

The logo for ISKRA Creative Agency is presented within a blue rectangular frame that has a folded top-right corner, revealing a white star. The text 'ISKRA' is in a large, bold, white sans-serif font, with the 'I' and 'S' in black. Below it, 'CREATIVE AGENCY' is written in a smaller, bold, black sans-serif font.

ISKRA
CREATIVE AGENCY

NETWORK OFFICES • KIEV
MOSCOW • W. PALM BEACH

The background is a solid blue color. Overlaid on this is a large, white, stylized letter 'Y'. The 'Y' is composed of several geometric shapes, including triangles and rectangles, which are slightly offset from each other to create a 3D or layered effect. The text 'IDEAS WITH ISKRA' is positioned in the lower right quadrant of the image, within the white space of the 'Y'.

IDEAS WITH ISKRA



ISKRA IS AN INTERNATIONAL BRANDING AND CREATIVE COMMUNICATION AGENCY

With over ten years of successful experience and offices both in USA and Europe, we provide services to big corporations and start-ups in order to bring any project to life.

FOUNDERS & OFFICES

ISKRA was founded by Iryna Demydova and Bogdan Kravchenko, an award-winning creative couple, who built their careers at Euro RSCG, Lowe and Adventa Communications advertising agencies.

ISKRA has become international agency after opening offices in Moscow (Russia) in 2008 and in W. Palm Beach (FL, USA) in 2010. We extended geography of our services in order to operate within different categories and markets.

PHILOSOPHY

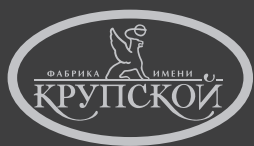
ISKRA means sparkle.

We believe that every project we undertake deserves shining.

We create sparkling ideas that build brands and win consumers' hearts!

BENEFITS

- Unique cross-cultural expertise in branding and communication on US & European markets
- Effective alternative to big "fat" agencies in terms of flexibility and cost effectiveness
- Tailored personal service often missing in "client – supplier" relationships



EXPERIENCE

ALCOHOLIC DRINKS AND TOBACCO

Client: SV Brands: vodka "SV", "SV Lux", alcopop "Longer"

Client: Olimp Brands: vodka "Olimp", vodka "Bilenka", vodka "Ulublana", vodka "5 Drops", alcopop "Fantazy", brandy "ZhZL".

Client: Luga Nova

Client: Petrus Brand: vodka "Zlatogor".

Client: NAT Brands: wine "Koblevo", vodka "Persha Gildia".

Client: JTI Brands: "More", "Winston".

Client: Papastratos Brand: "President".

Client: Logos Brands: wine "Logos", wine "INKERMAN", brandy "Tavria", brandy "Alexx".

Client: Ridna Marka Brands: beer "Radomyshl", beer "Kristall".

Client: Interbrew Brands: beer "Yantar", beer "Chernigivske."

Client: BBN Brands: beer "Lvivske", beer "Slavutich".

Client: Liberty vodka of Amaranth LD (Nigeria)

NON-ALCOHOLIC DRINKS

Client: Aqua Eco Brand: "Truskavetskaya" mineral water.

Client: Kujalnik mineral water.

Client: MAY Brand: "May" tea.

Client: SV Brand: "Neapolis" mineral water.

Client: Stoik Brand: "Domashniy" tea.

Client: Olimp Brands: "Uventa" energy drink, "925".

Client: OPK Brands: "Odessa" coffee, "Shustov" coffee.

Client: DP NAPOI Brand: "Sok Smak".

FOOD

Client: Unimilk Brands: "Rushnichok", "Bio Balance".

Client: Agromars Brand: "Gavrilovskie Kurchata".

Client: Mironovskiy Khleboprodukt Brands: "Legko!", "Druzba Narodov".

Client: Ridna Marka Brand: "Bon Kherson".

Client: Svit Lasoshiv Brand: "Imeniny Sercya".

Client: Kiev Donbass Brand: "Shchedriy Dar".

Client: OPK Brands: "Aunt Sonya", "Hot Soup"

Client: Zvenigora Brand: cheese spreads "Zvenigora".

Client: Yatran Brand: "Yatran".

Client: KievKhleb Brand: bakery "Duhmyane Dyvo".



PARADOX
COLLEGE FUNDING
Planning Beyond Hope



KLO
СТОЛИЧНА МЕРЕЖА АЗС

Punjabi
Samosa



HVB Group



infinitea

CHRISTOS
NEW CITY GRILL



Juveland



УКРСИББАНК
BNP PARIBAS Group



Johnson & Johnson

format dio

EXPERIENCE

Client: AVK Brands: "Hrusters", "Zhuvilend".

Client: Nestle Brands: "Svitoch", "Khrum".

Client: Chumak Brand: "Darina".

Client: Infinitea Brands: "Green Tea"

Client: Christosos Restaurant

Client: Picobello Brands: "Picobello Oil"

Client: A1 Samosa Brands: "Punjabi Samosa"

CONSUMER AND RETAIL SERVICES

Client: KLO Brand: "KLO" gas station.

Client: DIO Brands: "New Hermitage", "Alta Gamma", "Dio concept store".

Client: Mister Snack

Client: Dominant

Client: Astralpool

Client: Enran Akros Brand: "Optima" furniture.

Client: Primeir Palace Hotel.

Client: Barrymore Sigar Club.

Client: F-Club

Client: Genius Loci furniture store.

Client: Real Estate and Development "PROST".

Client: Mandarin Plasa

Client: Real Estate "INTERGALBUD".

Client: New Wind audio and video store.

Client: ViknoPlast

Client: Enigma high-end music store.

Client: Miraz bowling club and casino.

Client: Easy Jaens

Client: Layer.com

BANKING AND FINANCE

Client: INPRO Investment Consultancy.

Client: Khreshatik Bank.

Client: HVB Bank.

Client: Raiffaizen Bank Aval

Client: UKRSIBBANK

Client: Paradox Funding

Client: Business Office Solutions

AVANCER



Ca ke
lingerie

RENAULT
ARMA MOTORS

FIELD OPTICS
RESEARCH



Mercedes-Benz



Unilever

pulsarTM

Mobil 1



Aventis
Aventis Pharma

SAMSUNG
ELECTRONICS

Arialle
HAIR PERFUME

KRKA



pentium
PROCESSOR

VOLVO

INFUSONICTM

EXPERIENCE

HEALTH AND BEAUTY

Client: Galena

Client: Aventis

Client: Unifarm Brand: "Vitrum Calcium".

Client: KRKA

Client: Johnson & Johnson Brands: "OB", "Carefree".

Client: Arialle Hair Perfume

Client: Claessant

Client: Femme Clean

Client: Harmoni's Kiss Brand: "Organic Girl".

Client: KIKI nails

Client: SIRIUS Brands: "Sonic", "Pulsar", "Infusonic"

Client: Organicera

Client: TajHair

Client: Bosnaijek

COMMUNICATION SERVICES

Client: Golden Telecom

Client: UMC

HOUSEHOLD MAINTENANCE

*Client: Biosfera Brands: "Freken Bok",
"Scarbnichka" household goods.*

*Client: Unilever Brands Brands:
"Domestos", "Rexona".*

Client: Avancer Brands: "Pod Coffee Machine"

Client: FieldOptics Brands: "BinoPod"

TRANSPORT SERVICES

Client: Arma Motors Brand: "Renault Laguna".

