

We give birth ✨
to brands, make them
alive and unique,
and most importantly —
close to people ♥

REDIN

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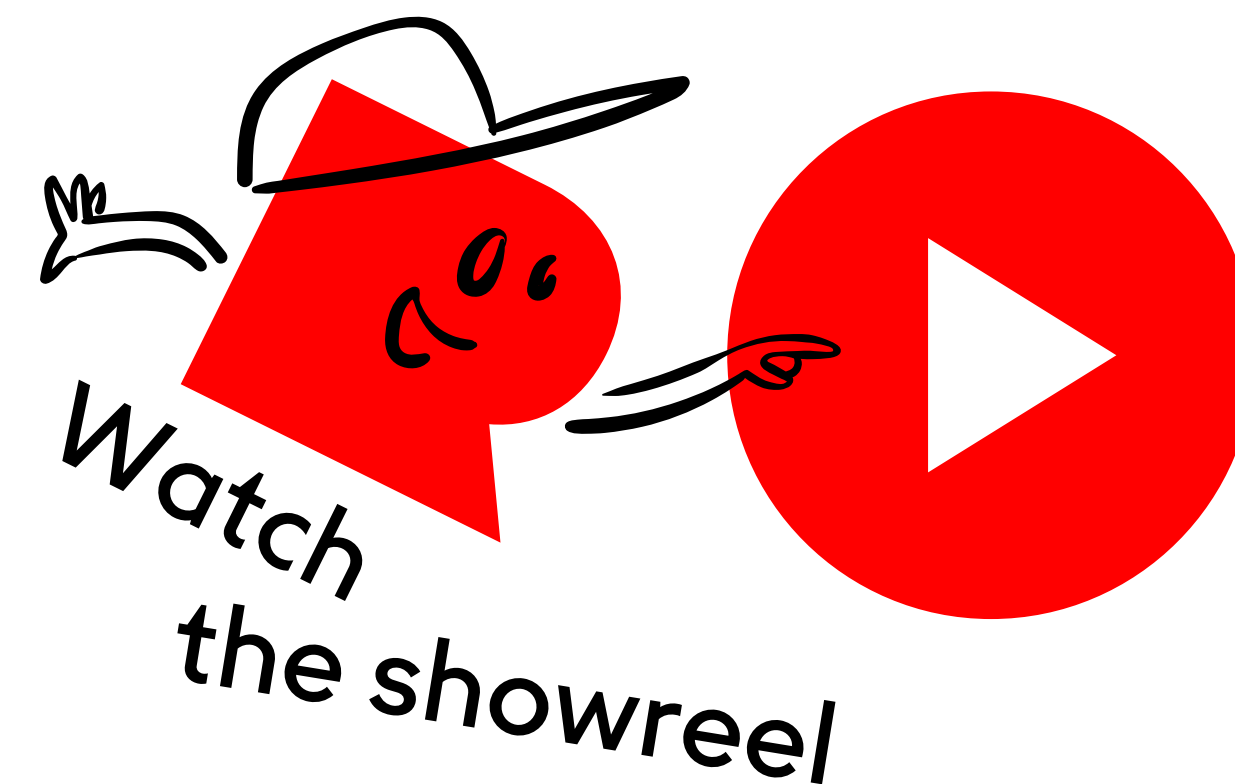
We've spent over 20 years in branding and design

We provide a full range of services in brand development, identity design, and everything related to it. We work across multiple industries and sectors. Strong expertise in HoReCa, corporate, product, and retail branding.

Corporate Branding | Retail Branding

Culture & Event Branding

Product Branding | HoReCa Branding



P&G **BORJOMI** **OZON** @ mail.ru

simple  **Pernod Ricard** **Roca** **Alcon**

профи:ру **MR GROUP** *Бахетле*

PHILIPS **beko** **KNAUF** **FERRERO**
Немецкий стандарт

ЕССО  **Готэк** **COTY** **Systeme electric**
ГРУППА ПРЕДПРИЯТИЙ SINCE 1904

Leader



Sergey Redin, founder and CEO of the REDIN branding agency.

Multiple Jury member in the field of branding and design (Silver Mercury, Workspace, Art Masters, Runet Rating, Brand of the Year, etc.)

Team



Rankings

9th
PLACE
Runet Rating, Branding: Visual Identity

10th
PLACE
Runet Rating, Branding: Packaging

7th
PLACE
NR2K Rating, Branding

38th
PLACE
Brand Hub Top 100

33th
PLACE
Workspace Rating: Branding Agencies

16th
PLACE
PaveZlo Rating: Best Branding Agencies in Moscow

Industry Rankings

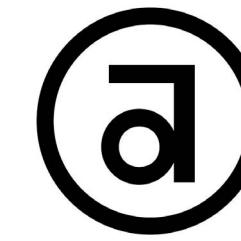
3th
PLACE
Runet Rating, Nomination: Branding in "Cinema & Theatre: Film Studios, Film Production"

4th
PLACE
Runet Rating, Nomination: Branding in "Events"

5th
PLACE
Runet Rating, Nomination: Branding in "Alcohol"

10th
PLACE
Runet Rating, Nomination: Branding & Design for Industrial Companies

Associations



Member of the ABCR

ABCR — Association of Branding Companies of Russia



Member of the POPAI

POPAI Russia — Retail Marketing Association



Multiple award winners of Pentawards, POPAI Awards, Workspace Digital Awards, and DPFA.

Services

Brand Strategy

Research
Brand Platform
Positioning

Brand Communications

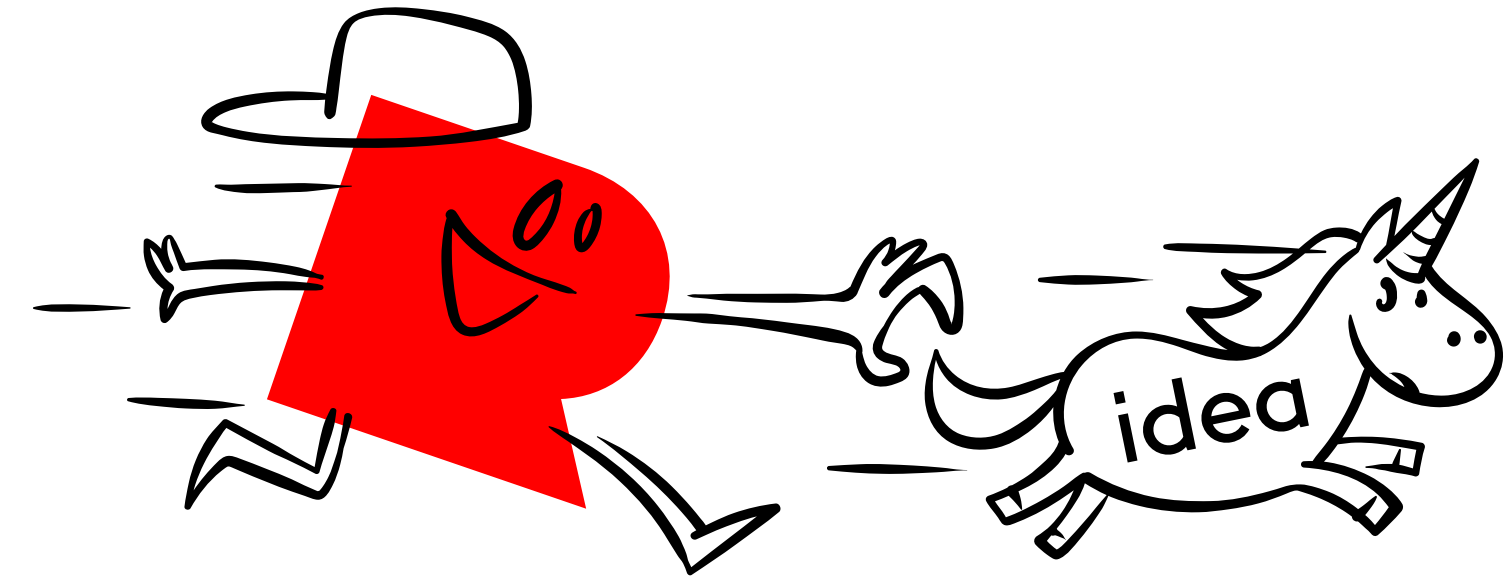
Communication Strategy
Naming
Key Visual

Visual Identity & Design

Logo / Brand Mark
Visual Identity System
Brand Guidelines
Mascot (Brand Character)
Rebranding & Restyling
Packaging & Label Design

Ongoing Brand Support

For more detailed information about motion design and CG design services, please visit [the website of our CG studio Artime](#)



Branding 6–35

Packaging 36–39

Retail Design 40–52

Digital 53–59

Presentations 60–63

Branding

We guide brands from idea to market launch — from research and strategy to visual identity and ready-to-launch product solutions. We work across corporate, product, and retail sectors, supporting brands at every stage of their lifecycle.

Within branding projects, we provide:

- market research in local and international markets;
- development of marketing strategy and product positioning;
- comprehensive brand creation, including visual identity and packaging solutions.

Our experience includes projects in:

- consumer and corporate branding;
- HoReCa;
- environmental branding;
- event branding.

Children's Cultural Forum

The Children's Cultural Forum is a unique opportunity for talented young people from Russia and other countries to explore global achievements in culture and the arts.

We developed a visual identity built around illustrations representing the forum's key program tracks, created in a contemporary watercolor technique.



[Watch the video](#)

@kidscultforum

Visual Identity | Illustration | Printed Materials



Big Children's Festival 2022

Development of the visual identity for the Big Children's Festival.

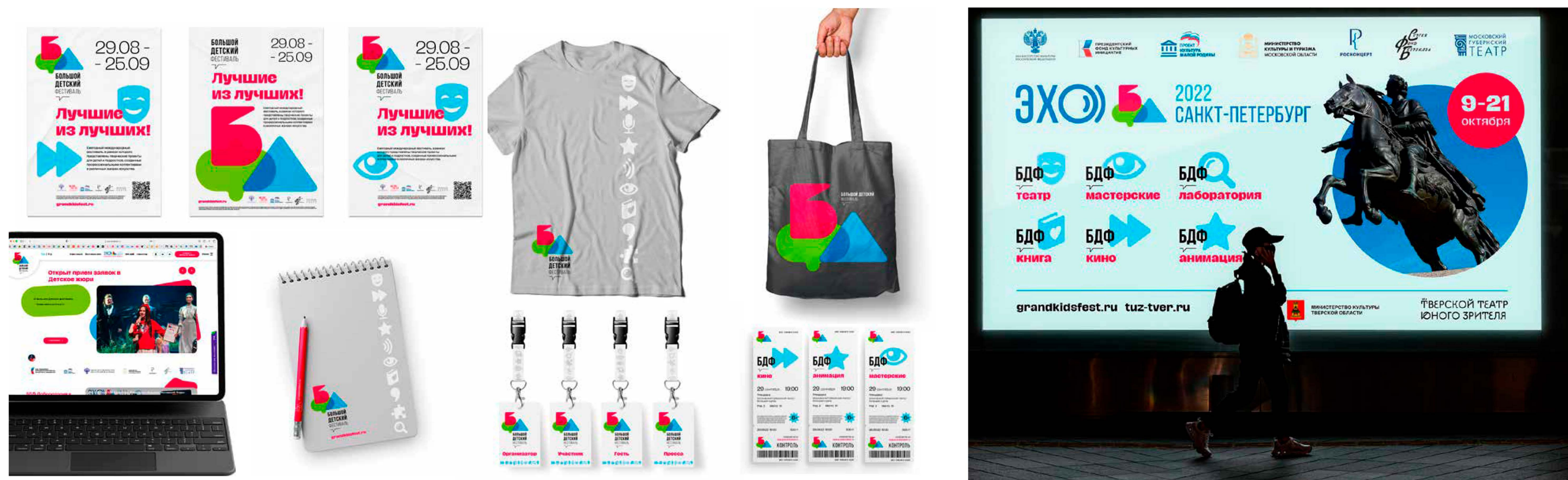
The Big Children's Festival is an annual international event featuring creative projects for children and teenagers, produced by professional teams across various artistic disciplines.

Over time, the festival's visual style became outdated, making a rebranding and renewal of visual communication necessary.

Our task was to create a more contemporary and accessible identity, relevant to today's generation of both children and adults.

@grandkidsfest

Visual Identity | Illustration | Printed Materials



Big Children's Festival 2024

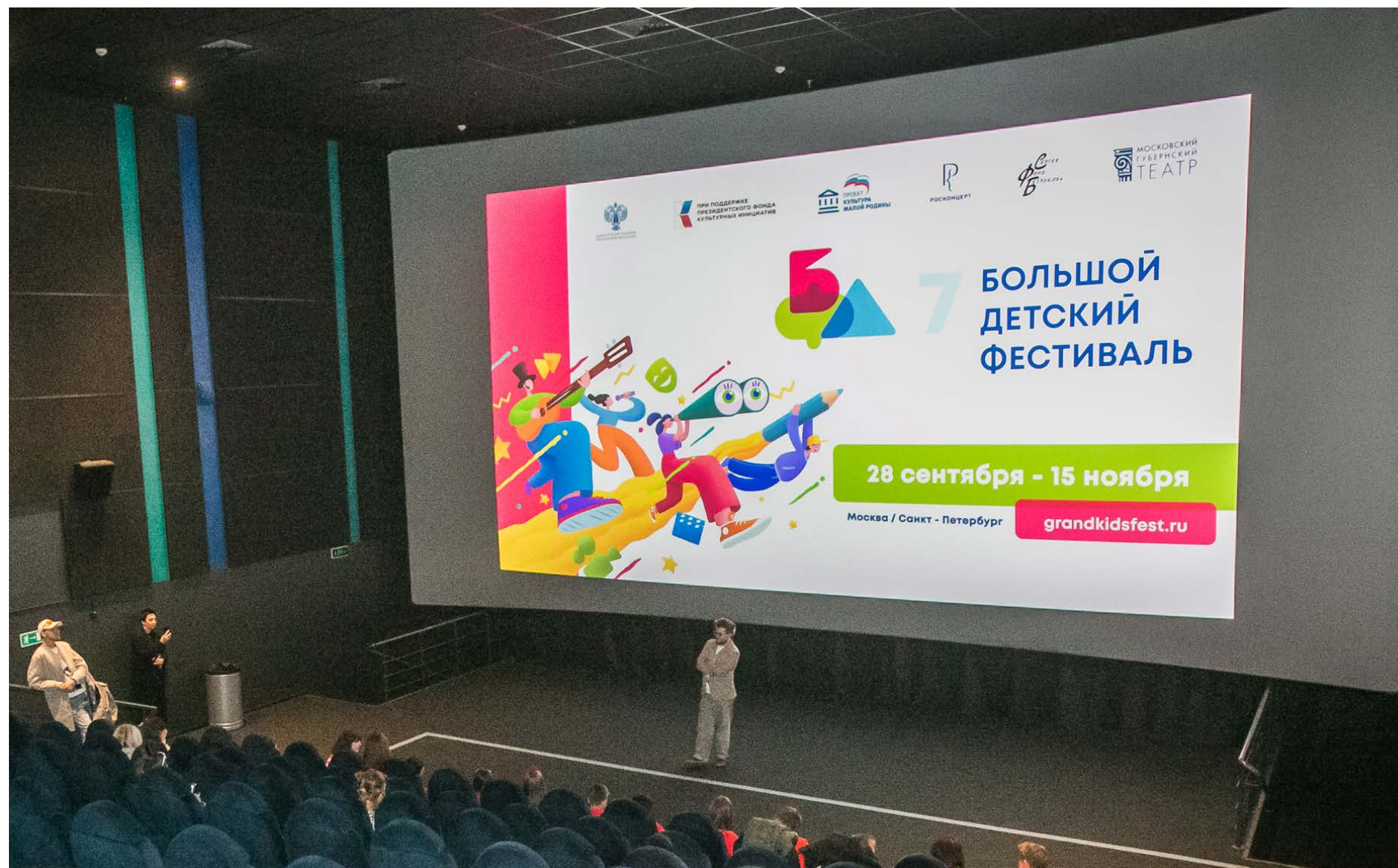
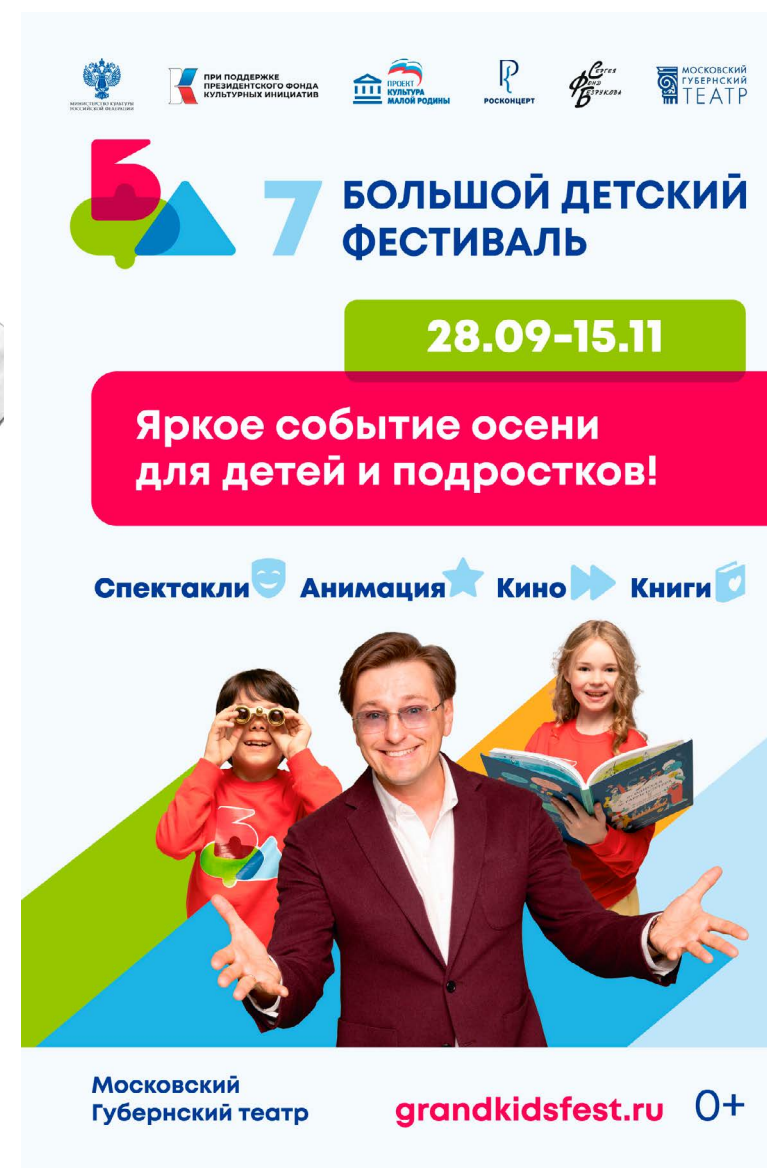
In 2024, we refreshed the festival's visual identity — it became larger in scale and now takes place in both Moscow and Saint Petersburg.

The core idea is a series of custom illustrations featuring characters that represent the festival's program tracks: theatre, cinema, animation, books, and more.

The illustrations convey energy, engagement, joy, and creativity. The brand's mood creates an atmosphere of celebration and inspiration, encouraging participants to create and express themselves.

@grandkidsfest

Visual Identity | Illustration | Printed Materials | Social Media



БОЛЬШОЙ ДЕТСКИЙ ФЕСТИВАЛЬ

28 сентября - 15 ноября

Москва / Санкт-Петербург

Большой Детский фестиваль — это крутые спектакли, фильмы и анимация.



Это встречи с писателями, мастер-классы и веселье.

Это повод провести время с семьей!

В Москве и Санкт-Петербурге с 28 сентября по 15 ноября вместе с вами мы будем смотреть лучшее, что создано для детей и юношества в разных жанрах искусства. Впереди много всего интересного!



Смотрите инсценировки любимых сказок, мюзиклы и моноспектакли. В театральной афише фестиваля — новое прочтение классики, современная драматургия, народный эпос, спектакли театра кукол и инклюзивные проекты.



Mail.ru

For the Mail.ru office space, we developed a comprehensive navigation system, including graphic solutions for wayfinding media within the company's identity framework, as well as spatial zoning concepts and placement of navigation panels.

Iconic visual elements diversified the office environment while maintaining clear functionality and usability.

