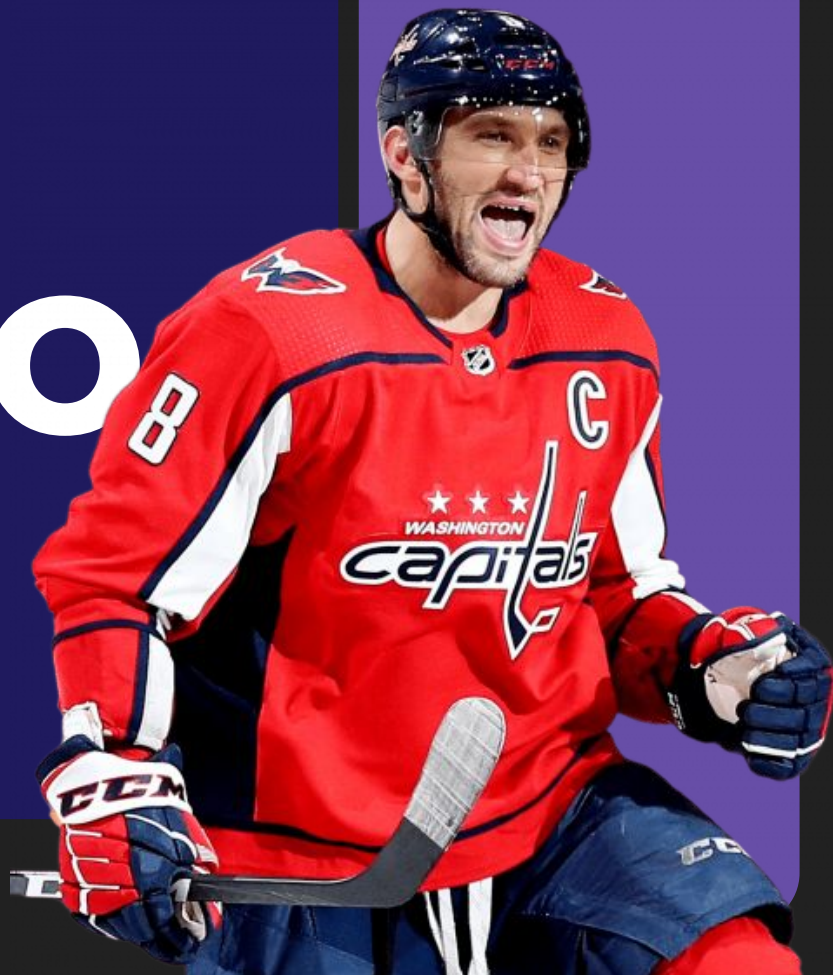


Avito → Ovito

As a brand
responded to Ovechkin's
world record



Context



On April 6, 2025, Alexander Ovechkin set a new world record

895

career goals in the NHL



Within an hour, the news had gone viral across Telegram and Russian media

Авито

895-я причина влюбиться в хоккей и начать свою хорошую историю на Авито!

Telegram

Alex Ovechkin

Полное видео с рекордным голом и церемонией чествования Александра Овечкина



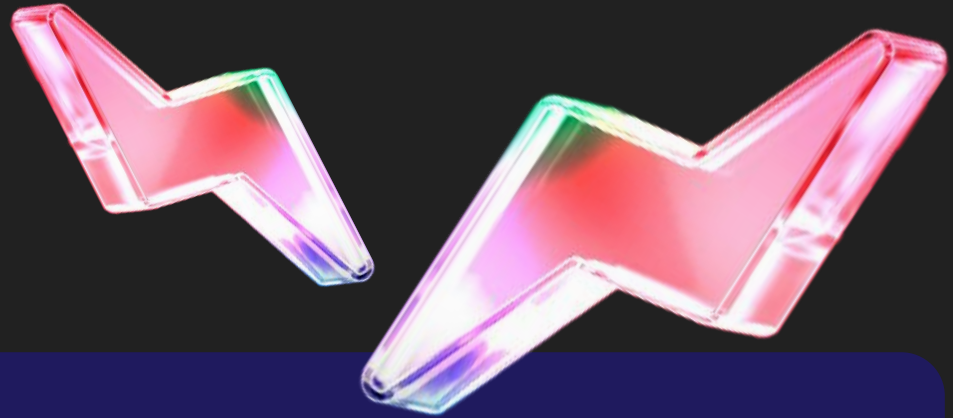
🔥 156 👍 118 ❤️ 75 😊 3

👁️ 23K 22:15

On the night of April 7, Avito was among the first to respond: a post appeared on the brand's Telegram channel, and by morning, the updated logo — Ovito — was live. This wasn't just a sporting moment — it was a rare event that brought people together and sparked a wave of national pride.

