



Билайн How to Techno

A series of closed events
of **Билайн** x Maison Dellos

Project realisation dates: September 11, 2025 - December 10, 2025

Location: Shanuar restaurant

project overview

HOW TO TECHNO EVENT SERIES

Beeline's image and educational project aimed at shifting brand perception: from a telecom operator **to a retailer of technology devices and a lifestyle brand.**

FORMATS

Dinner lectures and immersive events **combined entertainment and education:** guests tested smart home and gadgets in real-world scenarios—from working with AI to mobile photography.

This made it possible to simplify the perception of technologies and demonstrate their practical value.

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project overview

AT THE CORE OF EVERY EVENING

is a demonstration of technology through practical experience.

The project addressed the challenges of **increasing awareness of Beeline** as a technology retailer, **generating demand** through contact with the product, and **strengthening its premium image** through partnerships with Maison Dellos.

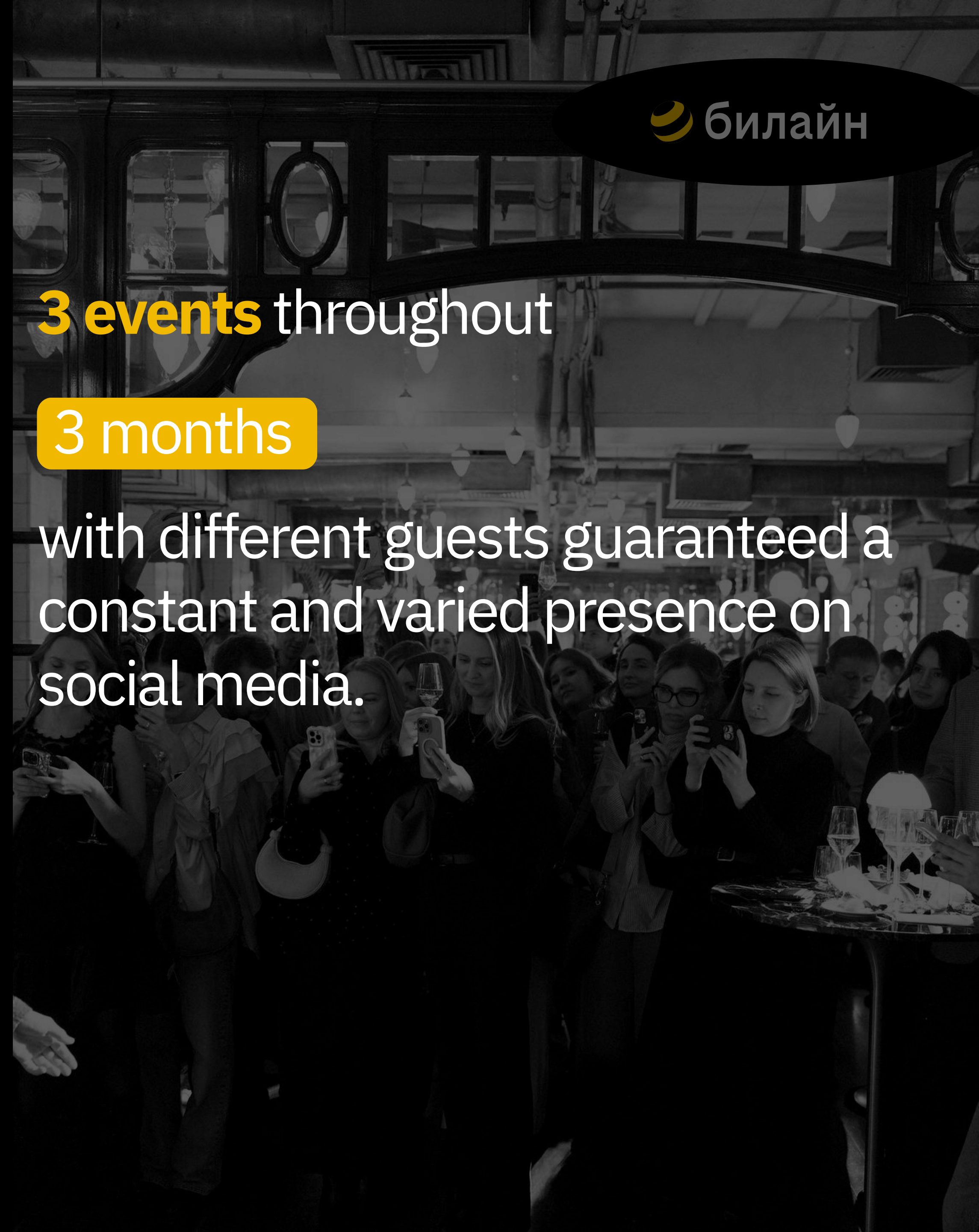
FOCUS on engaging bloggers, media, and generating organic content through technology experiences.

