



**ISKRA**  
**CREATIVE AGENCY**

NETWORK OFFICES • KIEV  
MOSCOW • W. PALM BEACH



**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



ORGANIC ERA



MIBINA®



ОЛИМП

## 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

Punjabi  
Samosa



UKRSIBBANK  
BNP PARIBAS Group



HVB Group



Johnson & Johnson



KLO  
СТОЛИЧНА МЕРЕЖА АЗС

Infinitea

CHRISTOS  
NEW CITY GRILL



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



cake  
lingerie

RENAULT  
ARMA MOTORS

FIELD OPTICS  
RESEARCH



Mercedes-Benz



Unilever

pulsar™

Mobil 1



Aventis  
Aventis Pharma

SAMSUNG  
ELECTRONICS

VOLVO

Arialle  
HAIR PERFUME

INFUSONIC™

KRKA



pentium  
PROCESSOR

## 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

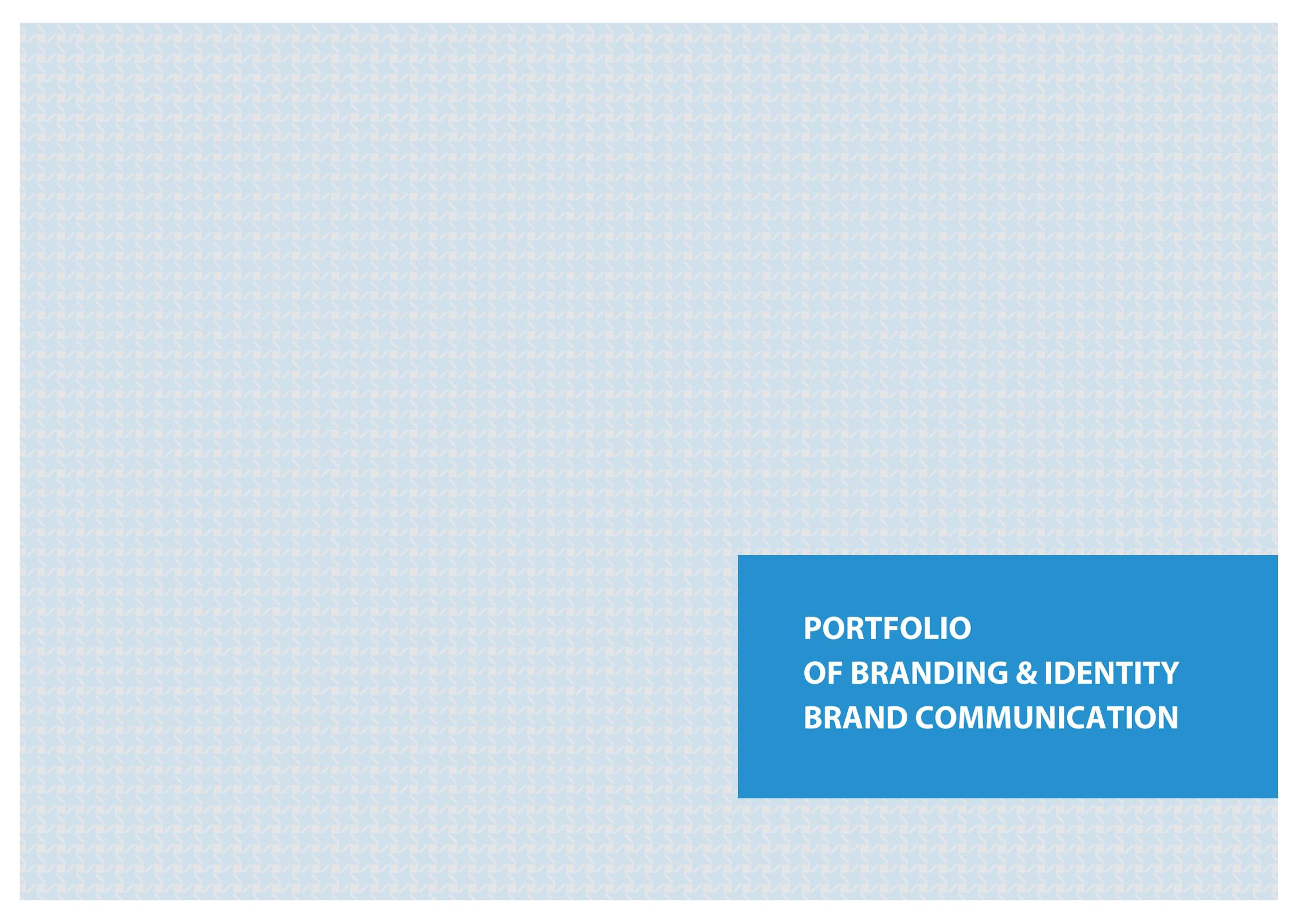
### **Branding:**

Naming  
Product Identity  
Corporate Identity  
Package design  
Graphic design

### **Integrated communication:**

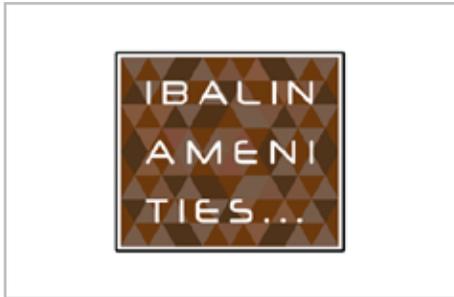
ATL  
BTL  
PR  
DM  
Internet  
Ambient

