

hell



About

We are **Piko**, an award-winning creative agency founded in 2008 in Chisinau by a team of creatives, strategists, copywriters, producers & troublemakers. Our purpose is simple - to rule the world. We have offices in Chisinau and Amsterdam, we love ideas and make salads on Fridays.

From 2018 we are proud members of Art Directors Club of Netherlands.

What we do best?

Creative Consultancy / Content / Digital / Art Direction / Branding / Advertising & Magic.

Per Aspera ad Rock'n'Roll.

Team



Constantin Sarcov
Creative Director
& Partner

Experience:
McCann Worldgroup Bucharest
Cohn & Jansen JWT
Carioca Studio Bucharest



Daniela Rosca
New Business &
Executive Producer

Experience:
BrandNew.io Berlin,
BD Iceland,
Royal Academy of Art,
The Hague



Ana Mirza
Executive Producer
& New Business

Experience:
Invento
DreamUps



Eugen Papen
Senior Graphic
Designer

Experience:
Telia Sonera



Petru Sarcov

Head of Finance



Nicoleta Puiu

Art Director



Nastea Colesnicov

Graphic Designer
& CGI



Beatrice Tabacari

Copywriter



Olga Cebanu

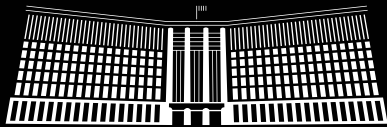
Graphic Designer
& DTP



Gabi Bicu

Producer,
Amsterdam

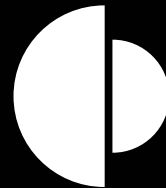
Clients



Parlamentul Republicii Moldova



**SCRAMBLER
DUCATI**



babymoon

PURCARI
· CHATEAU ·



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

WORKFOR

**DANUBE
FOOTWEAR**

Awards



selected by



GREAT
EIGHT
DIGITAL
FESTIVAL

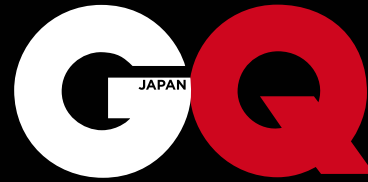


T Y P
O M A
N I A



Featured in

9GAG



Forbes România



Selected projects

I WILL MAINTAIN

An interpretation of
Netherlands Coat of Arms

Task

Beauty & the Beast is a new production studio, which specialize in hardcore visuals for advertising market. The task was to develop a project what would go viral on creative market, design blogs and websites, art magazines and art-buyers.

The Lion

Inspired by the Herbariy project, "I WILL MAINTAIN" takes the initial idea of interpreting official coats of arms of other states in a decidedly different direction — one that aims to test the boundaries of craft. The whole process lasted 6 months, including design, multi-stage manufacturing and handcutting of details, assembly, construction, photography and final edit.

The process was continuously recorded, resulting in over 16,000 shots compiled in the video.

Results

The work exploded, and was featured on: This is Colossal, Tested (Mythbusters website), GQ Japan, Illustration Age, Be Street, The Inspiration Greed, Quipsologies, From Up North and also in the printed issues of Creativ Magazine USA and CHOIS Gallery Shanghai. The making of video has reached 19000 views on vimeo.

A lot of briefs, projects opportunities and 2 proposals for purchasing of the artwork.





#FOR SKATE
BOARDING
WITH LOVE
danube

WINEDRONE™

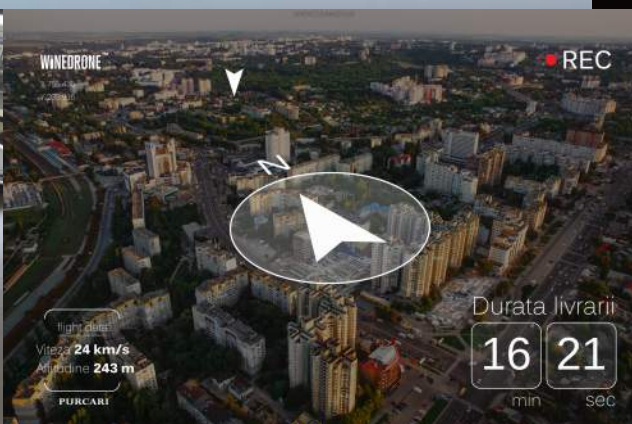


Purcari Winery launches the first service
to deliver wines by drones.

