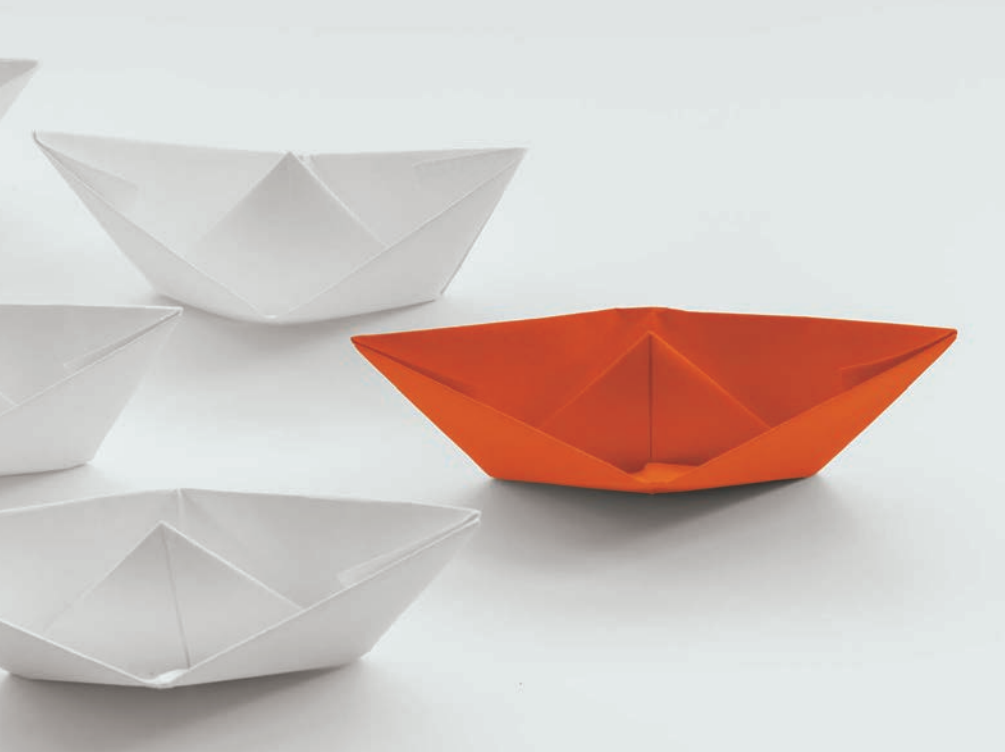


lifebook





## About Agency



### Hello and Welcome!!

We are **Ad Power Creative**, a design agency with 15 years of experience in graphic design, advertising layouts, creative concepts, and 2D animation. Working seamlessly across Central European Time and Eastern Standard Time, we consistently deliver exceptional designs tailored to our clients' needs.

### Our core expertise includes:

- Creative concepts: 300+ projects
- Product and print design: 5000+ projects
- Graphic design and social media: 3000+ projects
- Advertising animation: 100+ projects

Armed with creative insight, a wealth of experience, and a decade and a half of expertise, we're committed to bringing your vision to life with impactful graphic design.

Thank you for considering us.  
Please, see our portfolio, and let's talk!

# Main services



## Creative concepts

key visuals for your campaigns, brochures, flyers, posters for your products



## Print Design

graphics for websites, social media, digital advertising



## Advertising Collateral

banners, billboards, and other promotional materials



## Publication Design

layouts for magazines, newsletters, and other publications



# Our clients

**nokian<sup>®</sup>**  
**TYRES**



**فكر**  
**FIKER**  
INSTITUTE



**EU4PFM**  
EU Public Finance Management  
Support Programme for Ukraine



Gardyn 



KINSTELLAR



**■ BASF**  
We create chemistry



**kNAUF**INSULATION

**BREVANT™**  
seeds

Smile more with Dentsply Sirona

### Description

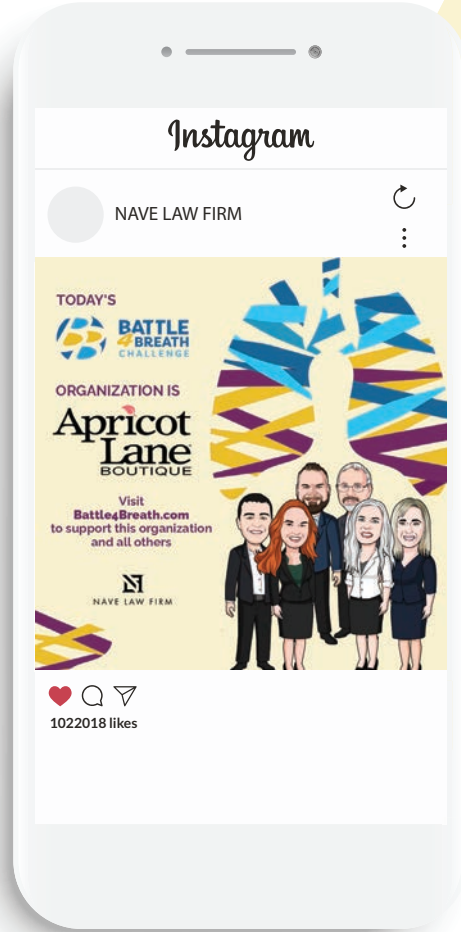
The B2B medical services sector is one of the most competitive industries, requiring advertising materials that are bold, memorable, and easy to digest. To capture the audience's attention, content must be both engaging and informative. The world's leading manufacturer of professional dental products and technologies is no exception to this need