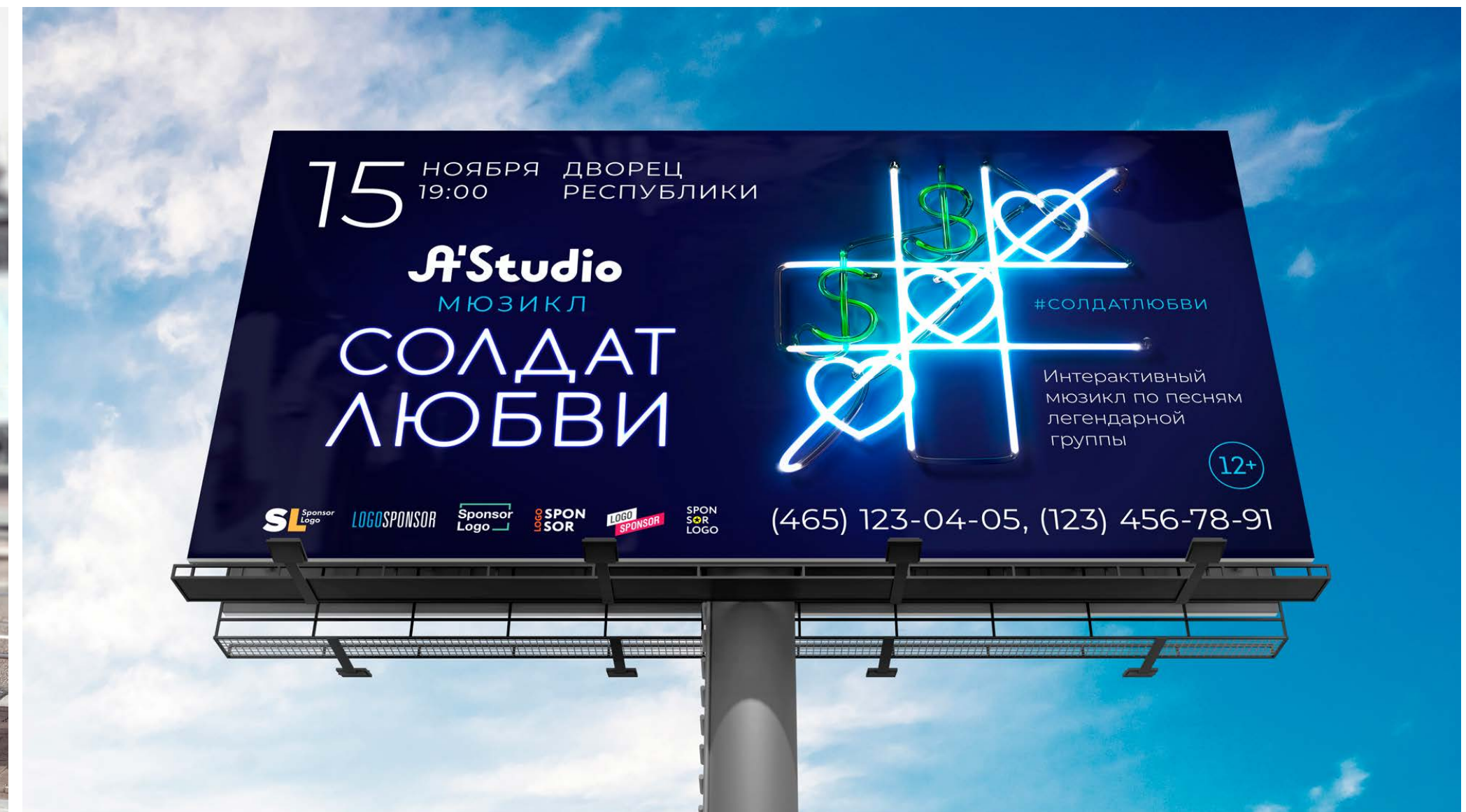
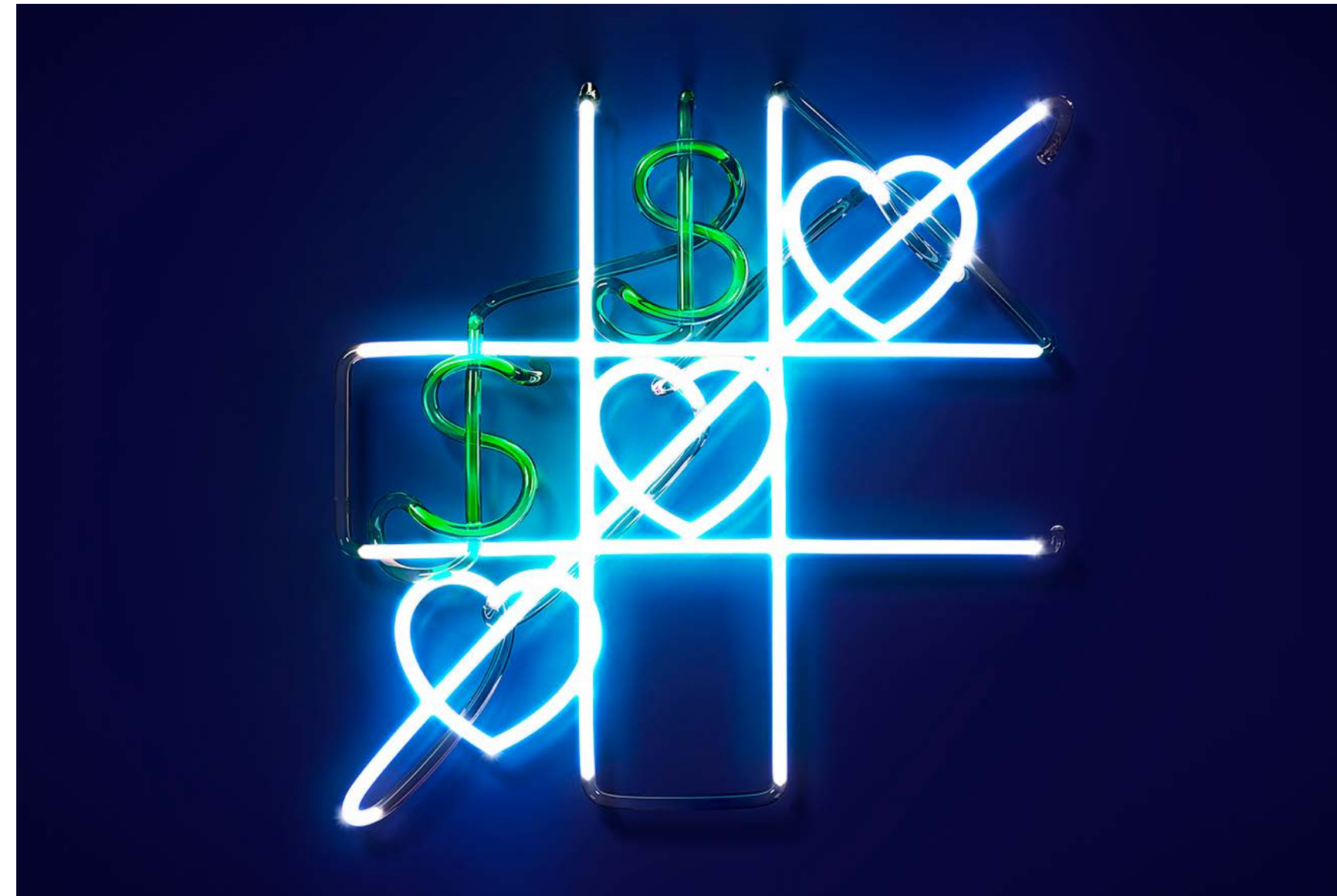


Environmental Branding | Wayfinding

A'Studio "Soldier of Love"

Development of the visual advertising concept for the musical "Soldier of Love."

As a visual metaphor, we proposed the image of a tic-tac-toe game executed in a graphic neon style. The standard X and O symbols were replaced with icons representing the core storyline themes — love and money.



Logo | Key Visual | Printed Materials

Gerarnya



Development of the visual identity for the restaurant by Denis Ivanov.

The name itself implies the absence of arrogance or excessive formality, allowing room for the self-irony so characteristic of French culture.

We created a light, airy, slightly ironic style that integrates seamlessly into the interior without overpowering its details.



POP AI Awards
Retail Branding
2nd Place, 2024



<https://gerarnya.ru>



[Watch the video](#)

Visual Identity | Copywriting |
Illustration | Lettering | Packaging

Hello Pizza

Development of the visual identity for a pizza chain.

The core of the style is direct, friendly communication — a place where everyone feels welcome and at ease.

The dialogue begins with the signage and continues across all brand touchpoints through illustrated speech bubbles integrated into the visual system.



 <https://hello-pizza.ru>

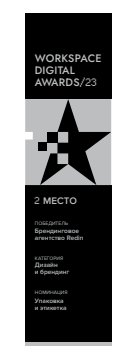
 [Watch the video](#)

Visual Identity | Copywriting |
Packaging | Illustration | Lettering |
Interior Design Guidelines

Brew's Lee

A restaurant of authentic Asian cuisine with its own brewery.

We created a visual identity that blends Asian flavors with brewing culture — vibrant, bold, and infused with character and humor.



Workspace Digital Awards — Design and branding / Brand identity for small and medium-sized businesses, 2nd place, 2026



POPAI Awards Retail branding / 1st Place, 2025



DPFA 2025 Logotypes / Winner, 2025



Best of Dprofile



<https://brewslee.ru>



[Watch the video](#)

Visual Identity | Copywriting | Packaging | Illustration | Lettering | Animation



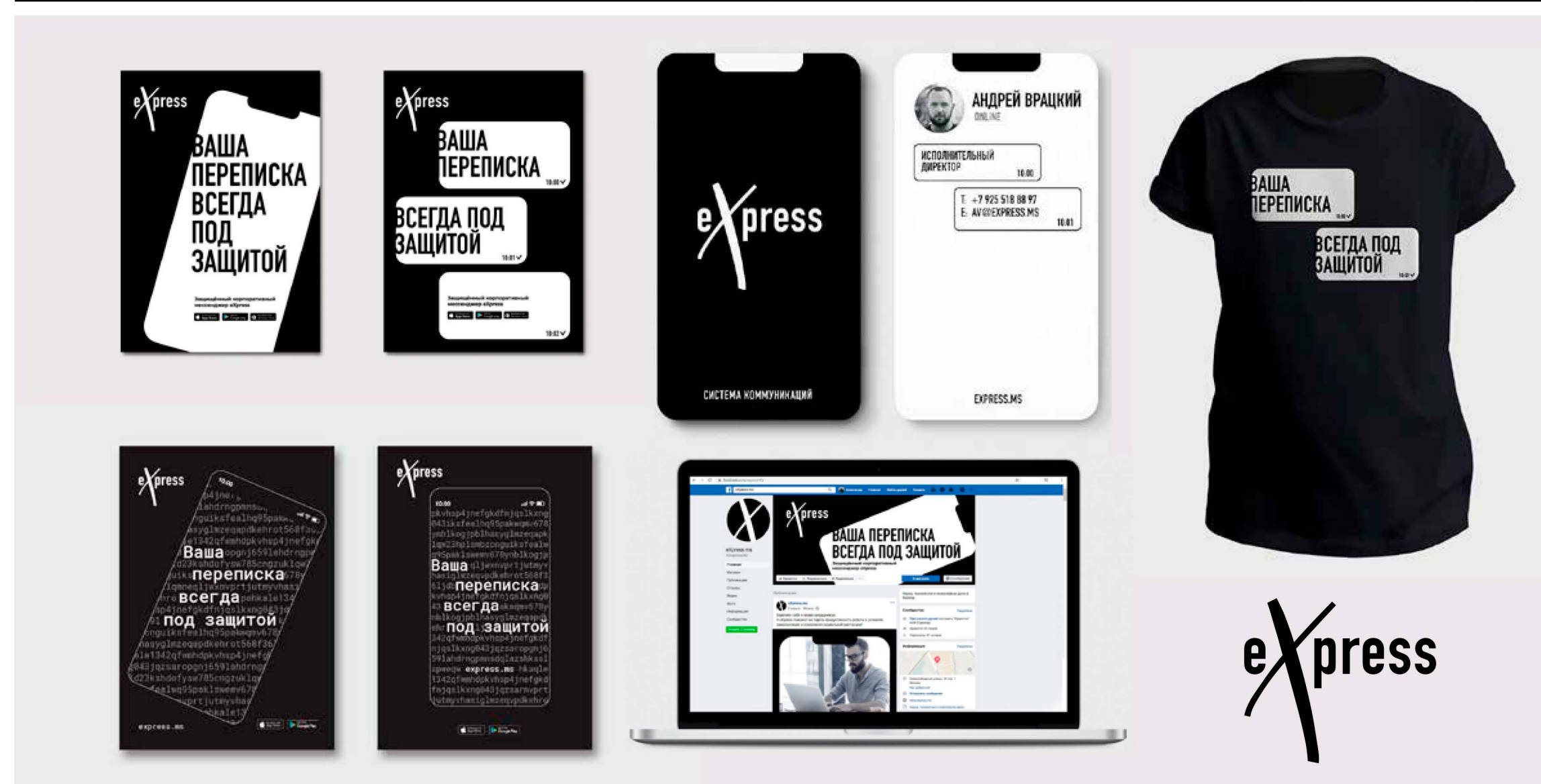
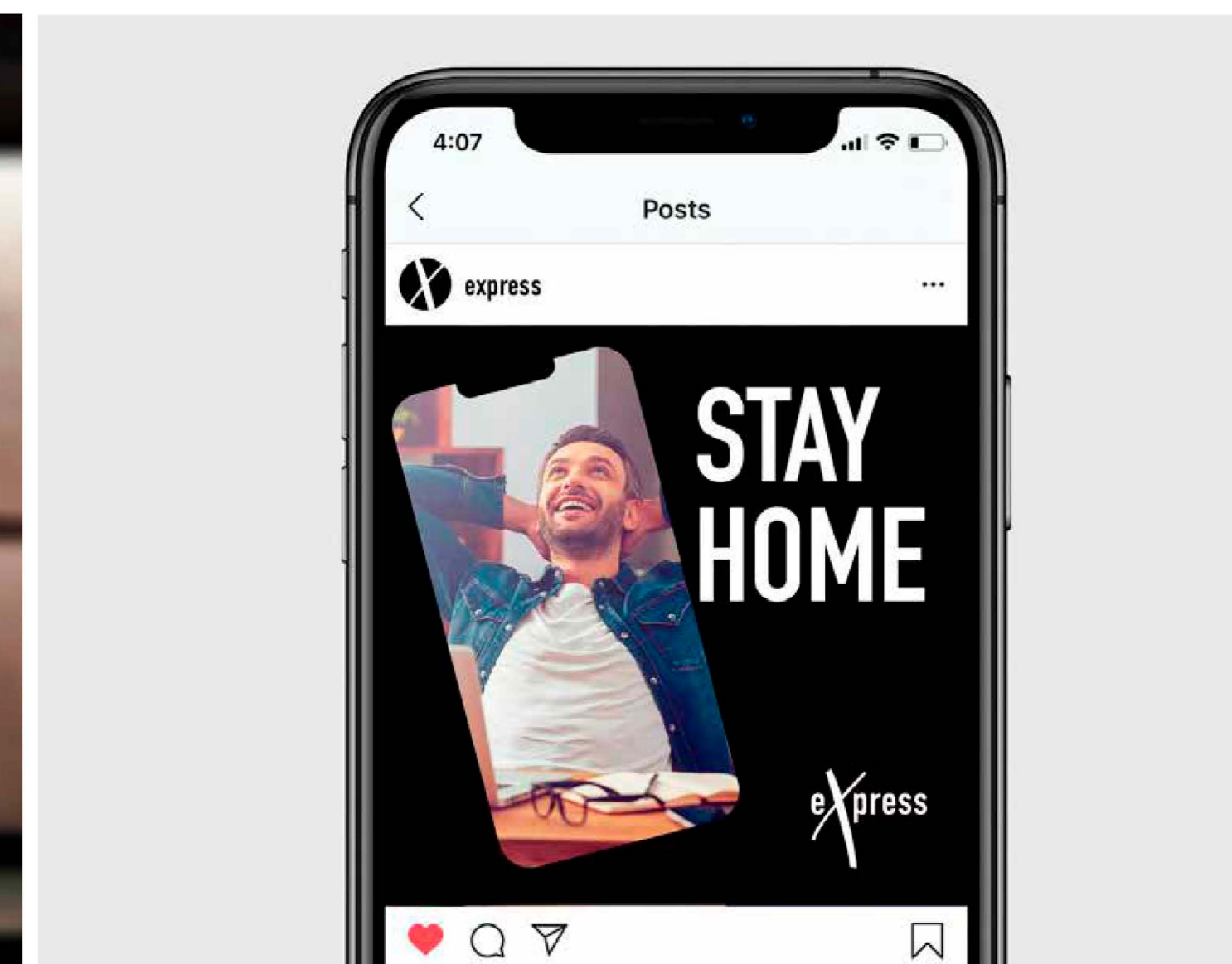
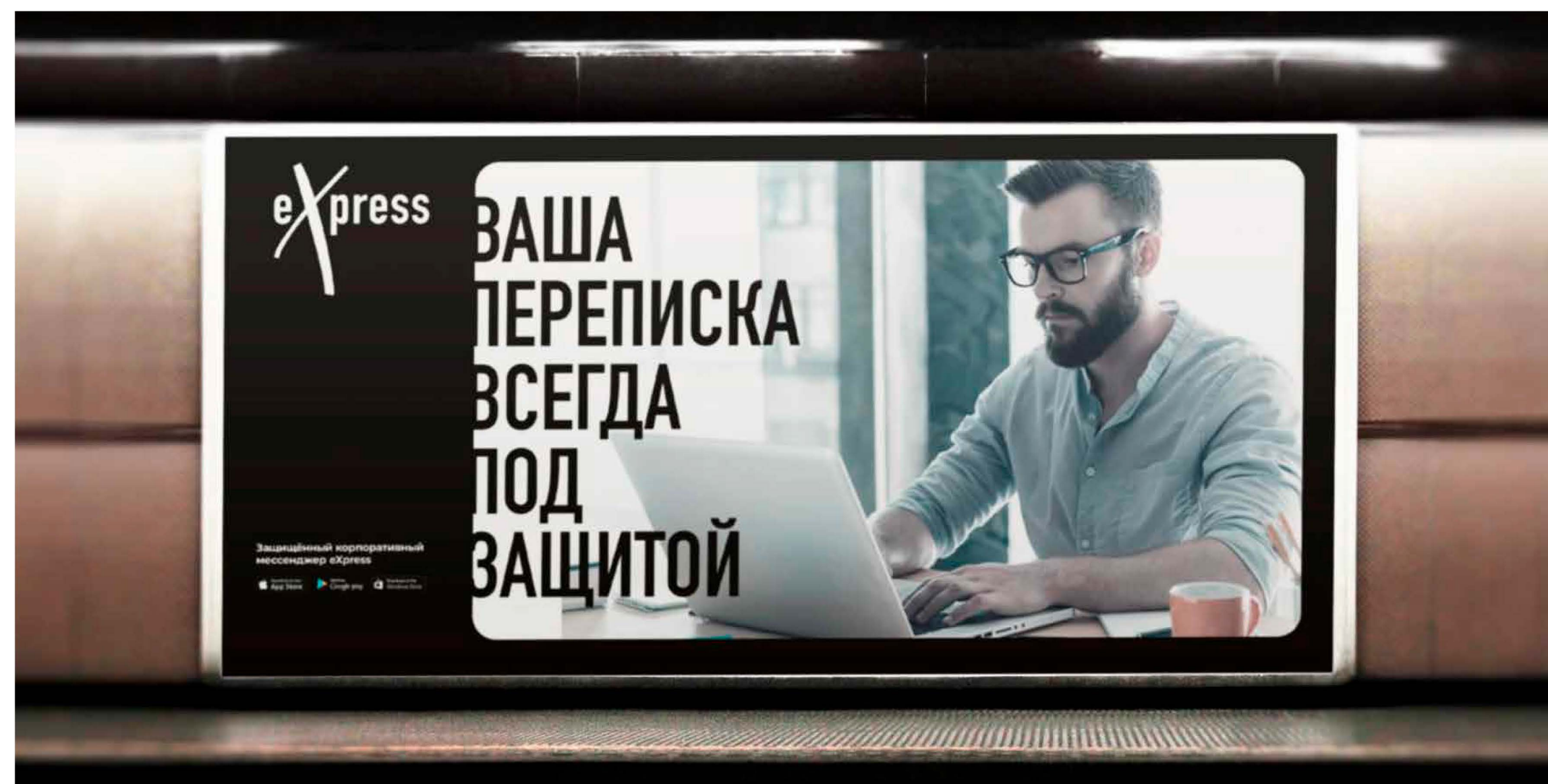
eXpress

Development of the visual identity for the eXpress online platform.

eXpress is a corporate communications platform — currently the only corporate super app certified by FSTEC of Russia at Trust Level 4, with deployments in major companies. Today, the eXpress community includes over 1,100,000 users.

The visual style is built around modern, youthful communication. A bold and memorable system based on dialogue windows, implemented across all key touchpoints — from web interfaces to print materials.

 <https://express.ms>



Workspace Digital Awards

Development of the visual identity for WDA.

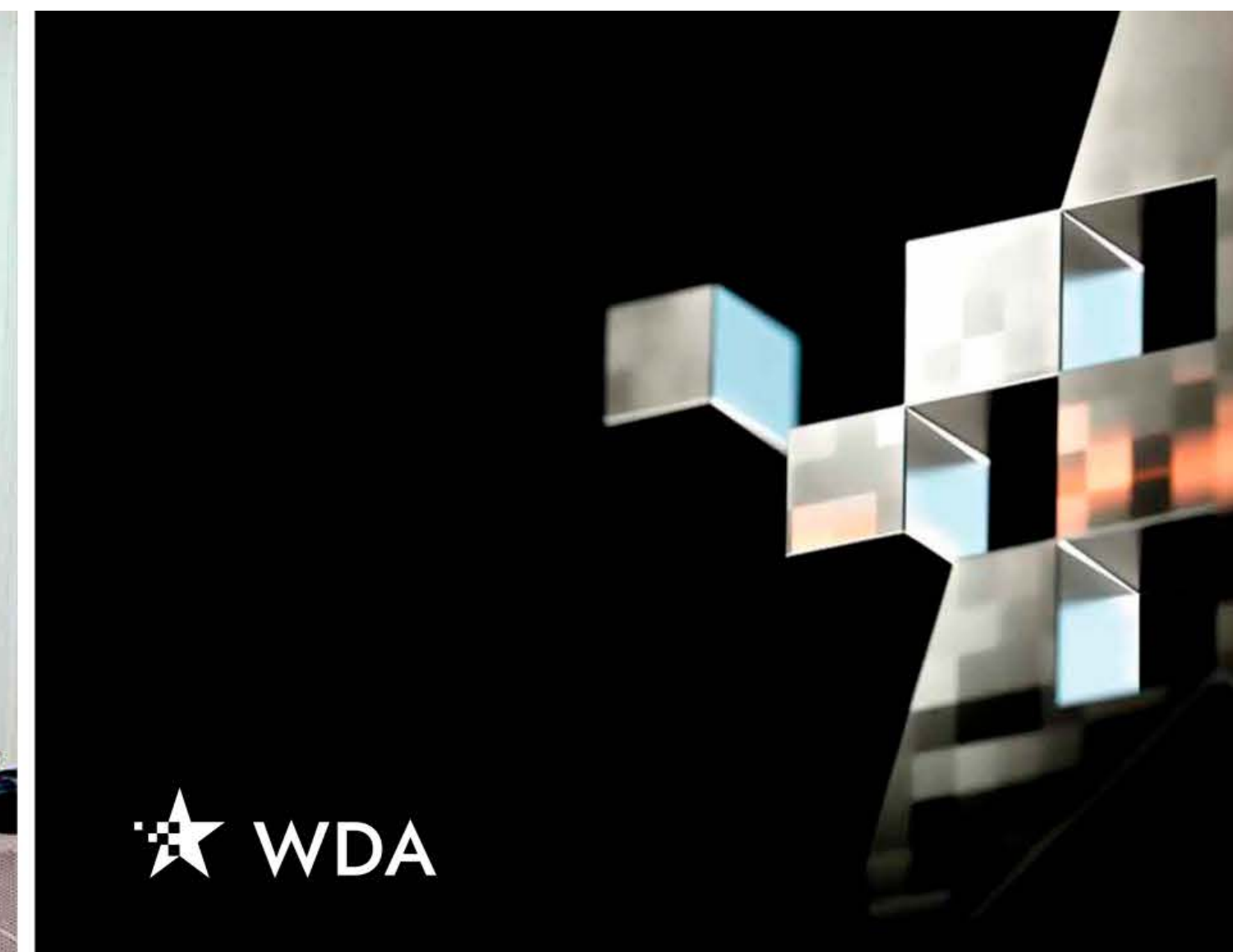
Workspace Digital Awards is a competition recognizing projects delivered by digital agencies and in-house teams.

We created the visual identity system and developed the brand guidelines. The scope also included preparation of print materials, stage totems, merchandise, presentation templates for shortlisted projects, overall visual design, and video support for the upcoming awards ceremony.

 <https://workspace.ru>

 [Watch the video](#)

Visual Identity | Motion Design | 3D



Krombacher Beer Kitchen

Creation of a co-branding concept uniting the brewing traditions of Krombacher with Denis Ivanov's distinctive culinary approach — signature dishes inspired by gastronomic bestsellers from different countries and cultures.

We looked for a strong visual anchor within the interior and found it in Ivanov's signature tall columns. These architectural elements were transformed into a graphic pattern, bringing together dishes and beverages from diverse cultures under one roof.

 <https://beerkitchen.moscow>

Visual Identity



Beerman

Rebranding of the Beerman restaurant chain by Siberian restaurateur Denis Ivanov.

We searched for the unifying element across the chain and identified it as the atmosphere of meeting and connection over great food — whether it’s grill, pizza, or pelmeni.

The visual identity is built around the tagline “Meet. Connect.” and a graphic device featuring two mirrored “E” letters as a core visual motif.