**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 developed 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



**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 reserach, 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 brands' name, KLO. Firstly, it well corresponds to the status of KLO, well established company that works tp European standards for a long time. New font helped us to make easy transfusion 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.



## IDENTITY & 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.





## KAWABAR BRAND IDENTITY

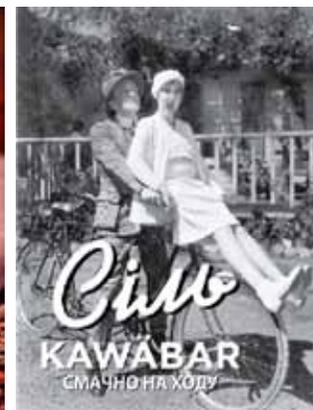
Many people start their day with a nice breakfast, hot cup of coffee during lunch time, or have a quick stop for a snack while traveling by car in this little cafeteria on KLO gas stations.

Concept, branding and architecture go hand in hand. We created brand name, as well as identity system, indoor interior design, and marketing supporting materials.

Simple black and white colouring combined with natural brown cardboard match ideally with the interior design. The hand-written lettering and friendly illustrations create a casual bar atmosphere. It's young, fresh and consistent. Simple and up-to-date. And the food's good too.



Кава	
Капучино з натуральним молоком	175 мл 9.00
Лате з натуральним молоком	175 мл 9.00
Американо з натуральним молоком	175 мл 8.00
Еспресо з натуральним молоком	175 мл 8.00
Американо	175 мл 7.00
Еспресо	75 мл 7.00
Гаряче молоко	175 мл 3.95
Чай в асортименті	200 мл 5.00



## IDENTITY & 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.



**IDENTITY SUSTEM  
MANDARIN PLASA**

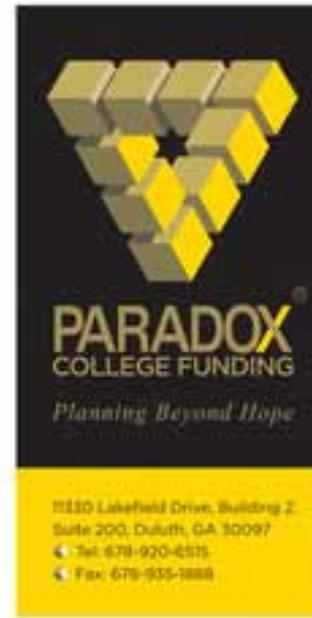
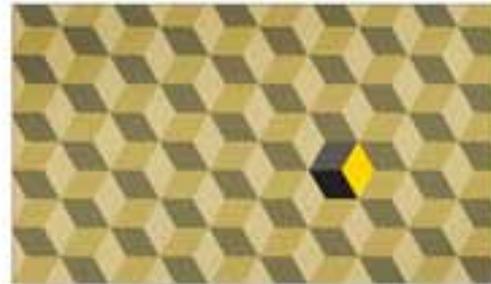




**BRANDING AND IMAGE  
SUPPORT FOR INNOVATE  
BEAUTY PRODUCTS**

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.





## 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**

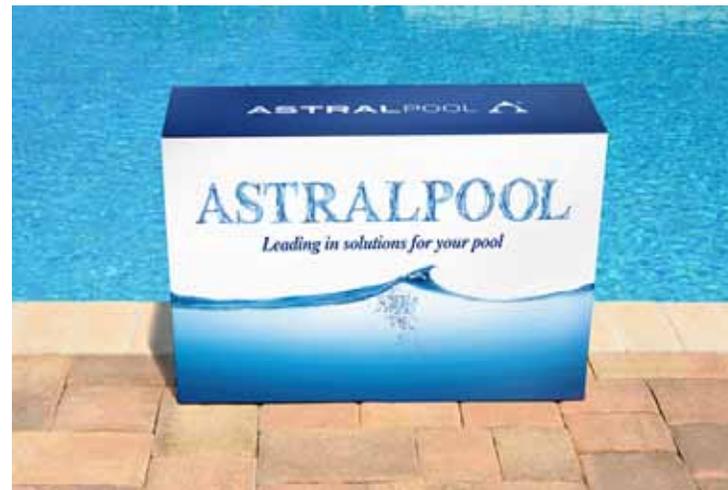
To launch a new trade mark, called Picobello and produced in Turkey, design team of international branding agency ISKRA has developed identity and package design for 16 items of a new umbrella brand. European consumer is 'picky' enough when it comes to products of this food segment. ISKRA was set a task, 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 "water-loving 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

