



MORAN KAL

Some of my clients



HUAWEI

Hertz



mastercard.



Domino's



HONDA



mentos

AIG



PURINA
PRO PLAN



SHISEIDO

UNI
QLO

honor
FOR THE BRAVE



MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.
MAYBELLINE
NEW YORK



Club Med





中合丰景



Beauty Rice BOTTLE

FEEL BEAUTIFUL INSIDE AND OUT WITH EVERY DROP



pour rice into bottle



infuse rice with water



allow rice water to drip



apply on skin



absorb rice nutrients

[View Case Study](#)



THE BRIEF

Zhong He Feng Jing - China's premium organic rice - wanted people to switch from ordinary rice to premium organic rice. How could we make people see the difference between their rice and ordinary rice?

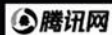
THE INSPIRATION

In Asian history, women used the same ingredient for porcelain skin and healthy living. Their secret? Rice water. When infused with water, the rice's nutrients are beneficial to the skin.

THE IDEA

To demonstrate that Zhong He Feng Jing's premium organic rice has more nutrients than ordinary rice, we delicately designed Beauty Rice Bottle for people to make their own rice water.

EARNED MORE THAN
140 MILLION
UNIQUE MEDIA IMPRESSIONS



Reinventing a tradition!



An out-of-the-box concept for your inner and outer beauty.



A unique advantage over other rice brands.



AD STARS 2019
WINNER

A new medical discovery powered by your baby's first cry

The Healing Cry



(nmol/L)

230

169

27%

Cortisol Level (Stress Hormone)

[View Case Study](#)

Background

Being a mother is equivalent to 2.5 full time jobs. In China, 98% of mothers experience too much stress and are exhausted now more than ever.

Shanghai international Medical Center cois committed to care for mothers at all stages but bound by health & wellness communication regulations.

Insight

Nothing is more therapeutic than a baby's first cry, as it takes mother back to a moment of joy that is almost indescribable. We believe that it could also relieve a mother's stress levels.

Medical Research

We monitored 20 mother's stress hormone level - named Cortisol - this before and after listening to their baby's recorded first cry. The analyzed data revealed a **decrease of 27% in their stress hormone levels.**

Idea

On International Woman's Day we announced this finding with a press conference Shanghai International Medical Center.

We then prescribed new mothers with a special Healing Cry pill bottle that would automatically play their baby's first cry when opened.

Result

18 million impressions from local and international news media outlets. 90% of mothers from the project felt a renewed inner strength and positive energy.

Reinforced Shanghai International Medical Center's brand philosophy of caring for mother at every stage.

YAHOO!
This is a new "medicine" to support moms.

cjnet
Baby's first cry is the best medicine for a mom.

mother & care
An amazing medical breakthrough in 2018.

[View Case Study](#)

Rootswitch

The Problem

Every winter thousands of elderly people and holocaust survivors in Israel are forced to endure the harsh cold because they cannot afford to heat their homes.

The Solution

We created a new product called Rootswitch. RootSwitch is an electrical switch that could be mounted on your home wall, next to any existing switch. So every time you want to turn on your heating, you'll remember that there are people who can't afford keeping themselves warm and donate electricity just by turning on the RootSwitch.

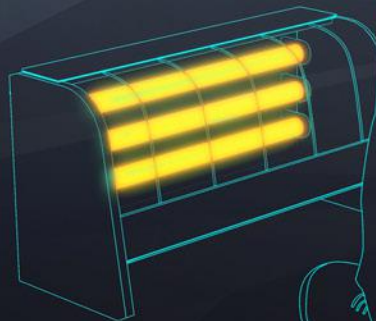


Rootswitch

The Results:

Over 60,000 electricity hours donated
Free media estimated at over \$400,000
#1 trended app in the week it was released

More hours continually donated even after
the campaign is over



FEATURING
**GAL
GADOT**





HONDA MSX Mini Street Extreme

The brief:

Promote Honda's new MSX125 mini bike.

The Idea:

Create a mini stunt!

We invited people to guess how many cars the new MSX could jump over promising a brand new MSX125 to the fan who guessed the correct amount first. But we didn't tell them one thing – we used toy cars.

