



BRIGHTEN

communication group

We will make you Shine!

ABOUT US

BRIGHTEN & ACCENTFORM - is a joint venture of the advertising-industrial group **BRIGHTEN** (Russia) and the leading producer of unique designed structures made of composite materials **ACCENTFORM** (Germany).

We have teamed up in order to establish an advance advertising and production company with exceptional technological capabilities and 10 years of experience in the advertising market.

Our specialization - design and manufacture of non-standard POS-materials and innovative turn-key solutions.

Our services have already convinced companies such as: Coca-Cola HBC Eurasia, BMW, Moet & Hennessy, Amer Sports Russia, БАЛТИКА, Абрау-Дюро, Philip Morris International and others.

- * • Established in 2006
- Opened an office in Hamburg, Germany.
- Exclusive partner of ACCENTFORM (Germany) on the territory of Russia.
- Exclusively authorized partner of Philip Kirkorov for sponsorship issues on the territory of Russia.
- Member of POPAI (International Association of Marketing in Retail)

We bring any idea to life!

Regardless of whether it is a wall of spherical segments with a diameter of 16m for the world premiere of BMW models, a Smart Shelftalker capable of recognising consumer behaviour near the shelf and displaying to each person a customised video content or a Coca-Cola reception with integrated drink bottles, moving bubbles and ice.

OUR CUSTOMERS

IN EUROPE AND RUSSIA



BMW, Audi, Coca-Cola HBC Eurasia, Veuve Clicquot, Hennessy, Amer Sports Russia, Skoda, AXE, Michelin, Voestalpine, Abrau-Dyurso and others.

COMPLETED PROJECTS

SPECIAL COMPOSITE DESIGNS AND STRUCTURES

for trade shows, promotions, events, shops



COMPOSITE PROPELLER - MUSEUM MEYER WERFT

WHY WE WORK WITH COMPOSITES?

Unlike conventional materials like glass, plastic or aluminum - composites do not have any boundaries for the realisation of ideas. The unique material characteristics allow to create special and customized designs of almost any size and shape.

Composite structures with the most unusual geometry remain rigid and durable in all weather conditions.



Project

**GIANT BEAR FOR CRUISE SHIP
«QUANTUM OF THE SEAS»**

Ordered by

ROYAL CARIBBEAN INTERNATIONAL

With the help of our German partner firms - Accentform managed to built a 10-meter large polar bear figure. The bear has been placed on the board as an art object, to enable passengers to not only join the art, but also to touch it with their own hands. Strong winds and sea state couldn't harm the pink giant, it bravely withstood the extreme weather conditions and kept its original appearance.





Project

HUMAN FIGURE - MICHELIN

Ordered by

PROLICHT WERBUNG GMBH

Bibendum, the Michelin brand man - the company's famous symbol. The figure was made to be installed on a roof for advertising purposes. The dimensions of this «marshmallow man» are impressive: Width of 4.4 meters, height of 3.5 m. The whole body was made of fiberglass using hand lamination techniques.

