

STRATEGY

DESIGN

ADS

AI

EVENT

VIDEO

SHARECORE

*ideas
that you love
to share*

STRATEGY

DESIGN

ADS

AI

EVENT

VIDEO

SHARECORE

WHO WE ARE

CLIENTS

AWARDS

DESIGN & CREATIVE

SPECIAL PROJECTS

VIDEO PRODUCTION



Est. 2018

Part of E-promo Group

Team of 60

We are SHARECORE

We write concepts, scripts, and strategies
We shoot films, ads, and animations
We develop key visuals, identities, and design systems
We run online and live events
We use AI to generate content and automate business

AND E-PROMO

PERFORMANCE MARKETING

CRM STRATEGIES

ANALYTICS

INFLUENCE & CONTENT MARKETING

BRANDFORMANCE MARKETING

MARKETPLACES



We are

- an international digital agency with a data-driven approach to marketing
- with 20 years of experience
- 650 specialists
- covering 4 regions:
MENA, CIS, SEA, EU

TOGETHER WE ARE
PART OF

E-PROMO GROUP

Our strategic partnership
delivers full-spectrum
solutions — from bold
creative to performance
marketing, or the sweet
spot where both collide

Digital media & Retail Media

e-promo



Creative and production

SHARECORE

superdudes

TALENT

Digital solutions



Data Science



AdTech



CLIENTS

local & international
from governments to sneaker
brands



WIO

YANGO



kaspersky

playrix



BANYAN TREE
GROUP



ELEMIS



finom



NEBIUS

SuperStep



JBL



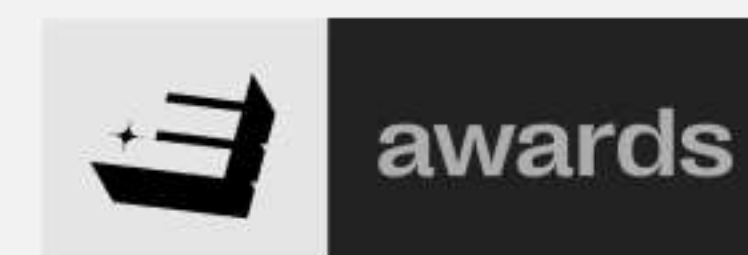
AWARDS

even if you don't
recognise the names this
stuff is important



bema!

silver
mercury
\\ awards ///



DESIGN & CREATIVE

SERVICES

Visual identity and brand style

Creative concepts and ad campaigns

Naming, slogans, copy

Brand positioning and strategy

Key visuals and ad materials

Packaging and merch

heinemann
duty free

creative concept
design

SHARECORE

turning a duty-free opening into something saudi arabia couldn't miss

CONCEPT



We turned the flagship opening into a FOMO-driven campaign built to create hype before the doors even opened. A bold communication idea and modular visual system worked across formats, building anticipation and making the launch feel like an event worth showing up for

RESULT

A flexible campaign system designed to scale across every touchpoint — from launch communications to digital and on-site assets — while keeping one bold, instantly recognizable identity throughout



GO TREASURE HUNTING

I ♥ JED

Scan QR at the airport
and participate in
treasure hunt challenge

 Jeddah Duty Free
السوق الحرة جدة



taking a familiar supermarket brand from the aisle to the screen

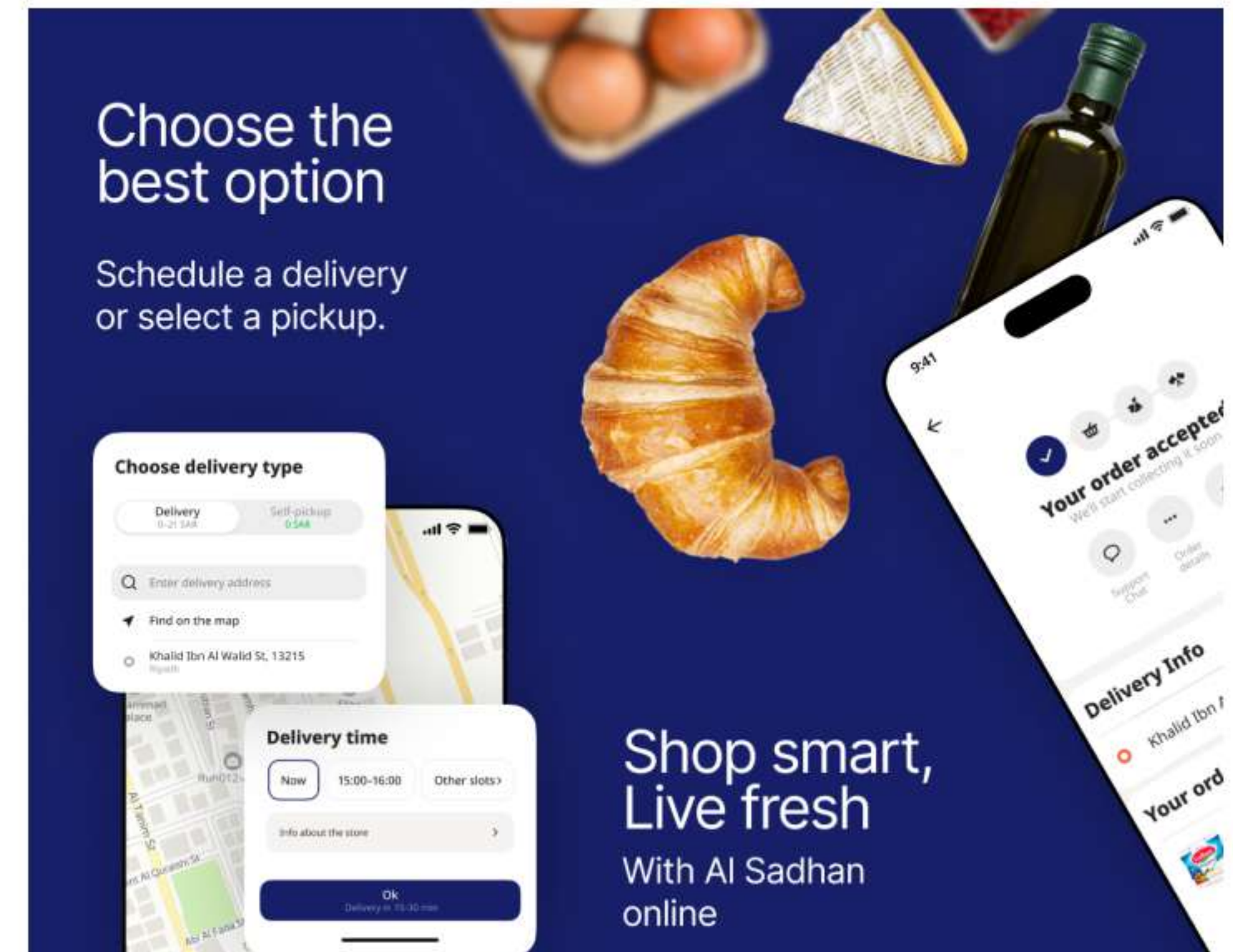
CONCEPT



We took a familiar supermarket brand online with a bold visual language and clear communication built specifically for digital. Data shaped the strategy, while flexible creative assets made the system easy to scale across channels

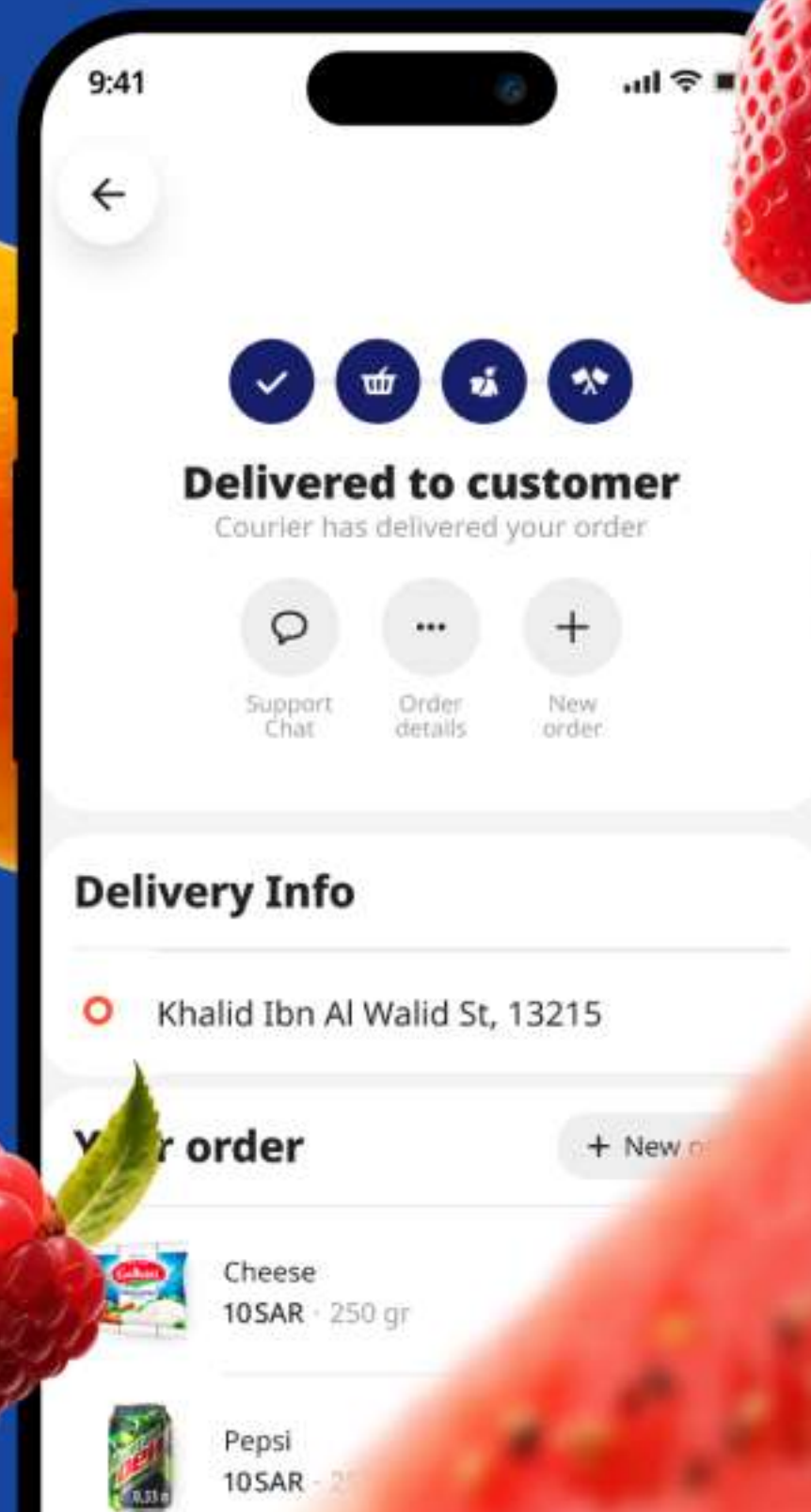
RESULT

A complete go-to-market system combining strategy, messaging, and striking key visuals — giving the brand a distinctive digital presence and a strong foundation for growth



