

GHOST AGENCY

behind every good brand there's a ghost



Welcome Message

Welcome to Ghost Agency!
Boo! Don't worry, we're the friendly kind.

We're not just another creative agency! Creativity and innovation are at the heart of everything we do. Our team is built for brands that want more. From our creative team to our strategy team, we work together to do something different.

WHO WE ARE

Ghost Agency is a creative agency built for brands that don't want the usual. We break away from traditional approaches and come with new strategies, using all the tools available nowadays to create impactful campaigns.

Our team grew up with the new generation - the digital generation. We understand the fast-changing landscape of communication, content, and experiences because we live it every day.

AGENCY COMPETENCIES

Creative Development | Production | Digital Marketing | BTL Advertising | Project Management

Creative Development

Concept Ideation & Development
Copywriting & Scriptwriting
Visual Storytelling
Art Direction & Graphic Design

Video Production

Storyboarding & Pre-Production Planning
Filming & Directing
Motion Graphics & Animation & 3DOOH
Post-Production Editing & Color Grading
Sound Design & Mixing

Brand Identity & Development

Logo Design & Brand Guidelines & Brandbook
Brand Voice & Messaging Strategy
Brand Launches & Rebranding

Digital & Social Media Marketing

Content Creation For Digital Platforms
Influencer Marketing & Partnerships

Below-the-Line (BTL) Advertising

Experiential Marketing & Event Activation
Print Advertising
Brand Activation
Analytics & Reporting

Client & Project Management

Account Management
Timeline & Budget Management
Stakeholder Communication
Quality Control & Assurance



Creative Development

At Ghost Agency, Creative Development turns ideas into real results. We study your brand and audience to create concepts that stand out. Using creative strategy, we mix creativity with strategy for the best impact. From idea to execution, we design visuals and stories that connect. With experience and fresh ideas, we turn your vision into something that works.



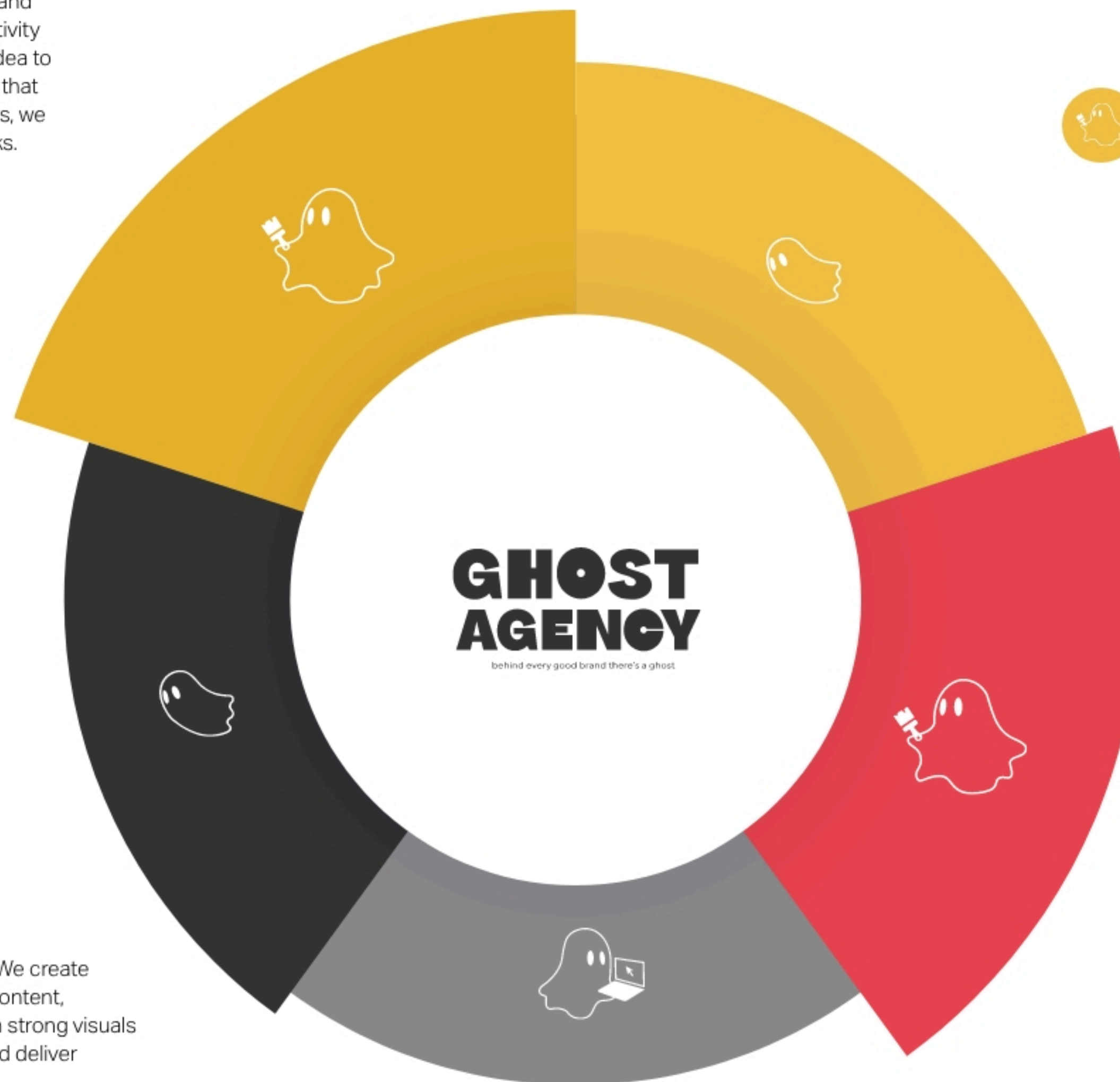
Brand Identity & Development

At Ghost Agency, we believe a strong brand identity is the foundation of any successful brand. We help define your values, visuals, and voice to make your brand recognizable and meaningful. From logos to messaging, we shape every detail to ensure a strong connection with your audience. Our goal is a clear, consistent brand that reflects your vision and works across all channels.



Digital & Social Media Marketing

At Ghost Agency, we help your brand grow online. We create strategies that reach your audience with creative content, targeted campaigns, and data-driven insights. With strong visuals and clear messaging, we build real connections and deliver results that boost your online presence.



Below-the-Line (BTL) Advertising

Our BTL approach creates real, hands-on brand experiences. We focus on direct, personalized interactions that connect with your audience. With our in-house workshop, we design and produce custom materials for every activation. From live events to on-the-ground promotions, we build lasting impressions and brand loyalty through real engagement.



Video Production

At Ghost Agency, we produce commercials, video campaigns, animations, and 3DOOH content. Our in-house production company handles everything from concept to final edit. This ensures clear communication, fast delivery, and full control over quality. With everything under one roof, we keep costs low and efficiency high, creating videos that make an impact.

THE GHOSTS

people who vanish behind the brand

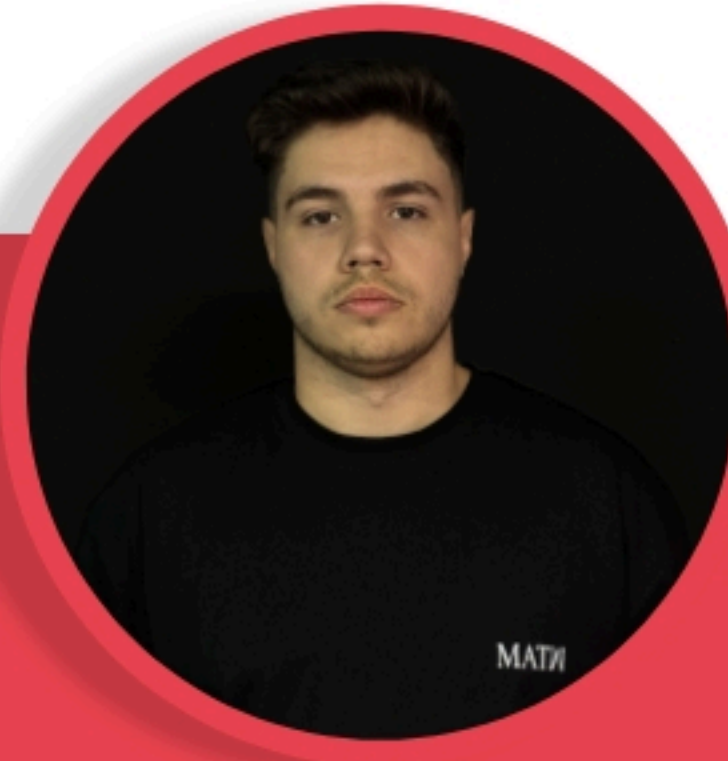


Sebastian Panaitescu

CO-FOUNDER & SALES DIRECTOR

averages 9 years of experience in BTL and sales to drive the creation of innovative brand activations and implement strategic sales solutions.

