

SAY HI TO ISD GROUP!

STORY



DESIGN



TECHNOLOGY





COMMITTED TO DIGITAL CRAFT SINCE 2004

Award winning creative digital agency that has been in love with beautiful craft and technology for almost 12 years.

EXECUTION THAT ADDS BRAND VALUE

Attention to the tiniest details is an approach we are passionate about. We bring together interactive video production craftsmanship blended with creative experiments and design excellence to deepen branded user experience.

PHILIPS DANCEFORMATION

INTERACTIVE WEBSITE

Brief: Overcome a perception barrier of Philips as old and boring brand from 90s.

Insight: Philips stylish and prominent product design enhanced with the art of modern dance.

Solution: 6 most expressive Philips products embodied in movement, music and visual esthetics of 6 dances.



PROPELLER
DIGITAL



ADC*UA

GOLDEN HAMMER
INTERNATIONAL ADVERTISING FESTIVAL



NASH.COM.UA/PHILIPS/

SINGING IN THE SHOWER COMMUNITY SOCIAL KARAOKE

INTERACTIVE WEBSITE

Brief: Present 4 new shower gel scents and create an emotional bond with target audience

Insight: Singing is the most common activity in the shower across the world, apart from showering.

Solution: 'Singing in the Shower' community – social karaoke from Nivea.



ADC*UA

PROPELLER
DIGITAL

POPOIB

FWE



ADC*E

GOLDEN HAMMER
INTERNATIONAL ADVERTISING FESTIVAL

VDUSHE.COM/WEBBY2

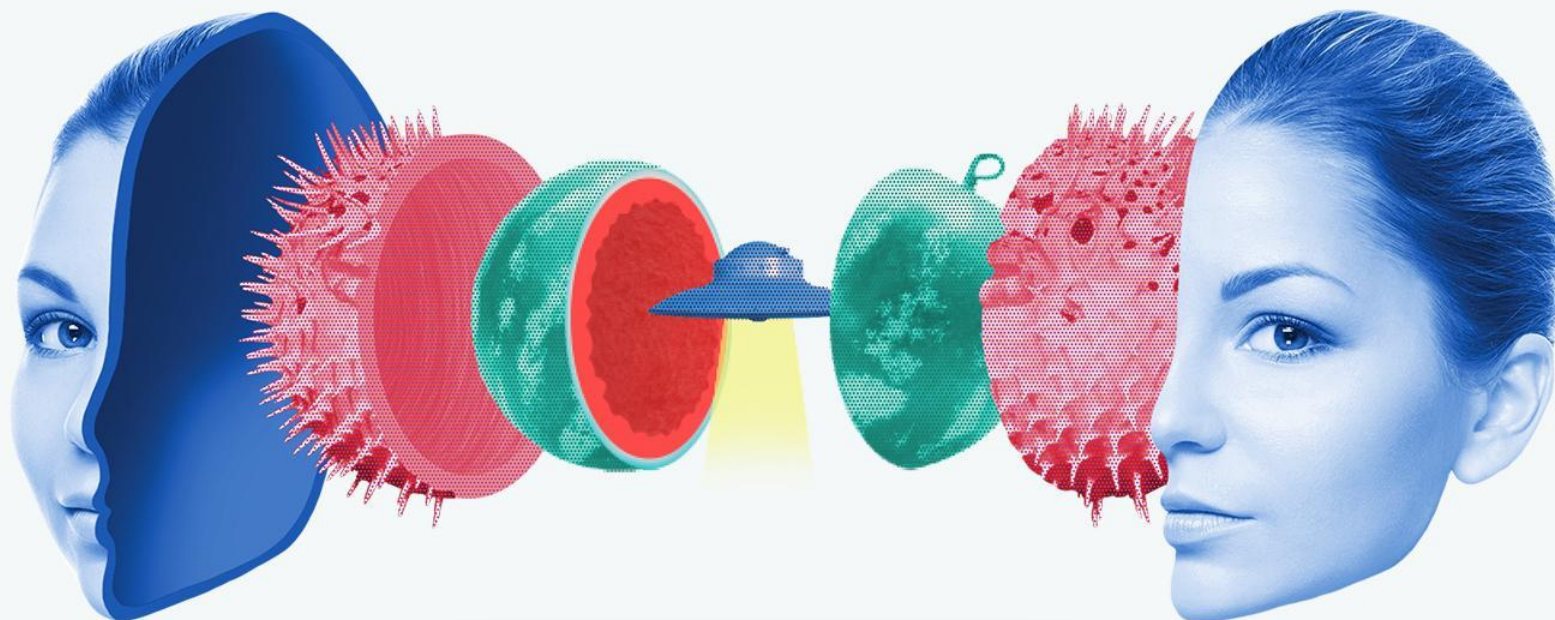
WITTY TOY REAL TIME HEADACHE PREVENTION SERVICE

INTERACTIVE WEBSITE

Brief: How to make Nurofen a top of mind choice for office employees in case of tension headaches.