3 events throughout

3 months

with different guests guaranteed a constant and varied presence on social media.

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objectives

1. Create an **emotional connection** between technology and the brand, emphasizing that Beeline makes technology simple, understandable, and useful.

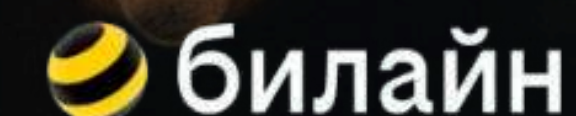
2. Demonstrate the **practical benefits of technology** — how innovative devices become fully-fledged work tools and help free up time.



target audience

- BLOGGERS
- JOURNALISTS IN THE THEME OF LIFESTYLE AND TECHNOLOGY
- INFLUENCERS

goals



communication goals

- **Raise awareness** of Beeline as a technology retailer, and not just a telecom operator
- Indicate the fact that iPhone and other devices are available at your **own retail outlets**
- Explain the **practical value of gadgets** through real scenarios (AI, photos, smart home)
- **Simplify the perception of technology** through entertaining and educational formats

marketing goals

- **Generating demand** through product experience
- **Promoting UGC** and organic content through events
- **Expanding reach** through influencers and media
- **Increasing interest in flagship devices** through demonstrations in action
- **Shifting focus** from the operating brand to the device category

image goals

- Showcase Beeline's image as a **technologically advanced and modern brand**.
- Expand awareness of Beeline not only as a telecom operator but also as a **lifestyle brand**.
- Enhance premium perception through partnerships (gastronomy, media, events).

BIG IDEA

INSIGHT

Not all lifestyle bloggers currently collaborate with Beeline, and they **wouldn't be willing to partner** with a major brand **for free**. But they do have their favorite places — places they genuinely enjoy visiting, experiencing, and sharing with their audiences.

IDEA

Partner with Shanuar Restaurant to organize a series of events for their friendly blogger base in our industry. Make the events sophisticated and impactful enough **to guarantee free user-generated content from guests**.

strategy



To ensure reach, we created **series of closed events** for popular lifestyle influencers.

The audience hadn't worked with Beeline before — we took them from the database of our **partner, the Shanuar restaurant**.

