

miguel
ivanov



From startups to stars

/ credential 2024



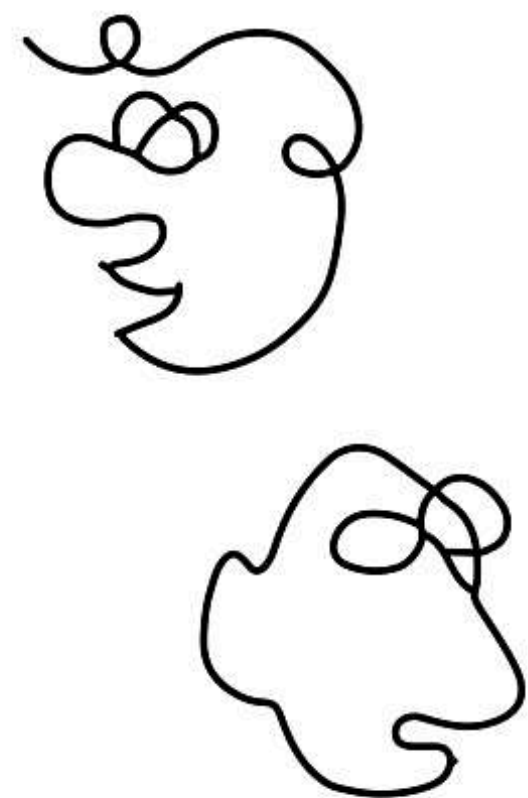
**miguel
ivanov**



Who we are

Miguelivanov is a creative powerhouse based in France, and a production company with headquarters in Cyprus. Our efforts contributed to building 14 major national and international brands and establishing 7 of them firmly as industry leaders.

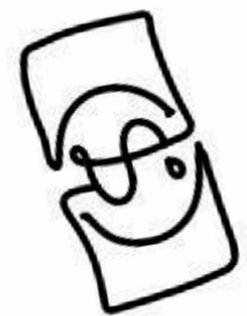
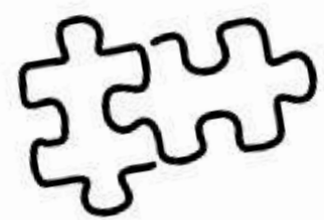
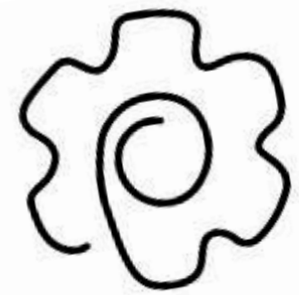
Bistro Créatif is the creative and production division of Miguelivanov empowered by AI for faster and more cost-effective solutions. We ensure efficiency and quality of everything we do by involving human experts at every stage of the process.



**miguel
ivanov**



What we do



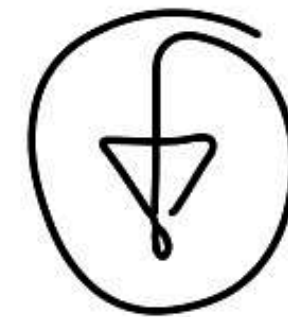
We offer a full-cycle service that covers every aspect of a project:

- developing communication strategy
- crafting concepts
- testing
- extending the message across various media
- composing music and making sound design
- bidding production services
- supervising production
- crafting deliverables
- adapting deliverables to all media
- making localisations of global campaigns to national markets