This is not a place for fear;  
it's a place for hope

### Description

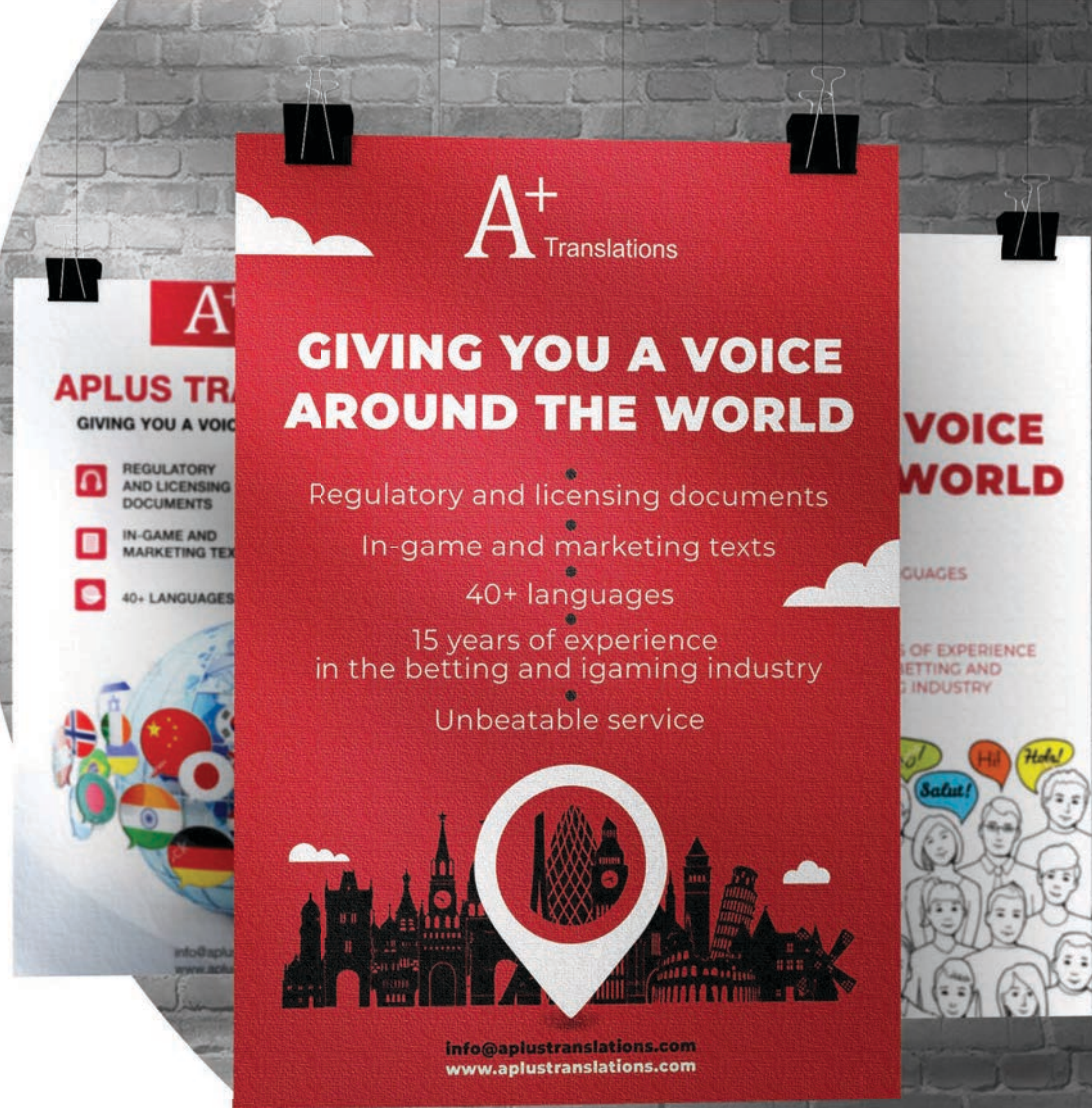
Imagine the simple act of breathing becoming a daily struggle, a constant battle against an invisible enemy. We're grateful for the opportunity to support the pulmonary fibrosis community by creating a social media campaign to raise awareness and inspire hope



A+ languages skills

### Description

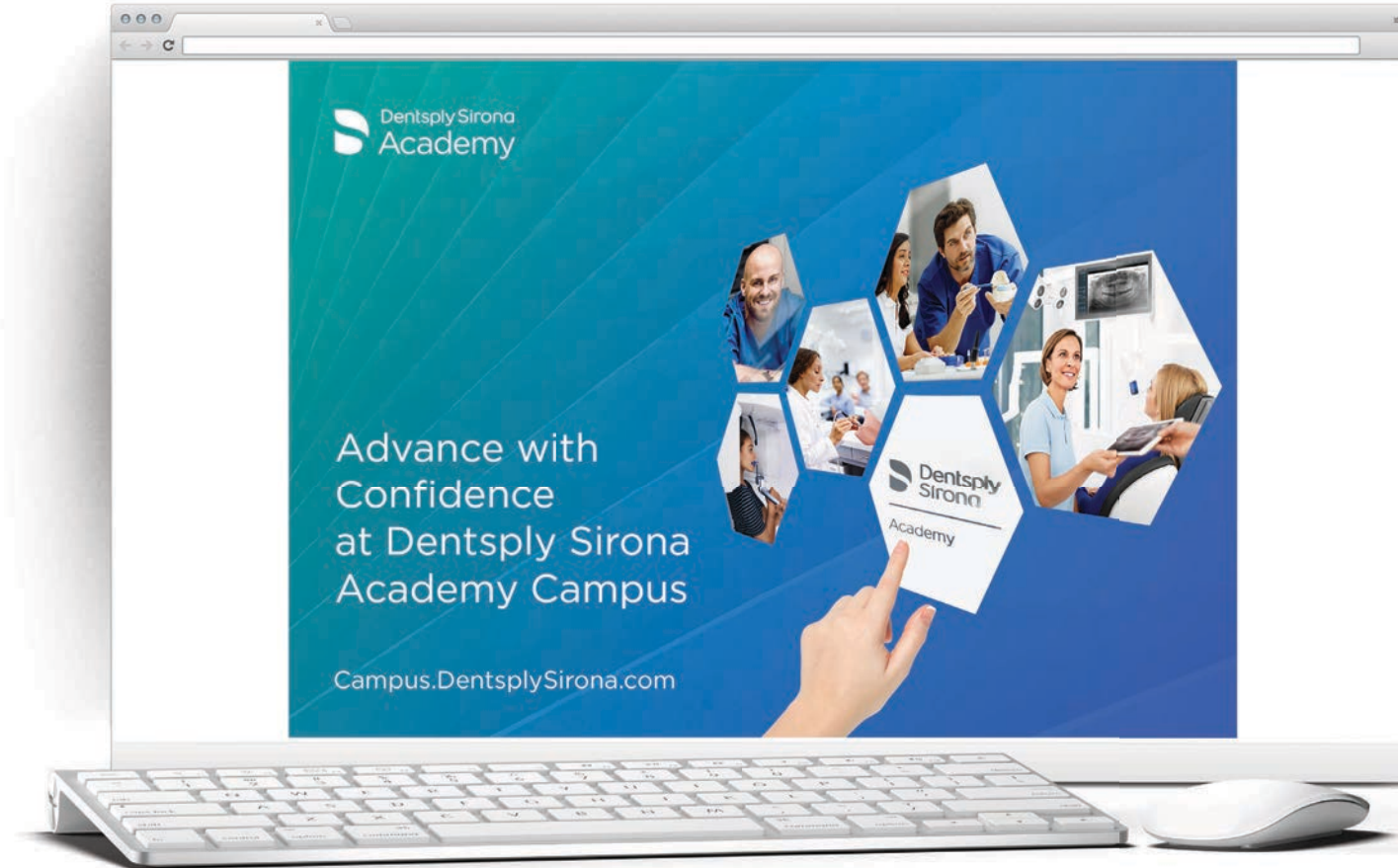
Creating advertising for language professionals, whether in print or online, is a unique pleasure. It's a world of ideas, diverse languages, and top-notch translations that connect people across the globe



Creating a key visual  
for the Academy

### Description

Professionalism is rooted in continuous learning, especially for doctors. Partnering with the Dentsply Sirona team, we established a comprehensive training academy and created a striking visual identity to support it

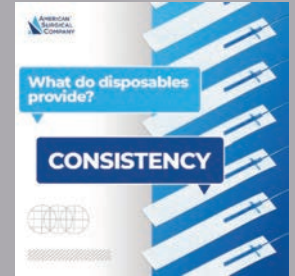




## Post Template Development for American Surgical Company

### Description

Can doctors be creative? Absolutely! But is it worth their time? That's where we come in. We specialize in crafting both stylistic and strategic solutions for social media, blending creativity with purpose. It's what we love to do – and what we do best!