His deep understanding of consumer engagement and brand dynamics enables him to create campaigns that resonate with audiences and deliver impactful results.



Razvan Labo Mindrila

CO-FOUNDER & CREATIVE DIRECTOR

with eight years of experience in video production and graphic design, Răzvan, co-founder of Ghost Agency, leads as Creative Director and Executive Producer.

He shapes the best creative direction and strategy, ensuring high-quality, impactful content.

Background History

Ghost Agency was founded by two experienced professionals from the creative and production industries. Before launching the agency, they each built and led successful companies that served top brands and agencies.

After years of working with major industry players, they combined their skills to create a full-service creative agency. Their goal was to bring video production, graphic design, and BTL marketing together under one roof for a more efficient approach.

Ghost Agency was built to manage the creative process from start to finish, ensuring consistency, quality, and speed. By handling production in-house and aligning it with creative strategy, the agency delivers effective, budget-friendly campaigns.

USP (Unique Selling Proposition)

What sets us apart is our ability to **deliver major services in-house**. With a dedicated video production company and a BTL production factory under our firm group, we control every aspect of production - ensuring **speed, quality, and efficiency without compromise**

We break away from traditional advertising methods and build strategies that are **relevant in the present**, using every tool available today. Our approach is rooted in the belief that the **new generation of creatives** is shaping the future, and we are at the forefront of that evolution.

Backed by **over 8 years of experience** working for major creative agencies, we've been behind some of the **biggest brand campaigns**. Now, we create without the constraints of agency bureaucracy, pushing the limits of what's possible in marketing. We are here to redefine the game, not follow the rules.

OUR PORTFOLIO

SOME OF OUR PROJECTS DELIVERED FOR AGENCIES AND CLIENTS DURING THE TIME



01. BTL Advertising

We create direct, hands-on brand experiences that connect with people. From live activations to on-site promotions, our team designs and executes campaigns that engage audiences in real-time. Every project is built around interaction, making your brand seen, felt, and remembered.







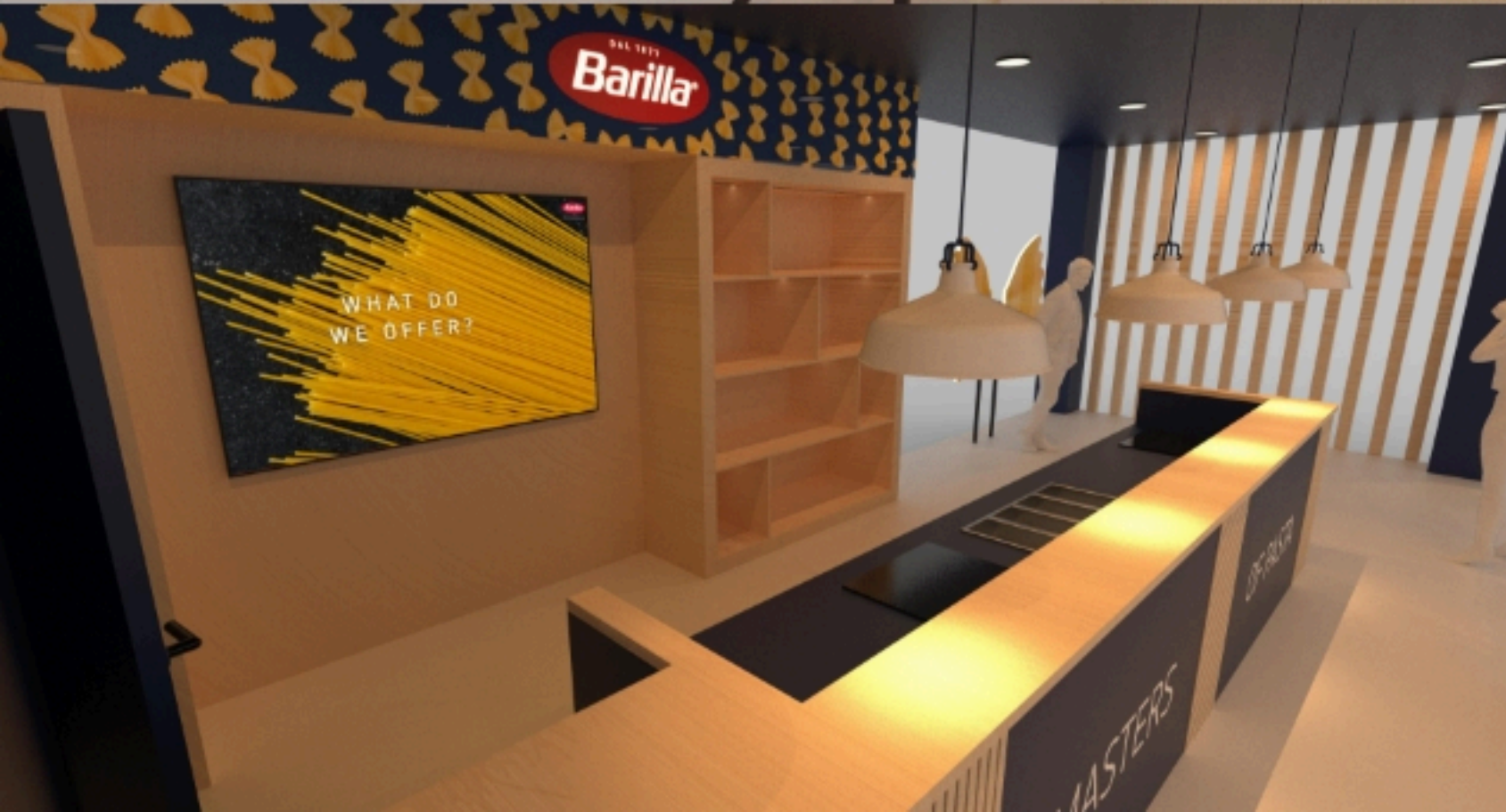
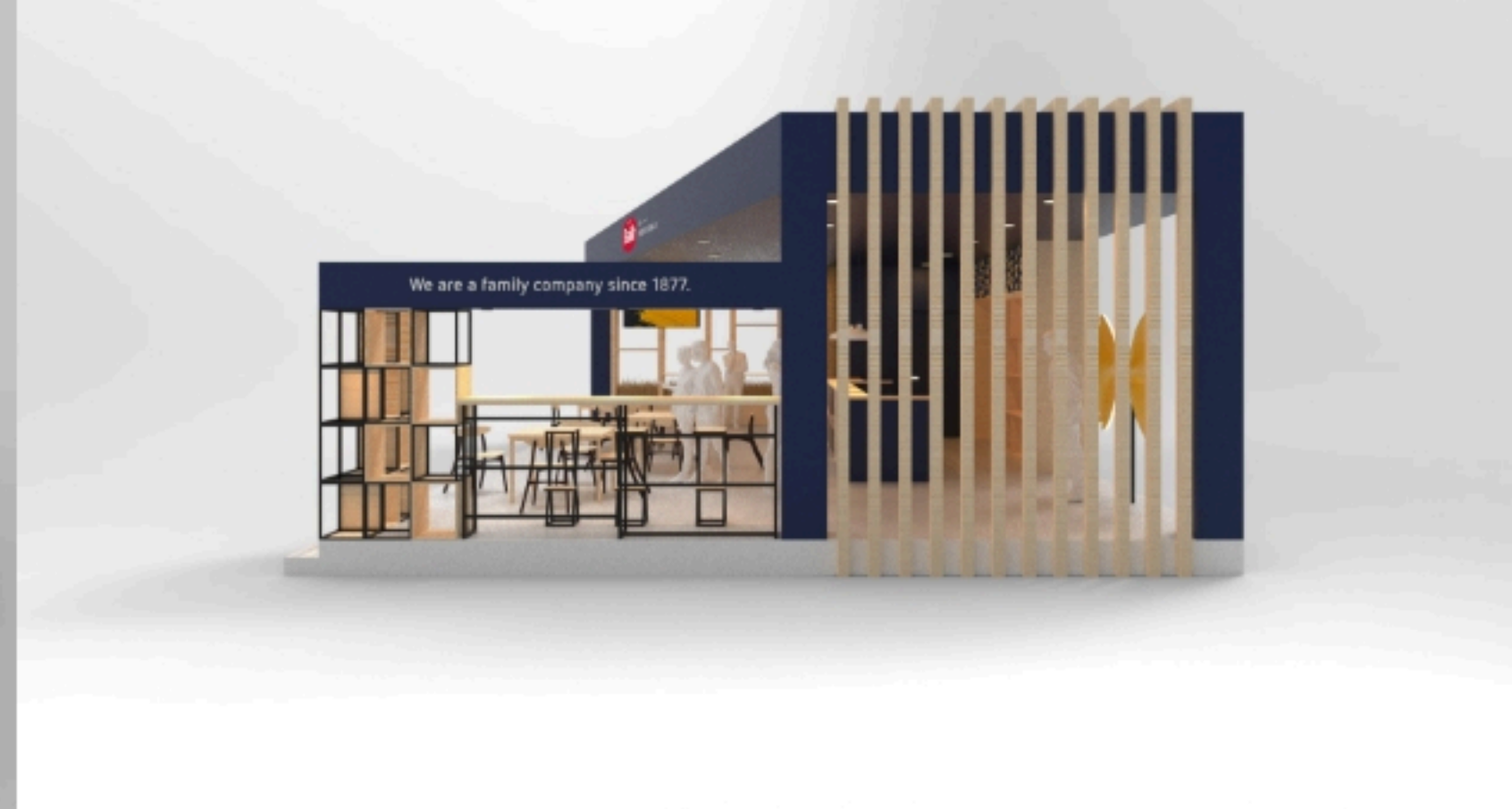


