

PORTFOLIO

fineproduction.co.uk and more



OUR SKILLS

Web Development

Creative Strategy

Branding

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe After Effects

Spark AR

Google Search

Expert Raspberry Pi

Photography

Video Production

Drone Shooting

LOGO

Logo design for Next Level, a premium bass music party series and cultural brand based in Hungary. In the last 3 years we had several artists from all around the world.



LOGO

Logo design for Budapest based artist, Gábor Miklós Szőke who creates monumental sculptures, installation and public/urban/interior projects featuring animals, beasts and other fictive creatures which are inspired by Dante, his doberman. He is best known for his monumental public animal sculptures.



CAMPAIGN

Concept, Art Direction, Graphic Design, Location

Client: Dorko

Challenge > Promoting DRK '81 shoes as a number1 choice for the festival season **Solution** > Present the shoes in different insightful situation, which is well-known among festival-goers. We took photos and shot an online video content, which present typical 'festival time' situations in Hungary: partying on the 'HÉV' Jumping over fences, sleeping on the benches of Filatorigát etc., while we spread the message your shoes just as good in partying like you. **Result** > Sales increased by 25% compared to last year.

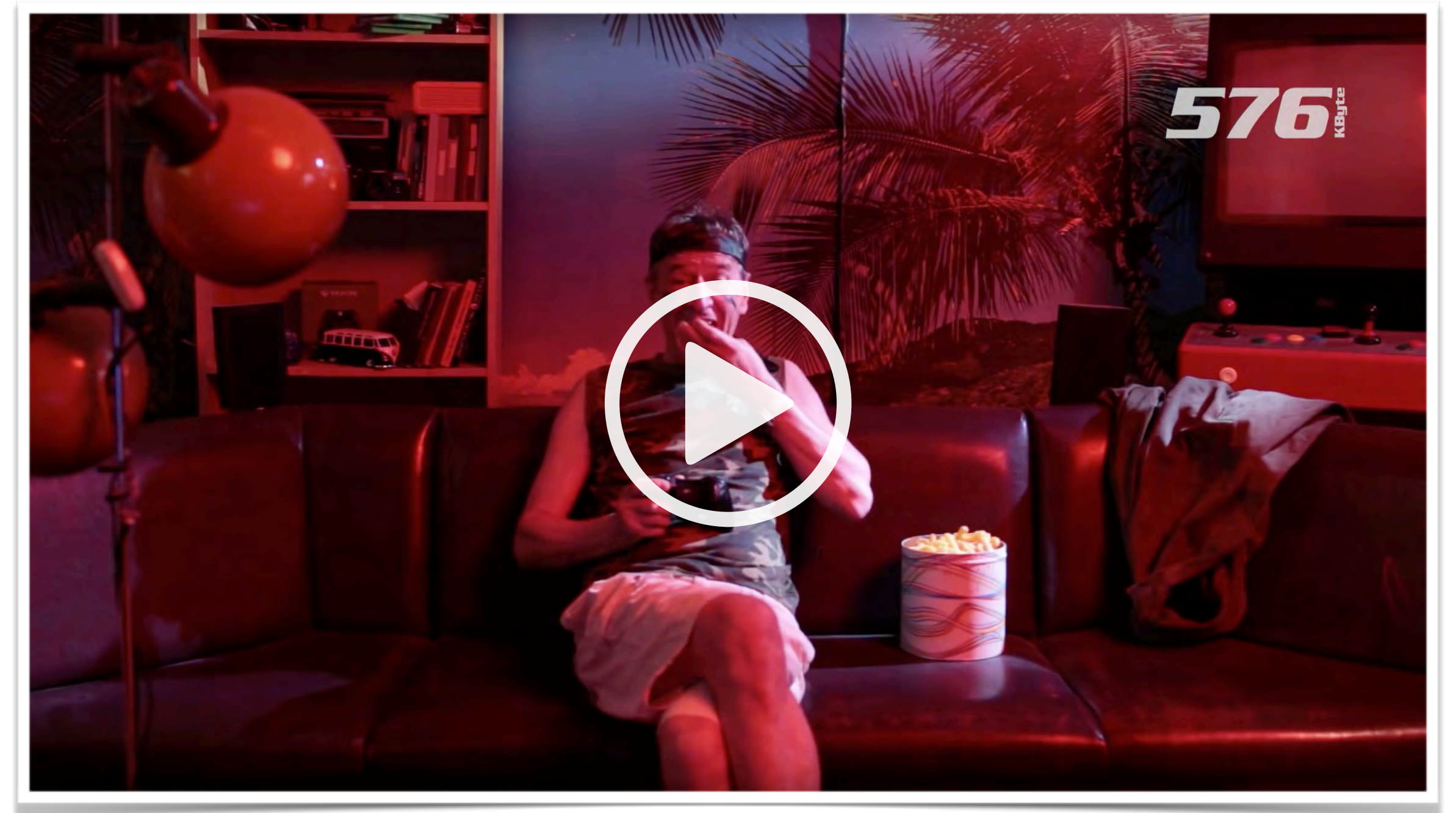


COMMERCIAL

Concept, Location, Set design, Art Direction, Editing

Client: XBOX Magyarország

Challenge > Increase XBOX brand awareness through their sales partner. **Solution >** With relevant content! We believe in the power of the memes and organic video sharing. That's why we chose Zoltan Mucsi who is one of the favourite youtube celebrity, actor, and comedian in Hungary. Every content and videos, which is connected to him, have high ratings and a strong viral value. With him we could have showed the typical, fanatic gamer's reactions for each well known games like FIFA, Call of Duty or HALO5 in an entertaining, original viral video. **Results >** The bomb has exploded! We had more than 400 000 views on You Tube, 10 000 sharing moreover in 2015 our campaign was one of the most successful You Tube campaign.



