

**СӘЛЕМ!
МЕН - I'M**

i'm

A LARGE-SCALE PR CAMPAIGN

FOR THE PRESENTATION AND LOCALIZATION OF A NEW
QUICK-SERVICE RESTAURANT BRAND



PROJECT TEAM & CREATIVE SOLUTIONS



Alexander Kerimov
Advisor



Olga Kalenichuk
Advisor



Yrys Amangeldy
PR Campaign Lead



Madina Musaeva
Media Relations Lead

Creative concepts incorporated into the PR campaign

Generating information buzz

We created significant buzz by promoting the restaurant chain's new signage through placements in news-oriented Instagram accounts across Kazakhstan, leading to a 'viral effect.'

News embargo

We actively supplied major business and news media with embargoed news leads (Tengrinews.kz, Nur.kz, Kapital.kz).

Late reveal

We handled the dissemination of information without disclosing the specifics of the PR campaigns.

Media Relations & Blogosphere

We established relationships with journalists from international media in Kazakhstan (such as Bloomberg, France Press, TASS, RBK, Lenta.ru, Interfax, etc.) and with bloggers.

User-generated content (UGC)

We encouraged people to suggest their own names for the restaurants.

Teaser PR

We launched a teaser phase of the PR strategy before implementing the main campaign.



Valeria Kim
Media Relations
Manager



Galina Mershieva
Digital Director



Aruzhan Zhusupova
Digital Manager

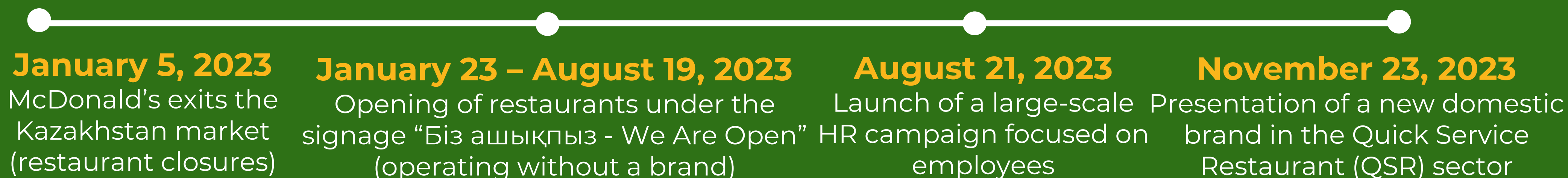


Ivan Smirnov
Copywriter

Our team's portfolio includes over 200 international clients and more than 2,000 completed projects in Kazakhstan, as well as in Central Asia, the Caucasus, and Europe. Our core areas of expertise are PR communications, video production, and digital services.

TIMELINE OF EVENTS

MCDONALD'S KAZAKHSTAN



About Food Solutions KZ

Food Solutions KZ operated the McDonald's brand in Kazakhstan for 7 years. During this time, it became one of the leaders in the fast food industry. Under the management of Food Solutions KZ, 24 McDonald's restaurants were opened in **Almaty, Astana, Atyrau, Aktobe, Kostanay, and Karaganda**, providing employment for approximately **7,500 people**. During its operations, the company paid over 3 billion tenge in taxes to the national budget and actively contributed to society by donating more than 150 million tenge to charity.

PR-CASE PROBLEMATICS

LEGEND

In early January 2023, the global fast food brand McDonald's exited the Kazakhstan market. The restaurant network **Food Solutions KZ** announced the **cessation of operations under the brand due to supply chain constraints**.

WHAT CHALLENGES DID THE COMPANY FACE IN THE AREA OF PUBLIC RELATIONS?

- **WE WILL NOT ALLOW IT TO ENTER THE MARKET!** Reputation risks associated with the russian QSR-brand "**Vkusno — i tochka**"
- **A significant adverse narrative in the news** linked to the **Shareholder's legal dispute**

WHAT WERE THE EXPECTATIONS OF US OR TASKS

- The need for **an effective PR strategy** for operating restaurants **without a brand**.
- **PR support for the HR initiative** before the launch of the new brand, aimed at creating a positive "**viral effect**" for the company.
- **A comprehensive PR plan for presenting the new domestic QSR brand**.



PR-TOOLS AND TARGET AUDIENCE

Communication Channels:

- **Key News Media Outlets in Kazakhstan** (electronic, print, and television media – Tengrinews, Nur.kz, Informburo, Zakon.kz, Egemen, KazPravda, and others)
- **Focus on Top Business Publications and News Agencies** (Forbes, Kapital, Kursiv.media, and others)
- **International Media** (Bloomberg, France Press, TASS, Ria.ru, Trend.az, RBC Ukraine, Gazeta.uz, and others)
- **National and Regional News Instagram Accounts** (ZTB_media, ZTB_Kazakhstan, Almaty_news, Almaty_city, Astana_city, Vsya_karganada, atyrauofficial, Aqtobe_sergek, kstnews.kz, and others)
- **Bloggers** (TikTok, YouTube, Instagram). For example, Rashit Ilyasov (1 million followers on TikTok), Asset Murzabaev (top travel blogger), Ruslan Aitpaev (top food blogger in Kazakhstan), Alexey Alekseev, Alexander Tsoy (notable bloggers on Facebook), and others.

The entire population of Kazakhstan —
20 033 000 stat.gov.kz

Demographics: Visitors to restaurants — partners, government officials and local authorities, adults, families with children, students, and youth.

Age: 16 years and older

Income Levels: All income levels

Segmentation: The primary focus of PR activities is on the population of **the 6 cities where the chain's restaurants are located: Astana, Almaty, Karaganda, Atyrau, Aktobe, and Kostanay.**

Total population in 6 cities
5 469 000 stat.gov.kz



PR SUPPORT OPERATING RESTAURANTS WITHOUT A BRAND

Restarting Restaurant Operations

In late January 2023, Food Solutions KZ announced the reopening of restaurants under the signage «**Біз ашықпыз Мы открыты We are open**»



Goals:

The team was tasked with handling numerous media inquiries related to the new signage, concept, and launch date of the new brand, as well as **addressing rumors about the arrival of "Vkusno — i tochka" in the local market** and establishing successful relationships with bloggers.



