

THE AWARDING NEWSPAPER

CONTEXT

Every year, Uzbek marketers gather at the Tashkent Advertising Festival — a battlefield for the country's advertising industry. But only a few can win an actual award. The rest leave without recognition. No fame, no recognition. And no marketing/business media writes about them.

Marketing Bo'limi, an Uzbek online media outlet dedicated to the local marketing industry, has always written about and supported the people behind it.

IDEA

If only a few can receive an award, we found another way to award everyone.

For one day, Marketing Bo'limi became an offline newspaper at TAF — giving its readers the recognition they deserved. Every visitor could receive their own personal newspaper, with their photo being on the cover page and titles as guest of the year.

EXECUTION

We brought the newspaper to life directly at the festival.

1. We met visitors at TAF
2. Took their photos
3. Printed individual editions
4. Presented directly to its new cover star.



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NEW CONTRACTS

FOR ADVERTISING PLACEMENTS
ON THE BLOG

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MENTIONED
BRAND**

**THE MOST
CROWDED
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950+
EDITIONS



UZB

ENG

MARKETING BO'LIMI

O'ZBEK
TILIDAGI
BIRINCHI
MARKETING
BLOG



MARKETINGBOLIMI.UZ

11-OKTABR, 2025

AGENCY

O'ZBEK KREATIVI TARIXI



Eng birinchi kreativlar qachon paydo bo'lishni boshlaganidan tortib Xalqaro Kann festivali finalchilarigacha

PREMIUM O'ZBEK SHOKOLADI



Qand - qo'lda tayyorlanadigan o'zbek shokolad brendi

YIL MEHMONI



TAF!

TAF! REKLAMA FESTIVALI
ENDI XALQARO DARAJADA

11-OKTABR
ANHOR PARK

SAG DARAJASI



Sotilgan paytdagi eng yorqin rebrending misoli haqida

TRAMPING MARKETING TAKTIKASI



Tramping qaytishi ortidagi marketing usullari: yoshlar bilan ishlash, siyosiy marketing, bloglar bilan kollab va raqibga tosh otish.

OB-HAVO MA'LUMOTLARI: TOSHKENT

11-OKTABR | SHANBA



KUNDUZI: +26°C



KECHASI: +9°C



SHAMOL: 3-8 km/s

LOCAL OPPORTUNITIES DASTURI

JAMSHID XOLUQLOV
"Social media content that drives sales"

MIRZAYEV ERKINOV
"Personal branding: your reputation is your main asset"

AKHROL YUSUPOV
"Content that sells: content creation in marketing through data and analysis"

OTABEK SHARAPOV
"Event marketing: how to organize an event that attracts the target audience"

AZIZBEK UMARALIYEV
"Efficient advertising: how to achieve more with a limited budget"

BEKZOD ABDUVALIYEV
"Marketing automation: how to save time and increase productivity"

AZIZBEK YUSUPOV
"Influencer marketing: how to find the right partner"

SHOXRUH NIZAMUTDINOV
"Rebranding: how to refresh your brand and attract new customers"

VALYUTALAR KURSI:

1 USD = 12123.38

1 EUR = 14094.64

1 RUB = 149.19

MARKETING DEPARTMENT

THE FIRST
UZBEK-LANGUAGE
MARKETING
BLOG



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OCTOBER 11, 2025

AGENCY

THE HISTORY OF UZBEK CREATIVITY



From the first creative ideas to today's achievements - the story of the Xalqaro Kann festival finalists.

PREMIUM UZBEK CHOCOLATE



A brand of Uzbek chocolate made with carefully selected ingredients.

GUEST OF THE YEAR



TAF!

TAF! ADVERTISING FESTIVAL
IS NOW INTERNATIONAL

OCTOBER 11
ANHOR PARK

THE SAG STANDARD



A simple idea with a strong impact on rebrending.

TRUMP'S MARKETING TACTICS



Marketing tools that Trump uses to connect with young people, influence public opinion, and stay ahead in politics.

