



BRANDS
EFFECTIVE
MEMBERSHIP

ABOUT US

20+ markets

15+ employees

100+ cases in portfolio

Independent creative company with office in Kyiv.

Outward pattern thinking is the religion of the new time and the unique advantage of the new world in which we live. We work at the intersection of design, communications, technology and analytics.

We crystallize experience in these areas in creating ideas that bring tangible results to our customers.

research

analytics

strategy

communication

identity

branding

CUSTOMERS

Whirlpool

 **FAVBET**

 **LEXUS**

Quadrum 

 **TOYOTA**

 **PEPSICO**


SAMSUNG

ZERØ GRAVITY
GROUP

 **MEDIKOM**

èva

 **ITERNAL**
group of IT companies

 **банк ПІВДЕННИЙ**

AWARDS



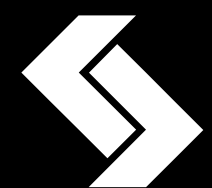
UKRAINIAN DESIGN – GOLD – THE VERY BEST OF

AWWARDS®

HONORABLE MENTION

CSSWINNER

SPECIAL KUDOS



**CSS DESIGN
AWARDS**

BEST INNOVATION, BEST UI/UX DESIGN

**white
square**

WHITE SQUARE – GOLD



BRANDING[©] 33 000 € ↔ 90 DAYS

1 Brand Research

- research on markets and competitors
- world trends
- audit of the brand and the company as it is seen by customers
- define the target audience and its segments
- positioning

14 days → 3500 €

2 Brand & Marketing Strategy

- marketing goals
- definition of strategy
- marketing mix (4P / 7P)
- marketing plans
- budgeting
- classification of the target
- audience, i.e. segmentation
- emotions, reasons, motives
- the mission
- values
- big idea
- customer experience

26 days → 9700 €

3 Communication

- legend
- communicative purpose
- communication concept
- big topics
- map of key messages
- content
- tone of voice

20 days → 7900 €

4 Identity

- logo
- logo guide
- corporate stationery
- identity
- brandbook

30 days → 11 900 €

PORTFOLIO
PORTFOLIO
PORTFOLIO

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PORTFOLIO

OPTI rebranding

Opti is the largest regional taxi operator in Ukraine, which is represented in 26 cities and two other countries – Poland and Lithuania.

strategy

communication platform

naming

logo

identity

brandbook

opti

opti

Адрес:

01034
г. Киев
Автозаводская, 25 А

Контакты:

Антон
0800 508 579
optmain@opti.ua

Здравствуйте, коллеги!

Уважаемые коллеги, которая произошла звонки от такси и службы, чтобы в них решили предложить

Утром в начал работы из 10-ти водителей получили такой же. Указано нет подарка водителям, тем же директором этой

Какие выводы можно сделать из данного примера? Необходимо позаботиться о получении скидки не наблюдаясь

Предлагаю сделать парковки, и т.д. Принимайте участие

С уважением,
менеджер по продажам



opti

opti

opti

opti

Константин Константинович
Директор
+38 (066) 445 88 44
konstantin@opti.ua



Поїхали з нами

Вже виїжджаю

Гав-гав

opti

☎ 579

Завантажити в App Store

Доступно в Google Play

Варіанти оплати: готівкою, картою, за рахунок клієнта. Доставка: безкоштовно. Термін повернення: 30 днів. Детальні умови повернення: в магазині. Адреса магазину: м. Київ, вул. М. Коцюбинського, 10/1. Контактний номер: 020 579 579.



VENOY

Для нього це буде сюрприз!

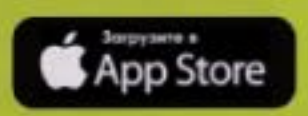
Від 45 грн.

СПОНТАНІ ДІЯ

opti

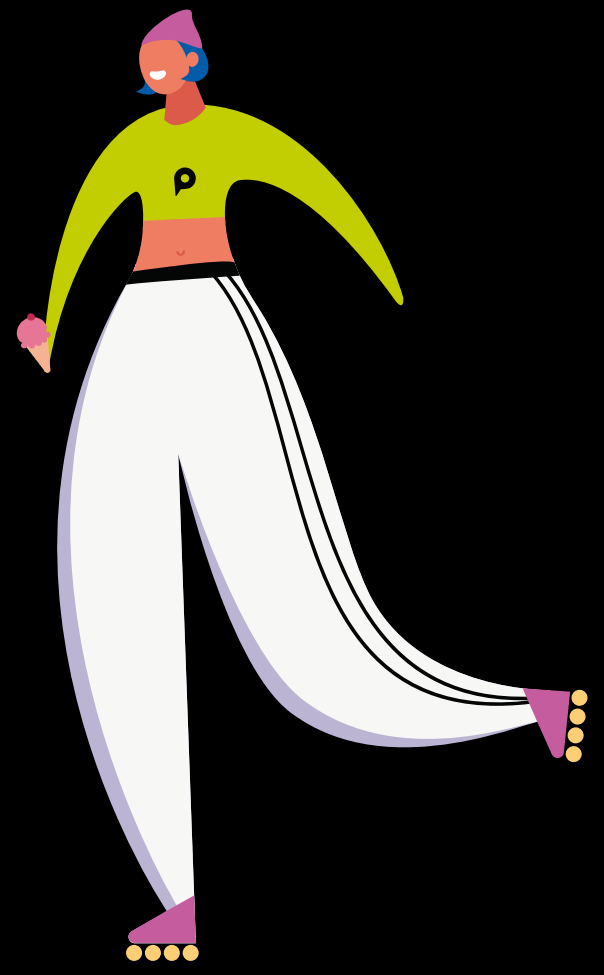
Завантаж додаток

Вартість подарунка може змінюватися і залежить від багатьох факторів і наслідків, на які слід звертати увагу. Головним фактором, що впливає на вартість подарунка, є політична ситуація, тому в цілком економічній подарунку береться до уваги актуальна інформація.



Love You're Beautiful!







opti

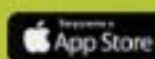
Доступно в App Store

Доступно в Google Play

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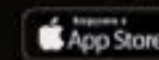
Як справи?

