

креативный продакшн

# PROTOTYPES

2024

Prototypes is a creative production company based in Moscow and Barcelona, focusing on content creation and the generation of creative ideas.

Since 2020, we have been creating ads, influencer-campaigns, and special projects for both local and global brands.

Since 2024, we produce hyperreal generative video content for commercial use.



## CREATIVE DIRECTION

We develop creative ideas and approaches for major brands.  
And we're good at it!

In our portfolio, you'll find online customization for Nike EHQ, offline events for Puma and Yandex.Market, online projects for Emirates, Yandex.Pay, and Spotify.

Our specialists have led the creation of large-scale events, festivals, and have been part of global brands and agencies.  
We know exactly how things work.

HYPERREAL  
GENERATIVE  
CONTENT

Starting in 2024, we create hyperrealistic generative content for commercial use in video advertising.

This approach is faster, more adaptive, and much more cost-effective than traditional shooting formats or 3D modeling and animation.

You can find examples of our work labeled as “AI generated.”

More details, including pricing, you can find [in a separate presentation.](#)



OUR WORK



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AI GENERATED

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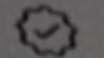
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