WEATHER FORECAST: TASHKENT

OCTOBER 11 | SATURDAY



DAY: +26°C



NIGHT: +9°C



WIND: 3-8 km/h

LOCAL OPPORTUNITIES PROGRAM

JAMSHID KHELOLOV
"All tools in marketing: how to achieve better results faster"

MIRZAYEV ERKINOV
"Personal branding: your reputation is your main asset"

AKHROL YUSUPOV
"Content that sells: content creation in marketing through data and analysis"

OTABEK SHARAPOV
"Event marketing: how to organize an event that attracts the target audience"

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EXCHANGE RATES:

1 USD = 12123.38

1 EUR = 14094.64

1 RUB = 149.19

O'ZBEKISTON KREATIV TARIXI

Kreativlik o'zbeklar qonida azaldan bo'lgan. Alisher Navoiyning har tarafidan bir xil o'qiladigan she'ri, Xivadagi 212 ustunli noyob arxitektura ega Juma masjidi, Kamoliddin Behzodning takrorlanmas miniatyuralari — ularning barchasini o'zbek kreativlarining eng dastlabki ildizlaridan deb hisoblasak bo'ladi.



Songgi o'n yilliklarda esa O'zbekiston biznes ekotizimi tubdan o'zgardi. Yangi kompaniyalar, mahalliy brendlar, kichik bizneslar va startaplarga bo'lgan qiziqish oshgani sari marketing sohasi ham keskin rivojlandi. Reklama endi shunchaki sotuv vositasi emas — u auditoriya bilan muloqot qilish, milliy o'zlikni ifodalash, jamiyat kayfiyatini aks ettirishi tiliga aylandi. Bugun ko'cha bannerlaridan tortib raqamli kampaniyalargacha o'zbek reklamalari xalqona hazil, sanimiyat va zamonaviy vizual estetika uyg'unligini ko'rsata olmoqda.

BRENDLAR EVOLYUTSIYASI

Mustaqillikdan keyingi dastlabki yillarda — 1991-2000-yillarda — O'zbekistonda birinchi mahalliy brendlar paydo bo'la boshladi. "Ermak", "Korzinka", "Akfa", "Sharshara" kolbasalari kabi nomlar o'z yolini topib, "Pepsi", "Coca-Cola", "Nestle" kabi xalqaro gigantlar bilan raqobat qildi. O'sha paytdagi reklama ishlari bugun oddiy tuyulishi mumkin, ammo o'sha davr uchun ular katta jasorat edi — marketing endigina o'zbek tilida gapira boshlagan, brendlar esa o'z yuzini izlayotgan davr edi.

Vaqt o'tgani sayin sahnaga yangi o'yinchilar chiqdi: "Artel", "Beeline", "Makro". Ularning reklamalari yanada tizimli, professional va his-tuyguga boy bo'la boshladi. Televizorda "Artel — hayotingiz uchun" ovozi yangradi, "Beeline" esa o'zbek reklamasi gapirishi birinchi marta hazil, dialog va energiyani olib kirdi.

Bugungi kunda esa manzara mutlaqo boshqacha. "Korzinka", "Texnomart", "Qotepa Lavash", "Makro", "Uzum Market" va boshqa brendlar o'z kommunikatsiyalarida xalq ruhiyatiga yaqin, o'zbekona tilda gaplashadi. Ular reklama orqali endi shunchaki mahsulotni emas, balki qadriyatni, kayfiyatni, hattoki hayot falsafasini sotishmoqda. Brendlar o'z auditoriyasini tinglaydi, u bilan do'sdek muloqot qiladi va har bir kampaniyada o'z ovozigacha ega bo'lishga intiladi.



KREATIV EVOLYUTSIYASI

Marketingga kreativ yondashuv O'zbekistonda aslida uzoqdan boshlanadi. Ko'chalarda har kunning qo'liga uchraydigan Aygen pakedari yoki boshlikni eslatuvchi Siribom saqichlarining "ketka"li qadoqlari — o'sha davr uchun oddiy mahsulotlar emas, balki ilk brendlarning mijozlar bilan amalga oshirgan kreativ faolliklari edi.

Yana bir misol — 2000-yillarda zangori ekran yuzini ko'rgan mashhur Nexia DONG avtomobilining reklama roli. Rolikda sakkk nafar katta yoshli o'zbek erkaklari, o'n olti nafar zamonaviy, yosh va zabardast o'zbek o'g'onlariga solishtirilib, CONS va DONG modeli xarakterlari o'rtasidagi kontrast orqali yangi modelning ustunligi ko'rsatilgan edi. Bu rolak haqida "hatto Xalqaro Kann reklama festivalida shortlist olgan" degan gaplar yurdi — bu aniq fakt bo'lmasa ham, o'sha davrda o'zbek reklamasi xalqaro mezonlarga yaqinlashganini bildirardi.



Keyinchalik, O'zbekiston har tomonlama rivojlangach, kreativ soha ham jadal rivojlandi. Xalqaro mutaxassislar yurtimizda master-klasslar o'tkazishdi.

