

Developing our brand and marketing communications

A strong, highly recognisable brand is Megaton's key differentiator. Our brand's key message is 'MegaFon. Starts with You'. MegaFon's products inspire our customers and enable them to unlock their full potential and use each and every opportunity that life presents them with.

Inspired by modern-day customers and in line with its 'Starts with You' message, throughout 2019 MegaFon sought to find tailored approaches to different customer groups. We offered music fans opportunities to collaborate with celebrities, supported popular music shows and festivals, held promotions for sports fans at sports events including football and ice hockey games, and offered gamers opportunities to join eSports projects and experience our unique gamification mechanics.

MegaFon is active in both online and offline events that can gather new and prospective customers, engage many of our employees and enable us to achieve high brand recognition. By delivering individually tailored communications and being aware of our customers' needs, MegaFon is able to evoke a positive response from our digital subscribers.

In 2019, MegaFon was ranked second most valuable brand among all Russian telecoms and fourteenth among Russian brands overall. For the second year running MegaFon was ranked among the Top 10 strongest Russian brands, with our ranking improving from 2018¹.

Integrated marketing communications

In 2019, MegaFon launched over 20 successful integrated advertising campaigns involving full-scale support across all our key communication channels, and over 30 campaigns with smaller scale and coverage. For the first time since 2017, an image-boosting campaign was launched to promote the brand and the 'MegaFon. Starts with You' slogan.

Specific advertising about different product offerings enabled us to achieve high total spontaneous brand awareness.

We created 'Tryasi Smartfon' ('Shake Up Your Smartphone'), a unique solution that combines products and a communications campaign, which engaged millions of users across Russia. This enabled MegaFon to achieve performance that far exceeded expectations (the service's revenue for the first six months was five times higher than forecast) and stand out from its competitors.

50%

MegaFon's advertising awareness

MegaFon
is the most effective

Russian telecoms brand².

¹ Source: Brand Finance, Russia 50 2019 Report https://brandfinance.com/images/upload/russia_50_free.pdf.

² According to Effie Awards Russia, the country's main award for achievements in advertising and marketing.



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Sponsorships and partnerships

We follow a consistent policy of promoting engagement in our sponsorships and partnerships, so that our brand always comes across vibrant and high-tech.

In 2019, we achieved record high audience engagement through sponsorship integration, an indirect advertising channel. In 2019, we held a number of events which were attended by over 1.5 million people and watched online by over 151 million viewers.

We supported several major festivals which are popular among our target audience, such as Live Fest Summer (Sochi), VK Fest (Saint Petersburg), the Afisha Picnic (Moscow), Usadba Jazz Festival, Wild Mint, and many more. During these events, we worked hard at promoting the perception that ‘MegaFon subscribers are offered special treatment’, by offering our customers backstage passes and access to live streams of the music shows.

The Company is the telecoms operator and official sponsor of Russia’s national football team, seeking to reinforce the public perception that ‘MegaFon supports our national football team’ and that ‘MegaFon is the provider of unique opportunities for me’.

MegaFon has been a partner of the Kontinental Hockey League (KHL) for 11 years. In the 2019/2020 season, we held over 30 promotional events at KHL clubs’ ice arenas in ten cities of Russia.

Digital development

MegaFon maintains its high visibility in the digital space and continues to develop successfully in this segment. In 2019, we created a uniform programme for supporting our sponsorship events that includes engaging celebrities and bloggers, promotional activities before and during the event, live streaming, and post-event sharing. To support our advertising campaigns, we reproduce unique content posted by celebrities on their social media accounts for free.

In 2019, we implemented over 150 projects that reached over 100 million people in total.

Our brand continued to have a highly visible presence in eSports and gaming. In 2019, we made a unique in-game product placement in PUBG Lite – our subscribers can now use a MegaFon-branded parachute when playing the game. The ‘Superstomp from above’ was a landmark event in 2019, an open broadcast of The International 2019 (Dota 2 World Championship) arranged for eSports fans by MegaFon jointly with ESforce. At the event, we also demonstrated the capabilities of 5G networks for the gaming industry by having a team of MegaFon employees play a Dota 2 game against a professional team. One of the teams used professional gaming hardware, while the other used ordinary laptops connected to the cloud gaming service over a 5G network.