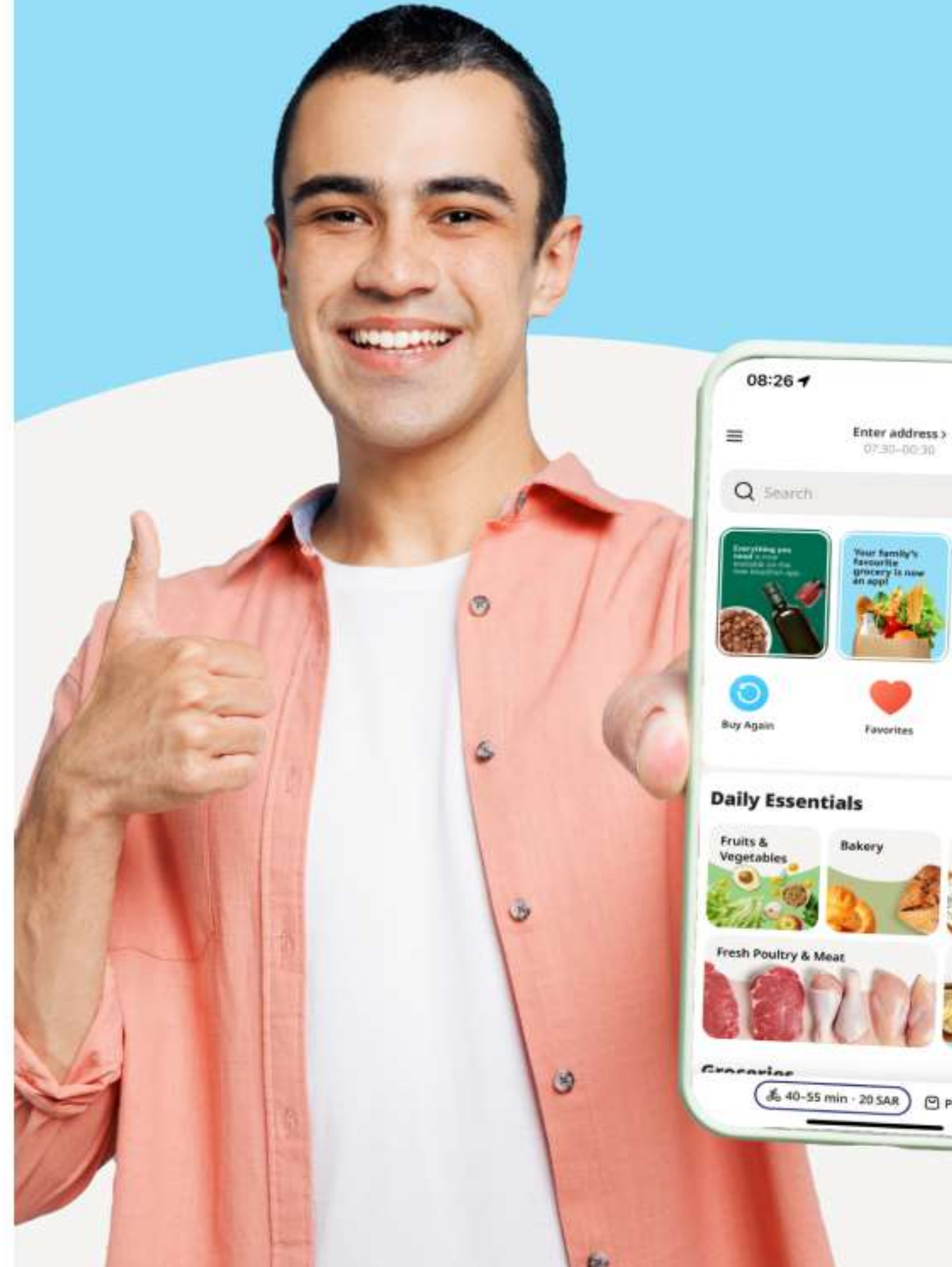
ALSADHAN السدحان

عيشها حسب الطلب.
وخلي علينا الجلب



ALSADHAN السدحان

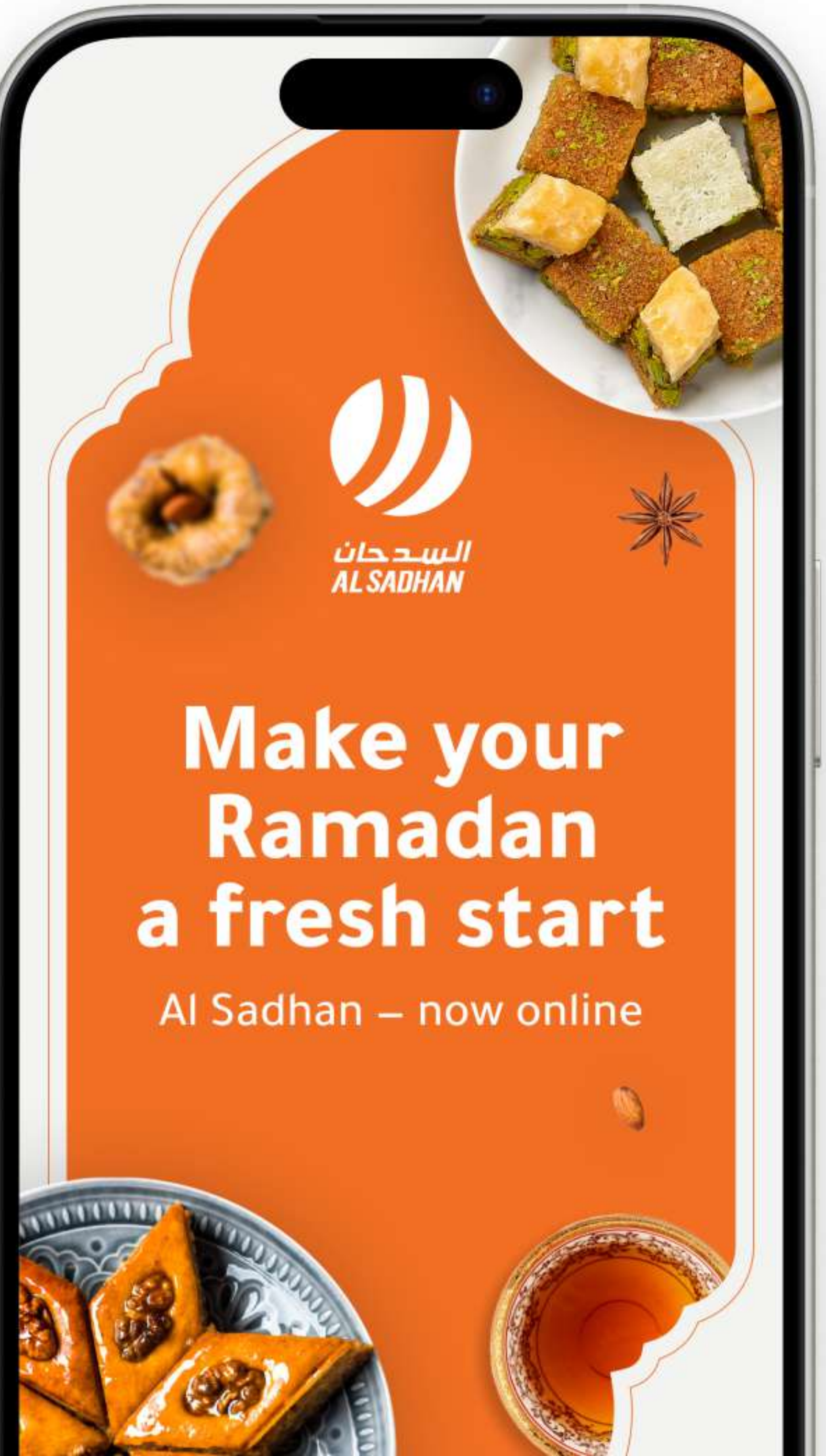
خلك كوول، هذا زمانك.
انت بس اطلب، حنا نعرف مكانك.



السدحان
ALSADHAN

Make your
Ramadan
a fresh start

Al Sadhan – now online



**europlast/
capaco**

naming
identity
logo
guide

SHARECORE

turning a plastic cap manufacturer into a brand built for global business



CONCEPT



We built CAPACO from scratch — starting with a name anyone could read, regardless of their mother tongue. Minimalism, modularity, and industrial aesthetics shaped an identity rooted in the company's manufacturing DNA.

RESULT

A complete brand system designed to work everywhere — from caps and packaging to trucks and digital interfaces. Clean, recognizable, and ready to scale with the new UAE factory.





Caps Packaging Company

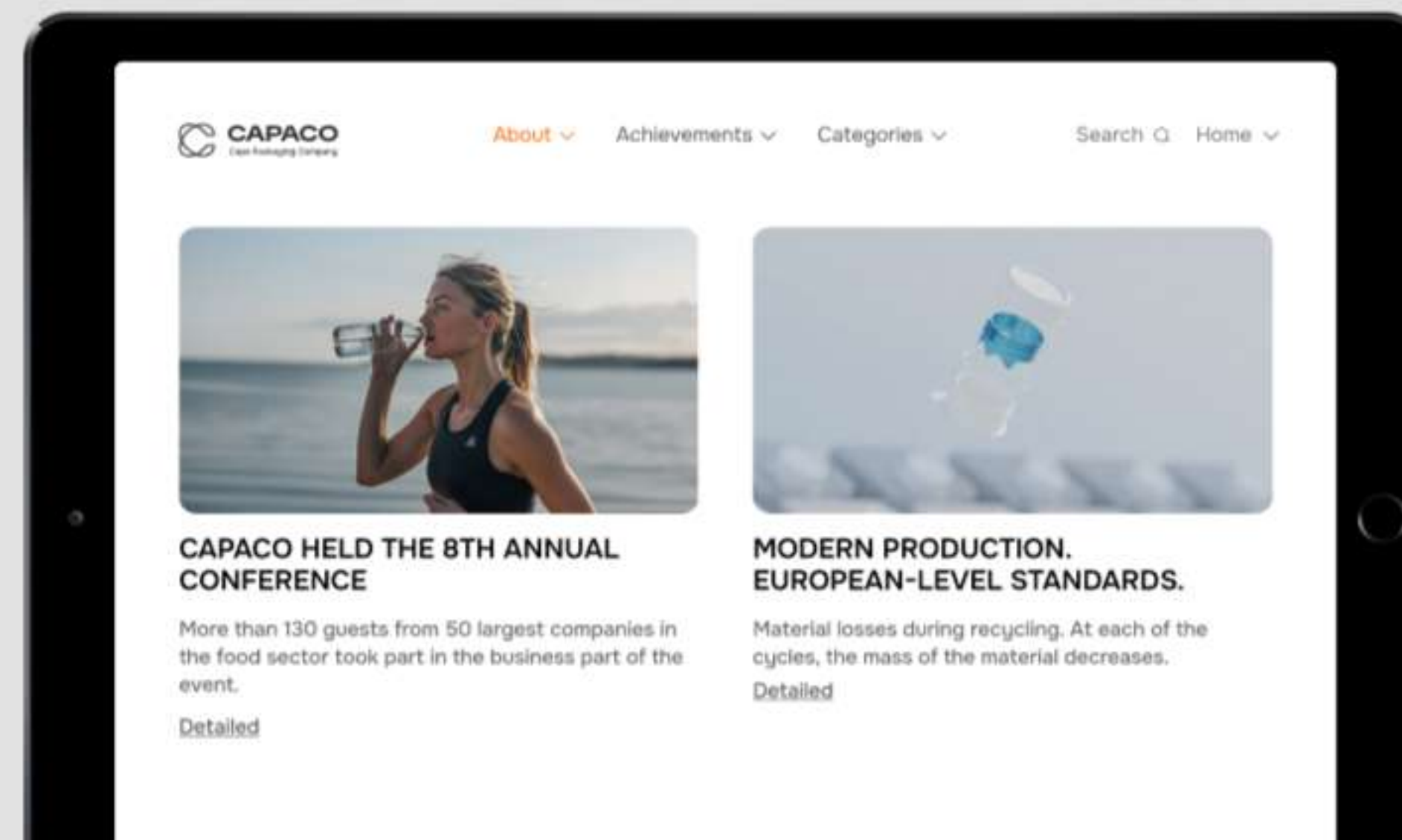
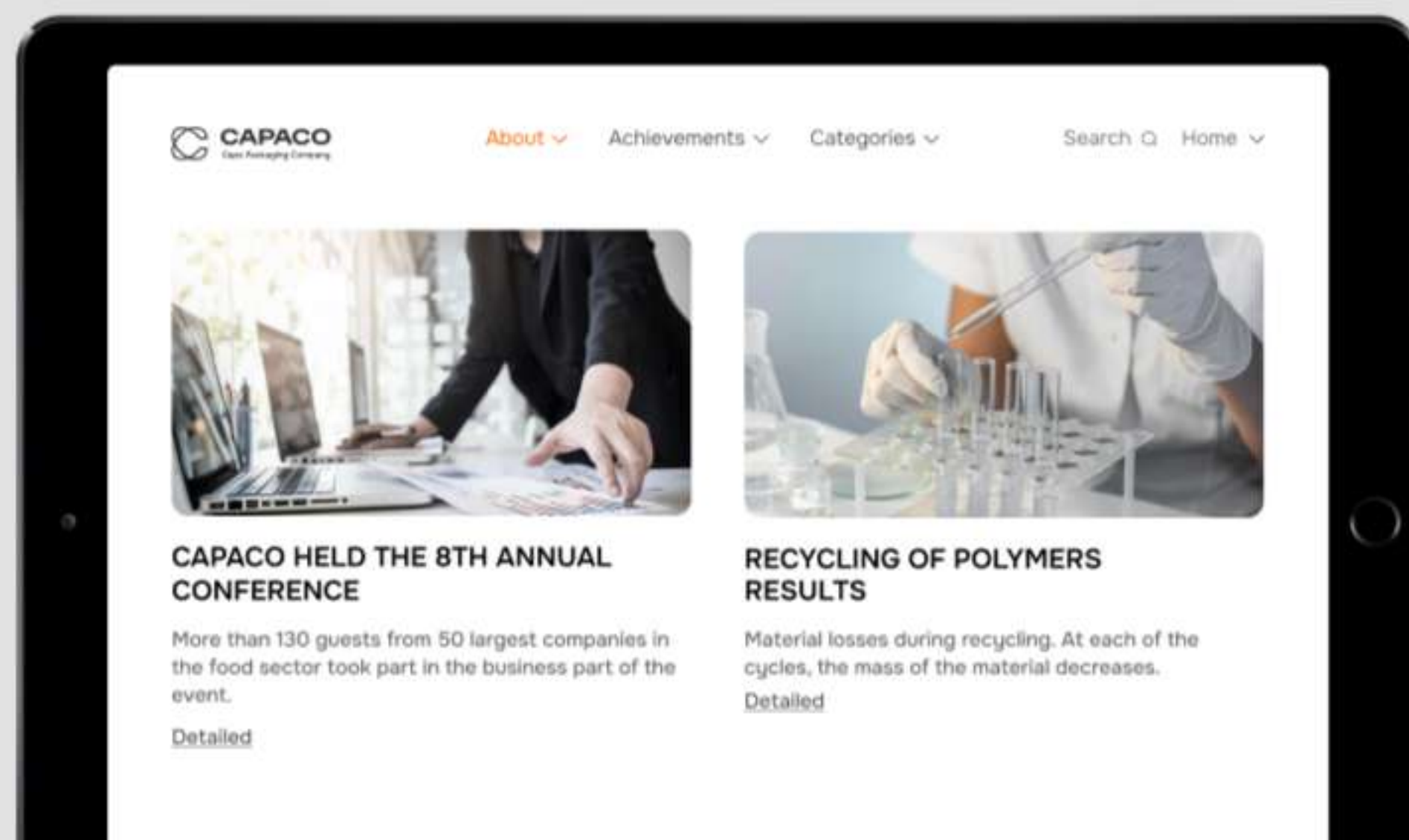
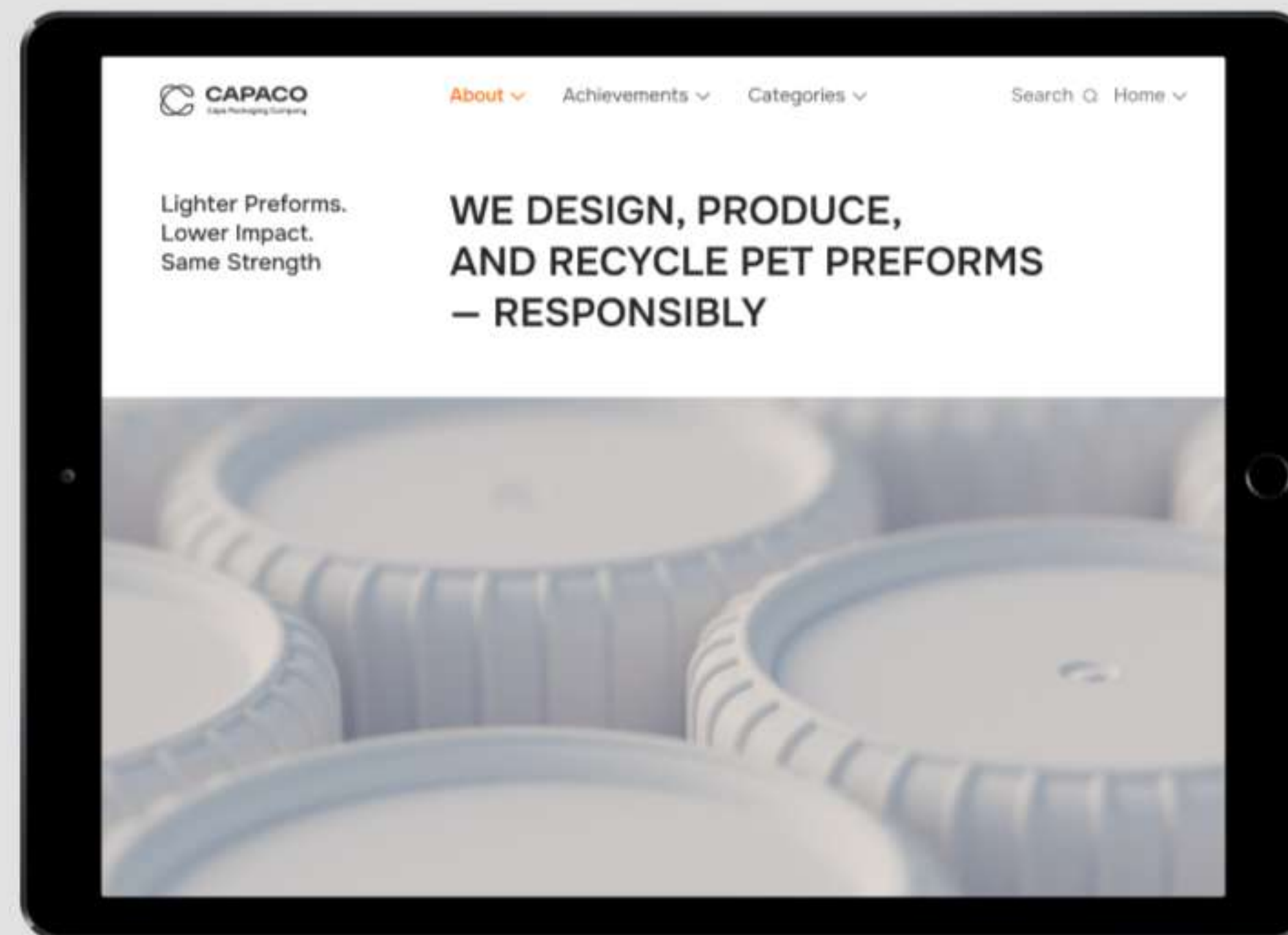
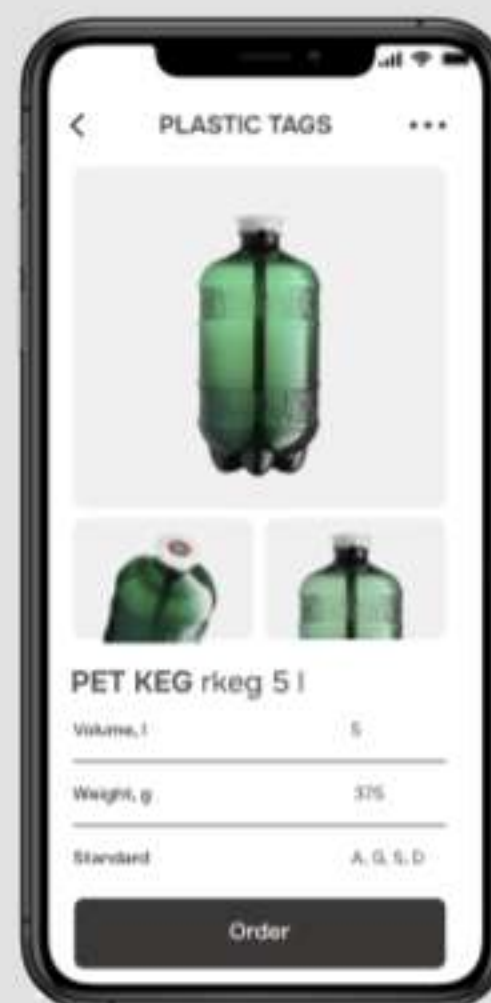