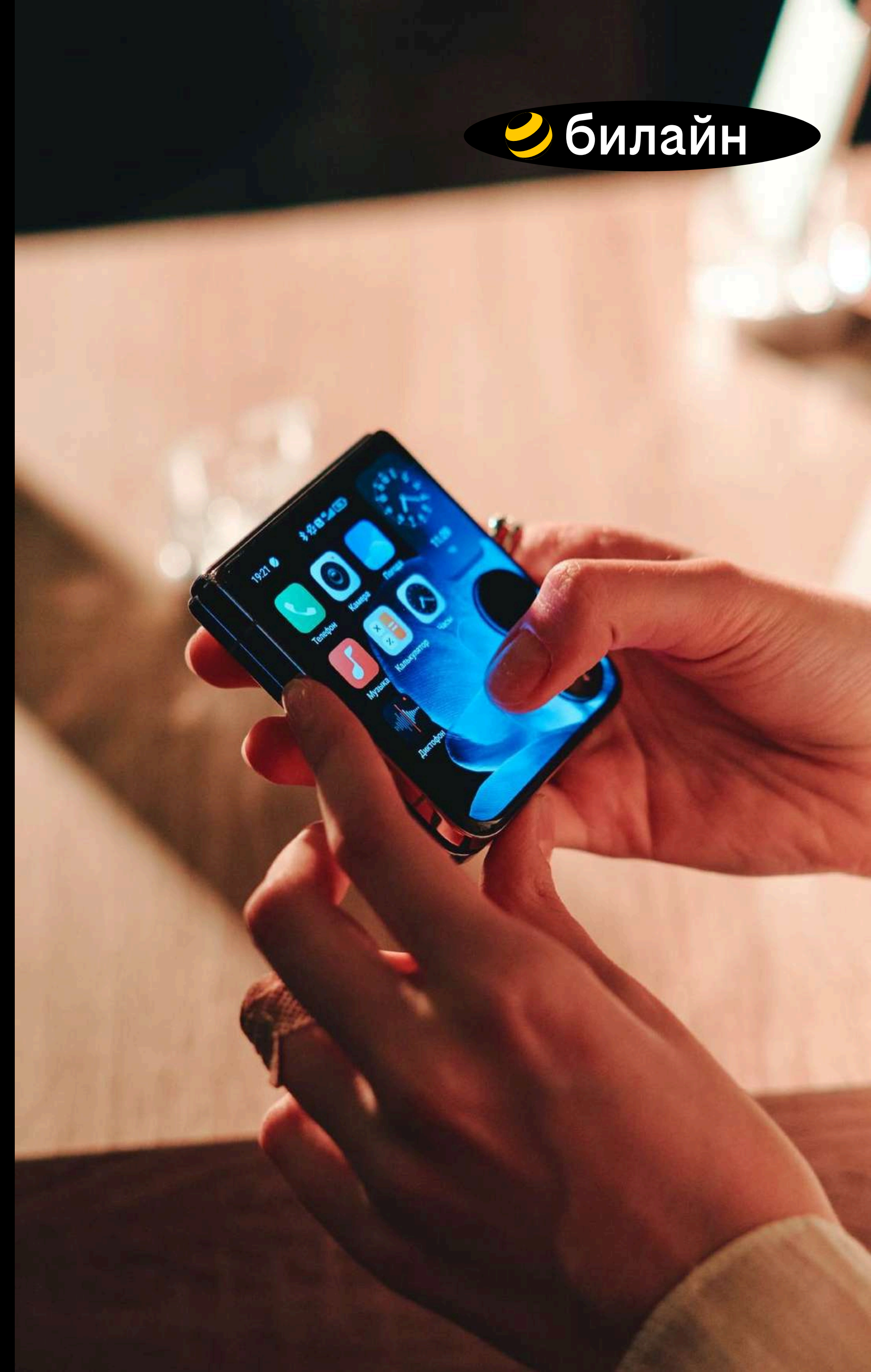
creativity

The series of events was called «**How to Techno**», which, on the one hand, reflects **the main idea — we show how to use technology** and on the other, plays on modern trends by turning the word "techno" into a verb.

The contrast between **modern** and classic became a key feature of the events: technology and a classic restaurant.

Themes from **the future**, real live communication, and handcrafted items.

New devices and old New Year traditions.



implementation



How to Techno Dinner Lecture (11.09.2025)

At the first evening's dinner-lecture, guests learned the basics of prompt engineering with bloggers, comedians, and Beeline representatives, and most importantly, they immediately tried everything **on the brand's latest gadgets**.

THE FOCUS OF THE MEETING is the practical application of neural networks, which allows AI to transform from a simple text generator into a powerful tool for solving complex problems.

THE EVENING'S HEADLINERS WERE: blogger **Dima Beskromny** revealed the secrets of using neural networks in work using smartphones, comedian **Katya Kotofeeva** shared the secrets of using modern technology, and **Kirill Ivashev** shared how flip phones have become a fully-fledged tool for work and leisure.

implementation



How to Techno Dinner Lecture (11.09.2025)

PROGRAM:

- How to "talk" to AI correctly: principles of clarity, context, and iteration for accurate results
- Techniques to use: from simple queries to complex reasoning chains for analyzing and solving non-obvious problems
- How to apply neural networks in real-world scenarios: for idea generation, data analysis, planning, content personalization, and even career counseling
- How to perceive AI: not as a database or competitor, but as a personal consultant and mentor, enhancing your own abilities

Shanuar's chef, Eduard Arkhipov, prepared **a special menu** that was a pleasant addition to the intellectual evening.

implementation



How to Techno: «Technoapple and what to eat it with» (30.10.2025)

