



**Many thanks for good collaboration:**



Aryanna Karen®, Ania Cail, BBY®, Central Garden Solution®, Cera Mihailescu, Clara Rotescu, CORUM Group®, Carol&Co®, Deseo®, Dataware®, Eye On Model®, EMC2®, EGO Fashion®, Friends Studio®, Fujitsu®, Hastens Store®, Hyppocratica®, Interna Mobili®, Louis Purple®, Klamere®, Lada®, Mary Kay®, NaturWe®, Neuronika®, Nutrigea®, OTHO Estate®, Palestra dei talenti®, Prestige®, Porcelanosa®, Reputation Manager, SirLudovic®, TAROM®, Tipolito Valmarecchia®, Viggo®, Xella®

# Hi!

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We are BOX and despite our name, we are always thinking outside of it. The expertise, gathered during the projects we have been a part of over the last decade, forged us into specialists in communication, graphics and audio.

**Every culture is based on a story, so let us briefly tell you ours.**

After more than ten years of studies and fieldwork, three passionate individuals have discovered a common goal: delivering both *efficient strategies and delightful media for businesses*. The team created an ambitious project, whose goal became its culture – *all in the BOX*.

With an ever-expanding desire to evolve, we give many thanks to the smart and innovative few who bring out the best in every product. Behind every product, there is a well thought-out approach meant to create meaningful connections between brands and people.

Time and quality are two of the most important aspects of this industry and digital products are bringing a new level of utility and interaction with consumers. Convenience and connectedness are no longer just nice to have, they are at the center of people's experience.

The market has changed drastically in the last years and brands rely on agencies to obtain great awareness. However, today that is not enough.

You also need to create a consumer experience that leads to long-term satisfaction. This means that agencies need to provide not only the right product messaging, but also the right marketing tools to drive that message and measure the results.

You are now dearly invited to take a tour of the last years of activity and highlights in the following pages.



and also a  
→ singer

**Aura Drăgulănescu** – Executive Director, binding teams with economic knowledge, copywriting background and social insight

**Eduard Mihăilă** – Creative Director, with a consistent background in advertising, print & packaging, design and online marketing. In charge of **Studio ZERO**

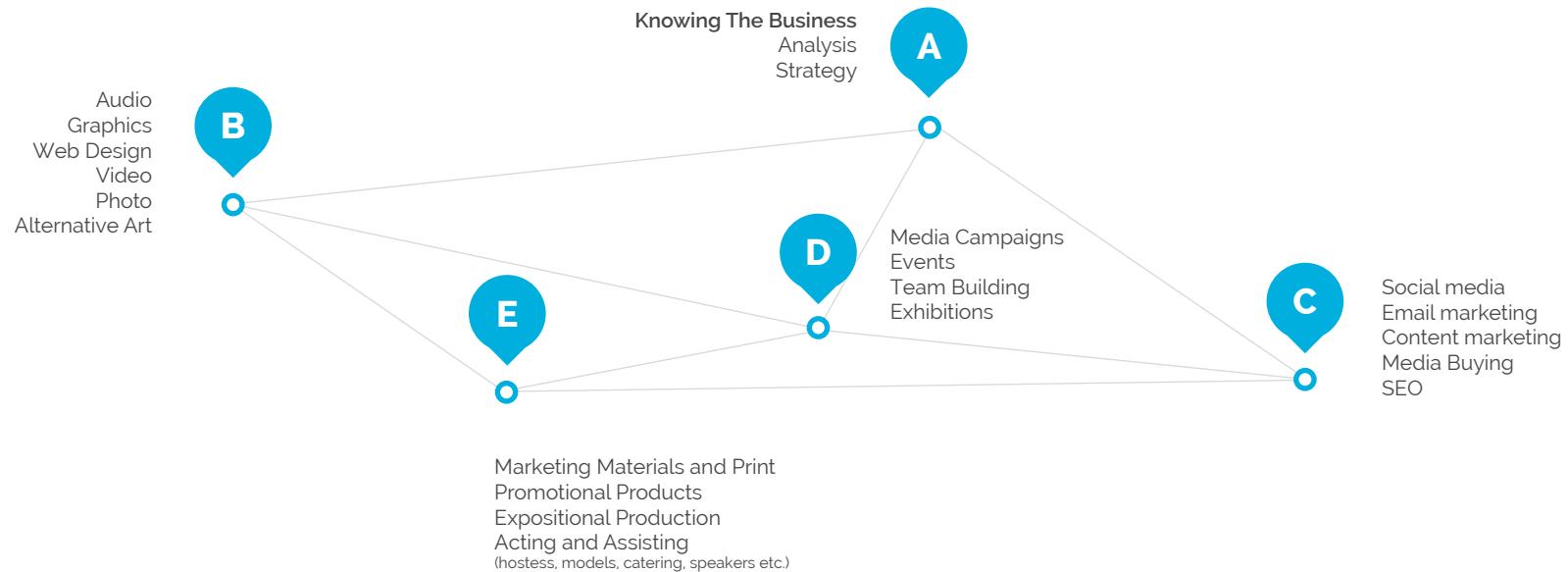
**Dan Chipur** – Sound and Tech Director, with a colorful background in audio engineering, sound for film, sound design and production. In charge of **Studio ONE**

## Streams

**A.** Research & Plan  
**B.** Creative Services

**C.** Online&Digital Marketing  
**D.** Public Relations

**E.** Print & Publishing





# Tour of BOX Studios

BOX Studios offers the creativity and ingenuity of our advertising specialists, alongside research services which stand tall at the base of any marketing plan. Your advertising strategy will, therefore, be delivered with some delicious concepts, for your brand to reach the audience the proper way.

