

**RED  
BIRD**

**A little bit  
above**

**Portfolio**

**RED  
BIRD**

**A little bit  
above**

# About us

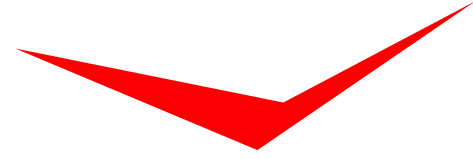
At Red Bird, we believe creativity should fly a little higher. We are an independent creative studio that transforms ideas into stories, and stories into memorable brands.

**Our work spans branding, advertising, packaging and digital communication**—always guided by curiosity, bold thinking and a drive to connect with people in meaningful ways.

We don't just design or write—we build experiences. **From crafting a brand's voice and identity to developing campaigns that live across billboards, social media, and packaging, we focus on solutions that are both imaginative and effective.**

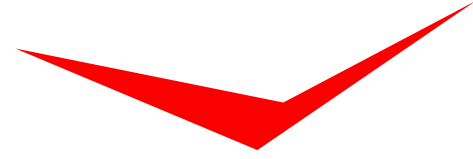
Every project in this portfolio is a reflection of our philosophy: to go a little bit above—bringing together strategy, craft and playfulness to create work that lasts.





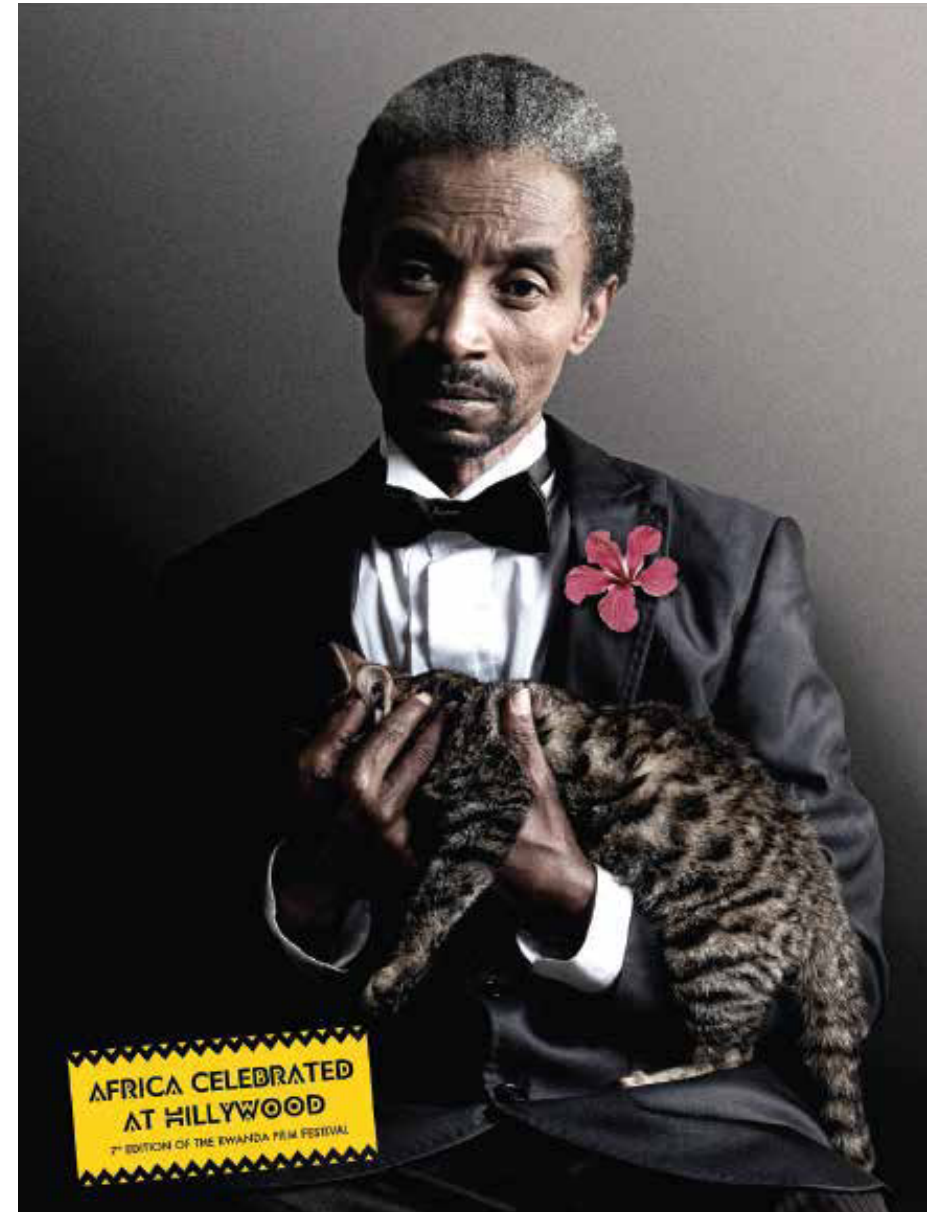
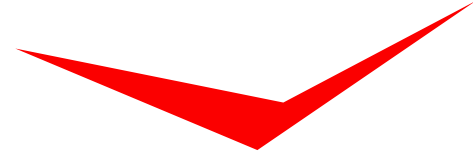
## Cheetah (Heineken Rwanda)

