



NEW STRATEGIES GROUP • A THINKING AGENCY

Credentials 2026

Sharper, not louder. 16 years and 1,300+ projects for brands that don't like overpaying for a pretty picture without logic.



— WHO WE ARE

A thinking agency

Most agencies sell an idea. We test it first. Every case starts not with a moodboard, but with the question — **why**. Solution first, picture second.

16

YEARS ON MARKET

1300+

DIGITAL PROJECTS

Top

FIRST-TIER BRANDS

20+

FESTIVAL AWARDS

Four chapters of evolution

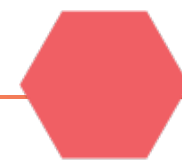
1300+

PROJECTS DELIVERED



2009

Foundation of the agency.



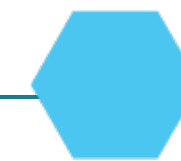
2010–12

First advertising projects.



2013–16

Team development and expansion.



2017–26

Scaled to 1,300+ projects and an AI production studio.

Five directions, **one roof**

We take the project whole — from strategy to the final cut — without five subcontractors.

01

Digital creative

IDEAS · STRATEGY · NCP · DESIGN

02

SMM & content

STRATEGY · CONTENT · COMMUNITY · TARGET

05 · THE DIFFERENTIATOR

AI production

AI ad videos · AI Avatars · Corporate AI study

[MAIBUTNE.AI](https://maibutne.ai)

03

Influencers

SELECTION · MECHANICS · MANAGEMENT

04

Digital production

BANNERS · SITES · AR

Festival awards

Juries confirm what we test with logic – Effie, Mixx, Ukrainian Design, X-Ray and the Megogo AI Film Festival.

20+

AWARDS & SHORTLISTS



2026	X-Ray MRKTNG Freken Bock • situational marketing	WINNER		
2025	Effie Awards Ukraine Graff • communication effectiveness	BRONZE		
2025	Ukrainian Design: Best Of Graff • AI storytelling	BEST OF		
2025	Mixx Awards Ukraine Graff, Jägermeister • SMM & AI	SILVER	BRONZE	4× SHORT
2025	Megogo AI Film Festival AI cinema • festival laureate	LAUREATE		
2024	Mixx Awards Ukraine Content & social mechanics	GOLD	SILVER	4× BRONZE
2024	Megogo AI Film Festival AI short film	SILVER		

Leaders of the SMM market according to IAB



	Фінансова стійкість	Бюджет	ВСЬОГО БАЛІВ	Присвоєне місце
WDO	підтверджено	верифікований	5475	1
Promedia	підтверджено	верифікований	7807	2
New Strategies Group	підтверджено	верифікований	6214	3
Adartus	підтверджено	верифікований	5152	4
Sequoia Digital	підтверджено	верифікований	5007	5
Pubnet	підтверджено	верифікований	5044	6
SCGA	підтверджено	верифікований	5085	7
AMS agency	підтверджено	верифікований	5440	8
Public Group Content	підтверджено	верифікований	5210	9
Senale agency	не підтверджено	верифікований	5134	10
Targa Digital Ukraine	підтверджено	верифікований	5102	11
Kiwi agency	підтверджено	верифікований	4544	12
News Digital Kyiv	підтверджено	верифікований	4307	13
UVO	підтверджено	верифікований	4085	14
PlayNet (Sanavigator Group)	підтверджено	верифікований	3717	15
Daria	підтверджено	верифікований	3584	16
Lawer CLICK	не підтверджено	верифікований	2938	17
ART JONER	підтверджено	верифікований	342	18
SCMA	не підтверджено	верифікований	342	19
Wideworks	не підтверджено	верифікований	280	20

2022

РЕЙТИНГ ↗

2023

РЕЙТИНГ ↗

2024

РЕЙТИНГ ↗

2025

РЕЙТИНГ ↗

* IAB Ukraine · Interactive Advertising Bureau – annual digital agencies rating. Screenshots from the official ratings.