FINE  STORE®
EXHIBITION | POP UP STORE
GHOST AGENCY



FINE  STORE®
EXHIBITION | POP UP STORE
GHOST AGENCY







02.

Creative Development

Creative Development at Ghost Agency shapes ideas into clear, impactful content. We mix creative strategy with strong visuals, storytelling, and production. Our team includes specialists in art and design, copywriting, video production, strategy, and execution. Each department works together to build content that connects with audiences and delivers real results. From concept to final production, we ensure every detail supports the brand's message. With a balance of strategy and creativity, we turn ideas into content that works.



ART & DESIGN

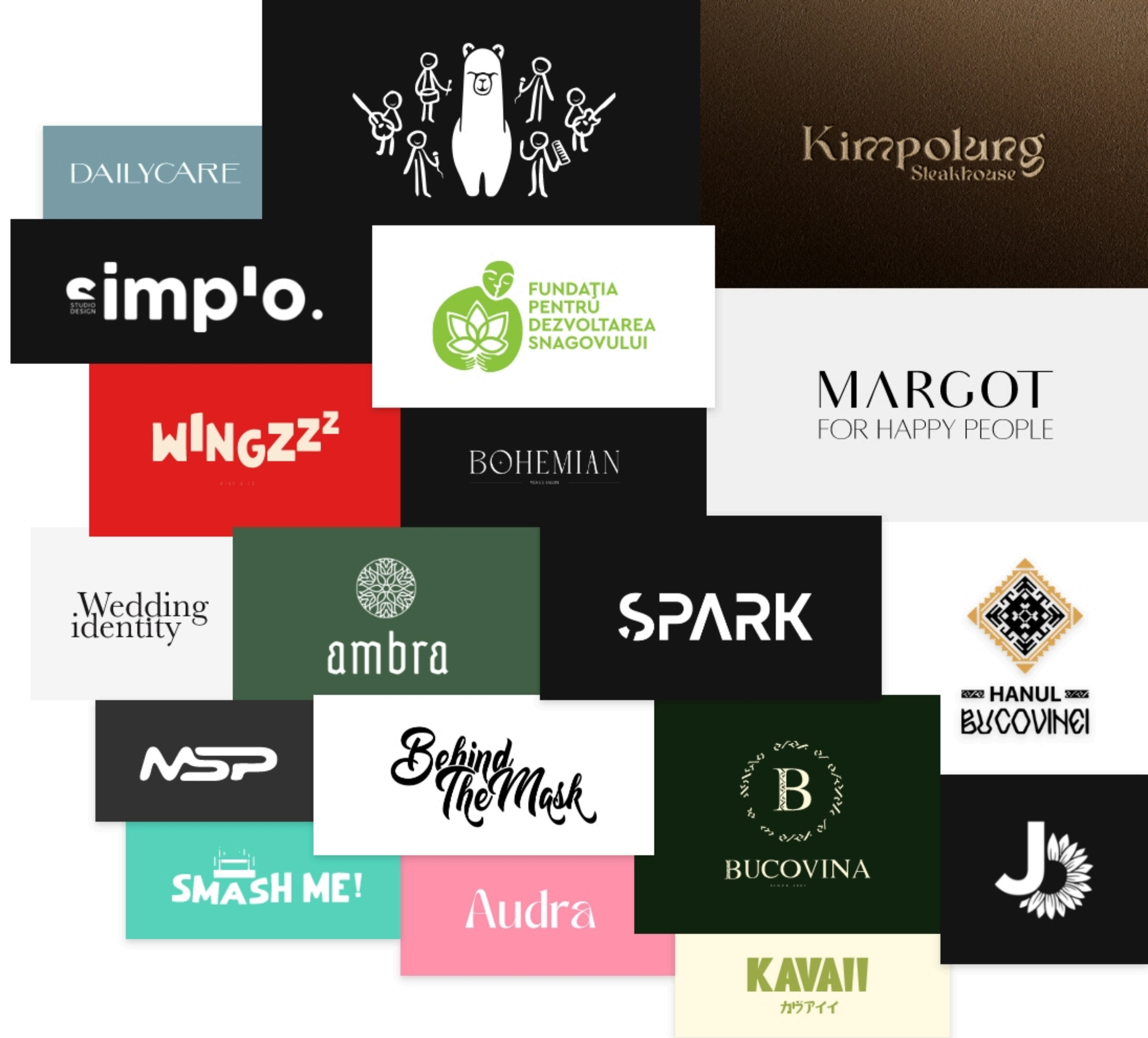
- 01 **Art Direction**
visual style and creative execution of campaigns.
- 02 **Graphic Design**
any type of graphics, branding materials, and marketing assets
- 03 **Illustration**
custom drawings, icons, or hand-drawn elements
- 04 **Motion Design & Animation**
animated content for ads, social media, and presentations.
- 05 **UI/UX Design**
user interfaces and experiences for websites, apps, and digital platforms.