The Results:

Over
225K
Unique Views

Over
10K
Guesses

ENDLESS
Conversations
Over social Media

1 very
happy
winner



[View Case Study](#)

On one hand

People have a kitchen full of food products, but are too lazy to cook

Deliverance

Take Out > Help Out

On the other hand

Thousands of elderly people don't have anything to eat



[View Case Study](#)



Idea

An innovative campaign by Shorashim group And 100 Of the best restaurants in Tel Aviv. Simply order a meal like you always do on our website/ Mobile app, choose an item from your kitchen that you're not going to use anyway and give it to the delivery guy. From here, we made sure it reached people who really need it.



Results

10,000
donations through deliveries

1,500
holiday meals

50 additional
restaurants
pledged for
next year



The
GOLDEN CACTUS
AWARDS

ISRAEL ANTI-DRUG AUTHORITY

My Kiss 2014 Goodbye

THE RIGHT WAY

AND DRINK RESPONSIBLY

Problem

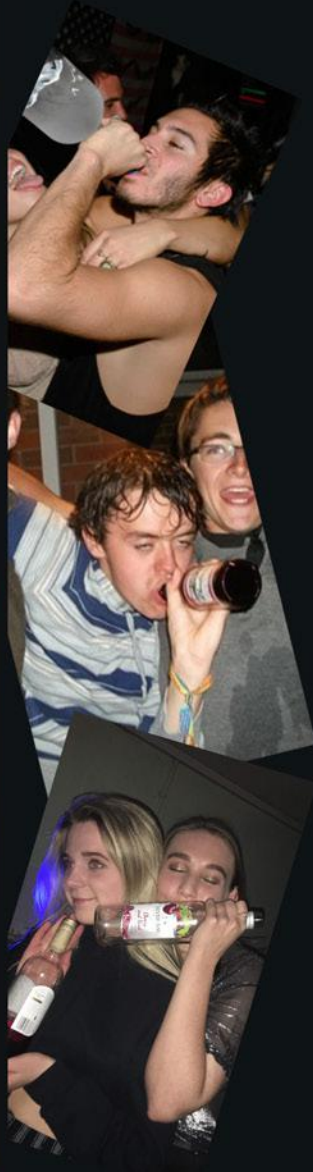
Young people tend to exaggerate and drink unresponsively during new year's eve parties, causing them to pass using better judgment up to the point of endangering their lives.

Idea

We decided that the best place to contact our audience and convey our "Tonight - Drink Responsibly" message was the same place they were looking for a kissing partner - **Tinder**.

We planted profiles on Tinder matching our demographic youngsters age and locations. While they were tinder hunting sliding profiles left and right they encountered one of our amusing yet thought provoking profile images (view case video for more examples of profiles).

[View Case Study](#)



Live for **colour.**



Ad for men

[View Commercial](#)



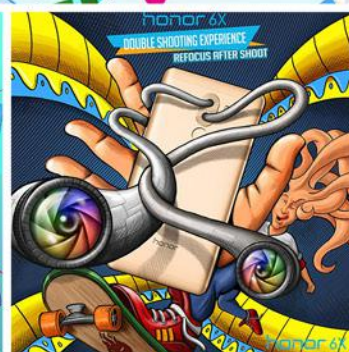
360° Ad for women

[View Commercial](#)

Launch campaign for Honor's 6X mobile phone

honor 6X

DOUBLE SMOOTHNESS





Domino's "Over the Top" Pizza Commercial

[View Commercial](#)



Domino's "Crustless Pizza" Commercial

[View Commercial](#)



Domino's "Dessert Pizza" Commercial

[View Commercial](#)



Domino's "All Stars" Campaign commercial 1

[View Commercial](#)



Domino's "All Stars" Campaign commercial 2

[View Commercial](#)



Domino's "All Stars" Campaign commercial 3

[View Commercial](#)



Fitness cereal "Take a little break"
Campaign Commercial 1

[View Commercial](#)



Fitness cereal "Take a little break"
Campaign Commercial 2

[View Commercial](#)



Fitness cereal "Take a little break"
Campaign Commercial 3

[View Commercial](#)



"Bissli Yalla" Snack Commercial

[View Commercial](#)



"Bamba Pyramids" Snack Commercial

[View Commercial](#)



Sprite Commercial (North Korea spoof)

[View Commercial](#)



Yes.Multiroom Service Ad
Caption reads: "Move content easily between rooms"



Purina Proplan Ad
Caption reads: "All the energy your fod needs"

Creative Ads



PAM Oil Spray Ad
Caption reads: "Less oil less casualties"
"Pam oil spray, for an precise amount of oil needed"



Tivall Toaster Popping Schnitzel Special Ad
Caption reads: "Toster popping Schnitzel. Tivall!"



