

CCDLG?	_____	P.03
WHAT WE DO	_____	P.11
CREATIVE SERVICES	_____	P.21
CONTENT PRODUCTION	_____	P.28
DIGITAL SERVICES	_____	P.33



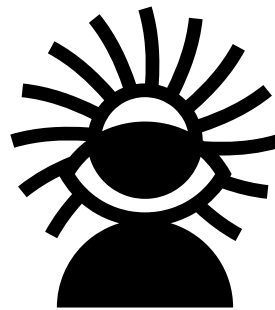


we craft ideas, strategies, things and images.

CREATING FROM A HIGHER MIND

We are a **360° agency** based in Paris, Marseille, Rome and Tunis, **crafting everything** from multi-media digital content, photography campaigns, set design, objects and rituals.

We accompany you across **all stages of your creative development** to **express** how your brand **authentically** feels to a wider audience.

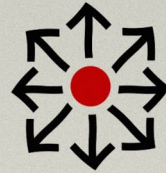


We guarantee:

Creative solutions: each client, each challenge is unique. We offer tailored problem-solving for success. We thrive on out-of-the-box ideas and unconventional strategies.

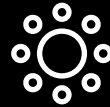
Technical excellence: we only work with top-tier visual and sound technicians. We nurture long-term collaborations with a team of trusted professionals.

Peace of mind: you can trust the job will be done exploring its full potential, while cultivating calmness, honesty and efficient communication. We build bridges between creative teams, production and marketing.



**A BEADY EYE
KEPT ON THE
ZEITGEIST AT
ALL TIMES,
CCDLG
DRAWS,
CRAFTS,
AND CREATES
WITH
MINDFULNESS**

Mindfulness is a spirit and Creativity is power.



MINDFULNESS (noun) / maɪnd . fəʃ . nəʃ / a mental state and a work ethic, mindfulness is the ability to infuse intention into everything, from the smallest details to the bigger picture.

- **The message we put out in the world.**
We strive to create enlightening content that will uplift our clients and connect them to their customers.
- **Our brand culture.**
How we partake and contribute to the growth of collective consciousness and business ecosystems.
- **Our clients,.**
their feelings and unique vision.
We cultivate a healthy relationship with clear objectives and communication.
- **Our team.**
We care about the spirit, motivation and well-being of the people we work with.
- **Growth.**
We empower talents, businesses and customers in their journey.

WHAT WE DO ?



CREATIVE SERVICES

ART DIRECTION
COSTUME DESIGN & STYLING
SET DESIGN
SOUND DESIGN
STORYBOARDING



CREATIVE STRATEGY

CONTENT STRATEGY (& PRODUCTION PLANNING)
BRANDING (& VISUAL ID)
PRODUCT STRATEGY (& DESIGN)



CONTENT PRODUCTION

VIDEOS
PHOTOS
ILLUSTRATION
ANIMATION

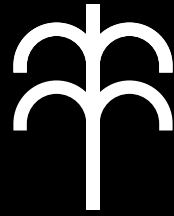


DIGITAL SERVICES

GRAPHIC DESIGN
MOTION DESIGN
UX & UI
BRAND CONTENT & ASSETS

OUR  TEAM
BRINGS TOGETHER
EXPERTS  ON
SOCIAL  MEDIA,
STRATEGY,  DESIGN
AND  PRODUCTION
WHO UNDERSTAND
POP  CULTURE,
YOUTH, CONSUMER
C U L T U R E
AND TRENDS  TO
DELIVER  CONTENT
THAT  MAKE  A
D I F F E R E N C E .





**CREATIVE
SERVICES**





Creative Services

Art Direction

We **transform ideas into impactful visuals** that deliver tangible results.

We provide **precise creative guidance** and leadership to ensure that every visual element, aesthetic choice, and artistic decision stays updated on design trends and **resonates with the goals** and objectives of our clients.

We mindfully **foster collaboration**, maintaining brand consistency, solving challenges, ensuring quality and managing projects effectively.



Creative Services

Set Design

We establish the mood, atmosphere, and **visual language of a scene**, collaborating closely with art directors and clients.

We approach every project with meticulous attention to details and a passion for creating **immersive environments**.

A well-crafted set has the power to transport audiences into different **worlds**, evoke **emotions**, and enhance storytelling.