EXCLUSIVE FIGURES MADE OF COMPOSITES



Project

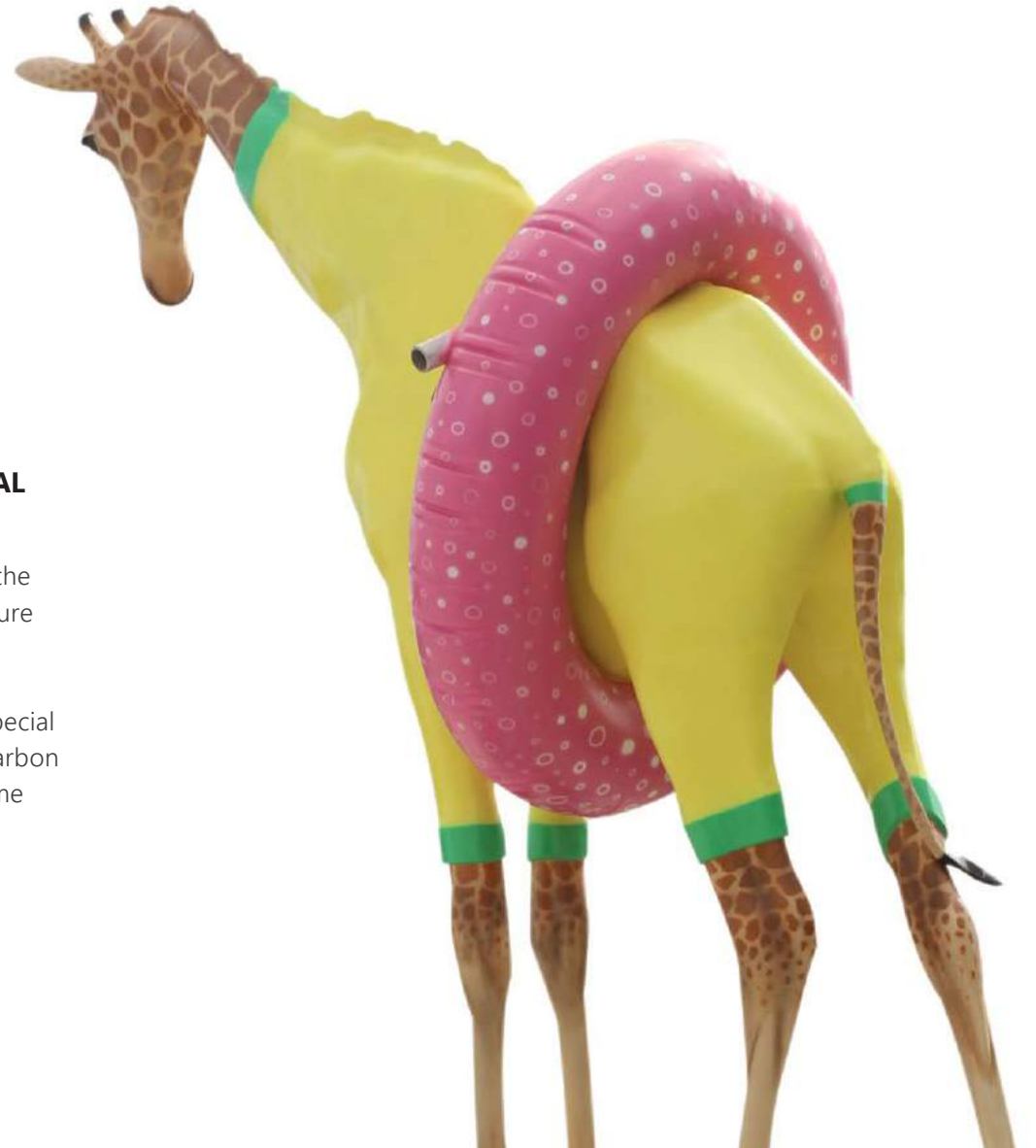
GIANT 9M GIRAFFE GIGI

Ordered by

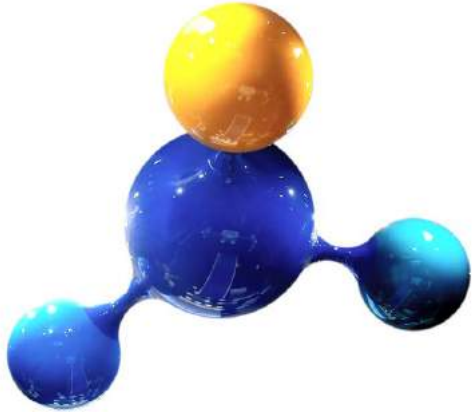
ROYAL CARIBBEAN INTERNATIONAL

In order to attract passengers attention, the cruise line has placed this 9-meter tall figure on board of the cruise ship.

The figures outer shape was made of a special hybrid composite structure, containing carbon and glassfiber while the load bearing frame consisted mainly of steel pipes, weighing 2,000kg.



