

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

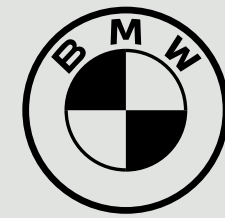
- private events
- social events
- public events
- corporate events
- automotive events
- test drives & road shows

Brands we work with

Alfa Bank



TECHNOPARK



PORSCHE



Electra

- 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.





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

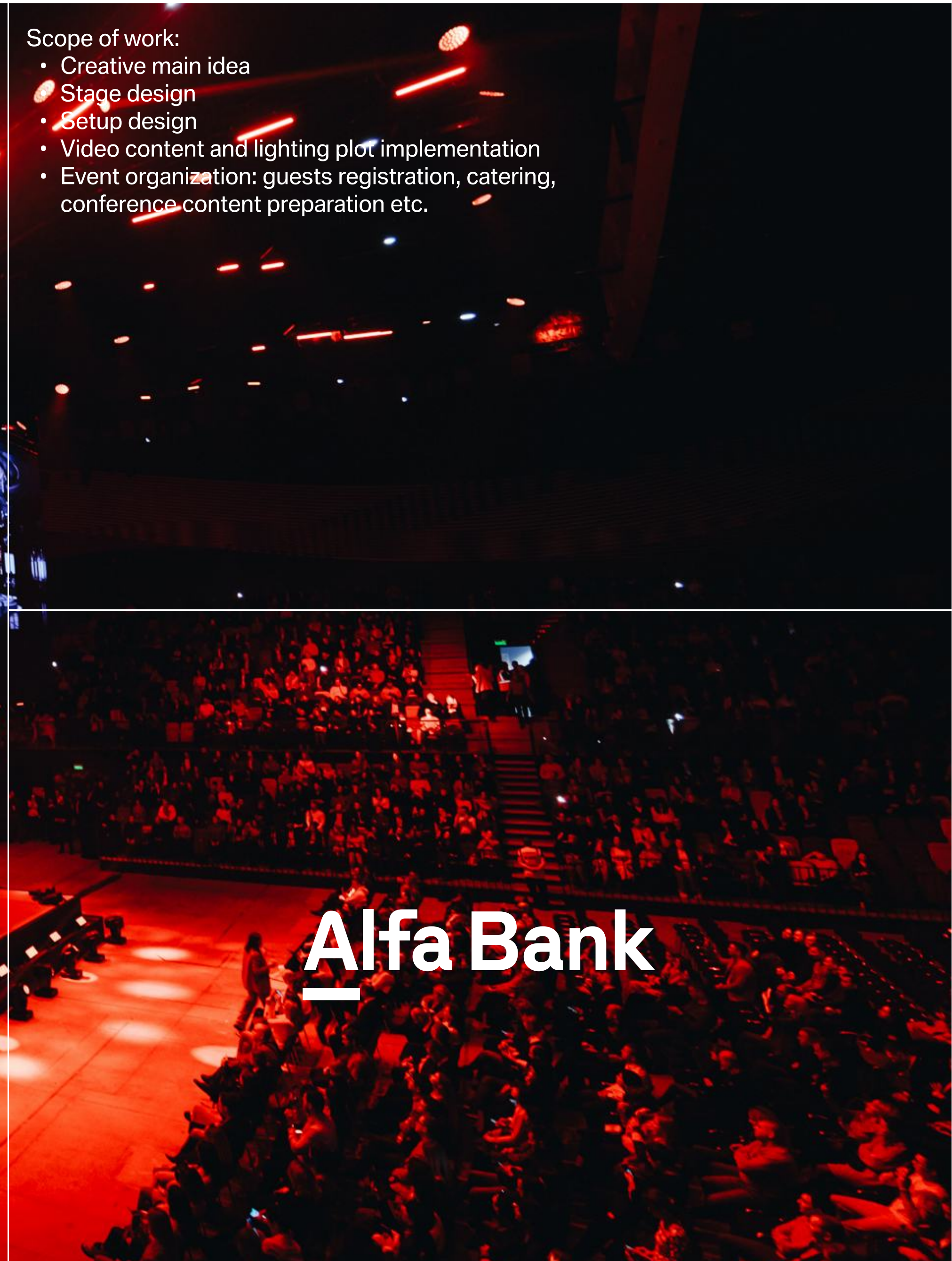
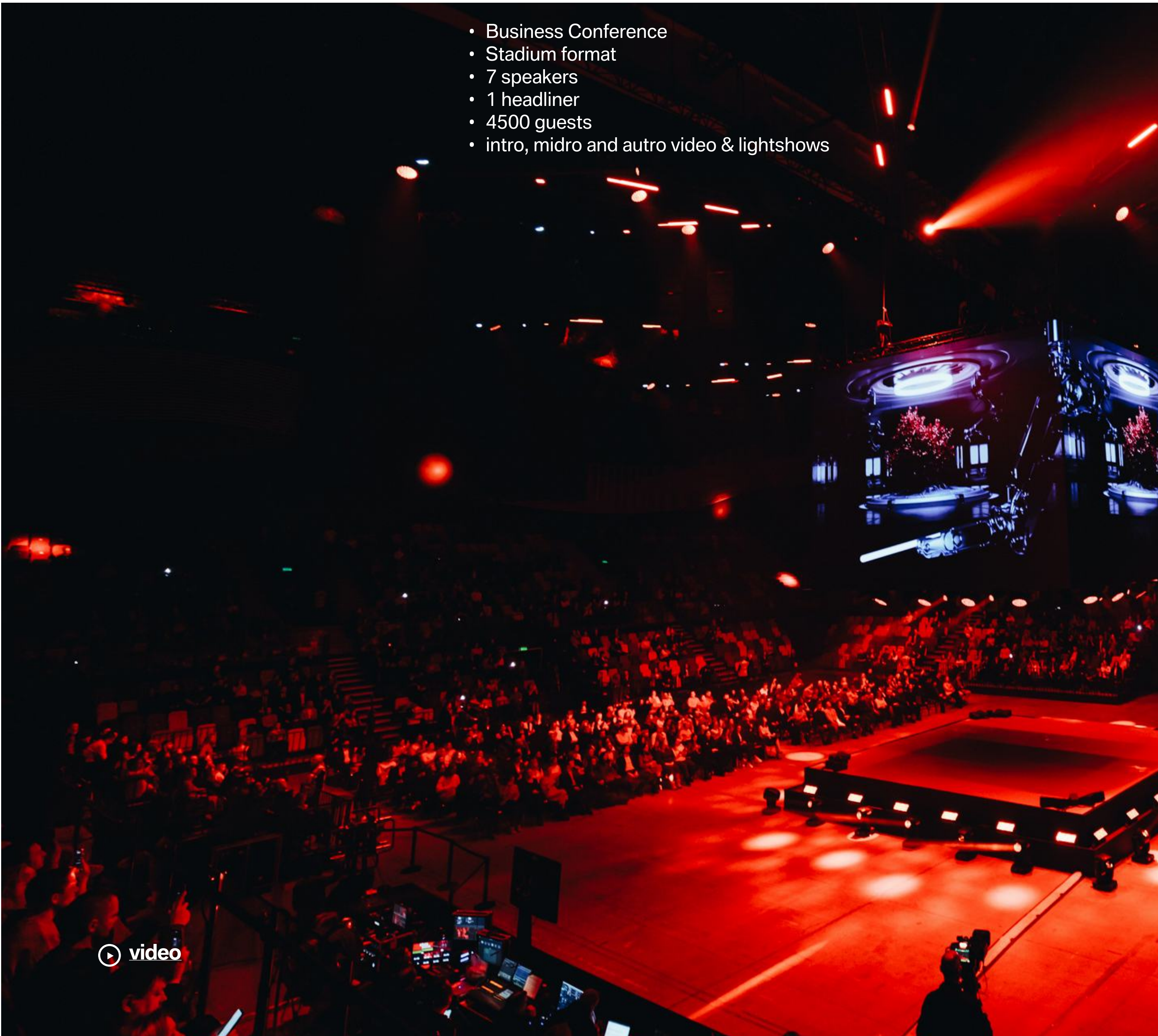
Alfa Bank