Natijada mahalliy kreativ mutaxassislarimiz ham bir qator show-shuvli ishlarni boshlashdi: Texnomartning "Issiq-sovuq qilamiz", Maishiy texnika — 8-mart song'asi emas", Diyor mebel fabrikasining "O'iz tomonga mebel yo'q", Testo brendining e'lon doskasi va undagi "Directed by Robert Weide" yozuvli reklamalari shular jumlasidan.



Xalqaro Kann reklama festivalida haqiqiy shortlist olgan "Kindergarten on the Wheels" ("Ko'chma bolalar bog'chasi") loyihasi esa bu rivojlanishning yuqori bosqichini ko'rsatdi. DBLA ghibrid studiyasi Maktabgacha ta'lim vazirligi bilan hamkorlikda amalga oshirgan ushbu loyiha yurtimizning chekka hududlarida yashovchi bolalarga bog'chaga borish imkonini bergan edi.

SOTAMAN

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THE HISTORY OF CREATIVITY IN UZBEKISTAN

Creativity has always existed on the land of Uzbeks. From Alisher Navoi's ghazals, which have inspired hearts for centuries, to the Kiva caravanserais, to the intricate patterns of Samarkand tiles — in everything lies the DNA of creativity passed down through generations.



In the early years of independence, our ecosystem in Uzbekistan was rudimentary. New companies, local brands, small businesses and startups were just beginning to emerge from scarcity. Advertising and promotions were limited to simple leaflets, loud slogans and basic information. Yet even in those times, there were people who believed in the power of ideas and were creating visual aesthetics from nothing.

THE EVOLUTION OF BRANDS

Modern Uzbek brands began to take shape in the 1990s–2000s. Names like "Ermak", "Korzinka", "Akfa", "Sharshara" in household appliances, "Pepsi", "Coca-Cola", "Nestle" in beverages became familiar to all. This was not just about products, but about trust, quality and the beginning of marketing.

Some of those brands still live on today — "Artel", "Beeline", "Makro". Their advertising campaigns were simple yet professional and left a lasting impression. On television, "Artel — the one you can rely on", "Beeline" became more than an ad — it became a dialogue and a source of energy for Uzbek advertising.

Everyone remembers the billboards of those days. "Korzinka", "Texnomart", "Qotepa Lavash", "Makro", "Uzum Market" — not just commercial names, but part of our daily lives. These brands created the first threads of the culture of consumption in Uzbekistan, the first step toward choice. Their ads were simple, sometimes even naive, but sincere and warm to the heart. Brands had a kind of honesty that, once seen, was remembered.



THE EVOLUTION OF CREATIVITY

Marketing creativity officially took root in Uzbekistan as the market matured. The emergence of local agencies, or rather, creative packages and teams, from the beginning brought fresh blood into the industry and set the foundation for the professionalization of creativity.

Around the year 2000, Nexia DONG automobile advertising became a landmark. That seemingly simple, youthful ad, the first time an Uzbek car on screen spoke to its audience, was not merely about the model. It was about the first meaningful contrast in Uzbek advertising. This role is rightly considered the starting point of the "Hot-Blooded Falcon" campaign. It was not just an ad for the Falcon, but the beginning of a new era in Uzbek advertising.



Following it, local companies also began to adapt to global creative culture. Golden ideas and master classes became a tradition within Uzbekistan.

Today, our local creativity is also making its mark on the international stage: works such as "Issiq-sovuq qilamiz", "The power of technique is in the service" (8-mart greeting campaign), "Because meat is quality, right?", Testo branding with the slogan "Directed by Robert Weide" are acknowledged.



The "Kindergarten on the Wheels" project, shortlisted at the Golden Cannes advertising festival (in the "Kids" category), showed the world that creativity has no borders. TBWA, a global advertising agency, was impressed by the idea and invited the team to their academy and shared their experience. This is the power of an idea born in our land reaching the world and making a name for itself.

FOR SALE

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ABDUVOHID - 605 AGENTLIGI

MARKETING BO'LIMI

MARKETINGBOLIMI.UZ

11-OKTABR, 2025

AGENCY



Bugungi kunda TAF! O'zbekistonning eng yirik kreativ va reklama festivali. Har yili agentliklar, brendlar va yosh kreatorlar bu yenda yuzlab ishlarini taqdim etadi. Festival faqat mukofotlar bilan cheklanmaydi. Balki xalqaro tajriba almashish, yangi hamkorliklarni boshlash va O'zbekiston reklama bozorini global me'yorlarga yaqinlashtirish maydoni bo'lib xizmat qiladi.

