

# AGENCY PRESENTATION

In this presentation you will get to know our team briefly  
The services we provide professionally  
And new creative solutions for our clients as well

# KEY EXPERTS



**Natalia Zakashanska**  
CEO, Art Director  
Galagan Partner

**Experience:**

14 years in branding  
(USA, EU and post-CIS, China)

- Psychology of brand perception
- Development of design concepts
- Creative department management



**Maria Omelchuk**  
Creative director  
Galagan Partner

**Experience:**

14 years in branding  
(USA, EU and post-CIS, China)

- Generation of creative ideas
- Development of design concepts
- Creative department management



**Olga Glushankova**  
Marketing Partner

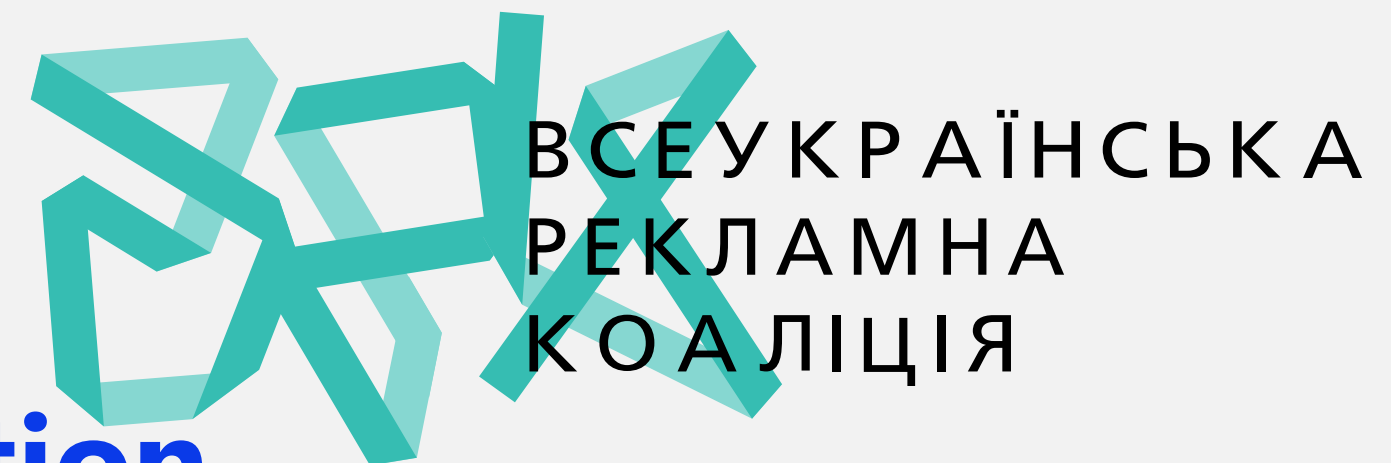
**Expreience:**

25 years in marketing

- Development of a marketing plan
- Foreign Trade Specialist

WE ARE ONE OF THE TOP 10  
COMMUNICATION AGENCIES IN UKRAINE  
**OF THE ALL-UKRAINIAN CREATIVITY  
RATING**

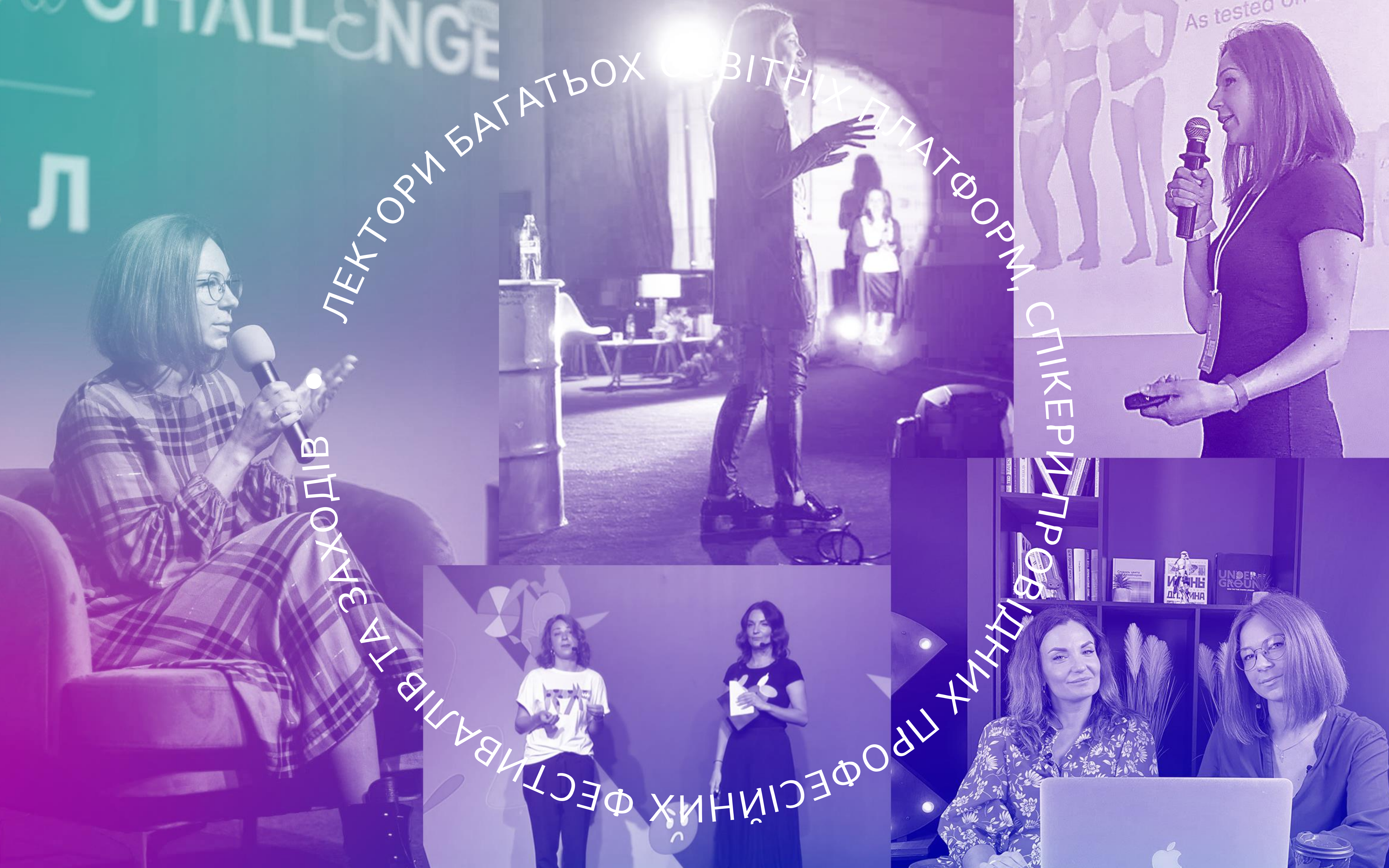
Galagan is also a member of the  
**All-Ukrainian advertising coalition**



