



Marketing & Huawei Ads
Business Growth
New Year party



IDEA

United We Celebrate
with HUAWEI Ads



Idea

Huawei is 8 petals symbolizing the parts of the world that connect to each other in the city of Shenzhen, where the company was founded.

Just as the petals in the logo connect, Huawei connects people, their dreams and goals.

In the New Year, together with Huawei, we will become even closer!

Mood board



Key Visual

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Welcome zone

A festive atmosphere will envelop every guest from the very arrival. Stylish hostesses will meet guests and tell about the event, offering a glass of champagne, and animators * in mirrored costumes will leave an unforgettable impression.

Each guest will receive memorable photo props to capture their funny moments.

To create a pleasant atmosphere, DJ and MC work throughout the event.

* Animators. Characters in mirror costumes to choose from: tiger, wolf, fox, hare, panda, etc.



Photo zone

How to make event memorable?
Make as many photos as you can! Our guests can take pictures at the photo booth together with animators, decorations and special photo props.

For the 1st hour animators will stay at the welcome and photo zones for our guest to take pictures. And during the next 2 hours they will entertain and help the guests to navigate through the event.





Space design

Real winter will cover the space with artificial snow with small snowdrifts. Polygonal figures of Christmas trees and the symbol of the coming year - the tiger - will appear in the middle of the snow. The central decoration will be a massive Huawei Ads logo.



HUAWEI Ads



Staff

Promo staff greets guests in red evening dresses and white suits.

The waiters are dressed in black trousers and a white shirt.





Official part

The festive evening will be opened by Huawei executives and representatives, who will thank partners for productive cooperation and tell about the company's development plans.



Show program Chinese drum



The most unusual sound will fascinate the guests when the performance of Chinese drums begins.

"Tanggu" ("Tanggu drum" - translated as "the drum of the ceremonial hall") is a national traditional Chinese drum. Their sound and rhythm charge with their incredible energy.



Show program

Barmen show

Flaring or barman show is a bright artistic performance of bartenders to cheerful and incendiary music.

The barman will demonstrate his skills to the guests during the preparation of various cocktails, performing complex tricks.





Cocktail bar

After the show guests will be offered to enjoy the specials of Huawei Cocktail Bar.

In menu:

- ▲ Huawei Qualities
- ▲ Ads Resources
- ▲ Open Opportunities Partnership
- ▲ Huawei Education Support



Catering



After the official part, guests will have a festive dinner. The buffet menu combines dishes of European and Chinese cuisine, as well as soft drinks and sparkling wine.

Design of the buffet adheres to the general style of the event.



Fortune cookies

Each guest will receive a special fortune cookie from Huawei for luck. Prophecies will be following:

- ▲ Вас ожидает улучшение показателей конверсии
- ▲ Вам открыт полный спектр возможностей для таргетинга
- ▲ С Huawei Ads вам обеспечена быстрая монетизация
- ▲ Ваш таргетинг достигнет максимальных показателей вовлеченности
- ▲ Внимательный сервис всегда поможет вам и вашим клиентам
- ▲ Умный помощник поддержит вас в каждом вопросе
- ▲ Вам будет открыт доступ ко всему миру с Huawei Ads
- ▲ С Huawei Ads всё произойдет на ваших условиях
- ▲ Один клик - и ваша работа будет сделана
- ▲ Harmony OS будет вашим источником нескончаемых ресурсов и возможностей





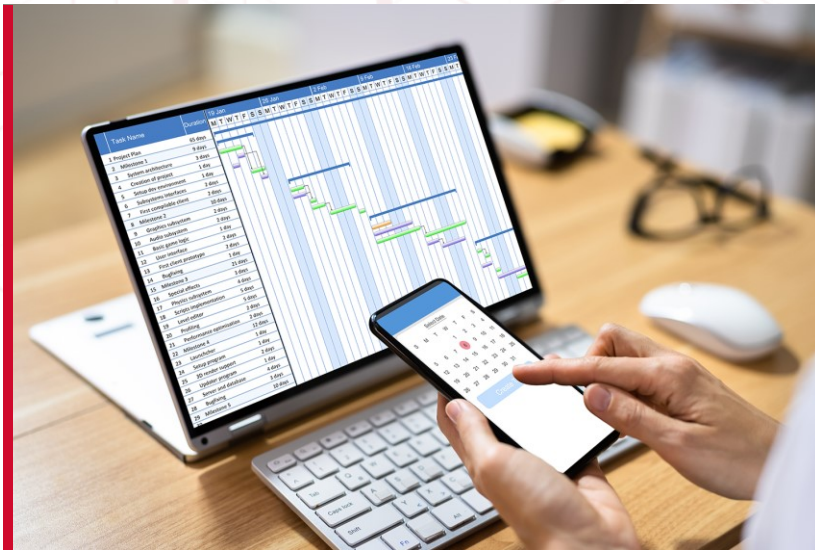
Everyone with whom we have collaborated throughout this year is important to us, so each guest will receive an invitation with all the details of the event.