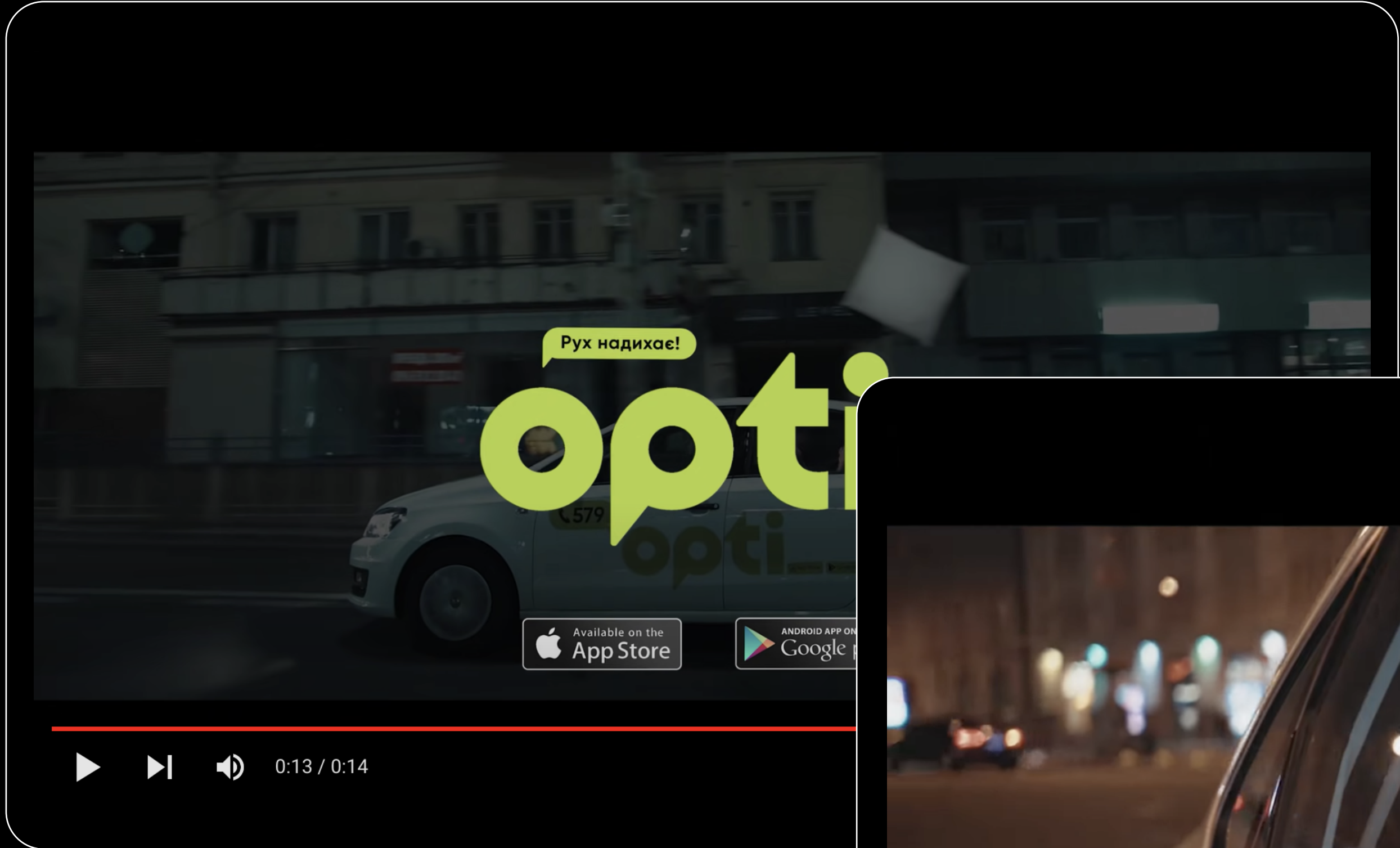
opti



Чудова нагода
познайтися
з сусідами!

opti





<https://youtu.be/vvp5o5wueMq>

<https://youtu.be/ThUli1RKcxM>

<https://youtu.be/4W1HsodN3y0>



EVA creative

The EVA – international network of health and beauty stores.

Communication campaign "Cashback is back".

The idea is "That's why!"

Cashback for everything from EVA helps you get an extra reason to listen to your desire and buy something just to treat yourself. Well, great, Anya! We understand. Cashback helps to hear your desire in EVA.

Advertising campaign "EVA is always where you are."

The purpose of the campaign is to show the omnichannel nature of the EVA brand.

Channels: TV commercials, YouTube, indoor video.

creative

communication campaign

advertising campaign

Бо кешбек на все
(та є настрій)
...ось чому!