## Logo<sup>and</sup> Brand Identity

Choose the way your image is perceived by the public. Your brand is the personality of your business to which visual content is assigned.

Logo design  
Logo redesign  
Naming  
Tagline

Branding  
Style guides  
Color palettes  
Typography metrics  
Imagery styles

## Marketing Material

Printed and stationery customized materials will always be the highlight of your brand's presence. Anytime.

Packaging → 26-31  
Business cards  
Postcards  
Brochures → 44-57  
Catalogues →  
Banners  
Magazines → 58-59  
Agenda

see page  
32 to 49

## Research & Plan

We provide consistent and relevant consumers insights, from various research. Because an efficient strategy is based on a trustworthy analysis..

Market Research  
Brand Analysis  
Content strategy  
Product strategy  
Online strategy  
Promotional Campaigns  
Events Planning

## Science in Sound

Give your brand a voice with the perfect blend of technology and quality sound, using the latest in DeepMind® and AI.

Solutions provided for audio needs in every format, space... or dream.  
Mixing and sound quality  
Mastering dynamic oriented  
Recovery & enhancement  
3D capture and processing  
Implementation of audio  
Audio installations  
Acoustics & consultancy

Free Hour

## Audio Creation

Memorable content for a memorable brand. We reach out for your consumers by using art and sounds to deliver emotional impact, above all else.

SFX recording & foley  
Scoring for film  
Multi-purpose recording  
Voice acting  
Musical recording  
Production & sound design  
Rework & remixing  
Impact and production analysis

If you drink your coffee in the morning with us, you **GET A FREE HOUR** of audio consulting in **Studio ONE**

We have **cookies** too!

see page  
12 to 25



In the last years, BOX has hallmarked many types of national and international brands. **Almost 75% of the projects involved Branding, Online marketing and materials, and Motion 360° production.** We invite you to take a glance in some of **Studio ZERO's** best advertising creations. If you want to hear **Studio ONE's** creations, come visit us, since we can't show you sound.



## Web Design<sup>and</sup> Coding

[www.decolarox.ro](http://www.decolarox.ro)  
[www.miraicenter.ro](http://www.miraicenter.ro)

see page  
22 to 25

There is no better business card than your website. How it looks, moves and works is the image a business reflects.

- Websites
- E-commerce
- Landing pages
- Apps
- UX/UI

## Hosting and domains

Web Hosting From **only €8/month!** Everything you need to give your website the reliable, high-performance home it deserves. Get your domain name today!

## Online Marketing

Data and statistics is invaluable to today's growing business. Be present, be reachable, get noticed and use the proper tools.

- Social media & ads
- Email marketing
- Content marketing
- SEO

## Motion 360°

Visual media is a great part of what today's advertising is. It has always been, but *now* it occupies 60% of people's attention. Be interesting, take part of the creative wave that catches the eye.

From various animations, to video production and the entire crew needed to create a powerful message, we can deliver. Statistics say that people have turned their attention towards a more creative visual content.

Let us make it right for you.

## Media Buying

The media department is responsible for planning where and when your ads will appear within space or time. Newspapers, magazines, radio, television, digital, outdoor media, and many more, can easily increase awareness.

- Online
- Radio
- Magazines
- Newspapers
- Social Networks
- Outdoor

## Alternative Art

Artists are here to design your product and environment, offering a unique perspective for your brand.

### Make it special.

Experience is what makes people desire more, enjoy, look for and buy. From product design to art installations, or paintings, let us prepare an idea and the result will certainly impress and impregnate the memory.

Multiple variations of creativity open possibilities to display your business and create the awareness we all strive for.



Want to know more?

Contact us: **+40 734 378 797**

**KNOWING YOUR BUSINESS AND DOING THE RIGHT MOVES MAKE SUCCESS HAPPEN.**



palestra dei talenti

QualityBook



**CORUM**



book'd



**ASTRA  
ASIGURĂRI**

skylady







Browse through and reserve  
your perfect model  
[anywhere in the world](#)



bookd

bookd

bookd

## The Hosu Team | Keller Williams Realty

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Keller Williams Realty is an American international real estate franchise with headquarters in Austin, Texas. Founded in 1983 by Gary Keller and Joe Williams, it grew from a single office in Austin to approximately 700 offices and as of November 2016 with over 170,000 associates worldwide.

The Hosu Team is their subsidiary, for whom BOX Studios have provided brand identity and marketing materials.

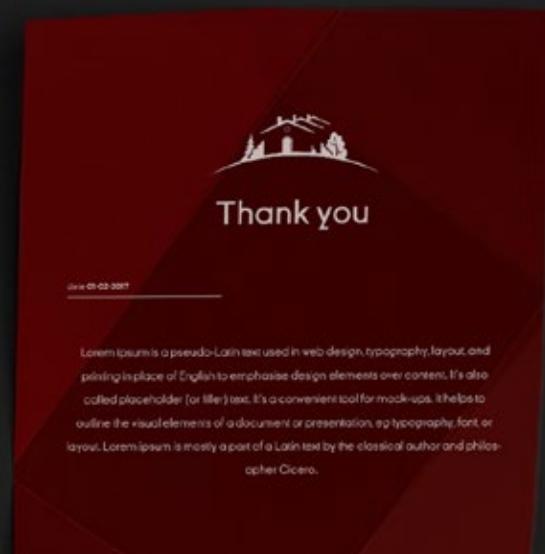




Holding the key to your new home

C: 0 M: 0 Y: 0 K: 88  
#5a5451

C: 6 M: 4 Y: 35 K: 0  
#f2e9b5



## Style and exquisite services go hand in hand

TAROM Romanian Air Transport was established in 1954 and developed alongside Romanian aviation. TAROM performs its activity under the Ministry of Transportation and has been a member of SkyTeam Alliance as of June 25th, 2010.