PR support Timeline:

January - August, 2023



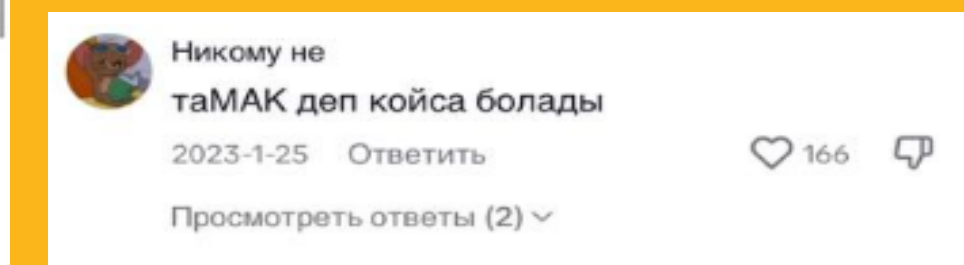
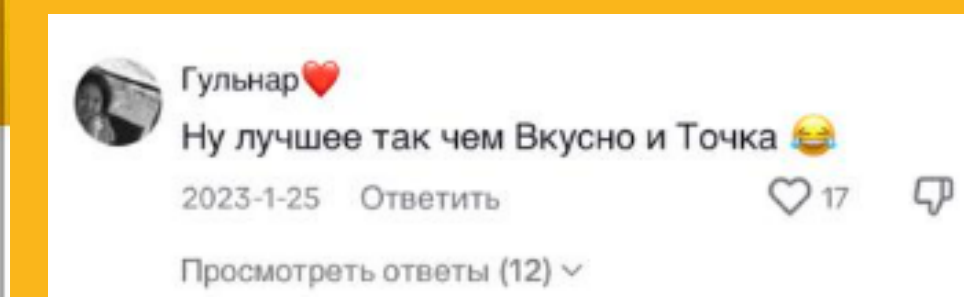
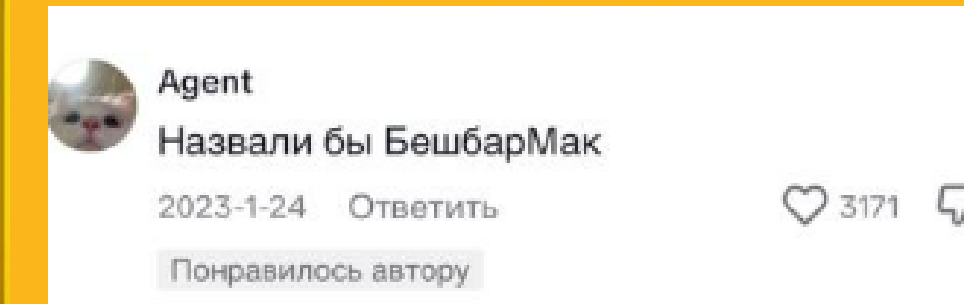
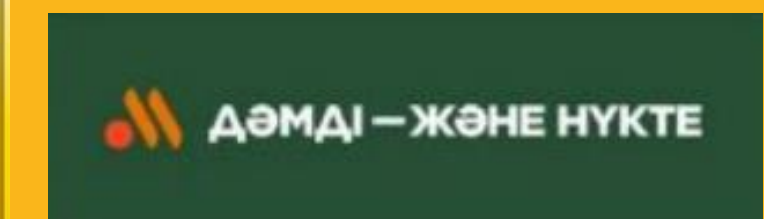
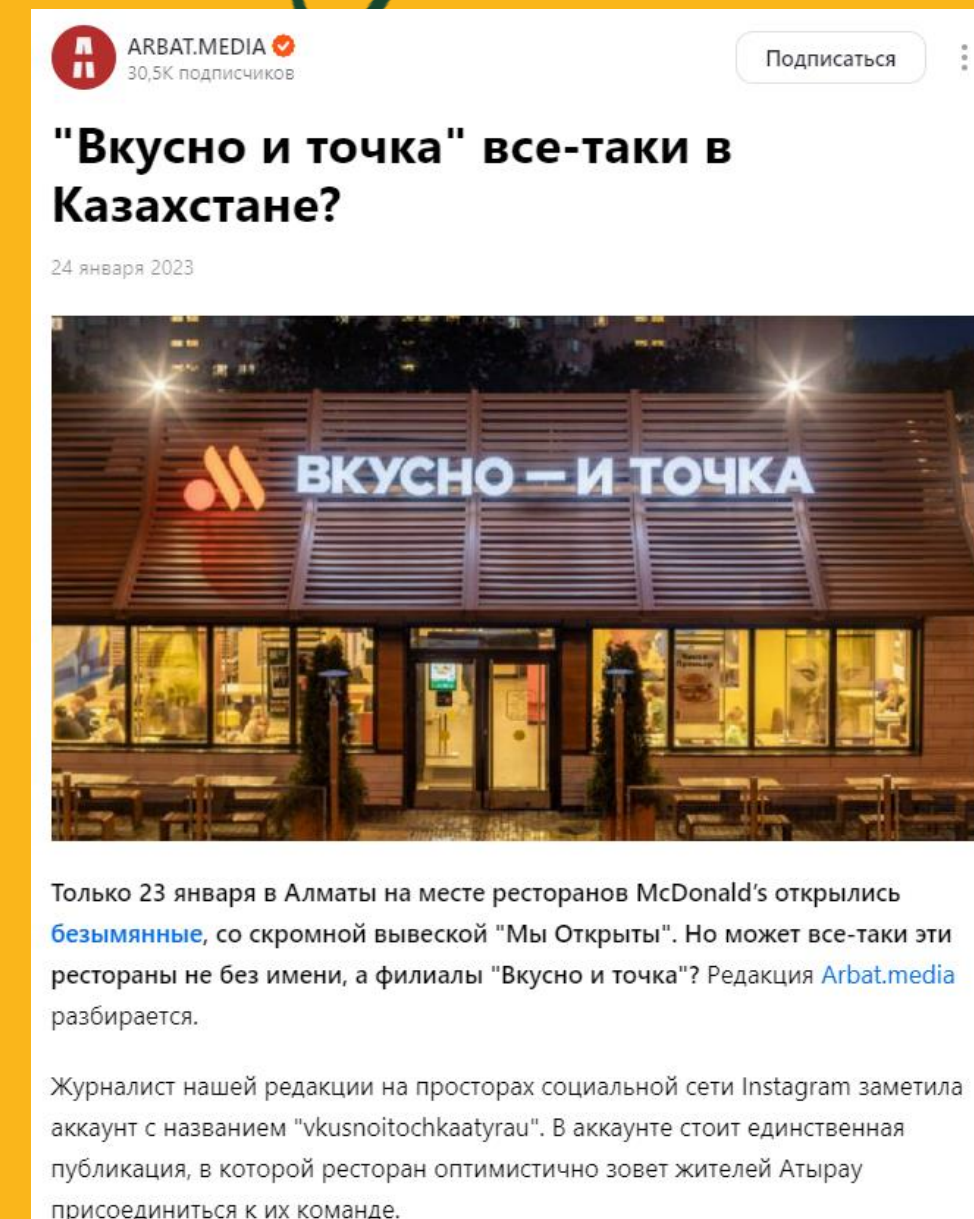
Screenshot of an Instagram post by renowned Kazakhstani food blogger Ruslan Aitpaev @rus_goest

