

Company profile

M



We, **MAGNUM**, are an agency specializing in creative advertising campaigns and products. Our team creates **amazing designs, web-sites,** develops **viral campaigns & commercials.**

Using our creativity and ideological potential, we offer our clients advertising solutions that are not only visually beautiful, but also increase the sales. Of course, before taking on any business, we carefully study the client, the product and the market, to provide a stable basis for our ideas.

Design



We do not know what will **save the world**, but we are sure that whatever it was, it should be **perfectly designed**.

Whether it is graphics, ads layout or packing design, our works drive people to action.

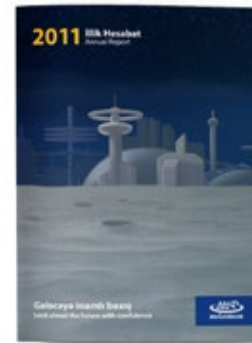
Creative advertising concepts for the chain of electronic goods shops **Baku Electronics**.



Concept that emphasizes the availability of 87 washing machine models for every need.



In the peak of evolution concept for Tefal meat grinders.



It's already been several years that we are entrusted design and preparation of annual reports, calendars, New Year cards, other corporative promotional & printing products for **Muganbank**.





Offline advertising layout for an online news portal.

Day.Az



İmzanın gücünü kullan



Whip conception to emphasize the importance of the signature.

Amnesty International



Branding



As they say, **Fine dress helps to impress**. We consider each and every element in the formation of the image of the brand that will appeal to the customers.



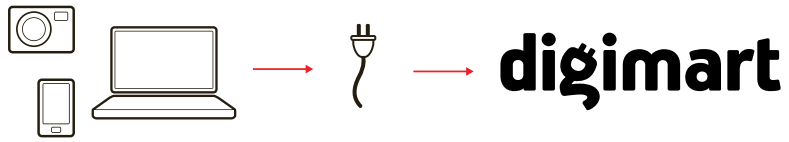
Task:

Naming for a company that will create customer care centers for businesses. Creating brand and corporate style.

Solution:

The concept emphasizing that the road to success is based on a close cooperation — **TANDEM**. The company's naming, branding and corporate conception has been fully created by us. The concept of logo was created based on **2**, as the meaning of the word **TANDEM**. And the elements of corporate style emphasize the importance of the close unity of the two.





Task:

Naming and branding for a store chain that will be engaged in the sales of electronic goods.

Solution:

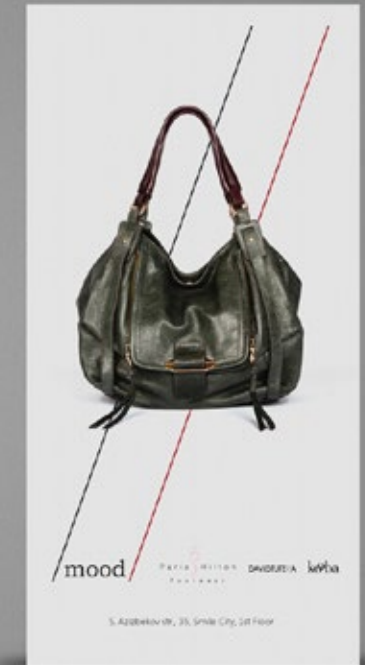
Digimart, originated from the connection of **Digital + Market**, this name became memorable and different from all other competitors. The logo concept is based on the connection point of all electronic devices – electric current. And a satisfied cat mascot completes the advertising layouts.





Task:

Naming and branding for an evening clothes oriented women's shoes and accessories shop.



Solution:

Stylish clothing creates nice mood. The classic color kit of the **Mood** concept emphasizes the style of the shop.



Viral campaigns

Spread an advertising message through surprise and amaze Internet users – we can take on such a difficult, but enjoyable task.

