



DEPARTMENT OF INVESTMENT  
AND INDUSTRIAL POLICY  
OF MOSCOW

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



**MOSCOW MAKES  
NOT ONLY AN IMPRESSION**





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# 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-rankings

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





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# How was Moscow considered?

✓ Entertaining

✓ Financial

✓ Political

✓ Cultural

✗ Industrial

*\*according to a 2023 Muscovites and Russians poll*





# What do the Muscovites want?

- ☑ To rely on a power of Moscow and Russia
- ☑ To get rid of future anxiety
- ☑ To be sure of finding themselves in a rapidly changing world







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# DIIP of Moscow sets goals



## For citizens

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



## For investors

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





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# First of all — promoting a new dialogue with the Muscovites: open, humane and exciting.

It is hard to talk to the Muscovites about manufacturing. We wanted to bring the idea of Moscow industry producing everything around us. And there are people behind this industry.







# The solution is a creative notion “Moscow makes not only an impression”



We expressed the words, which Moscow wants to say about itself to citizens, in several slogans and showed the power of industrial Moscow in numbers.





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# The solution is a creative notion

## “Moscow makes not only an impression”

ДЕПАРТАМЕНТ ИНВЕСТИЦИОННОЙ  
И ПРОМЫШЛЕННОЙ ПОЛИТИКИ  
ГОРОДА МОСКВЫ

МОСКВА —  
НЕ ТОЛЬКО РАФ  
И КАПУЧИНО

> 4200 ЗАВОДОВ  
> 725 000 СОТРУДНИКОВ

16+

INVESTMOSCOW.RU

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





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# The solution is a creative notion

## “Moscow makes not only an impression”



We used most of the surfaces so that every Muscovite could feel the city's care about their needs and consider their opportunities in capital manufacturing (workplaces, technologies, country sovereignty).





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Москва – не только раф и капучино, а 4200 заводов и 725 000 сотрудников!

**The Smolensky Bridge  
claims solemnly :)**





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# The results

**X2**

visiting the investmoscow.ru website

**380,000,000**

contacts from March 15th to April 14th 2024\*



**Industrial  
Moscow**

## 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

*\*the advertising campaign’s first flight period*





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**Moscow is not  
only about raf  
and cappuccino!**

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

