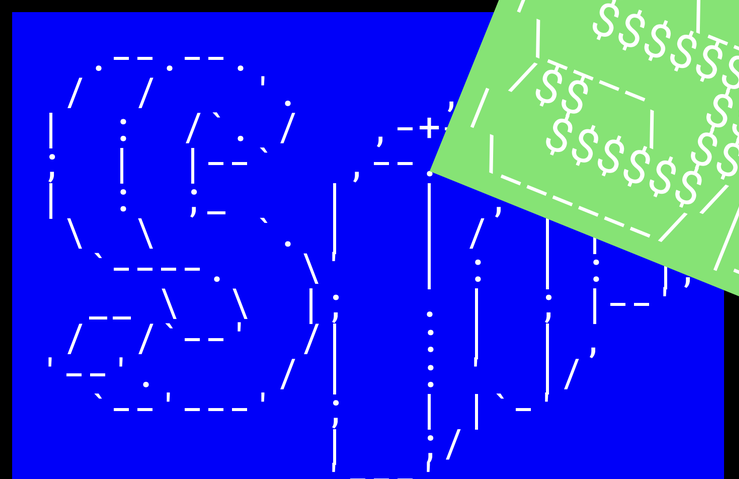
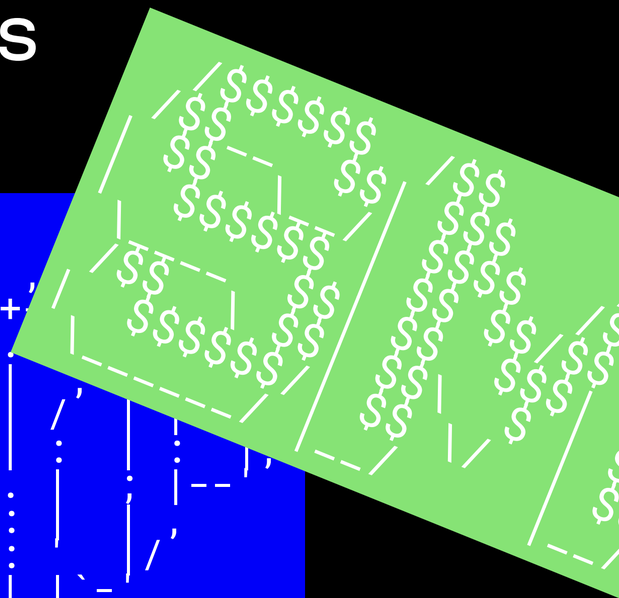
silver mercury

\\\ ///

ecosystem
of creative
and marketing
communications





Rebranding

The oldest advertising award in Russia, «Серебряный Меркурий» (Serebryaniy Mercuriy), has undergone a rebranding and has become Silver Mercury.

In 2024, at the time of the project's launch, the Silver Mercury brand was in a state where its visual and verbal identity no longer reflected its position in the industry or the internal changes it had undergone. In the rapidly evolving advertising and marketing industry, where visual differentiation and a cohesive brand image are critically important, SM's identity had become outdated both aesthetically and substantively.

Before

After

One of the most striking solutions is the use of \\\ slashes ///. They're not about excessive creativity, but about precise impact: minimalism that everyone already knows and uses every day. These symbols are on everyone's keyboard — and now they can be used to "give wings" to words, collect ideas, and create context. SM is now closer — \\\ right next to everyone ///. Just one gesture — and you're already part of the brand.

We created a system tailored to the brand's architecture to be clear to a new audience and easy to use.

Tasks

1 Conduct a successful launch of the new identity (involving industry leaders, get feedback, record mentions in the media)	2 Ensure recognition and understanding of the new visual system and brand values among participants and partners.	3 Attract at least 200 guests at the presentation party of the identity in Moscow.
4 Receive at least 100 organic mentions in social networks within 3 days after the launch.	5 Update the tone of communication: transform it into closer, more modern, more emotional one.	6 Expand coverage through digital channels.
7 Increase the number of subscribers in social networks.	8 Attract new attenders and young customers of Silver Mercury festival.	

\\\sm/// ecosystem

What started as an award within a festival has evolved into a national platform: the federal SM Awards with competitions like SM Public Vote and SM Retrograde, regional awards SM Regions, the youth-focused SM Young tournament, the industry-specific SM Conference, and much more.