As the authors of one of the few successful viral advertising in Azerbaijan, we can say it with confidence: **we know how.**

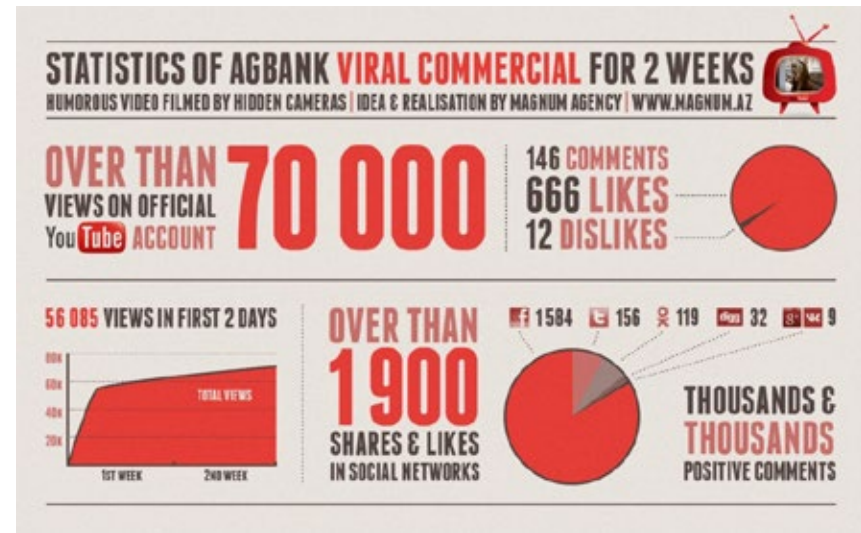


Task:

Remind the 20 years' existence of **AGBank** in a very different way.

Solution:

According to the idea of the offered viral video, ATMs began to talk to the customers trying to withdraw money. There was no doubt that the effect from a viral video, prepared based on playful and funny conversations, could be obtained. During the first 2 days it gained more than 1900 shares on social networks, which led to more than 70,000 views on YouTube.

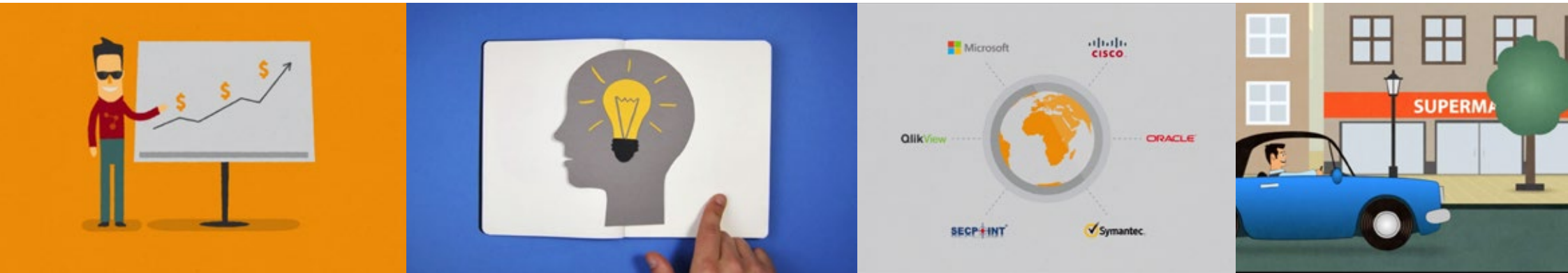


Result:

More than
280,000
views!