Naturadika is an Italian brand known for delivering remarkable results

## Description

Developing eye-catching social media ads is essential for effective customer engagement. In today's market, vibrant and attention-grabbing advertising is a must



Gardyn in every house,  
school and office!

## Description

Want to reduce stress and make your space feel cozier, all with minimal effort? Gardyn can help you do just that, bringing warmth and relaxation to any room. And we're proud to create inspired, effective solutions for them!



### Gardyn

## Gardyn Home 4.0

**MAKING HEALTHY FOOD THE DEFAULT OPTION**

**EARN A NEW GARDYN HOME KIT**

**SMALL SPACE, BIG HARVESTS**  
Vertically grow up to 30 large plants in only 2 square feet with Gardyn's award-winning indoor hydroponic garden.

**NO GREEN THUMB REQUIRED**  
An indoor garden that's always cared for by our smart assistant Kelly, even when you're on vacation.

**ZERO PESTICIDES AND ZERO WASTE**  
Grow more while using less, with zero pesticides and 99% less water than traditional growing methods.

**HEALTHY PRODUCE, HEALTHIER HABITS**  
80% more nutritious than grocery store and always within reach of your hungry family.

**JOIN THE AMBASSADOR COMMUNITY**  [mygardyn.com](http://mygardyn.com)



### Gardyn

AMBASSADOR PROGRAM

## Join the Gardyn Ambassador Program

SHOWCASE A GARDYN & EARN \$200 PER SALE

- SIGN UP AND GET A GARDYN FROM US - NO PAYMENTS FOR 90 DAYS.**  
It includes all you need to start strong: Gardyn Home 4.0, Welcome Kit, and Initial Membership (Retail price: \$964)
- MAKE \$200 COMMISSION PER DEVICE SOLD WITH YOUR QR CODE.**  
The first 4 sales pay for your device, the next ones go to your pocket!
- AFTER 90 DAYS, DEPENDING ON YOUR SALES:**

**How to get started:**

- Apply by choosing your preferred option
- Get approved and receive your own QR code & discounts
- Showcase a Gardyn at your business and sell to your clientele
- Make extra money with every device sold

**You pay** \$100 \$600 \$400 \$200 **FREE\*** (the pay you get is \$200 per device sale)

**AS A GARDYN AMBASSADOR YOU GET:**

- Exclusive discounts for your community
- Personalized support for enhanced sales

**SCAN & JOIN** 



### Gardyn

## SIGNUP AND GET a free Microgreen kit

**SPECIAL EVENT PROMOTION**

**\$100 value**

Offer expires 4/27

**SCAN & SIGNUP FOR GARDYN AMBASSADOR PROGRAM**

 **SCAN & SIGNUP FOR GARDYN AMBASSADOR PROGRAM**

\*Offer valid during time of show. Signup ends when filling out the Stripe pre-authorization form.

# Brochure and Infographic Development for Wilhelmsen

## Description

Founded in Norway in 1861, Wilhelmsen has a rich legacy in maritime transport. Today, the company faces new challenges in the global marketplace, not just at sea but in effectively presenting itself through compelling printed materials. As competition intensifies, standing out with high-quality brochures and infographics is essential



**Prepare for a Low Global-Warming Potential (GWP) future**

Discover the latest regulatory updates for perfect climate compliance and the most advanced high-GWP-free refrigerants.

**1087** The Montreal Protocol established to phase out ozone layer depleting HCFCs such as R-22.

**2015** The Regulation (EU) 517/2014 replaced the phase-out of HCFCs with the phase-out of HFCs such as R-134a, R-404A, R-407C and R-502 from 2020.

**2016** In 2016, the committee agreed to phase out HFCs from 2020.

**Future** In 2016, the committee agreed to phase out HFCs from 2020.

**Commitment to the Environment**

A crucial aspect of keeping in line with environmental regulations involves maintaining the integrity of the refrigeration system, leaks increase energy consumption – the biggest environmental impact from a refrigeration system. For example, a 10% loss in refrigerant increases energy consumption by up to 20%.

1. Adopt Low GWP Refrigerants
2. Minimize Refrigerant Loss
3. Reduce Indirect Emission

1. Minimize energy consumption by using low-GWP refrigerants to be used in systems.

2. Proper installation and service.

3. Leak detection and repair.

4. Ensure system is in Refrigeration Charge.

5. Optimize system.

**Refrigerant Loss Detection**

Refrigerant loss detection is a critical part of maintaining the integrity of the refrigeration system. It is essential to detect and repair leaks as soon as possible to prevent system failure and ensure safe operation.

**Refrigerant Recovery Package**

The recovery package is a complete solution for recovering and recycling refrigerant. It includes a recovery unit, a storage tank, and a transfer station. This package is ideal for systems that require frequent maintenance or for those that are subject to strict environmental regulations.

**Upgrade R-407C Recommended Replacement for Existing R-404A Systems**

R-407C is a zero-ozone-depleting, low-GWP refrigerant that is compatible with existing R-404A systems. It offers a significant reduction in global warming potential (GWP) compared to R-404A, making it a more environmentally friendly choice. The upgrade process is straightforward and can be completed in a short period of time.