Insight: Every tension headache has a background story causing it.

Solution: Parade of witty and ironic solutions to all kinds of headache causes.



ADC*E

THE
WEBBY
AWARDS



*ED

FWE

ADC*UA

GOLDEN HAMMER
INTERNATIONAL ADVERTISING FESTIVAL



KAKADU

HEADACHE-OFF.COM

DUAC FINGER TORTURES

INTERACTIVE WEBSITE

Brief: How to persuade teen girls that acne is a medical problem and should be treated with Duac rather than with domestic methods.

Insight: If the girls knew the fingers' side of acne treating story they would never try domestic methods again.

Solution: Virtual Finger Torture chamber.



ADC*UA

THE
WEBBY
AWARDS



FINGERTORTURE.COM/TREAT

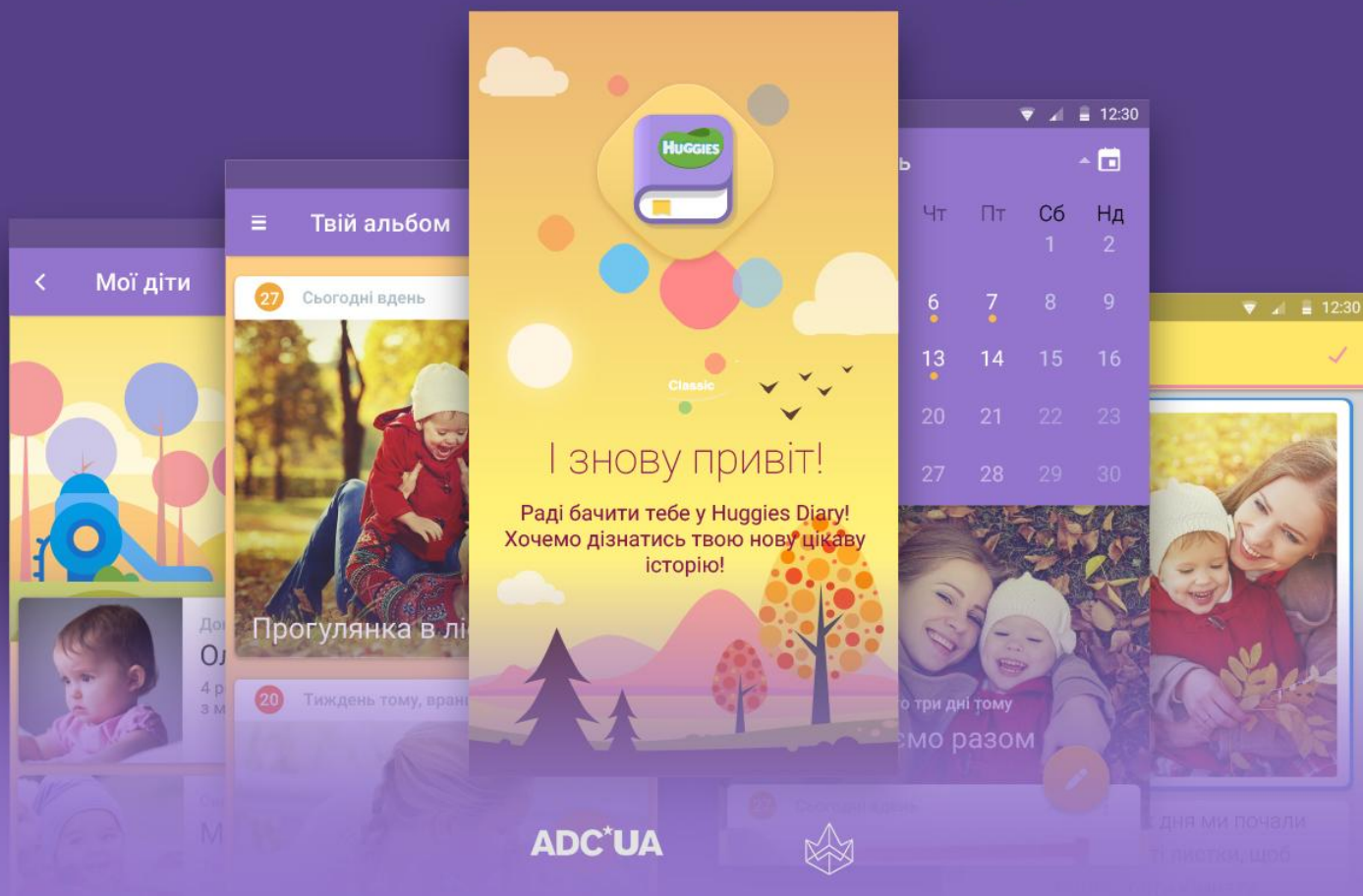
HUGGIES DIARIES

MOBILE APP

Brief: Strengthen brand role as mother's support in every moment of baby's life.