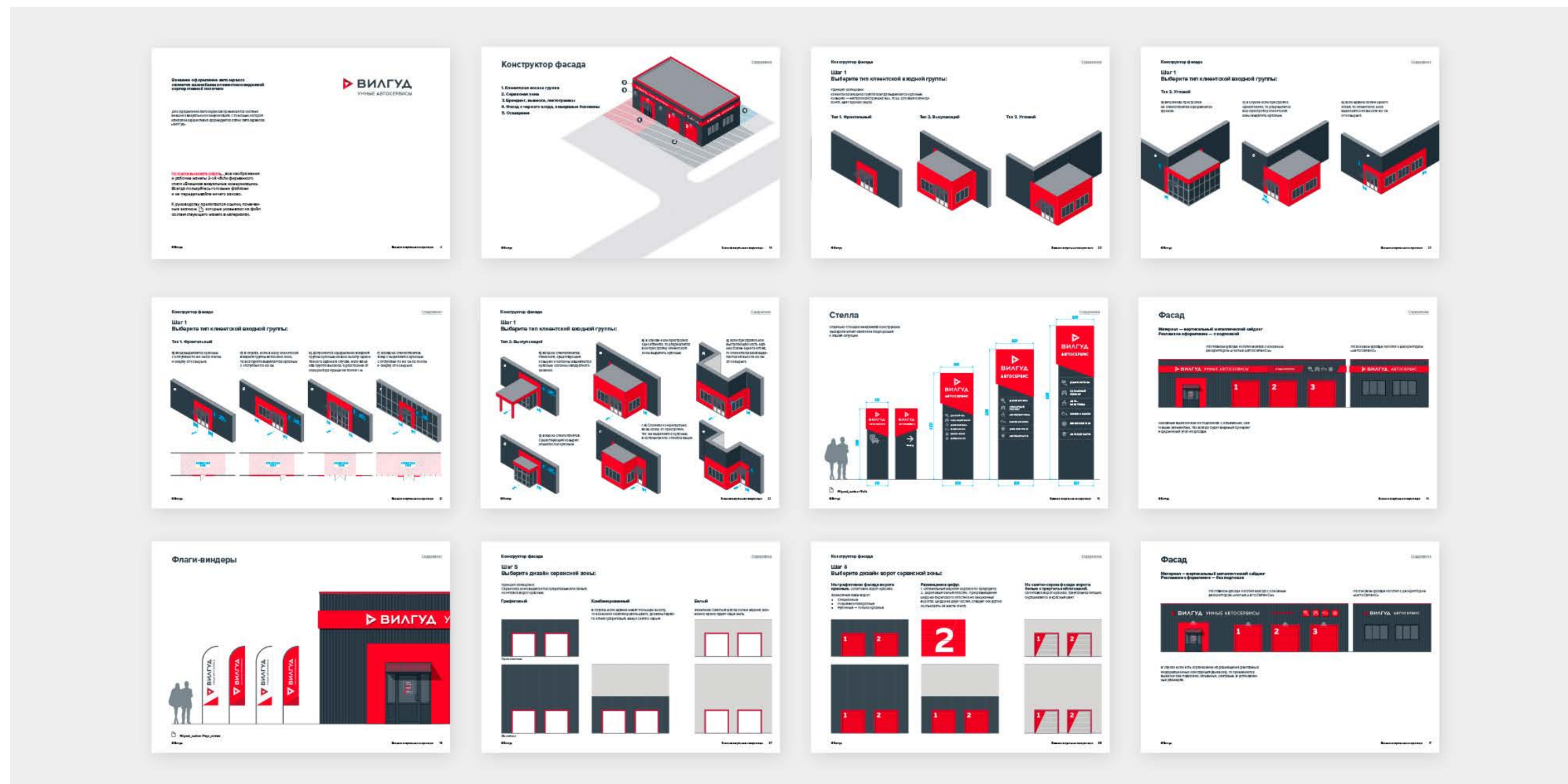
 <http://beerman.ru>

Visual Identity | Copywriting | Illustration | Packaging

Wilgood

Development of a design environment reflecting a systematic and structured approach — a framework that numerous franchisees can easily implement across different regions.

The guideline is scalable and divided into four communication areas: print, interior, exterior, and web.



 <https://wilgood.ru>

 [Watch the video](#)

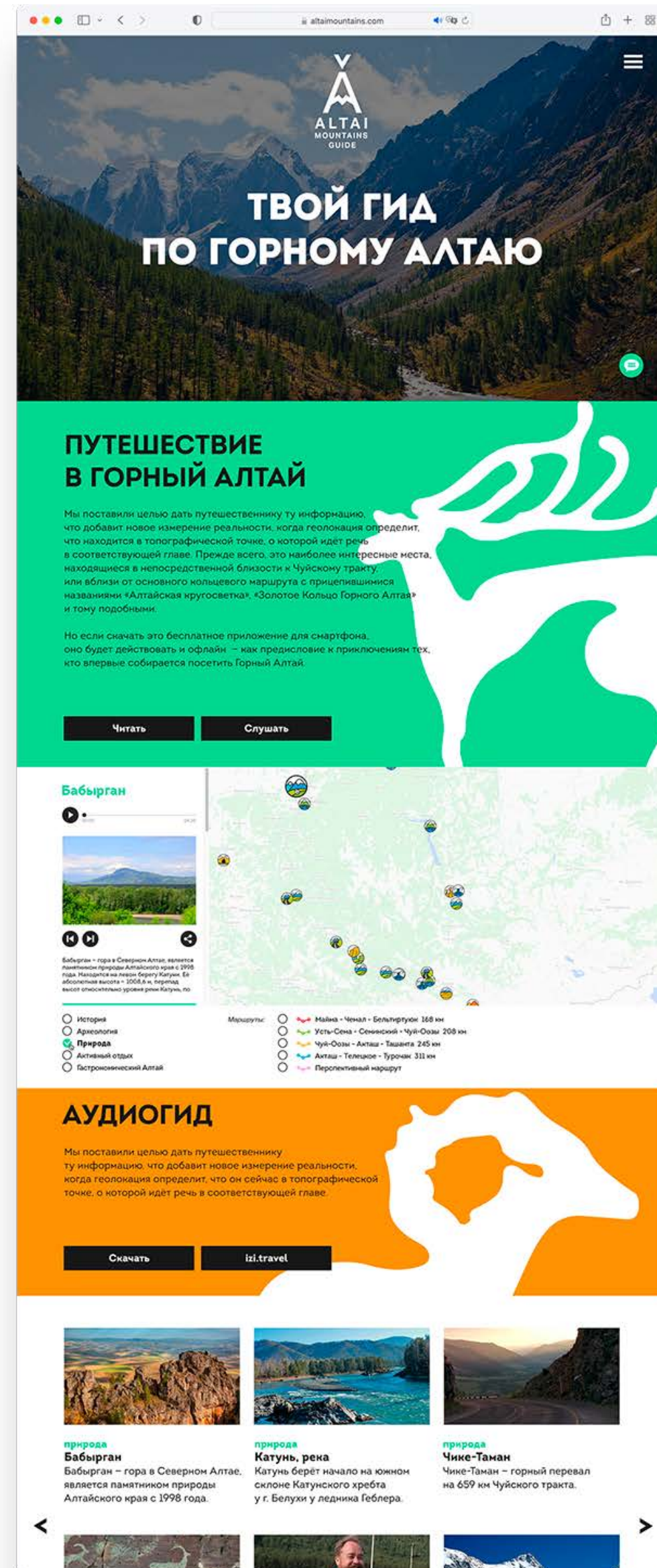
Visual Identity | Environmental Branding | Printed Materials | Service Design Standards

Altai Mountains

Development of the visual identity for an audio guide dedicated to the Altai Mountains.

We proposed a logo directly referencing a snow-capped mountain peak — the key metaphor of the region.

Supporting identity elements reflect the connection between eras: prehistoric rock art from the region was reinterpreted and presented through a contemporary visual language.



 <https://altaimountains.com>

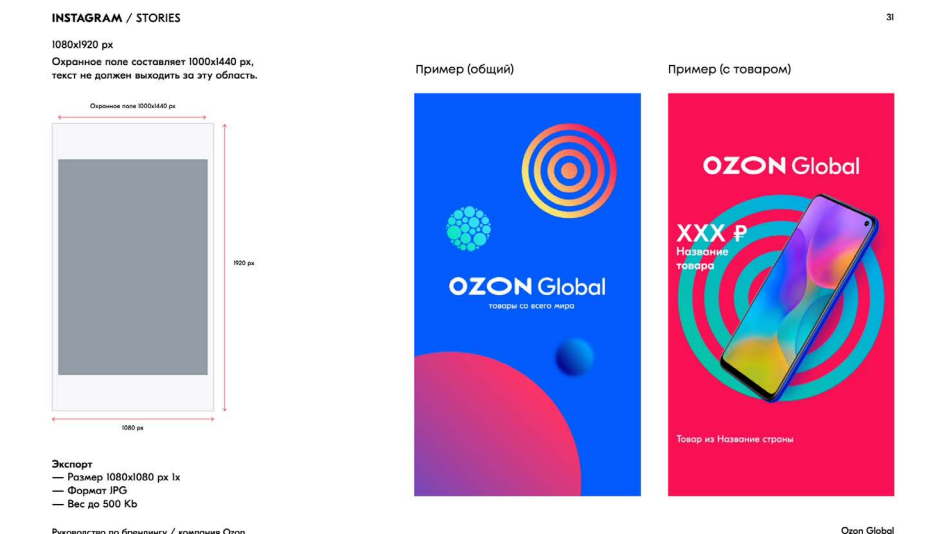
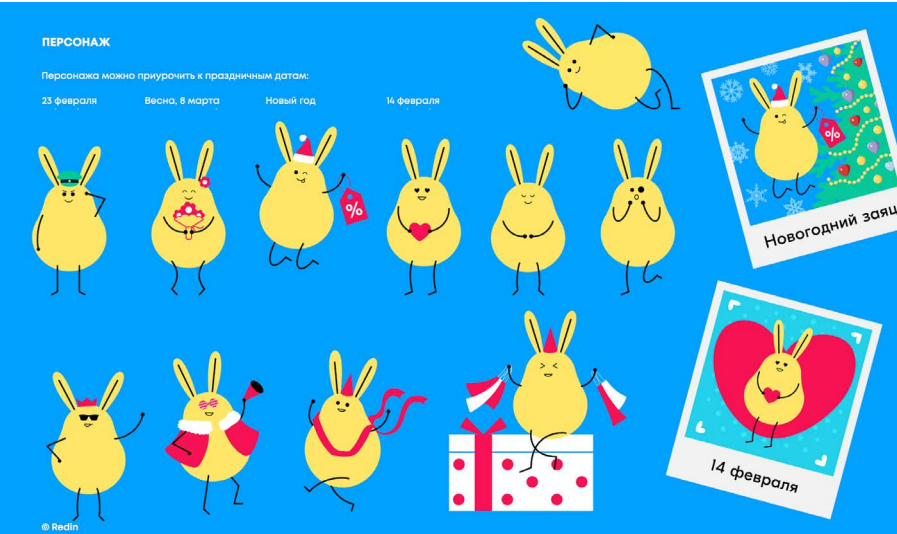
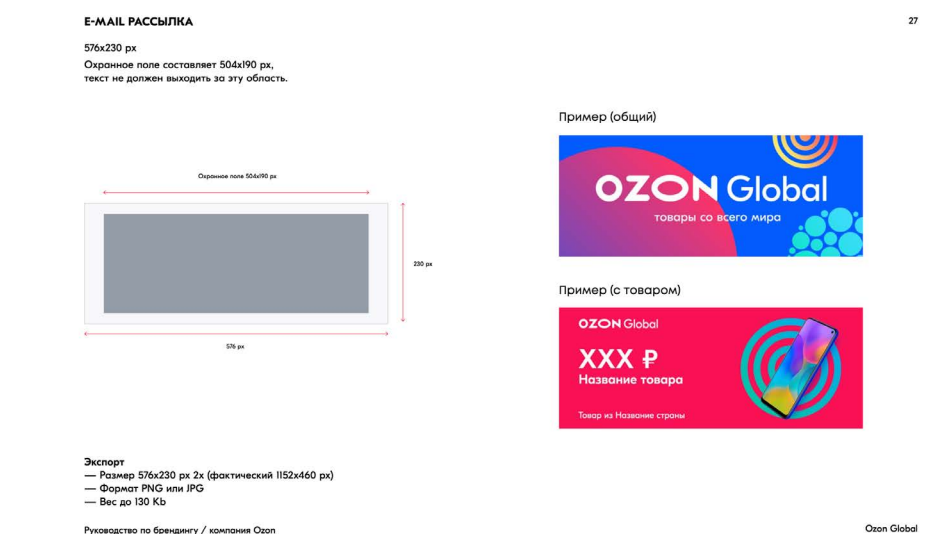
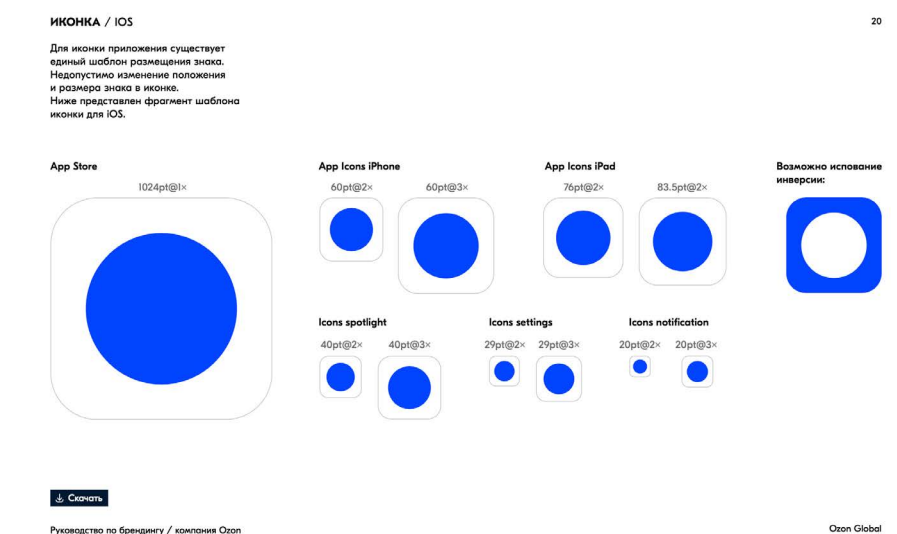
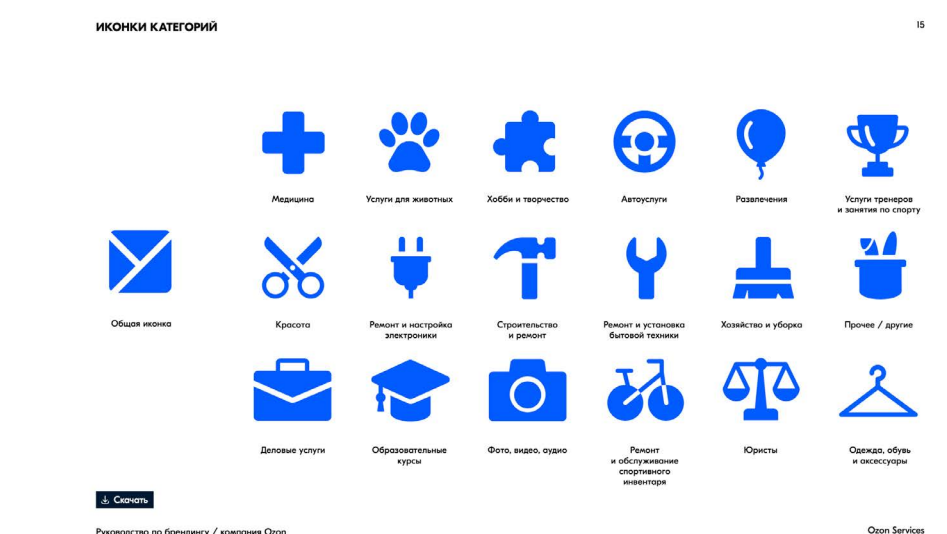
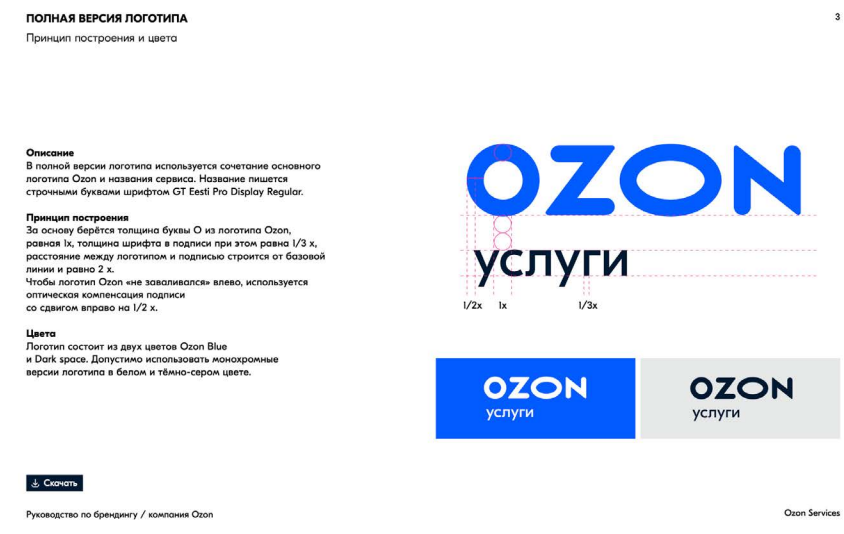
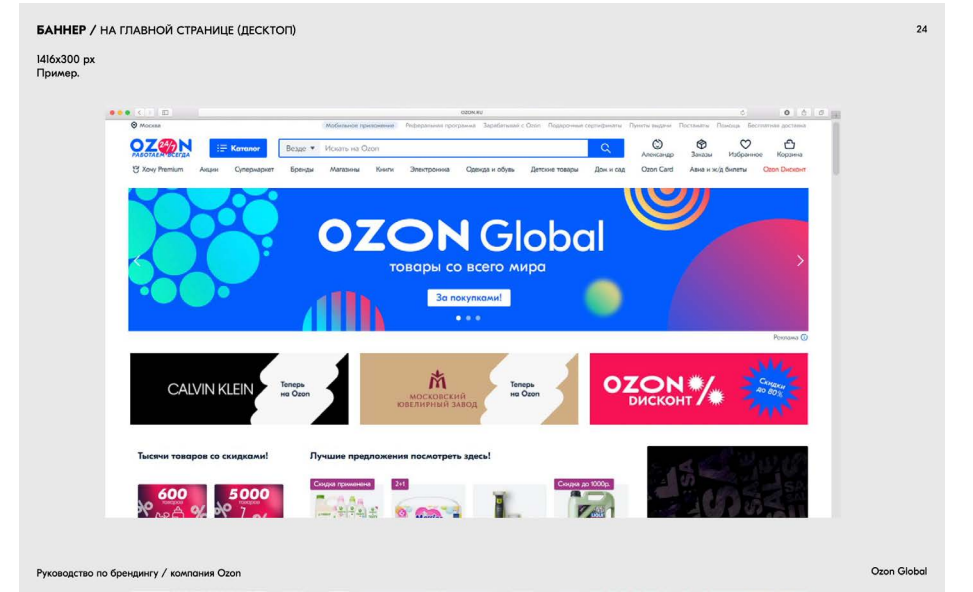
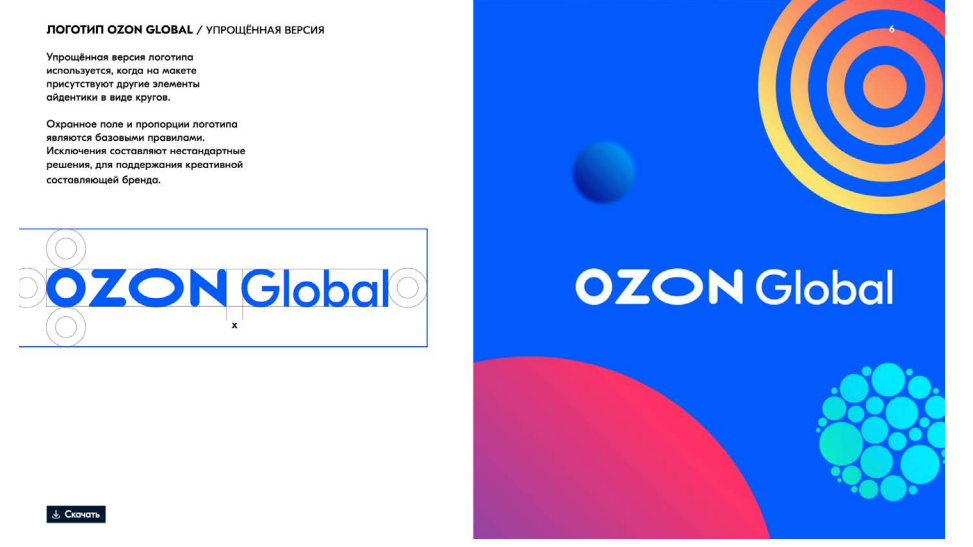
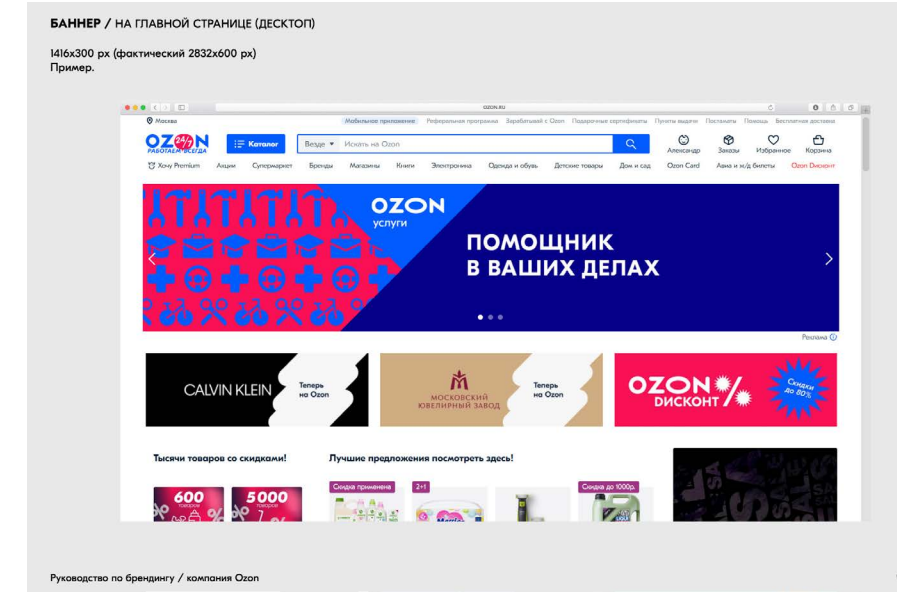
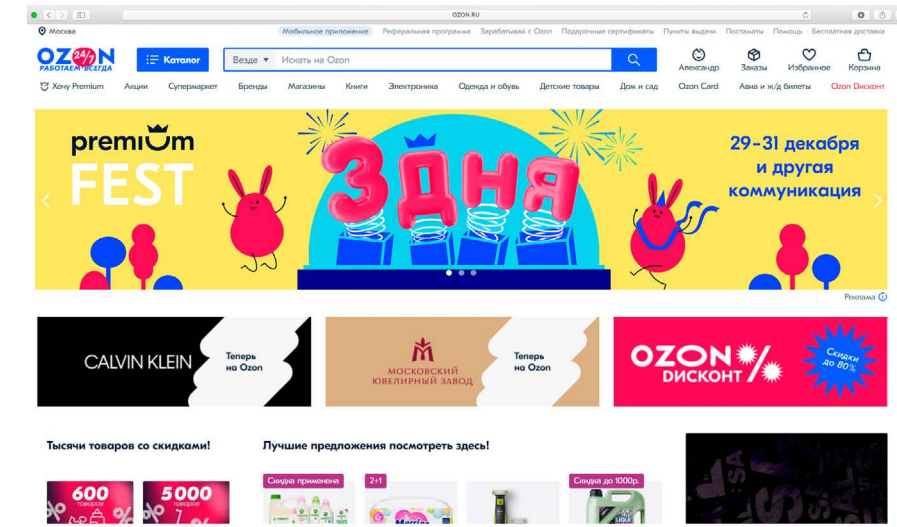
Visual Identity | Landing Page



OZON

Development of visual identity systems for one of Russia's leading marketplaces.

For the Ozon team, we created several brand directions delivered end-to-end — from initial concept to fully developed brand guidelines.

