

AGENCY CREDENTIALS • 2026

From awareness to **loyalty**

Your BTL partner in Central Asia and the Caucasus
since 2005

urbanmedia.kz



**When consumers already know a brand,
we make sure they **try it, understand its
value** — and choose it again.**

Urban Media builds BTL communications and owns the quality of execution in the field
— from the first point of contact to a measurable result.

OUR MISSION

We take on the key stage of marketing: the move from awareness to real brand experience and loyalty.

We do it through strong service, an accessible team, quality standards and managed processes — from field activations to national promo campaigns.

Our benchmark is the client's result — confirmed by transparent reporting and quality control.

Experience at scale

2005

founded in Almaty — over 20 years in BTL

10,000+

activities delivered

6

markets across Central Asia, the Caucasus and Mongolia

13

largest cities of Kazakhstan with our own representatives

Our story

2005

Founded in Almaty on 8 August. First clients include Indesit and Smirnoff.

2005–2009

Fast growth from 5 to 27 people, working with Nissan, Ferrero, Cisco, Gorenje and Visa.

2010

Full focus on BTL. We win BTL services for all Procter & Gamble brands.

Today

Long-term partner of Mondelēz, Electrolux, Colgate-Palmolive and Kimberly-Clark.

What we do

The full cycle of field marketing — as a system, not one-off actions.



Sampling & tastings



Expert consumer consulting



Integrated promotions



Events & exhibitions



Merchandising & trade programs



Retail chains & stores



Education programs



National promo campaigns

websites, chatbots, prize draws

Offline + online: a managed funnel

01

Contact with the brand

02

Visit and registration on the website

03

Participation by the rules

04

Communication with participants

05

Final prize draw

06

Results analytics

We cover mechanics, content and communications, the promo website and data capture, participant support (FAQ and requests), execution control and final reporting on the funnel and data quality against agreed KPIs.

What our clients get

Trust and control

Clear processes and full responsibility for deadlines and quality.

Availability

The team is always in touch and no request gets lost.

Attention to detail

Every task is logged and taken on at once — nothing falls through.

Timeliness

Work delivered within the agreed time and scope.

A measurable result, confirmed by

- detailed analytics reports
- quality standards and KPIs
- photo and video reports

Personal communication with consumers that helps them choose the brand — and stay loyal.

OUR PEOPLE

The people who represent your brand are our core resource

We invest in careful selection, training and motivation of field staff and build long-term cooperation — keeping turnover low and quality stable on every project.



Many of our account managers grew inside the company — starting as promoters.



Six markets, one standard of execution

Kazakhstan · HQ Almaty

Uzbekistan

Georgia

Mongolia

Azerbaijan

Kyrgyzstan

We cover the largest cities of each market, adapting mechanics locally while keeping execution quality stable everywhere.

Brands that trust us

P&G

WRIGLEY



Coca-Cola



MEIZU



VISA



LVMH



gorenje

MARS



FONBET

SELECTED WORK

Promo campaigns

National and multi-country promos for Mondelēz, Fonbet and others – each with its own website, registration, prize draws, participant support and final analytics.