# OUR CLIENTS







ЛЕКТОРИ БАГАТЬОХ СВІТНІХ ПЛАТФОРМ,

ТА ЗАХОДІВ

ІНІЦІАТИВ

ПРОФЕСІЙНИХ

ПРОВІДНИХ

СПІКЕРИ

ПЛАТФОРМ

As tested on



# OUR SPECIALIZATION

## BRANDING

- Brand audit
- Consumer and trends research
- Development of brand positioning
- Communication strategy planning
- Development of integrated marketing communications
- Planning of a brand launch strategy

## CREATIVE

- Creative ideas development
- Development and implementation of advertising campaigns
- Creating of a product concept
- Adaptation of international creative concepts for the local market
- Development of corporate identity of the brand

## BUSINESS DEVELOPMENT

- Audit and configuration of business processes
- Implementation of transformational education
- HR marketing

More about branding and creativity onwards

МИ ПРОВОДИМО КОМПЛЕКСНЕ ОБСТЕЖЕННЯ БРЕНДА

ПРИЗНАЧАЄМО ЕФЕКТИВНІ МІКСТУРИ

**PR-VAC** вакцина проти іміджевих вірусів

**X-POSITION** програма глибокого оздоровлення бренда

**RGBomb** сироватка краси вашого бренду за формулою UX + UI

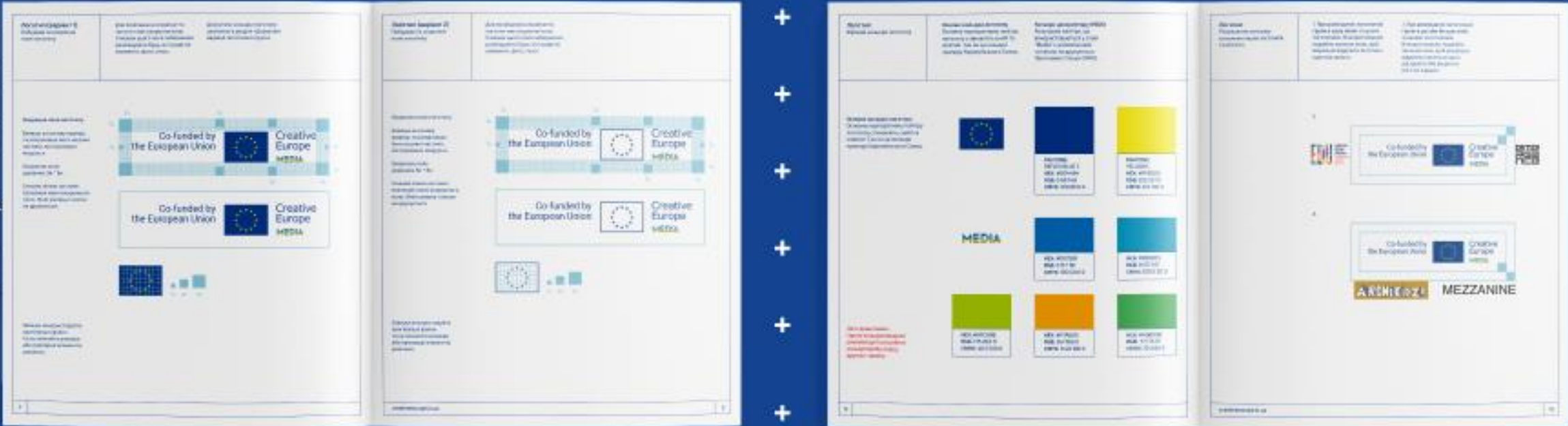
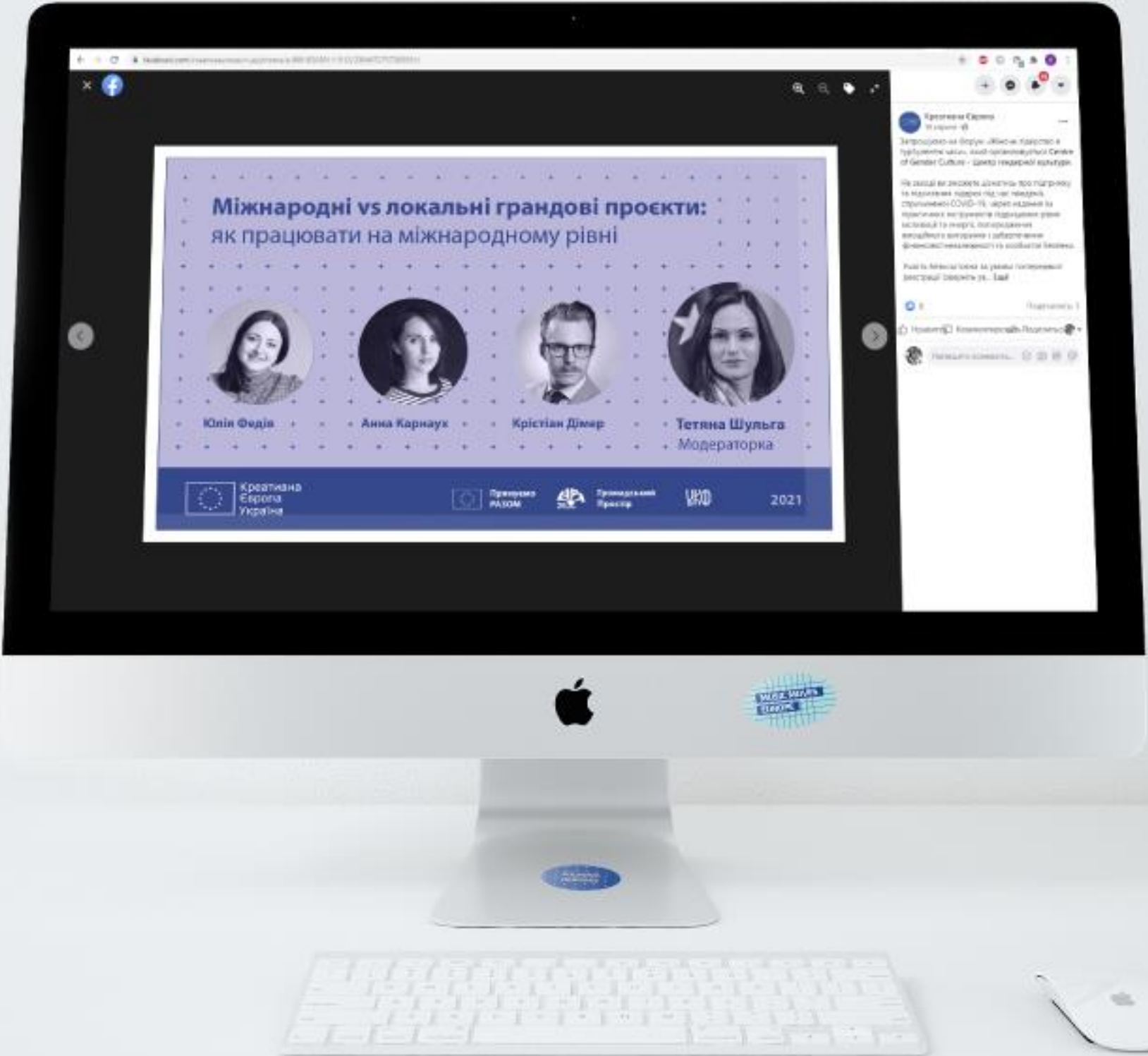
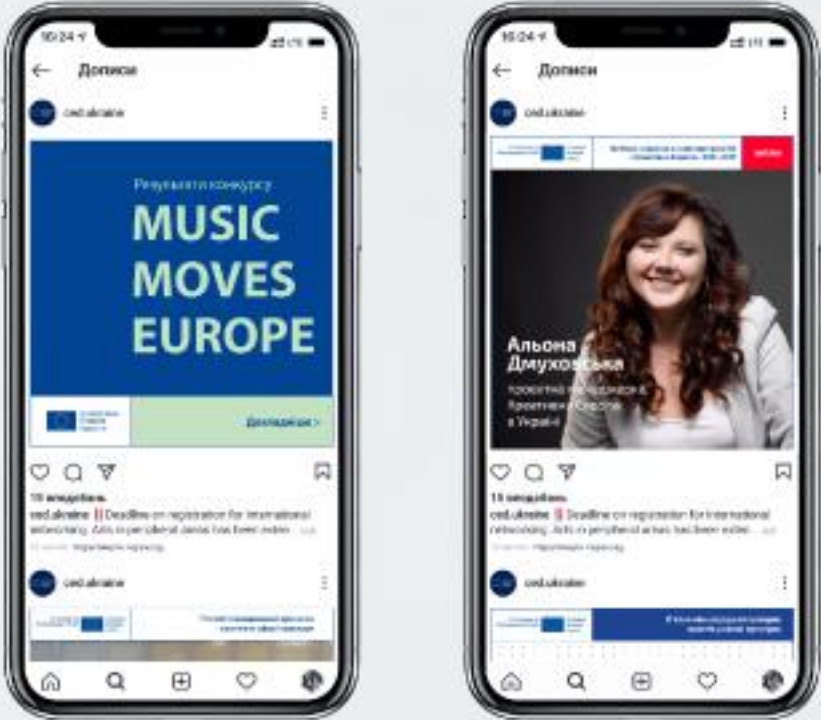