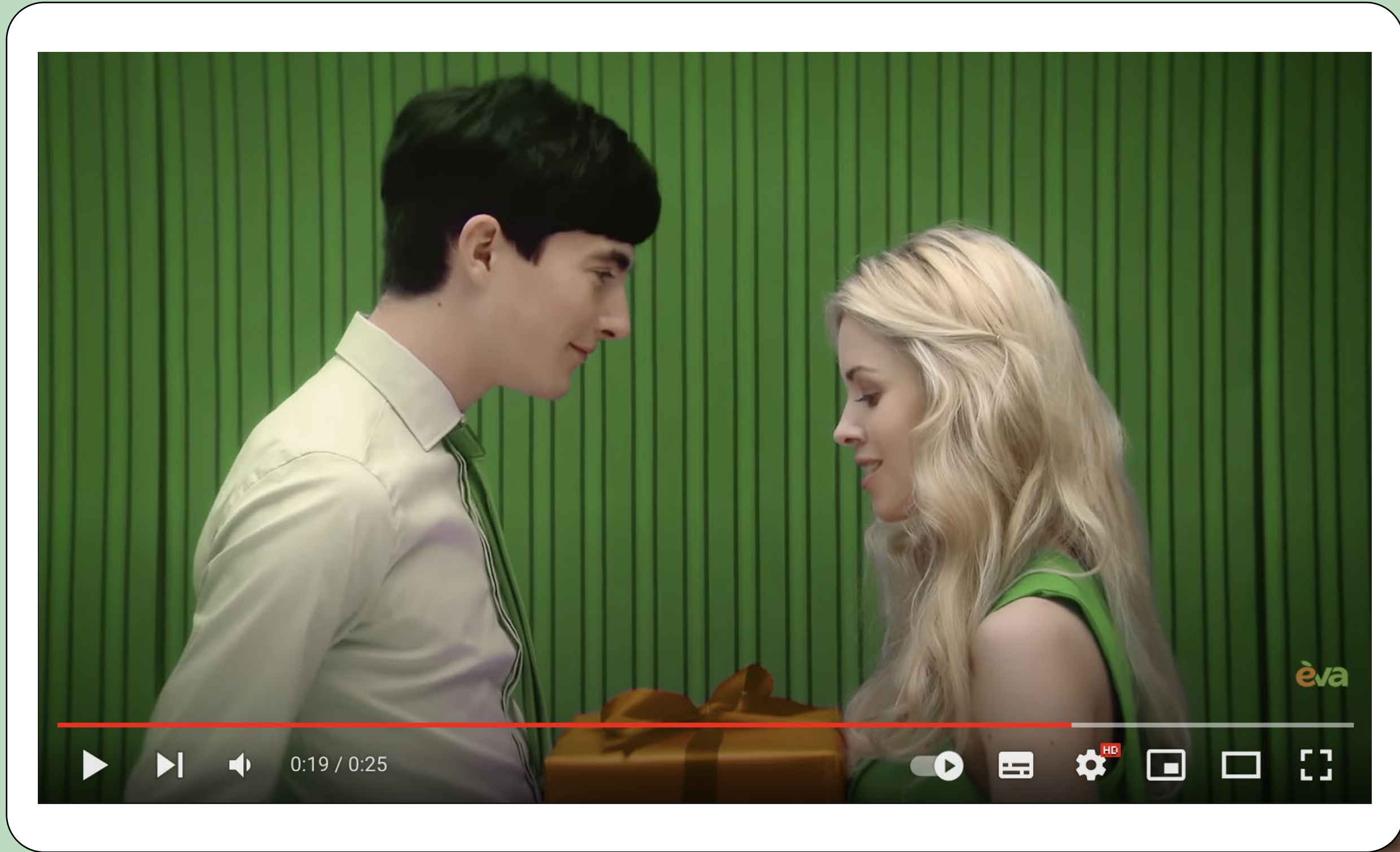


eva

Бо кешбек на все
(ще й коли люблю
дарувати радість)
...ось чому!