Outdoor campaign  
Heineken  
Year: 2025



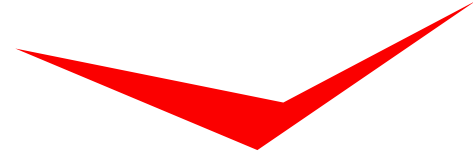
## Cheetah (Heineken Rwanda)

Outdoor campaign  
Heineken  
Year: 2025



## Rwanda Film Festival 2013

Advertising campaign  
Rwanda Film Festival  
Year: 2013



***Together we  
believe***

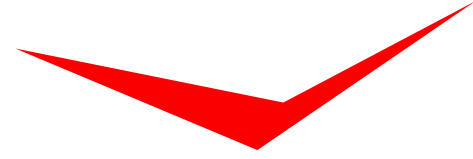


***Together joy is  
amplified***



## MTN Rwanda

Outdoor campaign  
Heineken Rwanda  
Year: 2014



**Kimpango wako**

Pata chaguo lako la taarifa za habari, michezo na burudani, muziki, RBT na kadhalika ukiwa na Vodaflava

Piga \*149\*01#

**kazi ni kwako**

vodacom.co.tz

**Kimpango wako**

Pata kitu roho inapenda

Pata chaguo lako la taarifa za habari, michezo na burudani, muziki, callertune na kadhalika ukiwa na Vodaflava

