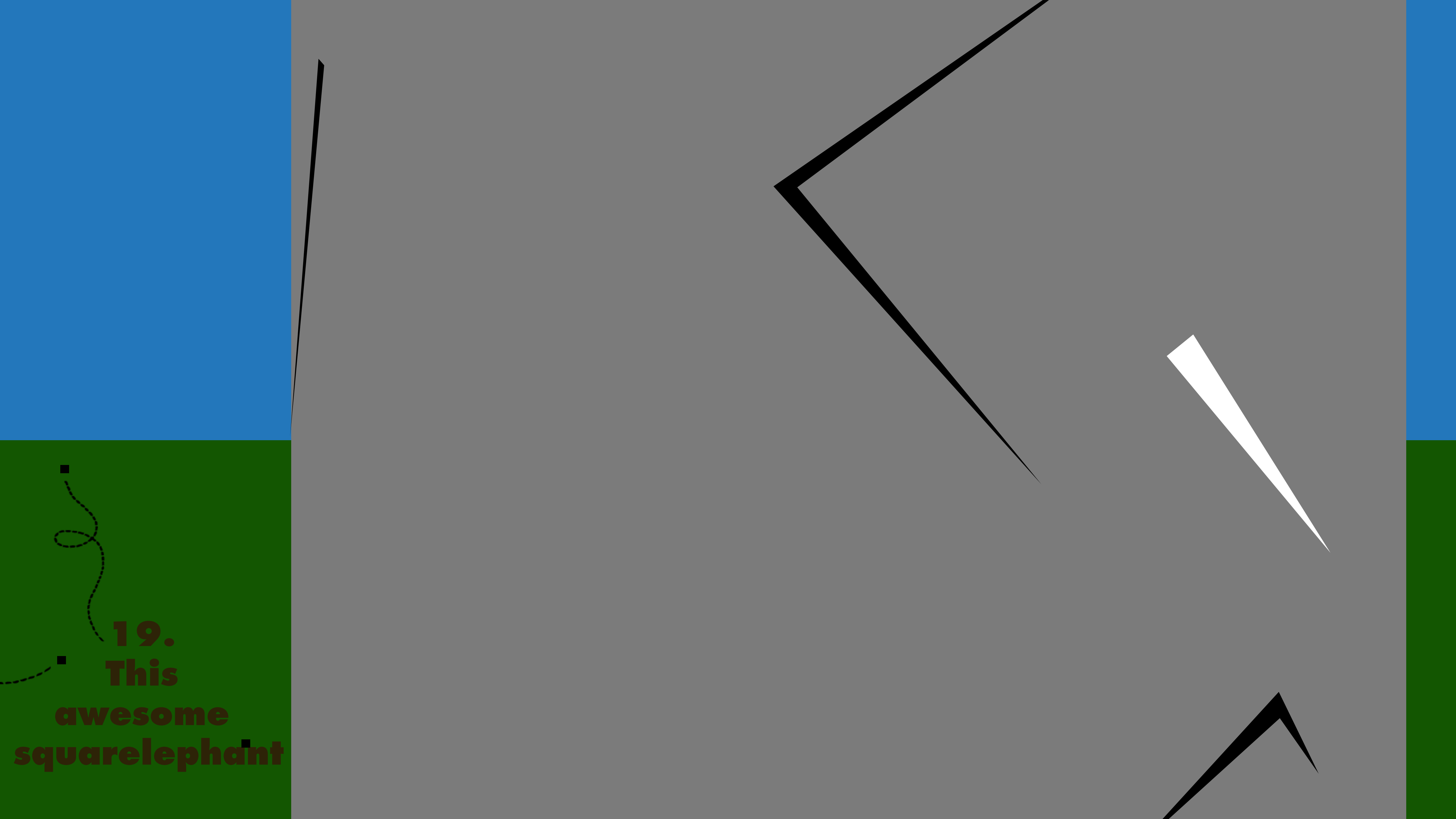
**AudiLAB**

Подробности на [audilab.ru](http://audilab.ru)



The second board.  
Copy: "LED there be light".





19.  
This  
awesome  
squarelephant



# 20 km/h

This is the average traffic speed in Moscow, a city paralysed by congestions 24/7. No wonder that maps and traffic services are sitting pretty in such a situation.

My client, 2GIS, is a newbie on the market and wants to beat Google to get its cut.

Next pages show a couple of ideas inspired by this awesome goal.





# WHERE THE STREETS HAVE NO NAME

## Product

2GIS is a mapping service which has the most correct maps of Russia thanks to constant updates from a huge field recon staff.

## Issue

While 2GIS beats Google Maps in smaler towns, it is still not known in major cities like Moscow and St.Petersburg where mapping coverage doesn't differ much from that of its rival.

## Insight

In big Russian cities new streets are often built before the design documentation is approved by local powers. In such cases they are given unified temporary names which differ only in number at the end and thus are hard to spell and distinguish:

“Proektiruemyy proezd №349” (“Under construction drive №349”),  
“Proektiruemyy proezd №5212a” (“Under construction drive №5212a”),  
and so on.

In practice, these “temporary” names stay forever: Moscow alone has 300+ “Under construction drives” on its map, and the number only grows.



People live, go to school, get married, raise kids and nurse their grandchildren at addresses like “Under construction drive №2940, house 125/4 bldg 7 apt 146”.

How should that feel?

## Idea

**2GIS lets dwellers of uniformly named streets assign a new friendly name for their street — both online and offline.**

## Mechanics: online

We put a street renaming option into product interface. Users can suggest a more descriptive name for one of “Under construction drives” when they're nearby. The name is put to the vote among other users, and when it reaches certain threshold of positive votes, it replaces the old name in 2GIS maps.