Our strengths

01

**Full-stack
projects**

02

**In-house
production**

03

**Network-
level
client
service**

04

**The best
expertise
in AI**

05

**High
standards**

06

**Fair
pricing**

— TRUSTED BY

Key clients 2026



ZTE



SMARTY
FAMILY



KOTEX

HUGGIES

Фрекен
БОК



ЧАЙ
GRAFF

Tefal

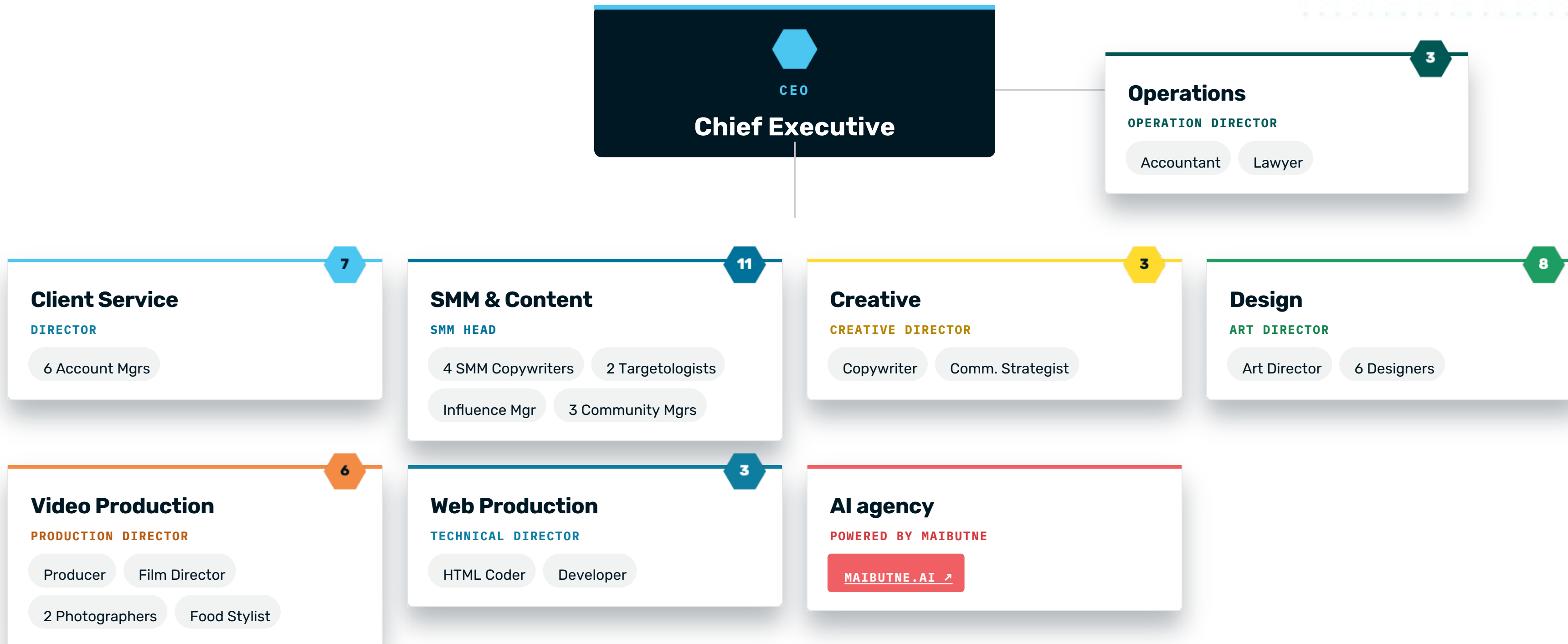


KERNEL

Brands in the agency's portfolio



Today there are **42** of us



11

Best Cases

NEW
STRATEGIES
GROUP

Jägermeister – the icy-shot ritual, rebooted

King of parties, rebooted for today's Ukraine. We swapped stock for live shooting with unconventional models, cut copy to one or two punchy lines, and built it all on one idea – your icy vibe. Around 40% of content is video.

