

MOTYH E

SRBIJA

CRNA GORA

HRVATSKA

ALBANIJA

GRČKA



ことによると **POSSIBLE** galbūt ΠΙΘΑΝΩΣ **MULIGT** ВОЗМОЖНО

FEBRUARY 2014

One of the advertising legends Dragan Sakan once said Love Local, Think Regional, Act Global making a variant on the saying Think Global, Act Local. We went a step further. Love, Think, Act and Local, Global, Regional are still ingredients that we use but not always in the same order or amount, mixing them to make Red Production not just an international environment but also a friendly and a unique place for creation. In enriching ourselves from different people and cultures meeting here every day, Red has become a very attractive creative hub for clients coming to film with us and employees who are joining our team, from all around the world. Just in the last couple of months both the English and the Croatsians have come to live in Belgrade and another international is in the process of getting his emigration visa. Finally, the newest addition to REDs flavor comes from our newly opened office in LA run by the experienced film producer Rick Benattar (Shoot 'Em Up, Real Steel, League of Extraordinary Gentleman...).

Welcome to the mix and enjoy.



NO BOUNDARIES FOR RED PRODUCTION ATHENS

The Olympics were born in Greece! This, along with highly competitive prices brought the high profile Argentinian production house, ArgentinaCine and their client Powerade to Red Production Athens. Stunning locations, including the Olympic Stadium designed by world-renowned architect La Courbousie, great weather and a friendly crew, meant for perfect shooting conditions. Powerades slogan: "Sports have boundaries, sportsmen don't!" Red Production International crew continue to prove that "Budgets have boundaries, Red Production doesn't!"

Agency: David-Sao Paolo and Buenos Aires
Director: Henry Lu (Moxie Pictures) **Dop:** Steve Annis
ArgentinaCine - Nano Tidone, Eugenia Moscoco
Moxie Pictures Los Angeles - Salli Zilles
Red Production - Konstantinos Ramakis, Rick Benattar, Vuk Despotović

يُدفعني عملي كمنتج إعلانات وأشرطة فيديو موسيقية على السفر كثيراً ما أتاح لي فرصة التعاون مع شركة Red Production التي تتميز بمستوى عالٍ من الاحتراف. لقد صوّرنا في صربيا، مونتينيغرو، واليونان العديد من الأعمال، ولم تكن النتيجة إلا رائعة بسبب تقديمهم مستوى رفيع من الإنتاجية إن كان على صعيد تأمين أفضل المصورين، المخرجين، وعارضات الأزياء أم على صعيد تقان فريق العمل. وبعد سنتين من التعاون، لم تعد تربطنا علاقة عمل فحسب، بل علاقة صداقة وأخوة.

مع الأمل أن نلتقي قريباً،
جورج حداد

Even after shooting commercials and music videos all around the world, I have found Red Production to be one of the most professional teams that I have worked with. I worked with them in Greece, Montenegro and Serbia and it has always resulted with great commercials. On top of this, working with Red is just a lot of fun. I love these guys! With hopes to meet soon, George Haddad, Yellow Core Production

SOME LIKE IT COLD

When you say Croatia, cold and snow is not the first thing that comes to mind but now that Croatia has joined the EU, Red Production Croatia is able to shoot in neighboring Slovenian, Austrian and Italian Alps with ease. Cooperating with Pandora Film from St Petersburg, turned out to be a complete success! Even when a strong snowstorm threatened to put a stop to filming, skilled snowboarders were pulling off crazy tricks and consuming delicious & hot Big Bon products with joy. You might ask yourself where does all the Russian snow come from? From Slovenia of course! Sounds perfect, especially with a warm drink next to the fireplace afterwards. brrrr....



Client: Maraven food, brand Big Bon
Agency: Protein Group
Production: Pandora Film, St Petersburg
Director: Andzei Matsukevits, Tallinn, Estonia
DOP: Igor Vuković
Producer: Mirna Bučević (Red Production Croatia)
Location: Vogel, Slovenia

VISINE, PROSECCO AND CHAMPAGNE

FilmService Moscow and JWT Russia came to us with a Visine eyedrop commercial. Valeria Schmalkova was the executive producer and as always, she ensured that this demanding project ran smoothly. The only "issue" was at the end, with confrontation around which Prosecco or Champaign was better. The Agency thought Prosecco and both FilmService and Red insisted on Champaign.

Anyhow, Serbian born Tijana Sarenac fronted the Champagne... er I mean campaign. Her beauty needs no help from eye drops to see! Cheers!



NO HEADACHE AMONG FRIENDS



Sometimes our job demands painkillers, but working with Belgrade based Kreativa unlimited agency on a campaign for the largest pharmaceutical company in Serbia Hemofarm (part of Stada group), was everything but a headache. There was a great atmosphere on set; it felt like a workshop among friends more than anything. For sure, the location for most of our meetings, on the agencies boat office on the river Danube, had a large part to play in ensuring a creative and pleasant work environment! It resulted, not just with 6, great, short films but also in one of the most pleasant experiences of 2013.

Agency: Kreativa Unlimited
Producer: Vuk Despotović
Directors: Miroslav Stamatov, Miloš Djukelić
Dop: Vladica Ilić
Production manager: Luka Kijevčanin
Location Manager: Matija Štritof



WHAT IS YOUR CROATIAN NICKNAME

2014 started fabulously! Red Production Croatia produced a set of 6 commercials with the working title, Nicknames, as part of a new campaign for Ožujsko beer, the only Croatian beer with a nickname – Žuja. First time working with director Bruno Anković meant for a set of very funny commercials with local acting stars Rene Bitorajac, Goran Bogdan and Goran Navojec. BBDO's Creative Director Almir Okanović not only came up with a very good concept but also was very much involved in the process of the shooting and post-production.

Client: Molson Coors/Zagrebačka pivovara
Agency: BBDO
Almir Okanović (Creative Director), Irena Kapetanović (Account Director)
Actors: Rene Bitorajac, Goran Bogdan, Goran Navojec
Director: Bruno Anković
DOP: Sven Pepeonik
Producer: Mirna Bučević (Red Production Croatia)
Music: Hrvoje Štefotić

BORN ON БАЛКАН

NOVAK DJOKOVIĆ