CAPACO





golden
khokhloma

branding
logo
graphic system
animation
special projects

SHARECORE

turning centuries-old craft into a visual language for today

CONCEPT



Reflection became the core idea: Khokhloma has shaped the city of Semyonov for generations, while contemporary culture continues to reshape the craft itself. We translated this dialogue between past and present into the festival's new identity.

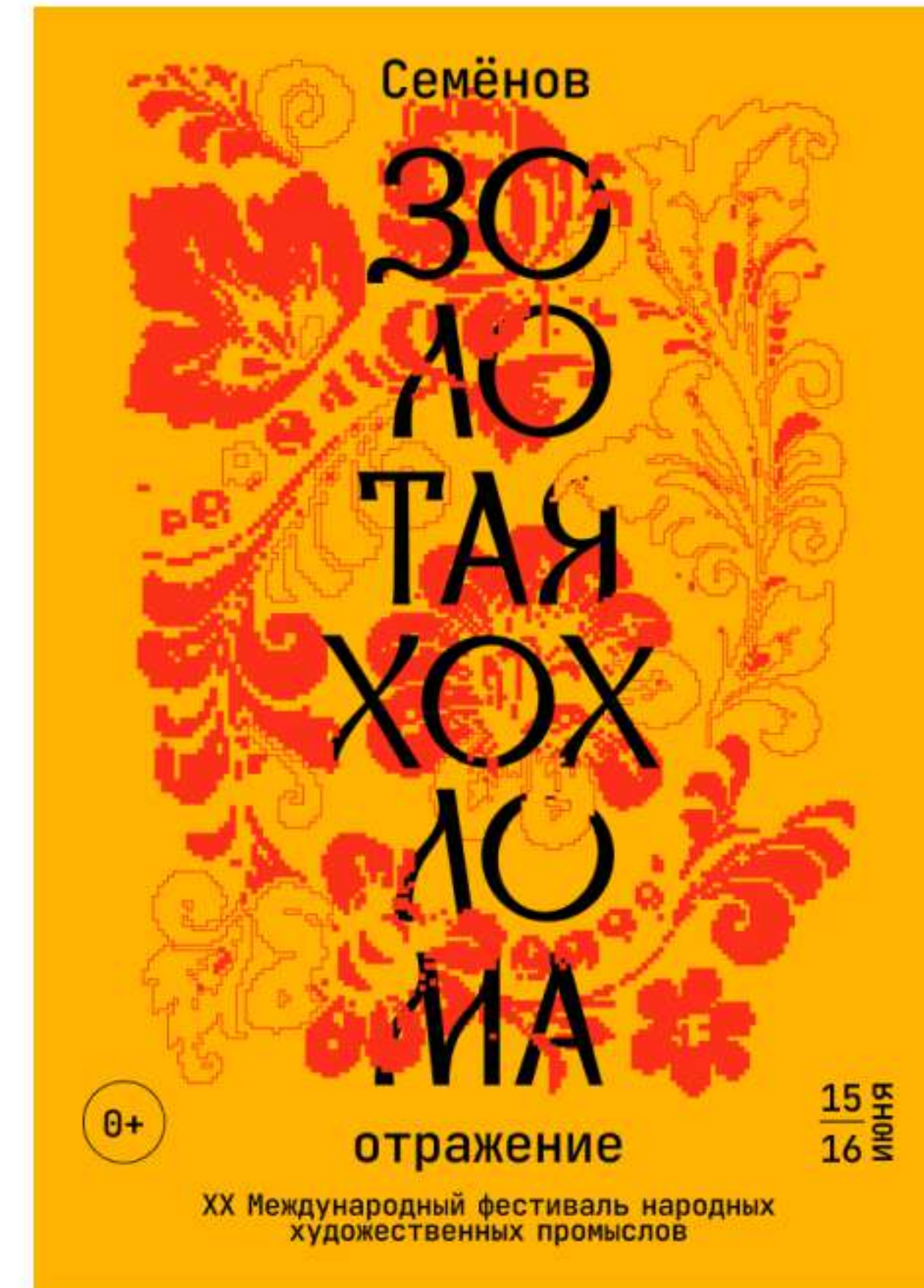
RESULT

Traditional Khokhloma patterns became a pixel-inspired graphic system, bringing folk ornament into a contemporary visual language. The identity stretched from classic decorative plates to skateboards — making the heritage feel alive, relevant, and ready for a new generation.



bema!

РОССИЙСКАЯ ПРЕМИЯ
В СФЕРЕ НАРОДНЫХ
ХУДОЖЕСТВЕННЫХ
ПРОМЫСЛОВ
«НА_РОДНОМ»







НИЖЕГОРОДСКАЯ
ОБЛАСТЬ

XX Международный фестиваль
народных художественных промыслов

15-16 июня

Семёнов

ЗОЛОТАЯ ХОХЛОМА

отражение

Партизан ФМ

Марина Девятова

Упсала-Цирк

театральные постановки

ярмарка промыслов

0+



russian museum
of photography

branding
logo
navigation
merch

SHARECORE

bringing analog photography into focus for a new generation



CONCEPT



We built the identity around the magic of analog photography — light, blur, film, and the moment an image emerges in the darkroom. Film curves shaped the typography, while blurred archival images became the system's signature visual device.

RESULT

A restrained typographic system, soft-focus photography, and a sharp darkroom-red accent created an identity that connects the museum's analog heritage with a distinctly contemporary visual language.



Р

выставка продлится
с 16.09 по 18.10

вт-вс 10:00 - 19:00
пн — выходной

*Фотографы
Нижегорода
XIX-XX веков*

Люди и события города глазами нижегородских
фотографов. От Карелина до миллениума

РУССКИЙ МУЗЕЙ
ФОТОГРАФИИ

выставка продлится
с 16.09 по 18.10

вт-вс 10:00 - 19:00
пн — выходной

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М

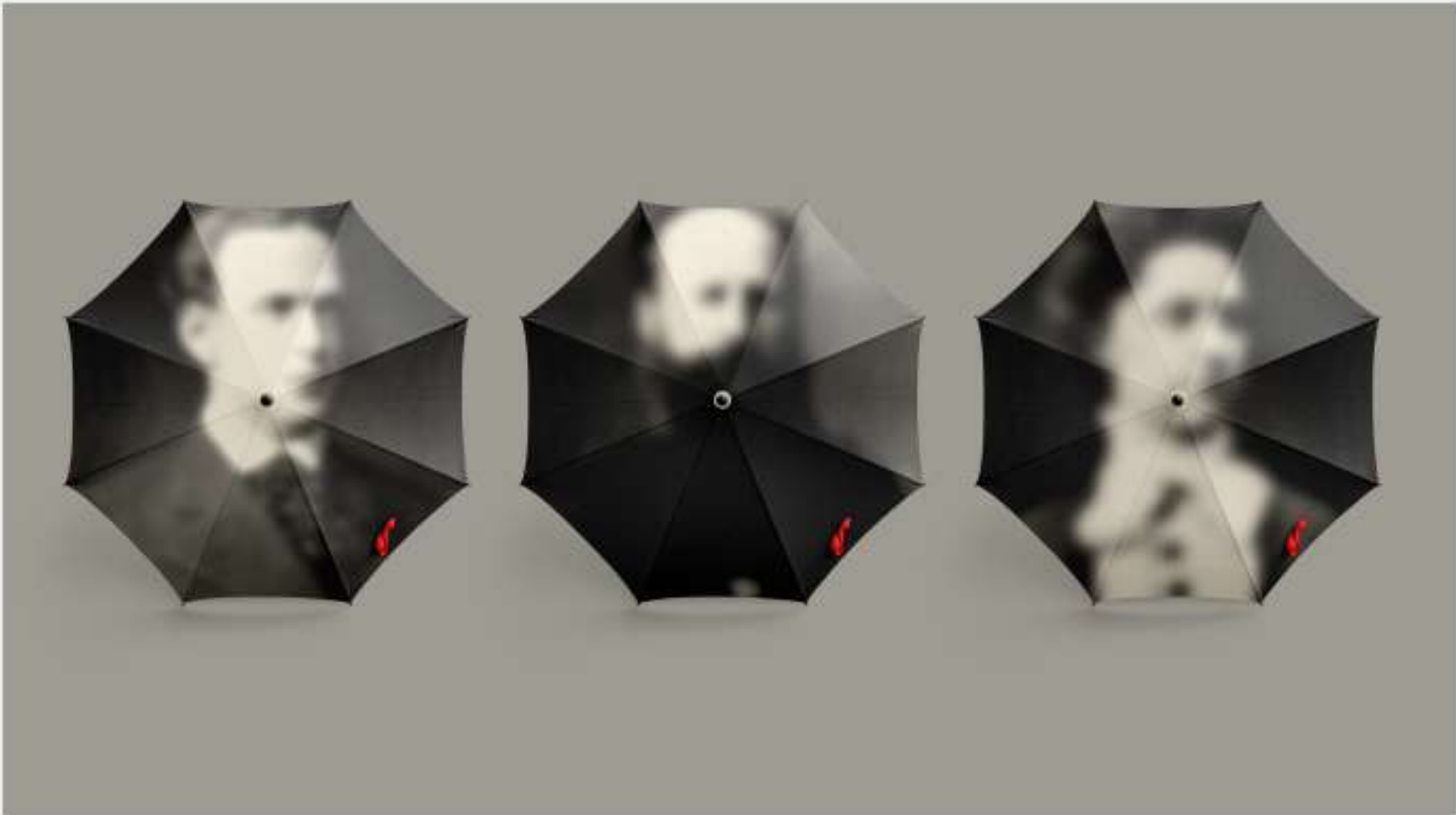
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пн — выходной