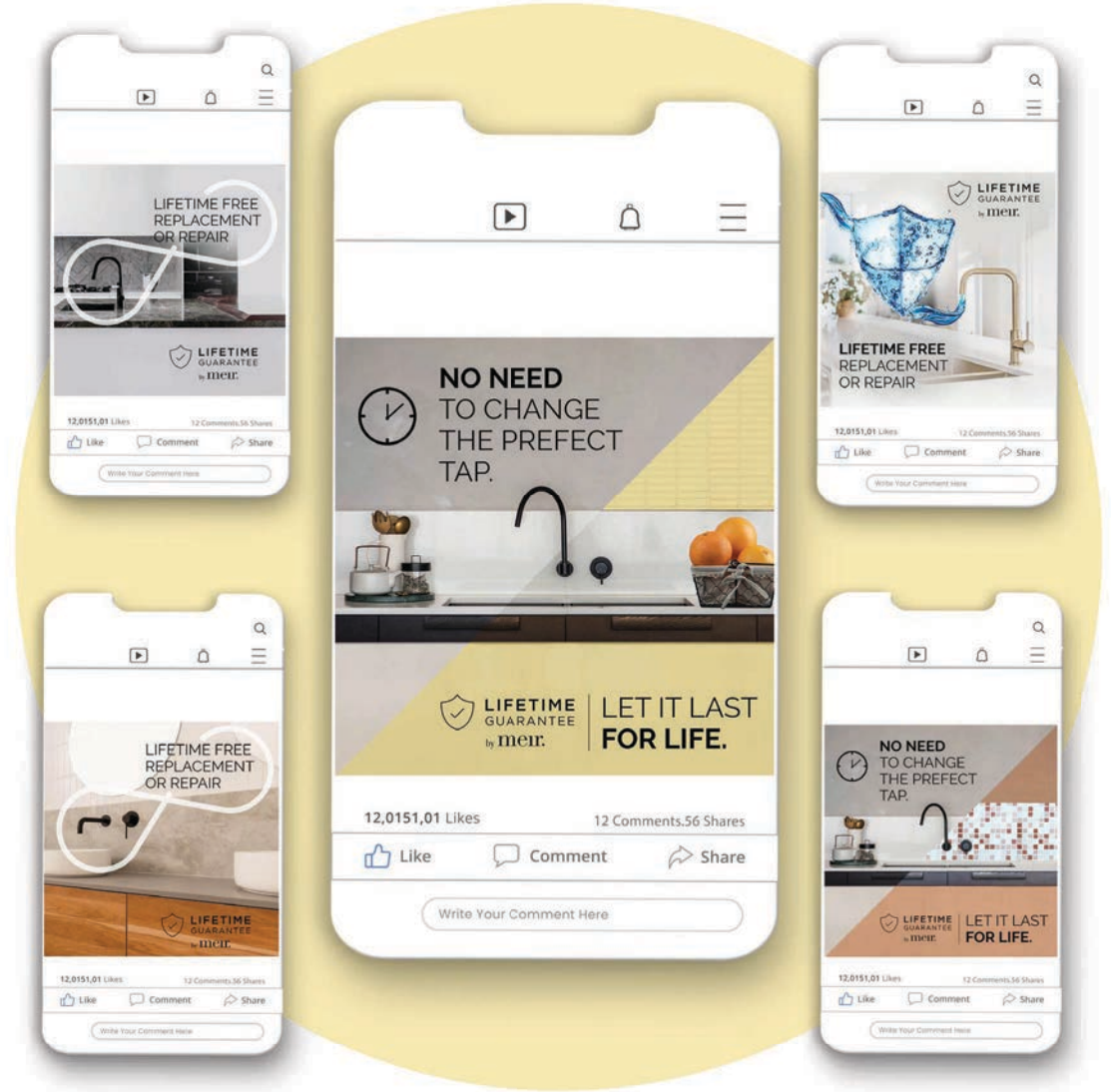
R-404A R-407C Ammonia	R-407C	R-407C R-407C/R-407C	R-404A R-404A
Phase out (2020 - 2022)	GWP = 1824	Phase out (2020 - 2022)	Phase out (2020 - 2022)
Service life (up to 2020)	Recommended for existing R-404A systems (10-year lifespan)	Service life (up to 2020)	Recommended for existing R-404A systems (10-year lifespan)

## Campaign development

### Description

Do Meir faucets still come with a lifetime guarantee?

Absolutely! Meir faucets are built to last through all your home renovations. And if they don't, we'll replace them for free!



Title for EMERGENCE

Description

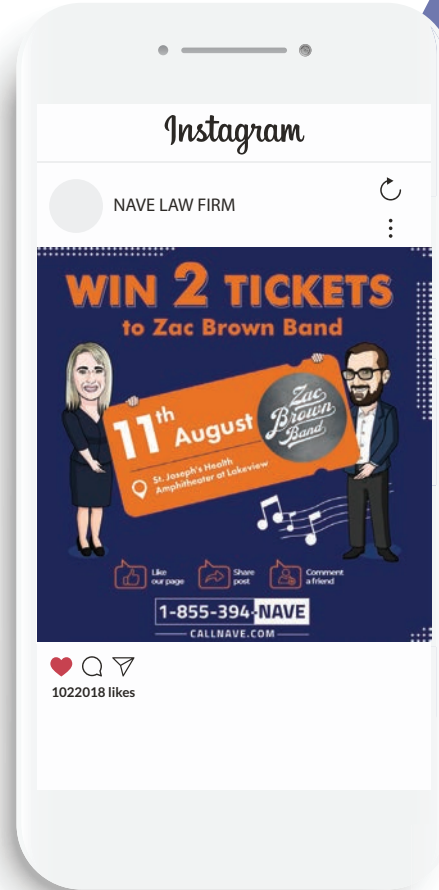
What cover design would you recommend when the leader is striving toward his goal, but the surroundings are so unpredictable and fog-laden that he can't even see his next step?



What are we playing and advertising?  
Let's get creative!

### Description

Creating engaging social media templates for a U.S. law firm – because who says legal services can't be dynamic? And of course, we can't forget the fun! Stay tuned for exciting raffles and giveaways!



## Description

a sentence from the police –  
you need DWI TEAM

No matter the size of the problem, it deserves a solution. Through social media, we let our audience know there's a dedicated team of professionals ready to help

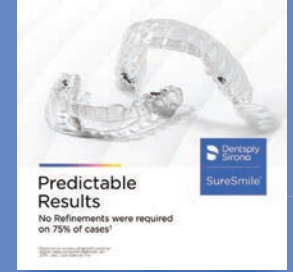




## Medical Ads in social media for Dentsply Sirona

### Description

Designing visuals for doctors is both fascinating and challenging. However, it presents an opportunity to create unique visuals and messaging that truly connect with the target audience and customers



Translate and play!

Description

translate - isn't always boring. After all, it can be exciting if you play your favorite game. And creating GIF advertising is always interesting



**GAME THE EDGE**  
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

**A+** Translations



**GAME THE EDGE**  
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

**A+** Translations



**GAME THE EDGE**  
IGAMING TRANSLATION IN OVER 40 LANGUAGES

[LEARN MORE](#)

**A+** Translations

What is Suzuki to You?