MECHANICS WE RUN

Code in every pack

Receipt upload

Collect and win

Guaranteed prizes

Game in Roblox

AI-generated content

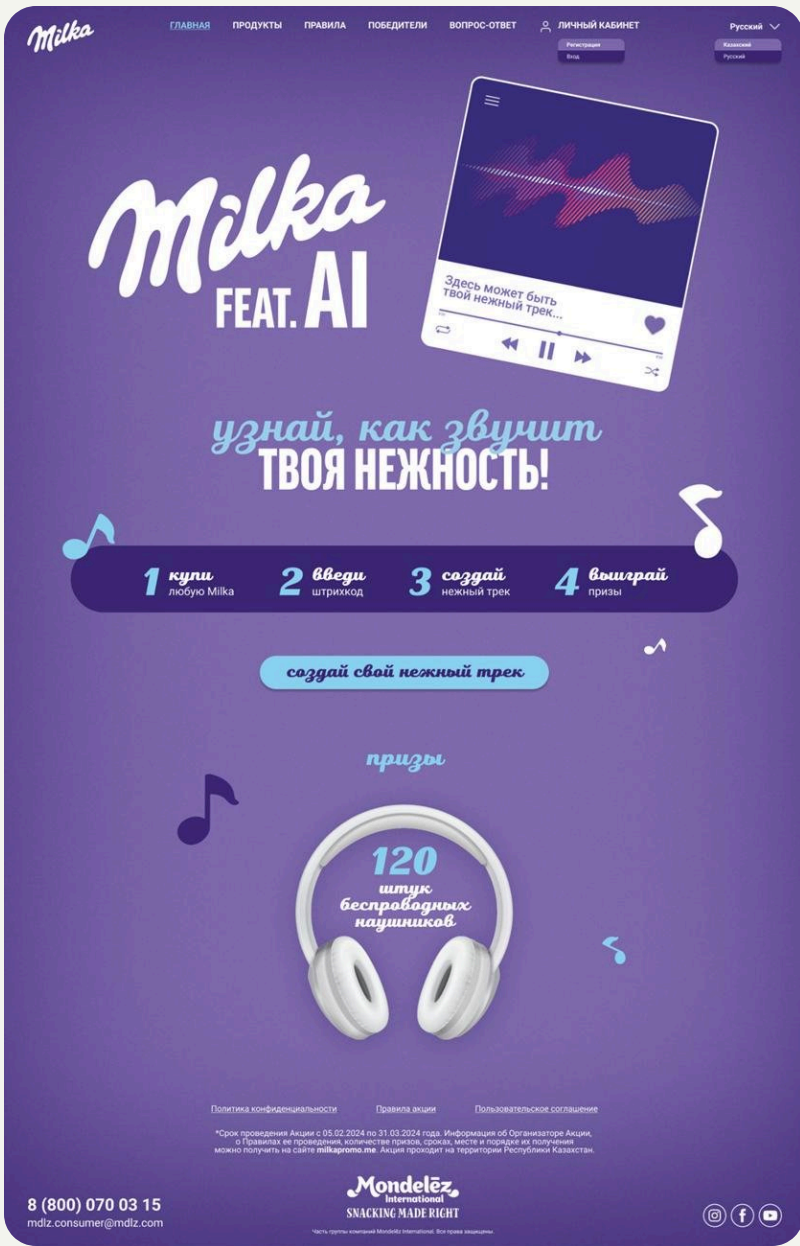
Rating mechanic

Alpen Gold: a new promo every year



Year	Campaign	Mechanic	Markets
2019–2020	Inventor · Golden Rush	Prize draw	KZ, UZ, GE, MN
2022	25th Anniversary	Prize draw	KZ, UZ
2023	Time of Bright Changes	Receipt upload + draw	KZ, GE
2024	Prizes in Every Pack	Code + guaranteed prizes + draw	KZ, UZ, AZ, GE, MN
2025	Prizes in Every Pack	Code; rating mechanic in Georgia	KZ, GE

Milka feat. AI



“Find out what **your** tenderness sounds like”: buyers generated a personal music track with AI and entered the prize draw.