Mentos Ad
Caption reads: "get only what you love. The Mentos strawberry only pack"



Honda Bikes Ad
Caption reads: "Bus fragrances are best left on the bus"



Nestle Ice cream Ad
Caption reads: "Joya, the hottest ice cream ever"

נליות
Nestle JOYA
the hottest ice cream ever



Yes. HBO Binge Ad
Caption reads: "Sleep doesn't stand a chance"
"All game of thrones episodes in one place"

SLEEP DOESN'T STAND A CHANCE
yes Binge. All game of thrones episodes in one place.

yes Binge. All game of thrones episodes in one place.



ClubMed Ad
Caption reads: "You'll never want to leave"



Domino's Pizza Ad
Caption reads: "You're going to suffer and enjoy every moment"
"Domino's Sriracha. Super spicy, super tasty"



Honda Engines Ad
Caption reads: "Fast the road forward"

When you ride a toy
You look like a toy

ACQUA ENGINE

הגיע הזמן לעבור לדבר האמיתי
התקדם עוד היום ל- CBR250R או CRF250L ותגנה מ:
 טרייד-אין במחיר מחירון
 שנתיים אחריות ללא הגבלת ק"מ
 *בכפוף לתקנון בהתאם לתנאי האחריות של היצרן.

HONDA חייבו מהבנייד: *2099

TMX
The House of Engines

דגם	דגם	דגם
דגם 1	דגם 2	דגם 3
דגם 4	דגם 5	דגם 6
דגם 7	דגם 8	דגם 9
דגם 10	דגם 11	דגם 12

דגם 1 CRF250L
דגם 2 CBR250R

יזומה להצטרף לרשת הרכיבה של הולדיוס ארץ ישראל ויהיה זכאי לטובות הנאה ולשירותי לקוחות ייחודיים.

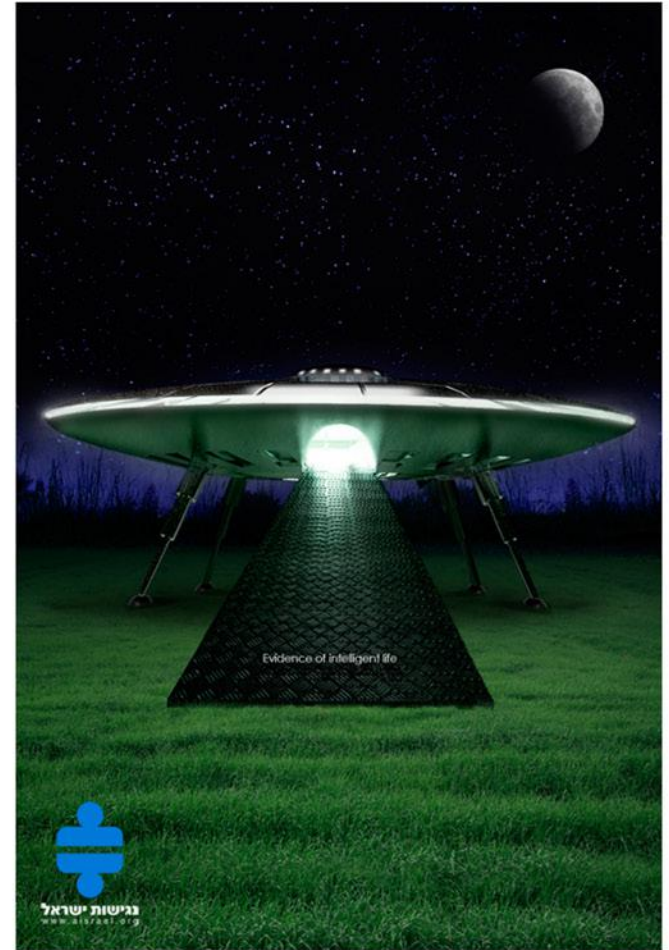
Honda Bikes Ad
Caption reads: "When you ride a toy, you look like a toy. Time to move to the real thing"