EXCLUSIVE FIGURES MADE OF COMPOSITES



Project

HUGE MOLECULE FOR EXPO BOOTH

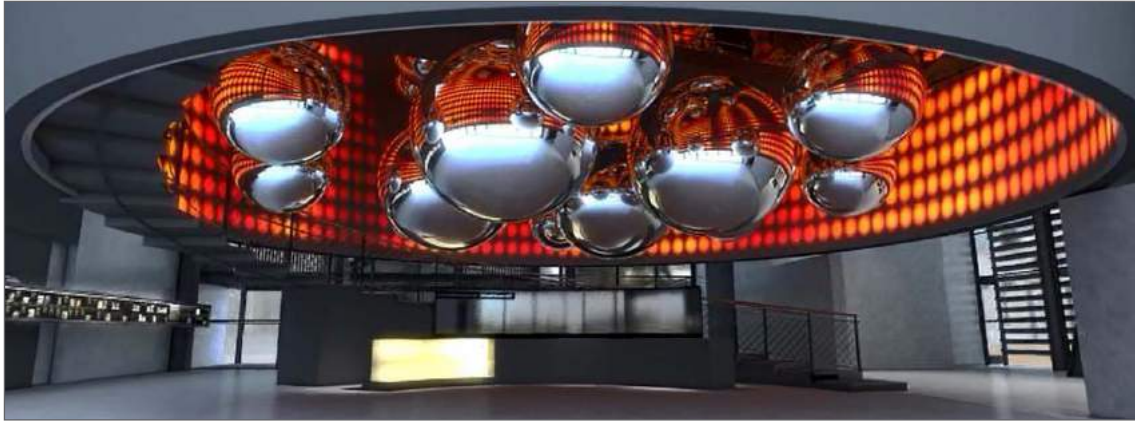
Ordered by

SH+E GROUP

The molecule was fixed on a height of 5 meters located right in expo stands center. The model was assembled of three fiberglass spheres - three of them with a diameter of 84cm and one 120cm. The four bodies were connected through stiff flanges - shaping the huge molecule.



EXCLUSIVE FIGURES MADE OF COMPOSITES



Project

CHROME COATED COMPOSITE SPHERES

Ordered by

VOESTALPINE

As a visitor attraction at the exhibition center in Linz, Austria - Accentform participated at the design concept development and production process of 80 spheres of different sizes. Latter were made of Fiberglass and coated with a special chromium paint and polished after. The single shiny spheres have diameters of 100cm, 150cm and 250cm.



EXCLUSIVE FIGURES MADE OF COMPOSITES



Project

AIRCRAFT MODELS FOR THE OLYMPIC OPENING CEREMONY

Ordered by

AGENCY FOR THE OPENING CEREMONY OF THE OLYMPICS IN SOCHI

On the occasion of the opening ceremony of the olympics in sochi 2014, we designed and produced 18 hand-made aircraft models. The selected models should remind the legendary soviet aircrafts such as: Il-62, Tu-144 and MiG-21. Additionally, the rocket model "Vostok" has been created.

The most challenging was the fact that we were given only 25 days in total to design the aircraft's CAD models, manufacture the necessary tooling and finally produce all products mentioned above in the required quantity.





Project

**STAGE PROPS FOR THE NEW
"ANNA KARENINA" FILM**

Ordered by

MOSFILM STUDIO

For the shooting of the new "Anna Karenina" we designed and manufactured 30 unique candelabra, which look like bronze casting. The candelabra have a prefabricated structure and can be used both on the ceiling and on the floor.

POSM
ON-TRADE



Premium

Organic solid wood, operations to increase textures on the wood, toning and coating with precious varnishes.

Project

GLORIFIER BARREL

Ordered by

COCA-COLA & JACK DANIELS

In 2017 BRIGHTEN won a creativity tender - ordered by the Coca Cola Company.

Theme: development of POSM «Jack Daniels + Coca Cola» for for the segment HoReCa.

Task: to produce a POSM solution in the spirit of the slogan «Jack and Cola Flavor Rock'n'Roll».

Result: victory in the creativity tender.

Solution: the synergy of music and the stage of creating whiskey - ageing in oak barrels.

Special attention was paid to these details: natural wood, premium finishes.



Standard

Imitation of wood texture using printing operations, direct printing on plastic surface, 3D-milling.