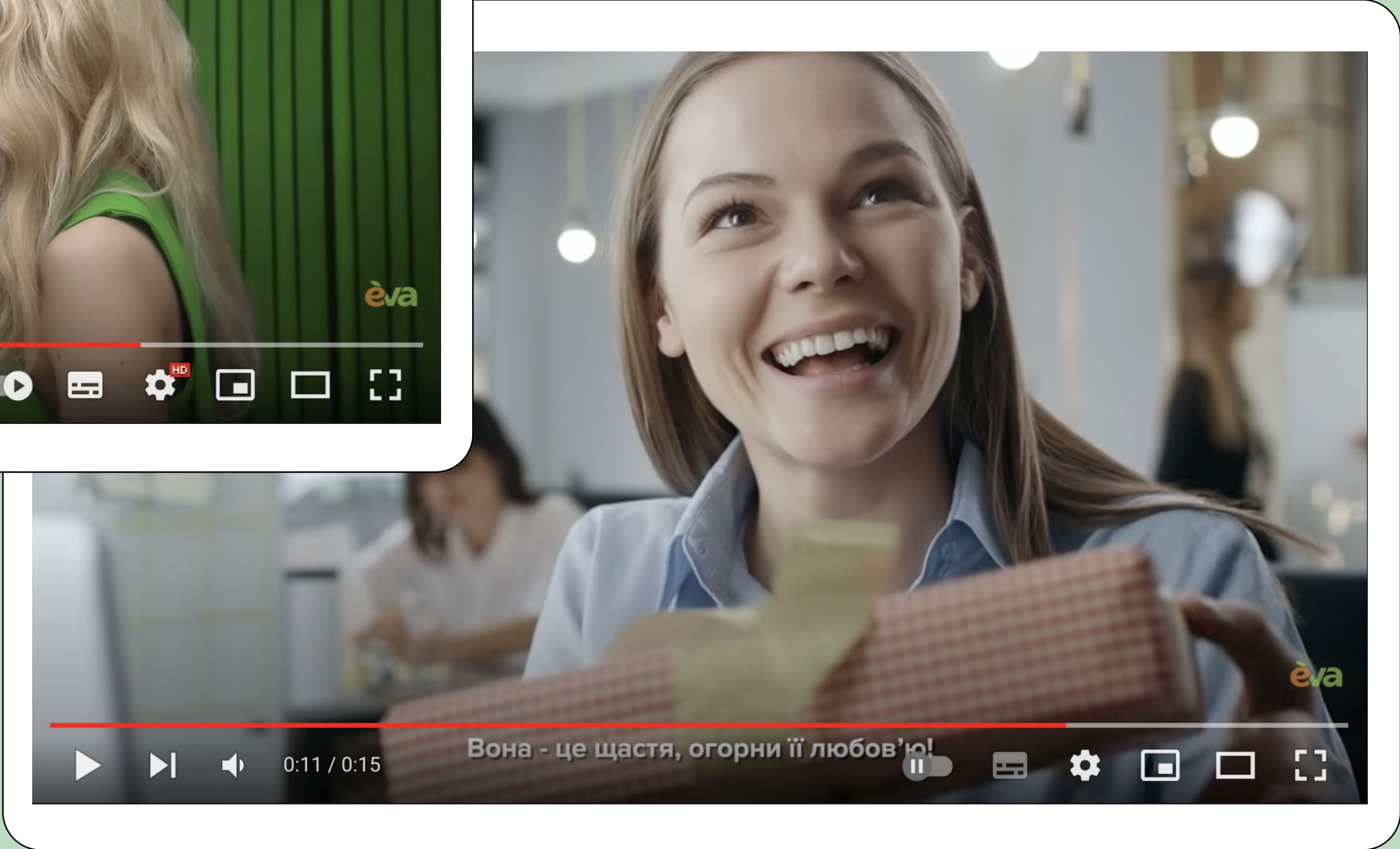


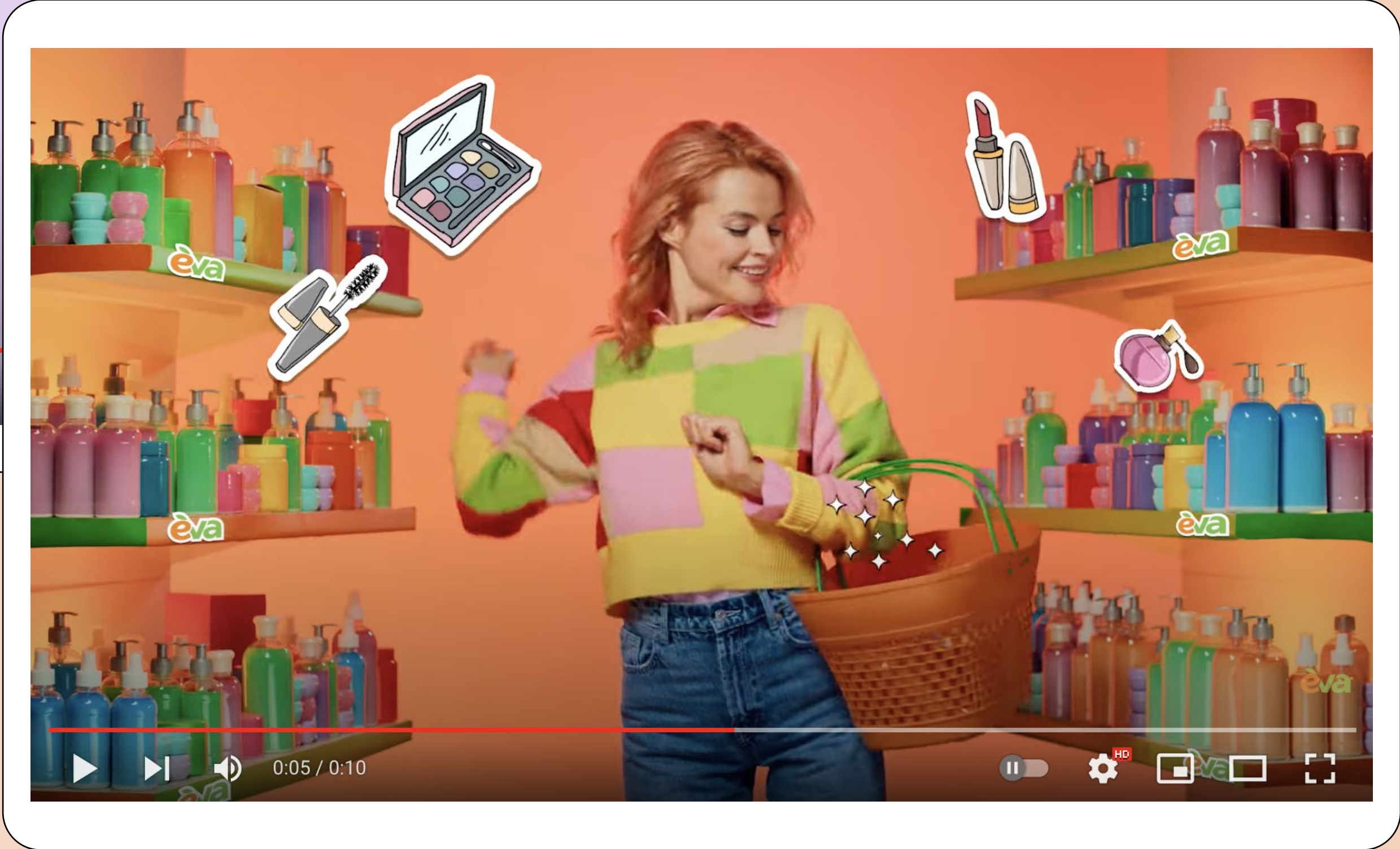
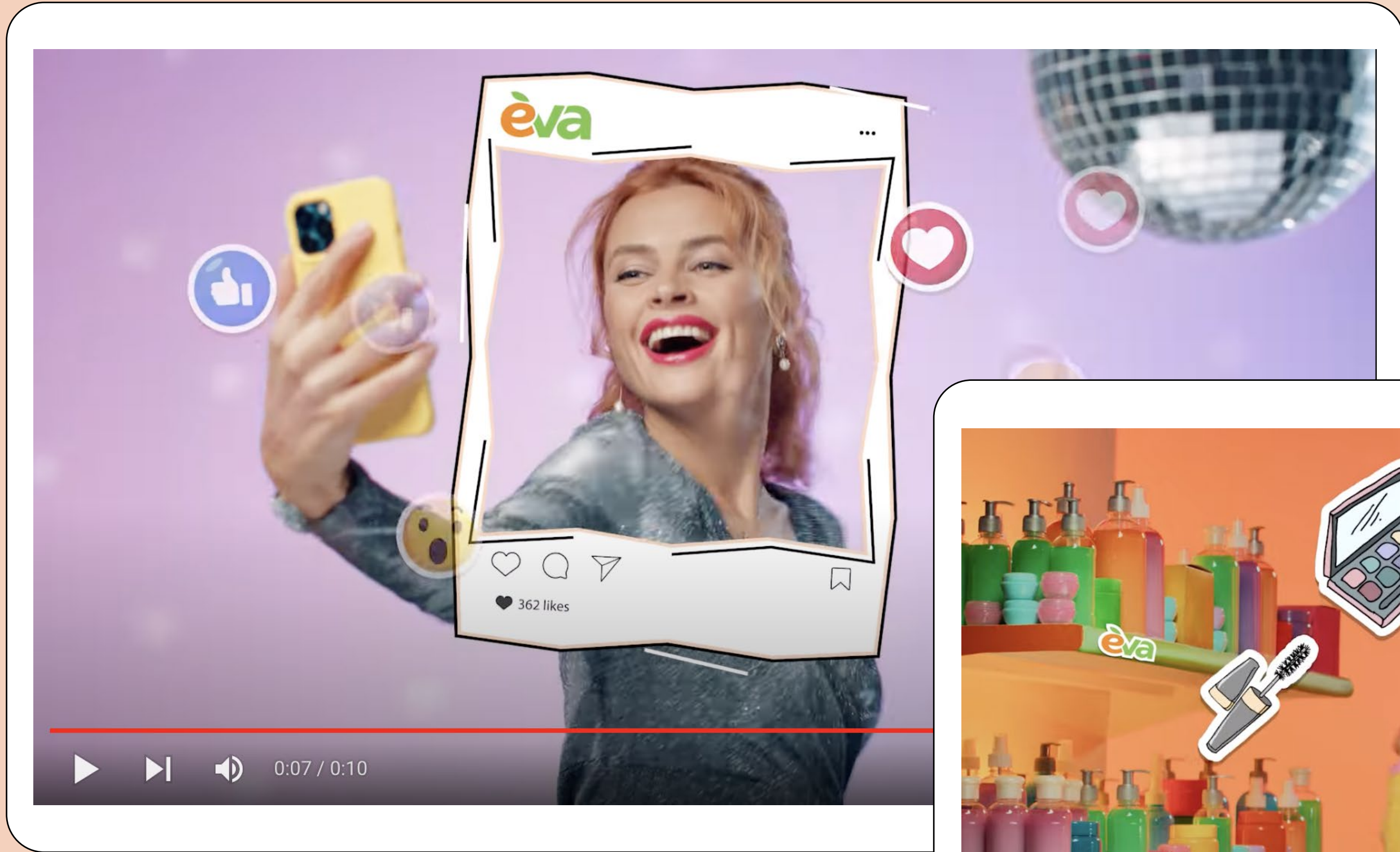
eva