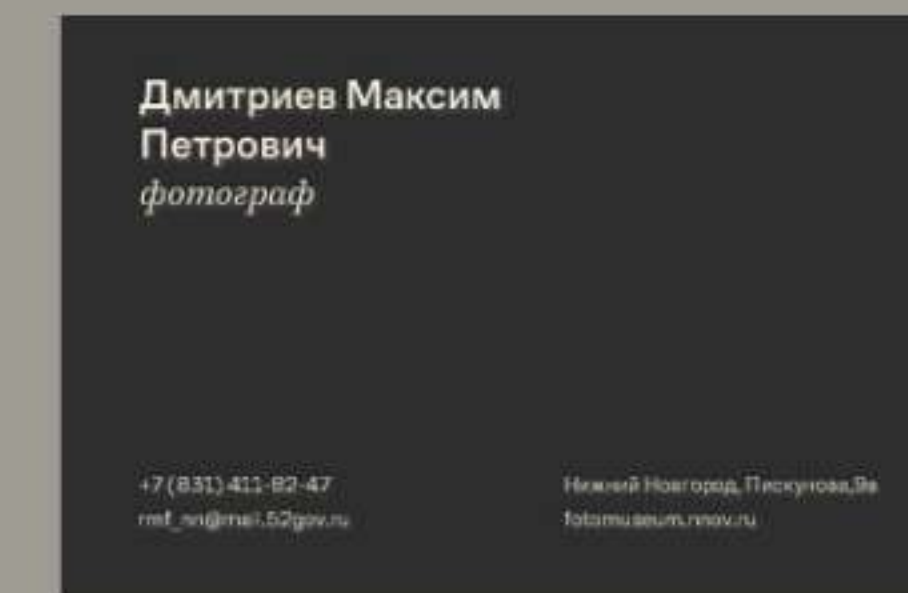
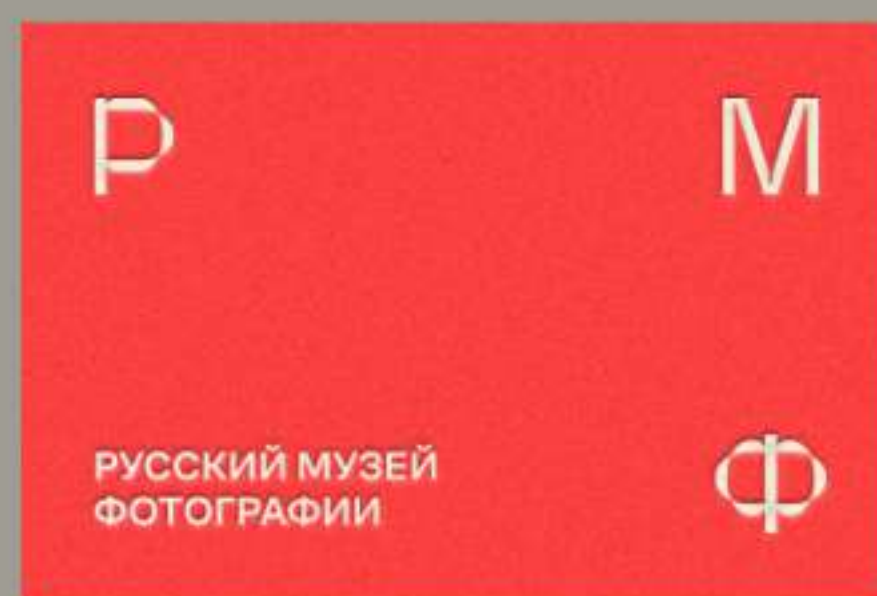
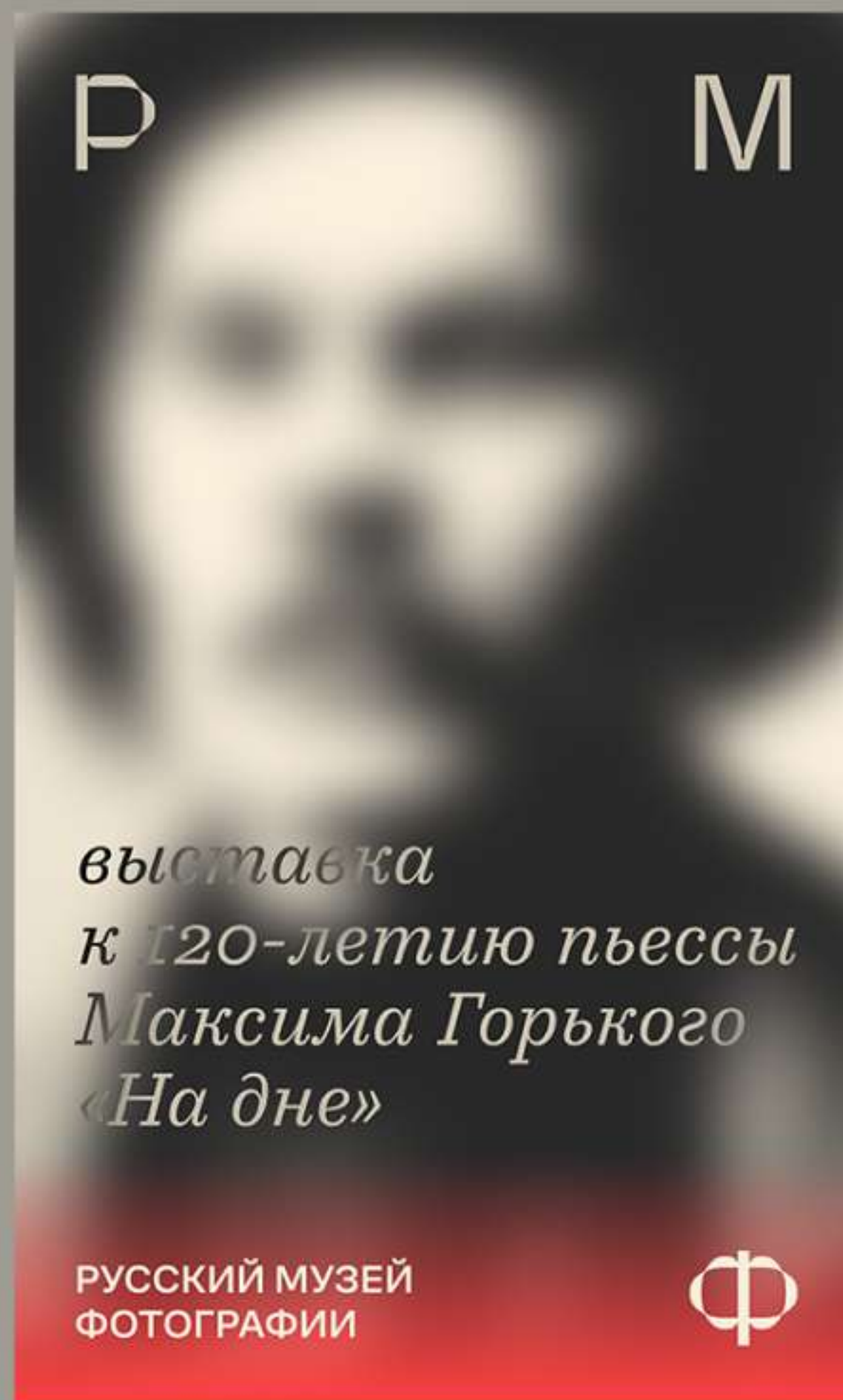
*Фотографы
Нижегорода
XIX-XX веков*

Люди и события города глазами нижегородских
фотографов. От Карелина до миллениума

Ф







**project
team**

R&D
communication strategy
identity
logo
landing
guide

SHARECORE

bringing every part of project work into one place

CONCEPT



Research led us to a simple idea: one space for every stage of project work — from hiring and collaboration to paperwork and professional networking. That principle became the foundation of both the positioning and the identity

RESULT

Every line in the logo converges into a single point, turning the idea of “one place” into a visual system. A sharp digital green breaks through the grayscale conventions of construction tech, giving Project Team a distinctive and instantly recognizable identity



PROJECT TEAM

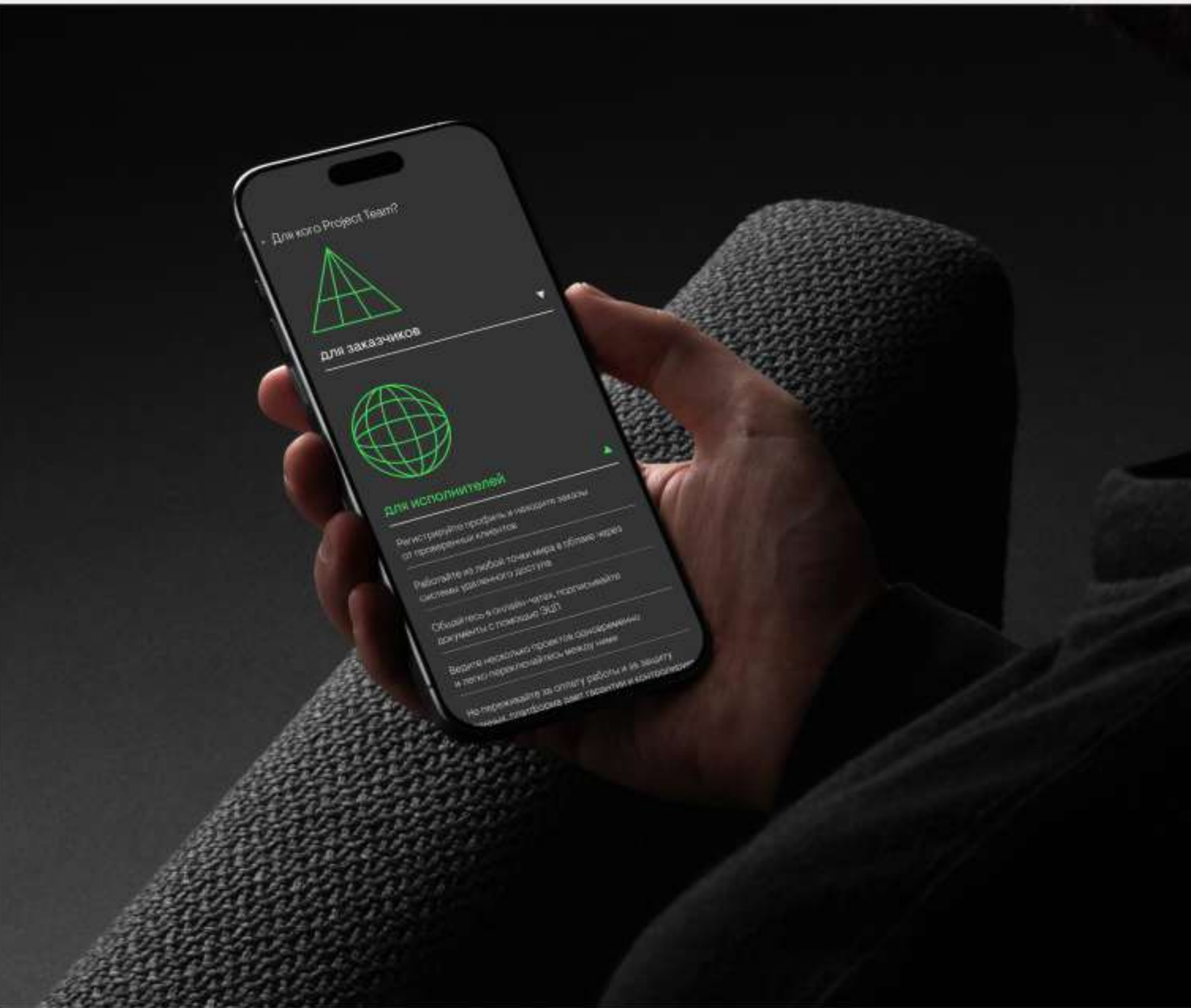
www.pt.team

one principle
for every project



development from ground zero

fresh solutions





identity
logo
guide

SHARECORE

connecting physical and digital worlds through one flexible identity



CONCEPT



We positioned Mixar as a guide into the world of AR. Its identity is built around movement: an energized spiral “M” and a dynamic graphic line that travels around objects, connecting physical and digital realities

RESULT

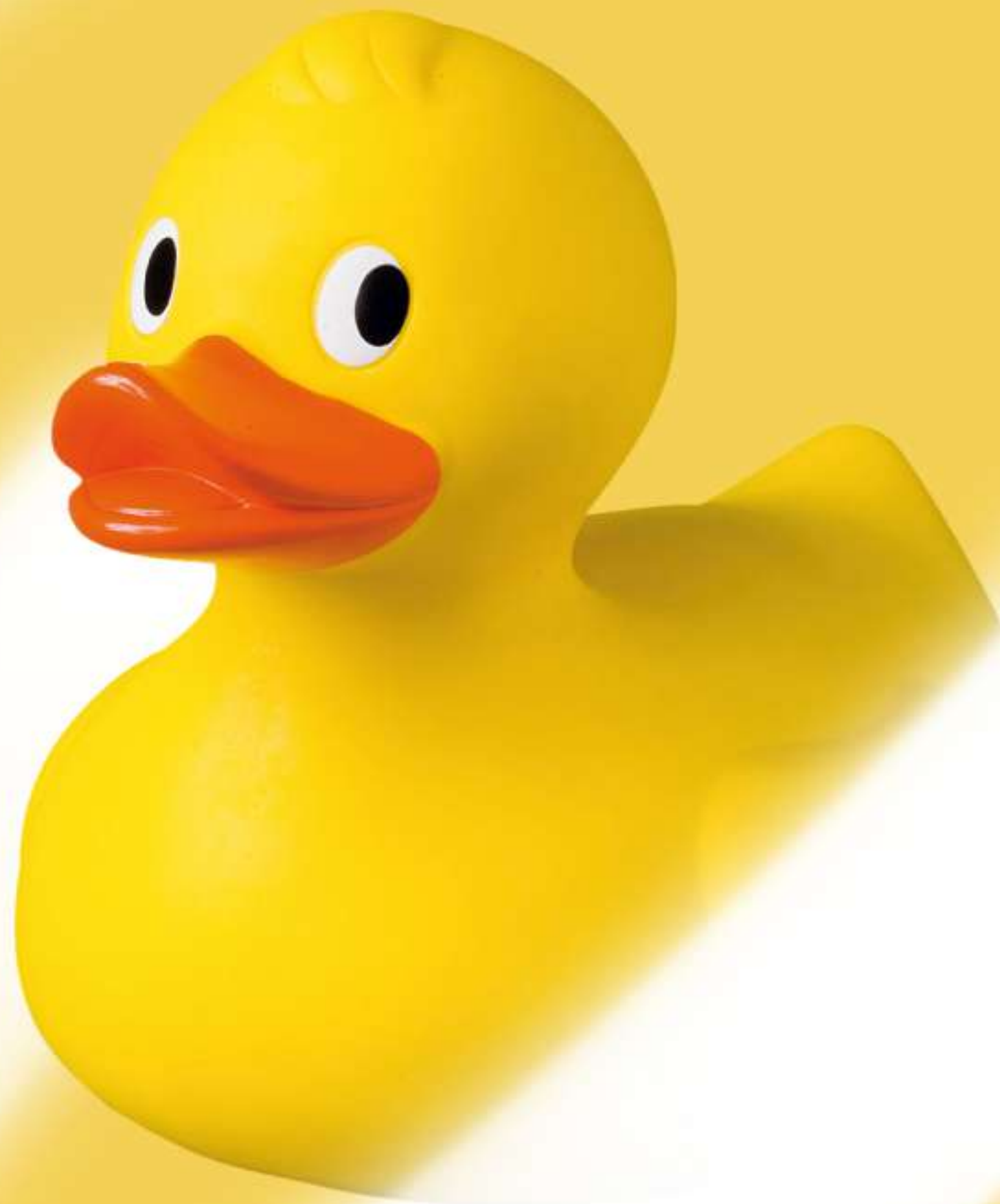
Electric blue, corporate gray, and a flexible motion system created a distinctive tech-forward identity designed to work seamlessly across case studies, presentations, and digital platforms