## No hard times with friends along the way

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FRIENDS has always impressed, both through the complexity of their creative process, as well as the speed at which they deliver impeccable results. The team provides any type of photography services and is the professional choice of many high standard brands. *BOX has been one of them over the years. Our collaborative work is illustrated from page 042 to 049.*





## Professional Mediation Guaranteed

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Mediation is just like a dance between two or more participants, assisted by an instructor. The environment, the state of mind, the audience, the will to win, as well as the strain to be the best are factors which set the rhythm.





eMEA

# MEDIATORS

C: 24 M: 41 Y: 0 K: 0  
#bf9cc9

C: 60 M: 57 Y: 58 K: 32  
#5a5451

C: 6 M: 4 Y: 35 K: 0  
#f2e9b5



## MIRAI, the center of Bucharest opportunities

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MIRAI Center is composed by commercial spaces and the residential upper floors, for great living choice-makers. Placed at the core of Romania's capital city, the very interesting building MIRAI Center is the 7th among the buildings of its developer.

**Naming and Logo, Web Design and Developing, Building 3D modeling, Copywriting and other Marketing materials have been provided for this project.**



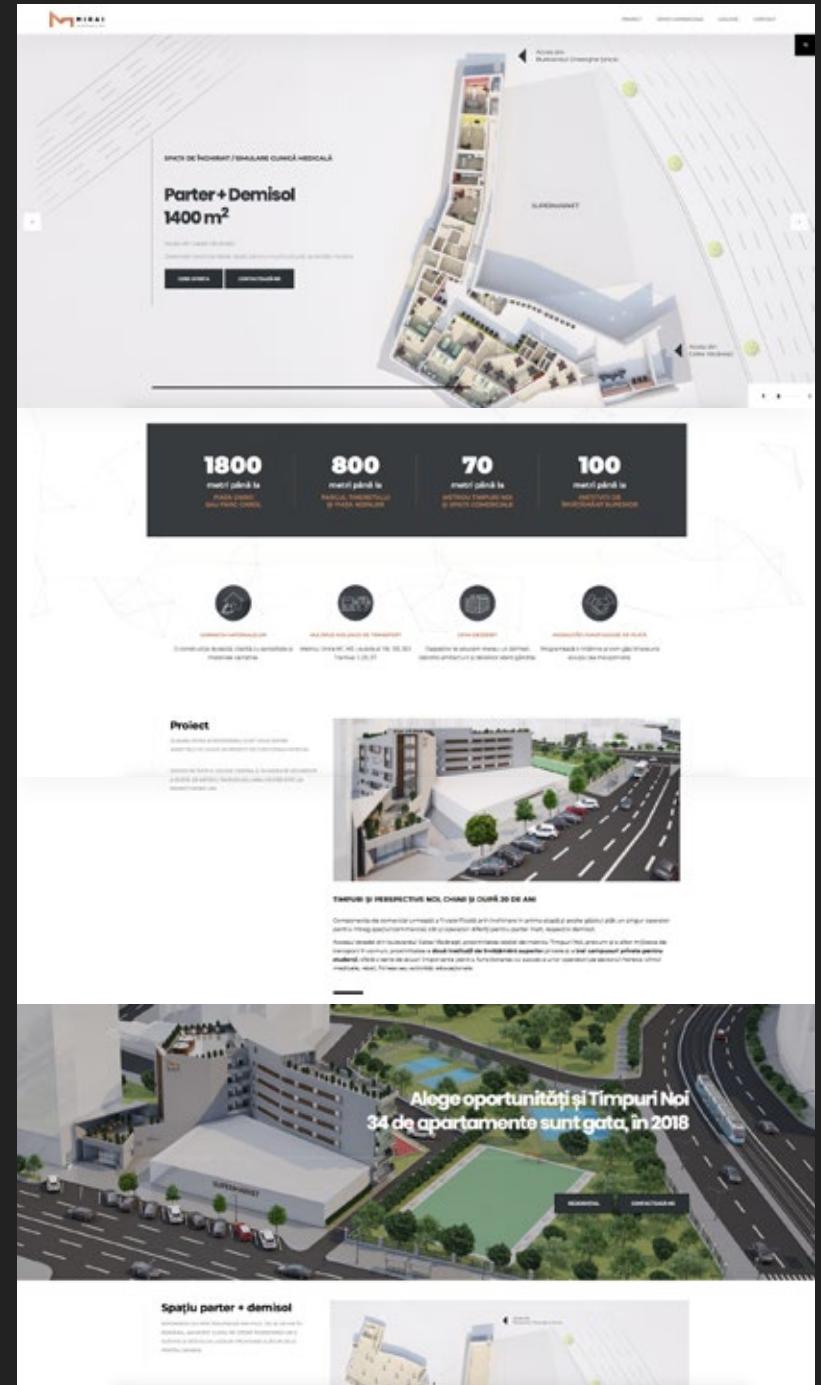


If you love this design  
you should see how it moves  
[www.miraicenter.ro](http://www.miraicenter.ro)