Project Goal

To promptly and appropriately respond to a major public event, boosting audience engagement and showcasing the brand's awareness of the current agenda.



Objectives

→ **Find a concise, visually intuitive solution**

that requires no further explanation

→ **Craft a message**
that conveys the brand's position without overt advertising

→ **Execute the project within a single day**

ensuring reach across the target audience via organic coverage, relevant Telegram channels, and media outlets

→ **Maintain strong brand**
recognition during the temporary shift in visual identity

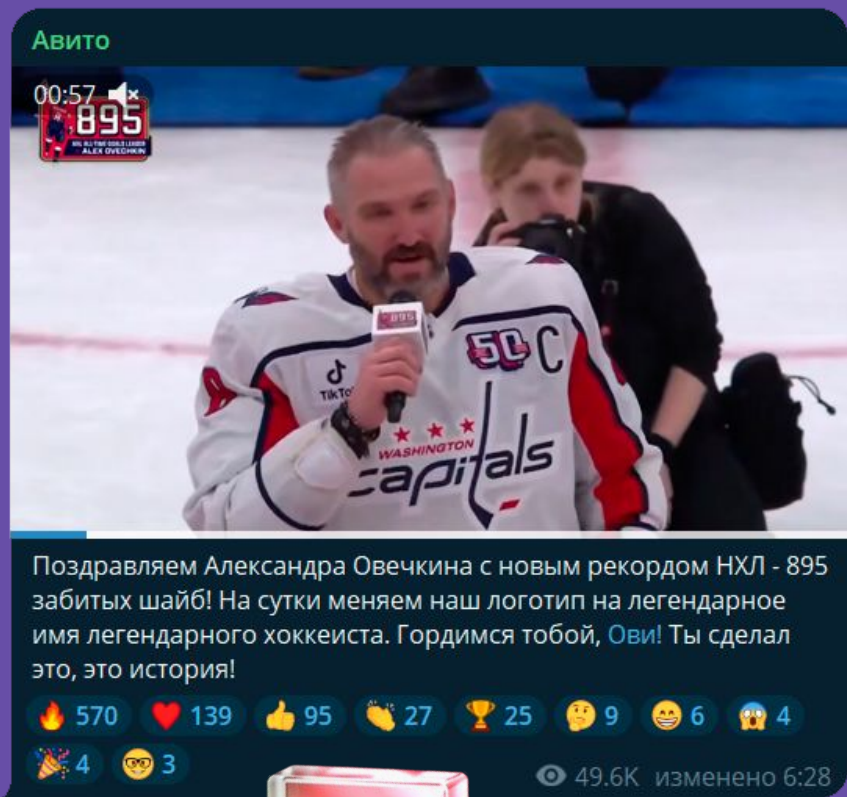
What the brand did

The brand reacted instantly to the event



That very night, the team drew inspiration from Ovechkin's record and immediately began developing the idea.

By 7 a.m. on April 7 — less than nine hours after the goal — the brand's official channels displayed an updated avatar with the Ovito logo and a congratulatory post visually referencing the player's nickname.



Creative Idea

The switch to the Ovito logo was a concise visual gesture backed by a clear strategy: to embed the brand in a major social moment through a timely and instantly recognizable show of support.

The idea emerged as a reaction to a national record that sparked wide media and social media resonance. In a real-time communication context, the team consciously chose to avoid overdesign and slogans, opting for a minimalist approach — just a logo and a Telegram post.

The key was understanding the brand's role in the moment: not to draw focus, but to highlight the significance of the event. The presence was integrated discreetly yet precisely.