mixar



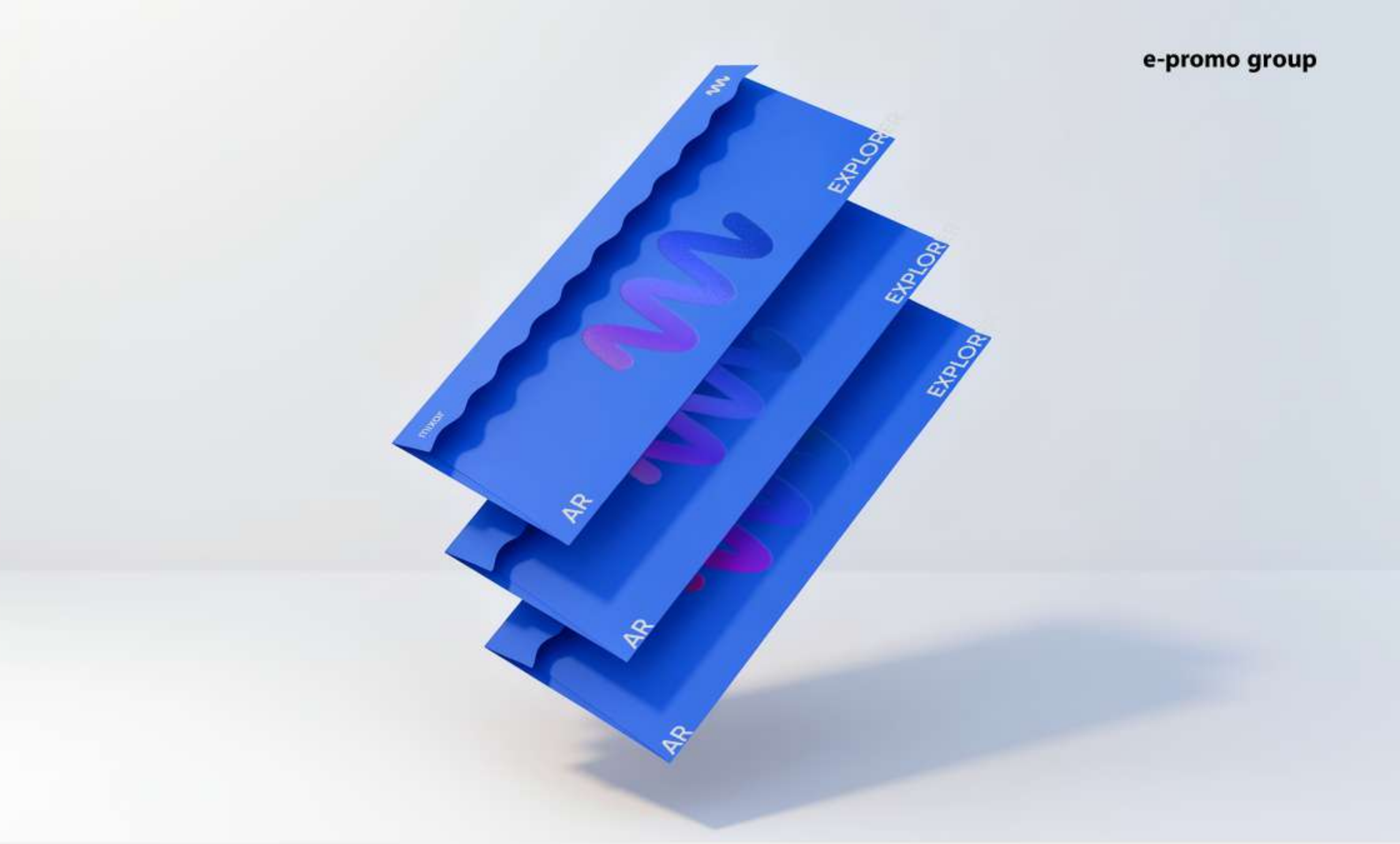
WE LIGHT
YOUR FIRE



AR

EXPLORER





mola
mola

identity
logo
illustration

SHARECORE

for people who dive deep — into work, life, and coffee

CONCEPT



We took the name MOLA MOLA — Latin for the ocean sunfish — and dove deep into its underwater world. Minimalist scuba divers became the brand's protagonists, going about everyday life beneath the surface: walking the dog, heading to meetings, grabbing coffee

RESULT

The idea of total immersion became a bright, playful visual system that helped MOLA MOLA stand out in a sea of minimalist coffee brands — distinctive, memorable, and full of character.









SHARECORE

MOLA MOLA

SPECIALTY COFFEE

MOLA MOLA

MOLA MOLA

SPECIALTY COFFEE

SPECIALTY COFFEE

e-promo group



that's the deal: turning everyday office chaos into a deck worth dealing

CONCEPT



We mixed modern office culture with ironic medieval fantasy. Zoom calls, deadlines, forgotten lunches, and precious no-meeting days became knights, rituals, symbols, and tarot-like scenes — turning familiar corporate moments into an inside joke

RESULT

After 222+ AI generations and countless revisions, the custom deck landed on desks across EMP's client network — part talisman, part conversation starter. And whenever work gets chaotic, there's now one universal answer: "That's the deal."





РАСКЛАД ТАКОЙ

КЛИЕНТОУГОДНИК

ОТПУСК
ДВЕ НЕДЕЛИ

ТОТАЛЬНЫЙ АЗЕ

ПРОВИДЕЦ

ВЕРХОВНЫЙ ЖРЕЦ

ВЫСШАЯ
АНАЛИТИКА

РАСКЛАД
ТАКОЙ

e-promo





a new year gift engineered from a satellite view of russia

CONCEPT



We turned something as simple as tea into a showcase of Sitronics' technology. Three metal tins represent the Caucasus, Sochi, and Altai — together forming a satellite map of Russia captured by Sitronics from space

RESULT

Tactile topography, coordinates, technical infographics, and navigation graphics transformed the set into something between a warm New Year gift and a spacecraft control panel — combining Russian landscapes with Sitronics' engineering DNA





SHARECORE



SITRONICS GROUP



e-promo group



denzel

campaign

tagline

key visual

SHARECORE

putting one universal battery at the center of every tool

CONCEPT



Sometimes the strongest idea is the simplest. We placed the battery at the center of an energetic vortex of power tools, instantly communicating its universal compatibility and making the product impossible to miss

RESULT

A bold, high-impact key visual built to work across formats — from digital placements to large-scale print — while keeping the product firmly at the center of attention







ONE BATTERY FOR ALL TOOLS

saves up to 40%
of the budget

50+ COMPATIBLE
TOOLS

denzel-power.com



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50+ COMPATIBLE
TOOLS

denzel-power.com





Brand Positioning
Campaign Platform

SHARECORE

Key Visual
Campaign Tagline

a wildly flexible platform that became the brand's most loved



CONCEPT



We built an entire communication platform around one word: “wildly.” Wordplay, emotion, and rational product benefits came together in a flexible slogan system — from Wildly Cool to Wildly Steep, highlighting everything from design to hill-climbing performance.

RESULT

Consumer research named it the brand’s most loved campaign platform. It worked so well that every new brief now comes with an extra challenge: outperforming our own work.





FOX 01



WILDLY COOL



ROX 01

WILDLY COOL

SPORTS CAR PERFORMANCE
1,300+ KM OF RANGE
READY FOR ANY TERRAIN



VIVAMUS NON PORTTITOR LOREM. PROIN BLANDIT METUS VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS ANTE NISI. TEMPUS SODALES MASSA PLACERAT AT ETIAM TRISTIQUE LAOREET VELUT QUIUS PORTTITOR. VESTIBULUM TELLUS TORTOR. AUCTOR NON DIAM UT. BIBENDUM VEHICULA TELLUS. FUSCE QUIUS NISI AC TELLUS PORTTITOR ULLAMCORPER VEL ID QUAM. NUNC UT CONSECTETUR MAURIS. NEC SODALES LIQUILA. ALIQUAM EGET LEO METUS. NUNC EGET TELLUS CONVALLIS. SUSCIPIT SEM AT RHONCUS METUS. PRAESENT MOLUS ORCI SAPEN. NON VENENATIS LOREM PHARETRA NON. SUSPENDISSE TURPIS LECTUS. LAOREET SED ENIM NEC. GRAVIDA MOLESTIE LECTUS. PELLENTESQUE SCOLERISQUE. ERAT NEC ALIQUET SEMPER. PURUS ENIM FINIBUS ODO. A LUCTUS ERAT LIBERO IN RISUS. NULLA FACIUSI. SED ET VENENATIS NISI. CRAS FRINGILLA DUI



ROX 01

WILDLY GOOD

SPECIAL OFFERS
THIS APRIL



VIVAMUS NON PORTTITOR LOREM. PROIN BLANDIT METUS VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS ANTE NISI. TEMPUS SODALES MASSA PLACERAT AT ETIAM TRISTIQUE LAOREET VELUT QUIUS PORTTITOR. VESTIBULUM TELLUS TORTOR. AUCTOR NON DIAM UT. BIBENDUM VEHICULA TELLUS. FUSCE QUIUS NISI AC TELLUS PORTTITOR ULLAMCORPER VEL ID QUAM. NUNC UT CONSECTETUR MAURIS. NEC SODALES LIQUILA. ALIQUAM EGET LEO METUS. NUNC EGET TELLUS CONVALLIS. SUSCIPIT SEM AT RHONCUS METUS. PRAESENT MOLUS ORCI SAPEN. NON VENENATIS LOREM PHARETRA NON. SUSPENDISSE TURPIS LECTUS. LAOREET SED ENIM NEC. GRAVIDA MOLESTIE LECTUS. PELLENTESQUE SCOLERISQUE. ERAT NEC ALIQUET SEMPER. PURUS ENIM FINIBUS ODO. A LUCTUS ERAT LIBERO IN RISUS. NULLA FACIUSI. SED ET VENENATIS NISI. CRAS FRINGILLA DUI



ROX 01

WILDLY BEAUTIFUL

BOLD DESIGN
CONTRASTING ROOF
STYLED BY PININFARINA



МАКСИМАЛЬНАЯ ВЫГОДА В РАЗМЕРЕ 750 000 РУБЛЕЙ УКАЗАНА ДЛЯ НОВЫХ АВТОМОБИЛЕЙ «ROX 01» (ВСЕ КОМПЛЕКТАЦИИ) И СОСТОИТ ИЗ СКИДКИ В РАЗМЕРЕ ДО 750 000 РУБЛЕЙ ОТ ЦЕНЫ АВТОМОБИЛЯ ПРИ ОФОРМЛЕНИИ УСЛУГИ «ТРЕЙД-ИН» ИЛИ ПРЯМОЙ СКИДКИ ОТ РЕКОМЕНДОВАННОЙ РОЗНИЧНОЙ ЦЕНЫ АВТОМОБИЛЯ. ПРОГРАММА ДЕЙСТВУЕТ С 01.04.2025 ПО 30.04.2025. КОЛИЧЕСТВО АВТОМОБИЛЕЙ ОГРАНИЧЕНО. ФИЛИАЛ ООО «ГИПЕРИОН ЛАЙЗИНГ (ТЯНЬЦЗИНЬ)» - ВПРАВЕ В ОДНОСТОРОННЕМ ПОРЯДКЕ ИЗМЕНЯТЬ УСЛОВИЯ ПРЕДЛОЖЕНИЯ. ПОДРОБНЫЕ УСЛОВИЯ И НАЛИЧИЕ АВТОМОБИЛЕЙ УТОЧНЯЙТЕ У ОФИЦИАЛЬНЫХ ДИЛЕРОВ ROX. РЕКЛАМА. РЕКЛАМОДАТЕЛЬ: ООО «ИЗЖА ХАЙОНЬ». ОФИЦИАЛЬНЫЙ ДИСТРИБЬЮТОР В РФ: ФИЛИАЛ ООО «ГИПЕРИОН ЛАЙЗИНГ (ТЯНЬЦЗИНЬ)»



ROX 01

WILDLY COMFORTABLE

CINEMA-QUALITY SURROUND SOUND
INTELLIGENT DRIVER ASSISTANCE
LOUNGE SEATS WITH SPA MASSAGE



VIVAMUS NON PORTTITOR LOREM. PROIN BLANDIT METUS VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS ANTE NISI. TEMPUS SODALES MASSA PLACERAT AT ETIAM TRISTIQUE LAOREET VELUT QUIUS PORTTITOR. VESTIBULUM TELLUS TORTOR. AUCTOR NON DIAM UT. BIBENDUM VEHICULA TELLUS. FUSCE QUIUS NISI AC TELLUS PORTTITOR ULLAMCORPER VEL ID QUAM. NUNC UT CONSECTETUR MAURIS. NEC SODALES LIQUILA. ALIQUAM EGET LEO METUS. NUNC EGET TELLUS CONVALLIS. SUSCIPIT SEM AT RHONCUS METUS. PRAESENT MOLUS ORCI SAPEN. NON VENENATIS LOREM PHARETRA NON. SUSPENDISSE TURPIS LECTUS. LAOREET SED ENIM NEC. GRAVIDA MOLESTIE LECTUS. PELLENTESQUE SCOLERISQUE. ERAT NEC ALIQUET SEMPER. PURUS ENIM FINIBUS ODO. A LUCTUS ERAT LIBERO IN RISUS. NULLA FACIUSI. SED ET VENENATIS NISI. CRAS FRINGILLA DUI



WILDLY COOL

SPORTS CAR PERFORMANCE
1,300+ KM OF RANGE
READY FOR ANY TERRAIN



FOX 01

VIVAMUS NON PORTTITOR LOREM. PROIN BLANDIT METUS
VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS
ANTENISL, TEMPUS SODALES MASSA PLACERAT AT. ETIAM



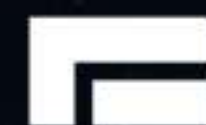
WILDLY COMFORTABLE

CINEMA-QUALITY SURROUND SOUND
INTELLIGENT DRIVER ASSISTANCE
LOUNGE SEATS WITH SPA MASSAGE



FOX 01

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VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS
ANTENISL, TEMPUS SODALES MASSA PLACERAT AT. ETIAM



WILDLY BEAUTIFUL

DESIGN BY
pininfarina



FOX 01

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VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS
ANTENISL, TEMPUS SODALES MASSA PLACERAT AT. ETIAM



WILDLY GOOD

SPECIAL OFFERS
THIS APRIL



FOX 01

VIVAMUS NON PORTTITOR LOREM. PROIN BLANDIT METUS
VITAE VIVERRA MALESUADA. PELLENTESQUE DAPIBUS
ANTENISL, TEMPUS SODALES MASSA PLACERAT AT. ETIAM

SPECIAL PROJECTS

SERVICES

B2B events

Brand integrations into
events and spaces

B2C events

Digital & cross-media
campaigns

Festivals & city activations

Exhibition projects
and booths

samolet

festival integration

creative concept
production

SHARECORE

turning construction waste into architecture worth talking about. around the world

CONCEPT

We brought Samolet to Archstoyanie with large-scale architectural installations designed to speak directly to the festival's professional audience. In the second year, we pushed the idea further — building the entire structure from waste collected at Samolet construction sites

RESULT

A brand activation that turned discarded construction materials into a bold architectural statement — connecting Samolet with young architects and builders through the language they know best: architecture itself







yandex

festival integration

HR activation

creative concept

production

SHARECORE

yandex new star camp: turning an employee badge into the ultimate festival pass



CONCEPT



We built the activation around a simple insight: a Yandex employee badge unlocks much more than an office door. At New Star Camp, we turned that idea into a giant badge at the heart of Rosa Khutor, surrounded by digital and on-site experiences revealing the perks behind it

RESULT

A highly visible employer-brand activation that turned Yandex benefits into something visitors could experience firsthand — creating meaningful interactions with potential candidates and giving them a reason to imagine themselves wearing the badge



Большие планы в IT

с бейджем яндексоида



team

NEW
STAR
CAMP





sber

special project

creative concept
production

SHARECORE

when every device works in harmony, technology becomes a symphony

CONCEPT



We found a human metaphor for a complex technology: a smart home works like a symphony, with every device playing its part in perfect harmony. We brought that idea to life through an immersive event built around sound, technology, and live performance.