C:20 M: 57 Y: 73 K:3  
#d38a64

C: 0 M: 0 Y: 0 K: 90  
#404041

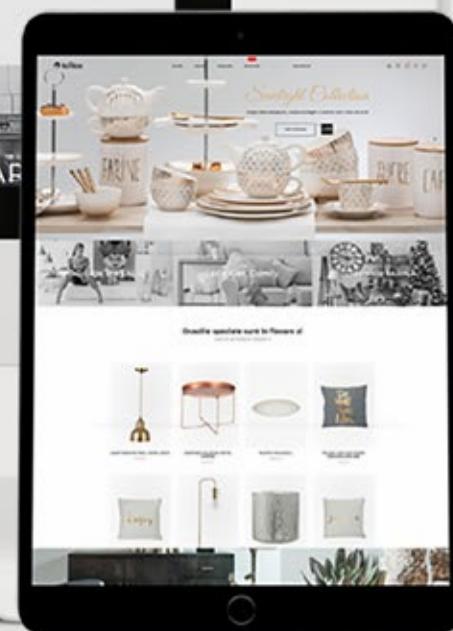
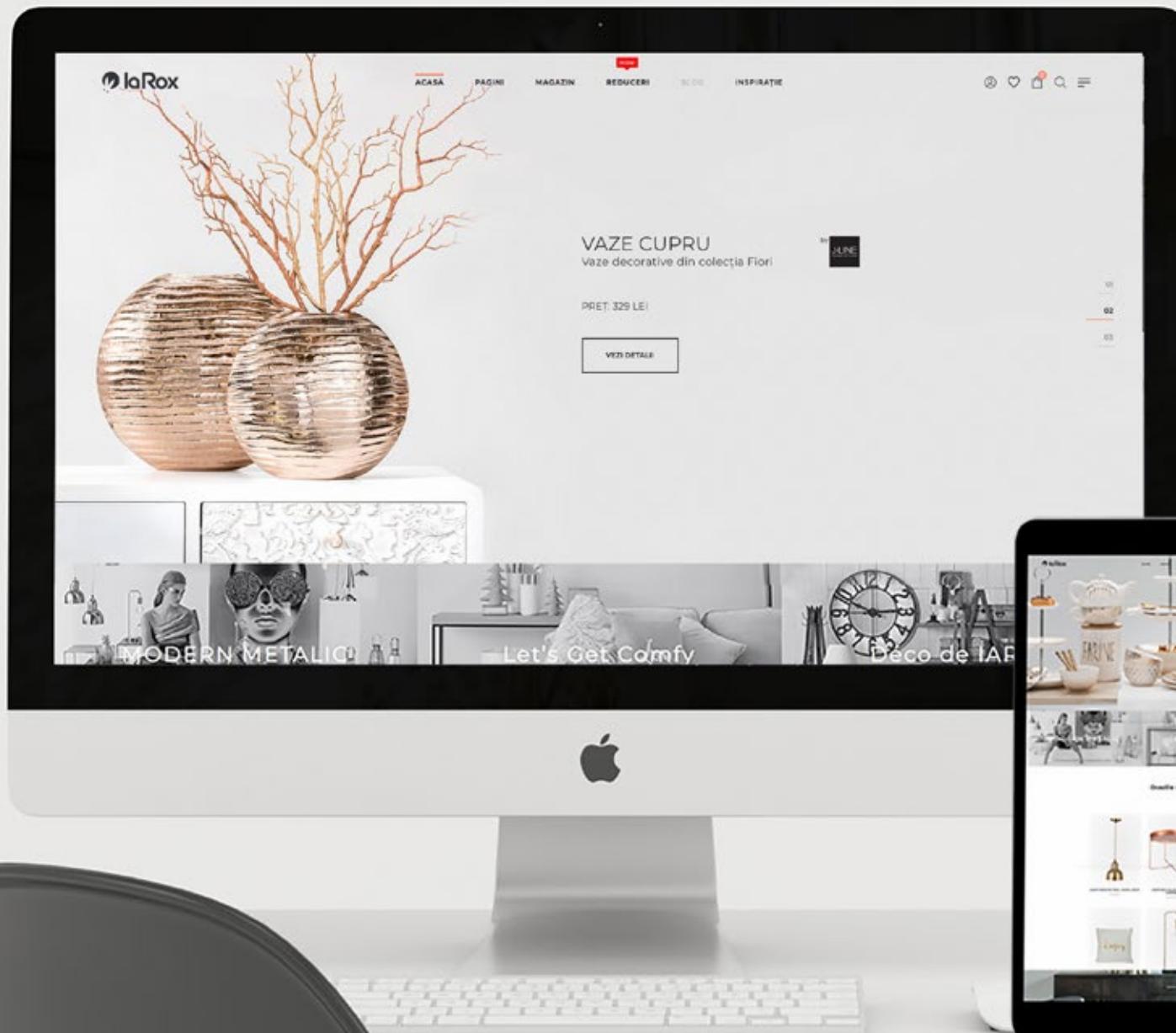


## Memorable Déco by laRox

LaRox is about big perspectives composed by little things. Just as *home* starts with *heart*. It is a well-known thing that the man blesses the place. Not only through one's presence, but even more by the visual experience chosen to surround them.

To this dear project we have contributed with brand identity and strategy, copywriting, web design, photo 360, online marketing services, packaging and other materials.





# WHO YOU GONNA CALL WHEN SUPPLIES ARE OVER?



**WE SUPPORT ECO-FRIENDLY SOLUTIONS  
FOR OUR NEEDS. CARE TO JOIN?**





## Elevation Training Mask® | 2.0. ELITE EDITION

Elevation Training Mask® 2.0 ELITE EDITION has been one of the hottest selling resistance breathing devices on the market. Training Mask has been featured in movies, national TV campaigns, and even the Super Bowl.