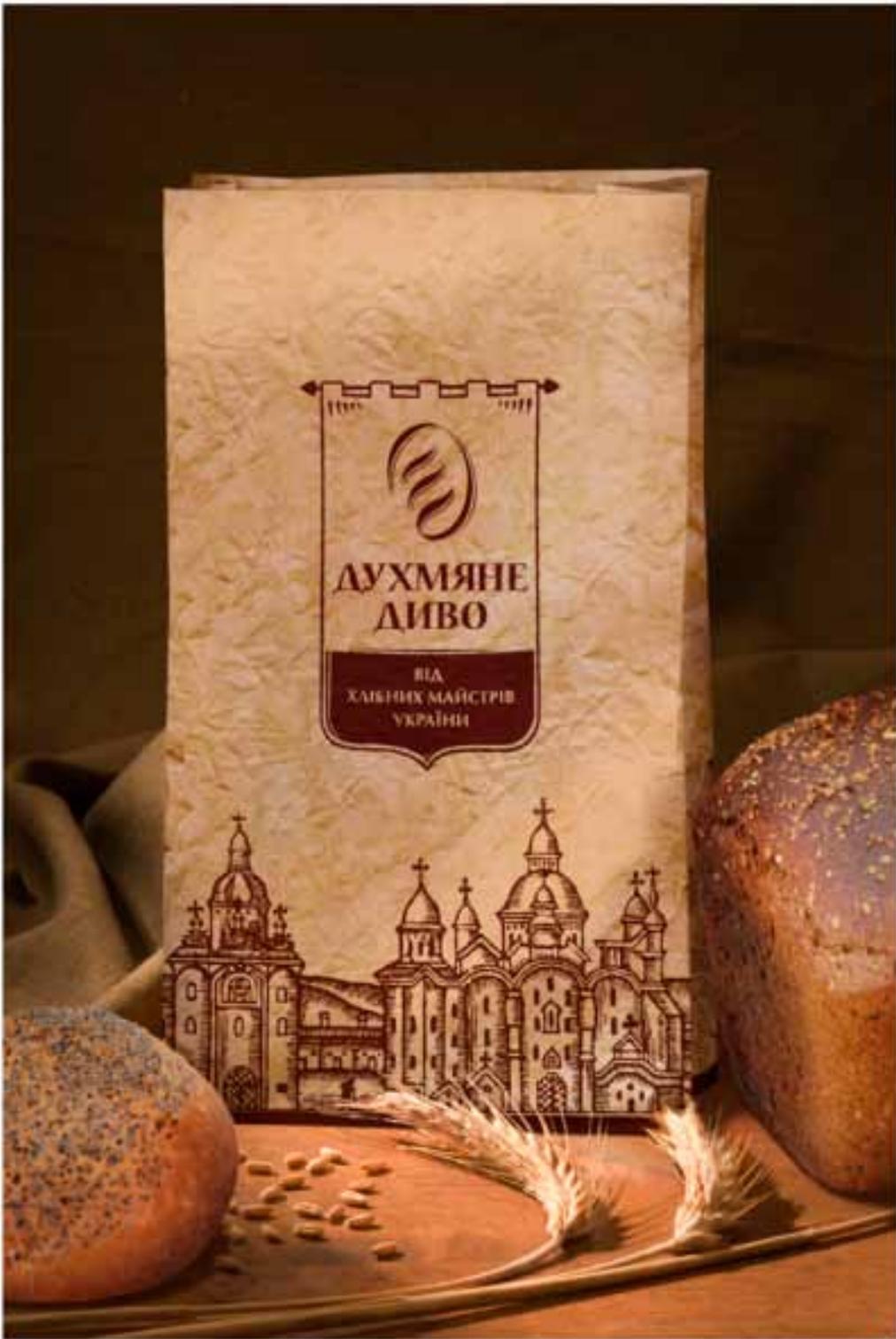
To feature the brand name of Internet service company called "Layer.com" ISKRA came up with the trendy design concept of the colored transparent overlays that resemble a CMYK or RGB and shifted letters. But mainly this layering delivers integrity of the web company services. Shifting creates the impression 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  
"ДУХМІАНЕ ДИВО"**

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".