Client:  
Creative Europe

Development of brand identity,  
key-visuals and guideline for two  
events

Co-funded by  
the European Union

 Creative  
Europe  
MEDIA





Client:  
Ukrainian  
pension forum

Development of a logo and  
identity for the Ukrainian Pension  
Forum.

# Український Пенсійний Форум



Український  
Пенсійний  
Форум



Ukrainian  
Pension  
Forum

Український Пенсійний Форум

Ukrainian Pension Forum



Український Пенсійний Форум

Ukrainian Pension Forum





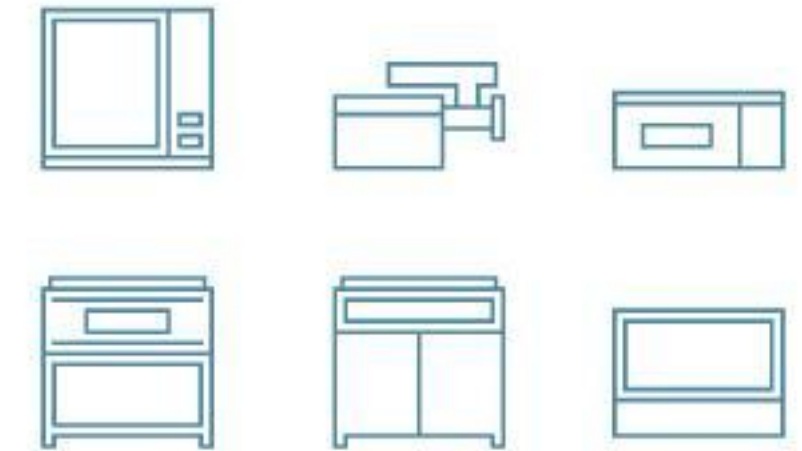
Client:  
**Novy Proekt, the dealer of  
commercial equipment for trade  
and restaurant business**

Development of a logo and identity  
for the Public Association  
"Refrigeration Association of  
Ukraine".

Branding, communication strategy  
development and visual rebranding

**НОВИЙ  
ПРОЕКТ**

«Відкриваємось разом»





Client:  
Charitable Foundation  
"Let's Help"

Logo and identity development  
for the 60+ years old people  
platform





Client:  
Charitable Foundation  
"Let's Help"

Logo and identity design  
for Proton University of the Third  
Age





Client:  
Charitable Foundation  
"Your Support"