Copy:  
“Under construction drive 5212a  
Know a better name for this street?  
Then write it here”

Проектируемый 5212а проезд

Улица  
Москва

Хотите дать этому проезду своё,  
более осмысленное название?

Тогда введите его:

OK

## Mechanics: offline

After the new name is established for at least 3 months and no other suggestion beats it, 2GIS sends a petition to city government to rename the street officially.

This lets big city residents, who use to have less control over their urban environment, understand how flexible, user-friendly and up-to-date can mapping services be with 2GIS.





**Are we there yet?**



## Product

2GIS is the most accurate mapping and navigation service in Russia thanks to a team of scouts who explore cities and update maps long before official map providers.

It was, however, the last player on the market to introduce GPS car navigation. People have already got used to other services and wouldn't want to switch.

## Insight

Unbelievable traffic jams are the #1 driver of mobile car navigation category in Russia: live traffic information allows to find automatic detours on the fly.

Unfortunately, such “detour routes” often get illegitimately blocked by locals or construction workers for their reasons, which is never reflected in official maps that competitors use.

**Instead of a detour, thousands of drivers are led into surprise dead ends every day. No wonder they get mad at their navigation systems.**

## Idea

2GIS meets angry drivers exactly where and when their navi screws up, offering a smarter alternative right on the spot.

## Mechanics

Each of the most problematic “partizan” dead ends receives an interactive billboard with vehicle counter and WiFi access point.

The board (sketched on the next slide) greets unfortunate driver, brings him sincere condolences about his navigation system and offers to switch to 2GIS which would never lead him there.

Built-in wireless access point makes it possible for the driver to install 2GIS right on the spot without leaving his car.





Вот тебе и карты! Сегодня вы  
уже 23 -й, кто оказался в тупике.

**Как мы вас понимаем!**



Скачайте **2GIS** для вашего смартфона  
прямо здесь и забудьте о неожиданностях.



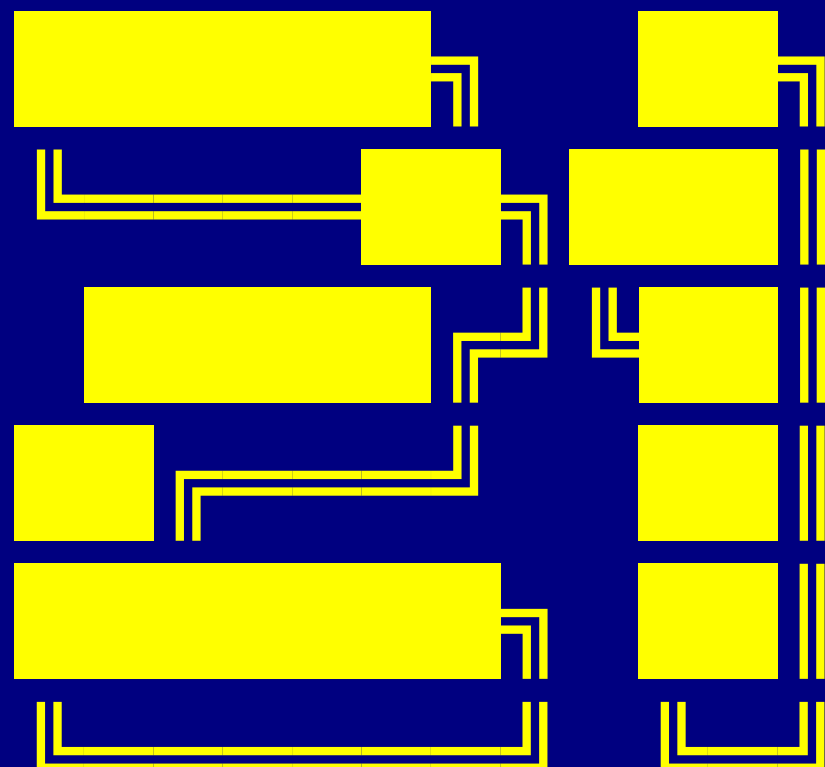
Copy:

"Now that's what most maps lead to! You are the 27th to visit  
this dead end today. We know what you mean!"

Download 2GIS right here and drop surprises off your map."



Name



Talking about good old days: does this interface look familiar to you?

To me, it represents a whole period in my life.

I wrote my first program in 1991, when I was 6. It was an awesome database of dinosaurs.

Name

At 21 I was already heading a software development department at international IT corporation, when I decided to change my life and go to advertising.

The age of dinosaurs came to an end, but deep knowledge of fundamental IT processes still helps me a lot in digital advertising.

Because the guts of every Cyber Lion still look like this.

n

Name

Name

```

..
css
files
images
js
index.html
page673.html
..
ZNNNN
NNNN.N.
NNM N 7
.NN NN N
NN.NN7N
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DNDNNM . :MN..
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NNNNN~7DNNN.=NN?,NZ
MN.~NN.NNN INDNN.NNN
. . .M8N~NDNNN:.NNNN
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.NN =NNNNNDN ZDNNN :
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N,D. NNNN.MNNNN.NN+N:
. . .MM.DN ZNNNN.DNDN:
:. 7NNNO NMN NNNN NN.M ~
7, .DNNNNN NDNNNN=8D8:~
,NNMDNNND DNNNNNNNO....~
NNNNNNNNNNNDNDM.. .
.NNDMD:DNNN ..
DNN7.NNN: .
ONNM... ..7D8=.
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DO . NNND .
. .DNNND..
. ZNDNNNN ,
MNNNNNNNNMO .
NM,. .
...
...