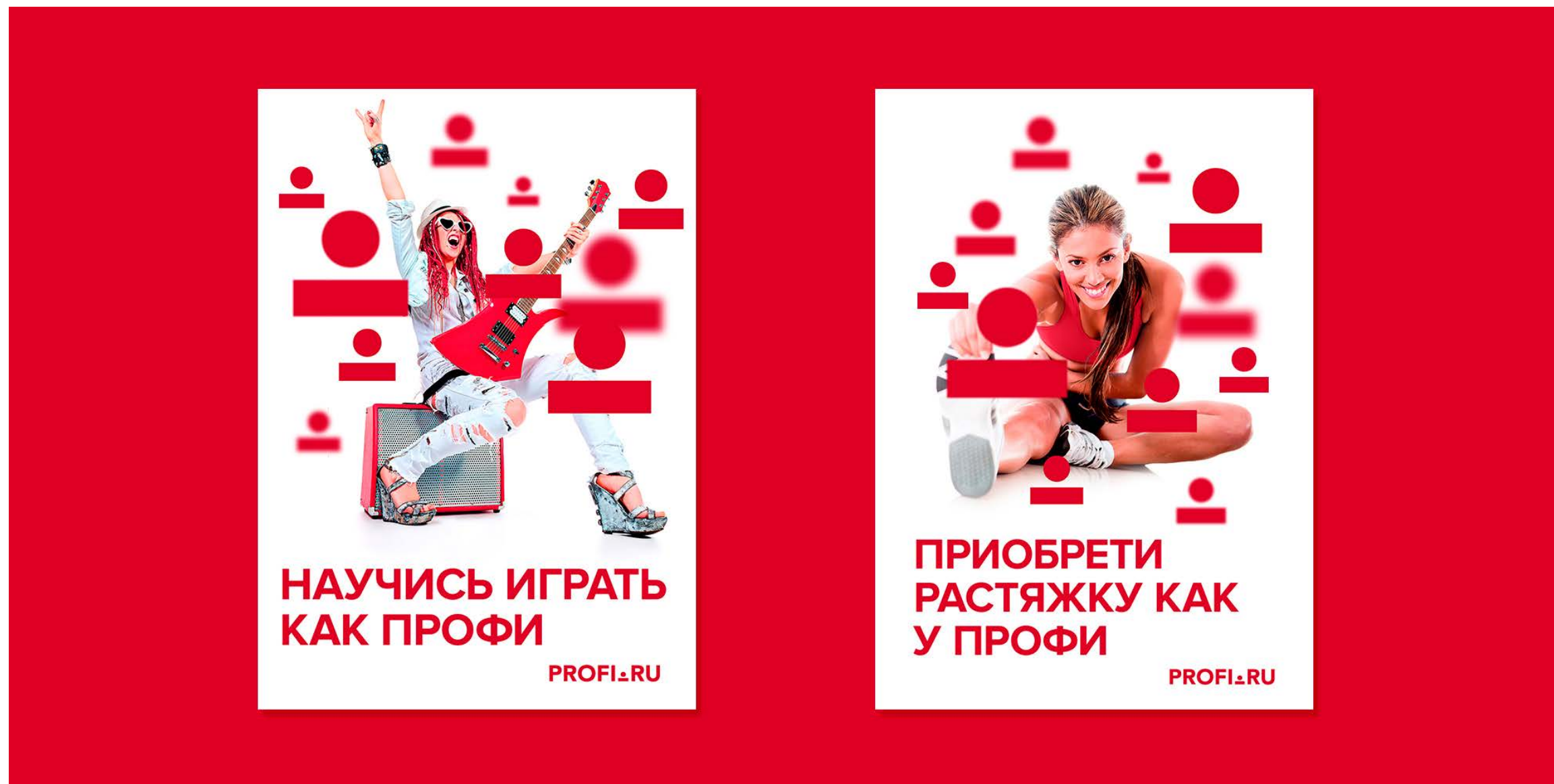


Profi.ru

Development of the visual identity for a platform connecting users with private specialists.

Profi.ru became the first service not only to aggregate listings but also to take responsibility for verifying information about each professional.

The branding needed to reflect the platform's core mission: not simply to choose a contractor, but to find a trusted professional you can truly rely on.



 <https://profi.ru>

Visual Identity


CLAVIS

Packaging redesign tailored for online sales.

In the updated design, we introduced a bold vertical logo placement. This solution improved visibility in online marketplaces and made the product instantly recognizable.

At the same time, the label retained a high level of informativeness: preparation methods, ingredient composition, and key characteristics of each beverage are clearly presented.

As a result, we created packaging that combines usability, functionality, and a visually compelling design aligned with contemporary market demands.

 <https://liquidclavis.com>

 [Watch the video](#)

Packaging | 3D




Château de Talu “Southern Vertical”

Development of label design for the “Southern Vertical” wine collection.

The staircase becomes a metaphor for a journey, where each upward step symbolizes the stages of the wine’s evolution, while the clouds at the top emphasize the ultimate goal — refined taste and quality.

The “Southern Vertical” line has received positive feedback from both experts and consumers and is successfully positioned as a premium product in the single-varietal segment based on Cabernet Franc.

 <https://simplewine.ru/>

 [Watch the video](#)

Packaging | Illustration | Animation
| Motion Design | 3D



GAMBINI

Development of label design for the GAMBINI liqueur collection.

The redesign was based on a fundamentally new approach to product presentation. At the initial stage, we conducted research and developed a strategic foundation for the project.

Our goal was to convey the feeling of summer and intense southern sunlight casting deep shadows. A bold orange background highlights the brand name, enhancing legibility and making the label more distinctive.

For the brand, we created 11 custom illustrations and developed an extended design system, including merchandise, posters, and additional supporting materials.



 [Watch the video](#)

 <https://luding.ru>

Packaging | Illustration | 3D

Tsarskie Dni

For a new premium chocolate brand, we preserved the traditions of Russian confectionery craftsmanship.

The name refers to the “Tsar’s Days” — annual celebrations in honor of the Imperial House, which in the 18th to early 20th centuries were considered among the most important state ceremonies.

The visual identity conveys an atmosphere of luxury and grandeur, combining historical motifs with contemporary design language.



Packaging | Illustration | Animation
| Motion Design | 3D

Crow Cheese

A sliced cheese line positioned in the premium grocery retail segment.

We developed the naming, packaging structure, and design built around a bold narrative concept. The inspiration came from the famous fable about the crow and the cheese: by lifting the beak, the viewer reveals the denouement — the crow loses the coveted piece of cheese.

To open the package and take your own slice, you pull the crow by its beak — turning the interaction into part of the story.



Concept | Copywriting | Illustration | Packaging

Dagomys Tea

Rebranding of a herbal tea collection.

The key product feature — herbal blends and botanicals — was transformed into a series of engraved-style illustrations, creating a clean and premium visual image.



 <http://dagomystea.ru/>

Visual Identity | Packaging | Illustration

Russkiy Khleb

For the market leader in the bakery industry, Russkiy Khleb, we developed an illustrated packaging design system.

The concept is rooted in Russian folk tales, expressed through custom lettering, ornamental patterns, and classic characters such as the wolf and the bear.

While maintaining a unified visual language, we differentiated the packaging across price tiers — premium and mass market — through graphic nuances and hierarchy.



Design & Branding/
Packaging & Label
Design
2nd Place, 2023 —
Workspace Digital
Awards

Koshechka

Visual identity and packaging design for a cocktail base.

The product reinterprets a traditional dairy staple — sweetened condensed milk — through a new flavor concept.

As the core visual metaphor, we used the yin-yang symbol to express the unity of two elements — black and white. Just as the interaction of shapes within the graphic composition gives birth to a new figure — the cat mascot — the drink, when mixed with water, transforms into a new and distinctive cocktail.



[Watch the video](#)

Visual Identity | Packaging | Illustration | Motion Design

Fly-Fly

Development of illustrations and gift packaging for a butterfly farm kit.

A butterfly farm is not only a delightful but also an educational gift for children, allowing them to grow real tropical butterflies at home.

The jungle becomes a space of discovery — an immersive environment where children can explore wildlife, specifically its tropical representatives: butterflies.

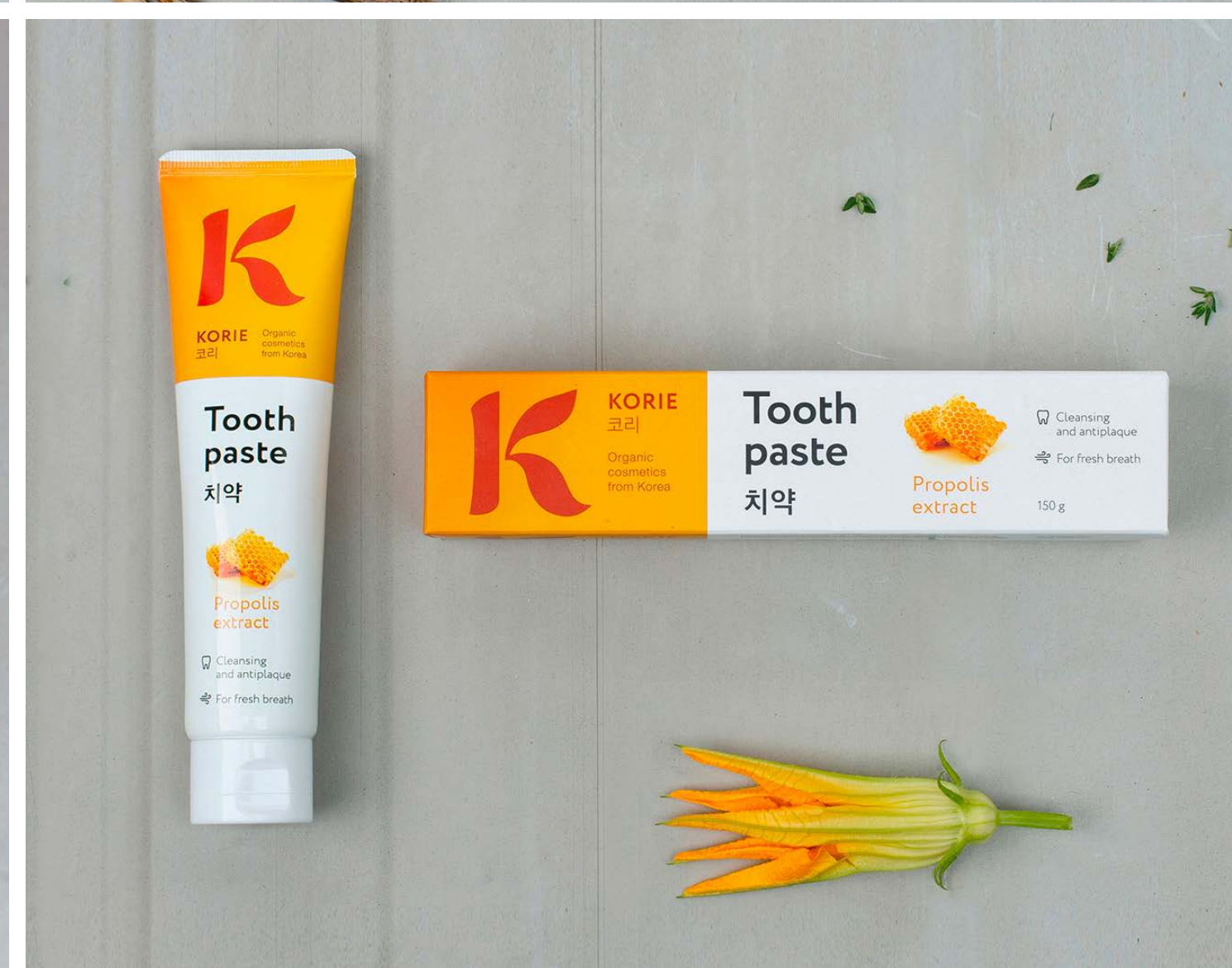


Korie

Development of a Korean cosmetics brand.

We created a visual identity that reflects the natural composition of the products and their Asian roots for the flagship cosmetics line.

The solution unites skincare and home care products under a single positioning:
Korie — a curated range of natural essentials for everything related to your body.



 <https://korie.ru>

Visual Identity | Packaging

Shiroi Gacho

Packaging design for an Asian brand entering the Russian market.

Our task was to highlight the innovative cleaning formula. We developed both the logo and packaging design — transparent and product-focused, emphasizing the innovative micro-granules, while remaining bright and distinctly Japanese in character.

The name Shiroi Gacho literally translates as “white goose” — a Japanese symbol of cleanliness and neatness. The logo features a contemporary goose positioned at the intersection of traditional Japan and modern urban culture.



Scotch-Brite

New communication strategy and packaging redesign for the sponge range.

We proposed moving away from complex product names toward a clear and intuitive communication of purpose. Through concise and straightforward copywriting, we encourage experienced homemakers to choose different sponges tailored to specific surfaces and cleaning tasks.

The color-coding system reflects the level of abrasiveness — soft, standard, or heavy-duty — making it easy to navigate the shelf and instantly select the right sponge.



Vzhik

A brand for positive people and the whole family.

Love insects — and don't worry, they won't bite!
All you need is good company and a sense of adventure.

The core idea and visual concept are built around a friendly attitude toward insects.

Instead of killing them, we warn them — telling insects: "We're here, but we're not food." In response, they communicate directly from the packaging: "I'll leave you alone for 3 hours."



pentawards

Packaging Concept
3rd Place, 2014

Concept | Copywriting | Illustration |
Packaging



Packaging

Packaging is the face of a brand. It communicates the product's advantages and values at first glance. The quality of work at every stage of development determines how successfully a product finds its consumer.

We provide everything required to create strong packaging:

- full-cycle brand development;
- packaging concept creation;
- structural design (packaging engineering);
- 3D visualization;
- illustrative content (hand-drawn and digital artwork);
- AI-generated visual content;
- prepress preparation and color proofing.

We have experience working with international brands and key market players:

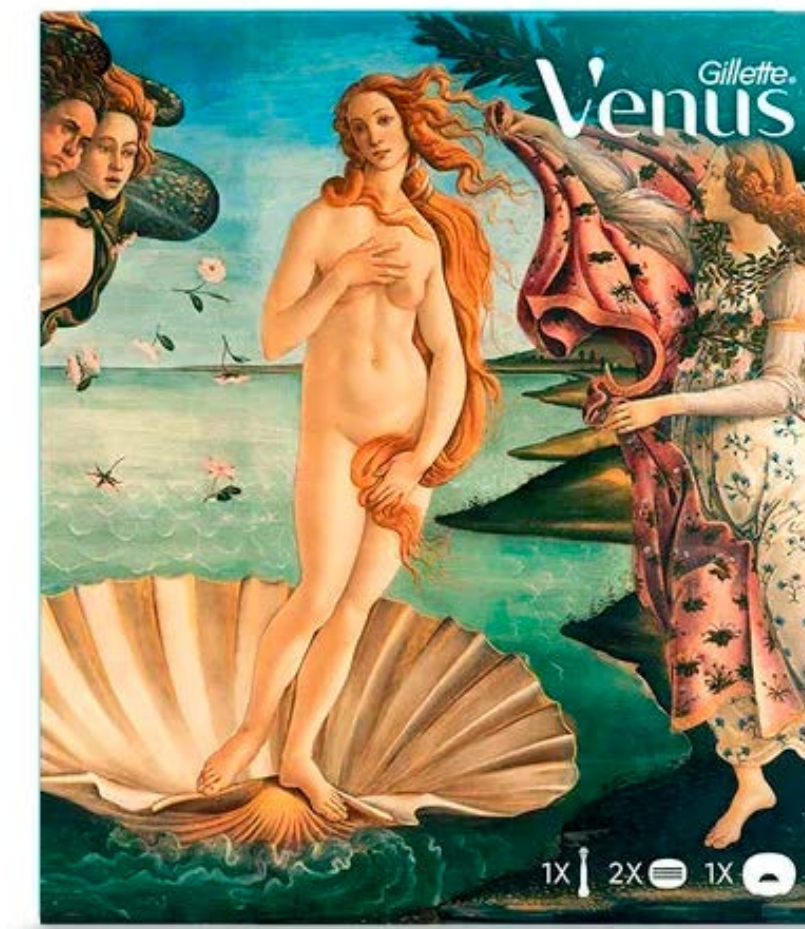
- Procter & Gamble;
- Pernod Ricard;
- Coty;
- Ferrero;
- Pizza Hut;
- Simple;
- Luding

Gifting

Every year, we develop promotional packaging for New Year and seasonal gift sets — from winter holidays to gender-specific occasions.

The objective is to transform a product into a universal gift suitable for any celebration, while reinforcing the brand's character and positioning.

We manage the full production cycle: from concept creation and graphic design development to final artwork preparation and prepress files ready for manufacturing.



Packaging

Gifting

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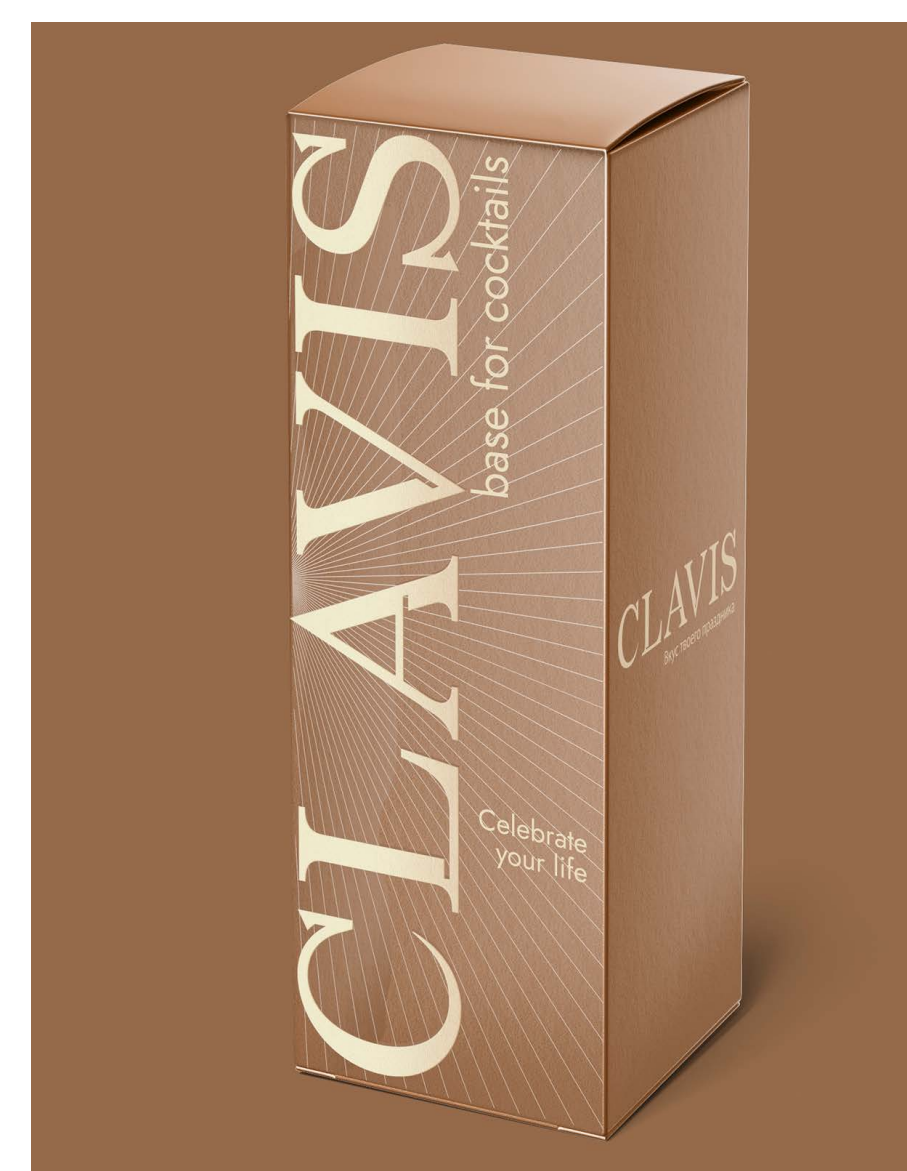
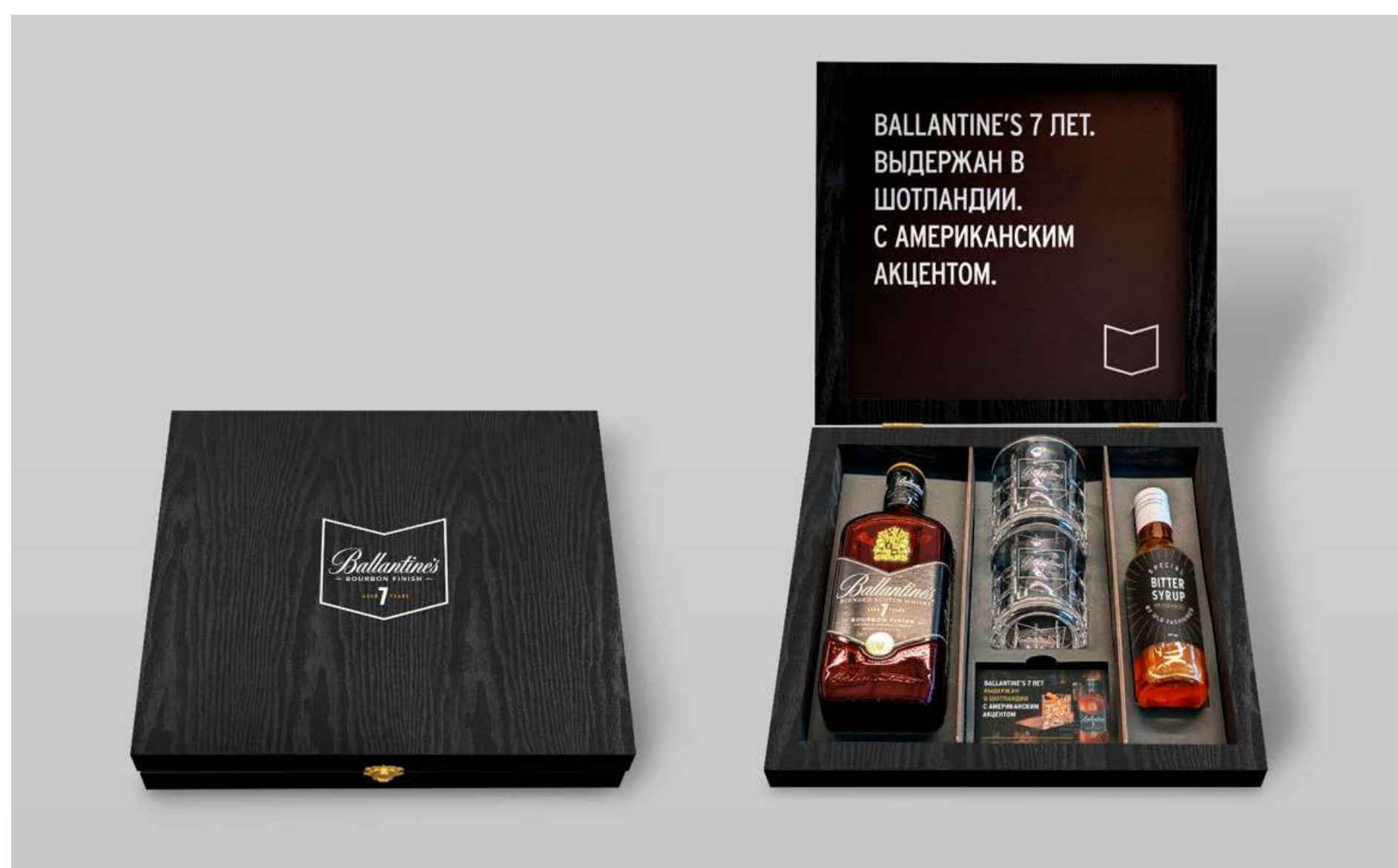
 <https://gillette-club.ru>

Packaging

Promotional Packaging

Promotional packaging plays a key role in brand communication, helping convey its values and strengthen recognition.

We manage the process end-to-end — from concept development and graphic design to final artwork preparation and prepress files ready for production.



Retail Design

In the retail segment, we focus on strengthening brand presence within the communication environment. We apply experience gained from international projects to local initiatives and Russian brands.

What we deliver for retail brands:

- creation and adaptation of POSM, including structural and display design;
- development and visualization of retail interiors;
- branded merchandise and corporate souvenirs;
- creative retail campaigns and key visual concepts.