**Task** Create a campaign for 2 models – Vitara and SX4

**Solution** To highlight the benefits of two cars to increase sales and strengthen the image. The idea was to ask the customers - what is SUZUKI for each of us? For one – it is traveling with low consumption of petrol. For others it is a big family car, for the next one – it is a modern and stylish car. All these features can be found in a brand of Suzuki

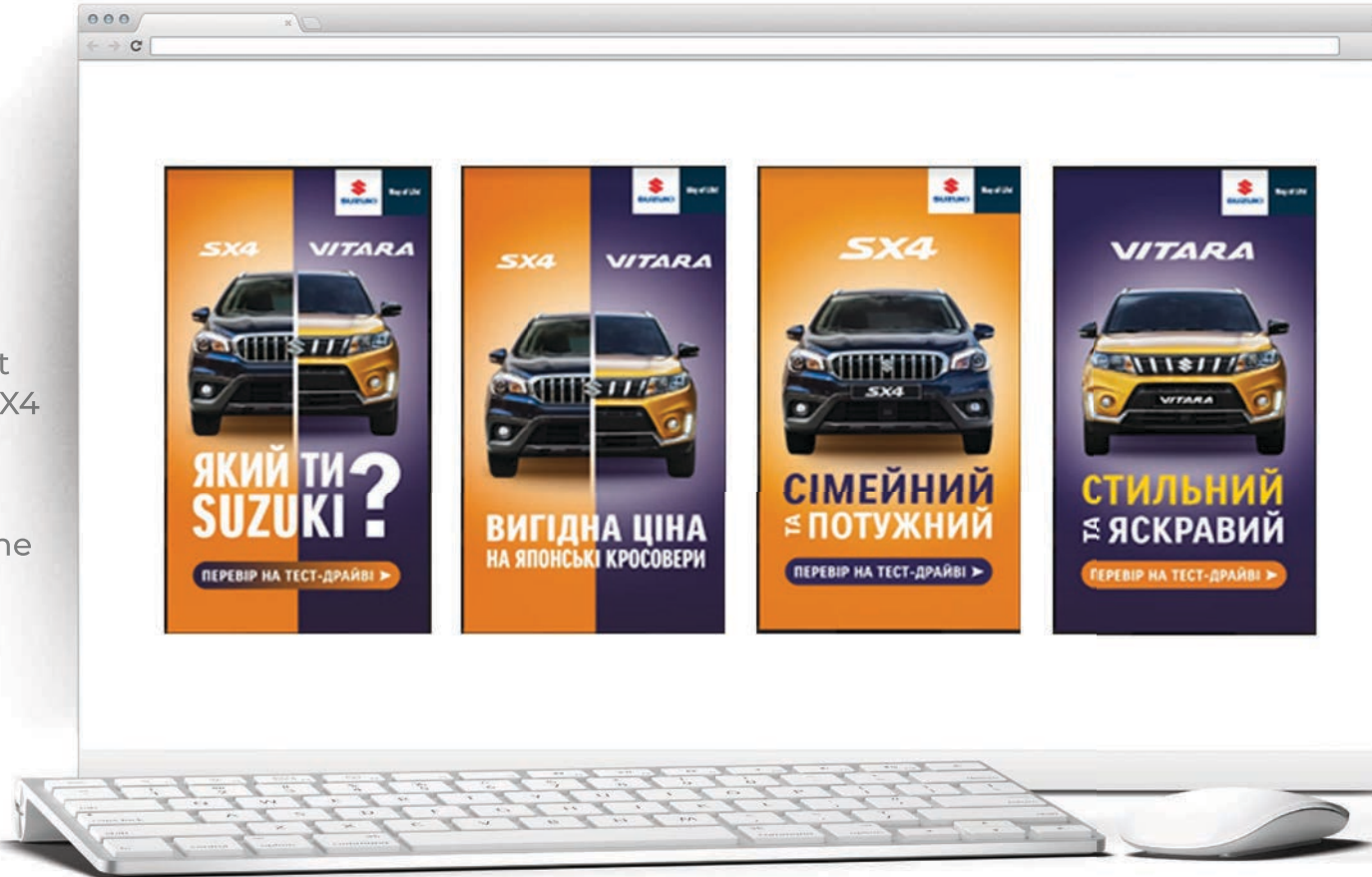


What is Suzuki to You?

**Task** Creation and development of a dynamic banner and animated video to highlight the benefits of Vitara and SX4

**Solution** The idea is based on a key point: equal cars that suit the character and taste of each user

WATCH VIDEO



Creation of a concept for the advertising campaign of the Ukrtelecom service

**Task** To create a concept for the Ukrtelecom service, highlighting its main components and directions, including the emphasis on user benefits

**Solution** We offered the concept of a win-win lottery, where everyone can find what they need. Bright colors and animated effects distinguish the banner from other competing products



Creation of the OOH concept for  
Nokian Tyres

**Task** To create an OOH concept for the  
Nokian Hakkapeliitta R3 tire

**Solution** Creating a design, taking into  
account the characteristics of  
the Nokian Hakkapeliitta R3, with  
main emphasis on improving  
the readability of the board and  
information at different distances



Board design  
for BASF

**Task** To create the idea and style of a promotional series of layouts in 1+1 format

**Solution** Creation of a visual with bright accents on the product.  
Development of call-to-action copywriting and visualization of campaign terms



Designing a photo area for the Jazz Festival in Lviv with an ACC advertising

**Task** To design the photo area, following the stylistics of the location and the event itself, using the necessary brand elements

**Solution** The design decision was to combine a photo of the location of the city of Lviv and a saxophonist appealing to the Jazz Fest. The bright name and logos are highlighted in contrasting colors for better distance reading

