

Amaze People
SINCE 2008

The background of the slide is filled with a pattern of blue leaves of various sizes and orientations, creating a dense, organic texture.

creo

WE ARE CREO

HISTORY

It all started in Baku in 2008 when a local small company ordered a 3-day distribution of leaflets on the street. At that time in Baku, all brands conducted such activations and it was very popular. The main requirements of the brand were: Good looking girls & Enough information on the leaflet :).

CREO offered to organize a more creative activation, but the client refused it, such refusals were repeated many and many times. This didn't discourage us, instead made us work passionately and over the years all our customers drive a benefit the magic of partnerships.

Now we work on global projects and our final aim and company's motto is hear customers reviews which consists from 4 magic words “It is really AMAZING!”

WE ARE CREO

CORPORATE CULTURE

- We satisfy customers with the quality, flexibility and speed of our work.
- We respect ourselves such as our customers.
- We take care about confidentiality, honesty, reputation and clarity of our business.
- We hold a leading position among Azerbaijan Advertising Agencies by making the difference between the others by the results of our work.

WE ARE CREO

LEADERS



ALTUN NOVRUZOV
General Manager

Business is like the race of IRONMAN requires courage, preparation, endurance, discipline, risk on the start line and enjoy with euphoria of the finish to be sure "any thing is possible"



VICTORIA GONCHAROVA
Customer Service Manager

The best way to find yourself, is to lose yourself in service to others!



FUAD ABISHOV
Operation Manager

Live in harmony means you always have a plan against chaos.



RAMIN NAJATLI
Creative Manager

One of my prior life guidelines - Impossible targets solutions the best way to improve your professional skills and get advantage over the others in any sphere.

WE MAKE THE DIFFERENCE

BRANDS

Our work includes all stages of task request. Started from research, brand activation strategy, measurement, ending with final reporting to satisfied customer.

Creative Development - Our team of creative minds work hand-in-hand with our strategists to ideate, conceptualise and deliver big ideas in the most beautiful, big, thoughtful, amazing and ownable ways.

Communications - Through creative and strategic communications, we help get the right content—on the

Partnership Marketing - We identify and consult on collaborations between two or more brands to create mutual, beneficial and valuable marketing partnerships.

Activation Tools- Through the power of sweepstakes, contests, games, rebates and loyalty programs, we create effective integrated campaigns that build awareness and drive sales.

WE MAKE THE DIFFERENCE

BTL

We create and deliver extraordinary BTL experiences using our skilled specialists in activations, events, production and branding.

BTL - Leading the way in creating engaging and immersive BTL experiences that truly connect with customers.

Events - We bring to life brilliant ideas through memorable events for our partners. We also create and deliver owned mass participation events encouraging people to live a healthy, active lifestyle.

Branding - Enhance the experience for guests with impactful event branding. Design whole venues to help connect with during actions and events.

Production - Fireworks, flyovers, stage-building, run-of-shows and any types of work in this direction is an exiting success for us. We are professionals in producing memorable live events.

Innovation Tools- Whether it's through illuminations, virtual reality or whatever's next, we create WOW moments and solve problems with creative technology and innovative ideas.

#BTL #Event #Branding #Production #Activation

WE MAKE THE DIFFERENCE

DIGITAL

We increase our brands value and professional experience through SMM, SEO and Digital Advertising services with high qualified TEAM.

Social Media Marketing - We build a strong connection through engagement with your audience and your business, they are more likely to buy especially from you. We will help you increase engagement (likes, comments, shares etc.) on your social media content making it high-end and powerfull tool of your business.

Search Engine Optimization - We use the latest tools, strategies and trends to help you move up in the search engines for the right keywords to get noticed by the right audience. Higher search rankings for the right keywords can have a huge impact on the amount and quality of traffic that your website receives.

Digital Advertising - Our advertising services help to generate immediate results on social media. We connect customers products or services to thousands of people who may be interested in them. Our decisions will allow you to leverage the most cost-effective and targeted form of advertising available today.

#Digital #Advertising #PR #Social #Media #SMM #SEO #Content

WE CREATE AN EXCELLENCE

*Engaging customers, developing brands and creating value
with passion!*

Amaze People

#byCREO #Brand #Creative #Development #Marketing #Communications #PartnershipMarketing #BTL #Event #Branding #Production
#Activation #Digital #Advertising #PR #Social #Media #SMM #SEO #Content

JOHNNIE WALKER



“F1 GP AZERBAIJAN”

SITUATION: The world's best-selling scotch whisky brand “JOHNNIE WALKER”, enjoyed in more than 180 countries worldwide. Every year throughout the world “JOHNNIE WALKER” performs like a “F1 official whisky”.