<https://youtu.be/o9LxpRXCvXs>

<https://youtu.be/F7D035K4Fyk>





<https://youtu.be/VhTTMeEV1JU>

OCULTY new brand

Oculty is an international brand of sunglasses, a feature of which is an open, brave and bold tone of voice, not limited by prejudice and rules. Brand slogan: Get rid of rules. The brand helps the young generation to express and break outdated trends, boldly says no to all luxury and makes its customers real stars.

Identity of the Oculty brand is distinguished by its bold and bright corporate orange, and cute, funny and even embittered smiles express the fact that we are all different and we are all personalities.

strategy

communication platform

naming

logo

identity

brandbook

OCULTY



OCULTY

OCULTY

GET RID OF RULES



OCULTY



Etiam maximus
Manrex
Various
Sandic

Ullam
Moravia

Eros
Tehmleth

Maximus
Quitz

Maxev
Martix



Credit goes to Marine Serre for this one. Back for her AW18 fashion week debut, the LVMH Prize winner incorporated white headphones into her "future-wear" collection, described as "a splashing of fragments from contemporary life with futuristic references". In other words, her models wore clothing that mixed the everyday with the high-tech - garments had special pockets for lipsticks and water bottles.

Maximus	Salmive	Amocenti
Yalvax	Wolix	£ 1,107
Enix	Qulvix	£ 2,279
Delix	Tevix	£ 4,199
Wulvix	Tovix	£ 10,471
Maxev	Tevix	£ 34,872




GET RID OF RULES



GET RID OF RULES



GET RID OF RULES GET RID OF RULES OF RULES



xx GET RID OF RULES

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FAVBET rebranding

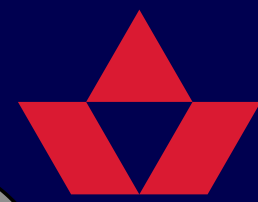
Favbet is an international betting company operating since 1999. FavBet affiliate network is distributed in many countries of the world – Ukraine, Russia, Belarus, Croatia, Romania and Rwanda.

strategy

communication platform

identity

brandbook



FAVBET

FAVBET
ЗАПАЛИ ГРУ!
ЗАРАЗ

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FAVBET

A basketball player in a purple jersey is shown in mid-air, performing a layup or dunk. The background is red with white radiating lines. The FAVBET logo is at the top, and the slogan 'ЗАПАЛИ ГРУ! ЗАРАЗ' is written in a stylized font across the middle. The word 'FAVBET' is repeated multiple times in a grid pattern.

FAVBET
ЗАПАЛИ ГРУ!
ЗАРАЗ

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FAVBET

A soccer player in a red jersey is shown in mid-air, kicking a ball. The background is blue with white radiating lines. The FAVBET logo is at the top, and the slogan 'ЗАПАЛИ ГРУ! ЗАРАЗ' is written in a stylized font across the middle. The word 'FAVBET' is repeated multiple times in a grid pattern.

FAVBET
ЗАПАЛИ ГРУ!
ЗАРАЗ

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A tennis player in a red outfit is shown in mid-air, hitting a backhand shot. The background is red with white radiating lines. The FAVBET logo is at the top, and the slogan 'ЗАПАЛИ ГРУ! ЗАРАЗ' is written in a stylized font across the middle. The word 'FAVBET' is repeated multiple times in a grid pattern.

FAVBET
ЗАПАЛИ ГРУ!
ЗАРАЗ

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FAVBET

A boxer in a red outfit is shown in mid-air, throwing a punch. The background is blue with white radiating lines. The FAVBET logo is at the top, and the slogan 'ЗАПАЛИ ГРУ! ЗАРАЗ' is written in a stylized font across the middle. The word 'FAVBET' is repeated multiple times in a grid pattern.





FAVBET

FAVBET

ЗАПАДНУ ГРУПУ
ЗАРАЗ

FAVBET
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SWEETBOOK rebranding

Sweetbook is a chain of pastry shops located in five-star hotels, such as: Fairmont Grand Hotel Kyiv and Riviera House. The main task was to combine the disparate style of confectionery into a single visual and verbal communication.