Goal

Support and promote Milka

Mechanic

AI-generated tracks + prize draw

Markets

Kazakhstan, Uzbekistan, Azerbaijan, Mongolia

Audience · Period

All 18–50 · 14 Feb – 9 Apr 2024

Barni: family adventures



Time Machine • 2024

Mechanic

Game in Roblox + prize draw

Markets

Kazakhstan, Uzbekistan, Azerbaijan, Georgia

Audience

Parents of children 3–12

Period

5 Apr – 31 Jul 2024



Treasure Island • 2023

Mechanic

Collect receipts for guaranteed prizes + draw

Markets

Kazakhstan, Uzbekistan

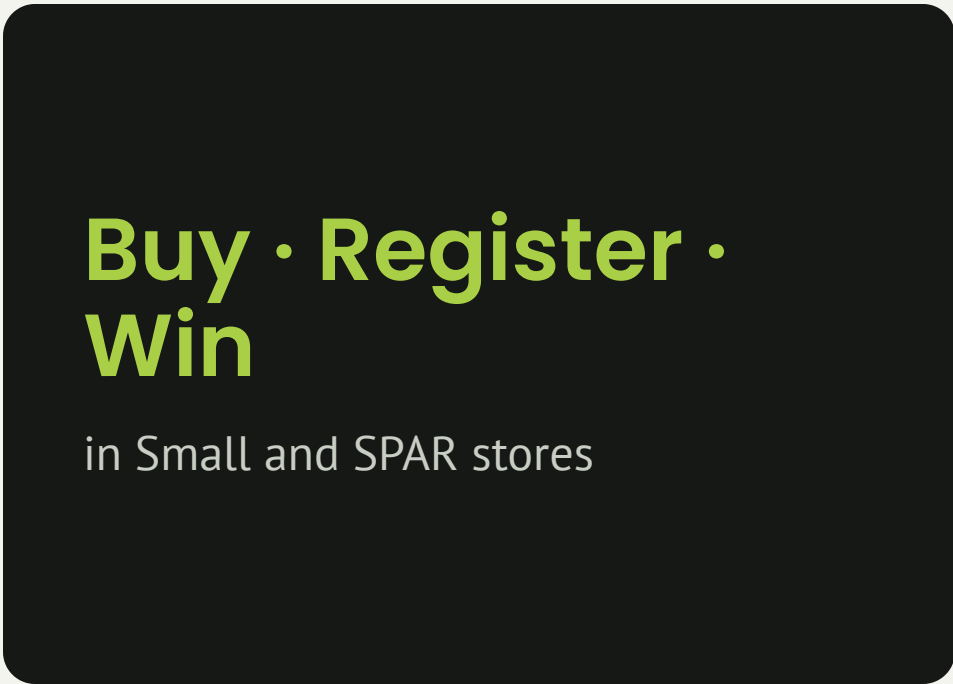
Audience

Parents of children 3–7

Period

1 Apr – 30 Jun 2023

Milka: win every week



Goal

Support and promote Milka products

Mechanic

Receipt upload with weekly, bi-weekly and monthly draws

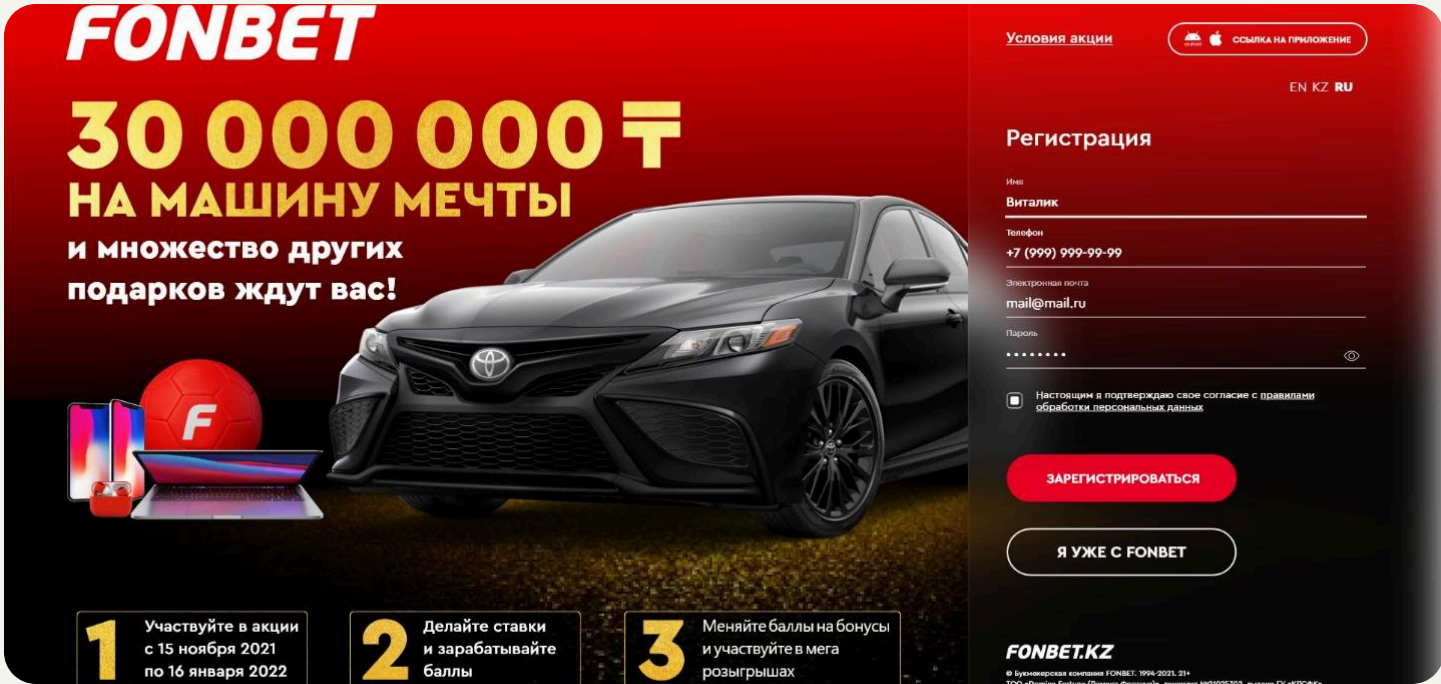
Market · Audience

Kazakhstan · men and women 18–35

Period

1 Mar – 30 Apr 2025

Fonbet Super Game



Goal

Build brand awareness in Kazakhstan

Mechanic

Prize draw with 30,000,000 ₸ towards a dream car

Market · Audience

Kazakhstan · men and women 18–50

Period

15 Nov 2021 – 31 Jan 2022

SELECTED WORK

Field activations and education



Colgate • School program

National oral-care education: 125,000 pupils a year in 21 cities of Kazakhstan • since 2019



Huggies • Welcome Baby