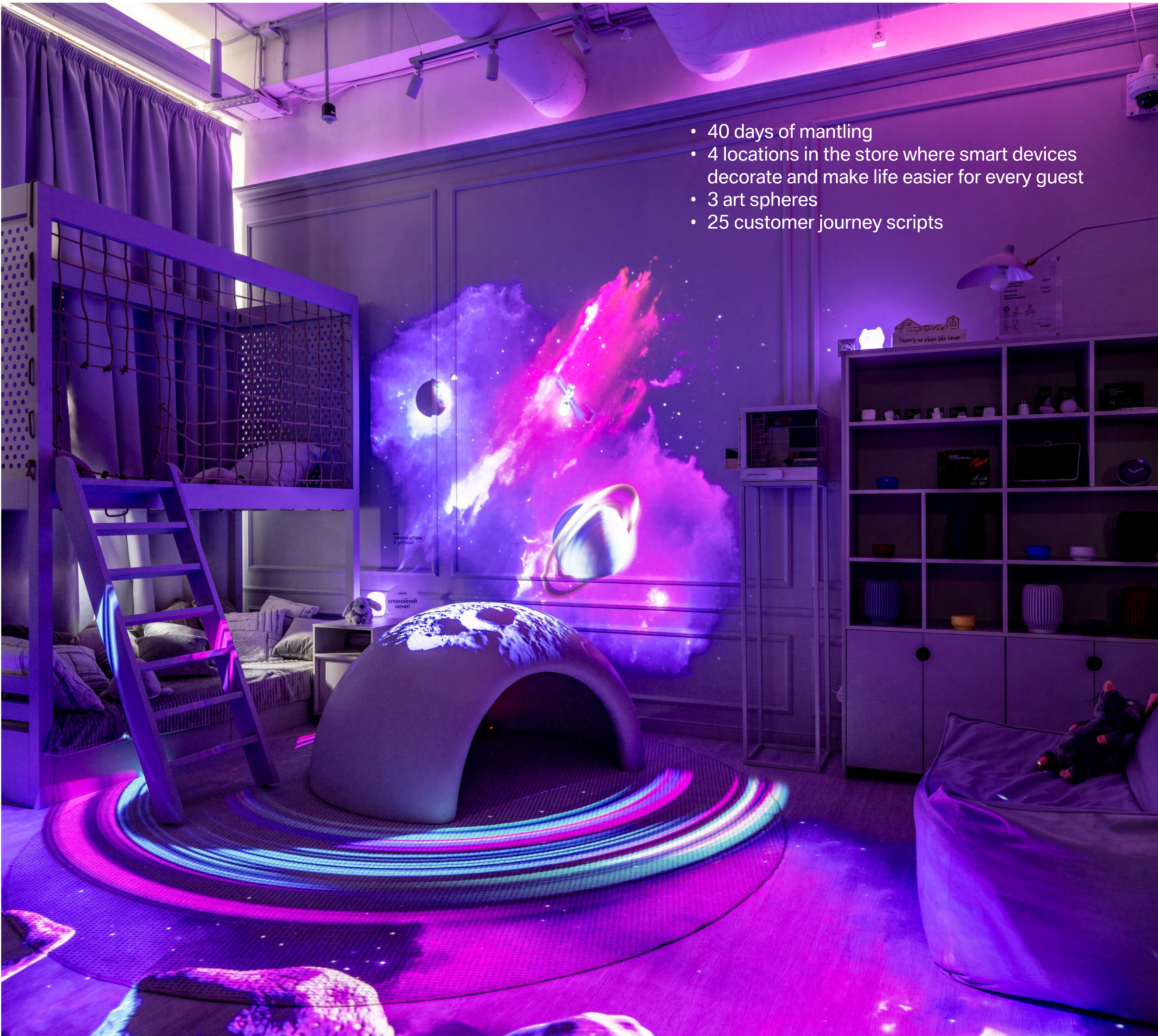
- Business Conference
- Stadium format
- 7 speakers
- 1 headliner
- 4500 guests
- intro, midro and auto video & lightshows

