



where stars start



AGENCY

We believe that things sold are not goods or services, bins or boxes, tasty candies or natural lotions but presentiments, emotions and dreams. With this understanding we create brands with values that millions would be eager to share

16

years

25

people in the team

OUR TEAM

We are a team of professional marketers, strategists, designers, copywriters, illustrators, managers, photographers from Moscow backed by partners teams of The Pulp from Paris and Barcelona

>130

clients

>3000

projects

GEOGRAPHY OF PROGETS:

Russia, Belarus, Kazakhstan, Kyrgyzstan, Latvia,
Estonia, Japan, Poland, Portugal, France, Lithuania,
Ukraine, Afghanistan, Australia, Turkmenistan,
Cyprus, USA, Italy, Morocco



HÜMÄN'S
is cÖMİNG





OUR CLIENTS:

We’ve been very lucky to work with many diverse clients and collaborators





STRUCTURE





OUR CORE SERVICES



★ **STRATEGY**

- Brand audit
- Research & analysis
- Trend-watching
- Brand positioning
- Visual strategy
- Communication strategy

★ **COPYWRITE**
(Russian, English, CIS languages)

- Naming & slogan
(Russian, English, other languages)
- Brand legend
- Creative copywriting
(Russian & English)
- Scenarios

★ **CREATIVE & DESIGN**

- Packaging design
- Industrial design
- Ad campaign concept
- Key visuals & POSM
- Brand books & style guides
- Illustration
- Digital
- Food styling & photo
- 3-D modelling
- Production

PORTFOLIO



HOPS & FRIENDS

In early 2020, the Russian craft beer market saw a successful launch of Baltika-Carlsberg novelty – Hops and Friends Legend lager.

The concept and illustration are made by the Dream Catchers team





DRAGON BEER

In 2019, Baltika, part of the Carlsberg group, updated the design of Dragon beer and returned the popular aluminum can format.

The new design is based on the synthesis of Eastern and Western cultures where emblematic elements of Chinese culture are organically combined to European minimalism



before

after





BALTIKA 3 / BALTIKA 7 / BALTIKA 9

Refinement of key elements of the flagship umbrella brand of Carlsberg Group in Russia – Baltika 3 / 7 / 9.

Working on the logo, numbers, and typography in order to modernize and harmonize all three SKUs





before



after







BAIKAL PEARL | BAIKAL RESERVE

The first Russian truly premium water brand. Promoted through category «A» retail and premium HoReCa (including Ginza restaurants) the brand soon became iconic and can be largely seen at the tables of Russia's top officials.

The project included work on the entire marketing mix: from the brand platform to industrial and graphic design



Forbes
2018

BAIKAL 430

Mass market iconic brand built around toponym (Baikal lake), which is synonymous with pristine cleanliness. To underline the water pureness the brand identity is built around digits 430 indicating the depth from which the water is sourced.

During the first year, the manufacturer entered the largest chains X5 Retail Group and outperforms leading global brands in terms of sales volume





