

# «Who is Russia?»

Extreme notes of foreign travel bloggers

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With the assistance of Live Classics Fund



Живая  
классика  
**10** ЛЕТ  
♡



# REALITY SHOW!



**POPULAR BLOGGERS**

from different countries

10 EPISODES ON **YOUTUBE** 

**60** minutes 

**5 000 000 VIEWS**

IN RUSSIA AND ABROAD



**LANGUAGES:** RUSSIAN AND ENGLISH

## SHOOTING LOCATION:

Moscow, Saint-Petersburg, Golden Ring,  
Sochi, Karelia, Caucasus, Tatarstan, Bashkiria

SHOOTING DATES: AUGUST, 2021



**GRAND PRIZE:**

A TOUR TO THE PUTORANA PLATEAU

# «Who is Russia?»

The world's first literary travel show!

Why do birches in Russia sounds so beautiful?

Is the Russian soul so wide?

Who lives well in Russia?

What to do?



10 popular foreign bloggers go on an unique trip to Russia. The main task is "to get to know the Russian soul" and impress the whole world with the most unusual and extreme content from the extraordinary country in the world. The bloggers need to answer the age-old questions of our classics in each program.

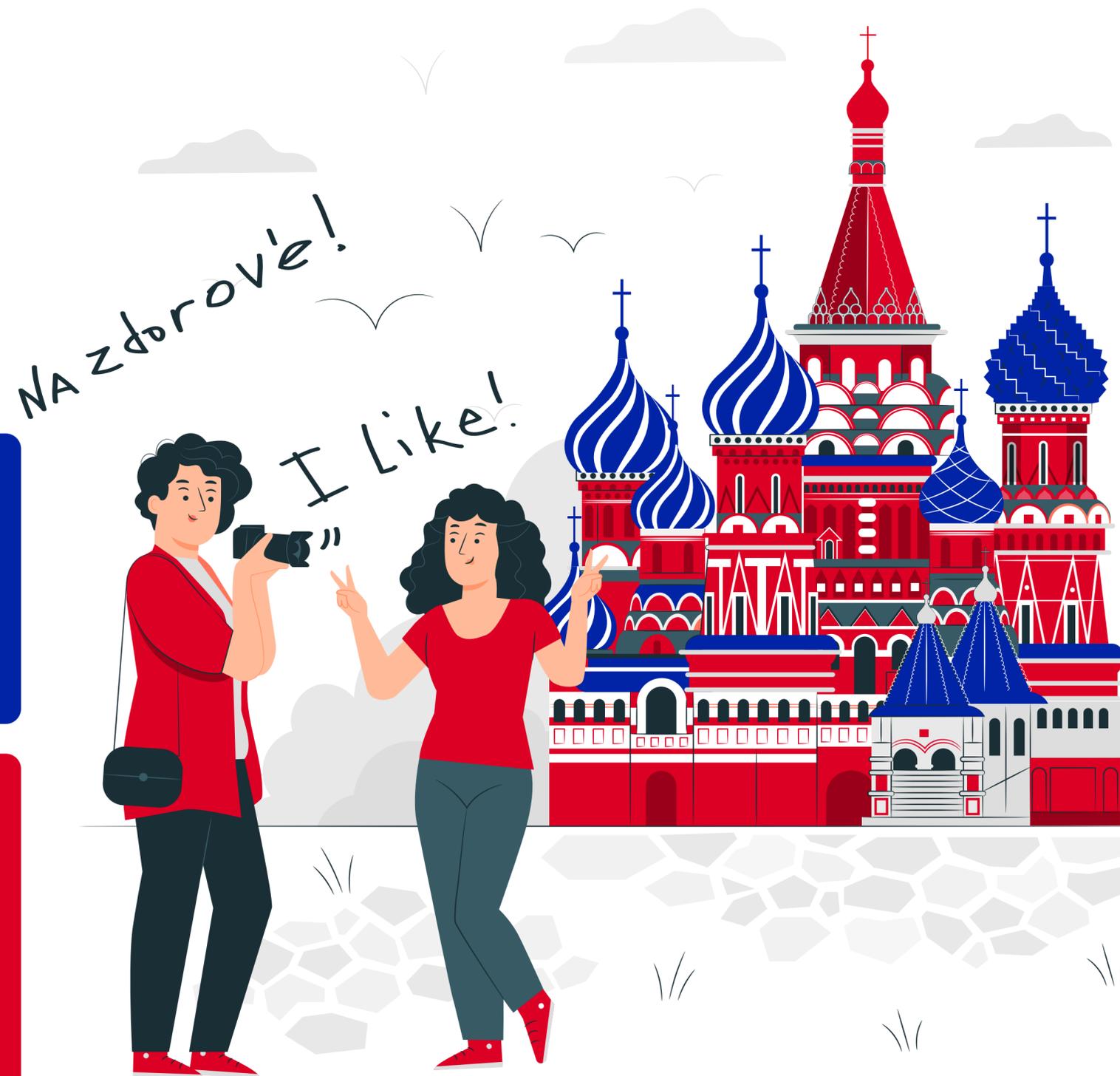


# «Who is Russia?»

The promotion of the Russian language and literature among the youth audience abroad is the main aim of the project.

## THE MAIN TASKS OF THE PROJECT:

- to show the real opportunities and unique entertainment for foreign tourists in Russia;
- to tell about the culture and traditions in a playful form of on-line reality;
- to show our country as modern and attractive for foreigners, and the Russian language as living language and worthy of study.



# The project idea:



The participants will be asked a native Russian philosophical question, and they should search for the answer during the episode.

The more complex the question, the deeper immersion of the bloggers into the culture of Russia. Local residents will help participants to find the answers to the questions.

At the end of each episode, stand-ups are arranged in the place where the shooting takes place, and the bloggers answer the question in the chosen form of answer (poetry, prose, rap, etc.).

The audience will choose the winner and the loser.



# The route

Airplane. Helicopter. Train. Motorhome  