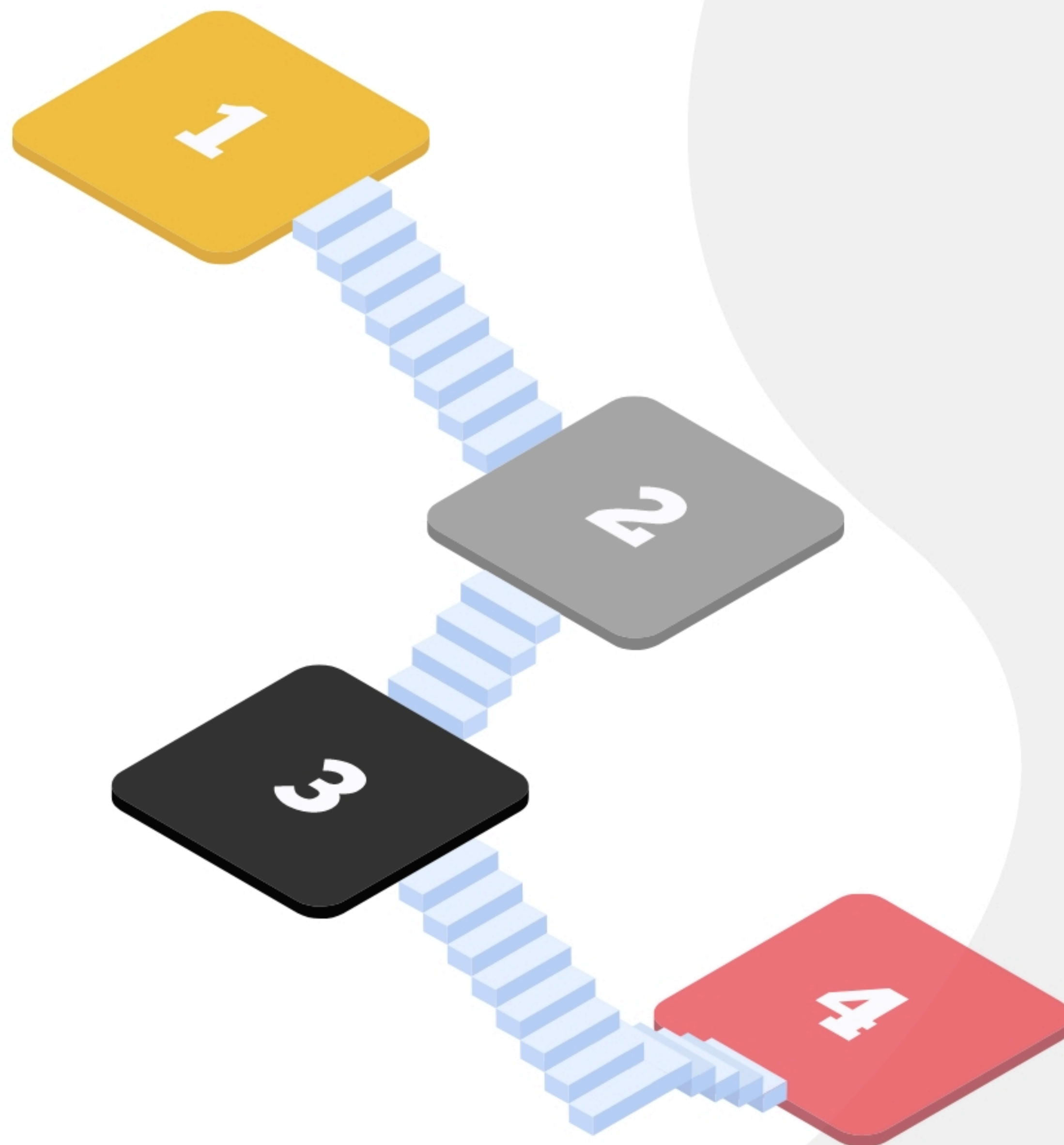


Brand Design

One of the most powerful ways to set your company apart is through strong branding. A consistent and compelling brand persona and identity acts as the face of your company, communicating its values, ethos, and what it stands for. Utilizing brand design services allows businesses to shape perceptions, influence consumers, and drive recognition.

It includes the complete visual and emotional representation of your company. This includes colors, typography, design, and even the tone of voice. Through branding design services, companies can stir specific emotions, build trust with their audience, and create a memorable brand experience.





Our Brand Identity

Design Process

I Research and Strategy

Before any work begins, we want to understand the business landscape you operate within. This involves studying market trends, gathering insights on customer preferences, and analyzing competitors. This initial phase provides us with a robust foundation, helping our brand design services to align your subsequent designs with both market demands and your brand's core essence.

I Conceptualization

With the insights from the first phase of our brand identity design services, our team of creative minds comes together to brainstorm. This phase is all about exploration, where we draft initial concepts, play with colors, typography, and visuals, and envision what the brand could look like in various scenarios.

I Design Execution

Once the initial concepts are presented, we actively seek feedback to refine our designs. As part of our branding design services, we include iterative adjustments based on the insights we gather. We want the end result to not only look good but also resonate with the intended audience.

I Implementation

Once the designs have been polished and finalized, we reach the real-world application phase of our brand identity design services. This isn't just about placing a logo on a website. Your new identity should be at every customer touchpoint, from business cards to digital ads and beyond. Our brand design services team makes sure that your new identity seamlessly integrates across various mediums, maintaining consistency and reinforcing brand recognition.



Our branding is strongly reflected in our marketing materials through a cohesive blend of graphic elements, brand language, and creative direction.

In terms of language, we maintain the urban, creative tone that defines our brand, making sure that every message resonates with our audience while staying true to our identity. Our creative direction ties it all together, combining innovative ideas with a modern, artistic edge that sets us apart from the competition. Every piece of marketing, from social media posts to packaging, is carefully crafted to reflect the unique personality and values of our brand.

MARGOT
CROOKS, 2008

to ensure the permeability and rigidity of the eggs, always surround it with a 2 mm of clear space. Clear space isolates the eggs from competing graphite elements such as text or illustrations, and air, which otherwise fills the eggs.

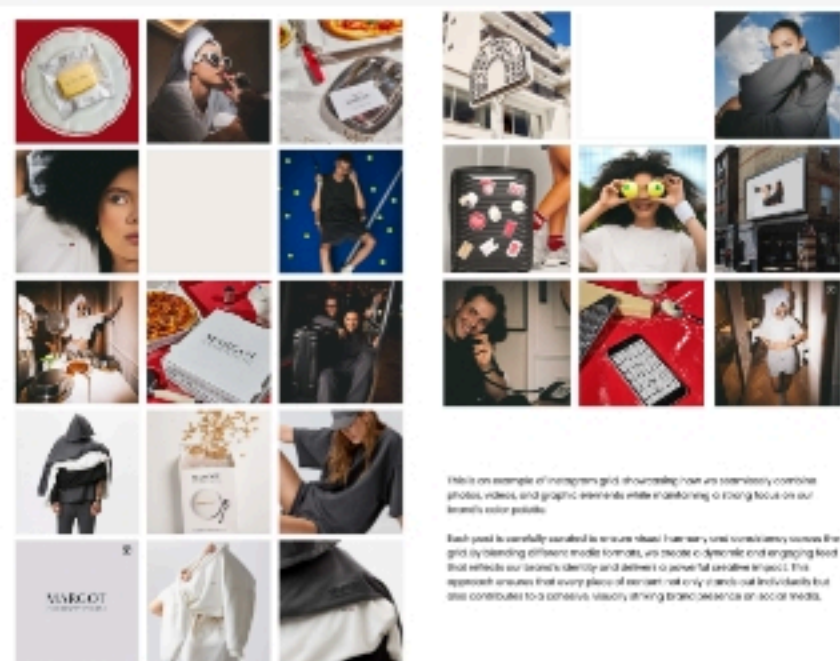
The logo's *chapeira* defines the distance between the logo and any graphic element likely to sitting next to it in composition, and the *espigão* fixes the maximum as a reference for the appropriate *chapeira*. Cap height = 0.

For example, if you have to place the *Monks* logo, don't skip out. In a logo position to other logos, you should ensure that the *Monks* logo is on a solid blue or transparent oval solid.

Logo Clearance

MARGOT
FOR HAPPY PEOPLE

Logo Clearspace



Each panel is carefully selected to ensure that its primary, and sometimes, unique function is to provide a different mode of communication. The grid is designed to be a flexible and engaging tool that reflects our brand's identity and delivers a powerful, positive impact. This approach ensures that every piece of content not only stands out individually but also contributes to a cohesive, visually appealing brand experience as a whole.

Correct Logo Usage

Our logos commonly appear on solid black & white colors.
Textures, small numbers, proper contrast assures logo readability.

MARGOT
FOR HAPPY PEOPLE

MARGOT

MARGOT

MARGOT

MAKE YOUR FIRST BITE

WINGZZZ

TEXTURE

WINGZZZ

WINGZZZZZZZZZ
ZZZZZZZZZZZZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDE

HIJK

Balanced
Friendly
Modern
Creative

WINGZZZ

"Wingzzzz" is a vibrant and dynamic fast food brand that specializes in serving an irresistible array of chicken wings, destined to become the go-to spot for wing aficionados everywhere. With a focus on flavor, freshness, and innovation.

