

BEETLENCIAGA SUPER DROP

MERCH  
COLLECTION

SUPER DROP

**Beetlenciaga**

A man and a woman are sitting on a white metal bench in a lush, green forest. The man, on the left, is wearing a patterned blazer over a white shirt and light-colored trousers. The woman, on the right, is wearing a pink, long-sleeved, textured top and black boots. The background is filled with tall grass and trees.

# ABOUT PROJECT

BASED ON THE INSIGHTS OF THE AUDIENCE, INCLUDING IN PARTICULAR ITS HIDDEN PAINS, HOPES AND ASSESSMENTS OF WHAT IS HAPPENING IN THE MARKET, SUCH A CREATIVE DESIGN WAS MADE THAT EMOTIONALLY TOUCHED THE RECIPIENTS, AND AT THE SAME TIME PROFITABLY PRESENTED THE COMPANY THROUGH THE MESSAGE:

"THE DEPARTURE OF LARGE BRANDS IS NOT A TRAGEDY, BECAUSE THE MAIN THING IS NOT BRANDS, BUT RELEVANT, STYLISH, VIRAL CREATIVITY, WHICH THE COMPANY, BY THE WAY, KNOWS HOW TO DO WELL; THEREFORE, YOU HAVE TO INVITE IT TO CREATIVE TENDERS MORE OFTEN!"

# THE TASK OF THE PROJECT

TO REMIND CUSTOMERS ABOUT THE CREATIVE  
POTENTIAL OF THE COMPANY AND ENCOURAGE  
THEM TO INVITE IT INTO CREATIVE  
TENDERS EVEN MORE OFTEN.

# THE TARGET AUDIENCE OF THE PROJECT:

CLIENTS AND PARTNERS:  
HEADS OF LARGE COMPANIES;  
PURCHASING MANAGERS, CORPORATE COMMUNICATIONS  
MANAGERS, BRAND MANAGERS, BUSINESS DEVELOPMENT  
MANAGERS AND INTERNAL HR DEVELOPMENT MANAGERS.

# PURPOSES:

TO INCREASE CUSTOMER  
LOYALTY

TO GET MORE CREATIVE ORDERS

# INSIGHT

THE CREATIVE DESIGN WAS DEDICATED TO THE TOPIC OF BRANDS, SINCE BOTH THE SENDING COMPANY AND ITS CUSTOMERS WHO RECEIVED THE MERCH WORK WITH BRANDS.

FOR ALL OF THEM, BRANDS ARE A SPHERE OF PROFESSIONAL SELF-REALIZATION AND A SOURCE OF CHALLENGES, INSIGHTS AND EARNINGS.

IN ADDITION, THE DEPARTURE, RETURN AND RENAMING OF BRANDS HAVE "CHARGED" THIS TOPIC IN THE INFORMATION FIELD FOR A LONG TIME, AND HUMOR IN THIS DIRECTION RESONATES EASILY.



# CREATIVE CONCEPT

CREATIVE SOLUTION

**Merch for those who  
are cool without brands.**

BEETLENCIAGA SUPER DROP

BRANDED CLOTHS DON'T MAKE A PERSON BETTER. BUT A GOOD PERSON CAN EASILY ADD COOLNESS TO A BRAND BY PUTTING ON ITS PRODUCTS.

THE NEW BEETLENCIAGA DROP IS FOR THOSE WHOSE SELF-ESTEEM DOES NOT DEPEND ON NAMEPLATES ON CLOTHES. FOR PEOPLE WHO DON'T BOW TO BRANDS. FOR PERSONALITIES WHO KNOW HOW TO FEEL COOL REGARDLESS OF THE CROWD'S TASTES.

# THE COLLECTION

THE DROP LINE CONSISTS OF ITEMS WHOSE BRANDING IS INTENTIONALLY BROUGHT TO THE POINT OF ABSURDITY IN ORDER TO SHOW THE RIDICULOUSNESS OF ADORATION OF THE BRANDS.

THESE ARE A SHOPPER AND A TOWEL FROM BEETLENCIAGA, LOUIS BIDON GLASSES, PRADAM FLIP-FLOPS, A SHAVEL T-SHIRT AND A POSTCARD IN THE FORM OF A BOARDING PASS FOR A BEETLHANSA FLIGHT.