- 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.



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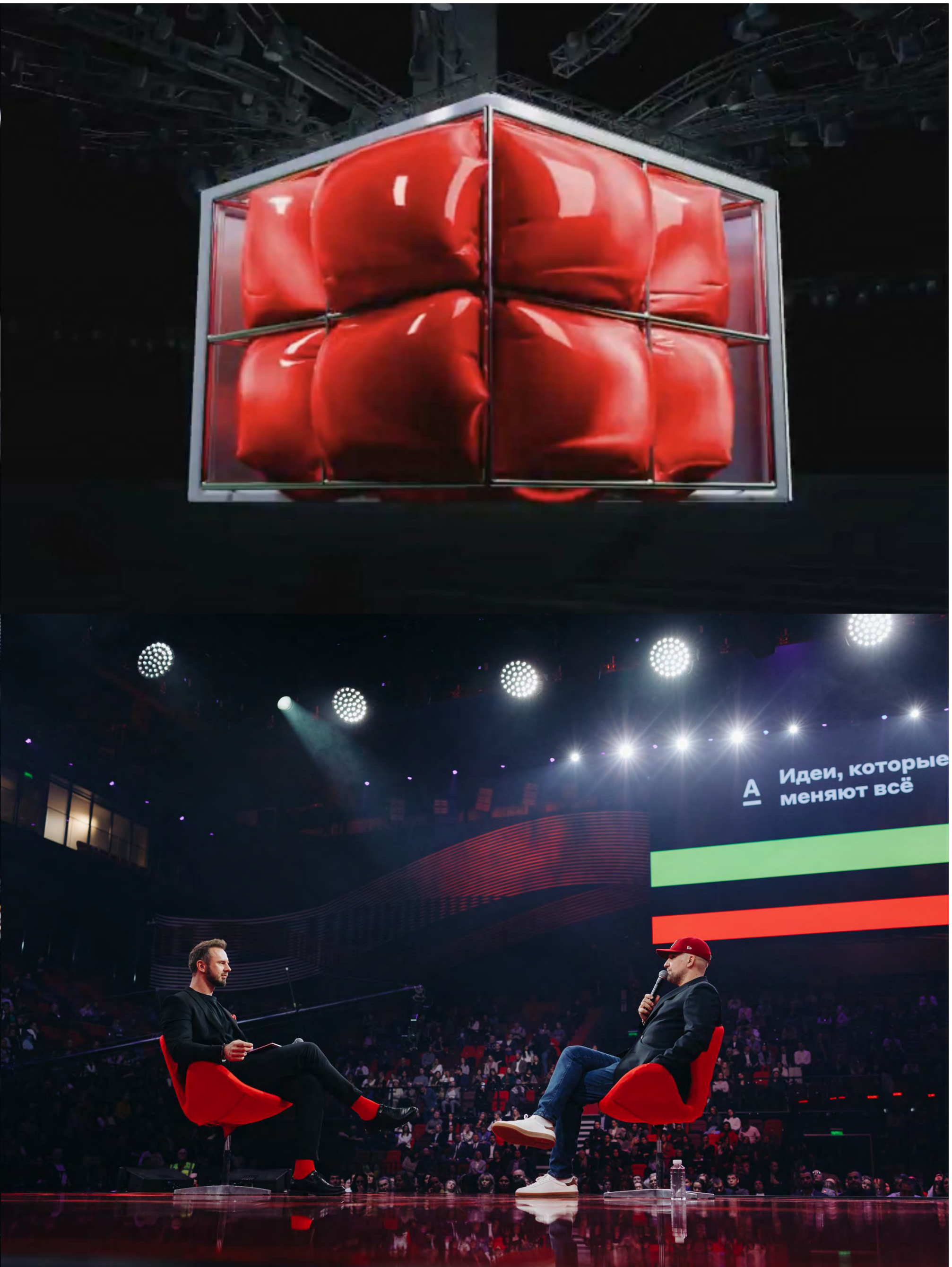
- 40 days of mantling
- 4 locations in the store where smart devices decorate and make life easier for every guest
- 3 art spheres
- 25 customer journey scripts



