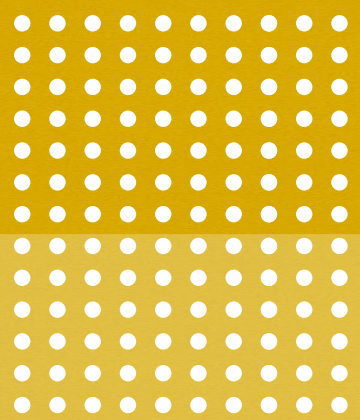


DREAM BIG



ACHIEVE

**DREAMS**  
**YOUR**  
**DREAMS**

MAKE IT HAPPEN



Agency  
**Creative Sparrow**

C O N

T E N

T S 

04

STRATEGY

06

THE CREATIVE SPARROW THEORY / WHO WE ARE

08

EXPERTISE / WHAT WE DO

40

TESTIMONIALS

42

OUR PRACTICES

47

SAY HI



# STRATEGY

It's all about business growth. Marketing strategies should be created in such a way to be able to bring together all the resources of the company and deploy them at their highest potential.

One of the benefits of business strategy is strengthening cooperation with partners by establishing mutually agreeable goals that will create long-term value for all sides.

Let's start designing your brand by creating an appropriate business strategy.

Don't get lost in a tunnel of sophisticated metrics! You'll need to make a simple plan that will bring you closer to the goals and satisfy your marketing demands.

Let's get started!



**STAY AHEAD**

**BE THE GAME CHANGER.**

**BE THE SMART ONE.**

THE  
SPARROW  
ROW

THEORY

WHO WE ARE



“Creative Sparrow Agency” is a creative team that specializes in graphic design and innovation. We create connections between audiences and brands.

**Sparrow Agency creates engagement. We do things different.**

Our goal is to create a creative process that promotes the company and its values. This is why our design process is based on ideation, collaboration, strategy, creativity and research of your needs and objectives. Our motto is “Create a better world through creativity”.

Just like a Sparrow, our agency is always moving. It is an environment where creative ideas are shared, skills are developed, and brilliant ideas and concepts emerge. We love to meet new people, to see how they think and act.

Our desire is that creativity leads to a more challenging job for our clients who trust us to support them in their quest for greater success.

We help companies looking for that perfect balance between excellence and innovation, the artistic exploration of design with the business world.



# DETAILS

MATTER

IT'S TIME TO MAKE A DIFFERENCE

# EXPER TISE

view more on: [creativesparrow.eu/portfolio](https://creativesparrow.eu/portfolio)

- Branding
- Strategy
- UX & UI
- Design
- Packaging
- Digital Marketing





# Branding

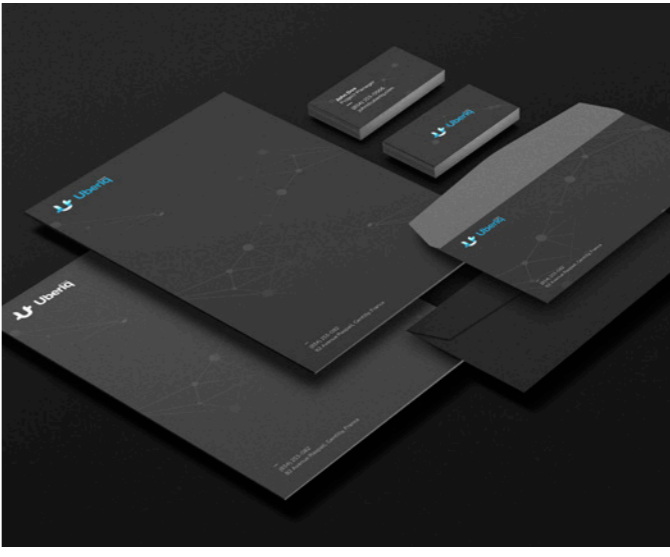
Branding is performing a “frontal assault” on your audience; standing tall and looking purposeful. It can be as simple as being consistent with what you do. Have a clear vision to guide your brand identity and marketing efforts, so that it can easily be seen from afar.

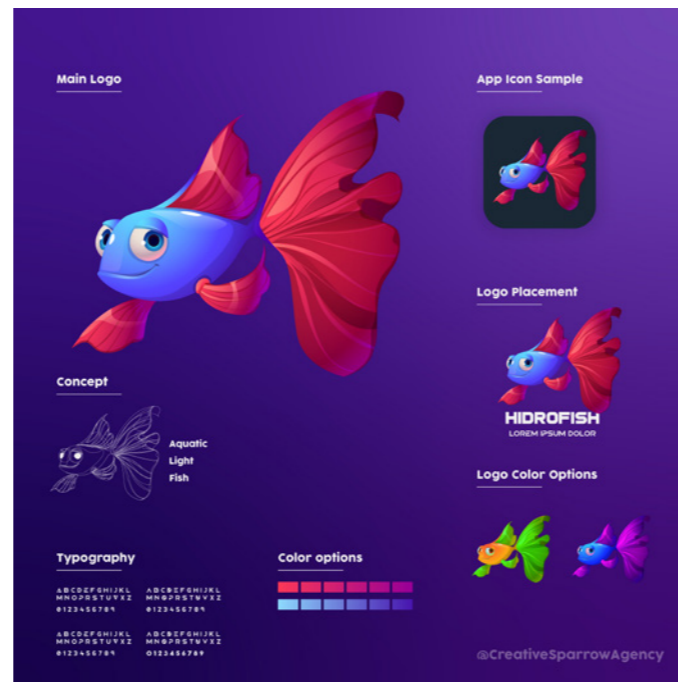
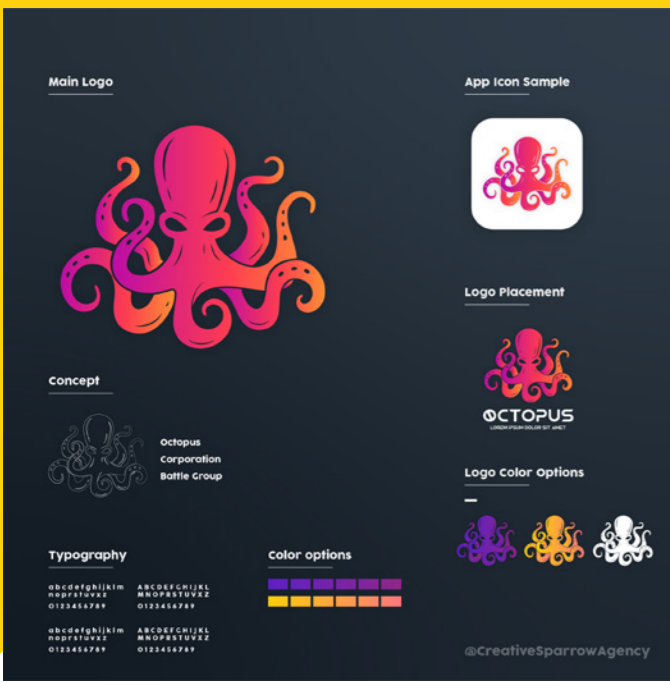
Branding goes beyond colors and logos. It is a declaration of who you are as a company, business or brand. Consider the perceptions of your audience to distinguish what will make you stand out from the crowd. Focusing on a consistent message, which can be advertised globally so that it can easily be seen from afar.

