

we are curious

THE PHILOSOPHY

This means we are eager to learn, to understand new things and to know how they work.

We are curious from the day we are born.

We are all curious by nature.

THE STORY

Just like nature created us this way, nature created the anglerfish. Have you ever seen one?



It's quite impossible. It lives in the ocean, 1,000 to 4,000 meters below the sea surface. Sunlight can't reach that deep, but the curious anglerfish illuminates the dark depths by creating its own light.

THE AGENCY

That's what we do as a creative agency; we search, we see what others cannot see, and reveal the unknown.

The anglerfish is real.

We are real, too.

We dive deep into the topics that interest us, and we always have really curious questions to ask.

CLIENTS CAME

CURIOUS ASKED
& DELIVERED

INTRALOT
INTERACTIVE

C U R I O U S A S K S :

HOW DO YOU SHOW
THAT INTELLIGENCE
CAN GET AN
UPGRADE?

INTRALOT INTERACTIVE



where experience meets technology

Our experience shapes the new era in online gaming

INTRALOT Group's extensive experience has expanded to satisfy the needs of organizations as they enter the new era of Interactive gaming. INTRALOT Interactive steps up the game combining its in-depth experience and knowledge with the latest technological advances to bring you the next generation of interactive gaming solutions.

We are dedicated to delivering cutting-edge solutions to organizations that want to lead the way... Stay ahead of the game.

Find out more about INTRALOT Interactive at www.intralotinteractive.com

Responsible Gaming is an integral part of INTRALOT's solutions. Our state-of-the-art technology and operational expertise enable us to implement responsible gaming practices on behalf of our customers. At INTRALOT, we care a LOT.





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PRINT CAMPAIGN

Intralot Interactive is a firm that provides state-of-the-art digital gaming systems. In other words, it's Intralot, but in the digital environment, and they needed a corporate ad campaign to demonstrate this.

Our idea? **We showed what the company actually stands for: Intralot's long experience turning digital.** Three distinct illustrations under the same communication message: **"Where experience meets technology"**.

It was a challenging pitch, we won it and developed a global ad campaign.

INTRALOT

C U R I O U S A S K S :

HOW CAN OUR
OFFICE'S GARDEN
INSPIRE A GLOBAL
AD?

INTRALOT

PRINT AD

Intralot needed to communicate the launch of its new lotteries terminal that was not only the most advanced, but also the most compact in the market at the time.

We went brainstorming in the garden. We looked down, and then it hit us. **Inspired by the ants' ability to carry 5,000 times their weight, we created a simple, creative and powerful image in order to show the capabilities of the product.**

The ad became a global ad.



So small
So powerful



Genion
YOUR Genius Terminal

INTRALOT is proud to introduce its newest innovation, Genion, an extremely versatile, agile, robust and very compact terminal serving retail clerks' requirements, as well as players' self-service needs. Genion performs flawlessly as a **Digital Play Slip Reader, Game Validation and Payment Terminal, Ticket Checker, Players' Club Access Point** and **Player Advertisement Display**, all in one very compact unit. Genion is the perfect choice for forward-looking Lotteries worldwide that wish to offer to their retailers and players a miniature terminal that guarantees maximum performance.

intralot
www.intralot.com

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GRAND OPTICAL

C U R I O U S A S K S :

WALLS
HAVE EARS.
DO WHEELS
HAVE EYES?

GRAND OPTICAL



POSTER

PROMO CAMPAIGN

Grand Optical wanted to promote the sales of polaroid glasses through a contest that gave away bicycles to the winners.

What did we do? Since one had to buy the sunglasses in order to participate in the contest, **we created a key visual that combined the product and the gift, in a way that draws attention.**

RADIO CAMPAIGN

Apart from that, we were asked to prepare numerous **hard selling** radio spots promoting eyeglasses. Here's one:



BACARDI

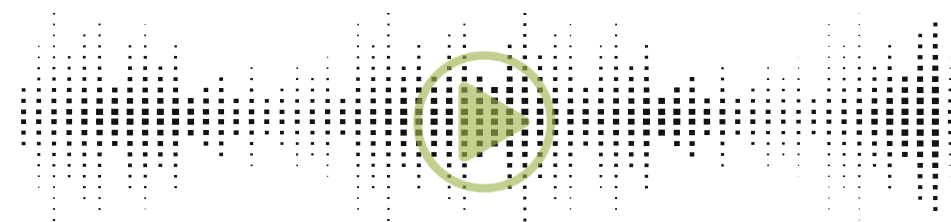
C U R I O U S A S K S :

IF YOU PUT MUSIC,
RUM AND ICE
IN A SHAKER,
WHAT DO YOU GET?

PRINT AD



RADIO SPOT



EVENT PLATFORM ENGAGEMENT CAMPAIGN

The original mojito is prepared with one rum alone: Bacardi.

Bacardi is strongly connected to cocktail mixes as well as music. These facts had to produce a platform concept with events and activations.

Rum + Music + Mixability = Rumix

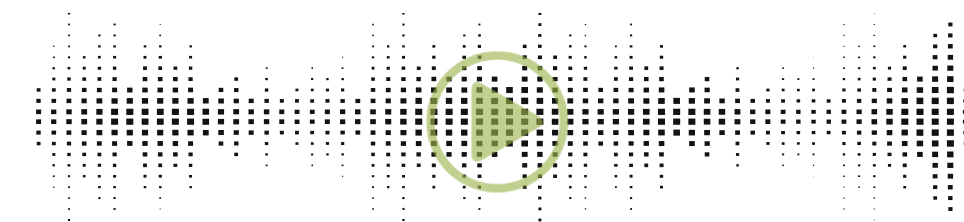
Bacardi Rumix has been implemented throughout all media channels, from print and radio spot to digital, live performances and numerous other acts, on beach bars and night clubs across different summer destinations.

Eventually, it was adopted by the global Bacardi Brand.

PRINT AD



RADIO SPOT



TABLET APPLICATION INTERACTIVE GAME

We developed an interactive tablet app that taught, in a fun, user-friendly way, how the original mojito is prepared.

From a list of various ingredients, you choose 4, plus the ice cubes and Bacardi.



After putting them in the shaker, you shake it (yes, you shake the tablet) and, either you get the mix right or wrong, you learn the original mojito recipe.