Client: Viking Motors Brand: "Volvo".

Client: Mercedes

Client: Aerosvit

Client: AirCraft

Client: Ilta Brands: "Peugeot", "SEAT".



STRATEGY & CREATIVE SOLUTIONS IN BRANDING & INTEGRATED COMMUNICATION

ISKRA offers strategic and creative solutions
in branding and integrated communication

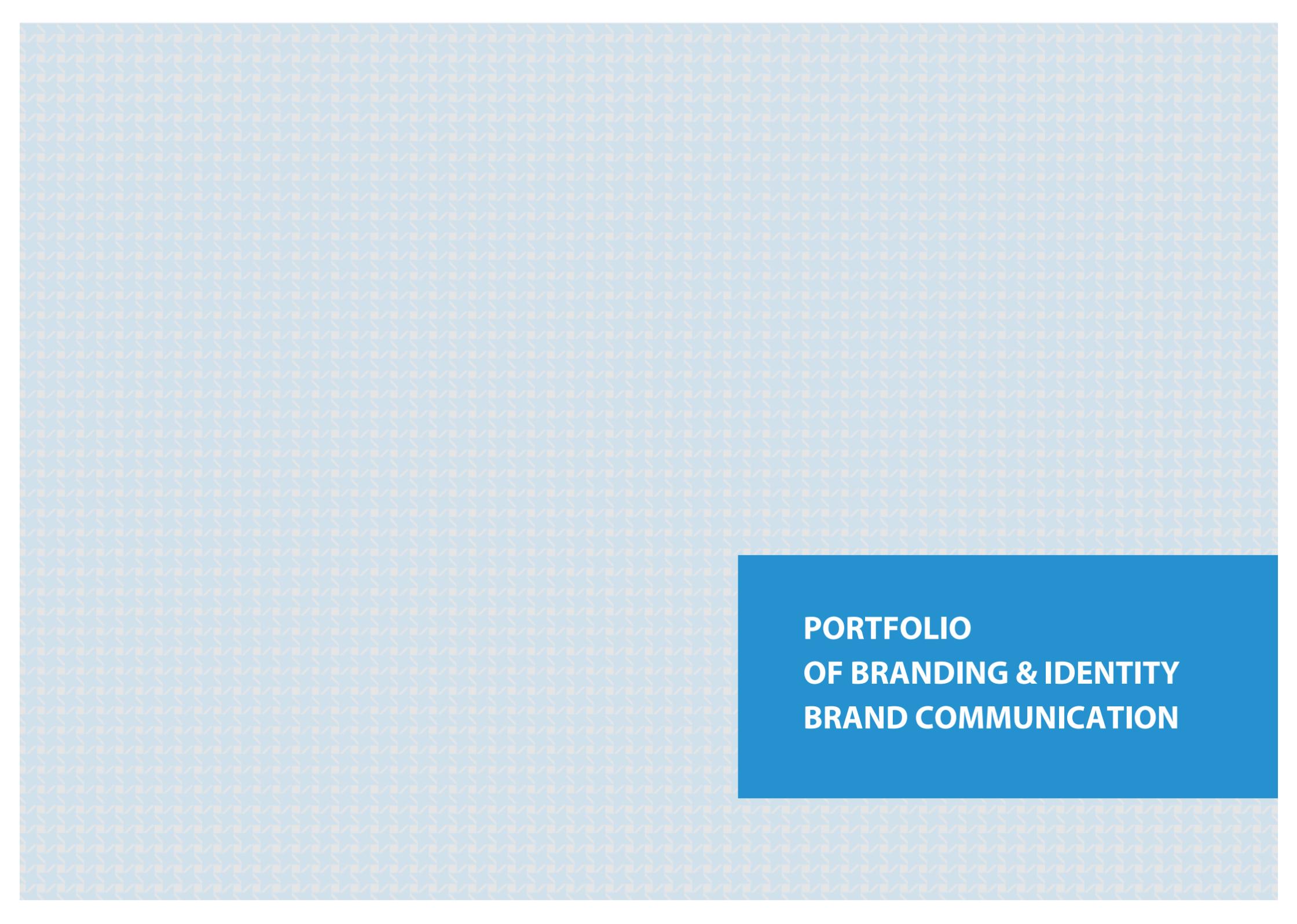
Branding:

Naming
Product Identity
Corporate Identity
Package design
Graphic design

Integrated communication:

ATL
BTL
PR
DM
Internet
Ambient

ISKRA is branding and creative consultancy with unique creative resources to offer innovative and effective solutions and highly responsive service to local and international clients.



**PORTFOLIO
OF BRANDING & IDENTITY
BRAND COMMUNICATION**

BITE ME! BRANDING

BITE ME! is a new clothing line based in Florida that was looking for distinctive logo to hit the market. ISKRA was asked to develop identity featuring beach surfing culture with the elements of surprise for fun seekers and tourists. The logo has a shark symbol that is perhaps the best known and most dangerous character. But it gives the brand an edgy image that is seductive to fashion lovers of all ages and walks of life. The identity with a biting cut has been applied to business cards, tags, signature and shopping bags.



Kara Rosemary

540 South Sapodilla Ave. West Palm Beach, FL 33401, 561-655-3908





ВІРНИЙ ВИБІР

СНЕК&ДРИНК БОКС ВИГІДНІШЕ - 4.00 ГРН: СНЕКБОКС + НАПІЙ ☺

ЛОНГЕР
8.00 ГРН.
Оригінальний або Пострий

НА ВИБІР:
лонгер
Twist
2 стріпси
1 шматочок + картопля фри мала

СНЕКБОКС
16.50 ГРН.
СНЕК&ДРИНК БОКС 22.00 ГРН.

МІЙ БАКЕТ

МІЙ БАКЕТ ЛАНЧ ВИГІДНІШЕ - ДО 6.50 ГРН: МІЙ БАКЕТ + НАПІЙ ☺

МІЙ БАКЕТ
3 шматочки / 5 стріпсів / 6 крилець + 2 картоплі фри стандарт.

ДЛЯ 1-ГО 36.00 ГРН.
43.00 ГРН.

СВІЖОМЕЛЕНА КАВА

Еспресо	8.00 ГРН.	Капучіно	мал. 12.50 ГРН. вел. 15.00 ГРН.
Еспресо Лунго	8.00 ГРН.	Лате	мал. 12.50 ГРН. вел. 15.00 ГРН.
Американо	мал. 12.50 ГРН. вел. 15.00 ГРН.		
Vanilla Cappuccino	мал. 16.00 ГРН. вел. 18.50 ГРН.		
Hazelnut Cappuccino	мал. 16.00 ГРН. вел. 18.50 ГРН.		
Vanilla Latte	мал. 16.00 ГРН. вел. 18.50 ГРН.		
Hazelnut Latte	мал. 16.00 ГРН. вел. 18.50 ГРН.		

Paulig
MADE FOR COFFEE SINCE 1873

ISKRA
CREATIVE AGENCY

KFC CREATIVE SERVICES IN UKRAINE

YUM! Restaurants International Russia & CIS, international restaurant division of holding Yum! Brands Inc., that is managing fast food chains of KFC, Pizza Hut and Taco Bell, selected ISKRA Creative Agency as a strategic partner for creative services of KFC in Ukraine during 2013.

