

2026



**Let our ideas
demolish your rivals**



READY TO **EVERYTHING!**



Media buying

We promote our partners and convert audiences into traffic



Gamification

Creating engaging conversion mini-games that you want to play



Events

We organize offline events of any complexity from start to finish



Cybersport

We run tournaments that are interesting to watch



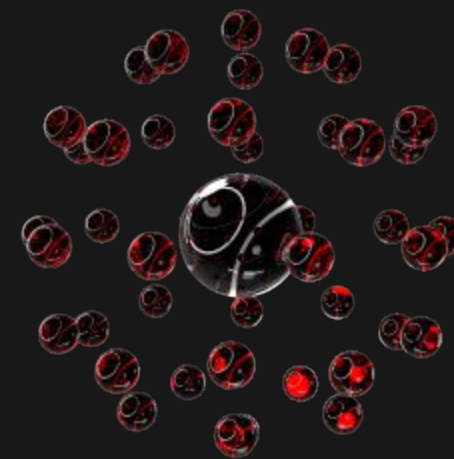
Production

We shoot, broadcast, edit, and animate. And we also have our own studio



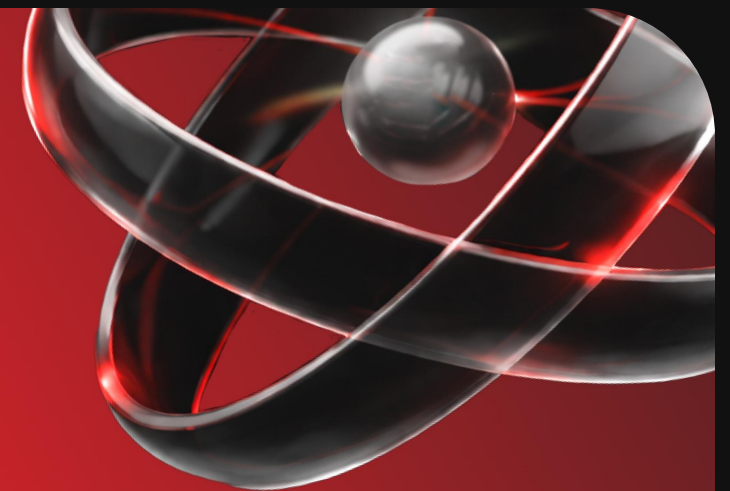
SMM

We make original content that is impossible to forget



Collabs

We implement cross-marketing projects, uniting brands



360 campaign

Everything, everywhere, all at once!

IGM – its 360° creative agency

Our results at 2025:

Developed

21

web apps

Produced

51

special projects

Made

31 000

content units

Had

9

billion
reach

Gamification

GAME MECHANICS FOR **BUSINESS** GOALS

Games with conversion mechanics directly impact the outcome of marketing activations. We know very well how to engage users and build an emotional connection with the brand through game mechanics.