Scope of work:

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



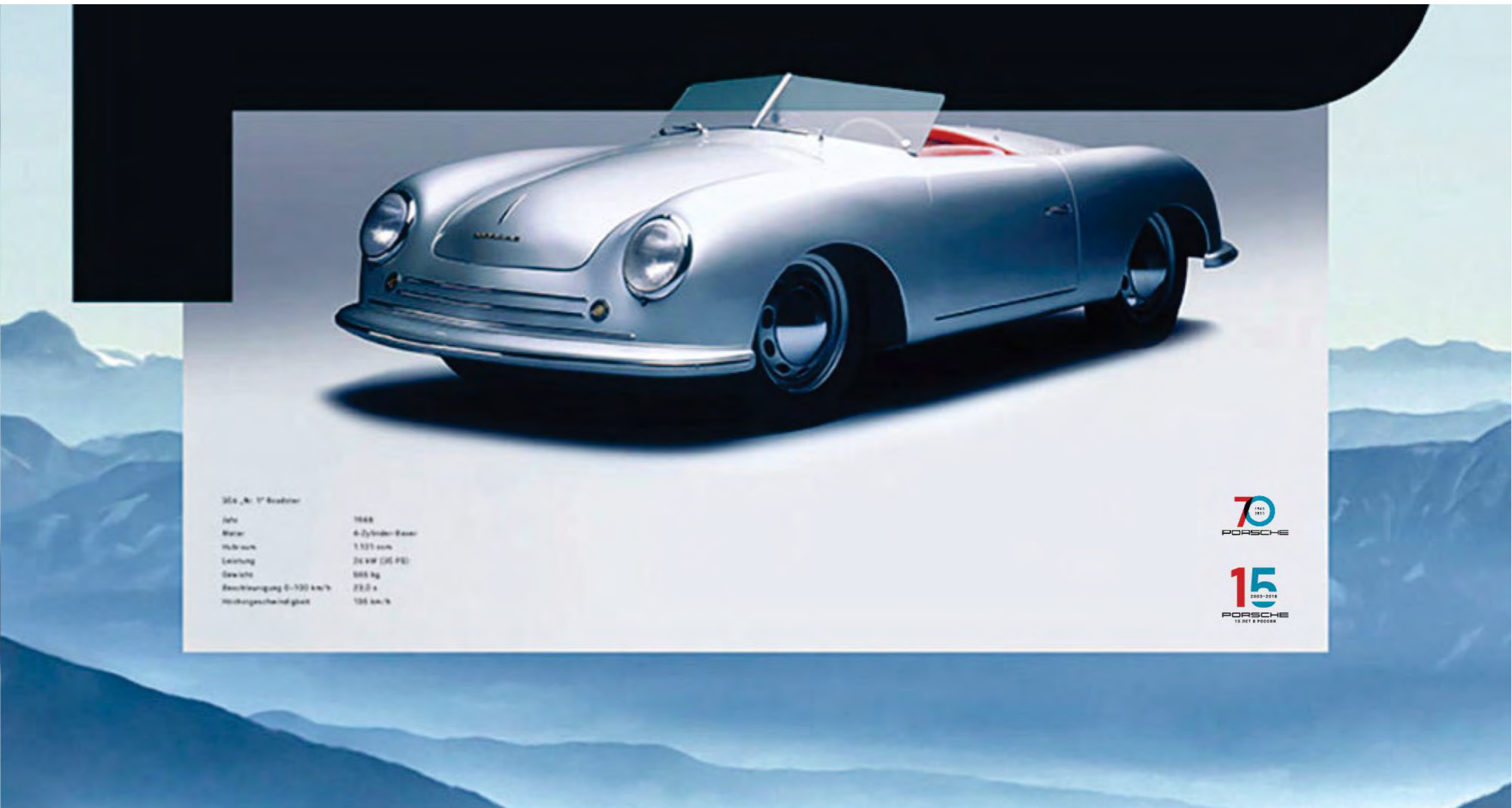




15
2003-2018

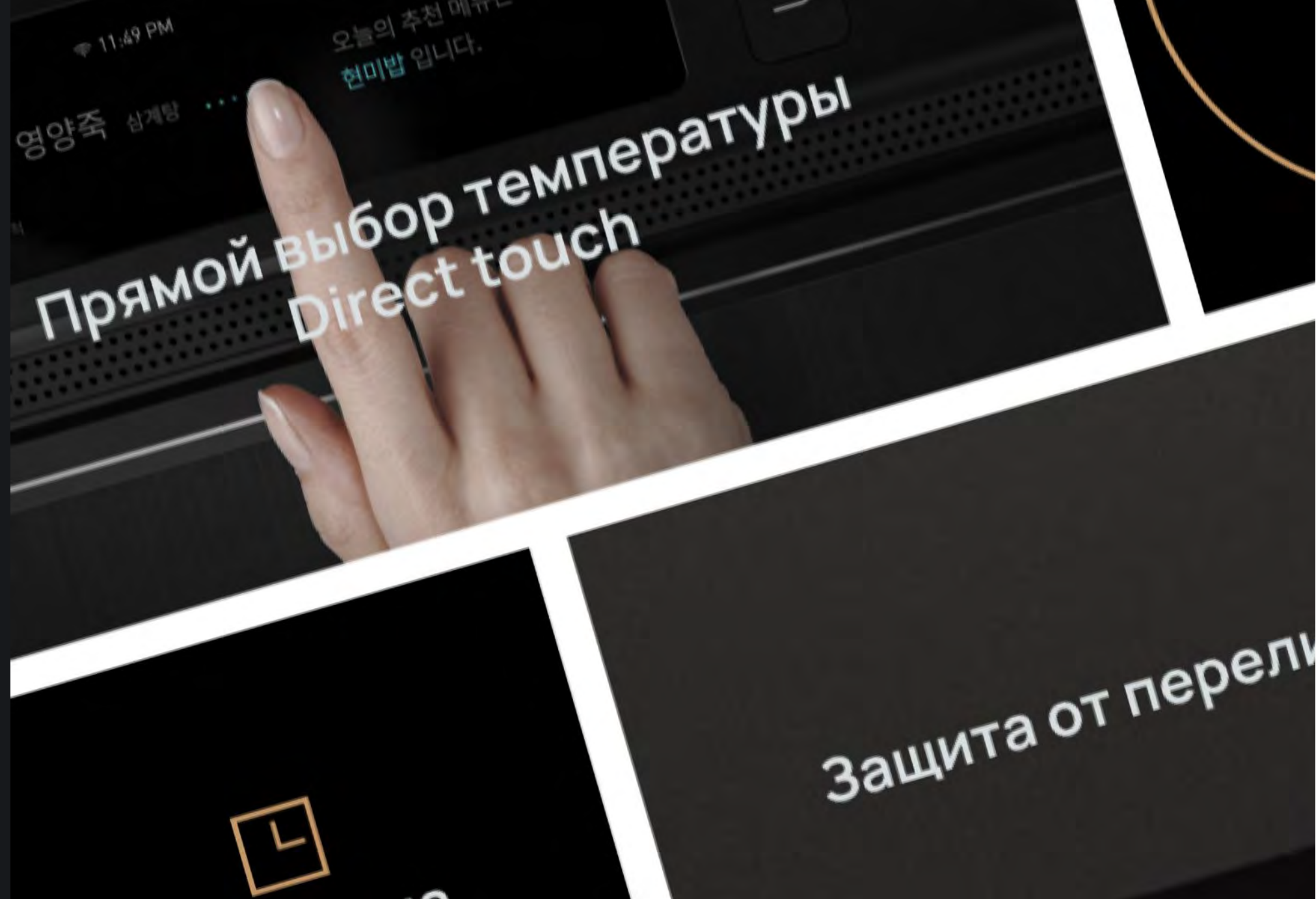
PORSCHE
15 ЛЕТ В РОССИИ

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



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







E.COMPANY



Electra





- 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](#)







Creative management,
decorations, creative, art
direction, management

ALFA AUTO FORUM

阿尔法汽车论坛

Alfa Bank





- 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

video



GEAR UP
FOR
ICONS OF PORSCHE
CLASSIC CARS • ART • CULTURE

SCAN TO REGISTER FOR THE FESTIVAL

GEAR UP
FOR

ICONS OF PORSCHE
CLASSIC CARS • ART • CULTURE

PORSCHE

Porsche Centre Dubai
and Northern Emirates

Скандинавские корни
 названия транслируют
 главные
 потребительские
 ценности продукта
 простоту
 в использовании
 и эргономичность,
 минималистичный
 дизайн и высокий
 уровень качества

Заводы Китая
 и Турции,
 прошедшие аудит
 по системе оценки
 качества и надёжности
 европейского стандарта



VÄRD («хозяин» со шведского)
 отсылает нас к основе и главному
 символу дома. Заложенные
 в названии уверенность,
 надёжность, статусность
 и основательность не только
 технику, но и человека,
 приобретающего технику

