

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



- 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.







- 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



video



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

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



video





Alfa Bank

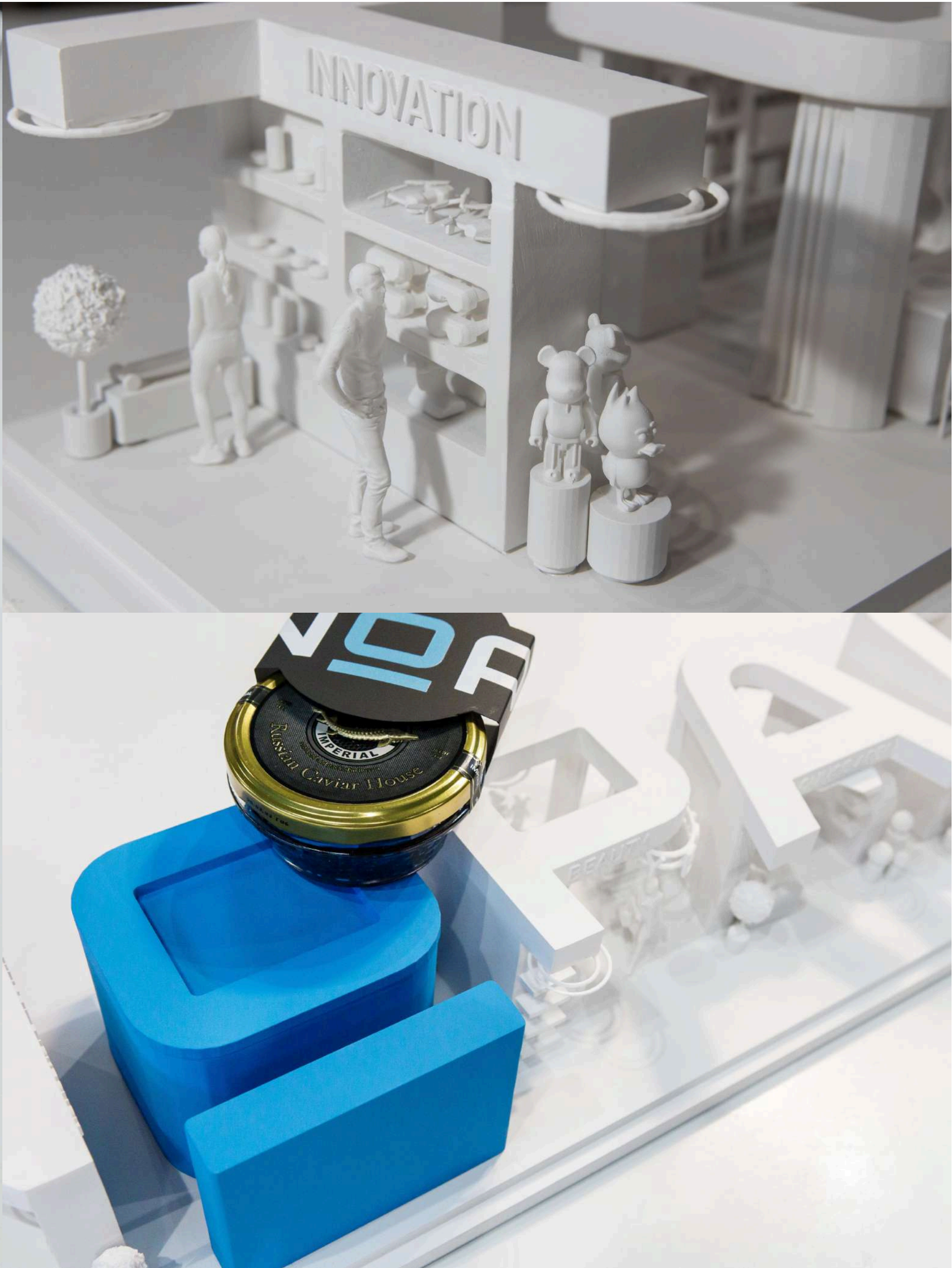
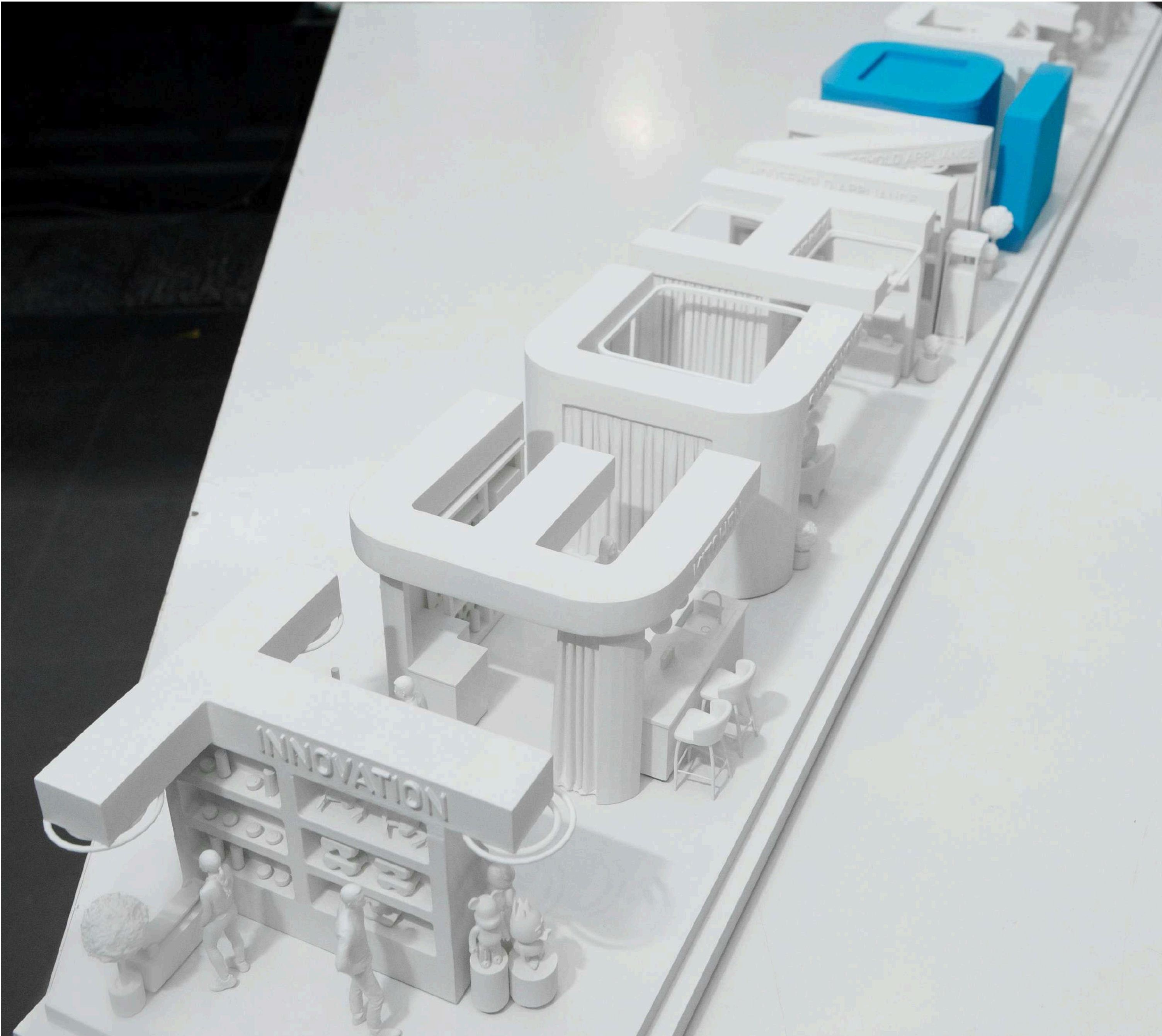
In 2022-2023, Russia-China trade relations grew significantly, and Alfa Bank is supporting this trend by organizing forums for entrepreneurs from both countries. The first event, Alfa Auto Forum, took place at the Chinese Solux Hotel in Moscow, with 400 guests and 6,000 online participants. The forum 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.





