



# Background

Freedom Holding Corp. rebranded and united its projects under the single digital ecosystem. Our task was to present the new image in outdoor advertising and explain to the audience: Freedom is one brand with a thousand opportunities.

We imagined the city as a big gadget and invited residents to download the Freedom Ecosystem in order to update city life to an advanced version.

# Teaser

We placed digital puzzles around the city and kept people guessing, "What's going on?" Outdoor screens aired clips telling that a new yet unknown ecosystem was being uploaded to the city and a countdown to its installation was underway.

Behind the "frosted glass" on the screen were moving silhouettes of animals and the outlines of objects symbolizing the areas of work of Freedom Holding Corp.

CITIX

Ваша  
**ЭКОСИСТЕМА**  
обновляется

**250**  
часов

**32**  
минуты

**15**  
секунд



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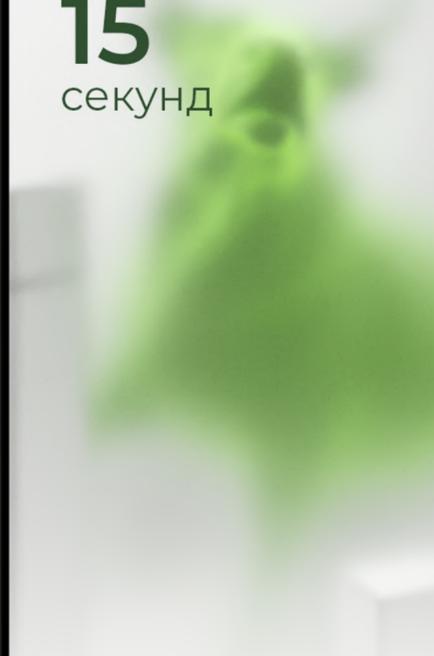
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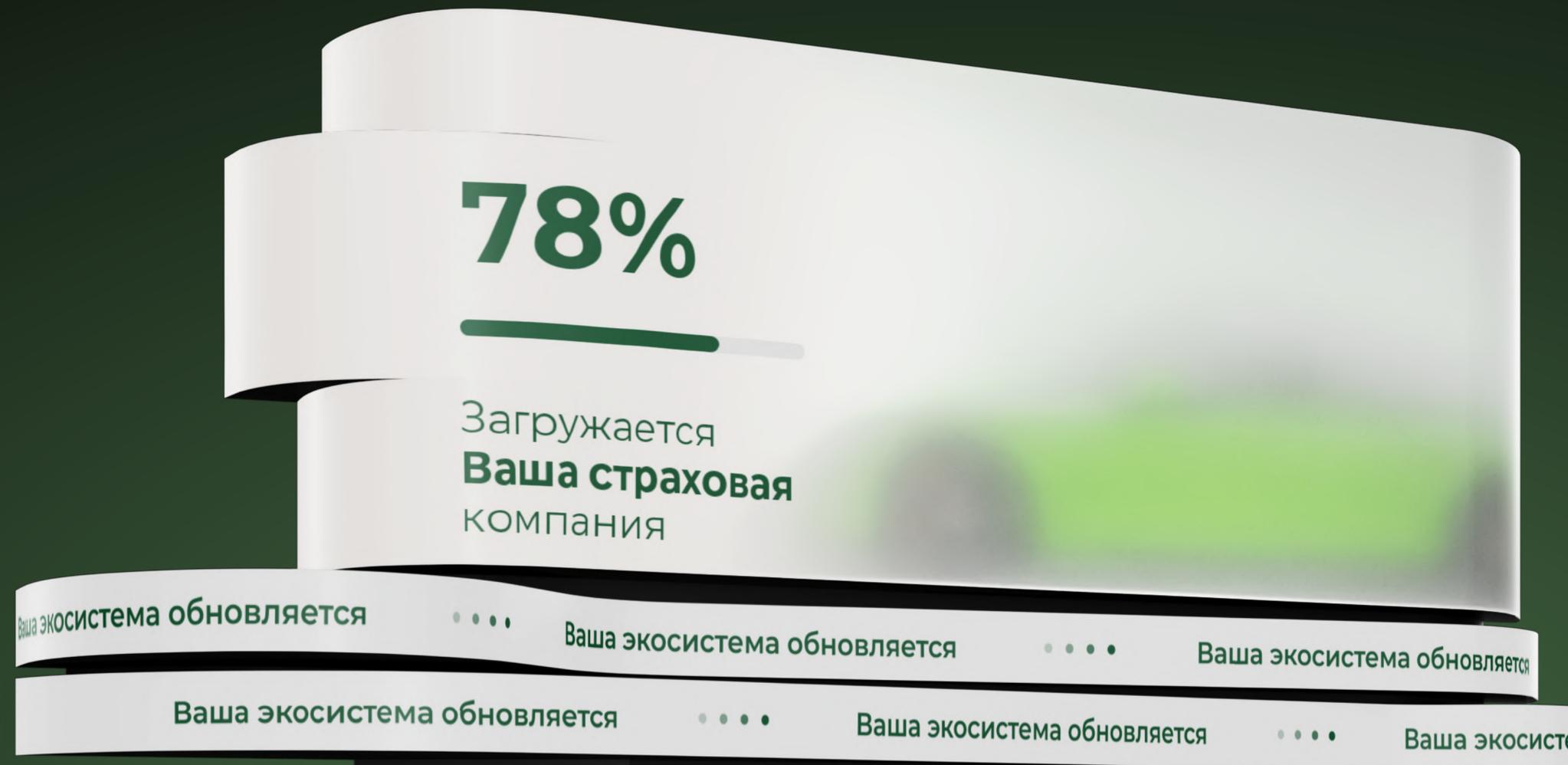
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секунд



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# Pre-reveal

24 hours before the countdown ends, we changed the creatives on the screens. We revealed that specific new products were being uploaded to the city: insurance, banking and others, but still didn't name the Freedom brand. The loading scale appeared on the screen, which gradually turned green and symbolized the final stage of the ecosystem installation.



# Reveal

The countdown ended - and a series of 3D clips revealing the companies of the Freedom holding were launched on the main 3D screen of Almaty, while the other city screens simultaneously broadcasted clips in support of the campaign. Freedom content took over the city in an instant. The ecosystem successfully installed.

