



Yandex Search Alice in Kazakh language

Corporate communications

2023

Authors of the project

PR agency (brand name) was founded in 2015. To date, the company's portfolio includes more than 100 international clients and more than 1,000 completed projects both in Kazakhstan and in the countries of Central Asia, Transcaucasia and Europe.

The main activities of the agency are PR communications, video production and digital services.

Team:



PR-campaigning lead:
PR director Madina Mussayeva



PR manager:
Daniya Abdrakhmanova

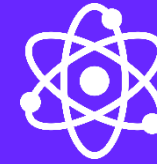


What is **artificial intelligence** and what do we need it for?

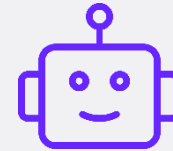
The uniqueness of this project:

virtual assistant – Alice, a program based on artificial intelligence.

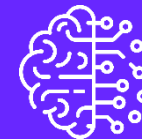
PR campaign to promote **Yandex Alice Kazakhstan** is not just the launch of a new product, it is an immersion into the unique world of artificial intelligence, woven with the heritage of Kazakh culture.



Innovations
in various industries



Automation and
optimization of tasks



Solving complex problems
Training and adaptation



Big Data Processing

Kazakh language issues

According to 2023 data the share of content in the Kazakh language is growing from year to year (in 2022 it amounted to 83%, which is 9% higher compared to the data for 2020). On behalf of president state faces the task of increasing Kazakh-language content from 50% to 70%).

In 2023 Kazakhstan approved the concept of state language development until 2029. According to the government's plan by 2029 it is expected that 84 percent of Kazakh citizens will speak Kazakh language. **Alice offers a unique solution to online users.** In order for Alice to understand queries and give high-quality answers in Kazakh, she was trained on a large amount of data including thousands of manually translated dialogues and hundreds of hours of audio recordings. They were prepared by help of native speakers and editors.

19:21, 12 октября 2023

Новости Казахстана и мира на сегодня

> Все новости > Новости общества

Токаев призвал превратить казахский в язык науки и техники



Фото: akorda.kz

Президент РК Касым-Жомарт Токаев принял президента общества "Қазақ тілі", члена Национального курултая Рауана Кенжеханулы, сообщает Zakon.kz.

Как [сообщили](#) в пресс-службе Акорды 12 октября, темой встречи стали актуальные вопросы совершенствования языковой политики. Президент отметил, что дальнейшее развитие казахского языка остается приоритетной задачей государственной политики. Он подчеркнул, что особое внимание следует уделить практической работе,

Project: Launch on Yandex Alice in Kazakh language

Alice began to understand and speak in. This is the first step for the development of a virtual assistant in the region.

Alice will help users to find the answer to questions, notify about the weather or support a simple conversation. Communication possible in the mobile Yandex Browser.

Target audience:



School children



Students



Teachers



Parents



Representatives of narrow specialties

Communication strategy

PR- campaign aims: raising awareness among the local population about the unique capabilities of Yandex Alice in the Kazakh language, drawing attention to the possibilities of learning with a virtual assistant according to individual user preferences.

Goals:

1. Attracting media attentions, influencers and bloggers to the virtual assistant
2. Filling the information field with positive messages about Yandex Alice new opportunities
3. Development of communication and image strategy for Yandex Kazakhstan

PR campaign period: from 15th of November – 1st of December 2023



PR tools:



Involvement of experts (linguists, Kazakh language tutors) in the project;



Special projects in leading media channels (The Village kz, Nur.kz, Tengrinews.kz);