BEETLENCIAGA SUPER DROP



TOWEL

**Beetlenciaga**

SHOPPER

# Beetlenciaga



BEETLENCIAGA SUPER DROP

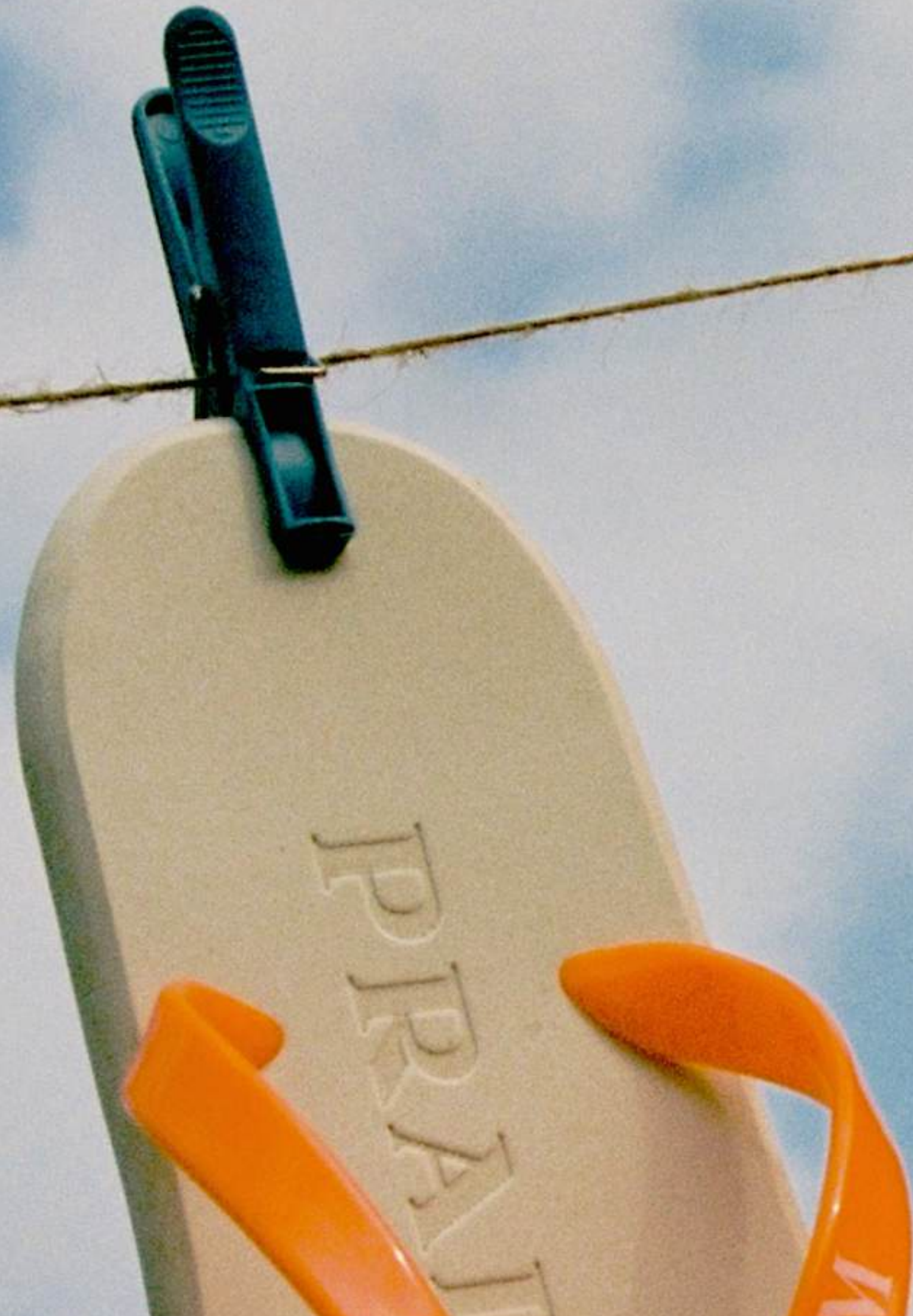


GLASSES

**LOUIS BIDON**

BEETLENCIAGA SUPER DROP

FLIP-FLOPS  
**PRADAM**



BEETLENCIAGA SUPER DROP



T-SHIRT  
**Shavel**



BEETLENCIAGA SUPER DROP

A POSTCARD IN THE FORM  
OF A BOARDING  
PASS FOR A

# Beetlenciaga FLIGHT

**Beetl**  **Beetl**  **BOAR**

Passenger Name  
**Беззюк Максим**

From  
**2023**

To  
**2024**

Flight  
**NEW YEAR**

Carrier  
**BEETLHANSNA**

Date  
**31.12.2023**

Time  
**00:00**

Seat  
**FIRST CLASS**

Gate  
**BEETL**

Board till  
**ALWAYS**



A BONUS:  
**Don't drizzle**  
RAINCOAT

AFTER THE GREAT SUCCESS OF THE COLLECTION, IT WAS COMPLEMENTED BY A RAINCOAT, WHICH WAS GIVEN ON GENDER HOLIDAYS.

THE LARGE INSCRIPTION "DON'T DRIZZLE" LITERALLY CROSSES OUT THE "TEARS OF A MARKETER" – WORDS THAT FLOW DOWN LIKE RAINDROPS AND EXPRESS THE TYPICAL DOUBTS OF A MARKETER.