As for the dress code - a smart casual outfit is preferable but not obligatory.

* text of the invitation will be agreed and updated

Invitation








Event timing*

18:30 - Meeting of guests. Start of operation of all zones.

19:00 - Speech by Leaders of Huawei

-  Welcome speech 10 min.
-  Huawei Ads Introduction 10 min.
-  Huawei Ads Roadmap 20 min.

19:40 - Performance

20:00 - Buffet

20:30 - Performance

20:35 - DJ -set

22:00 - End of the evening

* preliminary



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MC



MC

A professional presenter is responsible for the excellent mood and wide smiles of our guests during the entire event.



Lev Chitkov

[instagram.com/levchitkov](https://www.instagram.com/levchitkov)



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Venues

Location 1

Action Loft



Adress: ул. Бутырская, 46

Location 1

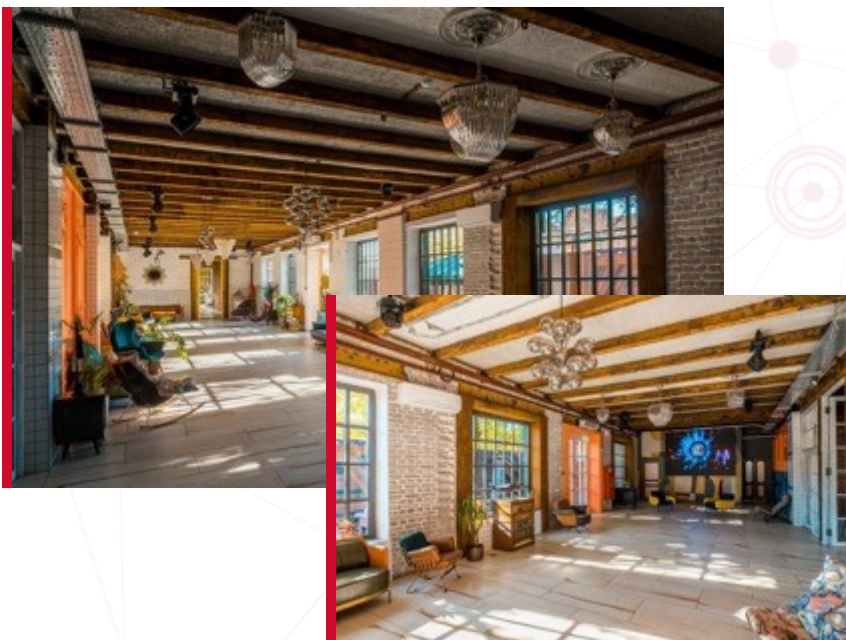
Action Loft



Technical equipment of the LOFT

Location 2

Long Hall



The interior of this loft is based on high ceilings with many chandeliers of different styles, a painting by a modern abstract artist and bright stucco in peach and dark blue shades. Like Richard Long, who forever connected his art with nature, Long Hall is closely connected with the natural landscape thanks to the veranda.

Address: 2-й Кожуховский проезд, 29, корп. 6

Location 3

Harvey & Monica

we are waiting for the
final budget proposal



Harvey & Monica is a new kind of restaurant on Taganka. Eclecticism in the interior will help set the right mood for any event. Subdued lights, stylish tables and unobtrusive lamps will give an atmosphere to any event.

Address: Котельническая Наб., 31



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Timing

Project timing



Jan 13

Sending a proposal

Jan 13-19

Approval of all elements

- All design elements
- Catering
- Scenario
- Show programm

Jan 19- Feb 9

Production of all the elements

Feb 10

The event



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Thank you!