6M

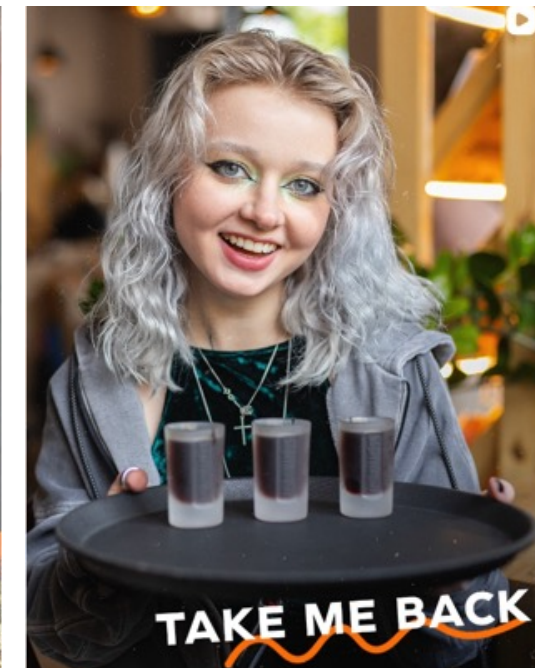
REACH • YEAR

250K

REACTIONS

x2

ER • TO 6%

[CASE STUDY →](#)[FACEBOOK](#)[INSTAGRAM](#)

★ AWARDED
MIXX
AWARDS UA • 2025
Gold
1 SILVER
5 BRONZE

Reeva – a global rebrand of Rollton

The brand formerly known as Rollton, relaunched as REEVA across 11 European markets – from Ukraine to the UK and Denmark – on one communication platform with locally adapted content. Craft photo and video, tuned to the culture of each country.

18M

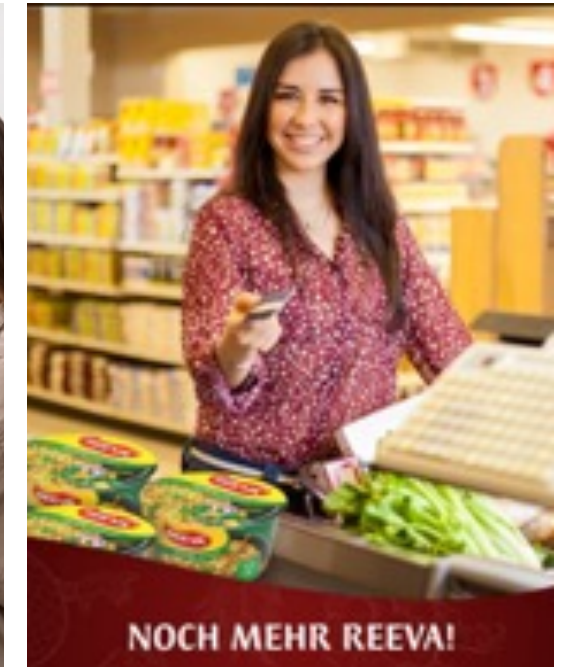
REACH • 2023–26

40%+

ER • PEAK MARKETS

11

COUNTRIES

[CASE STUDY →](#)[UA](#)[GR](#)[HU](#)[LT](#)[DK](#)[BG](#)[UK](#)[CZ](#)[RO](#)[DE](#)[PL](#)