```



Folder 13.01.13 02:37

309 440 673 bytes in 10 files

page673.html

10291 09.06.14 12:15

= 21 427 bytes in 2 files

C:\&gt;

1 Left

## 2 Right

### 3view...

4 Edit...

5Print

6MkLink

## 7 Find

## 8History

## 9 video

## 10Tree

## 11 Views

## 12 Folds





# 22 TONS

***WHAT NAME COMES TO YOUR MIND IN REFERENCE TO “HEAVY METAL”?***

***VAN HALEN? JAMES HETFIELD? TIL LINDEMANN?***

***IN MY CASE THAT WOULD BE***

***FIRST AND FOREMOST***

***JOHN DEERE.***

***HERE IS SOME WORK***

***FOR THIS AWESOME CLIENT***





Print campaign for  
John Deere ground  
construction machinery.

Headline:

*“Preparing the ground  
for great deeds”*

Готовим почву для великих дел



**JOHN DEERE**

JohnDeere.ru





A sketch for John Deere forest machinery print campaign.

Headline:

*"The master of taiga" (a cultural equivalent of "Friend of the forest")*





A sketch for John Deere forest machinery print campaign.

Headline:

*“The master of taiga” (a cultural equivalent of “Friend of the forest”)*



23

I was trying hard to come up with anything related to number “23”. But I failed.

And I feel awesome about that, because admitting failures makes us stronger.

So here are just some prints.



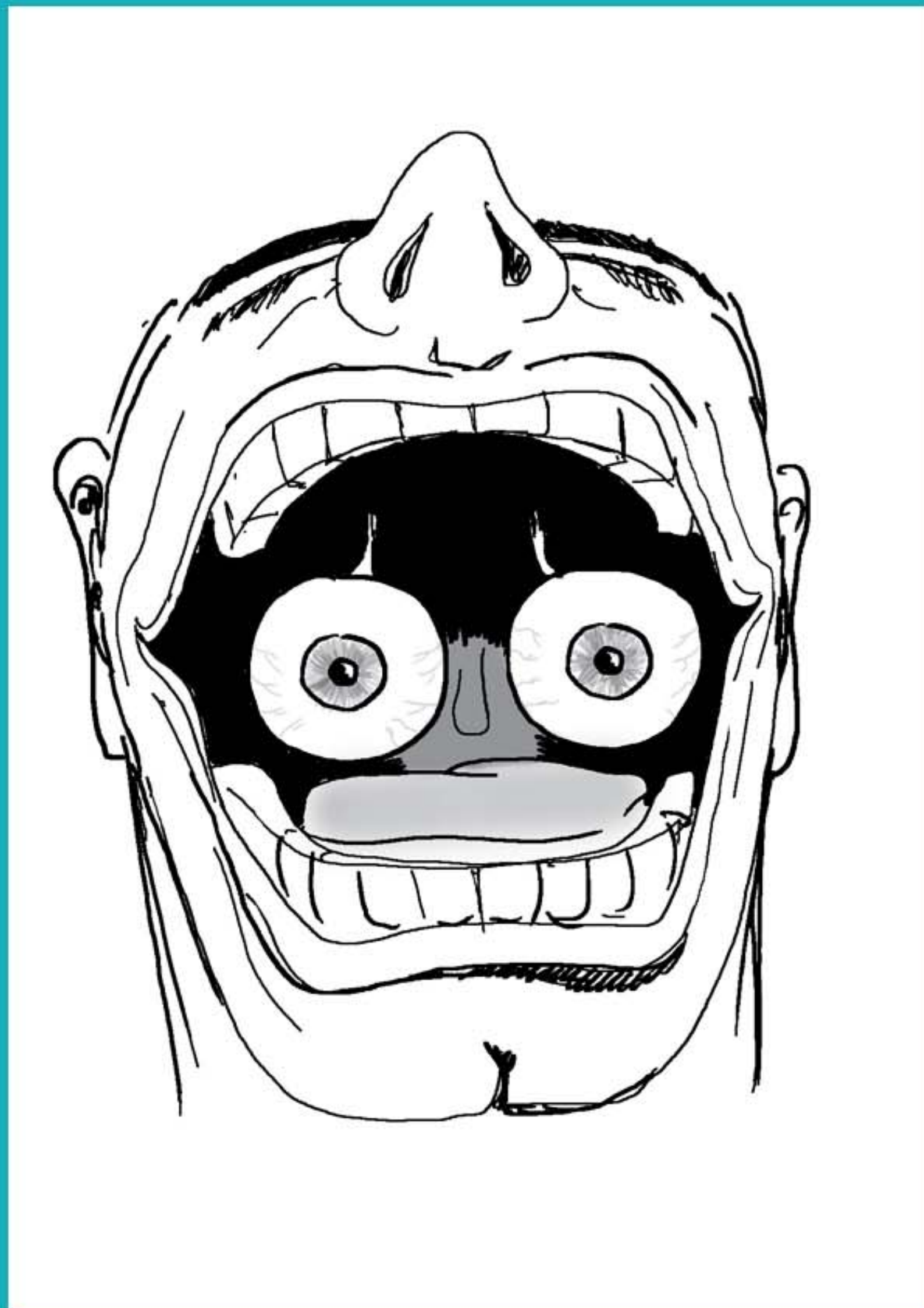


DECLARE A WAR ON STAINS



*A Stain destroyer for Ariel*





Sketches for Comedy Central launch print,  
headline: “*Can’t help laughing. Can’t stop watching.*”






I can't say that my idea and headline for this particular print are outstanding, but the fact that it's listed in Lürzer's Archive convinces me to put it here as well.



A sketch for Slovenian dairy brand called **Alpsko mleko** (“Alpine milk”).