miguel
ivanov



case studies





From a startup

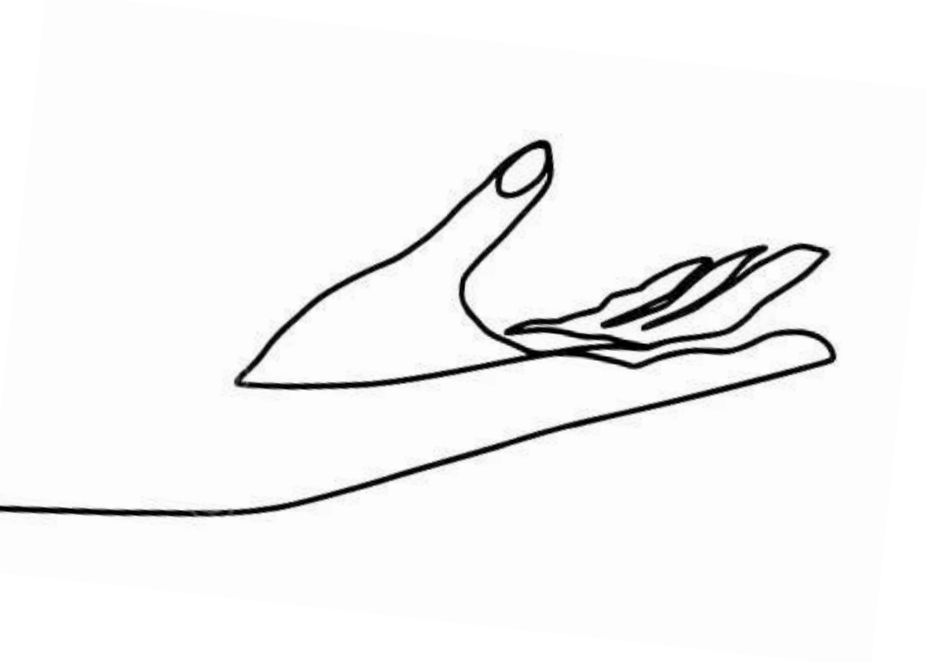


to the fastest growing ecom in the world

In 2017 we launched Joom, a new e-commerce platform targeting Europe, and were managing all of its TV/OLV advertising for 4 years.

During this partnership, we did 10 campaigns, including four international ones (comprising over 600 spots and local adaptations) for 14 European countries.

The most successful sales campaign featured a joyful shopping cart that appeared in the videos, games, banners and the app.



banki.ru

From a website

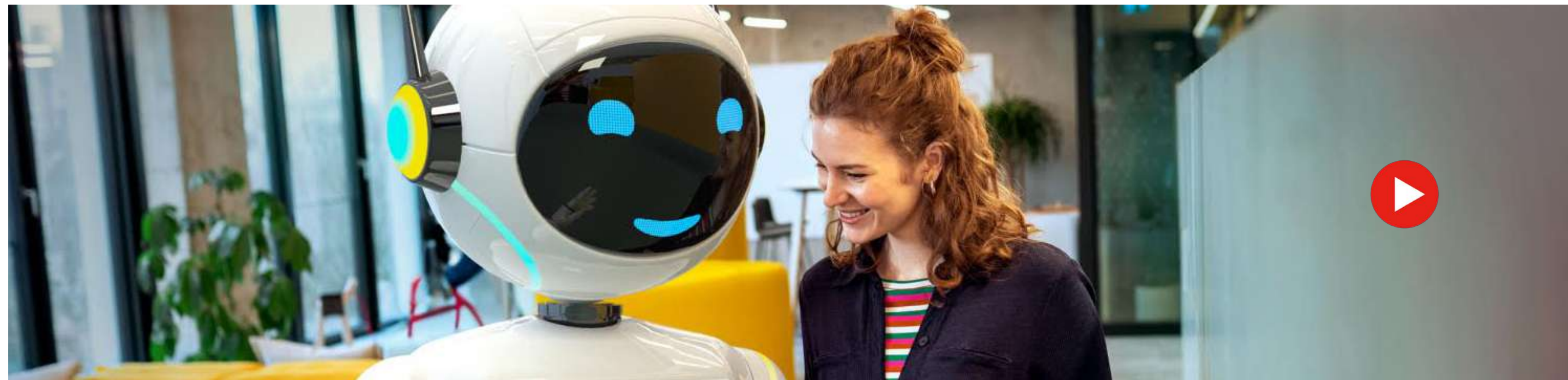
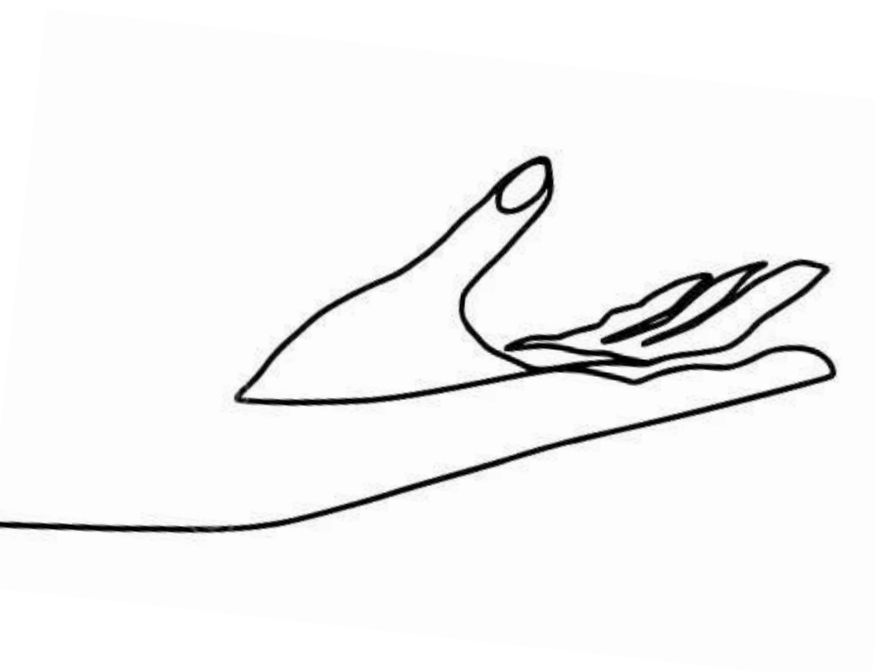