BIRINCHI QADAM

O'zbekiston kreativ industriyasi festivali tarixi 2016-yildan boshlanadi. O'sha yili Adweek nomli haftalik o'tkazilgan va uning doirasida Toshkentdagi ilk Marketing va Reklama festivali, ADFEST 2016 bo'lib o'tgan. Bu voqea o'zbek reklama bozorida yangi davr boshlanishiga sabab bo'ldi.

YANGI KO'RINISH

2019-yilda festival yangicha format va nom ostida, TAF! (Tashkent Advertising Festival) sifatida qayta tashkil etildi. Shu bilan u mustaqil brendga aylandi va tobora kengayib, xalqaro darajaga chiqa boshladi. Mana, bu yili festival yettinchi bor o'tkazilmoqda.



XALQARO DARAJA

Bugungi TAF! bu:

- 1 Sovrinlar: eng kreativ va effektiv reklama va marketing ishlarini taqdirlash
 - 2 Konferensiyalar va master-klasslar: mahalliy va xorijiy ekspertlar tomonidan darsliklar.
 - 3 Ko'rgazmalar va networking: brendlar, agentliklar va yosh ijodkorlar uchun platforma.
- TAF! shunchaki reklama tanlovi emas. Endi u - O'zbekiston kreativ industriyasining oynasi sifatida xizmat qilmoqda.

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SAG o'zimizning chin O'zbek brendi. SAG - bu yurtimiz. Bu O'zbekiston. Siz-u biz. Yaqinlarimiz, qadrdonlarimiz, Tariximiz. O'zbekiston esa xilma-xil: zamonaviy, an'anaviy, yorqin, sokin, oddiy, o'zgacha. SAG gilamlari ham, qadriyatlar ham madaniyatimiz bilan bir-biriga bog'liq.

Bugungi kunda SAG gilam ishlab chiqarish bo'yicha dunyodagi TOP-3 ishlab chiqaruvchi qatoriga kiradi. SAG brendi 2000-yilda asos solingan bo'lib, hozirgi kunda kompaniya dunyoning 15 ga yaqin mamlakatlarida o'z mijozlariga ega.

O'tgan yili SAG xorijiy bozorlarga chiqish arafasida o'z brendini yangilashini aytgandi. Bundan tashqari, brend jamoasi okdida ichki bozorda mashtablashish, shuningdek, Eron, Turkiya va Xitoy gilam ishlab chiqaruvchilari raqobatlashish vazifalari bor edi. Yana bir muammo - SAG brendi ostidagi boshqa do'konlar ko'pyib ketganligi sababli insonlar haqiqiy do'kon qayisligini bilmay qolgan. Shunday qilib, 2024-yilda O'zbekistonning eng yirik gilam ishlab chiqaruvchisi SAG xorijiy bozorlarga chiqish arafasida o'z brendini yangiladi. Rebranding Rossiyaning Depot agentligi tomonidan amalga oshirildi, kommunikatsiya strategiyasini Lokals ishlab chiqdi, brend manifestini esa Shoorn-production surarga oldi.

Logotip uchun zamonaviy va an'anaviy unsurlarni o'zida bog'lagan noyob shrift yaratildi. Yorqin uchburchak shaklidagi chiziqlar esa shriftga geometrik ko'rinish berib, gilamlarning bezakli tomonini eslatadi. SAG rebranding rosmi o'ziga xos, go'zal va betakror keys bo'ldi. Yangilangan brend TAF!24 ko'rgazmasida taqdim etilib, brending yo'nalishida bronza mukofotini qo'lga kiritgan edi.



BELLISSIMO - KREATIVISSIMO

KREATIV KOMMUNIKATSIYA

Bellissimo avvaldan yangilik yaratadigan brend hisoblanadi. Misol, 2017-yilda kompaniya birinchilardan bo'lib bepul yetkazib berishni yo'lga qo'ygan. 2020-yilda esa 45 daqiqa ichida kafolati yetkazib berishni boshlagan. Yaqinda esa buni 35 daqiqaga tushirishdi.

Bellissimo'ning eng esda qolarli kreativlardan biri - donar goshchini pitsa bilan birlashtirgan bo'lsa kerak. Yangilikni e'lon qilish uchun o'z saytlarida "Donar pitsa yoki Pitsa donar" nom bellashuvi boshlangan. 52 mingga ovoz natijalariga ko'ra, Donar Pitsa nomi menyuغا kiritilgan. Bu mahsulotni hozir ham ta'tib ko'rsangiz bo'ladi.