Project

GLORIFIER GUITAR

Ordered by

COCA-COLA & JACK DANIELS

Could you imagine Rock-n-Roll without a guitar? Of course not! The same way it is impossible to imagine a party without the legendary combo-drink «Jack and Cola».

That's why we decided to use the main symbol for music - the guitar - and further picked up its own instrument for each of the two drinks. The result exceeded all expectations. A collaboration between the brightest musical course and one of the world's most famous and beloved drinks is presented to your attention on this slide.



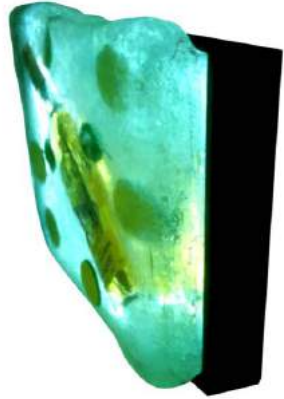
Premium

The use of high-grade plastic materials, overlay elements for speakers, lighting logotype, enhanced backlighting, minimal dimensions, allowing to use the product on the shelves of bars and restaurants. Real shaped guitars.



Standard

Plastic, printing on foil, lower backlighting of the podium, original size. Product placement on the bar counter is possible. Real shaped guitars.



Project

LIGHTBOX SAUZA

Ordered by

MAXXIUM RUSSIA

An individual custom design together with the implementation of the real product made this SAUZA lightbox bright and memorable. The Crystal Castle Technology enabled us to create a composition of ice, lime and a bottle of SAUZA tequila.

Base: solid oak, tint coating, lacquer cover.

Front part: polymer molding (ice imitation) made of Crystal Castle materials.

Inlay: original bottle, artificial lime, LED-lighting.



Project

BACARDI BAR DISPLAY

Ordered by

BACARDI RUS

A piece of solid wood and a number of such refinements as patination, structuring and color modification made this BACARDI display truly premium looking.

Solid beech, structuring of the front side which made the texture visible, patination for additional relief, color modification, lacquer cover, laser engraved logo with following patination, LED-lighting of the bottles and the logo.



Project

SHOWCASE HENNESSY 250 YEARS OLD

Ordered by

MOET&HENNESSY

2015 was a jubilee year for the Hennessy brand, becoming 250 years old. Based on this event we were commissioned by Moet & Hennessy to produce a precious showcase, which was then installed in the lobby of the historic Hotel Metropol Moscow. The frame perimeter was profiled with composite material panels covered with copper.

The center parts consist of specially arranged panels made of polymer materials which were covered with a thin artificial copper foil.



Project

UNIQUE SHAPED GREY GOOSE BOTTLE HOLDE

Ordered by

BACARDI RUS

A non-standard task was awaiting us - to accomplish a project with the following requirements:

The bottle holder was supposed to have a unique shaped design imitating the corporates symbol the Grey Goose. From the other hand the figure had to be high-strength and tough, resistant to impacts. By using various production technologies, the BRIGHTEN Group was the only tenderer that complied with all specified requirements and successfully accomplished the projects realization. The goose and the ice bucket holder were made of composite materials combined with Polyurethane casting, meanwhile the basis frame consist of steel.



Project

TABLE-TENT BOMBAY SAPPHIRE

Ordered by

BACARDI RUS

The BRIGHTEN Group accomplished this project in 2016 for the first time. On the first view the product itself has a very lightful appearance containing bright visuals and beautiful colors of the Gin Bombay Sapphire.

Going into the details you'll see that the table-tent is partially made of the real drinks ingredients. Elements of glass and the gilded frame are giving the products its elegance. The functional part is a transparent frame with slots for price tags allowing you to change them easily without disturbing the products appearance. This particular type of table-tent can be customized and used for several times.



Project

PRODUCTION OF BRANDED POSM VEUVE CLIQUOT

Ordered by

MOËT&HENNESSY

Premium Champagne Veuve Clicquot always pleases its true connoisseurs with various events. BRIGHTEN manufactures POS-materials for Veuve Clicquot specially for such events. Among those materials you find branded fittings for the season 2016.