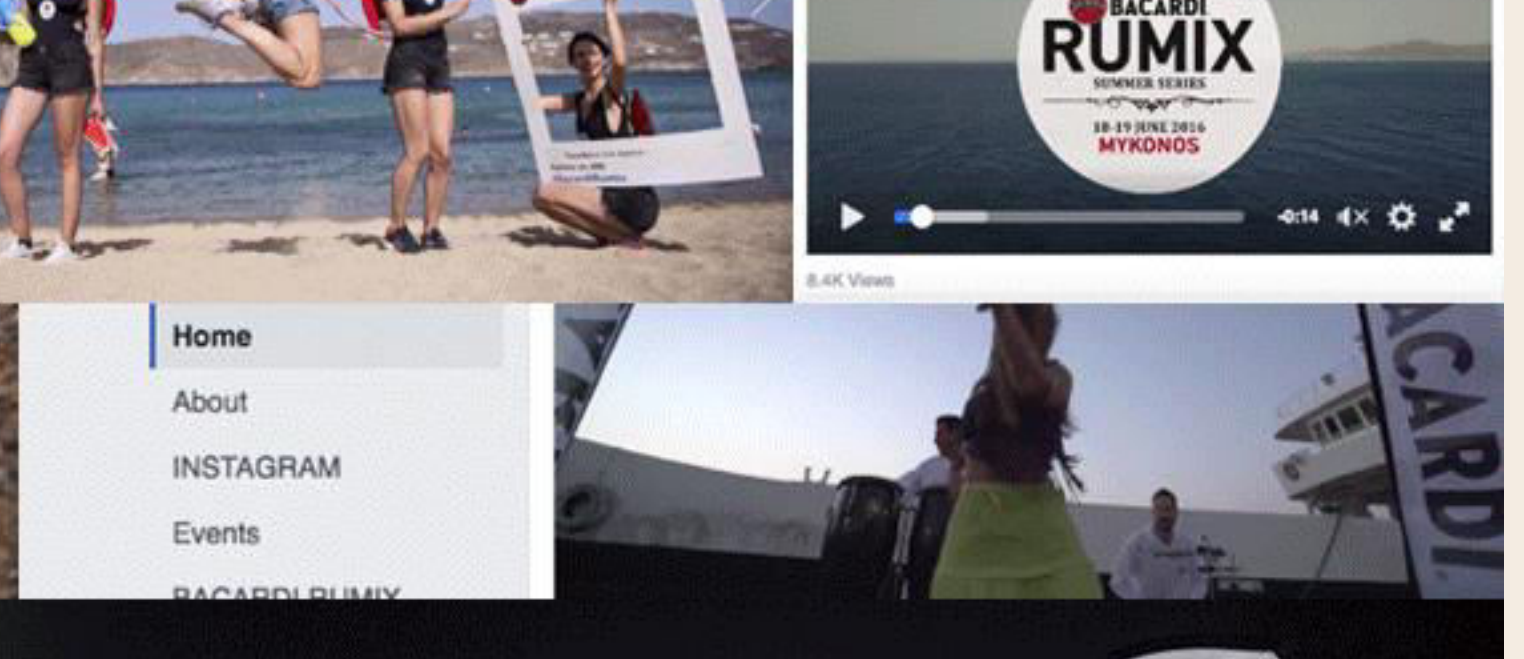
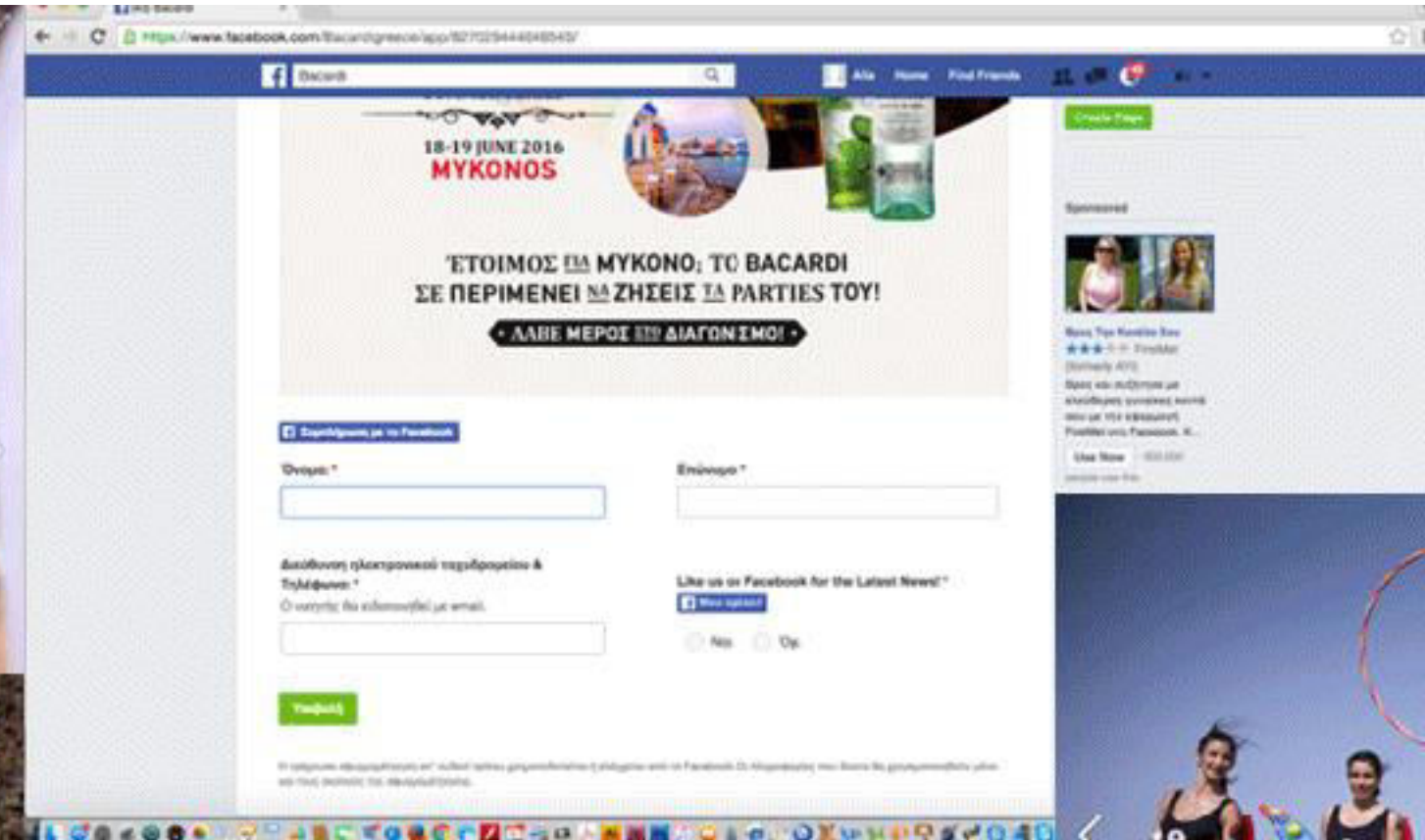


IF YOU WIN



IF YOU LOSE





EUROBANK

C U R I O U S A S K S :

YOU'RE A TEEN.
HOW CAN A BANK'S
AD ON YOUR
FAVORITE SNACK
STILL MAKE YOU
SMILE?

ΕΠΙΣΤΡΟΦΗ - CHILLBOX SYNERGY

Eurobank had to communicate the «Επιστροφή» rewarding program with dominant branding without affecting Chillbox's youthful mentality.

What happened after we were briefed?

The «Επιστροφή» logo and Chillbox message became one. “Chillare έχεις Επιστροφή”. As you hold the box, you can project yourself on the image we created. Chilled!

The campaign was implemented on the iconic Chillbox boxes, on posters, in-store materials and in the bank's owned media.



BOX CUP

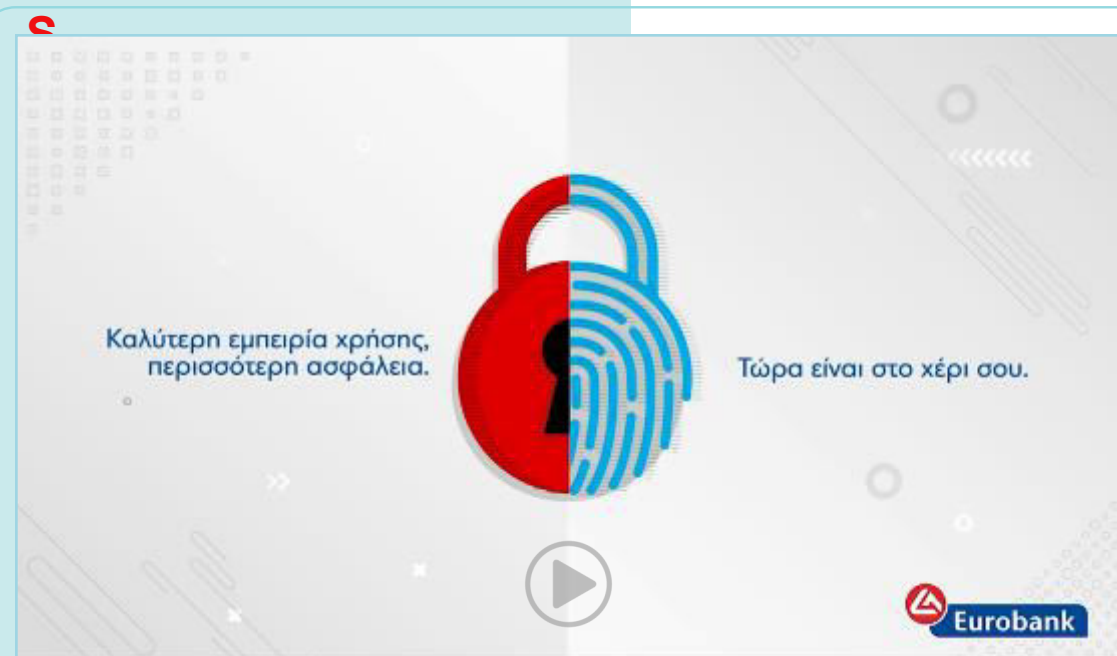
EUROBANK

C U R I O U S A S K S :

CAN THE BEST
BECOME BEST-
ER?