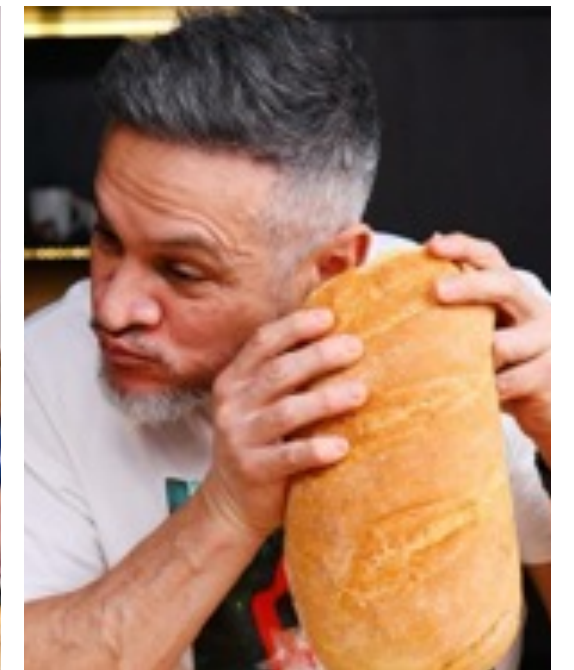
Freken Bok – modern cooking & cleaning content

Biosphere's flagship and the leader of the Household category. We removed the "artificial" feel, modernised the communication and refreshed the SMM strategy around the "In Your Hands Care" platform – dropping stock for craft photo and video.

4M **200K** **20%**
REACH · 9 MO ENGAGEMENT ER

[CASE STUDY →](#)[FACEBOOK](#)[INSTAGRAM](#)

★ WINNER
X-RAY
2026 · MMR
SITUATIONAL
MARKETING



How AI reset Graff tea's communication

A fiercely competitive category. We brought the packaging mascots to life with AI – photoreal characters and animation (Midjourney, Freepik, Kling, Sora) – and paired them with live models under “Your style, your taste”. A new standard for the tea category.

3.7M

REACH • 6 MO

130K+

REACTIONS

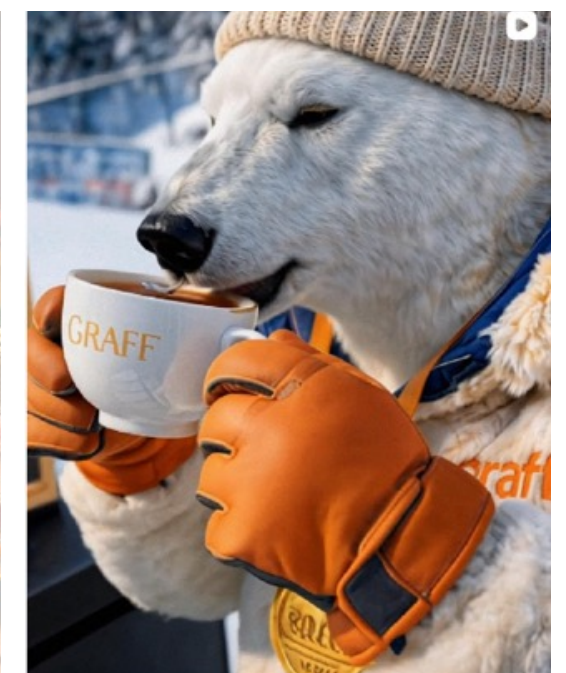
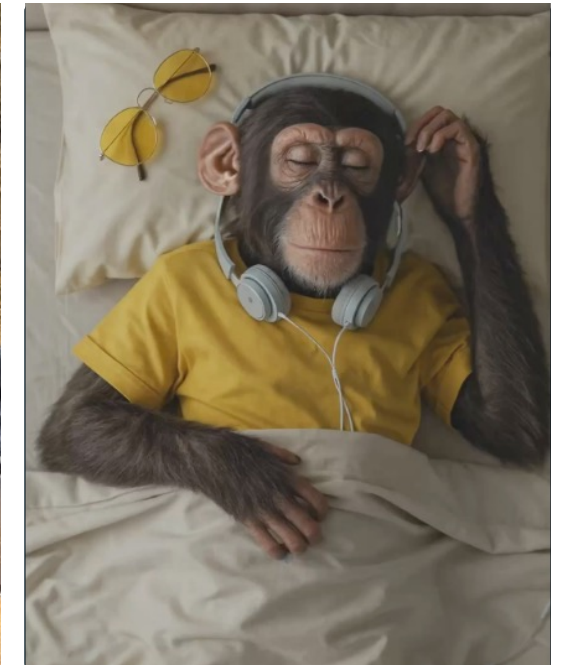
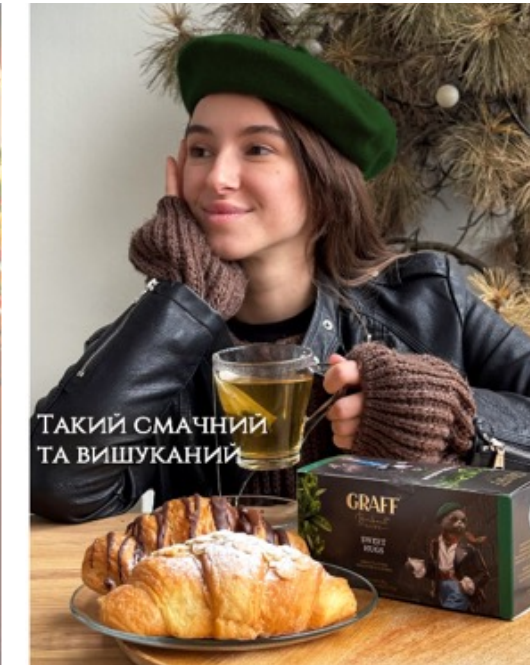
6+