All these changes serve one core mission of SM: to help talents earn money from their skills.

products

\\\ awards ///

public vote
retrograde
rating
prozharka

Main festival
Retrograde Mercury
Public voting
Ranking
Business breakfasts
Roast sessions
Online and offline events

\\\ conference ///

A major industry event
for agencies and advertisers

\\\ young ///

An award for students
and professionals under 30

\\\ business club ///

business units

\\\ regions ///

7 federal districts
An award aimed at raising the professional level of agencies — a springboard for participating in the federal SM Awards

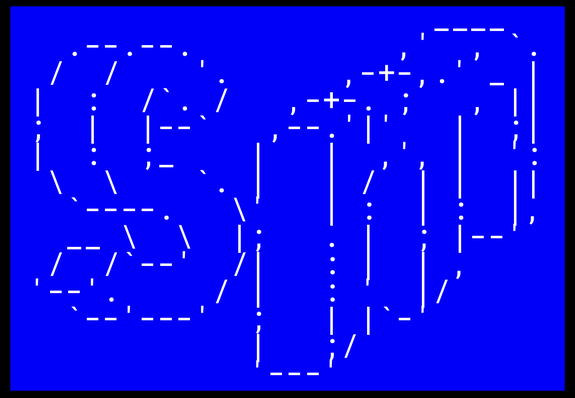
\\\ hr agency ///

Employment of specialists
“verified by Mercury”

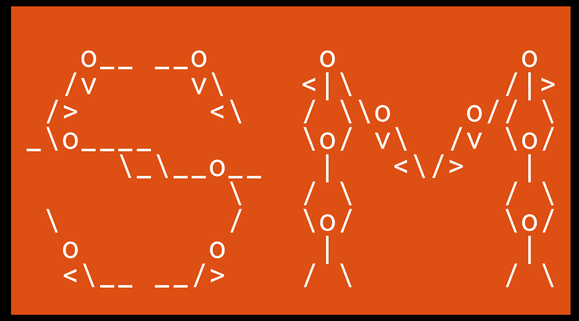
\\\sm/// ecosystem

ASCII fonts are additional elements of the visual identity, serving as visual markers for each of the sub-brands.

The identity uses five main ASCII fonts: 3D Diagonal, Acrobatic, Big Money-ne, Dancing Font, and Crazy.
Each one corresponds to a specific sub-brand.

