**BRIEF**

**GENERAL INFO**

|  |  |
| --- | --- |
| 1. Full company name and URL: | Unifest Travel, Unifest M.I.C.E, Unifest Congress, [www.unifest.ru](http://www.unifest.ru) (for Unifest travel only – M.I.C.E. in the process of rework) |
|  |  |
| 1. Business coverage (geographically) : | Not limited, predominantly in Russia |

**SERVICES PROVIDED:**

|  |  |
| --- | --- |
| 1. Brand \ Company Description | Unifest is one of the leaders on the market operating within three major clusters:  **Business travel** – full range of corporate business travel services, starting with on-line ticketing, hotel booking all the was to complex enterprise travel management systems.  **M.I.C.E.** – stands for Meetings, Incentives, Conferences Events – more or less it explain it with a concentration on core business events (corporate only)  **Congress** - classical PCO set up. |
| 1. Target audience: | **M.I.C.E.:** Low to mid management (practically any industry but 50% of the clients are pharmaceutical companies), procurement specialists, corporate buyers, on rare occasions - top management.  **Business travel:** Low to mid management (practically any industry but 50% of the clients are pharmaceutical companies), travel coordinators, procurement specialists, corporate buyers, on rare occasions - top management.  **Congress:** Scientific and academic society, industry associations leaders, government agencies officials, fewer political leaders and those listed in MICE. |
| 1. TO location (target audience): | Russian Federation |
| 1. Services description: | **Business travel** – listed above.  MICE and Congress in General: Organizational services in the field of business meetings, events, event marketing, PCO (professional congress organizer)  **Positioning** :  **M.I.C.E.:** We see our fundament goal in assisting our clients in reaching their Marketing and HR objectives through the instruments of M.I.C.E industry.  We let you (clients) focus on content and take care of business administration, logistics and the rest.  We act as either full service provider or external consultancy.  **Congress**: We let the client focus entirely on program content by thorough analysis of the needs of the board, organizing committee and each and every delegate. and delegates.  We register, accommodate, transport, build, print, construct, design and amplify everything when it comes to congresses.  **Brand\services key words:**  **MICE:**  Loyalty  Clarity  Clean  Experience  Integrity  Flexibility  Quality  Resourcefulness  Individual approach  **Congress:**  Complex approach  HI/tech  Resourcefulness  Know How  Expertise  Integrity  Flexibility  Quality  **Business travel:**  Large but with individual approach  HI/tech but with a lot of personal touch  Resourcefulness  Know How  Expertise  Integrity  Flexibility  Quality |
| 1. Key competitors | **In Business travel and MICE:**  Continent express  <http://www.continent.ru>  (somewhat similar to Unifest in the fields of Business travel and MICE)  Aeroclub / Aeroclub tour  [www.aeroclub.ru](http://www.aeroclub.ru)  [www.aeroclubtour.ru](http://www.aeroclubtour.ru)  (one of the leader of the market of Business travel. General well established firm but with lack of personal touch)  Maximice  (another leader – aggressive)  [www.maximice.ru](http://www.maximice.ru)  ZCTS  <http://info.zcts.ru/en/>  (in the field of business travel and mice)  Nicko tours  <http://www.nicko.ru/>  GCS  <http://www.gcs-business.ru/>  **Congresses:**  MONOMAX  www.[monomax.ru](http://www.monomax.ru/),  Adam Smith  www.[adamsmithconferences.com](http://www.adamsmithconferences.com/)).  Vedomosti  www.[vedomosti.ru](http://www.vedomosti.ru/)  Infor- media  www.[infor-media.ru](http://www.infor-media.ru/)  MEDI EXPO  www.[mediexpo.ru](http://www.mediexpo.ru/)  City Tourist Office  [www.cto-group.ru](http://www.cto-group.ru)  AK&M  www.[akm.ru](http://www.akm.ru/) |

**Desired Style:**

|  |  |
| --- | --- |
| 1. Color palette. | Example of trashy logo (within industry):  <http://miceclub.ru/#> |
|  |  |
| 1. Must be there (examples of good branding) | Consistency and similarity between sub – logos though clearly distinctive.  None of the logos within industry in Russia we particularly liked.  Exampes of good branding:  Industry wise:  IMEX [www.imex-frankfurt.com](http://www.imex-frankfurt.com)  BCD travel (www.[bcdtravel.ru](http://www.bcdtravel.ru/)) |

**Comments:**

|  |
| --- |
| All three sub brands will be used individually and all together depending on circumstances.  Logos, both geometrically and palette wise have to have some connection to industries and\or services they represent. |