## WE CAN HELP YOU WITH

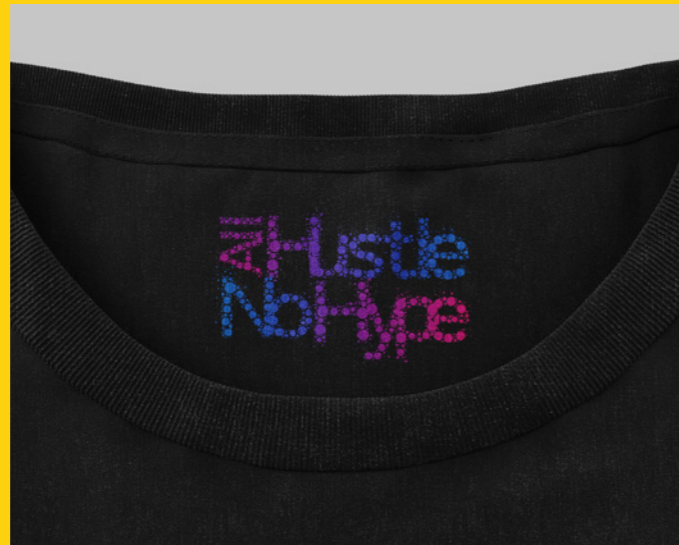
- your brand developing;
- your logo design;
- a great brand strategy and positioning;
- a useful brand research.







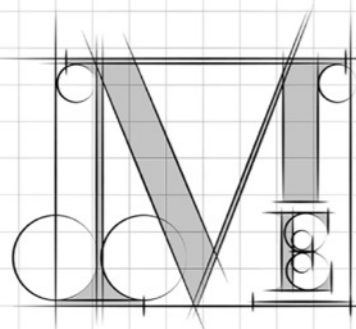




# SIRONA



**ME**  
**ME THERAPY**  
Your Emotional Wellness Space



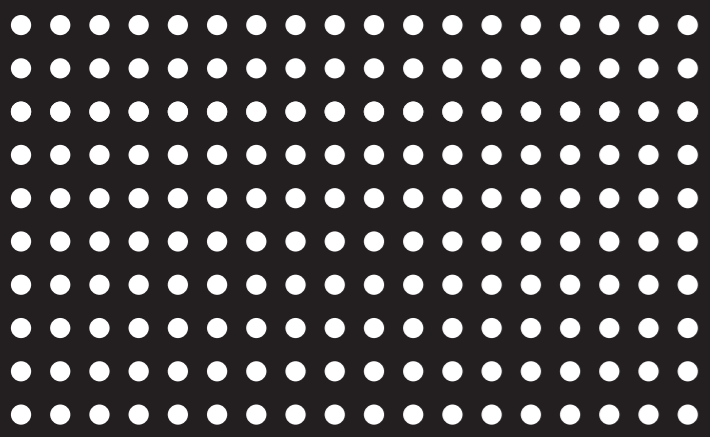
## Strategy

Every step that you make belongs to a strategy. Don't let it be the others' strategy.

Everything starts with a goal. You have an insane idea. You dream about it, you don't know where to start from. That it's all you need to tell us. We'll create your brand new story.

### WE CAN HELP YOU WITH

- your image audit and research;
- your customer segmentation analysis;
- your online visibility audit;
- a fabulous brand architecture;
- a successful brand positioning;
- customized marketing/communications plans.



# We've worked with some stellar folks



# UX & UI

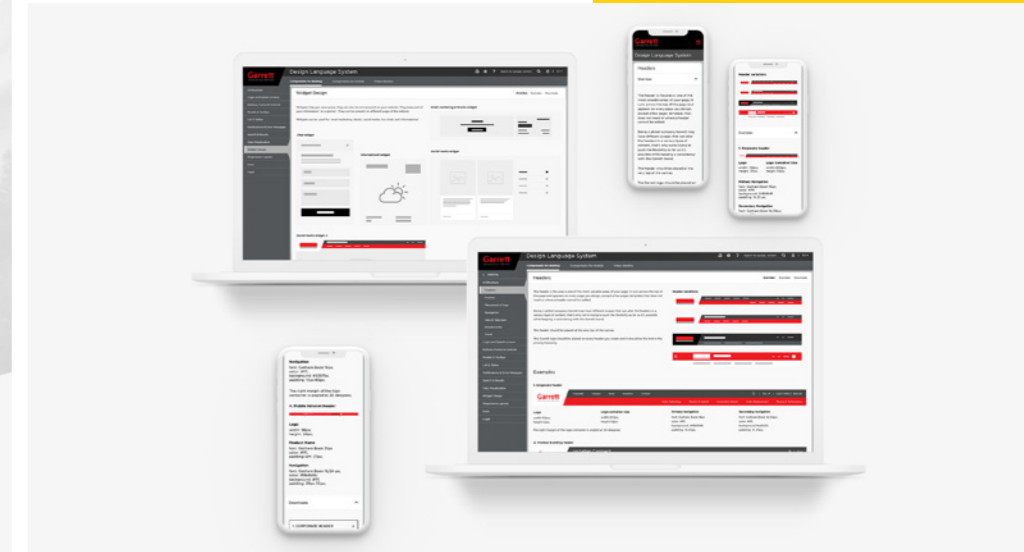
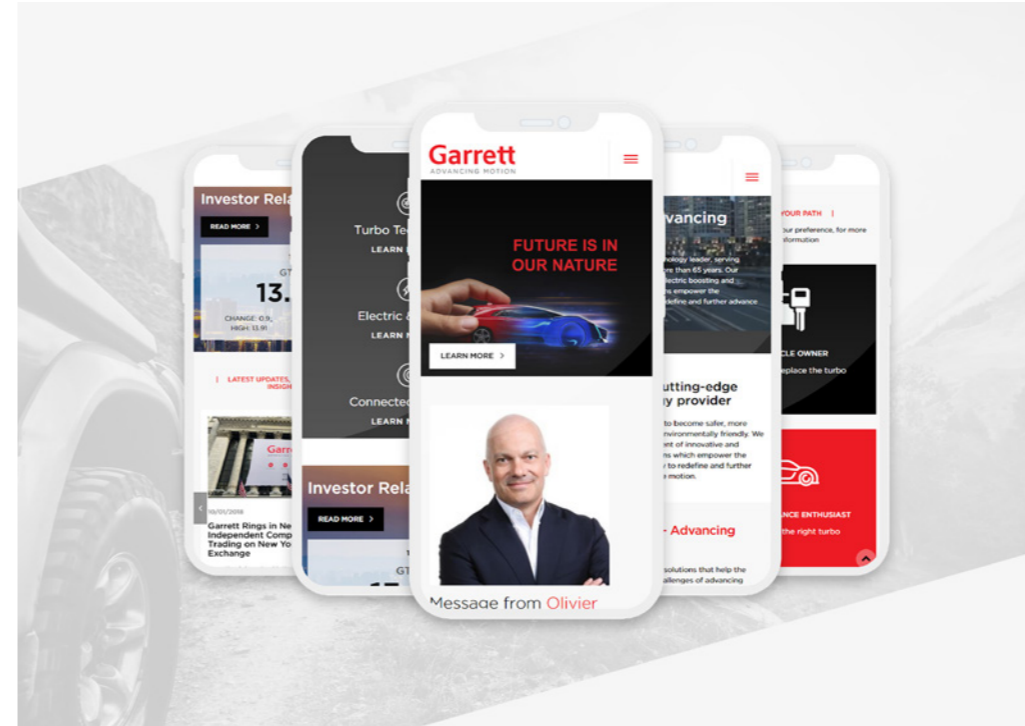
## Everyone is in UX