PR SUPPORT MANAGING RUMORS AND COLLABORATING WITH BLOGGERS



HOW THE TEAM APPROACHED THE TASK:

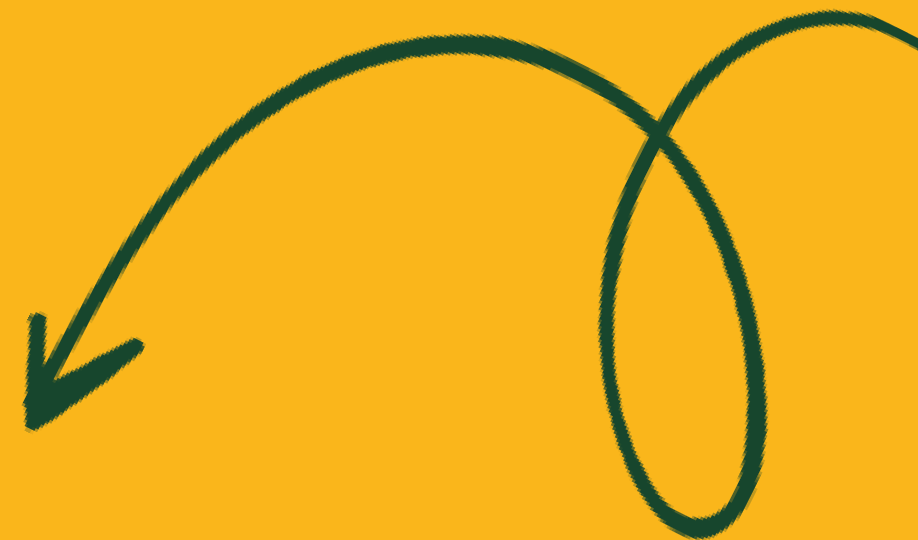
- **We communicated** the operations of the restaurants under the new signage to the media.
- **We worked** to dispel rumors about the arrival of "Vkusno — i Tochka" in Kazakhstan, including addressing fake Instagram pages and misinformation in the media.
- **We engaged** bloggers to cover the restaurant openings on social media, highlighting the updated menu and the reopening of the network's locations.



Misinformation on the arbat.media website and **a fake Instagram account** for the "Vkusno — i Tochka" restaurant in Atyrau. Additionally, **users engaged** in discussions in the comments about the brand's naming.

PR STRATEGY

HR CAMPAIGN



HR-initiative

The company dedicated a large-scale rebranding campaign for the "Food Solutions KZ" restaurants to its employees. On August 16, 2023, the signage of the "Біз ашықпыз - We Are Open" restaurants was replaced with names such as «I'm Arai," "I'm Aruzhan," "I'm Daniyar," "I'm Yulia," and others.

Goals:

The agency was tasked with organizing effective PR support for the HR campaign, conveying key messages to the target audience, and thus preparing the public, partners, and media for the presentation of the new brand.

How the Team Approached the Task:

We developed a PR strategy consisting of two informational waves:

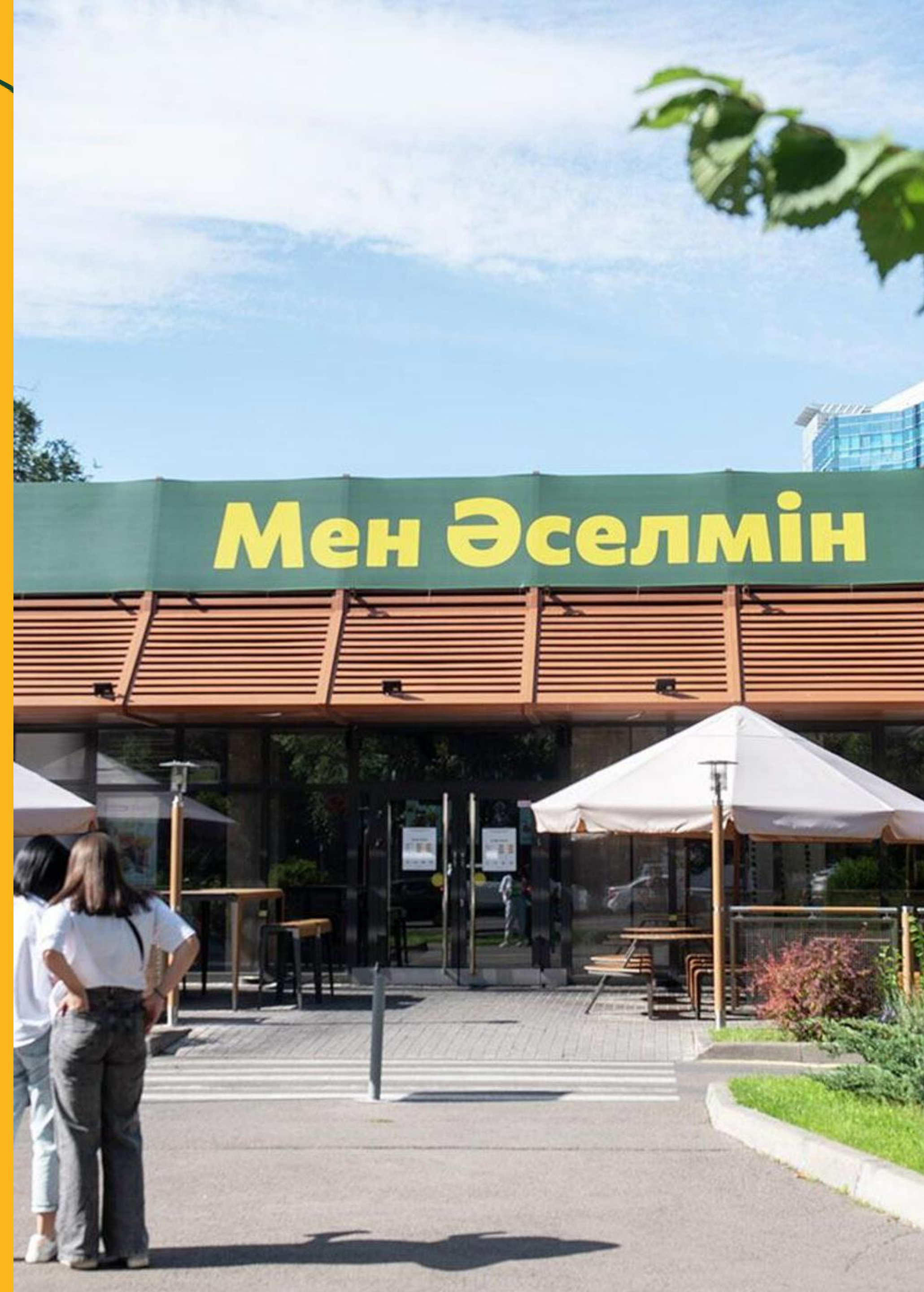
Teaser: Distribution of the story to major national and regional news outlets and Instagram publics (**unexpected simultaneous replacement of signage in 24 restaurants**).