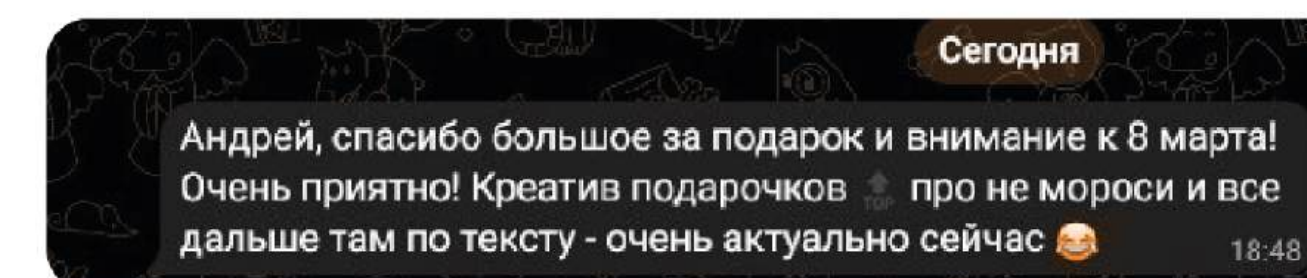
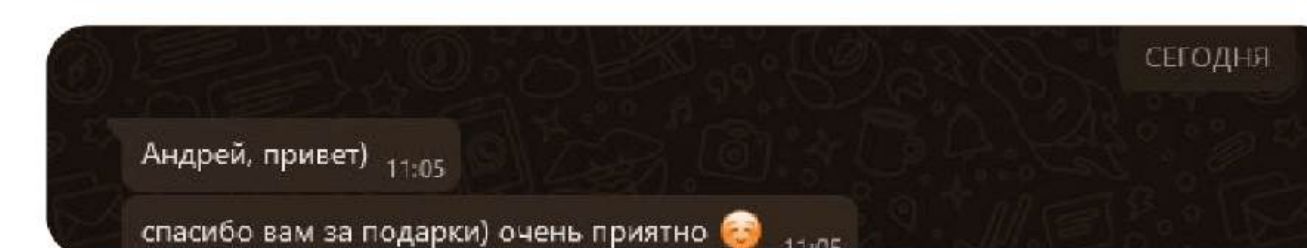
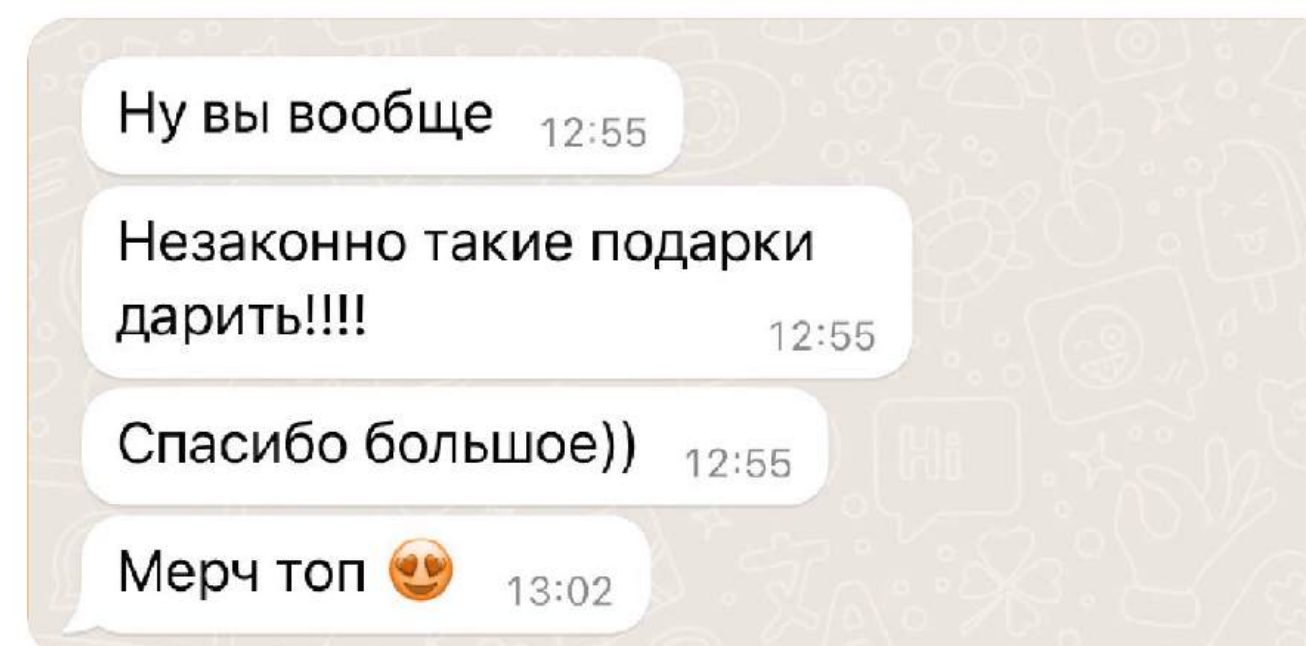
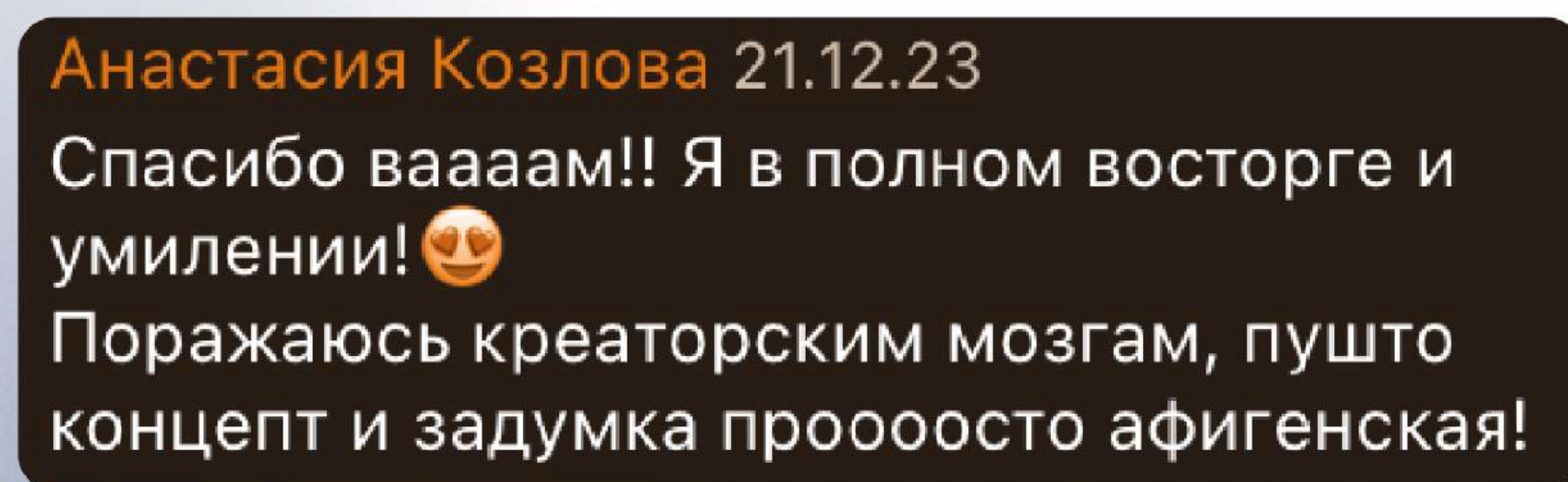
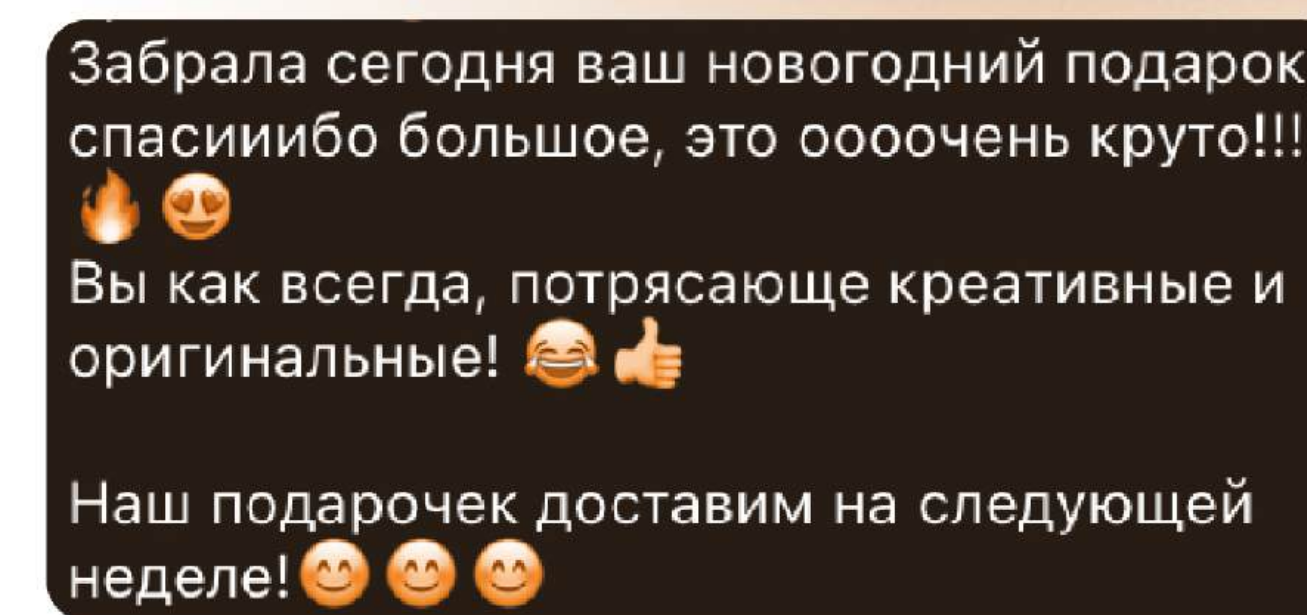