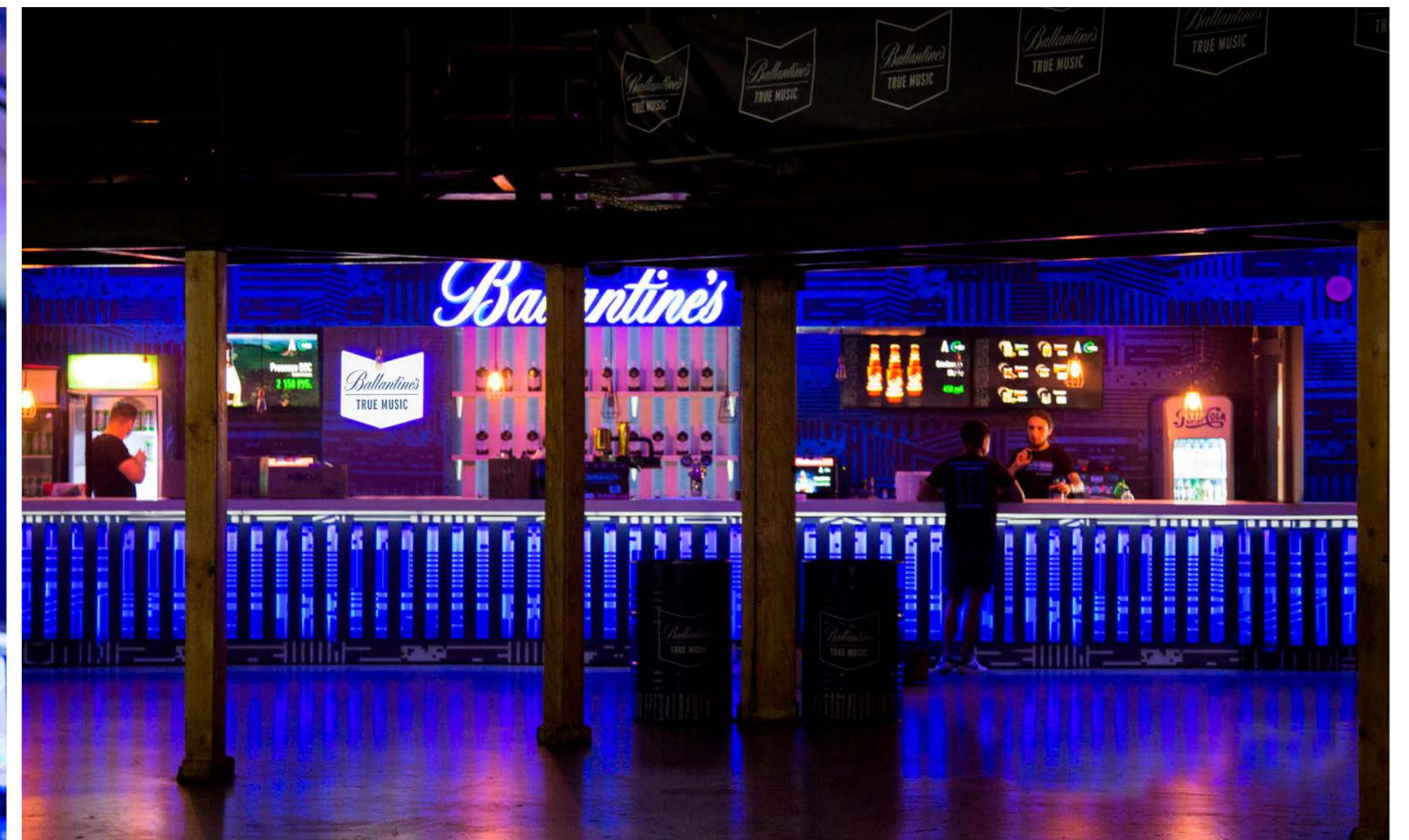
Experience working with international brands and major market players:

- Procter & Gamble;
- Pernod Ricard Rouss;
- Coty;
- Ferrero;
- Pizza Hut.

Ballantine's Bar

We developed the visual concept for the bar interior, aligning the space with the Ballantine's brand identity.

The key design feature was the use of blue lighting and illuminated signage, creating a strong visual focus on the brand and enhancing its presence within the space.



Key Visual | Printed POSM |
Interior Design

Ballantine's True Music

As an extension of the project, we developed corporate merchandise for brand ambassadors and bartenders to amplify the promotional impact and strengthen brand presence in live environments.



Key Visual | Printed POSM | Promotional Materials

Pernod Ricard. "Your Summer Mix"

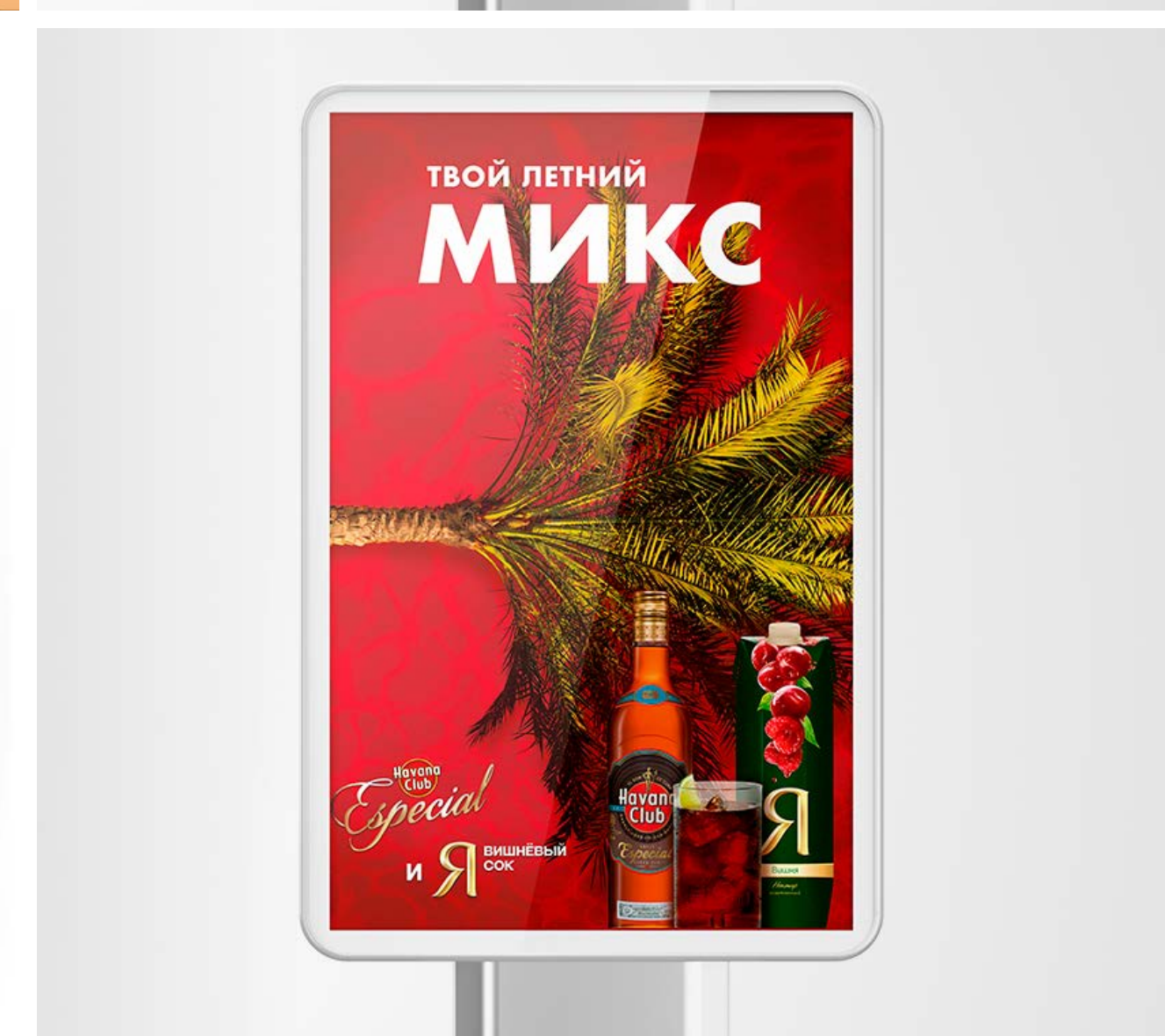
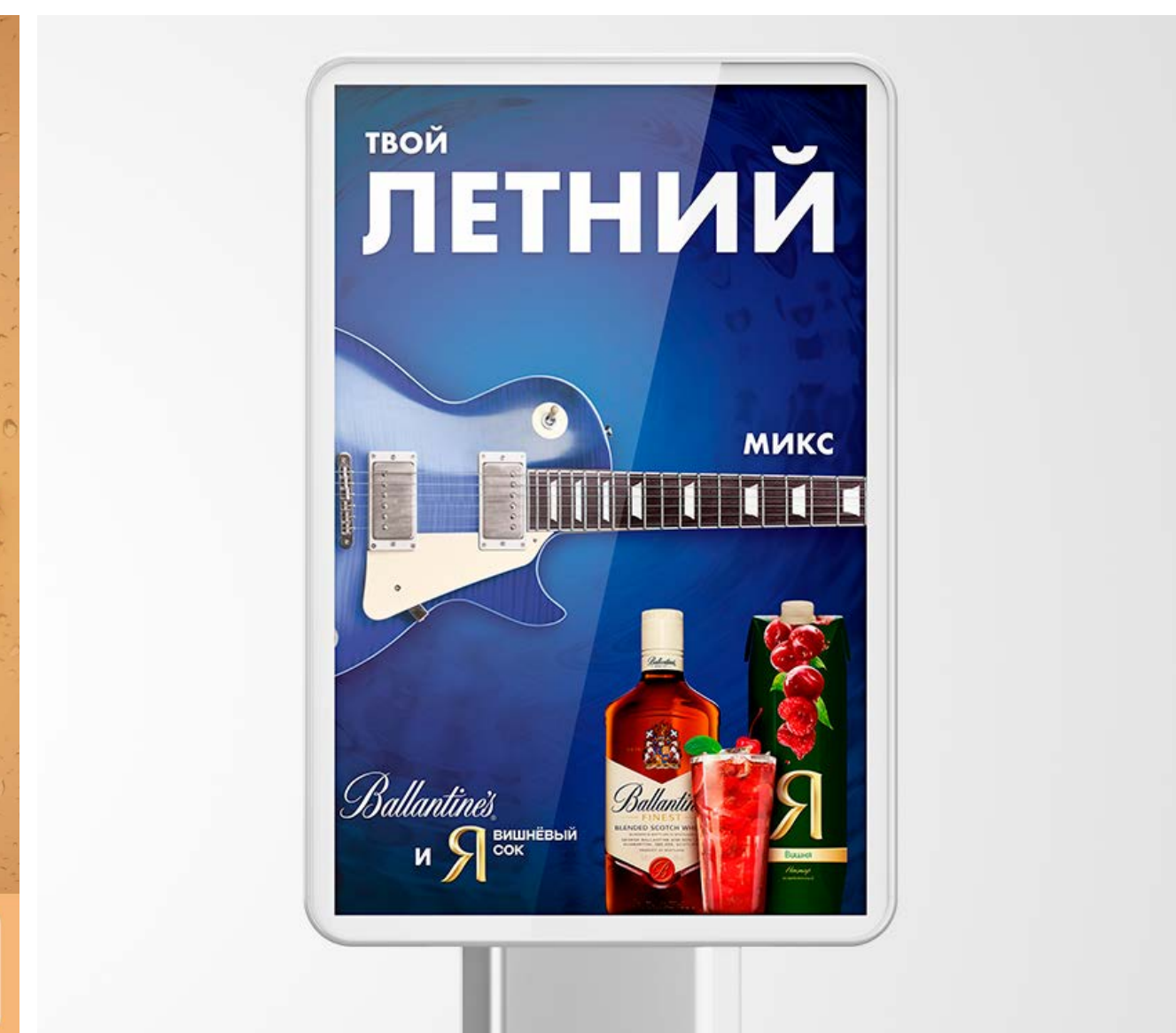
For the summer promotional campaign of Pernod Ricard beverages, we proposed a collaboration between the internal brand portfolio and juices by PepsiCo.

We created a key visual that combines cocktail culture with a vibrant summer atmosphere. After defining the positioning of each brand, we linked them to specific summer consumption scenarios tailored to different cocktail types.

The visual system was built on a modular principle, allowing advertising materials to function both individually and as part of a cohesive multi-brand setup.



Key Visual | Printed POSM |
Display Stands



Beko Promotional Stickers

The brand's objective was to strengthen communication of refrigerator benefits for consumers at the point of sale.

To emphasize key advantages, we developed a system of bright promotional stickers that clearly and visually demonstrate the effect of each technology, making product features immediately understandable.



Ballantine's. Work & Rock

To support the communication strategy of Ballantine's whisky, we created a key visual reflecting the brand's rock spirit.

The visual concept explores the idea of duality — the second persona we become after leaving work. We reveal the hidden rocker within each of us and translate this narrative across various touchpoints and formats.

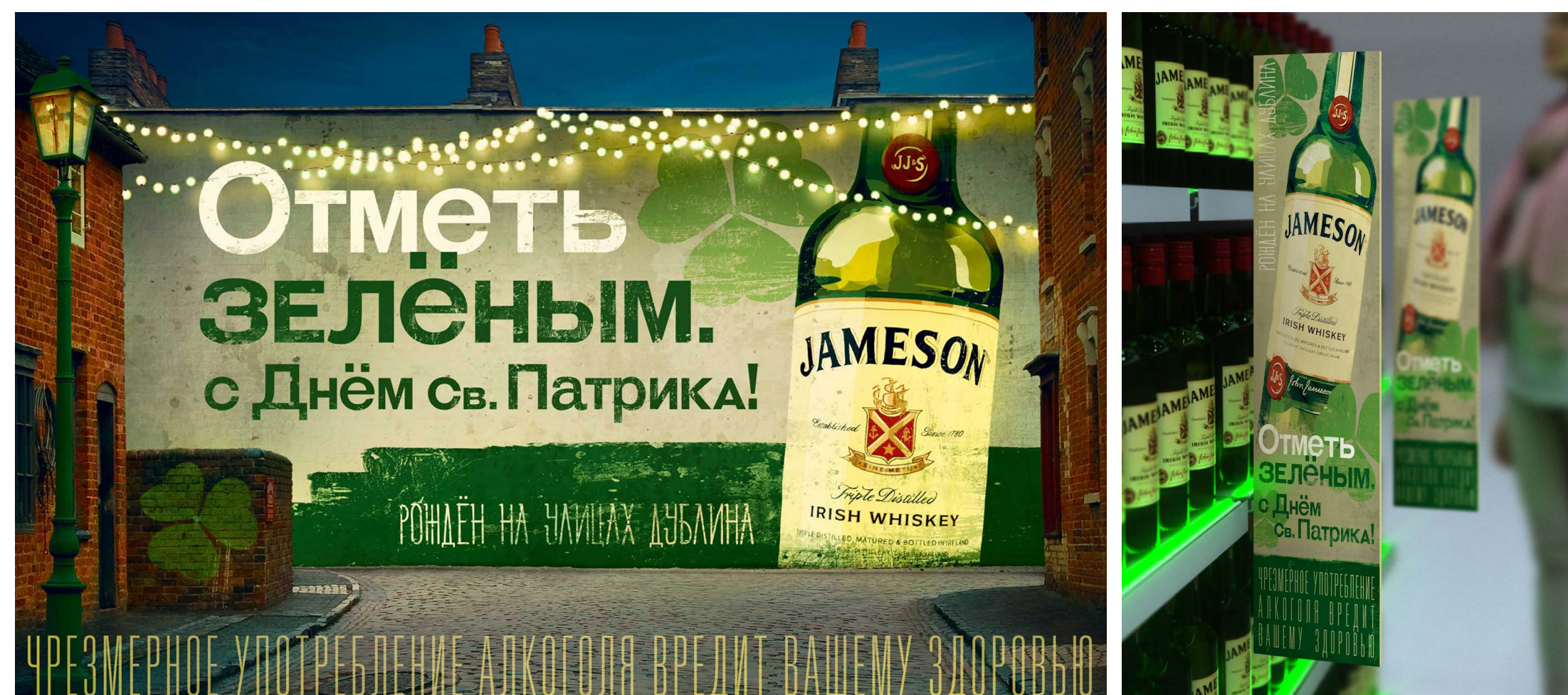


Key Visual | Printed POSM |
Display Stands

Jameson. "Born on the Streets of Dublin"

Jameson is a traditional Irish whiskey brand founded in Dublin, the capital of Ireland.

We used this origin story as the foundation for a promotional campaign dedicated to St. Patrick's Day. Through POSM materials, we conveyed the national spirit of the brand, immersing consumers in the street atmosphere of Dublin using architectural and urban elements inspired by the city.



Key Visual | Printed POSM | Display Stands | Promotional Materials | Theatrical Installation | 3D



Kinder

For a spring promotional campaign, we developed original POSM constructions for in-store activation.

The concept of the cardboard display stands for the seasonal collection was built around an imaginary story of chocolate being created by magical gnomes.

Through a vivid graphic solution, we immerse consumers in a new world — the fairy-tale Kinder mill and its surroundings — enhancing emotional engagement at the point of sale.



Key Visual | Illustration | Display Stands | 3D

Gillette.Football

The FIFA World Cup became one of the most significant sporting events of the past decade. Gillette actively supported the tournament and the national team in collaboration with footballer Fyodor Smolov.

To increase product visibility at retail, we developed complex POSM constructions. The use of a dynamic football-inspired structure and the prominent integration of the brand ambassador created strong shelf impact, capturing consumer attention and immersing them in the world of sport together with the brand.



Pernod Ricard. Ararat

For the new flavored collection of Ararat cognac, we developed retail display stands inspired by a garden aesthetic.

The design was built around the image of an apricot tree growing in an orchard — a symbolic reference to the product's flavor profile and origin. The structural base of the display was designed as a garden-style shelving unit, allowing for both expressive presentation and practical product storage.



Pernod Ricard. Olmeca

For a hypermarket promotion, we developed a shop-in-shop zone for the Olmeca brand, inspired by the traditional Mexican celebration Día de Muertos (Day of the Dead).

The construction visually combined festive elements with the brand's graphic language, unified through a bold and vibrant color contrast serving as the connecting platform.

As an additional focal point, a holographic fan was installed on the front side of the structure. A branded video was produced specifically for this device to enhance the immersive effect.



[Watch the video](#)

POSM | Display Stands | 3D

Pernod Ricard. “Summer Mix”

in collaboration with PepsiCo

For a summer promotion of Pernod Ricard beverages and PepsiCo juices, we designed an original POSM construction in the form of a seasonal cocktail bar.

The structure was built around the idea of brand collaboration and cocktail mixing, creating a beach-inspired atmosphere reminiscent of seaside surf bars — enhancing emotional engagement and product visibility at retail.



Pernod Ricard. Jameson

Jameson Coffee is a bold addition to the Jameson portfolio — a blend of triple-distilled Irish whiskey and cold brew coffee extract made from 100% Arabica beans sourced from Brazil and Colombia.

To promote the new line in retail chains, we developed a POSM stand designed as a coffee zone. The structure features a professional-style bartender-barista counter, allowing any customer to step into the role and engage with the product experience.



Digital

We create digital content for brands across all web platforms, turning ideas into compelling visual narratives.

Within digital projects, we:

- develop SMM strategies and produce visual content for social media;
- create static and animated banners;
- produce pre-rolls and branded video integrations;
- design email marketing campaigns;
- develop graphic concepts and design landing pages and promotional website sections;
- implement full-scale digital branding systems.

We work with brands such as:

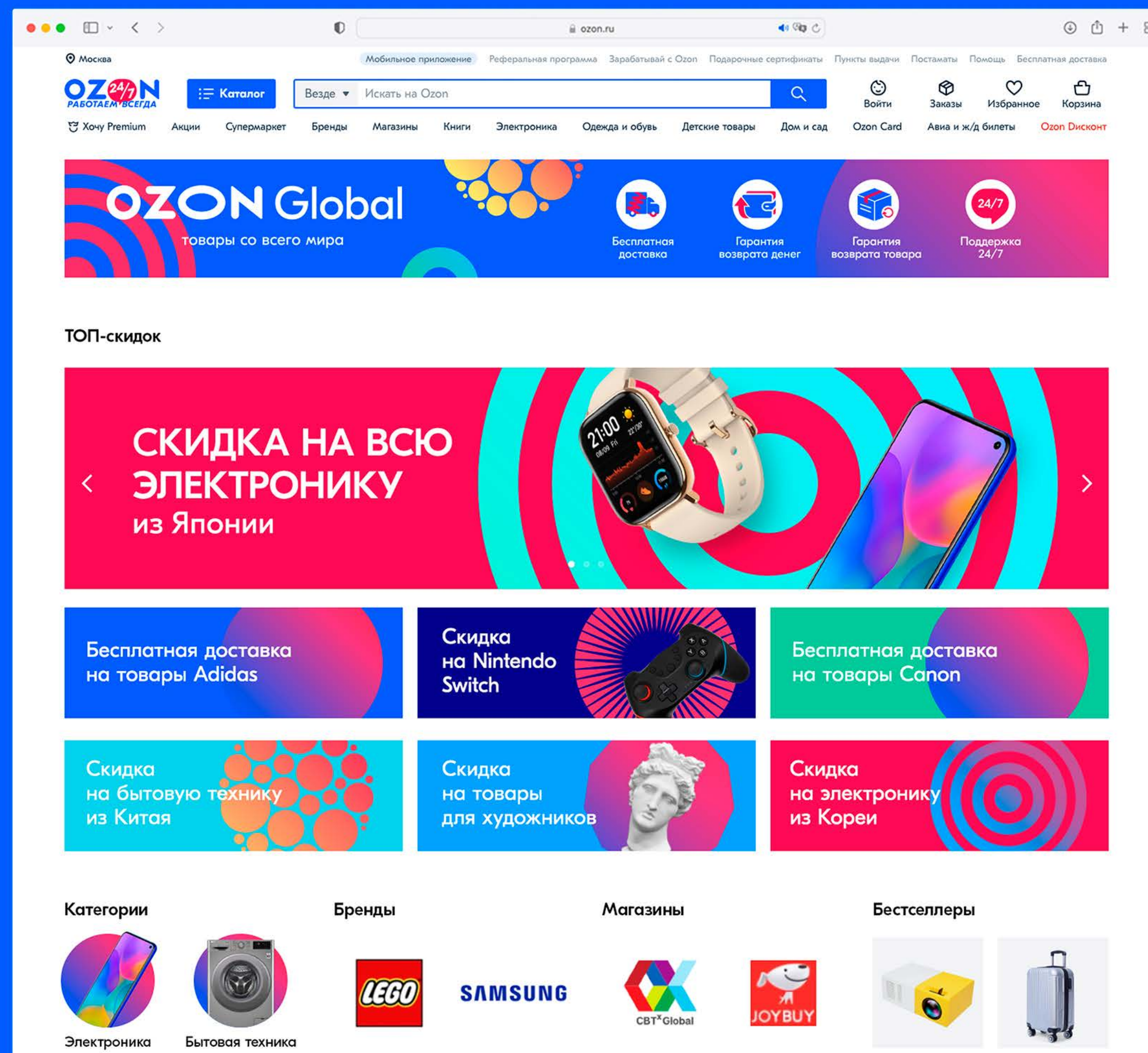
- Ozon;
- Ballantine's;
- Discreet;
- Naturella.

Ozon Global

Creation of a visual identity system for the section that maintains continuity with the core Ozon platform.

Following product category segmentation and competitive analysis of other marketplaces, we proposed a bold gradient-based solution built on the extended color palette of the master brand guidelines.

Each product category was assigned a distinctive pattern, forming a flexible and recognizable visual system across digital touchpoints.