LJUBLJANSKE  
MLEKARNE

DZS  
SLOVENIJA  
SLOVENIA

Natural milk rocks.  
[www.alpskomleko.si](http://www.alpskomleko.si)

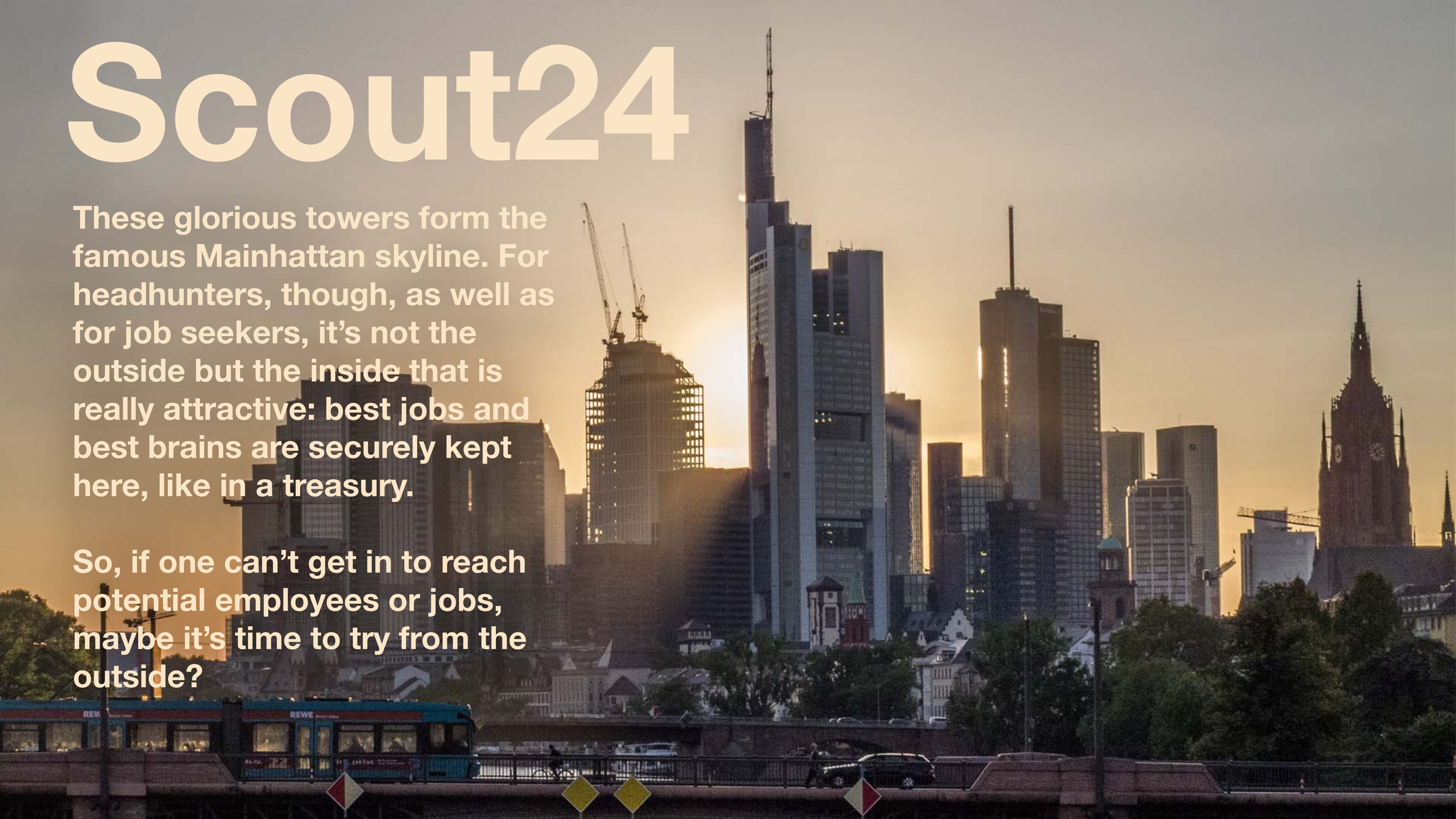
3,5  
POLNO  
ALPSKO  
mleko



# Scout24

These glorious towers form the famous Mainhattan skyline. For headhunters, though, as well as for job seekers, it's not the outside but the inside that is really attractive: best jobs and best brains are securely kept here, like in a treasury.

So, if one can't get in to reach potential employees or jobs, maybe it's time to try from the outside?





# Jobs from Windows

## **BACKGROUND**

Thousands of great jobs are just one click away at employment websites like jobscout24 or monster.de, but many candidates don't realize that a better job is waiting for them in their browser window.