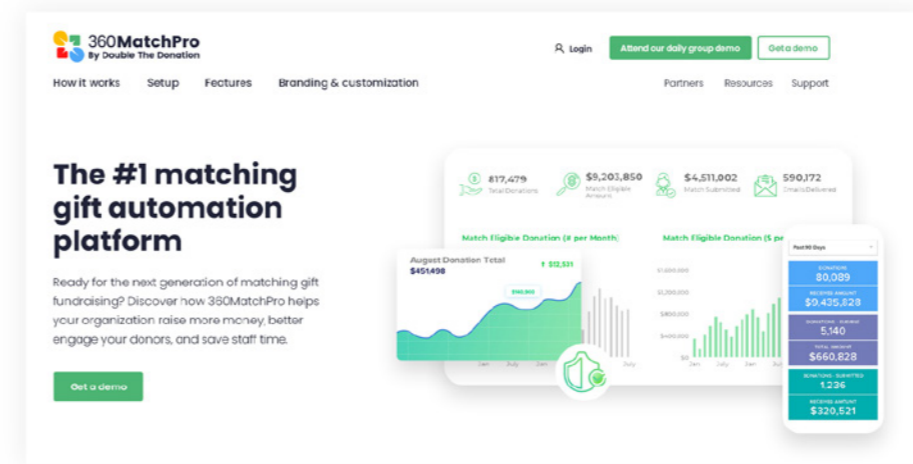
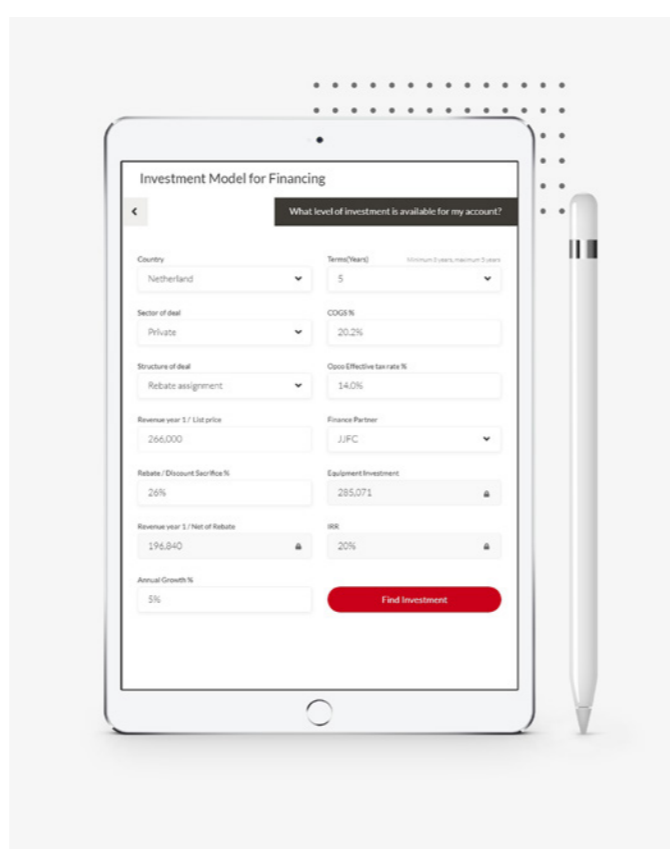
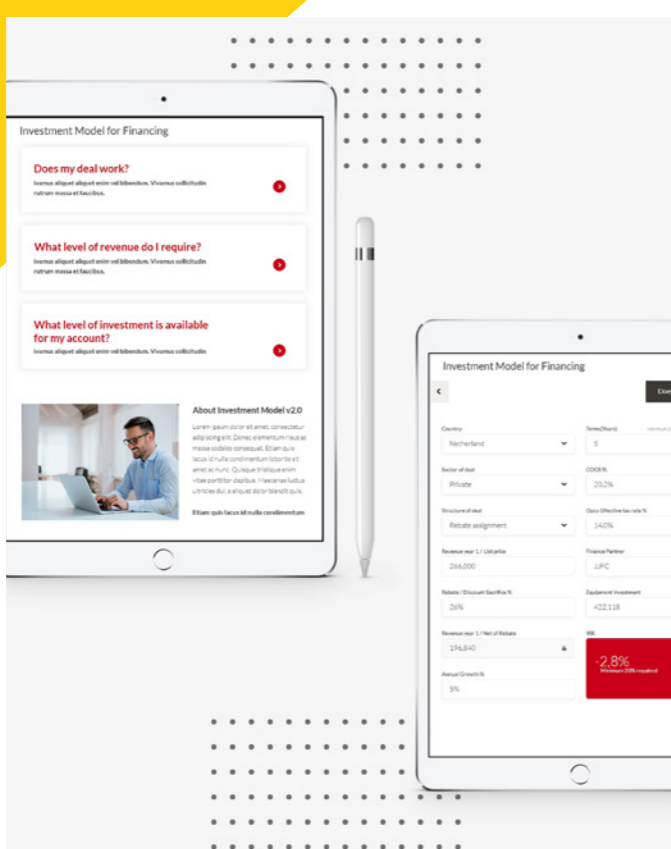
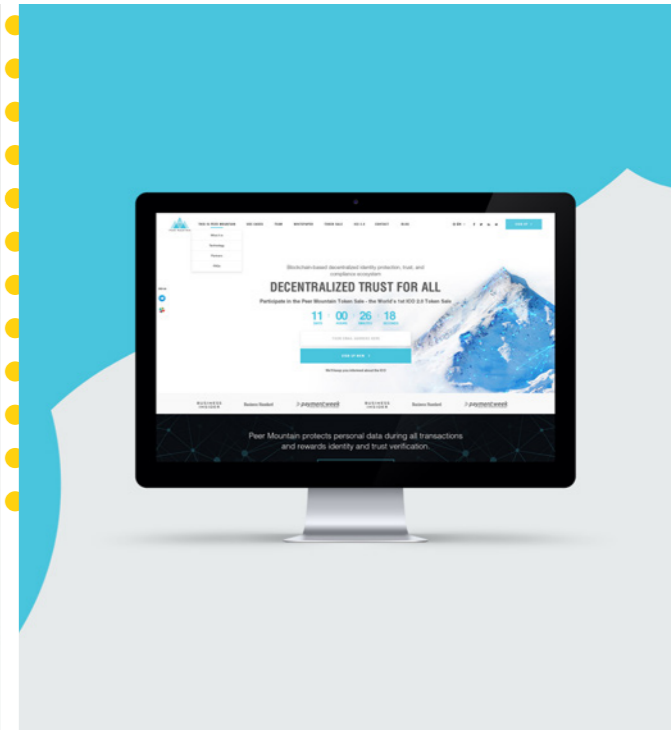
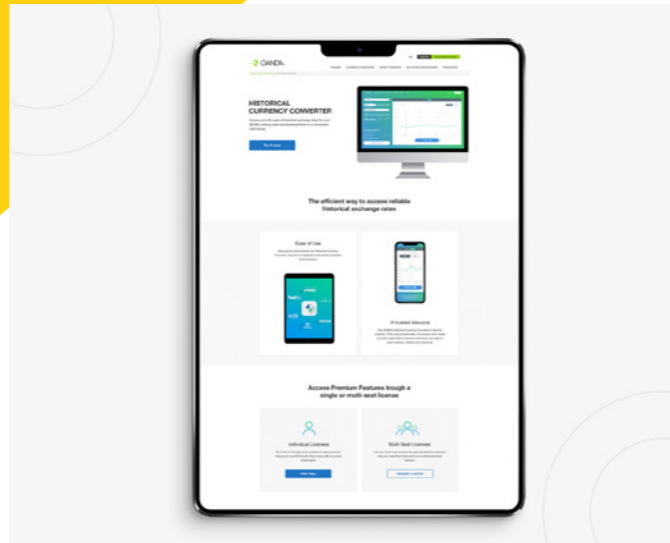
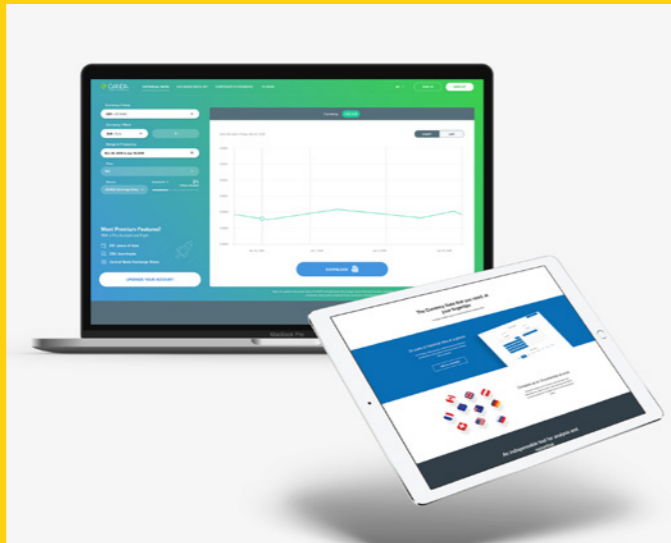
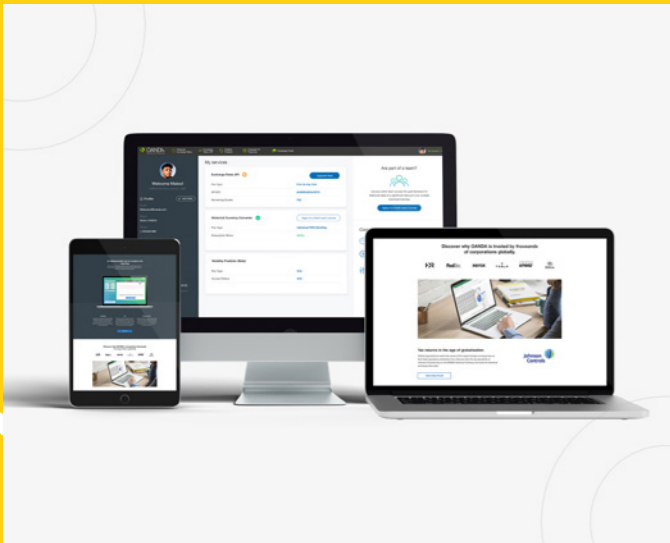
Think of some of your favourite brands online. Imagine what would have happened if any of those companies compromised on their user experiences. It's easy to think of them as giants now, but they had to start somewhere and they started with great experiences. The experiences defined their brands. Branding can inform UX and UX can define branding.

