



ADORE Creative

STRATEGY
CREATIVE
CONTENT
PRODUCTION
DIGITAL

COUNTRIES
CITIES
COMPANIES
YOU

COMMERCIALS
BRAND FILMS
TELEVISION
FEATURE FILMS
VR
PRINT
NICE COLD DRINKS

OUR MISSION:
**TO MAKE
THE WORLD
ADORE YOU**

[CLICK TO VIEW COMPANY'S REEL](#)

WHAT WE DO

We **win** campaigns.

We **win** awards.

We **win** hearts.

Adore Creative has more experience creating international sports bid campaigns than any other company in the world.

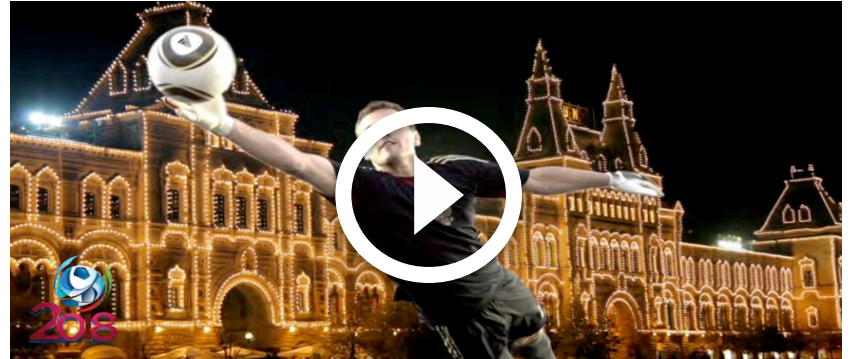
Adore Creative is an international integrated agency: we create campaigns that win, from the Olympics to the World Cup and beyond.

The secret to these successes is our ability to get underneath the skin of your brand and capture the essence of its **soul**.

This is how we create campaigns that drive our clients to **win** again and again.

We are driven by the passion to **win**, and the power of **soul**.

- ▶ 2014 Sochi Winter Olympics
- ▶ 2018 FIFA World Cup
- ▶ 2015 FINA World Championships
- ▶ 2013 Summer University Games



OUR CLIENTS

ORGANIZATIONS



AGENCIES

Landor HILL & KNOWLTON

NETWORKS, LABELS, AND STUDIOS



BRANDS



ENERGY, FINANCE, POST, INDUSTRIAL



OUR AWARDS



Grand Effie, USA
Campaign of the Year – Reebok Blacktop



Cannes Gold Dolphin Award
2012 Media and TV Award "EXPO 2020"



Grand Effie, Russia
Brand of the Year - Kazan



Grammy
Best Music Video Long Form



Yahoo Internet Award
Sadness of Sex



MTV Video Music Awards
Best Dance Video



Telly Award
Branded Content Category – World
Expo 2020: Global Mind Adventure



Cannes Gold Dolphin Award
2012 Media and TV Award "EXPO GMA"



**US Film & Video Festival
Gold Camera Award**
Kazan FINA



President's Prize
Festival of Tourism Films
Carlsbad, Czech Republic



MTV Video Music Awards
Best Rap Video MC Hammer's "Please
Hammer Don't Hurt Em" Video



Cannes Silver Dolphin Award
Kazan "FINA" Teaser



**US Film & Video Festival
Gold Camera Award**
Kazan FINA



Telly Award
Production Category – World Expo
2020: GMA



Mobius Award
Winter Olympics Campaign
Sochi, Russia



Telly Award
Communications Category 2013 – World
Expo 2020: GMA

SOCHI WINTER OLYMPICS 2014

Adore Creative produced the winning campaign for the 2014 Winter Olympic bid entitled “Russia: The Door is Open”, elevating the unknown town of Sochi to the global sporting stage.

The competition was Austria – home of Alpine sports, – and South Korea which almost beat Vancouver for the 2010 Winter Olympics. Before **Adore’s** involvement, Russia had lost every single international sporting bid in 25 years.

Sochi **won** the bid and with this victory, Russia started a decade of mega sporting events that made it the best known sporting country in the world, according to the Global Sports Nations Index.

The campaign also **won** the prestigious Mobius Award for Outstanding International Advertising.