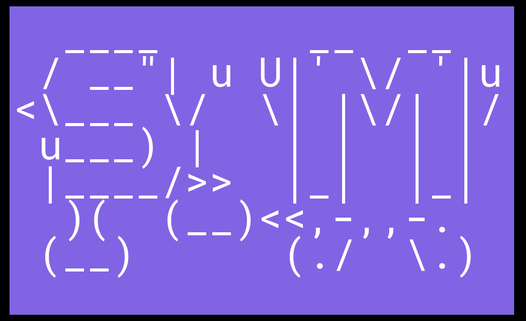


3D Diagonal \\\ regions ///

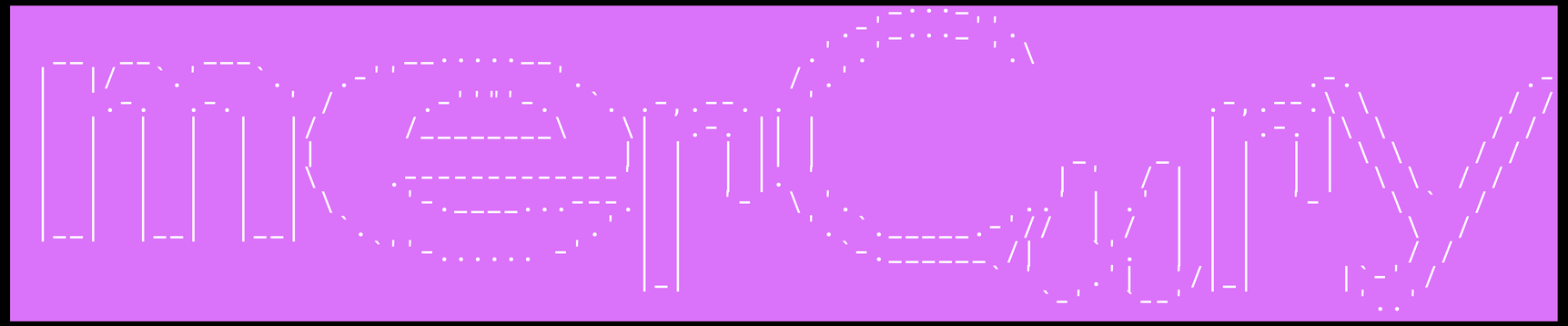


Acrobatic \\\ hr agency ///

Big Money-ne \\\ business club ///



Dancing Font \\\ conference ///



Crazy \\\ young ///

\\\sm/// font

The signature symbolic font is all about nostalgia, provocation, and fun.
It’s made entirely of Unicode characters — a language that can speak across all platforms, anywhere in the world.

\\\sm/// mascot

Mercury is the face of the brand — the god of business and marketing who fuels us with ambition.
The modern Mercury is stylish and witty. This Chill Guy captivates with his provocative simplicity.
He doesn’t try to act like an authority — yet he becomes a viral icon.

silver mercury

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Silver Mercury / Серебряный Меркурий

Вы подписаны

silvermercury.com

silver mercury

SM Awards Проекты SM Conference О Silver Mercury Контакты

Экосистема креативных и маркетинговых коммуникаций

25 лет помогаем талантам зарабаты
выявляя бенчмарки и развивая инду

\\\ sm ///

12 блоков
168 номинаций
∞ амбиций

Send a message...

in use

\\\sm/// awards

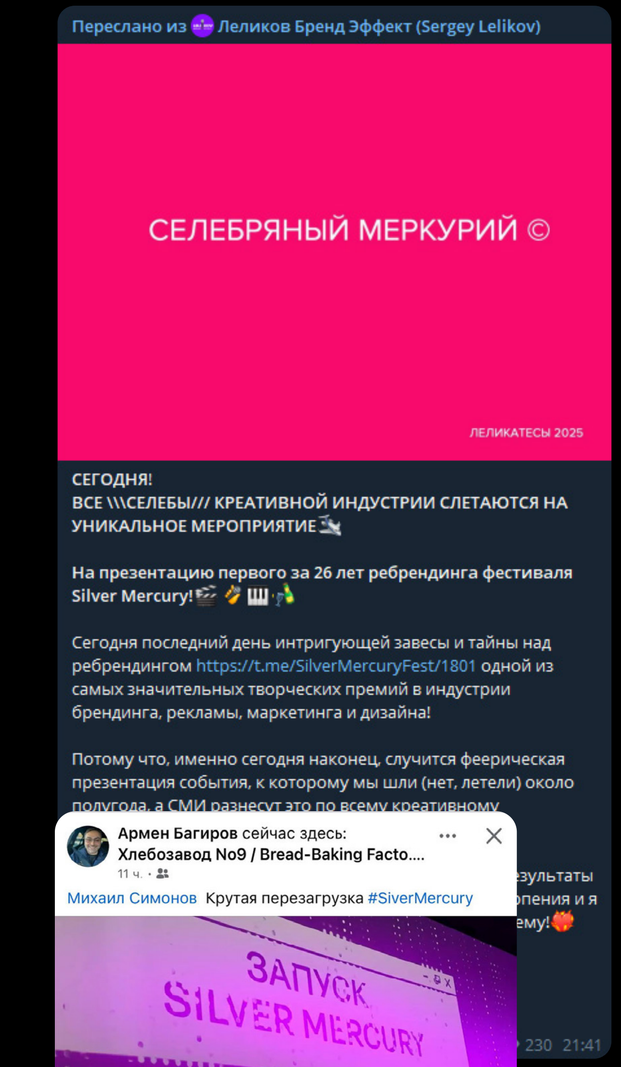
A key design technique for \\\ awards /// products is pixelation. In addition to the main product, the structure includes branches like \\\ public vote ///, /// retrograde \\\, \\\ rating ///, and \\\ prozharka ///. Each branch has its own unique identity while maintaining visual continuity through the consistent construction of graphic elements.