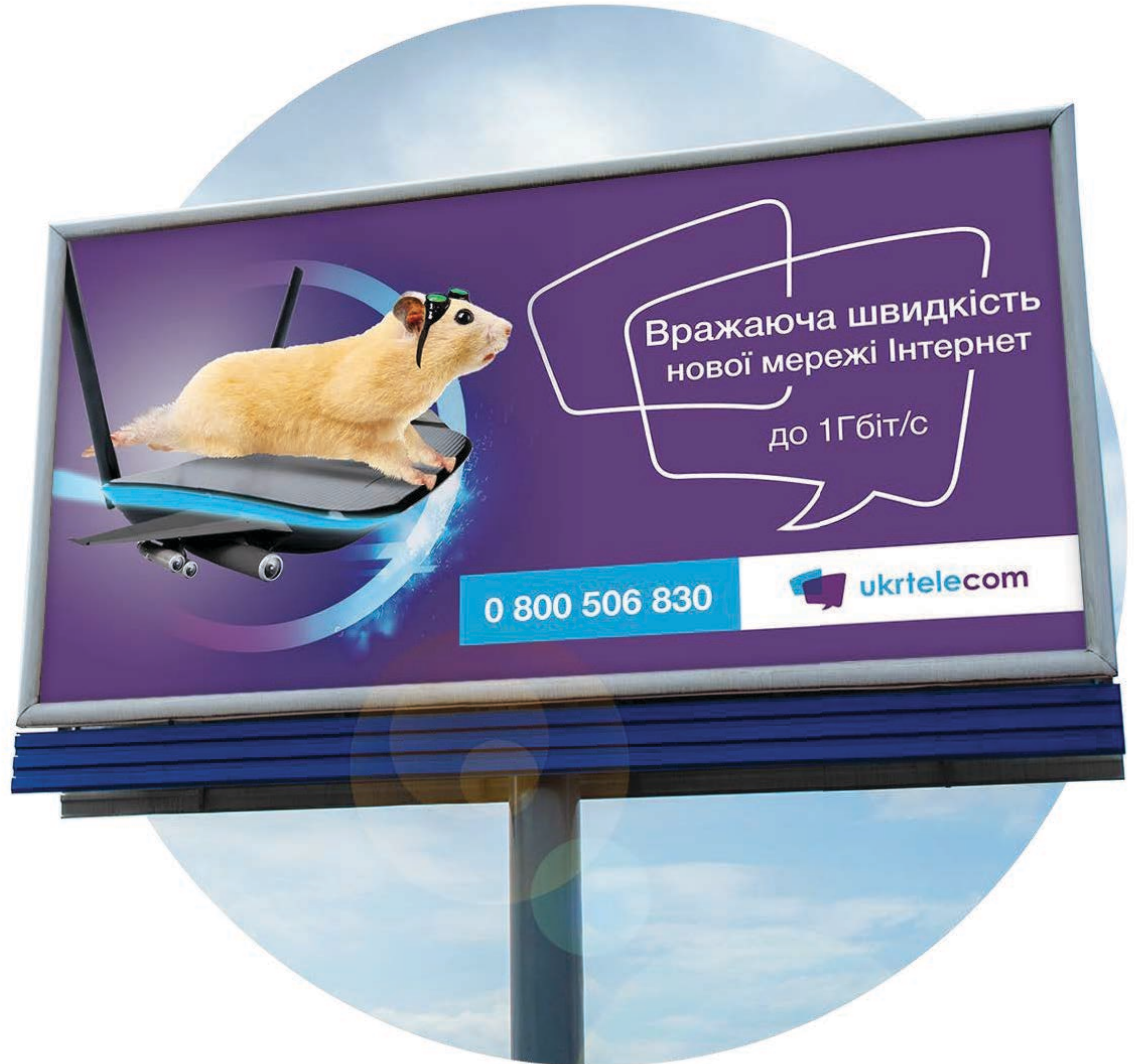




Creation of the concept  
of a new advertising campaign  
for Ukrtelecom

**Task** To create an advertising campaign  
concept for a new network from  
Ukrtelecom

**Solution** To create a mascot for a series of  
boards, pre-rolls, and other types of  
promotional products, using a non-  
standard image. The hamster in this  
concept determines the message of  
accessibility, visibility, and fun for the  
target audience



Adaptation of an international advertising campaign for GAP

**Task** To adapt the international advertising campaign of the most powerful clothing retailer in the United States for the Ukrainian market

**Solution** Adaptation of the campaign to the needs of Ukrainian consumers, adhering to the basic requirements of the customer company. Creating bright solutions with subsequent placement in the print media and for the OOH



Creation and development of an animated video for BASF

**Task** To create and develop an animated video to advertise the Pulsar Flex product

**Solution** Development of an idea with text storyboarding, storyboard design, animation, and voice acting for the video

[WATCH VIDEO](#)



Creation and development of an animated video for BASF

**Task** To create and develop an animated video for the financial program with Aval bank

**Solution** Script development, ideas, storyboards, and animation with music and voice acting

WATCH VIDEO



Creation of an animation video for FitConstructor

**Task** To create an idea, storyboard, animation video, and voiceover with music for a fitness company board meeting

WATCH VIDEO



Development of a creative idea, design, and adaptation to dynamic banner formats for Suzuki

**Task** To create and develop a dynamic banner that would reflect the main characteristics of the updated Suzuki Jimny car model

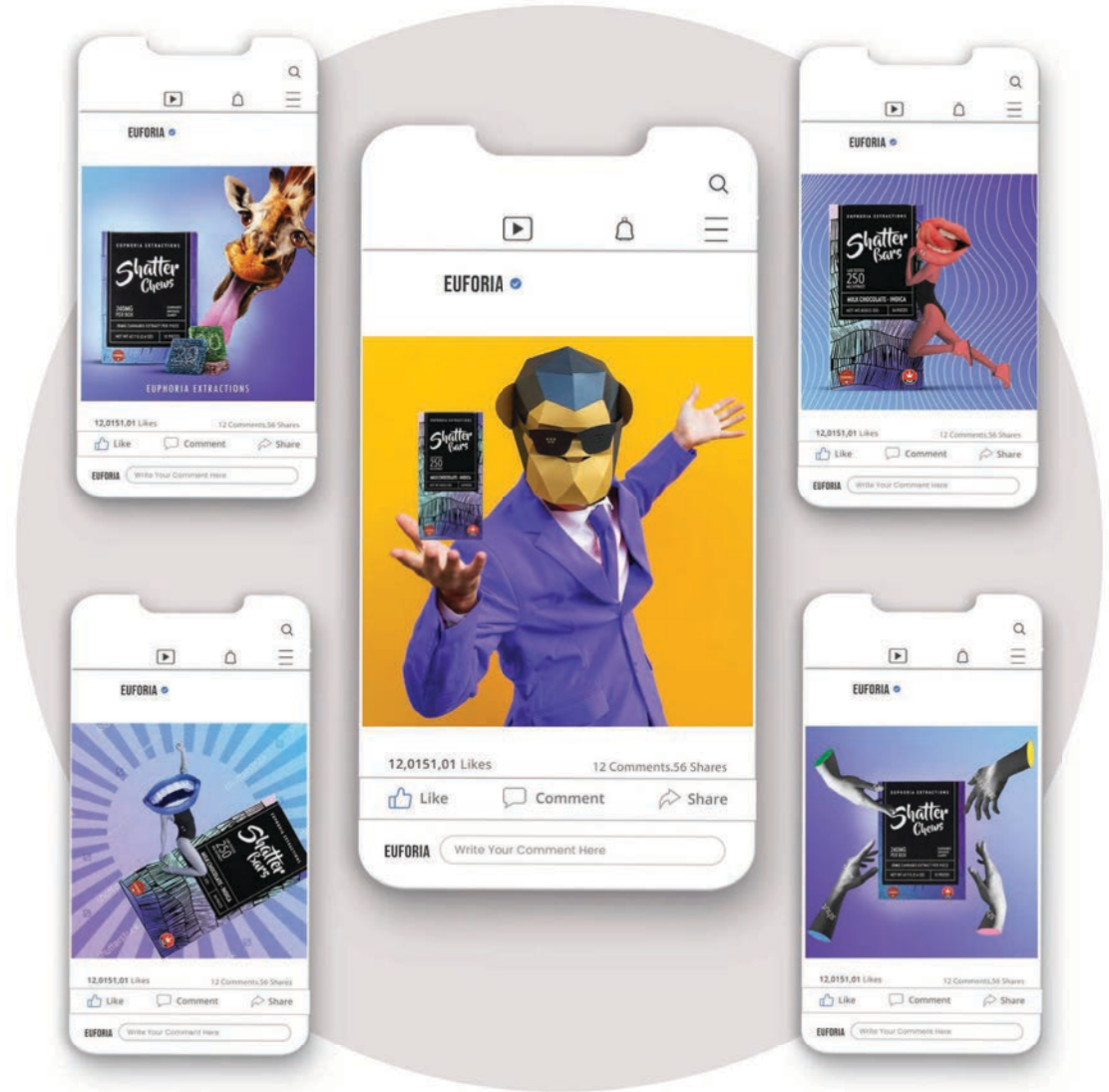
**Solution** To show characteristics through travel in different conditions. Compact for the metropolis, convenient and safe on the road