[CLICK PROJECTS TO VIEW](#)

- ▶ **Russia: The Door is Open**
- ▶ **Rosneft Olympic Partners, Skiers**
- ▶ **Rosneft Olympic Partners, Toddlers**



FIFA WORLD CUP RUSSIA 2018

Adore Creative developed and produced the entire filmed portion of the bidding campaign that **won** Russia hosting rights to FIFA World Cup 2018, beating Spain, England and Holland.

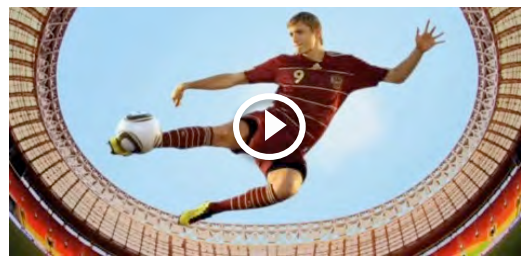
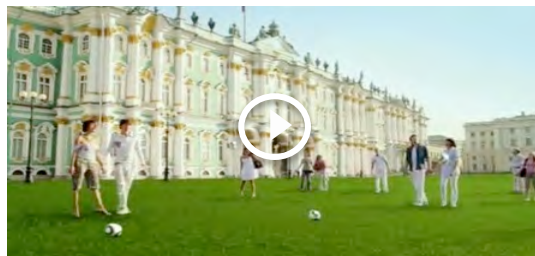
The three promotional films that **Adore Creative** wrote, produced and directed, presented Russia as a country capable of hosting a world class event of such grand scale.

Russia **won** the bid to host World Cup 2018 by a landslide, the first time the World Cup will be held in Eastern Europe. Russia continues to hold first place as the most sporting nation in the world.

Adore maintains a successful cooperation with the Russian LOC, having recently created three new films for the worldwide promotion of 2018 FIFA World Cup in Russia.

[CLICK PROJECTS TO VIEW](#)

- ▶ **Sasha's Big Day**
- ▶ **Jewels of Russia**
- ▶ **Russia Becomes the Games**



TEAM USA US LUGE ASSOCIATION

Adore Creative developed and produced a promotional campaign to raise awareness and funding for Team USA Luge.

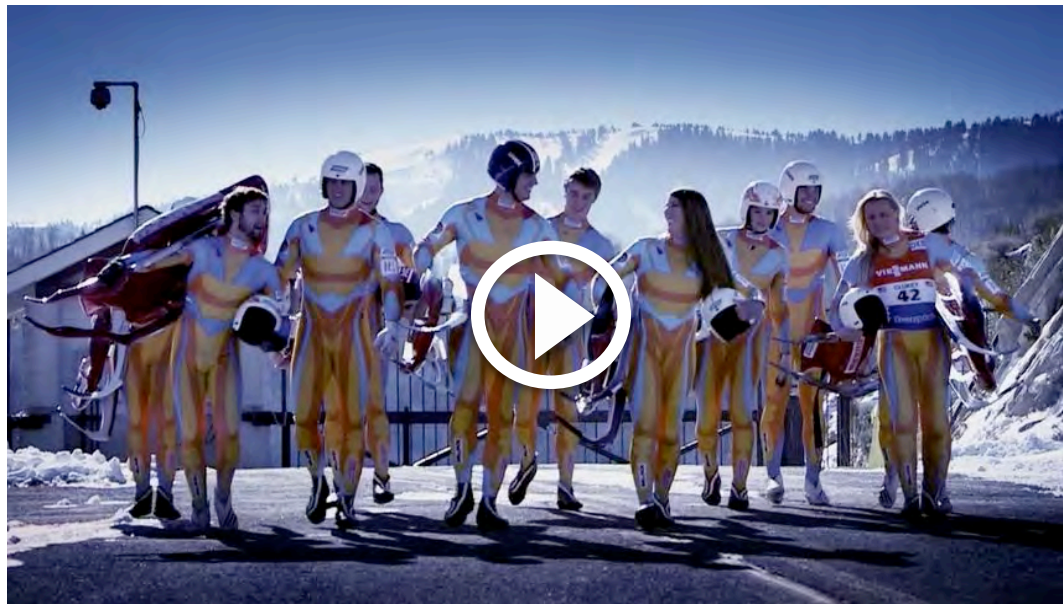
Adore captured the essence of the fastest sport on ice with a brand film called “Millisecond”. This thrilling, eye-catching video highlights the most fascinating aspect about luge: speed. The film showcased Team USA and featured Erin Hamlin, the first female American luger to medal at any Winter Olympics.