## **IDEA**

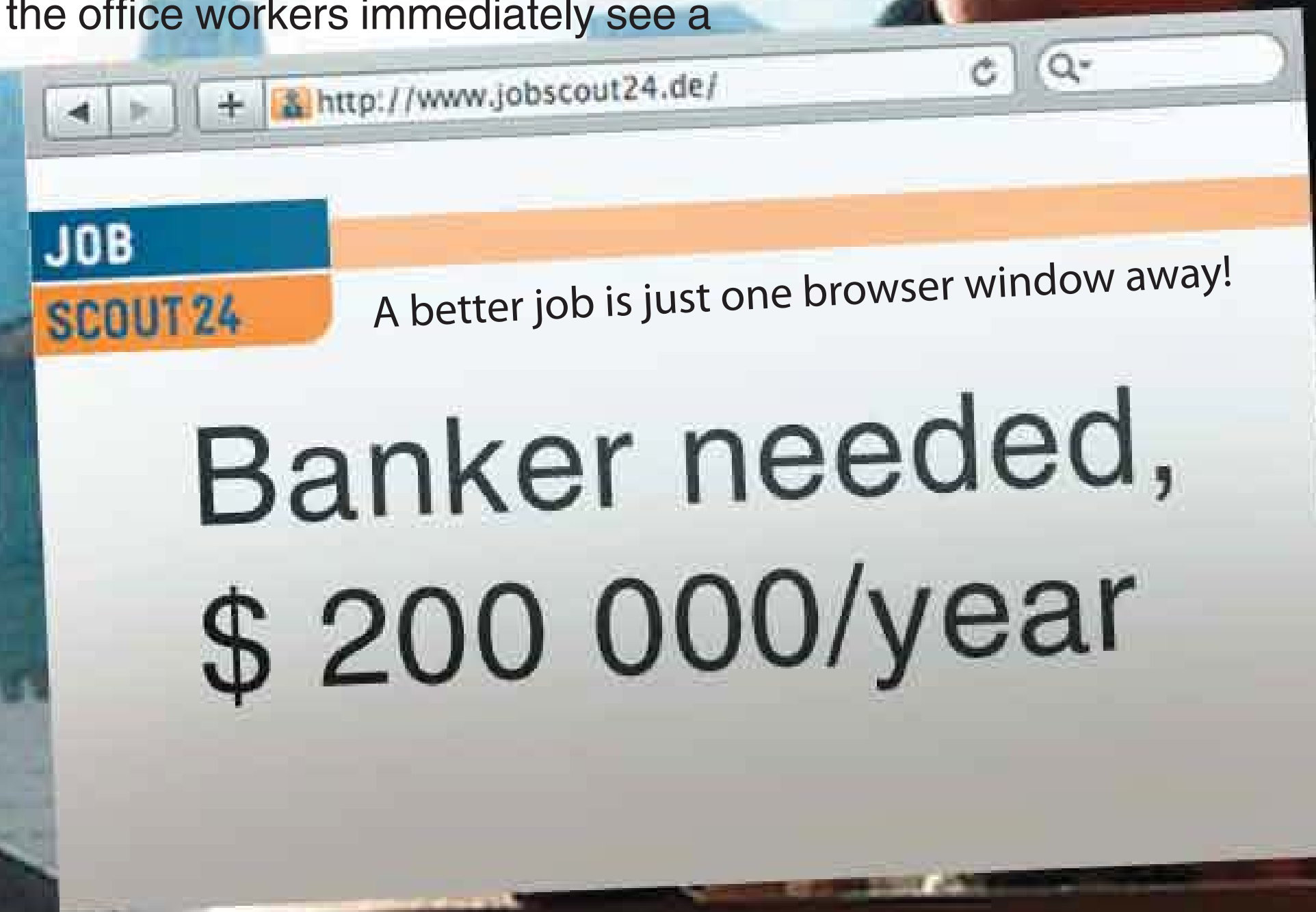
Guerilla window washer team reaches job candidates from outside, right through their office window with precisely targeted job offers from the employment website.



# MECHANICS

We run the activity on a skyscraper – i.e. Commerzbank in Frankfurt. A guerilla window washer team is provided with printed job offer posters and a seating plan of the building. This way, they know the occupation of people on the other side of the window and can target the offer.

When the team is up on the building, they put posters on windows (facing inside the office), so that the office workers immediately see a relevant job proposition.



## THE POSTER

Before we go up on the building, we examine what company or division occupies each floor to prepare dream job propositions from the database for each case. Bankers will see propositions from competitive bank, IT analysts - from competitive IT company, and so on.

These offers are printed on posters that resemble the web interface of the employment website and have a selling line below: “A better job is just one browser window away!

## THE OUTCOME

Besides the buzz we expect to create with the activity, we make a video case about it that includes preparation and targeting stages to strategically promote the employment website as “the place that has the right job for you”.



+25

to the status





# +25 to the status

## Background

Being an expensive foreign car brand, Audi offers first and foremost status — a highly sought attribute for Russian car market.

However, A3, the Audi's entry level model, sells not very good among male audience.

Reason: it's a hatchback, which is perceived as a compromise or — even worse — a car for ladies.

This is why Audi launches A3 in the all-new limo body targeted at young male audience.