format dio



format dio



format dio



**ISKRA**  
CREATIVE AGENCY

NAMING  
LOGOTYPE &  
IDENTITY  
FORMAT DIO



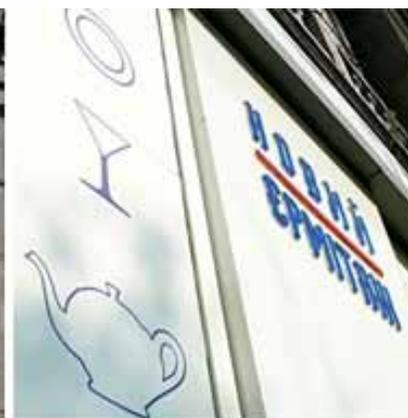


**TASTY & FISHY  
IDENTITY & PACKAGING  
FISHLAND**

ISKRA, the brand storytelling agency, has come up with a playful design for a new seafood brand by UFC, Fishland. The agency's designers created fresh packaging line for fish burgers and fish sticks, targeting young city audience, who are time limited, but not careless when it comes to healthy food. Bogdan Kravchenko, Creative Director, comments: "This branding project was all about taste and fun – that's what young people love! The identity and packaging were designed with focus on natural taste ingredients, fresh fish, using fusion of the product and different fish types. We added water bubbles and even beach sand to stress naturalness, as well injected a lot of fun and personality into its identity."



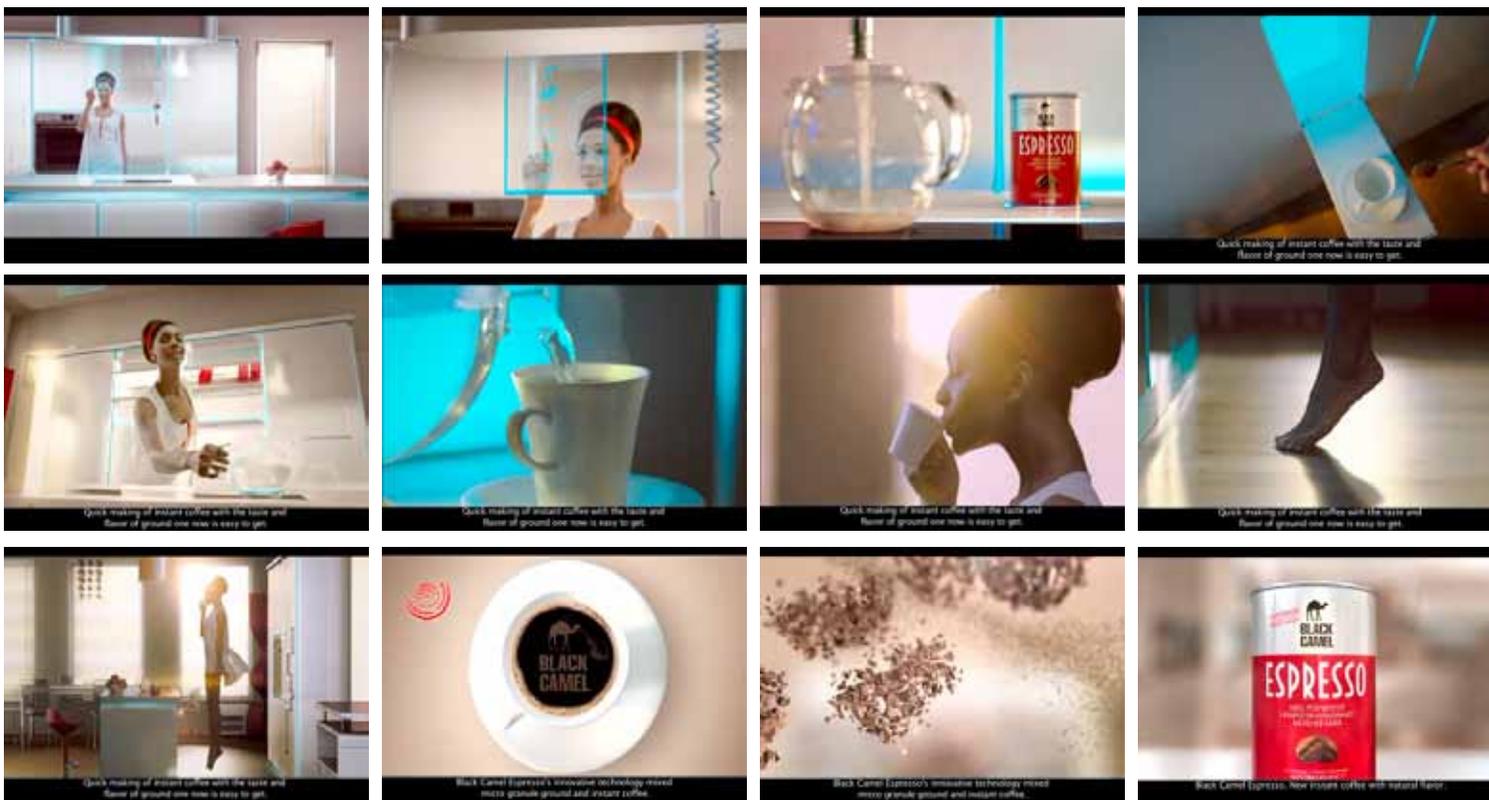
NAMING  
LOGOTYPE &  
IDENTITY  
"НОВЫЙ  
ЭРМИТАЖ"