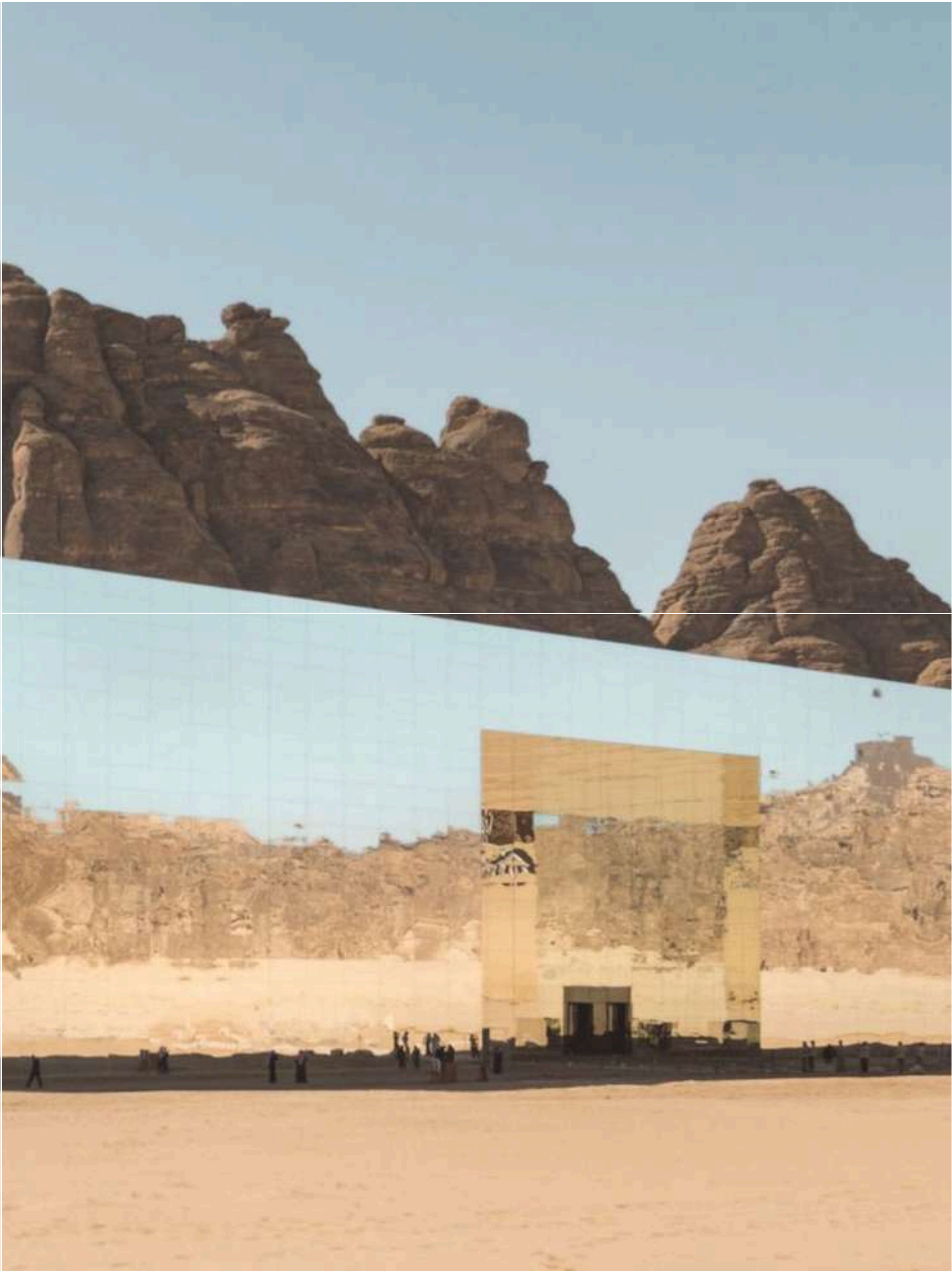
TECHNOPARK

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



Alfa Bank

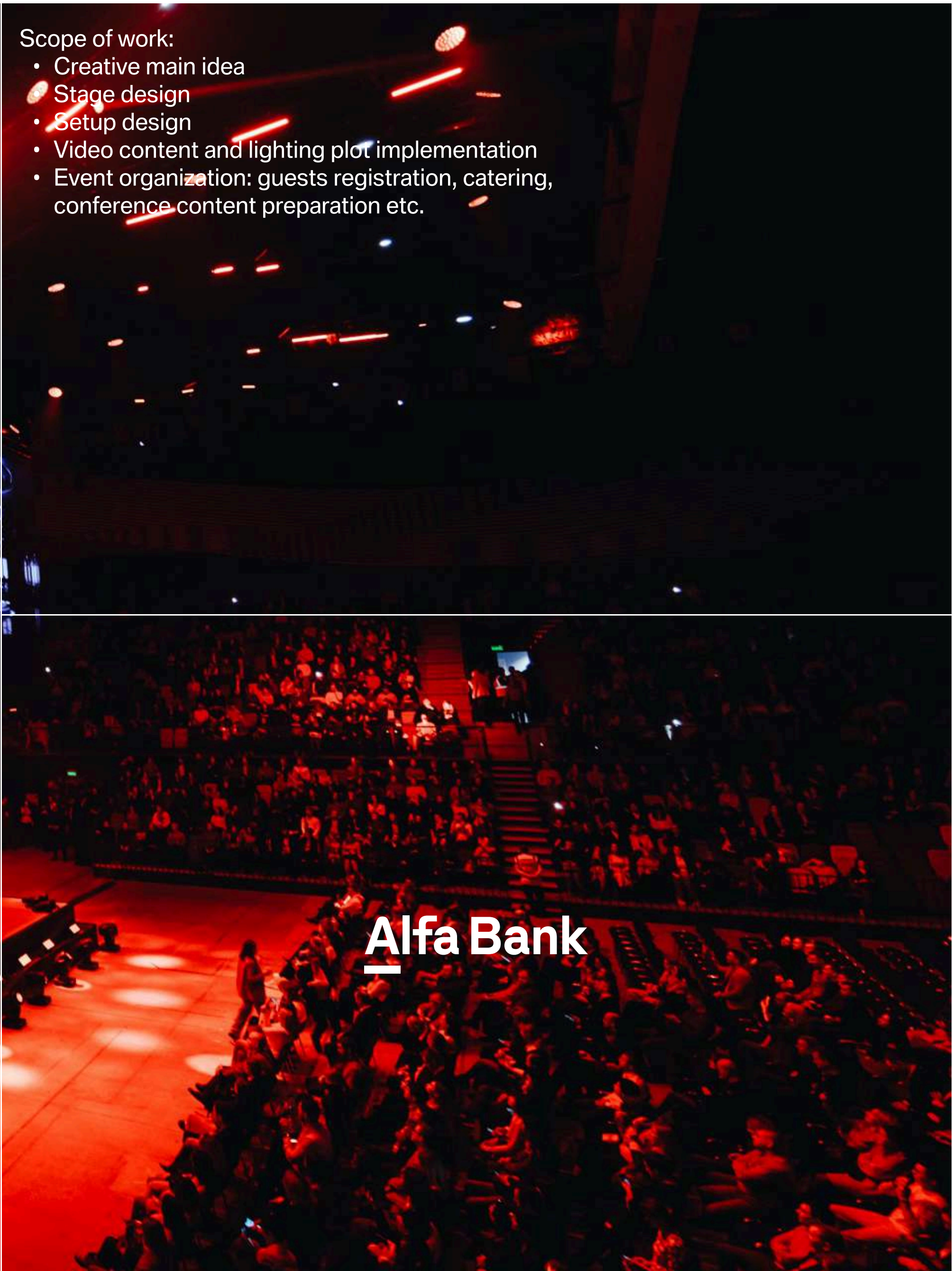