to No.45 in loans globally

We launched Banki.ru by creating the mascot of the brand, designing its 3D model and the character.

In the following two years, we created four TV/OLV campaigns, dozens of KVs, integration of the mascot into the app and its appearance in the messengers.

The latest AI technology made it possible to insert the robot into any photo, providing an unlimited source of affordable illustrations.





From a database

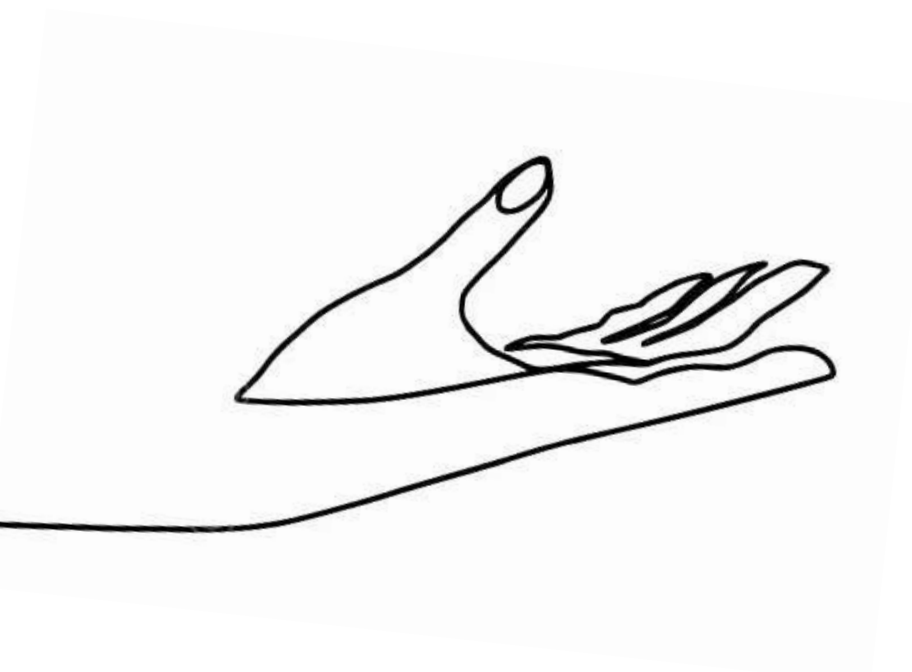


to No.8 in real estate globally

We launched Cian in 2015, and were their exclusive ad agency for 6 years, up to the successful IPO in 2021.