**BLACK CAMEL ESPRESSO  
LAUNCH AD CAMPAIGN**

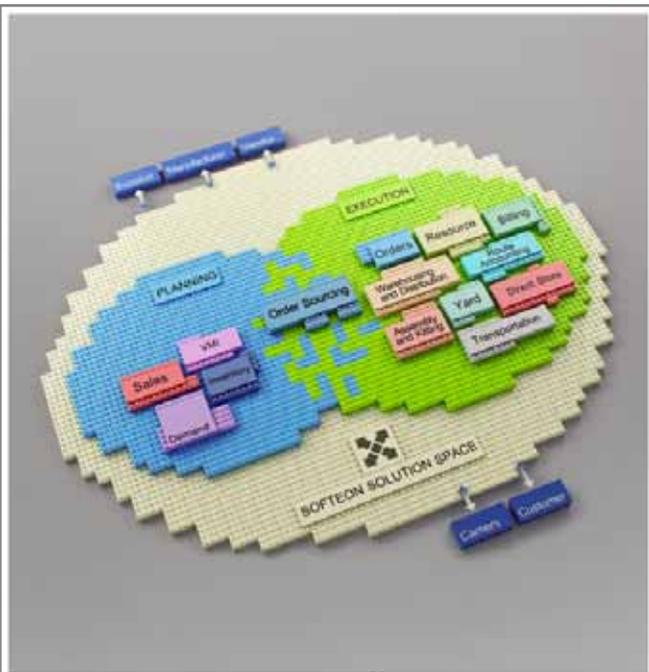
To launch its new product Enni Foods used TV advertising, outdoor and POSM. An innovative product with a unique technology, that combines ground with instant coffee, Black Camel Espresso offers two advantages in one cup - high quality and high speed of making it.

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

ІННОВАЦІЯ  
КАВА-КАВА  
**BLACK CAMEL**  
**ESPRESSO**  
МІКС РОЗЧИННОЇ  
І МІКРОГРАНУЛЬОВАНОЇ  
МЕЛЕНОЇ КАВИ  
ВСІ ПЕРЕВАГИ КАВИ РОЗЧИННОЇ  
З ВІДОУТТЯМ КАВИ МЕЛЕНОЇ  
e 100g



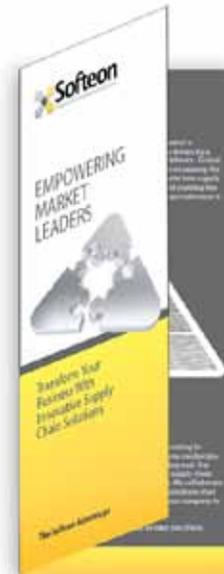
## Transform your Supply Chain with the Softeon Advantage

Softeon is a global provider of supply chain management solutions that conveniently 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.



