

The way how the Department of Investment and Industrial Policy of Moscow told citizens about Industrial Moscow



MOSCOW MAKES NOT ONLY AN IMPRESSION



Moscow's industry

1st place

in National rankings for RF regions' investment climate condition

>4,200

factories

1st place

in the executive authority effectiveness rankings for RF regions' industry domain

725,000

industrial workers

1st place

in National rankings for investment attractiveness of special Russian economic zones

Every 9th

industrialist lives and works in the capital

1st place

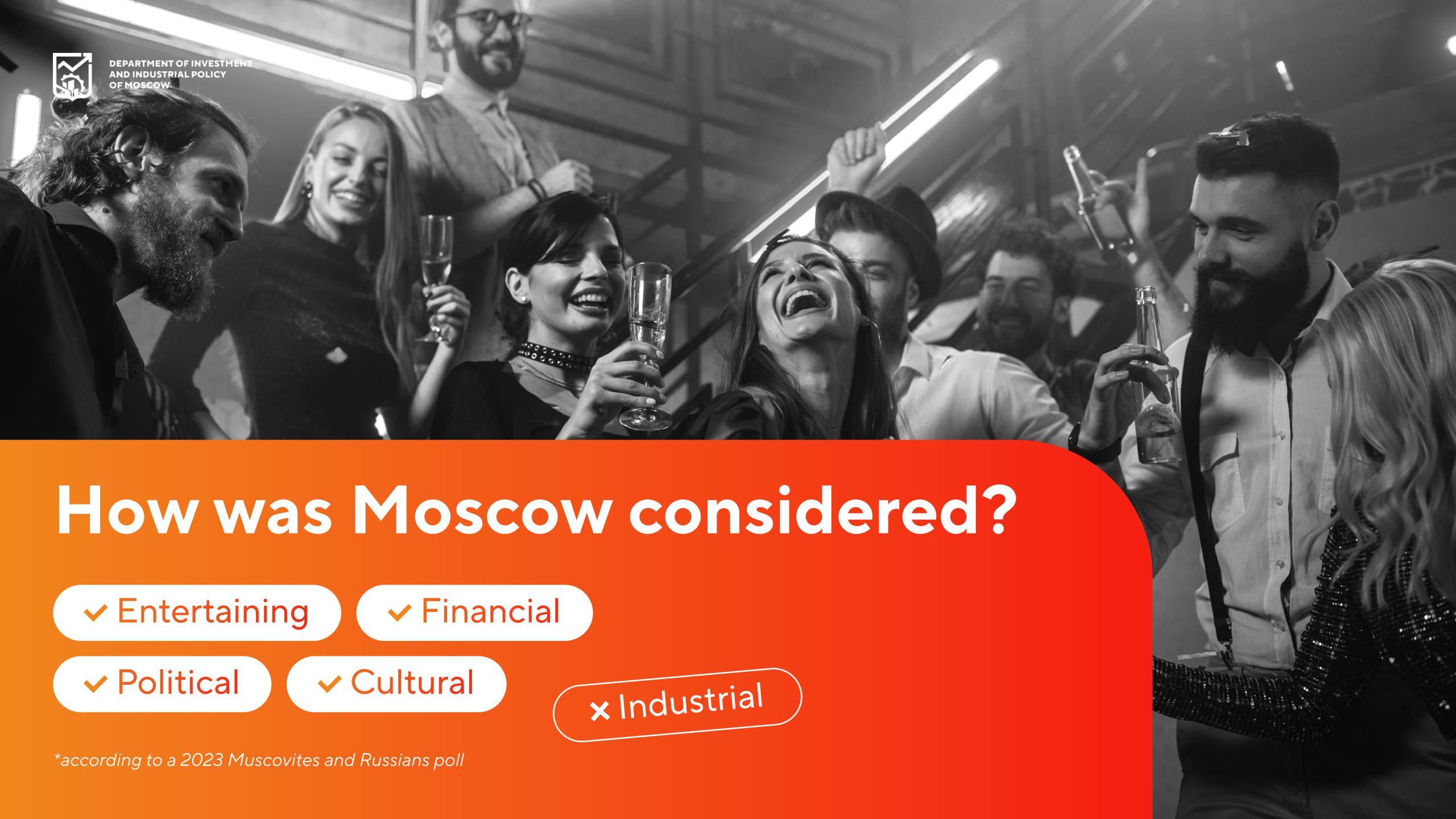
in the international investment award "AIM Global Investment Awards — 2023"

1st place

in Russian regions' ESG-raknings

The Department of Investment and Industrial Policy of Moscow — the Moscow executive authority for interactions with the federal authorities in matters of investment policy implementation.

