

TASHIR

External Communications Department

Press release

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Tashir's brand identity wins an award at LIA 2015

At the 25th international advertising and design festival LIA 2015 (formerly known as London International Advertising Awards) in Las Vegas Tashir Group's brand identity, developed in concert with the branding consultant FITCH, won the bronze award for Best Design.

Top managers of the world's largest communications, advertising and creative agencies sat on the panel which reviewed 13,562 projects from 79 countries. Only 2.5% of them received gold, silver or bronze awards.

Zara Ajemian, head of marketing and communications, Tashir Group: "LIA Awards is one of the most prestigious contests in the advertising industry globally, and we are proud to be the first Russian company to receive this mark of recognition from international professionals. FITCH's creative team of advertising specialists has managed to express all sides of Tashir's activity in one distinctive symbol."

Emil Kotomin, head of the project at the London studio of FITCH, also spoke about the success. "This award is a result of working together with Tashir's team. It was a highly challenging project for us, but very interesting, too. We are thankful for the free hand we were given and very happy with the outcome."

In 2014 Tashir and FITCH collaborated on the new company style—a multi-layered ornament that reflects the Group's past, present and future. Eight abstract figures linked together represent the group's main lines of business: real estate development, finance, construction, manufacturing, energy, retail, food service and entertainment. The figures' corners are connected with the symbol of eternal life, traditionally carved on khachkars, unique Armenian stone crosses. The word TASHIR on the logo uses a distinctive font inspired by the shape of the diamond.

This award is the second Tashir's new brand identity receives. In 2014 the company's effort to re-brand itself was acknowledged one of the year's winners under Design



and Branding by WPP Group, a multinational communications leader with headquarters in Britain and more than 3,000 offices around the world.

The LIA Awards festival was first held in 1986 in London. The awards serve to distinguish original and powerful ideas in all fields of advertising and design, broken down to 15 categories: Billboard, Branded Entertainment, Design, Digital, Integration, Music & Sound, Music Video, Non-Traditional, Package Design, Poster, Print, Production & Post-Production, Radio & Audio, The NEW and TV/Cinema/Online Film.

Reference:

About Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers over 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail estate. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

About FITCH

FITCH is an international branding agency that changes the world by helping brands communicate with their target audiences. The agency develops inclusive branding solutions, merging customer brands' physical, communicable and digital elements into one-of-a-kind symbols of identity. FITCH's integrated solutions for strategy, design and its implementation help create total representations of a brand wherever and however its consumers come in touch with it. FITCH works with companies such as Adidas, Vodafone, Lego, Tesco, Hamleys, HSBC, Sberbank, Eldorado, Beeline, CentrObuv, Centro, Savage, IDEAS4RETAIL, COOK HOUSE, Takko Fashion and Sportmaster. It is a WPP subsidiary.

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