Whether you have a clear vision or just an intuition, our team is here to bring your ideas to life.



Creative Services

Props Styling & Design

We furnish a set with unique and **carefully curated items**.

We take pride in our **extensive collection of rare objects**. These treasures are carefully sourced from various places, including flea markets, thrift stores, and even nature itself.

We also **handcraft** special objects in our studio to enable the **creative vision** to be **translated** into every detail of the set.

Each **object holds a story** of its own and infuses a sense of authenticity and uniqueness into every project we undertake.







La Gazzetta dello Sport

L'Inter rinata Regole e sudore: il fattore Spalletti

SVEZIA, A NOI DUE
Italia, poteva andare peggio
Playoff di ritorno a San Siro

CHAMPIONS: IL CITY PRIMA DOMINA POI TREMA (2-1)

NAPOLI CHE PECCATO



Creative Services

Sound Design

Crafting immersive atmospheres for impactful auditory experiences. We ensure that every sound enhances the overall narrative.

- Custom music composition
- Unique and tailored soundscapes
- Foley and sound effects
- Dialogue clarity
- Advanced audio editing technology
- Precise synchronization with visuals
- Calibration to industry standards and specifications



Creative Services

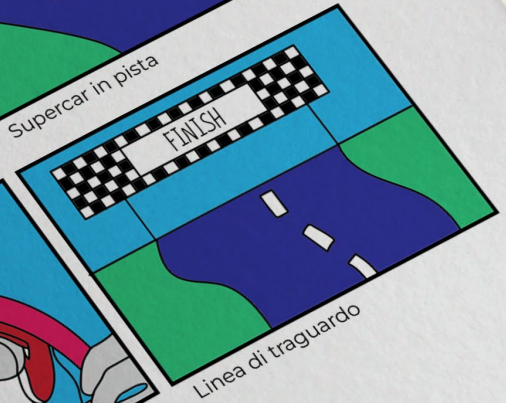
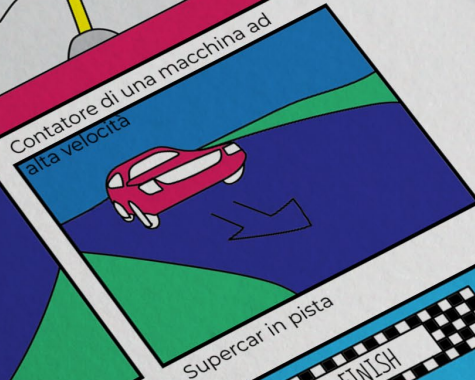
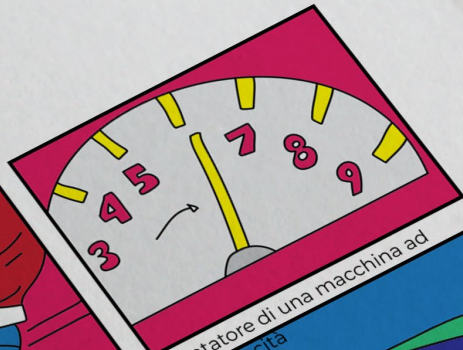
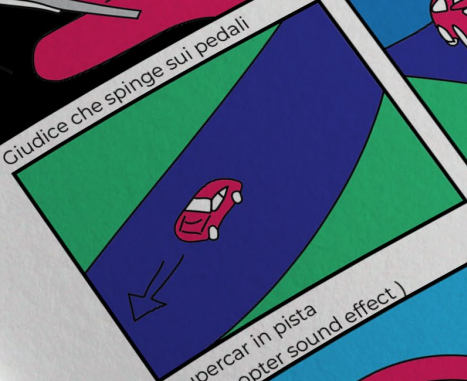
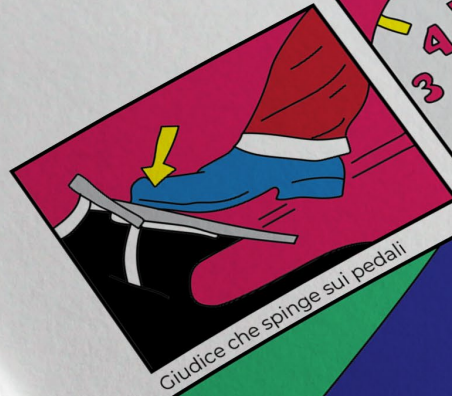
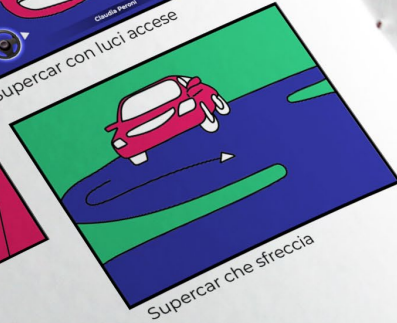
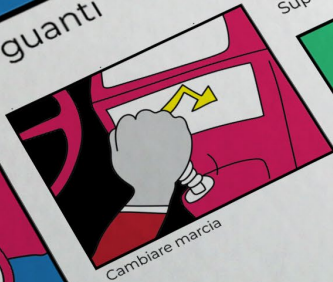
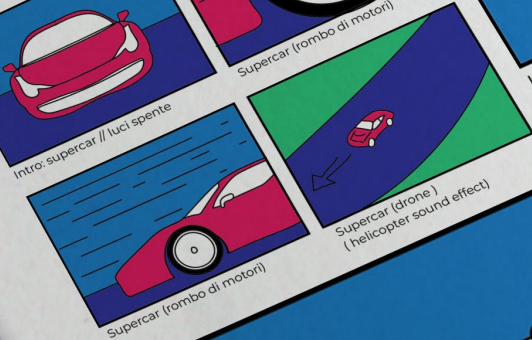
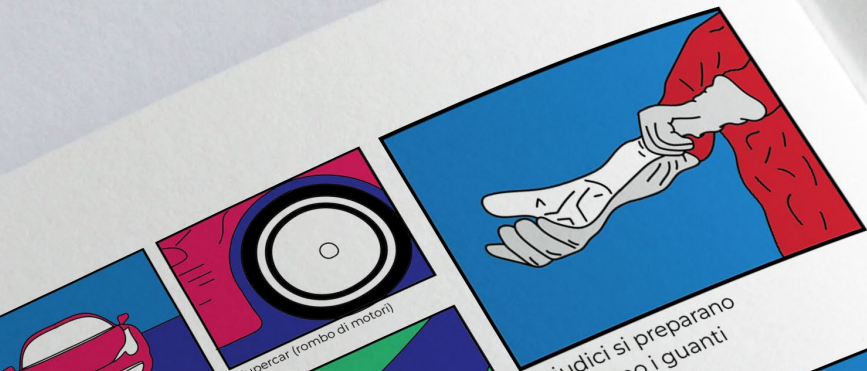
Styling and Costume design

