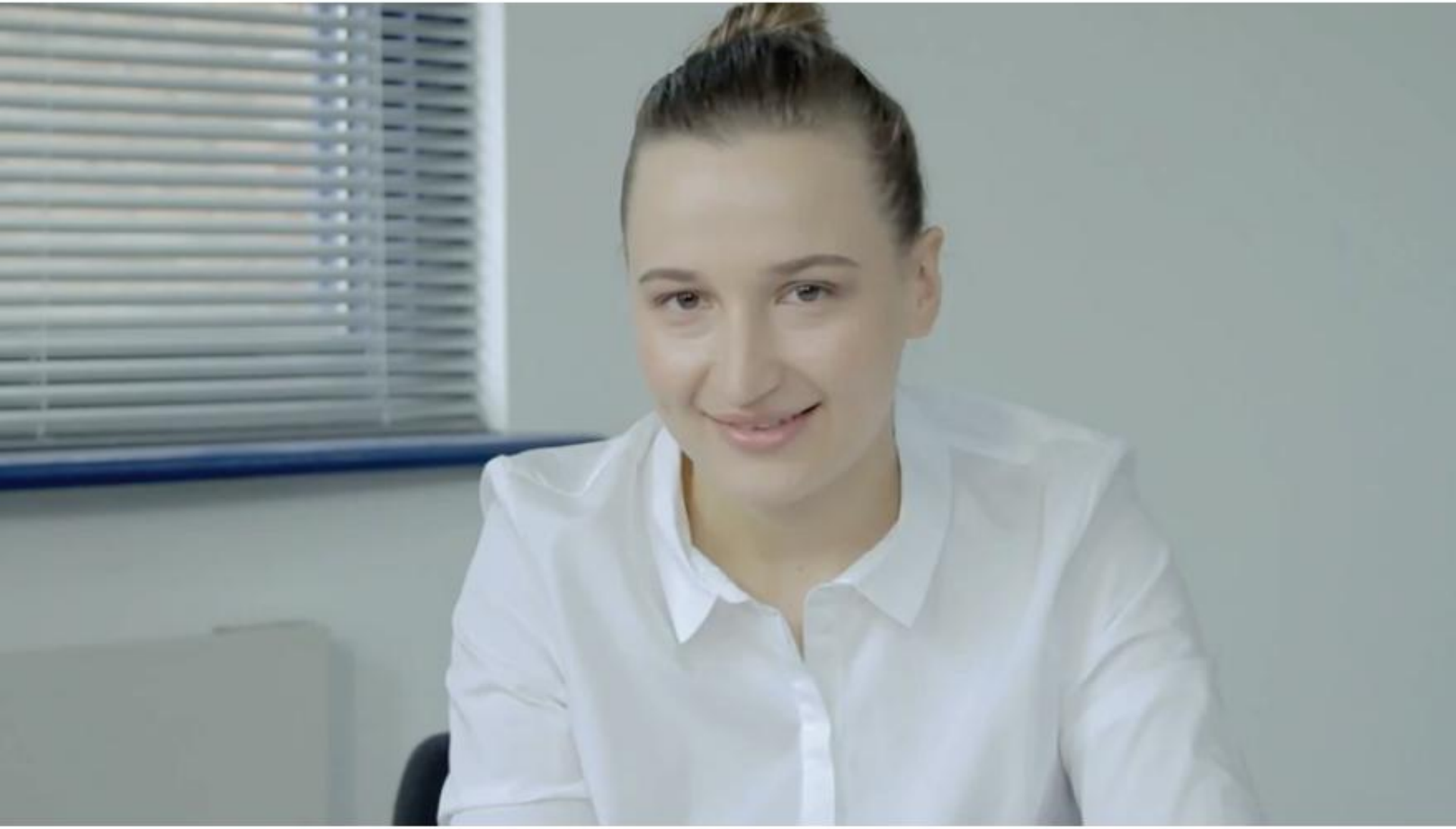
BRAND CREATION: chicken or egg dilemma

Ekaterina Lavrova
PR director
Depot WPF

depotwpf branding agency

WHAT DOES THE CLIENT NEED?



BEAUTIFUL!

TASTY!

NATURAL!