20

realised
projects

6

years in
game development

21 000 000

Users play in our games

3 900 000

Conversions we gave our partners

Platforms



WEB



WEBVIEW

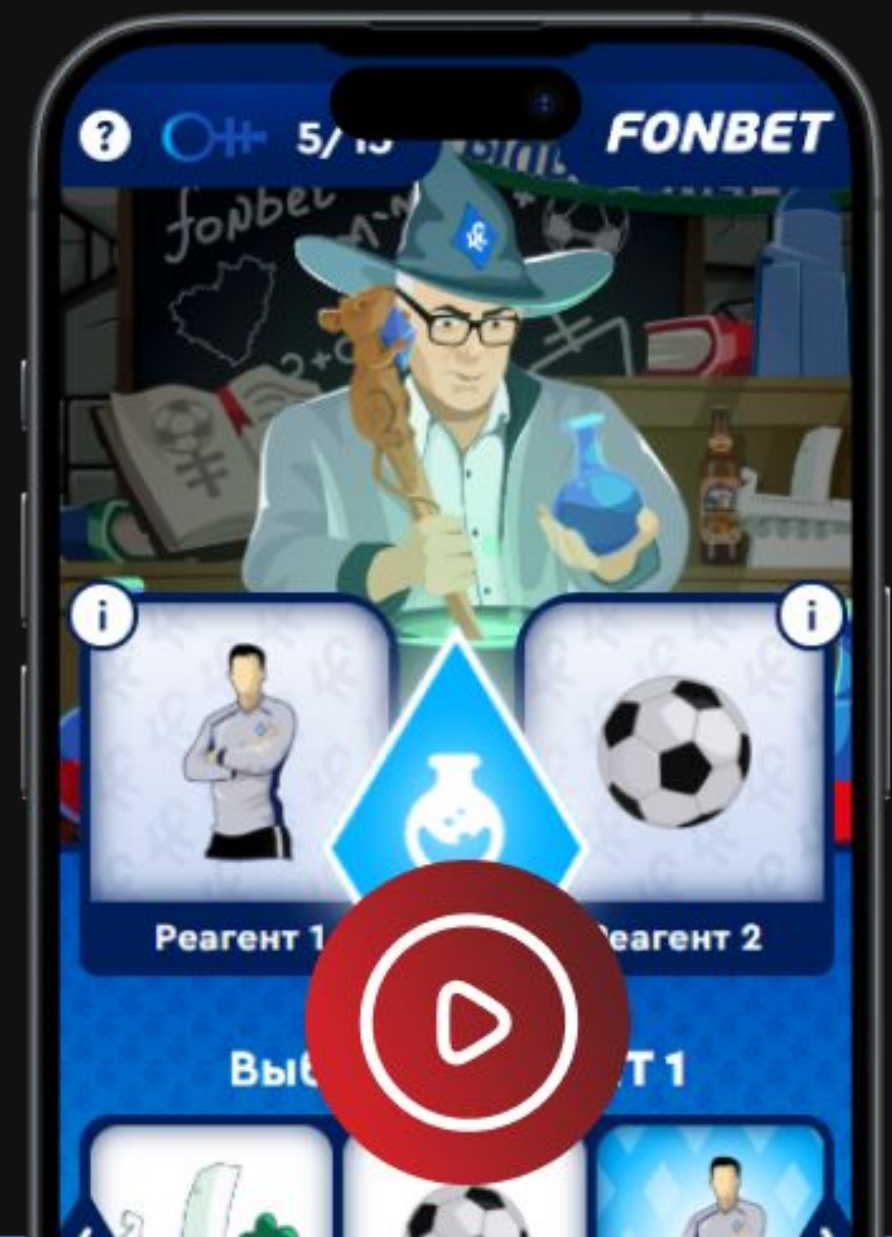


MINI-APPS



BETTER **1 TIME** TO PLAY, THEN **100 TIMES** TO READ

Click to try it out!



Events

YOUR BRAND IN **EPICENTRE** OF ATTENTION

We organize turnkey offline events – from the creative concept and venue selection to setup and visitor attraction.

15 years of
event organisation experience

Events of **any scale**, tailored to your
goals and objectives.

Your brand's booth at **largest fests** of
Russia!



HOW IT WAS

To view, simply **click** on any image!

Honkai: Star Rail



First anniversary of HSR

IGM x DeepCool



VK Fest 2024

Fonbet x Chernomorets



«On the same wavelength»

SMM

YOUR **SOCIAL MEDIA** WILL BE ON **TOP!**

✧ Create long-term strategy

✧ Develop visual identity

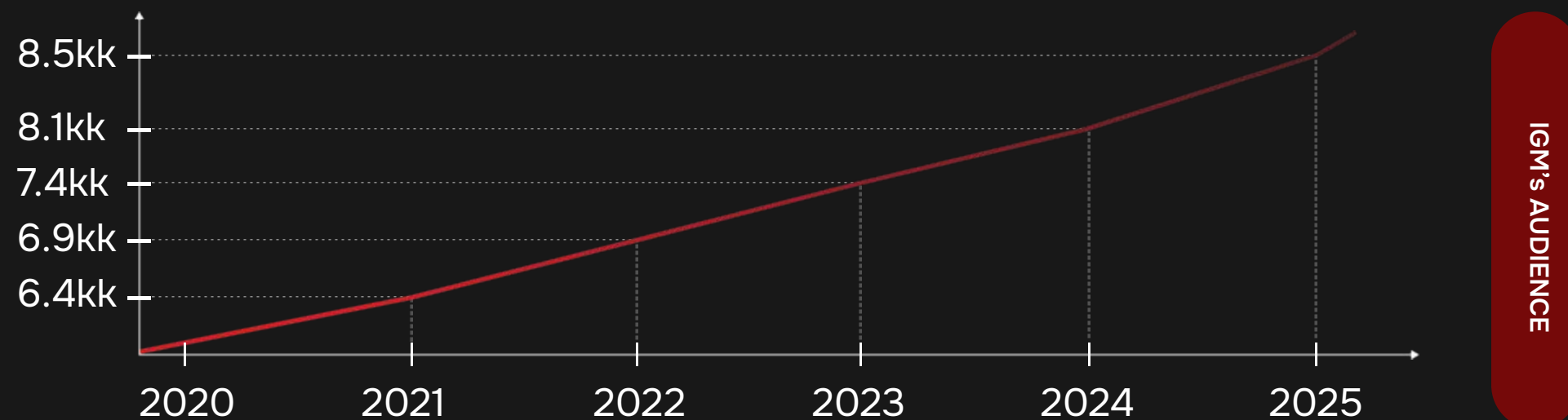
✧ Create a loyal core of your community

✧ Make hypothesis and test
perspective formats

✧ Convert reach into sales

✧ Do data-driven
content planning

We know what we're talking: take a look at our statistic!