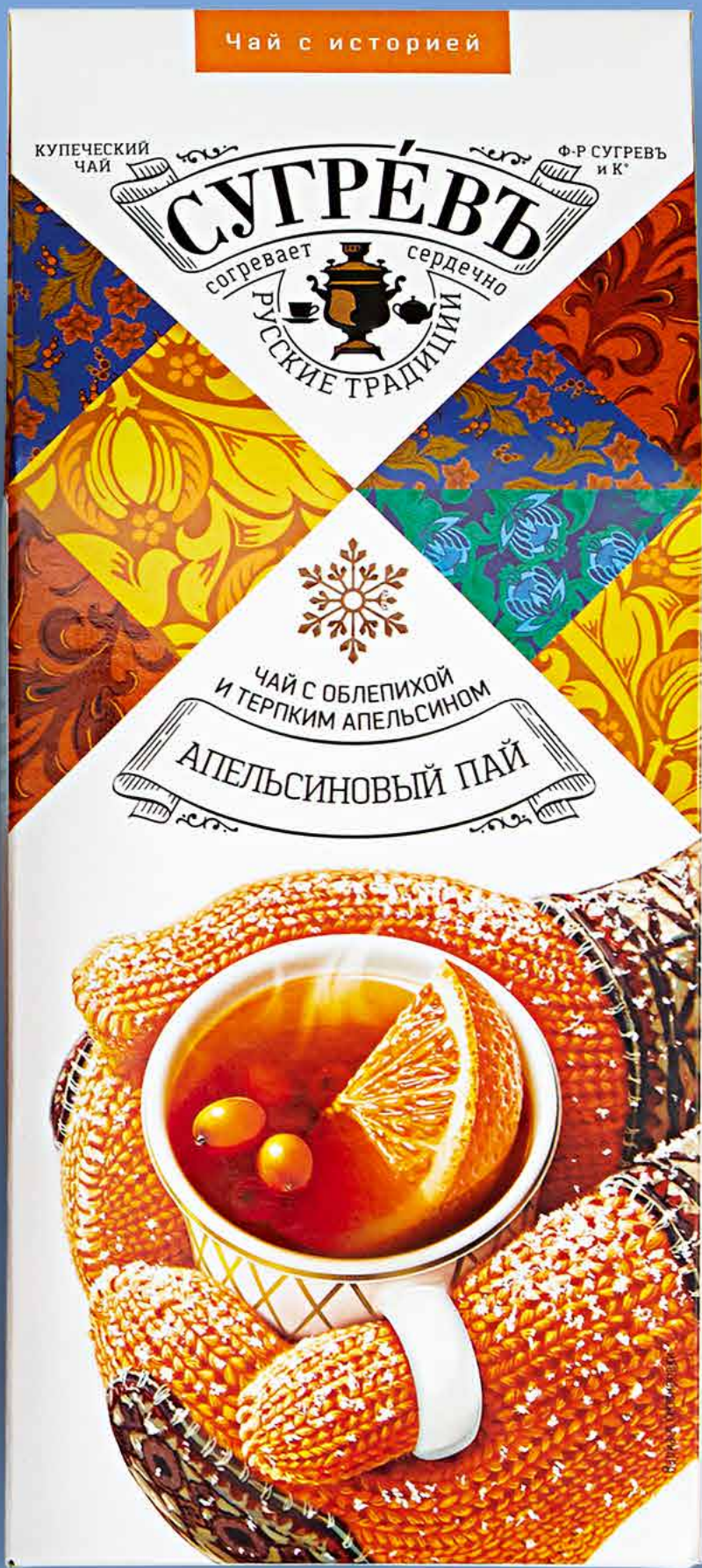
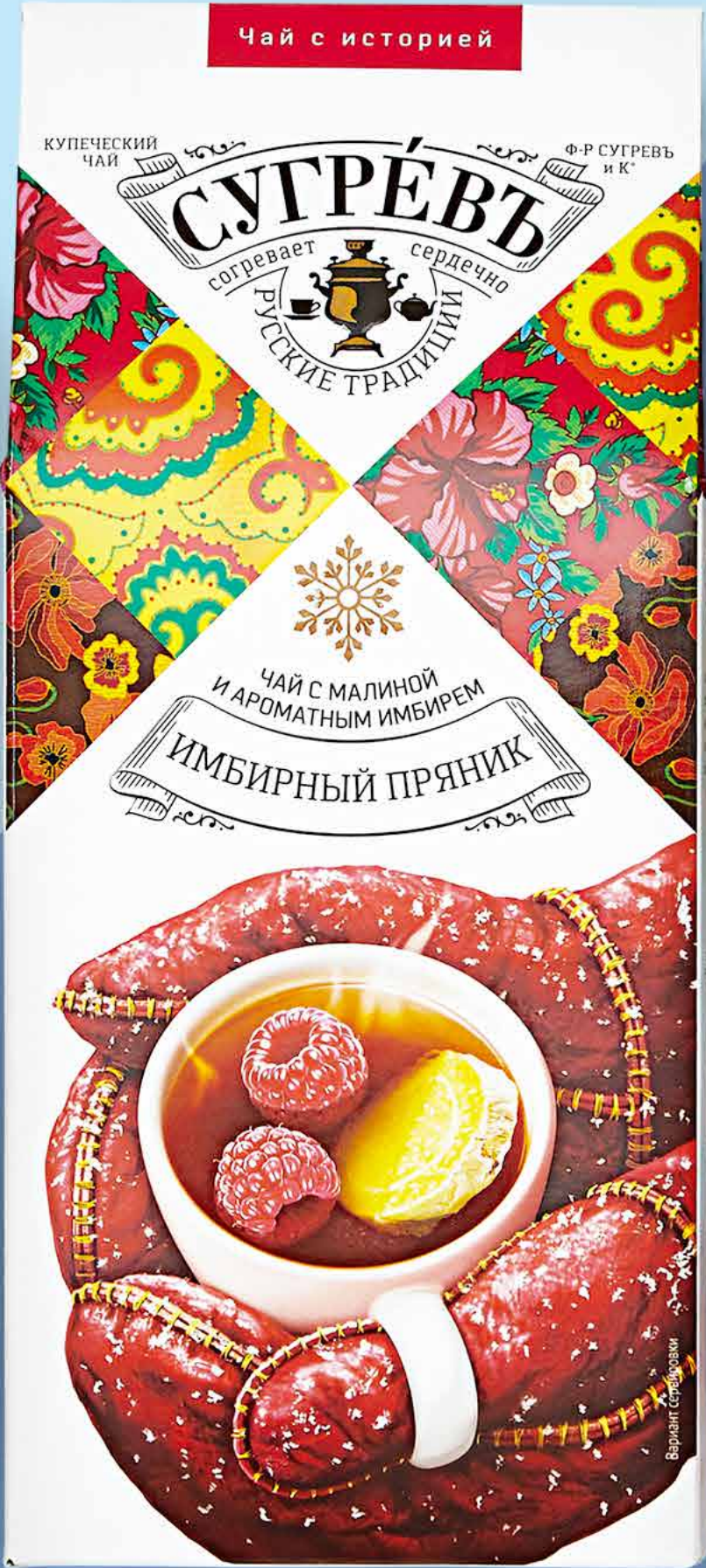