Identity development for the  
Meeting Me charity platform

# Допомогати **це легко!**



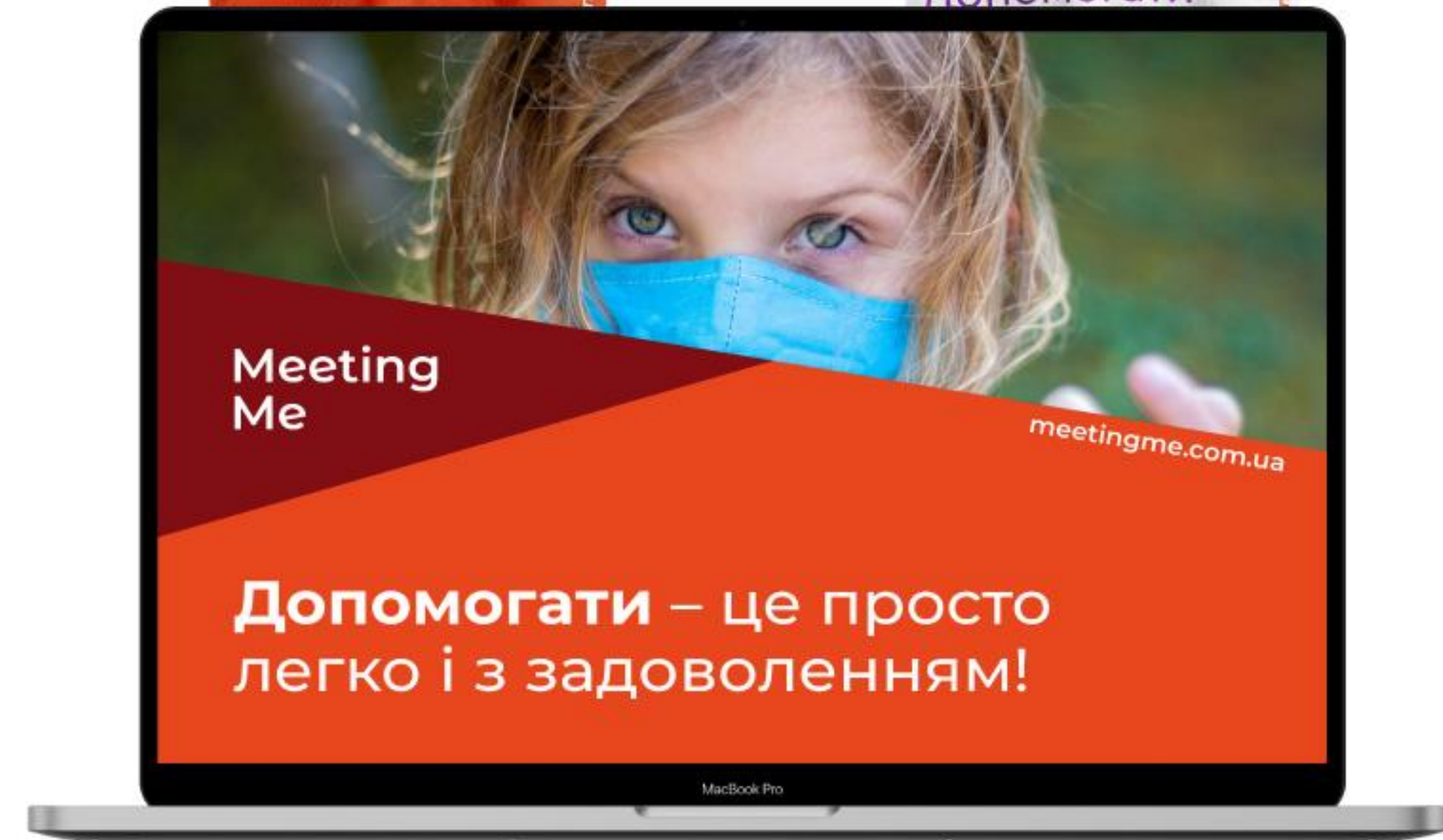
Лот



Переможець



Тримаємося за руки





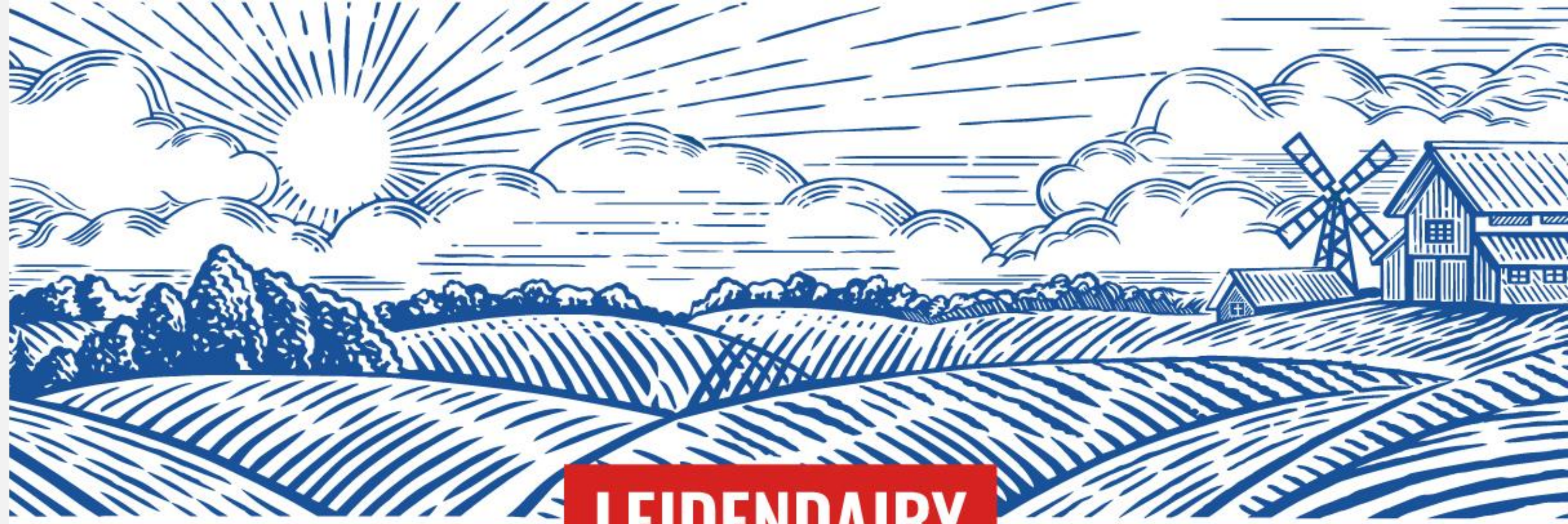
Client:  
**Eat & Drink** own imported  
wine shop

