

RAY





**„You are worth  
as much as your  
three latest works“.**

Thanks to almost 20 years of experience in advertising, we could create DBA Agency.  
D as design, B as branding, and A as advertising. We have done a lot of interesting projects in each  
of these fields, but we would like to present only the latest three of them.



**D as design:**

# 1.

Distinctive packaging  
of the highest quality beer: bottle  
completely covered with black  
matte paint, sealed cap  
and a paper tube.

**Special prize in Kreatura 2017**

**Commendation in „Design  
category”, in Kreatura 2017**

**Nomination in „Packaging  
category”, in Polish Graphic  
Design Awards 2018**





## 2.

Special edition of packaging for peanuts dedicated for the World Cup in football. Pouch shaped as football shirt with the product name showed as player's name.





# 3.

Packaging revitalization  
for Krakowska Gold  
under Sokołów brand.

**B as branding:**



# 1.

New brand creation for Tarczyn Brewery:  
logotype, visual identification,  
and architecture of packaging.  
The can project for the main product  
- light beer. Strong branding in a clean,  
minimalistic way expressing traditional  
beer aesthetics.







## 2.

For BIOMED SA, we have created a new branding system for all products and we have revitalized the whole line of gynecological drugs.



# 3.

brand creation of new juice generation  
- changing with the seasons  
- product of seasonal fruit.  
An example of the application  
of eco-design for a mass product.



**A as advertising:**

# 1.

Creation and production of „animated labels’, i.e. promotional films for beers. By scanning the QR code on the bottle you can watch films on the Browar Jabłonowo fanpage.

**Kreatura 2017 (category  
- Best internet video)**

**Nomination in the competition  
Art of Packaging 2018**

If you want to see the campaign  
[click here](#)





## 2.

Creating a key visual which is the basis for all advertising materials communicating the launch of new variants of Jogobella yoghurt.





3. Creation of an opening campaign for the Planet Cinema network. Used media is outdoor and Facebook.



**+product design**

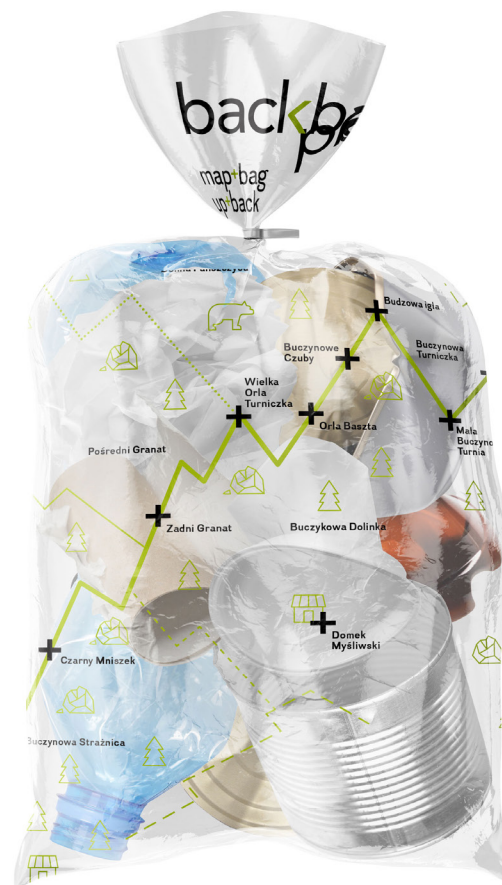


# 1.

A trash bag that is a map and  
a map that becomes a trash bag.

Tourists can receive them  
for free at hostels or simply  
buy in stores supporting  
the noble goal.  
The project was inspired by  
action of the annual  
cleaning of Tatra Mountains  
sponsored by Jan Niezbędny  
(a producer of trash bags and  
cleaning products). Because  
it's better to prevent, than to clean,  
we decided to create  
the mechanism that educates,  
but also allows you to draw  
business benefits. Bags  
dedicated to various parts of  
Poland should be available  
on sale and part of the income  
would finance the action of  
giving out bags for free.