FREQUENCY

★ EFFIE 2025

BronzeUKRAINE •
4x SHORTLIST

★ MIXX 2025

SilverUA DESIGN •
5 BRONZE[CASE STUDY →](#)[FACEBOOK](#)[INSTAGRAM](#)[TIKTOK](#)

Stozhar – a premium cooking-show film built fully on AI

An image film to own the territory of professional Ukrainian cuisine – built on emotional heritage, from a grandmother's recipe book to a modern chef. The premium, hyper-real look – sizzling oil, rising steam, a golden macro drop – was assembled entirely on AI, with no real camera or set.

2.7M+

150K

3 wks

YOUTUBE VIEWS

INSTAGRAM VIEWS

FULL AI CYCLE

CASE STUDY →

WATCH FILM

INSTAGRAM



Marengo – a 25th-anniversary SMM reboot

For its 25th anniversary the sparkling-wine brand needed a reboot: a new visual style, living video content, and a bold Threads launch with active community management. Four content tracks – Discovery, Ukrainian Vibes, Lifestyle and a taste encyclopedia.

882K+

CONTACTS

×2.2

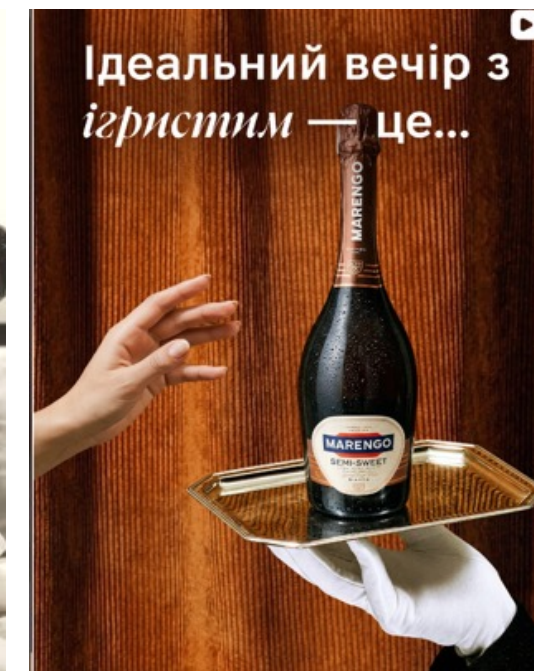
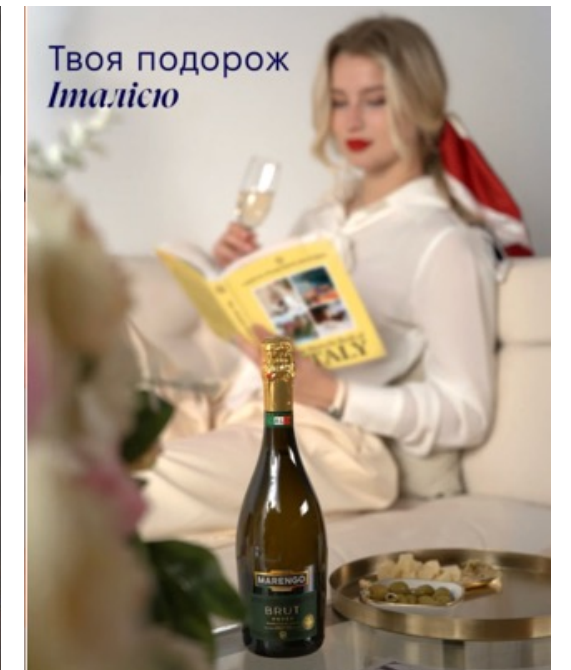
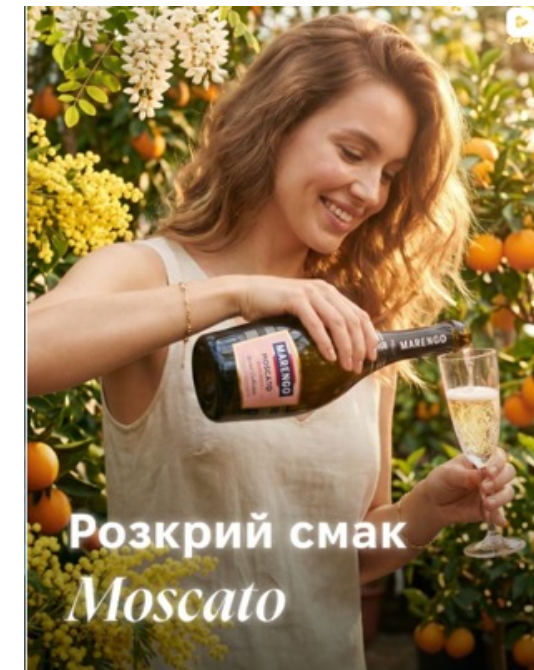
THREADS ER

+63%

OVER PLAN

103K+

AUDIENCE

[CASE STUDY →](#)[INSTAGRAM](#)[THREADS](#)

Stozhar – a community of gastro enthusiasts

An active community of cooking lovers who aspire to cook like chefs – fuelled by authentic craft photo and video. Through “The main thing is inside”, we supported displaced people with master classes and real social responsibility.