Ballet. Opera. Theatre. Museum

UNESCO sites. Monuments of Russian architecture.

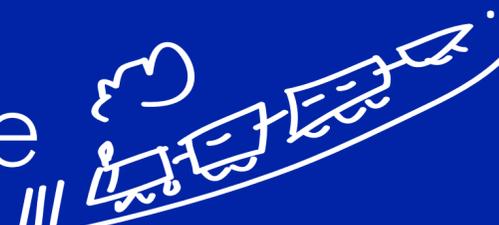
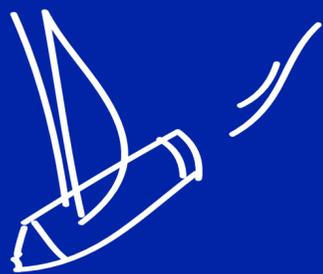
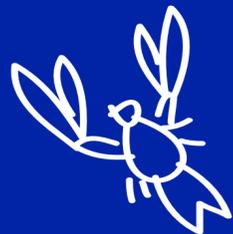
Five-Star hotel. Tent camp. Paragliding flights.

Parachuting. Crayfishing. Fishing with Volga boatmen.

Swimming with white whales on Solovki.

Kayaking in Karelia. Bike marathon on the steppe. Rafting. Diving.

Kitesurfing. Sailing Regatta



# Information partners



РОССИЯ **К**



**мел** **ОГОНЁКЪ** **НОЖ**

**АРГУМЕНТЫ**  
**И ФАКТЫ** AIF.RU



**КОМСОМЛЬСКАЯ ПРАВДА**

**че!**



**ИЗВЕСТИЯ** IZ.RU



# Supported by



# Episode Sponsor

More than 500,000 views in Russia and abroad

- Logo placement on the splash screen banner
- The placement of an active link of the partner in the video description
- Product placement video\* (no more than 10 minutes of airtime)
- Sponsor's mention in the credits
- Sponsor's mention in the media (up to 50 mentions)
- Posts in social networks (VK, FB, Instagram, OK logo)
- Logo placement on the web-site

\* Integrations are agreed separately (from a trip to the manufacturer to creative use during the show)

from 500,000 to 1 500,000 rub. per episode

# Season Sponsor (10 episodes)

More than 5,000,000 views in Russia and abroad

- Logo placement on the splash screen banner
- The placement of an active link of the partner in the video description
- Pop up banners
- Product placement\* (no more than 30 minutes of airtime)
- Viral videos featuring bloggers (Instagram and TikTok logo)
- Broadcasts on Instagram and TikTok with sponsor's hashtags
- Sponsor's mention in the media (up to 250 mentions)
- Joint special project in the media
- Posts in social networks (put the logo VK, OK, FB, Instagram)
- Sponsor's mention in the credits
- Logo placement on the web-site

from 3,000,000 to 8,000,000 rubles!

\* A number of integrations during each episode (using the product/goods in each series, creative use, informing about the product's benefits). Any advertising integrations will be included in the plot of the travel trip.

# Sponsor packages



# Contacts



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