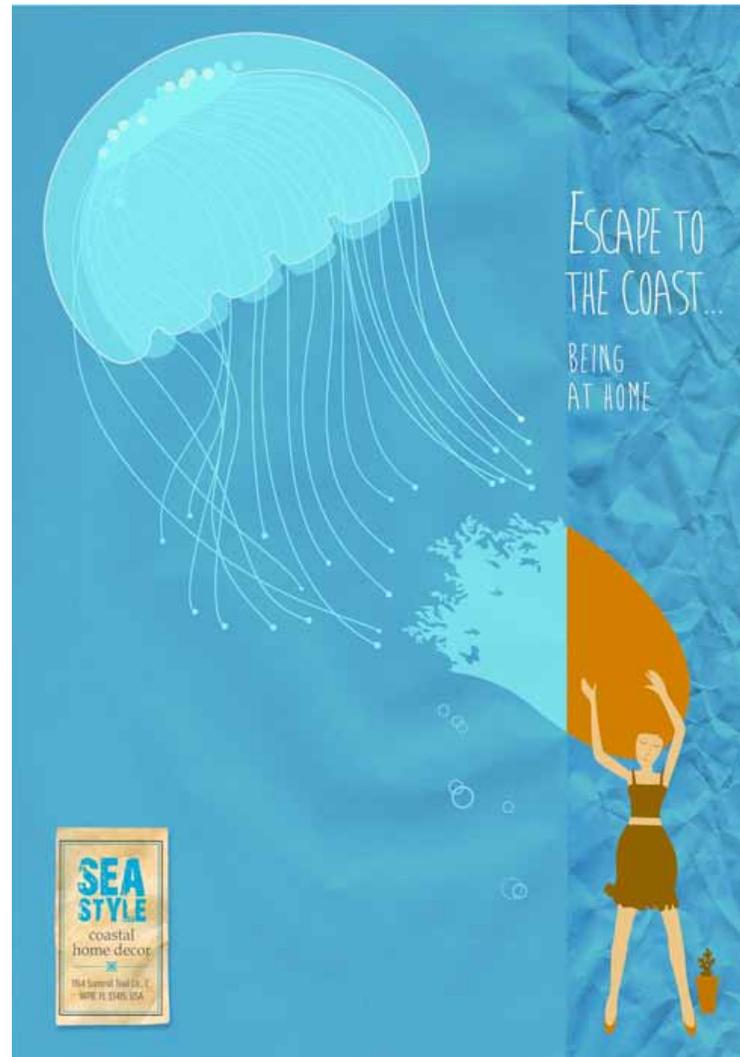
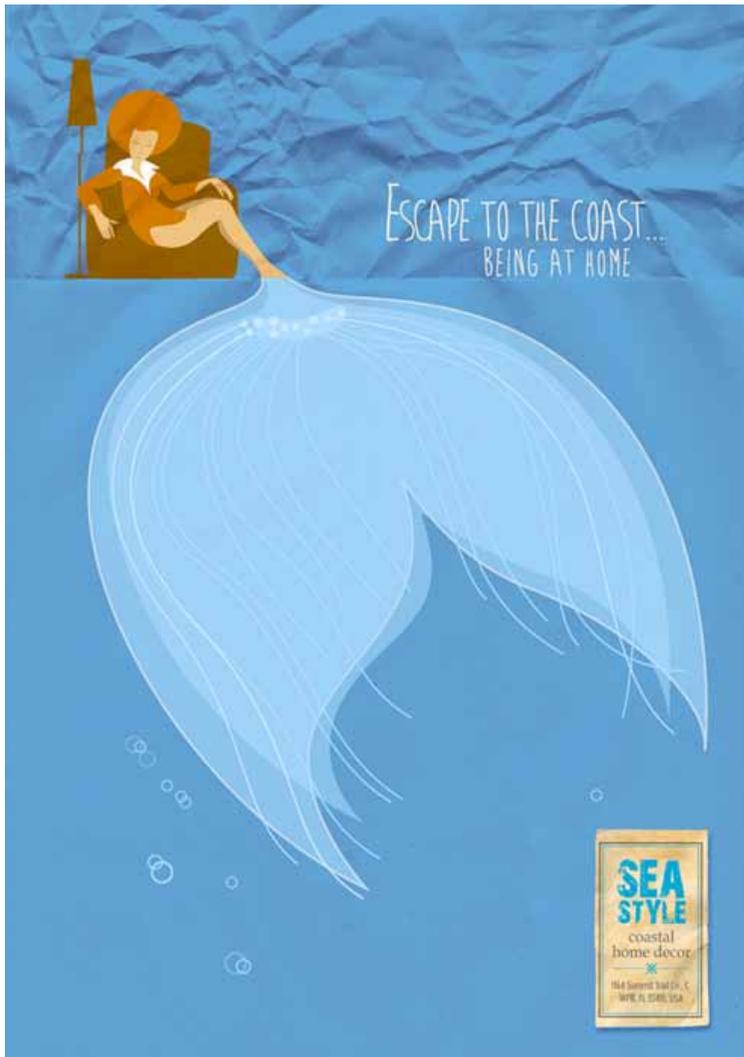
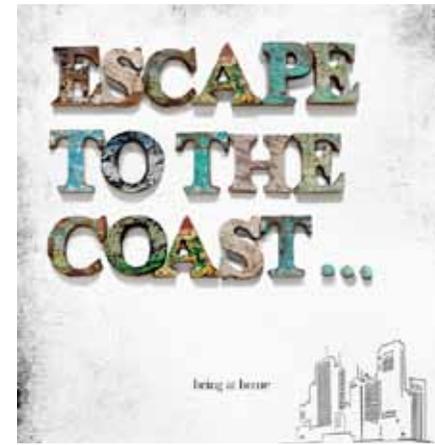
## IMAGE CAMPAIGN AND BRANDING MATERIALS FOR SOFTEON

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.



**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 Bobhaya Medmedica  
[www.vetmedica.kiev.ua](http://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  
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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 UkrSibbank consumer loans developed by ISKRA started in Ukraine.

Print layouts and POS materials deliver the message: your sweet dream is in your years. UkrSibbank 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%

Помощники. Деньги забота.  **УКРСИББАНК**  
www.ukrsibbank.com.ua



**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%

Помощники. Деньги забота.  **УКРСИББАНК**  
www.ukrsibbank.com.ua

**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 fast 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  
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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 meet 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.