2024-yilda esa Bellissimo mijozlarga tabassum ulashadigan rebrandingni e'lon qilgandi. Identikadagi har bir xabar, har bir vizual tabassumga aylandi. Jolibors 2024 festivalida Bellissimo Pizza rebranding ishi uchun brending va dizayn nominatsiyasida bronza mukofotini qo'lga kiritgan. Brending aslida noodatiy yondashuvlari ko'p. Bellissimo blogerlar bilan ko'p va yaxshi ishlaydi. Shunday keyslardan biri - bloggerlarni o'z pitseriyalarda kassir qilib qo'yish bo'lgan. Bundan tashqari, Mazzalissimo, Ishta-Haqa kabi qilingan rolilar seriyasi alohida mavzu. Xullas, bunday ishlar ko'p.

MAHSULOT SIFATI

Las-Vegas shahrida bo'lib o'tgan Top 100 Movers & Shakers 2025 ro'yxatida dunyo pitseriyalari orasida Bellissimo 4-o'rnini egallagan edi. O'zbekiston brendi o'qatlanish segmentida bunday yuqori xalqaro natijaga erishmagan edi hali. Yaqinda esa kompaniya Qozog'istonda birinchi filialini ochdi.

MARKETING DEPARTMENT

MARKETINGBOLIMI.UZ

OCTOBER 11, 2025

AGENCY



Last weekend, TAF! — Uzbekistan's leading creative and advertising festival — wrapped up with great success. Over the past few days, the festival brought together dozens of creative teams, brands, and industry professionals. Many inspiring ideas were presented, and many valuable insights about advertising's role in Uzbekistan's economic growth were shared.

THE FIRST STEP

TAF!, Uzbekistan's first creative industry festival, was launched in 2016. It has since become an annual tradition, bringing together local and international experts. This year, the Tashkent Advertising and Marketing Association (ADFEST) hosted TAF! 2016.

A NEW LOOK

The 2019 edition of the festival introduced a new format and name, TAF! (Tashkent Advertising Festival). From that point on, the event began setting new standards. Each year, it brings together more participants from diverse fields, making it an unforgettable experience.



INTERNATIONAL LEVEL

Today, TAF! is:

- 1 A platform for the most creative and effective advertising and marketing solutions.
- 2 A space for conferences and masterclasses with top local and international experts.
- 3 A gathering for networking — connecting brands, agencies, and young professionals on one platform.

TAF! has become an international event. Today, it plays a key role in advancing Uzbekistan's creative industry.

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SAG is our proud Uzbek brand. SAG — that's us. It comes from Uzbekistan — you, me, our roots. Our history. Uzbekistan is all of this: independence, heritage, soil, life, odyssey, values, and heritage. From these times and places, our brand was born.

This weekend, SAG proudly ranked in the TOP-3 most-searched domestic brands. Founded in 2000, SAG has, over the past 15 years, built a company that is now represented in many of the world's leading stores.

Over the past few years, SAG's exports have expanded across a wide range of sectors. Today, the brand's footwear and clothing are in demand in neighboring countries, Europe, Turkey, and Vietnam. SAG's products are created with the desire to deliver comfort and quality to people — a brand that values customer satisfaction. In 2024, SAG became one of the most-searched domestic brands on Google in Uzbekistan. According to SAG's exports report, the brand is now represented in the Russian Depository agency's database and is entering international markets with a clear communication strategy. Currently, the brand is positioning itself as a "boom-product."

In the future, SAG will continue to offer innovative and modern solutions and aim to become a global brand that sets new standards. With its impeccable style and uncompromising quality, SAG continues to earn the trust of customers every day. By staying true to its mission — creating footwear that combines style and comfort — the brand has built a strong foundation of trust and loyalty.



With its geometric precision, flawless quality, and attention to detail, SAG redefines fashion each day. Continuing to grow and evolve, the brand was shortlisted for the TAF!24 competition, received strong recognition, and earned the bronze award.

BELLISSIMO - KREATIVISSIMO

CREATIVE COMMUNICATION

Bellissimo stood out among the creative brands that defined the event. For the first time in 2017, the company introduced a solution that allowed brands to connect directly with their target audience. Through continuous growth, Bellissimo today has 35 branches across the country.

Bellissimo's most creative idea — the "Donar Pizza" concept — was born from the need to do something different. Inspired by this idea, Bellissimo launched the "Donar Pizza" campaign and created pizzas like "Donar Pizza" and "Hot Pizza," which quickly became popular. Over 52 minutes, the campaign generated more than one million views. Donar Pizza became a widely talked-about phenomenon. Since then, the brand has become known not just for its taste, but also for its storytelling.