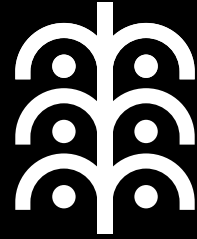
We curate looks that tell a story and capture the **essence of a person or character**.

Our stylists work closely with models, actors, musicians, directors and clients to understand their unique personalities, preferences, and objectives, with a keen eye for detail and a deep understanding of trends and style.

Creative Services

Storyboard





**CREATIVE
STRATEGY**

Creative Strategy

Content Strategy

Together, we will work to determine the most relevant strategy to apply, including content such as videos, infographics, illustrations, podcasts based on your target audience's preferences and your objectives

We believe that content should be appealing, aligned with brand values and the zeitgeist.

We conduct in-depth research and analysis to identify key insights, market trends, and opportunities that will inform our strategy.

Which includes:

- production planning and calendar
- content marketing requirements
- content formats
- broadcast channels
- posting frequency



Creative Strategy

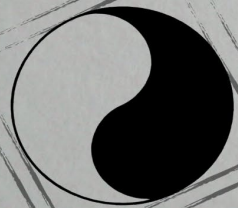
Branding

We guide and **shape the creative vision** of your brand, ensuring consistency, cohesiveness, and a strong visual identity across **all touchpoints**.

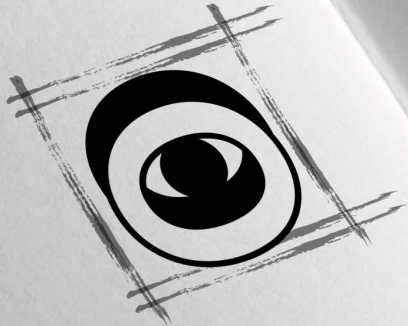
From concept development to execution, our art directors oversee the entire creative process.