The project helped attract sponsors and raised awareness, bringing new athletes to the exciting sport.

Adore's digital team developed a comprehensive viral SoMe campaign built around the film that earned 1.9MM social impressions in under 24 hours. It garnered support from NBC Sports Network, U.S. Olympic Team, Sports Business Journal and many other distinguished influencers. In one day, the “Millisecond” video had more views across all platforms than all the previous US Luge videos combined.

[CLICK PROJECTS TO VIEW](#)

▶ [Team USA Olympic Luge Promo Video](#)



ALMATY 2022 WINTER OLYMPIC BID

Adore Creative's bid campaign helped little known Almaty, Kazakhstan exceed all expectations by winning nearly half of IOC votes in its bid against Beijing to host the 2022 Winter Olympics.

The campaign was a huge win for Almaty's presence on the global stage, and Adore was proud to contribute.

Adore's strategy built on Almaty's strengths: real snow, real sports, real people. The films showcased the unexpected beauty, culture and modernity of this exotic land.

This was the third Olympic campaign for **Adore**.

[CLICK PROJECTS TO VIEW](#)

- ▶ [Almaty 2022 Journey](#)
- ▶ [Almaty 2022 Tech film](#)
- ▶ [Almaty 2022 Romance Film](#)



SPECIAL OLYMPICS WORLD GAMES LA 2015

Adore Creative produced a legacy film for the biggest sports event in Los Angeles since the 1984 Olympics: Special Olympics World Games LA 2015.

Capturing every aspect of the Games from start to finish, the film was produced in real time and debuted at the Closing Ceremonies. During production, **Adore** also provided daily footage for ESPN's nightly coverage.

After the Closing Ceremonies the film went viral, gathering rave reviews and hundreds of thousands of social media impressions around the world.

[CLICK PROJECTS TO VIEW](#)

▶ [Rise Up Special Olympics World Games LA 2015](#)



WORLDSKILLS INTERNATIONAL COMPETITION KAZAN 2019

Adore Creative produced three films that helped the city of **Kazan beat Paris** to host WorldSkills International Competition 2019, marking the fourth consecutive winning bid for the city of Kazan with **Adore**.

Adore also wrote and designed Kazan's bid speeches and presentation flow for the presenters, including the Deputy Prime Minister of Russia, Olga Golodets and International Space Station cosmonauts.

The centerpiece film features a young, adventurous Kazan boy giving a whirlwind tour of one of the most beautiful cities in Europe.

[CLICK PROJECTS TO VIEW](#)

- ▶ **Timur's Kazan**
- ▶ **WorldSkills 2019 Kazan Tech Film**
- ▶ **WorldSkills 2019 Russia Tech Film**



SKOLKOVO INNOVATION CAMPAIGN

Adore Creative created a short brand film on the theme of Innovations for Russia's Skolkovo Center, one of the largest tech incubators in the world.

The film showcased the world's leading pioneers in innovations as well as prominent members of the Center.

With this video, Skolkovo continues to garner support from the most cutting edge technological companies and universities around the world.

[CLICK PROJECTS TO VIEW](#)

► **Skolkovo Innovation Campaign**



WORLD EXPO 2020 GLOBAL MIND ADVENTURE

Adore Creative created the Global Mind Adventure for Ekaterinburg's World Expo 2020 bid.

This epic around-the-world adventure documentary brought the unknown Russian city very close to beating the internationally known city of Dubai.

65% of the planet's population does not have access to Internet. To fix this, ten adventurous students travelled to the most remote villages in Panama, Indonesia, Kenya, Nepal, Butan, Sri Lanka, Namibia, Mongolia to bring the necessary tools and connect them to the world through internet.

Through these connections information, cultures and friendships are shared around the globe.

[CLICK PROJECTS TO VIEW](#)

► [Global Mind Adventure](#)



SPORTS



Reebok's Blacktop Campaign
Reebok's Blacktop Campaign directed by Rupert Wainwright won the Grand Effie, the Most Effective Advertising of the Year in the US.



Gatorade Starring Michael Jordan
Michael Jordan starred in an inspirational campaign for Gatorade directed by Rupert Wainwright.