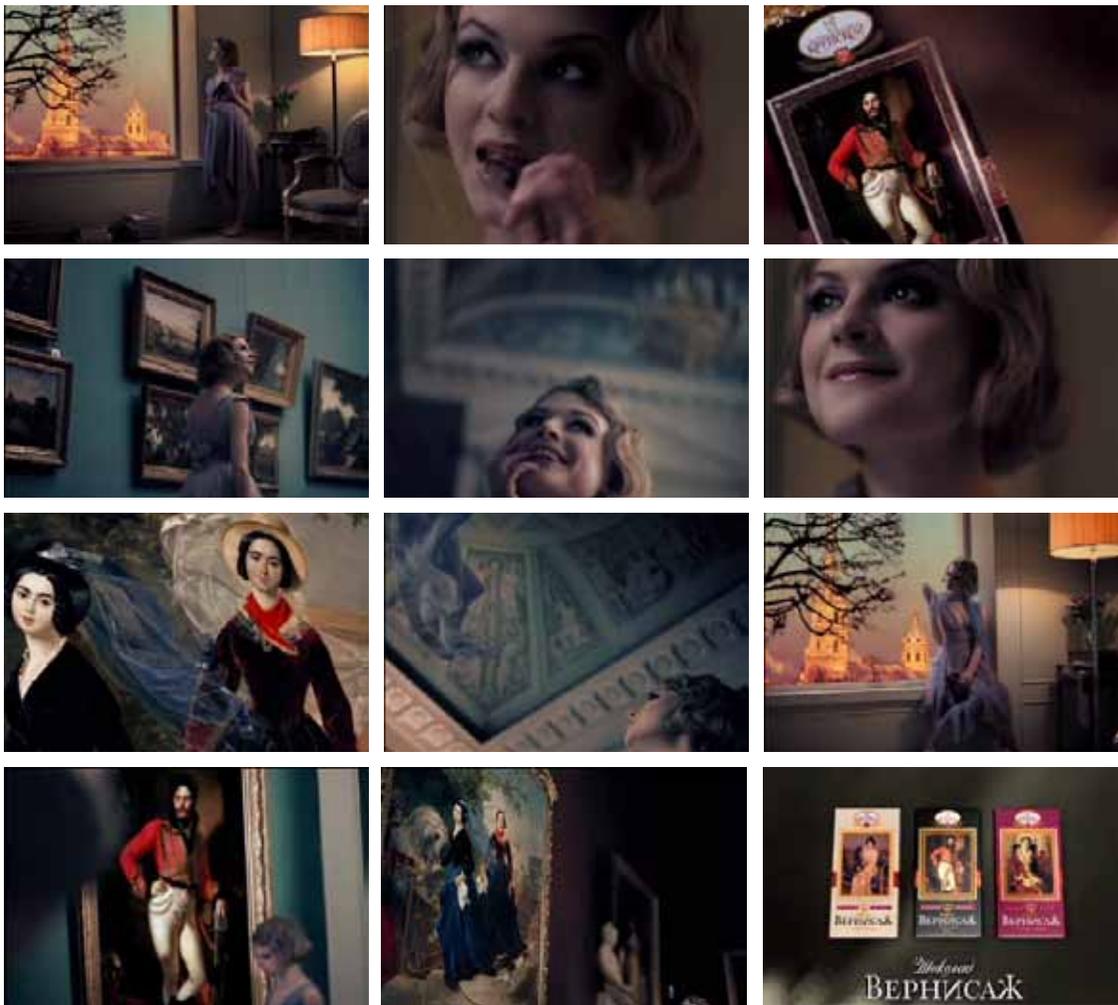


## LAUNCH CAMPAIGN OF CHOCOLATE VERNISAZ

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.

