

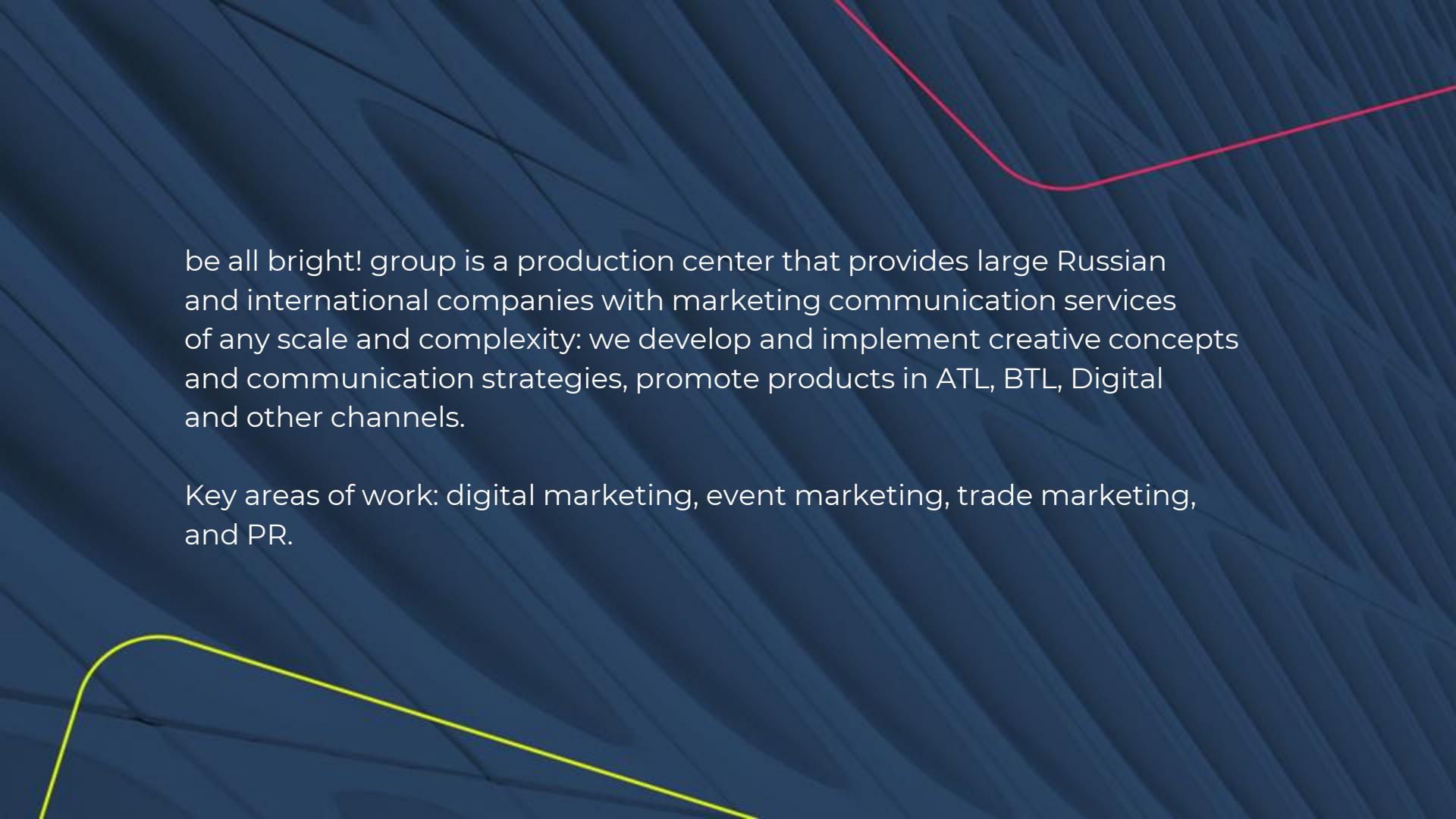


be all

bright!