These branded POSM VCP are snowboards, bicycles and motorbikes manufactured under production-line conditions and branded with the help of the state-of-the-art technologies, automotive enamels and lacquers by Sikkens.

POSM
OFF-TRADE



Project

PALLET INSTALLATION OF BACARDI PARTY

Ordered by

BACARDI RUS

To amaze their customers is something that BACARDI RUS - one of the market leaders - is quite familiar with. During the pre-new years season 2016 BRIGHTEN was tasked to develop and produce a non-standard pallet as a POSM solution in the spirit of a bright party.

Project BACARDI Party happened to be interesting and stylish. To create the right atmosphere we installed speakers which were back lighted along with the BACARDI logo. Meanwhile the product was placed on the entire pallet surface, convenient for customers to reach. The total framework dimensions are 2400x1200x1700 cm.



Project

MACALLAN CABINET

Ordered by

MAXXIUM RUSSIA

This Macallan cabinet was designed specially for one of the premium retail chains. The neat and graceful design of the display underlines the value of the product.

Materials used for the front part: black polystyrene, curved riffled glass, radially curved plastic.

Materials used for the sides: particleboard, hpl-plastic, acryl glass.

Tap lights, lightbox.

Onlays for bottom shelves are made of polyvinyl chloride with applique and hpl sides of the same color as the sides of the cabinet.



Project

PALLETS GLENMORANGIE AND HENNESSY

Ordered by

MOËT&HENNESSY

Internally complex but hard as granite our pallet constructions for Hannessy and Glenmorangie underline aristocratism and exclusiveness of those two great brands.

Used materials: metal frame, profile system for removable panels, chromized crash protectors and plugs for them, rod fence 5 mm.

Interior print on a film CMYK 4+0, glossy lamination, patches made of shatterproof polycarbonate.





Project

COMMERCIAL DISPLAY BACARDÍ

Ordered by

BACARDÍ RUS

This BACARDÍ Display produced by our company has a dual purpose. The first is image! On the left hand side of the structure is an embedded full screen display broadcasting commercials.

And secondly the shelf-design itself implies an open voluminous placement of BACARDÍ products that just want to be taken off the shelf. Taking a look to the lower part you'll see artificial oranges of different varieties and forms. Despite all these advantages the display has another plus - taking only one pallet of space makes it compact, convenient for movement to various retail outlets and efficient in terms of rental costs.



Project

PRODUCT DISPLAY OF HENNESSY VS

Ordered by

MOET&HENNESSY

BRIGHTEN was the only attending company that has coped with the task to produce a product glorifier of such complex shape. As a drink Hennessy VS can be served in cocktails. Which is why it was necessary to design a creative glorifier that highlights not only the brandy but also its suitability to cocktail shakers. To make latter look as real as possible the shaker part was coated with a specific reflecting automotive paint. The complex product shape is formed of polymer materials. It is worth to be mentioned on what little sizes this product could be adopted in order to look similar to shakers and at the same time fit into off-trade shop-shelves.



Project

PRODUCT DISPLAY OF HENNESSY VSOP

Ordered by

MOET&HENNESSY

And in this case we were the only ones who have fulfilled the task to fully replicate the design and appearance of natural ice. Cognac Hennessy VSOP is being served exclusively with ice only, so the realistic appearance of this element was crucial.

Depending on in which commercial channel this Hennessy VSOP product display will be used, various solutions are to be chosen. Particular for the off-trade channel one solution is a composition of ice and for the on-trade channel an additional interior backlight can be implemented. In both cases the used production technology is called "Crystal Castle".

EXHIBITION PROJECTS & EVENTS



Project

MOBILE BAR DEWAR'S

Ordered by

BACARDI RUS

For our customer BACARDI, we have realized a turn-key project by creating a retro food truck for the Gastreet Festival. Especially for this purpose we have purchased a real Citroën HY-Van from France, manufactured in 1953. Further the old timer was sent to Germany, where a few composite elements were produced and added to the car. Finally, the truck was shipped to Russia for professional restoration works and equipped with suitable kitchen equipment. It is to be said that this multi national project was carried out within extremely short time frames. From the moment searching for a suitable old timer until its installation in Sochi, only 52 days passed.