CONTENT

Concept, Location, Art Direction, Editing

Client: Suzuki

Challenge > Create wide range content marketing activity that can position the Suzuki brand upwards among the youth and gains valuable engagements that are long lasting. **Solution** > We made a special video series INDULJ EL which offered interesting, easily reachable destinations in Hungary for a weekend. Since most of the people don't even know about these unique places, the contents offered the viewers a touristic video about beautiful parts of the country not an advertisement, meanwhile the car was in focus during the whole time. **Results** > 80 000+ Hungarian followers on social media channels. Content+Marketing Award 2016 Silver.



INNOVATION

Concept, Location, Art Direction, Editing

Client: Suzuki

Challenge > Create exciting event experience

Solution > In 2016 I made the first Hungarian 360 degree video series with a Samsung 360 camera. At the events visitors could experience the Suzuki products with a Samsung Gear VR and they could 'take it home' on branded Google Cardboard glasses. **Results** > Successful event, unique content, connecting the brand's name with innovation.



CAMPAIGN

Concept, Art Direction, Editing, Graphic Design

Client: Lenovo

Challenge > Promoting festival activity and presenting the new Lenovo smartphone as a perfect festive phone **Solution** >

Present the Lenovo smartphone as a perfect choice for everybody, no matter which type of festival-goer are you. We launched a viral quiz on Facebook (What kind of festival goer are you?) and created different festival personas and illustrated them with fun photo illustrations. Users could find their own festival persona and their perfect festival phone, which was the new Lenovo smartphone in all case.