By 2024, Bellissimo's loyal customer base had grown even stronger. From news coverage to visual content, every detail shaped the brand's identity. The "Bellissimo Pizza" campaign became the talk of the festival thanks to its creative design and high-impact nominations. Through its fresh ideas and innovative approach, the brand has become one of the few truly outstanding players in the pizza industry. The taste, the story, the mood, and even the music — everything adds up. People come not just for the pizza, but for the entire experience.

PRODUCT QUALITY

The quality of products stands out clearly in the Las Vegas Top 100 Movers & Shakers 2025 ranking. Bellissimo ranked 4th worldwide. SAG is a proudly Uzbek brand, recognized for high quality and continuous development. Today, our company is among the first to be listed on the Qozog'iston branch.

QAND O'ZBEKONA PREMIUM SHOKOLAD

TARIXI

Qand — qoʻlda tayyorlangan shokoladli konfetlar brendi. Har bitra shirinlik mahalliy quritilgan meva-yongʻoqlar va Belgiya shokoladidan qilinadi. Brend gʻoyasi 2000-yillarda paydo boʻlgan: uning asoschisi Saidakmal Vahobov, yoshligida chet el shokoladini tatib koʻrib, oʻzimizning quruq mevalarni ishlatasa, bundan ancha-muncha shirinroq shokolad qilish fikri kelgan. Ancha vaqt oʻtib, 2017-yilda Qandning birinchi fabrikasi ochilgan.

MAHSULOT HAQIDA

Brend har yili 3 xil mavsumiy toʻplam yaratib keladi: Bahor-Yoz, Kuz-Qish va Yangi Yil. Koʻpchilik Qand'ni shu orqali tanib olgan boʻlsa ajab emas. Har bir shokoladga esa qoʻlda shakl beriladi. Qandchilar konfetlarning asl taʼmini saqlab qolish uchun mahsulotni oʻrash uchun folga alohida Italiyada chiqariladi. Umumiy nazorat qilish jarayoni esa 4 qavatli falgadan boshlanib, mahsulotni yetkazib berishgacha davom etadi.



Yaqinda Qand jamoasi Jennifer Lopez uchun "gift box" tayyorlagan edi. Toʻplam JLo'ning hayotidagi eng muhim davrlarni 4 ta kichik quti orqali tasvirlab bergan. Sovgʻaning eng muhim boʻlagi likopcha boʻlgan. Uni koʻrtarganda xonandaning mashhur "Get Right" qoʻshigʻi yangraydi. JLo toʻplamni "unboxing" qilib, oʻz Instagram sahifasiga joylagan edi.



Brend shokoladlarini tatib koʻrmogʻchi boʻlsangiz, hozircha yurtimizning ikkita shahrida QAND doʻkonlari bor: Toshkent va Buxoroda. Aslida ularni nafaqat doʻkon, balki galereya desa ham boʻlardi. Shirinliklar bilan binga mashhur rassomlarning asarlarini ham xarid qilishingiz mumkin.

REKLAMA SAMARADORLIGINI 86% OSHIRGAN ODDIY FORMULA

Britaniyada marketing boʻyicha ajoyib tajriba oʻtkazishdi. 3 ta shahar tanlandi va 3 xil usuldagi reklamanning qanday ishlatishini solishtirishdi:

1. Faqat Meta reklamalari (Instagram va Facebook'da)
2. Meta + 4 hafta davomida radio orqali reklama
3. Meta + radio + 2 hafta tashqi reklama (koʻcha bannerlari)



Natijada:

- Radio qoʻshilganda — reklama samaradorligi 29% ga oshdi;
- Radio + tashqi reklama bilan 86% ga koʻtarildi.

Ya'ni, odam biror narsani faqat telefonda koʻrganda, koʻp ham e'tibor bermaydi. Lekin o'sha mahsulotni ko'chada ko'radi, radioda eshitadi va keyin Instagramda ham ko'rsa, linkni bosib kirish (CTR) ehtiomi yuqori bo'ladi.

Faqat bitta muhim sharti: barcha reklama formatlarida g'oya bir xil bo'lishi kerak. Xilma-xillik bo'lsa, odam chalkashadi va bu natijaga salbiy

TRAMPNING MARKETING TAKTIKASI

Deyarli bir yil oldin AQSh prezidenti saylovi boʻlgan edi. Va bu bellashuv serial koʻrishdan ham qiziqarli boʻldi: nomzodlar ovoz beruvchilarni juda noyob yoʻllar bilan jalb qilishgandi. Tramp va Kamala uchun marketing taktikasi oʻziga xos oʻrin tutdi. Keling, Qoʻshma Shtatlarning 47-prezidentiga aylangan Tramp qoʻllagan strategiyalarini koʻrib chiqamiz.