We make sure that every visual element aligns with your brand's essence and objectives.

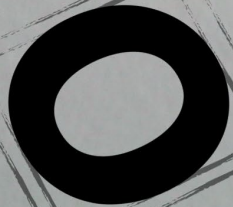
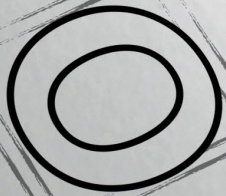
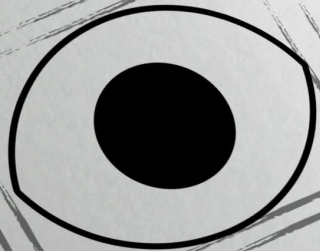




-rignes



-rignes



-rignes

Creative Strategy

Product strategy

We take pride in creating products that are visually appealing and functional. Our holistic approach brings together cross-functional teams to achieve clients' goals.

Market research

Inform design decisions with industry and user insights

Conceptualization

Prioritize customer satisfaction
Generate ideas aligned with client goals and market needs.
Ensure design consistency with the client's brand.

Prototyping, aesthetic and functional integration

Visualize and test product functionality through prototypes.
Balance design and functionality.

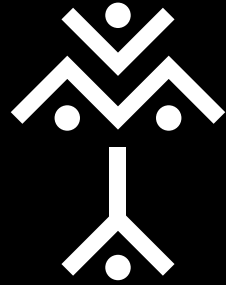
Sourcing for materials, suppliers and manufacturers

Consider materials and suppliers as well as processes for viability.

Feedback and testing

Refine and improve based on user feedback and testing

**AS A TEAM OF
PASSIONATE
CREATIVES  AND
STRATEGIC
THINKERS, WE BRING
TOGETHER
ARTISTRY,  VISION,
AND  MARKETING
EXPERTISE  TO
CREATE POWERFUL
BRAND
EXPERIENCES.**



**CONTENT
PRODUCTION**

Content Production

Videos

Horizontal, squared, vertical - no matter the format, we value **technical excellence** and a deep understanding of the unique requirements and possibilities of content creation.

With our state-of-the-art equipment, experienced videographers, AI experts and skilled post-production team, we are dedicated to delivering high-quality videos that make an **impact**.

Content Production

Photo

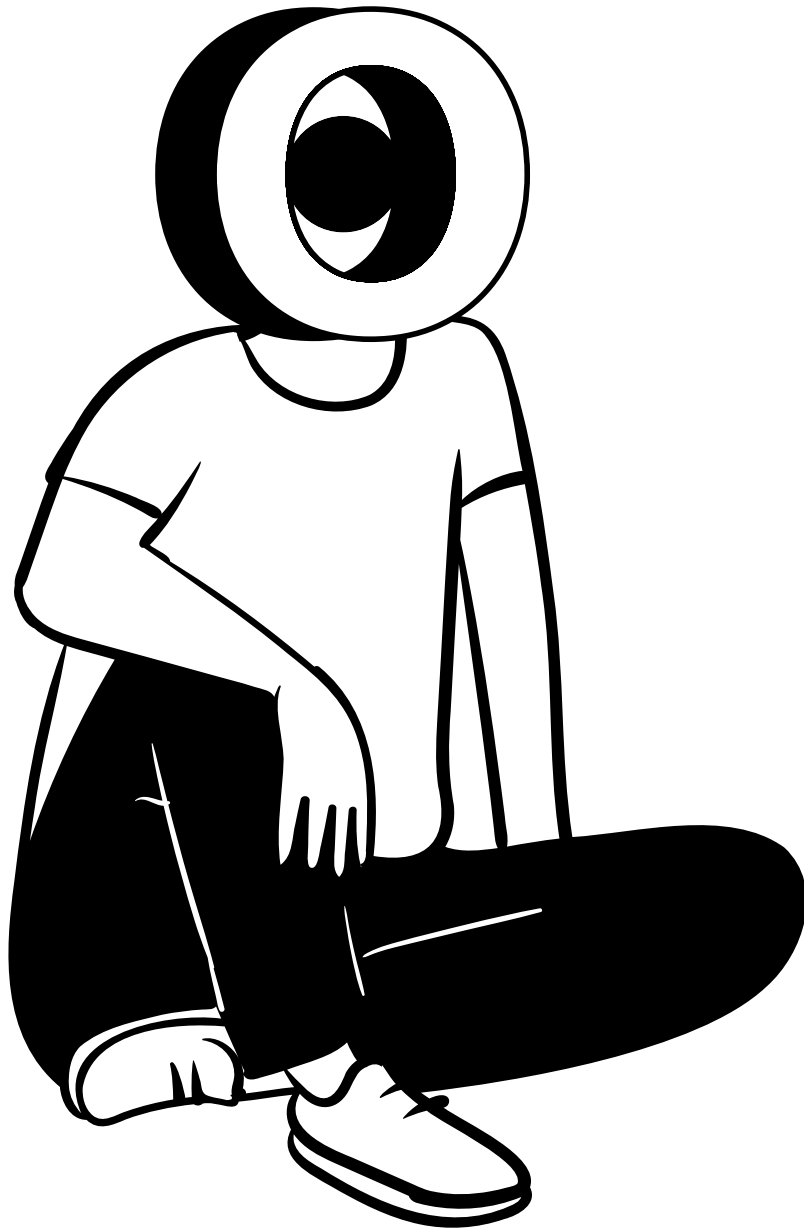
From film to digital photography , we work across **many techniques**, while staying **digitally adaptive**.

