

Kuzmicheva Angelina

3 course

Faculty of Advertising and public relations

Direction - Advertising and public relations

There were many bloody battles at the approaches to Moscow throughout 1941. Nowadays many people come to see the places of severe fights. They take pictures of these places, and the mobile application immediately gives information about what happened here during the war. Plus, the application can find a photo of this place of those times, or (if there is no photo) the application can issue a historical reconstruction, i.e. how this place might have looked during the defense fights.

Minimalism: The logo icon is an abbreviation of the words VR Tour - VT. The abbreviation is in a diamond-shaped figure, consisting of abstract thin lines, which symbolize the VR technology itself, where, with the help of separate layers of images, a full-fledged picture is created, the picture that will not differ visually from the real world. In the text style of the logo, a sans-serif font is used. The text is arranged in a column and looks very stylish. In general, we can say that there is nothing superfluous in the logo: the icon, text and branded marengo color.

The main colors of our logo are white and marengo. White is neutral and pure, impeccable and impartial. This color symbolizes peace, memory, perfection, purity. Marengo is the color of fidelity, peace, honor, courage and wisdom. With this color scheme, we wanted to emphasize fidelity, stability, and commitment to traditions.

We use targeted advertising to promote our app. For promotion we chose Instagram. We also want to engage the celebrity endorsement. In our case, it will be Sergei Shoigu, a Soviet and Russian military man, a statesman, Minister of Defense of the Russian Federation.

The platforms where you can download our application include the Playmarket, AppStore and Windows Store.