

**NAVY**  
*agency that leads you*

**NAVY** is the agency based in Moscow and Dubai that leads companies in pursuit of sustainable developments of their brands.

- Identities**
- brand logo, naming, brand book, guidelines, toolkits
  - brand platform
  - brand strategy

- Digital**
- landing pages
  - websites
  - online shops
  - apps

- Expositions**
- brand expositions
  - brand’s integration into festivals, art fairs and exhibitions

- Experientials and events**
- private events
  - social events
  - public events
  - corporate events
  - automotive events
  - test drives & road shows
  - merch and uniforms

Brands we work with







- Dubai Autodrome
- 350 guests
- 250 test-drives
- 6 brand zones in 3 pit garages
- Exciting community day in the atmosphere of Porsche drive

PORSCHE

Scope of work:

- Creative main idea
- Designs, layouts
- Ideas for activities
- Event organization: registration, decorations, catering, photozone, kids zone, briefing zone, etc.









The largest bank conference dedicated to relations with China in the automotive business.

**Scope of work:**

- Creative main idea, ideas for the show and decor
- Venue scouting
- Designs, layouts
- Directing
- Event organization: valet parking, registration, welcome part, photo zones, gala dinner, gifts for guests, etc.

**Alfa Bank**

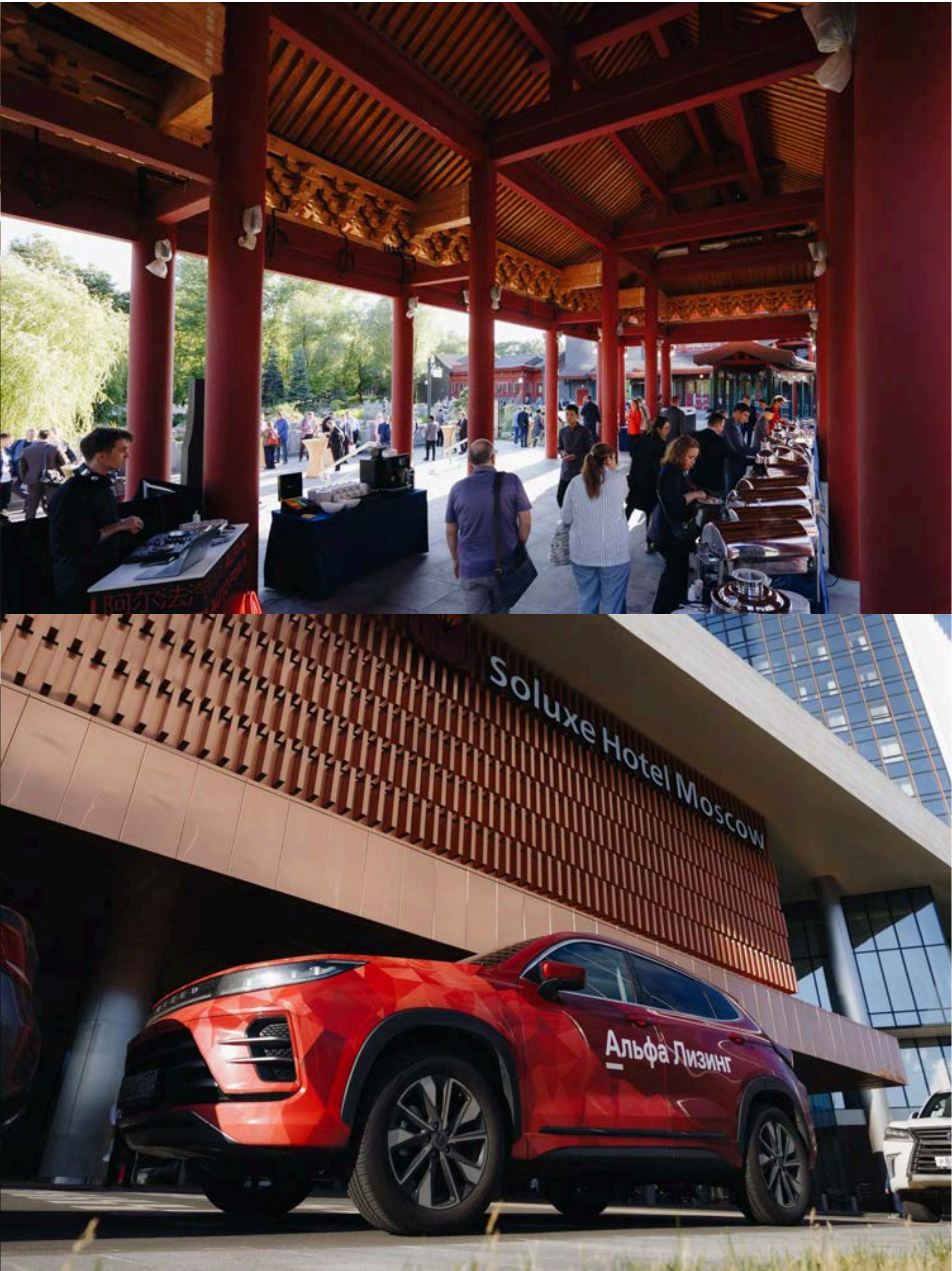
ALFA BUSINESS



video

- 20 spokesmans
- 650 guests on-site
- 6000 guests online from 4 countries
- 1 chinese luxury hotel
- 1 chinese garden









- DRVN by Porsche Cafe Dubai
- 100 guests
- 3 customization zones
- 3 quests about Porsche brand

- Scope of work:
- Creative main idea
  - Designs, layouts
  - Ideas for activities
  - Event organization: registration, activities, catering, photozone, quest development and handling

PORSCHE









**Alfa Bank**

In 2022-2023, Russia-China trade relations grew significantly, and Alfa Bank is supporting this trend by organizing forums for entrepreneurs from both countries. The first event, Alfa Auto Forum, took place at the Chinese Solux Hotel in Moscow, with 400 guests and 6,000 online participants. The forum featured leading automotive industry experts, bilingual materials, and cultural elements tailored for Chinese guests. The event concluded with a video featuring attendees and a buffet in a Chinese garden.





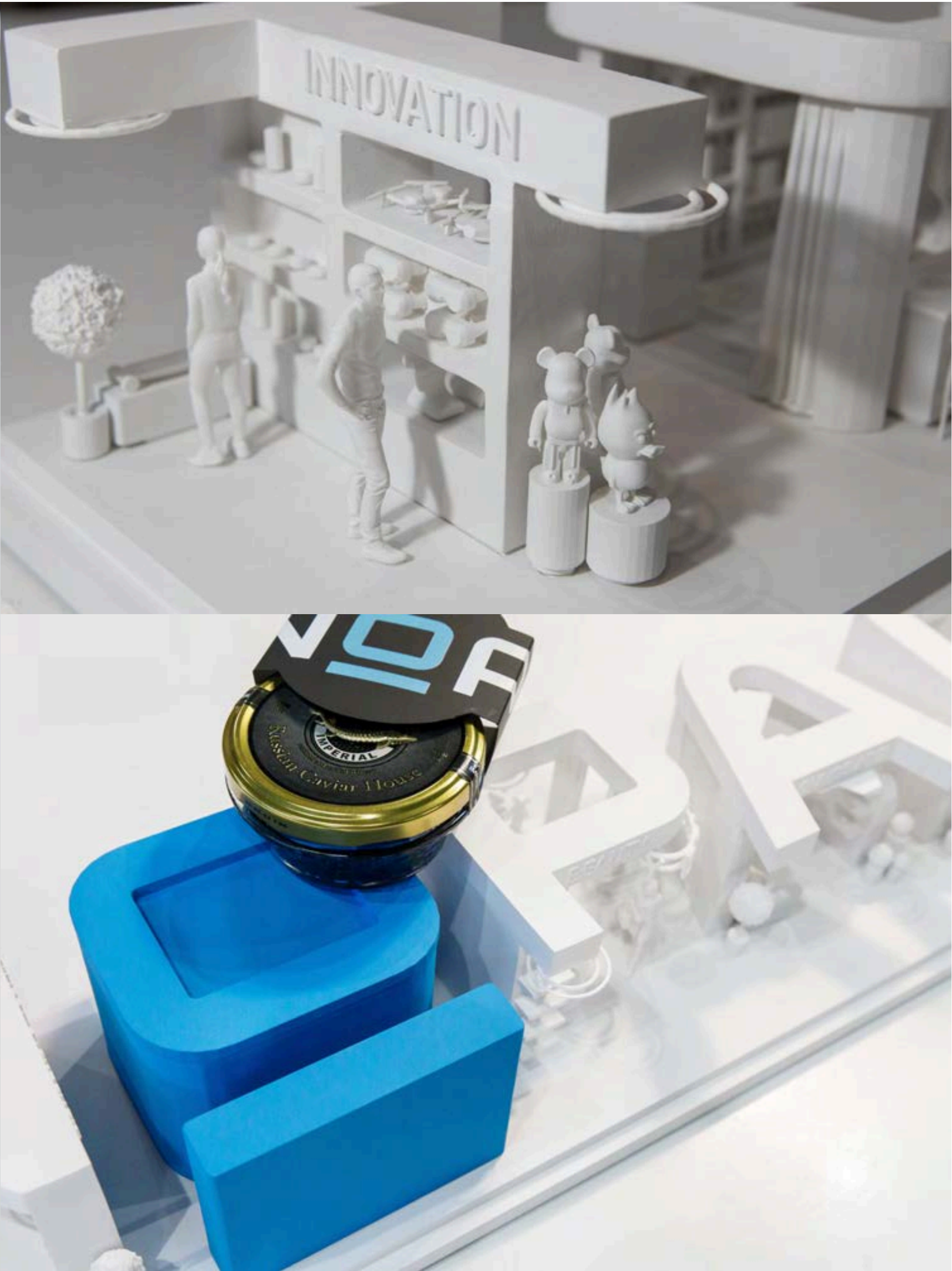
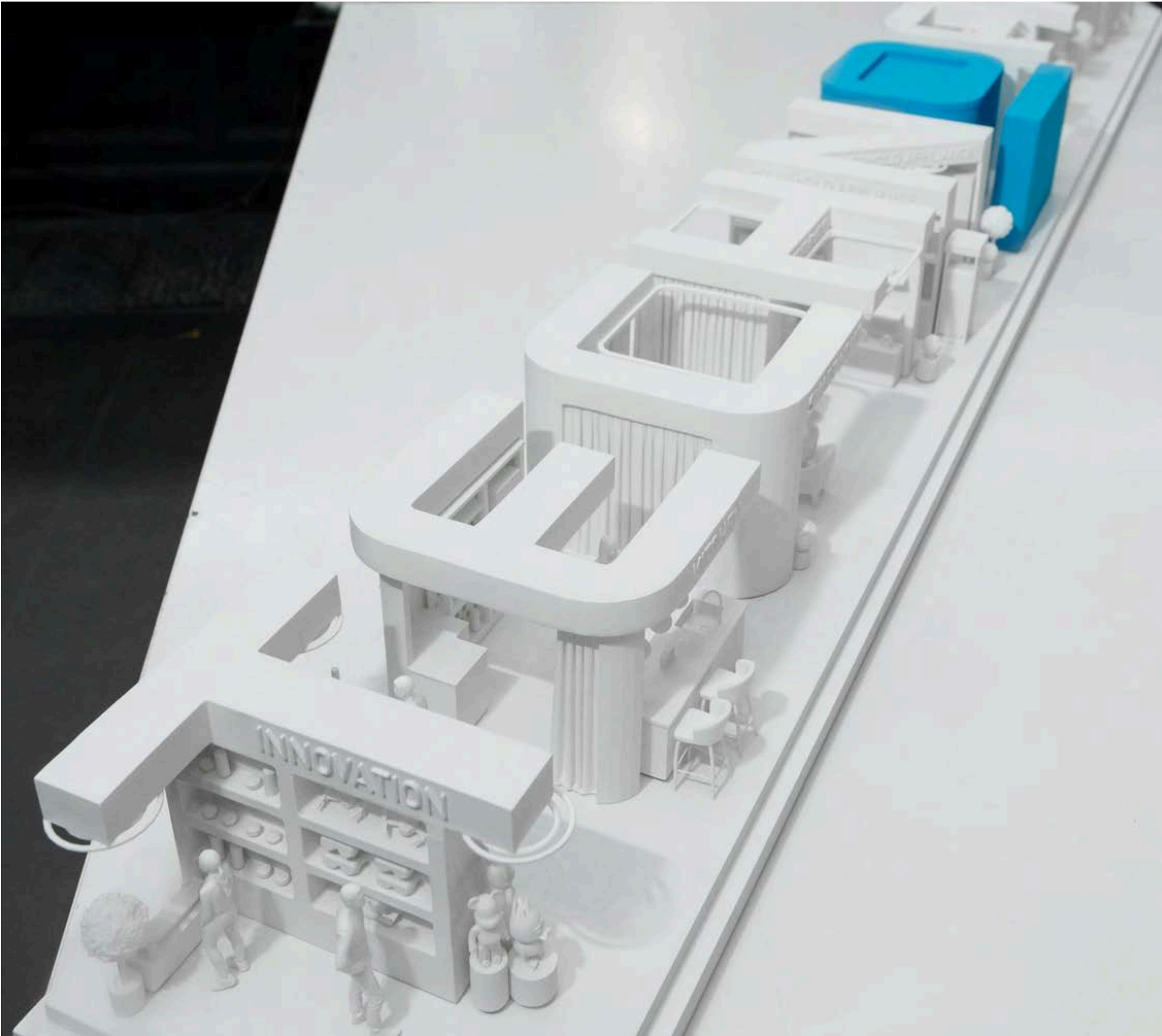