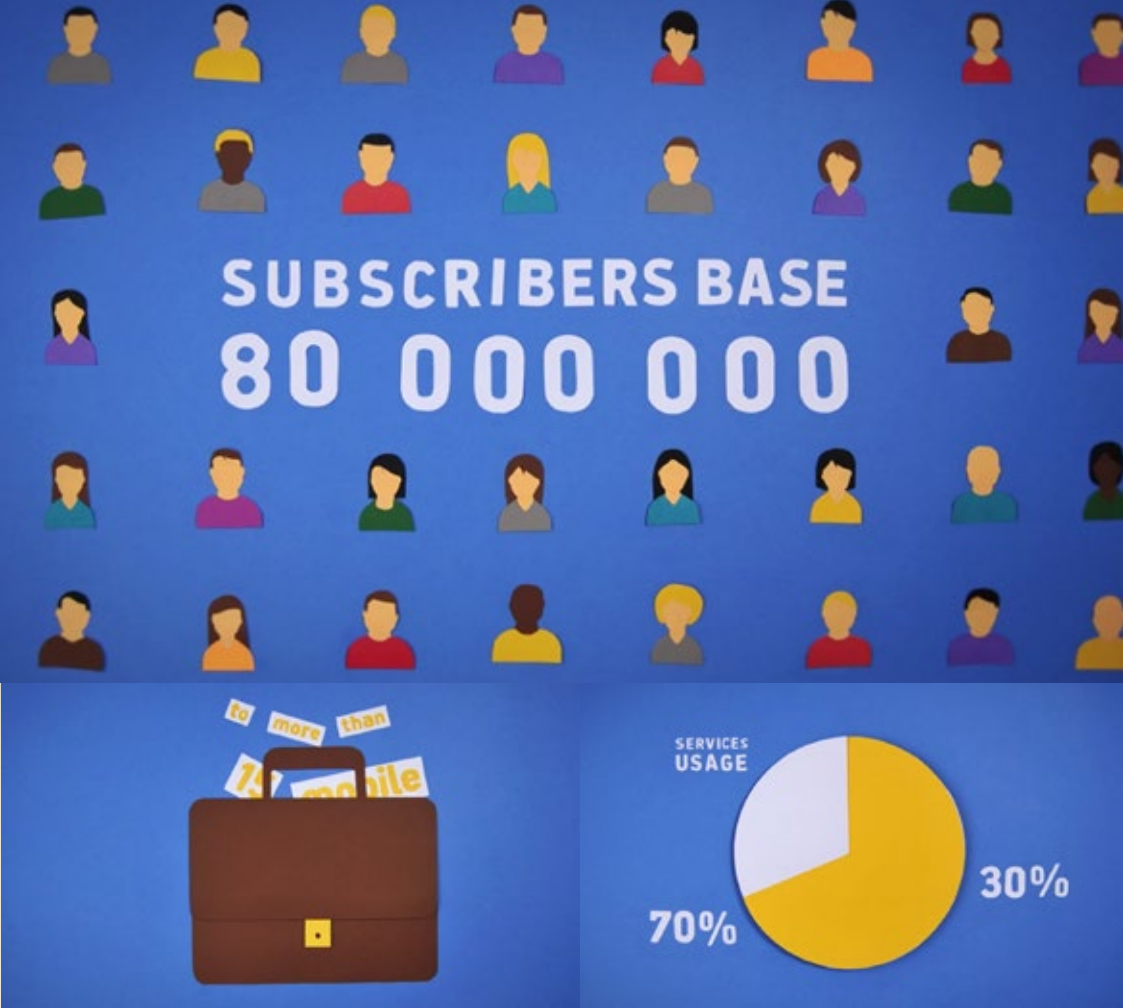


Motion design



Our clients will be able to explain their strength and superiority to the audience in a simple and understandable language through a video presentation. With this video presentation potential customers in a few minutes of seeing and hearing you, will understand why they should choose no one but you.

Enter to enjoy our works: www.vimeo.com/magnumagency



We create **3D**, as well as **2D** animated videos from various things or shapes, using the **stop motion** method.

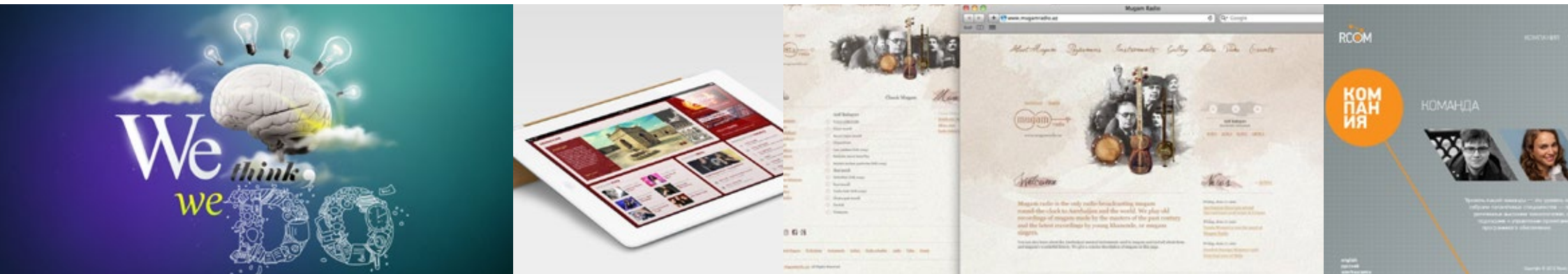
There were 1250 frames prepared and photographed through paper cutouts in order to create the video we developed for **Simbrella**.