Creating a social media campaign for CDB chocolate bars

**Task** To create a social media campaign

**Solution** Bright colors, unusual heroes, photos of the product – all of these make the target auditory find the product very attractive



Creation of the concept of the New Year's Sale campaign for Suzuki

**Task** To create an advertising concept for online placement before the launch of New Year's discounts at Suzuki showrooms

**Solution** The main New Year's character is Santa Claus, who sees the Sale sign with binoculars and thinks about buying a new car from Suzuki





Social media event support

**Task** To support the topic of Cystic Fibrosis

**Solution** Catching images, light slogans, supportive messages, and optimism



Creation of creative stickers  
for Suzuki Vitara

**Task** To create a design of stickers  
for Suzuki Vitara for exhibition  
in a mall

**Solution** Suzuki Vitara branding with  
positioning as a family and  
comfortable car — for any  
height, age, weight, and  
status



Packaging creation  
for BHFZ

**Task** To create packaging for a new drug Axotilin, which aims to rehabilitate and support blood vessels in people after a stroke

**Solution** Develop a visually minimalist style that contains recognizable elements for the target audience, such as lines in the form of neural connections, a sketch of the brain, etc. The main reference point is the difference between analogs and recognizability



Designing a flyer  
for BHFZ

**Task** To create a methodological guide for pharmaceutical representatives with basic information and data about the new drug Imibacid

**Solution** A two-sided leaflet (A5, A4 format) was developed, with an accessible and recognizable visual part, which contains the main characteristics of the drug. For ease of perception, graphic elements, tables, icons are used



Designing a brochure for BHFZ

**Task** Create a Key-visual and brochure design for the launch of the new drug Prodex on the pharmacological market

**Solution** All elements are made in the style of racing, which corresponds to the main characteristic of the drug – rapid analgesic action



Concept creation and brochure design for the American Chamber of Commerce (ACC)

**Task** To create and develop a brochure on the structure of the ACC with a description of the activities of committees and management

**Solution** Development of a brochure with the individual cutting of registrars; non-standard infographics



Creation and development of leaflets for Kinstellar

**Task** To create and develop a concept of 10 information leaflets for an international conference

**Solution** Creating a design based on the achievements of each of the 10 Kinstellar countries



Creation and development and design of an invitation to the black-tie dinner for Thanksgiving with individual cutting for ACC

**Task** To create and develop the concept of an invitation to a black-tie dinner for Thanksgiving, following the style of the evening and the convenience of the format

**Solution** Combine the classic symbols of autumn and Thanksgiving in an elegant invitation. Embossing, die-cutting, and foiling were used in the production

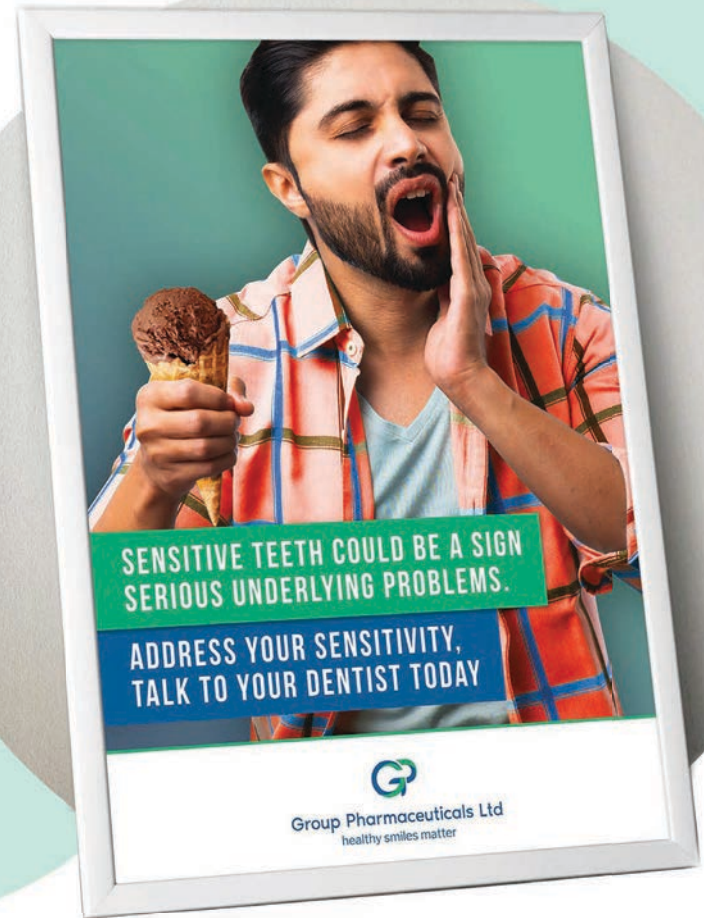




Concept creation for a sensitive teeth campaign

**Task** To create a campaign for sensitive teeth

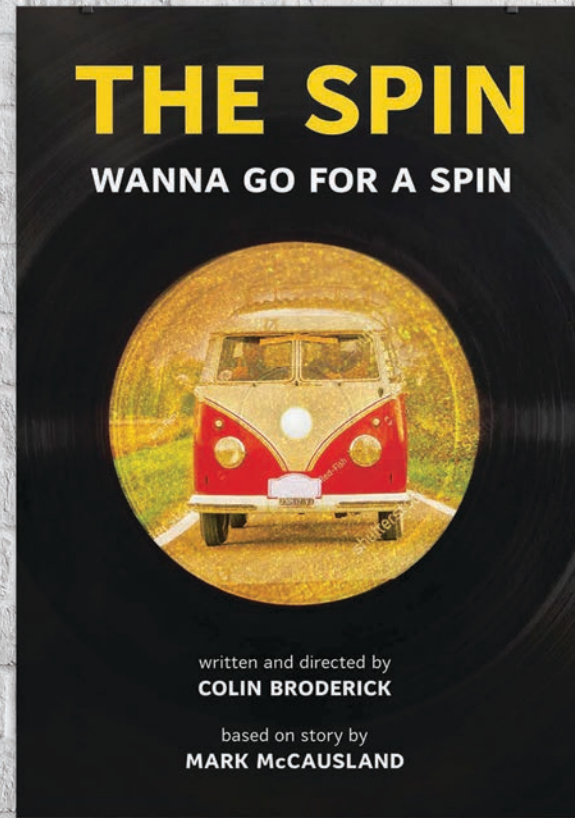
**Solution** A catch-eye hero and the problem – nothing to add, only a slogan and company logo