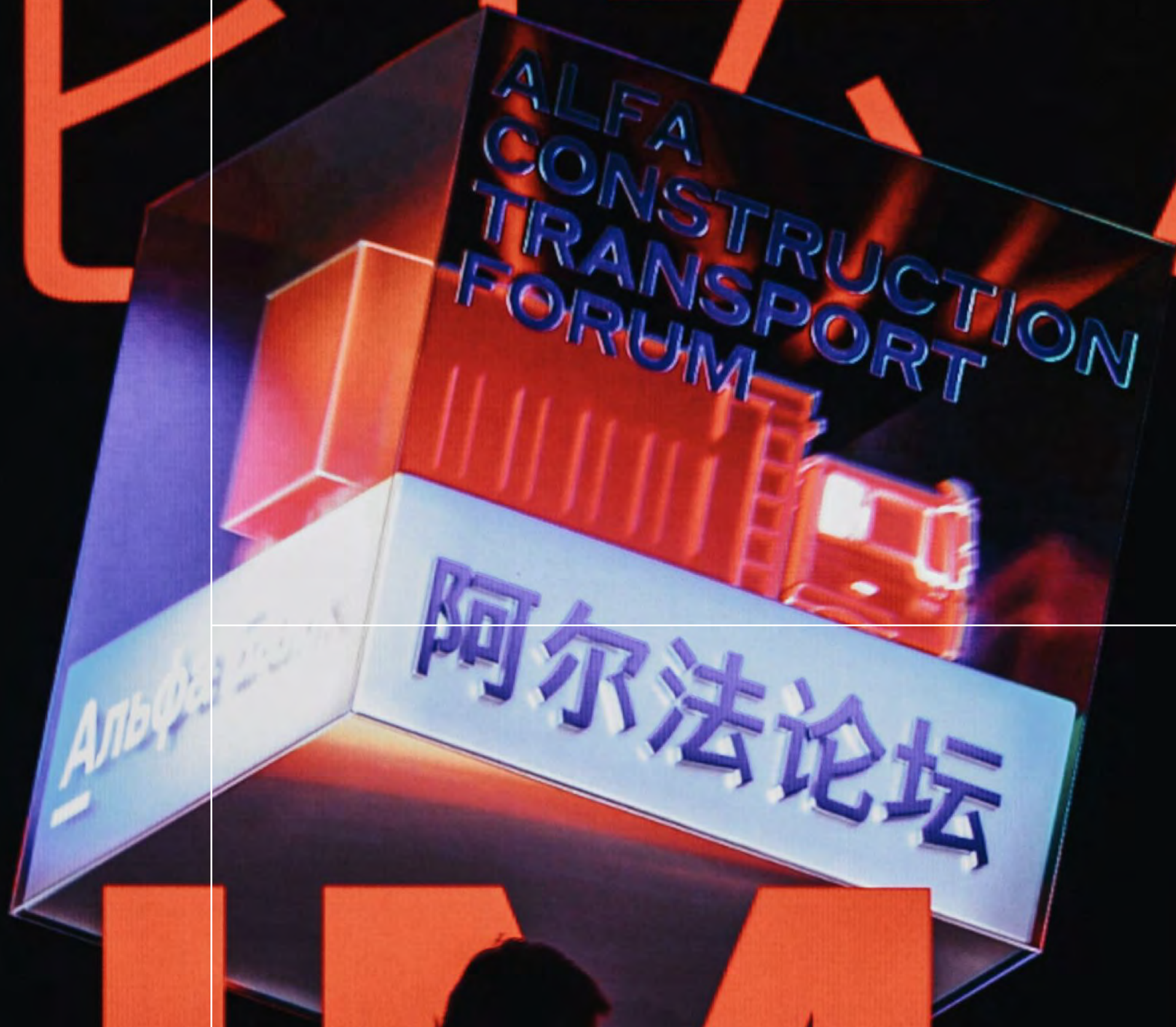
мественная сборка
 де каждый элемент
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 инженерами и
 ми