Multimedia products with motion graphics technology. The company will introduce you to your potential customers as you wish, using company presentations, social networks and corporate websites. The videos prepared for [RCOM](#) and [TANDEM](#) can serve a good example for this.

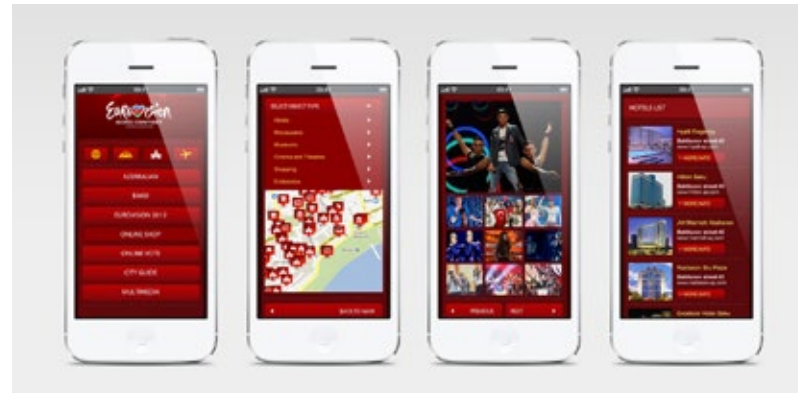
Web-design & programming

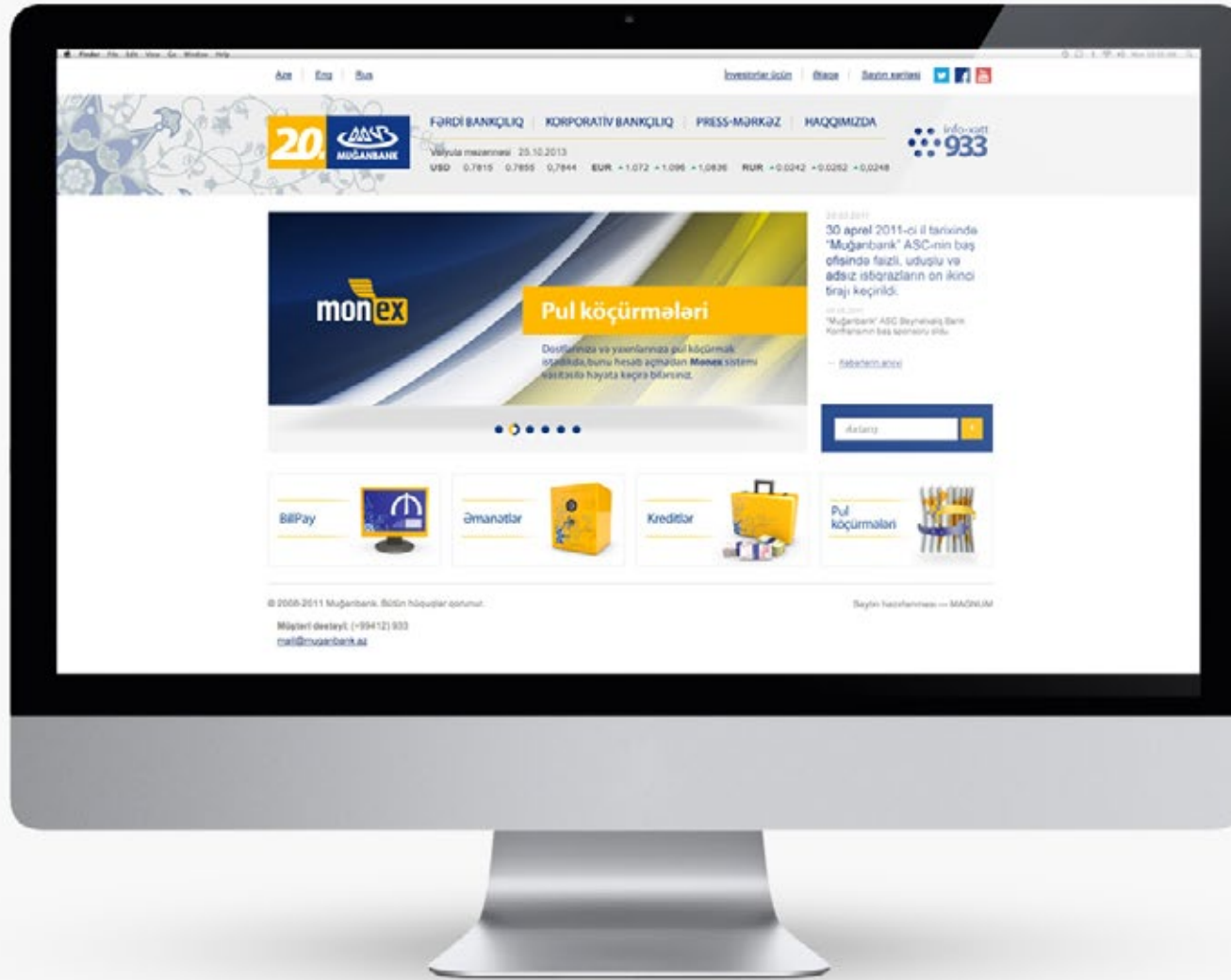


Depending on the task, we think a few steps forward customers desires during the