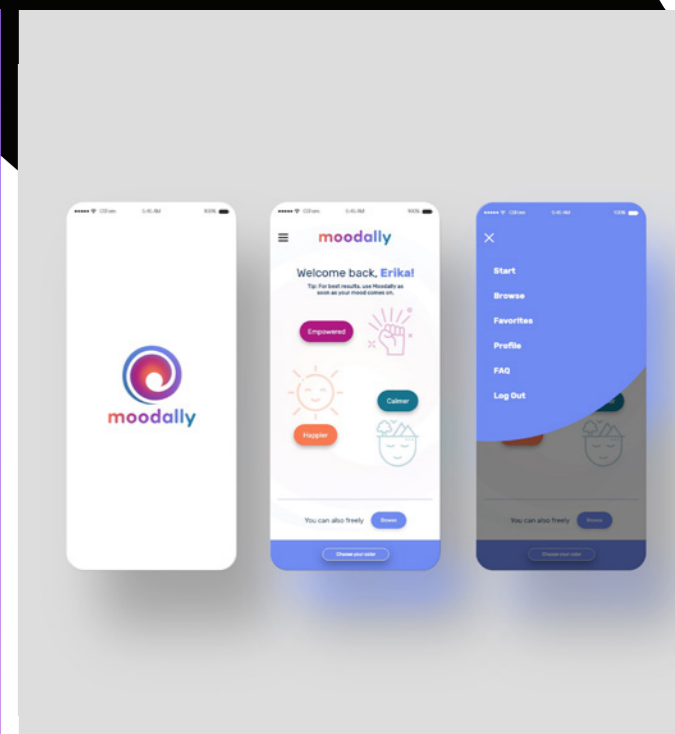
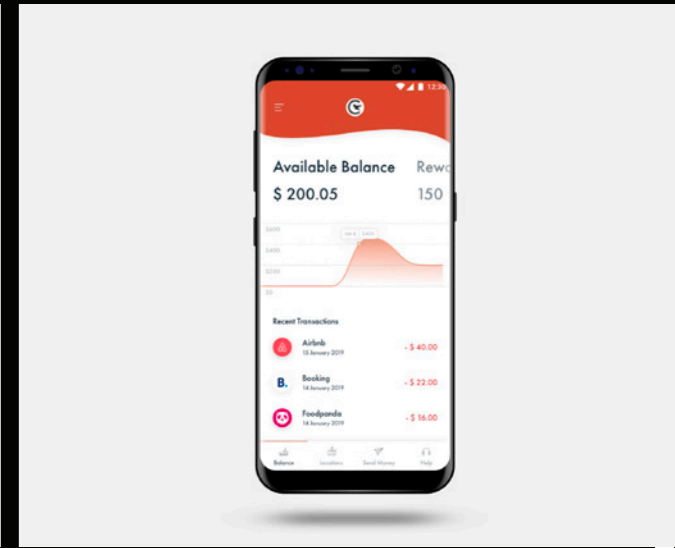
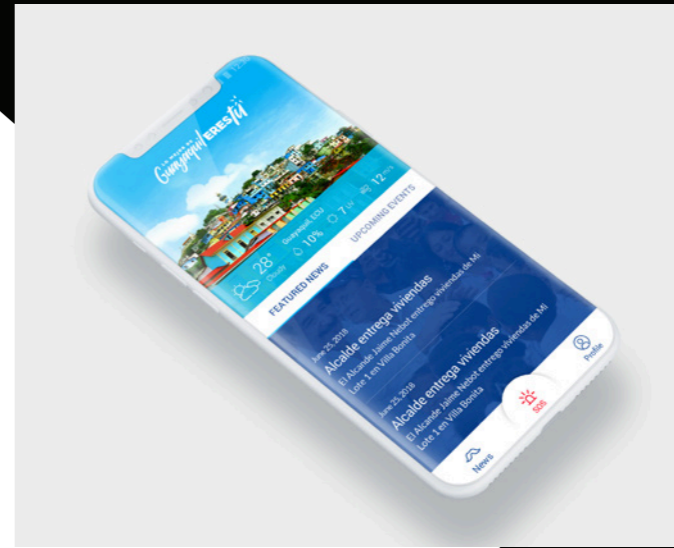
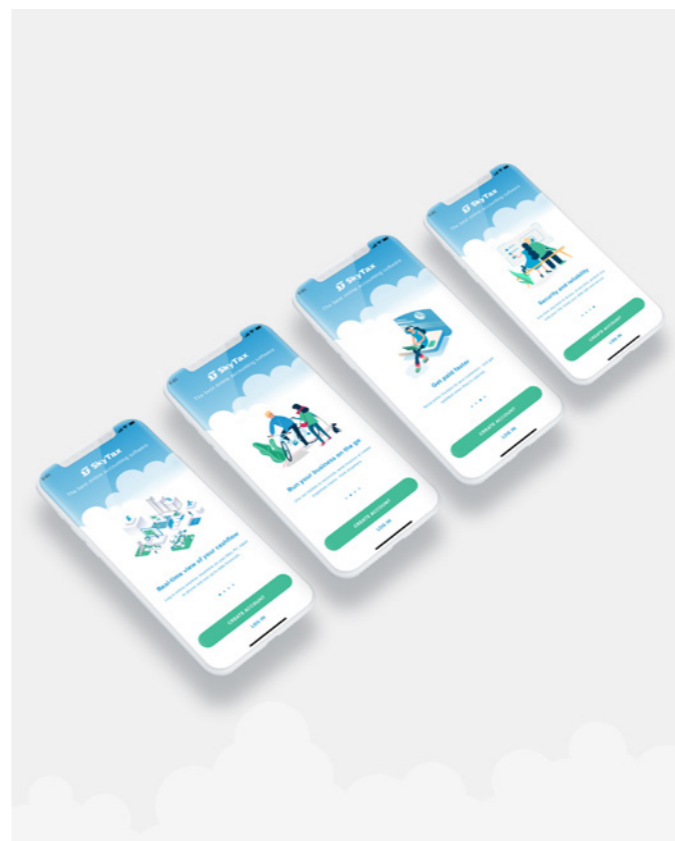
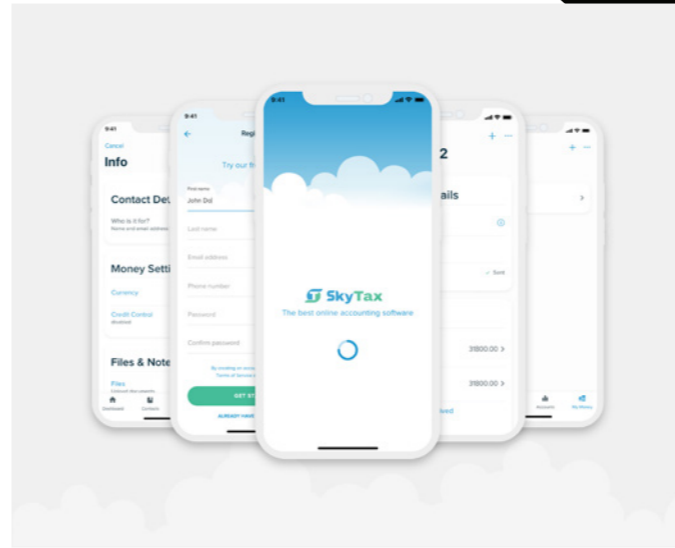