Fast. Easy. Straight to your home.



We innovated in quality,
it's time to innovate in delivery.



WINEDRONE -
The first wine delivery
service by air.

And a April 1st prank.

Challenge

Purcari is one of the best known wineries in East Europe. Every year, at 1st April, Purcari launches something new and innovative, and of course not real. The task was to direct the Purcari Fool's Day stunt.

Idea

We launched WineDrone, first wine delivery service by air. Launched in 3 key markets, in one day – Romania, Moldova and Ukraine. Purcari sent wine samples to influential bloggers a day before, and official press-releases to media portals from Chisinau, Bucharest and Kiev.

Bitfury - the Tesla of Blockchain solutions

Bitfury is the global leader in mining and Blockchain hardware & software solutions. An emerging-like-a-rocket company with offices from Vancouver to Tokyo.

Our task was to visualize and brand their hardware solutions, to redefine the brand image and to build a work system, style & guides on company presentations (a lot of presentations!).

By the last 7 months, we work together with Bitfury offices worldwide to find proper design and production solutions for their needs.

Client: Bitfury Group

Agency & Art direction: Piko

Creative director: Constantin Sarcov

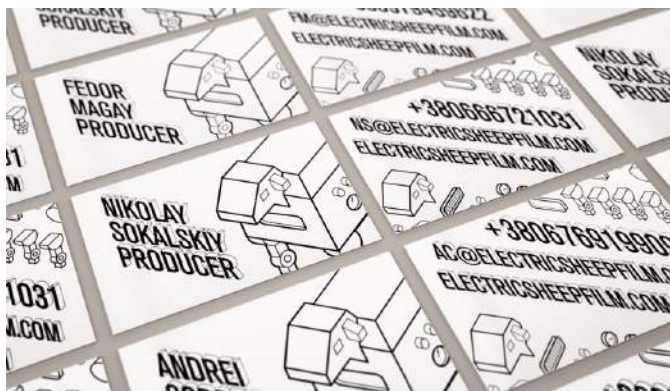
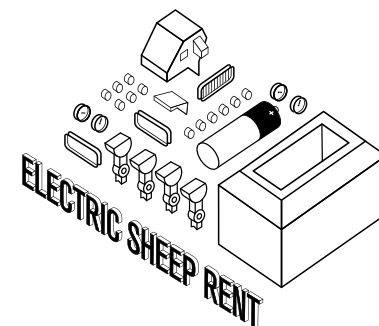
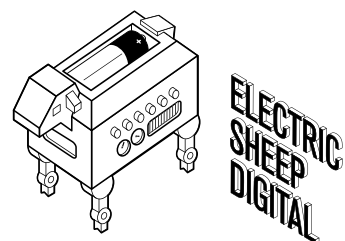
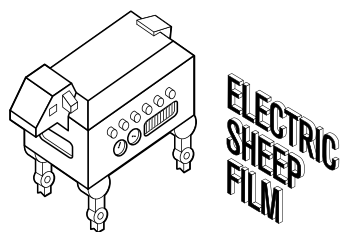
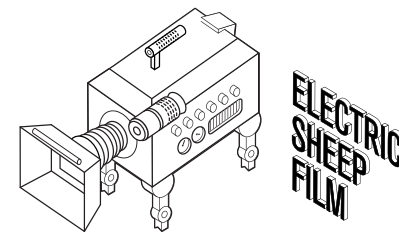
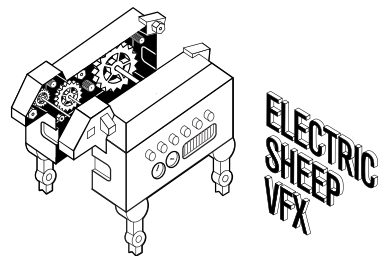
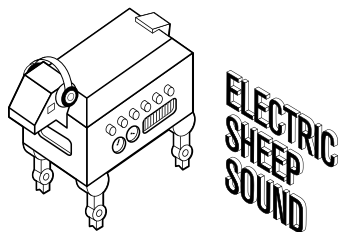
Lead presentations designer: Olga Cebanu