development of our web-based solutions, whether it is design or technology used. As a result, there are ergonomic, comfortable, practical and supporting any device products.

Website design for the **Eurovision Song Contest** 2012, hosted in Azerbaijan.

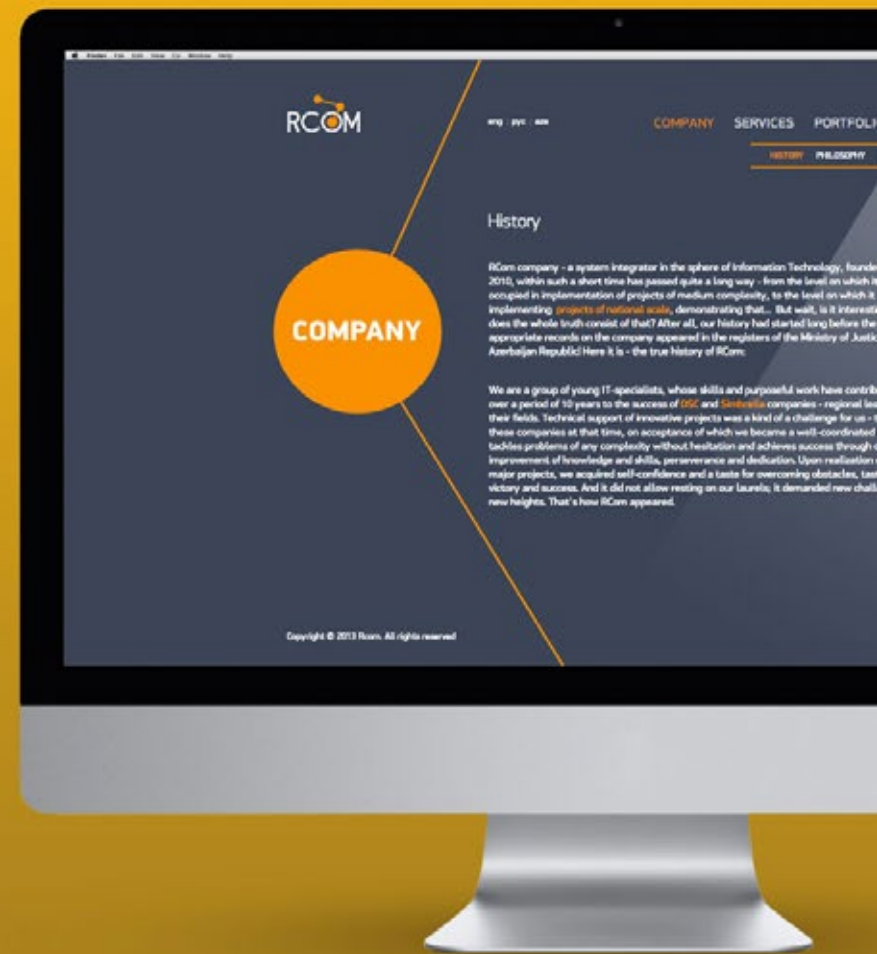
Task was to build an interface deserving all Europe's attention, compatible with all kinds of devices and with high usability. This design was realized on request of Ultra company.