Identity design for Eat & Drink





Galagan:  
**Leidendairy**



**LEIDENDAIRY**



# БАЙТ КОМБІ з Нідерландів





Client:  
**Civic Association  
"Refrigeration Association  
of Ukraine"**

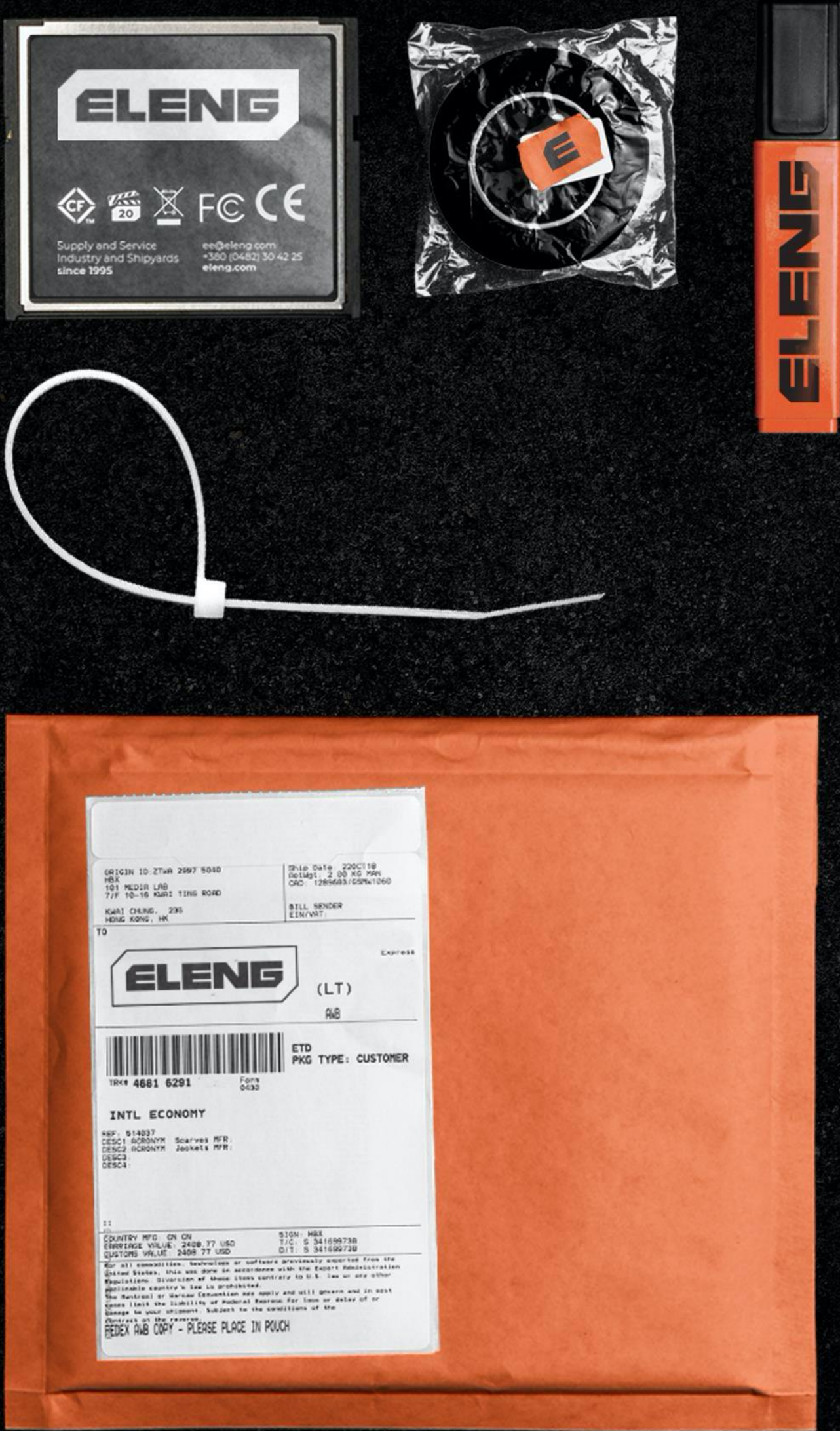


Development of a logo and identity  
for the Civic Association  
"Refrigeration Association of  
Ukraine".



Client:  
Ship supply and service  
company Eleng

We developed a logo system and corporate identity; grids for creating all layouts in a single style; corporate colors, font, brandbook, branded merch.





Client:  
Svitlotek Engineering  
Company

Development of a dynamic logo  
and corporate identity



світлотек  
світлотек  
світлотек  
світлотек  
світлотек

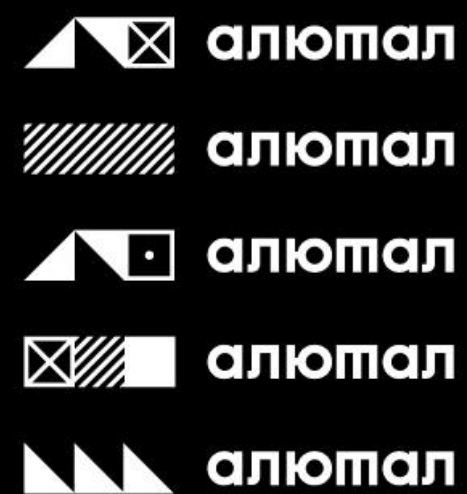
svitlotek  
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Client:  
Alutal Engineering  
Company

Development of a dynamic logo,  
identity and guidebook  
for the Alyutal company

# алютал



План  
виконаних робіт



Архітектурна  
фасадна сітка



Стандартна  
композитна панель

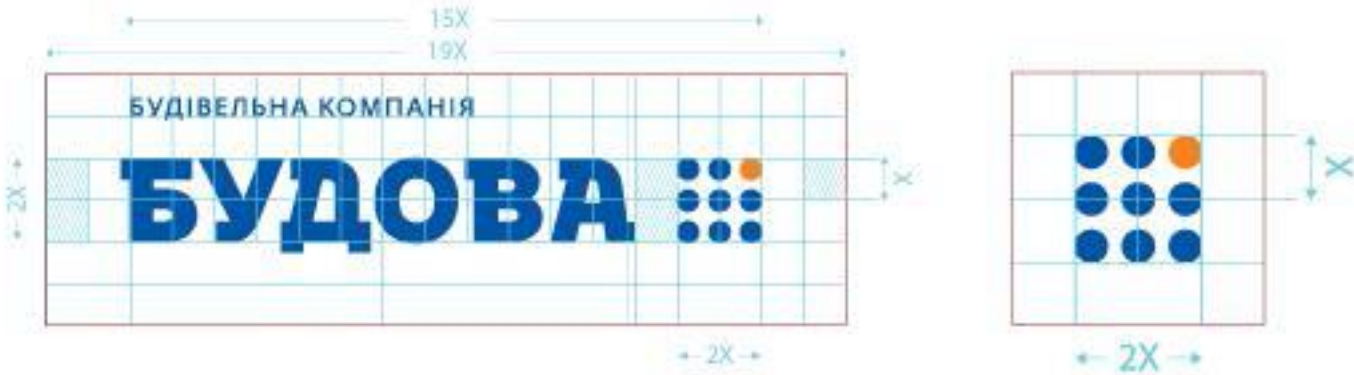


Складна  
композитна панель



Client:  
Budova Construcion  
Company

БУДІВЕЛЬНА КОМПАНІЯ  
**БУДОВА**



**БУДОВА**

**BUDOVA**



Development of strategy,  
positioning, logo  
and identity for the construction  
company Construction.