Hertz Ad
Caption reads: "Get the car you always wanted"



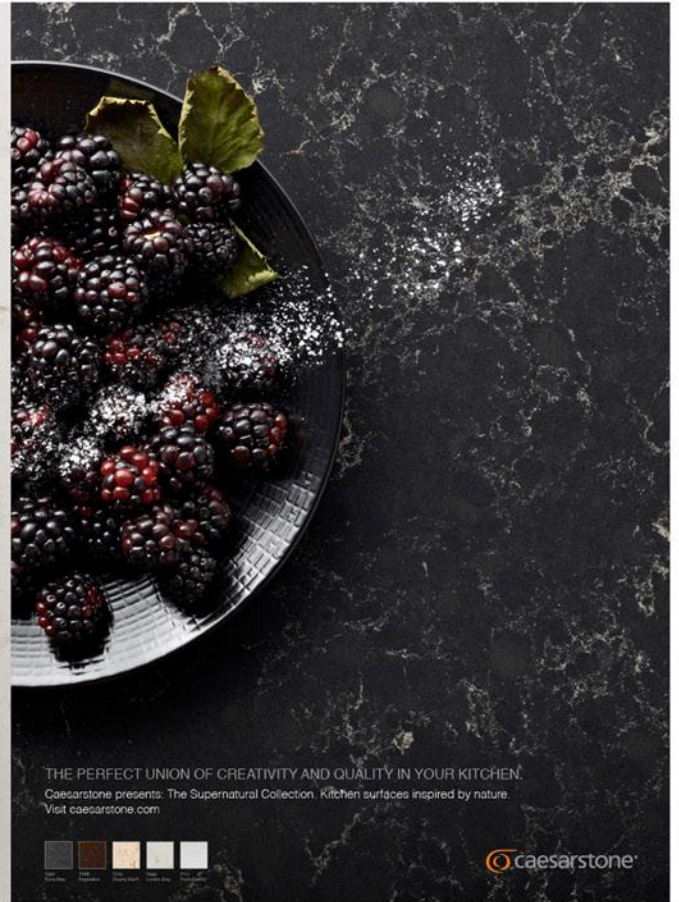
National Hockey League Ad
Caption reads: "More action than ever"



Israel Accessibility Association Ad
Caption reads: "Evidence of intelligent life"

Clubmed Special Functional Print





Caesarstone Marble Ads campaign

Caption reads: "The perfect union of creativity and quality in your kitchen."

THE PERFECT UNION OF CREATIVITY AND QUALITY IN YOUR KITCHEN.

caesarstone®

caesarstone®

caesarstone®

THE PERFECT UNION OF CREATIVITY AND QUALITY IN YOUR KITCHEN.

THE PERFECT UNION OF CREATIVITY AND QUALITY IN YOUR KITCHEN.



Probably
the best
definitely
in the world



Enjoying one,
probably good

Sharing
two
probably better

BY APPOINTMENT TO THE



Are you an athlete trapped inside a body of a pastry chef?



Do you want to get benefits fitted just for you?
Things that go great with the things you love!
Log into www.isracard.co.il, choose your interests
and start enjoying the benefits that suit you.



Do you ride your bicycle looking for the latest fashions?



Do you want to get benefits fitted just for you?
Things that go great with the things you love!
Log into www.isracard.co.il, choose your interests
and start enjoying the benefits that suit you.



Are you half bar rat and half book worm?



Do you want to get benefits fitted just for you? things that go great with the things you love?
Log into www.isracard.co.il, choose your interests
and start enjoying the benefits that suit you.