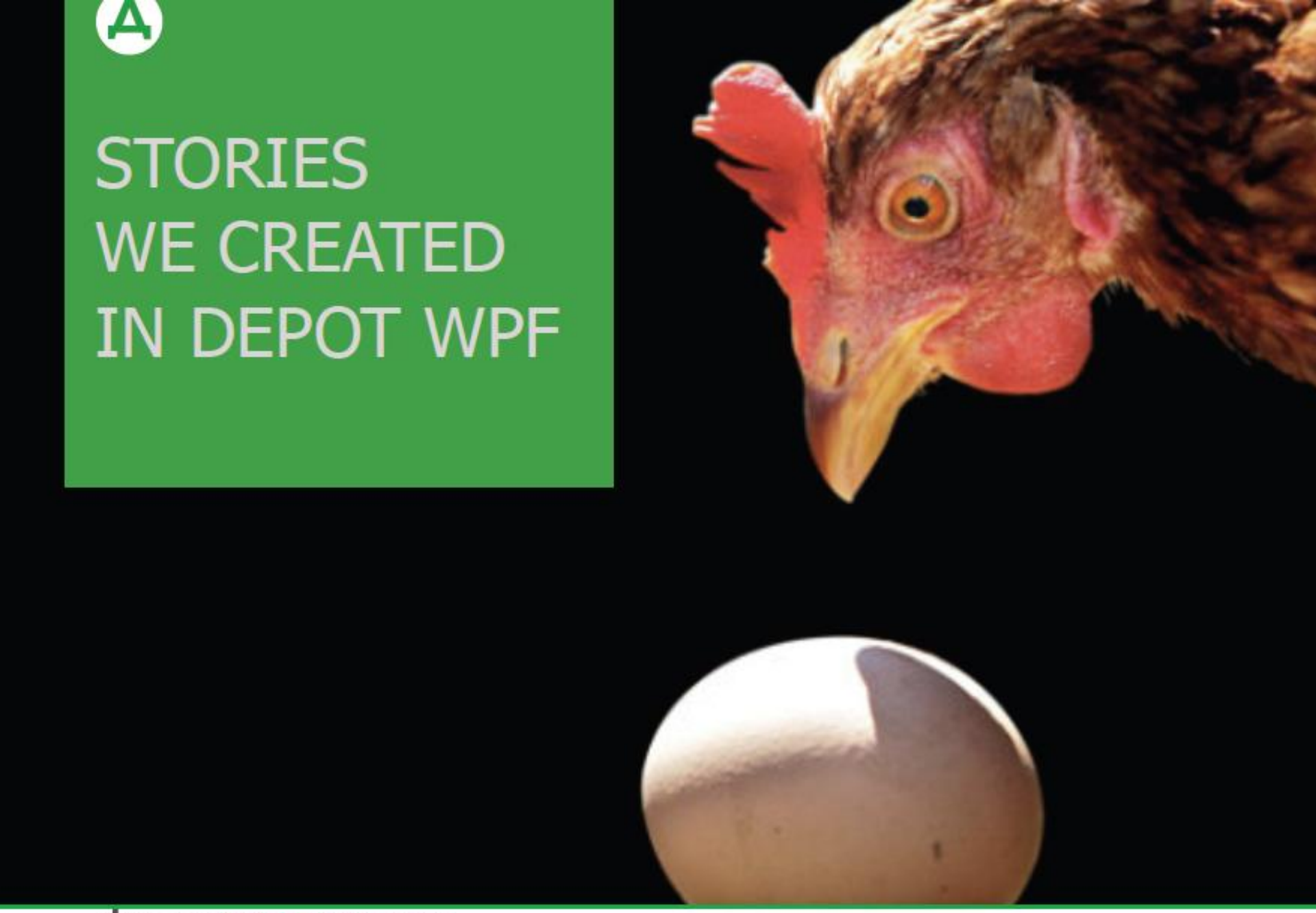
DESIGN IS...

A STORY!

A «DRAWN» STORY...

OR A «TOLD» PICTURE...