BOX team has redesigned the logo and the packaging.





# Training Mask

Regulates how much air you can breathe in, making it so that you breathe against resistance, in turn making the air feel thinner (due to the resisted oxygen intake it's similar to altitude training).

From the beginner to the professional we give you the **ELEVATION** levels to help you succeed and reach your workout goals.

This product is approved to train for any sport that is cardio dominant. Training Mask may also be used for breathing control in correlation with low impact and/or form breathing for healthy living.

[www.elevation-training-mask.com](http://www.elevation-training-mask.com)  
[hello@elevation-training-mask.com](mailto:hello@elevation-training-mask.com)



decrease workout time  
**60min to 20**



## NEXTGEN PERFORMANCE SERIES

SIMULATES HIGH ALTITUDE TRAINING



ELEVATION

# Training Mask

### ELITE EDITION



decrease workout time

**60min to**

# 20

*air you can breathe in*

C: 0 M: 0 Y: 0 K: 100  
#000000

FOLIO GOLD

## La linea di prodotti naturali

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The beauty line Klamère is composed of nine skin care products. The face nurturing products help reduce wrinkles and bring back stressed skin to its ideal balance. Their body products reduce localized deposits and help drain all excess fluids.

**Packaging, logo redesign, Web Design and Development were provided for this project.**






 PANTONE 253 C  
 C: 43 M: 95 Y: 0 K: 0  
 #9d3292


 PANTONE BLUE 072 C  
 C: 100 M: 100 Y: 1 K: 1  
 #160a8b


 FOLIO SILVER LIGHT

# Shaping tomorrow with you

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Fujitsu is the leading Japanese information and communication technology company (ICT), offering a full range of technology products, solutions and services. Approximately 159,000 Fujitsu employees are active in more than 100 countries. Through experience and the power of ICT, they willfully shape future along with their customers.

Their comprehensive business encompasses the development, manufacture, sales and maintenance of the cutting-edge, high-quality products and electronic devices that make possible all the multifaceted services provision.

Fujitsu's corporate design was developed to convey the brand promise "shaping tomorrow with you" in a unique visual statement. This design has won the internationally acclaimed 2013 iF award in the communication design category.



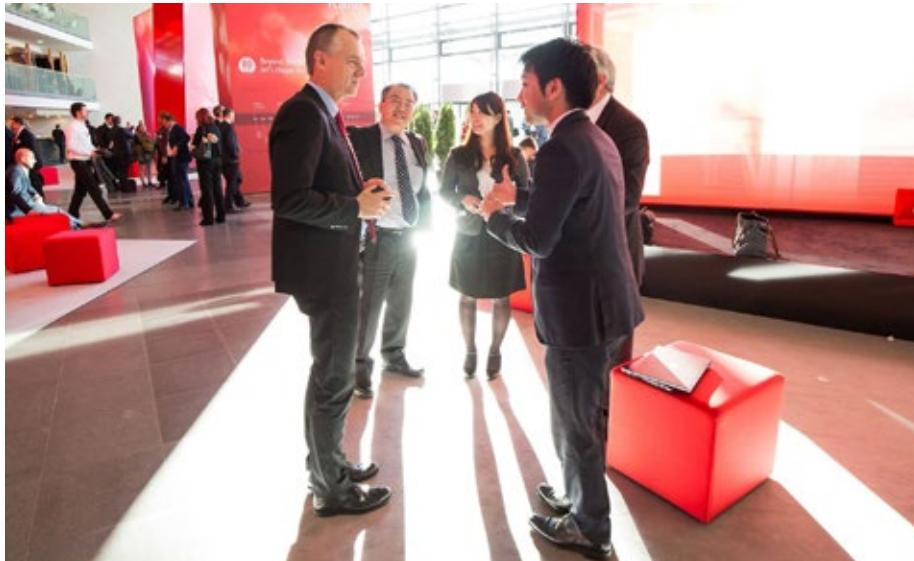


FUJITSU

## Fujitsu Day Tour

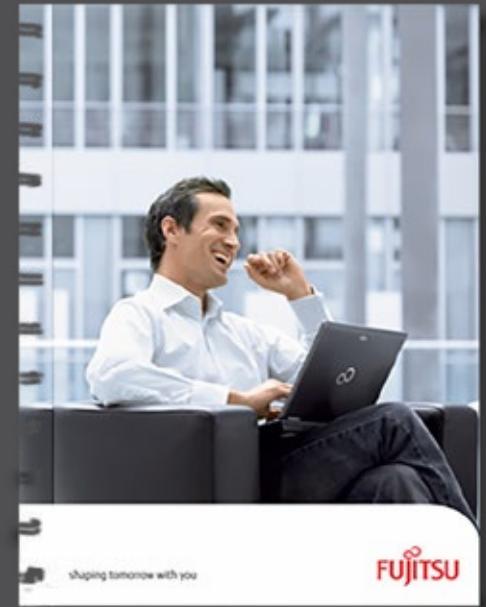
An event is a multitude of ideas, shaped under various forms to define the overall concept. Information, sundry and concentrated, has then the opportunity to be transmitted in the best circumstances.

Details such as location or the integrated ornaments sustain the materialization of ideas. We are here to offer support in planning and implementing such a marketing phenomenon.





2012-2016  
Fujitsu® Romania





## Building material of the future – YTONG

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Ytong autoclaved aerated concrete is a brand of the century: One of the strongest brands in the building materials market, that has long been a guarantee for the best thermal insulation in the area of masonry and solid quality, numbers among the premium group of top German products. At the same time, it represents the culmination of an unparalleled period of development.