KFC is the third largest chain in the world of the fast food restaurants. It's a brand with its rich own history and culture that enters the market of Ukraine for the first time.



**СЬОДНІ РОДИНА KFC
- ЦЕ ПОНАД 18 000
РЕСТОРАНІВ У 110 КРАЇНАХ
СВІТУ.**



KLO GAS STATION REBRANDING

ISKRA creative agency finished the first stage of the complex rebranding campaign for the national network of gas stations, KLO. It's been one of the most significant projects for the agency, especially due to the fact, that more than 10 years ago KLO's identity has been developed by the agency's creators. At this moment, the agency keeps on working on the other 52 gas stations, marketing materials, and website.

The consumer nowadays, according to marketing research, prefers a gas station to be a shopping center, a place for fun, restaurants and recreation at the same time. In addition to meeting these objectives, brand character needed to be more friendly, while maintaining its drive and awareness. The solution to the brief was complex rebranding campaign to upgrade image. We started with the Latin spelling of the brand's name, KLO. Firstly, it well corresponds to the status of KLO, well established company that works to European standards for a long time. New font helped us to make easy transposition of one letter into another. This is a beautiful visual metaphor that reflects the business nature of KLO. Klovets, the brand hero, has become more friendly and visible in graphics, retaining its drive and mystery, so valuable by loyal customers. In logo block we used modern heraldic chevron for easy printing purposes. Also, we developed and implemented special identity pattern of squares in all architectural solutions of the gas station. Its rhythmic repetition gives it a special identity touch, filling the brand with such valuable attributes like speed and innovation, which is consistent with the philosophy of this innovative company and its brands.



PACKAGE DESIGN FOR MY DOG STINKS

My Dog Stinks is a line of unique pet products (Stain Remover and Odor Spray) aimed to encourage consumers to rethink the problems of dog care. Its formula not only made the smells go away, but would get out the mess that "man's best friend" leaves behind. ISKRA creative agency was tasked with capturing the joy dogs bring us through the label design, while its bold brand name and humorous slogan "Say Farewell to Stains/Odor" speak for themselves. The labels were designed to stand out in the market place and communicate the fun you can have taking care of your precious dog thanks to this magic product. A eco-friendly design and illustrative graphics feature a large amount of fun behind this brand.



PRODUCT BRADING FOR ROYAL RANGE

ISKRA Creative agency has developed a royal style identity for the bath product line named the Royal Range. Identity kit, logotype, package design, as well as promotional materials were designed by ISKRA Creative agency to launch the premium bath line called the Royal Range. The task was to depict royal feel though the graphics, but also to avoid being overwhelming or too baroque. Using an illustrated floral and heraldic patterns, ISKRA Creative agency showed heritage, but overall the design evokes modern flair. The unique alliteration in the brand name was used in graphics, too, in a mirror style, which has become the brand's signature. The color palette is pale and humble, without any gold hints, that is done according to the premium design trends.



PACKAGE DESIGN FOR HANGOVER

ISKRA has developed identity and packaging design for the new remedy beverage made on the basis of lime and lemon, called "The Hangover Remedy".

The new brand has been positioned by manufacturers as an attribute of youth lifestyle, oriented on the students and frequent visitors of the nightclubs from 18-30 y.o. It was made in order to detoxify and maintain the body in the "morning after", but doesn't have that boring "medical" feature among the brand's values. The design concept of the logo and packaging were built around the product message. Since the core ingredients are vitamin C, lime and lemon, known for strong antioxidant features, the refreshing yellow-green color palette was chosen for branding color code, while the icons of citrus highlighted the healthy message. Pretty long brand name was written in different fonts by sweeping brush strokes and a clear, readable one in order to create the strong effect of "before and after" that this brand offers to the consumers.



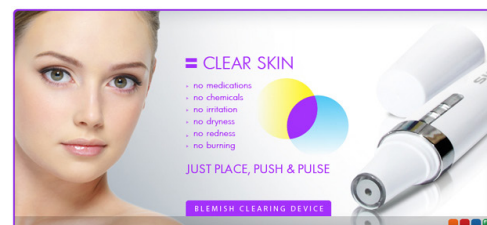
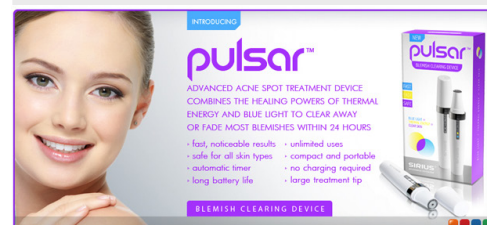
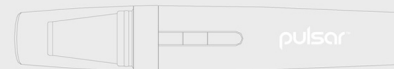
BRANDING AND IMAGE SUPPORT FOR INNOVATE BEAUTY PRODUCTS

Even in a sluggish economy, innovative products in beauty industry continue to attract consumers, hooked on new and functional devices in attractive packages. Sirius, based in Silicon Valley, offers innovative technological solutions for various skin concerns. To launch new products, which are at-home alternatives to professional skin care treatments made to improve skincare routines and enhance natural beauty, ISKRA creative agency was tasked with developing identity, package design and supporting marketing materials for a range of four beauty devices: Aurora, Infusonic, Sonic, and Pulsar.



pulsarTM

NEW
pulsarTM
BLEMISH CLEARING DEVICE







PARADOX BRAND IDENTITY

Paradox College Funding exists to help families, who have not saved money for their child's education, reducing cost for college and making it more affordable. Fund seeks to dispel myths about education high cost. Since the word Paradox is defined as "absurd, but in reality a possible truth", ISKRA came up with an idea of optical illusions as the graphic equivalent of paradox to reveal its double meaning. Multiple boxes stand for families, students, "beehives" of problems and solutions.

Inspiration: works of Dutch graphic artist M. C. Escher.





PICOBELLO CONSUMER BRANDING

To launch a new trade mark, called Picobello and produced in Turkey, design team of international branding agency ISKRA has developed identity and package design for 16 items of a new umbrella brand. European consumer is 'picky' enough when it comes to products of this food segment. ISKRA was set a task, first of all, to make a new brand looking trustworthy on highly 'inhabited' market. That's why we bet on traditions, organic looking ingredients, clean production conditions. We came up with an idea of easy-to-read communication and pure design without any extra details. The whole package design look is green friendly, simple and right in its shape.



ASTRALPOOL PACKAGE DESIGN

ISKRA Creative agency was selected by AstralPool, one of the leading suppliers of quality swimming pools and spa products in the world, to handle its retail package design development.

The client was looking for producing a branded carton packaging that would match company's style, be presentable in a retail environment, and deliver its "waterloving nature". ISKRA has come up with the design solution that pushes product's water nature to the forefront. It's now all about water: package visual, water made typography, logotype and overall feel as one big cube of clear water. Also, its strength is in simplicity, as there is no more technical details, and an eye-catching look that calls: "Dive!"