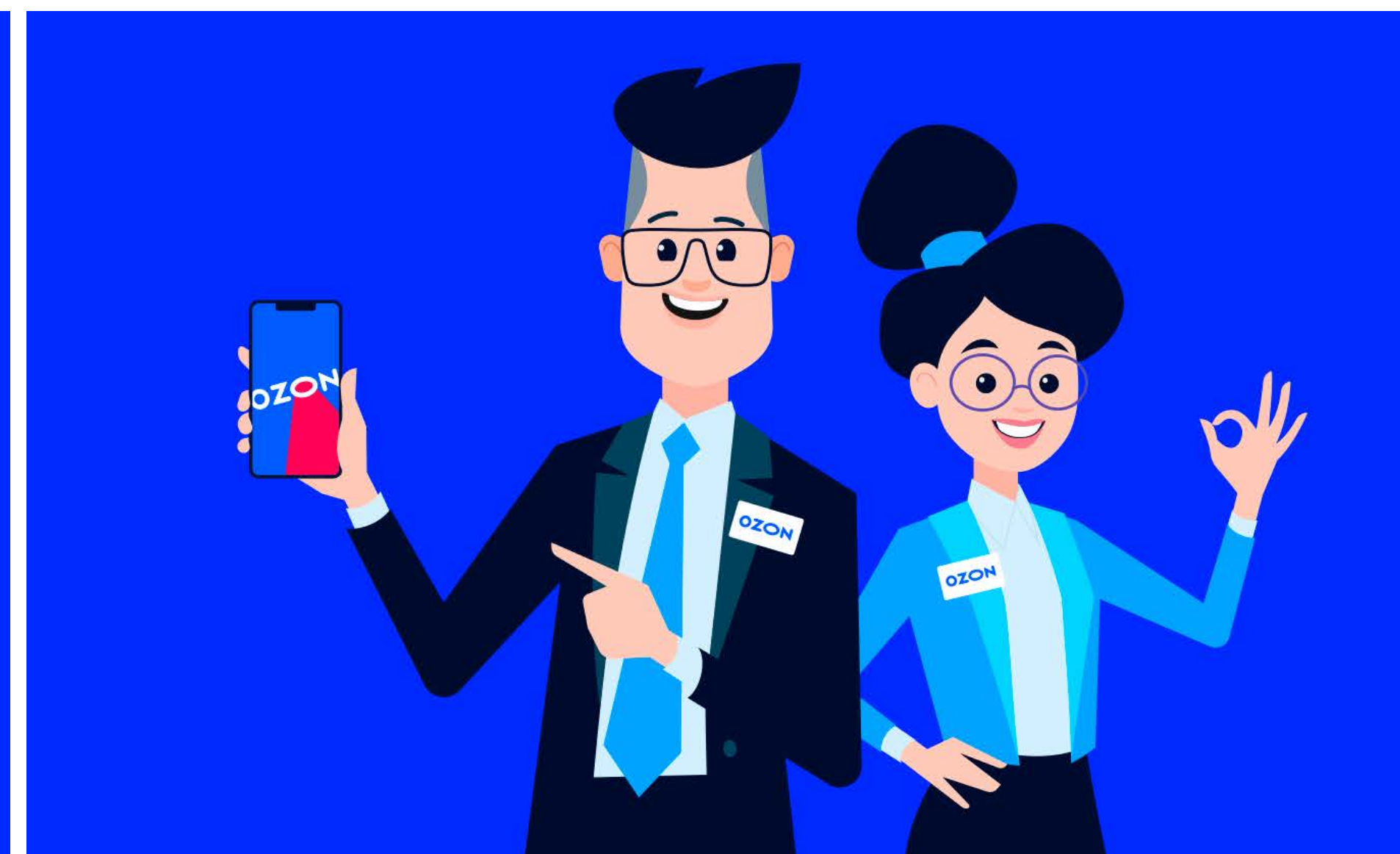
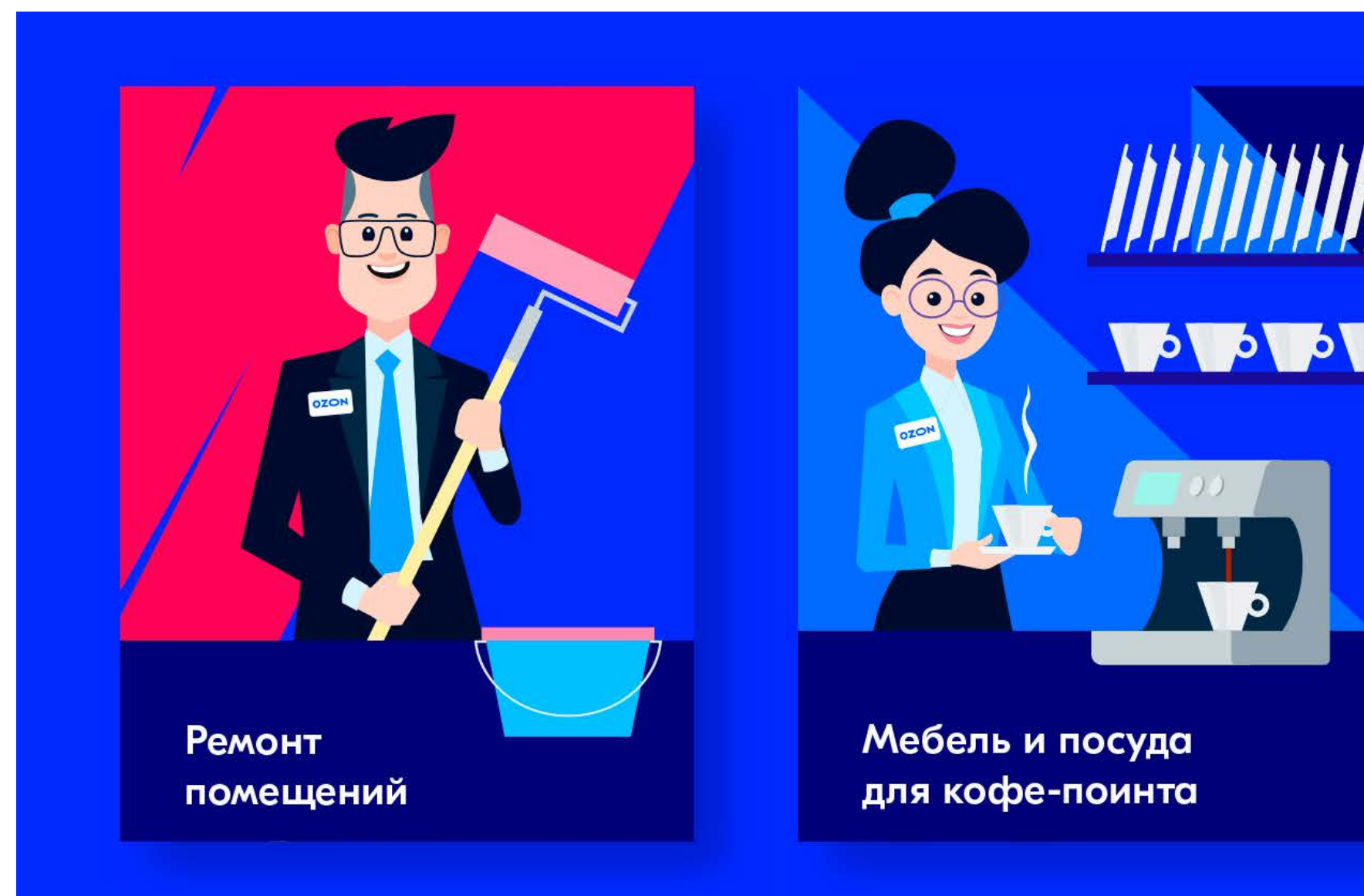
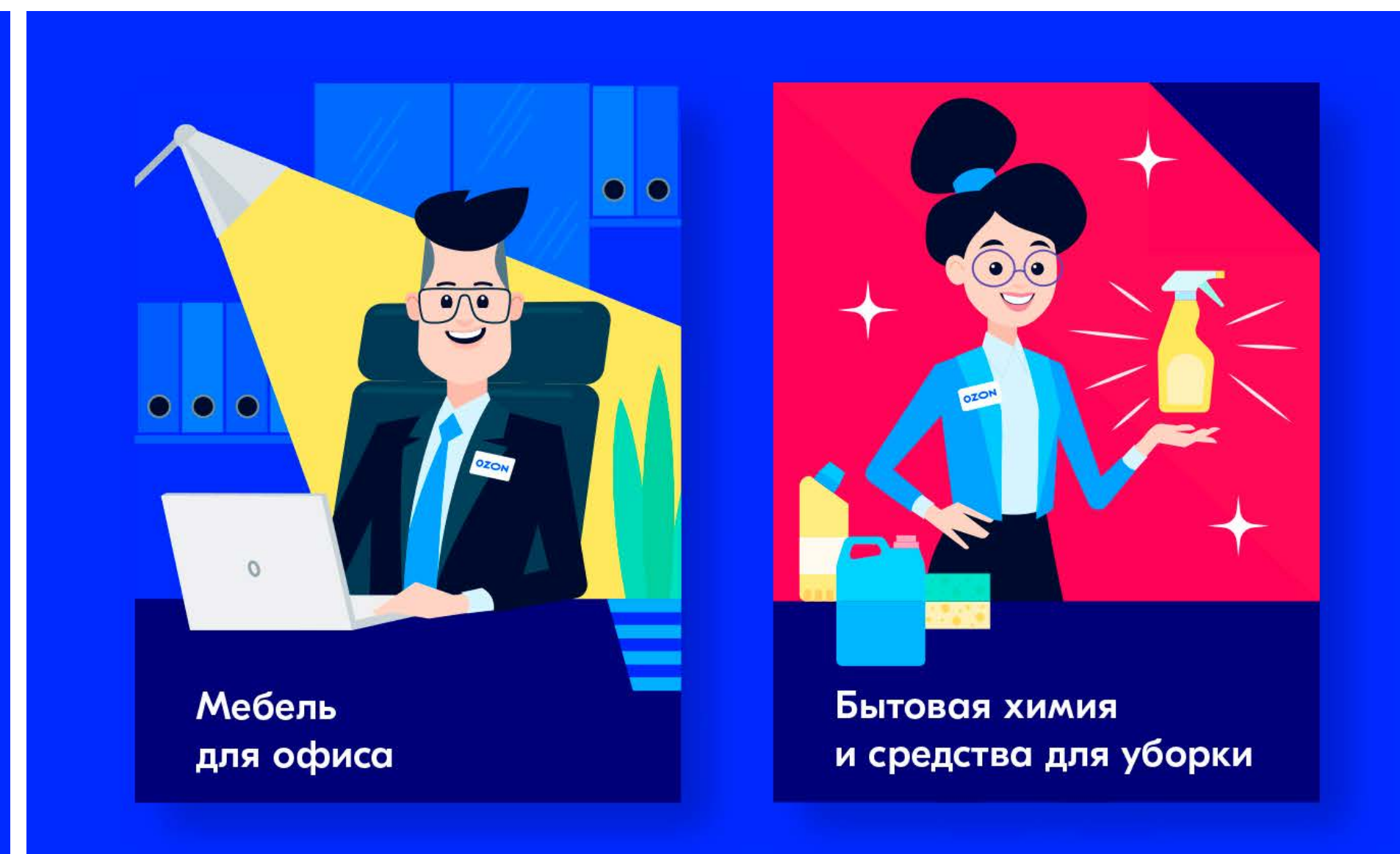
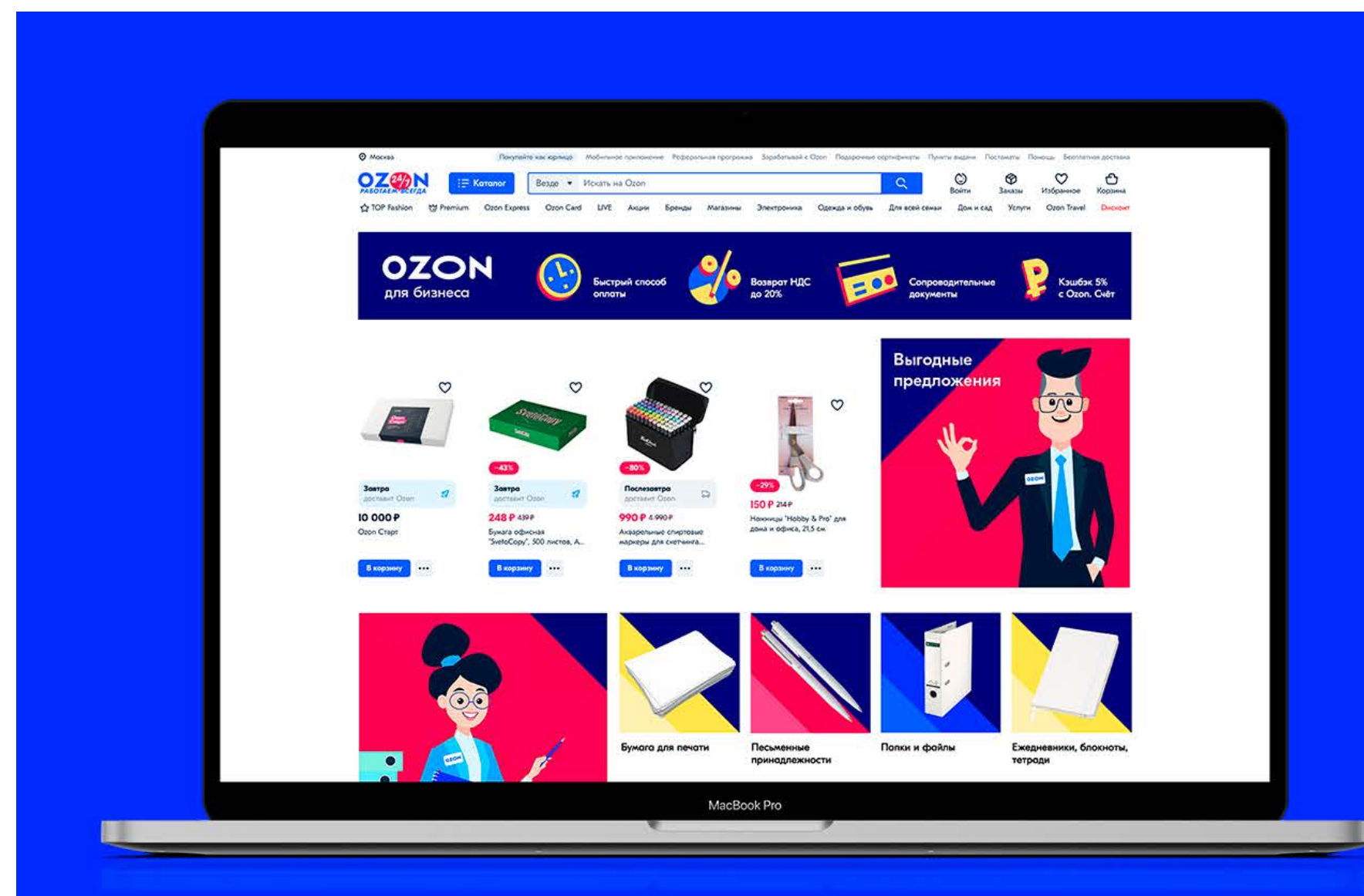


Ozon Business

Development of brand characters for the Ozon Business direction and creation of a unified visual style for the section.

The characters were placed in typical platform-related scenarios, illustrating real-life use cases and user interactions.

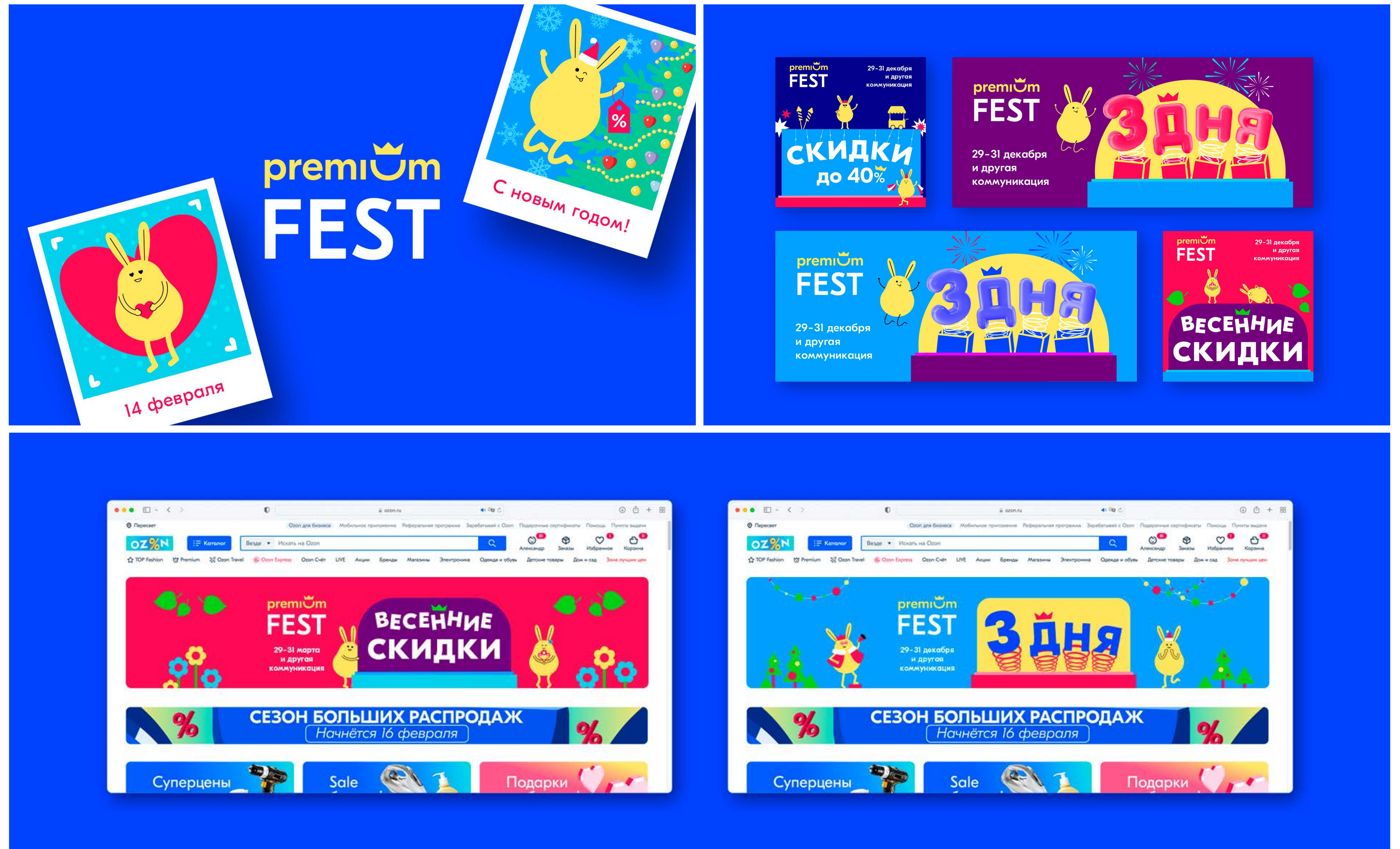
By preserving graphic continuity with the core Ozon platform and incorporating the brand's extended color palette, we created an illustrative catalog system for the section's categories.



Ozon Premium Fest

Development of a visual and graphic concept for the monthly private sale section available to Ozon loyalty program members.

The communication was built around a character-driven narrative. Illustrated rabbits served as key visual accents, drawing attention to sale products while seamlessly integrating into the existing platform layout — without the need to restructure the product grid.

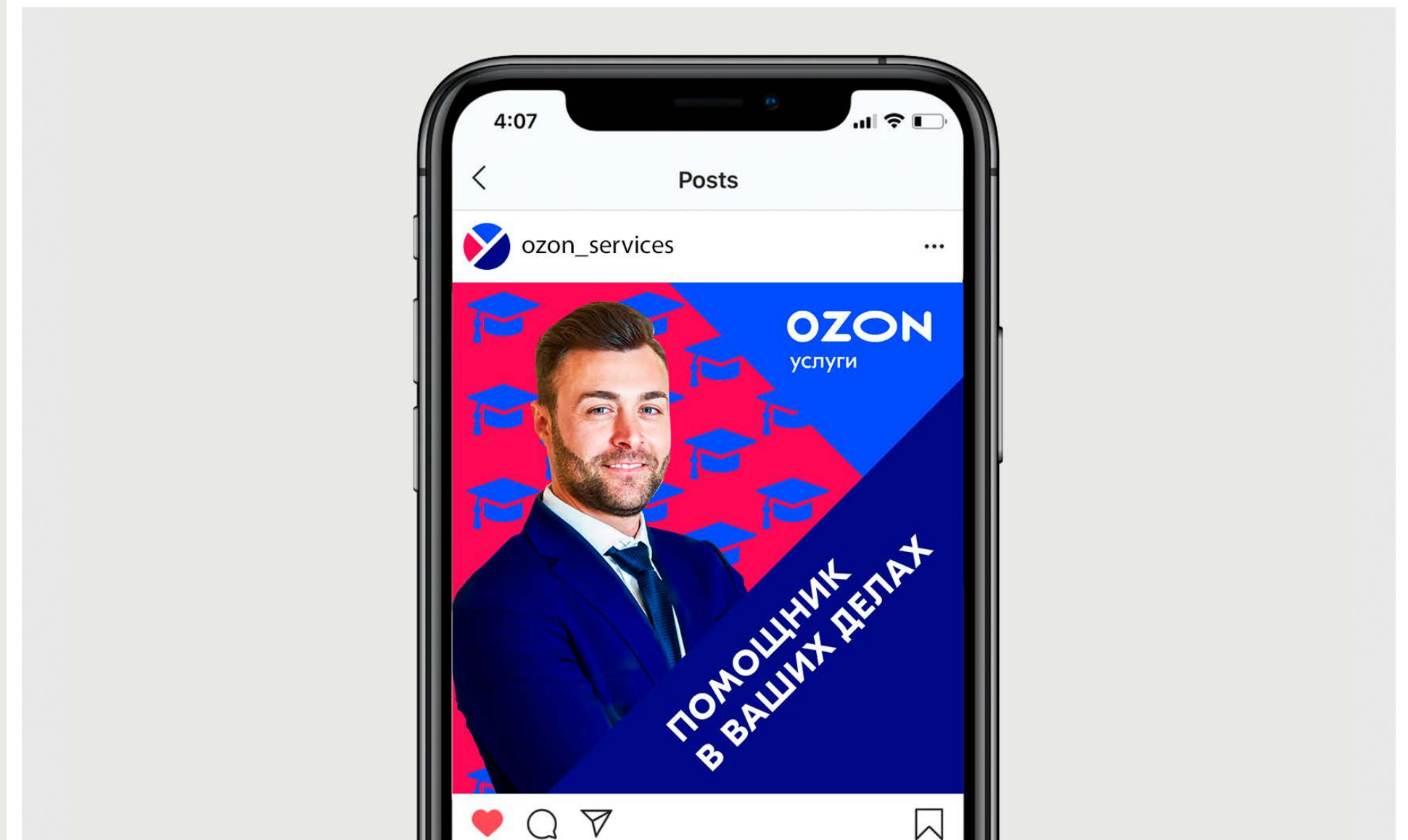
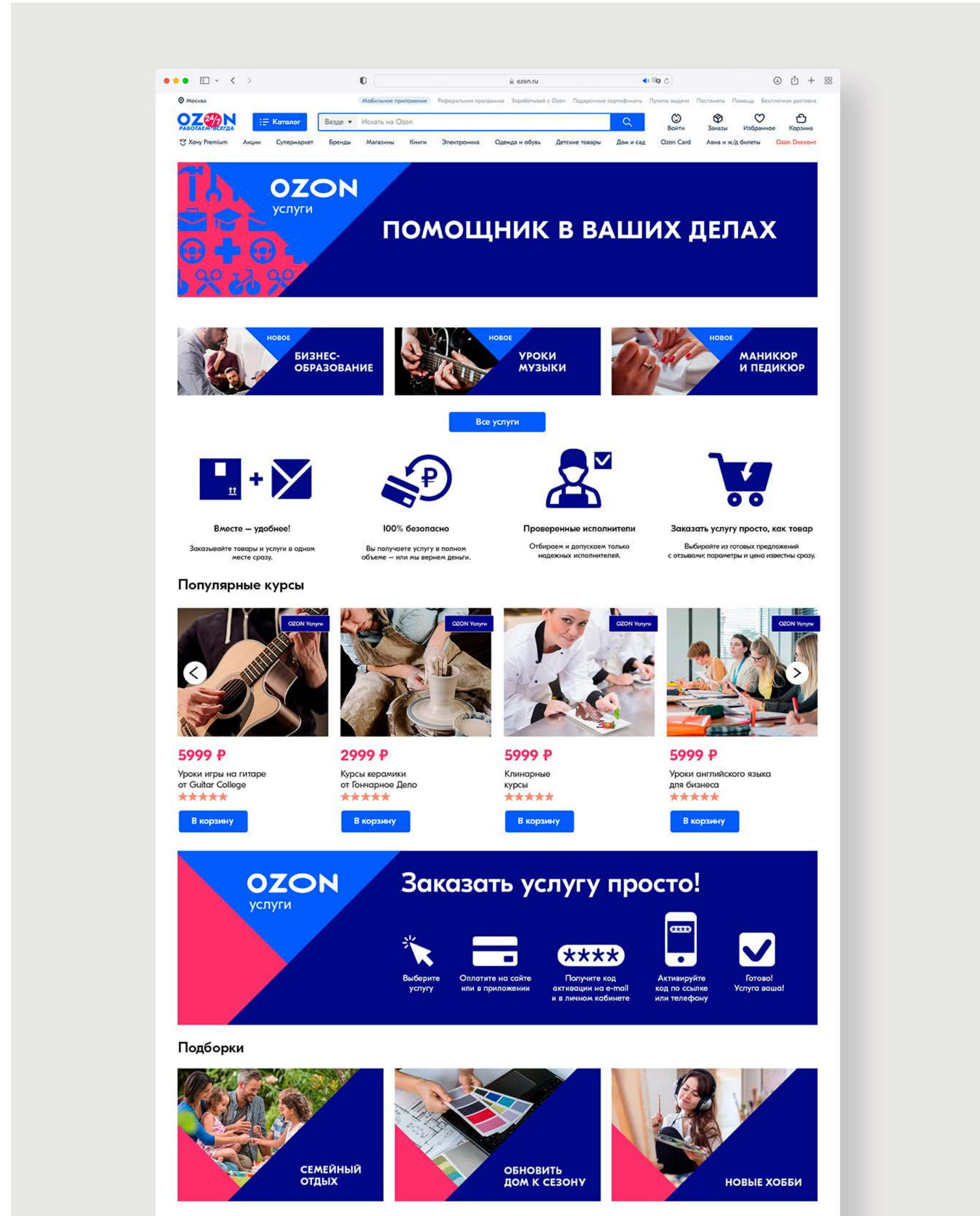


Ozon Service

Development of the visual identity for the "Ozon Services" section.