Reveal: Revealing the significance of the restaurant names (three days later, we released official information explaining the concept of the HR campaign in detail.)

Implementation Timeline:

Teaser: August 17–20, 2023

Reveal: August 21–31, 2023



RESULTS AND KPI

Public Response:

People began generating content and taking photos in front of the restaurant signage. The campaign evoked emotions and a sense of patriotism among the public (signage was in Kazakh only). A large portion of the audience supported the idea, and it gained widespread popularity. The PR campaign successfully created a positive image of the restaurants among the target audience.

Media

Kazakhstani and international media actively covered the campaign during both the first and second informational waves.

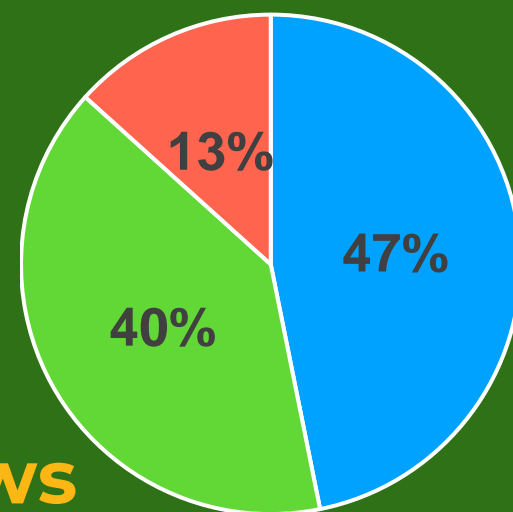
Social Media and Bloggers

Social media users and influencers responded to the campaign with positive content. For example, Russian journalist and TV presenter **Ksenia Sobchak** shared the news on her Telegram channel "Krovavaya Barinya" (1.2 million subscribers), while prominent journalist **Gulnara Bazhkenova** posted on her Facebook page with the question, "Cool, creative, unusual, but where is Gulnar? 😊" 😊»

Media

Total Number of Media Publications: **2,921**
Positive: **1,164**
Neutral: **1,368**
Negative: **389**
Total Reach:

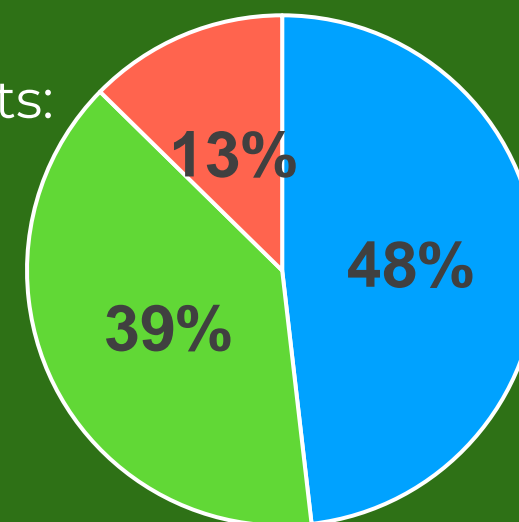
Over 5 million views



Social media

Total Number of Social Media Posts: **12,286**
Positive: **4,815**
Neutral: **5,917**
Negative: **1,554**
Total Reach:

Over 10 million views



Sentiment of Publications: **Predominantly neutral-positive**



RESULTS

BUDGET & EFFICIENCY

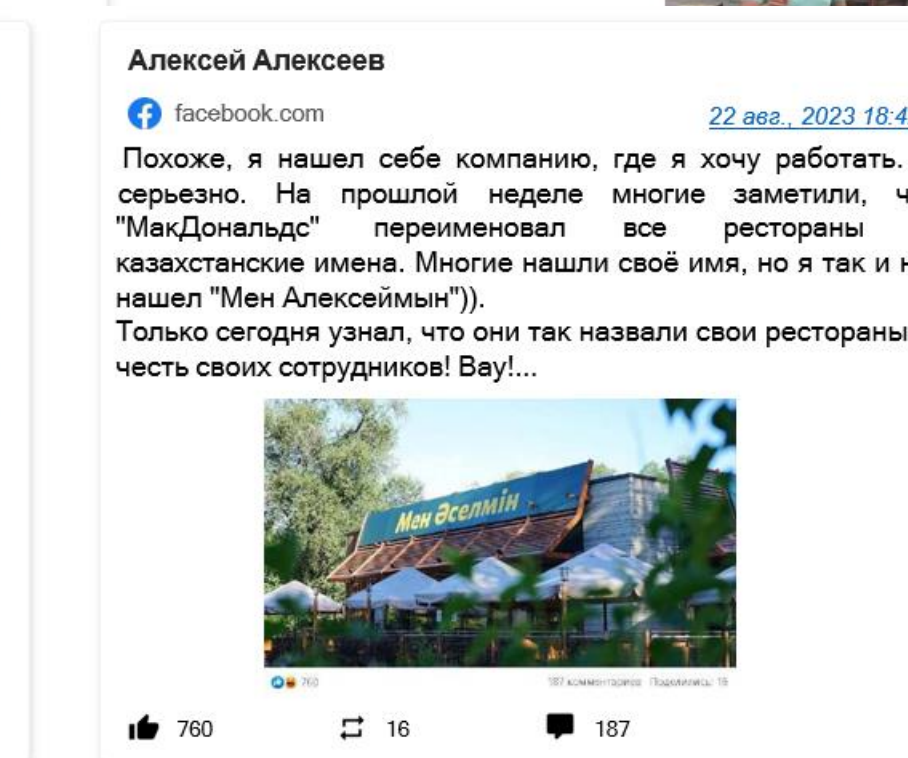
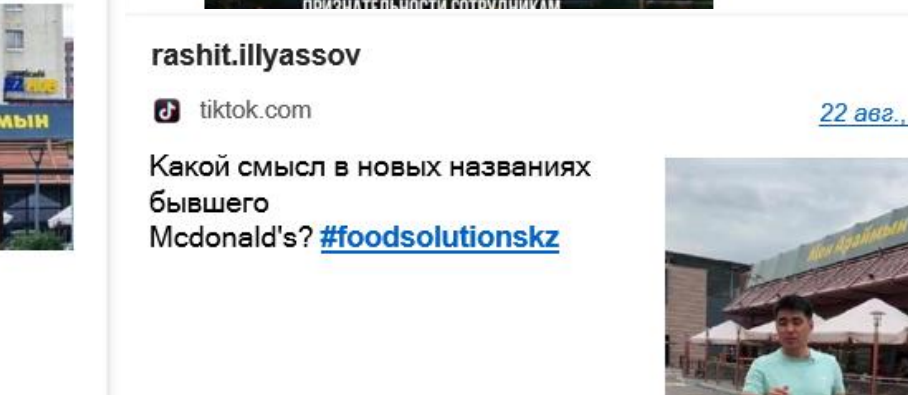
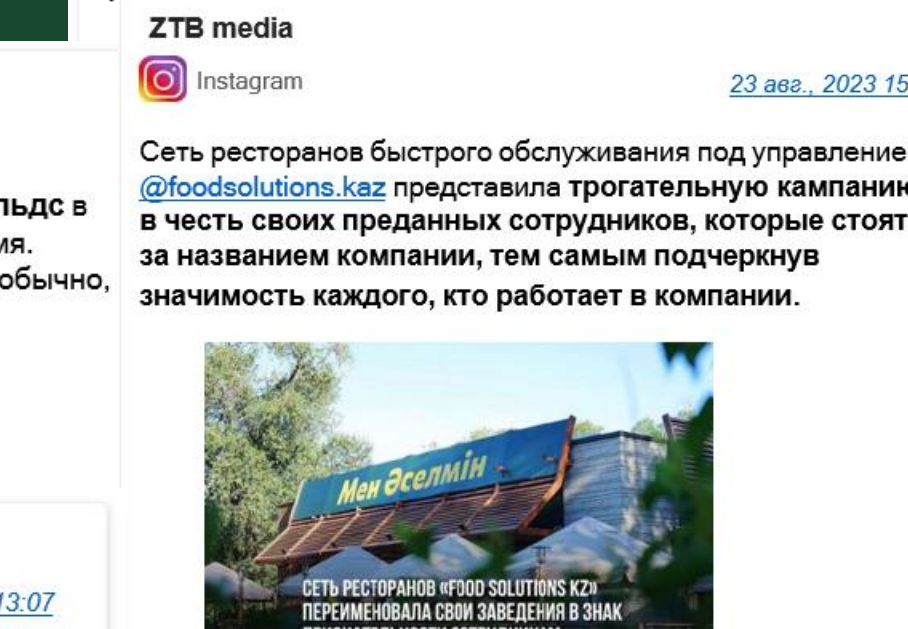
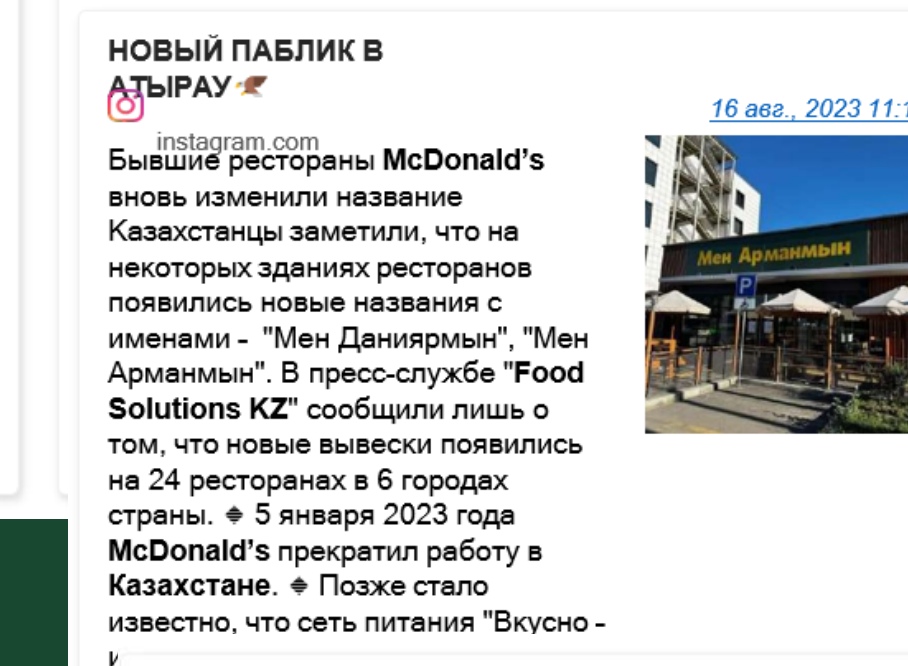