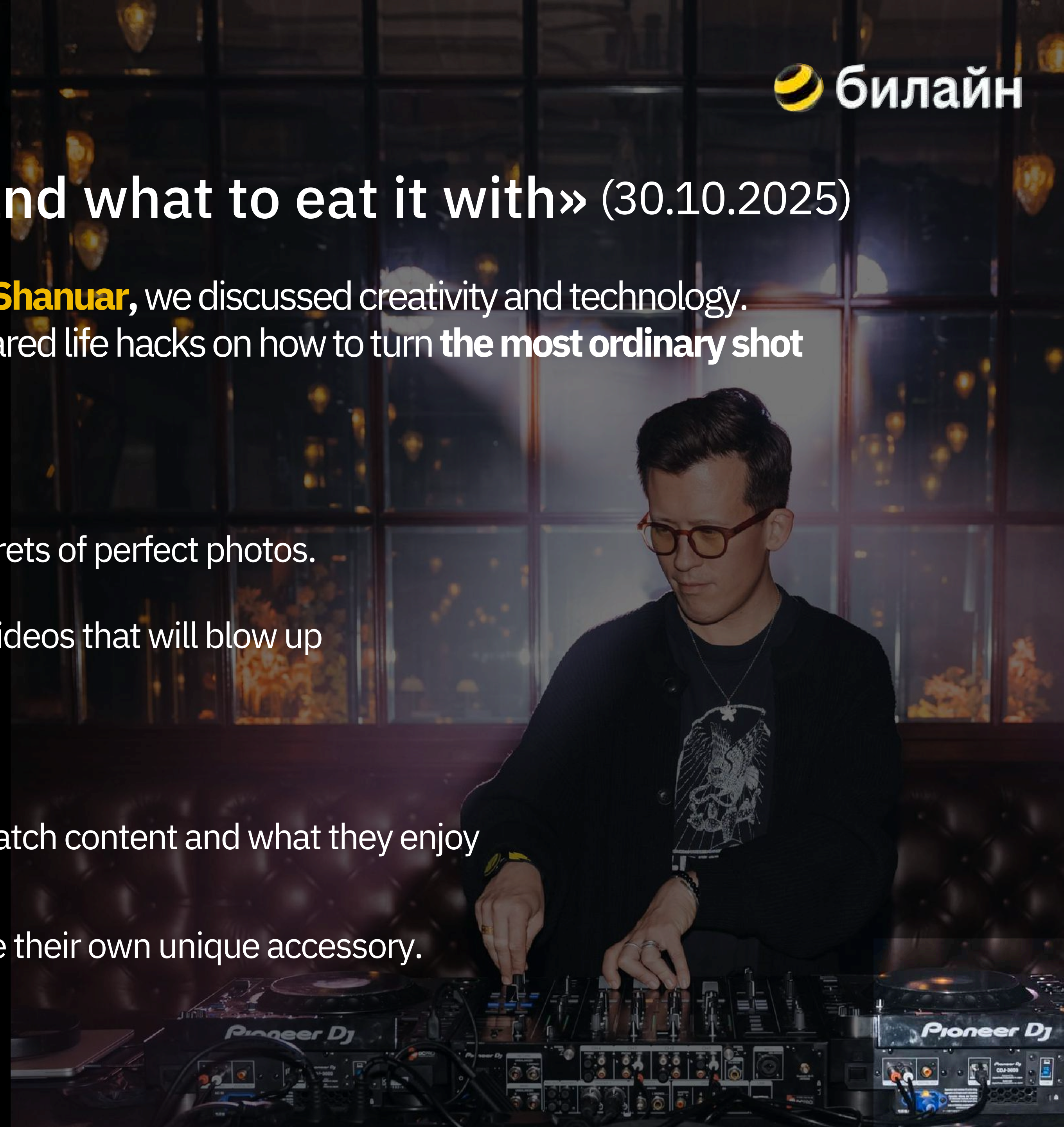
Together with **Chtivo magazine and the Grand Café Shanuar**, we discussed creativity and technology. Guests tested the latest iPhone, and invited experts shared life hacks on how to turn **the most ordinary shot into a true masterpiece**.

SPEAKERS:

- Fashion photographer **Ivan Shevchuk** shared the secrets of perfect photos.
- Reel-maker **Irina Subbotina** explained how to shoot videos that will blow up social media using the iPhone 17 Pro.

PROGRAM:

- Beeline shared insights on how different generations watch content and what they enjoy most.
- Smartphone case customization: everyone could create their own unique accessory.
- DJ set by Dima Karmanovsky.



implementation

Technological event «H0-H0-How to techno.
New Year edition» (10.12.2025)

During the third evening, Beeline showcased **the synergy between New Year's traditions and new technologies.**

Guests learned the most important thing: technology helps save time, but true feelings and live communication still cannot be replaced by any gadget.