During our collaboration, we produced 6 yearly TV/OLV campaigns consisting of 60+ videos and created 4 viral projects, one of which was the viral video of the year. All of the communication was based on the platform 'Real estate at no risk'.

We filmed for Cian in Los Angeles, Barcelona, Lisbon, Oslo, Bratislava, and Moscow.





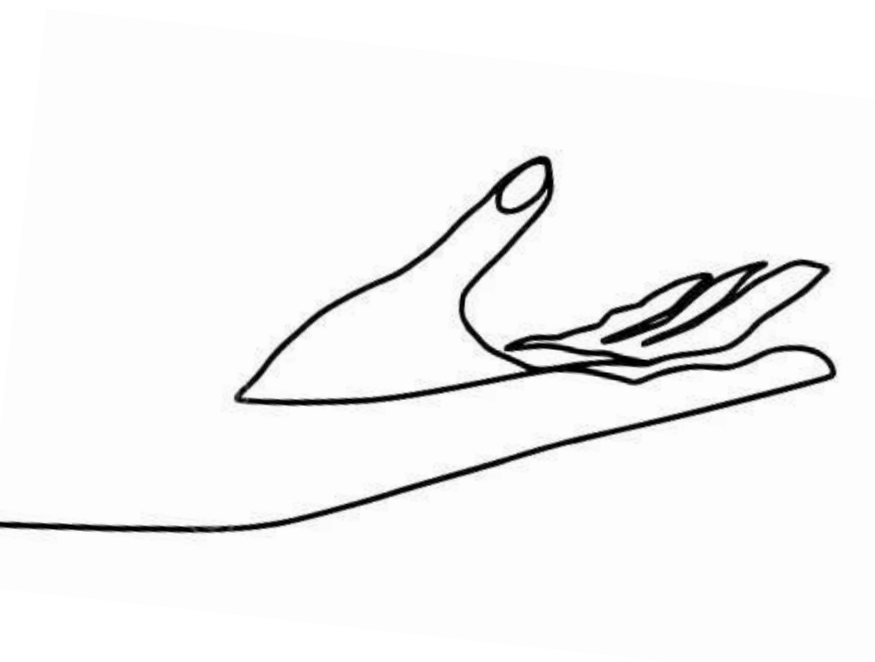
From a startup



to app #2 in Russia, 'business' category

We launched Sberauto, a new service for selecting and buying cars online with an unprecedented, the first-ever delivery option, in 2020.

The 'Car at Your Fingertip' campaign included about 20 TV/OLV spots highlighting the advantages of the service, as well as several key visuals for OOH and publicity. The ease of managing the process of buying, verifying, and delivering a car was conveyed by the image of giant fingertips moving cars around the country.