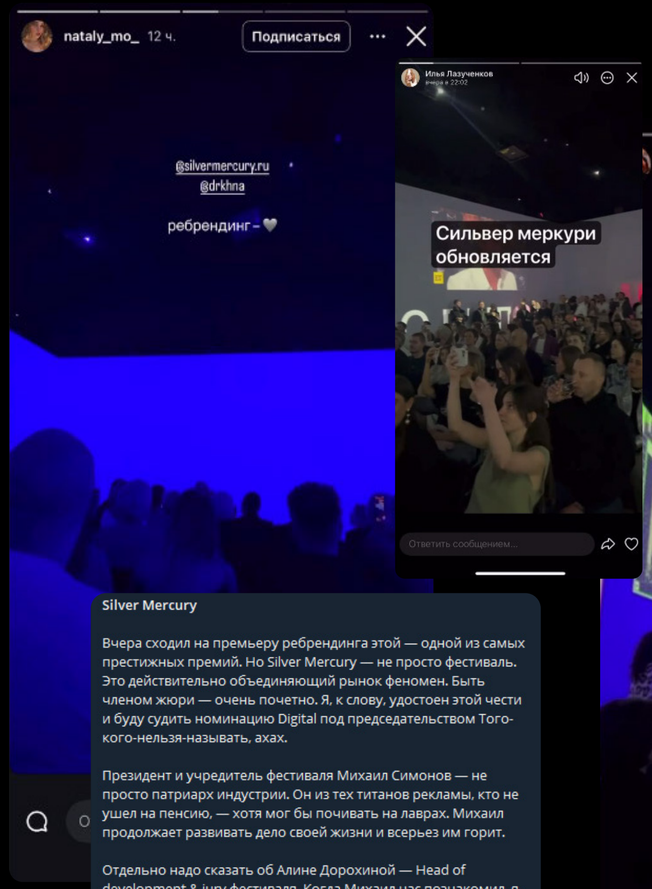
collaboration \\\ sm /// × lapochka

silver hack party

1. More than 300 guests, including top management of the highest rated agencies, top 100 advertisers and “elders” of the advertising market.
2. >120 organic social networks mentions in 3 days.
3. ER of publications: 2.3 times higher than average.
4. More than 15,000 views of publications in Silver Mercury’s social networks.
6. 1,539 new site visitors, 853 returning visitors.
7. Average time on site increased by 16%, bounce rate dropped by 13%.
8. Total audience of media with first releases (Lifehacker, rusbase, adpass, Rambler News, news.ru) was 4 485 220.

silver hack party
over 100 mentions on social media from industry leaders





Silver Mercury

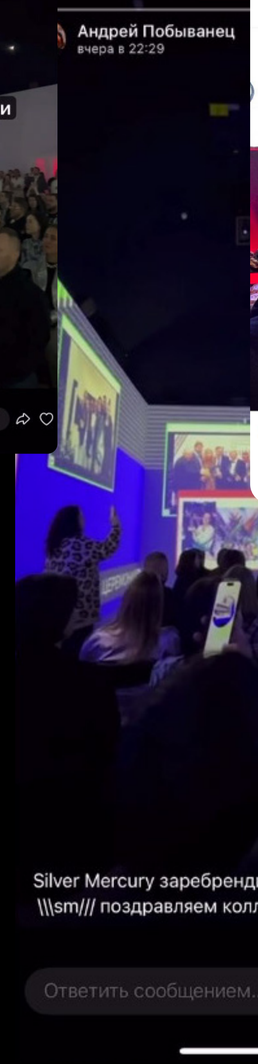
Вчера сходил на премьеру ребрендинга этой — одной из самых престижных премий. Но Silver Mercury — не просто фестиваль. Это действительно объединяющий рынок феномен. Быть членом жюри — очень почетно. Я, к слову, удостоен этой чести и буду судить номинацию Digital под председательством Того-кого-нельзя-называть, ахах.