In 1929, the first autoclaved aerated concrete was produced in the Swedish town of Yxhult. "Yxhults Anghärdade Gasbetong", gave birth a little later to the world's first registered trademark for a building material, Ytong, which went on to change the construction industry for good.

The Ytong blocks have been sold wrapped in yellow plastic film since 1967. This yellow film is part of the marketing strategy that places the emphasis firmly upon brand recognition.





**YTONG**<sup>®</sup>

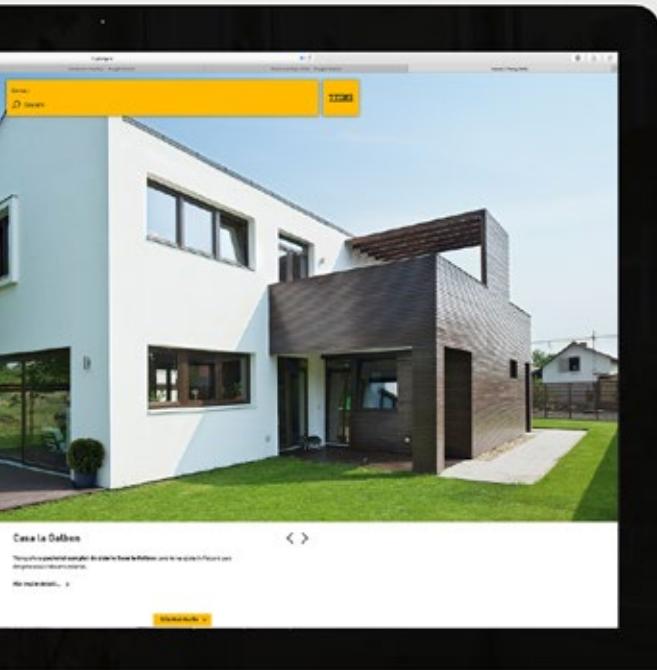
## YTONG - 85 years

Xella® Romania's communication has always been in focus, evolving year by year. Due to efficient informing and the marketing strategies applied in media, the annual reports show significant increases in sales and brand awareness.