Brewery

Canava
Grotesk

Ad

Aa

PANTONE

PANTONE

PANTONE

PANTONE

Restaurant Bucovina | Bucovina 360

ICON PACK



Graphic Design

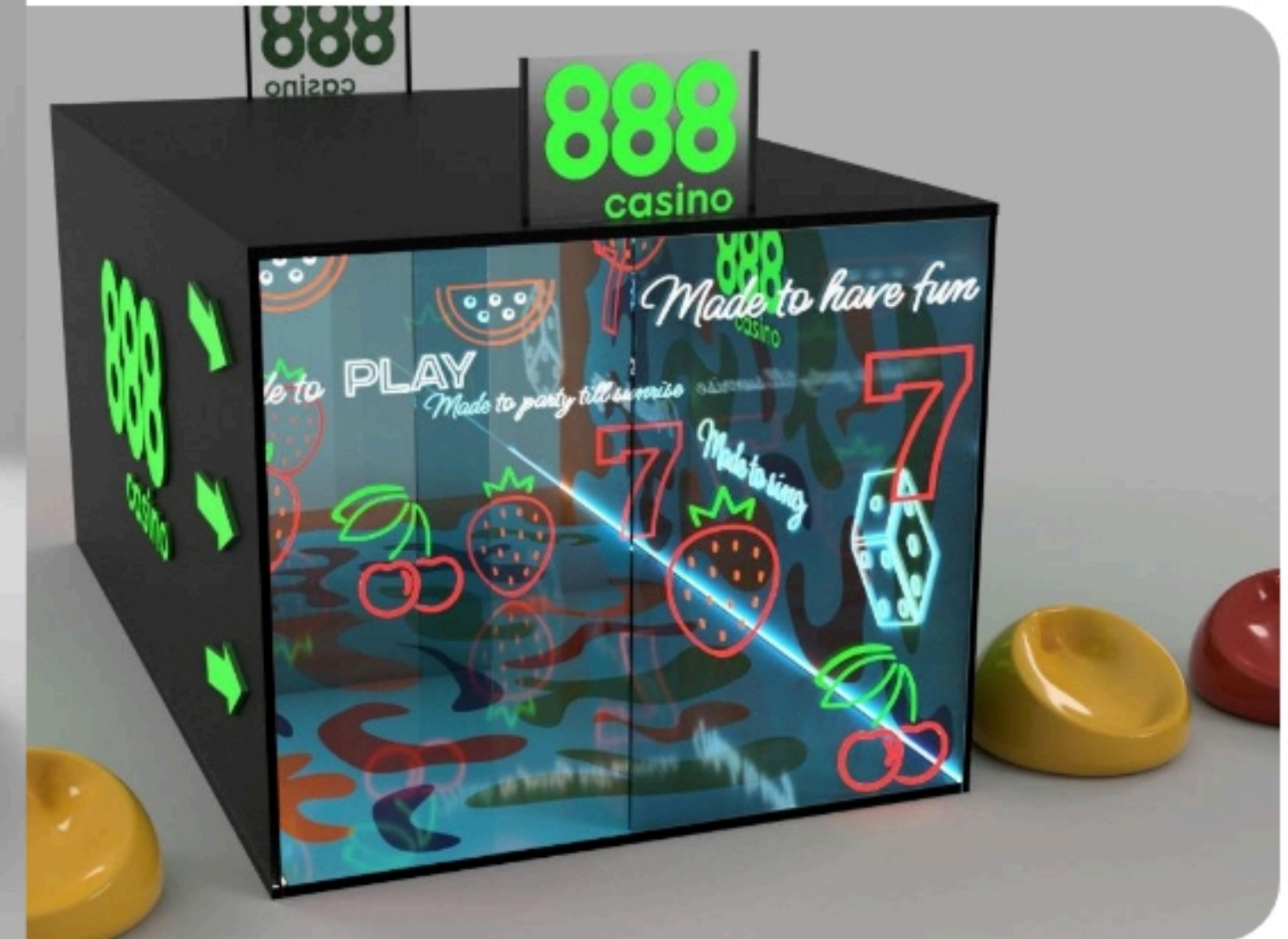
Look around you....everything is design. The label on your coffee, the billboard outside, the post you just liked. Graphic design is everywhere, and when it's done right, it makes people look twice.

At Ghost Agency, we design with that in mind. From packaging and social media content to OOH prints, and custom wallpapers, we bring visuals to life that not only look good, but make people feel something.



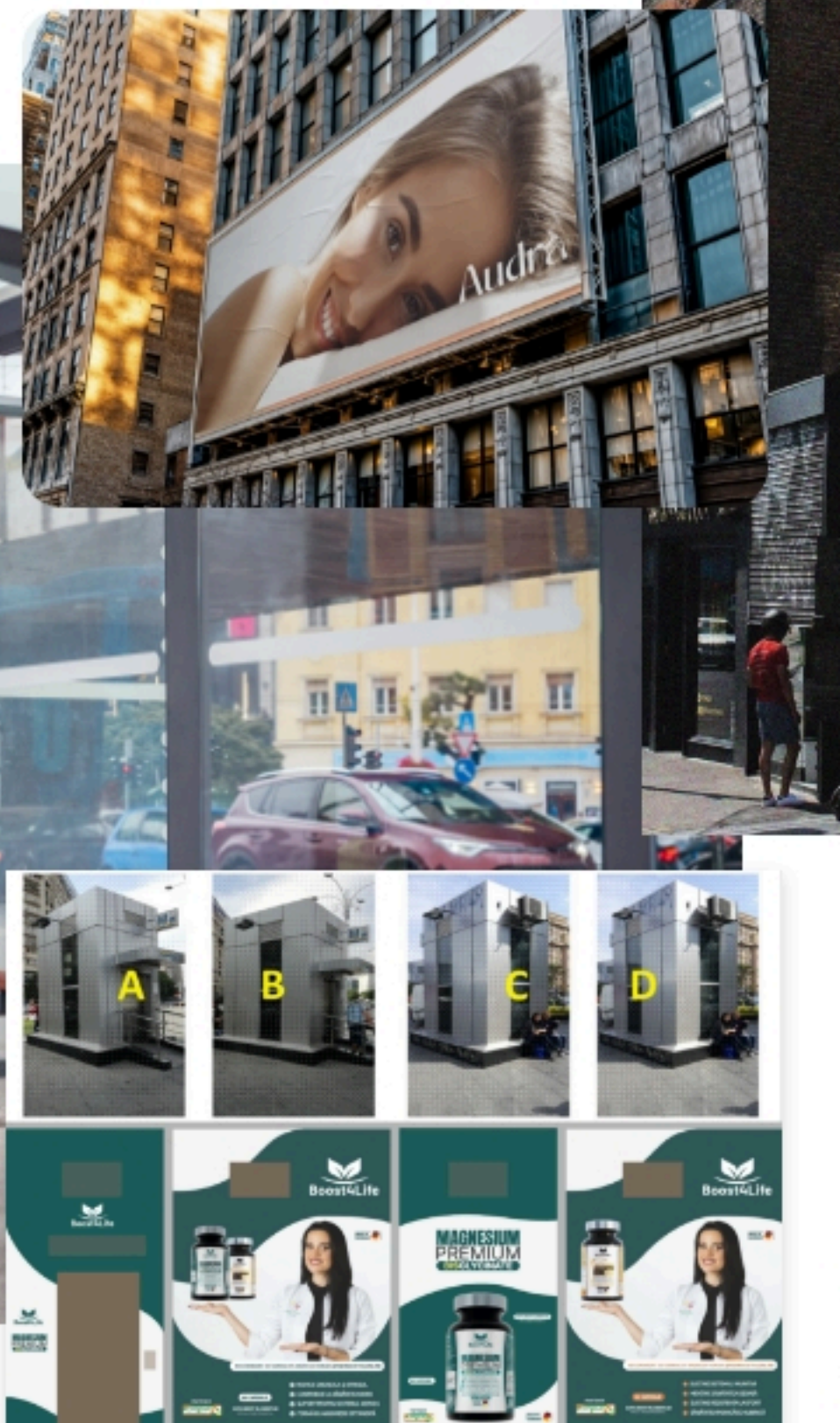
Special Project Design

Our creative and art team work closely with production to bring brands to life through physical experiences. From activations to interactive displays, we design and build projects that grab attention and engage people. Every detail is crafted to match your vision and create a lasting impact.



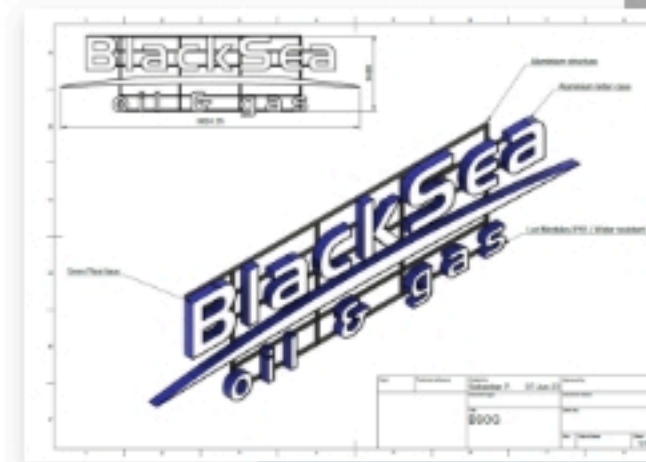
OOH Design

we don't just design impactful visuals-we bring them to life on the streets. From creative, production to installation, our team handles every step, ensuring your brand's presence is bold, seamless, and expertly executed.