Meeting newborns at maternity hospitals with a blogger, Huggies bears and samples. 3 cities • 2023–2024



Barni • Family sampling

Sampling at children's theatre shows, parks and museums for families with kids 3–12. 5 cities • 2024

IN-STORE PROMO • NATURA

Tasting + gift with purchase



Format

Cheese tasting plus a gift for purchase

Where

Large supermarkets in Almaty and Astana

Audience

Middle-income women and men

Period

Oct 2023 · Feb–Mar 2024

IN-STORE PROMO • KIMBERLY-CLARK • UZBEKISTAN

Kotex: demos in 10 cities



Format

Demos of Kotex advantages + gift for taking part; gift with purchase

Where

Neighbourhood stores, pharmacies and supermarkets

Cities

Tashkent, Samarkand, Bukhara, Fergana, Namangan, Andijan and more

Audience • Period

Women 16+ • May–June 2023

Fonbet at the KHL in Astana



Format

Gift for registering and topping up in the Fonbet app

Where

KHL championship games, Astana

Audience

Men 21+

Period

September 2024

SELECTED WORK

Trade marketing and retail



Electrolux • In-store brand zones

Design, production and installation of brand zones and trade program materials in electronics retail.



Magnum × Barni • POSM placement

Tailor-made POSM placement in 233 Magnum Cash & Carry stores across 13 cities of Kazakhstan • 2023

Let's make your brand **tangible**

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