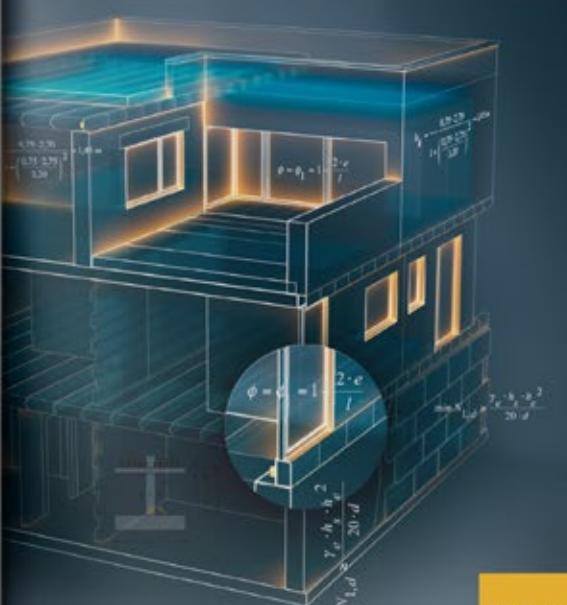


izolatoare  
**ENTRU INTERIOARE**



**multiPor**

Soluții constructive  
**VIZIUNE ȘI APLICARE**



**YTONG**

Ytong - sisteme complete de zidărie termoizolantă  
**DATE TEHNICE 2016**



**YTONG**  
 PERFORMANȚA  
 ENERGETICĂ  
 ESTE TEMELIA  
 NOASTRĂ.  
 www.ytong.ro

**YTONG**

MultiPor - Plăci minerale termoizolante  
**izolație termică pe**



# Performance begins from the testing phase

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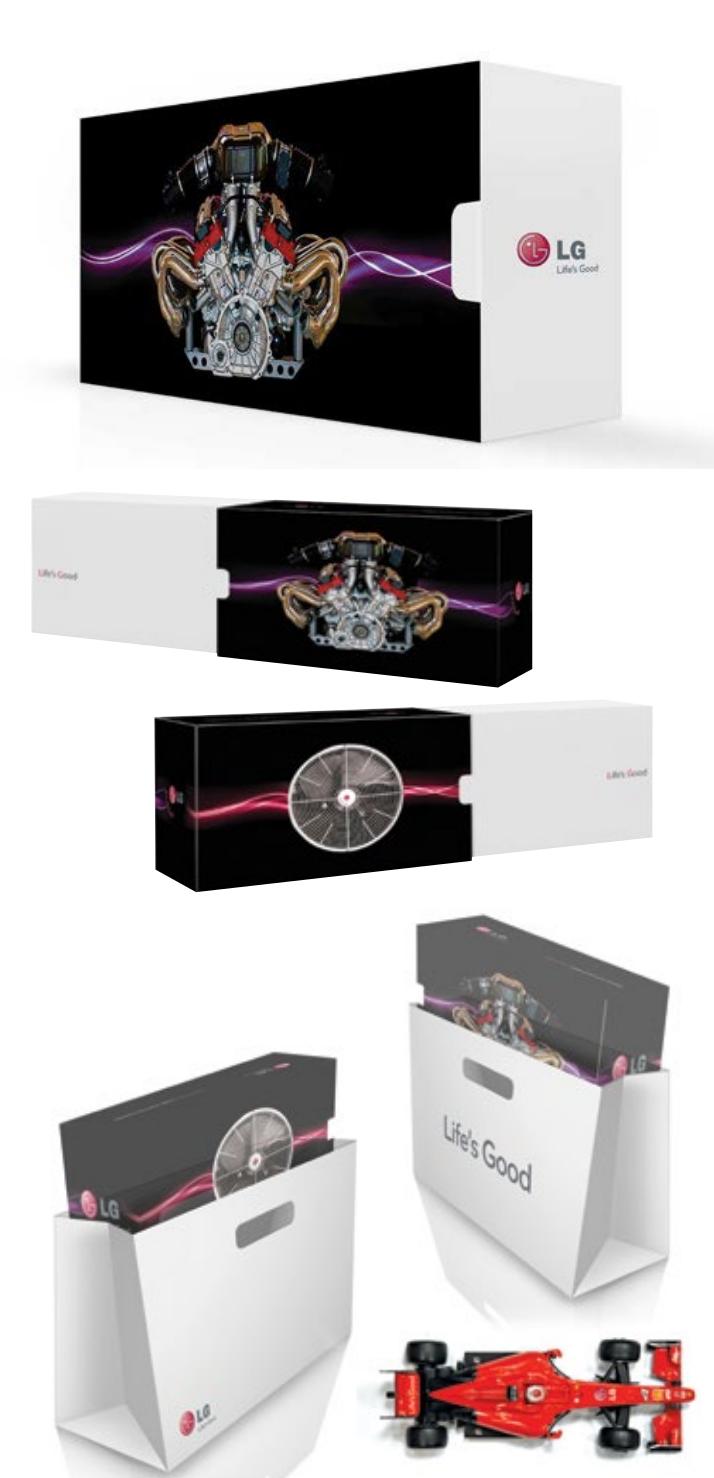
With 2014 global sales of USD 55.91 billion, LG comprises four business units - Home Entertainment, Mobile Communications, Home Appliance & Air Solution, and Vehicle Components - and is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2014 ENERGY STAR Partner of the Year.

LG Electronics was established in 1958 and has since led the way into the advanced digital era thanks to the technological expertise acquired by manufacturing many home appliances such as radios and TVs.

LG Electronics has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.









**MARSÁY**

**BUDAPEST**  
8700 001 120  
Doboshegyi Szentor  
41, Rákóczi Útján 50.  
Állás: 10:00-19:00  
Szombat: 10:00-18:00  
Szombat: - egyenlőtlen  
Szombat: - egyenlőtlen

**KÖZVÁROSI**  
8700 001 120  
214, Mátyás Út  
Állás: 10:00-19:00  
Szombat: 10:00-18:00  
Szombat: - egyenlőtlen

**CELESTIN**  
78, Rákóczi Útján  
Állás: 10:00-19:00  
Szombat: 10:00-18:00  
Szombat: - egyenlőtlen

office@marsay.com  
www.marsay.com

*the*  
**TOURIST**



**MARSÁY**





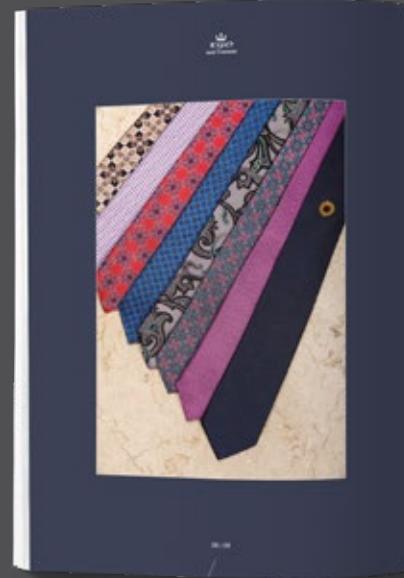
2014 -2016  
EGO - Urban Fashion



  
**EGO**  
MADE TO MEASURE

URBAN MASTERPIECE





2014  
Stefan Musca





2015-2017  
Louis Purple

# LOUIS PURPLE

THE SUIT MANUFACTURER



BUSINESS JOURNEY COLLECTION '17

LP





### SMART CHINOS

Our tailored four-pocket pair of chinos with hidden convenience is not only a classic, covering trousers from the waist down, designed for elegance and precision, but also a pair of trousers that, in the end, they offer thoughtful comfort and pleasure for your feet. Made for the man that likes to be comfortable.

Notre coupe moderne et élégante, conçue pour être confortable, offre une touche de nouveauté à votre garde-robe. Elle est conçue pour être à la fois classique et moderne, offrant une touche de nouveauté à votre garde-robe. Elle est conçue pour être à la fois classique et moderne, offrant une touche de nouveauté à votre garde-robe.

LOUIS PURPLE  
The Art of Sophistication

THE TAILORING COLLECTION  
www.louispurple.com



### SMART JACKET

Comfortably chic with a touch of luxury

Choosing smart means considering all in one piece of clothing. The Louis Purple Smart Jacket is chic, comfortable and cool while being surprisingly functional. Made with Louis Purple's luxury fabrics, your H&M Smart Jacket will become your smart yet stylish go-to piece of clothing with expert craftsmanship from your personal LP Stylist.

Confortablement chic avec une touche de luxe

Choisir smart signifie considérer tout dans un seul vêtement. Le Louis Purple Smart Jacket est chic, confortable et cool tout en étant incroyablement fonctionnel. Fabriqué avec des tissus de luxe Louis Purple, votre H&M Smart Jacket sera votre pièce smart et élégante de votre garde-robe avec une expertise de couture de votre stylist personnel LP.