Tech



Fashion



Sports



Food



Family



Travel

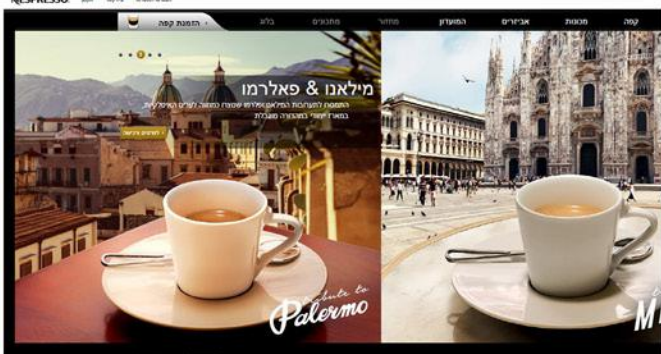


Music



Entertainment

Nespresso Moments integrated Campaign



View a single Nespresso moment

View the "behind the scenes"

AQUAIR TRANSFOAM Campaign



AR prize-winning gaming experience machines designed for the launch of AQUAIR FOAM SHAMPOO. We redesigned the touch screen beverage machines for our gaming needs.

The machines were placed all over Shanghai subway stations letting players "transfoam" their heads and chance to win free foam shampoo bottles on the spot.

The experience was also available on mobile devices.

[View user experience](#)



AQUAIR BUBBLE UP! 泡沫叠叠高



The second interactive campaign for the new AQUAIR foam shampoo. As the first campaign was highly successful, Shiseido expanded the campaign across China. We created new machine designs and a new game for the users to play for prizes and experience the foam shampoo's benefits and fun.

As before, the experience was also available on mobile devices.

Nestle Ice Cream Integrated Campaign



Nestle ice cream "The happiness trail" commercial

[View Commercial](#)



Fanta "F-balls" launch campaign



View 3 Add-on transition spots

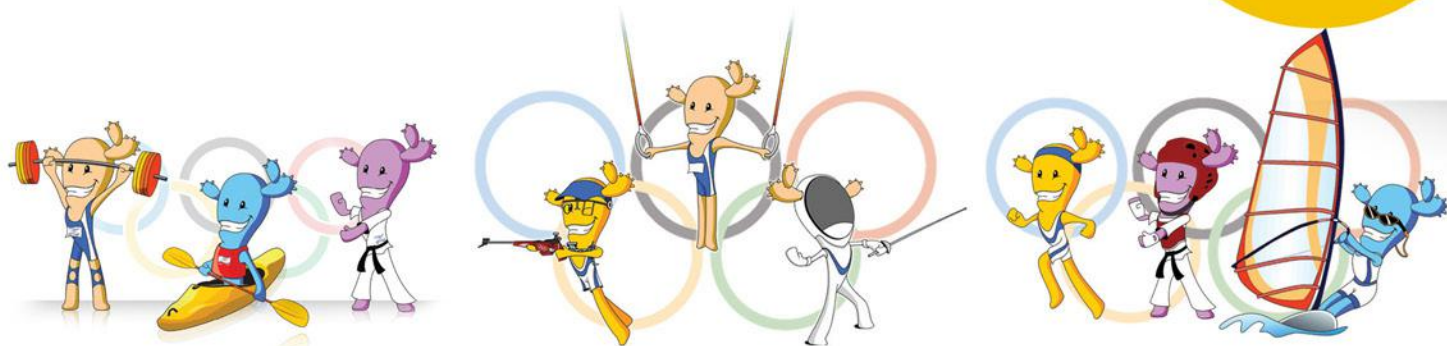
"Coca-Cola" and the shape of the contour bottle are registered trademarks of the Coca-Cola company