IPHONE MUSIC VIDEO

Concept, Location, Art Direction, Editing

Client: Monkeyneck, Kama



MUSIC VIDEO

Concept, Location, Art

Direction, Editing

Client: Bermuda



INSTAGRAM

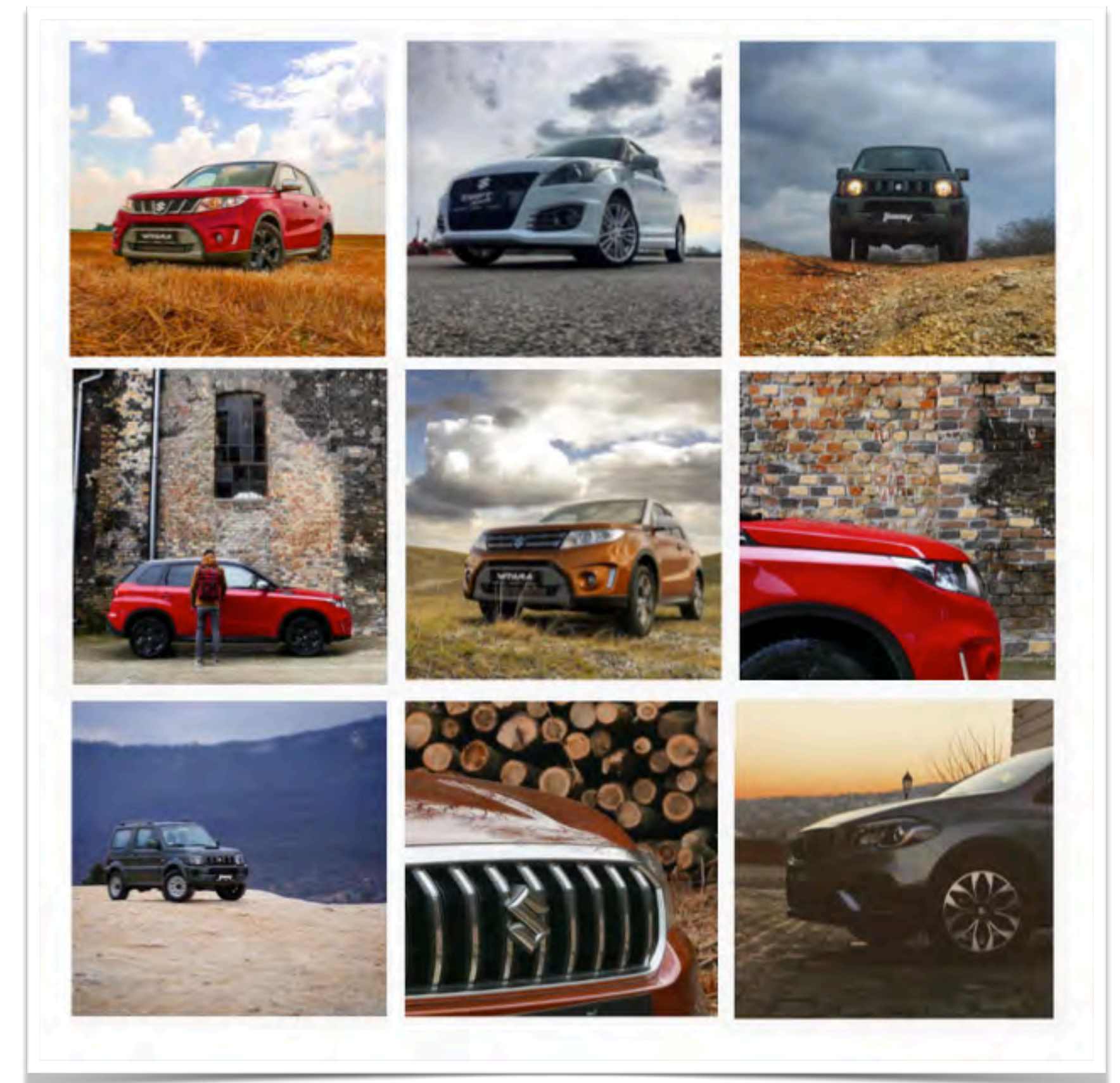
Location, Photography, Social Media Research, Growth Marketing

Client: Suzuki

Challenge > launching an own Instagram channel

Solution > I shot photos at different spots at the time of video shooting while exploring hidden gems of Hungary. Optimise Instagram channel.

Result > from 0 to 20 000 followers in a year. Relevant followers.