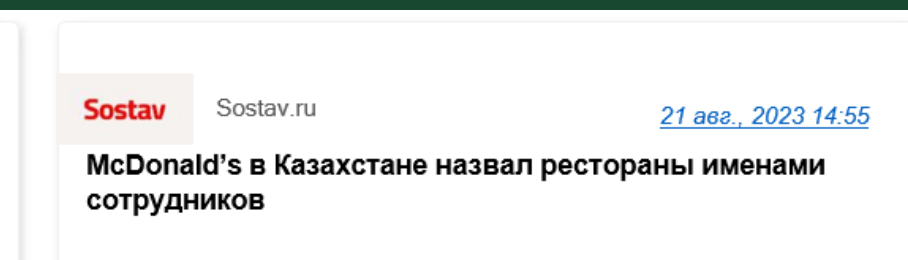
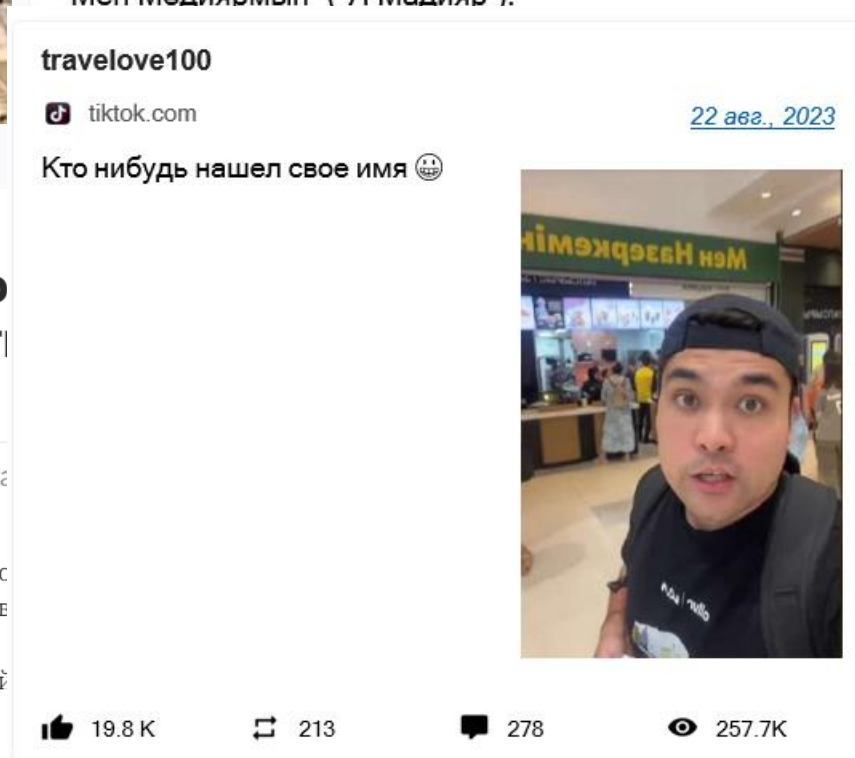
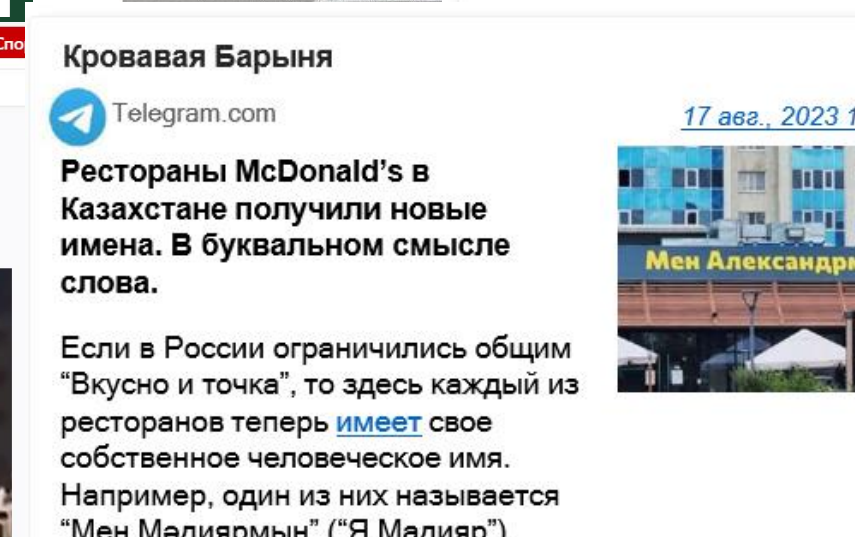
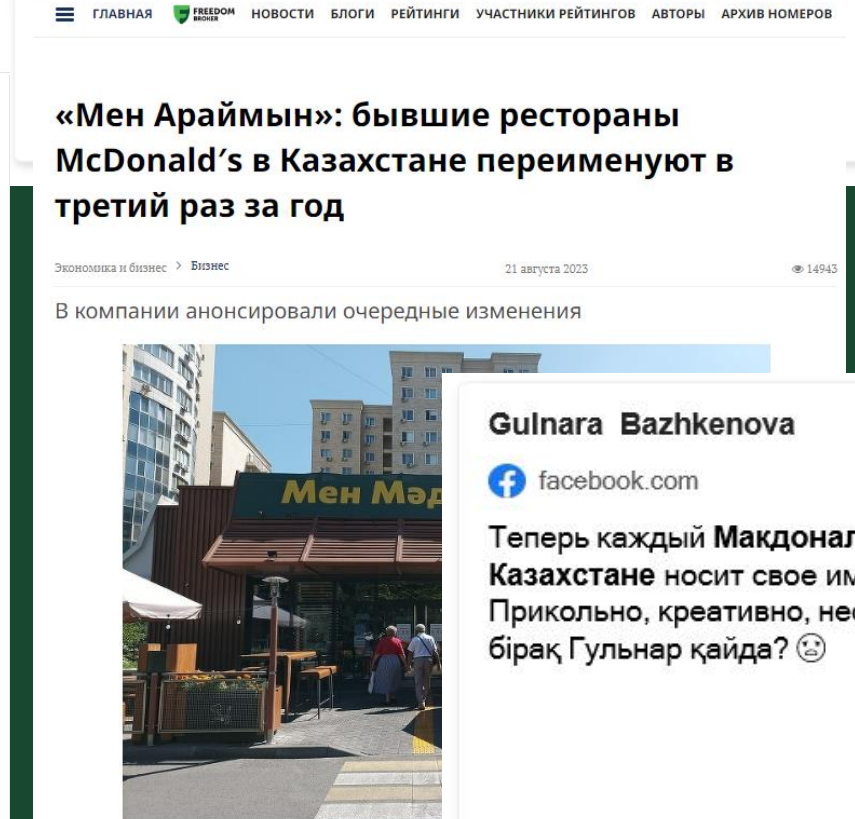
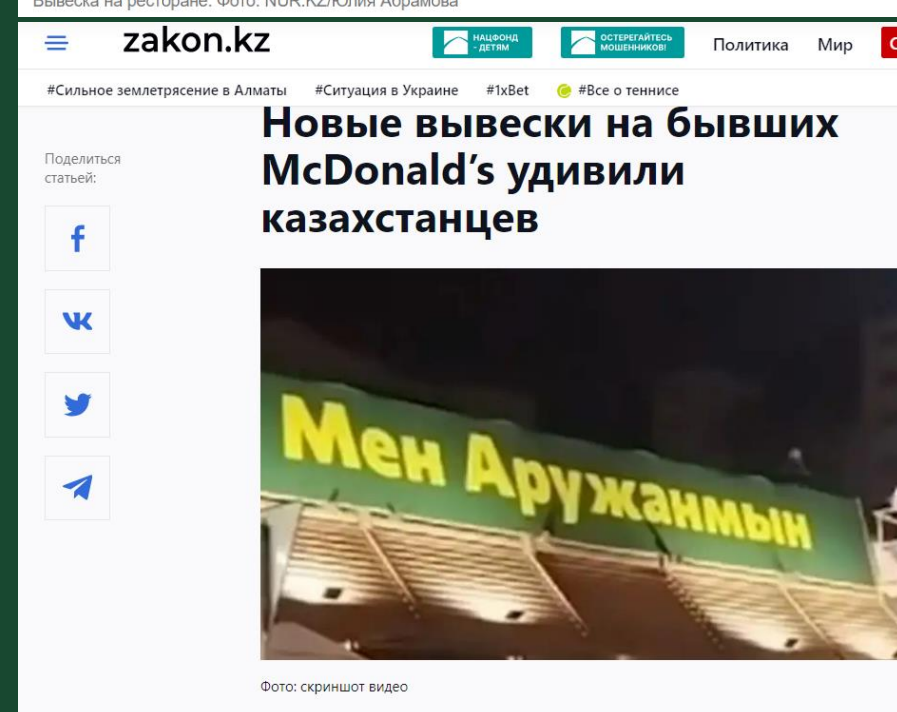
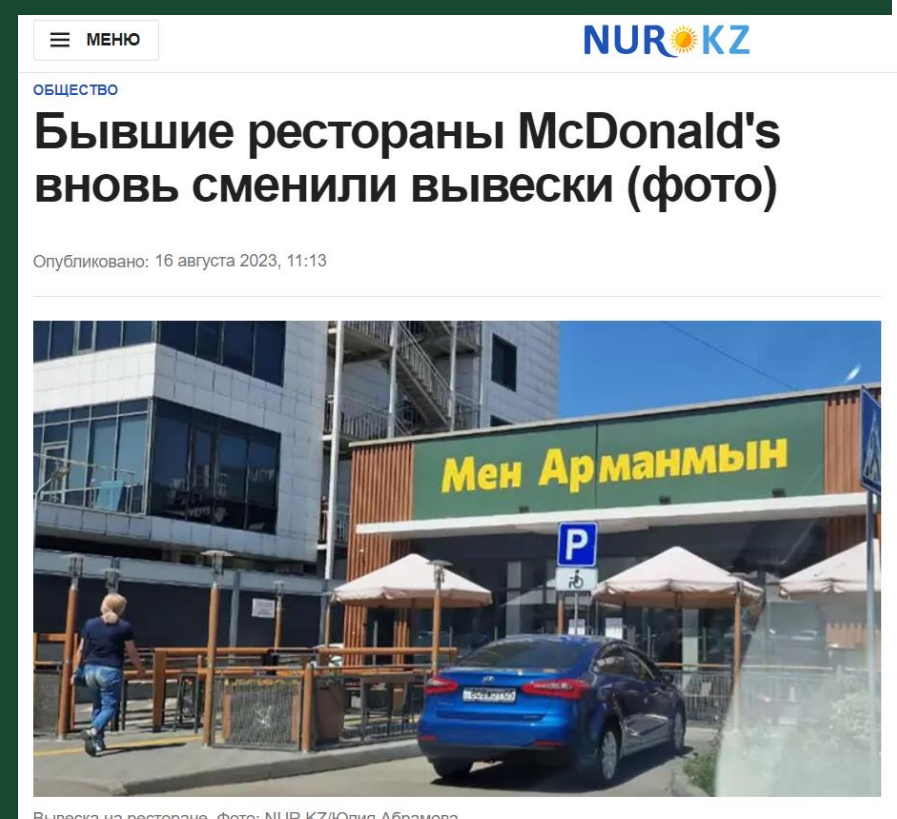
4 000 000 ₸