# TECHNOPARK

Phygital presentation  
for the Dubai Mall administration  
to demonstrate the concept  
of TechnoPark's retail space.

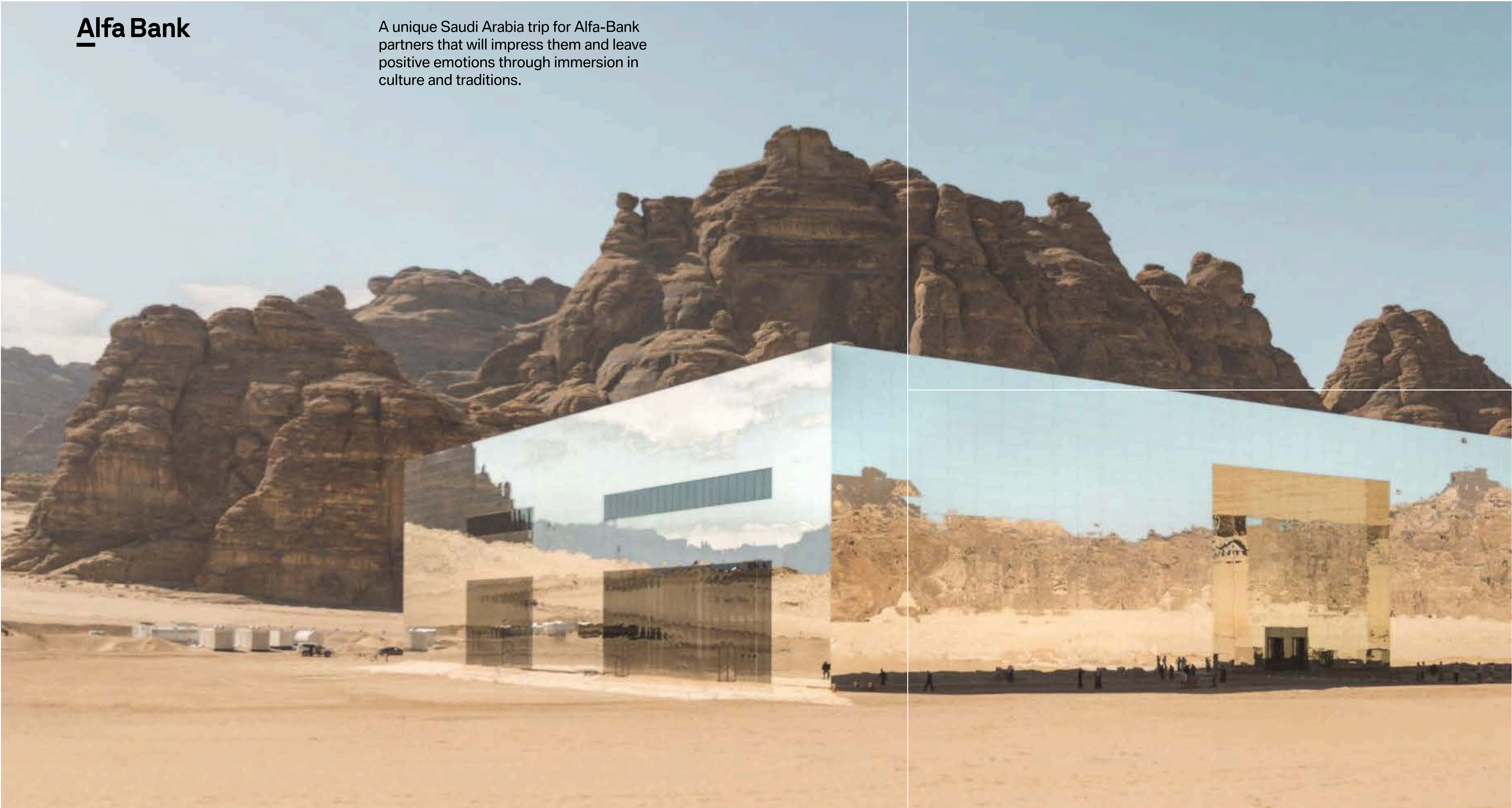






# Alfa Bank

A unique Saudi Arabia trip for Alfa-Bank partners that will impress them and leave positive emotions through immersion in culture and traditions.



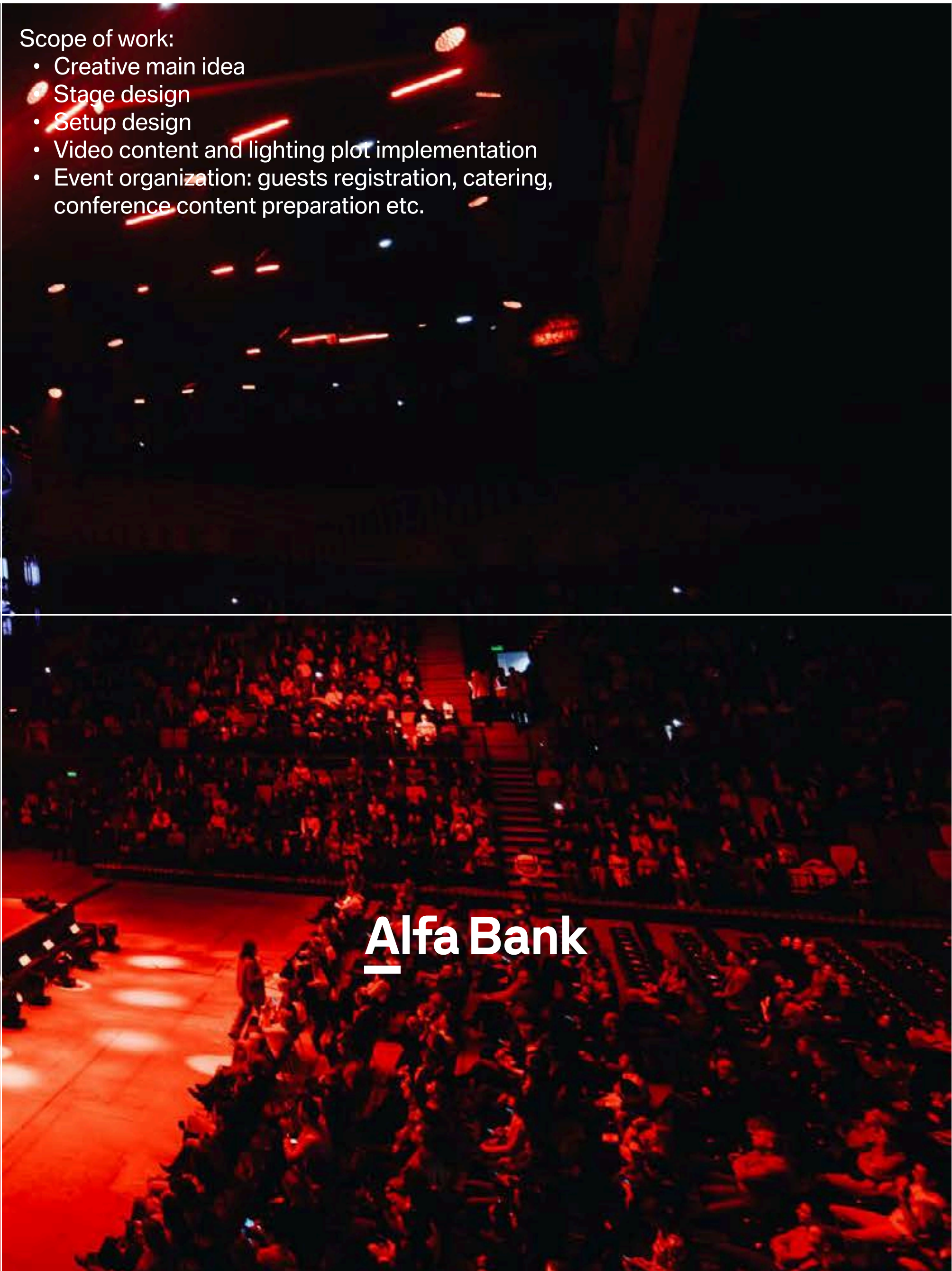
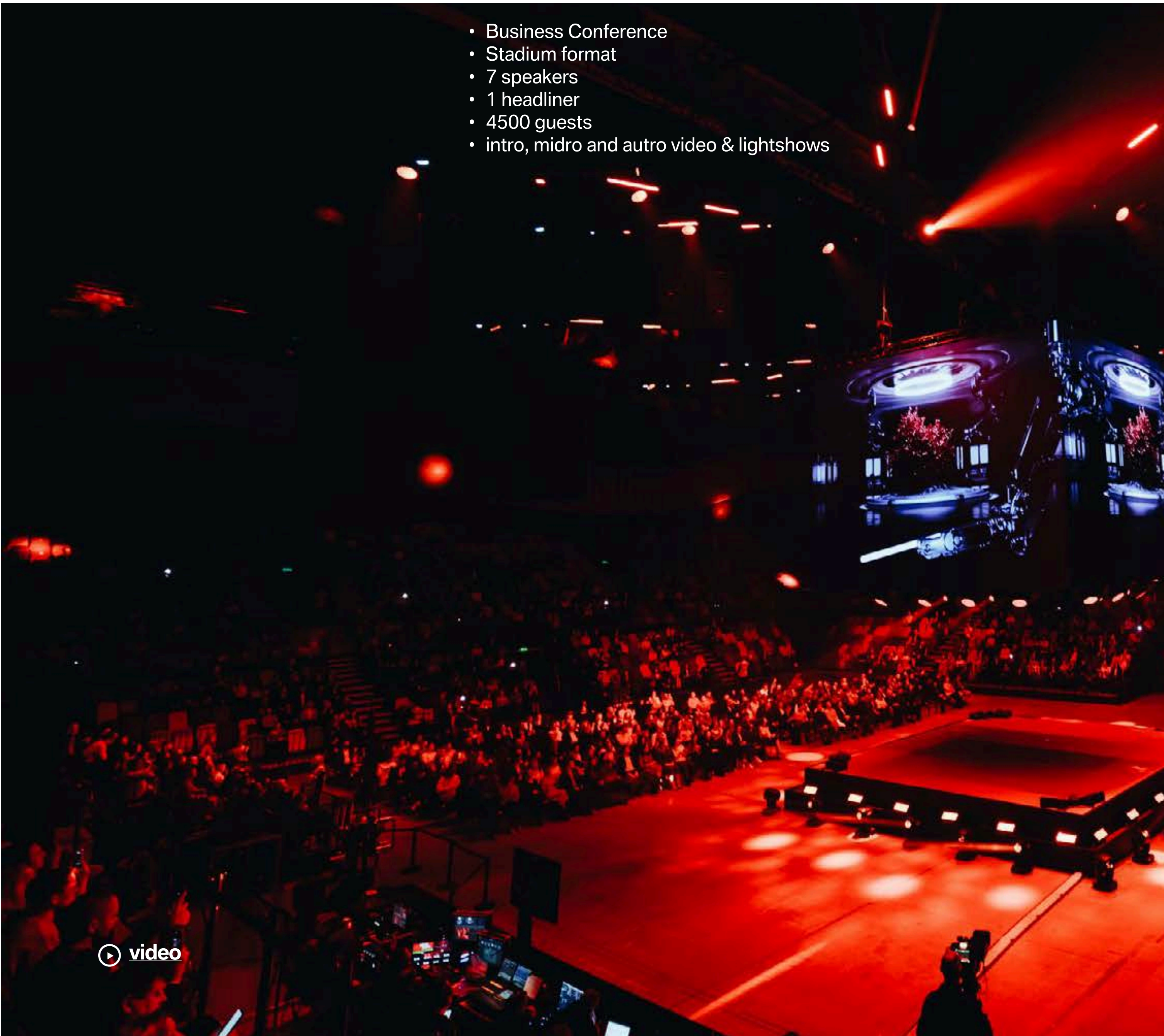