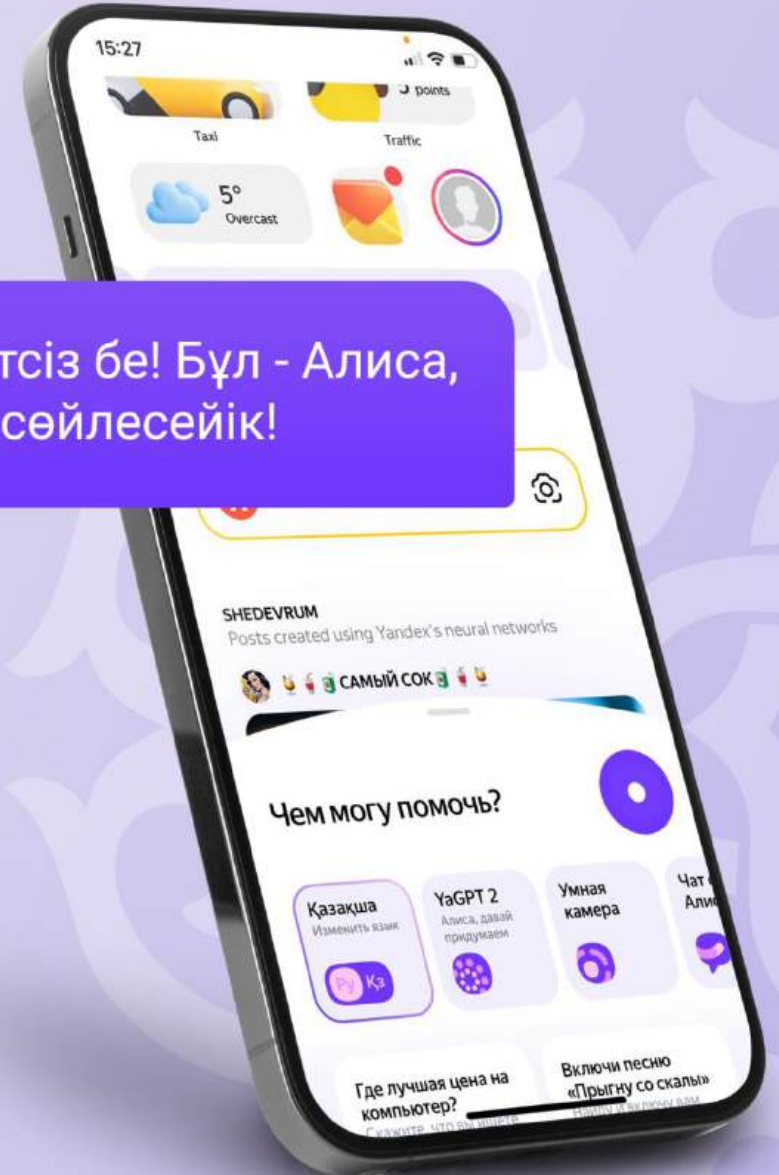


Preparation of TV plots : the release on the First channel "Eurasia";



Airing on major domestic radio stations: radio "Dacha Kazakhstan" and radio "Zhuldyz FM"

Сәлеметсіз бе! Бұл - Алиса,
келіңіз, сөйлесейік!



Press release

Media logos are clickable

Distribution of press release:

КУРСИВ

КАПИТАЛ
ЦЕНТР ДЕЛОВОЙ ИНФОРМАЦИИ

 **PROFIT**

Press release was supported by:



Aida Balayeva

Minister of Culture and
Information of the Republic of
Kazakhstan;



Bagdat Musin

Minister of Digital Development,
Innovation and Aerospace
Industry of the Republic of
Kazakhstan;