**We don't just post content 'on
schedule' – we create original
posts that deliver results!**

GOOD CASE

Добро **FON**

2023-
2024

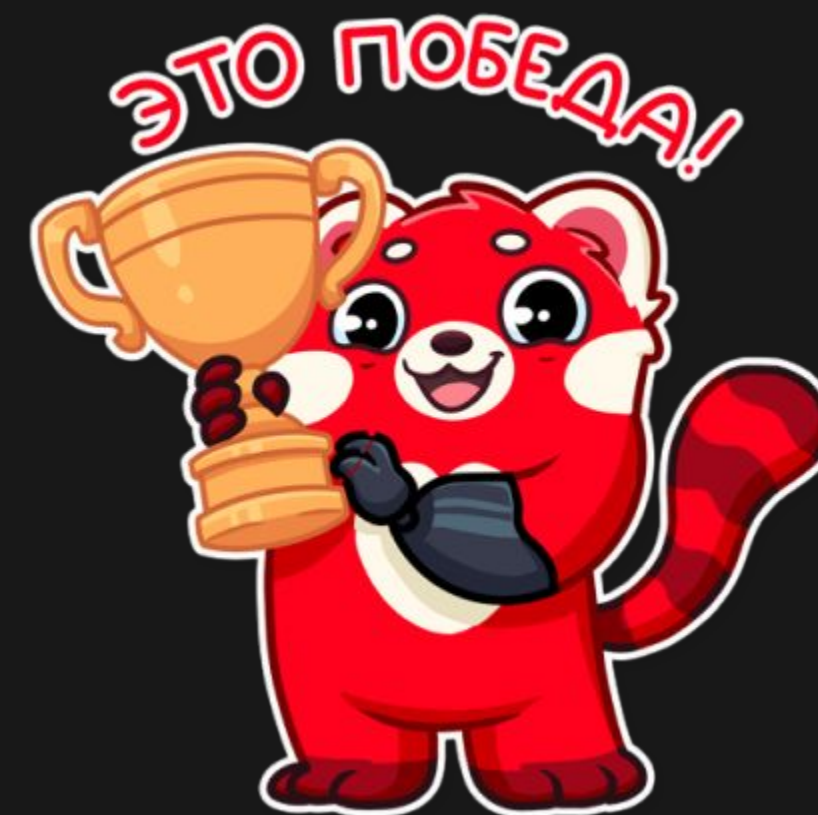


3 platforms

20 topics

2000 publications

x20 audience



**AND one unforgettable
mascot!**

Production

YOUR PRODUCT
IN MAIN ROLE!

Production of narrative short films, documentaries, and web shows.



Broadcasts ranging from presentations and conferences to esports competitions and live shows.



Editing of teasers, highlights, and aftermovies.



Animation and 2D cartoon animation, SFM videos, and motion design.



PROJECTS, THAT WE ARE **ESPECIALLY** PROUD OF!

Click and watch it right now! (and don't forget to popcorn)



Video production



Broadcast



Animation



Video production



Animation



Animation / Video production



Animation / Editing



Broadcast

Collaborations

Mutually beneficial cooperation that will catch your competitors off guard and become a source of news hooks for the media!

Plan is ready

01

Choose right partners

02

Make concept

03

Create indentity

04

Produce merch and
POS-materials

05

Provide media coverage

06

Work control

07

Achieve the set KPIs

08

Make clear reports
about project

09

Take all paperwork by myself!