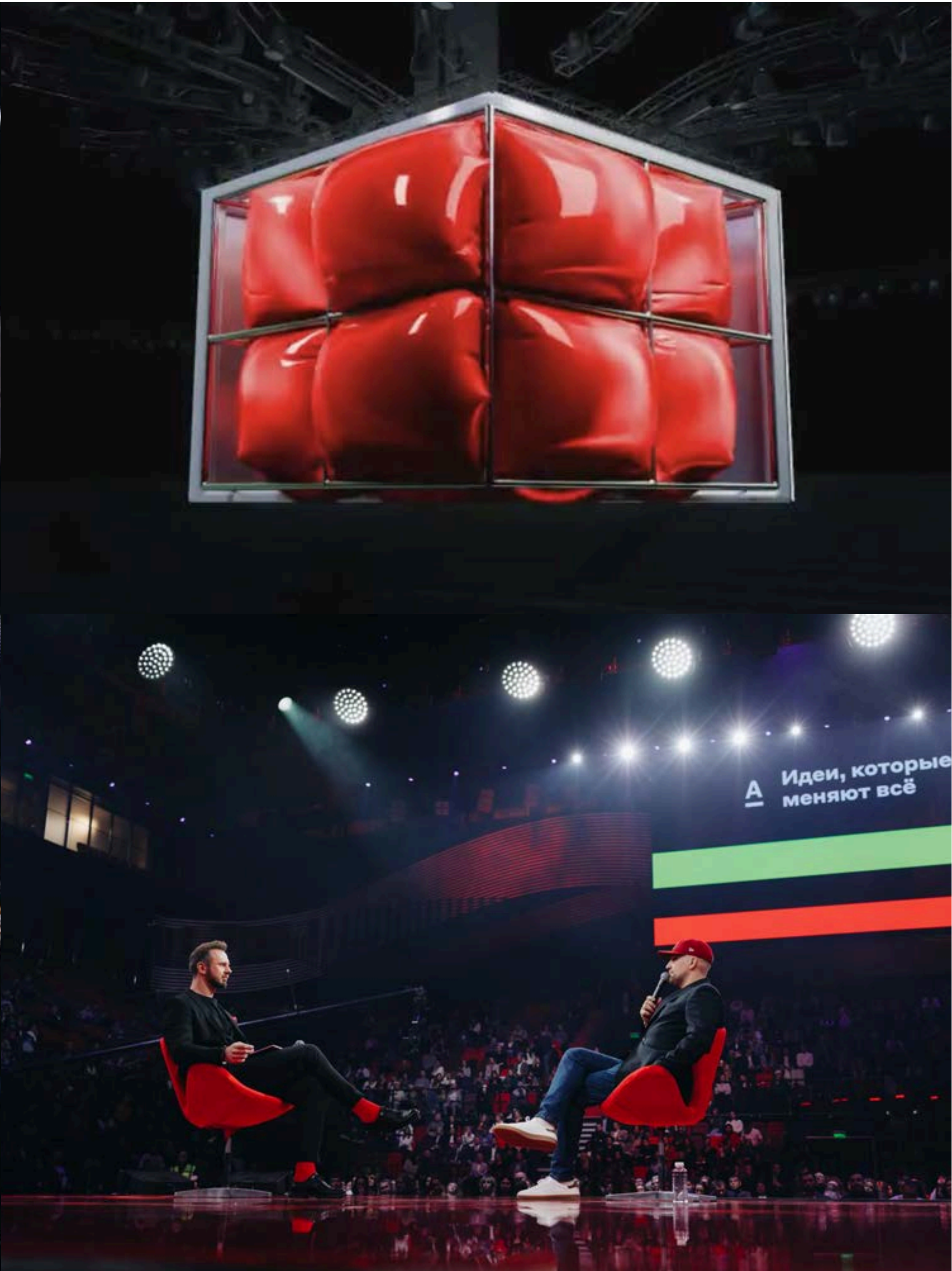


- Business Conference
- Stadium format
- 7 speakers
- 1 headliner
- 4500 guests
- intro, midro and autro video & lightshows

- Scope of work:
- Creative main idea
  - Stage design
  - Setup design
  - Video content and lighting plot implementation
  - Event organization: guests registration, catering, conference content preparation etc.











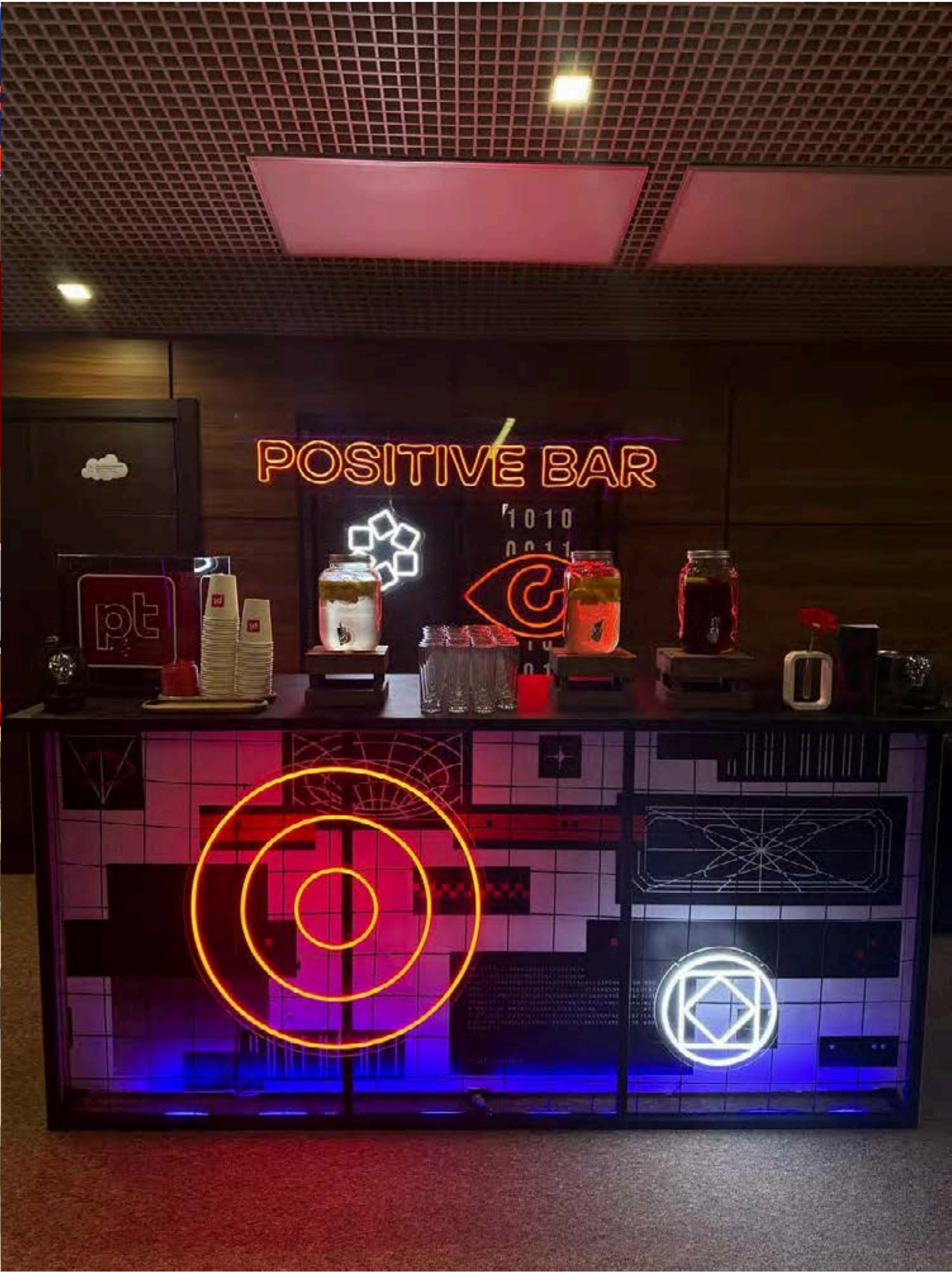












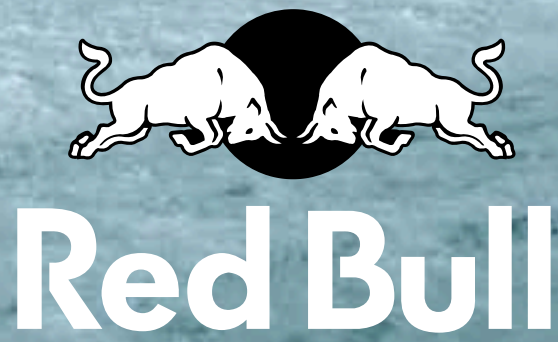


- Beyond the Arctic Circle
- Filming for Red Bull TV dedicated to test trials of KAMAZ, the winner of world famous desert offroad race Dacar
- 26 staff
- 2 winners of worldwide Dacar race took part in filming
- 150km roads of scouting
- 32km of public roads were temporary closed for filming
- 5000 tones of snow removal
- -32 degrees by Celcius