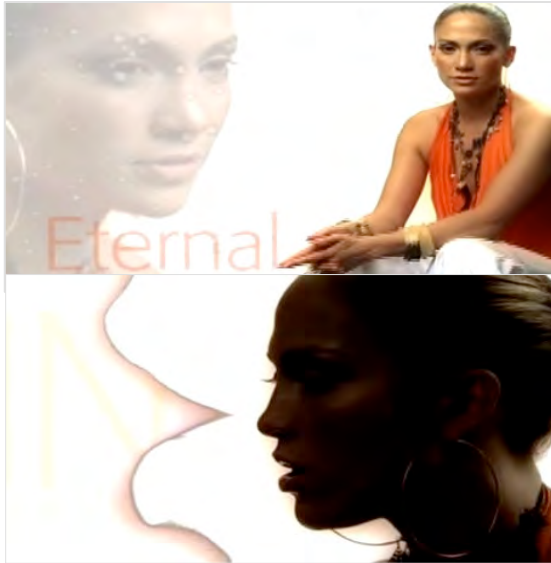


Foot Locker
A young boy runs through Manhattan to join his dream team, in beautiful black and white photography directed by Wainwright for Foot Locker.



Walmart
Rupert Wainwright directed a TV commercial for one of the leading American retail stores to promote Walmart's sponsorship of the World Cup football championship.

GLOBAL IMAGE BRANDING

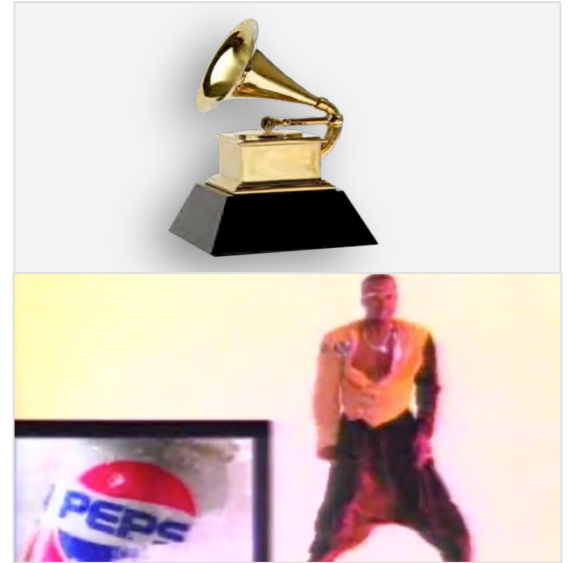


“Still” Perfume by Jennifer Lopez
Rupert Wainwright directed a TV commercial for the global pop star Jennifer Lopez to promote her perfume “Still”. The main aim of the commercial was to play homage to the power of women.

The perfume has achieved great success in the fragrance market and become one of America's highest-selling bottles.