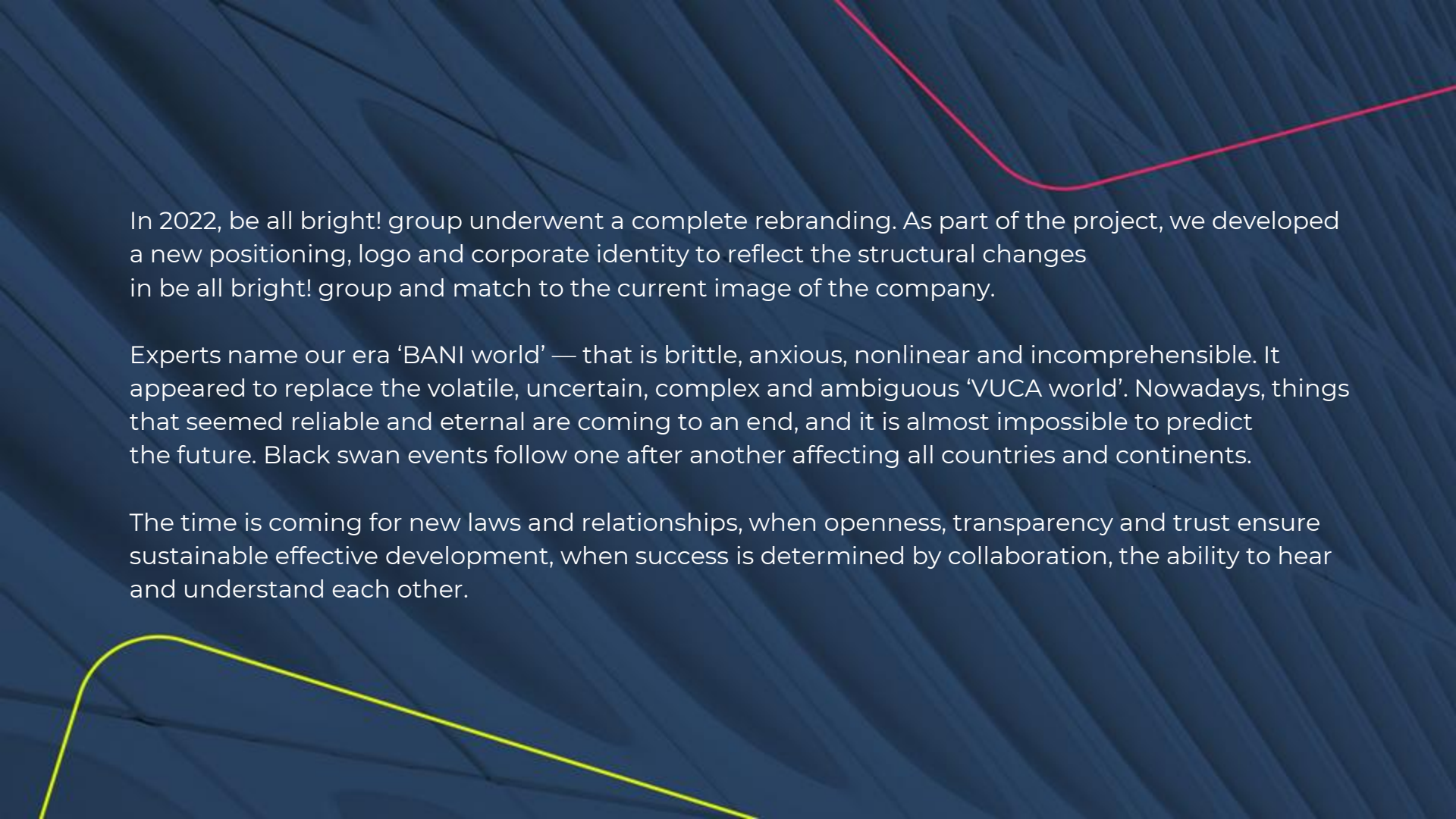
GROUP

production  
center's  
website



be all bright! group is a production center that provides large Russian and international companies with marketing communication services of any scale and complexity: we develop and implement creative concepts and communication strategies, promote products in ATL, BTL, Digital and other channels.