Insight: Babies are growing fast and sometimes it's easy to lose track of all the fun moments and happy memories.

Solution: Huggies Diary app give mothers the tool to preserve most precious and most fast-changing stories in their life.



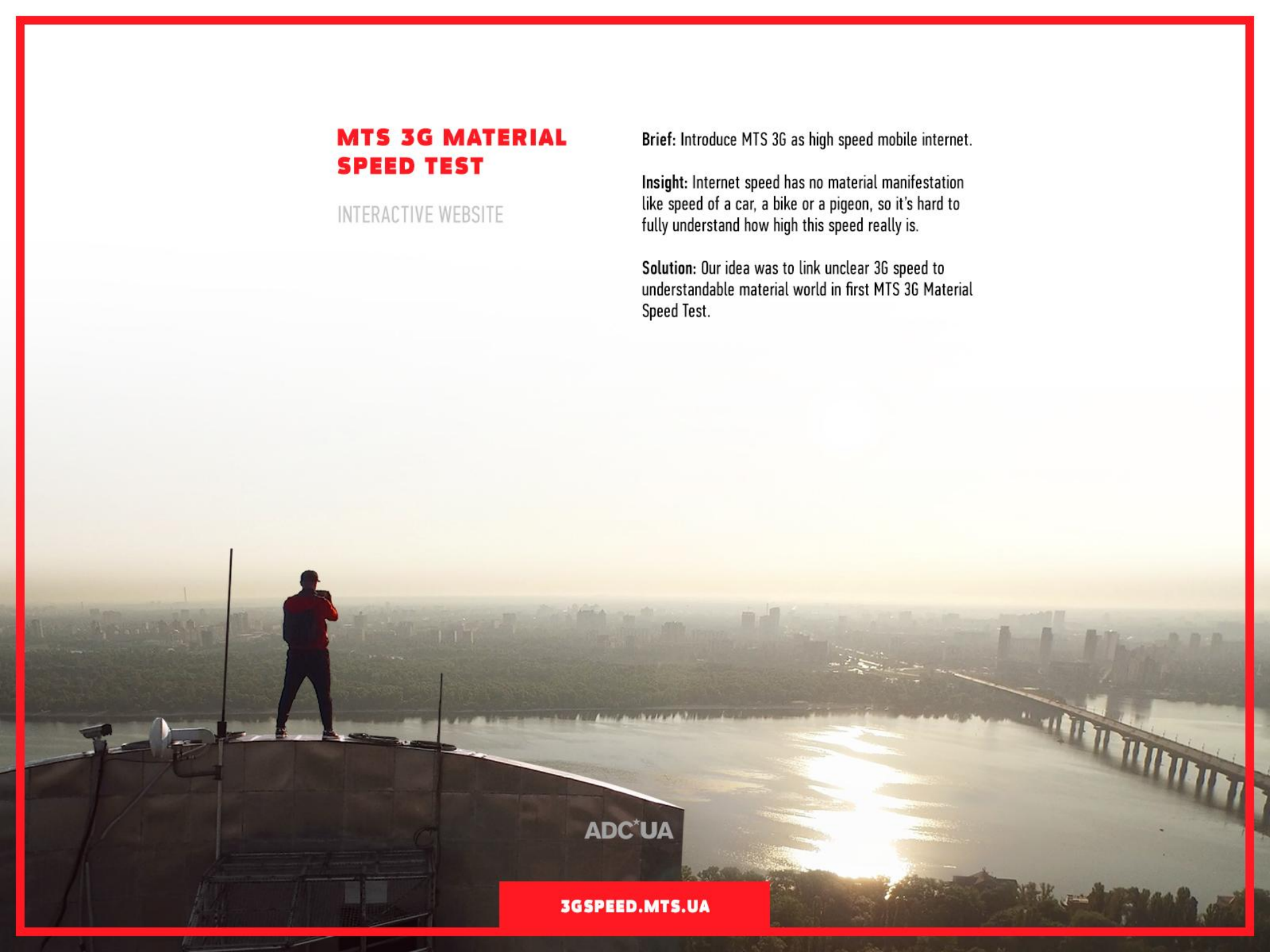
MTS 3G MATERIAL SPEED TEST

INTERACTIVE WEBSITE

Brief: Introduce MTS 3G as high speed mobile internet.

