

PRODVIZHENIE

BEST INTEGRATED CREATIVE CAMPAIGN

BIG IDEA AT THE CORE:
A MEETING PLACE OF ERAS



500+ CARS. 20+ LOCATIONS. A NEW AUTOMOTIVE FESTIVAL.

DIRECTORIAL-CREATIVE DESCRIPTION

First, we establish the scale of the world the advertising enters. VDNH is not a backdrop here, but a space with a historical memory of automotive exhibitions. The modern festival becomes a revival of this tradition in a new era.

VDNH'S AUTOMOTIVE TRADITION

1939 → 2025

1939 → 2025

MEANING

Historical and event context.

500+ cars / 20+ festival locations.

Since 1939, VDNH has showcased achievements of the domestic automotive industry.

Decades later, this tradition was revived.

This is how the new automotive festival "ProDvizhenie" was born.



90 SECONDS TO CONVEY SCALE WITHOUT TURNING IT INTO A CATALOGUE

SCALE · ERA · PERSONALITIES

DIRECTORIAL-CREATIVE DESCRIPTION

Show scale, eras and personalities — without turning the film into a catalogue. We needed to engage a contemporary audience with a new event. Therefore, the differences between cars and motorcycles had to become not an obstacle, but the material for one unified story.

TASK

Show scale, eras and personalities and engage the audience with a new event.

Original film — 91 seconds.

We had to convey the scale of the festival and the diversity of vehicles, eras and automotive personalities — and engage a contemporary audience with a new event.



DIFFERENT CARS. THEIR OWN WORLDS.

LOCATION · MOVEMENT · RHYTHM · CAMERA LANGUAGE

DIRECTORIAL-CREATIVE DESCRIPTION

After the common opening, the film does not level its heroes out. We create a distinct character and space for each car. Era, speed, status, technology and movement receive their own visual language — and the differences become material for the dramaturgy.

MEANING

The key idea is given visual expression through different languages.

Location / movement / rhythm / camera.

Within this space, different cars were given their own worlds — through location, movement, rhythm and the character of the shooting.



IN THE MIDDLE, WE DELIBERATELY BREAK OUR OWN LANGUAGE

THE VOICE OF AN ERA

DIRECTORIAL-CREATIVE DESCRIPTION

The film is built on movement and high dynamics, but in the middle we deliberately break this language. With the Volga, movement almost stops: colour disappears, the camera becomes smoother, shots become longer, and Levitan's voice transports us to another era for a few seconds. The break makes time physically tangible.

MEANING

The key directorial move: not to build the pace linearly, but to create a break.

“Volga”: black-and-white image / long shots / smooth camera / Levitan.

Different eras required different languages. But all of them had to remain part of one event.



EACH CAR GETS NOT JUST A BEAUTIFUL SHOT, BUT A CHARACTER

THEIR OWN WORLDS

DIRECTORIAL-CREATIVE DESCRIPTION

Each car gets not a beauty shot, but a character. The historic car exists in the space of its time, Ferrari unfolds through speed and energy, while AURUS is revealed through status and monumentality that unexpectedly turn into movement and drifting. Motorcycles and Navio expand the film's world through different movement and technology.

MEANING

Different visual solutions are united by the common idea of a meeting of eras.

Historic car / Ferrari / AURUS / motorcycles / Navio.



THIS IS HOW THE IDEA BECAME AN ADVERTISEMENT

COMMERCIAL

DIRECTORIAL-CREATIVE DESCRIPTION

Different eras do not dissolve into one common style: each speaks its own language. VDNH, movement and the overall structure create unity. This turns more than a century of automotive history not into a catalogue, but into one movement.

MEANING

The original work itself proves the solution.

Advertising film — 91 seconds;
without case-study voice-over.

This is how the idea became an advertising film.



THE KEY IDEA BECAME PART OF THE OVERALL COMMUNICATION

INTEGRATED COMMUNICATION
DIGITAL · SOCIAL MEDIA · OUTDOOR ADVERTISING ·
FESTIVAL SPACE

DIRECTORIAL-CREATIVE DESCRIPTION

Once the idea became clear within the film, it became the image of the event itself. Integrated is not a separate layer on top of the creative, but a continuation of the same logic: different touchpoints lead to one festival and one formula — “A Meeting Place of Eras.”

MEANING

One creative territory lives beyond a single film.

DIGITAL / OUTDOOR ADVERTISING
/ FESTIVAL SPACE.

The advertising film became part of ProDvizhenie’s overall communication — across digital, outdoor media and the festival space itself.



DIRECTORIAL-CREATIVE DESCRIPTION

The numbers confirm the scale of the event and communication. The final message brings us back to the idea: different eras met and became one unified image of the festival.

RESULTS

**270K VISITORS · 825 PUBLICATIONS ·
108M MEDIA REACH · 961 SOCIAL
MEDIA MENTIONS · 24.1M SOCIAL
MEDIA REACH**

**ProDvizhenie — A MEETING PLACE
OF ERAS!**

