

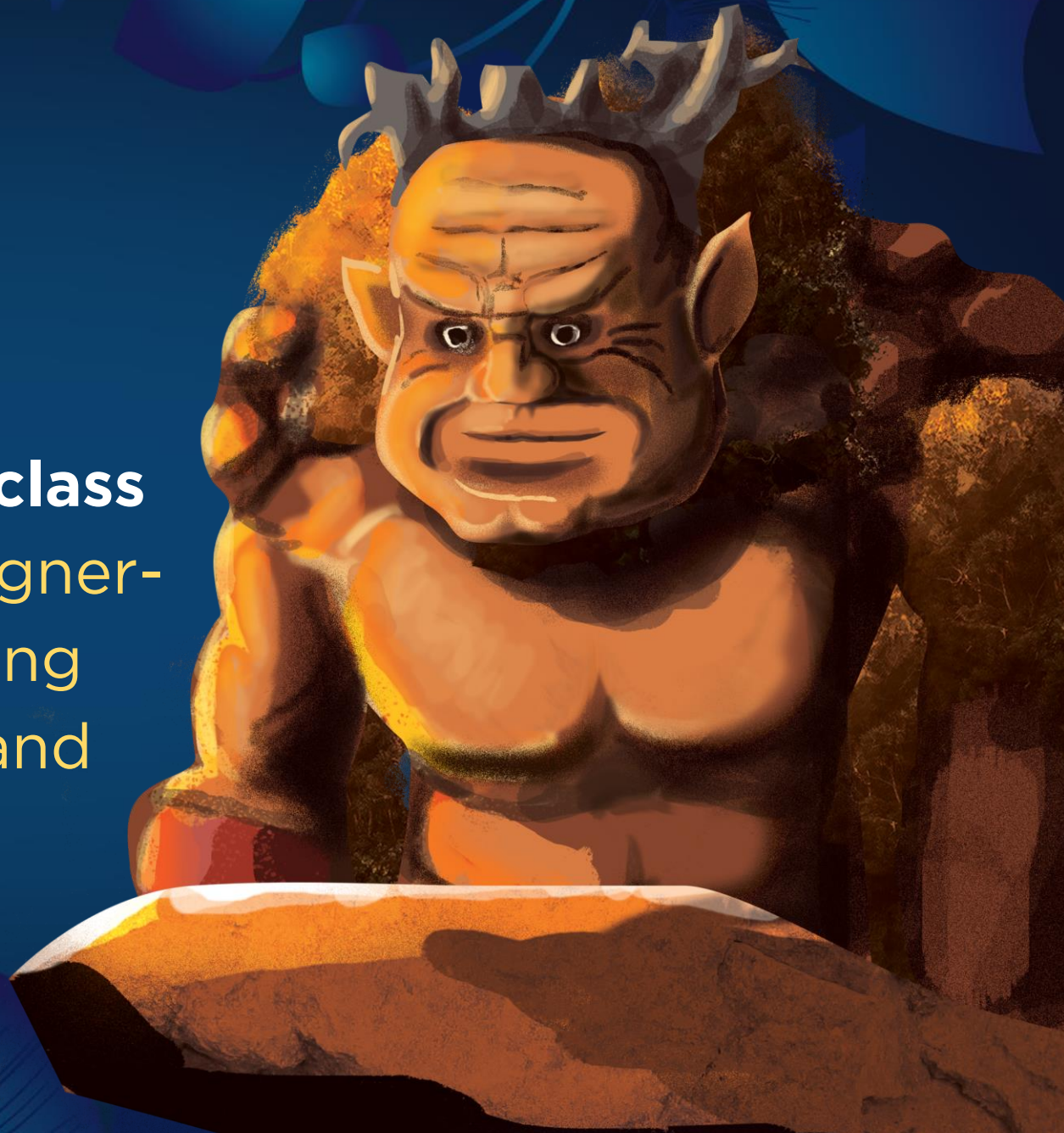


WORLD OF GIANTS

Exhibition of a whole new world

WORLD OF GIANTS

It's a new and unique world-class exhibit, boasting original designer-content, real storyline, a living world to immerse children and adults alike.