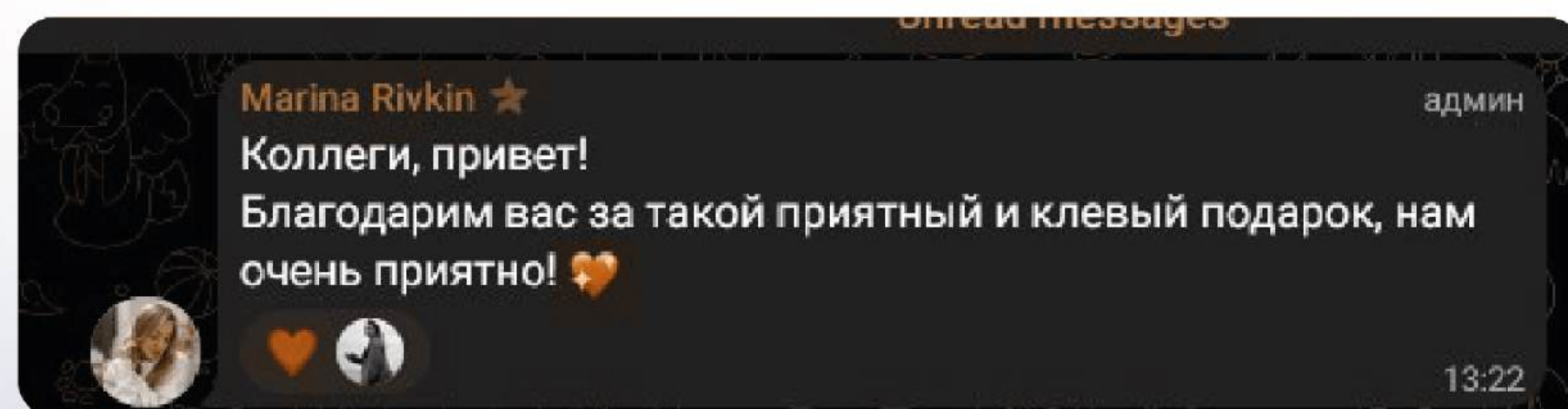
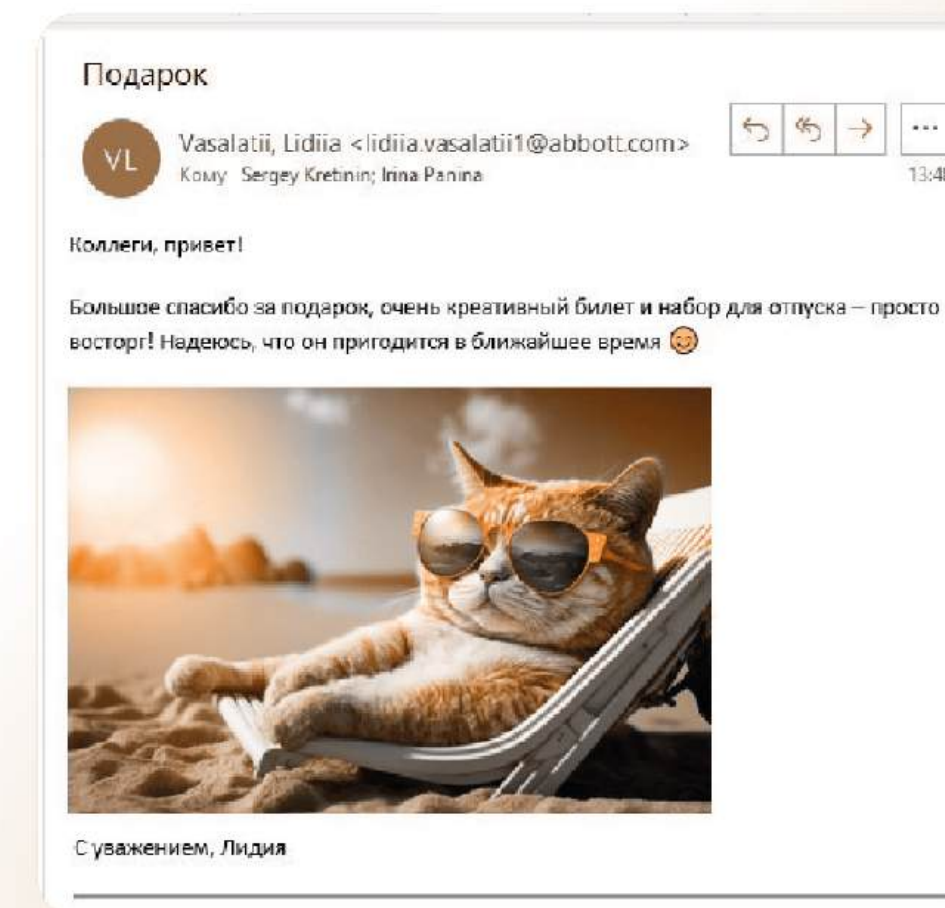


# THE RESULTS

BEETLENCIAGA SUPER DROP

+31% IN THE REVENUE SIDE OF THE COMPANY'S CREATIVE DEPARTMENT IN THE FIRST HALF OF 2024 COMPARED TO THE FIRST HALF OF 2023.

CUSTOMERS HAVE SENT A HUGE AMOUNT OF GRATEFUL MESSAGES ABOUT MERCH, INCLUDING THEIR VACATION PHOTOS.



# ABOUT COMPANY

INTEGRATED MARKETING  
COMMUNICATIONS AGENCY  
WITH 23 YEARS OF WORK EXPERIENCE.

SERVICES: EVENT, CREATIVE & DESIGN,  
DIGITAL PRODUCTION, TRADE  
MARKETING, RETAIL  
MARKETING AND PR.