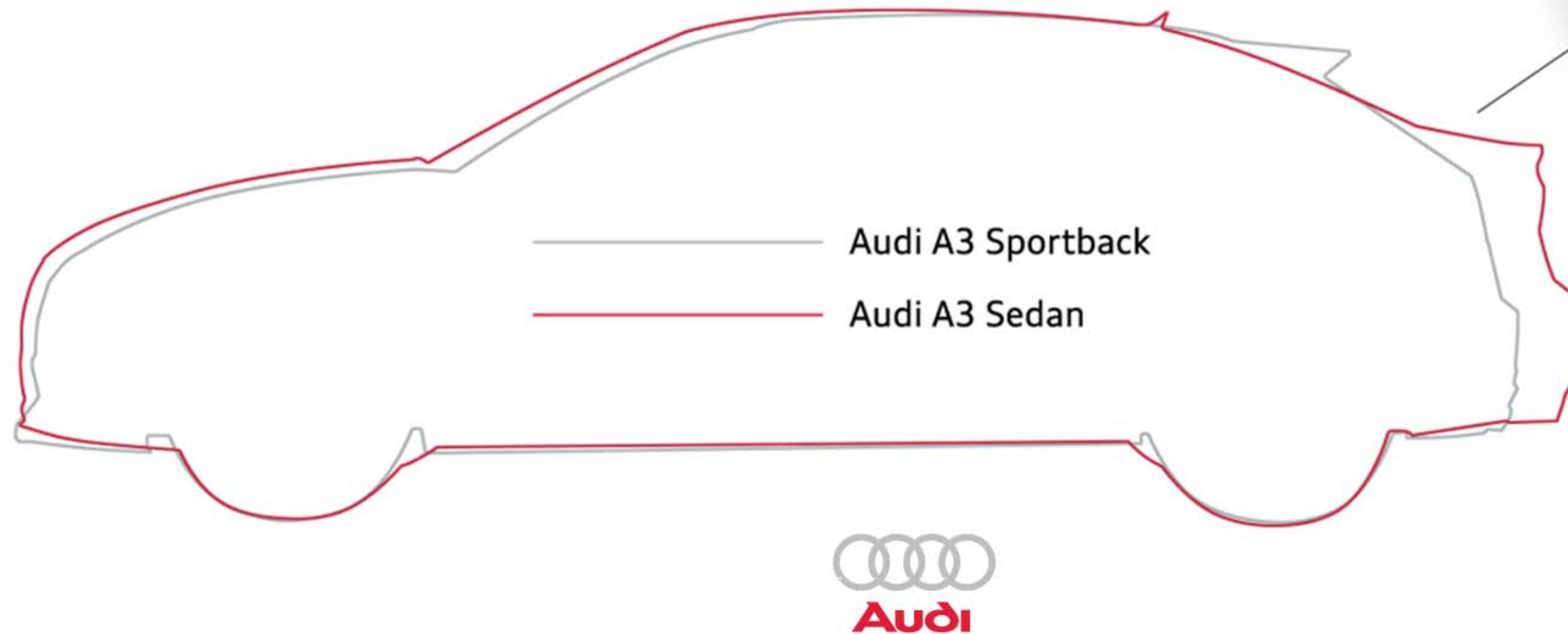




# +25 to the status

## First thoughts

Looking closely at A3 silhouettes, we immediately noticed that little detail that makes big difference: the 25cm “tail” of the Limo version. Once again, men obviously seek enlargement.





# +25 to the status

## Brief

The job was to make the new car visible in digital, explaining the emotional benefit of A3 Limo over the Hatchback version.

In digital, nothing supports your status more than... your status! A simple tool does the same thing A3 Limo does: powers up your social status by +25

## Idea





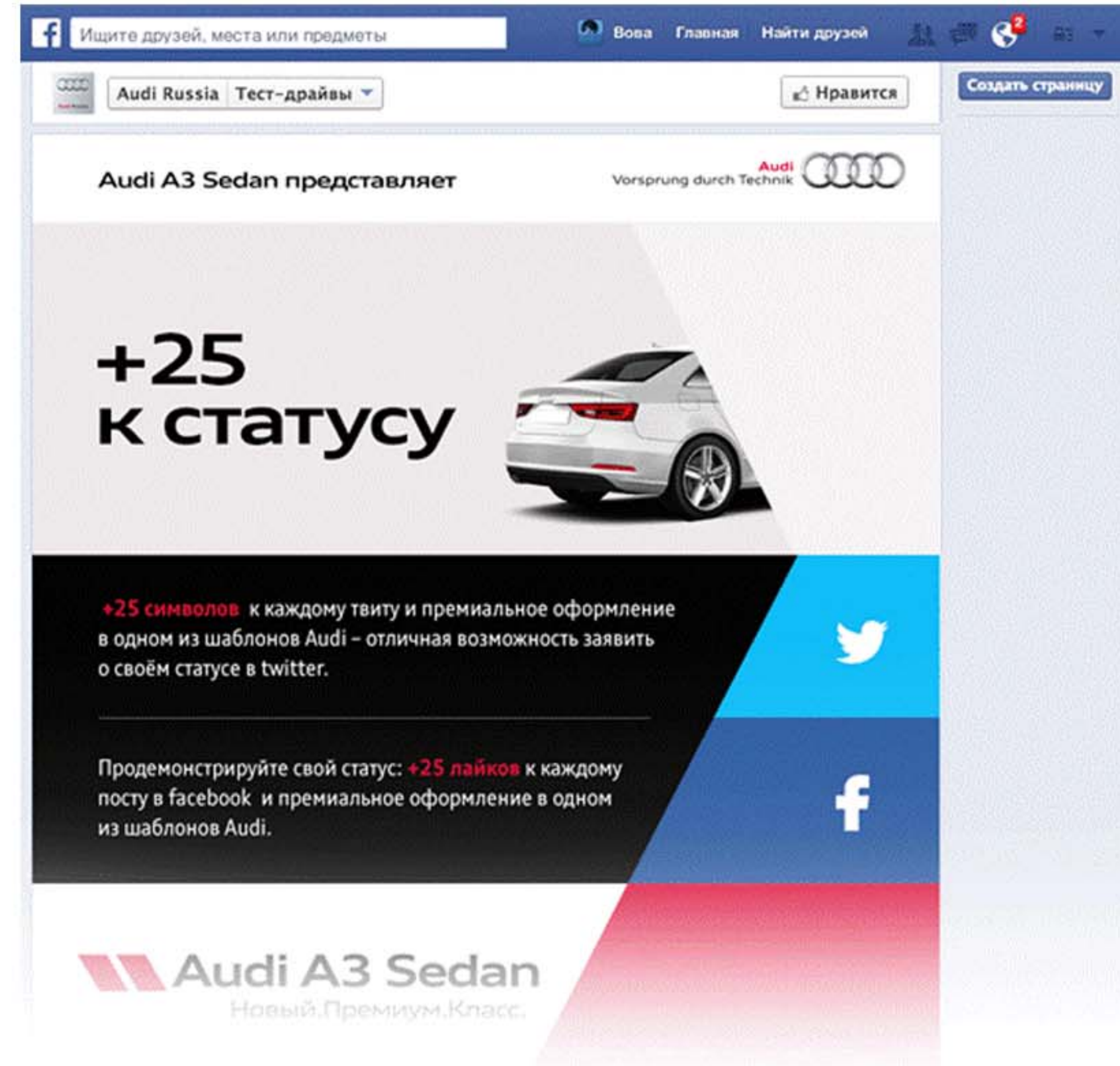
# +25 to the status

## Execution

A simple tool allows to create custom statuses that make you visible in the social network feed similar to how A3 Limo makes you visible in the traffic.