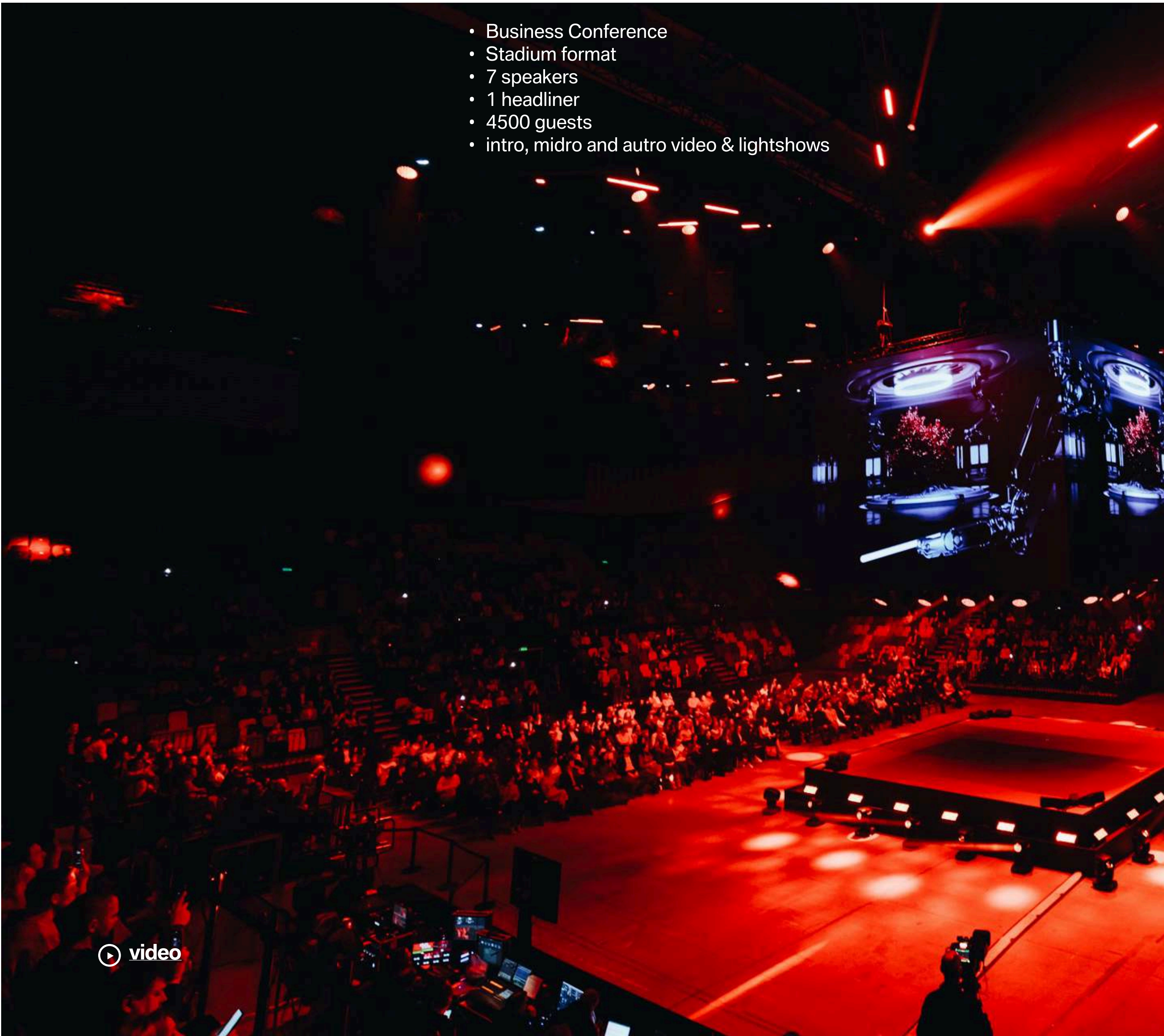
A unique Saudi Arabia trip for Alfa-Bank partners that will impress them and leave positive emotions through immersion in culture and traditions.