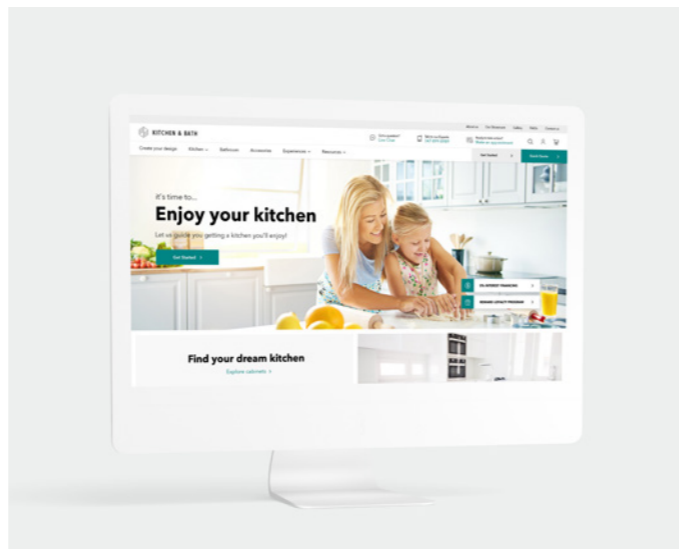
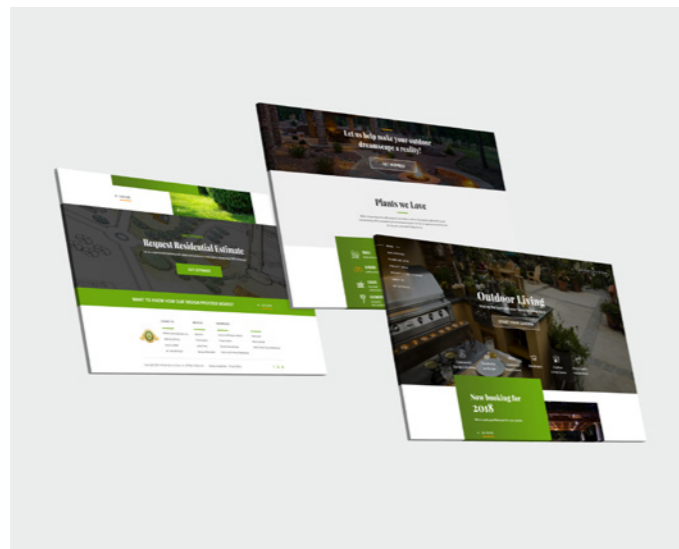
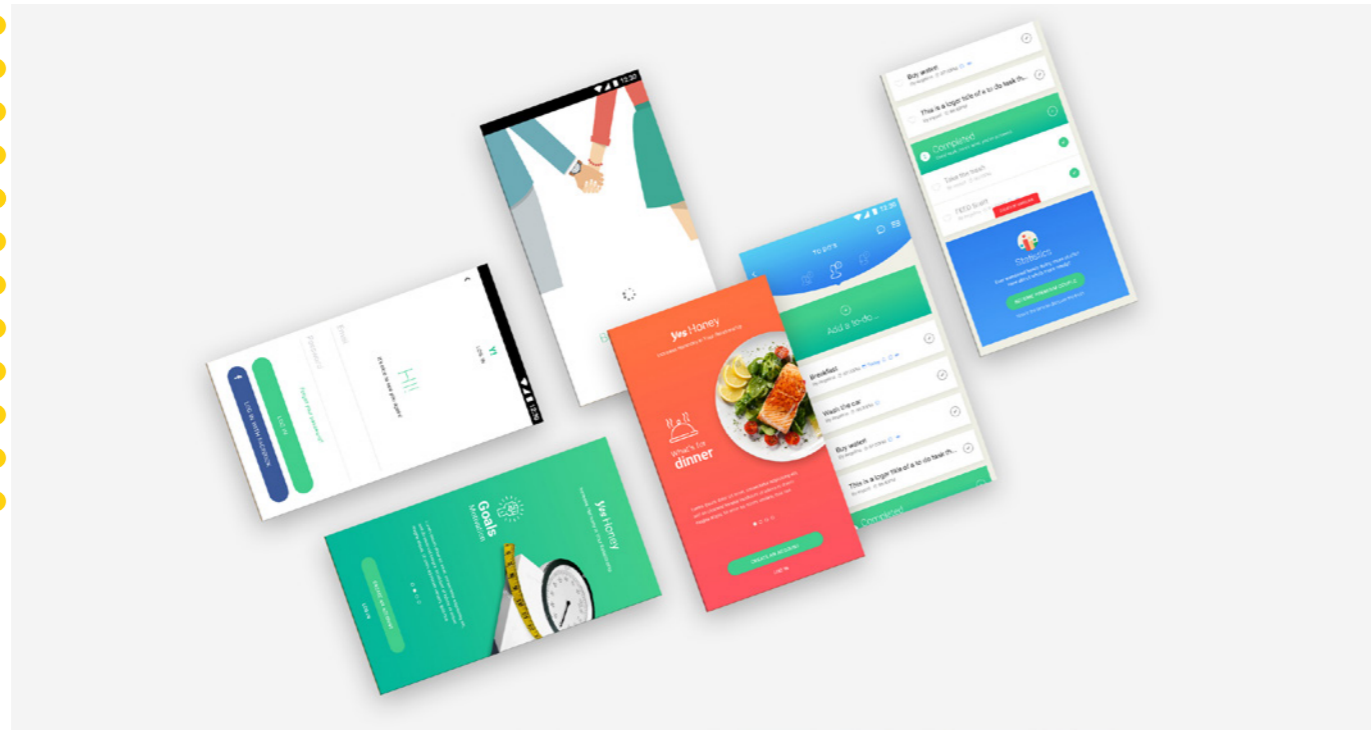
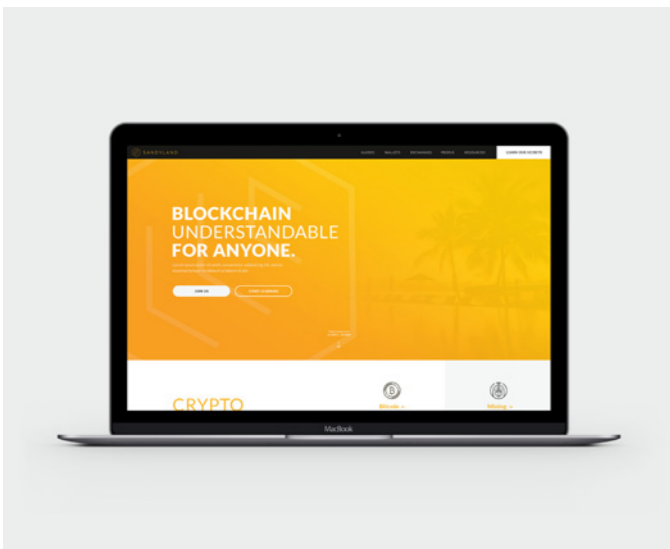
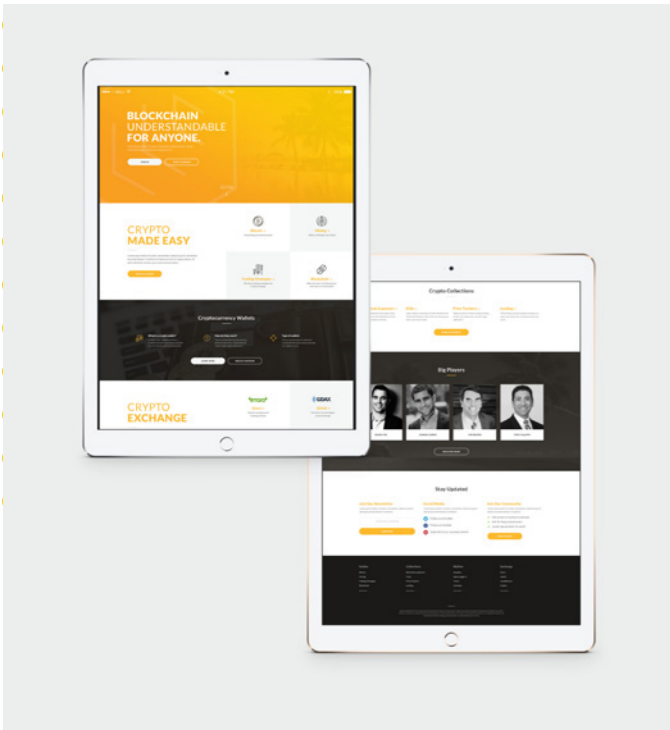