One of the solutions was the change of positioning from confectionery libraries to a network of pastry shops with stories. And the main message of Sweetbook was "Taste of a good story".

strategy

communication platform

naming

logo

identity

brandbook



ВИРОБИ З ШОКОЛАДУ CHOCOLATE

Мадагаскар 120ml 140 uah
Madagascar

Шоколадна цукерка з бісквітом брауні та апельсиновою карамеллю
Chocolate candy with biscuit brownie and orange caramell

Рататуй 120ml 140 uah
Ratatoille

Цукерка із білого шоколаду начинкою із сиру Дор Блю
White chocolate candy with Dorblu cheese

Том Сойєр 120ml 140 uah
Tom Sawyer

Цукерка із чорного шоколаду з начинкою банан-маракуйя
Dark chocolate candy with banana and passion fr

Том Сойєр 120ml 140 uah
Tom Sawyer

Цукерка із чорного шоколаду з начинкою банан-маракуйя
Dark chocolate candy with banana and passion fr

Том Сойєр 120ml 140 uah
Tom Sawyer

Цукерка із чорного шоколаду з начинкою банан-маракуйя
Dark chocolate candy with banana and passion fr

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БЕЗАЛКОГОЛЬНІ НАПОЇ



Фірмові кавові напої Signature coffee

Матча лате 120ml 140 uah
Matcha latte

Трюфельний лате 20ml 40 uah
Truffle latte

Горіховий раф 120ml 140 uah
Walnut raf

Пряний капучино на 20ml 40 uah
кокосовому молоці
*Spicy cappuccino
with coconut milk*

Білий француз 120ml 140 uah
"White French"

Соки в асортименті Chilled juices in assortment

Апельсиновий 120ml 140 uah
Orange

Апельсиновий 20ml 40 uah
Orange

Апельсиновий 120ml 140 uah
Orange

Фірмовий чай Homemade tea

Тропічний чай 120ml 140 uah
Tropical tea

Обліпиха з чебрецем 20ml 40 uah
Sea buckthorn with thyme

Брусниця з апельсином 120ml 140 uah
Lingonberry with orange

Липа з яблуком 20ml 40 uah
Linden with apple

Безалкогольні напої Soft drinks

Coca-Cola 120ml 140 uah

Coca-Cola Zero 20ml 40 uah

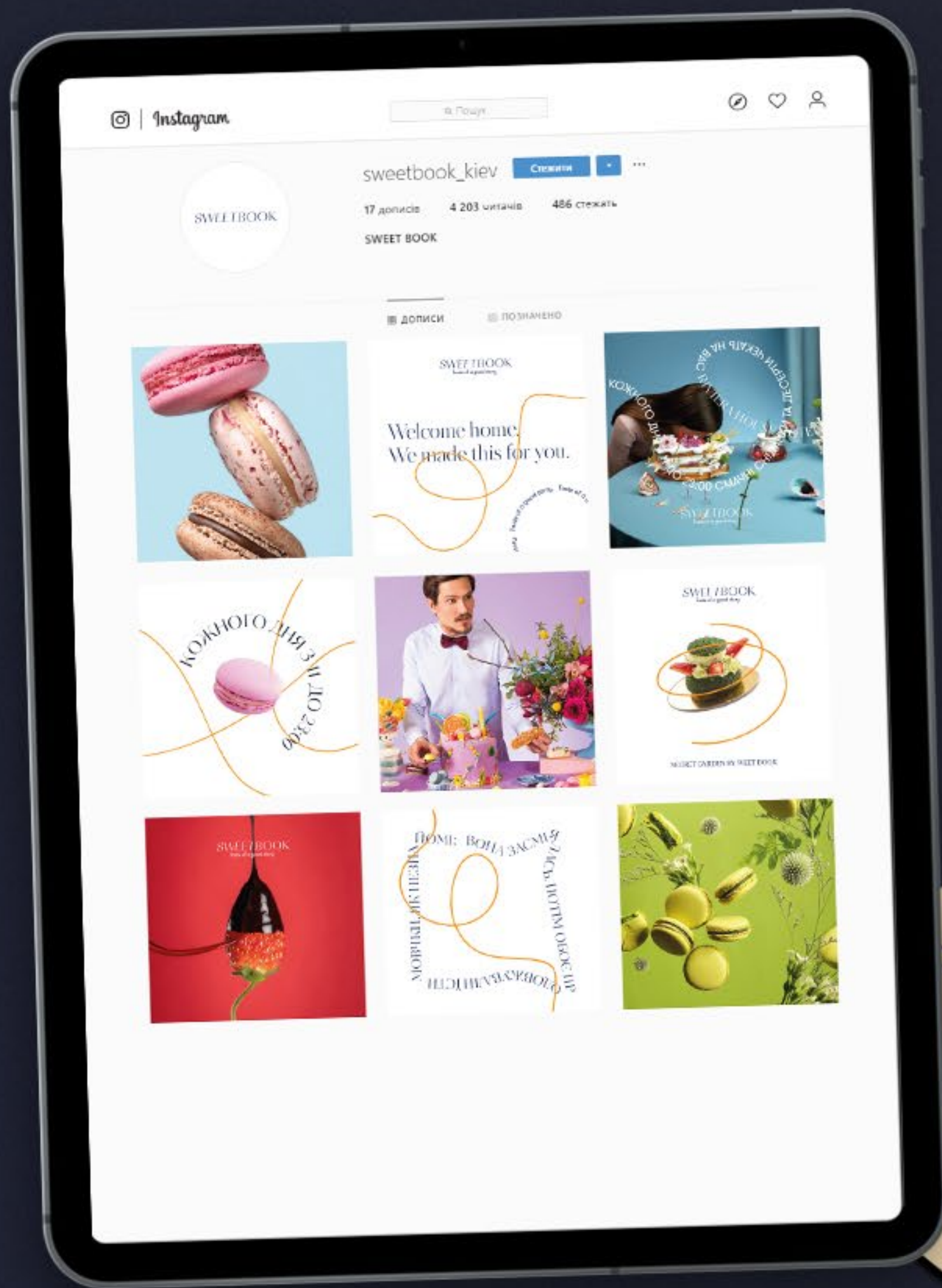
Fanta 120ml 140 uah

Sprite 120ml 140 uah

Schweppes 20ml 40 uah

Red Bull 120ml 140 uah





SWEETBOOK
Taste of a good story



КОЖНОГО ДНЯ З 11 ДО 23:00
СМАЧНІ СНІДАНКИ ТА АВТОРСЬКІ ДЕСЕРТИ
ЧЕКАЮТЬ НА ВАС

ДРУГИЙ ПОВЕРХ
RIVIERA HOUSE
САГАЙДАЧНОГО, 15

SUZIE rebranding

Largest manufacturer of children's clothing SUZIE in Ukraine.

strategy

communication platform

logo

identity

brandbook

suzie





SUZIE

SUZIE

SUZIE

SUZIE

SUZIE



The image shows three shopping bags of different colors: two pink and one teal. Each bag features the brand name 'SUZZIE' in a black, serif font, with a small red heart positioned above the letter 'I'. The bags are arranged in a slightly overlapping, diagonal pattern against a light pink background. Each bag has a silver-colored braided rope handle.