Each status gets a **+25** power-up:

- Facebook statuses receive **+25** additional likes upon publication
- Twitter statuses allow **+25** more characters

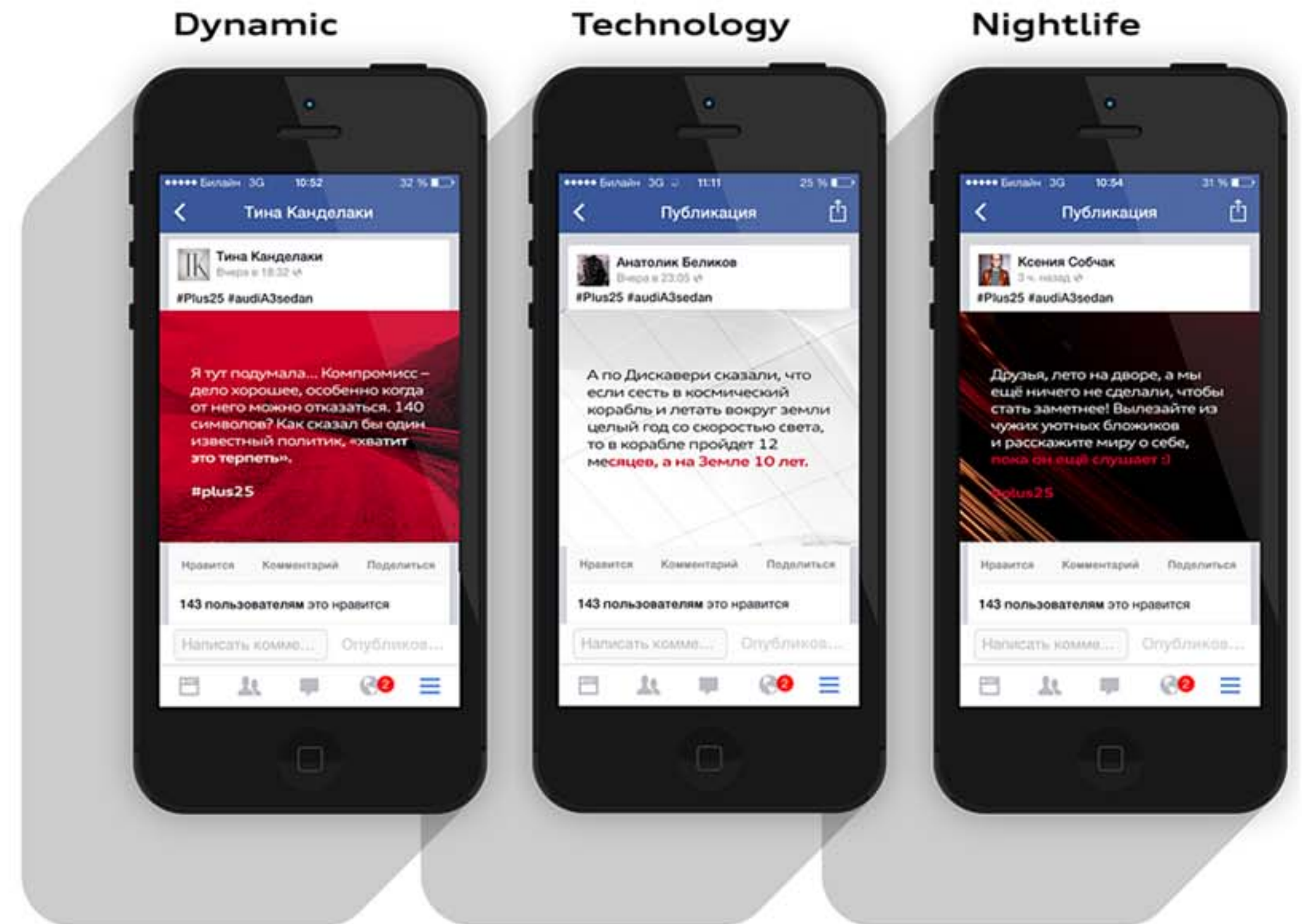




# +25 to the status

## Execution

Three different templates tied to Audi brandbook ensure strong connection with the brand and make whatever you write look far superior to ordinary text statuses.





# 26. BON VOYAGE!

## Issue

A test drive is the first date with your future car.

Of course, when you take 10 test drives in a row, 9 candidates out of 10 will remain at dealerships, sad and lonely.

Sitting at 26th place in Russia, Peugeot is even rarely considered for a test drive. But here's a game changing idea: be the guaranteed first first date. How?

## Idea

Peugeot invites you to competitors' test drives — and gives you its own car to visit all of them.





# 26. BON VOYAGE!

## Execution

Peugeot organizes a brave test drive of its 408 model: the route goes through key competitive dealerships. Not only are you encouraged to stop at them and try their cars too – you even have a schedule of “enemy” test-drives pre-booked for you by Peugeot!

This way, instead of avoiding the unavoidable (consumers going through competitive test drives), we own the situation, organizing it in the most convenient way. Even more – we make sure that the consumer has more contact and confidence in Peugeot 408 than in any other car he tests, because this is the car he returns to after each “enemy” test drive.





# 27 floors above ground

I took this picture one evening on my way from Dentsu Aegis group, where I worked as a creator in an agency called Adwatch Isobar after my return from Saatchi Frankfurt.