Budget for PR Support of the HR Campaign

+ 80 000 000 ₸

Advertising Value Equivalent

Monitoring of media and social media publications was conducted through the **YouScan** service. In terms of the number of posts, reach, views, and comments, the HR campaign became one of the top news stories of the week in Kazakhstan.



PR STRATEGY NEW BRAND

Presentation of the New Brand I'M in the Quick Service Restaurant Industry

On November 23, 2023, Food Solutions KZ unveiled the new restaurant brand to the public, partners (including Coca-Cola, Glovo, Paramount, Food Town KZ, and others), media, and bloggers. The event featured both an offline presentation and a **live broadcast** on YouTube.

Goals:

The team was tasked with:

- **Developing** an effective PR strategy.
- **Preparing** a complete set of written materials, including the full presentation script, speaker speeches, press announcement, and press release.
- **Launching** the PRE Heat phase to build anticipation.
- Inviting both Kazakhstani and international media to the event.
- **Organizing and moderating** a Q&A session during the presentation.



PR STRATEGY

PRESENTATION OF THE NEW BRAND

We developed a PR strategy consisting of three informational phases:

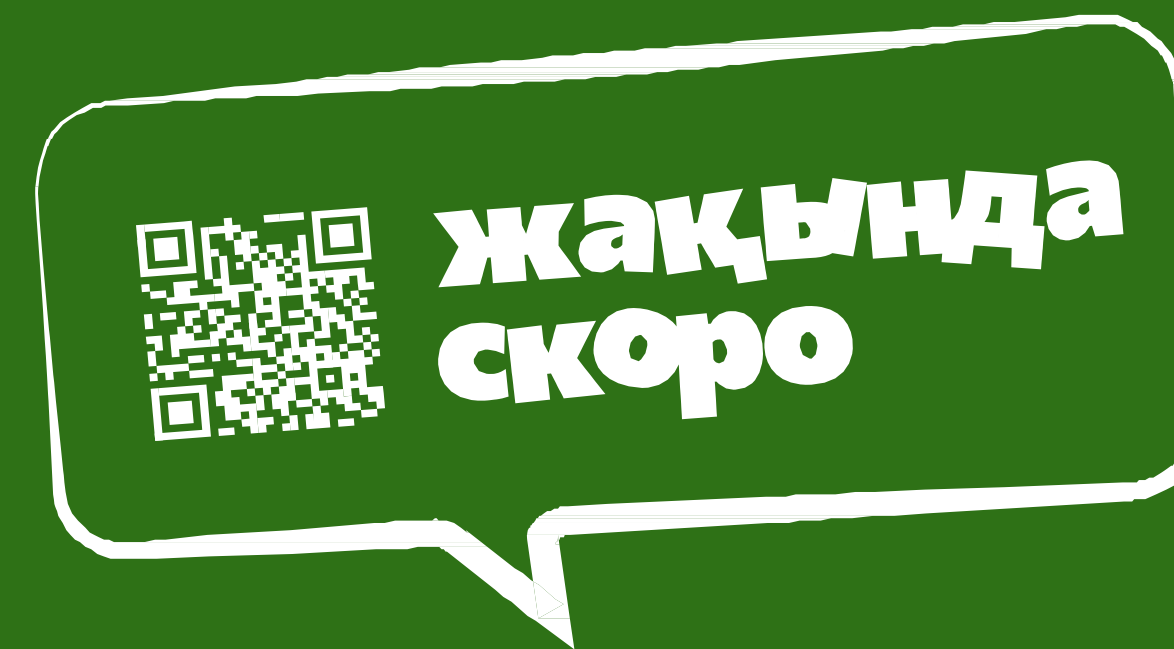
1. PRE Heat: We placed stickers with QR codes labeled "Жақында" ("Coming Soon") in restaurants across six cities in Kazakhstan. Scanning the code allowed users to watch the live stream of the new brand presentation on YouTube.

2. YouTube Live Presentation: We ensured the attendance of 30 opinion leaders and journalists from top Kazakhstani and international media outlets (including Bloomberg, TASS, Interfax, Kapital, Kursiv.media, Stan.kz, and others). We coordinated the entire process, including the Q&A session with the project authors and company management.

3. Ongoing PR Support: We released a press release about the restaurant's performance in the first month and organized a video interview with the CEO on Business FM.