SUZZIE

SUZZIE

SUZZIE

FEEELINGS new brand

Feelings is a brand of premium socks created on the wave of the global trend number 1 – personalization, first of all, is customer-oriented. Brand philosophy in the importance of a small item of everyday or holiday bow is based on the fact that such small details can significantly affect the mood of the client and his behavior.

The slogan “We do care what you feel” – “We really care about what you feel” vividly expresses the main criterion of the brand – sensations. The subtlety of touch, emotion and the feeling of delicate material are displayed with thin free lines and a calm beige tint in contrast with the classic strict black.

strategy

communication platform

naming

logo

identity

brandbook

feelings



JOHN CROCKER
owner
UKRAINE
STR
TEL
456 Roundhay road 1s8 2hu
+ 3 097 134 09 79
www. feelings . com

feelings

we do care what you feel.

UKRAINE
STR 456
TEL + road 1s8 2hu
www. feelings . com

feelings

we do care what you feel.

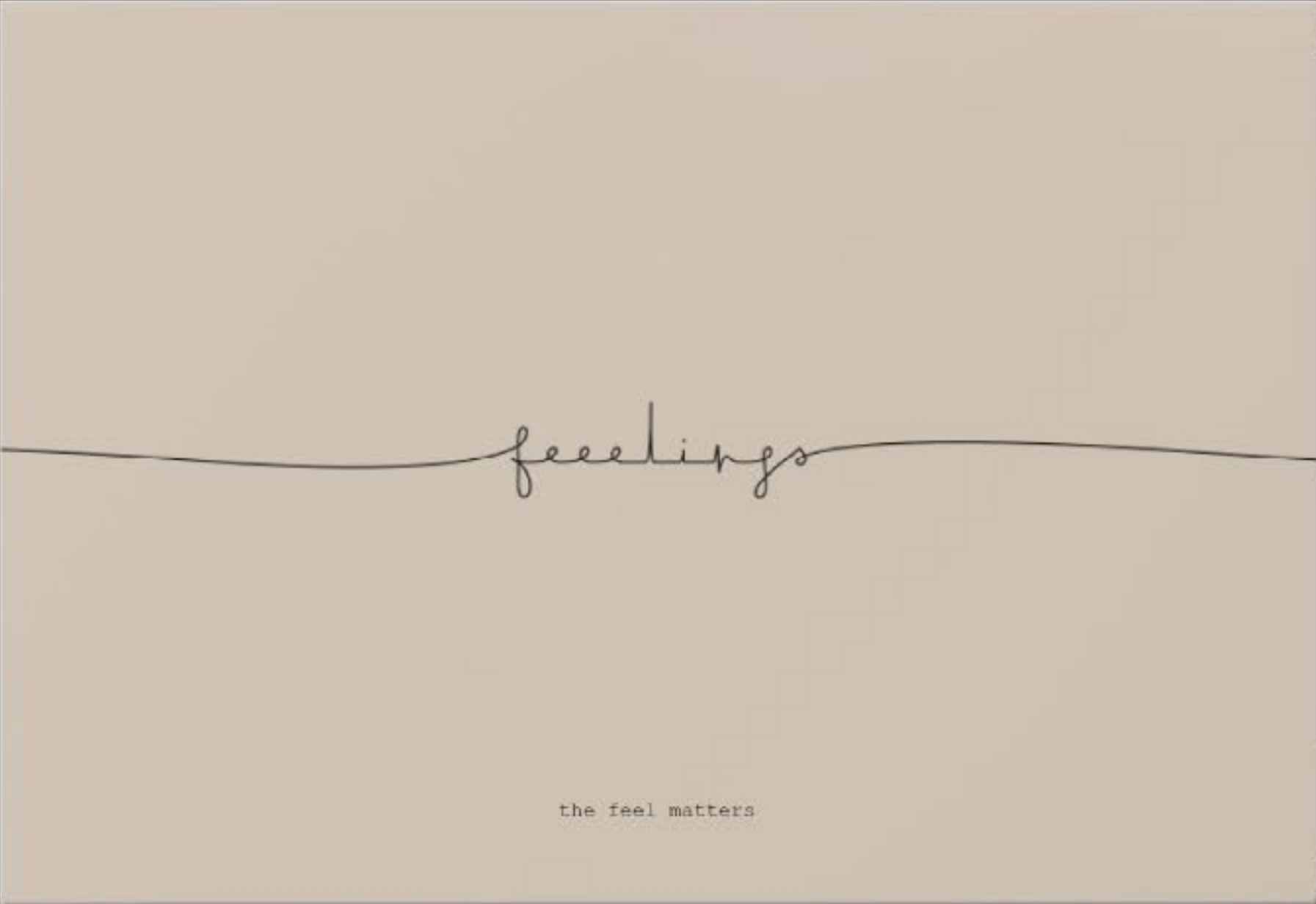


dear you
all you need is

feelings

gift card





eee



all you need is

feelings

all you need is

feelings

all you need is

feelings

MOZGI rebranding

Mozgi Entertainment is the leading production center in Ukraine. The company is engaged in the production and promotion of the most successful commercial music throughout the country. Mozgi Entertainment's production center is expanding, and the new branding accompanies the company's entry to the highest level.