Fresh case



×



3 weeks
42 cafe

10 000

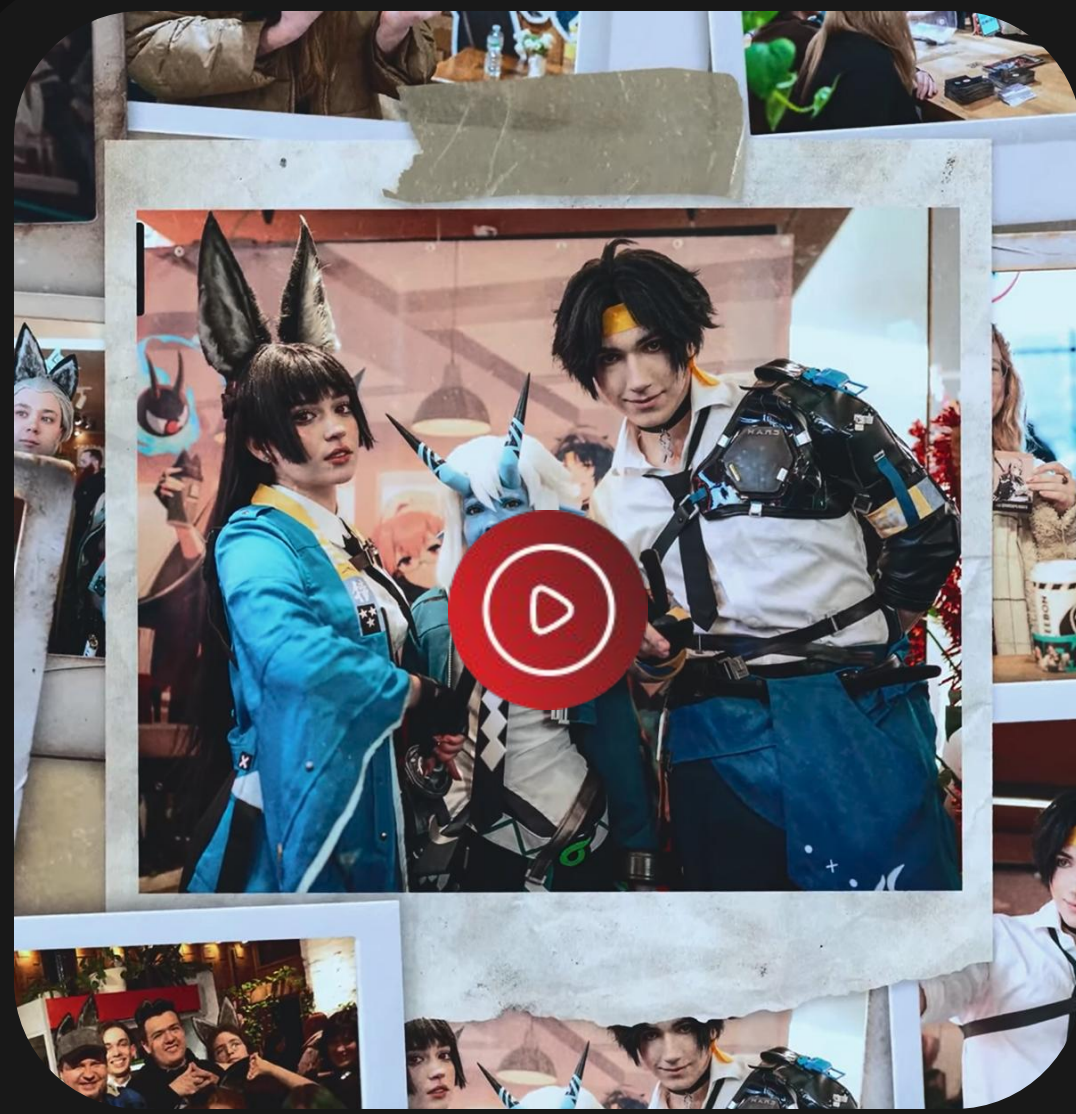
liters of coffee
was sold

20 000

Happy
fans

40 500 000

reach
achieved



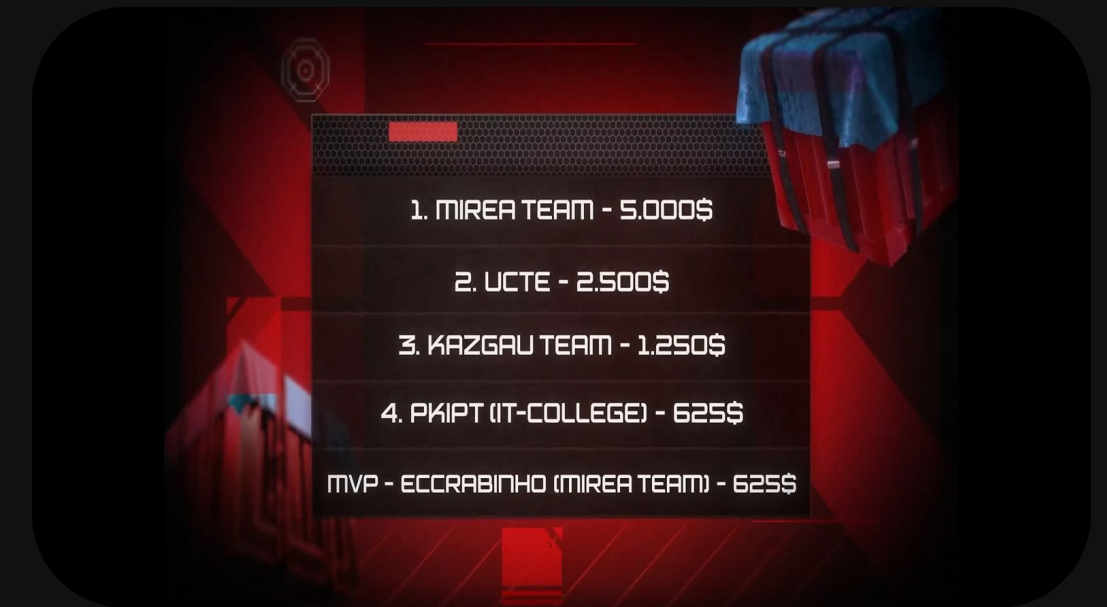
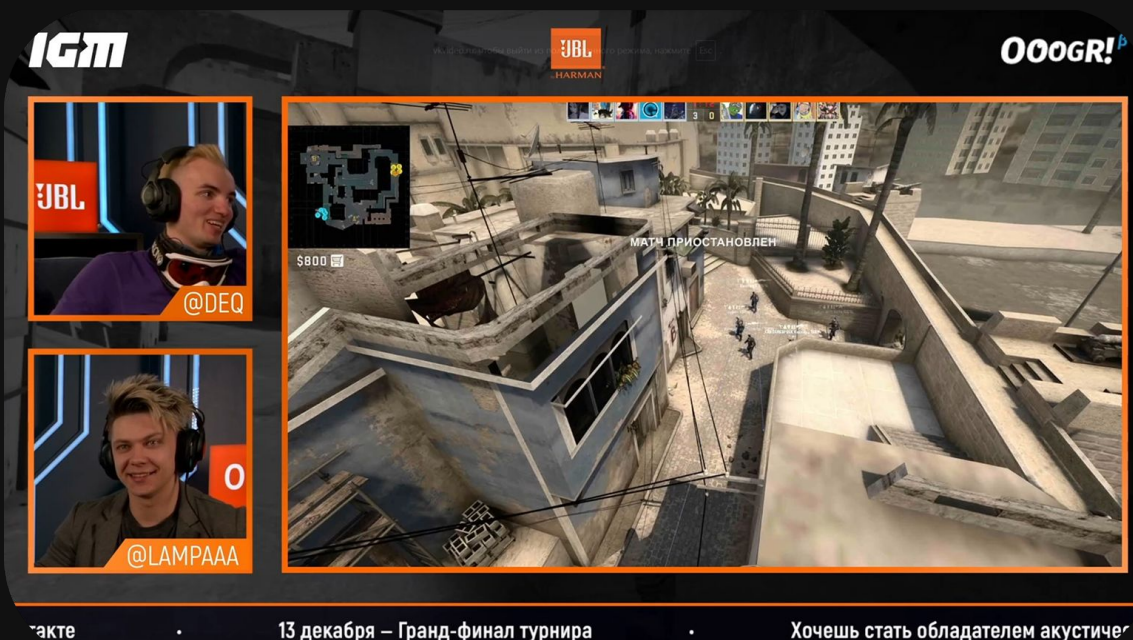
Video report

Cybersport

We have hosted **100+** tournaments for **100,000+** participants, catering to both Russian-speaking and English-speaking audiences – from corporate tournaments to world championships.

YOUR TOURNAMENT – YOUR RULES!

128 ТОПОВЫХ
КОМАНД СНГ



Commenting and spectating

Broadcasting





PUBG Chicken Front League

Results:

1 200 000
views of broadcasts

16
12

Tier-1 teams
gaming days



PUBG Mobile UNI LEAGUE

Результаты:

4 000 000
reach of tournament

240
800 000 ₺

students in tournament
prize fond

Media buying

DIRECT HIT TO THE TA!

Seeding

Integrations

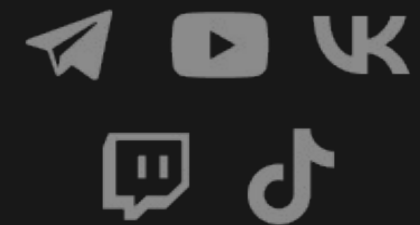
Targeting

Branding

**We promote on
IGM resources**

8 500 000

Excellent, 1st class, AAA-tier subscribers



We will handle promotion across
all our social media channels on
an ongoing basis



placeholder for
your logo!