BRIEF: Increase sales value & visibility on POS and brand awareness at media.

DECISION: We didn't have to think for a long time to create a platform and link between all activations. Our dears Influencers\Celebrities and also DJ Orkhan participated in all the waves of the platform and showed how they enjoy the “JOHNNIE WALKER”. As for good sales we were able to easily using stimulate (giving a chance to win F1 ticket from TC to F1 AZE, from F1 Fun zone to Party and from Party to F1 GP Hungary), attract consumers to our fresh bar and give chance to taste JOHNNIE GINGER cocktail's.

RESULTS: Casted, trained & managed over the 120 project team members. 95% cover TC, 4 Outlet Branding, 12 POS at F1 Fun zone, Mobile Bar & Whisky Track for Sales & Specialization of Bottles at Paddock Club, Advertising at Track TV screen, Over 21K liquid on lips, Media Dinner with Amplified by 10 Influencer, 96 social Post & 885K reach, Digital Adv. 772K reach, Gorgeous Johnnie Walker Gold Circuit After Party(643 guests)

<https://youtu.be/qWz1aF4vYhk> <https://youtu.be/DsOwW5dbmoQ>

#byCREO #Brand #Creative #Development #Marketing #Communications #PartnershipMarketing #BTL #Event #Branding #Production
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OFF TRADE



OFF TRADE

BIG BAR F1 FUN ZONE



STANDART BAR F1 CONCERT ZONE



POS



STANDART BAR F1 FUN ZONE

INTENSIVE BAR F1 CONCERT ZONE





POS F1 FUN ZONE



POS F1 FUN ZONE



POS MOBILE BAR F1 PADDOCK CLUB



POS WISKY TRANK MOBILE BAR F1 PADDOCK CLUB

JOHNNIE WALKER GOLD CIRCUIT PARTY



PARTY MATERIALS

JOHNNIE WALKER®
GOLD LABEL
RESERVE
Blended Scotch Whisky



JOHNNIE WALKER
GOLD CIRCUIT
PARTY

PARTY DJ ARENA



PARTY PHOTOZONE



PARTY



JOHNNIE WALKER
GOLD CIRCUIT PARTY

PARTY



PARTY







ON TRADE BRANDING



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ON TRADE BRANDING



creo_agency
Baku, Azerbaijan

...



9514 likes

creo_agency #CREO #Johnnie Walker #GoldCircuitParty

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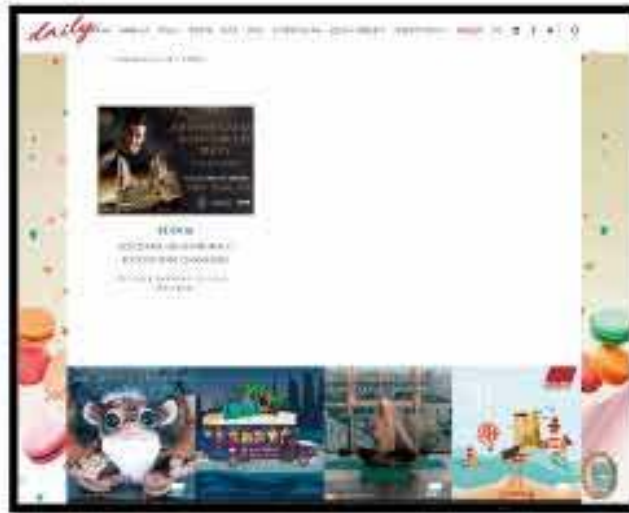
MEDIA INTEGRATION



MEDIA DINNER



MEDIA DINNER



DIGITAL MEDIA INTEGRATION



INFLUENCER'S POSTS

ABSOLUT

ABSOLUT.[®]

“CHILL OUT WITH SUMMER MIXES”

SITUATION: “ABSOLUT” is one of the most famous vodkas in the world. The line “ABSOLUT FLAVORS” intended for cocktails, less recognizable in Baku because the consumer is not informed how and with what to drink this product.

BRIEF: During summer period to promote cocktail culture and increase sale.

DECISION: We approached the task of totally showing people the availability of cocktails at home. You do not need to be a bartender to make a refreshing cocktail based on “ABSOLUT FLAVORS”.

RESULTS: Casted, trained & managed over the 36 project team members. 3 Outlet Branding, Over 9K liquid on lips, Digital Adv. 80K reach, Gorgeous “ABSOLUT LIGHT” Beach Party with DJ ELLYG.

13 points of sale where the activation was carried out for the month sold 6-month rate. This is 20 times more than the most active month of regular sales.

