

**Maxsem** ✨

# CASE No 1

**Research**



Target **audience** portrait



**Brand** platform



**Brand** Identity

# CASE No 1

- target audience: qualitative online, quantitative research
- strategic sessions with the company's top management and sales department
- sales funnel analytics and ABC analysis
- competitors communication analysis desk research

# THE BRAND PLATFORM CORE ELEMENTS

- freedom
- movement
- energy

# BRAND POSITION

International pyrotechnic, export of the international standard of pyrotechnic products.

# BRAND MISSION

Based on deep knowledge and experience in international logistics, relying on the resources of the office in China, to grow, develop, give a sense of freedom and the energy of achievements. Listening and understanding people's needs, finding a common language for everyone, giving the best emotions and feelings.

# BRAND VISION

Successful presence in the markets of Russia, Belarus, Georgia, Moldova, Uzbekistan and other countries. Expansion of the geography of presence. Recognition of the world.

# BRAND PROMISE

Any development is always a movement. And movement is the path to unification. And these processes are impossible without the existence of a connecting link that makes connections understandable to everyone and strong regardless of time.



# BRAND CHARACTER

Maxsem is the brand for moving forward. It is intense, confident, agile, and charming. Intensity is defined by the fireworks and expressed in the brand trademark, the star.

# BRAND LANGUAGE

The brand speaks to consumers in many different languages.

The primary labeling of the collections is in English and Russian. Product data sheets should be in languages of the countries of presence.

# KEY VISUAL

The Maxsem visual image expresses the intensity and versatility of the Company. The brand does not tolerate stasis and is designed to dispel darkness with color and vivid impressions. For the sake of this, the Company strives for constant motion and development.

Key visual is a metaphor for the patterns in the sky created by the bursts of fireworks: the form of stars of different shape. Among them is a star that has become part of the logo. For the printed version of the key visual, we use 3D foiling and varnish.

# BRAND LINE

The great firework way

Inspired by the Great Silk Road with caravans traveling from East to West, and the Milky Way, it simultaneously speaks of the journey and being on the road, of the human path and destiny (Tao), of lights showing the way (fireworks), of the ability to know the destination and achieve great goals over any distance, as well as of the joys of traveling.

## THE BRAND LINE FOR CONSUMER COMMUNICATION:

We make the brand closer to people by adding an extra meaning, "**My way**".

"**The great firework MY way**". We could recall a song by Frank Sinatra here.

The brand line for HR brand communication: "**Great work!**"

# THE BRAND LINE FOR BRAND PROMO CAMPAIGNS:

**"Great way!"**

**"Great"** is going to become a compulsory part of the title for brand collections.

**Maxsem<sup>+</sup>**

The great firework way

**THE GREAT  
FIREWORK**

*My***WAY**

**GREAT WORK**



Maxsem ✨

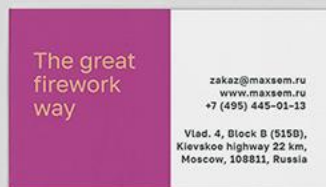




The great  
firework  
way

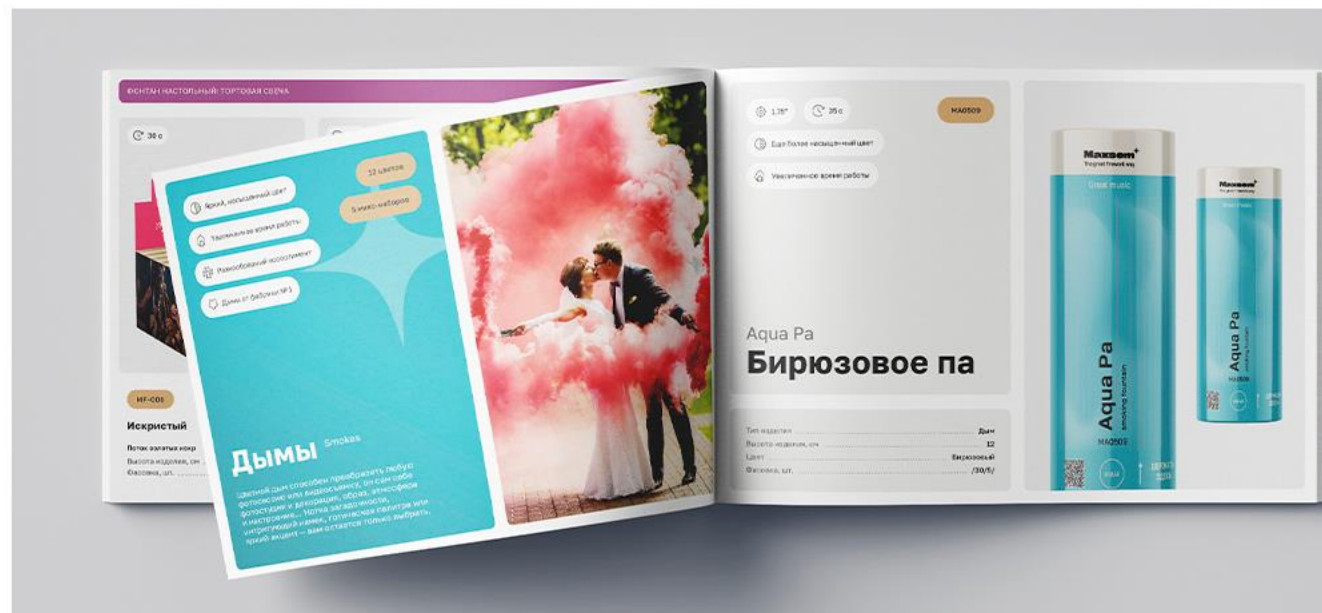
zakaz@maxsem.ru  
www.maxsem.ru  
+7 (495) 445-01-13  
Vlad. 4, Block B (515B),  
Kievskoe highway 22 km,  
Moscow, 108811, Russia



















**Salute!**