Sayasat Nurbek

Minister of Science and Higher
Education of the Republic of
Kazakhstan



Olzhas Zhanabek

Head of the Digitalization
Department of Almaty

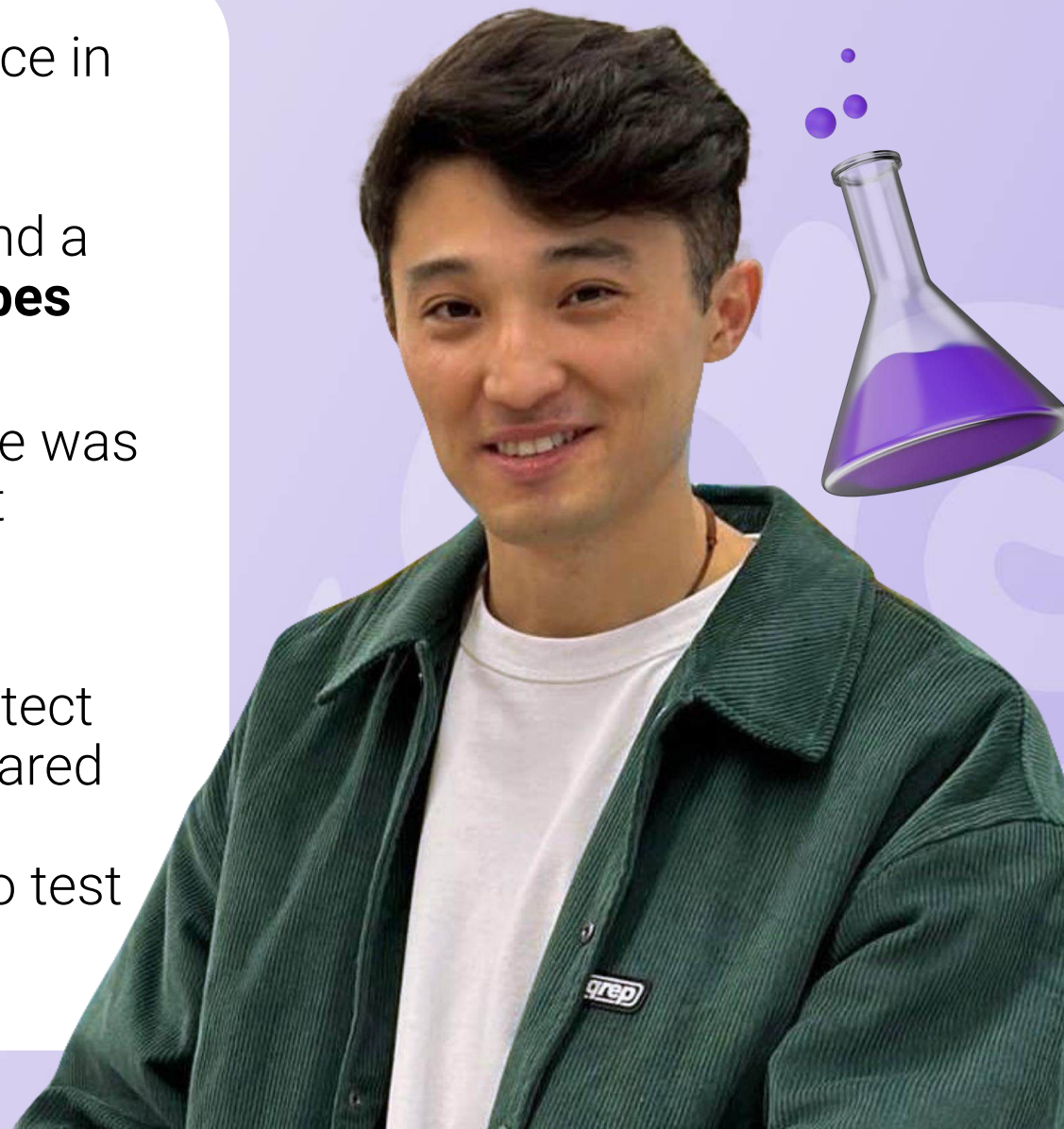
Special project on media **NUR****KZ**

[Media logos are clickable](#)

One of the key projects was the launch of Alice in the Kazakh language on media Nur site.kz in collaboration with Ulan Usenov, a popular influencer, chemistry teacher from Almaty and a participant in the "30 under 30" rating of **Forbes Kazakhstan**.

Ulan visited Yandex office in Almaty where he was met by the Yandex Search manager Saltanat Bolotbekova and conducted a tour.

He shared with editorial board how digital technologies now affect children, how to protect children from unwanted content and also shared his opinion on the future development of technology in education. Also he was able to test voice assistant Alice in Kazakh language.



Special project on TENGRI NEWS

[Media logos are clickable](#)

Yandex employees shared details of service creation and digital solutions aimed at supporting Kazakh citizens in their quest to learn and develop their native language.

For example to implement quick search function, Yandex Kazakhstan processed Kazakh-language content using neural network technologies and machine learning methods.

This experience is unique because no other search engine in the world provides quick answers in Kazakh given that this language does not meet the criteria of most companies that create products in foreign languages. Also, most audio and text products and technologies are focused on popular languages.



Special project on **The Village**

[Media logos are clickable](#)

In a special project implemented jointly with The Village media, we learned how the life of a student at the Faculty of Journalism works.

A 17-year-old student, **Samat Adilov** was involved in the special project who told us about his choice of profession, university, and shared how life and studies at the university work. In addition, Samat told what kind of technologies he uses during his studies and how they make it easier for him to access the necessary information. The use of artificial intelligence has become an integral part of a student's life.