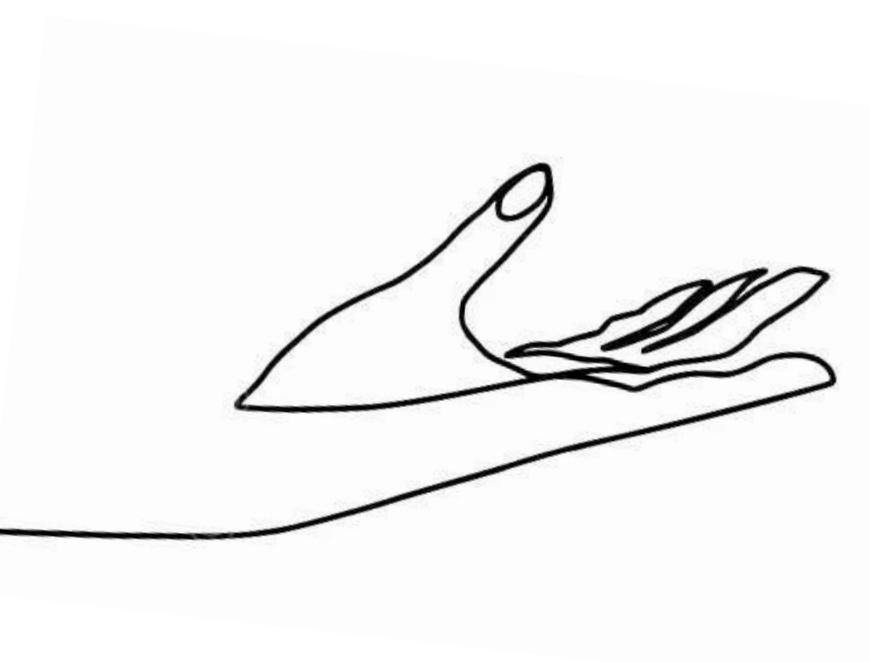
From a startup



the healthtech brand of national importance

In 2017 we launched DocDoc, a new service for making medical appointments online, and relaunched it in 2021 as SberHealth, a new brand and a healthtech of national importance.

We created 5 TV/OLV campaigns that helped the brand to evolve over time on the platform 'To get well, know your doctor well'.





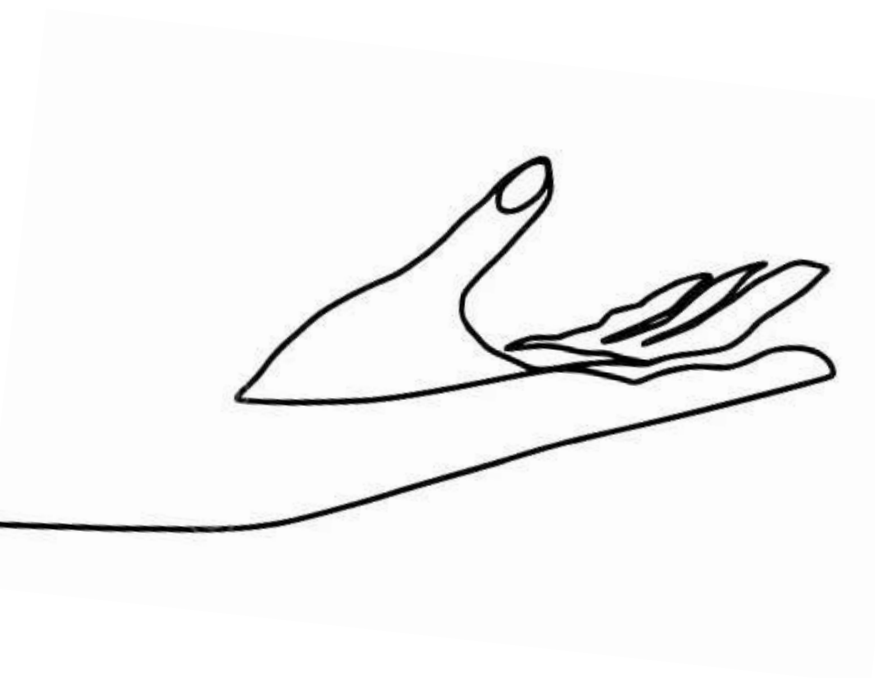
From a startup



to #2 in AppStore, 'business' category, in just 2 weeks

In 2020, we launched Rabota.ru, a career-building app, against well-established rivals in a highly competitive market.

Comedy videos with catchy music and somewhat frenzied repetition of the word "work" (rabota, in Russian), resulted in the most successful launch we have ever seen, or heard of.





Tinkoff
Mobile

From a startup



to top 3 among virtual operators in Russia

Tinkoff Mobile, a virtual mobile operator, launched its first advertising campaign in 2019.

We developed the big idea that allowed Tinkoff Mobile to instantly differentiate itself from the heavyweight competitors spending billions of dollars on media budgeting: Tinkoff Mobile thought of everything... even this!

Two TV/OLV campaigns consisting of 10 commercials.



**miguel
ivanov**

Miguel

chief creative director
m@miguelivanov.com
+33 6 29 94 34 97



Miguel



Dasha



Oleksandra



Christine

Daria

creative director
d@miguelivanov.com
+33 6 03 48 45 04



Igor



Alex



Morphom



Ilia

raising tech champs @
6, Place du Champ de Mars,
33000 Bordeaux France

60, Vasileos Pavlou,
Agios Dometios
2360 Nicosie Chypre



Maria



Olga



Anton



Peter