NOSTANDART KANALLAR — X VA TWITCH

Trampning xarakterini koʻrsatib beruvchi muhim element — uning kommunikatsiyasi. Shunga u birinchi oʻrinda turadigan yangiliklar manbasini egalladi. Oʻzining fikri va gʻoyalarni toʻgʻridan toʻgʻri yetkazib berish uchun anʼanaviy ommaviy axborot vositalaridan foydalanmadi. Aksincha, gaplarini filtrlamaydigan X (soʻbiq "Twitter") ga joylash auditoriyaga taʼsir qiladigan haqiqiylik hissi berdi.

Bundan tashqari, Tramp yosh avlod bilan toʻgʻridan-toʻgʻri muloqot qilish uchun, video oʻyinlarni namoyish etadigan "Twitch" platformasidan ham foydalangan. Namoyishlar va nutqlarni translyatsiya qilib, siyosatga qiziqmaydigan ovoz beruvchilar qatlamini qamrab olishga harakat qiladi. Twitch'dagi foydalanuvchilar platformadan siyosiy xabarlar uchun foydalanishni tanqid qilishgan boʻlsa ham, Tramp bunga e'tibor bermadi.

PODKAST — YANGI SIYOSIY VOSITA

Bu yilgi saylovda podkastlar ikkinchi muhim kommunikatsiya vositasi boʻldi. Saylovdan oldin D. Trump "The Joe Rogan Experience" podkastida qatnashgan edi. Oʻzigi Kamala Harris ham "Call her Daddy" podkastida koʻrinish berdi. Lekin birinchi nomzodning auditoriyasi kattaroq chiqdi: koʻrishlar soni 2 kun ichida 30 mln'dan oshdi. 3 soatlik kesilmagan, ochiq suhbatdan keyin odamlar bilan muloqot qilish osonroq boʻldi.



INFLUYENSERLAR BILAN ISHLASH

Trampning eng qiziq faolliklaridan biri — Logan Pol va Adin Ross kabi yutuberlar bilan hamkorligi edi. Bu narsa siyosatga qiziqmaydigan yoshlarni ular eng faol boʻlgan platformalar orqali jalb qildi. Yosh avlod asosan Kamala Harris tomonida boʻlsa ham, Trampning maqsadi ushbu demografik guruh bilan bogʻlanib, ularning tilida muloqot qilishni koʻrsatish edi.

RAQIBGA QARSHI STRATEGIYA

Trampning navbatdagi noodatiy ishi AQSh doʻkonlariga "Kamala Harrisning yutuqlari" nomli kitob chiqarishi boʻldi. Kulgisli, u borm-bo'sh sahifalardan iborat, xolos. Bu ishdan tashqari, Tramp oʻz sahifalarida auditoriyaga taʼsir oʻtkazish uchun Kamalaning siyosatini tanqid qiluvchi postlar ham joylagan edi. Trampning prezidentlik poygasidagi faolliklari oʻziga xos va qiziqarli boʻldi, nullas. Uning toʻgʻridan-toʻgʻri muloqoti va noanʼanaviy taktikasi — mahorat darsi. Kamida u natija berdi.

OLAMAN

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QAND: PREMIUM UZBEK CHOCOLATE

HISTORY

Qand is a premium chocolate brand crafted in the heart of Uzbekistan. Each chocolate is carefully handmade by skilled local chocolatiers using high-quality ingredients. The brand was founded in 2000 by entrepreneur Saidakmal Vakhobov, who envisioned creating chocolate that would reflect the taste, tradition, and soul of Uzbekistan. The first factory was launched in 2017.

ABOUT THE PRODUCT

Qand chocolates are made from a blend of high-quality cocoa varieties: Bahor-Yoz, Kuz-Qish, and Yangi Yil. The product line includes more than 50 types of chocolates with different fillings. Qand chocolates stand out for their natural ingredients and traditional preparation methods. The entire production process — from cocoa selection to packaging — is carried out locally. Currently, 4 retail locations are operating, and the company's products are supplied across Uzbekistan.



Last year, Qand and singer Jennifer Lopez launched a "gift box" collaboration. The box featured 4 mini chocolates inspired by JLo's lifestyle and values, along with a handwritten note from the artist. The collaboration quickly went viral on social media. JLo personally shared the "unboxing" video on Instagram.