RESULT

The evening culminated in an original symphony performed by a live string orchestra alongside AI — turning Sber's technology platform into an emotional experience for leading real estate developers.





pik
plus series

special project

creative concept
production

SHARECORE

we didn't present series plus. we let brokers experience it.



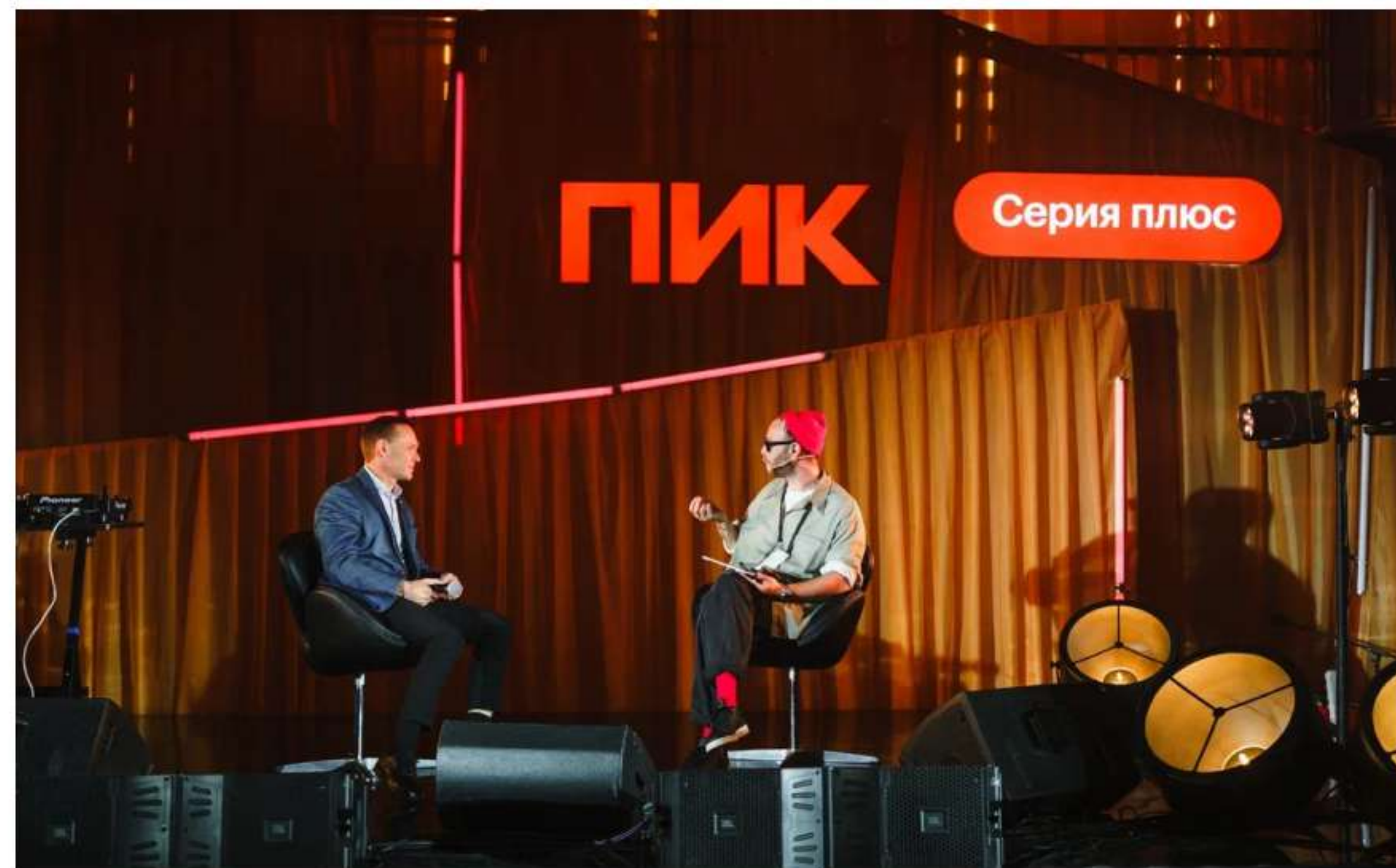
CONCEPT



Inside the Russian Museum of Ethnography, we turned the new Series Plus concept into an immersive narrative. A live podcast, an original audio performance, and interactive installations revealed the brand's key benefits through experience rather than presentation.

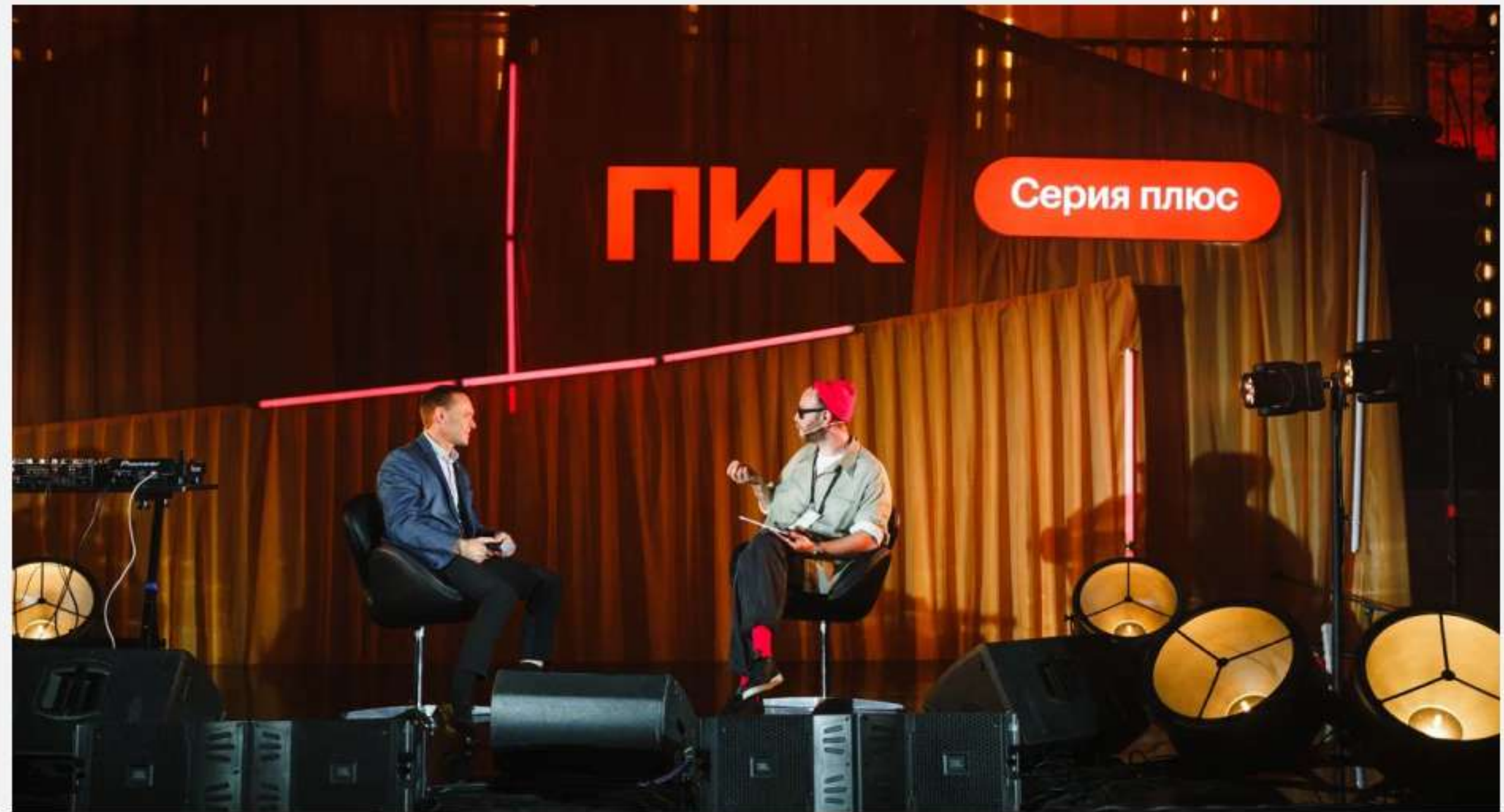
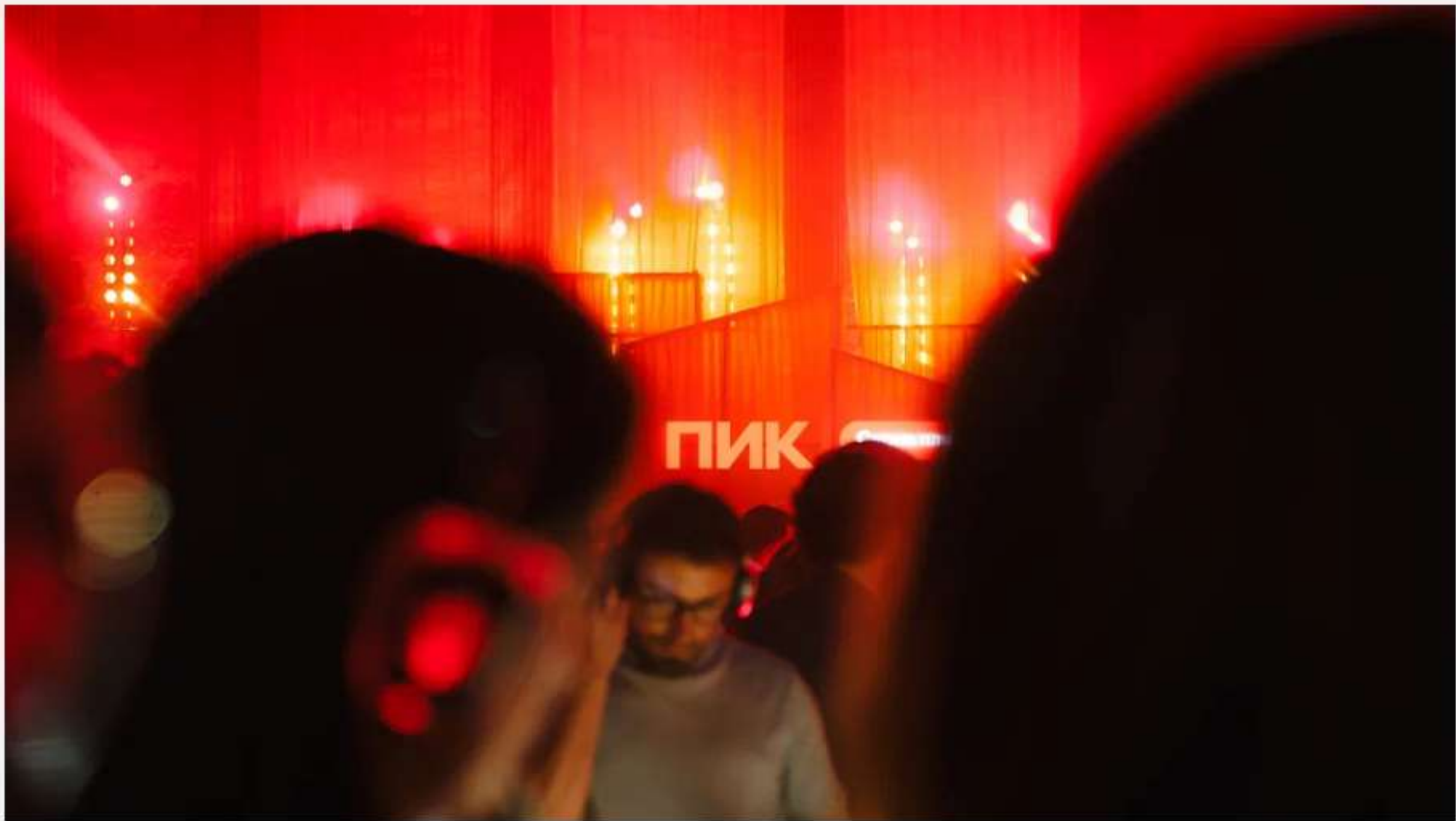
RESULT

A launch event that transformed brand positioning into something tangible — bringing Series Plus to life through storytelling, sound, and interaction for St. Petersburg's real estate community.



ПИК

Серия плюс



sber

special project

creative concept
production

SHARECORE

turning a leadership dinner into a space for real human connection



CONCEPT



We brought the company's senior leaders together around one table for an intimate Dinner with Stories. Instead of presentations and formal networking, actors shared real personal stories collected from the guests themselves — without revealing whose stories they were telling.

RESULT

Only at the end were the real protagonists revealed on screen. The format broke down corporate barriers and created something rare for a leadership event: honest conversation, genuine connection, and a chance to simply be human.







sber

special project

creative concept
production

SHARECORE

we shrank saint petersburg apartments to show what a smart home can really do



CONCEPT



Together with Grand Maket Russia, we recreated iconic Saint Petersburg apartments as interactive miniatures powered by Sber Smart Home. With one press of a button, each apartment came alive, demonstrating how multiple devices work together in real-life scenarios.

RESULT

A compact, playful installation that turned invisible smart home technology into something visitors could see, trigger, and experience firsthand.







VIDEO PRODUCTION

SERVICES

Ad and brand films — studio,
product, and actor shoots

Multi-format content — social
adaptations, vertical and horizontal
formats

Interviews and
documentaries

Photo production
AI-generated video production

Creative supervision —
storyboards, scripts, on-set

Graphic video — explainers, 2D,
3D

seamless ride: launching yango in abu dhabi with a ride that feels almost too easy



CONCEPT



We built the launch film around one simple feeling: seamlessness. No local jokes, no lengthy explanations — just a universal visual story showing how effortlessly Yango fits into everyday life.

RESULT

Shot on location in Abu Dhabi for an international audience, the film introduced Yango to a new market through a simple, instantly understandable product story — and earned strong praise from the client.





