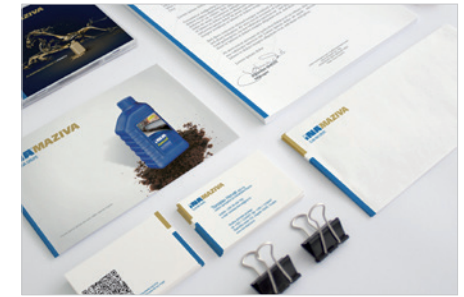


INA MAZIVA

Corporate rebranding, development product marketing and advertising.

For company INA Maziva we did product analysis, rebranding and product development.

Afterwards we defined the brand and develop different types of design for all product categories, for different types of packaging. We have set up brand strategy, directions for all groups of products, typography, colors and symbols. In the end we have created complete marketing and advertising campaign and also a corporate web.



ALMA MATER EUROPAEA

The redesign of the visual identity of the European Academy of Sciences and Arts, repositioning and marketing.

The customer wanted to change complete visual identity. We have created new logo, typography, we defined new colors and visual materials and designed eight posters for different programs. We made website in 4 languages with our CMS platform so that they can manage web content photos, videos, text by themselves.



UNICREDIT BANK

Consultants/ advisors engaged on new platform development

Due to our knowledge and experience bank hired us as a consultant on a project that was related to the creation of two new portals. We have advised and monitored the work of the project, held meetings, monitored the status of the project and made all necessary reports.



Nekoliko misli za početak

- Portal ima tri faze kojima se treba prilagoditi
- Prva je faza koja se odnosi na projektiranje i razvoj
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Uključi se i ti!

PRICESTRO VREMENE ZA PRISLUŠNOST

07 23 19

PRISLUŠNOST VREMENE ZA PRISLUŠNOST

SAMOBORKA

Re-branding, product development (11 series / 450 products) Marketing and Advertising

The company Samoborka started with the redesign of the entire product. It was necessary to create a new product design, and design for every specific product separately. Special attention was for different series of products that are sold in retail and wholesale due to the size of packaging, differentiation for final consumers and larger companies. The key was to redesign character, who was supposed to meet the recognition on small package and on a large silo.



CANICULA

The development of a new brand and product for Italian company that deals with processing fish for Eastern Europe.

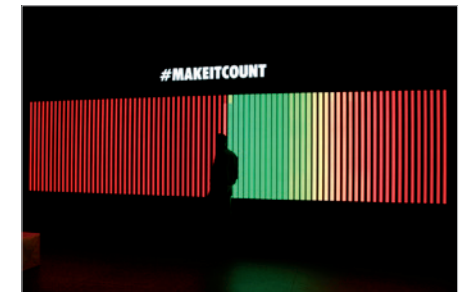
We have created and designed new brand, company logo, visual identity and product design for different product groups and for different packages. After designing the product, we started making the marketing strategy and the first marketing campaign when introducing products to the market.



NIKE

The design and development multimedia presentation for Nike Town (flagship store) in London

8 meters of Gesture Control Wall for Nike Town - London. Just at the entrance of the store a key feature was a large video wall installation where the content was triggered by people passing. We created a gesture application for the video wall which was almost 8 meters long and 3 meters tall. The sheer size of the wall was impressive enough but when we added gesture triggers the effect was more than impressive.



DIV

Brand Identity for Ironmongery Manufacturer

For DIV-IDEA studio has designed its brand identity starting from logo.

Summary of our on this project:

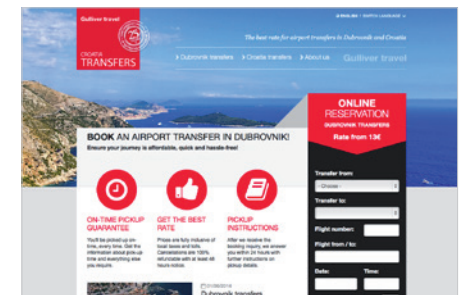
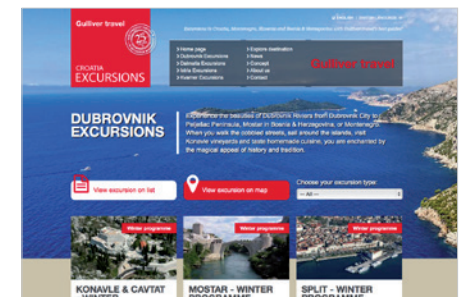
- Logo design
- Stationary design
- Brand toolkit
- Marketing campagne
- Web page
- Social marketing



GULLIVER TRAVEL

Online applications, integrated online marketing and communications, B2B marketing

The biggest HR incoming agency owned by Germany's TUI and Agrokor. We made for them various corporate sites, sites for specific activities of the company and established strategies of online marketing. We have skilled and trained their personnel for the maintenance of all communication channels.



NIKEL COSMETICS

The development of the brand and the product, marketing and advertising

Nikel Cosmetics presented its cosmetics range through this stunning product range catalogue designed and developed by IDEA studio. Product catalogue was published in Croatian, English, Russian and Macedonian Language. Summary of our work on this project: Catalogue design, Catalogue Development for print, Catalogue development as online brochure. For their cosmetic products we have created product and package design for entire line. Also we created brand, marketing strategies, individual marketing campaigns and managing advertising on Facebook, Google and other portals.



BACCALA DELLA MAMMA

The development of the brand, product, B2B and B2C marketing

This is a hand made product which is designed and manufactured by the customer, and we've created a name, look and its presentation. The task was to present handmade product to the market and show its strength as follows: domestic, handmade, special, great taste, want to try again.



BANCA INTESA PBZ

Design multimedia and direct channels

The development of multimedia solutions for POS, redesign and implementation of GUI at ATMs and online banking, designed videos for B2C channel.