3M **5–6%** **x6/x10**

REACH • 6 MO

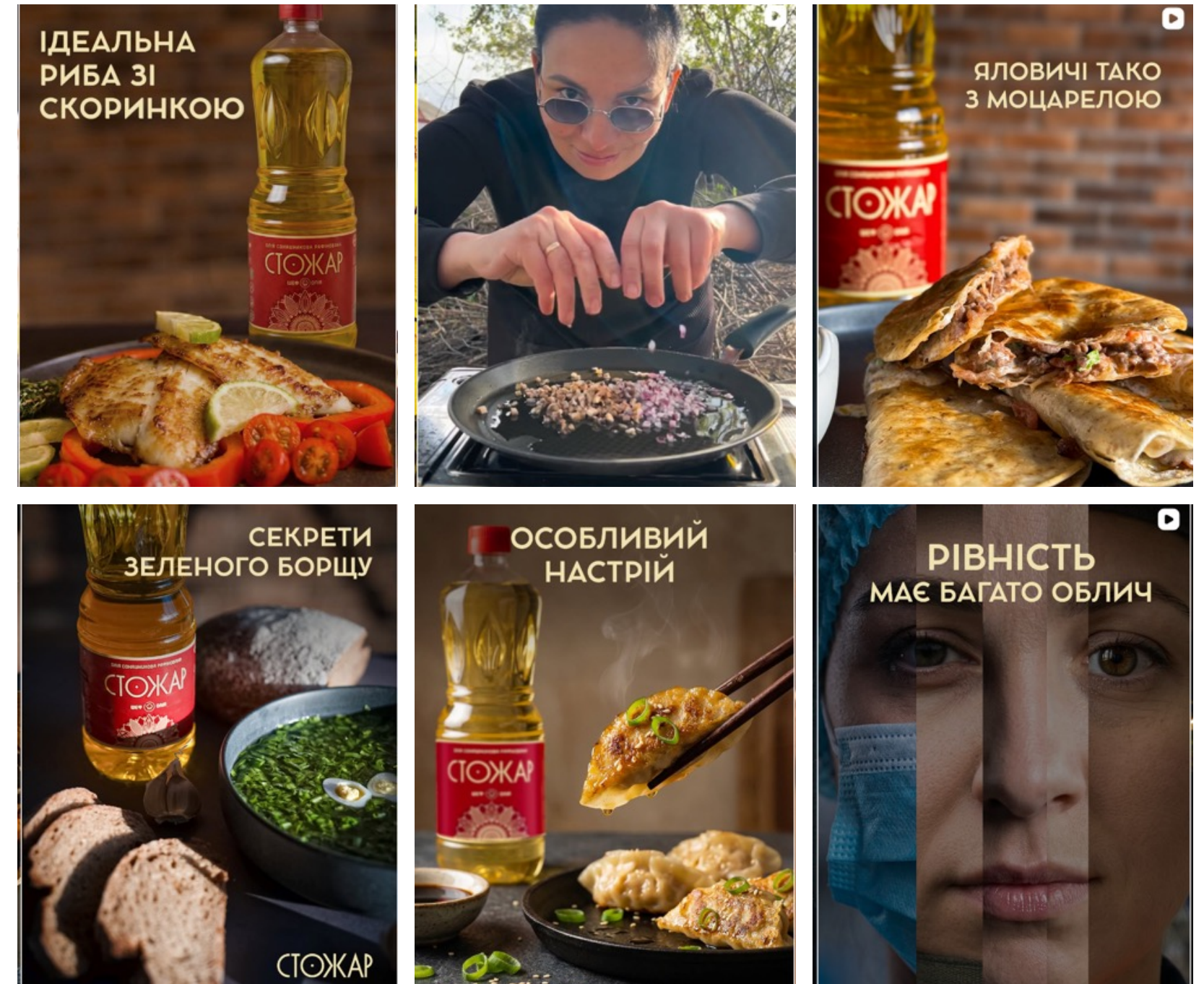
ER • DOUBLED

COMMENTS • IG / FB

[CASE STUDY →](#)

[FACEBOOK](#)

[INSTAGRAM](#)



Pripravka – a futuristic AI-Asia world

We transported digitised star Hector Jimenez-Bravo into a futuristic “AI-Asia” for Pripravka WOK