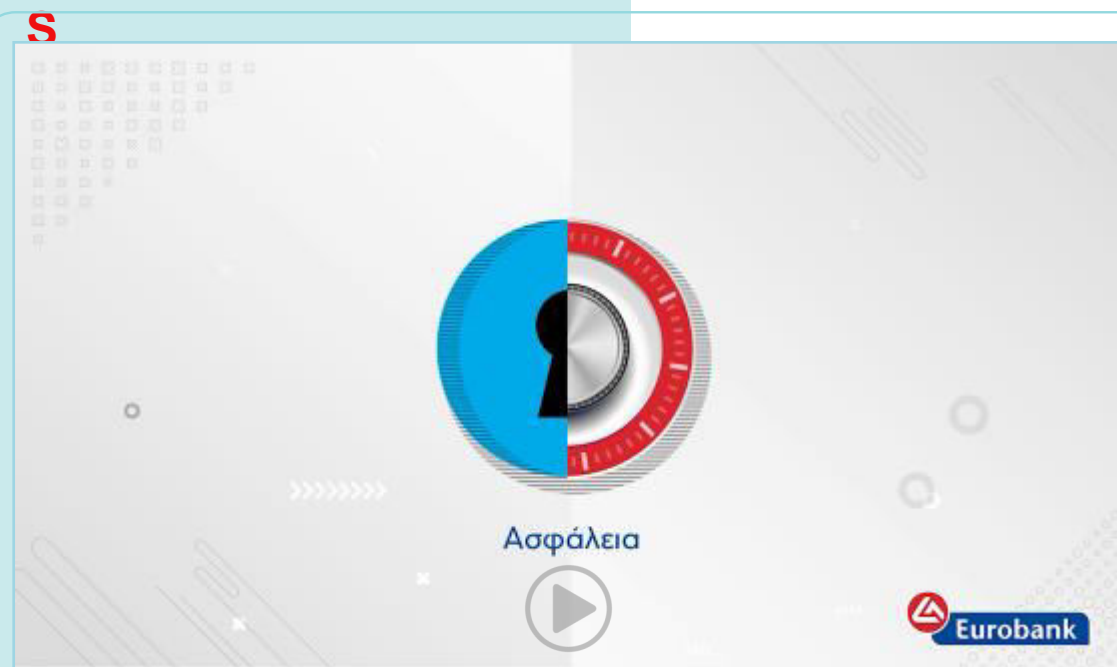
STRONG CUSTOMER AUTHENTICATION CUSTOMER

MOVIE



STRONG CUSTOMER AUTHENTICATION MERCHANT

MOVIE



EMAIL



Αγαπητέ κ.

Οι ηλεκτρονικές πληρωμές σας τώρα γίνονται πιο ασφαλείς.

Στις 14 Σεπτεμβρίου, η Ευρωπαϊκή Ένωση θα θέσει σε εφαρμογή την **Οδηγία Υπηρεσιών Πληρωμών II** (Payment Service Directive 2) ως προς τη διαδικασία αυστηρής εξακρίβωσης ταυτότητας πελάτη (Strong Customer Authentication, SCA), η οποία αναβαθμίζει το επίπεδο ασφαλείας των ηλεκτρονικών συναλλαγών (online πληρωμές και αγορές) με στόχο την προστασία των πελατών από πιθανά κρούσματα απάτης.

Στο πλαίσιο αυτό η Eurobank, πάντα πρωτοπόρος στη διασφάλιση των ηλεκτρονικών πληρωμών, φροντίζει ώστε να κάνετε τις ηλεκτρονικές σας συναλλαγές πιο εύκολα και με ακόμα περισσότερη ασφάλεια.

Πριν την ολοκλήρωση της ηλεκτρονικής συναλλαγής σας, η Τράπεζα δύναται να σας ζητήσει την επιβεβαίωσή της, προσθέτοντας έτσι ένα επιπλέον επίπεδο ασφαλείας στις ηλεκτρονικές πληρωμές που κάνετε στο διαδίκτυο με κρέωση της κρετωτικής, πιστωτικής ή προπληρωμένης κάρτας σας.

Η επαλήθευση αυτή θα γίνεται μέσω της διαδικασίας SCA, με τη χρήση **δύο τουλάχιστον** από τα παρακάτω τρία στοιχεία:

1. Στοιχείο Γνώσης:

Κάτι που μόνο εσείς γνωρίζετε, π.χ. κάποιος PIN ή κωδικός.

Για να ολοκληρωθεί η ηλεκτρονική πληρωμή θα σας ζητηθεί μέσω ειδοποίησης (push notification) στο smartphone κινητό να συνδεθείτε στο Eurobank Mobile App (εφόσον έχετε χρήστης της υπηρεσίας) ή εναλλακτικά θα σας σταλεί στο κινητό σας τηλέφωνο μέσω SMS ένας Κωδικός μιας Χρήσης (One Time Password), στον αριθμό κινητού που έχετε δηλώσει κατά την εγγραφή σας στο e-Banking, τον οποίο θα πρέπει να καταχωρήσετε σε συγκεκριμένο χρόνο.

2. Στοιχείο Κατοχής:

Κάτι που σας ανήκει: θα πρέπει απαραίτητα να έχετε μαζί σας το κινητό σας τηλέφωνο με το οποίο θα αποσπεριθείτε στις ειδοποιήσεις που αναφέρονται παραπάνω.

3. Μοναδικό φυσικό χαρακτηριστικό σας:

Προκειμένου να εξακριβωθεί η ταυτότητα σας, η νέα διαδικασία προβλέπει τη χρήση των βιομετρικών χαρακτηριστικών του χρήστη, όπως το δακτυλικό σας αποτύπωμα ή τα χαρακτηριστικά του προσώπου σας. Οι συγκεκριμένες υπηρεσίες ηλεκτρονικής τραπεζικής προσφέρονται ήδη από την Τράπεζά μας, ανάλογα με το είδος της συσκευής που χρησιμοποιείτε.

Σύμφωνα με τα παραπάνω, από τις 14 Σεπτεμβρίου για την επαλήθευση της ταυτότητας σας κατά την πραγματοποίηση των ηλεκτρονικών σας συναλλαγών, χρειάζεται να έχετε:



Eurobank Mobile App

Εάν επιθυμείτε να κατεβάσετε την εφαρμογή Eurobank Mobile App μπορείτε μέσω του App Store ή του Google Play.



Eurobank e-Banking

Εάν δεν έχετε κωδικούς για την υπηρεσία e-Banking μπορείτε να αποκτήσετε μέσω του www.eurobank.gr ή με μια επίσκεψη σε κατάστημα της Τράπεζας.

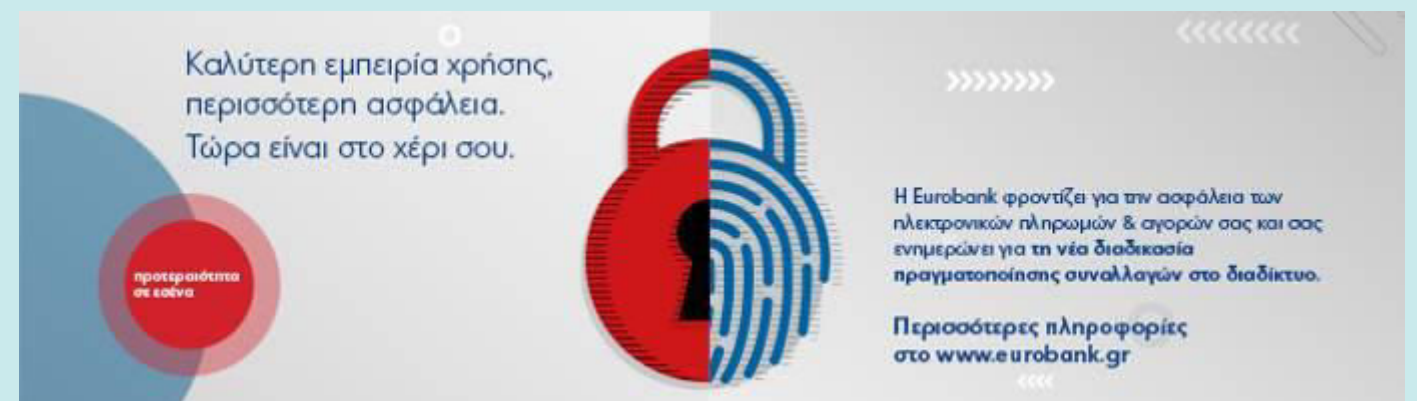
Προτεραιότητά μας είναι να βιώνετε μια αναβαθμισμένη συναλλακτική εμπειρία μέσα από ένα φιλικό περιβάλλον, με μεγαλύτερη ταχύτητα και ακόμα περισσότερη ασφάλεια.