<https://youtu.be/S39QuS-0Noo>

#byCREO #Brand #Creative #Communications #PartnershipMarketing #BTL #Event #Branding #Production #Activation #Digital #Advertising #PR #Social #Media

YAY MIKSLƏRİ
İLƏ SƏRİNLƏN



ABSOLUT.



OFF TRADE



OFF TRADE







OFF TRADE



OFF TRADE



ON TRADE



ON TRADE POSM



OUTLET BRANDING



OUTLET BRANDING



ABSOLUT LIGHT PARTY







MEDIA INTEGRATION

JAMESON



“SAINT PATRICK’S DAY”

SITUATION: “JAMESON” is the best selling and the word’s #1 Irish Whiskey. Ranking 41st among all liquors in 2014. In fact, it’s the only Irish Whiskey in the top 100. Produced by the Irish Distillers subsidiary of Pernod Ricard. Well known in Azerbaijan market and drank usually with shot.

BRIEF: Promote “JAMESON” consumption an easy mix, visibility Irish friendly character and increase sale .

DECISION: We very intelligently promoted Jamison's friendship with apple juice and by adding Irish motifs were able to travel fabulously to Dublin.

RESULTS: Perfectly cover TC, Digital Adv. 146K reach, “Saint Patrick’s Day” Party .

<https://youtu.be/YC6nEXbU0Eo>

#byCREO #Brand #Creative #Communications #PartnershipMarketing #BTL #Event #Branding #Production #Activation #Digital #Advertising #PR #Social #Media #Content



OFF TRADE



OFF TRADE



JAMESON



IRISH WHISKEY

ON TRADE



ON TRADE



Happy
St. Patrick's
Day!
JAMESON

PARTY



ST. PATRICK'S
DAY



DUBLIN

ST. PATRICK'S
CATHEDRAL

TRINITY
COLLEGE

NATIONAL GALLERY
IRELAND

GUINNESS
STOREHOUSE

PARTY



PARTY



PARTY



PARTY



PARTY



FAIRY



“FOOD FESTIVAL ACTIVATION”

SITUATION: “FAIRY” is the best selling and the world’s # 1 ideal dishwashing detergent manufactured by Procter and Gamble and sold in most European countries. The manufacturer of the world famous American multinational company, which is one of the leaders in the global consumer goods market. Well known in Azerbaijan market.

BRIEF: During the festival to promote “FAIRY” HWD/AWD and increase sales.

DECISION: We offered to wash all the food festival partners dishes. With this approach, we were able to demonstration to all guests and give them chance to touch and follow the process. With the help of the special price, we were able to sell well.

RESULTS: In 24 days we managed to attract 4K visitors, 2,7K TA, 2K plates washed, 1K demonstrated, 427 FAIRY sold.

<https://youtu.be/QPVMVVtWbNs>

#byCREO #Brand #Creative #Communications #PartnershipMarketing #BTL #Event #Branding #Production #Activation #Advertising #Content

FAIRY

100% yağda* belə effektiv!

SƏRFƏLİ QIYMƏT



SƏRFƏLİ QIYMƏT



TÖVSIYƏ
VESTEL
EDİR







Food Bloggers



DIAGEO



“LET’S COCKTAIL YOUR SUMMER”

SITUATION: Diageo is a global manufacturer of premium alcoholic beverages, 8 of the 20 best-selling alcohol brands in the world are owned by this British company. Diageo demonstrates the variety of ways to use its products, namely cocktails - because they are a colorful filling of any party both abroad and in Azerbaijan.

BRIEF: Increase sales, introduce customers to products and ways to make cocktails yourself.

DECISION: Stands are installed in the BRAVO hypermarket chain, the bartender prepares cocktails and also invites visitors to participate in the preparation themselves, the girl promoter talks about the brand, its advantages, taste, promotions and answers customer questions and we make a sale.

RESULTS: Over 14 days of activation, more than 426 bottles were sold, more than 860 cocktails were prepared, and more than 1561 people were attracted. In addition, the installed stand was the most striking and unusual that customers liked as well.

<https://youtu.be/bOaiUk8NZFg>

#byCREO #Brand #Creative #Communications #BTL #Event #Branding #Production #Activation #Advertising





#letsCOCKTAIL
YOUR SUMMER

JOHNNIE &
APPLE

CAPTAIN
Mojito
& COLA

JOHNNIE &
GINGER

CAPTAIN
Mojito
& COLA

GORDON'S
&
Tonic

JOHNNIE &
APPLE

CAPTAIN
Mojito
& COLA

JOHNNIE &
GINGER





THANK YOU
FOR ATTENTION

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