Qand chocolates are not only delicious but also carry a cultural mission: to showcase Uzbek traditions, art, and nature to the world. The company aspires to take the taste of Uzbekistan to global markets while supporting local artisans and preserving national heritage.

THE SIMPLE FORMULA THAT INCREASED AD EFFECTIVENESS BY 86%

We analyzed marketing campaigns carried out in 3 cities. Below are the results of 3 types of advertising and where they were published:

1. Meta Ads (Instagram and Facebook)
2. Radio ads released over 4 weeks
3. Combined: radio + 2 weeks of outdoor ads (billboards)



Results:

- Radio-only advertising increased brand awareness by 29%.
- Radio + outdoor ads increased brand awareness by 86%.

However, in smaller towns and villages, radio remains the most effective channel. But to drive action, track results, and increase conversions, combine it with Instagram ads and link clicks (CTR).

The key takeaway: Use multiple ad formats to expand reach. Media mixing leads to deeper audience engagement and higher results.

TRUMP'S MARKETING TACTICS

Donald Trump's presidential election campaign was both controversial and highly effective. His social media presence, unconventional methods, and bold messaging set him apart. Let's break down the marketing tactics that helped Trump win the 47th U.S. presidency.



UNCONVENTIONAL CHANNELS — X AND TWITCH

Trump's use of unconventional communication channels was a key element of his strategy. By posting directly on X and engaging with supporters in real time, he bypassed traditional media filters and delivered his message straight to the people. His presence on platforms like X (formerly Twitter) gave him instant access to audiences that mainstream media often overlooked.

Beyond speeches, Trump also utilized live streams on Twitch to interact with viewers. Twitch's live, real-time nature allowed him to connect with younger, more tech-savvy audiences. These platforms allowed Trump to control the narrative and communicate directly with his supporters without relying on traditional news outlets.

PODCASTS — A NEW POLITICAL TOOL

This election cycle, podcasts played a major role in political communication. Trump appeared on popular shows such as The Joe Rogan Experience, reaching millions of listeners. He also joined Kamala Harris on Call Her Daddy, which gained over 2 million views. These podcast appearances helped humanize Trump, present him in a more relaxed setting, and reach audiences beyond traditional media.



WORKING WITH INFLUENCERS

Trump effectively collaborated with influencers such as Logan Paul and Adin Ross to connect with younger audiences. These influencers have strong followings on platforms like YouTube and Twitch, allowing Trump to tap into their communities. By joining Kamala Harris on podcasts and engaging in candid conversations, Trump presented himself as relatable and approachable.

STRATEGY AGAINST THE OPPONENT

Trump's campaign echoed the motto "Kamala Harris is not qualified" to undermine her credibility. He highlighted her lack of experience, questioned her policy positions, and used contrast-driven messaging to sway voters. Trump's negative campaigning was sharp, direct, and relentless. This approach resonated with many voters, particularly in swing states.

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AGENCY

O'ZBEK KREATIVI TARIXI



Eng birinchi kreativlar qachon
paydo bo'lishni boshlaganidan
tortib Xalqaro Karm festivali
frankfurtdagacha

PREMIUM O'ZBEK SHOKOLADI



Qand - qo'lda tayyorlanadigan
o'zbek shokolad brendi

YIL MEHMONI



TAF!

TAF! REKLAMA FESTIVALI
ENDI XALQARO DARAJADA

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ANHOR PARK

SAG DARAJASI



Sotim paytdagi eng yorqin
rebranding misoli haqida

TRAMPING MARKETING TAKTIKASI



Tramping qaytishi ortidagi
marketing usullari yoshlar bilan
ishlash, siyosiy marketing, bloglar
bilan kullab va raqibga tosh olish

OB-HAVO MA'LUMOTLARI: TOSHKENT

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VALYUTALAR KURSI:

1 USD = 12123.38

1 EUR = 14094.64

1 RUB = 149.19

LOCAL OPPORTUNITIES DASTURI

 JAMSHID SOLIYEV 15 yillik tajribali marketing menejeri	 ATLIQUR NISARATOV Marketing menejeri
 MUZAFFAR ERKINOV Marketing menejeri	 RUSTAM ARZUQANOV Marketing menejeri
 JAVOHIR TULUQOV Marketing menejeri	 ATLIQUR YUSUPOV Marketing menejeri
 G'ULNORA DURALIYEVA Marketing menejeri	 SHOHRUX NIZAMATOV Marketing menejeri