Είμαστε και επιμενείς αναλυτές

LOG IN SPLASH SCREEN LOG OUT SPLASH SCREEN LINKEDIN TWITTER



ATM SCREEN



EU DIRECTIVE DIGITAL CAMPAIGN

Eurobank needed to communicate the new EU transaction security procedures and make sure individual customers and merchants update their communication data. Most importantly, they needed to show that the EU directive (PSD2) called for higher security.

But wait! Weren't transactions already safe? **So, we produced a split image concept in order to demonstrate the fact that the bank's services and transaction procedures were already safe, but now become safer.** That's how the best on the left side turns into best-er on the right.

The message has been put across via different videos, email and mobile campaigns, in the bank's owned media and others.

EUROBANK

C U R I O U S A S K S :

WHO SAID THAT
WEIGHT DOES HAVE
TO WEIGH?

EMAIL

Αλλάζουμε
τις ισορροπίες
για να νιώθετε
ελαφρύτεροι.



PUBLIC PAYMENTS DIGITAL CAMPAIGN

Eurobank initiated a project that gave its credit card holders the ability to settle all their obligations to public services in up to 12 interest free monthly instalments.

We came up with a concept that speaks to the subconscious, **showing that the bank reverses financial balance in your favor, relieving you of burdens.** Just like when a feather beats the weights!

The communication was implemented on print & digital, and in the bank's owned media.

Personal Banking

Η Eurobank σας βοηθάει να ελαφρύνετε το βάρος των οφειλών σας προς το Δημόσιο.

Σας δίνει τη δυνατότητα να εξοφλήσετε τις ενήμερες οφειλές σας προς το Δημόσιο, όπως Φόρο Εισοδήματος, ΕΝ.Φ.Ι.Α., Ελληνικό Κτηματολόγιο κ.ά. σε έως και 12 άτοκες δόσεις με τις πιστωτικές κάρτες Eurobank.



Οι οφειλές σας μπορούν να εξοφληθούν χωρίς έξοδα μέσω:

- **e-Banking.** Αν δεν έχετε κωδικούς πατήστε [εδώ](#)
- **m-Banking.** Αν δεν έχετε εγκαστήσει την εφαρμογή πατήστε [εδώ](#)
- **EuroPhone Personal Banking** καλώντας στο 210 95 55 111

Και μην ξεχνάτε ότι εάν επιθυμείτε αύξηση ορίου στην κάρτα σας, μπορείτε να κάνετε αίτημα στο EuroPhone Personal Banking (210 95 55 111) ή στο aitima@eurobank.gr

Ενημερωθείτε αναλυτικά στο EuroPhone Personal Banking.

EUROBANK

C U R I O U S A S K S :

WHEN YOU DO YOUR
THING, CAN YOU OWN
ONE?

EMAIL



Σου αρέσει να φοράς τα ρούχα που εσύ επιλέγεις, να ταξιδεύεις, να πηγαίνεις σε συναυλίες. Ό,τι και να είναι αυτό συνέχισε να το κάνεις.

Γιατί έτσι κερδίζεις.

Τώρα κάνε και τις συναλλαγές σου με το δικό σου τρόπο και **ένα από τα 50 tablets Samsung Galaxy Tab A** μπορεί να γίνει δικό σου.

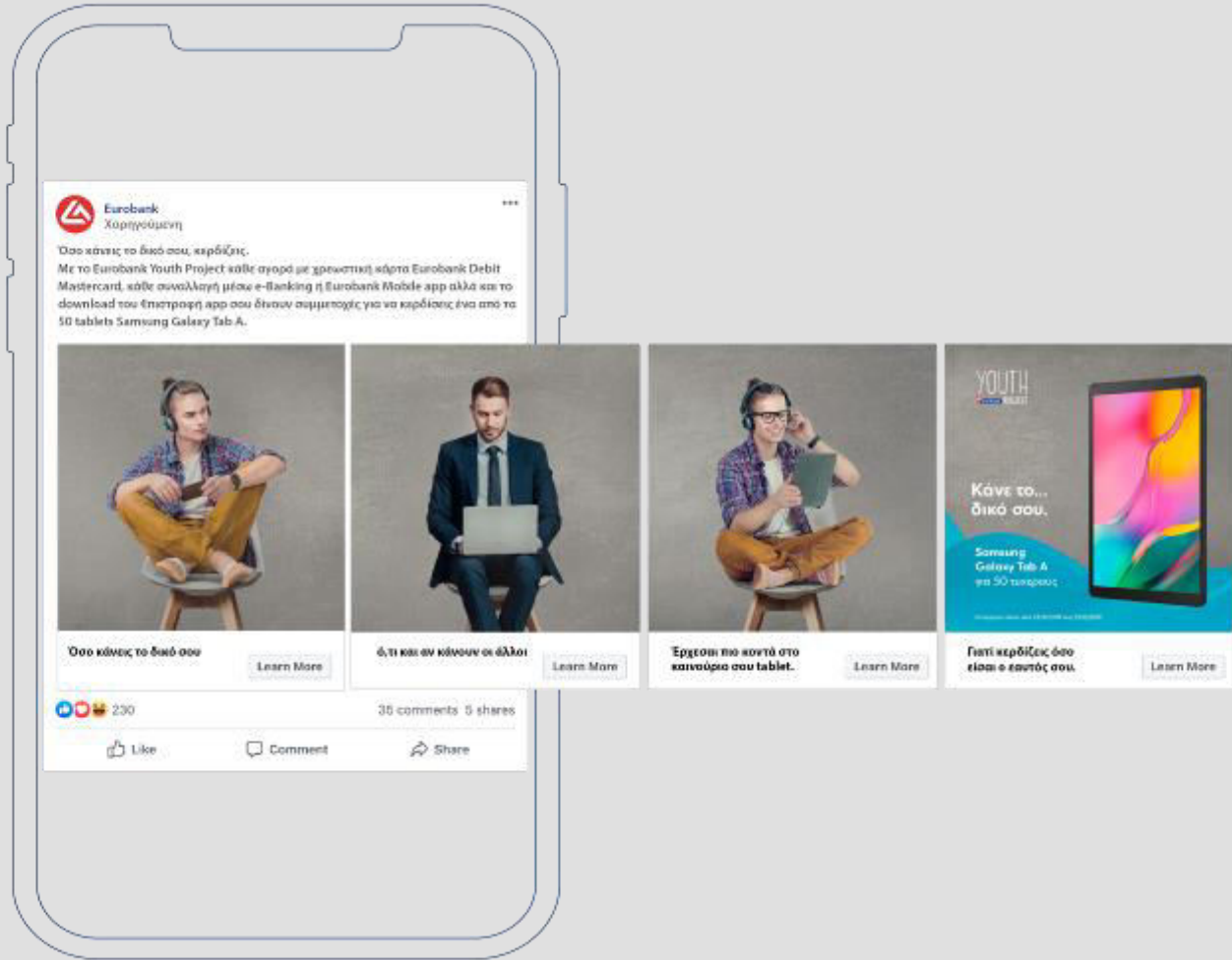
Είσαι 18-24 ετών; Με το Eurobank Youth Project κάθε **αγορά με χρεωστική κάρτα Eurobank Debit Mastercard**, κάθε **συναλλαγή μέσω e-Banking ή Eurobank Mobile app** αλλά και το **download του Επιστροφής app** σου δίνουν συμμετοχές για την κλήρωση.