Placement on radio "Dacha Kazakhstan" and radio "Zhuldyz FM»

[radio is clickable](#)

Coverage of information occasion on two leading radio stations: Radio Dacha and Radio Zhuldyz.

In addition radio hosts had a conversation with Alice.

We found out what the weather is like in Almaty today, asked for the recipe for beshbarmak, found out what the height of Khan Tengri peak is and asked Alice to tell a joke.



Placement of a TV plot on the **First Eurasia Channel**

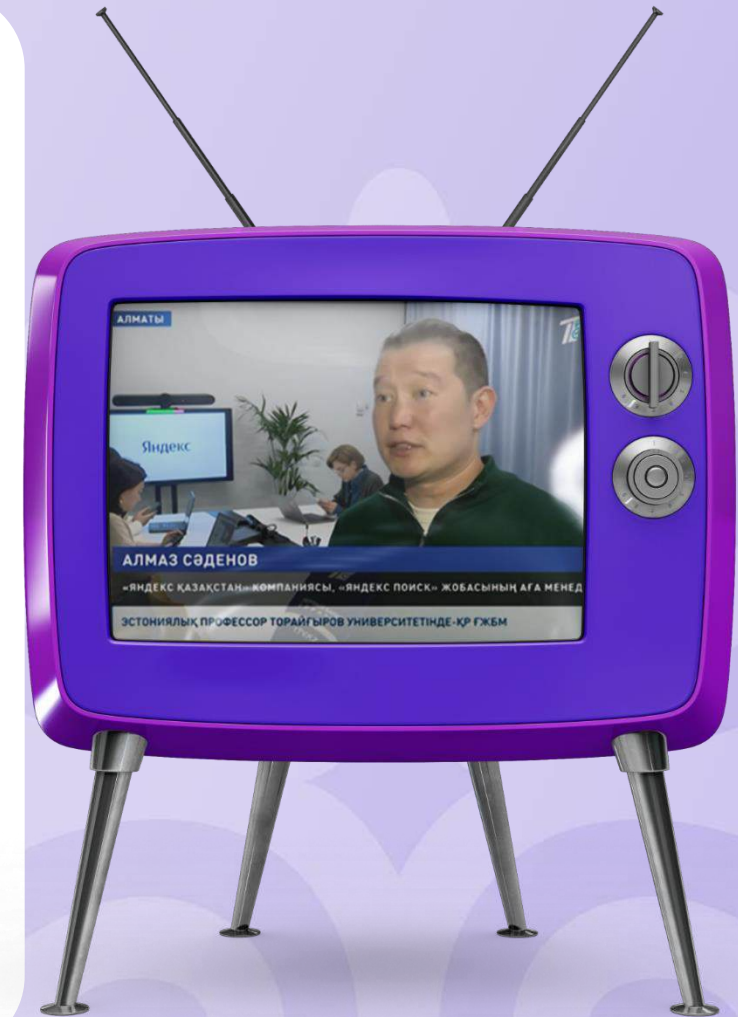
[click on the TV to watch the recording](#)

Journalists of First Eurasia channel arrived at the Yandex office in Almaty.

Saltanat Bolotbekova - Product Owner of Yandex Kazakhstan Search told about the launch of Alice in a mobile application in the Kazakh language. Saltanat demonstrated how the app works on her phone: she asked Alice questions.

Nargiza Myrzabekovna, a student, also took part in the story. She studies at AlmaU University, at the Faculty of Journalism and Reporting.

Nargiza shared how she uses various technologies that help in learning. For example, when watching lectures from world universities on Coursera in English, she uses the function of automatic video translation into Kazakh in Yandex Browser. This allows you to save time when preparing for exams, and also helps you quickly learn the material in your native language.



PR campaign results

One of the key indicators of PR effectiveness is the number and quality of media mentions.

PR campaign for the launch of Alice was accompanied by extensive media coverage in various channels: television, radio, online platforms, social, radio, etc.

100+

Более 100 органических публикаций пресс-релиза

10млн

Общий охват PR-кампании более 10 000 000

140тыс

По данным Яндекса - ежедневно приходит более 140 тысяч запросов к Алисе в приложении Яндекс с Алисой и браузере на казахском языке



Thank You!