אל תבידו לא לכיף

לא אמרם לא לכיף



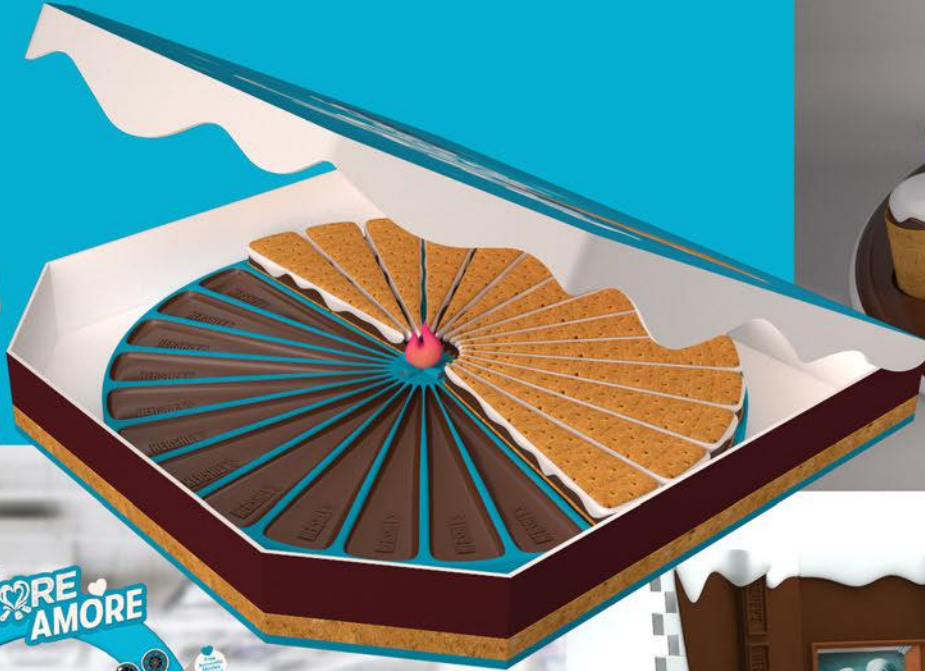
First ever Israel olympic mascot design



In association with

SAMSUNG

Merchandise Design & 3D





WARNING: CHOKING HAZARD - Small Parts.
Not for children under 5 years of age.

WARNING: CHOKING HAZARD - Small Parts.
Not for children under 5 years of age.

TOP5

02 | 2014
FEB

Go Back
To Main website

Monthly
OnLine-up

Check Out
Other Products

Download
Discount App

Watch
Commercial

MAYBELLINE
NEW YORK

01 Watch Commercial

BACK
TO MAIN



TOP5
02 | 2014
FEB

MAYBELLINE

MAYBEBOX
BY MAYBELLINE NEW YORK

MAYBELLINE
NEW YORK

את יודעת מה את אוהבת ומה לא.
אבל אולי היגיע הזמן לנסות לבדום חדשים!

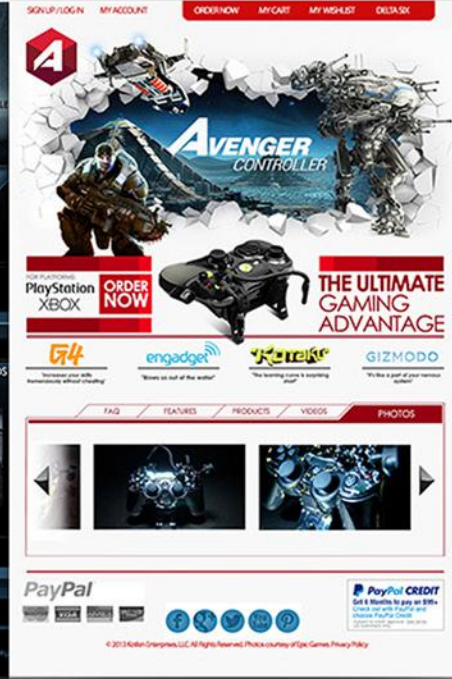
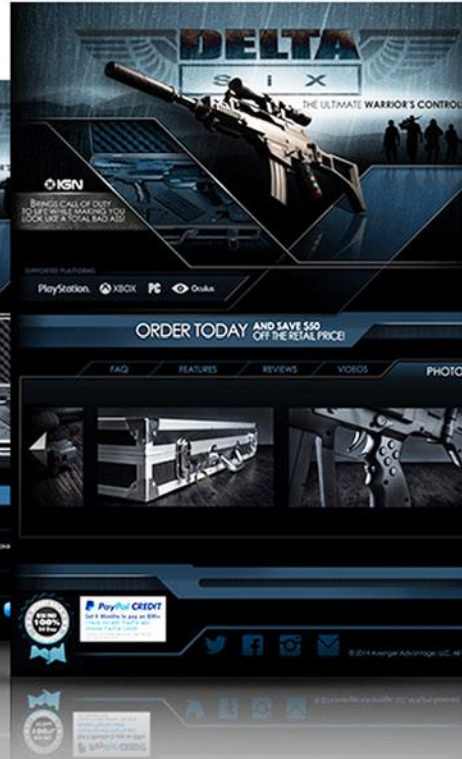
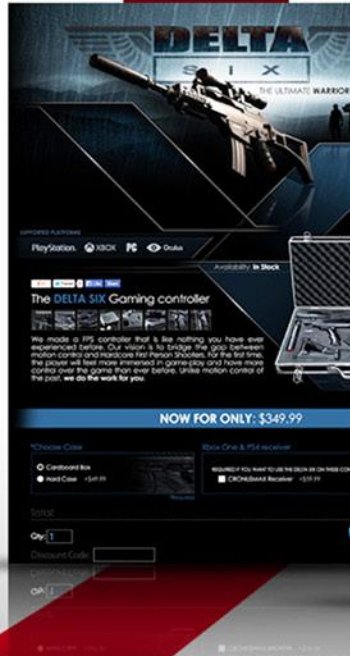
טוני איינאו
באדינג