INCREDIBLE GIANTS

AROUND 30 LARGE-SCALE THEMED LOCATIONS

**THEY SPEAK
DOZENS OF LANGUAGES**

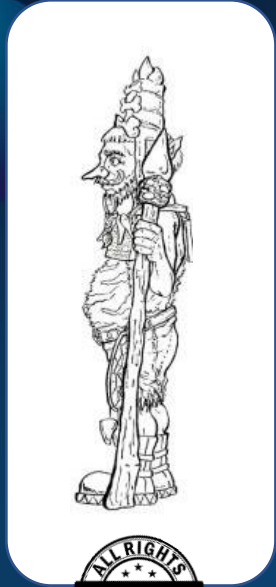
**THEY LIVE
WITH ANIMATRONIC
MECHANISMS**

**THEY TOWER
3-6 METERS TALL**

**ALL THE GIANTS ARE
CHARACTERS OF
THEIR RESPECTIVE
STORYLINE**

**ALL THE FIGURES ARE
A PART OF A LARGE
THEMED LOCATION**





UNIQUE DESIGN

Exhibit's concept - a **creative innovation**, presented by a team of professionals, adapted to a format of a public cultural event

Project idea is protected by a copyright©

THEMED ZONES

Include organized entertainment for all the exhibit's visitors



THEMATICALLY STYLED LOCATION

Creating this real world of fantasy we have given special attention to every **corner of it, for all the visitors to be immersed into an incredible story**

*Giants' Village - an authentic location completely stylized for the theme of the event

СВІТ
БЕЛЕТНІЗ

ENTER

СВІТ
БЕЛЕТНІЗ

W

WORLD OF GIANTS

KNOWS HOW TO BE WITH YOU
EVERYWHERE



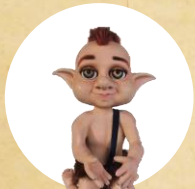
Animated Feature, showing the exhibit's storyline



Guides, Amulets and other practical use materials for visitors



Brand Souvenirs and Gifts can be bought at the Gift Store



Favourite Characters in a **form of action figures**



Short Animated films telling the story of the World of Giants

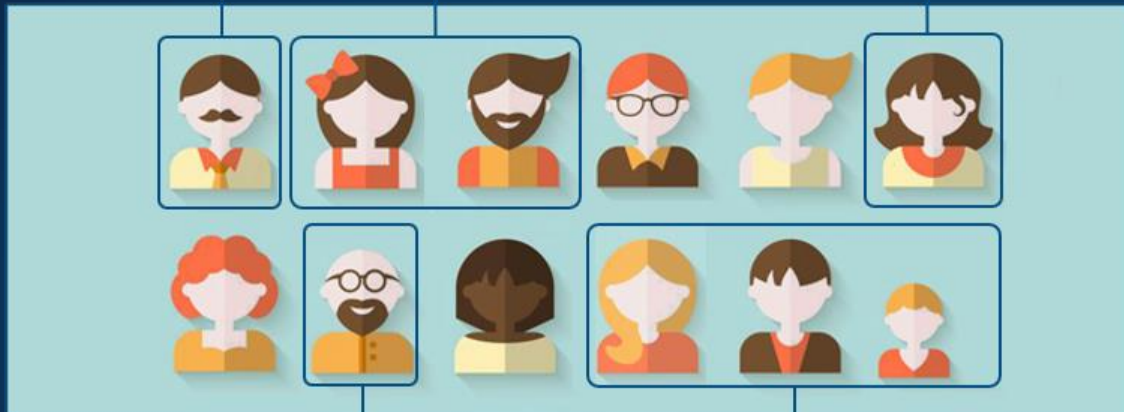


TARGET AUDIENCE

TOURISTS

YOUNG ADULTS 16-35

HOUSEWIVES



PROGRESSIVE CITIZENS 45+

YOUNG FAMILIES

СВІТ
БЕЛЕТНИК

Diverse, intuitive, accessible content of the event forms the modern vision of a mass venue, which **satisfies the needs of a wide audience, having young families with kids as a staple.**