Media kit
at the **bottom**

Just click on the
button!



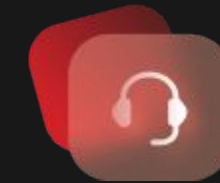
WHAT WE INCLUDE IN EVERY PROJECT **BY DEFAULT**



Market analytics



Content-
planning



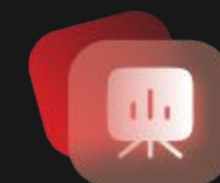
Support
24/7



Developing of creative
concept



Digital-promot
ion



Reports and
presentations



Identity
creation



Promotion in
IGM media



**WE HAVE
A LOT OF
CASES!**



Auchan: New year game

Brought New Year's spirit to Auchan customers and let them spin Santa Claus for valuable gifts with fun New Year's games!

Results:

2 000 000

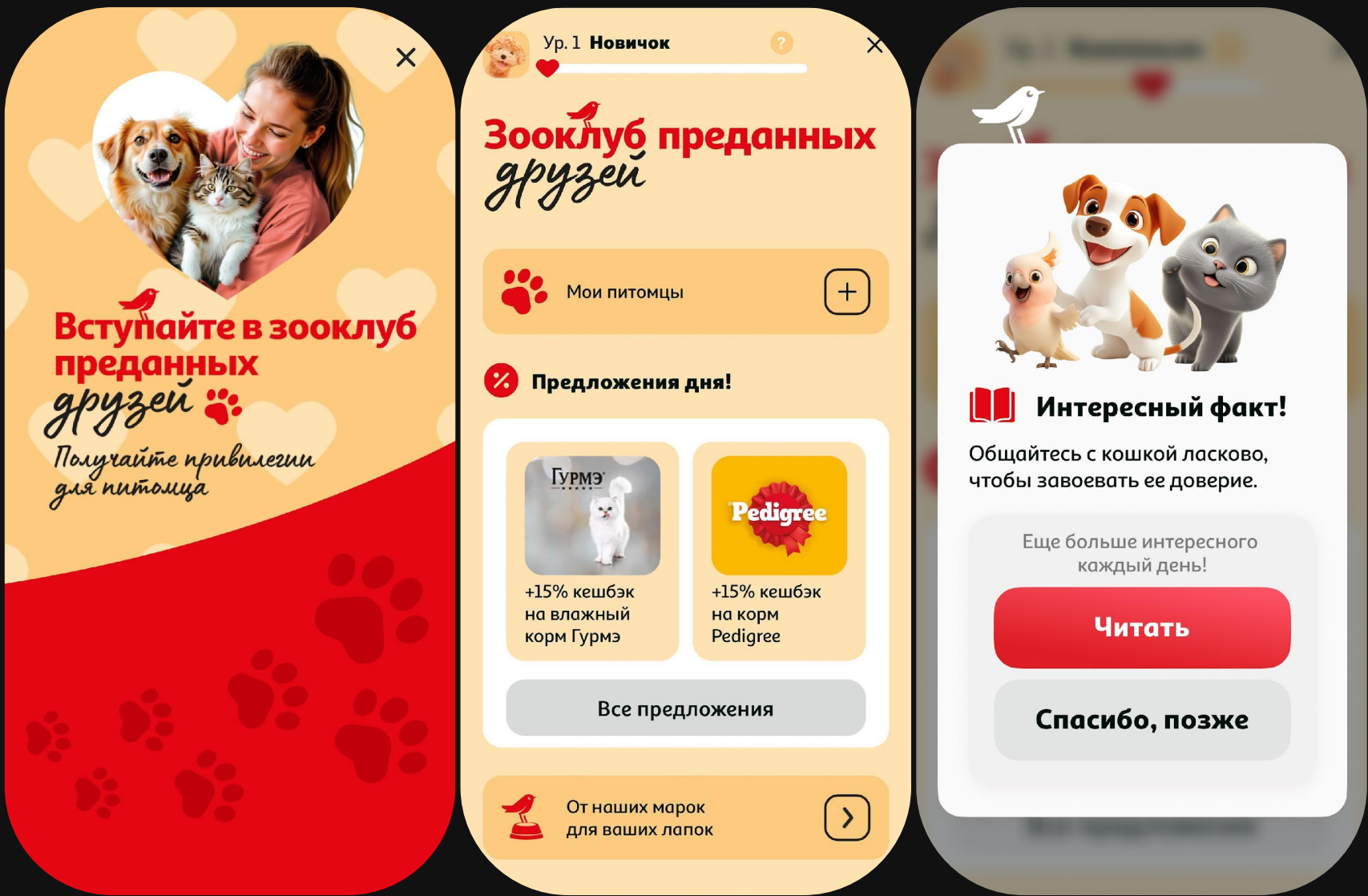
coupons and promo codes were issued

65%

conversions

300 000

unique users



Auchan: ZooClub

Specially for our four-legged friends and their owners, we developed a separate educational and heartwarming portal dedicated to pets inside the Auchan mobile app!