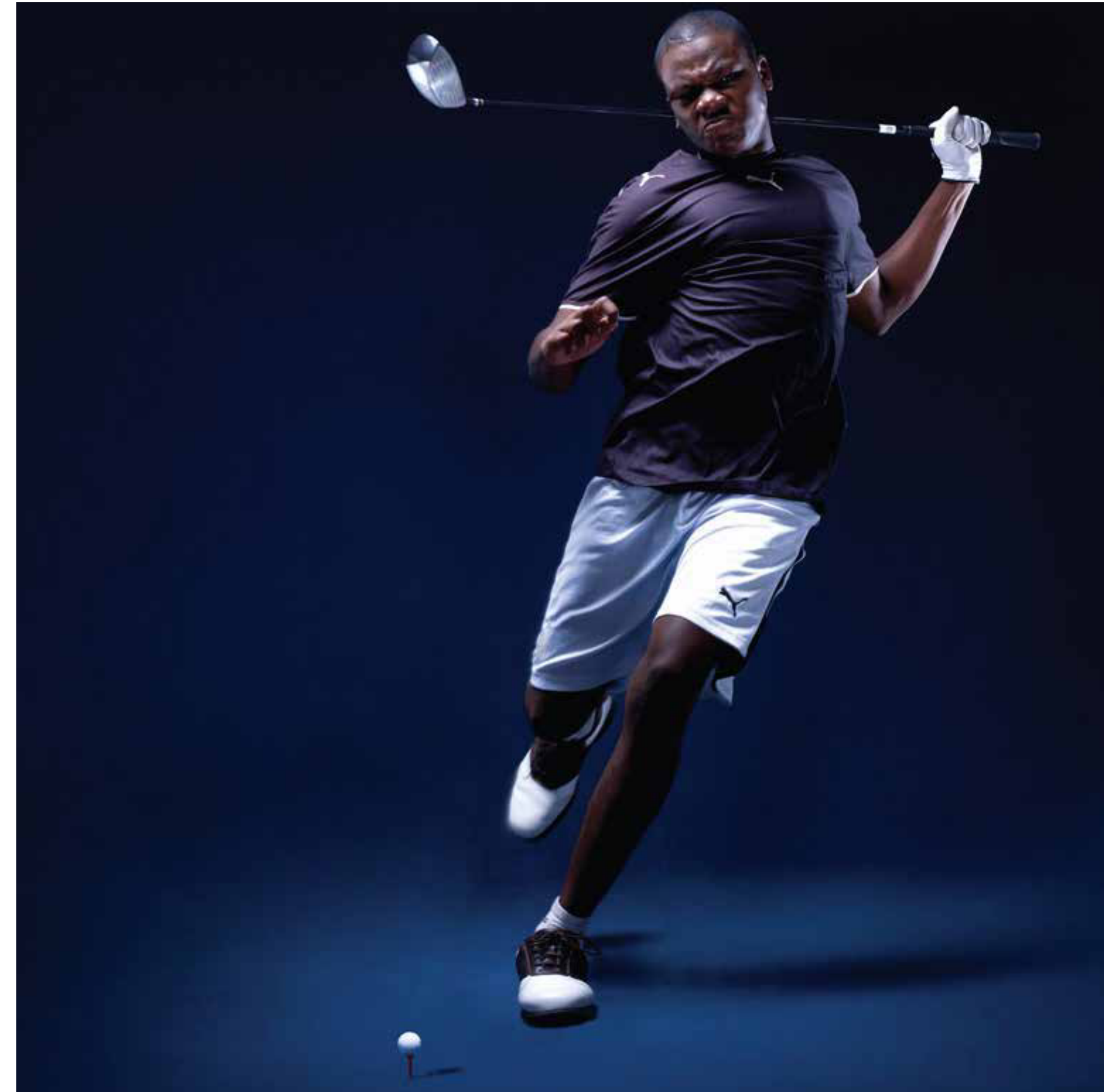
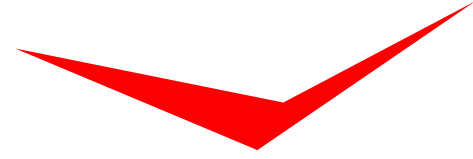
Piga \*149\*01#