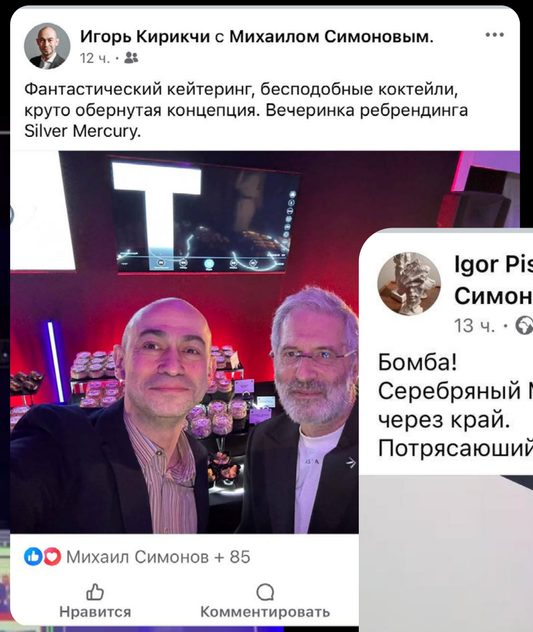
Президент и учредитель фестиваля Михаил Симонов — не просто патриарх индустрии. Он из тех титанов рекламы, кто не ушел на пенсию, — хотя мог бы почивать на лаврах. Михаил продолжает развивать дело своей жизни и всерьез им горит.

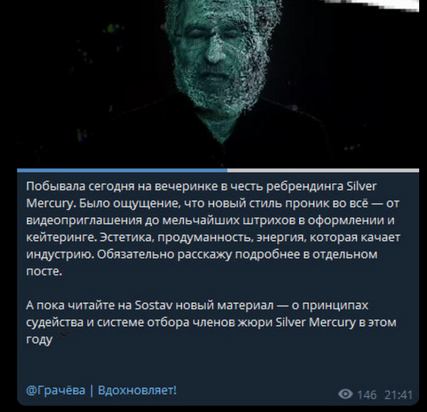
Отдельно надо сказать об Алине Дорохиной — Head of development & jury фестиваля. Когда Михаил нас познакомил, я, к своему стыду, подумал, что Алина просто поддерживает связи с рынком. Вчера все увидели, что эта прекрасная девушка дала новый импульс Меркурию. Состоявшаяся премьера — яркое доказательство того, что четвертьвековой продукт может обновляться. Не просто соответствуя духу времени, а даже опережая его.

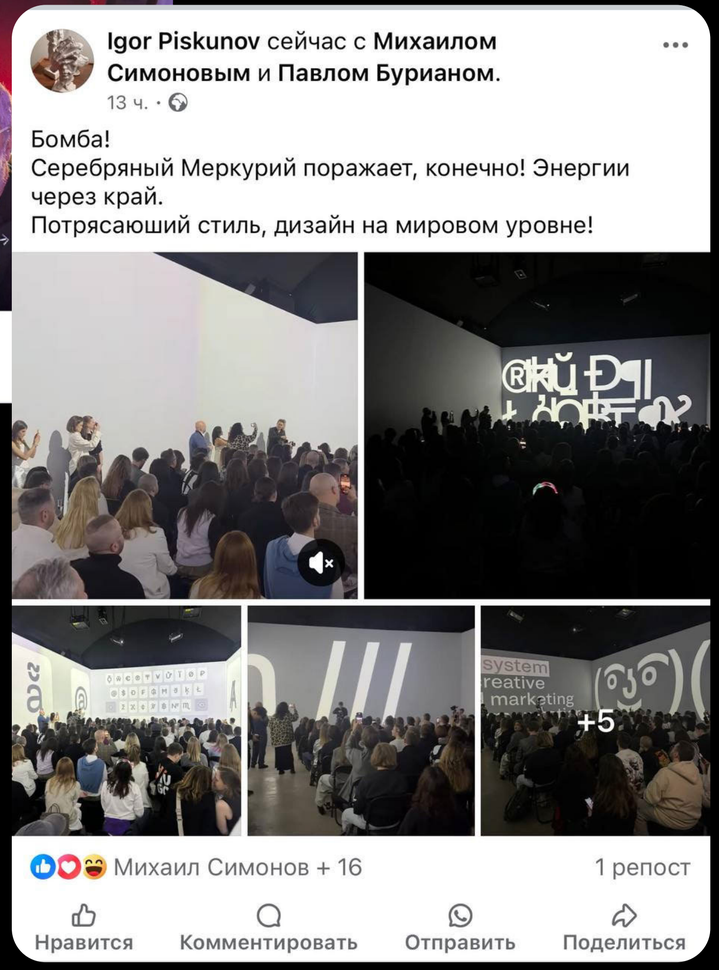
В конце года я обязательно напишу свой личный рейтинг мероприятий, как сделал это в 2024-м. Сомневаюсь, что кто-то — при высочайшей конкуренции — сможет поднять планку нефестивальных мероприятий еще выше. Izmeni Soznanie оставляю за скобками в силу особенности его формата.