Creating a movie poster

**Task** To create a poster to promote a movie

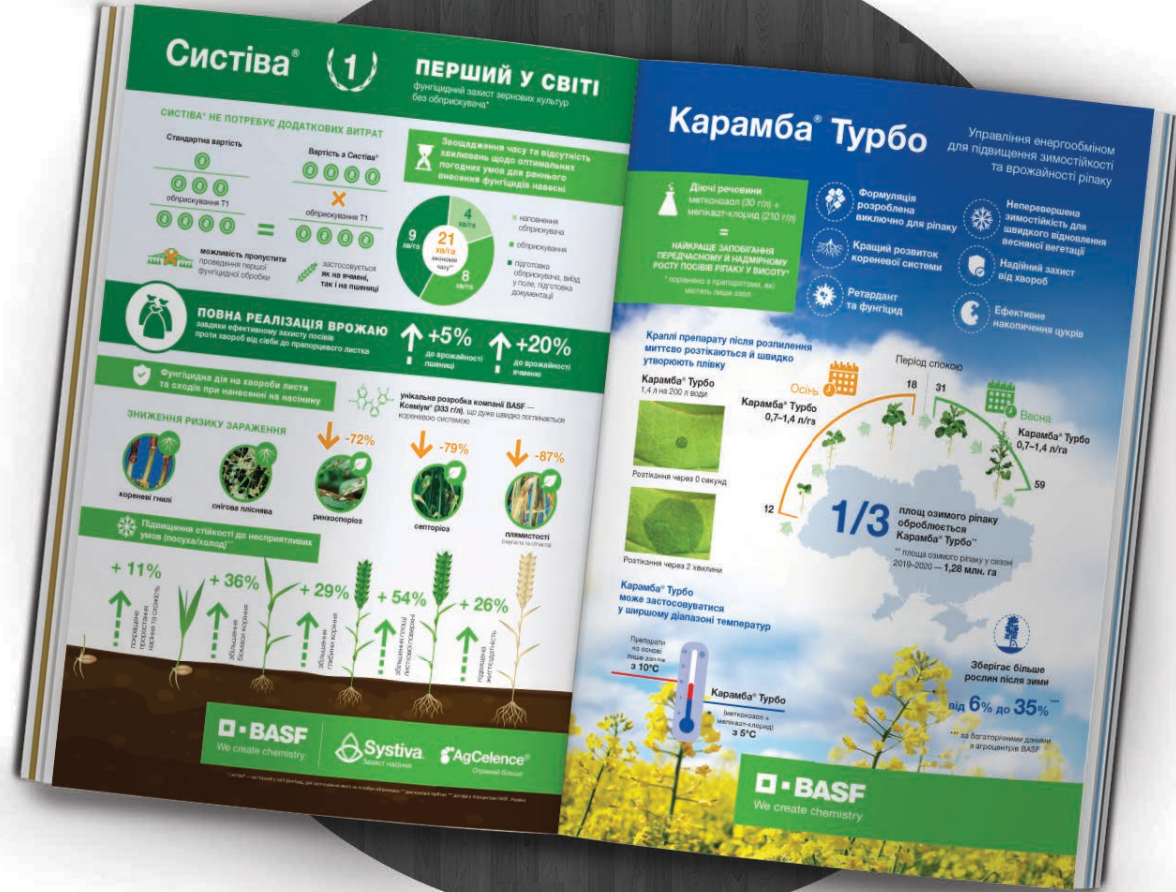
**Solution** The idea reflects the main characters in the movie



Creation of infographics for BASF

**Task** To create product infographics for online and offline use

**Solution** Use of end-user infographic models available for better perception of information. Emphasis on basic data, such as benefits, properties, characteristics



Creative idea and design  
for a Pioneer advertising campaign

**Task** To create a layout concept  
for Pioneer Protector technology

**Solution** To draw a combination of three  
components: innovative technology,  
a direct result, and maximum plant  
protection



Creative idea for Pioneer advertising campaign

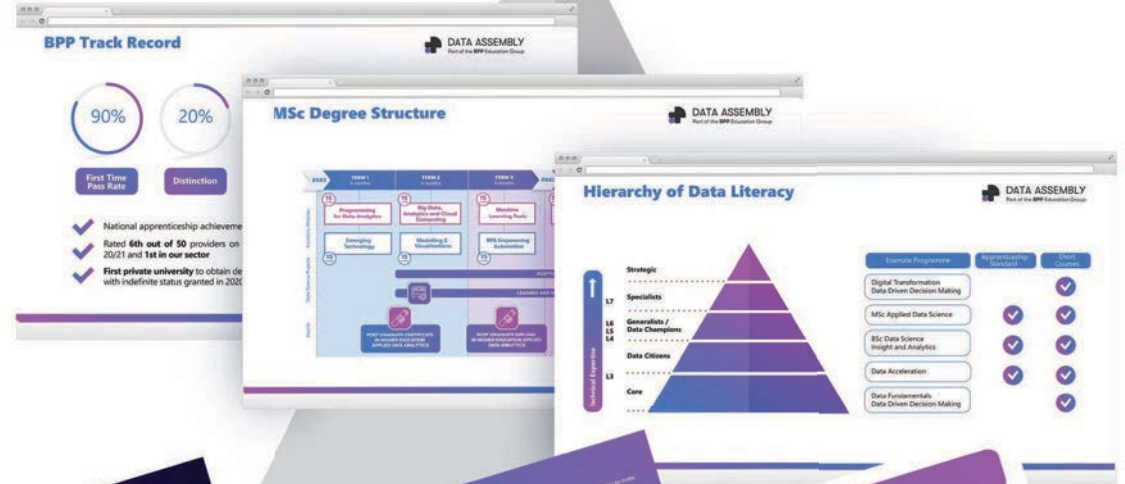
**Task** To create a layout concept for high oleic hybrids, taking into account the features and benefits

**Solution** To combine the main common feature for the listed hybrid's advantage in the visual part and emphasize the advantage of purchasing the product (profitability)



Design support for Data Assembly, part of the BPP educational group

**Task** To create presentations, pages for a website, and print materials



## Nokian Tyres new guarantee

**Task** To create a campaign for new service of tire replacement in case of accidental damage

**Solution** Simple accident what can happen with any driver, slogan and we are ready to drive father



Design and package production  
for Bosch

**Task** To create a non-standard design  
of the corporate package

**Solution** Eye-catching design creation for  
a series of paper and plastic bags.  
For paper, we use the texture  
of concrete walls and tools. For  
polyethylene, the visual effect of  
holding the tool by hand on the  
slots for the hand







We look forward  
to working with you!

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