STORIES WE CREATED IN DEPOT WPF



depotwpf branding agency

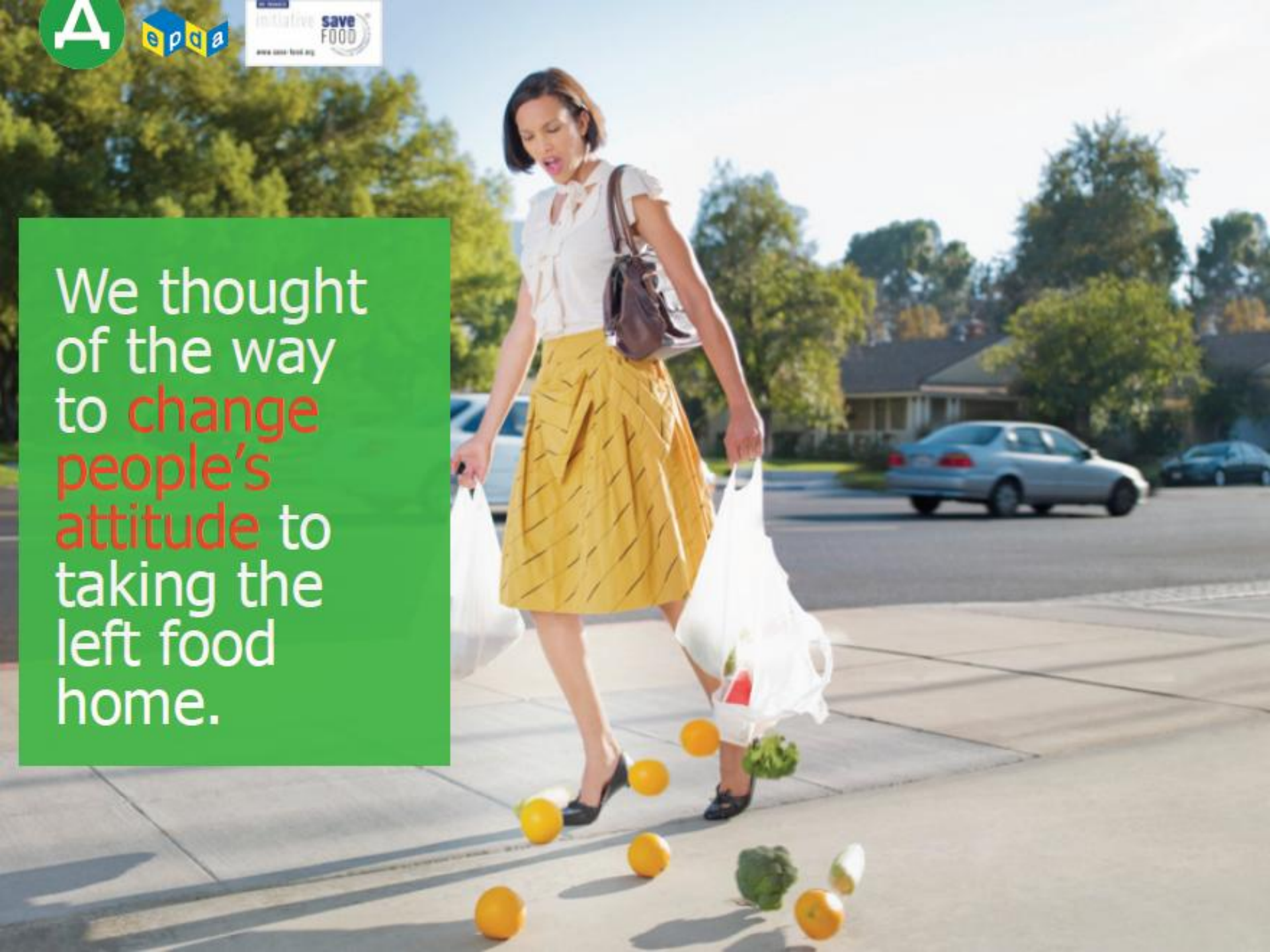
A STORY TO WRAP & TAKE AWAY

Background

Eating out has become quite popular in Russia. However good restaurants appeared just a couple of decades ago. And became affordable even later. In Russia the culture of eating out is still being formed.

So if people order more than they can eat they never take the left overs home as it seems to show their poverty or greed.

And tons of food are
sent to the waste bin
every day.


We thought
of the way
to change
people's
attitude to
taking the
left food
home.

