

FIRST UKRAINIAN DEVELOPMENT

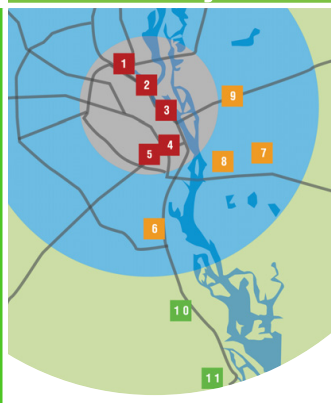
dreams become places



УКРАИНСКАЯ
КОМПАНИЯ
РАЗВИТИЯ
мечты сбываются



The new brand was based on the company's previous name. To create a strong identity for the new company, we coupled the name with a slogan that reflects the company's vision – the development of high quality projects with a broad world outlook and through advanced environmental and community development.



FUD is among the Ukraine's largest real estate companies. In 2006 NOBI handled the re-branding of the company with a view toward its 2007 plans for either a share issue, or the introduction of a strategic investor. The concept of the new brand included addressing the financial markets of Western Europe. The main emphasis was on achieving differentiation and prominence in the highly competitive Eastern European real estate market targeting Western Europe. The company's assets and prestigious projects, valued at over a billion dollars, had to be reflected in the brand, adding power to its image and to its new identity.

The branding and strategy-building project included a tour of sites developed by the company in Kyiv, gaining an in-depth understanding of the company structure and its modes of operation, and accurately expressing its owners' vision. The new brand's strategy was aimed at building company value that spoke of exclusivity, developing prestigious assets in the three areas making up the city of Kyiv – the historic central area, the outer communities, and the peripheral country suburbs. The brand itself conveys an innovative approach to friendly, "green" building with a focus on principles of ecology, environment and community.

Following its new branding, the company is marketing its assets to major banks in Switzerland and London, and achieving highest market values.