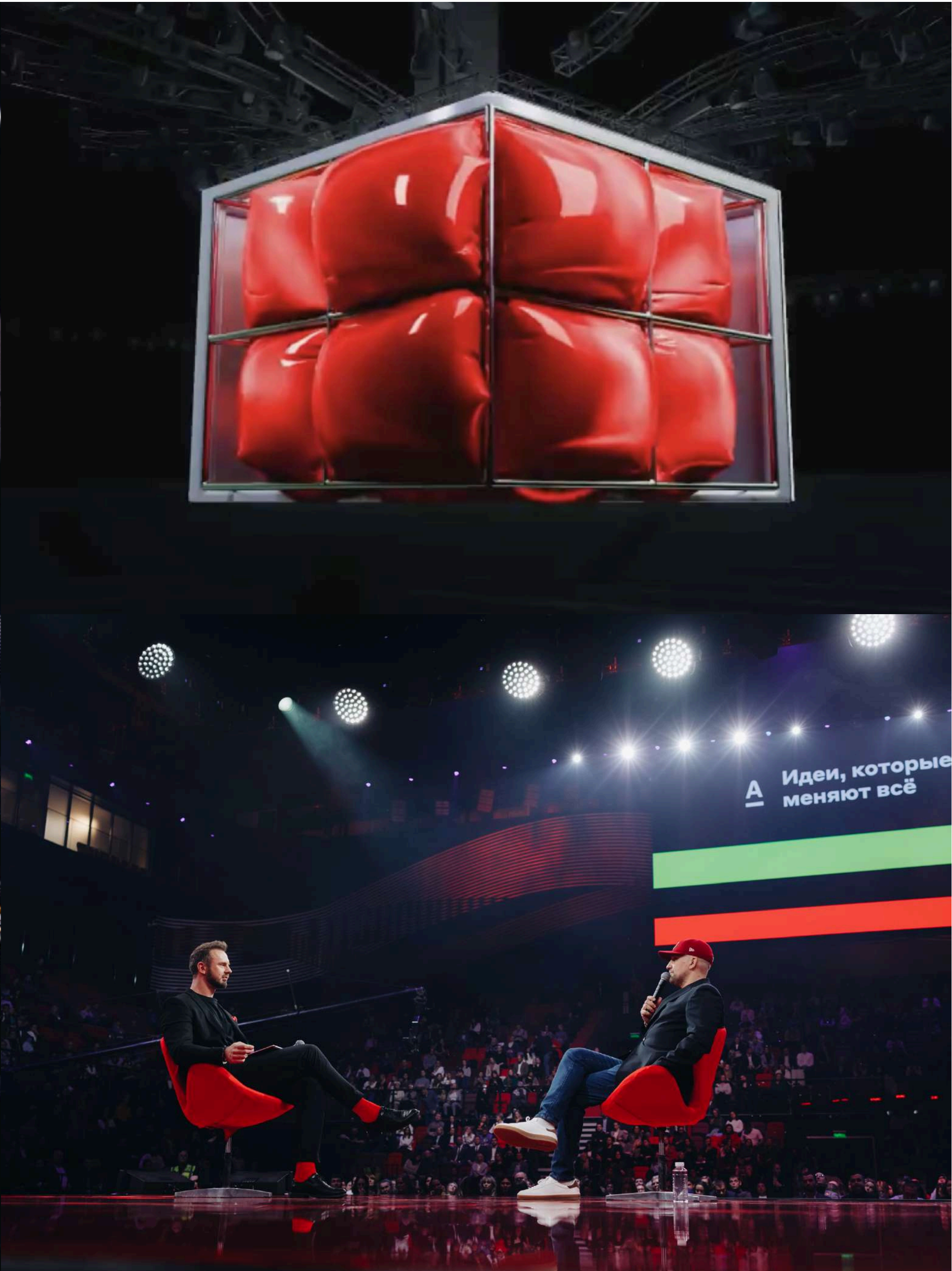




- Business Conference
- Stadium format
- 7 speakers
- 1 headliner
- 4500 guests
- intro, midro and autro video & lightshows

- 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.







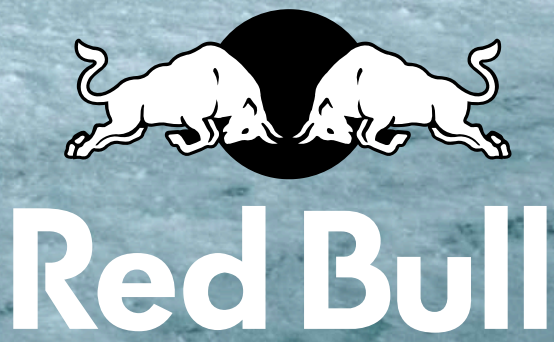


- Beyond the Arctic Circle
- Filming for Red Bull TV dedicated to test trials of KAMAZ, the winner of world famous desert offroad race Dacar
- 26 staff
- 2 winners of worldwide Dacar race took part in filming
- 150km roads of scouting
- 32km of public roads were temporary closed for filming
- 5000 tones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