Γιατί κερδίζεις όσο είσαι ο εαυτός σου.

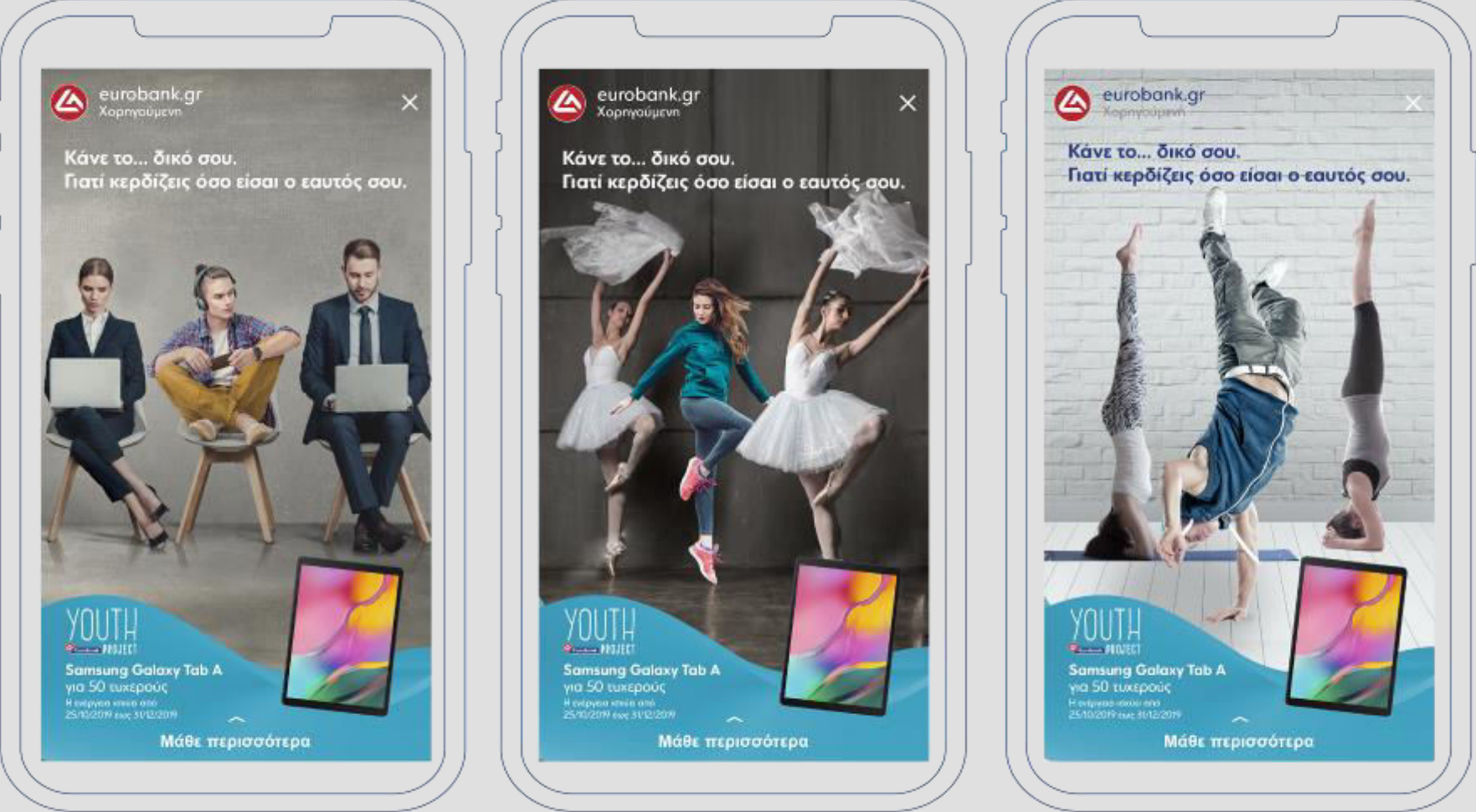
Μάθε περισσότερα

Δες πώς μπορείς να αποκτήσεις κωδικό για την υπηρεσία **e-Banking**, πώς μπορείς να κάνεις download το **Eurobank Mobile app** και το **Επιστροφή app**, ενώ αν δεν έχεις χρεωστική κάρτα μπορείς να πάρεις επιτόπου σε ένα κατάστημα της Τράπεζας.

FB CAROUSEL



INSTAGRAM



YOUTH PROJECT
SOCIAL MEDIA CAMPAIGN

Eurobank wanted to increase the use of debit cards and banking apps among their young clientele, as well as to attract new customers of that age group (18-24 years old). To achieve that, every transaction via debit card or e-banking app would equal one participation for a draw that gave out 50 tablets. The more they transacted digitally, the more chances they got to win one.

We needed a concept directly connected to the prize, but still in a way that spoke their lingo because, c'mon, they're young people. So, what's the idea?

Κάνε το δικό σου. (Double meaning: do your own thing / make this thing (meaning the tablet) yours)
A clever pun that demonstrated the idea, backed by a strong punchline:
You win just by being yourself.

The communication was distributed via email, Viber and social media (Facebook, Instagram).

COSCO

C U R I O U S A S K S :

WHEN A PORT
PROCEEDS SHIPMENTS
THAT FAST, COULD WE
THINK OF IT AS A
SPACEPORT?



BROCHURE'S COVER

HPCS BROCHURE

COSCO designed and implemented HPCS, a platform that serves as a process handling system which simplifies the import flow of containers on their Piraeus terminal.

In other words, **thanks to HPCS, a procedure that took almost 6 hours to complete now may only take 18 minutes.**

That's some speed, right?
And we're talking about a digital platform that releases cargo super-fast.
If it was a physical one, it would send containers in their destination **rocket-fast**.

And that's exactly what we created for a 3-folded brochure: **a container ready to take off** from a towering mobile platform. In just 18 minutes.

EUROBANK

C U R I O U S A S K S :

WHEN YOU'RE 18,
TRUTH IS, BANKS ARE
BORING.
DARE YOU CHANGE
THAT?

YOUTH PROJECT BROCHURE

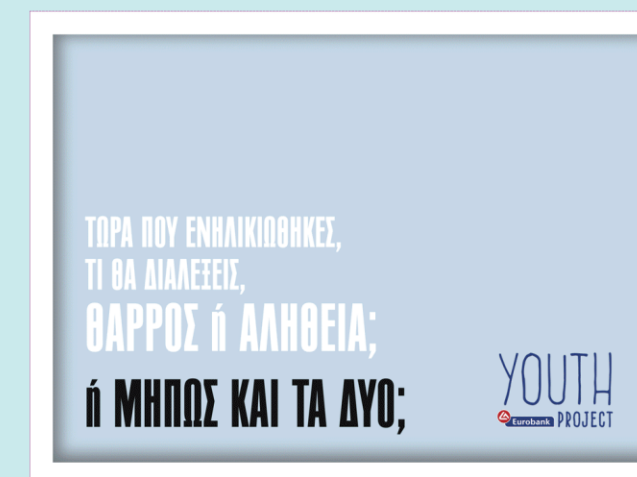
Teenagers who are co-owners in their parents' Eurobank savings accounts turn 18. At last, Eurobank can address them directly. At last, they get to know the possibilities and privileges they have.

Ouch! **How do we bridge the gap between bank formality and youth informality?**

The answer's in a game: **Truth Or Dare! Where Truth stands for all the services and benefits the bank offers and Dare stands for the ways teens may use these offers in their favor.** 1,2,3,4,5, Go!

We produced a direct mail, an envelope with a multi-folded brochure that introduced, in a youthful way, everything the bank can give to an 18-year-old.