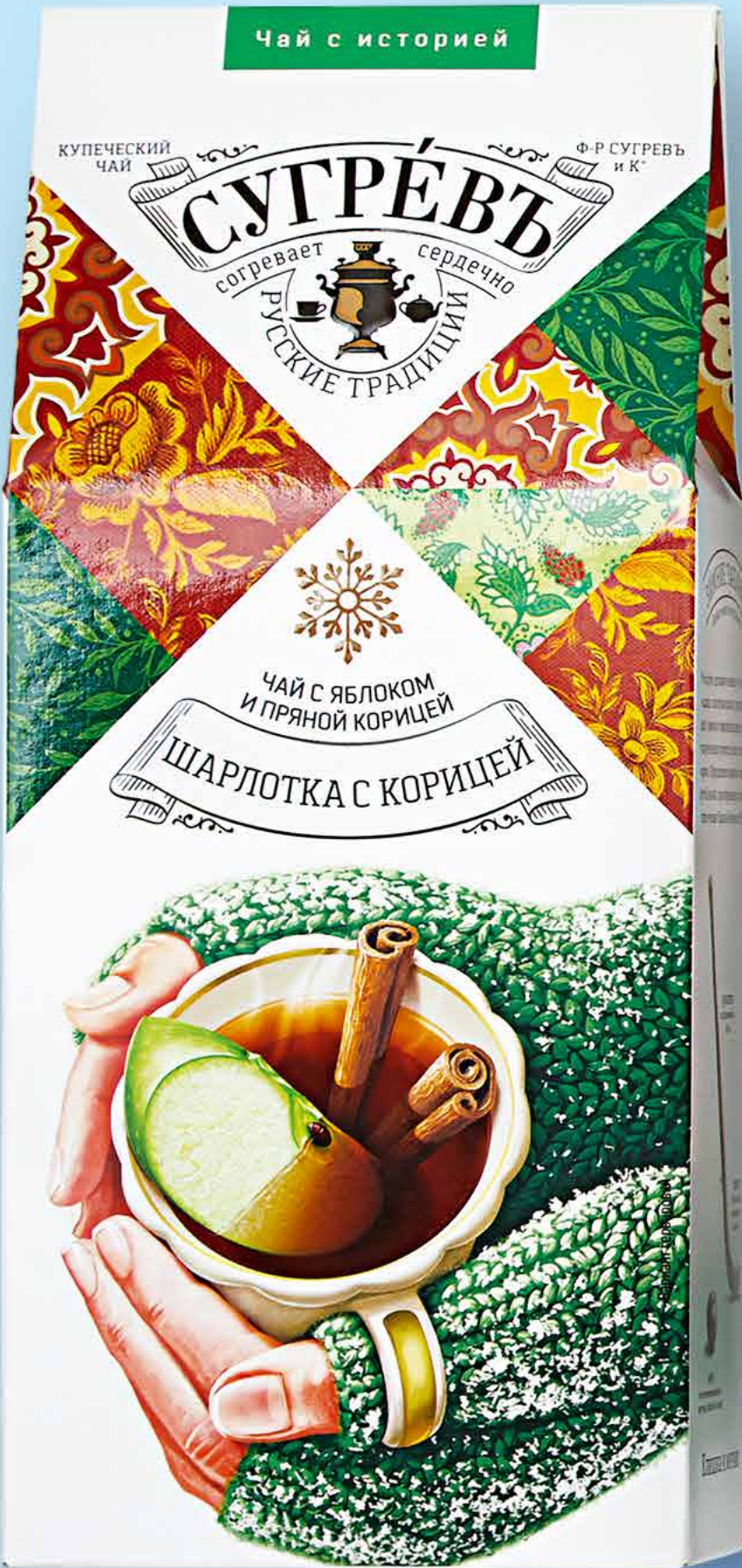
SUGREFF TEA