sauces. Realism meets cyberpunk neon, with animated dragon flights and a consistent chef likeness – a trailer for an interactive project with flawless rotating labels.

10M+

VIEWS • YOUTUBE

20+

AI & PRODUCTION TOOLS

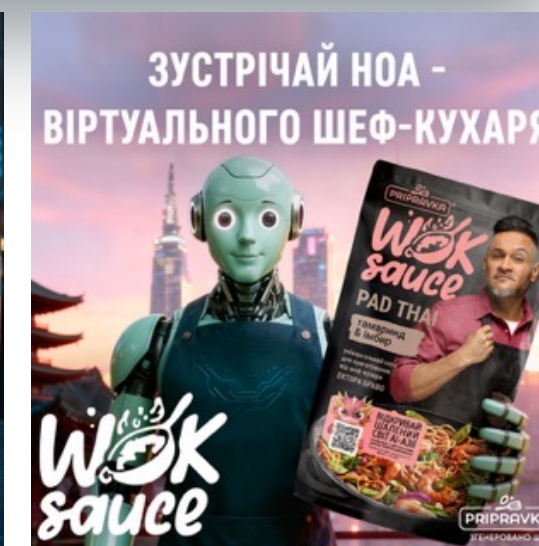
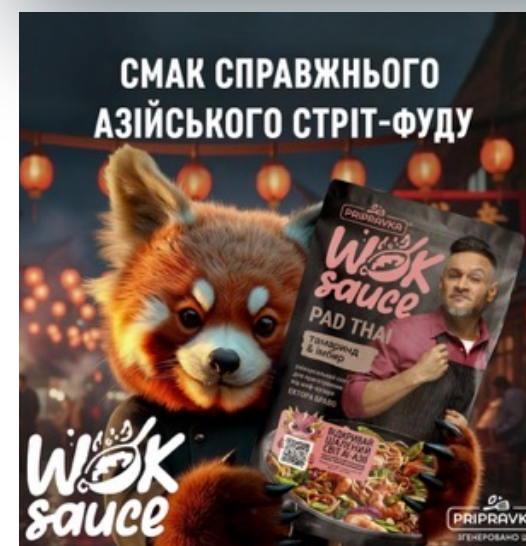
1