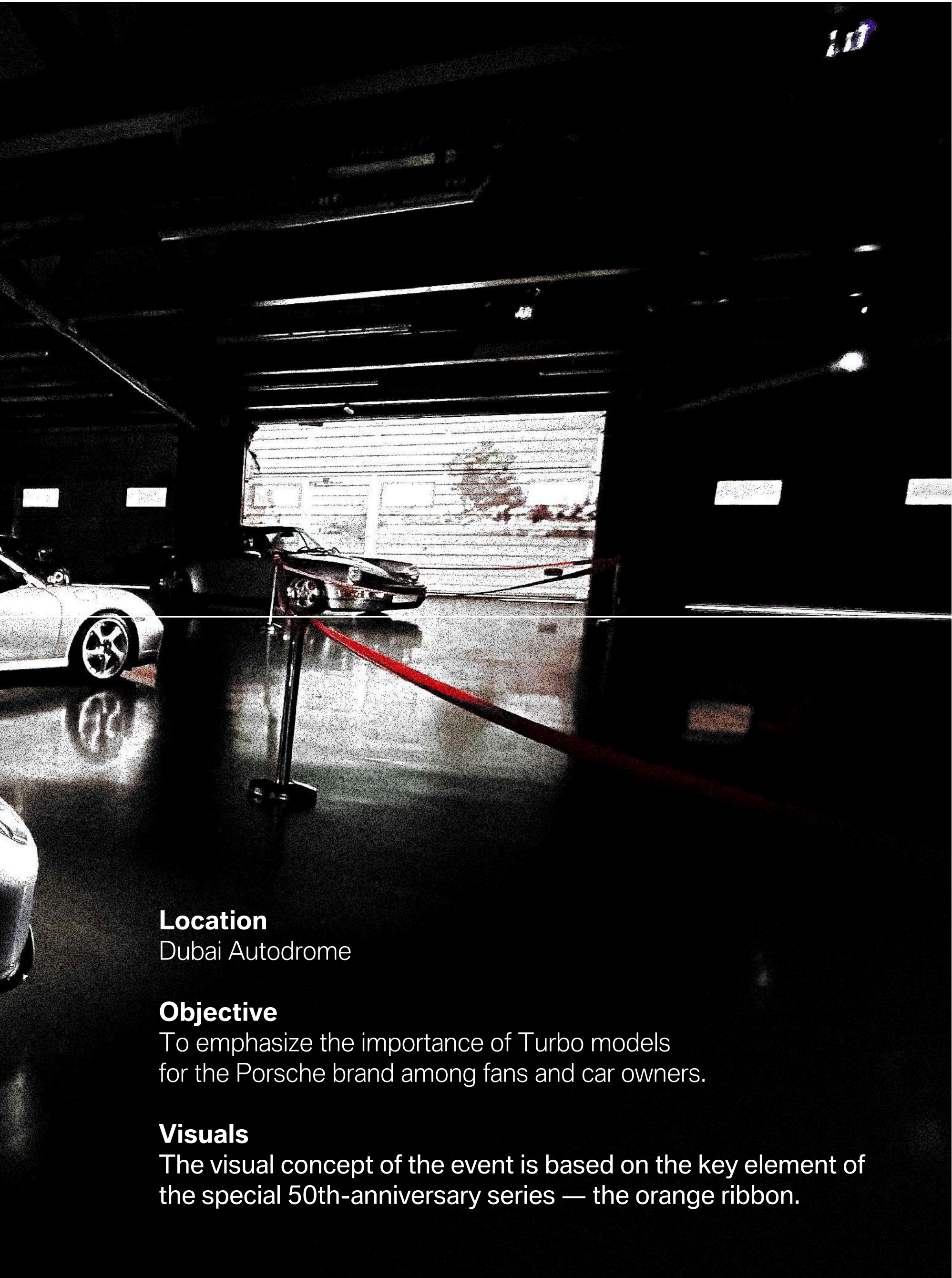






PORSCHE

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.





Space where earth and sky merge into one.

Decor:

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

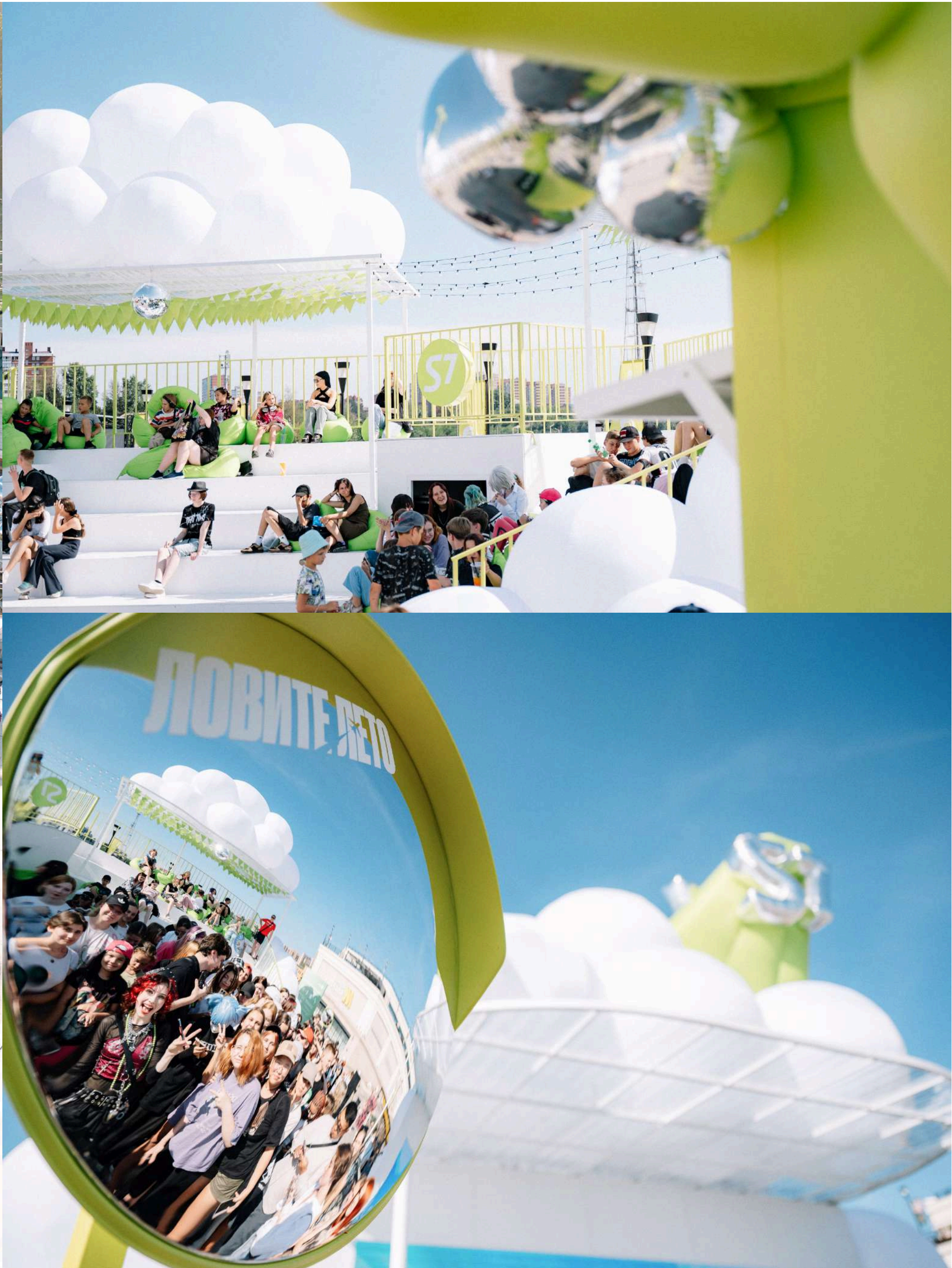
Signature S7 colors:

- 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







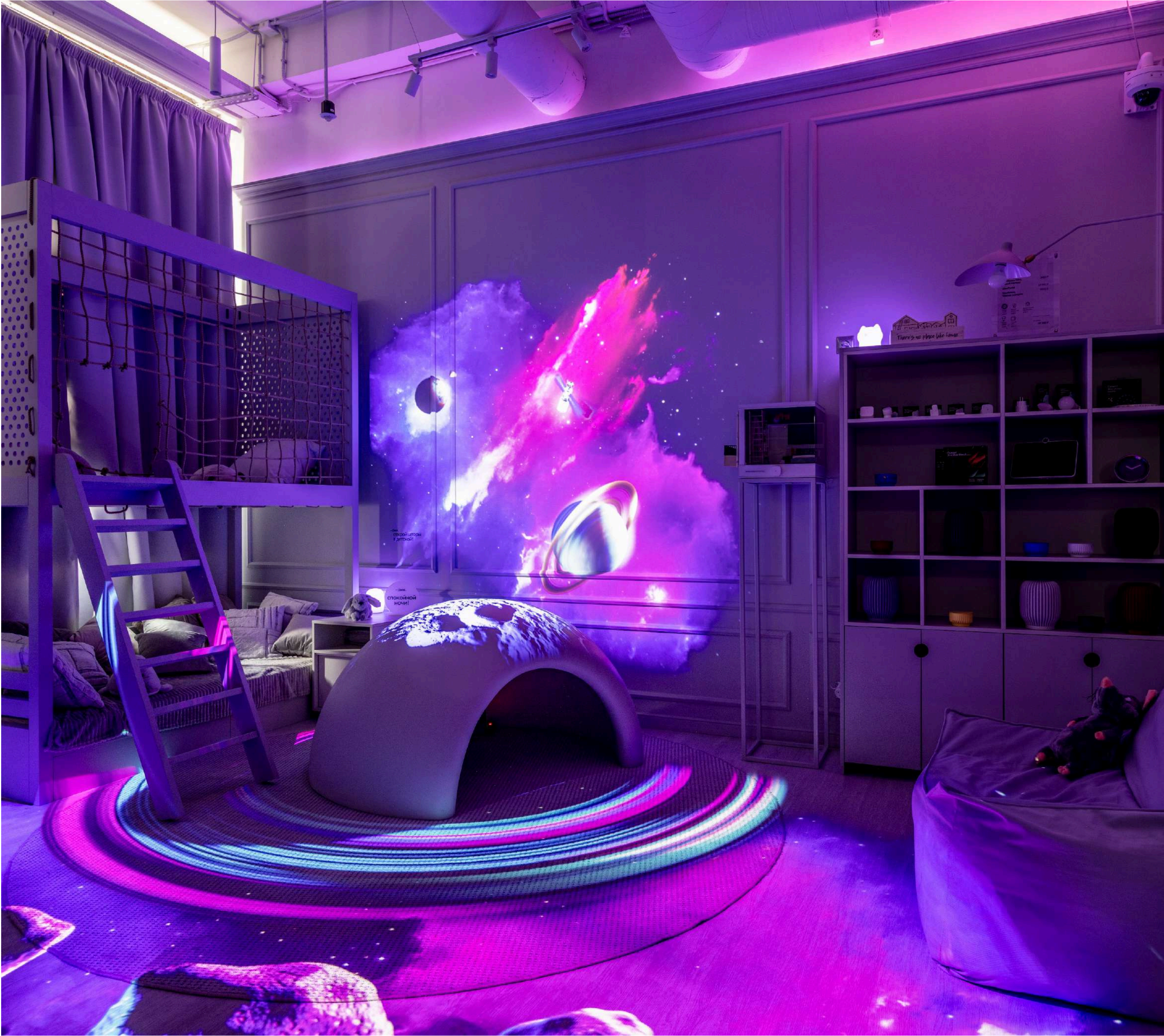
SberDevices opened its first showroom of smart devices in an apartment format. The main objective was to rethink the design and create a space that produces a wow-effect.



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



E.COMPANY







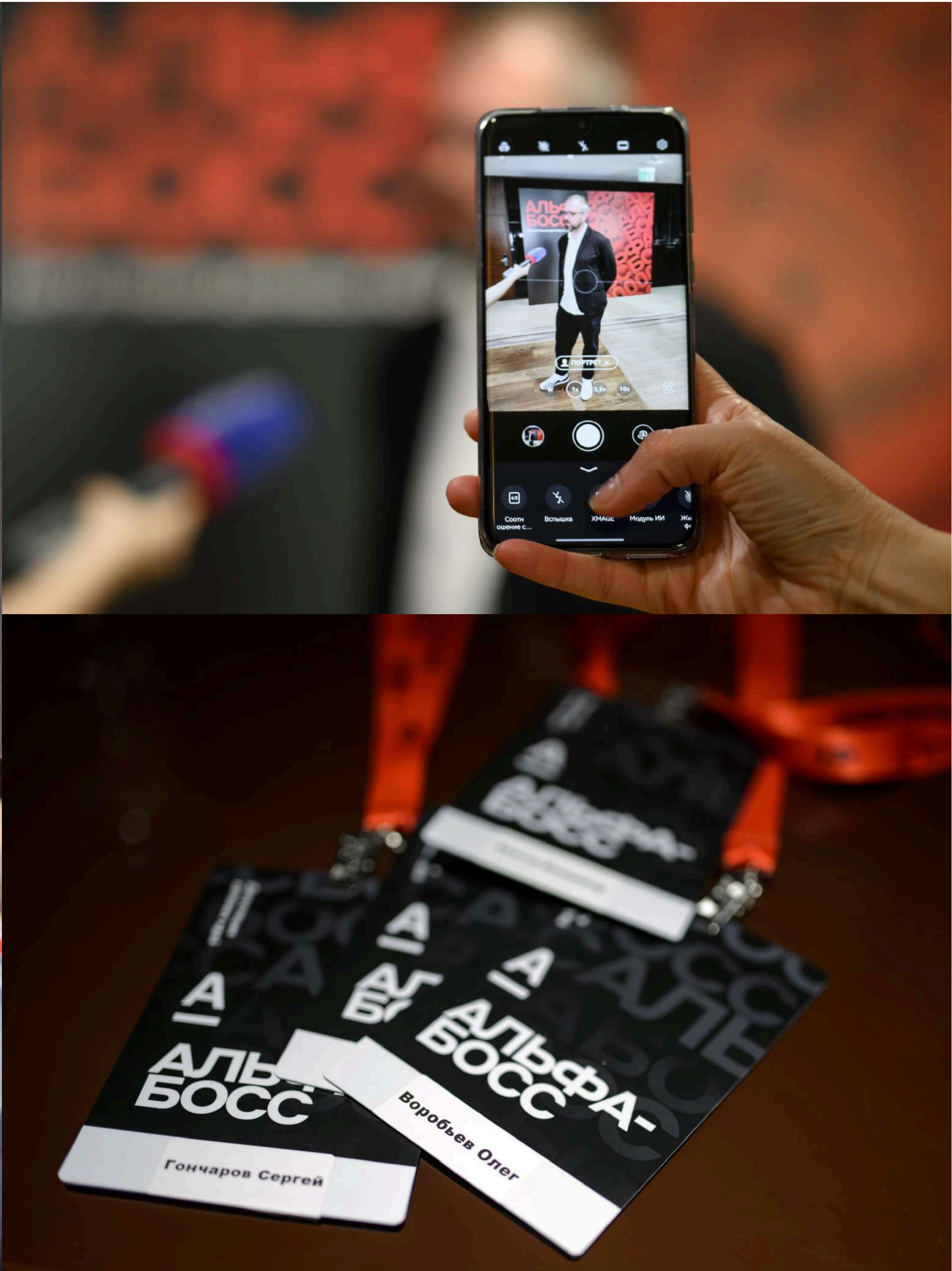


Alfa Bank

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.