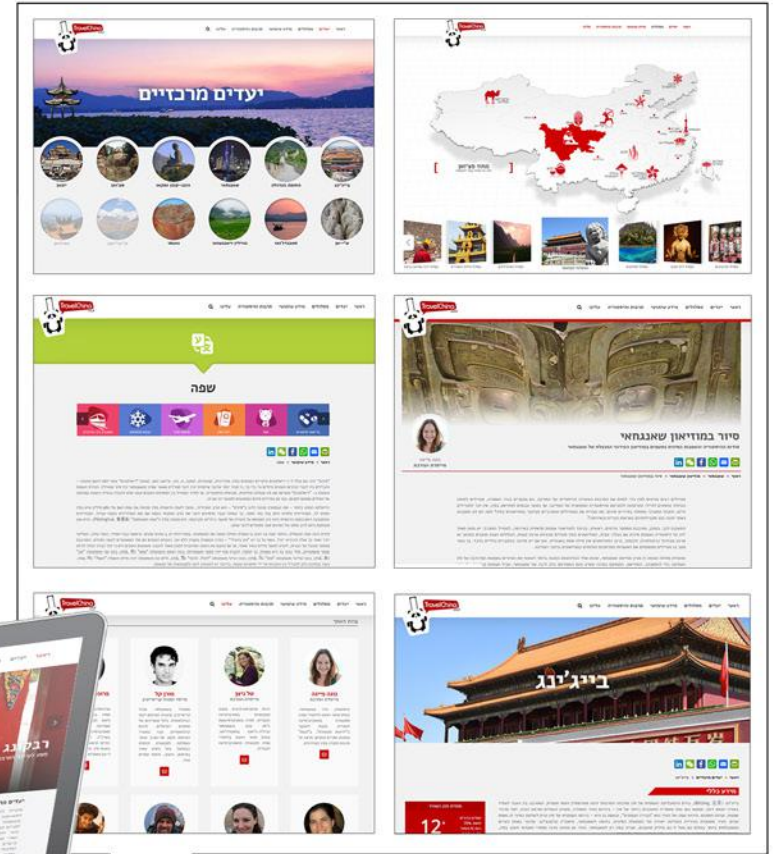
נטיה קוסמסקי
במחפז נצריה

שלימות מלכה
בזנועה קרן

קומו גם תוכלו ליהנות מהמבצע עם קניית כל מוצרינו!
אפשרות לנסות לבדום לראות ולחנות
במחפז נצריה בלבד. לנסות לבדום חדשים! יש לך זמן!