Not only Adwatch is the #1 digital agency in Russia, but, occupying the 28<sup>th</sup> floor of an awesome tower, it is also the highest creative agency in Europe.

c:/agency/Adwatch\_Isobar\_(Dentsu\_group)/position/digital\_creator/years/2013—2015/Responsibilities/Creating\_digital\_campaigns/concepting/running\_presentations/supervising\_copywriting/clients.exe





# The most awesome thing about me is myself.

I'm 28, the most awesome age I've ever been. I look for troubles like in 18, but already've been through more than most people in their 40s.

I've been a mechanic, a software engineer, a head of analytical department, a singer, a copywriter and now — a digital creator.

I've prepared this CVolio knowing you won't read it through, maybe not even this very line. But whether you do it or not will tell me more about you than to you about me.



I speak fluent English



I have A2 level in German



I possess literary-grade Russian



I speak some Slovenian



I really like how Estonian flag looks

I always find common language with people. That's my job.

**I am Andrey Tyukavkin.**

**andrew.icie@gmail.com • +7 903 668 0268**





# The most awesome thing about me is myself.

33

I'm ~~28~~, the most awesome age I've ever been. I look for troubles like in 18, but already've been through more than most people in their 40s.

I've been a mechanic, a software engineer, a head of analytical department, a singer, a copywriter and now — a ~~digital creator~~ **creative director**

I've prepared this CVolio knowing you ~~won't~~ **actually often will** read it through, ~~maybe not~~ even this very line. But whether you do it or not will tell me more about you than to you about me.



I speak fluent English



**B2**  
I have ~~A2~~ level in German



I possess literary-grade Russian



I speak some Slovenian,  
**French and Latvian.**



I **still** really like how Estonian flag looks

I always find common language with people. That's my job.

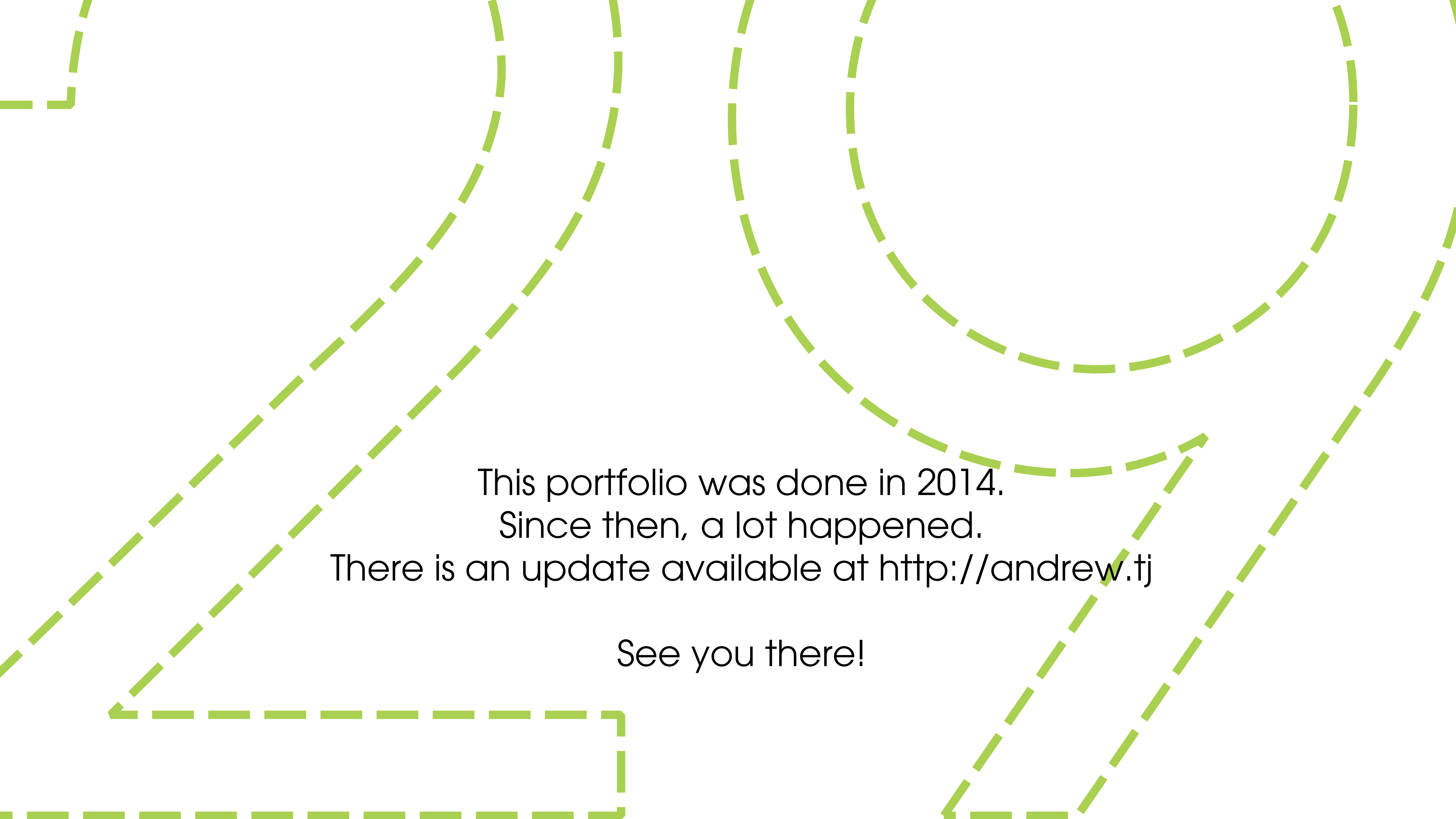
I am Andrey Tyukavkin.

**Edited  
in 2019**



**Bottom line is,  
I clearly became  
a bigger man.**





This portfolio was done in 2014.  
Since then, a lot happened.  
There is an update available at <http://andrew.tj>

See you there!