Insight: Internet speed has no material manifestation like speed of a car, a bike or a pigeon, so it's hard to fully understand how high this speed really is.

Solution: Our idea was to link unclear 3G speed to understandable material world in first MTS 3G Material Speed Test.



ADC*UA

3GSPEED.MTS.UA

SVITMAM.UA

BIGGEST EASTERN EUROPEAN PLATFORM FOR YOUNG MOTHERS

- >250 000 unique visitors per month
- 92% of young mums coverage
- 9 minutes average time on site
- 1,4 mln UAH in a first year

Online platform created for Huggies brand to help young mums in their pleasant motherhood period.

- CRM
- Ecommerce
- Social Network
- Online Services
- Huggies Dairy Mobile App

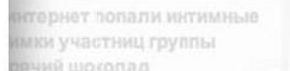
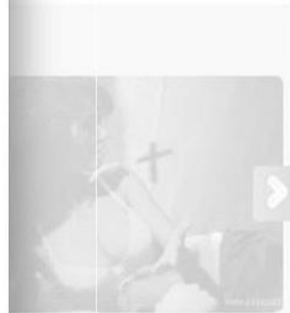
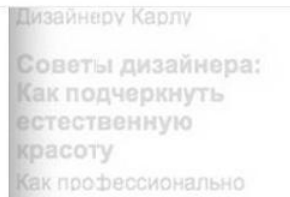
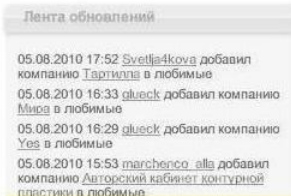
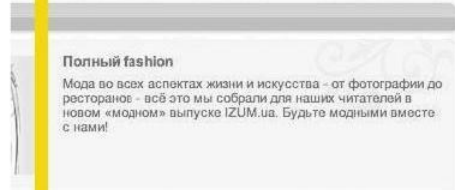
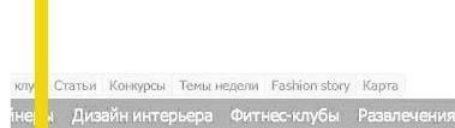
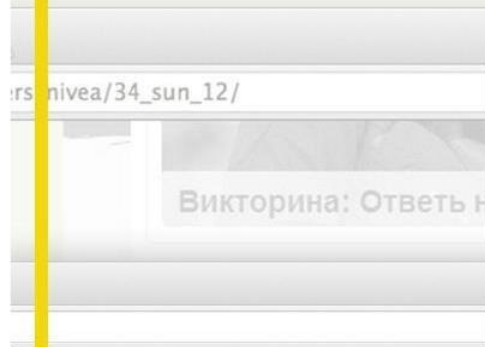


SVITMAM.UA

NON-STANDART/INTERACTIVE BANNERS

INTERACTIVE VIDEO. CREATIVE TECHNOLOGY

We believe that a good banner is like an interactive short movie. It should easily surprise and involve. Each time our creative technologists find unique solutions to numerous technical limitations to achieve this.



LINK1: [BIT.LY/DOUBLEEFFECT](http://bit.ly/doubleeffect)

LINK2: [BIT.LY/SUN_NIVEA](http://bit.ly/sun_nivea)

COOL PROJECTS FOR COOL BRANDS



HUGGIES

PHILIPS

Supradyn

NUROFEN



RENAULT



WE SPEAK TECHNOLOGY

HTML 5 • WebGL • Flash • Back-End (PHP/MySQL)

Technology is a language of digital advertising. We use this language to establish deep and meaningful connection with the audience.

BEAUTY BROUGHT TO PERFECTION

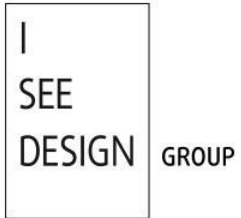
Art direction • User Experience • Design

Simply solving a problem is not enough. Solution has to be beautiful, one of a kind. We are looking for this beauty on the very edge of advertising where it meets art. This challenge inspires us.

THE MAGIC INGREDIENT

Blood • Sweat • Tears

Working hard to the point where perfect is no longer a desirable destination, but a long passed stage. Our goal is to reach the limit and go beyond where true innovation lies.



**PLEASE FEEL FREE
TO CONTACT US ANY TIME!**

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