Website designs for gaming





More web and App designs



Loacker Online game / contest design



Rootswitch App Design

Rootswitch year II App Design



Pfizer Irritable Bladder App Design



Chevrolet Spark launch contest platform

Yes satellite emotions campaign artist platform



UNIQLO Lab web and H5 design

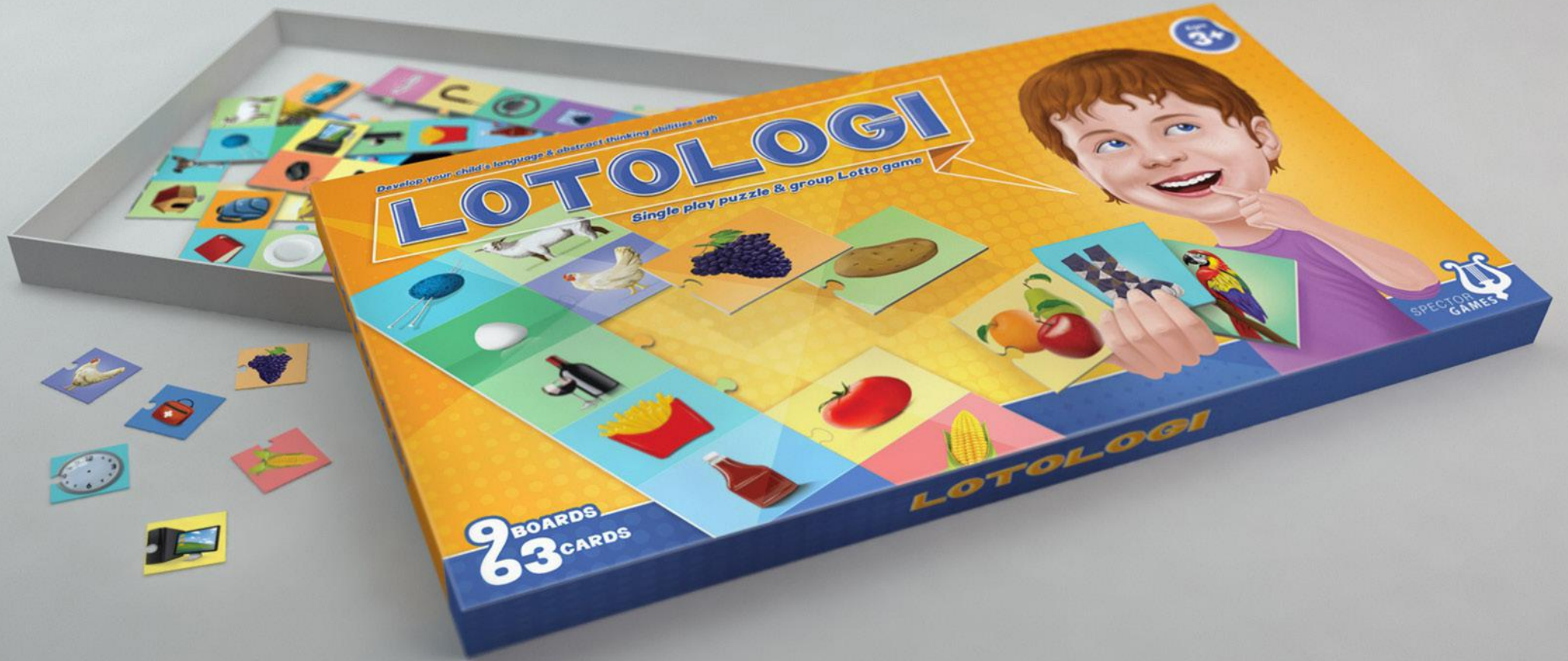


Huawei "Hair Toss" 360 H5



Domino's "All Star" campaign contest web platform





Logo designs for various clients & needs



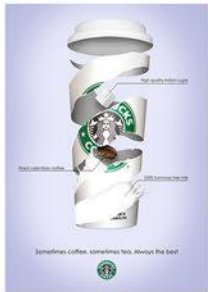
Rootswitch



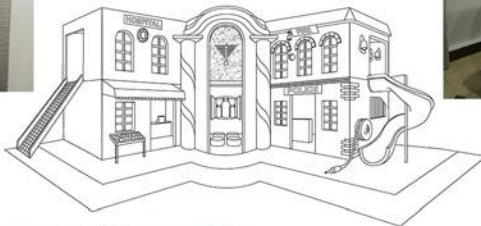
CUNEO PORK



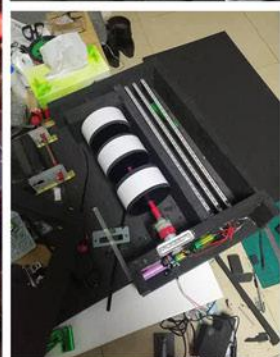
Various digital design projects and elements



Interior Design & Display



Personal costume designs



Sketch samples