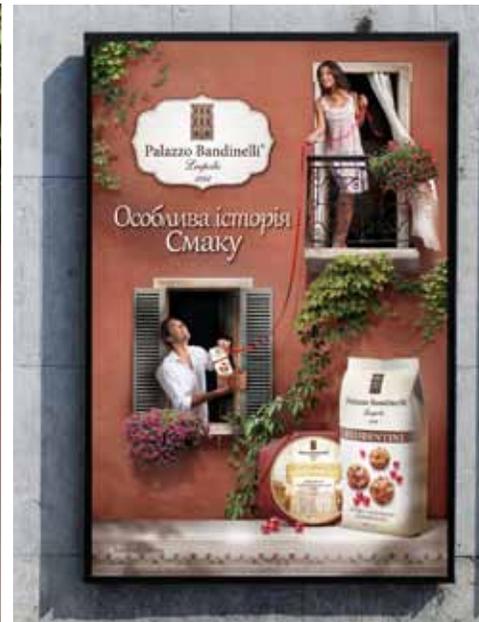
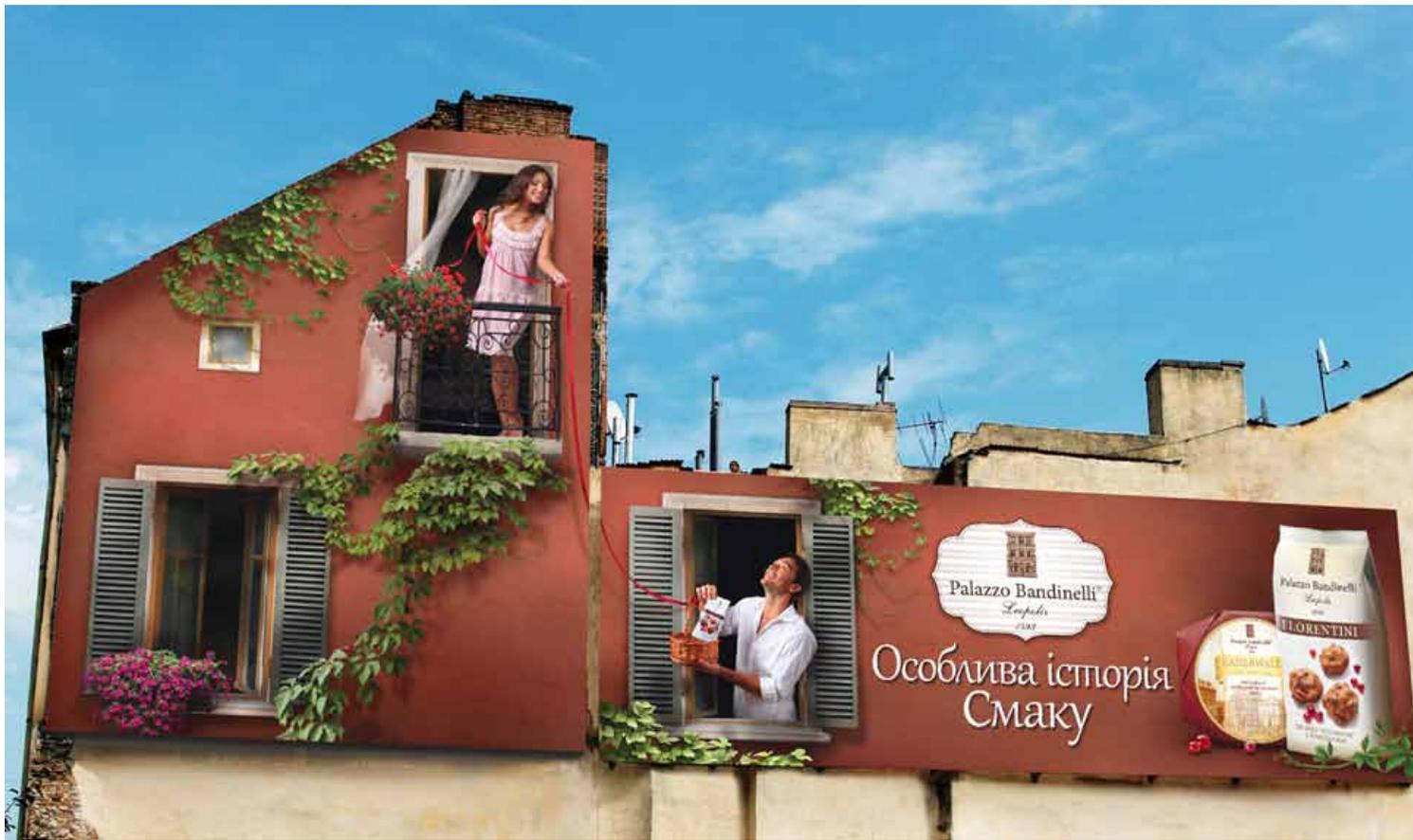
For the shooting in such a complicated location as the Russian Museum a French director, sister of the famous creator of 'Leon killer', Arian Besson was invited.



**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 demoratic segment in view of price raising tendency on the market.

ISKRA solution was to communicate rathional brand values and demonstrate the "most popular vodka" status of Bilenka based on the fact: every sixth Ukrainian man drinks Bilenka! In Bilenk'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



НАДМІРНЕ ВЖИВАННЯ АЛКОГОЛЮ ШКІДЛИВЕ ДЛЯ ВАШОГО ЗДОРОВ'Я



НАРОДНА  
ГОРЛКА



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.»



So simple! Buy Sorbex, open a pack and get your money.

So simple! Buy Sorbex, open a pack and get your money.

Look at it!



Once more!

It's true... in every pack.

Sorbex. Intoxication treatment # 1.

Has to be in every pocket!



Super promo from Sorbex, sorbent # 1!

So simple! Buy Sorbex, open a pack and get your money.

So simple! Buy Sorbex, open a pack and get your money.

What a Sorbex!



What a bonus to my pension!

Let's wait for it!

Sorbex. Intoxication treatment # 1.

Has to be in every pocket!



There is real money – in every pack.

So simple! Buy Sorbex, open a pack and get your money.

So simple! Buy Sorbex, open a pack and get your money.

With health for family, and wealth for vacation!



Has to be in every pocket!

Sorbex. Intoxication treatment # 1.

Has to be in every pocket!

**ISKRA UKRAINE**

40 Bozhenko Str., off. 15,  
Kiev 03038, Ukraine  
tel.: +38044 5216745  
tel.: +38067 2397301

**ISKRA RUSSIA**

Lermontovskiy pr. 8, corp.1,  
off.308Moscow  
109145, Russia  
tel.: +38044 5216745

**ISKRA USA**

1164 Summit Trail Cir  
West Palm Beach,  
Florida 33415, USA  
tel.: 1(561) 2674861