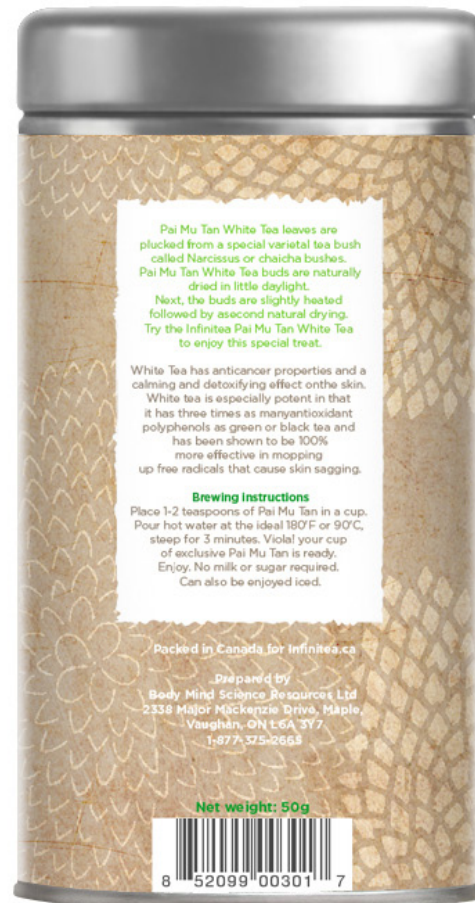




BRANDING OF INFINITEA

SKRA's designers were given a task to come up with a new visual identity and package design in order to fit high price segment, reflect Asian authenticity and healthy product benefits.

The concept was created in oriental style but still interesting and appealing to the modern consumers. The idea is based on the following points: transparent, as a good tea drink, oriental and floral patterns that unite all packages in one range; little plate with tea leaves—visual element that informs about different kinds of teas. So, in other words, combination of laconic logo block, premium-looking metallic containers and oriental themes in ornaments made package design qualified as modern authenticity.



PRODUCT BRANDING FOR PRESERVATION "BON KHERSON!"

ISKRA developed a new brand of fruit-and-vegetable preservation "Bon Kher-son!" for Ridna Marka Corporation. Oly for two months brand concept, brand name, logotype and ladel design for 28 items were done for three group of products: fruit-and-vegetable preservations, sauces and juices.

In brand name we put double meaning: sun of Kherson land in every fruit and vegetable and sincere wish: "Bon appe-tite!" The lebel design is done in "Toscana village" graphic style that helps a new brand to stand out among similar looking competitors and to express its southern character."



Бон
Херсон!

Бон
Херсон!



BRANDING & AD SUPPORT FOR ARSENAL AUDIO

ISKRA has developed brand strategy and identity system for Arsenal Audio, company that sells and installs hi-end brands, and offers complex hi-end solutions for house and office.

The client has chosen design solution that revealed its intellectual service and premium style of the brands represented in its show-rooms. According to the brief, it had to have the attributes of the house, where the company's service is being provided. So, the logotype was created with isometric approach and grotesque font, and it has a letter A, the first in company's name, and grapheme that resembles a house. Also company's spelling goes through the house as a digital signal or projection. Color solution is monochrome and laconic, done in style of hi-end services and brands.



IDENTITY FOR INTERNET COMPANY

To feature the brand name of Internet service company called "Layer.com" ISKRA came up with the trendy design concept of the colored transparent overlays that resemble a CMYK or RGB and shifted letters. But mainly this layering delivers integrity of the web company services. Shifting creates the impression of constant working and motion. Bright colors indicate fresh solutions Layer.com provides its customers with. The identity has been applied across corporate stationery, mail, and promotional literature.



PRODUCT BRANDING FOR "DUHMIANE DYVO"

ISKRA had a task to create identity system, brand name, logo, corporate identity and slogan for the new bread and bakery brand, which are baked in supermarkets. The new brand targetes successful people with hire incomes, who estimate personal identity and goods originality.

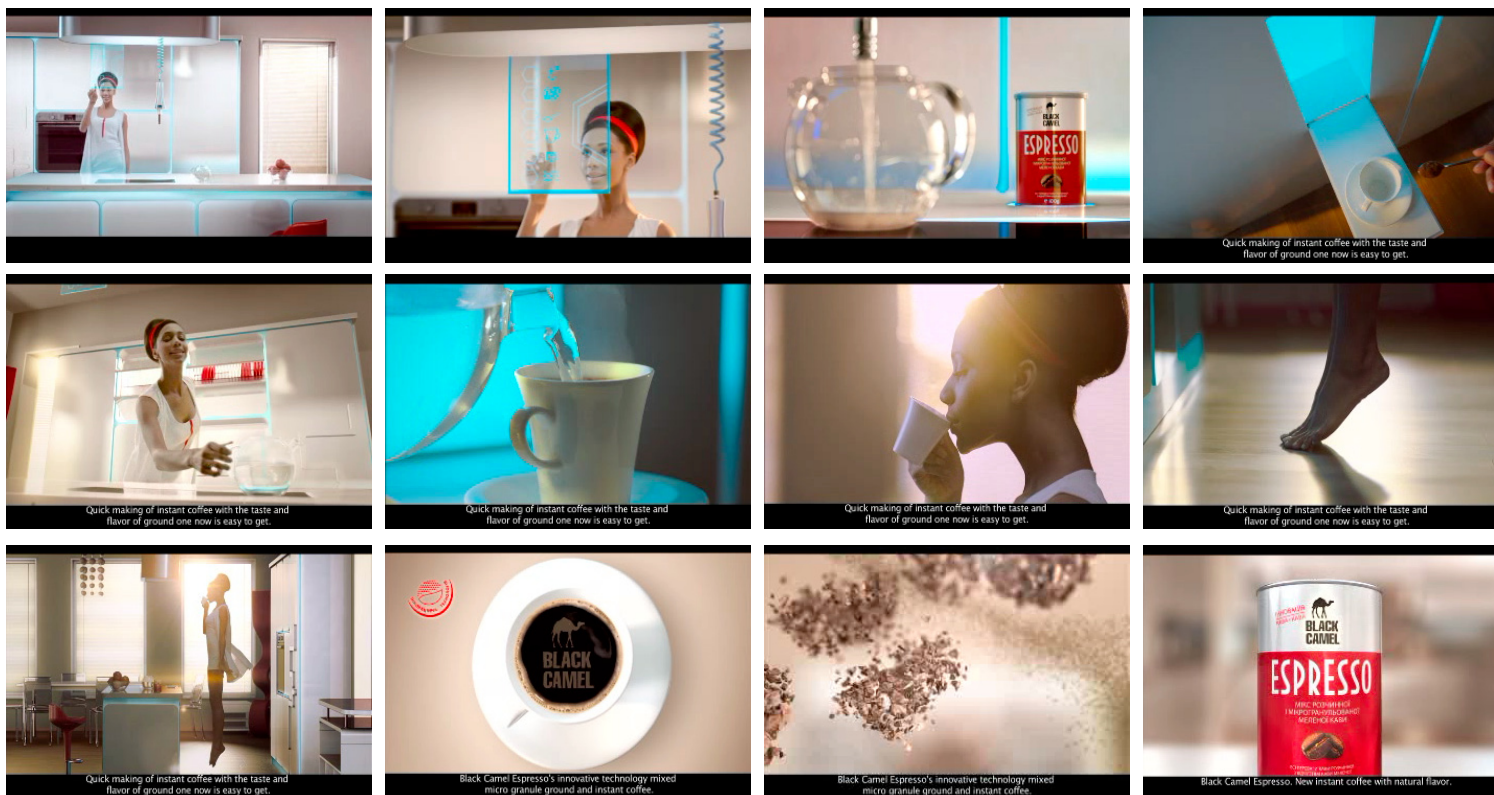
Agency created an idea based on unique features of "shocking frost" technology used in new bread and bakery production. Due to this world-famous approach the bakery "Duhmiane Dyvo" is always fresh, hot and aromatic. Also due to Ukrainians masters' experience in baking the best bread in the world using "Ukrainian spirit", that basically distinguish this brand from foreign competitors presented on the market. In brand logo and corporate identity "Duhmiane Dyvo" ISKRA used the style of engraving which underlines the idea of handicraft in Ukrainians "bread art".