The first premium tea based on the “Russian tea” phenomena platform (Russian tea - is a blend of black tea with forest berries and herbs). The project was recognised in 2019 as “The best gastronomic souvenir of Russia”.

The main format represents a wooden chest with 9 herbal teas made on the basis of local plant of different regions. Every pack carries images of people in traditional costumes of different ethnic groups.

For more details: www.sugreff.ru











APRIORI

Leading Russian chocolate brand in premium segment. Local competitor to Lindt. Full scope of work – from the concept till execution of 2 ranges: classic chocolates with different content of cocoa and a range of “chocolate with tastes”





DELIORO

Premium exquisite multi-layer chocolates.
Full scope of work – from the concept till
execution. Concept is based on the metaphor
of chocolate as a cake served in a French cafe

















VALIO VIOLA

Design of a range of assorted processed “cheeses with taste” and it’s launch on the segment previously occupied by Hochland and President brands.

As a result of the launch, the Valio line, which was the last to enter this segment, became the category leader







SINTEZ PHARMACEUTICAL

A series of projects of branding and redesign of pharmaceutical products for Sintez Pharmaceutical





ANGIORUS

Redesign of a leading Venotonics brand. The concept is based on the iconic image of a ballerina whose legs experience daily stress and, at the same time, remain beautiful





SCHAUMA LE “RUSSIAN BEAUTY”

An outstanding seasonal LE project built around images of most popular female characters of Russian fairy tails. Showed great result in terms of sales and customers interest towards the project





ROLF

Design of a line of motor oils for the ROLF oil brand of Orgsintez company – one of the leading Russian manufacturers of lubricants





TOBBI KIDS

Brand of children’s washing powders based on soda. The Agency carried out a full set of works – from the positioning platform to naming and brand identity.

For the first time on the market, a solution was developed that involves the creation of a whole line of children’s powders of several SKUs. Depending on the age of the child and the nature of the dirt, the powders contain different amounts of PAV









SAFRAN

Naming and design for a line of natural fertilizers based on beet molasses for Lesaffre, a French company that is a world leader in the production of yeast.