Project

Booth FINLANDIA for Bar Convent Berlin 2017

Ordered by

Brown-Forman Corporation

Commissioned by the global office of Brown-Forman Corporation, BRIGHTEN developed an outstanding design from the scratch and implemented the idea into a real booth for FINLANDIA - Vodka of Finland. The main idea behind the design is taken from the pure and exquisite of Finnish nature. For this reason basically all booth elements consist of eco-friendly, real natural materials - such as wood timber, natural forest moss, stabilized plants and real stones. Finally the booth even smelled like forest.





Project

CAMPARI BAR

Ordered by

CAMPARI Russia

BRIGHTEN designed a creative futuristic concept and afterwards produced the whole bar for the first CAMPARI brand bar within Moscow.

All furniture, starting from the rack and ending with bar chairs and author's sconces, were specifically designed for CAMPARI Russia.





Project

METRO EXPO EXHIBITION STAND

Ordered by

COCA-COLA HBC EURASIA

We have designed and manufactured this exhibition Coca-Cola stand for the biggest trade show METRO EXPO.

Area: 72 m²

The wall with several built-in windows was made of glossy plastic, lighting, plexiglas and glass. Cover: glossy particleboard.

Radial frame: metal frame, acryl, biflex close-fitting.

Show-window: bubble panel, medium-density fiberboard, glass, integrated real product, RGB-lighting.



Project

RECEPTION DESK

Ordered by

COCA-COLA HBC EURASIA

No one would go by such a reception desk!

Unconventional and vivid reception desk for Coca-Cola strikes with an aquarium filled with real bubbles, ice cubes and real Coca-Cola bottles in the center of the construction made of a metal frame, medium-density fiberboard veneer and RAL paint.

Base: composite material.

Window: water-bubble panel, noiseless air generator, tempered glass, red LED-lighting.
Installation inside: original glass Coca-Cola bottles, artificial ice made with the Crystal Castle technology.



Project

OUTSTANDING MOTOR SHOW WALL

Ordered by

BMW

BMW presented its two new cars in front of an outstanding exhibition wall on the Geneva Motor Show. The zest of this eccentric background were the 183 light diamond shaped apertures. The wall was made of two spherical segments with the respective diameter of 16 m. Each 5,3 x 12,0 m big segment consisted of separate details attached to each other.

To produce these details we used a 2,7 x 5,0 m big template. To create the light apertures we used 183 templates.



Project
RETROPOLIS

Ordered by
TZ METROPOLIS

For an exhibition of retro cars in the shopping center Metropolis - BRIGHTEN developed, produced and set up a central exposition - a gas station in old fashion style. The booths priority was supposed to highlight the facade with a back lighted sign. For that reason we used a steel frame, fabric for the banner, plastic elements and neon tubes. Another bright elements which caught attention were the real size artificial petrol box made of rigid fiberglass, natural thuya and photo gallery with images of famous movies of these times.



DIGITAL
POSM



Project

SMART VIDEO SHELF TALKER

Ordered by

WORLDS LEADING MANUFACTURER IN FMCG

For one of the world's largest beverage producer, BRIGHTEN developed and produced the Smart Shelftalker. At this moment that project has no analogues in Russia. This innovative device consists of latest hardware and microchip solutions that runs with a facial recognition software.

The shelftalker comes with a video screen of exceptional size and a custom made case and works as follows.

Once a customer approaches the product, the IT system determines its gender and age and provides a live monitoring to the Business Intelligence department.





TRANSPARENT VIDEO SCREENS INTEGRATED INTO REFRIGERATION UNIT

In advertising industry there are no exceptions at all, regardless of whether it's drinks, jewelry or mechanics. Successful players are always the ones who are capable to express themselves clearly and simple, using for this purpose any creative and unconventional approach.

By order of Danone Company, BRIGHTEN Group has developed and implemented interactive doors for existing refrigeration equipment.