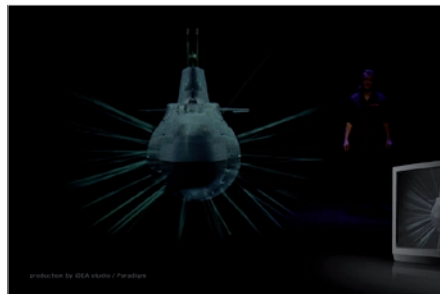
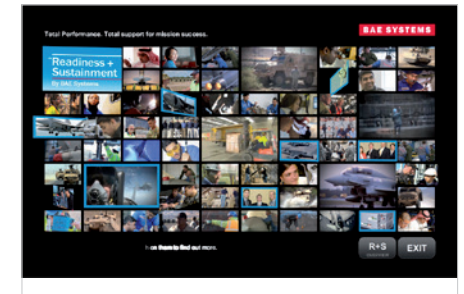
BAE SYSTEMS

We developed 3D content for BAE Systems which they used in the “Innovation Theatre” at The Farnborough Air Show.

The agenda for the 8 minute long high-tech show was to highlight elements of the company’s focus on innovation and their latest defence technologies.

Concept of the presentation combined virtual models in a real space with live presenters. IDEA studio created the 3D models, rendered them and displayed them through a holographic effect better known as a Pepper’s Ghost. This is an extremely effective and impressive way of presenting large scale models that would otherwise be impossible to present within an indoor exhibition environment.

The success of the presentation was confirmed by a fabulous thank you letter we received. Not only that, the work was given a Bronze Award by Mr Dick Oliver – Chairman of BAE Systems.

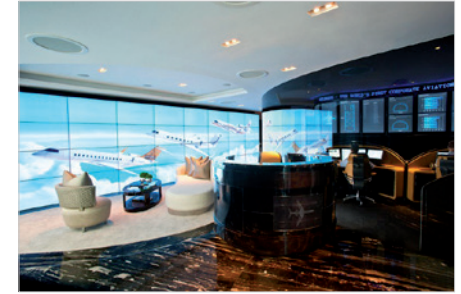


THE JET BUSINESS

Virtual showroom

One of a few great projects we completed for The Jet Business. Having freedom in production allows ideas and creativity to really take place and makes the project really enjoyable. Our relationship with The Jet Business started with discussions with the client, showing portfolio work, our project proposal and ideas. With many prestige clients – they simply want to know that they have the best people for the job. After a while, we were chosen as in the client's words "we were by far the best in 3D animation, 3D modelling and video production".

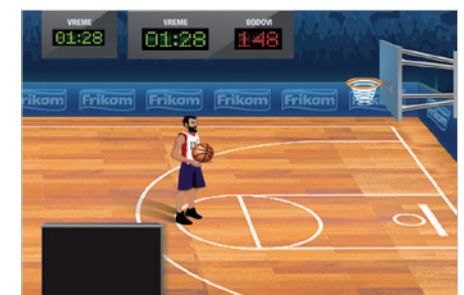
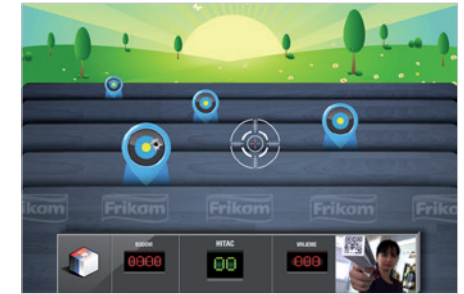
The aim of this project was to create the content that would combine all the individual supplier jet presentations and present the hero jets in their best perspective, by presenting their performance, sleekness and smoothness in the sky and on the ground. Final video content was displayed on the 8 meter video wall. The size and ratio (32:9) presented a great challenge as it exceeded HD production



FRIKOM

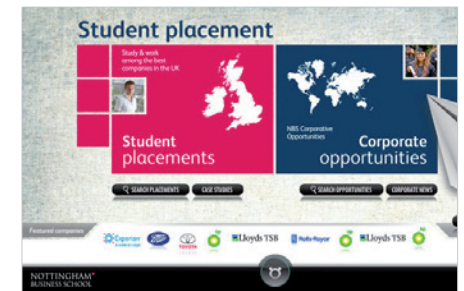
Online and offline marketing for new product and giveaways

For a company Frikom every year we make design for a new project with a new concept, new actions and characters. In addition to the application itself, we charge for the concept, design, advertising, TV commercials, also we manage award contests.



NOTTINGHAM BUSINESS SCHOOL

Software development as an internal marketing / communication platform, and various supporting multimedia operating system.



TINKTURA

New brand developing, marketing strategy, product packaging design

We have created and designed new brand, company logo, visual identity and product design for different product groups and for different packages.



MULTIPHARM

Brand and product development

For Multipharm pharmaceuticals we have created product and package design for their most selling remedies: Conprosta, Ginkgo Biloba and Wuling.

We have created and designed new brand, company logo, visual identity and product design for different product groups and for different packages. After designing the brand, products, packaging, we started making the marketing strategy we made for them corporate web site, TV ads, ...



HERBA CROATICA

Branding a new line of dietary supplements, product packaging, marketing campaign, TV ads

We have created and designed new brand, company logo, visual identity and product design for different product groups and for different packages. After designing the brand, products, packaging, we started making the marketing strategy we made for them corporate web site, TV ads, ...



BONITO

Brand strategy, Visual identity, product design

We strive to create design for high-quality products which will conquer trust of clients and consumers, with a goal that Bonito products become an integral part of food preparation in every household. Brand Bonito covers more than 220 articles and carries the primacy for its quality, long-standing presence on the market, and volume of production as well.