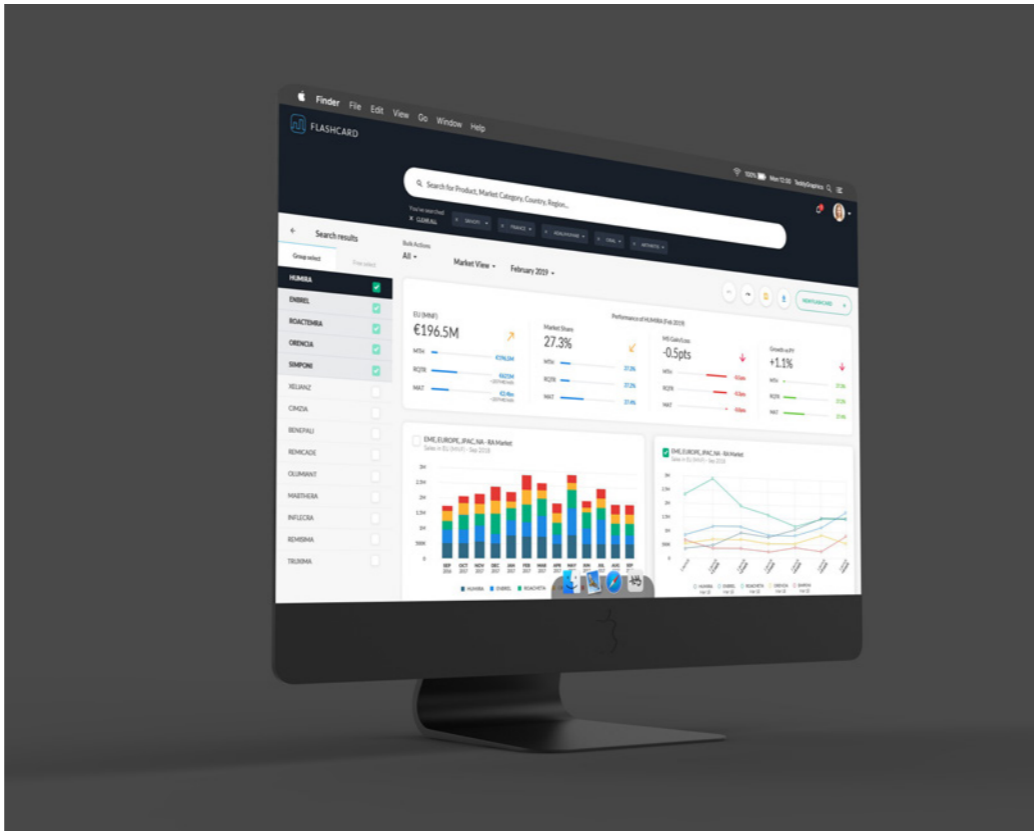
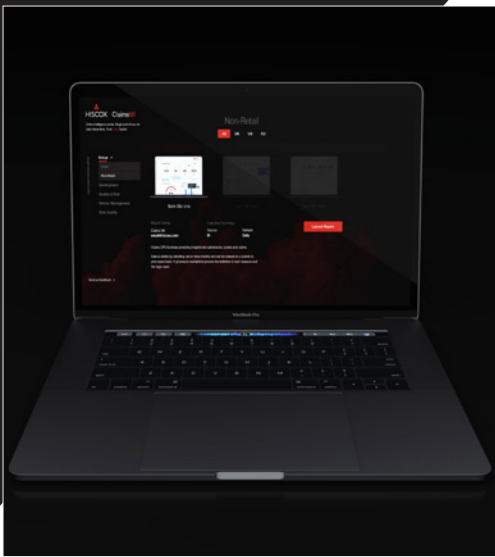
## WE CAN HELP YOU WITH