ΤΩΡΑ ΠΟΥ ΕΝΗΛΙΚΙΩΘΗΚΕΣ,
ΤΙ ΘΑ ΔΙΑΛΕΞΕΙΣ,
ΘΑΡΡΟΣ Ή ΑΛΗΘΕΙΑ;
Ή ΜΗΠΩΣ ΚΑΙ ΤΑ ΔΥΟ;



INVENTIO

C U R I O U S A S K S :

ARE ONE WORD
& ONE SHAPE
ENOUGH TO
DESCRIBE A FIRM
THAT CLAIMS
IT HAS A LOT TO SAY?

INVENTIO

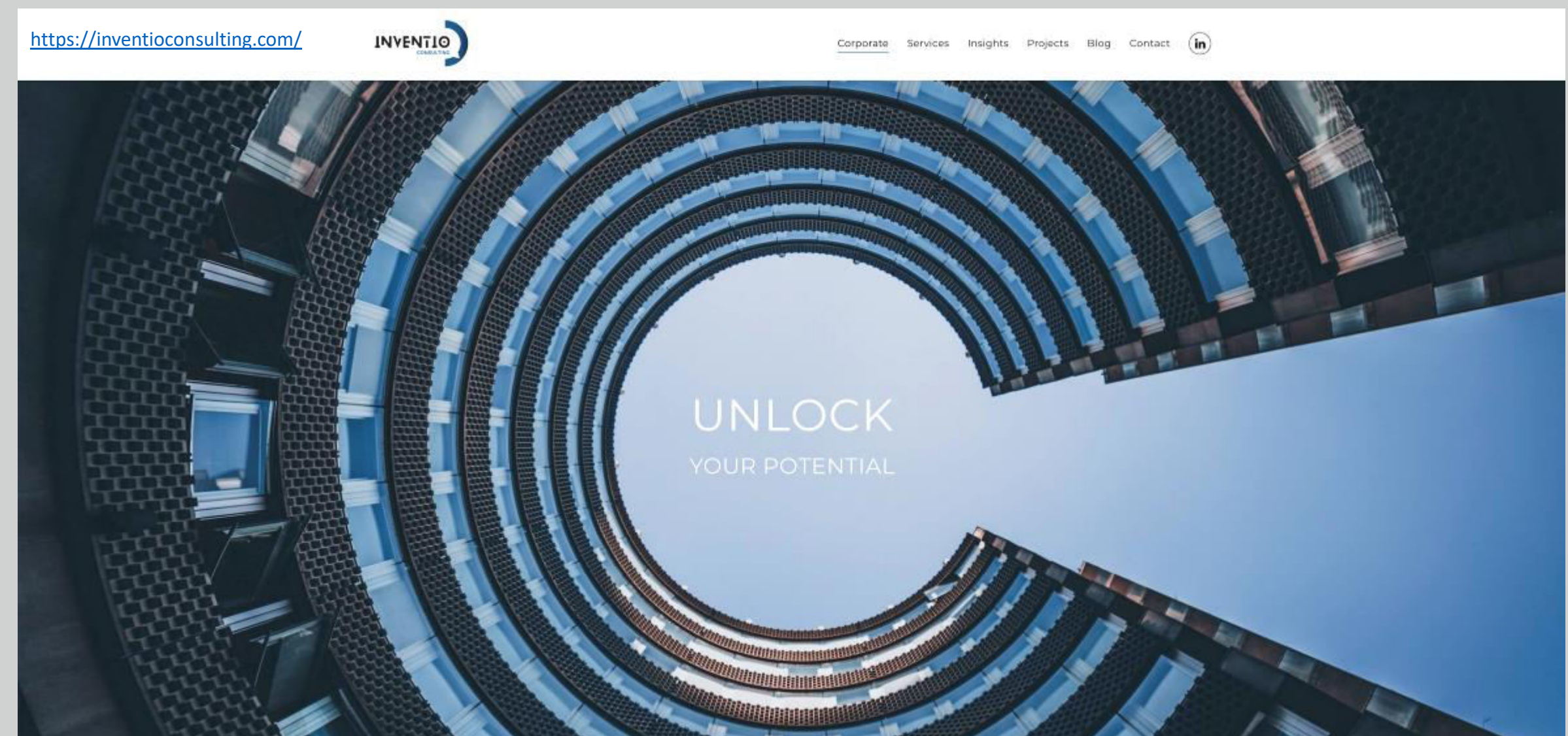
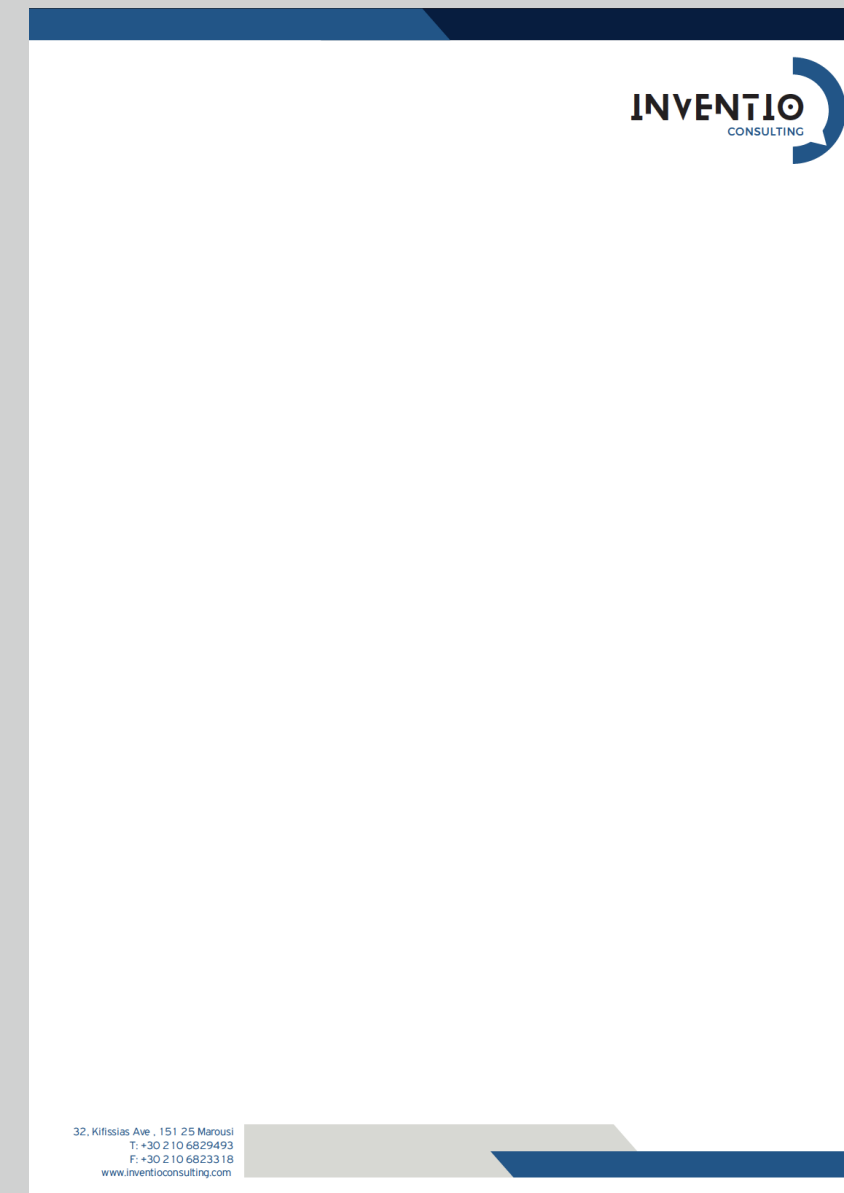