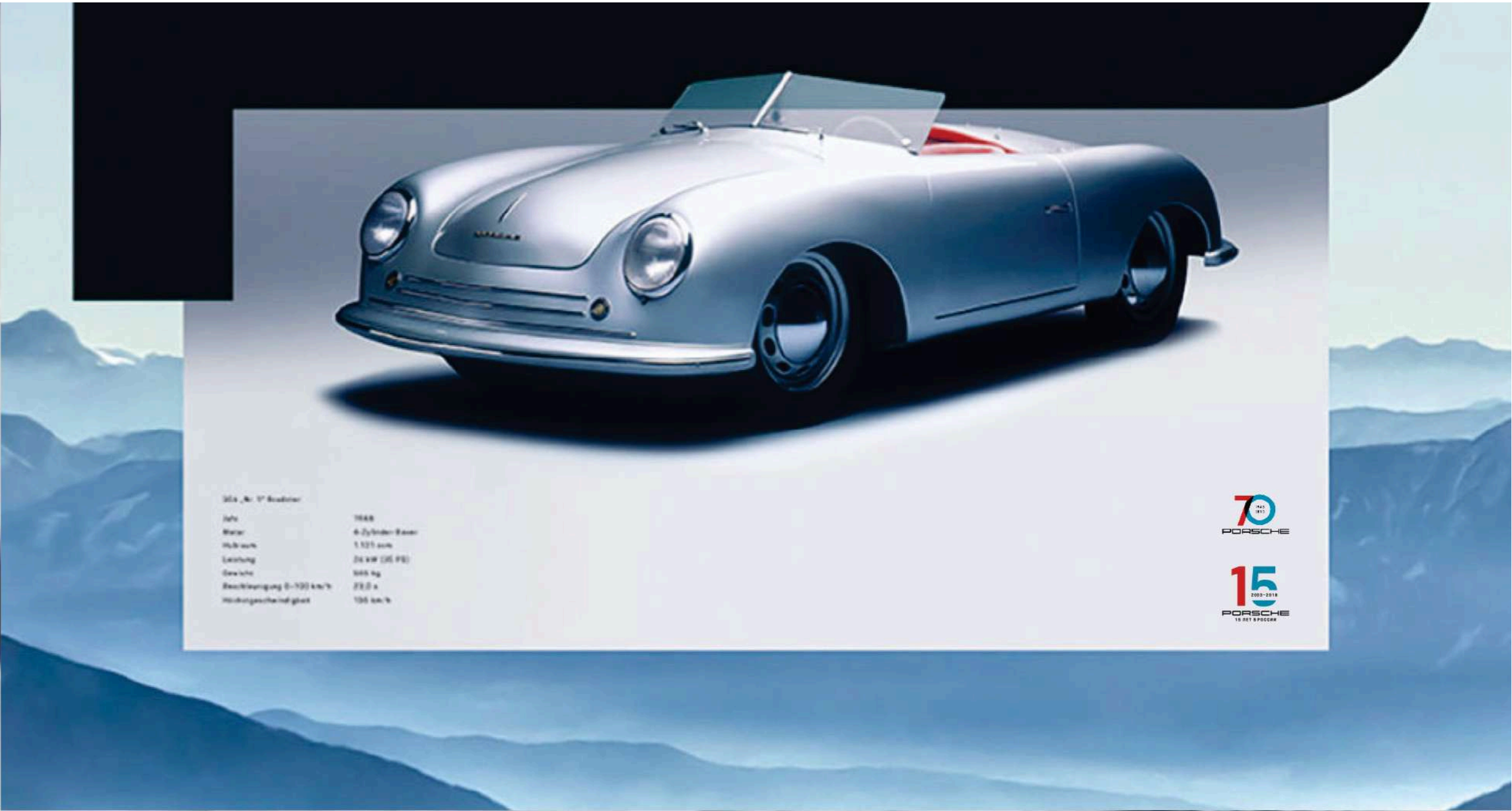






15
2003-2018
PORSCHE
15 ЛЕТ В РОССИИ

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



TRAVE
L C A S E
S T O R Y

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





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 "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.



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.