- wire-framing;
- website design;
- visual design;
- interaction design;
- customer experience modeling;
- information architecture;
- user interface design;









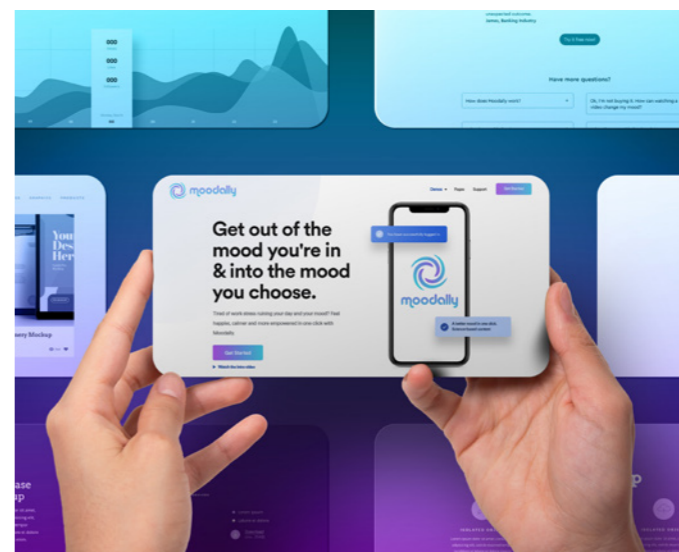
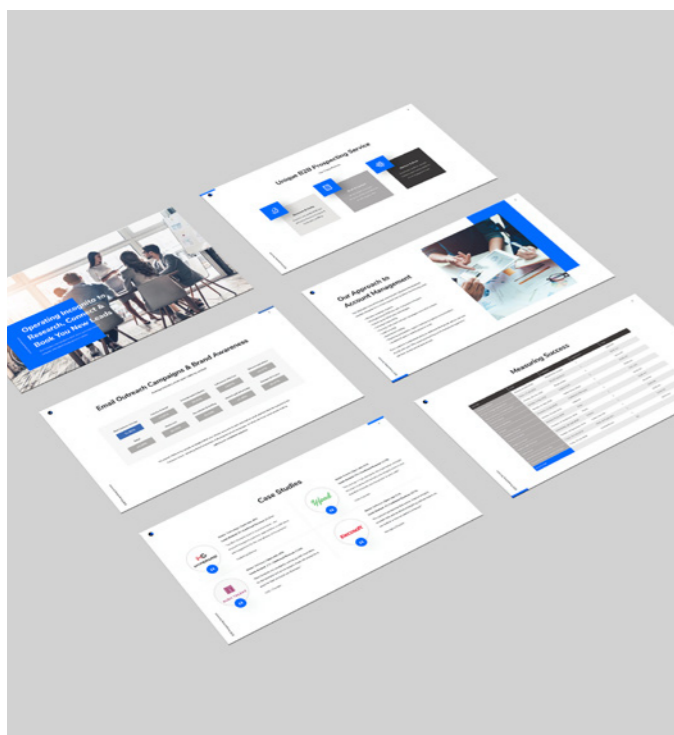
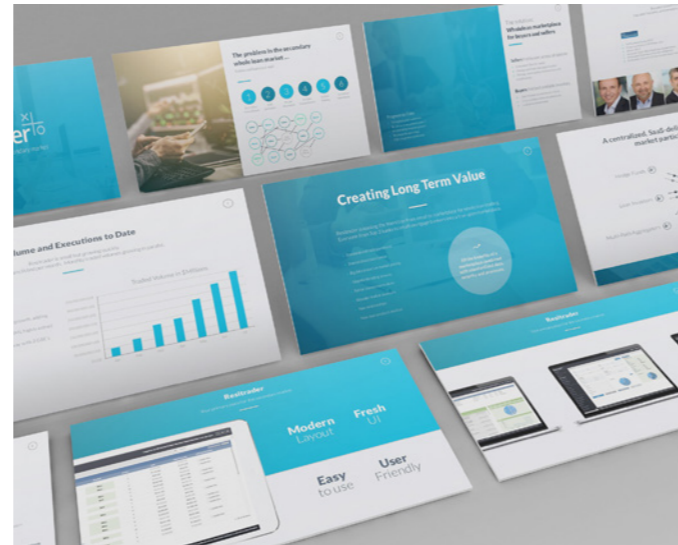
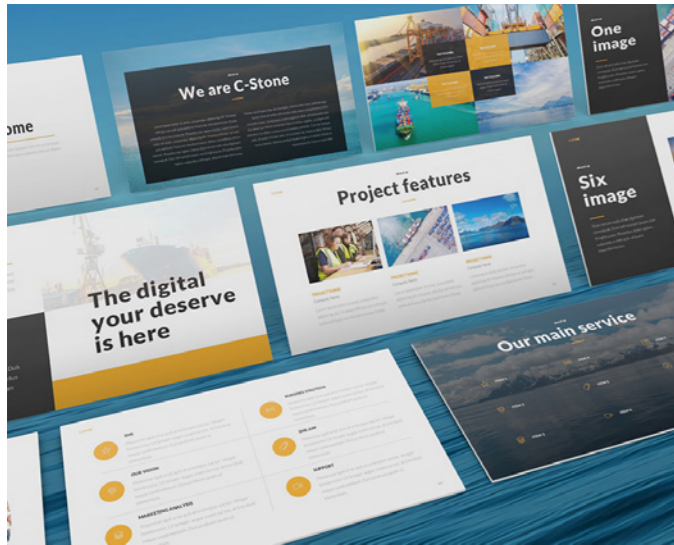
# Design

Every successful business needs a unique formula to be recognized by targeted audiences.

If your site reveals how you look at the first impression in online, brochures and print advertising materials determine your first contact with clients in offline. Both are crucial if you're trying to attract new customers and to rest memorable in the huge market sphere.

## WE CAN HELP YOU WITH

- brand Identity;
- logo design;
- packaging design.
- flyers, brochures, banners, reports;
- presentations & pitch decks.







## Packaging

Packaging design is a professional field, as it communicates the value and the brand to consumers. Packaging design is also an art form that challenges designers with many creative, innovative, and exciting opportunities.

From logo design to product packing, designers often find themselves balancing creativity and consumer influence during each phase of the design process—a process that can take weeks or months from initial concept to final execution if a company wants to get it right.

### WE CAN HELP YOU WITH

- packaging design graphics;
- diecut/dielines;
- mockups;
- banners;
- advertising packaging



# Digital Marketing

Digital advertising is more than just likes and shares. It's about engaging your clients.