The Department took on the task of showing Moscow as the best and the most high-tech city. And talking about it with the Muscovites warmly







DIIP of Moscow sets goals



To show that Moscow is an industrial leader that provides Russia and its people rapid development, stability and caring even in changing circumstances.

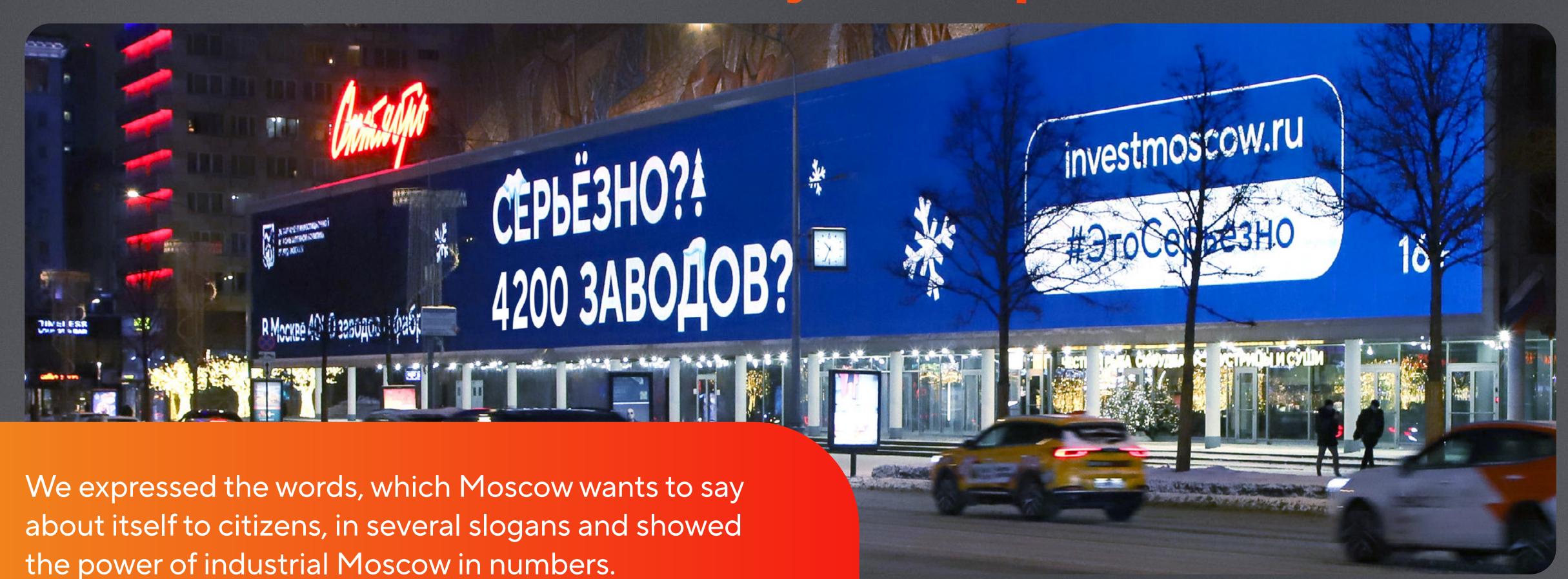


To demonstrate opportunities for cooperative development and project investment supported by the city.





The solution is a creative notion "Moscow makes not only an impression"





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We decided to talk through irregular outdoor advertising media that embody the city area and form Moscow's "face".



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The results

X2

visiting the investmoscow.ru website

380,000,000

contacts from March 15th to April 14th 2024*



The new perception of Moscow

Questioning 2,000 citizens in the AC

"Moscow doesn't only consume, it also produces!"

"The previous Moscow for me is just solid offices"

70%

of citizens didn't know about that

"I want to go onto the website and watch what Moscow produces... it means I'm interested now"

90%

of respondents are interested in AC information

"I knew that Moscow government is the most advanced, but now I understand that our city workers are cool too"

65%

consider that Moscow changes for the better



Moscow is not only about raf and cappuccino!

There are 725,000 industrialists who love black coffee:)