AFTERPARTY!

LEISURELY ENJOYING THE GOURMET TASTE OF YOUR FAVORITE RESTAURANT DISHES YOU... HELP TO SAVE THE WORLD'S RESOURCES!

WHEN YOU TAKE HOME THE LEFT PART OF YOUR ORDER AT THE RESTAURANT.

We created a series of exquisite hand-made packages for the left-overs so people would really want to have one.

AFTER

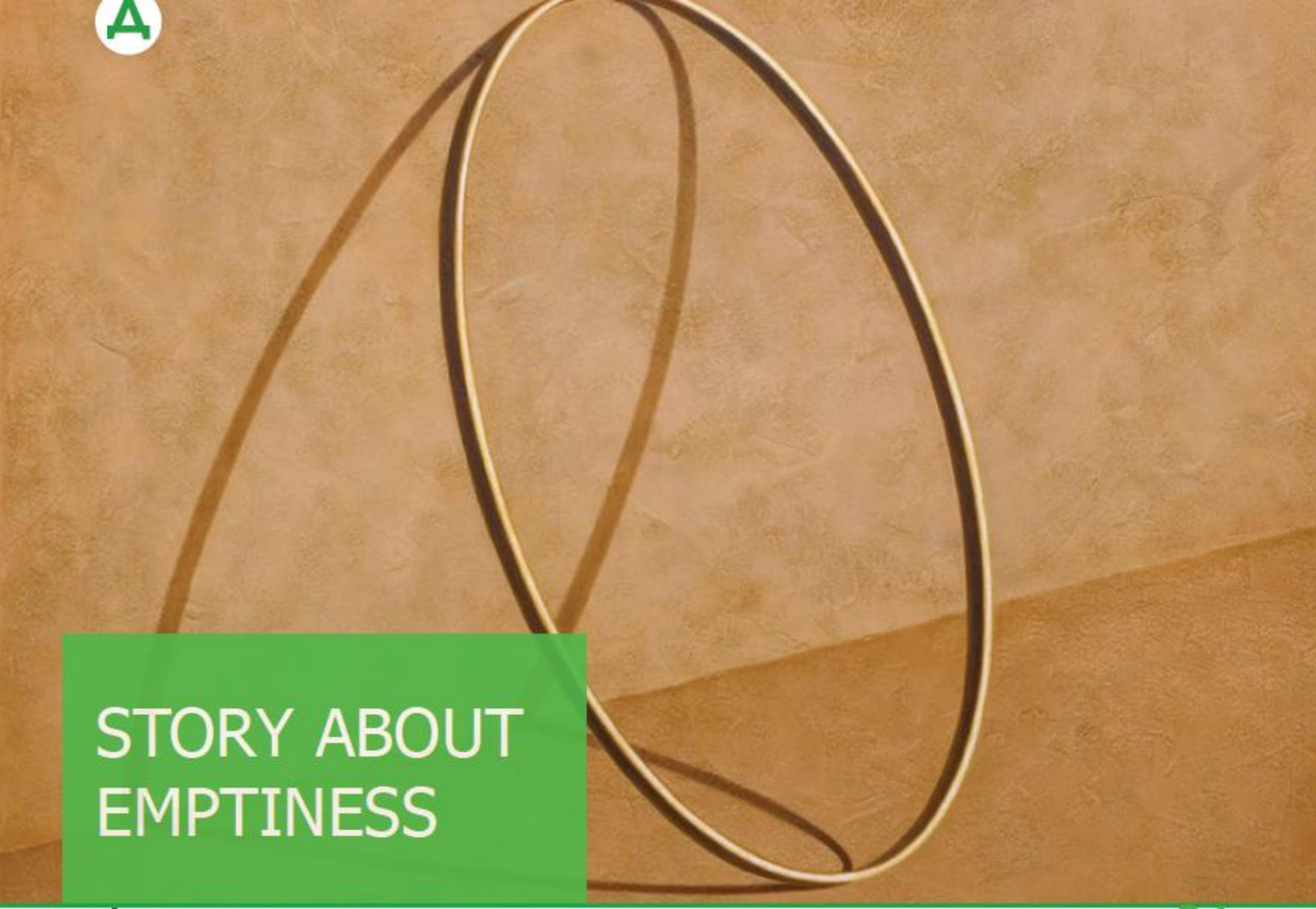
AFTER PARTY!
AFTER PARTY!