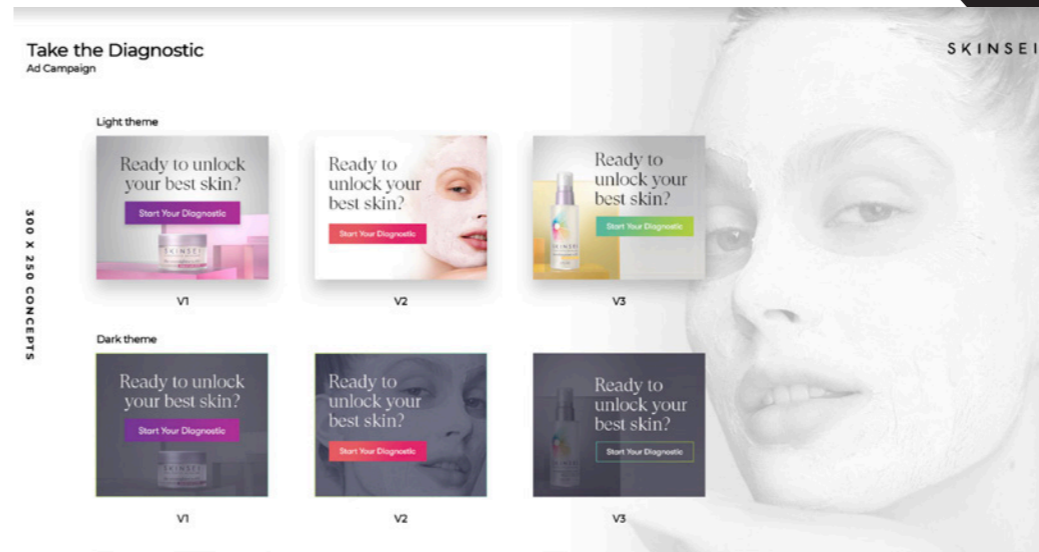
Offering new, unique ways to engage with your customers, digital marketing is the best solution for the companies who want to be closer to their clients. We think that is the most important advantage of new media tools. So... build a strong relationship with your clients and let us help you!

Permanently following your business goals, we are looking to develop the best for campaign concepts, a useful segment customization, best key messages, key visuals and posters.



## WE CAN HELP YOU WITH

- campaign concept development;
- segment customization;
- guerilla marketing;
- posters;
- promotions;



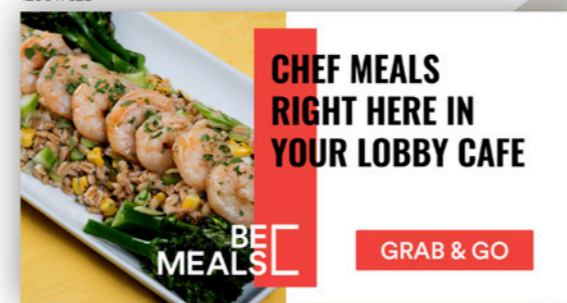
BE MEALS

STATIC BANNER V1

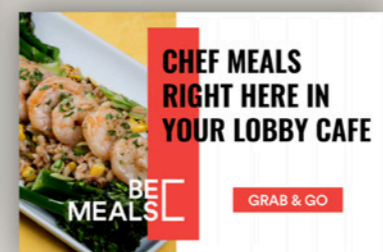
320 x 50



1200 x 628



250 x 250



300 x 250





T E S T

I M O N

I A L S



This is RIDICULOUS, you confused me.  
Now, how could I choose just one?  
They are all so bloody beautiful!

SkyTax, London, UK

This is AWESOME!  
If it was possible to send  
a HUG via this chat client I would!

Designer Appliances, New York, US

“Ramona and her team are absolutely fantastic. We started with a small project and I just kept giving them more work. I had numerous people reach out to me to find out who was doing my new graphics, because they were so good. I highly recommend collaborating with her. She’s highly knowledgeable and has great graphic taste.”

The Industry Emporium, Doha, QA

“Utterly fantastic!

There are times in the process of creating a render that you need an artist and not a technical engineer. There are just some things an artist will “get” especially when speaking in abstract terms. My product is better because of Ramona and her team.”

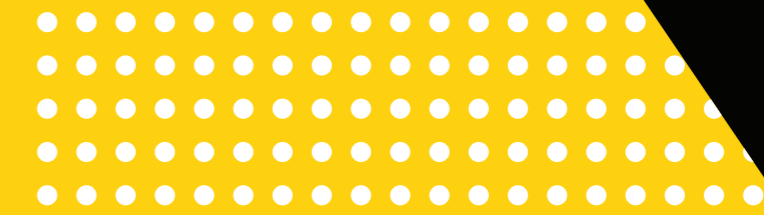
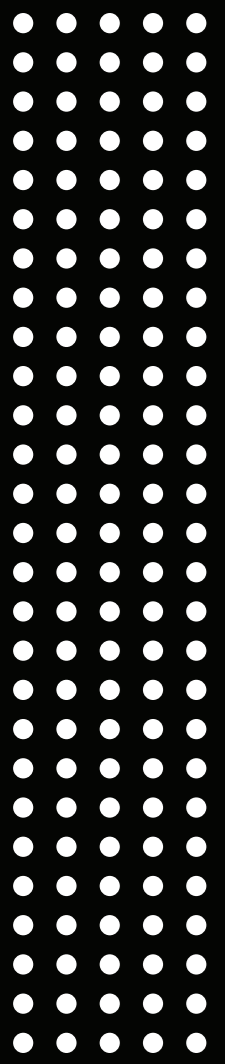
EventInc, Hamburg, DE

“I was very satisfied with the communication with Ramona, and from the final user-guide that she & her team designed for me. When I came with different requests, they were always there to fulfill them to me, and the turnarounds were fast. I highly recommend them!”

Osnat, Sydney, US

JESUS!  
This is IMPRESSIVE  
I should have meet you years ago!

First Mortgage, Edinburgh, UK





# OUR PRACTICES



## Looking for Synergy

Before starting any creative project, let's test the synergy. Sometimes, you'll need more than a graphic design, a logo, a website or a brochure. You'll probably need someone to feel your business concept and to understand your vision.

Let's make it real.



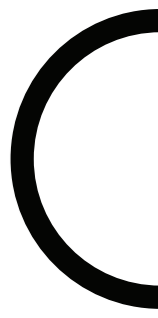
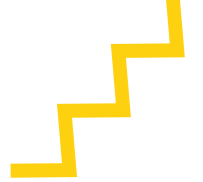
## Cultivating Creativity

It has a lot to do with communication. So, we start with brainstorming (we have an ideas lab). It also has to do with divergent thinking and breaking stereotypes. Let's find the most original part of your business.



## Being Contagious

If it's about marketing, you need to be contagious. Everyone should talk about the banner you've made, everyone should remember your tagline. We know how to do that. Let's do it. It's time to launch your business to orbit.





# THE CHALLENGE

BE LEGENDARY.



# BECOME

FEARLESS

IT ALL **WITH** BEGINS

AN IDEA

S A Y

H I

T O

C R E A T I V E

S P A R R O W

[www.creativesparrow.eu](http://www.creativesparrow.eu)

[contact@creativesparrow.eu](mailto:contact@creativesparrow.eu)

[Bē Creative Sparrow Behance](#)

[Creative Sparrow Insta](#)

[@CreativeSparrow.eu](#)