What is so unusual about them is that in addition to the bright and dynamic video

content - capable of illustrating animations of high complexity - consumers can see the groceries located on the refrigerator shelves at the same time.

Thus, besides achieving a WOW effect, which most likely only a very few will just pass by, the buyer has the possibility to see the entire range of the refrigeration shelves, without even opening the refrigerator door.



WINSTON AMOLED

This particular screen technology was designed for mobile devices and widescreen monitors. Applicable on organic light-emitting diodes (AMOLED) screens it has found its application in the advertising industry.

Our IT-Specialists have more than 7 years of expertise working with such state of the art solutions and therefore BRIGHTEN is glad to offer you the realization of the most ambitious ideas in the field of animation content.

On the graphic above you can see an AMOLED screen displaying a commercial for the brand WINSTON, a project completed already back in 2010.

Using an active display matrix, allowed to bring unprecedented attention to the booth.

WINSTON did not just stand out! It was a lively animation, switching shapes and colors to create beautiful virtual reality around itself. In general it is to be said that using AMOLED animation is worth the considerable financial effort.



Project

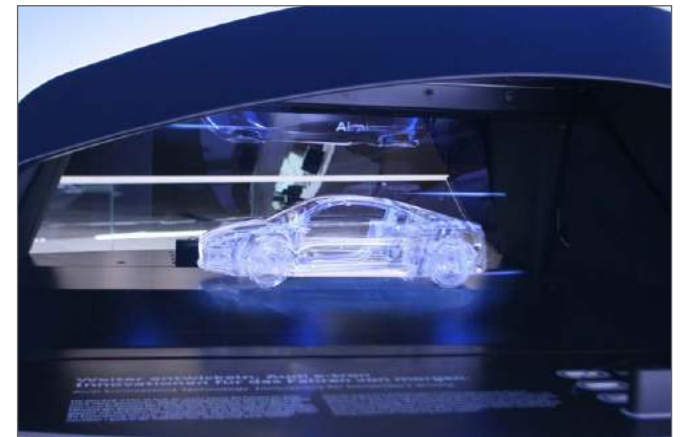
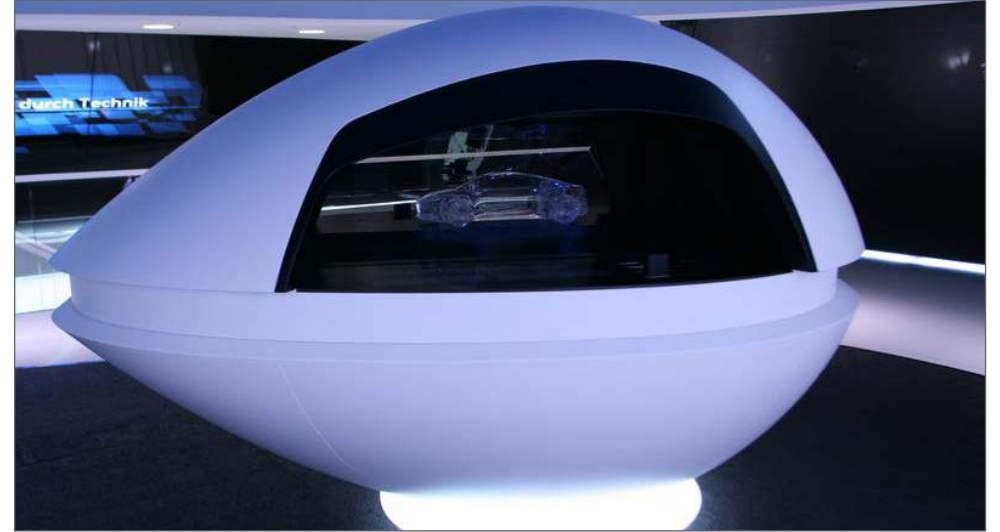
MULTIFUNCTIONAL FIBERGLASS TABLES

Ordered by

AUDI

On the IAA-2009 Trade Show in Frankfurt am Main AUDI presented four multifunctional fiberglass tables on its stand. The tables are manufactured by the method of hand application with final white matt lacquering. Steel frames support the table construction from within. We paid special attention to minimizing clearances between the details.

