

21 April 2025

To Olzhas NAMET
Director, LLP iMarketing

Dear Olzhas NAMET,

On behalf of the International Organization for Migration (IOM) – The UN Migration Agency in Kazakhstan, Country Office with Coordinating Functions for Central Asia, we would like to extend our sincere gratitude to iMarketing for your outstanding work on the development of the online awareness raising campaign for safe migration under the Seasonal Worker Scheme from Kazakhstan to the United Kingdom.

Your team's efforts in developing a targeted communication strategy have been invaluable. We particularly express our appreciation to Roman SEMIKHVATSKIY, Aizhan ADENOVA, Anel ILYAS and Sanjar ASHIKBAYEV. The comprehensive analysis of existing materials and your creation of engaging, multilingual content in Kazakh, Russian, and English were crucial in raising awareness on safe migration among Kazakhstani citizens. Additionally, the detailed audience engagement reports and your recommendations for improving the campaign have helped us better align the messaging with the target audience.

We truly appreciate the creativity, professionalism, and commitment your team demonstrated throughout this project. Your contributions have had a significant impact on promoting safe migration practices, and we look forward to continued collaboration in the future.

Undraa SUREN,

Head of the IOM Almaty Office