**kazi ni kwako**

vodacom.co.tz

## Vodafone Tanzania

Outdoor campaign  
Vodafone  
Year: 2014

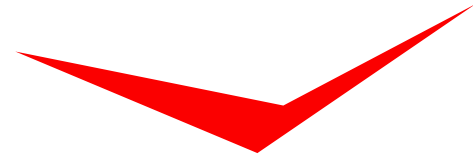


## Tigo Ghana

Outdoor campaign

Tigo

Year: 2007



Reason to smile #8

**FEEL AT HOME EVERYWHERE**  
with Tigo 45:)

**DIAL \*244#**

Call  
all networks  
in Rwanda for  
**Rwf 45\***

Compatible  
with Vuga Pack

smile,  
you've  
got

tigô

Like us on

## Tigo Rwanda

Outdoor campaign  
Tigo  
Year: 2014

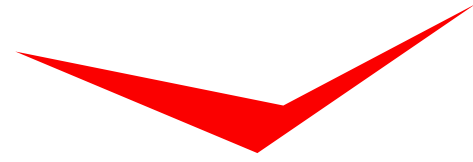
Impamvu yo Kumwenyura #3

**Vuga nta mpungenge :)**  
Ku murongo uhendutse  
Ohereza SMS kuri 7100

**10 SMS**

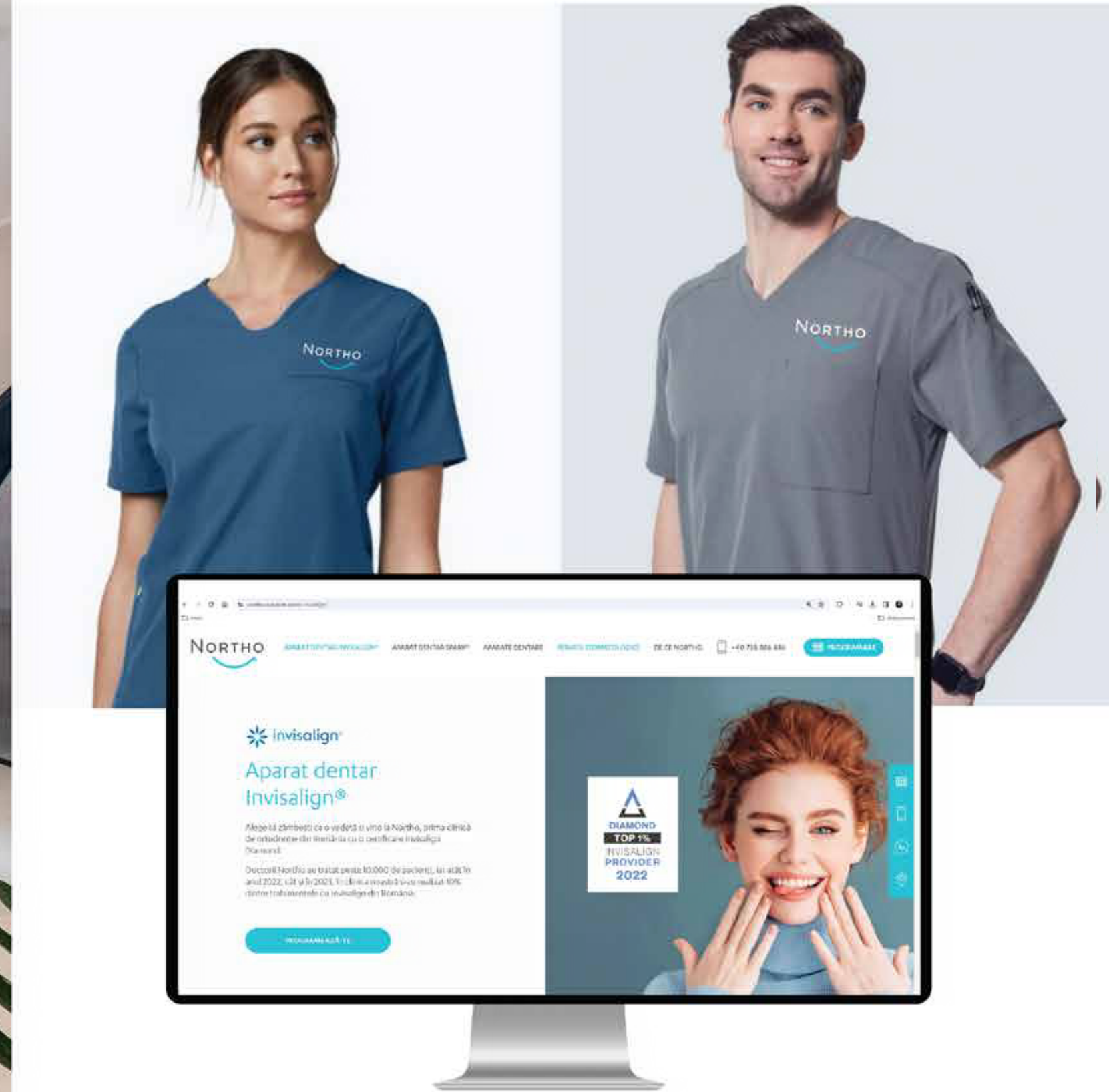
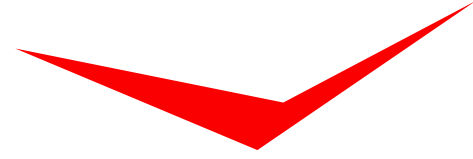
**10 Minutes**