Our design was based on a sandwich structure with a prop for a cable suspender to the ceiling. The surface was covered with a white paint.





Project

3D-FLOCKS, PANELS FOR FLAT SCREENS

Ordered by

CEBIT

For CeBit 2001 we created 3-dimensional flock-shaped objects. In addition to the differently sized objects, we placed several monitor panels for flat screens under the ceiling as well as flock-shaped tables and some decorative fixtures.



Project

MARLBORO STAND WITH A LEAPSYNC ACTIVATOR

Ordered by

PHILIP MORRIS INTERNATIONAL

The stand consists of two parts: one big part with a built-in TV and one small part with a LeapSync detector, which responds to hand movements. By moving his or her hands, a customer can see them on the screen, accompanied by additional images. It is also possible to operate the 3D-animated product on the screen and obtain all the promotional information about the product. The show window is a bubble panel with fine powder fraction, glass, integrated product and RGB-illumination.



Project

HOSTESS STAND MARLBORO WITH INTERACTIVE PANEL

Ordered by

PHILIP MORRIS INTERNATIONAL



An interactive hostess stand. The construction consists of a shining cube with a built-in interactive display inside and a non-luminous cover outside. The interactive mechanism: A hostess suggests that customers get acquainted with the new Marlboro line. One needs to put a pack of Marlboro cigarettes onto the active panel. If you put a pack of cigarettes of a different brand, nothing happens. As soon as a pack of Marlboro cigarettes is put on the panel, a communication with the consumer starts. 3D installations show consumers the brand advantages.

ADVANTAGES

OF WORKING WITH US

OUR OWN PRODUCTION

Thanks to the synergy of our companies, we possess manufacturing capabilities and technologies inaccessible to Russian contractors. If you work with us, you get German quality and reliability for Russian prices.

12 YEARS IN MARKETING COMMUNICATIONS

During those years, we acquired great experience of working with big Russian and international companies. We are familiar with the market trends and understand the needs of your customers.

ANY FORMS OF ADVERTISING CONSTRUCTIONS

We use composite materials because they do not limit you in realizing your ideas, like other materials do (i.e. glass, plastic or aluminium). We can produce constructions of almost any size and form.

EXCLUSIVE SERVICE

We are always happy to give you samples, materials and pre-production prototypes of the future article to help you choose the right contractor. We also provide some services as a pleasant bonus for our customers.

CONTACT

BRIGHTEN & ACCENTFORM

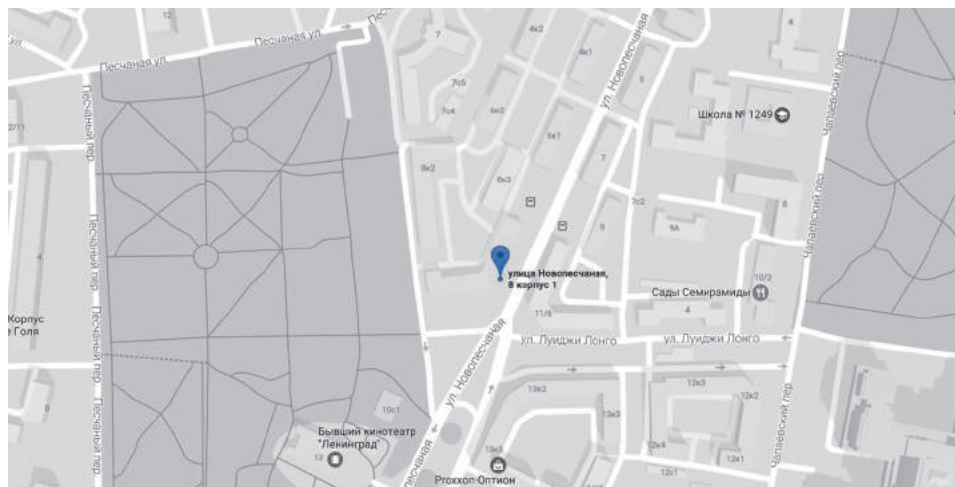
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