论坛 AL

Alfa Bank



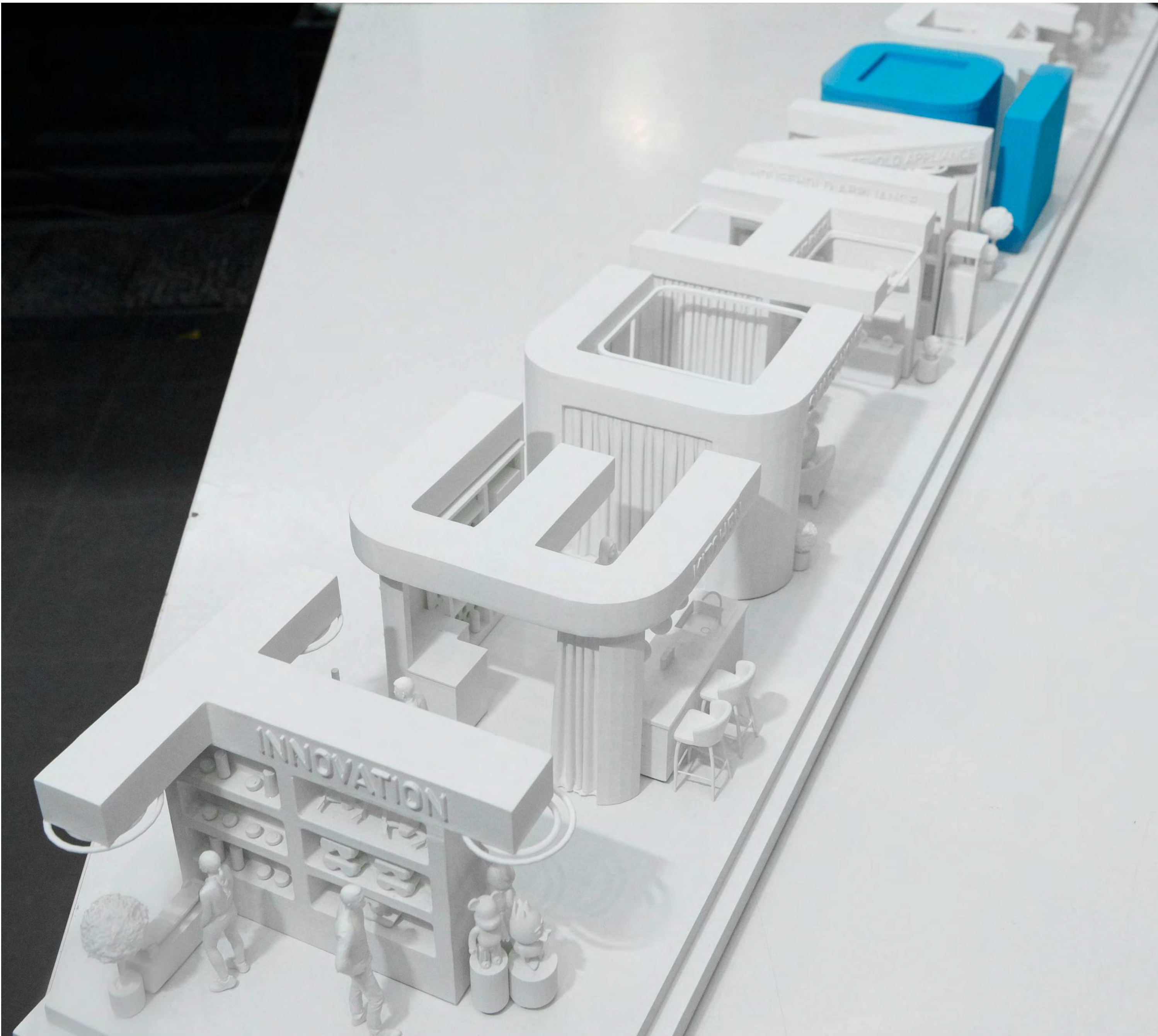
RUUM 阿尔法

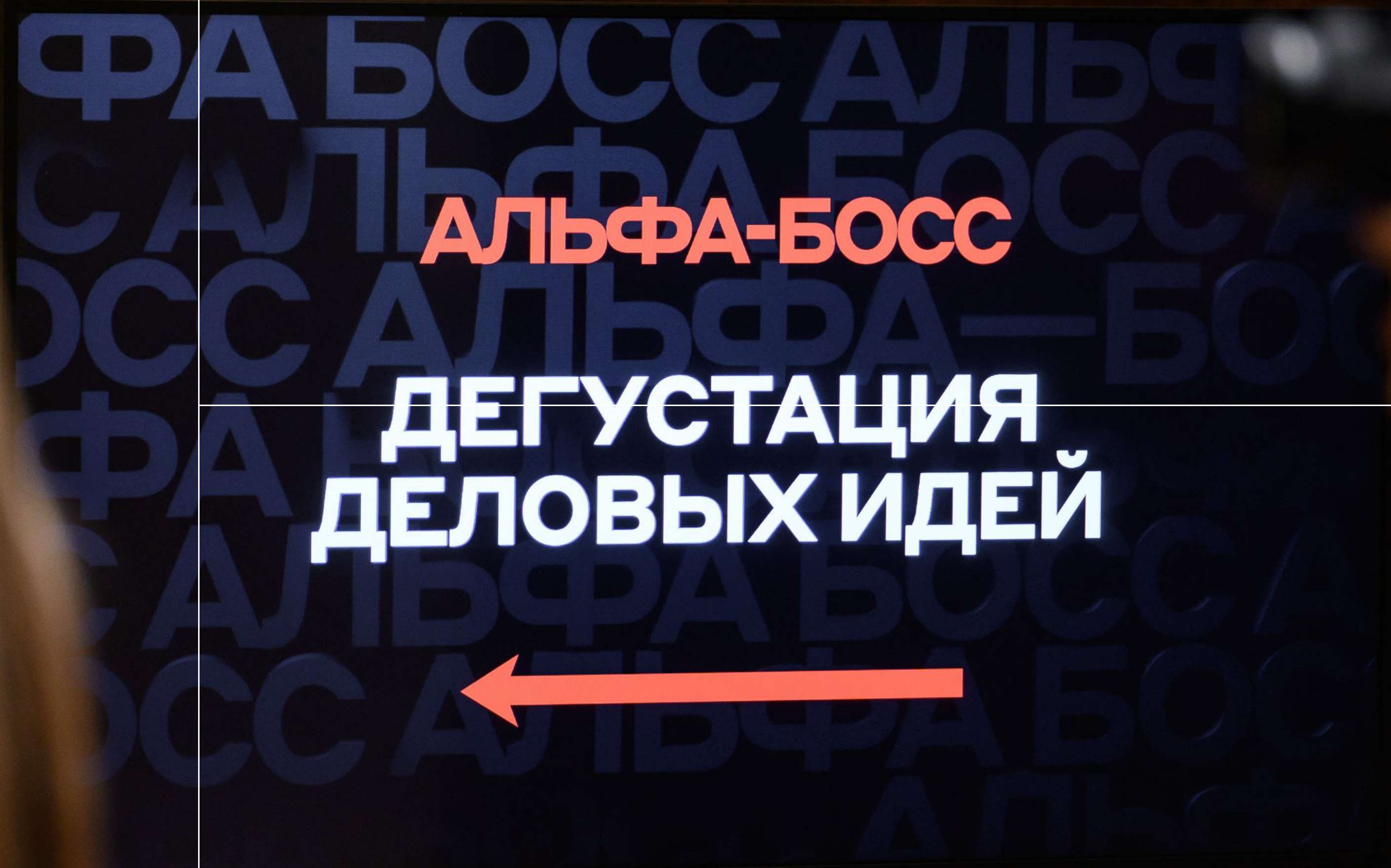




3D-printed + AR representation as retail space for partners

TECHNOPARK



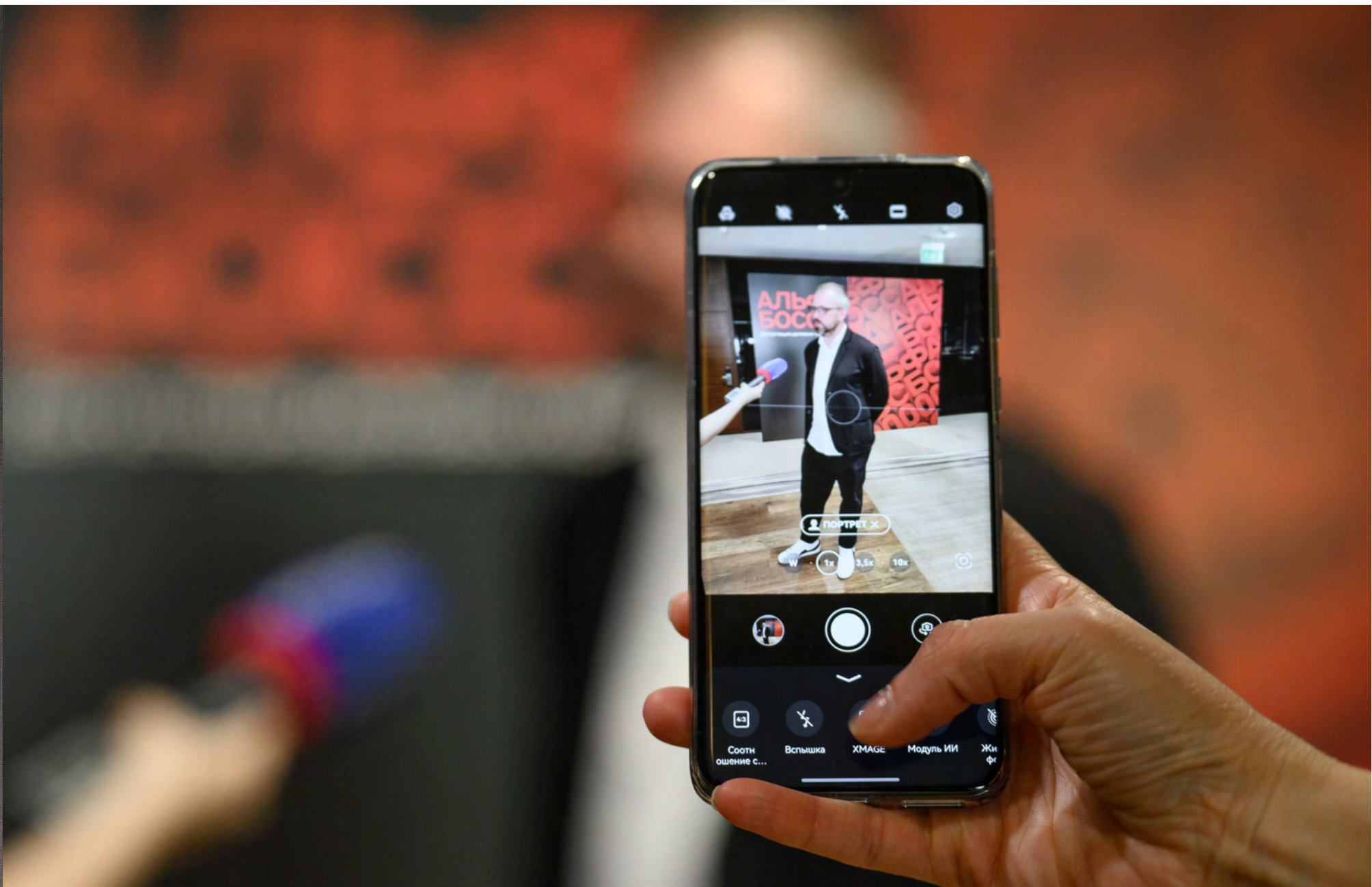


АЛФА-БОСС

**ДЕГУСТАЦИЯ
ДЕЛОВЫХ ИДЕЙ**



PHILIPS



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

Alfa Bank



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





SPACE

Дзен GAME RUN

Дзен GAME RUN



70%

15

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