

FROM PANORAMAS — TO PUNKORAMAS

Yandex Maps × Korol i Shut



THE CHALLENGE

- Navigation services have become commoditized
- Only 30–40% of users knew about and used Panoramas
- The feature was perceived as purely utilitarian



THE IDEA

- Turn Panoramas into PUNKORAMAS
- Create an immersive punk quest through real streets
- Fill the project with easter eggs, lore, and song characters



MONSTERS ON OUR STREETS

Yandex Maps × Korol i Shut



EXECUTION

- AI video “Dead Anarchist”
- PUNKORAMAS game built on the Panoramas service
- Punk cursor in Yandex Maps
- Integration with Kinopoisk
- Support from bloggers and streamers

AI VIDEO “DEAD ANARCHIST”



GIANTS ON THE STREETS



PUNK CURSOR IN YANDEX MAPS



RESULTS

Yandex Maps × Korol i Shut



145 M

reach in
Yandex Maps



1 M

clicks from
Yandex Maps



30 M

reach on
Kinopoisk



40 k

clicks from
Kinopoisk



278 k

unique
players



860 k

game
sessions



2,75

view
depth

**WE BROUGHT THE BAND'S SONG CHARACTERS TO LIFE, RELEASED THEM INTO YANDEX MAPS
AND TURNED PANORAMAS INTO A GAME AND AN AI VIDEO.**

Project: 22.02.2026–22.03.2026

Scale: nationwide, whole country

Platforms: Yandex Maps / Kinopoisk

Budget: 3–10M ₺