YOUR TRIP

Pickup
Home

Arriving
Work

Request



turning a viral crypto obsession into a campaign for tonkeeper



CONCEPT



We caught the “tap the hamster” trend at its peak and turned it into a light, ironic story about getting literally pulled into the crypto world. A simple visual metaphor made Tonkeeper part of the conversation while the hype was still hot

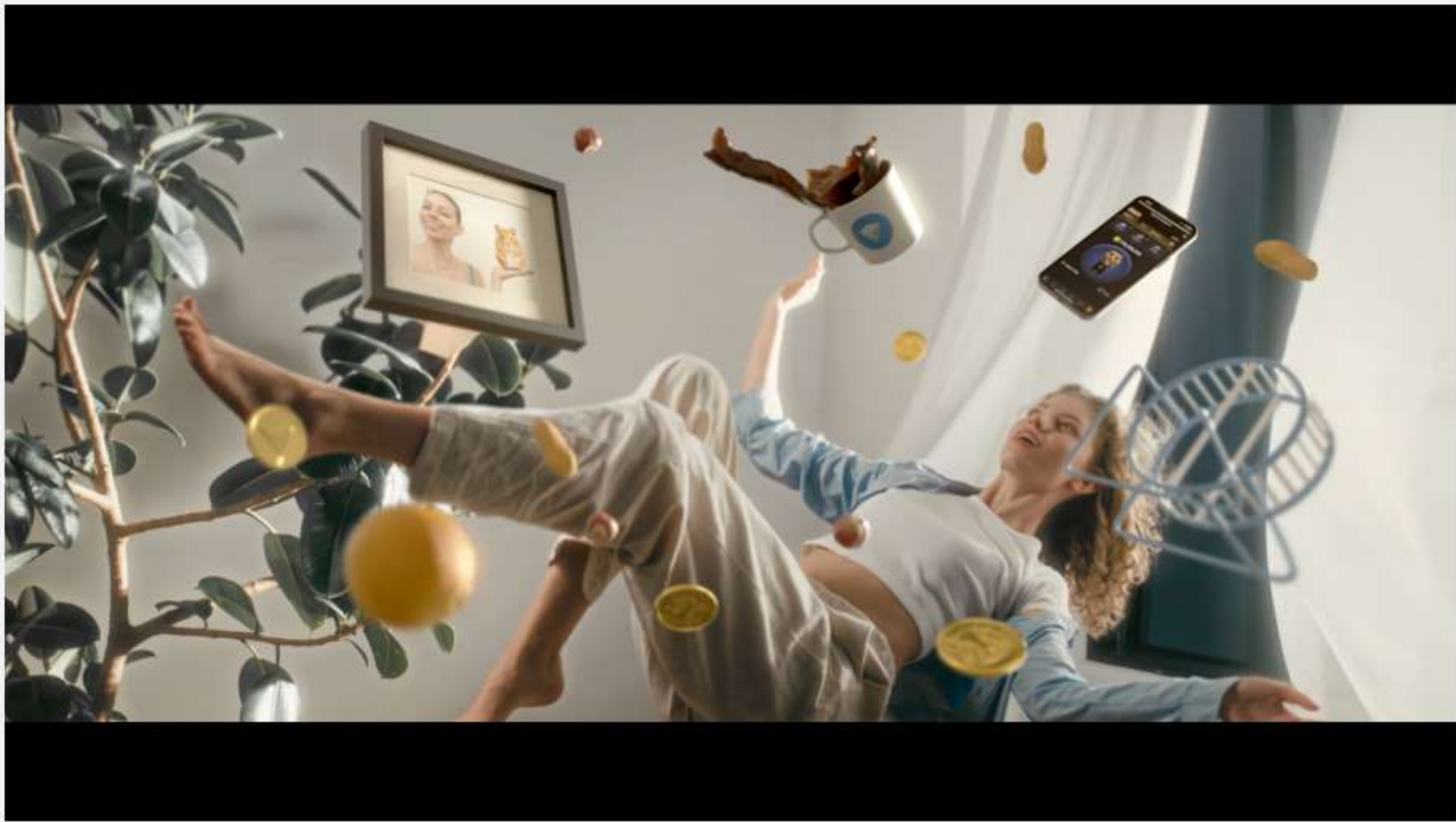
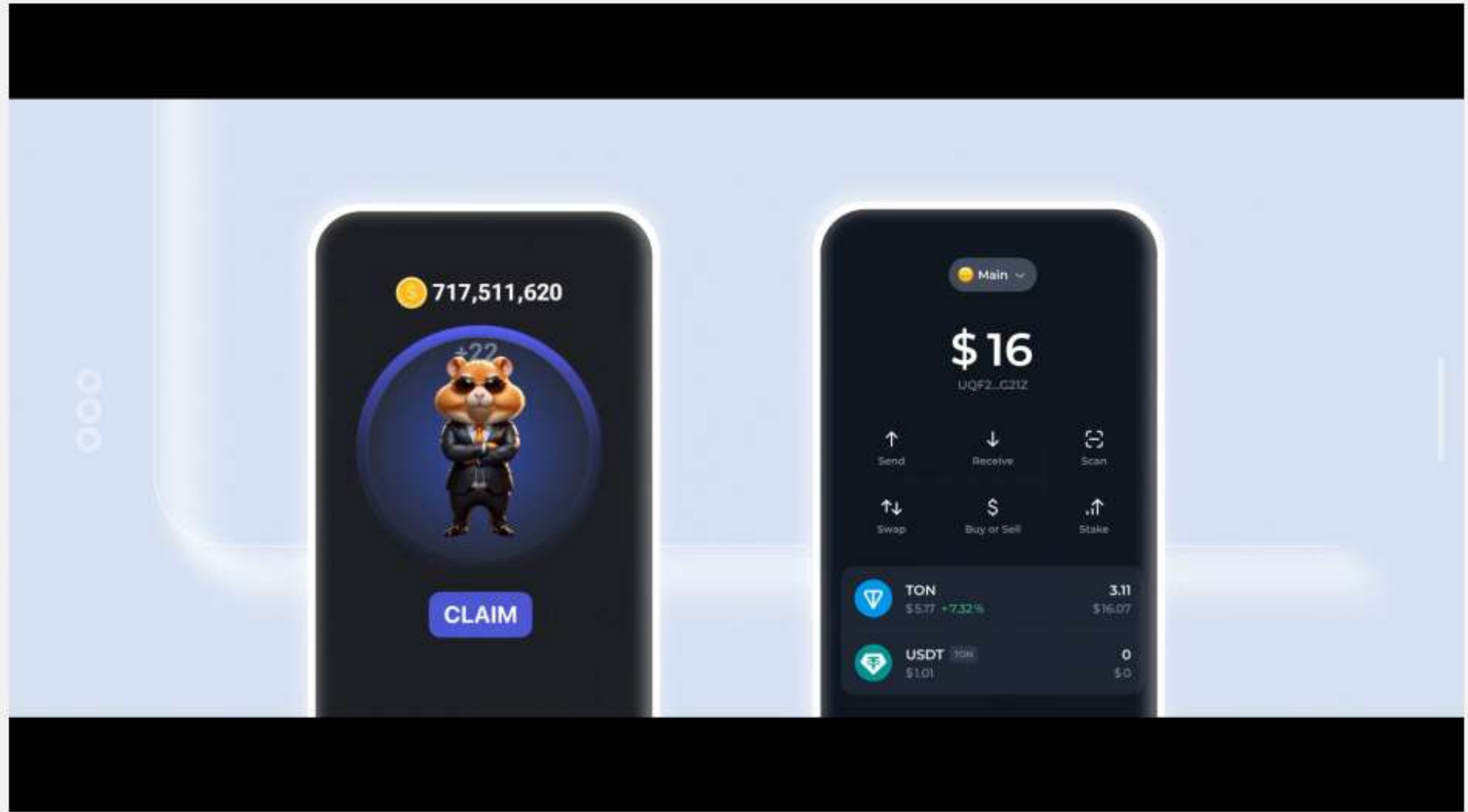
RESULT

From brief to final cut in just two weeks. The film landed at exactly the right moment, cut through the noise, and led to something even better: Tonkeeper signed a retainer with us after the project.





TONKEEPER 



**merlion/
digma**

creative concept
film
production

SHARECORE

a tech campaign about ambition, not specifications



CONCEPT

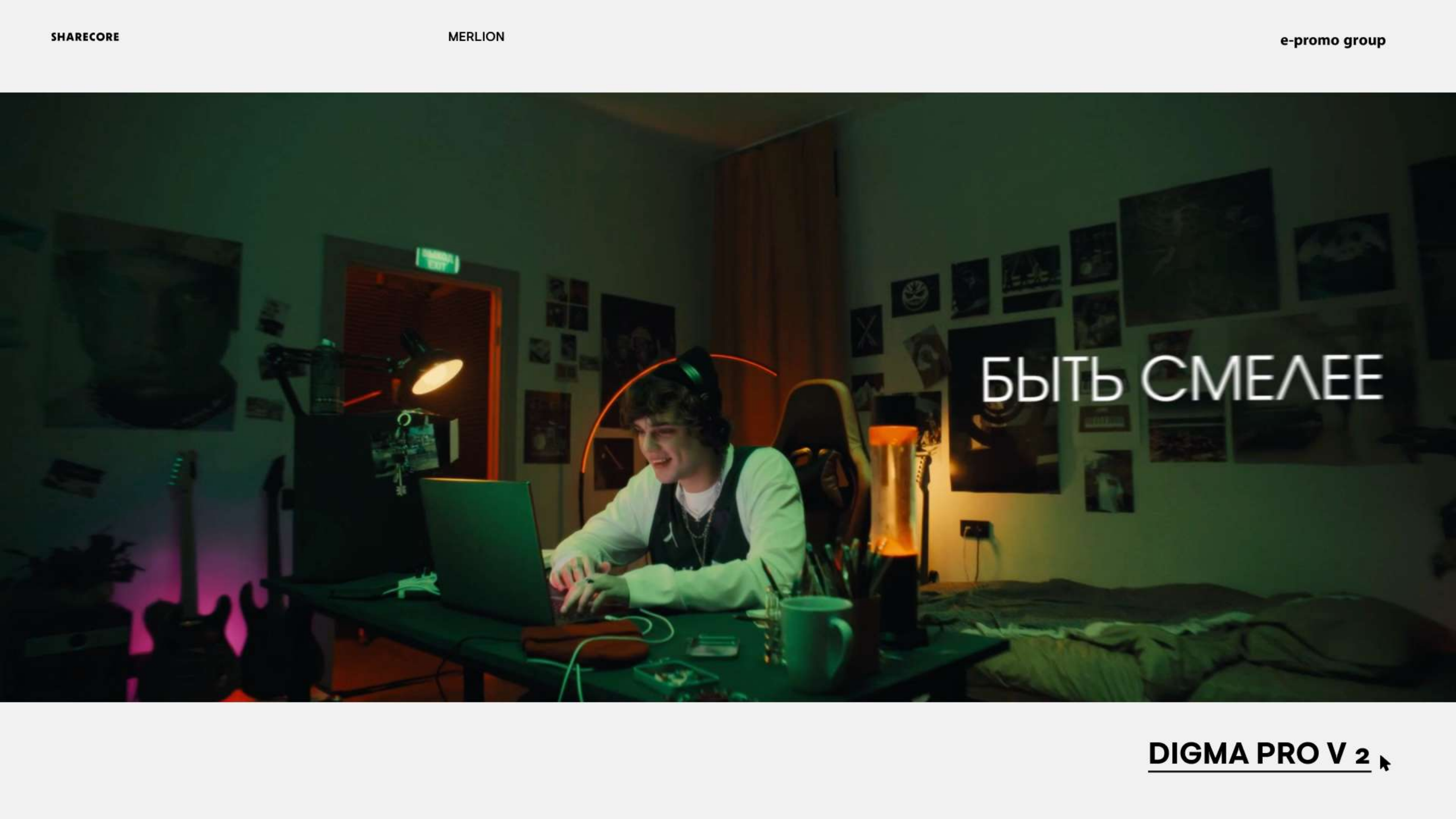


We moved beyond traditional product advertising and created a cinematic lifestyle manifesto about ambition, curiosity, and personal growth. Different protagonists showed how Digma Pro becomes part of a life that keeps moving forward.

RESULT

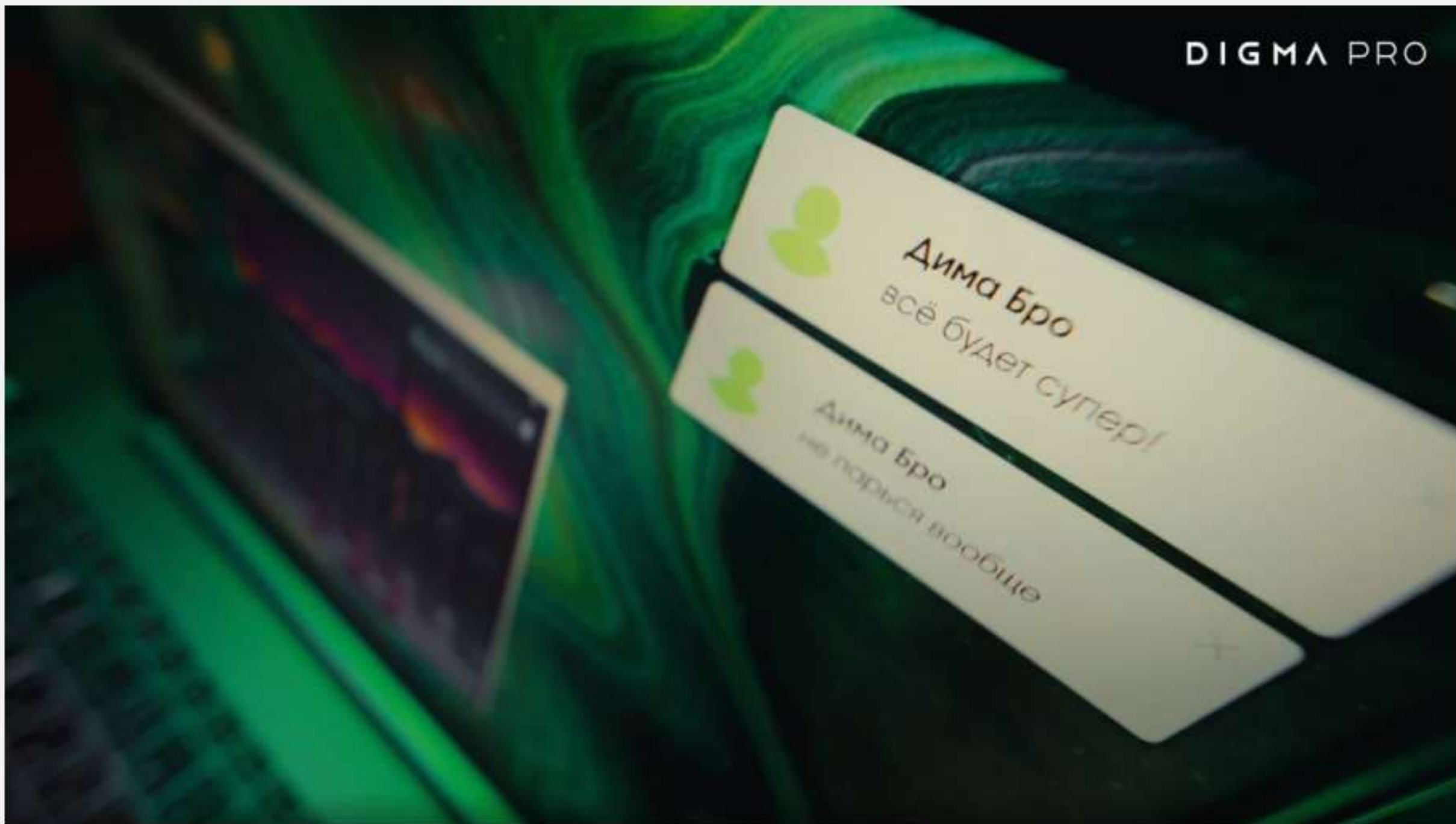
The film strengthened Digma Pro's premium positioning and the client's trust in our team. A year later, they returned with a significantly larger-budget project.