INTERACTIVE SITE

[CASE STUDY →](#)

[WATCH VIDEO](#)

[CAMPAIGN SITE](#)



Shchedryi Dar – a hyper-realistic AI campaign

An image video for a female audience, with a dramatic POV from the oil bottle itself. Unlike our 2024 animation-style campaign, this one leverages new AI tech – Imagen 4 Ultra and Pixverse 5 – for consistent character emotion and lifelike cinematic lighting.

8M+

TOTAL REACH

+1.87%

PURCHASE INTENT · BL

140%

PLAN DELIVERY

[CASE STUDY →](#)

[WATCH VIDEO](#)

[MAIBUTNE.AI](#)



Stefano – creative & SMM for a coffee launch

A new coffee brand launched in the territory of humour. We built a brand character, used craft photo and video to showcase the product, then ran an ad campaign with famous stand-up comedian Anton Tymoshenko.

4M

REACH • SOCIAL

4.5M

REACH • AD

90K

ENGAGE

8%

ER

[CASE STUDY →](#)

[FACEBOOK](#)

[INSTAGRAM](#)

[WATCH VIDEO](#)

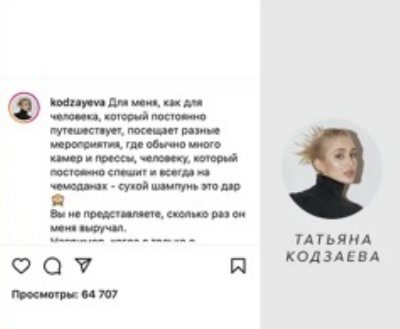
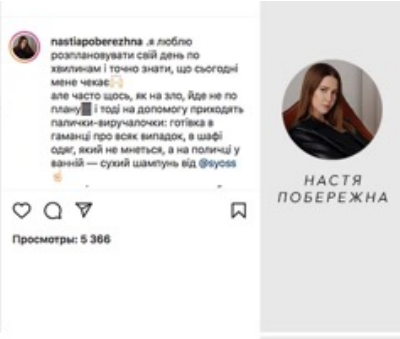
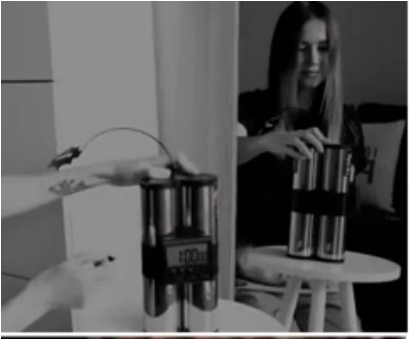


SYOSS «Bomb» – a press-pack that detonated reach

To spotlight new dry shampoos, we ran a special project with 10 beauty bloggers – sending each a press pack shaped like a real bomb. Unpack the Bomb, activate the timer, and check whether the styling lasts 24 hours.



CASE STUDY →



— LET'S KEEP TALKING

Let's build something sharp



SITE

nsg.agency

EMAIL

info@nsg.agency

TELEGRAM

t.me/novi_strategii