



V I D E O . D E S I G N . C R E A T I V E .



# WE

Hi, this is **SVETMEDIA!**

**Speed, experience, and artistic taste** – are key features that define us and our video production. We have everything to satisfy even the most demanding tasks.

During **five years** of our work, we have successfully completed more than **100 projects.**

Being a full-cycle video production agency, we have it all covered from creative conceptualization to a complete post-production including CGI and music.

We work with customers as one team and our highest priority is to deliver great results as efficiently as possible.

To deliver a top-notch, memorable video and ensure that it reaches the target audience, we have an entire team of talented people across all our departments at your disposal:

- Production
- Direction
- Art
- Visual effects
- Camera

Our production works as clear as possible following precise deadlines and schedules.  
(there is always workflow, pipeline and distribution of tasks within the team).

Our team uses modern, non-trivial techniques whilst developing the creative.





Turn summer into winter, stretch a canvas the size of a two-story house, build a train or a fishing boat, and take them on a fantastic journey.

**There are no impossible tasks!**

We are **proud** of our specialists, who are responsible for editing, sound design, colour correction and the creation of complex 2D and 3D graphics. Without them and their artistic look, magic does not happen!

**The cases** will say more of what we have implemented.



SVETMEDIA'S CASE #1

## DISCOVER RUSSIA

**Client:** The Federal Agency for Tourism of the Russian Federation

**Objective:** Developing a creative concept within the advertising campaign, resulting in 57 videos, creating a cinematic social video, which invokes Russian people to choose domestic tourism.

**Solution:** Creative of the video bases on a simple but understandable idea for everyone – only in travel does a person fully reveal himself. And we are not talking about beach holidays, but about active tourism.

Such as staying in a tent on the sunrise beach, climbing rocks or riding on a quad bike. Complete unity with nature – this is the only way, getting to know Russia and recognizing yourself.



SOCHI  
FASHION  
WEEK

VIDEO

SVETMEDIA'S CASE #2

## THE RETURN OF IVASI

**Client:** Crab mining holding "Antey".

**Objective:** on the eve of the upcoming 2020, remind you that no New Year's table can do without Ivasi fish and potatoes with onions. The main tools of the advertising campaign are: creative concept, video, development and production of a landing platform, promotion in social networks, development of banners for outdoor advertising.

**Solution:** in the 90s, the fish population of this species had declined sharply, and fishing stopped. That is why the primary target audience is the people who are already familiar with the product and are more likely to make a purchase decision.

The audience's core dictates the stylistic decision - the sea, stern sailors and a comfy wardroom.

VIDEO



## SVETMEDIA'S CASE #3

# RIDE AT HOME

**Client:** The Federal Agency for Tourism of the Russian Federation

**Task:** Creative development and production of commercials promoting ski and winter family holidays in the Russian Federation

**Solution:** the main character is a young man, a lover of outdoor activities. The routine of getting ready for work turns into an exciting adventure. At the climax, he opens the door and finds himself on the ski slope.

The gist is that going to Russian ski resorts is as easy as leaving the house.

Release site: Federal TV channels / social networks

DEADLINE: 14 days



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SVETMEDIA'S CASE #4

## GRAVASTAR CYBERPUNK

**Client:** Gravastar

**Objective:** producing a cinematic 3D video, developing a visual concept, simulating a character and environment.

**Solution:** The popular cyberpunk style was used and defined the colors and elements of the main character.

Earphones are created in the laboratory of the distant future and become the main element that gives life to the cyber girl.



VIDEO



WE ARE TRUSTED BY



T H A N K   Y O U

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