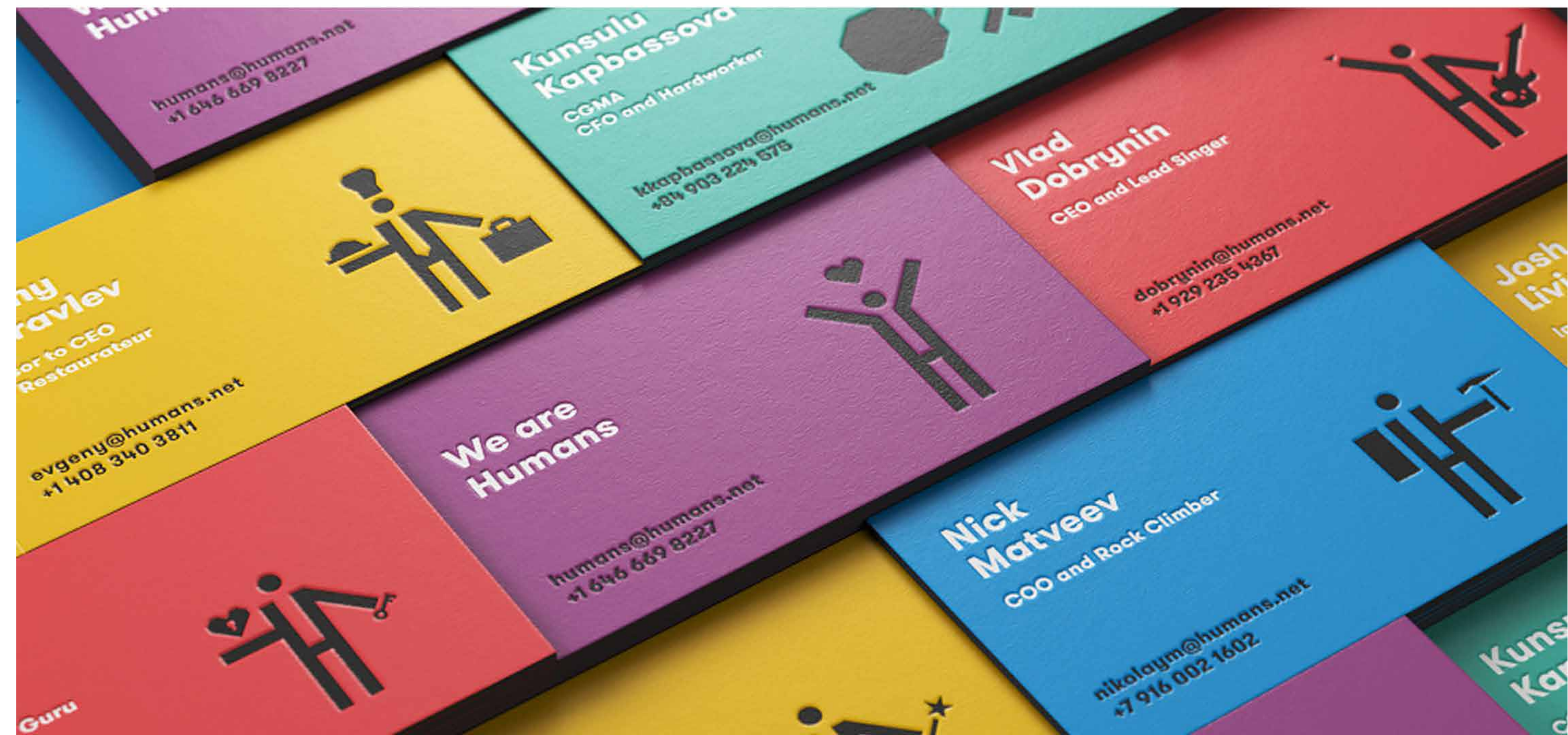
This is the company's first project in the field of branding fertilizers for the mass market and the result was highly appreciated at the company's headquarters in France. The name Safran reflects France, the company's name (Lesaffre) and product's naturalness (saffron flower)