**100RWF**



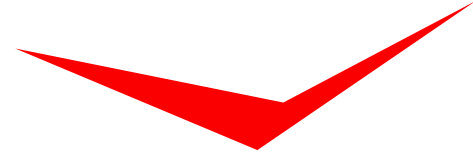
## GSW app

Branding  
Global South News  
Year: 2024



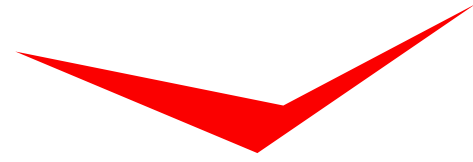
# Northo Dent

Branding  
Northo Dent  
Year: 2024



## IceDay

Branding  
IceDay  
Year: 2024

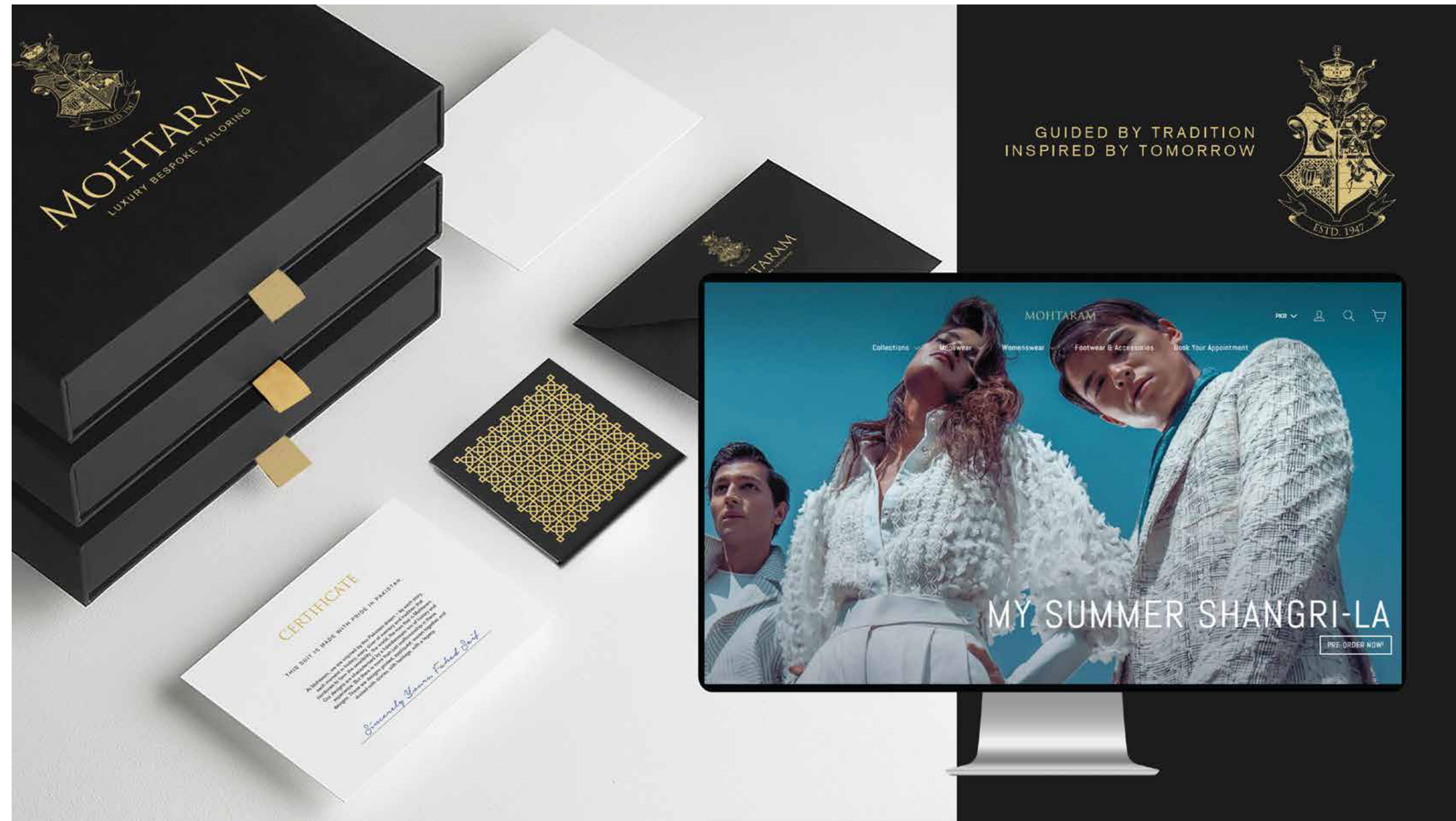
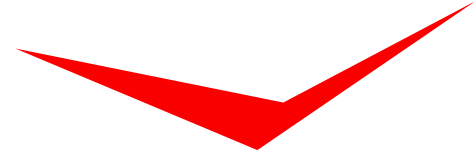