The graphic system is built around angular segmentation of color blocks — set at a dynamic tilt that visually echoes the shape of the Cyrillic letter "Y" (for uslugi, meaning "services").

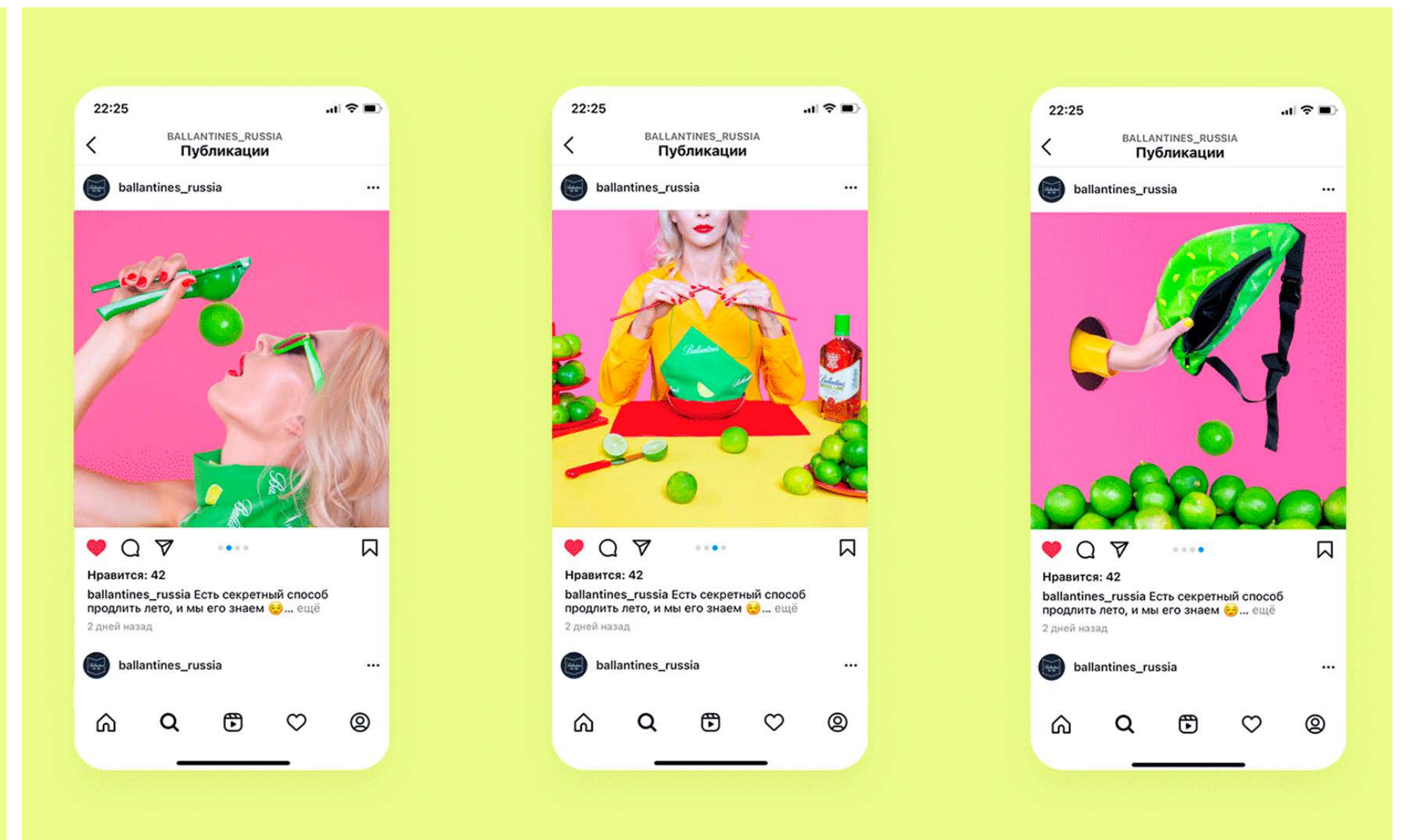
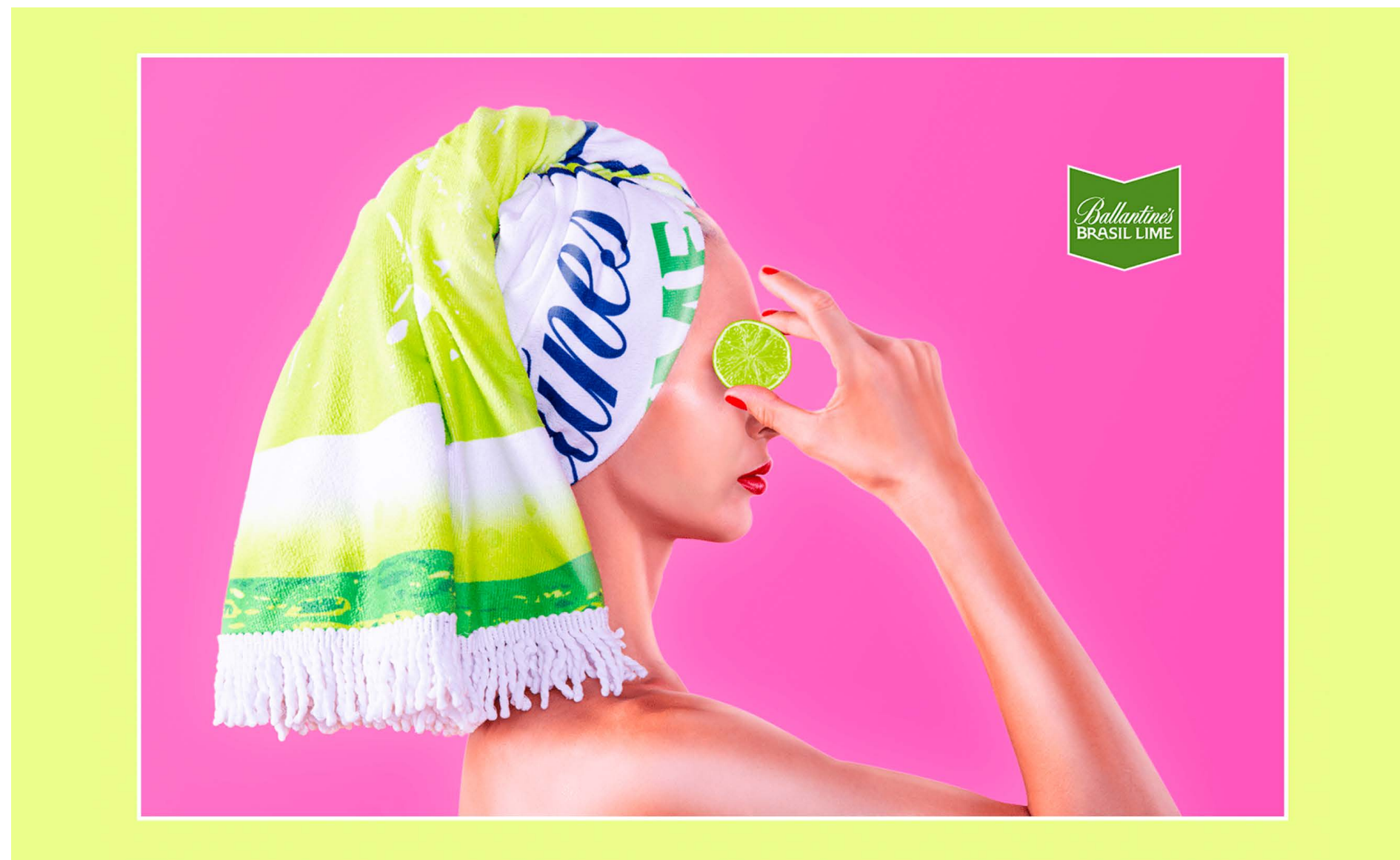
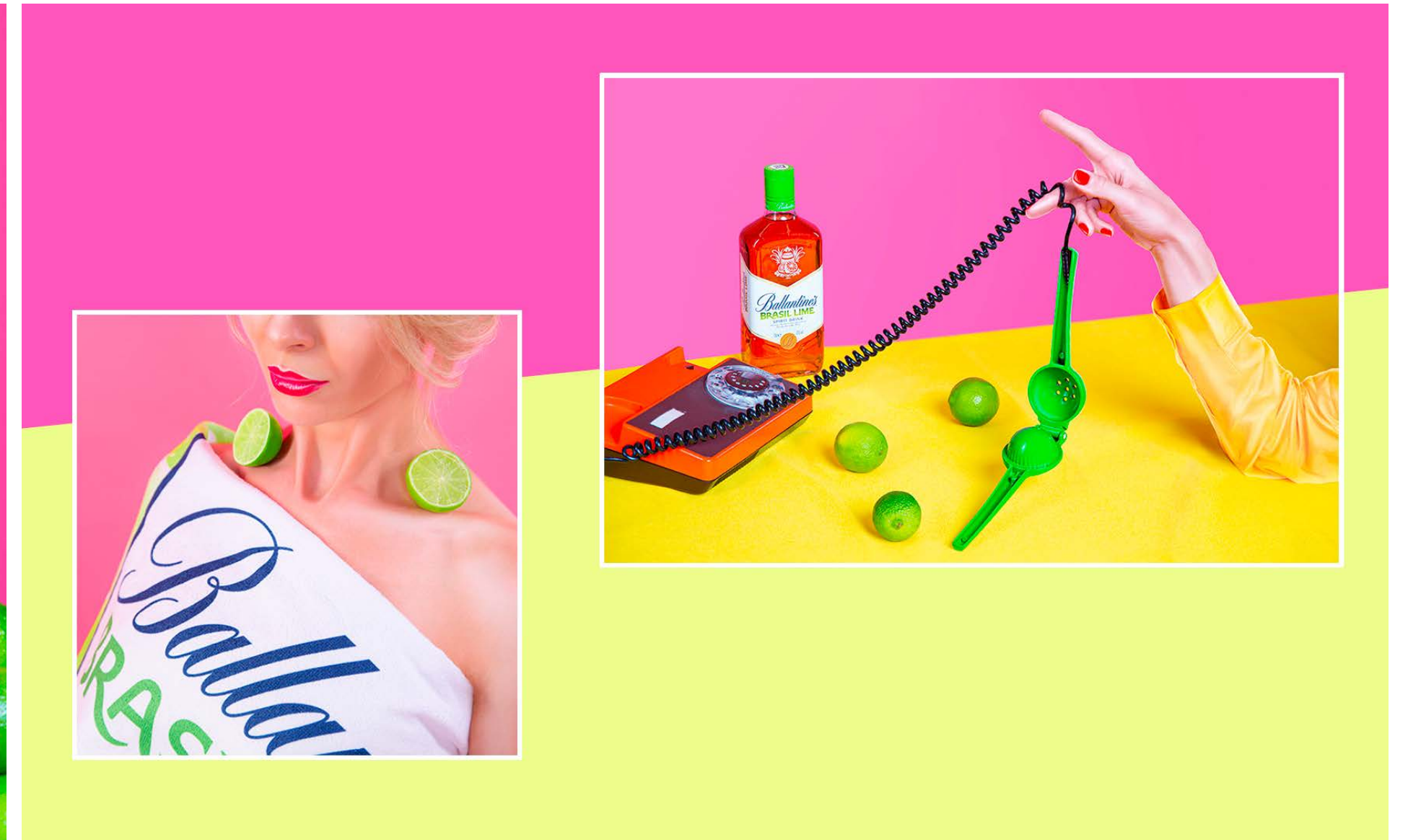
Each block is designed to accommodate specific content elements: logo placement, character integration, or text modules — forming a flexible and structured layout system across digital formats.



Ballantine's Brasil Lime

We developed a vibrant visual presentation of Ballantine's Brasil Lime for SMM promotion.

A dedicated product photoshoot was conducted featuring a model. The concept was built around the interaction between the drink's key flavor accent — limes — the model, and unconventional scenarios reflecting the product's brightness and distinctive character.



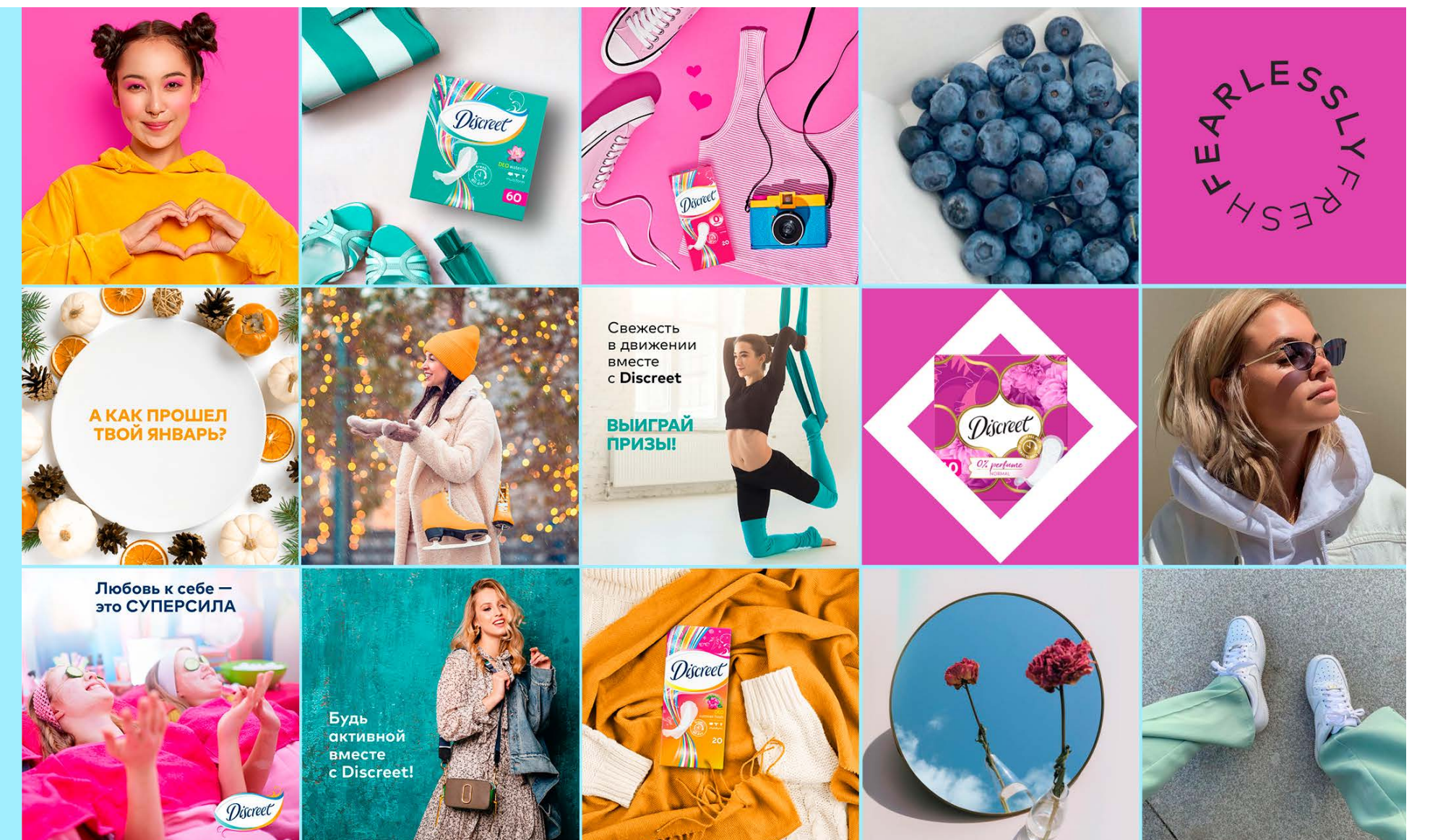
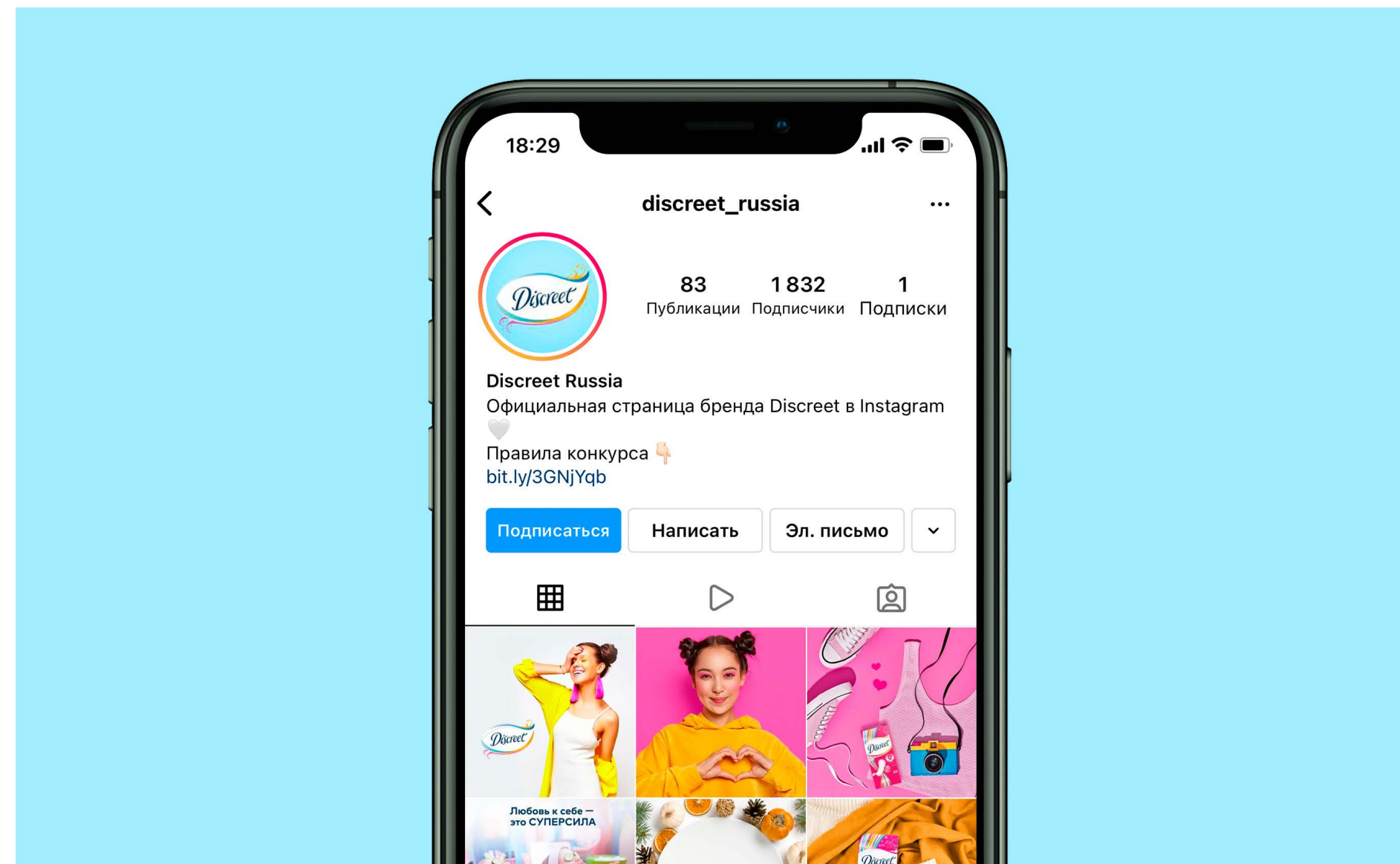
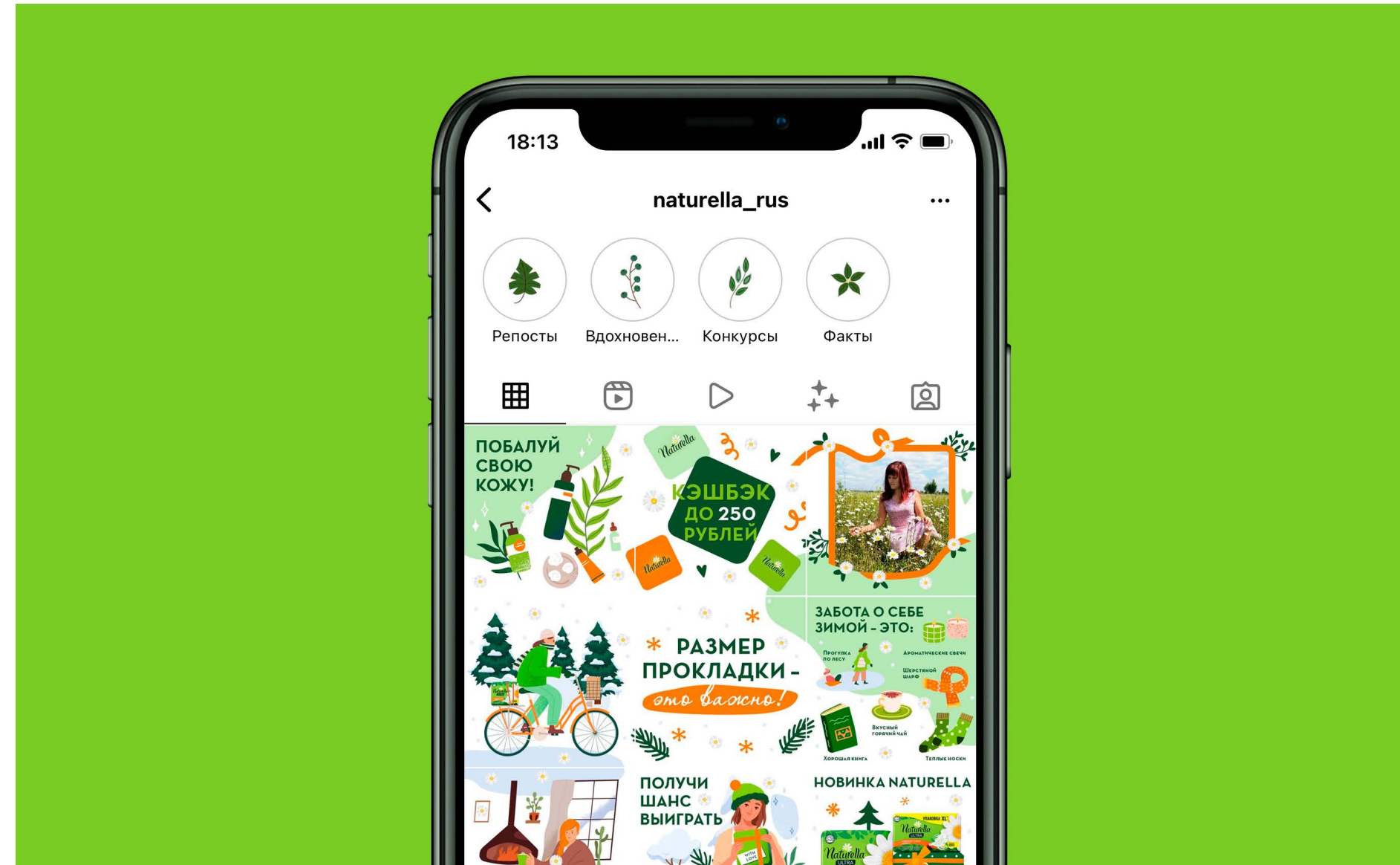
Concept | Photography | Retouching | Banners

Naturella, Discreet

We developed a refreshed visual style for the SMM content of Naturella and Discreet.