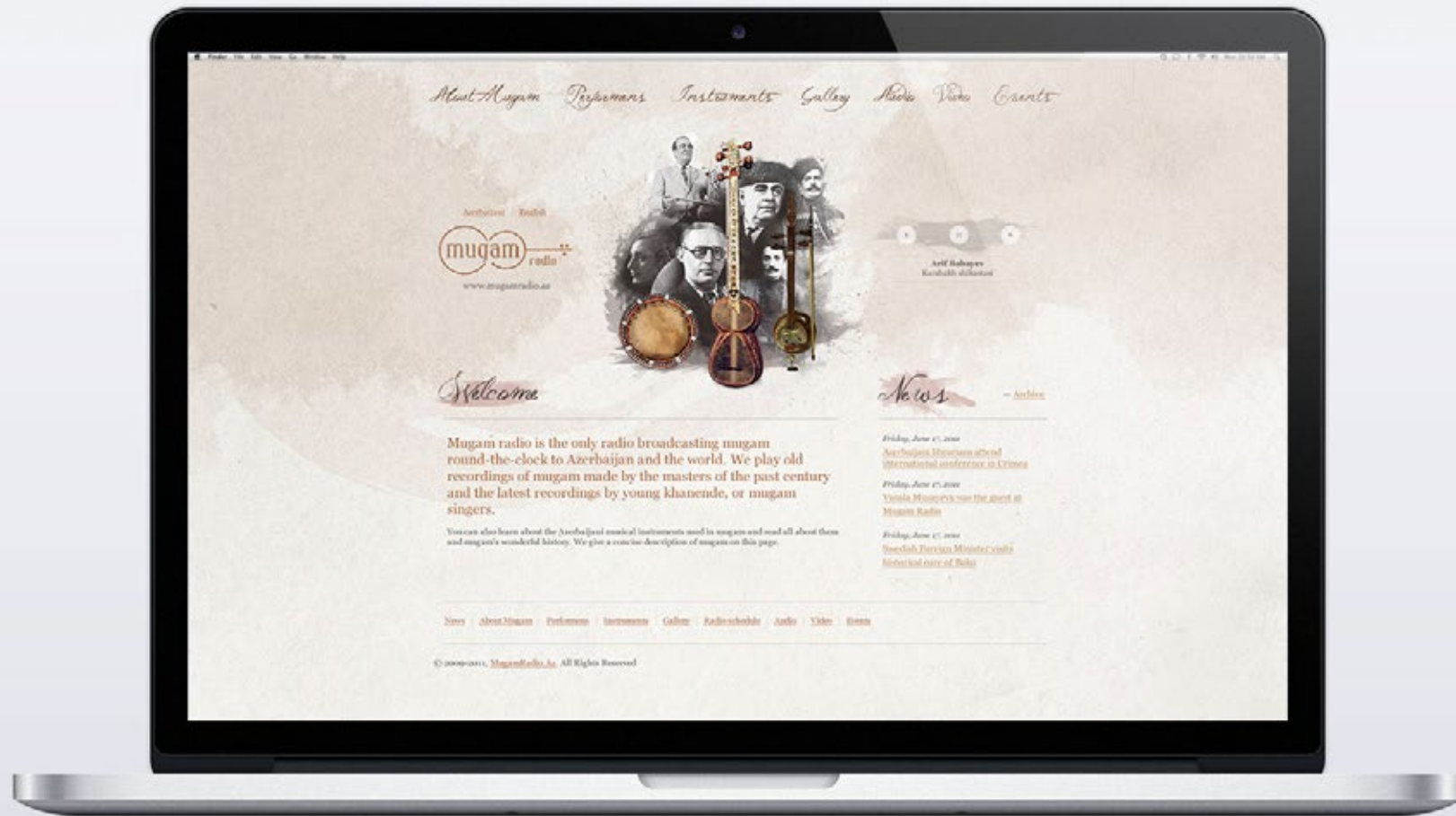
The corporate website of MuganBank.





The website of the **RCOM**, a company working with technology solutions, should emphasize this as well.





The website of the **Mugam Radio** should not only function for listening to music, it should also reflect the spirit of this wonderful music genre.



Some of our team's works have been awarded several international awards.



Viral campaign

Best of Central Asia 2012
AGBank ATM



Web design

Best of Central Asia 2011
Mugam Radio website design



Viral campaign

RedJolbors Fest 2013
AGBank ATM



Print design

Best of Central Asia 2011
Baku Electronics Washing Machine

Seeing our clients happy is the
best award for us!



BAKU WHITE CITY



TANEM



THANK YOU!

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MAGNUM
ADVERTISING & CREATIVE AGENCY