Scope of work:

- Creative main idea
- Film direction
- Government relations
- Filming organization: catering, logistics, airplane runway rental, clearing and markup of airplane runways for filming

▶ video    ■ more info





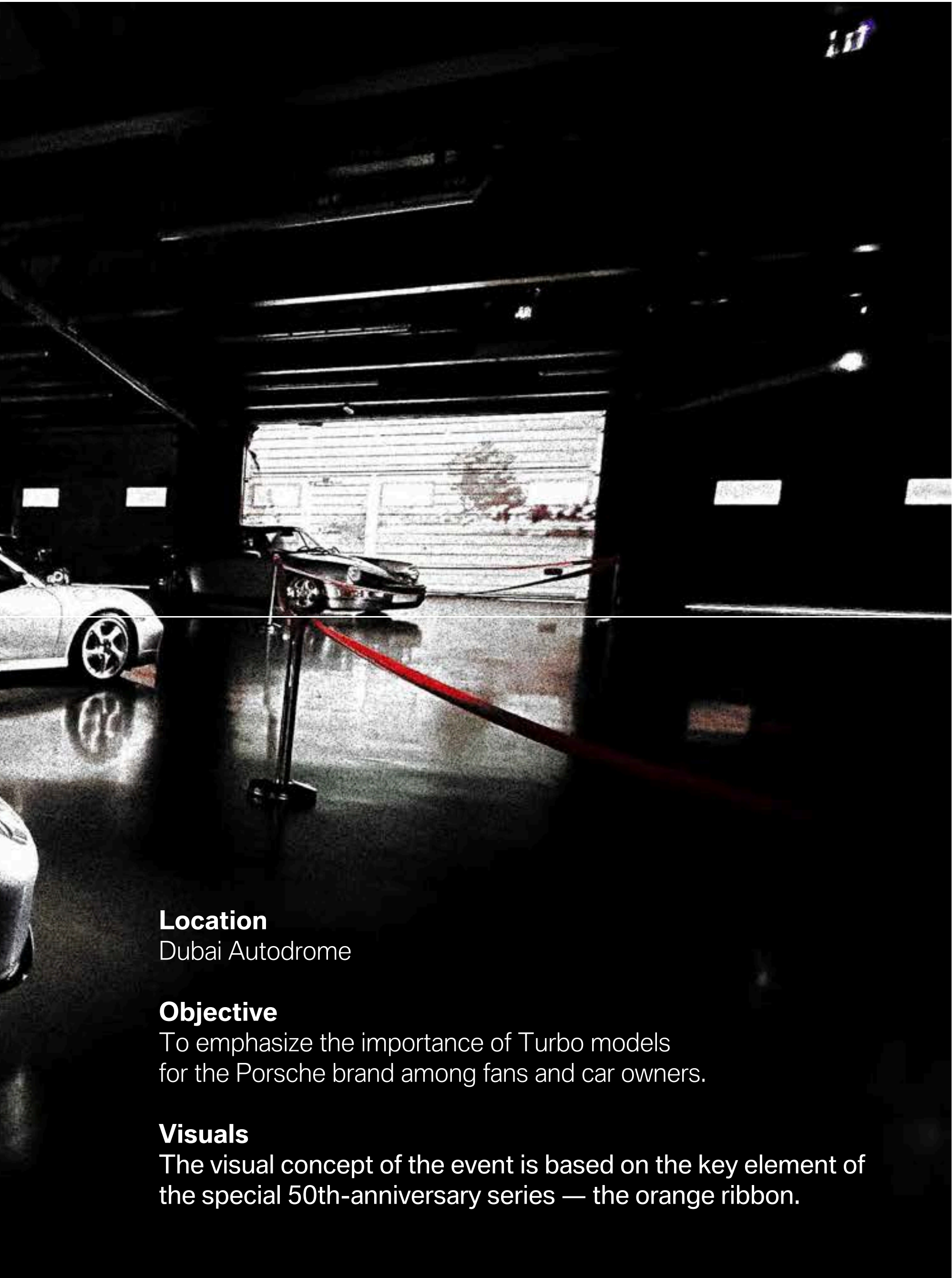






PORSCHE

Celebration of the 50th Anniversary  
of the Porsche Turbo Model Range



**Location**  
Dubai Autodrome

**Objective**  
To emphasize the importance of Turbo models  
for the Porsche brand among fans and car owners.

**Visuals**  
The visual concept of the event is based on the key element of  
the special 50th-anniversary series — the orange ribbon.



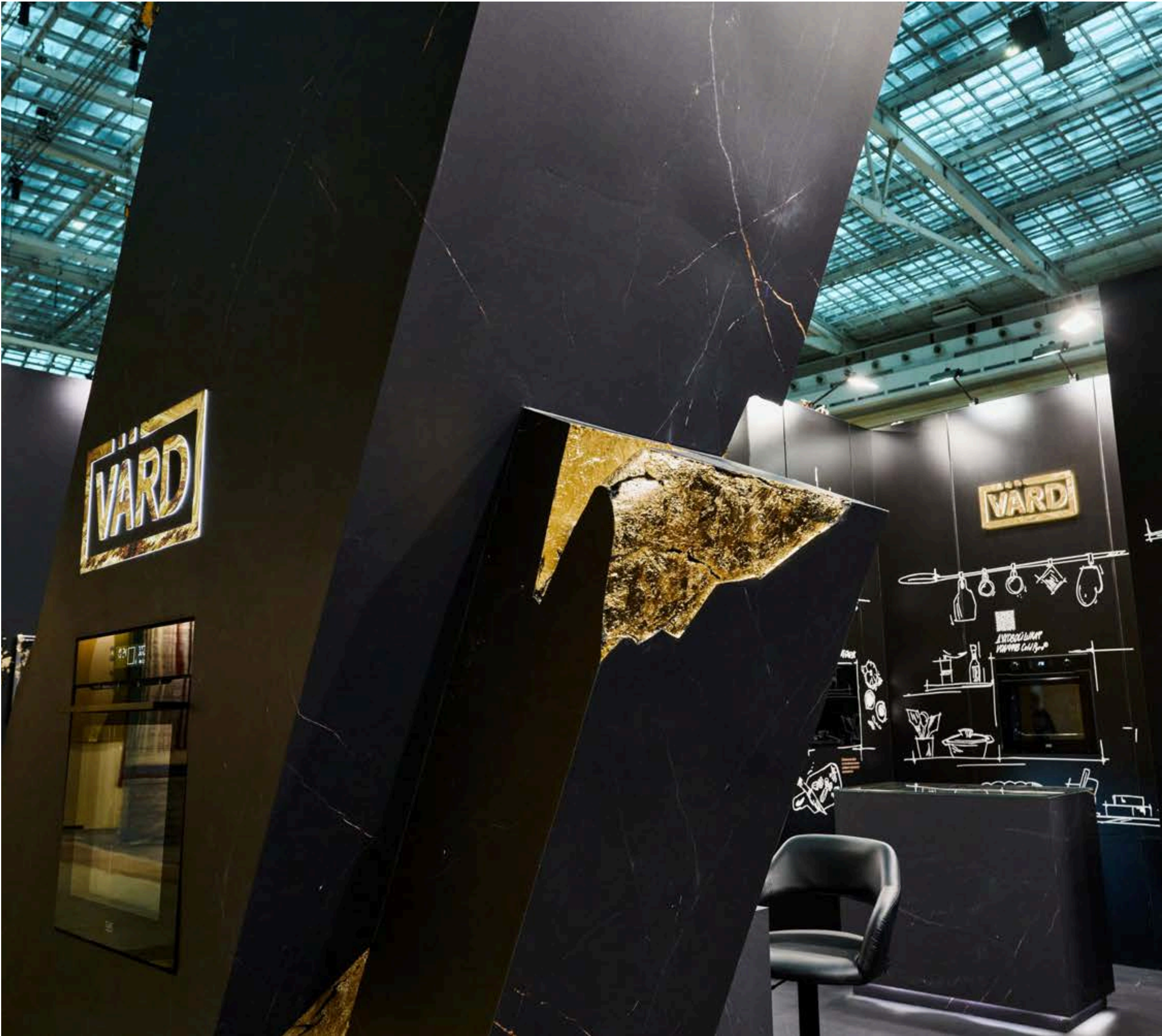






Imagine the northern tranquility that inspires unique creations. Vard embodies Swedish practicality and style, with its latest oven featuring a non-stick, self-cleaning coating. Symbolizing northern purity, a 4.5-meter marble rock stands surrounded by illustrated walls, drawing in interior designers with discounts and bonuses for incorporating Vard's appliances into their projects.

















Space where earth and sky merge into one.