We made the packaging from stone-paper. Stone Paper is a sustainable, environmentally-friendly alternative to traditional pulp paper which means no trees cut, tons of water saved and no chemicals used. Besides, the package is water and oil-resistant!

WE SUGGESTED TO PLACE THE SAMPLES OF PACKAGING IN THE LOBBY OF A RESTAURANT AND ACCOMPANIED IT BY A POSTER

LEISURELY ENJOYING THE GOURMET
RESTAURANT DISHES YOU. HELP TO
WHEN YOU TAKE HOME THE LEFT
PART OF YOUR ORDER AT THE RESTAURANT.
EXTEND PLEASURE - SAVE FOOD!
AFTER PARTY

AFTER PARTY!
AFTER PARTY!



STORY ABOUT EMPTINESS

red apple

Esource Creative World Tour

red apple

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
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18–19 SEPT 2014

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014
EXCHANGE
THE IDEAS
CHANGE
THE WORLD

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014

MOSCOW INTERNATIONAL
ADVERTISING AND
MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014
RED
APPLE
DAVID
DROGA
18 SEPT 2014
14:30

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014

RED
APPLE
INTERNATIONAL
ADVERTISING FESTIVAL
RED APPLE

RED APPLE
MOSCOW INTERNATIONAL ADVERTISING AND MARKETING FESTIVAL
FESTIVAL.RU
18–19 SEPT 2014
GOLD

RED
APPLE
RED
APPLE

A STORY ABOUT CHILDHOOD

VISOKO VISOKO

There are moments in life when you see the world bright and pure like in childhood. It's when you raise your head and see the sky, tremendously boundless and astounding. And you feel incredibly light as if you were tiny. There are things that are connected with childhood so much that they are able to change our view of the world for a moment. Milk is one of them. No matter how old we are and what's going on in our lives we always perceive it as something sincere and promising...

When creating the name and package design for "Visoko-visoko" ("Sky high"), we wanted people to look at the world through the eyes of a child.

АЛЬНОЕ
КОРОТКИМ
РОКОМ
ОДНОСТИ
3,2%
С КОРОТКИМ
СРОКОМ
ГОДНОСТИ

STORY ABOUT AN ICON

«I WANT TO CREATE A LOGO USING MICROSOFT WORD ONLY!»

KOTLER / AWARDS / MOSCOW / 2014

KOTLER / AWARDS / MOSCOW / 2014
14 марта 2014
Конгрессно-выставочный центр «Сокольники»
5-я Пучевой просек, дом 7, строение 1, павильон 2
Прием заявок проводиться до 28 февраля 2014 года
Подробности на сайте: www.kotlerawards.ru
И по телефону +7(965) 850 3390
Премия учреждена в целях выявления лучших профессиональных достижений в области маркетинга России

14 МАРТА 2014
KOTLER | AWARDS | MOSCOW | 2014
ПРИГЛАШЕНИЕ

KOTLER | AWARDS | MOSCOW | 2014
KOTLER | AWARDS | MOSCOW | 2014
ЕЖЕГОДНАЯ ПРЕМИЯ ЗА ДОСТИЖЕНИЯ В ОБЛАСТИ МАРКЕТИНГА И РЕКЛАМЫ
KOTLER | AWARDS

KOTLER | AWARDS | MOSCOW | 2014
ЕЖЕГОДНАЯ ПРЕМИЯ
ЗА ДОСТИЖЕНИЯ В ОБЛАСТИ
МАРКЕТИНГА И РЕКЛАМЫ

KOTLER/AWARDS/MOSCOW/2014

KOTLER | AWARDS | MOSCOW | 2014

SAINT MARKETER

Kotler Awards
2014

When we were creating the identity for Philip Kotler's personal marketing award, our attention was drawn by one interesting fact. The famous professor's name is always surrounded by «religious» epithets. His book «Principles of Marketing» is always called the «Bible» for marketers; and Philip Kotler himself is often introduced as the «icon» of marketing...