Падшая листва — телеграм-канал главреда Sostav: ИИ, маркетинг, пиар, (за)умные мысли
1012 21:41

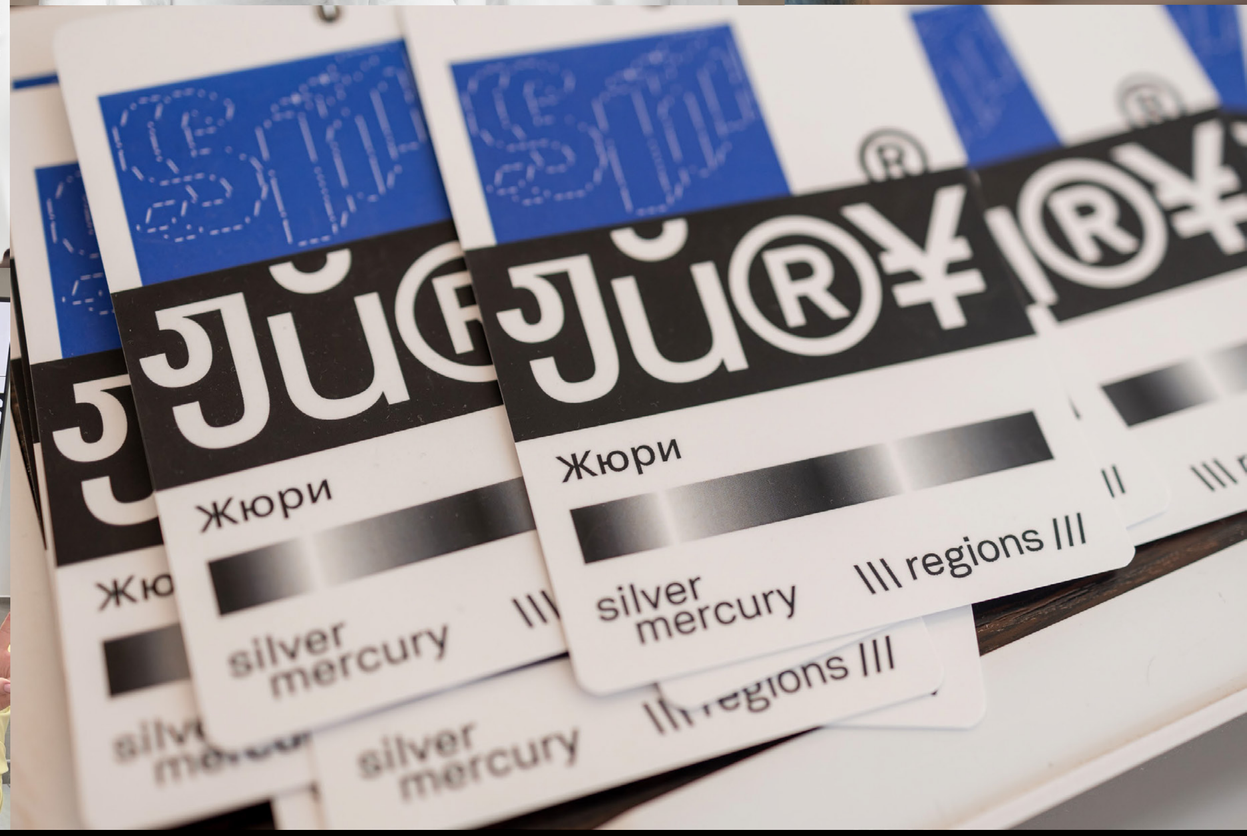








sm \\\ regions ///
Kazan



sm \\\ regions ///
Saint Petersburg

110 applications
64 projects shortlisted
~300 guests
Held at Arts Square Gallery

silver
mercury

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