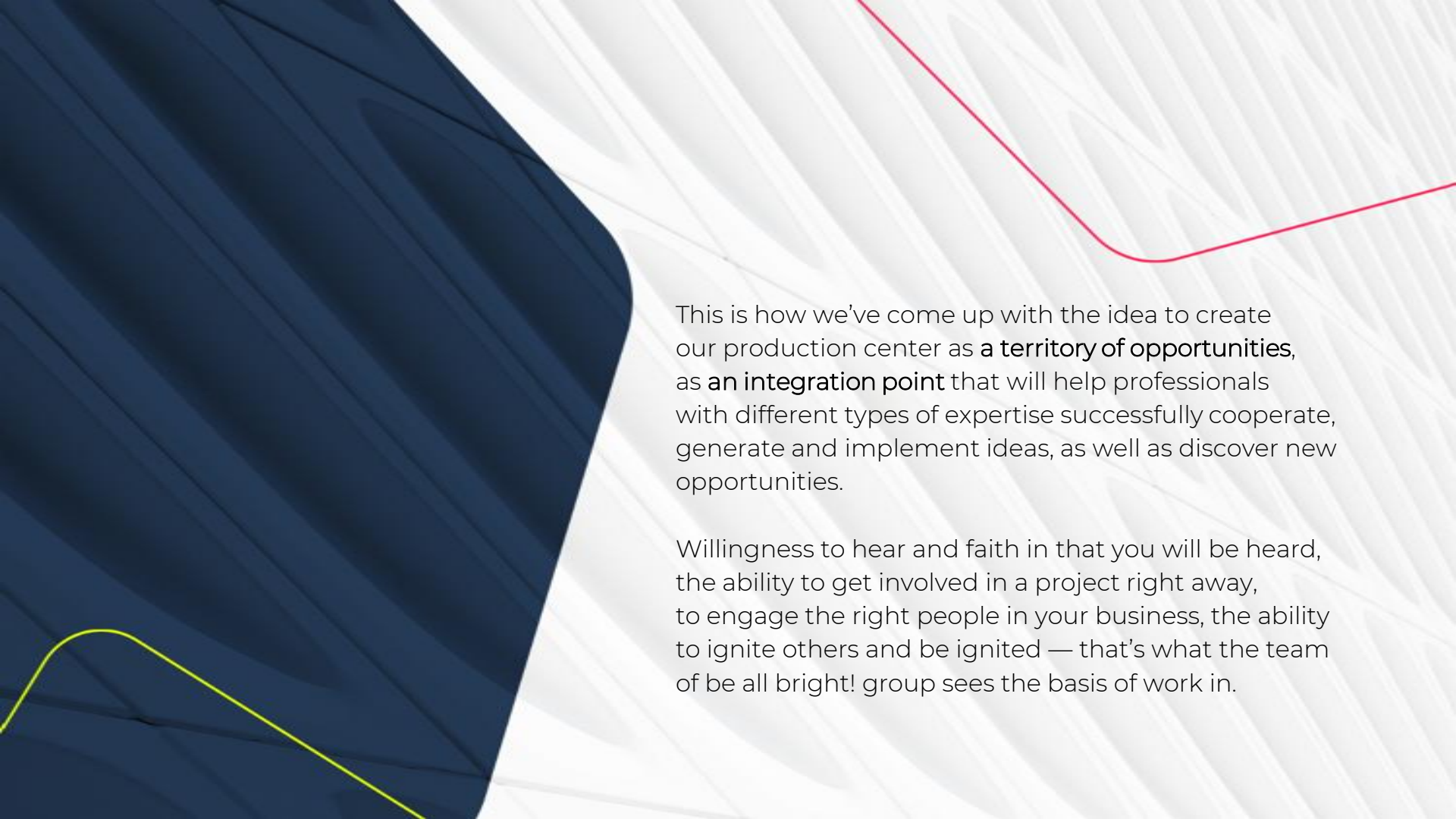
Key areas of work: digital marketing, event marketing, trade marketing, and PR.



In 2022, be all bright! group underwent a complete rebranding. As part of the project, we developed a new positioning, logo and corporate identity to reflect the structural changes in be all bright! group and match to the current image of the company.

Experts name our era 'BANI world' — that is brittle, anxious, nonlinear and incomprehensible. It appeared to replace the volatile, uncertain, complex and ambiguous 'VUCA world'. Nowadays, things that seemed reliable and eternal are coming to an end, and it is almost impossible to predict the future. Black swan events follow one after another affecting all countries and continents.

The time is coming for new laws and relationships, when openness, transparency and trust ensure sustainable effective development, when success is determined by collaboration, the ability to hear and understand each other.