CORPORATE IDENTITY & WEBSITE

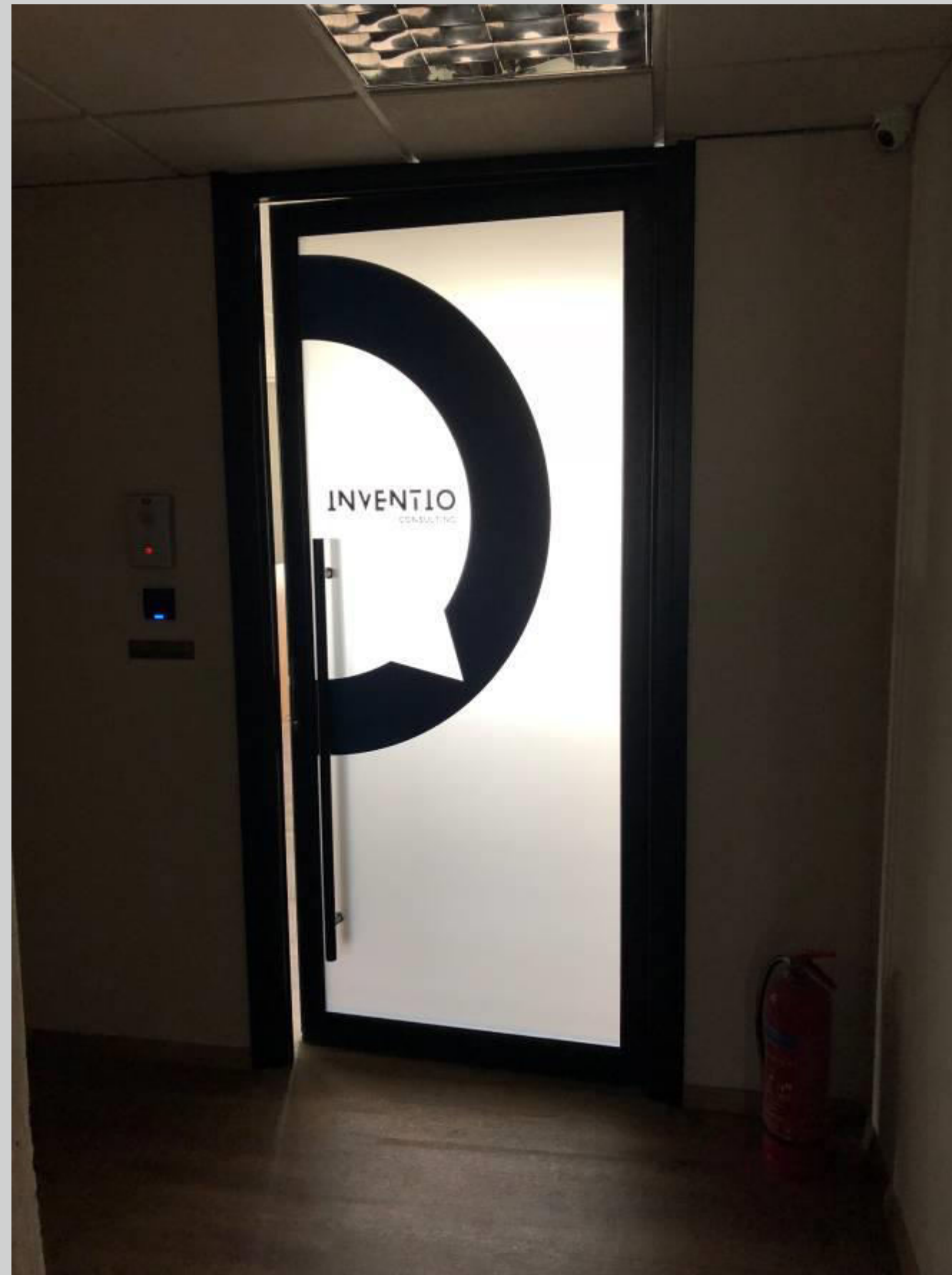
A startup consulting company in need of a brand identity.

To consult means to advise, so we came up with a name that resonates a basic canon of platonic rhetoric: Inventio. It means discovery and you use it as a basis to start a conversation.

Consultants see into things and speak a lot, that's why the logo is a question speech bubble with an eye.



INVENTIO



OFFICES DECORATION

To strengthen the corporate identity, the firm's interior decoration followed the same principle: all conversations are made of words. **This firm's walls don't have ears, but they have a lot to say!**

C U R I O U S A S K S :

HOW CAN YOU
DESCRIBE
8 CORPORATE
PRINCIPLES IN ONE
SHAPE?



Ε Ε Δ Α Δ Π

ΕΝΩΣΗ ΕΤΑΙΡΕΙΩΝ ΔΙΑΧΕΙΡΙΣΗΣ ΑΠΑΙΤΗΣΕΩΝ
ΑΠΟ ΔΑΝΕΙΑ & ΠΙΣΤΩΣΕΙΣ

HLSA

HELLENIC LOAN
SERVICERS ASSOCIATION

CREATIVE RATIONALE

Το Οκτάεδρο, η διπλή πυραμίδα, είναι ένα από τα πέντε πλατωνικά στερεά, σύμβολο ισορροπίας σε ένα κινούμενο σύμπαν. Το στερεό εκ φύσης είναι η ίδια η σταθερότητα, ενώ το οκτάεδρο στην Πυθαγόρεια φιλοσοφία υποδηλώνει τον κανόνα που διέπει τον κόσμο-οι οκτώ φθόγγοι της μουσικής κλίμακας που ορίζουν την κοσμική αρμονία. Η αρμονία είναι συνέπεια της άριστης συνεργασίας, μιας συλλογικής πειθαρχημένης κατάστασης, όπως ακριβώς δρα η Ένωση.

Η ΕΕΔΑΔΠ θεσμοθετεί μια σειρά αρχών και πρακτικών που ορίζουν την τάξη. Ταυτόχρονα, δημιουργεί και τηρεί ένα πλαίσιο συνεργασίας των εταιρειών της προς όφελος και της φήμης του κλάδου.

Καθόλου τυχαία, το οκτάεδρο του Πυθαγόρα είναι η ανάπτυξη της τετρακτύος, της Τάξης του Κόσμου. Συγχρόνως, είναι η ασφάλεια, η ενότητα, η σταθερότητα και η κοσμική ισορροπία. Με ένα σχήμα που κλείνει μέσα του το βάθος της ελληνικής φιλοσοφίας και μία προς μία τις αξίες που διέπουν το ρόλο της ΕΕΔΑΔΠ, η διακλάδωση των συνδηλώσεων τόσο με την εικόνα όσο και με την ουσία της αποκτούν μια στέρεη, βαθιά συμβολική έκφραση.

LOGOTYPING

HLSA was founded in order to administer red loans and needed a logo ASAP. A logo that would express its **8 main principles: Balance, collaboration, stability, Greek spirit, justice, discipline, optimism, and solemnity.**

We were inspired by the rich Greek history and the Pythagorean Octahedron, a shape that shows how balance is achieved through an unexpected solid union: **two pyramids, back to back, forming 8 faces.**

You may read the rationale. It says it all.

LEMONADA

C U R I O U S A S K S :

ONCE YOU
TASTE IT, HOW DO
YOU ASK FOR IT?

LEMONADA

BRAND IDENTITY & PACKAGING

LE-MO-NA-DA!
After trying it, we agreed it tasted like that
lemonade you asked your grandma for.

So, the goal was to create a brand identity for a new,
premium quality lemonade powdered drink mix that
reminds you of exactly this.

That's why we crafted a clean, timeless packaging with
a name that says it all: **Lemonada** -
Σπιτική/Homemade.



PACKAGING

BROWN DROP

C U R I O U S A S K S :

HOW DOES A REAL
COFFEE EXPERIENCE
ACTUALLY BEGIN?

BROWN DROP

BRAND IDENTITY

Our client praised the quality and taste experience of his product. So, when you try a coffee blend that speaks for itself, a simple literal description is enough to portray the brand:

Brown Drop, that’s how we called it, designing the spot from where pleasure starts dripping.

Smooth, solid, simple like its packaging, in all its flavors.



LABEL



FAMILY

EUROBANK

C U R I O U S A S K S :

HOW CAN YOU MAKE
A PRINTED AD COME
ALIVE?