**Nomination in a prestigious  
international  
Red Dot competition  
Concept Design 2018**



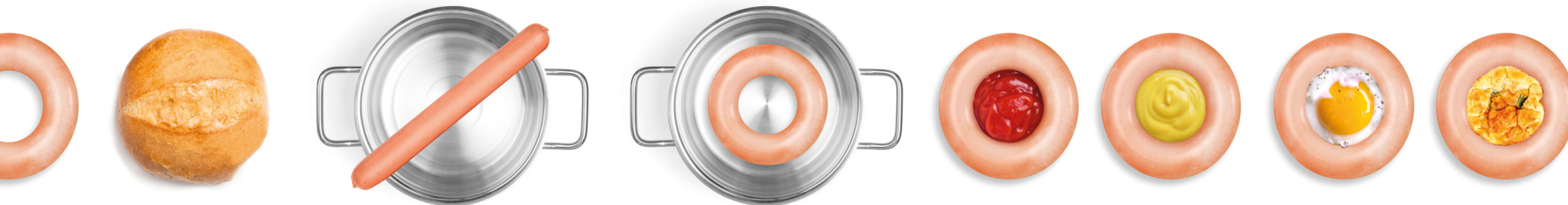
## 2.

A round sausage that:

- fits in every pot without cutting
- can be baked with egg or cheese
- has a hole for ketchup or mustard,
- fits the bun/bread roll

**round sausage is registered  
design in PL and EU that means  
no competition!**

**If you are interested in okrągła  
parówka - call us!**



# 3.

Kitchen gloves can be more friendly both for the environment and user! For the environment - because they do not have additional packaging. A pair of gloves is a single unit that needs to be cut and splitted before use. And thanks to that you can give them any shape and your favorite length so it is friendly like no other.

A studio project.



# Why DBA agency is different than all others?

Because we create distinctive packages according  
to our original 5D design method.





# What is 5D design method?

Competition forces us to use all marketing potential of the packaging. To discover and fully benefit from the potential of the packaging, we have developed the 5D design method.

The 5D packaging design method is creation of multidimensional, attractive and distinctive packaging that will work well in the market and increase chances for success.

**1. Design** - which moves all the senses (not just the sense of sight) in accordance with the demands of sensory marketing and takes under consideration the most important aspects of product functioning and technological capabilities.

**2. Distribution** - How the product is packed and how it is distributed. Including technological and logistic limitations and seeking solutions that allow to transform distribution in a communication medium between the product and the consumer.

**3. Decoy** - a bait, an additional value increasing the attractiveness of the product and encouraging for purchase

**4. Demonstration** - enables consumers to demonstrate values important for them in a way that is consistent with the strategy of brand communication

**5. Desire** - a total impression of satisfaction created by 5D communication based on packaging.

**Discover numerous possibilities of 5D method in practice based on just one dimension of packaging: the opening.**

# Unusual opening?



Concept for a new brand of meat snacks for school children with creative use of laser perforation. After opening the package, the graphic character literally opens the mouth.

An example of using the 5D packaging design method in the area of the Decoy and Demonstration

# What about no opening?



Promotional packaging of Luksusowa vodka for the American market. The World of Luksusowa is a world of real men who can make fun of themselves.

According to our 5D packaging design method, we have proposed a packaging-challenge: the box should be opened with bare hands. The prize is a set of four glasses.

# Maybe backwards opening?

We have developed this concept also for packaging with one glass and even without any!

The challenge - opening with one hand or unscrew the bottle in the opposite direction.



To sum up: in the 5D method, the idea of packaging challenge is expressed in all 5 dimensions:

Design - it works on the senses (in this case the sense of touch) and includes other 5D areas

Distribution - a solid package for fragile content as attractive POS

Decoy - promotional glasses + male challenge

Demonstration - opening the bottle, tearing the package is an important point of the party and an opportunity to demonstrate brand value

Desire - a holistic experience of the luxury brand even before opening the bottle!



# Meet us!

We have been working in advertising since 1998.

We've created campaigns for leading brands in the following industries: food, pharmaceutical, car industry, financial, media.

We have realised over 100 advertising films.

We have won prizes in all major competitions of creation and advertising effectiveness.

In 2016, we established our own advertising agency DBA. Experience in marketing, communication and design enabled us to develop a comprehensive original method of 5D packaging design, thanks to which we create successful brands and realize award winning creations.



Paula Surzyn  
ceo

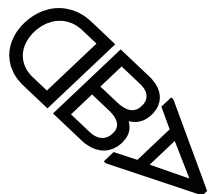


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**DBA - integrated communication**  
**BOX OFFICE - 5D packaging design**



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