FACEBOOK

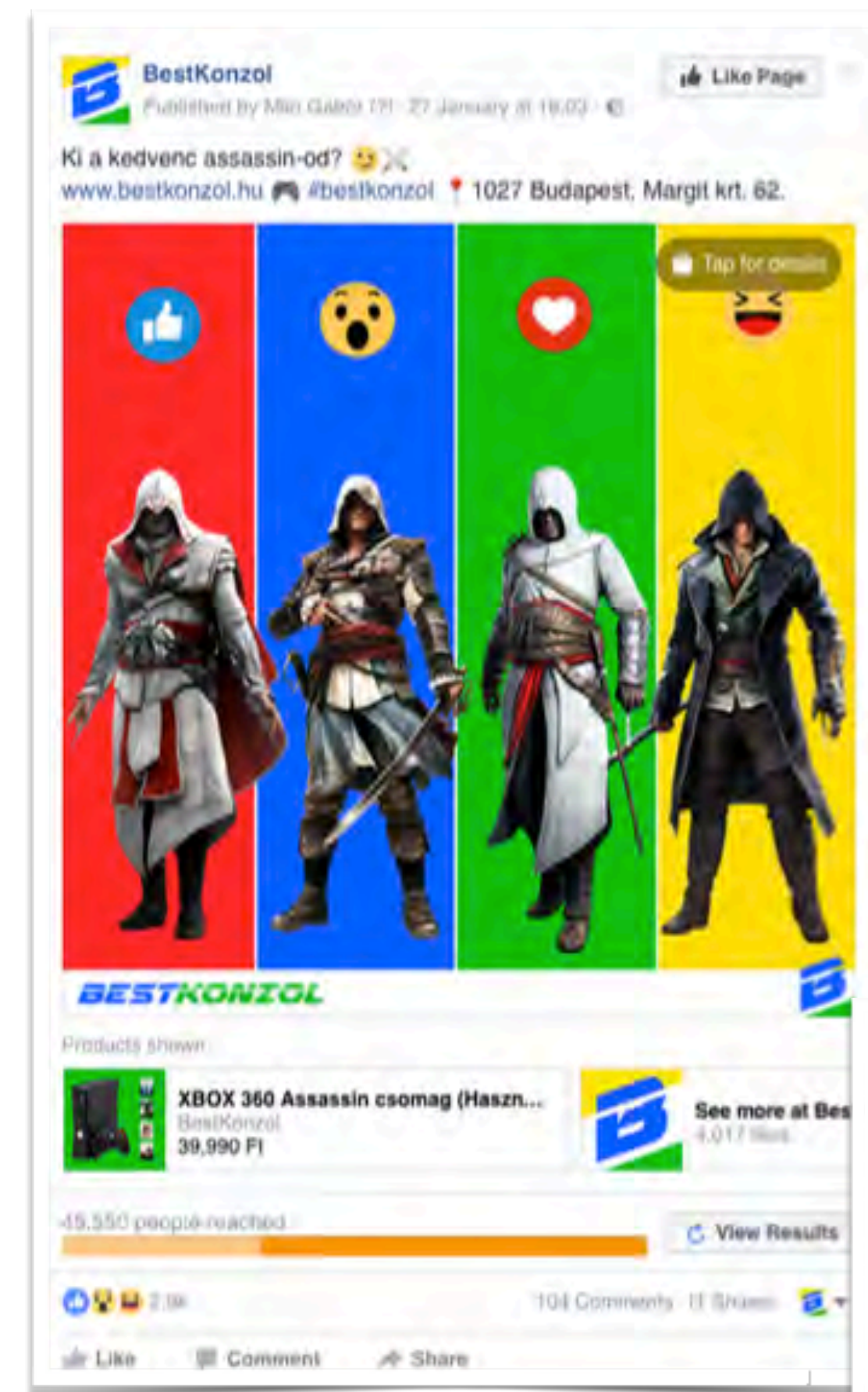
Branding, Graphic Design, Social Media, Research,
Optimising Facebook Ads,

Client: BestKonzol

Challenge > Create our own brand, Start a Facebook page and generate sales

Solution > Creating a brand identity looks like the “big fishes”. Research the Facebook algorithm and generate the maximum reach from minimal budget. Experimenting with new methods for content creatives.

Result > from 0 to 10.000 likes and average 25—50k reach per post from 500 HUF.



THANK YOU

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