Results:

540 000

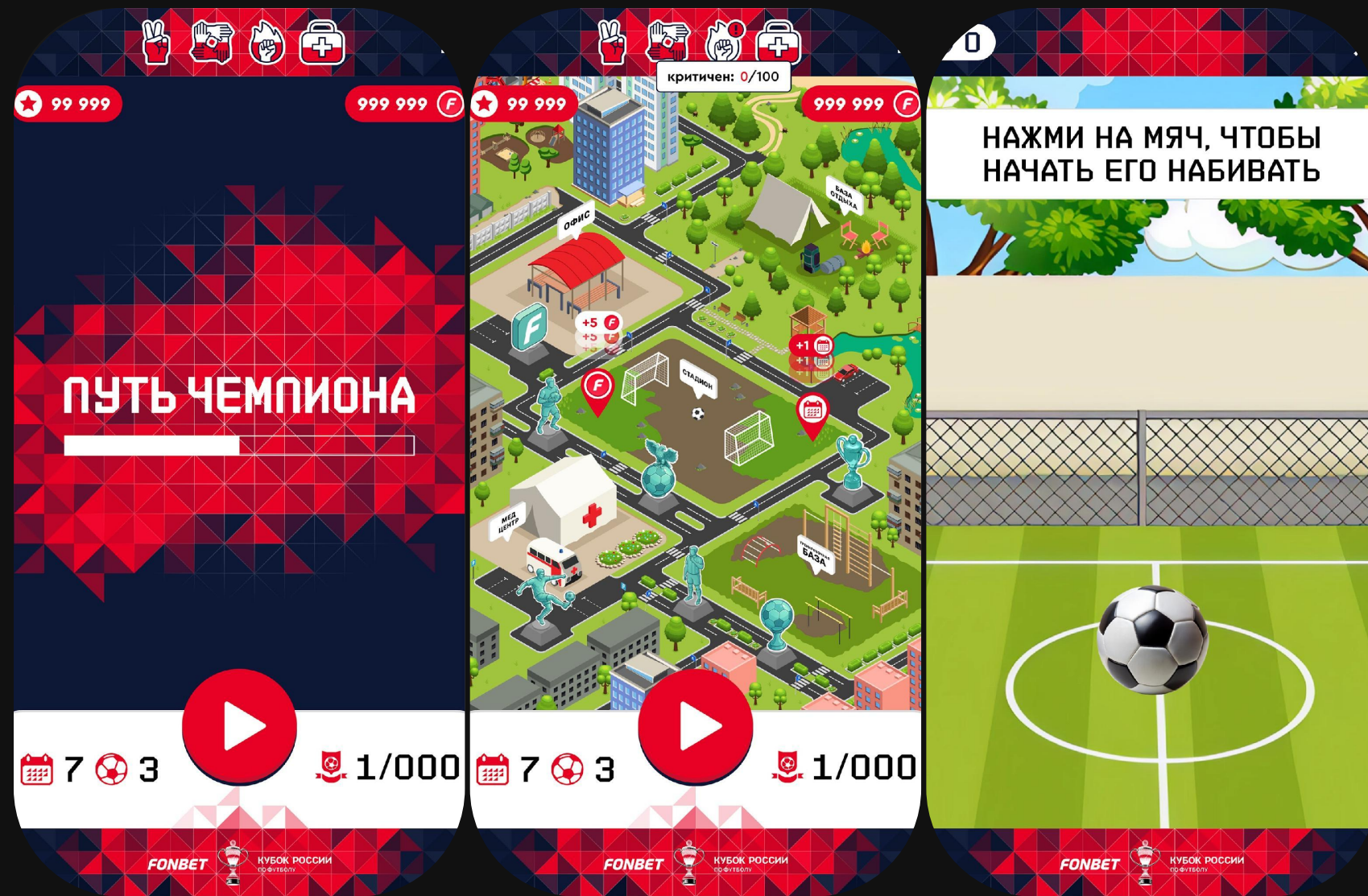
unique users

245 000

registred pets

6000

articles and facts



FONBET Cup of Russia

For Fonbet, we developed a game in the genre of a regional football club manager simulator. The player takes on the role of a manager, develops the club, and increases its level and prestige.

Gameplay includes 4 engaging mini-games and a system of random events that affect the club's statistics.

Results:

100 000

unique users count

+150%

growth of conversion

5.7

session per user



EXACT THAT game

We created a limited series of aroma diffusers, recreating the iconic smell of a new game box, and developed a test where everyone could remember THAT VERY game from childhood and get a discount on it in our store.

The idea generated a huge response: the press actively wrote about the novelty, and streamers unboxed it and took the test.

Results:

7 000 000

viral reach

+20%

sales growth

297%

ROMI

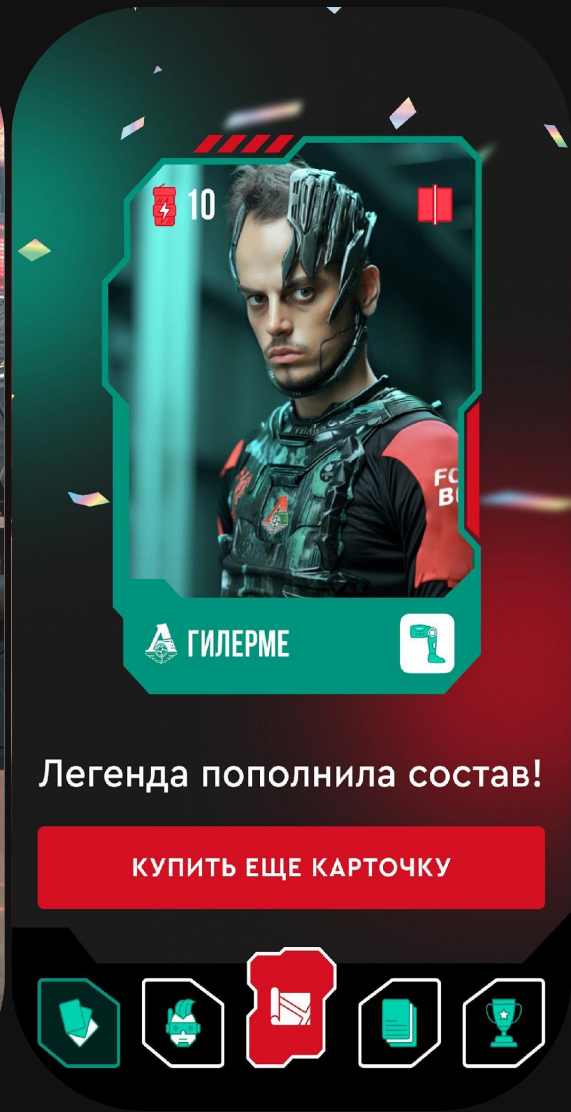


Dobrofura

Together with **FONBET** and **the KHL**, we traveled across Russia in two trucks and raised 21,000,000 ₺ for good causes through the website and at offline events.