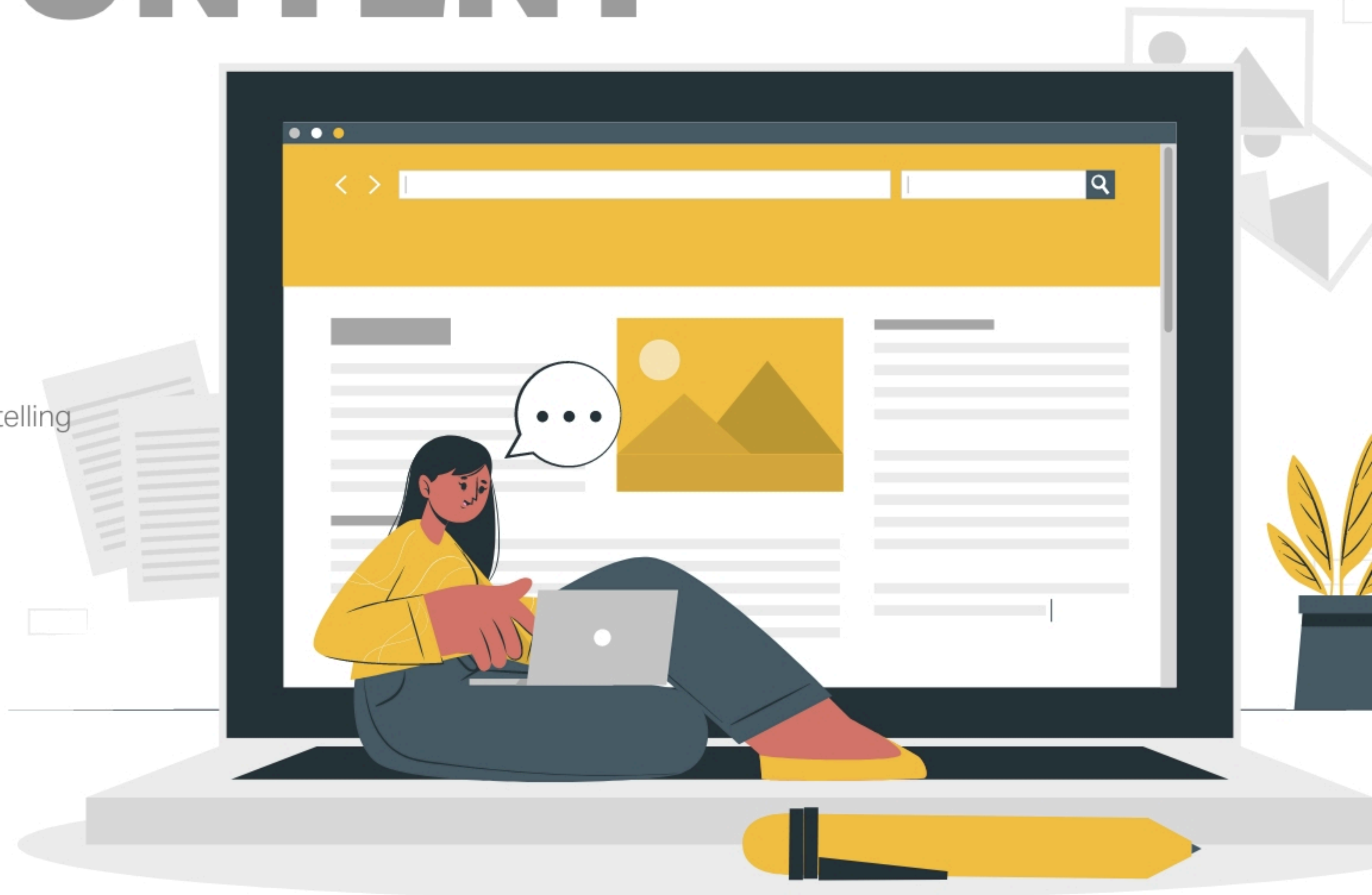
Branding OOH Design

we turns everyday spaces into branded experiences. From bus stations and subways to billboards and street wraps, we create visuals that command attention and connect with audiences on the go. Our designs don't just occupy space—they make an impact, transforming cityscapes into extensions of your brand.



COPYWRITING & CONTENT

- 01 **Copywriting**
AD copy, taglines, scripts, and branded messaging
- 02 **Content Writing**
posts, website content, and editorial pieces
- 03 **Scriptwriting**
scripts for video ads, commercials, and branded storytelling
- 04 **Social Media Content**
captions, social media copies, and content strategies





MOODBOARD

Here are the reference images for the location, cast, and overall aesthetic, capturing the essence of our vision for the project. These elements define the look and feel, ensuring the final video aligns seamlessly with our creative direction.



POVESTI. Nu am actori jucând şah. Piesele sunt în război și jucătorii por o fată. Punctul tensiunii. Nu există context. Fiecare are, singur, un singur scop: să câștige. Și să se ridice din fața pieselor de şah ale oponentului. La un moment dat, ei se ridică apăsând pe piesă, se ridică singuri privind piesă de şah.

PLAYBACK. De-a lungul întregului clip, după fiecare interacțiune între cei doi actori, printr-o anumită mișcare de cameră sau tranziție, ne înțelegem la poveră spațiul de acțiune prin playback. Și într-o formă mai neutră, de Arta, în vederea și pe al opozant în fața tablei de şah.

Jocul de şah reprezintă metaforic, încă o încercare de a salva dintr-un ultimul lor dans. Ultimul "Împreună".



SHOT 1 (Intro înainte de refren)

In timp ce camera urmarește firele, în stânga și dreapta cadrului pica mai multe doze "Burn" de culori diferite care se "rostogolesc" și ies din cadru. (vor fi mai multe fire decât ce se vede în referință, iar camera le va urmări constant până la final unde se ridică de pe fire și îl descoperă pe Renato)

maroște (pe jos) mai multe fire de două unde: camera se ridică ușor opera la finalul firelor pe Renato de multe ecrane pe care se vad diferite cadre detalii cu el

CONCEPT

A series of documentary style commercials that combine the cinematic with the real appealing to the sensitive side of the viewer.

MUSIC AND COLOR THEORY

Since we already have the studio, crew, and equipment set together a package with extra content for a small addition

VIDEO PACK

- Presentation Video | Aspect Ratio: 16:9 & 9:16
A showcase of the product, featuring an actor explaining its features and benefits in both standard and vertical formats
- TVC Spot | Aspect Ratio: 16:9 & 9:16
A short, commercial version of the presentation video, perfect for TV and online ads.
- How to use it? | Aspect Ratio: 16:9 & 9:16
A step-by-step demonstration of how the product works

STYLING PERSONAJ MASULIN

2 Shirts necesare: una pentru scena finală și una altă dintr-un alt material.

Accesorii necesare: o pereche de ochelari și o pereche de încălțăminte.

Accesorii necesare: o pereche de ochelari și o pereche de încălțăminte.

EPISODUL 1

In episodul 1 propunem un POV approach, adică Alex vorbește direct la cameră (la omul din spatele ecranului) și nu neapărat vlog. Mai ales că apare doar în două episoade.

Se adresează direct, iar dacă vrem să facem o glumă, când descoperim pisica îi poate spune Alex: domnule POV el e Norocel.

Camera are viață, adică panoremează în funcție de mișcările lui Alex.

Când apare Zeita, camera panoremează la stânga, ca și cum cineva întoarce capul și o descoperă.

La final când Alex se joacă, întoarce ecranul spre cameră, pentru a vedea costumul.



PROPUNERE INTRO

Fiindcă avem 5 episoade, propunem o abordare diferită de filmare pentru fiecare, în funcție de scenariu.

Am introduce un cadru-tampon, muzica, titlu episod și nume serial: de ex, Ep 1. Alex și Norocel.

Grafica intră după cadrul cu covorul Fortuna.

Asa ne permitem ca fiecare episod să fie într-o stilistică diferită de filmare.

VI

- Resources: Clear, high-quality sound recording
- Frame: Clean and minimalist setup, focused on product demonstration
- Lighting: Smooth transitions, professional color grading, and on-screen graphics if needed

The final video should effectively showcase Thermovision's features in a clear, engaging, and visually appealing manner.

Cadrele filmate de sus ne dau senzația că artiștii se privesc unul pe altul, mereu în căutarea celui alt.

Pastelul estetic de flash photography / motion blur și filmam cadre de sus, cu zoom, în timp ce artiștii cântă.

Aceste cadre împreună cu cele anterioare ne arată drumul pe care Jo și Lihu îl fac în căutarea lor de cântăreți.

03. Video Production

Great campaigns need the right team to bring them to life. Our creative director and in-house team work closely with our own video production company, part of our firm group. This setup gives us full control over quality and creativity. When a project demands a different approach, we also collaborate with other video production companies to get the best results.