A new element of identity is an open door, symbolizing the beginning of a new outline of the business model of the brand. The updated logo is a direct personification of the fact that Mozgi Entertainment is developing new opportunities for the company and becoming the full-scale Mozgi Group, which includes six key areas of the entire production in Ukraine.

logo

identity

brandbook

MOZGI



OPEN
THE
MZG

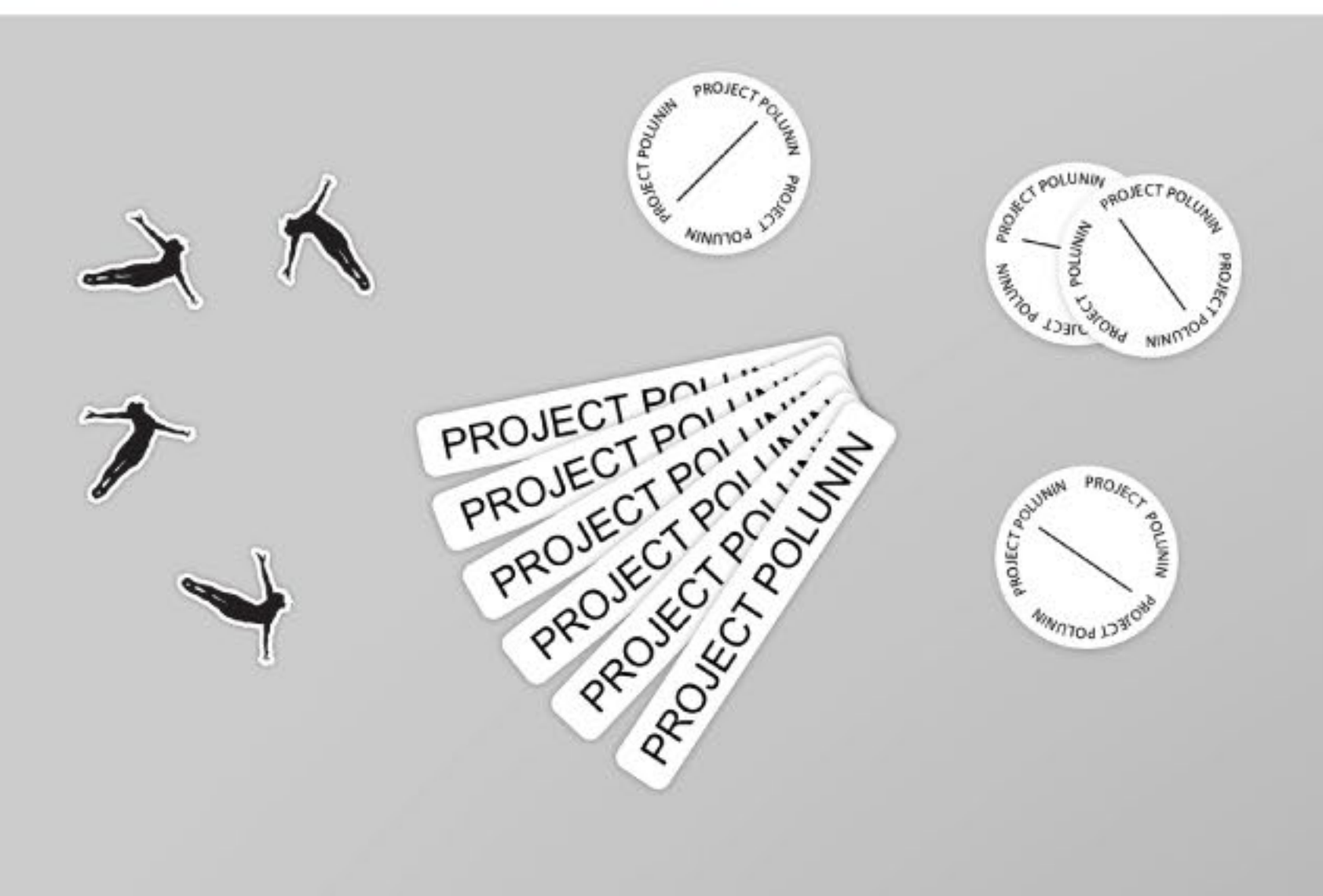




OTHER PROJECTS OTHER PROJECTS OTHER PROJECTS OTHER PROJECTS OTHER PROJECTS


KBOPUM







UKRAINIAN
DESIGN
THE VERY
BEST OF



MIY
LAI
my pie







you
love
care.

Feeeeeeeeeee
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www.feedy.com

care
care
care



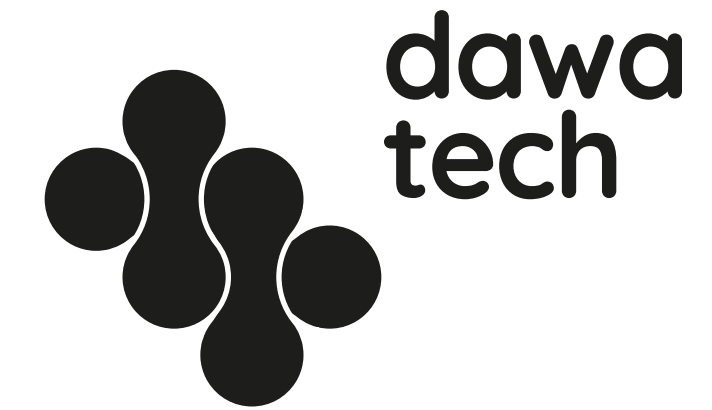
www.feedy.com

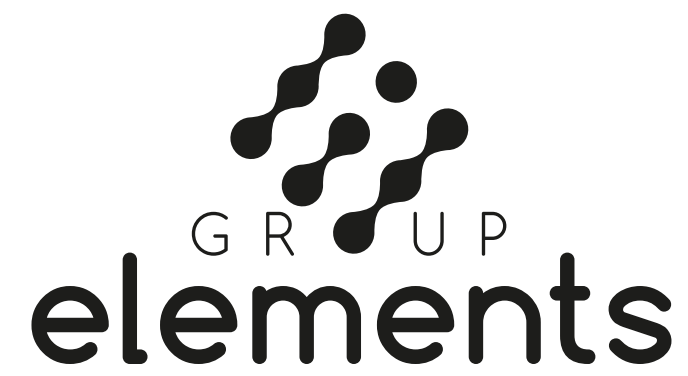
Feedy



SOME more







INVESTUDIO
INCOME ENGINEERING COMPANY



KEBETA

KUZIN
LAW & NOTARY FIRM
since 1999

feelings

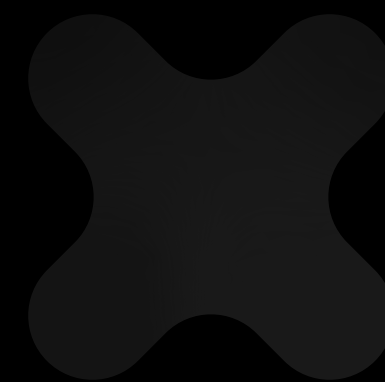
welbe

placers

LUCID FILM

Feedy

Creative States Arsenal,
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