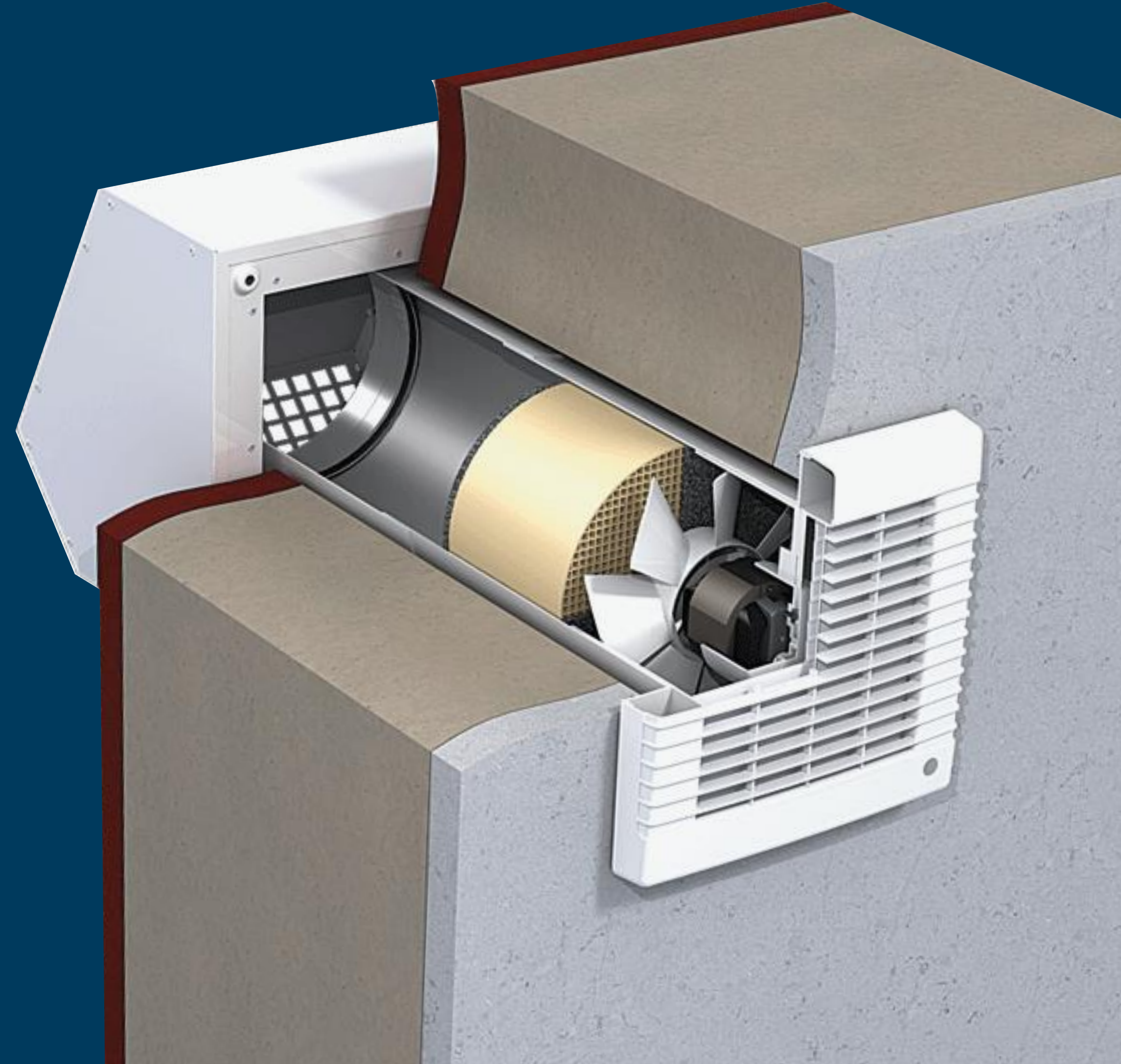
Client:  
**Blauberg**

**To implement the product in a new market, we developed a brand name and identity, and created a new category for the product itself - RECUPER.**

The recuperator is a device that provides ventilation of the room, ie the supply of fresh clean air and its exhaust. The filtration system provides clean air, sensors allow to regulate the humidity in the room, and the recuperator regulates heating of the incoming air.



by Blauberg





Client:  
Ukrainian creative stories  
Festival

Development of a dynamic logo,  
identity and guidebook  
for the festival





Client:  
Unpacking Ads Youtube  
Channel

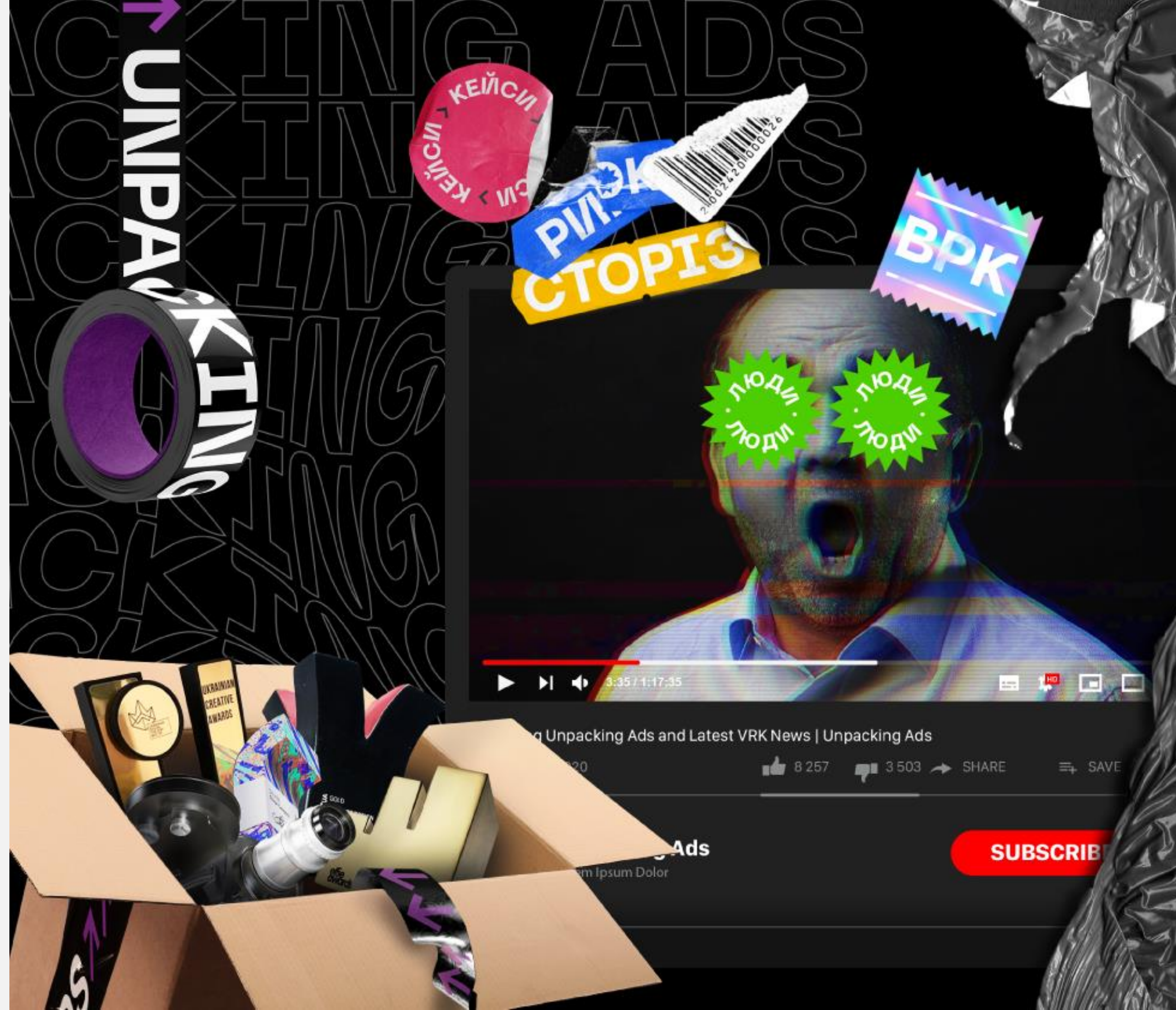
Development of a logo and  
corporate identity for the  
Unpacking Ads YouTube channel .