A 360-Degree Approach

To your video needs

| Commercials

Scripted video ads (TVC) for TV, online, and streaming that showcase brands, products, or services.

| Social Media Campaigns

Short videos made for social platforms, designed to boost engagement and promote brands or products.

| Social Media Content

Quick, engaging videos made for daily posts, stories, and reels on social platforms.

| Animations & (3)DOOH

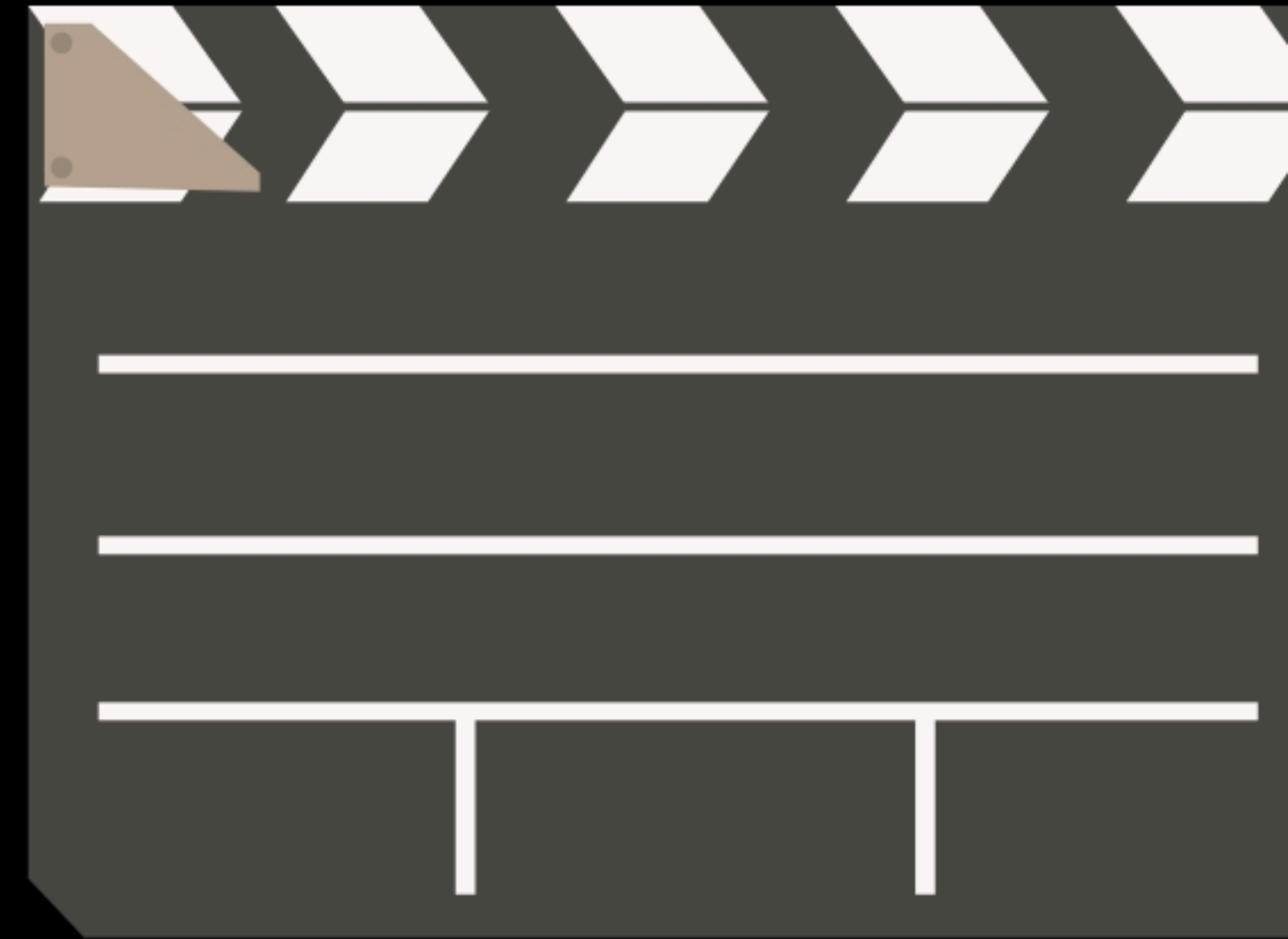
Custom 2D, 3D, and digital out-of-home animations for ads, billboards, and interactive screens.

| Motion Graphics

Animated text, icons, and visuals that explain ideas, enhance videos, or create dynamic content.

| Corporate Videos

Videos that present a company's values, services, culture, or achievements for internal or external use.



Social Media

Campaigns

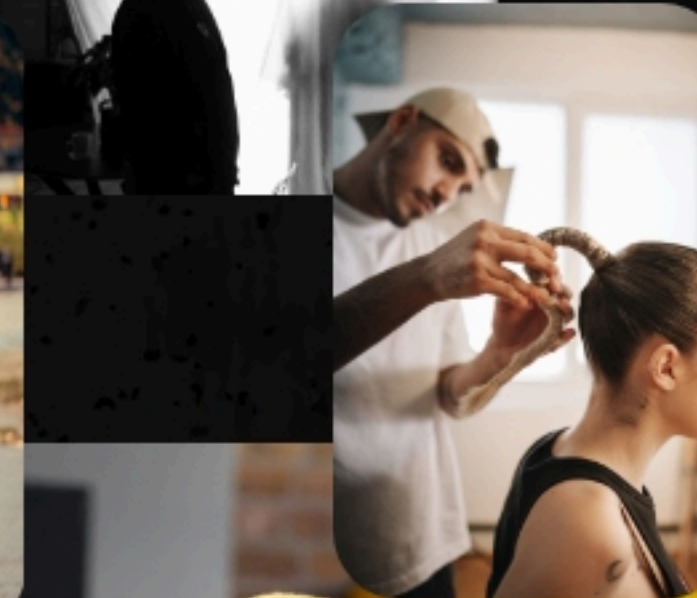
Today, a social media campaign takes just as much work as a TVC—sometimes even more. Our creative, strategy, and video production teams work together to deliver exactly what you need. From full campaigns to short-form content, we shape every video to fit your goals, platform, and audience. Whether it's high-impact ads, branded content, or a mix of formats, we make sure each piece captures attention and delivers results.