For Naturella, we introduced an illustrated feed concept. The hand-drawn aesthetic allows the content to continuously evolve and expand within a cohesive brand framework.

For Discreet, we proposed a stylistic system focused on photography — defining image selection principles, composition, and post-production treatment to ensure a consistent and recognizable visual language.



Concept | Photography | Retouching | Banners

Sales Presentations

We develop presentation materials for conferences, public talks, and internal business meetings.

Our services include:

- scripting and presentation copywriting;
- graphic design and slide layout;
- slide animation;
- infographic development.

We collaborate with brands such as:

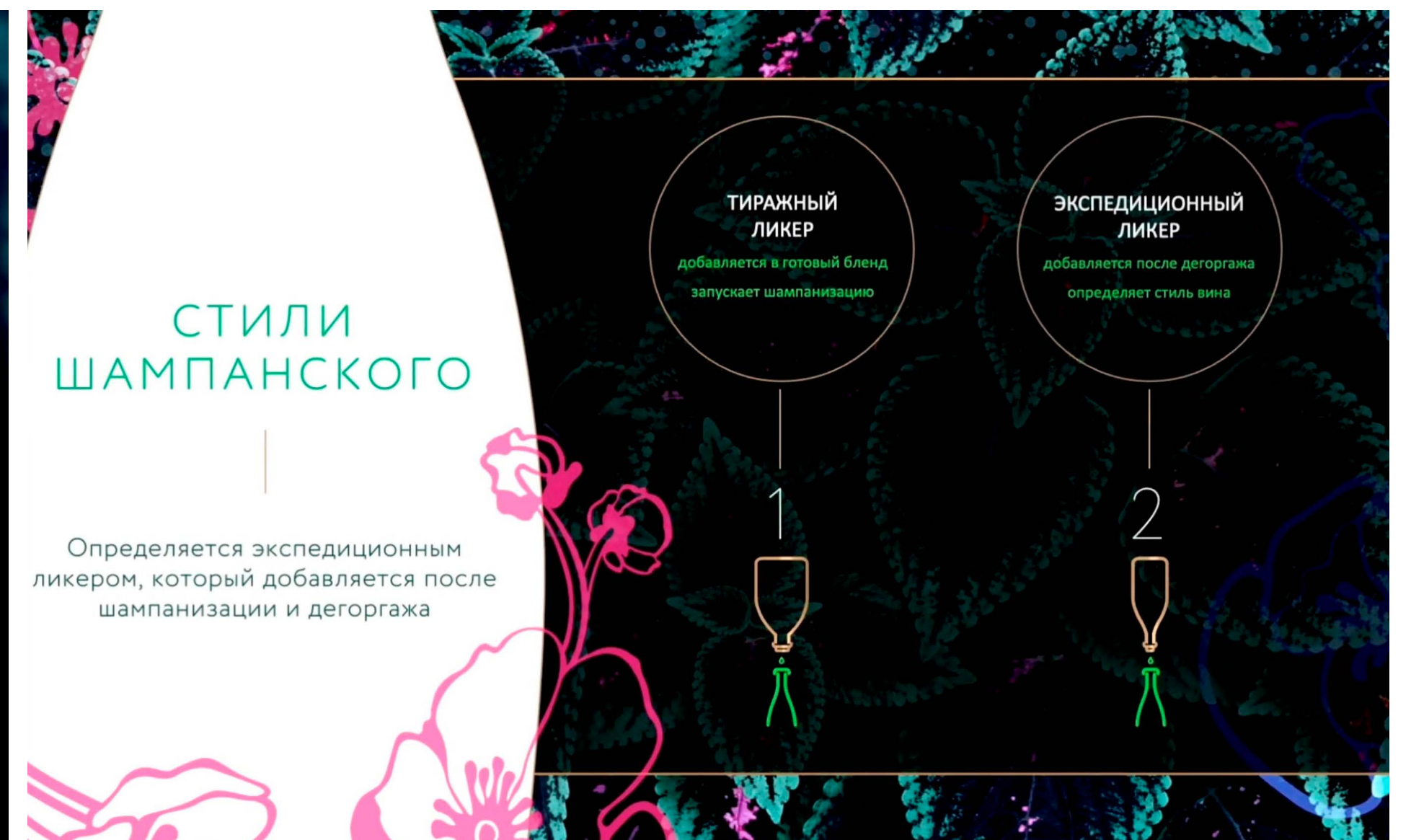
- Perrier-Jouet;
- Chivas;
- Martell;
- Pampers.

Pernod Ricard. Perrier-Jouet

Development of a presentation for brand ambassador performances.

Perrier-Jouët is a refined and vibrant champagne. It does not merely support high art — it embodies it.

Each section of the presentation was designed as a short video installation, built around the elegant silhouettes of champagne glasses combined with smooth yet dynamic transitions. The visual rhythm enhanced the emotional storytelling and elevated the brand's artistic positioning.



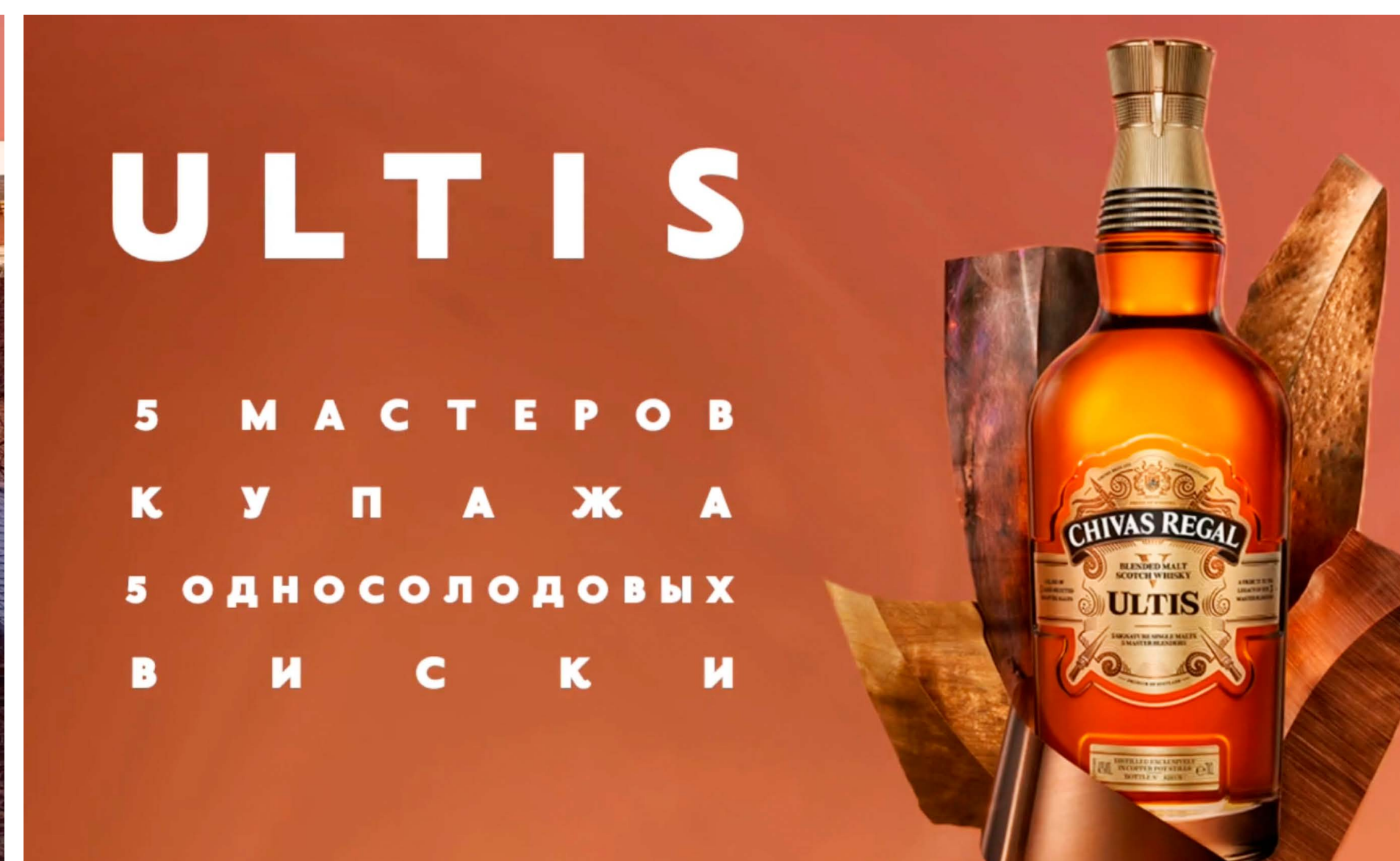
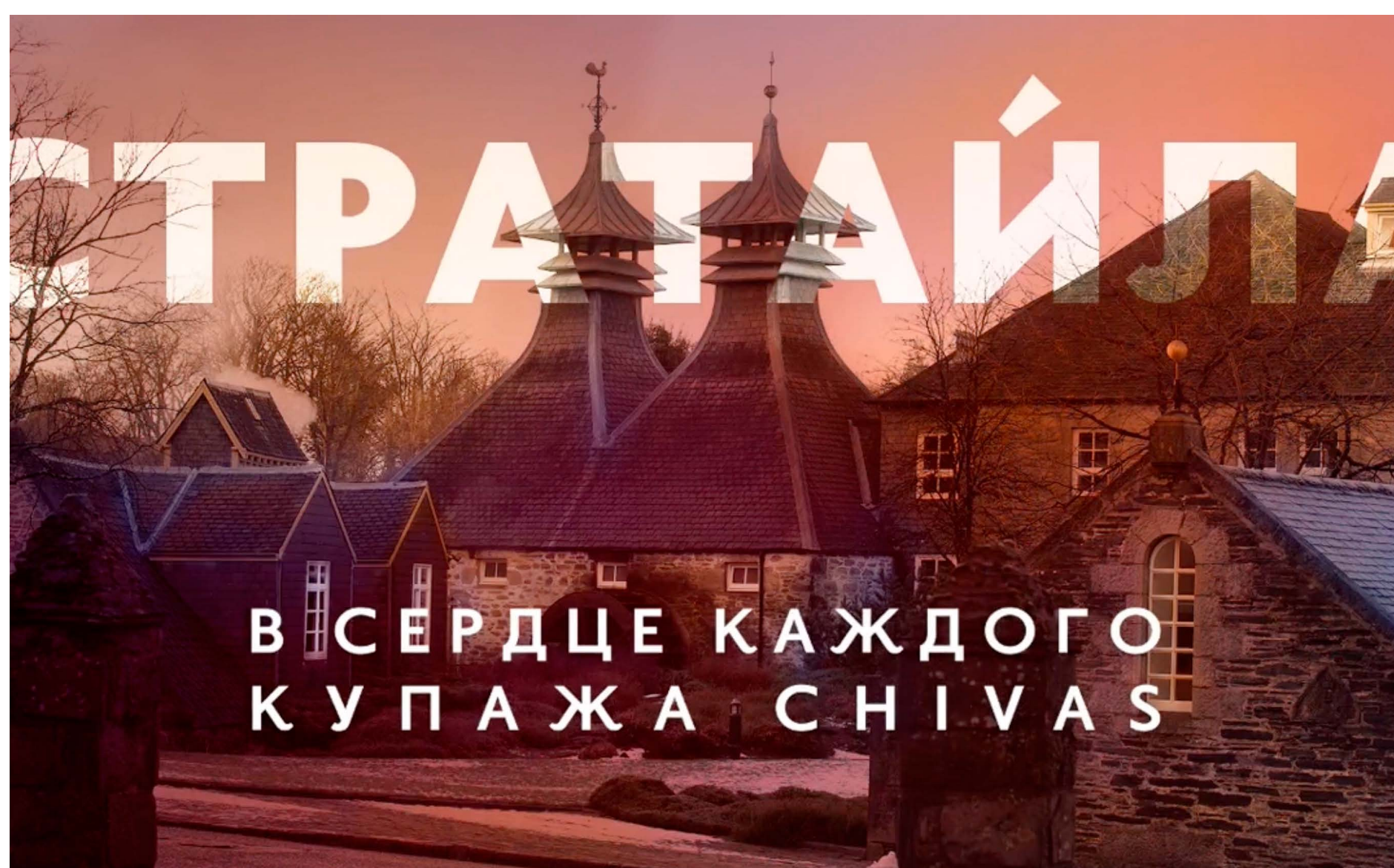
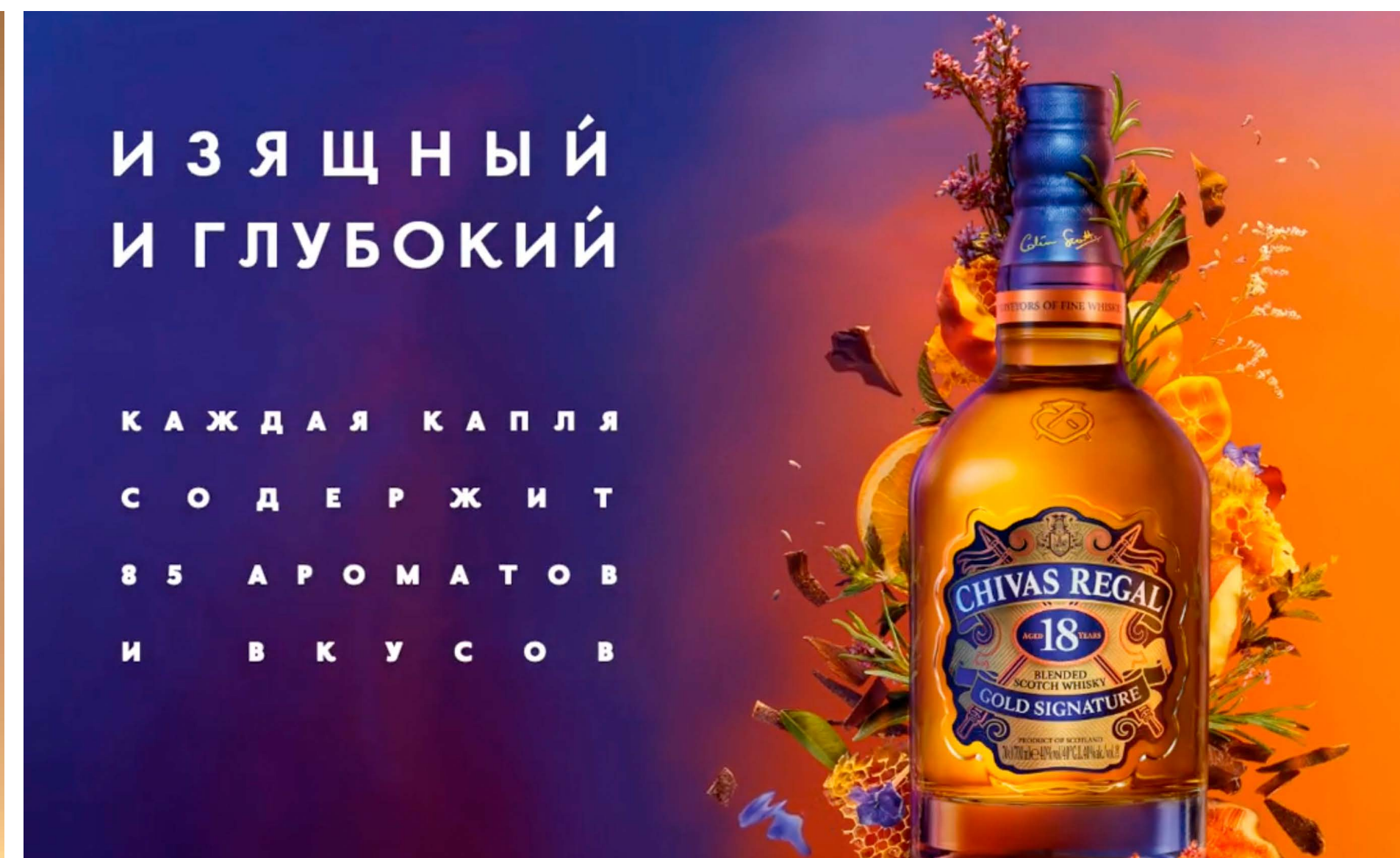
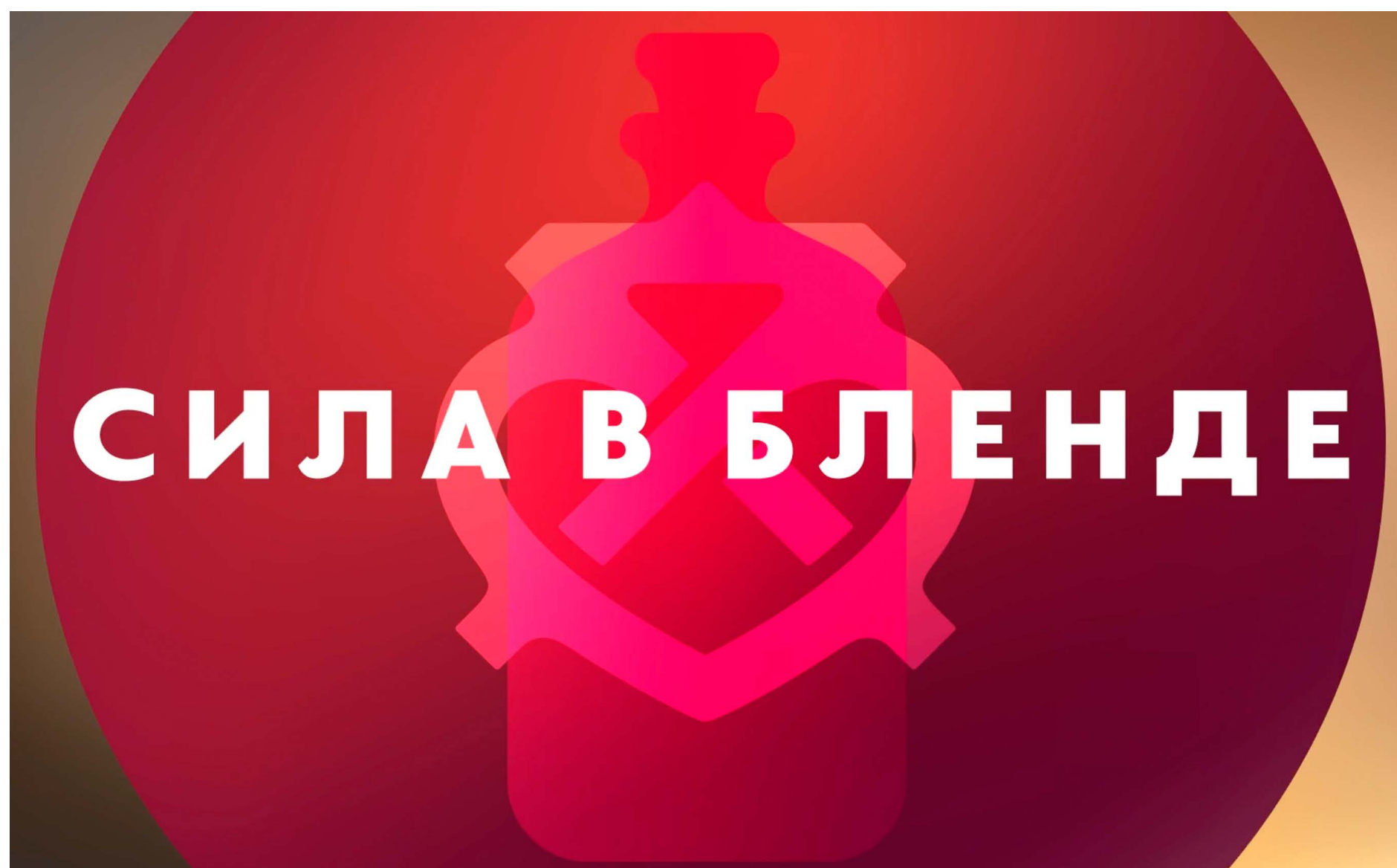
Pernod Ricard.
Chivas Regal

Development of a presentation for brand ambassador performances.

The presentation was conceived as a documentary-style experience, immersing the audience in the world of the brand.

Three key chapters — heritage, production process, and the Chivas range — were presented through video segments and visually unified by the overarching concept of blending. The idea of the blend became both a narrative and graphic device, connecting content, motion, and composition into a cohesive storytelling system.

Concept | Storyboard | PowerPoint | Motion



Pernod Ricard. Martell

Development of a presentation for brand ambassador performances.

For centuries, aged Martell cognac has been enjoyed by iconic figures — from George Washington to passengers of the Orient Express. Yet the spirit of Martell remains young. Today, it is a coveted drink at modern parties, accompanying world-class DJs and served in the most exclusive clubs.

Our objective was to find a dynamic visual language that demonstrates how Martell moves confidently with the times while honoring its rich heritage.

Concept | Storyboard | PowerPoint | Motion



MARACUJA CRUSH

- 50 мл Martell VSOP
Aged in Red Barrels
- 10 г Розовый перец
- 15 мл Медовый сироп
- 20 мл Пюре из маракуйи



SIDECAR DE CHARENTE

- 50 мл Martell VS
Single Distillery
- 25 мл Triple Sec
- 20 мл Лимонный сок
- 15 мл Pineau
de Charentes
Цедра лимона



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Thank you ♥
for your attention

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