Our smart jacket offers a modern twist on the traditional smart jacket. The restructured jacket features a structured shoulder and lapel, and a modern, functional pocket. It's a smart jacket that's also a smart choice.

Notre blazer est conçu pour offrir une touche de nouveauté à votre garde-robe. Il est conçu pour être à la fois classique et moderne, offrant une touche de nouveauté à votre garde-robe.

LOUIS PURPLE



### CASUAL SUMMER LOOKS

For the first time Louis Purple introduces a more casual line for the relaxed and sunny summer days.

The casual and functional pieces with a pop of light color choice will give a relaxed, sophisticated look, while the sporty cotton polo shirts, paired with Bermuda shorts will offer a more sporty and active look. With the help of your personal LP Stylist you have the opportunity to mix and match and achieve the best, elegant looks.

Pour la première fois Louis Purple introduit une ligne plus décontractée pour les journées plus décontractées et ensoleillées.

Les pièces décontractées et fonctionnelles avec une touche de couleur vive donneront un look sophistiqué et décontracté, tandis que les polos en coton sportifs, associés à des bermudes, offriront un look plus sportif et actif. Avec l'aide de votre stylist personnel LP, vous avez l'opportunité de mélanger et d'associer les pièces pour obtenir les meilleurs looks de la saison.

LOUIS PURPLE  
The Art of Sophistication

THE TAILORING COLLECTION  
www.louispurple.com

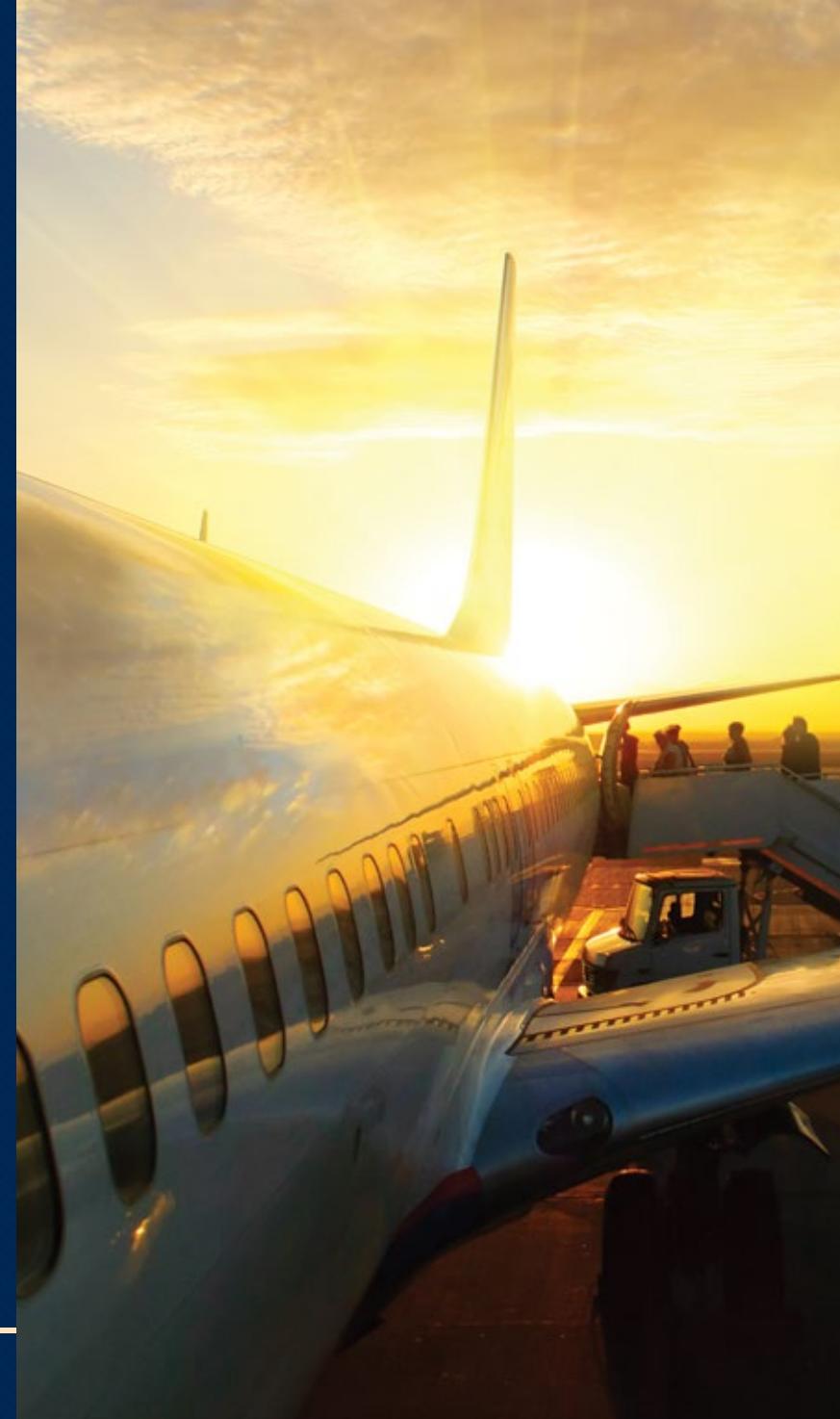
## TAROM SKYLADY

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**SkyLady magazine is a publication offered to passengers of TAROM company, onboard its aircrafts.**

Created specially for TAROM and distributed free of charge, SKYLADY magazine is a pleasant, informative, refined, elegant and sophisticated flight partner, especially for the female public.





[www.tarom.ro](http://www.tarom.ro)

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[boxstudios.co](http://boxstudios.co)