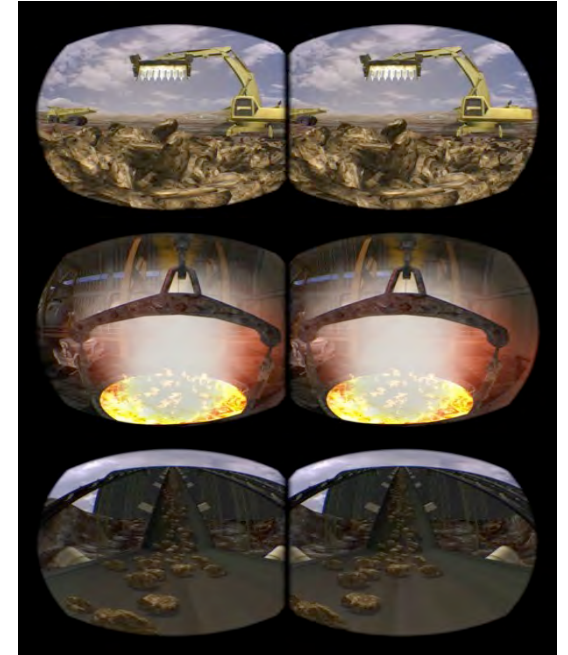
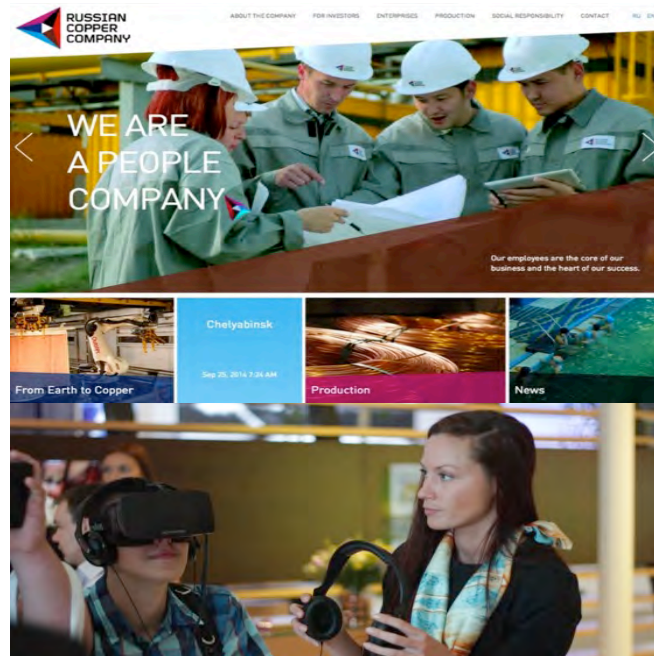
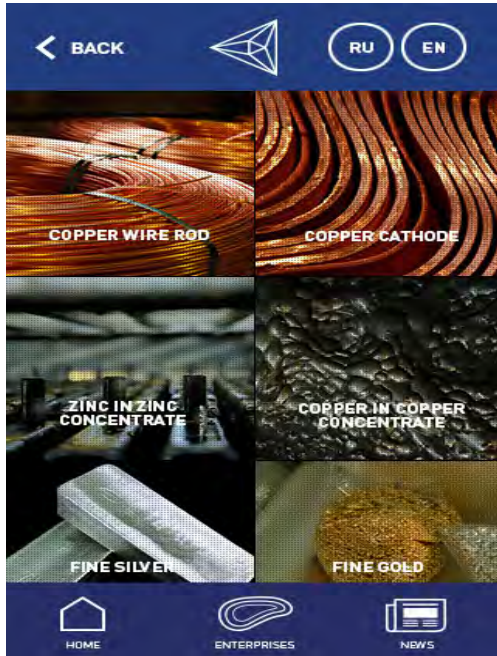
Michael Jackson: HIStory
Michael Jackson called upon Rupert Wainwright to achieve Jackson's epic vision for HIStory. HIStory debuted at #1 on the charts, and was the best selling multi-disc album by a solo artist of all time selling, 20 million albums. This cemented Adore's position in the marketplace as a proven advertiser, marketer and director for high-profile businesses, brands and people.



Please Hammer Don't Hurt 'Em
Rupert Wainwright received a Grammy for MC Hammer's “Please Hammer Don't Hurt 'Em: The Movie” in the category of Long Form Music Video. The video was wildly successful, selling 20 million albums and achieved multi-platinum sales. Adore Creative and Wainwright's skills as an advertiser and marketer launched Hammer as a brand that went on to become a world wide phenomenon.

ADDITIONAL WORK

DIGITAL



Adore Creative has been at the forefront of digital marketing for some time now. We developed a whole range of digital content for Russian Copper Company. RCC's new website and mobile application were created to support the company's participation in Russia's largest industrial fair INNOPROM 2014. Adore took approach of creating digital content to a whole new level by using the most innovative gaming technology of the 21st century – Oculus Rift, a new virtual reality headset. Using advanced stereoscopic 3D technology, we created a 5-minute film that gave the viewers an inside look through all stages of copper production. Adore Creative is one of the first agencies in the world that has delivered digital content for Oculus Rift in HD quality.

POLITICAL CAMPAIGNS



Dept. of Transportation

Wainwright worked for the US Department of Transportation on several groundbreaking campaigns. "Drunk Driving" was featured in the New York Times as one of the most popular commercials in the US in 2006.