BLACK CAMEL ESPRESSO LAUNCH AD CAMPAIGN

To launch its new product Enni Foods used TV advertising, outdoor and POSM. An innovative product with a unique technology, that combines ground with instant coffee, Black Camel Espresso offers two advantages in one cup - high quality and high speed of making it.

ISKRA was tasked to express these benefits in clear way to the consumers, as well as reveal the innovation and exotic nature inherent in the product name. In TVC we showed a kitchen of the future, where everything is easy and fast, as well as an exotic girl who just highlights the product name. We wanted consumers to have nice taste left as long as they saw the commercial, as if they had a cup of excellent coffee, which you always want to try again.

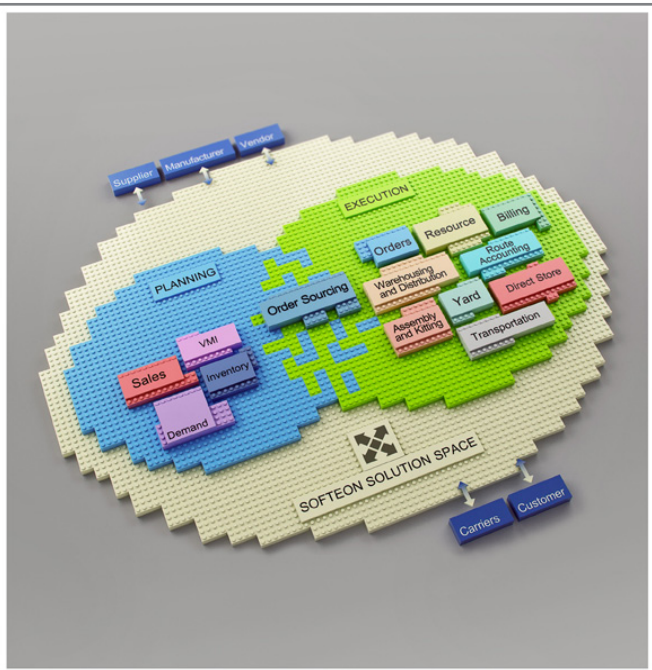




NEW

INSTANT COFFEE
WITH NATURAL
FLAVOR





Transform your Supply Chain with the Softeon Advantage

Softeon is a global provider of supply chain management solutions that consistently deliver customer success on a single, web-based platform. The company's function-rich supply chain planning and execution solutions cover the entire operational spectrum from demand planning and forecasting to warehousing, fulfillment, transportation, resource management and value-added services. With a passion for innovation across a range of industries, Softeon supports supply chain convergence which allows customers to collaborate and integrate with trading partners.



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Softeon
Innovative Supply Chain Solutions

Softeon Advantage Solutions Technology Customer Success Info Center

Search English

BETTER SUPPLY CHAIN PERFORMANCE

Softeon's flexible and configurable product suite means "It is not a one size fits all" !! Our product can be configured to optimally support the specific nuance of different verticals - lot or batch code management, recalls, Serial number tracking at multiple level and much more...

[LEARN MORE](#)

Solutions

Customer Success

Technology



IMAGE CAMPAIGN AND BRANDING MATERIALS FOR SOFTEON

Image campaign (advertising campaign in the press and the Internet), and marketing support (expo booth , flyers, booklet , catalogs) for the largest U.S. provider of the hi end services in business consulting, logistics and management of different levels , Softeon.

Softeon Supply Chain Platform

The Softeon platform is a comprehensive suite of supply chain solutions that range from planning through execution. Proven within with reliable and configurable and scalable provides a breadth and depth that is unmatched. The platform serves companies with full in-sight management, risk management and full 24/7/365 support.

With the Softeon platform, supply chain solutions are an integral component of a manageable and cost-effective day. No matter if you face specific challenges or deploy a complete value-to-delivery system. Whenever you begin, our platform is visible, where able and responsible to assist handling your growing business needs.

Softeon's solution is scalable and available to suit business needs, and we have deployed the 100% solution in all our DCs and manufacturing facilities. The advanced web-based architecture provides real-time transparency, tracking and visibility across all environments. Softeon also provides the most flexible and scalable platform to adapt to whatever unique requirements a company may have.

Michael R. Ther
VP Regional Sales Services
Manufacturing Services, Inc.

Softeon Supply Chain Platform

Supply Chain Solutions
The Softeon platform includes the following solutions:

- Forecast** - Proven inventory planning and optimization tools
- Inventory** - Proven inventory and stock visibility across the network for managers and customers
- Order** - Supply chain fulfillment and customer order management
- Distribution** - Streamlined logistics and optimized supply chain delivery
- Warehouse** - Streamlined logistics and optimized supply chain delivery
- Transportation** - Streamlined logistics and optimized supply chain delivery

Supply Chain Management
The Softeon platform provides the tools to drive a global supply chain:

- End-to-end visibility** across the supply chain is provided with real-time data and analytics that help managers to manage their operations with real-time status of key performance indicators.
- Proven Analytics** provides business critical patterns, trends and relationships faster with supply chain data to help to gain insight into supply chain trends, where products are and make operational decisions.

Supply Chain Framework
The Softeon platform is designed to manage complex systems with:

- Scalability** - Ensuring the efficiency and speed of your supply chain operations
- Flexibility** - Adapting to changing and unpredictable business conditions
- Integration** - Integrating and synchronizing processes within the supply chain

SUPPLY CHAIN INTELLIGENCE

Category	Sub-category	Function
SUPPLY CHAIN INTELLIGENCE	Forecasting	Inventory Management
	Order Management	Warehouse Management
	Transportation Management	Customer Service
	Supply Chain Analytics	Supply Chain Optimization
WAREHOUSING & FULFILLMENT OPTIMIZATION	Inventory Management	Warehouse Management
	Order Management	Customer Service
PROCESS OPTIMIZATION	Supply Chain Analytics	Supply Chain Optimization
	Supply Chain Analytics	Supply Chain Optimization

Innovative Supply Chain Solutions

Softeon Supply Chain Platform

SUPPLY CHAIN INNOVATION

Power Your Supply Chain with A Modern Technology Platform

The Softeon Platform

STRATEGIC SUPPLY CHAINS

Differentiate Your Business with Innovative Supply Chain Solutions

The Softeon Approach

EMPOWERING MARKET LEADERS

Transform Your Business With Strategic Supply Chain Solutions

The Softeon Advantage

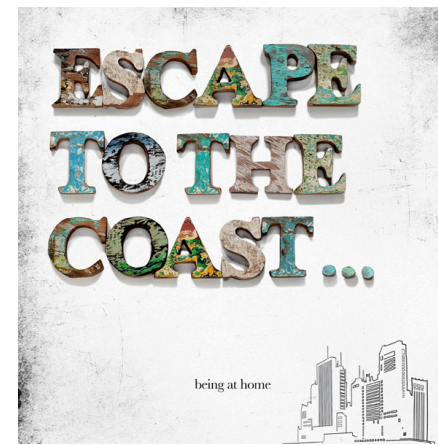
EMPOWERING MARKET LEADERS

Transform Your Business With Innovative Supply Chain Solutions

The Softeon Advantage

SEASTYLE IMAGE CAMPAIGN

ISKRA Creative agency developed a new print campaign for the online retail store Seastyle, which sells unique products in nautical style. It promises its owners to carry them away to the white beach from the bustle of the city with its refined coastal decor. Surrounded by a nice beach decor from the Seastyle collections, you will turn your home into a beach house and find yourself as a sea wolf or a mermaid ... without leaving your cozy chair with a TV remote control in hands. Graphics of the print works are minimalistic, color palette is almost monochrome, and metaphors are easy to catch for the lovers of nautical decor.



doesn't sing?
don't throw it away.