Beeline **presented its «smart home»**: they explained and demonstrated how to make it so you won't want to leave the house at all.

We organized an evening in the **atmosphere of a Soviet New Year's Eve**, with Olivier salad and overflowing sparkling wine, in the company of new and old acquaintances we had unexpectedly met.

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implementation



Technological event «H0-H0-How to techno.
New Year edition» (10.12.2025)

THE PROGRAM INCLUDED:

- A photo zone with an integrated Alice speaker and **smart home system** allowed guests to take stylish photos and become part of this interactive experience.
- A zone with a smart voice recorder allowed everyone to feel like they were being interviewed and test the device.
- A **Whoop bracelet** zone allowed the hostess to prepare Olivier salad, while guests monitored their sleep, heart rate, and stress levels in real time.
- An **immersive performance** allowed guests to experience the legendary film "The Irony of Fate," where classic music meets the digital age.
- Dmitry Sorokin from Beeline shared his vision of the gadgets of the future and the technologies of tomorrow.
- DJ Rosenberg's final **vinyl set**.

results



1. FOR THE EVENT «DINNER-LECTURE HOW TO TECHNO»:

Messages — **41**

Authors — **30**

Audience — **1,2 million**

2. ABOUT THE EVENT HOW TO TECHNO: «THE TECHNO APPLE AND WHAT TO EAT IT WITH»:

Messages — **57**

Authors — **49**

Audience — **3,3 million**

3. FOR NEW YEAR'S EVE «HO-HO-HOW TO TECHNO. NEW YEAR EDITION»:

Messages — **80**

Authors — **68**

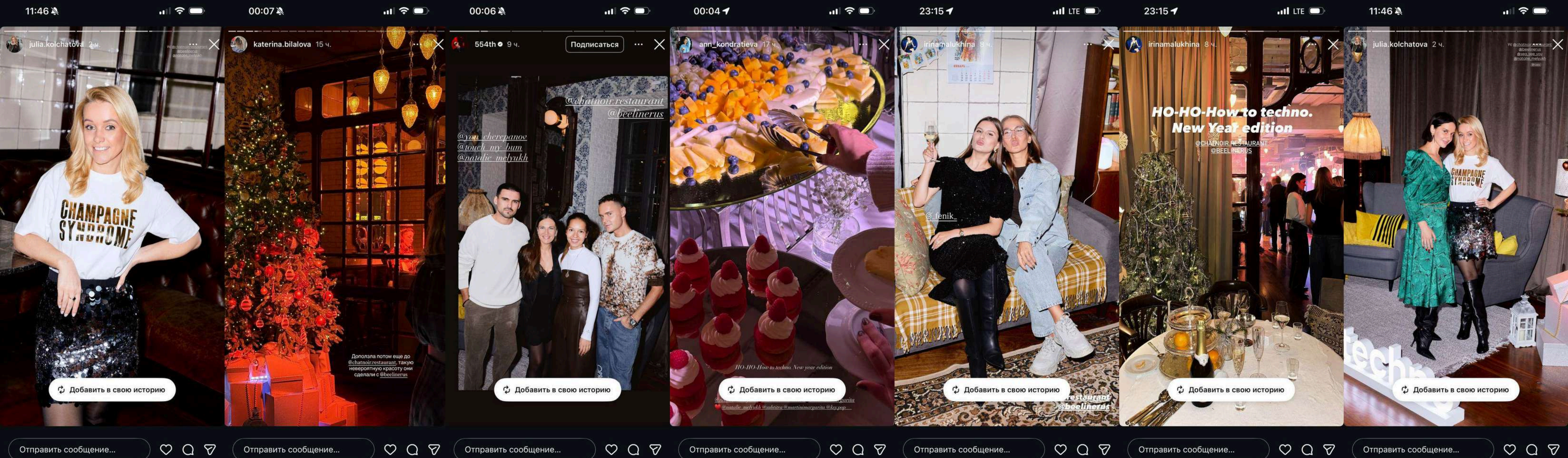
Audience — **3 million**

results for the entire series of events



In total, the coverage for 3 events was:

- **178 messages** in the media and social media
- **7.5 million** publication views
- **147 authors** have published these messages



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Maison DELLOS



Beeline showed not only How To Techno,
but also **How To Event**