  
**ARROWCOPTER**  
RIDE THE SKY



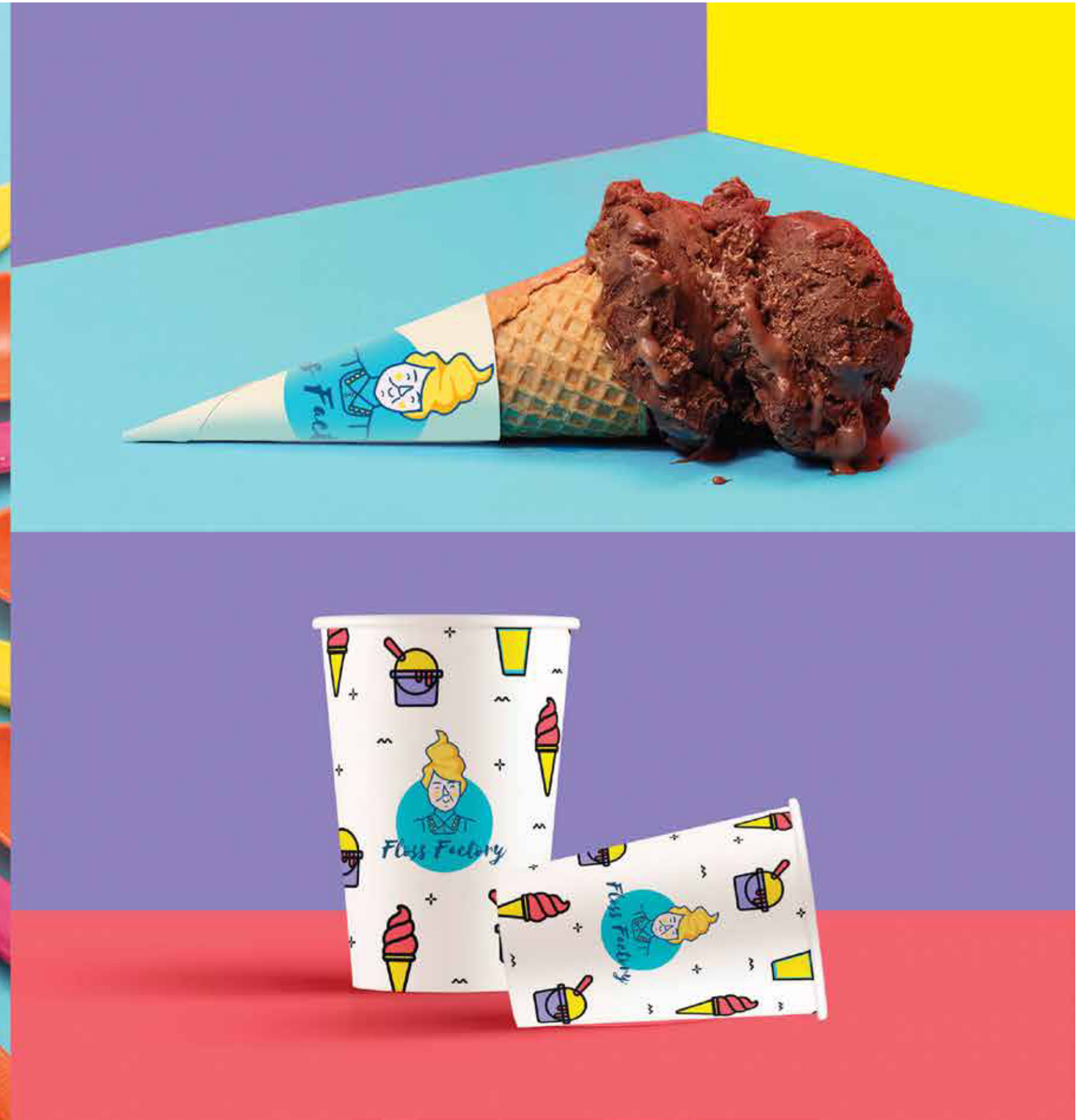
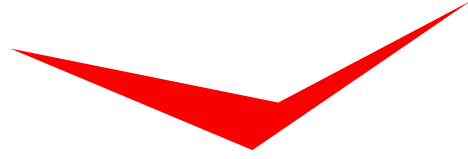
# ArrowCopter