CRISIS PRICES FOR YOUR PETS
Vet clinic Bolshaya Medvedica
www.vetmedica.kiev.ua
Lesnoy pr. 39 a, 2nd floor
tel. (044) 2374622

doesn't play?
don't throw it away.



CRISIS PRICES FOR YOUR PETS
Vet clinic Bolshaya Medvedica
www.vetmedica.kiev.ua
Lesnoy pr. 39 a, 2nd floor
tel. (044) 2374622

PRINT CAMPAIGN FOR VET CLINIC

ISKRA developed ad print campaign for vet commercial medicine and pets. If your pet doesn't play, do not throw it away as an old thing. Even if lack of money. In spite of crisis, vet clinic "Bolshaya Medvedica" offers low prices to cure your pets." This message was delivered through two posters "Cat" and "Bird" made by ISKRA. As vet doctors say, nowadays a lot of people do not cure their pets, sometimes get rid of them, because of crisis time and lack of money. This insight we used in campaign as the most typical and dangerous one. The answer to the problem is the flexible prices at vet clinic "Bolshaya Medvedica", where the pet's life is the most important issue, sincerely supported by ISKRA.

UKRSIBBANK LOANS CAMPAIGN

On May 11 2007 a new ad campaign for Uksribbank consumer loans developed by ISKRA started in Ukraine.

Print layouts and POS materials deliver the message: your sweet dream is in your years. Uksribbank is here to help in getting it on the best terms. For only 199 ghrivnas per month you can get whatever you dream about.

КРЕДИТ НА МЕЧТУ



розовая мечта
за **199** грн

РОЗОВУЮ МЕЧТУ ВИДНО ПО ГЛАЗАМ...
Всего 199 грн в месяц, и она – твоя!

- Сразу несколько товаров на один кредит
- Мгновенное оформление кредита
- Первый взнос – от 0%

Получайте все. Цены каждого.

УКРСИББАНК
ВНП ПАРИЖА С.П.О.О.

КРЕДИТ НА МЕЧТУ



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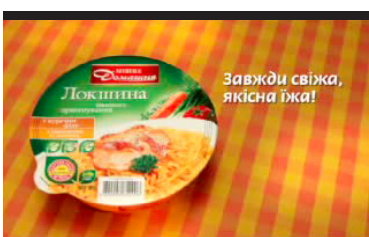
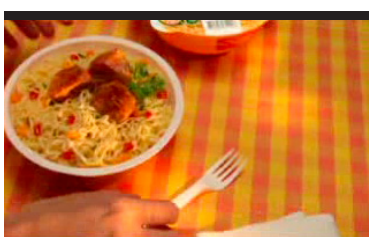
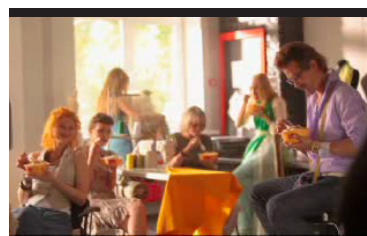
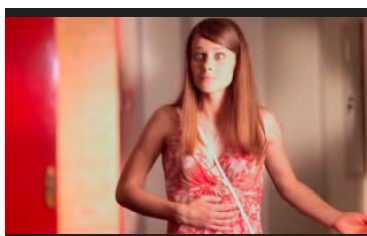
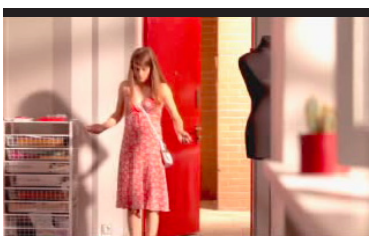
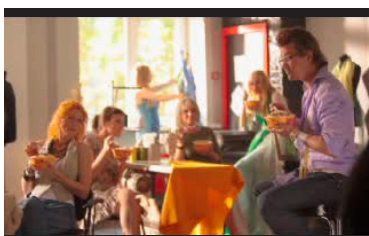
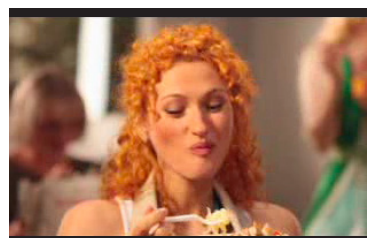
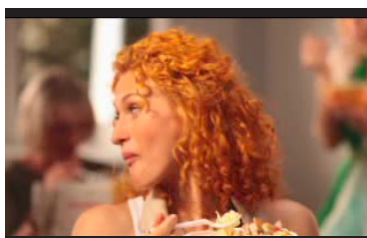
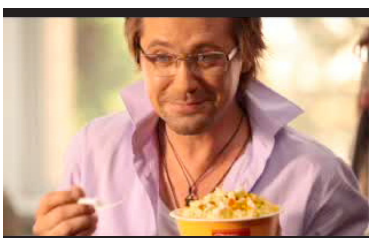
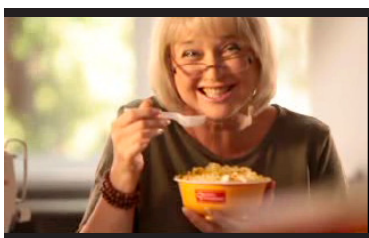
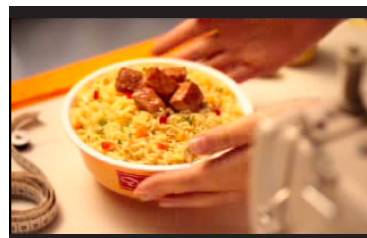
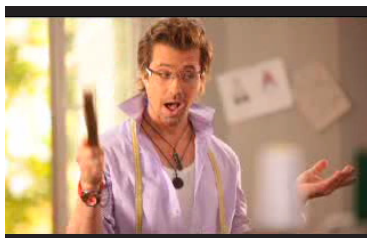
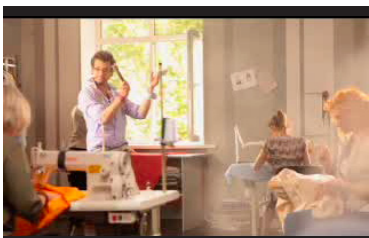
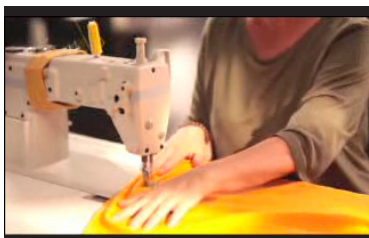
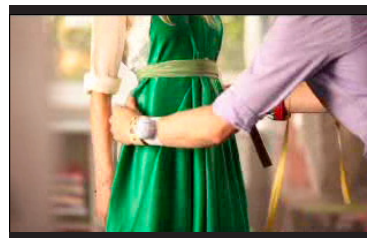
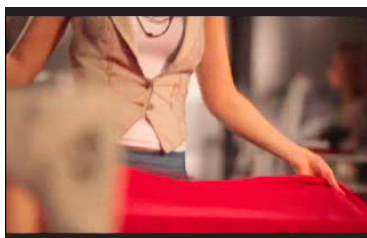
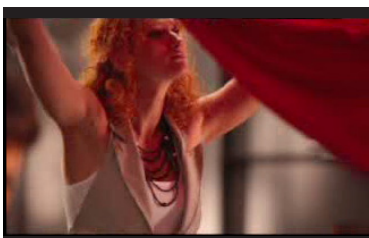
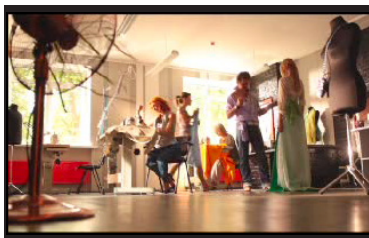
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IMAGE CAMPAIGN MIVINA