- Decor:
- inflatable clouds of white fabric
  - symbols of vacation and summer leisure

- Signature S7 colors:
- lime green and white — give the place a sense of lightness and airiness

- Program for August:
- outdoor cinema
  - art and sport master-classes
  - musical and dance performances
  - refreshing drinks
  - lotteries and prizes draws from S7









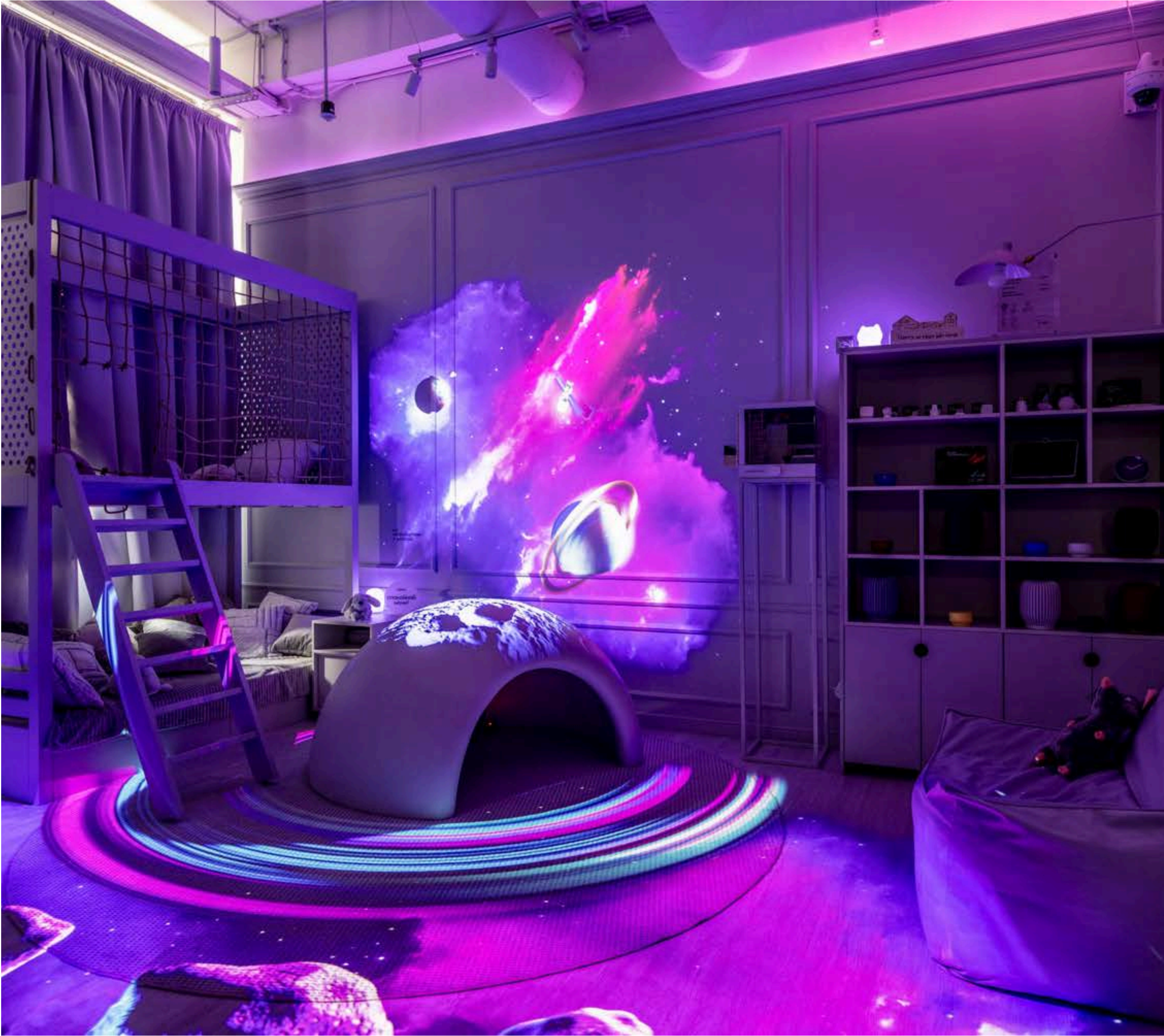
SberDevices opened its first showroom of smart devices in an apartment format. The main objective was to rethink the design and create a space that produces a wow-effect.

Scope of work:

- Creative concept
- art-direction
- multimedia content
- technical execution

- 40 days of mantling
- 4 locations in the store where smart devices decorate and make life easier for every guest
- 3 art spheres
- 25 customer journey scripts







Alfa Bank

Series of events for children of A-Club members, aimed to help the younger generation find themselves in the professional field.

- 2 events
- 120 guests each event
- 3 hours of the conversation
- 4 entertaining activities
- 1 branded art object









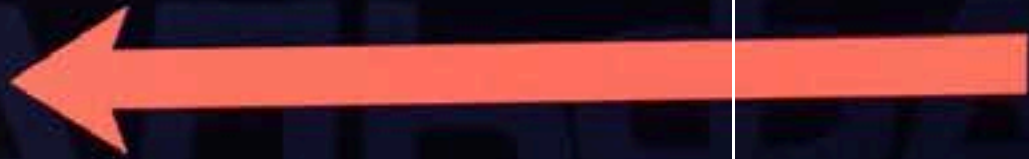






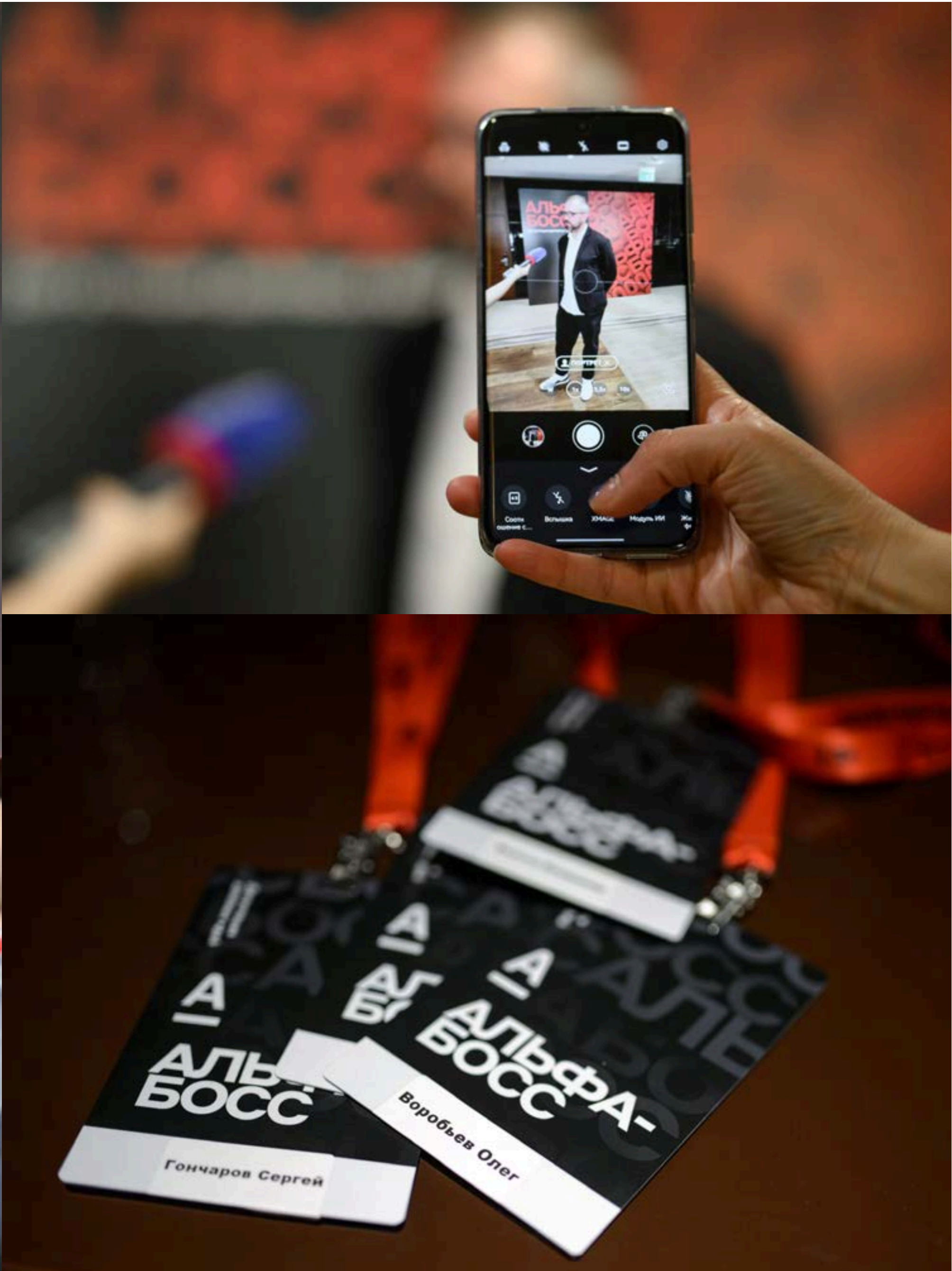
Alfa Bank

АЛЬФА-БОСС  
ДЕГУСТАЦИЯ  
ДЕЛОВЫХ ИДЕЙ



Showcasing the app's "Business" mode to top managers, which helps streamline financial processes. The event's branding emphasized exclusivity with a strict, business-focused design, including custom typography and unique decorative elements. The format featured a "Tasting Business Ideas" session, where a sommelier compared wine samples to app features. These intimate events took place in several Russian cities, with meticulous attention to detail in all aspects of the decor.









Navy integrated NUUM at the X:IN concert in MTS Live Hall, creating interactive zones with K-pop makeup, a dance challenge, and merch, centered around a NUUM-branded cube. The concept engaged the audience, turning spectators into participants and attracting hundreds of new users to the platform.









hifi 3ВУК

At the "The Zvuk" events, the Navy agency demonstrated its expertise in crafting unique atmospheres for a niche but influential audience, creating lasting impressions through thoughtful integrations like a stone-panel press wall for the Stone Heart party and a metallic heart photo zone inspired by Feduk's album cover.









The installation is a direct reflection of the book—mutated plants in a post-apocalyptic world taking over territories.

This is an example of how outdoor advertising became not the final point of the campaign but its starting point and tool, rather than the goal. Based on the installation, a video was created that generated the main reach on social media.

 Яндекс Книги







A presentation of the Kinopoisk series "Red Glade" was held at the Event Hall Vorobyovy Gory. The main objective was to develop the entire branding in the Apres-ski style and provide end-to-end event management.



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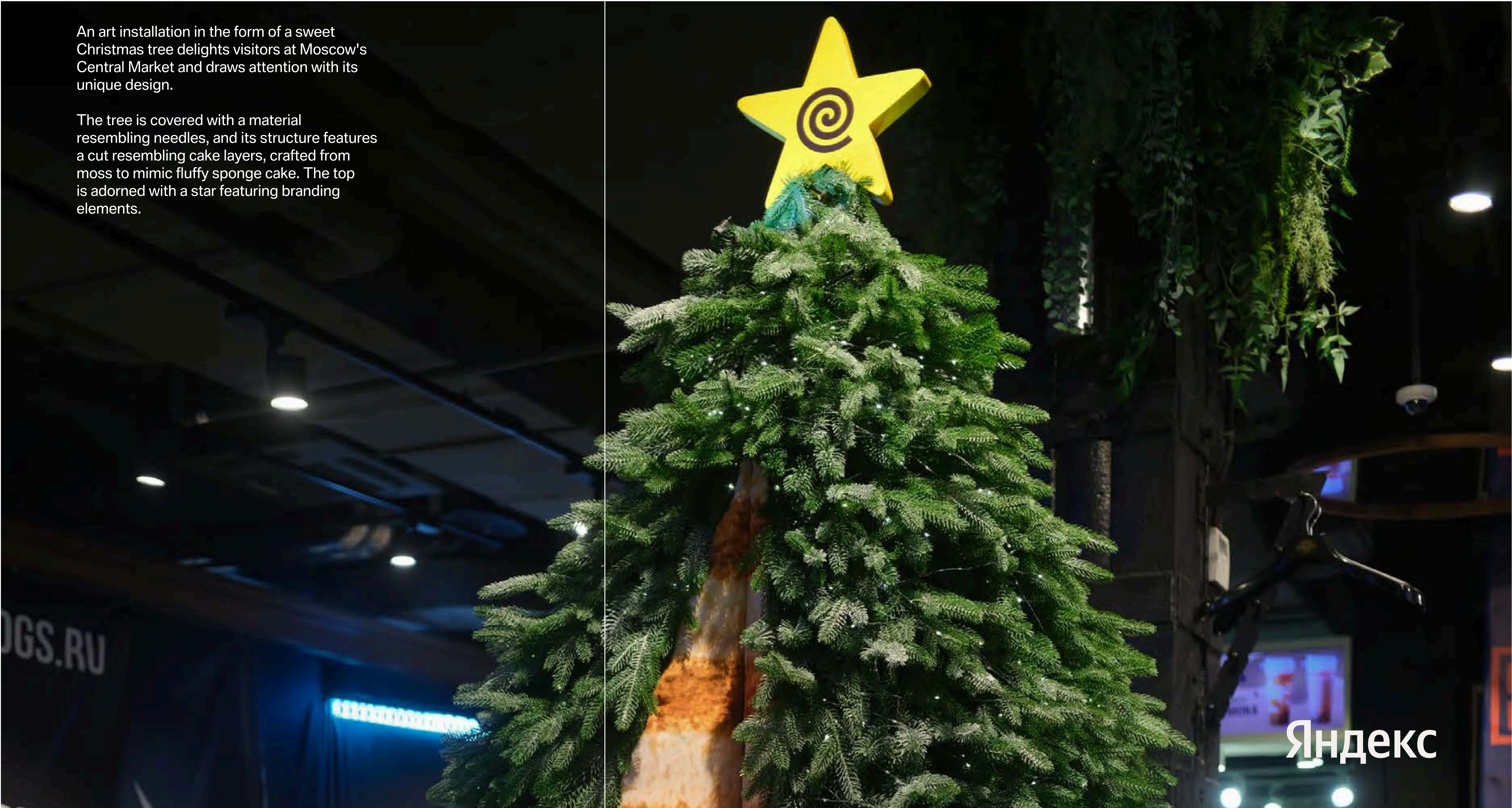