Implementation Timeline:

- **Pre Heat:** November 20–22, 2023
- **Live Presentation:** November 23, 2023
- **Ongoing PR Support:** November 2023–January 2024



RESULTS & KPI

Public Response

Monitoring of the media landscape revealed that the public received **the new brand positively**. In the comments, users noted that **the brand I'M was associated with the Kazakh name Aıym**.

Media

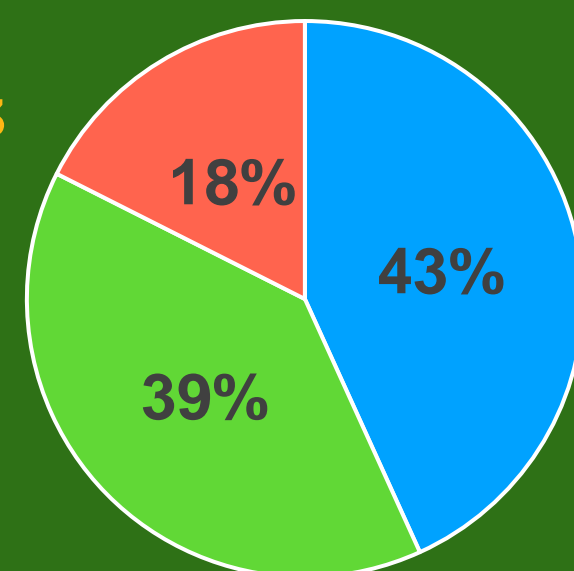
The news about the new brand was actively covered by both Kazakhstani and international media (**Countries: USA, Russia, Ukraine, Belarus, Azerbaijan, Uzbekistan, Kyrgyzstan, Georgia, Armenia, Tajikistan, and others**). Some journalists reported on the presentation from the event location even before the official press release was issued.

Social Media and Bloggers

The presentation of the new brand **I'M was remembered on Kazakhstani social media as one of the top news stories of the week at the time of the event**.

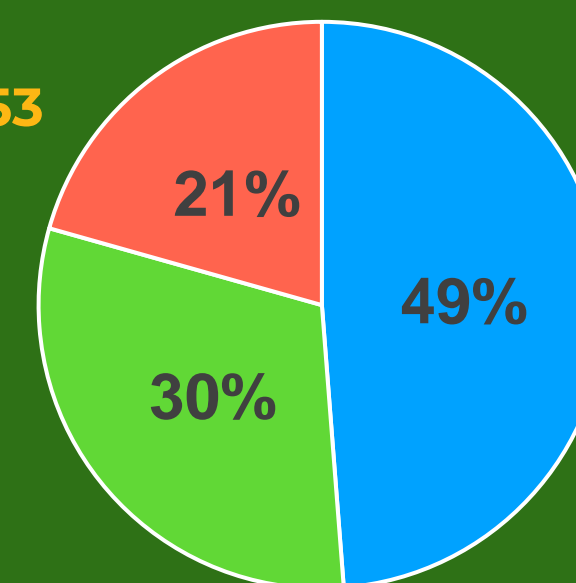
Media

Total Number of Media Publications: **803**
Positive: **315**
Neutral: **347**
Negative: **141**
Total Reach:
Over 2.5 million views



Social Media

Total number of social media posts: **6,453**
Positive: **3,147**
Neutral: **1,975**
Negative: **1,331**
Total reach:
over 5.5 million views



Sentiment of Publications: **Predominantly neutral-positive**



RESULTS BUDGET & EFFICIENCY

5 500 000 ₸

Budget for PR support of the new brand presentation

+ 45 000 000 ₸

Advertising Value Equivalent



Bloomberg News Story

Former McDonald's Chain in Kazakhstan Rebrands 24 Restaurants

By Nariman Gizitdinov

(Bloomberg) -- TOO Food Solutions KZ, which lost its McDonald's Corp. license in Kazakhstan in January, is

МЕНЮ

NUR.KZ

Новое название бывших ресторанов McDonald's озвучили в Алматы

Опубликовано: 23 ноября 2023, 11:28

23 ноября 2023, 12:41

ТАСС

Бывшие рестораны McDonald's в Казахстане получили новое название

© Алишер Низов/ТАСС

USD 451.247 +91.367 4.987 77.565 +2788.905
EUR 45.247 +91.367 4.987 77.565 +2788.905
RUB 77.565 +2788.905
BRENT 45.247 +91.367 4.987 77.565 +2788.905
BTC 77.565 +2788.905

КАПИТАЛ
ЦЕНТР ДЕЛОВОЙ ИНФОРМАЦИИ

Лента новостей Экономика Финансы Государство Технологии Инвестиции Мир История бренда Бизнес Наз

FREEDOM BROKER 74 (+2.13%) S&P 500 - 4951.5 +15.1 (+0.31%) US 100 - 15110.4 -62.3 (-0.41%) FTSE 100

ORDA.

Ордынка Расследования Спорт Комментарии Истории

Новый бренд: бывший казахстанский McDonald's сменил название

23 ноября 2023 13:41 Игорь Улитин

Food Solutions
... новый бренд
...
...
... сотрудников и партнеров
... была запущена прямая
... youtube-трансляция в
... реальном времени,
... участники которой
... выими узнали
... ожидаемую новость.

23 нояб., 2023 17:15

-рестораны McDonald's будут отать под брендом I'M

ани Food Solutions KZ рассказали об обновленной тции сети ресторанов быстрого обслуживания

YouTube

I'M БРЕНДИ АШЫЛДЫ

Бүгін Алматыда тағы бір жаңа брендтің таныстырылымы өтті

Информбюро 31 2 млн подписчиков

Подписаться

3279 147

У McDonald's в Казахстане появилось новое название

YouTube

АСЕТ МАШАНОВ

ГЕНЕРАЛЬНЫЙ ДИРЕКТОР TOO "FOOD SOLUTIONS KZ"

«Food Solutions KZ» презентовала сеть ресторанов под брендом I'M

Информбюро 31 2 млн подписчиков

Подписаться

FINAL RESULTS

PR CAMPAIGN

We successfully executed large-scale PR campaigns for the presentation and localization of the entirely new **I'M brand** in the QSR sector in Kazakhstan.

We achieved the goals of each PR campaign and helped the company transition to a new phase of development.

Prospects

- I'M plans to **localize production** within the country.
- I'M aims to **expand its geographic presence**.
- I'M continues to operate according to **high international standards**.
- I'M **intends to actively collaborate with local producers**.

Business Metrics for the First Month of Operations

- **500,000** hamburgers
- **400,000** servings of fries
- **50,000** coffee and tea beverages
- **380,000** visits
- **12,000** people daily



THANK YOU!