Results:

30 000 000	21 500	kilometers of Dobrofura route
project reach	135 000	offline events visitors



Lokopunk

Together with renowned artist **ZUBKOV**, we created a dieselpunk universe for **FC Lokomotiv** and immersed fans in it.

Results:

7 000 000	20 000	event visitors
project reach	80 000	landing visits



Night until VR...

We run regular interactive live shows around key **Zenless Zone Zero** updates, featuring opinion leaders. Exclusive content, signature humor, and insane live viewership guaranteed.

Results:

95 000 000

project reach

17 000

peak online

4 000 000

each broadcast view count



Astra Yao vinyl release

We promoted a virtual artist from **Zenless Zone Zero** in Russia, built a fan club through a **VK Mini App**, released a fashion magazine with the character on the front pages, recorded a Russian-language cover, and shot a music video.

Results:

500 000

app visits

83 000

users joined to fan-club

1 400 000

clip views



CORPORATION GOOD

In collaboration with **DobroFON**, we created Russia's first large-scale gaming ecosystem for good deeds, where participation was easy, clear, and engaging.

Our integrated campaign united the brand, top Russian athletes, and millions of their fans to support dozens of charitable foundations.

The project included a digital hub, a Telegram bot with a mini app, offline events, and a comedy series in a mockumentary format (in the style of "**The Office**").

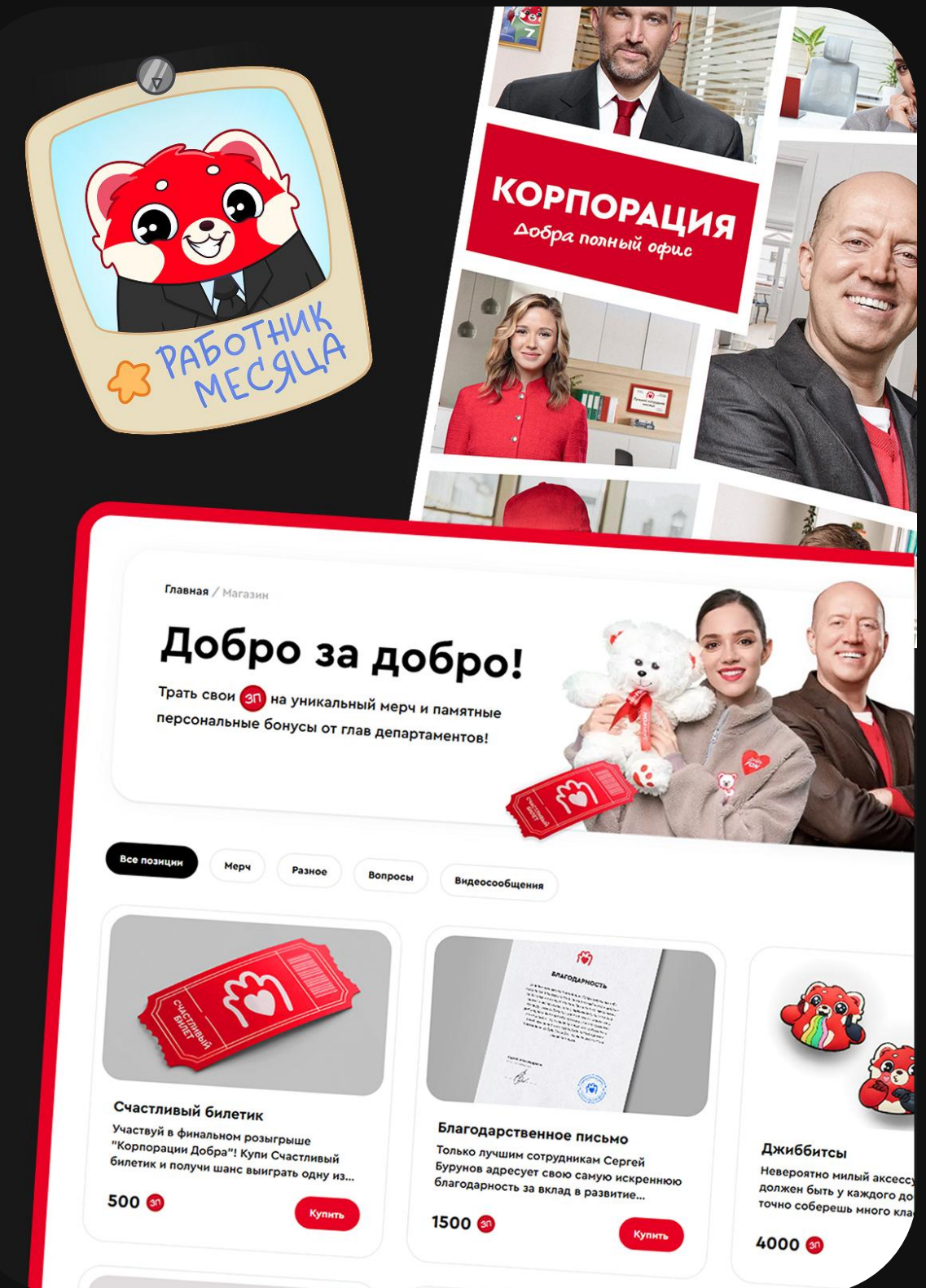
Project duration: **3 months**

Results:

30 000 kind affairs
did users

105 000 event
participants

30 000 000
rubles was sent on charity



FIRST ANNIVERSARY HONKAI: STAR RAIL

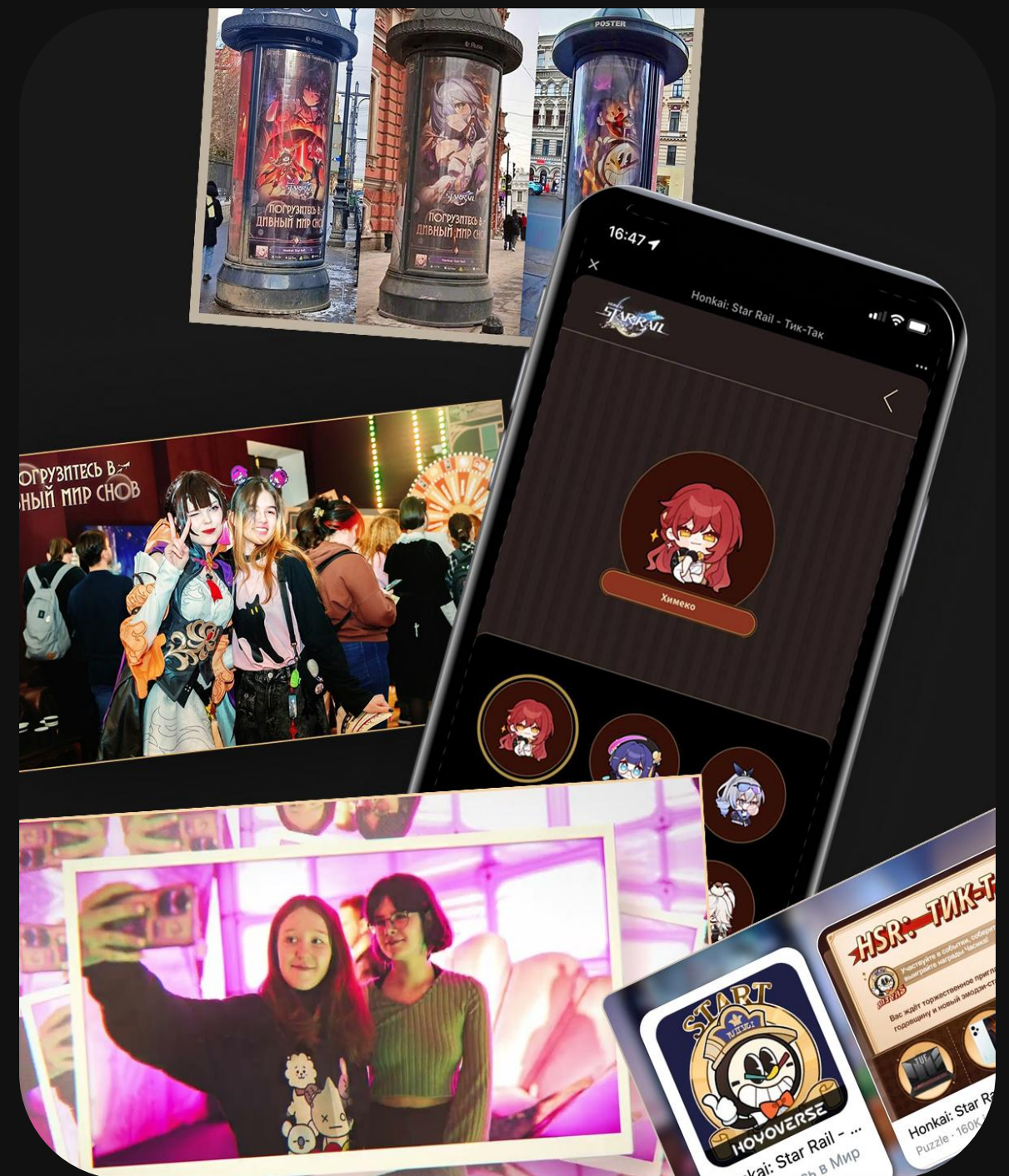
- ✧ Developed a **VK Mini App** that was the main digital hub of the entire campaign. In it, you could take part in various activities, play mini-games in the memory, Sokoban, and hidden-object genres, and complete conversion actions, for which users received a ticket to the event.
- ✧ Integrated branded covers and emoji statuses for users' personal profiles into the VK Mini App.
- ✧ Placed ads on retro pillars across St. Petersburg and organized an offline quest to find them using a Telegram bot.
- ✧ Held a 9-day festival in a pre-revolutionary palace in the very heart of historic St. Petersburg.

Results:

9000 festival
visitors

350 000 app
downloads

50 000 000
overall reach



OUR AWARDS

- ✧ Proba Awards — **1 place** in the category of marketing communication
- ✧ МИКС — **1 place** in the category of brandformance campaign
- ✧ АКМР — **1 place** in the category of viral communications
- ✧ LOUD — **2 place** in the category of integrated communications
- ✧ BEMA! — **2 place** in the category of best integrated campaign
- ✧ MIX — **2nd place** in the category of Best Campaign using a digital tool for online sales



AKMP



bema!

♦ TAGLINE AWARDS

100 МИКС РОССИЯ

silver
mercury

effie



READY TO
PLAY BIG?