AD CAMPAIGN



FULL-FLEDGED DIGITAL COMPLEX



MASS MEDIA



**DIRECT AND INDIRECT TV
ADVERTISEMENT**



RADIO ANNOUNCEMENTS



PUBLIC TRANSPORT ADS



STREET ADS



A COMPLEX OF PR EVENTS

EXPECTED
COVERAGE

> 5 Millions



ADAPTABILITY

The Exhibit is multi-platform and multi-lingual, being able to adapt to any target market



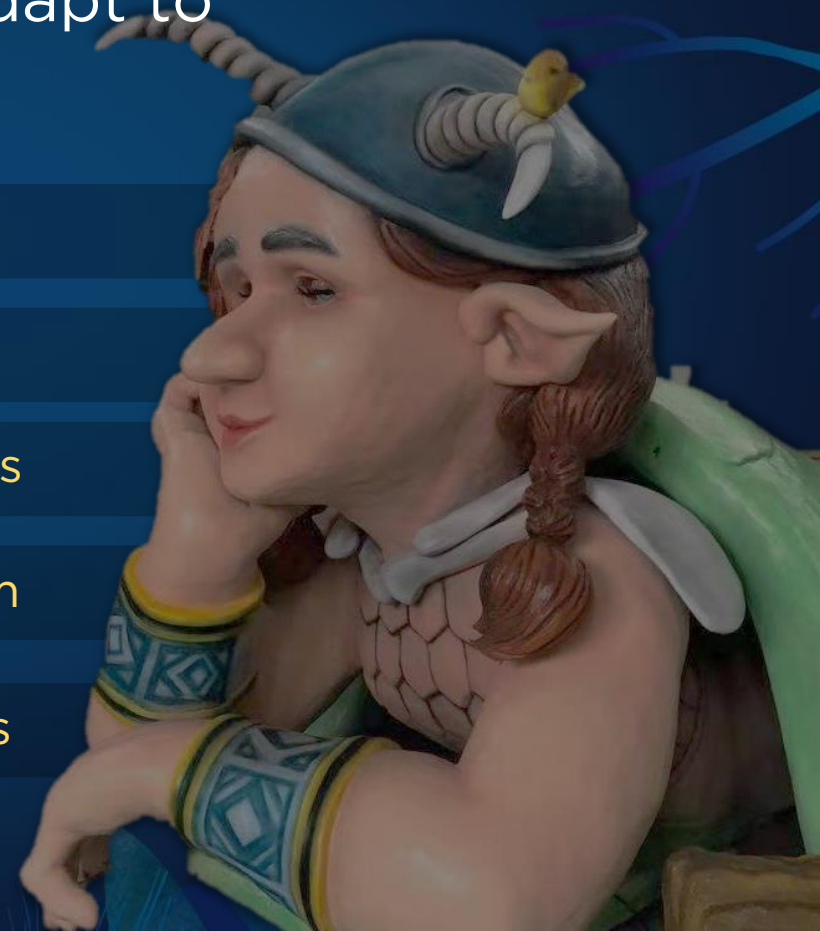
Voice changing for the giants

Decorative element text

Promotional and script materials

Multilingual internet platform

Adaptive multimedia materials



PLANNED VISITING PREDICTION

*in Million-plus cities



182 thousand visitors throughout the whole season

Correlating the data according to:

- Average expo attendance
- Time and Season of the venue
- PR campaign scale
- Entrance ticket prices
- Existing interest towards the event

WORLD OF GIANTS



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