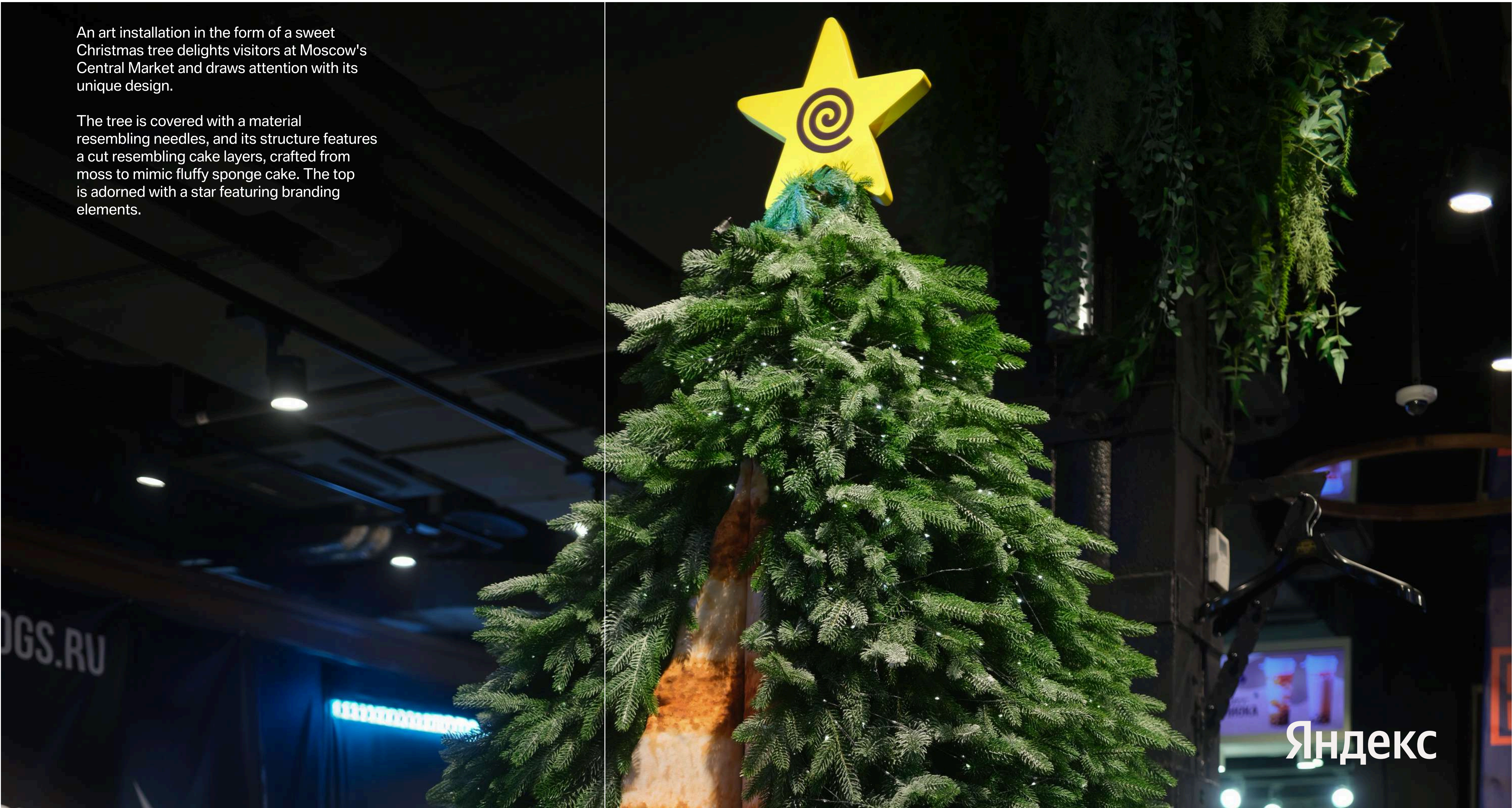
The installation is a direct reflection of the book—mutated plants in a post-apocalyptic world taking over territories.

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.



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.





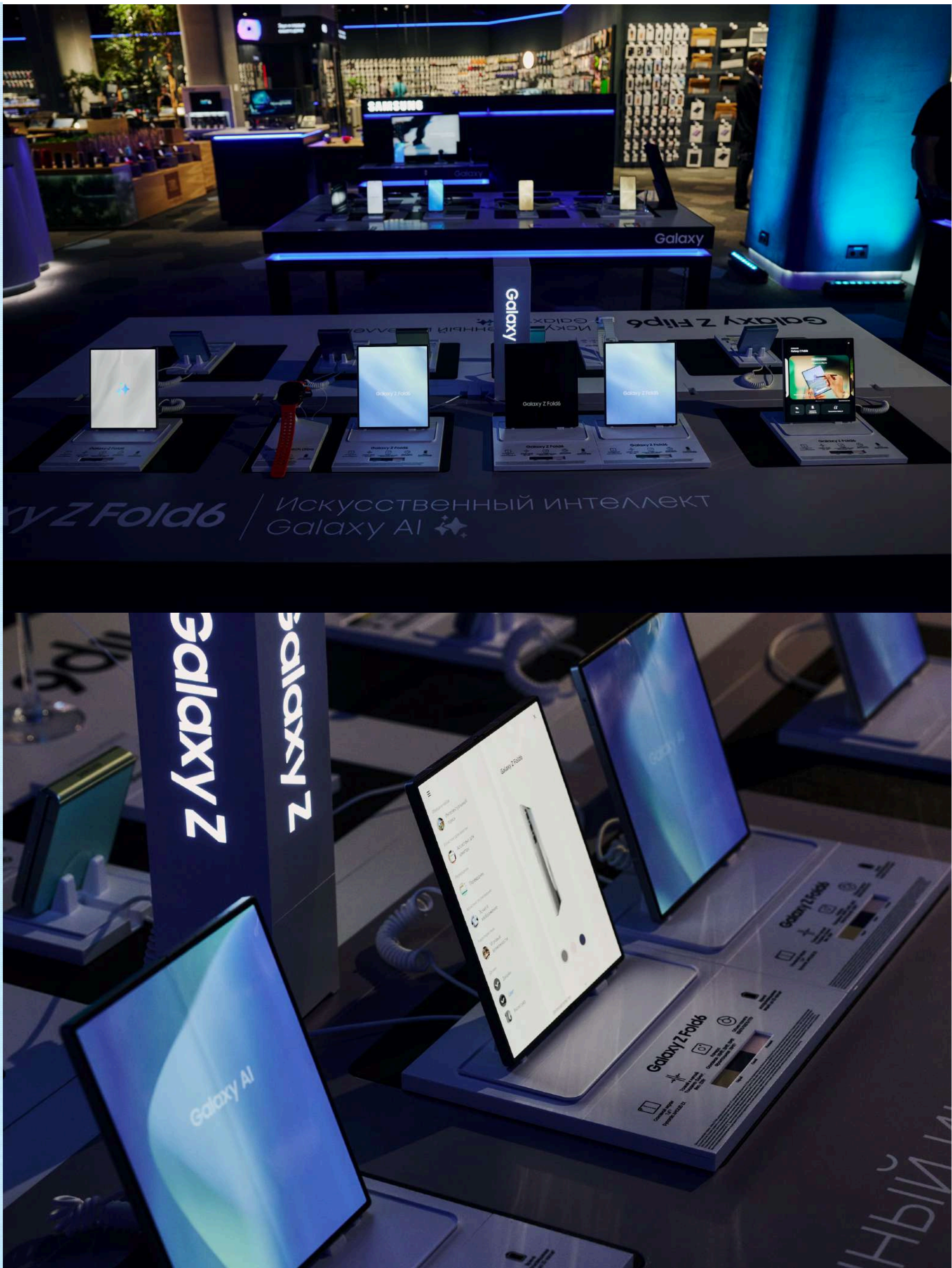
The idea is to create a unique box whose contents serve as a bridge between generations, bringing them together for shared moments.





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





ГЕМВА-ЛИДЕРЫ: ЧАСТЬ 1

ЁСИАКИ ИТО



А 2025 Г.

TOYOTA



NAVY

Anastasia Kosheleva
Co-founder & Managing Partner
+971 56 1198981 Dubai
+7 916 548 40 71 Moscow
anastasia@agency.navy

Ivan Antonov
Co-founder & Creative Director
+971 56 190 1985 Dubai
+7 926 283 53 90 Moscow
ivan@agency.navy

www.agency.navy