This is how we've come up with the idea to create our production center as **a territory of opportunities**, as **an integration point** that will help professionals with different types of expertise successfully cooperate, generate and implement ideas, as well as discover new opportunities.

Willingness to hear and faith in that you will be heard, the ability to get involved in a project right away, to engage the right people in your business, the ability to ignite others and be ignited — that's what the team of be all bright! group sees the basis of work in.



# OBJECTIVES

Following the rebranding, we needed to create a new website – a business card reflecting the current positioning of the production center and matching to the corporate identity.

# TARGET AUDIENCE

B2B:

Marketing directors, procurement directors, PR-directors,  
brand managers of Russian and international companies.

# SOLUTION

Our digital unit staff carefully studied websites of marketing agencies around the world to create our own, different concept.

The design is based on a spotlight circle, which focuses attention on the main item revealing its essence. It is a reference and a starting point at the same time. It is an ability to look at a phenomenon or task from a different angle, in a different light.

The logos and color schemes of the company's key areas of work resemble a colorful stained-glass window. Glasses of various shapes form a picture, and the sunlight, passing through it, plays with new shades.



# SOLUTION

The new website tells in detail about all areas of the company's activities and is available in three languages: Russian, English and Chinese.

You can download the company presentation from the website. There is a convenient 'Write to us' form allowing you to quickly contact the production center.



# WELCOME SCREEN



Привет

Hello

你好

Scroll down

# MAIN SCREEN

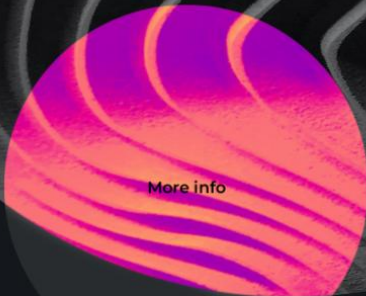


be all



be all bright! group is  
a production center with  
many years of expertise  
in marketing  
communications.

We provide large Russian and international companies with effective comprehensive solutions, from the development of creative concepts and communication strategies to the implementation of advertising campaigns of any scale and complexity in ATL, BTL, Digital and other channels.



[More info](#)

# MENU



MAIN  
ABOUT US

项目



ПРОЕКТЫ

WORKS

CONTACTS

## CONTACTS

INFO@BEALLBRIGHT.COM  
+7 (499) 430-01-86

## ADDRESS

MOSCOW,  
KASHIRSKOYE SH. 3/2/2

## WEB

VKONTAKTE

## LANGUAGE

РУССКИЙ  
ENGLISH  
中文

# WORKS



ELECTROLUX LECTURE HALL AT THE M.VIDEO  
CONSUMER ELECTRONICS SHOW (CES)

PETROVAX: TO THE BEAT OF BREATHING



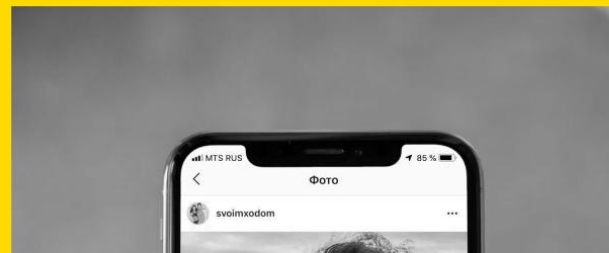


# WORKS



To support the campaign in the digital space, a precise strategy was developed and several tools were used:

- evian-purity.ru training portal,
- media banner campaign,
- targeted advertising campaign in social networks,
- posts and stories published by relevant nano- and micro-bloggers.



# 'WRITE TO US' FORM

## Write to us

Name\*

---

E-mail\*

---



Select a file

---

Phone

---

Message\*

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Send

## Contact us:



### CONTACTS

INFO@BEALLBRIGHT.COM  
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### ADDRESS

MOSCOW,  
KASHIRSKOYE SH. 3/2/2

### WEB

VKONTAKTE

### LANGUAGE

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# WEBSITE URL

<https://www.beallbright.com/>



Creative solutions used in the design and layout of the new website, vibrant and dynamic appearance reflect the current positioning of the company and the latest trends in the international web-design industry.



**THANK YOU!**