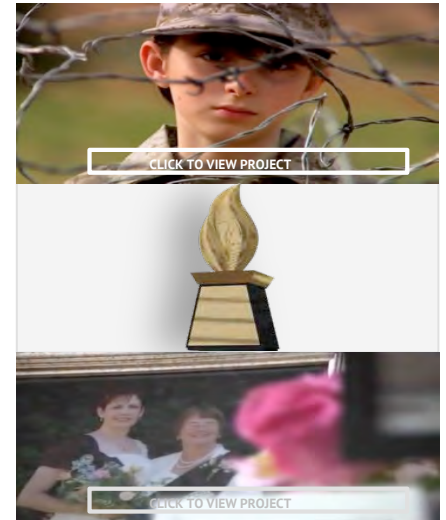


Clinton/Gore Political Campaign

Rupert Wainwright worked with former President Bill Clinton and former Vice President Al Gore and directed several political spots that ran during a historic election year.



Adore Creative has been a trusted supplier to the most senior people in the Russian government, sport and marketing establishments. The President of Russia, Mr. Vladimir Putin, participated in our campaign for the Yekaterinburg World Expo 2020 bid. The Premier Minister, Mr. Medvedev participated in our campaign promoting the hosting of the 2012 APEC meeting in Russia.



Rupert Wainwright directed two social TV spots - "Fatigue", an anti-war spot for the Senate Independent Expenditure Campaign, and "Mary Kate" for Equality California. Both spots won the prestigious Pollie Award presented by the American Association of Political Consultants.

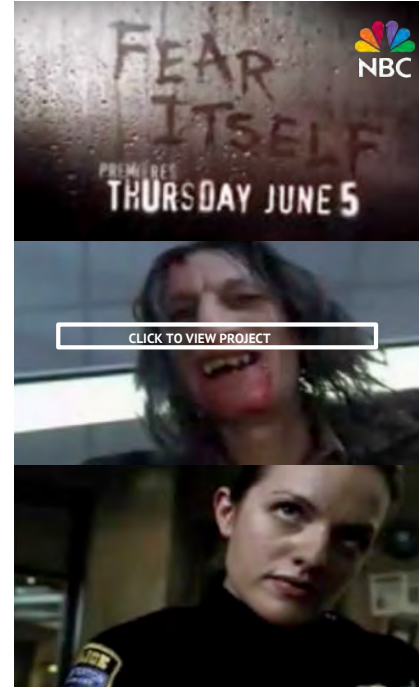
TELEVISION



Sochi 2014 Live Broadcast – Fox Sports 1



Fair Game - History Channel



Fear Itself - NBC



Show Me The Money

Rupert Wainwright and Adore Creative are active in the TV space having developed, directed and produced TV content for such major television networks as CBS, NBC, ABC, Fox, Fox Sports and History Channel.

ADDITIONAL WORK

FEATURE FILMS

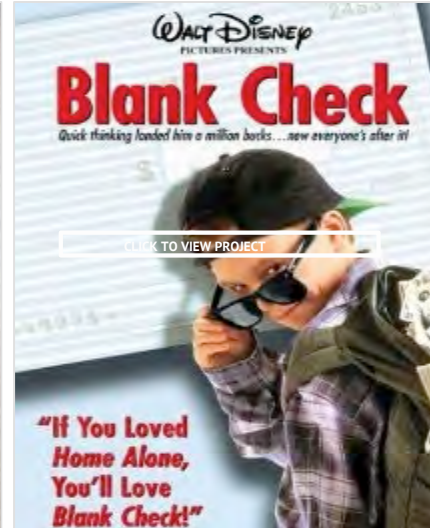
Adores Creative's Director Rupert Wainwright directed several feature films which have garnered multi-million dollar worldwide box office receipts.



Made for MGM, STIGMATA blends the classic horror film with a story about both personal faith and the politics of the Vatican's control over Christian writings. The movie was produced by Frank Mancuso Jr ("Ronin", "Species") and written by Rick Ramage and Tom Lazarus. **The film opened #1 in the US box office and went onto make more than \$100 million worldwide theatrically.**



"Sadness of Sex" was the opening film of the Slamdance Independent Film Festival and received a Special Recognition award at the Yahoo Online Film Festival. Numerous critical reviews across the US described the movie as "Outrageous yet serious... Rich and evocative... Inspired tour de force..." (Los Angeles Times), "Nothing short of stunning" (VARIETY), "It expands the possibilities of cinema" (LA NEW TIMES).



Rupert Wainwright also helmed the hit BLANK CHECK, a kid's movie for Disney.