An art installation in the form of a sweet Christmas tree delights visitors at Moscow's Central Market and draws attention with its unique design.

The tree is covered with a material resembling needles, and its structure features a cut resembling cake layers, crafted from moss to mimic fluffy sponge cake. The top is adorned with a star featuring branding elements.









Porsche Carrera Cup '25 is one of the most renowned and prestigious one-make racing championships in the world.

As part of Porsche Carrera Cup 2025, the Navy team organized exclusive activities at Dubai Autodrome, bringing their vision of speed and precision to life in every element of the event.





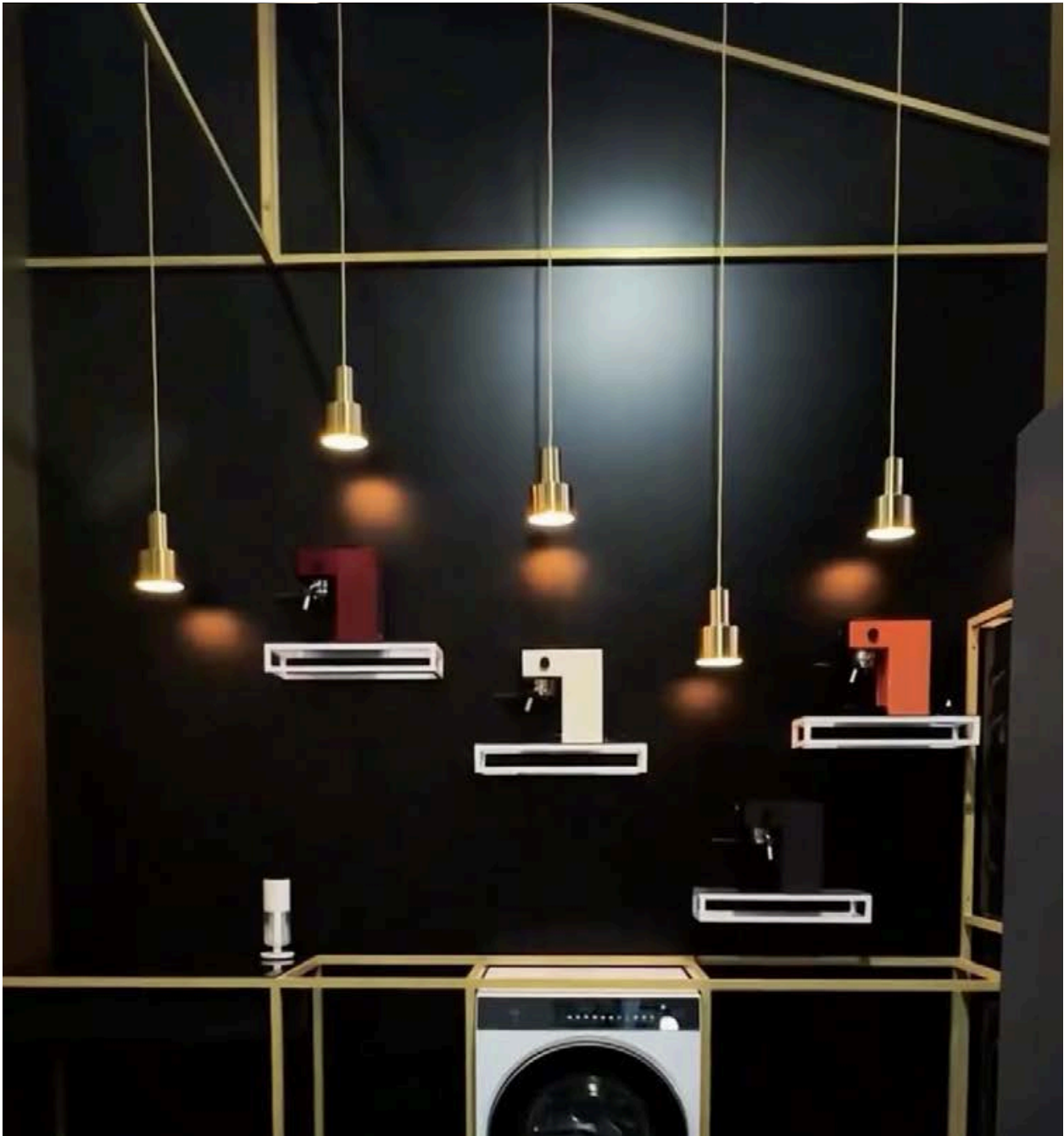






It was not just beautiful but symbolic — VÄRD appliances seamlessly blend into any interior, becoming a natural part of it.

A Hands-On Experience with Our Appliances  
Exhibition guests had the chance to explore built-in refrigerators, ovens, and our new coffee machines. We demonstrated, explained, inspired, and helped find the perfect solution for every kitchen.





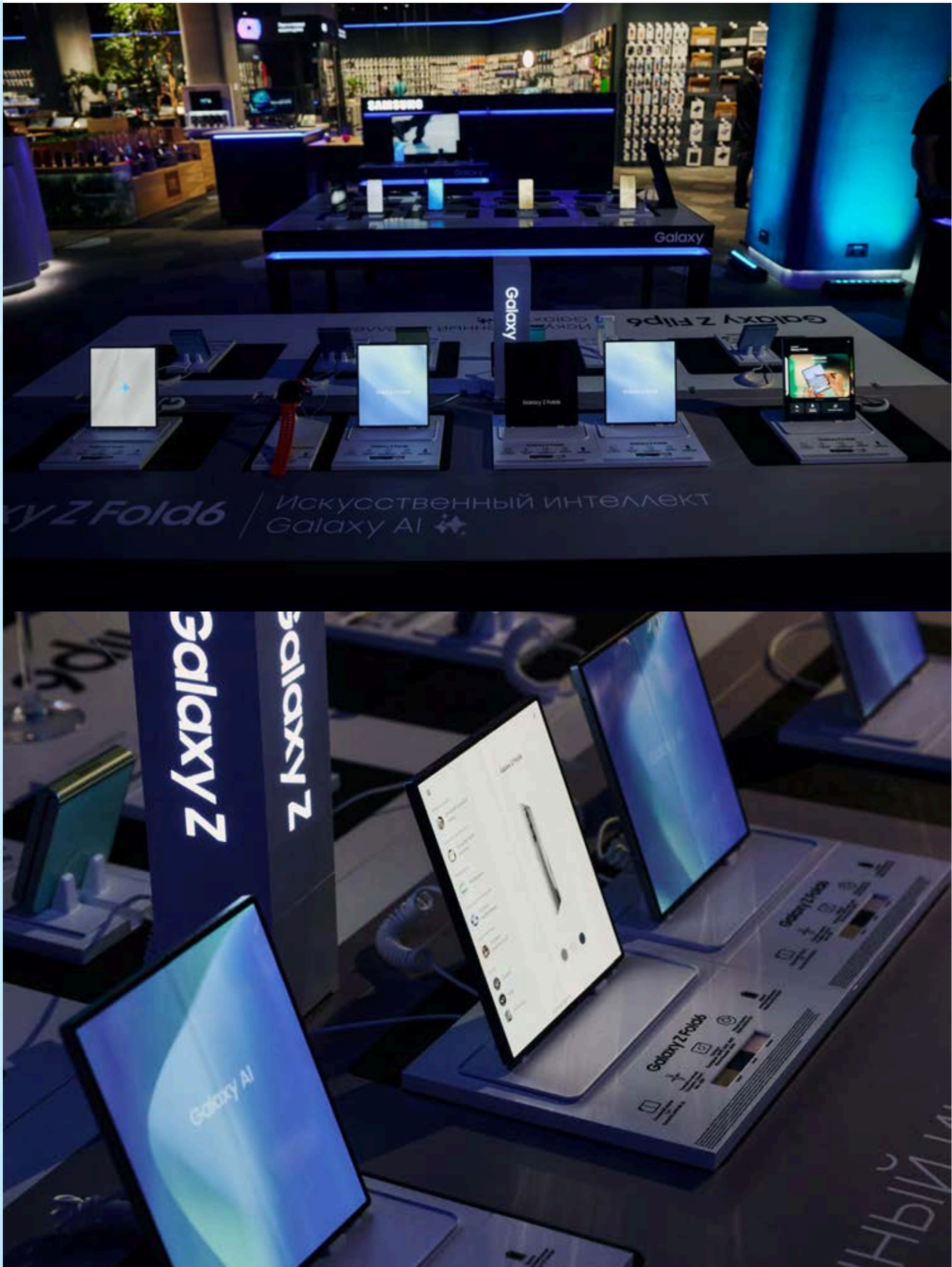




Presentation of the new Samsung smartphone models  
Fold 6 and Flip 6 at the Technopark show room.