€ΠΙΣΤΡΟΦΗ INTERACTIVE INSTALLATION @ VILLAGE CINEMAS

DEMONSTRATION VIDEO

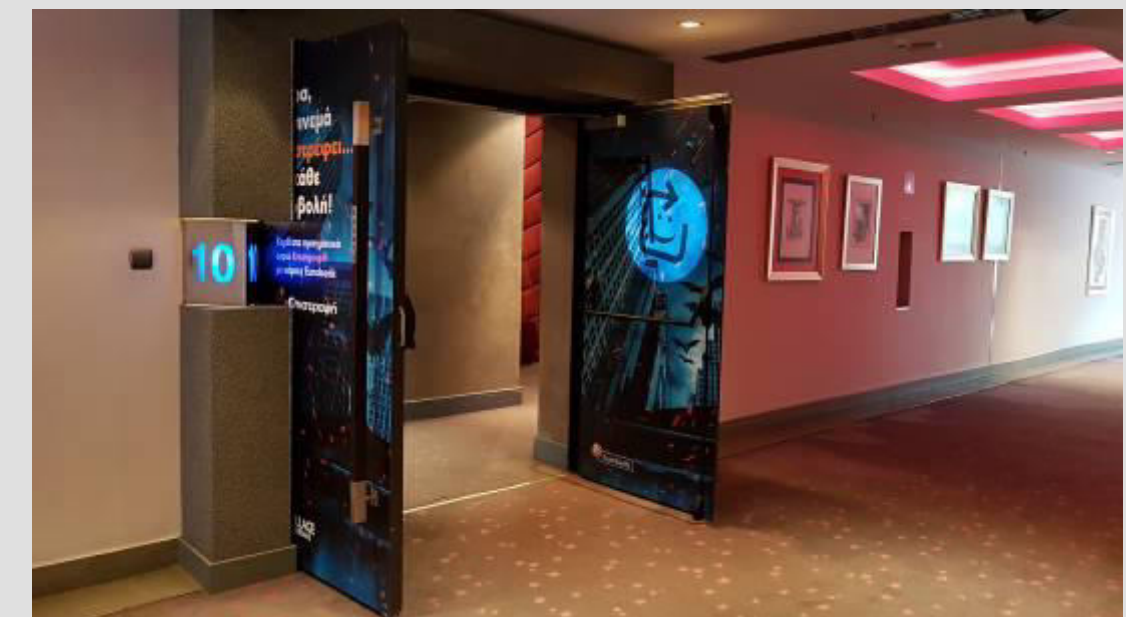


A tailor-made visual communication was designed for the Eurobank «€πιστροφή» rewading program - Village Cinemas partnership. **The «€πιστροφή» logo hovers above a city skyline, like the iconic bat signal.** The client asked for its adaptation across venues, primarily on doors and secondarily inside the movie theaters.

A door panel is an advertising space with no fixed position. Doors open and close irregularly all the time. Also, people pass by and through them from all directions. We needed something interactive to attract their attention, but no personnel is on the spot all the time to assist us. So what did we do?

We gave life to the image. We installed gobo lighting in two different spots on the ceiling, and automated motion sensors on the doors to make sure the «€πιστροφή» logo was projected interactively, regardless of the bypassers' direction and the doors' position. By having printed the skyline artwork without the «€πιστροφή» logo on it, its projection made the print ad do come alive.

The communication was also applied in the venues' interior.



EUROBANK

C U R I O U S A S K S :

SEVEN MUSICAL NOTES
CREATE COUNTLESS
TUNES. HOW CAN WE
PRODUCE COUNTLESS
CHOICES?

EUROBANK

BUSINESS BANKING EVENT

Eurobank assigned us with the design and implementation of their Business Banking corporate event, **aiming to infuse employees with their new vision, based on the principle that each and every one of them is important**, because success comes in many forms, and always as a result of a combined effort.

To us, it was clear that the **Tangram puzzle** was the embodiment of all this: **It takes the same 7 pieces to create endless shapes.**

In our key visual, each piece of the tangram represents a principle of Eurobank's Business banking vision and the message says it all: **“Success has the shape we give it, together.”**

The concept was applied on all the event's materials. Here's some of them:



EMAIL TEASER



INVITATION

For consistency reasons, the message is revealed only when the pieces are correctly combined in order to shape the key visual.

EVENT'S STAGE



INSPIRATIONAL VIDEO



EVENT STATIONERY

Folder, brochure, notebook



GIFT KIT

To strengthen the concept and inspire people to experiment with the tangram and the significance of the communication message, we designed and produced -as a giveaway for all participants- a pouch with a wooden tangram & a booklet with examples of shapes one can create.

PAPASTRATOS

C U R I O U S A S K S :

SERVE + AGAIN = ?

PAPASTRATOS



PLATFORM ENGAGEMENT KIT

Papastratos has numerous venues (bars, cafés, and restaurants) with ambassadors who are trained to serve the parent company's products. The client wanted to redefine this approach, and called for a pitch.

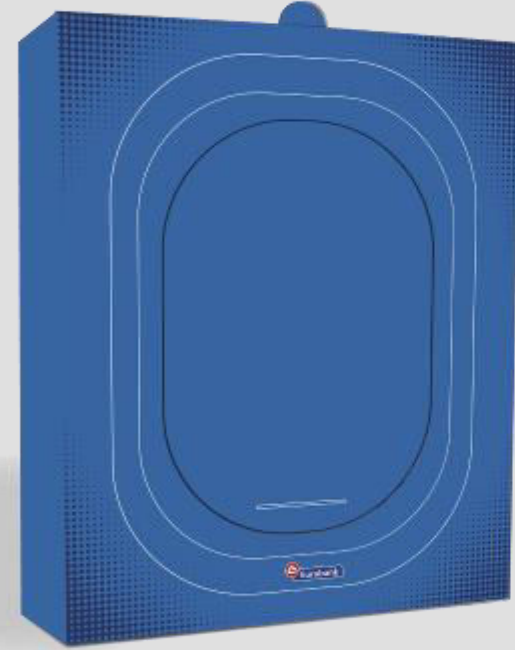
We thought: **When you want to serve again, what do you do? You re-serve. So that's the idea itself. Re-served. And that's what we produced.** The design implementation was inspired by the “reserved” table sign we find in such venues. It's a neon lighting kit in a box / personal letter, plus a members' card for the ambassadors.

The concept was adopted by Philip Morris International.

EUROBANK

C U R I O U S A S K S :

WHEN AN
ORGANIZATION FLIES
HIGH, CAN THIS MAKE
YOU PART OF A FLIGHT
CREW?



EMPLOYEE WELCOME KIT

Eurobank needed a welcome kit for new hires, regardless of their sector and position.

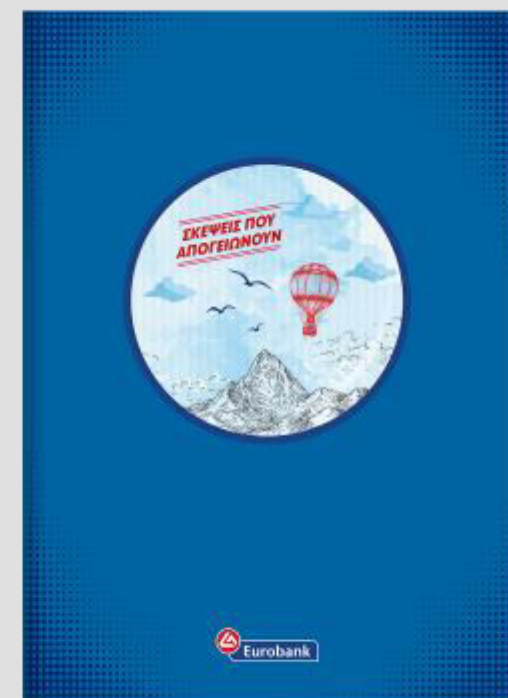
Welcome on board. It's the phrase newcomers hear when they join the plane crew. **It's the feeling new hires get as they embark on their new professional journey.** It's the concept we proposed and implemented.

We made sure it was consistent across all parts of the kit we produced, from the box itself (which opens like an airplane window shade) to all its contents: a mug, a mousepad, a welcome letter (that could transform into a paper plane) and a notebook.



WELCOME LETTER

NOTEBOOK



MOUSEPAD



MUG



LET'S BE CURIOUS | TOGETHER.