The movie starred Ton Loc, MTV's Duff, Miguel Ferrer, Brian Bonsall and Michael Lerner, and was a bona fide hit for Walt Disney Studios.



Wainwright directed THE FOG, a remake of John Carpenter's classic 1980 horror movie made for Revolution Studios and Sony Pictures Entertainment. The film stars Tom Welling, Maggie Grace and Selma Blair as the inhabitants of a quiet seaside town that is engulfed by a mysterious deadly fog. **THE FOG opened #1 at the US Box office upon its release in October 2005.**

TESTIMONIALS

“Always impressed with Adore’s ability to understand client concerns, create a vision exceeding expectations and deliver a final product that makes you feel like you really got your money’s worth.”

Terrence Burns
Managing Director
Teneo Strategy

“So wonderful dealing with Adore. Never a doubt the work will be delivered as promised, in spite of exceedingly tight deadlines and the difficult circumstances.”

Emma Beckman
Country Director – Landor

“Adore’s expertise in pulling together teams, negotiating with vendors, and moving mountains to get the job done was critical to our successful coverage of the Sochi Olympics.”

Jeff Husvar
EVP – Fox Sports Media Group

“Rupert’s dramatic visual storytelling skills are extraordinary. What he was able to do with the short RCC films was beyond anything we could have imagined. So beautiful. Amazing. He can make anything happen, often under enormous pressure. He is able to do the impossible, consistently.”

Katie Taylor
Executive Creative Director – Landor

“Hugely talented creatively with excellent client service skills. Able to deliver high quality results in timeframes I’ve only seen one or two others achieve in all my years.”

Peter Necarsulmer
Executive Chairman – PBN/HK

“The Sochi Olympics 2014 bid film they did for us was amazing.”

Oleg Volkosh
President – MediaArts, Moscow

“Dear Rupert, Thank you so much for this really impressive, impeccably shot and brilliantly directed commercial. Both Dmitry Peskov [Press Officer of the President of Russia] and I loved it. Working with you was really a pleasure. You know that “the door is open” and you are always welcome in our office.”

Alexander Smirnov
Deputy Head Press and Information, Russian Federation, re Olympic TV campaign, “Russia, The Door is Open”

“Very creative vision and approach. Always excited to see what Rupert has created for us.”

Anton Lisin
Head of Media Office – 2018 FIFA World Cup Local Organising Committee

“It was a great experience working with Adore and Rupert. I really appreciate their professionalism, creativity, non standard way of working, hard-working team. They catch the meaning at once regarding what our Committee wants and have clear communication as to what they can create for us.”

Ekaterina Kamyshnikova
EXPO 2020 Ekaterinburg

“We needed to influence a foreign audience, so we needed somebody to see Russia with a foreigner’s eyes, and Rupert delivered exactly what we needed.”

Aleksei L. Sorokin
Chief Executive – 2018 FIFA World Cup Local Organizing Committee

ADORE TEAM

LOS ANGELES



RUPERT WAINWRIGHT
President/Director, Worldwide

Rupert is a British born director who has won awards shooting all over the world for such US and International Fortune 500 clients as ATT, Sprint, Honda, Sprite, Wal-Mart, Reebok, Footlocker, Gatorade, McDonalds, Converse, GHI, Hong Kong and Shanghai Bank, Deutsche Telekom, Barilla, BP, Disney, Fritos, and many, many others.



BARKER GERARD
VP Production, Worldwide

Barker has held post-production supervisor, production coordinator and producer positions at major Hollywood studios including Universal, Sony, Paramount, Warner Brothers, DreamWorks and Disney. As a producer, Gerard has spearheaded projects ranging from independent films to big budget studio features including The Ruins (2008).



ANDY WU
Senior Account Director, North America

Andy is a Clio and Telly award winner for his broadcast advertising work. He has spent the last 15 years producing and developing broadcast TV properties and digital content for studios such as NBCUniversal, ABC Disney, Viacom Networks and Comcast Entertainment Group. In the digital content space, Andy created an original mobile network on AT&T and Verizon.



LUIS AIRA
Creative Director, North America

Native Cuban, Luis is a creative director who has been honored with numerous awards, including the Cleo, for his work for clients as varied as Coca Cola, AT&T, Wells Fargo, Sears, Converse, Ikea, the Gore/Lieberman Campaign for President, and many more. He is the creator of the experimental feature "Girl in 3D" awarded Best Feature, Indiefest Chicago, and Best Thriller and Best Actress at the New York International Film and Video Festival.