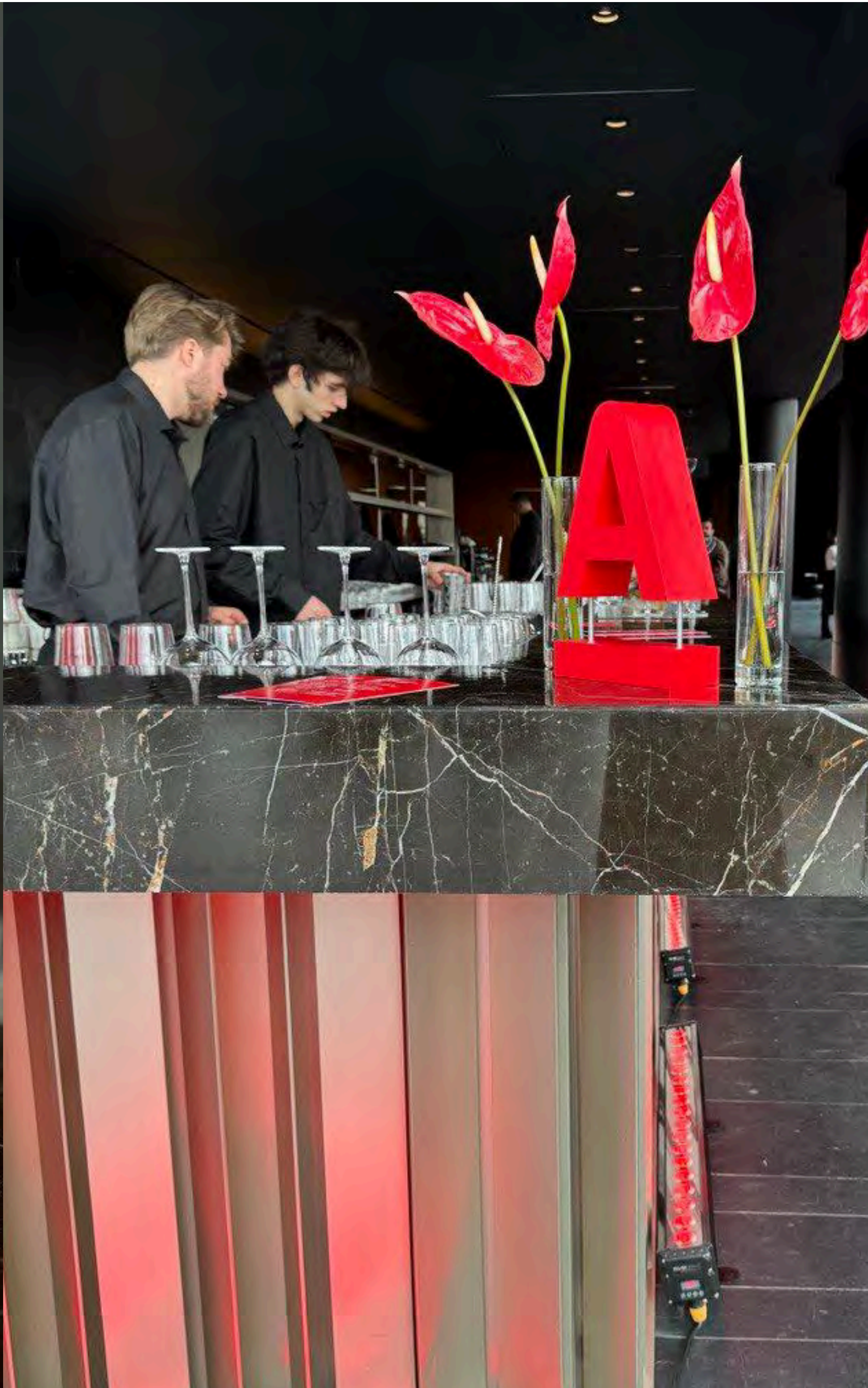
Alfa Bank

Play with flavor. Decide with style.  
As part of the Navy Alpha Founders project, we created two unique spaces that merge play, aesthetics, and business into a single concept.

The "Deal bar" — a Cocktail Ritual of Luck This is not just a bar. It's a gastronomic game where taste is defined by chance and style.

Lounge "Where Everything Gets Decided" A space where ideas turn into decisions.







The Zvuk created a branded space at Afisha Picnic, celebrating the essence of summer through music, art, and emotion.

The activation featured inflatable art objects, a media cube for creative expression, a chillout lounge with soft seating, and interactive zones powered by SberThe Zvuk. Branded staff uniforms and personalized merch via heat transfer printing added to the immersive experience.



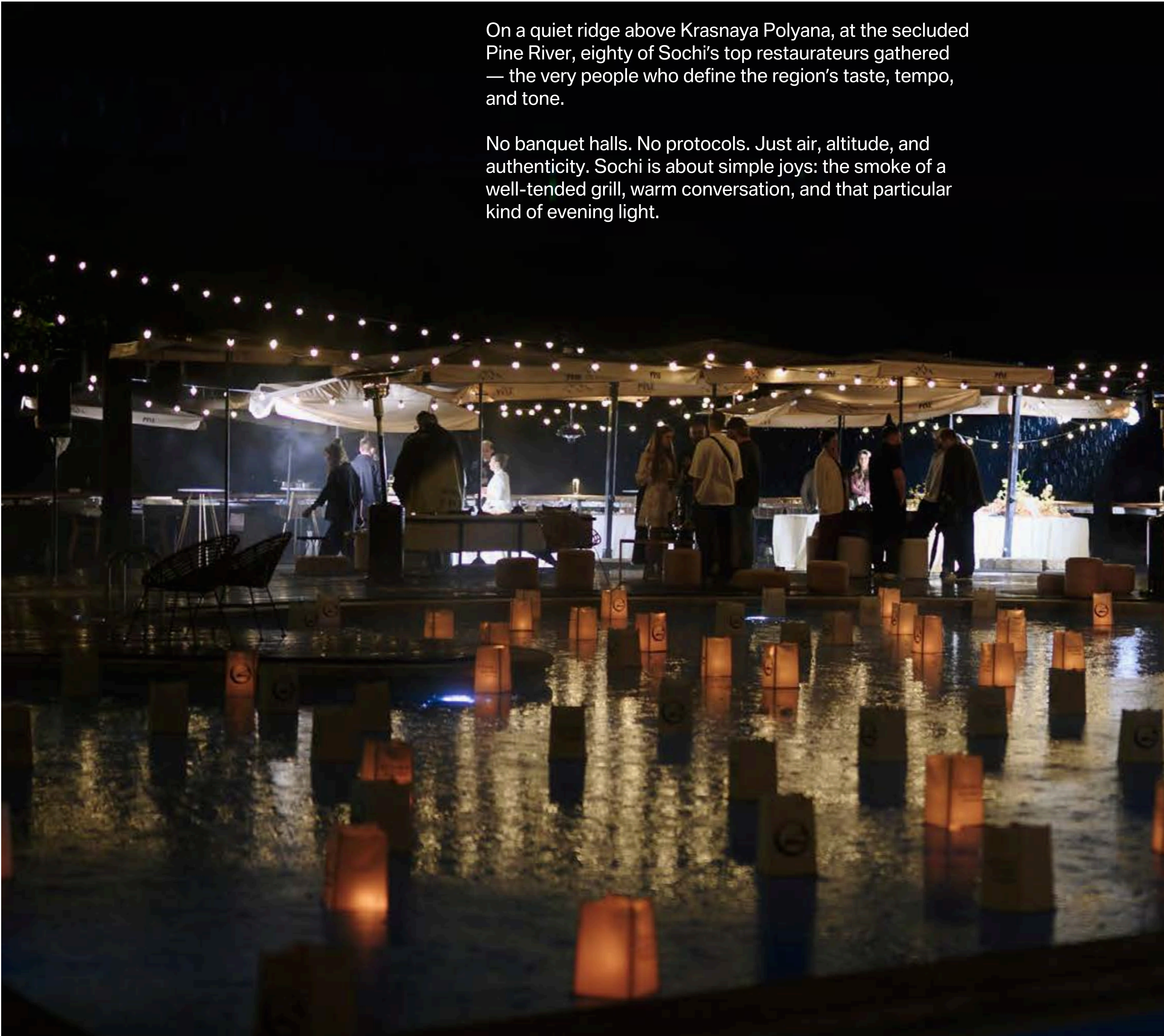






On a quiet ridge above Krasnaya Polyana, at the secluded Pine River, eighty of Sochi's top restaurateurs gathered — the very people who define the region's taste, tempo, and tone.

No banquet halls. No protocols. Just air, altitude, and authenticity. Sochi is about simple joys: the smoke of a well-tended grill, warm conversation, and that particular kind of evening light.



**ULTIMA**  
Яндекс Go











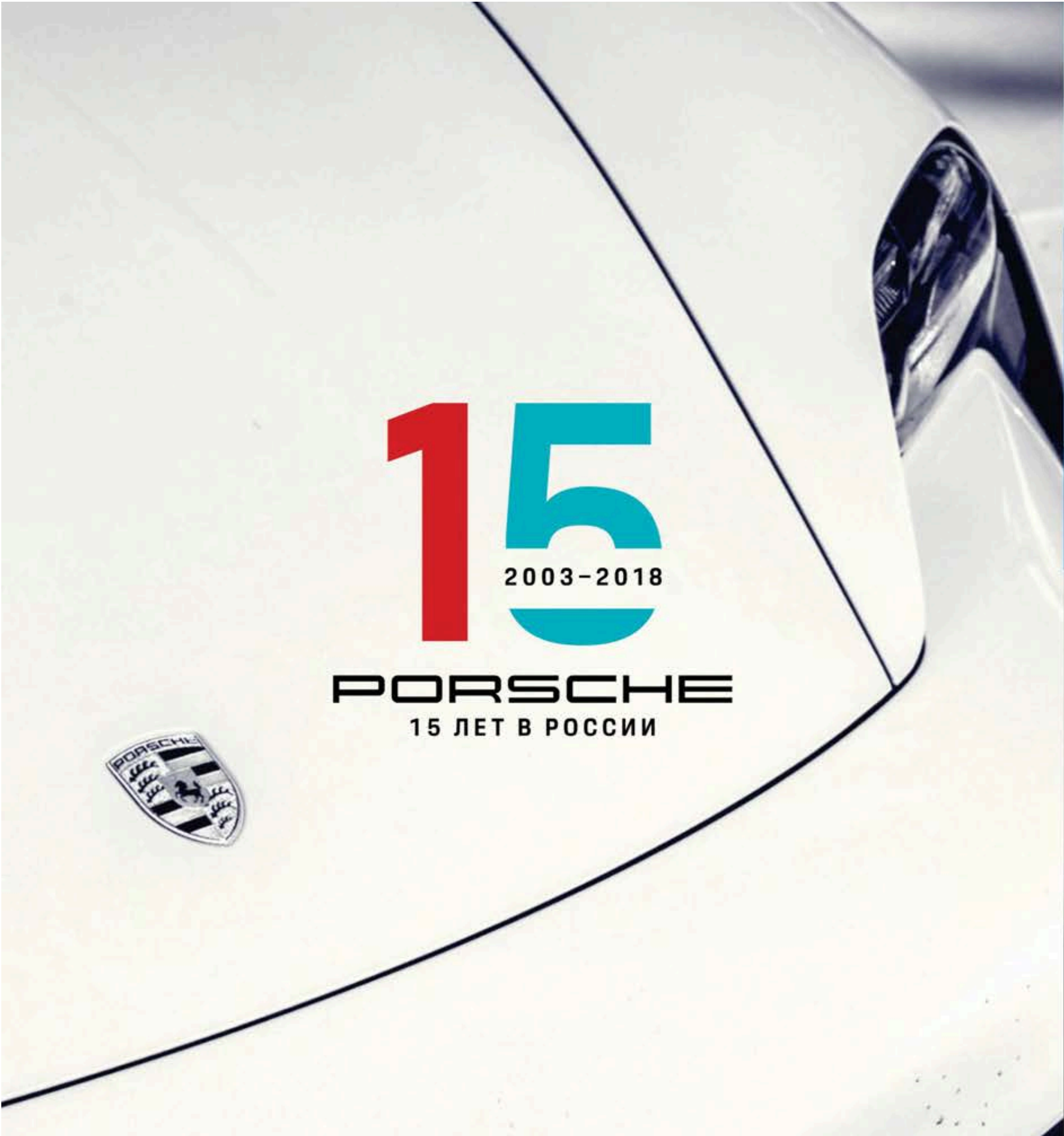


15  
2003-2018

PORSCHE  
15 ЛЕТ В РОССИИ

Logo of the 15th anniversary of the Porsche representative office in Russia.