Visual Transformation



does not require any explanations



scales in digital environments



instantly recognizable

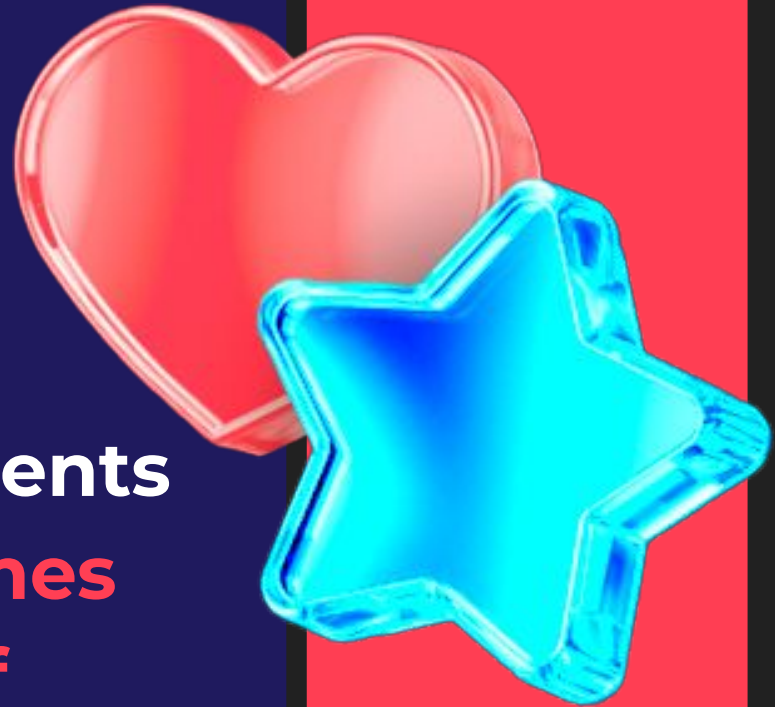


retains visual identity



This approach amplifies emotional impact, minimizes advertising presence, and shows the brand's engagement with public discourse without putting pressure on the audience.

**This is one of those moments
when the **reaction becomes
the communication itself****



Seeding mechanics in Telegram channels

On the day of the event, content was shared across 10 themed Telegram channels — from sports to marketing. It was targeted seeding without paid promotion — native support riding the wave of shared interest.



Then organic traction followed: niche communities picked up the posts, triggering reposts and discussions. The news gained traction without any promo — driven purely by reactions to the gesture.



СОБЧАК

Из всех ситуативок с Овечкиным свой лайк отдаю Авито: на сутки в своих соц. сетях они теперь OVItO, в честь легенды хоккея ❤️

🔥 2957 ❤️ 562 👍 261 😊 157 🔥 48 🎁 19 100 18 ⚡ 14 👁 6 💬 1

👁 98.4K изменено 9:43

🗨 24 комментария



SOBCHAK:

<https://t.me/ksbchk/42909>

Русский маркетинг

Авито на время стал «Овито»: так сервис оригинально решил поддержать рекорд Александра Овечкина, сменив аватарку в соцсетях 😊

❤️ 426 🔥 188 👍 48 😊 35

👁 25.6K изменено 11:00

🗨 5 комментариев



Russian Marketing:

<https://t.me/smmrus/14229>

Прямой Эфир • Новости

7 апреля

Авито становится ОВИТО в честь рекорда Александра Овечкина.

В честь исторического достижения Александра Овечкина — 895 забитых шайб в НХЛ — платформа объявлений «Авито» временно сменила свой логотип в соцсетях на «ОВИТО»

🔊 Прямой эфир

★ 18 👍 9629 😊 4191 😞 1337 💬 433 🔥 275

❤️ 235 😊 103 ⚡ 58 🔔 22 🎁 16 😞 15

👁 742.2K 16:35



Live:

https://t.me/novosti_efir/68446

Other channels:

Zucchini caviar on promotion:

https://t.me/sale_caviar/11669

Zucchini caviar on promotion:

https://t.me/sale_caviar/11669

Gods of Marketing:

<https://t.me/Godketing/12358>

What colleagues are talking about: <https://t.me/ruspr/4874>

Creative with an asterisk:

<https://t.me/creative/11652>

Lobushkin:

<https://t.me/lobushkin/4002>

Sports Marketer:

<https://t.me/celebasport/8817>



Campaign Results in New Media

221+

viral posts

spanning marketing, sports, and lifestyle Telegram communities

~8 МЛН

subscribers

Telegram channels covered

Results

On Telegram:

7 612 825

total subscriber reach

1 377 587

views

ER: 1,47

Seeding

10 relevant channels

4 845 002

subscribers

940 063

views

Organic reach

without brand involvement

211

posts

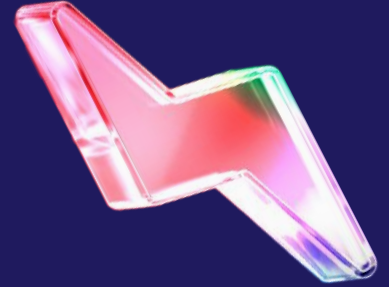
2 767 823

subscribers

437 524

views

The story moved beyond social media and entered mainstream media



167

publications

1876,1

MediaIndex

45%

materials —
brand-focused

67%

publications—with
direct quotes

118

reprints (71%)

10 437 241

total reach across
open sources