A young man with curly hair and headphones is sitting at a desk in a dimly lit room, working on a laptop. The room is decorated with various posters and framed pictures on the walls. A guitar is visible on the left side of the frame. The lighting is warm and focused on the desk area. The text "БЫТЬ СМЕЛЕЕ" is overlaid on the right side of the image.

БЫТЬ СМЕЛЕЕ

DIGMA PRO V 2 





creative concept
film
production

SHARECORE

making cross-border shopping as easy as sending an emoji



CONCEPT



We skipped the usual feature list and focused on one feeling: effortless shopping. The entire story was told through emojis, paired with one of the most recognizable voices in Russian media — MTV legend Vasily Strelnikov

RESULT

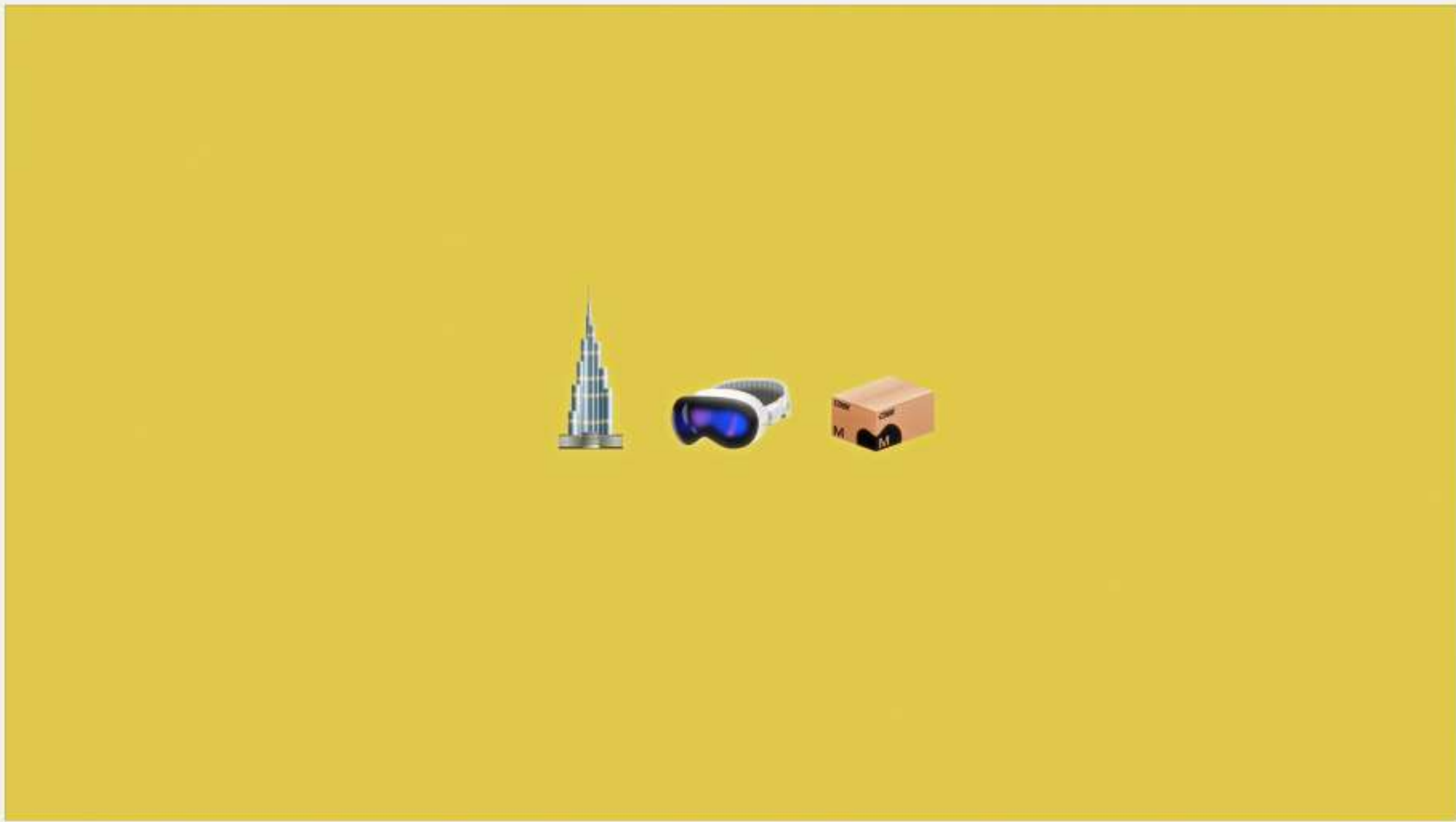
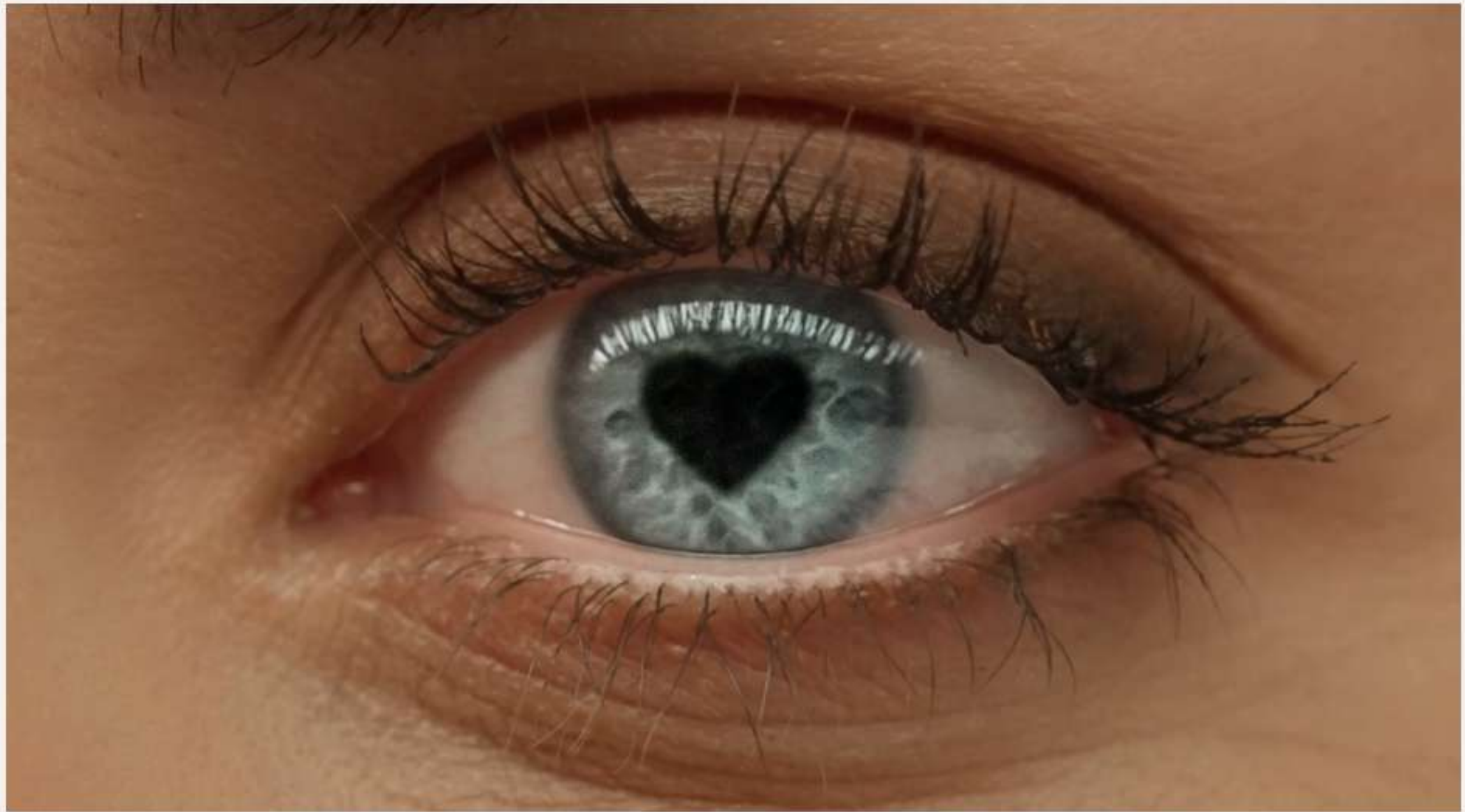
A fast, playful launch film that made a new service instantly easy to understand — without lengthy explanations. From idea to delivery in record time





CDEK SHOPPING . FOR YOUR PLEASURE





superstep

creative concept
film
production

SHARECORE

making sneakers move like the culture they belong to



CONCEPT



We ditched conventional product advertising and went full mixed media. Live footage, multiple cameras, graphics, and animation came together in a fast-paced visual ride rooted in real street culture

RESULT

Shot overnight at Aviapark with skateboarding stars, the film transformed a shopping mall into an underground stage — helping SuperStep stand out in OLV and feel like part of the culture, not just another sneaker retailer







turning the world's grandest museum into three very different nights out



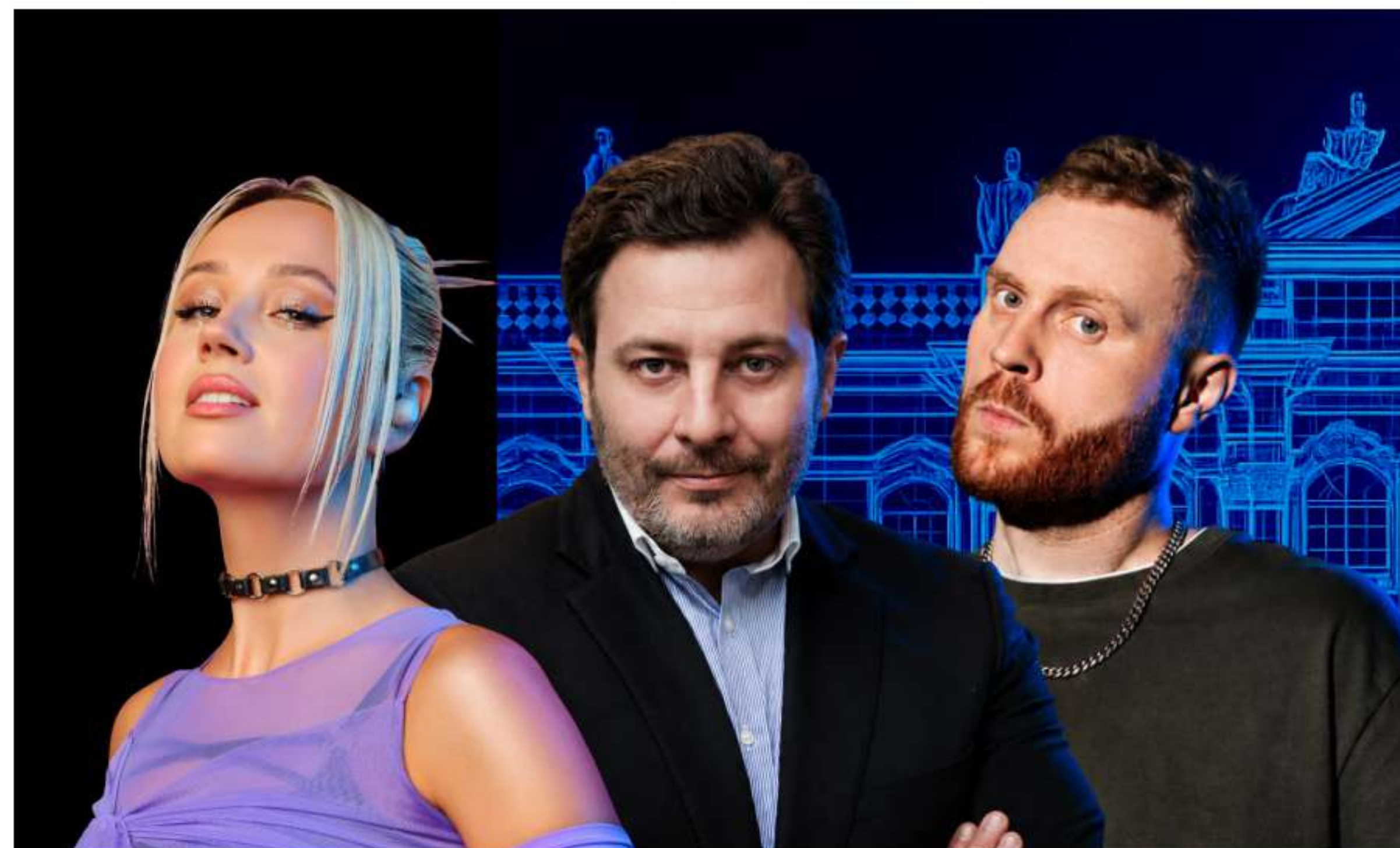
CONCEPT



We wanted more than a standard museum tour — something that could carry both video and audio, work as a podcast series and a visual piece, and give people a reason to actually watch a museum excursion instead of skipping straight to the exhibits themselves

RESULT

Three celebrities, three completely different routes through the same building. Not three tours of the same Hermitage — three different Hermitages, depending on who's walking you through it and what they notice. One building, proven to hold more than one story





ГОСУДАРСТВЕННЫЙ
ЭРМИТАЖ
The State Hermitage Museum

ОДИН МУЗЕЙ. ТРИ ВЗГЛЯДА



[watch here](#)

HERMITAGE



hermitage

video
creative
production

SHARECORE

your own space odyssey

CONCEPT



Sell Gagarin Park on how it feels to live there, not on square meters and floor plans. Play on the name until it actually sticks — and gets a reaction, not a shrug

RESULT

An ordinary morning at home, shot like a space mission. Kubrick-style visuals, zero gravity in the bathroom, Earth out the window. Cosmic scale hiding in the most everyday details — brushing your teeth like you're floating, pouring coffee like it's zero-g



narrators

KARKAS MONOLIT

e-promo group



[watch here](#)

ODYSSEY 

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that you love
to share*

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