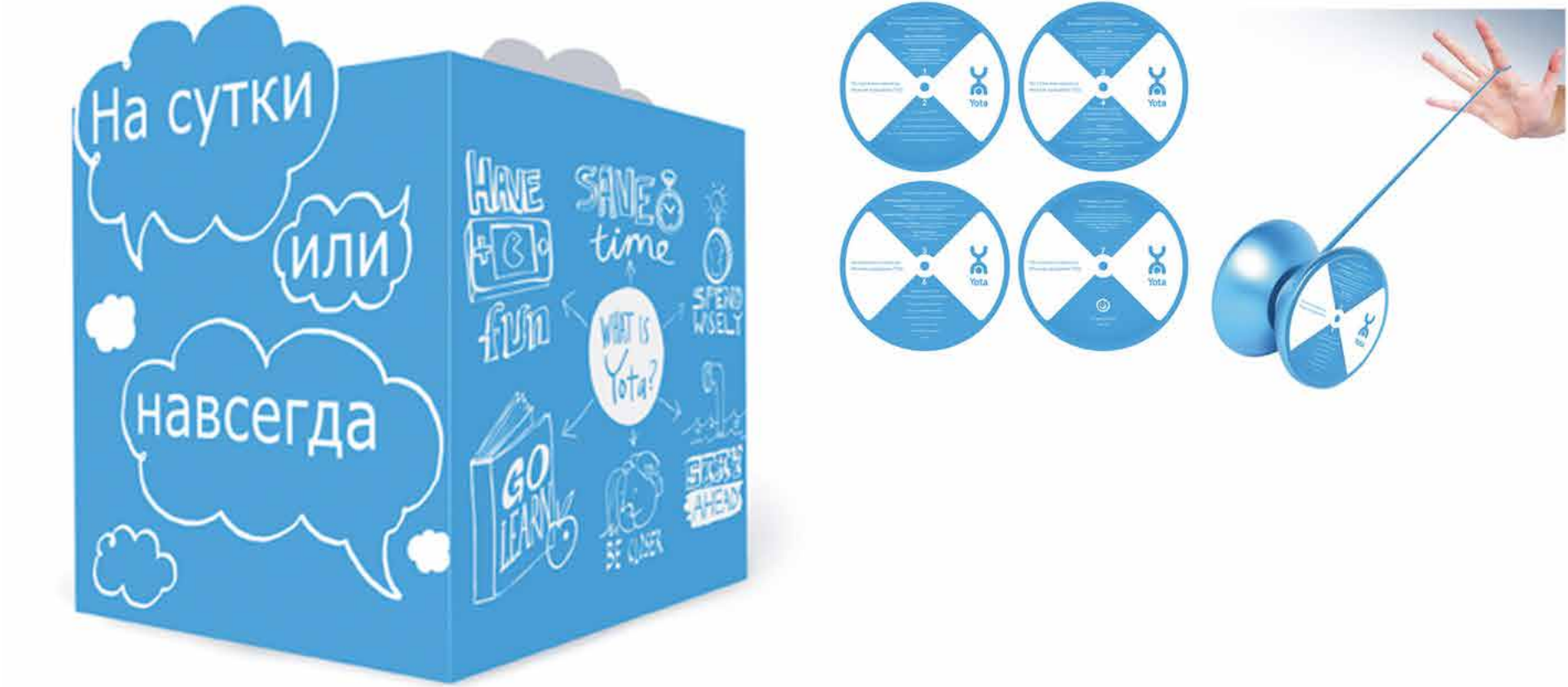
HUMANS

US based online service for providing private services to individuals











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**LEKSANDS
ХЛЕБЦЫ**
ТЕМНО-РЖАНЫЕ
ТРАДИЦИОННЫЕ

ИЩИТЕ НА ПОЛКАХ
УПАКОВКУ С ЛОШАДКОЙ





**ЕСТЬ СВОБОДНАЯ МИНУТКА?
СКЛЕЙ ЛОСЯ — ЭТО НЕ ШУТКА!**



НОВЫЙ «МОМЕНТ 60 SEC.»
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Смотри, что еще можно
сделать всего за 60 секунд!







**ЕСТЬ СВОБОДНАЯ МИНУТКА?
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НОВЫЙ «МОМЕНТ 60 SEC.»
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КОЛЛЕКЦИИ GLISS KUR
Я ВДОХНОВЛЯЛАСЬ
АТМОСФЕРОЙ РОССИИ ”

Bref WC

ЧИСТОТА
И СВЕЖЕСТЬ
НАДОЛГО!

Туалетные
блоки
Формула 4 в 1

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Bref СИЛА-АКТИВ Океанский Бриз

4 в 1 Формула

ТМ Bref компания ООО «Хенкель Рус» – победитель премии «Товар года 2015» в номинации «Средства для чистки туалетов»

хрус team НОВИНКА

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ВОЗЬМИ ГРЕНКИ!

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ПРИЗ В КАЖДОЙ ПАКЕТИКЕ

«ВХОД НА СТАДИОН»

Dream Catchers

More Найдите свое More

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THANK YOU!