

Fetish Film Portfolio

New works

Summer 2011

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Nokia Vario
Client: Nokia
Agency: JWT Russia



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Efes
Client: Efes
Agency: Ogilvy
Postproduction studio: CatzWolf



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Lyubyatovo

Client: United Bakers

Agency: Leo Burnett

Photographer: Slava Pozdnyakov

The advertisement features a warm, golden-brown background. In the upper right, a red heart-shaped logo contains the brand name 'Любятово' in white script, with the tagline 'СОКРОВИЩЕ РУССКИХ ПОЛЕЙ' (Treasure of Russian fields) below it. In the center, three anthropomorphic biscuits with large blue eyes and small limbs are posed: a round one on the left, a small one in the middle, and a large square one on the right. Behind them is a dark brown ceramic mug and a burlap sack overflowing with grain. In the foreground, three boxes of Lyubyatovo cereal are displayed: 'Любятово' (Heart-shaped), 'Хлопья кукурузные' (Corn flakes), and 'Любятово' (Heart-shaped). The bottom of the ad is a red banner with the slogan 'Любят, потому что вкусно!' (They love it because it's tasty!) in white text. Below the banner, in smaller white text, it reads 'ХЛОПЬЯ, КРЕКЕРЫ И ПЕЧЕНЬЕ ПРИГОТОВЛЕННЫ С ЛЮБОВЬЮ ИЗ ОТБОРНОГО ЗЕРНА' (CEREALS, CRACKERS AND BISCUITS ARE PREPARED WITH LOVE FROM SELECTED GRAIN).

**Любят,
потому что вкусно!**

ХЛОПЬЯ, КРЕКЕРЫ И ПЕЧЕНЬЕ ПРИГОТОВЛЕННЫ С ЛЮБОВЬЮ ИЗ ОТБОРНОГО ЗЕРНА