These very definitions became the basis of the creative concept. What's interesting, the halo-logo exists only when margining someone's portrait. No matter whether this portrait is a simple photo, a mirror reflection or a real face.

STORY ABOUT FINNISH HAIKU

Mytyn Paras
1928
TRADITIONAL FINNISH QUALITY
крупные
Овсяные хлопья
время варки
15 минут
5.8г
3.0г
Mytyn Paras
1928
TRADITIONAL FINNISH QUALITY
Овсяные хлопья
время варки
5 минут
5.8г
3.0г
22.4г
1928

1928
TRADITIONAL FINNISH
QUALITY

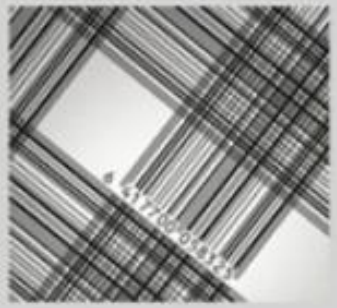
1928
Пшеничная мука
Vehnäjauho

Vehnäjauho

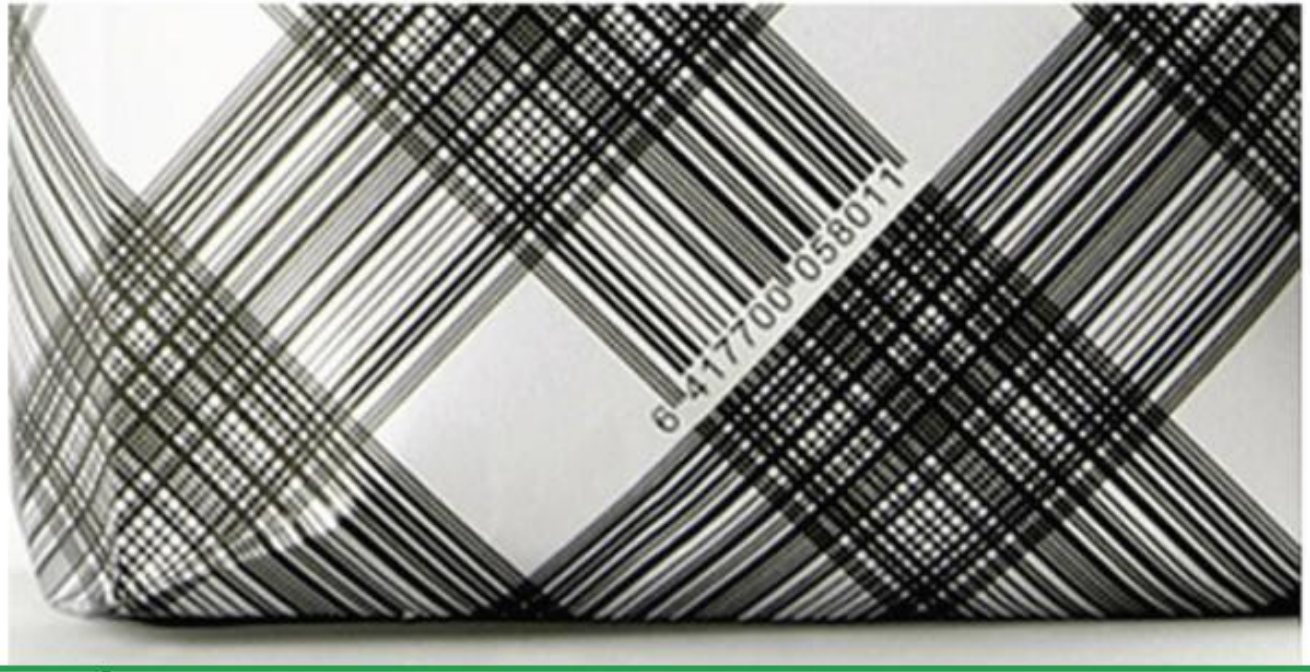
Ruisjauho
1kg

Tattarijauho
1kg

Vehnäjauho



Vehnäjauho
Пшеничная мука
высшего сорта
Ruisjauho
Ржаная мука
высшего сорта


6 417700 058011

THE DIELINE AWARDS 2014

YOU

CAN

BRAND

VAGUE

ANY QUESTIONS? ;-)

ELavrova@depotwpf.ru

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