Client:  
**Unpacking Ads Youtube  
Channel**

Development of a logo and  
corporate identity for the  
Unpacking Ads YouTube channel .





Client:  
National Institute of  
Cardiovascular  
Surgery

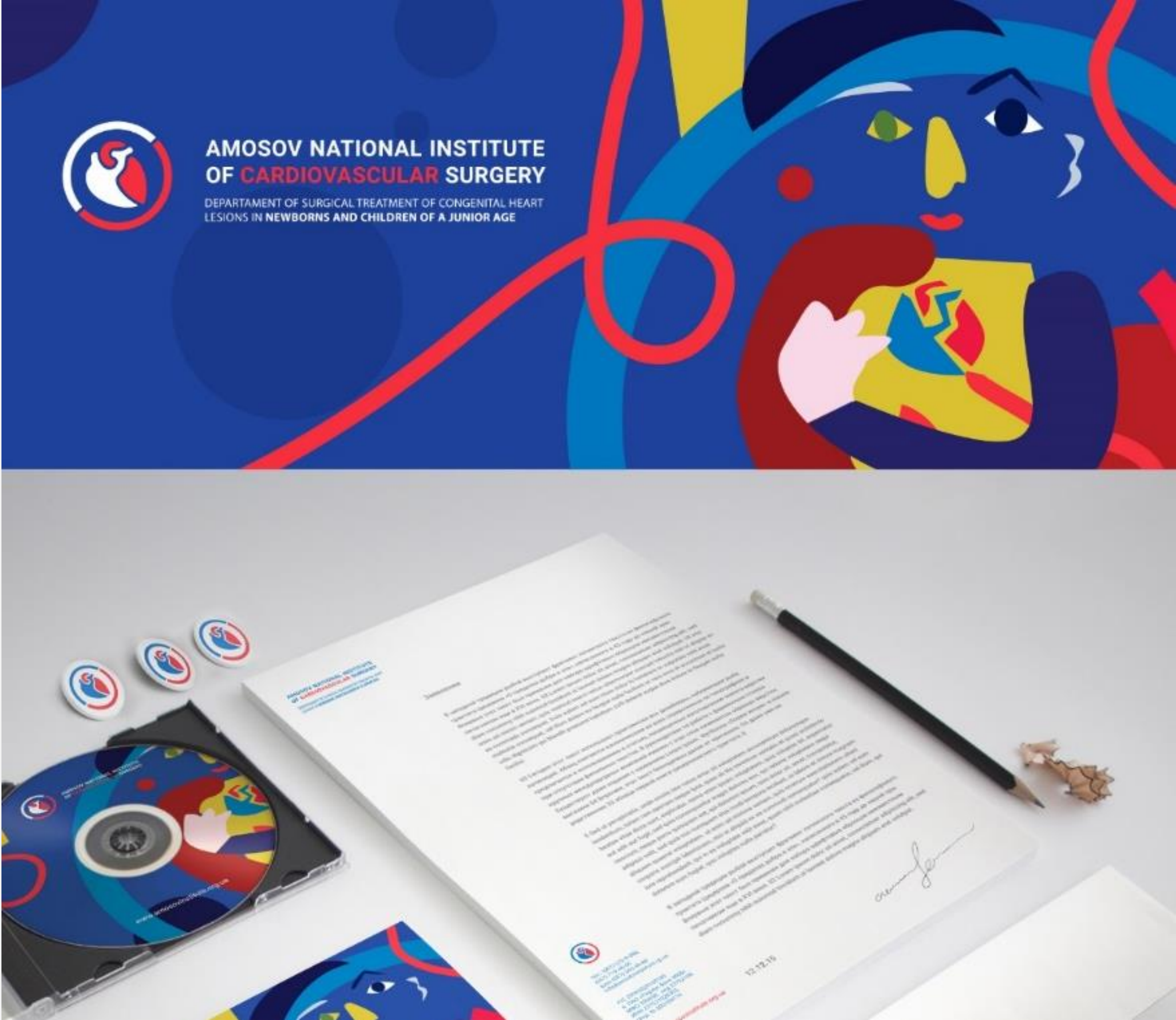
Logo and identity for the National  
Institute of Cardiovascular  
Surgery  
named after Mykola Amosov.





Client:  
National Institute of  
Cardiovascular  
Surgery

Identity for the National Institute  
of Cardiovascular Surgery  
named after Mykola Amosov.





Client:  
**Metal-plastic windows  
manufacturer Glasso**

Logo redesign and corporate identity  
development for a manufacturing  
company 'Glasso





Client:  
**The Office Creative Hub**



At the heart of The Office's creative antispacespace logo is a polygon. Antispacespace – because here all the events take place in a different room. The logo is generative, the proportions of the shapes will change from time to time, but visually it remains recognizable.



LOGO, IDENTITY, ADVERTISING  
CAMPAIGN, WEBSITE

Client:  
**Freggia Household  
Appliances**

**Galagan.ua** | [sales@galagan.ua](mailto:sales@galagan.ua)

The main advantage of the Freggia technique is durability, so we used the classic mathematical sign of infinity in the logo. Thanks to the ligature of the double letter gg, the logo has acquired an accurate and unique character.