Graphic designers & illustrators: Nicoleta Puiu,
Aliona Cebanu, Eugen Papen, Eugen Catruc



ELECTRIC SHEEP FILM KIEV IDENTITY

Electric Sheep Film is a new production house from Kiev, Ukraine. Our task was to create an identity that would easily stand out against the other 100 production houses on the Ukrainian market.





Who is the little man

with the umbrella?

Challenge

Since we are a new agency, we have decided to promote ourselves in a way that would draw attention. One of the actions was to draw our logo on the streets – a Englishman with an umbrella named Mr. Piko.

The little man has appeared in places with heavy traffic of people, interacting with the urban areas.

Results

Within a few weeks talks were heard in Chisinau about who is the mysterious little man with the umbrella. Meanwhile photographs started to appear with him on the forums, blogs and social networks (which is still happening now).

Soon he was nicknamed "the little Englishman", was dedicated a poem and got on the pages of a street-art magazine from Russia.

And all this with zero investments in promotion and media.

To be continued ...



CHALLENGER CORNER POSTERS

BRIEF

CHALLENGER IS A PROGRAM AIMED AT SEEKING, MOTIVATING AND TRAINING FUTURE LEADERS FROM AMONG STUDENTS. THE PROGRAM PROVIDES LESSONS AND EXERCISES DESIGNED TO TEACH SKILLED STUDENTS HOW TO SOLVE THEIR OWN PROBLEMS AND THOSE OF THE COLLECTIVE IN A WISE AND, MOST IMPORTANTLY, EFFECTIVE MANNER.

SOLUTION

HOW ABOUT AVOIDING PLACES SPECIALLY DESIGNED FOR ADVERTISING, AND FINDING NEW ONES FOR PROMOTION? AFTER ALL, IT'S A PROGRAM DESIGNED FOR THOSE WHO LIKE CHALLENGES. EVENTUALLY, WE PLACED SPECIAL POSTERS OVER VARIOUS CORNERS, IN UNIVERSITIES AND CAMPUSES, AND AROUND PLACES WHERE STUDENTS GATHER INFORMALLY.

THE MESSAGES WROTE:

"STUDENT TODAY / LEADER TOMORROW",

"CAUSING PROBLEMS TODAY / SOLVING PROBLEMS TOMORROW".

THE POSTERS ALSO LINKED TO A WEBSITE WHERE ONE COULD FIND MORE DETAILS ABOUT THE PROJECT.

RESULT

THE POSTERS INSTANTLY STOOD OUT, RESULTING IN ALL PROGRAM SLOTS BEING TAKEN AHEAD OF SCHEDULE, AND THUS A VERY SUCCESSFUL ENDEAVOR.



For the full list of projects and latest updates please have a look at

www.piko.rocks

behance.net/piko

Say salut!

Or goede dag.

Chisinau Office
Ana Mirza
smile@heypiko.com
ana.mirza@heypiko.com
+373 69346644
Colina Pushkin 11,
MD 2005
Chisinau, Moldova

Amsterdam office
Daniela Rosca
daniela.rosca@heypiko.com
+31 6 51 34 66 85
Keizersgracht 391 A,
1016 EJ Amsterdam,
Netherlands

Let's rock!

smile@heypiko.com
www.piko.rocks
[instagram.com/wearepiko](https://www.instagram.com/wearepiko)
[behance.com/piko](https://www.behance.com/piko)
[facebook.com/piko.creative](https://www.facebook.com/piko.creative)