A new commercial for Mivina Domashnaya was launched by ISKRA. The brief was to show how harmful street fast food could be especially in hot season, and to deliver the message about healthy food alternative – Mivina Domashnaya meals. ISKRA used famous wisdom: you are what you eat. That is relevant in hot season indeed. Harmful effect that junk street food makes is revealed with the help of sharp metaphor showing short-life food behavior inside a person. So it's time for the consumers to think and make right conclusions. Mivina Domashnaya ready-to-eat meals are made without preservation by «Keep all fresh» technology, that helps them to be always fresh and healthy.



МІВІНА
Домашня

Опять
офисбургер?



Готовые супы
из натурального мяса и овощей
по домашним рецептам.
Вкус как дома! Здоровье как надо!

МІВІНА
Домашня

Опять
пирожное
по-офисному?



Готовые супы
из натурального мяса и овощей
по домашним рецептам.
Вкус как дома! Здоровье как надо!

ISKRA
CREATIVE AGENCY

IMAGE LAUNCH CAMPAIGN FOR MIVINA DOMASHNAIA

In December 2007 ISKRA created print campaign to launch a new product of sub-brand "Mivina Domashnaia" – soups with natural meat and vegetables.

The campaigns task was to increase attention to the absence of healthy food in conditions of shortage time which are typical for townsmen. Another task was to demonstrate new products features, which are created by "Mivina" as solution of these topical problems.

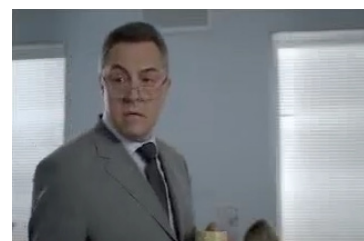
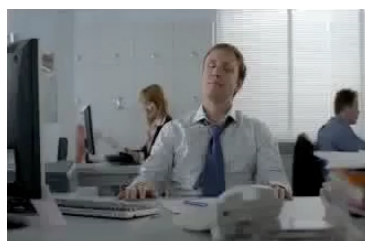
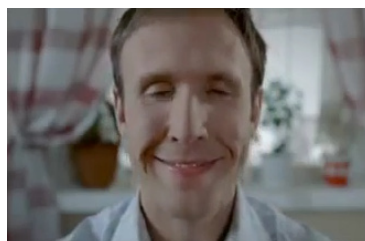
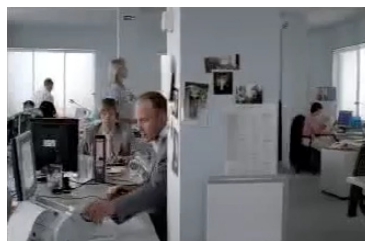
The food problem in the line of ad posters named "Office Food" is very acute for the people who spend most of their time in the office. The questions look very socially: "Again officeburger?" or "Again office-cakes?"

MIVINA NATIONAL LAUNCH CAMPAIGN

ISKRA developed national ad campaign to launch new fast food brand Mivina Domashnaya.

The agency was tasked to develop communication of a new fast food product with the taste of homemade meals targeting audience of white collars.

ISKRA came up with an idea of mum's food and home like atmosphere one can get into, even being at working place, thanks to the product. The core message of the campaign is a taste like at home. In tv commercial we worked a lot on cute home details, like cups with dots, kitchen curtains, a little bird, check table cloth and mother's voice: "My boy! Go home! Lunch time!" Tasty fast food and unforgettable childhood memories is a powerful anchor for busy people who have lack of time to eat regularly and healthy. Check table cloth as a symbol of mother's food homemade became a key visual of the tv, print & outdoor layouts, POSM and internet banners.



RAIFFEISEN BANK ANNUAL REPORT

ISKRA created the main banking document - annual report for Raiffeisen Bank Aval in Ukraine

The idea called "360 angle view" and used in the annual report was based on visual and optical effect of panoramical and 360 angle photoes. Such idea exposed the image of the bank: the largest and open-minded.



LAUNCH CAMPAIGN OF CHOCOLATE VERNISAZ

ISKRA shoot TV commercial for prumium chocolate "Vernisaz" produced by the famous confectionery named after N.K.Krupskaya to be launched at the Russian market. Creative Agency ISKRA were put upon two objectives. First: it was necessary to present an unique product with the fragments of the canvases of the Russian Museum on its packings. Second: the advertisement has to reflect brand personality - unity of the traditions of the Russian culture with the manufacturing of high quality chocolate."

The solution of these tasks was the idea of a journey made by the main charactor tasting chocolate "Vernisaz" - to the Russian Museum. Brand is shown not only like a chocolate masterpiece but also like a "ticket" to the Russian Museum for the encounter with the arts. The commercial itself interlaces great picutres of K.Brulov, O.Kiprenski, V.Serov canvases and remarkable sounds coming from these paintings which talk with the heroine in the desolate rooms of the museum.

For the shooting in such a complicated location as the Russian Museum a French director, sister of the famous creator of 'Leon killer', Arian Besson was invited.