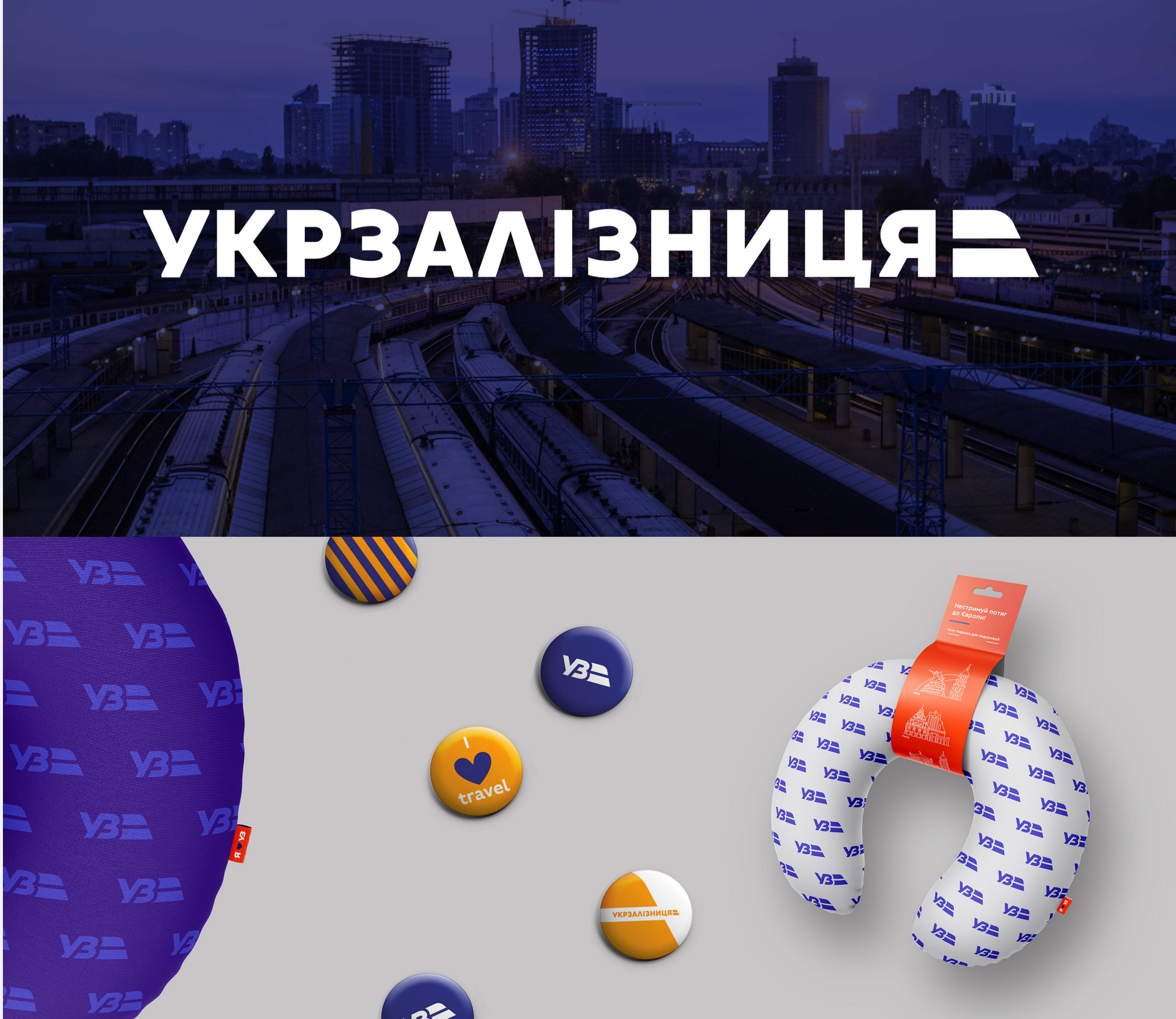




Client:  
Ukrainian Railways

# УКРЗАЛІЗНИЦЯ

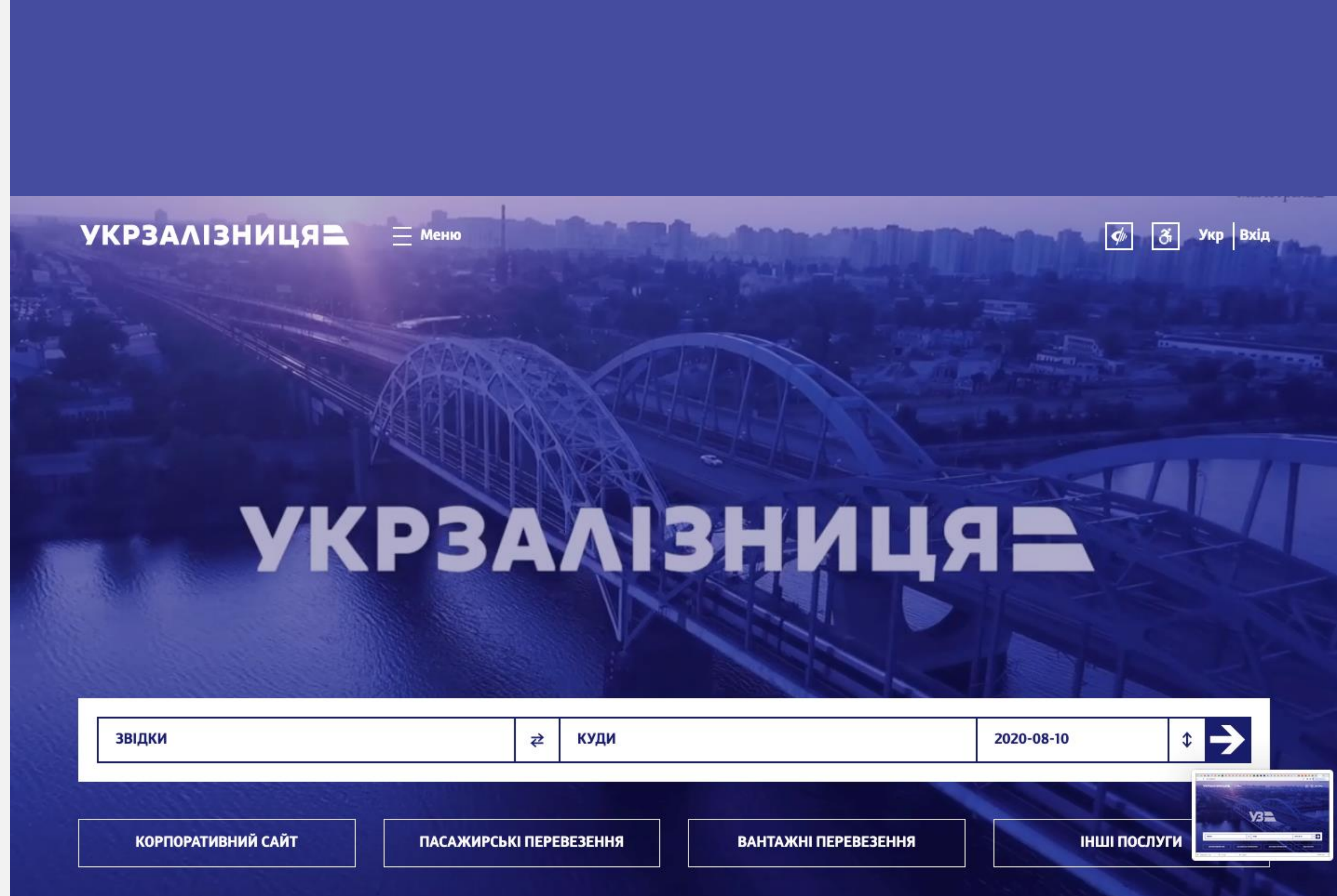
Logo development for Ukrainian Railways.





Client:  
Ukrainian Railways

Development of a logo, website and corporate identity for the Ukrainian Railways. Our task was to modernize, show the dynamics, forward, moves development of the company.





Client:  
TM «Kovalska»

Creative advertising for the  
discount for concrete from TM  
"Kovalska" in Vyshneve.

**БЕТОН**  
ВІД КОВАЛЬСЬКОЇ

**БЕЗКОШТОВНА  
ДОСТАВКА**  
(050) 440-32-91

м. Вишневе, вул. Київська, 54



**ЗНИЖКА  
20%  
на бетон**



We had to convey information  
about free delivery to the target  
audience.



Client:  
**Pensiya League**

Creative advertising for the  
Liga Pensiya company

We had to inform customers about the existence of private pension funds, to encourage Ukrainians to think about a decent life in retirement and attract them to make contributions now.





**Let's Do it Together!**

**«Galagan» Branding Agency**

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