Commercials

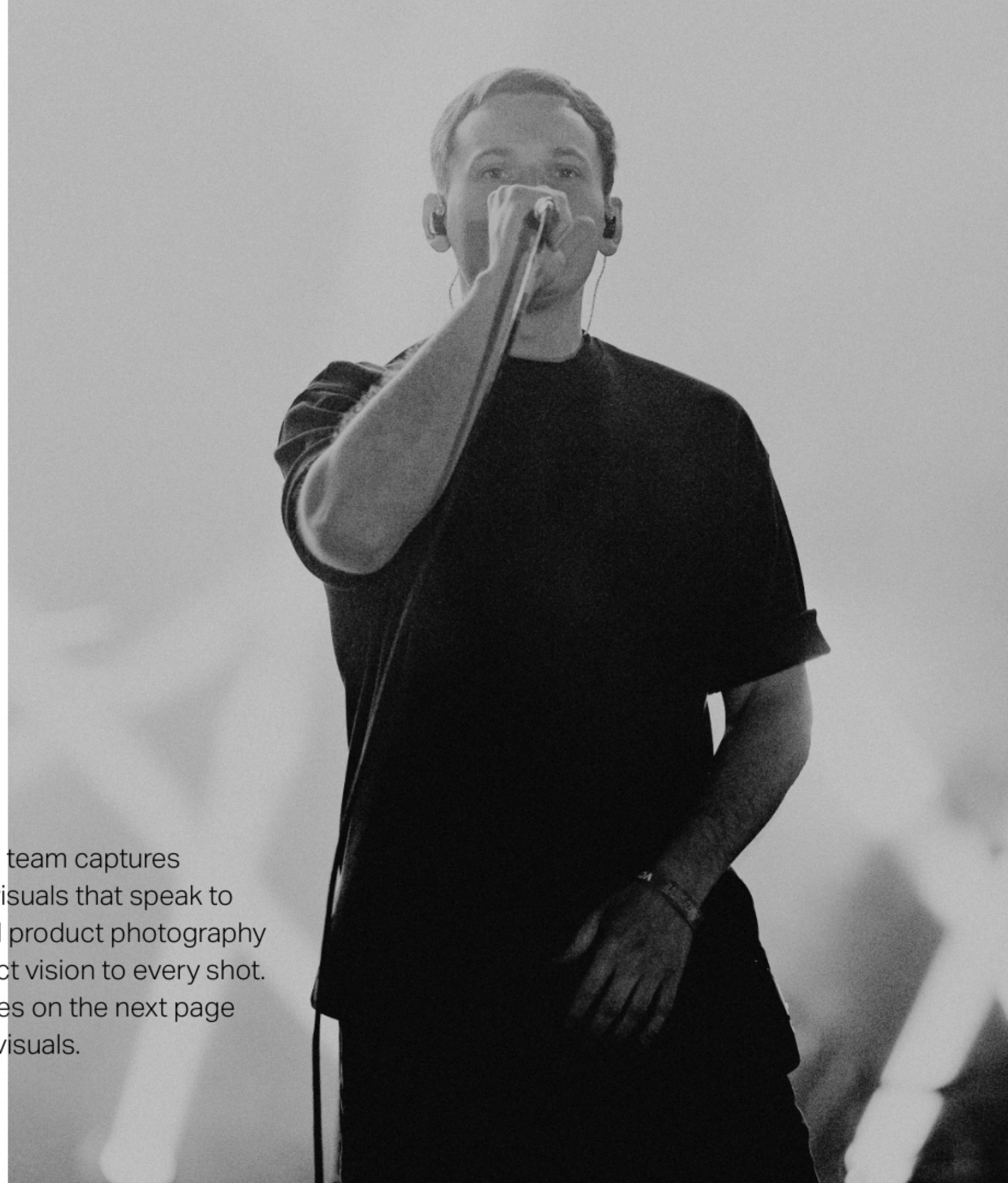
TVC or Social Media Campaigns

Our creative team and video production company work together to bring your vision to life. From concept to final cut, we handle everything—scriptwriting, casting, filming, and post-production. Whether it's a TVC or a social media campaign, we make sure the final video looks exactly how you imagined it. Need a cinematic ad, a fast-paced promo, or a series of short social clips? We shape every detail to match your idea and deliver a powerful, engaging result.



04. Photo Production

Every image tells a story. Our photo production team captures moments that go beyond the frame, creating visuals that speak to audiences in powerful ways. From lifestyle and product photography to event and editorial shoots, we bring a distinct vision to every shot. Explore our diverse portfolio across categories on the next page and see how we turn concepts into captivating visuals.



A 360-Degree Approach

To your photo needs

| Commercial Photography

Photos that showcase products, services, or brands for ads, websites, and marketing materials.

| Food Photography

Detailed shots of dishes, drinks, and ingredients for menus, ads, and social media.

| Fashion Photography

Images that highlight clothing, accessories, and style for brands, campaigns, and editorials.

| Studio Photography

Controlled indoor shoots for products, portraits, or creative projects.

| Event Photography

Capturing key moments at corporate, social, and brand events for promotion or documentation.

| Other Photography

Custom photo projects based on your needs, from architecture to behind-the-scenes content.

01 Pre-Production

We start by carefully planning every detail to align with your brand's objectives. From concept development and storyboard creation to casting, location scouting, and prop selection, our pre production ensures a clear, cohesive direction. This stage sets the foundation for impactful visuals that resonate with your audience.

02 Production

During the shoot, we bring your brand story to life. Our skilled professionals manage styling, lighting, and composition, capturing high-quality, on-brand images that showcase your products and message effectively. We focus on delivering a smooth production experience, ensuring every shot meets your vision.

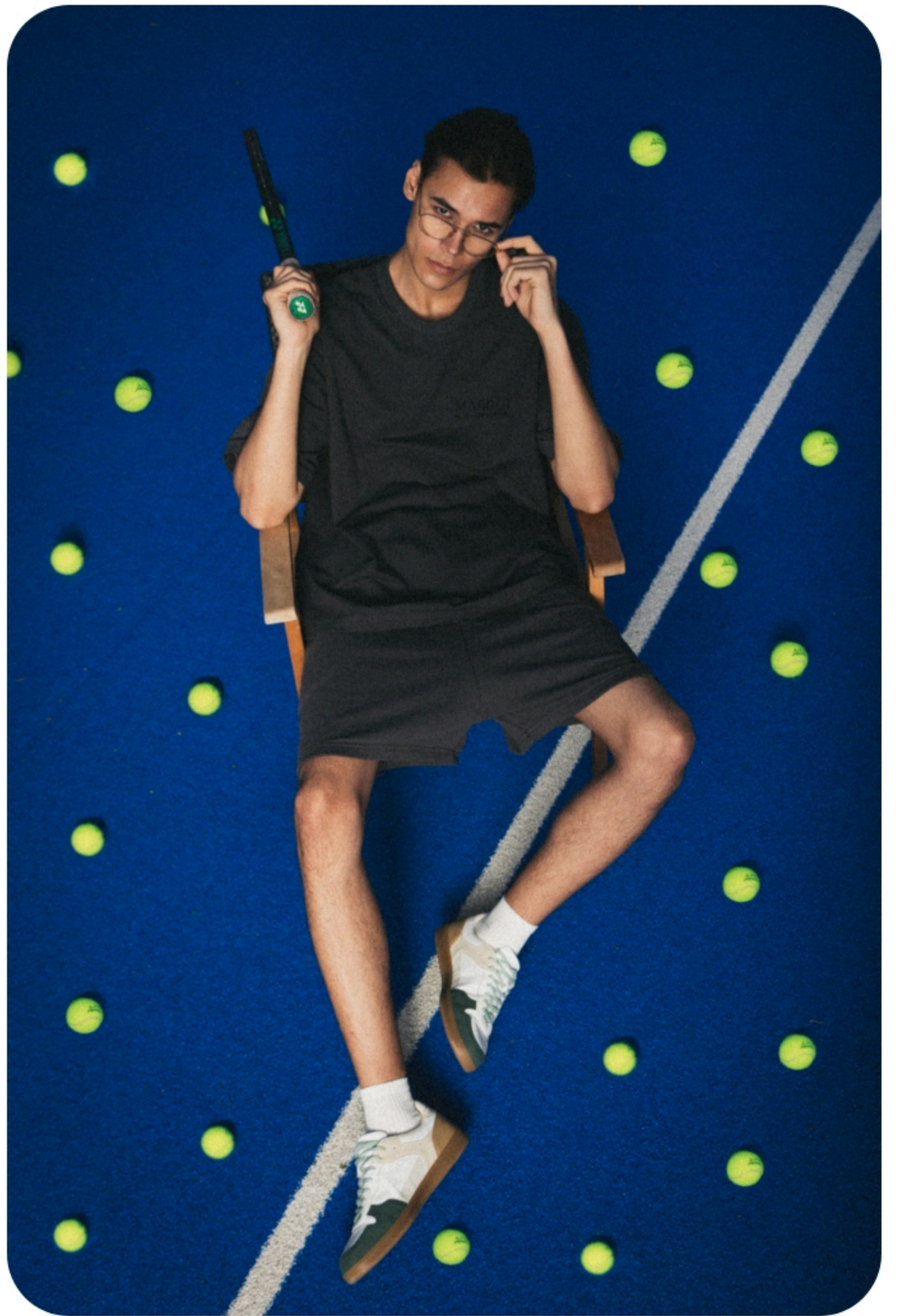
03 Post-Production

In post-production, we perfect each image to ensure it's polished and ready for market. Our retouching, color grading, and detail enhancements transform raw shots into striking, professional visuals. The final images are refined, on-brand, and designed to make a lasting impression on your audience.

COMMERCIAL

Photography





FOOD

Photography

01

Food-Styling

We provide food photography services that include concept development, food styling, and photography. Our team creates visual concepts and handles all aspects of food styling to capture high-quality images that enhance the presentation of culinary offerings. These photos are designed to support our clients' branding, marketing strategies and social media content across various platforms.

02

Prop & Set Design

We design settings that enhance each dish, bringing in the perfect props, backgrounds, and table settings to create a visual experience that complements your brand and makes your food stand out.

03

Editing & Retouching

Our editing process ensures each shot is polished to perfection. We enhance colors, textures, and details, creating images that are visually stunning and true to the quality of your brand.





01 Pre-Production

We lay the foundation for a flawless shoot by handling every detail in pre-production. From concept development and mood boards to casting and location scouting, we make sure everything aligns with your brand's vision. Our goal is to create a strong creative direction that sets the tone for the entire shoot.

02 Production

On set, we bring the creative vision to life. Our experienced team coordinates every aspect from styling and lighting to capturing dynamic, highquality images that showcase your brand at its best. We're dedicated to creating a seamless, efficient production experience that delivers beautiful results.

03 Post-Production

We perfect each image to ensure it meets the highest standards. Our post-production work includes expert retouching, color grading, and fine tuning, transforming every shot into a polished, on brand visual ready for publication. We focus on delivering final images that are both striking and true to your brand's style.

FASHION

Photography





**THANK
YOU!** 

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