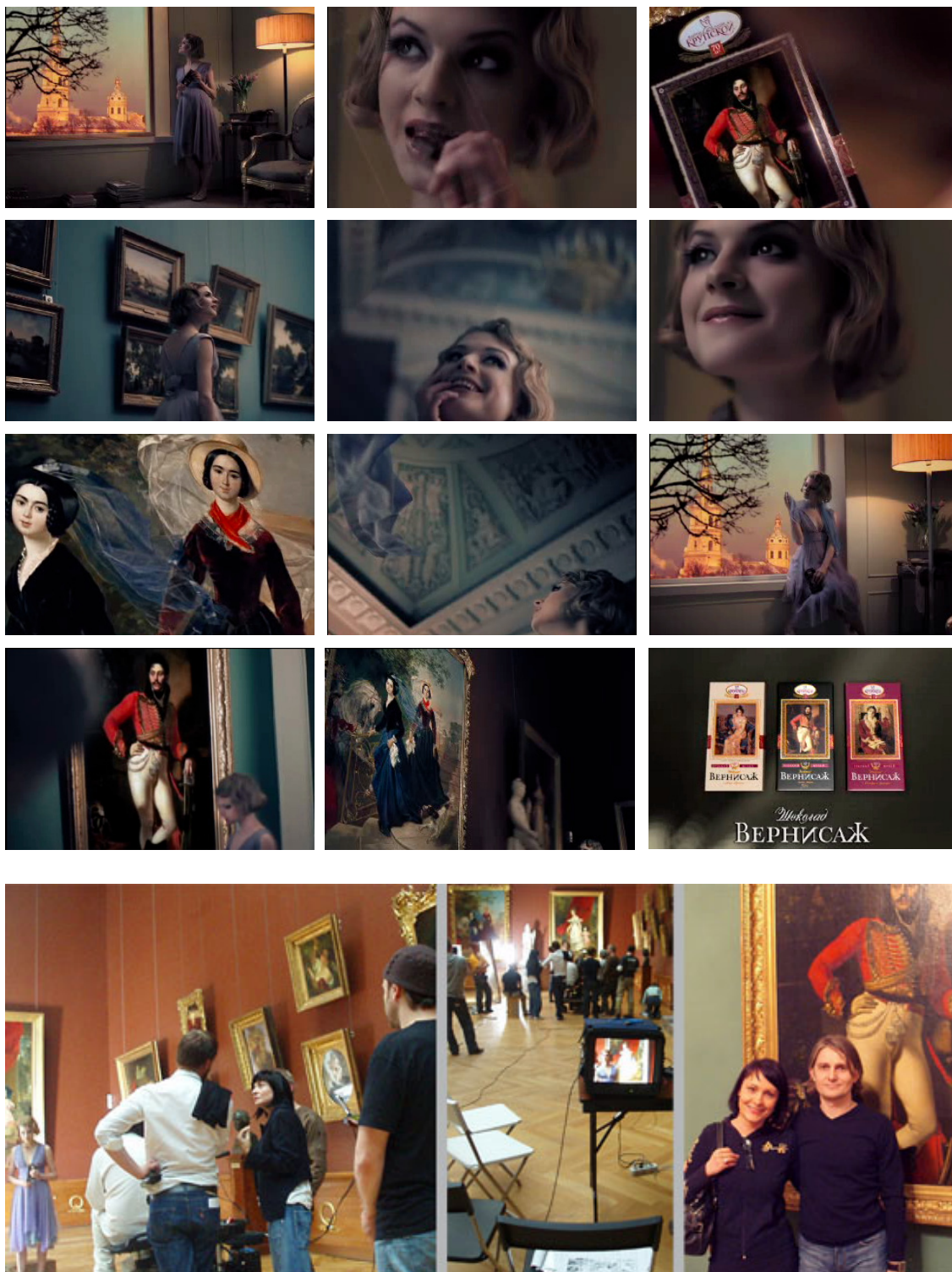


IMAGE CAMPAIGN FOR PALAZZO BANDINELLI

ISKRA Creative Agency developed exclusive outdoor campaign for Italian biscuits Palazzo Bandinelli, from the most European city in Ukraine - the legendary Lviv.

On old Market place, in the heart of the city, unique huge brand mayer connected two buildings of different height and told a love story. Visually it imitates the old house, covered with ivy, with cozy balconies, and a couple that met and treat each other with tasty Italian pastry Palazzo Bandinelli.



IMAGE CAMPAIGN FOR VODKA BILENKA

ISKRA got a brief to strengthen Bilenka's leadership in democratic segment in view of price raising tendency on the market.

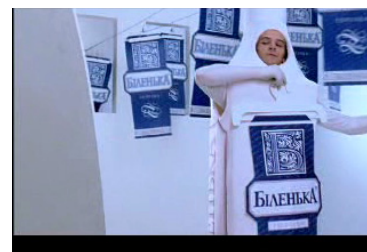
ISKRA solution was to communicate rational brand values and demonstrate the "most popular vodka" status of Bilenka based on the fact: every sixth Ukrainian man drinks Bilenka! In Bilenka's humour style all values it can be proud of were vividly shown: high quality, nicer bottle & label, the best defence system among the competitors. As to its closeness to people, it was also traditionally expressed with the help of live bottle, that is the brand identity. In a new campaign for Bilenka ISKRA as always avoided ad clichés. Even "the holy of holies" of vodka advertising - vodka production - was shown with nice humor.



Let's see how vodka Bilenka is processed.



Let's see how vodka Bilenka is processed.



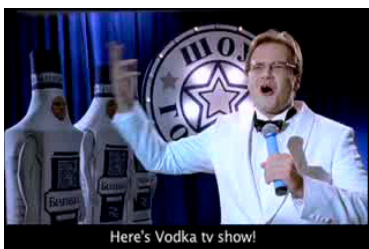
From the factory - right to the people!



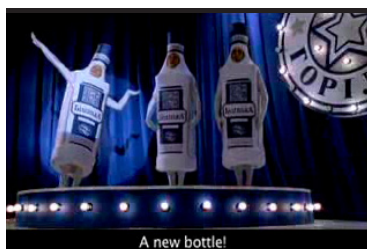
Bilenka True people's vodka



Here's Vodka tv show!



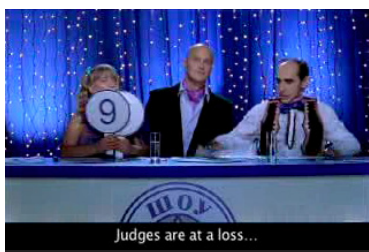
Here's Vodka tv show!



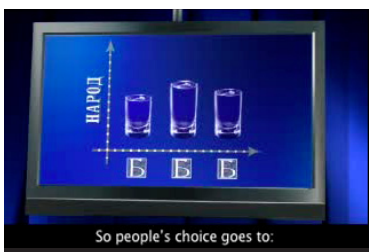
A new bottle!



A nicer label!



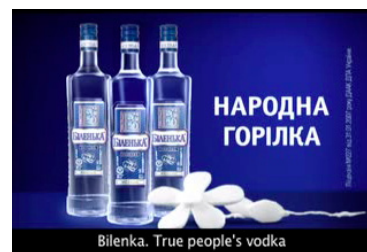
Judges are at a loss...



So people's choice goes to:



It's Vodka people trust!



Bilenka. True people's vodka



З заводу -
прямо до народу!



НАРОДНА
ГОРІЛКА



З НАРОДНИМ
НОВИМ РОКОМ!

НАДМІРНЕ ВЖИВАННЯ АЛКОГОЛЮ ШКІДЛИВЕ ДЛЯ ВАШОГО ЗДОРОВ'Я

НАДМІРНЕ ВЖИВАННЯ АЛКОГОЛЮ ШКІДЛИВЕ ДЛЯ ВАШОГО ЗДОРОВ'Я

PROMO TV CAMPAIGN FOR SORBEX

«The concept of promo campaign seemed unbelievable for us», - ISKRA creative team says, - «as well as for the consumers. It's hard to believe but it's a fact – in any of Sorbex pack you will find real money. So we were set a task to deliver this message as clear as possible. Besides, to show what people may really feel if get money. The story about the relation between man and money is endless. So we dedicated it - three tv spots and a poster.»



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