LOS ANGELES & SAN FRANCISCO



MATT ELHARDT
Creative director, North America

From Apple (launched new iPad), Nike, Adidas, Coca-Cola, ESPN, Ford, Toyota, Subaru, Saturn, Sony, Sprint, Boost Mobile and Heineken Matt has 20 years experience creating for the best brands in the game.



NATALIYA O'LEA
Production Manager, North America/Europe

Nataliya is originally from Ukraine and has spent over a decade in video production industry all over Europe. Her portfolio includes over 130 TV commercials for such brands like Coca Cola, Volkswagen, iTunes, Skoda, Heineken, Subaru, T-Mobile, Renault, Opel, Visa, Stella Artois, Nissan and more.



ADAM MAHER
Digital Marketing/New Business, North America

Nike, MLB, NHL, DIRECTV, Jordan Brand – these are just few of the world's most influential sports brands Adam worked with as a digital marketing and social media specialist, before making the switch from New York to Los Angeles and landing at ADORE. On top of his talents as a copywriter and social media voice, Adam brings an ability to network with top level executives and develop new business.



KENN CORR
VP Digital, North America

A leading interactive designer and developer at the nexus of technology and media for over two decades. His clients include the Sundance Institute, IBM, VISA, SONY, PBS Television, Ken Burns, Lucasfilm, Disney Interactive, National Geographic, CBS TV, Atari, Ford Foundation, Annenberg, Rockefeller Foundation and more.

ADORE TEAM

LONDON & MOSCOW



DAN HOWARTH
Digital Design Head, UK

Dan Howarth has designed, managed and built unique and innovative digital ventures for BBC, The Royal Academy of Engineering, Mazda, GQ and Deloitte. He was Landor London's first digital creative director, he also has run two boutique creative agencies and raised creative standards in various multinationals.



SIMON SMYTH
Executive Producer, UK

Simon has shot over 50 films for Mars Incorporated. He started Silver Cloud Films in 2008 and continues to work as a director for Mars Inc, Universal Music, Nintendo, VeeMee, MTV, Bord Gais, Bloomberg, JP Morgan, and Leeds Armoury.



IRINA DRUZHININA
Head of Sales, Russia

Irina is a ten year veteran of the entertainment and advertising world, both in Russia and the U.S. She served as a co-producer for Adore on World Cup FIFA Films and the Rosneft Olympic Mascot Campaign. Irina spent a month in Sochi producing live broadcast for Fox Sports 1 during Winter Olympic Games.



MARAT SAVELOV
VP Business Affairs, Russia

Head of Adore Creative Business and Legal department, Moscow. His past experience includes Gleden Invest where he worked on M&A, restructuring of projects, leading international business projects and transactions with aggregate assets of over \$1 bln.

PARIS & SÃO PAULO



ANNE-MARIE VERDIN
Head of Sales, Europe

Anne-Marie spent 20 years in the French and British advertising world. She specializes in running campaigns for big name brands locally and internationally. Verdin worked for leading French and UK advertising companies including Ogilvy, Disney and Harrods.



MARINA HENZE
Executive Producer, Europe

Marina is a true advertising international: speaking five languages with more than 25 years of experience in the US, Scandinavia and France. Nokia, P&G, SAS Airlines, Yves Roches and FMCG are just some of the companies she has worked with in her career at Grey, Education First and G2.



AMON
Creative Director, South America

Commercial director with multiple Cannes Lions and Clio Awards. Amon worked with numerous major brands including Coca-Cola, Audi, Colgate, Nike, Ford and Volkswagen. He helmed campaigns in the US and all over the globe including Germany, Spain, France and Portugal.



NECO SCHERTEL
Executive Produce, South America

Executive Producer at Zero Films, one of the most renowned production houses in Latin America. Neco has numerous national and international awards for its groundbreaking cutting-edge work.

LOS ANGELES ●

LONDON ●
PARIS ●

MOSCOW ●

● DOHA
● DUBAI

● BANGALORE

● SHANGHAI

● SÃO PAULO

THANK YOU!

OFFICES ●
AFFILIATES ●