We are drawn to non-traditional faces and styles, with the aim of showcasing new beauty standards and celebrating all cultures. Photography has the power to shape perceptions and inspire change.

Through our lens, we strive to create imagery that challenges norms, **sparks conversation**, and celebrates the beauty and individuality of every subject.







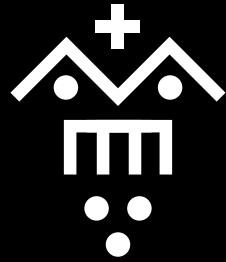
Content Production

Animations and Illustrations

We **draw your ideas into existence** and allow your brand to **convey complex concepts**, and engage your audience in a visually compelling way.

Our skilled animators, illustrators, and motion designers are **experts in their craft**.

With a keen eye for detail and a deep understanding of various styles, from whimsical and playful to sleek and modern.



**DIGITAL
SERVICES**

**Digital
Services**
Graphic Design



**We're here to bring life
to every idea
you envision through
captivating visual
expression**

Digital Services

UX & UI

We design every interaction to **foster engagement and ease of use.**

Visual elements are thoughtfully curated to enhance the sense of immersion, while **guiding users throughout their journey.**

We understand the needs of your audience and **craft intuitive digital journeys** that resonate with them. By empathizing with users and leveraging industry best practices, we create **seamless and enjoyable experiences.**



Digital Services

Brand Content & Assets

We create powerful assets to upscale and promote your business.

Purposeful visual and non-visual elements that help you tell your **brand's story** or reach a **strategic goal**.

- **Branded Materials:**
Business cards, letterheads, packaging, display units, etc.
- **Digital Assets:**
Graphics, banners, tokens and other visuals tailored for online platforms and social media
- **Branded decks:**
Goal-oriented comprehensive documents for investors, clients or team management







CCDLG

MINDFUL
CREATIVE AGENCY

We deliver **high quality** content and curate offline and online experiences in collaboration with **creative** artisans, and always with **innovative** and **impactful** storytelling

More than just a creative agency, **CCDLG** is a global network with an **interdisciplinary** approach empowering and uplifting young talent within africa and europe, increasing diversity and sparking meaningful representation within the **visual landscape.**



Dr. Sheffield's
NATURAL TOOTHPASTE

UNIVERSAL

Reebok

SODASOUND

Polydor

RAINS

DIOR

Yalla
TIZERS

SEINE ZOO
RECORDS

BACK
IN TH
DAYZ

YARD

LIVE NATION

Mille

DOR DADA
RECORDS

Leica

wimage

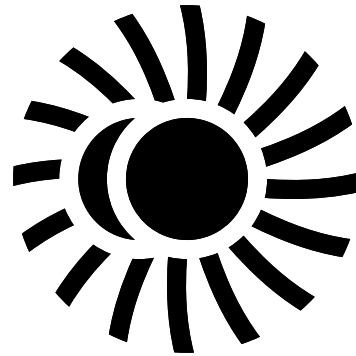
TALENT.

MODA OPERANDI

JO MALONE
LONDON

-rignes

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