Brand design and development for Technopark household appliance brand:

- naming
- logo
- identity and graphic guidelines
- brand platform
- package design

QYRON









Brand design and development:

- naming
- logo
- identity
- brand platform
- marketing strategy
- product design: panel graphics
- package design
- photo and video production
- 3d video production



HOUSEHOLD APPLIANCES











E.COMPANY









The idea is to create a unique box whose contents serve as a bridge between generations, bringing them together for shared moments.









**Manifesto**

The Navy team developed and produced a new uniform design for the management staff of Technopark stores — a visual code of modern technology and emotional service. The concept reflects the brand’s DNA: a blend of expertise, comfort, and the aesthetics of the future.

The uniform has become part of the overall atmosphere of a «technology oasis,» where every employee is not just a consultant, but a guide to the world of innovation.

The visual approach — clean lines, neutral tones, and thoughtful details — enhances the sense of trust, connection, and care, emphasizing that Technopark is a place where technology becomes personal.



**TECHNOPARK**







As part of the lead-up to Icons of Porsche, we hosted a series of parties for the brand's fans and came up with a way to make the experience truly special. We created over 20 unique prints — each helping participants find like-minded people in the crowd, feel part of a community, and take home not just exclusive merch, but unforgettable emotions.



PORSCHE



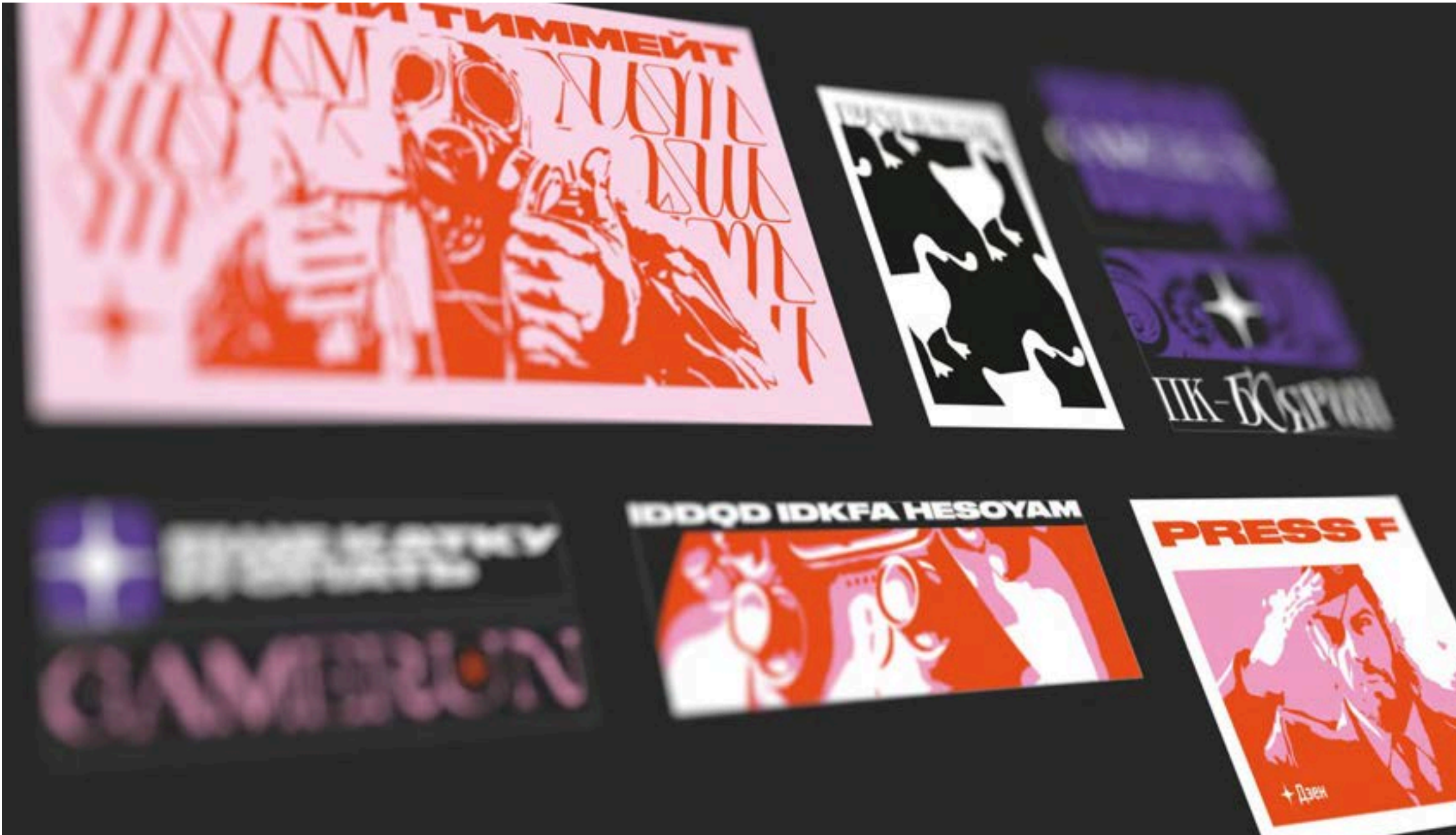






To keep the Gamerun vibe going, we designed a small merch drop for Dzen — with chessboard vibes and pixel attitude. Think checkered patterns, glitchy details, and a hint of sarcasm. Nothing too serious, just like our ranking in the leaderboard.









We also designed custom merch for the event — inspired by the aesthetics of chess and the graphic identity of Vård. Monochrome patterns, clean shapes, and smart details made each piece feel like part of the game. Everything was wearable, collectible, and totally on-brand.









One of the key tasks was designing branded merchandise. It wasn't just an add-on, but an essential part of the experience. We developed a lineup of items people actually wanted to wear, photograph, and take home — each piece continuing the story of movement, lightness, and openness embedded in S7's brand concept.











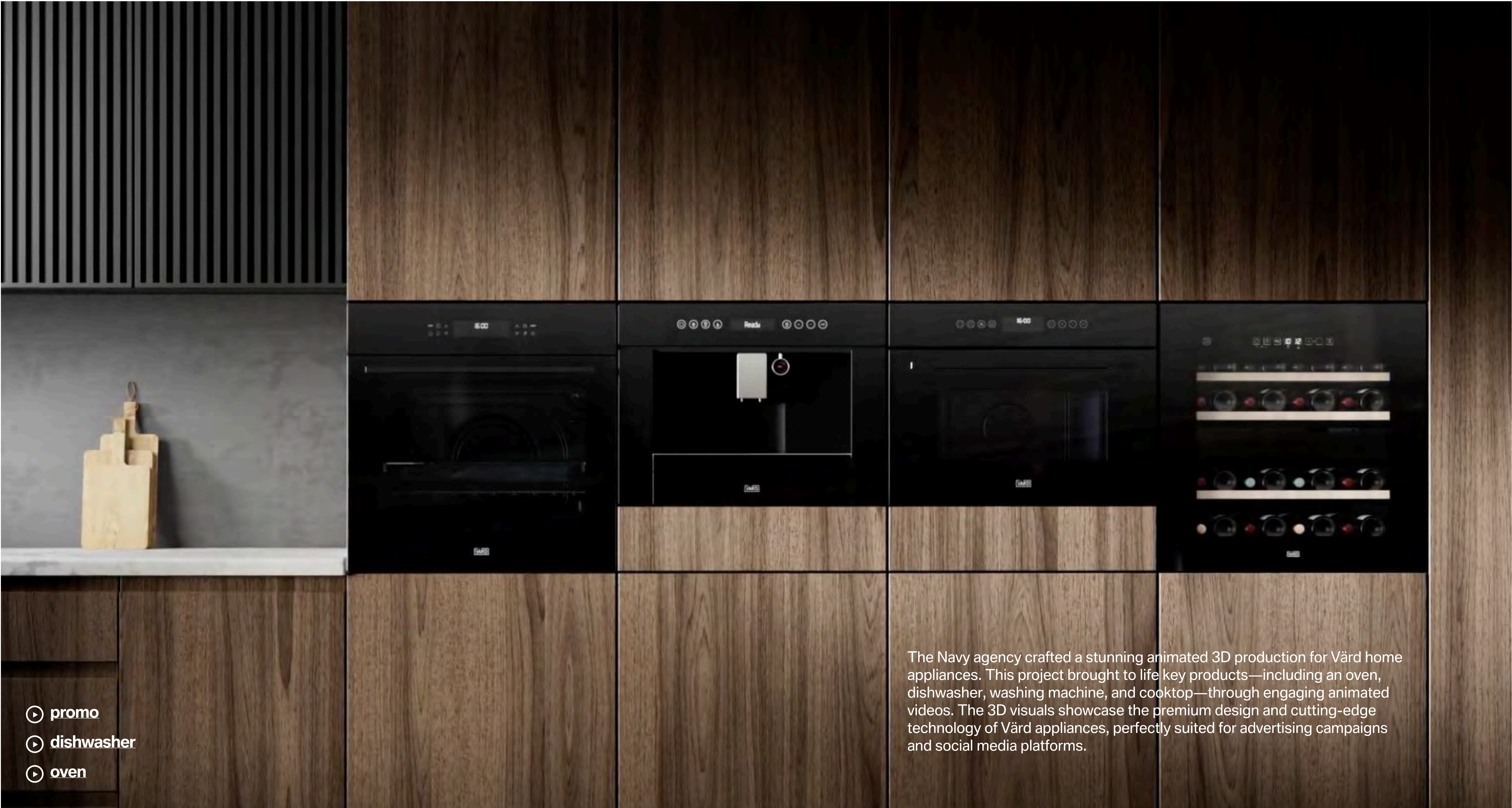


Navy agency produced an image-focused campaign for Vård home appliances. The project involved creating photo and video content showcasing the premium design and functionality of key products in the line: a washing machine, a cooktop, a coffee machine, and a washer-dryer combo. The materials highlight the modern style and advanced technology of Vård appliances and are optimized for use in advertising campaigns and social media.









- ▶ **promo**
- ▶ **dishwasher**
- ▶ **oven**

The Navy agency crafted a stunning animated 3D production for Vård home appliances. This project brought to life key products—including an oven, dishwasher, washing machine, and cooktop—through engaging animated videos. The 3D visuals showcase the premium design and cutting-edge technology of Vård appliances, perfectly suited for advertising campaigns and social media platforms.









# NAVY

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