Branding  
ArrowCopter  
Year: 2023



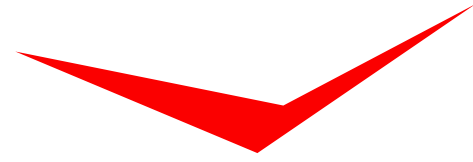
# Mohtaram

Branding  
Mohtaram Pakistan  
Year: 2021



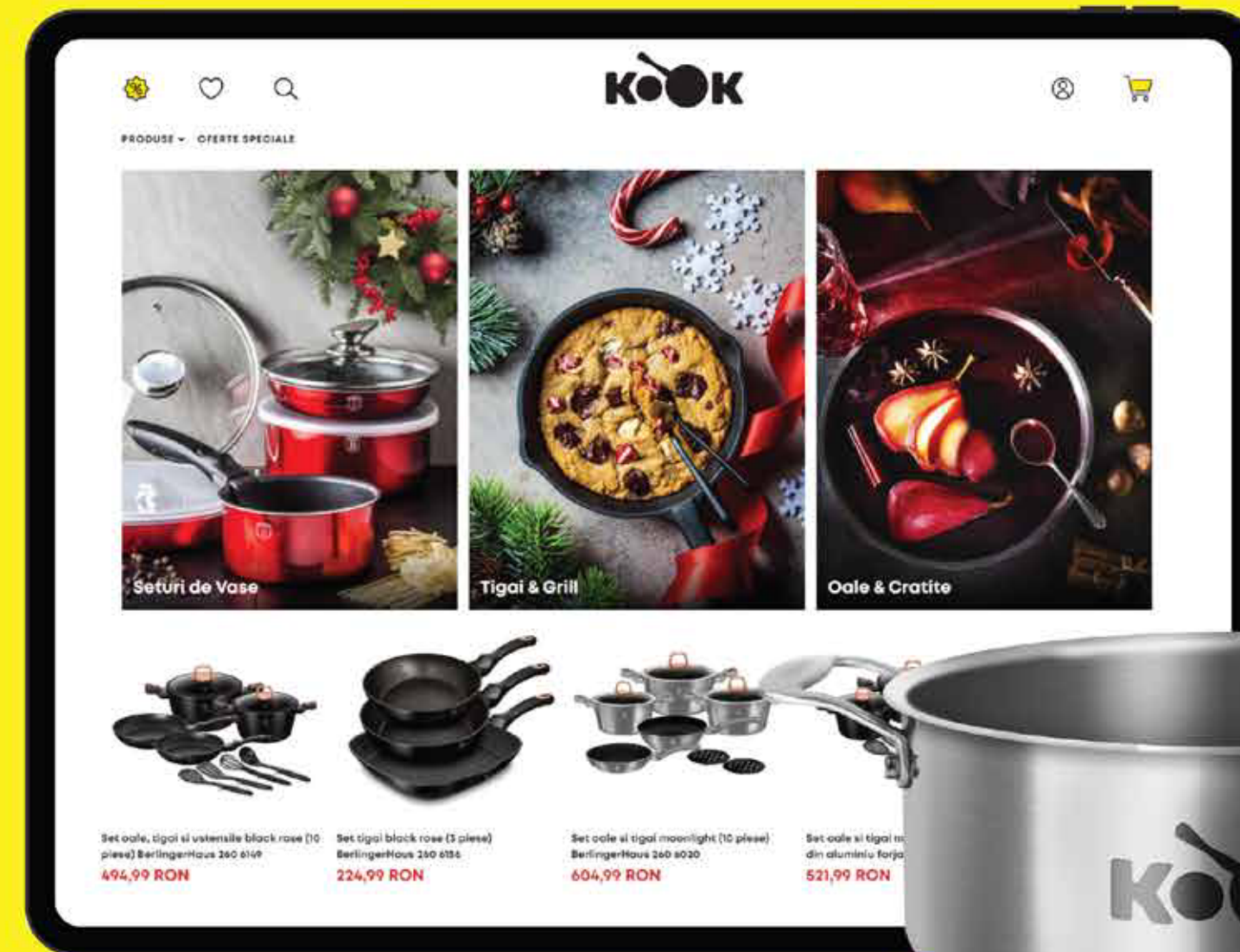
## Floss Factory

Branding  
FF  
Year: 2021



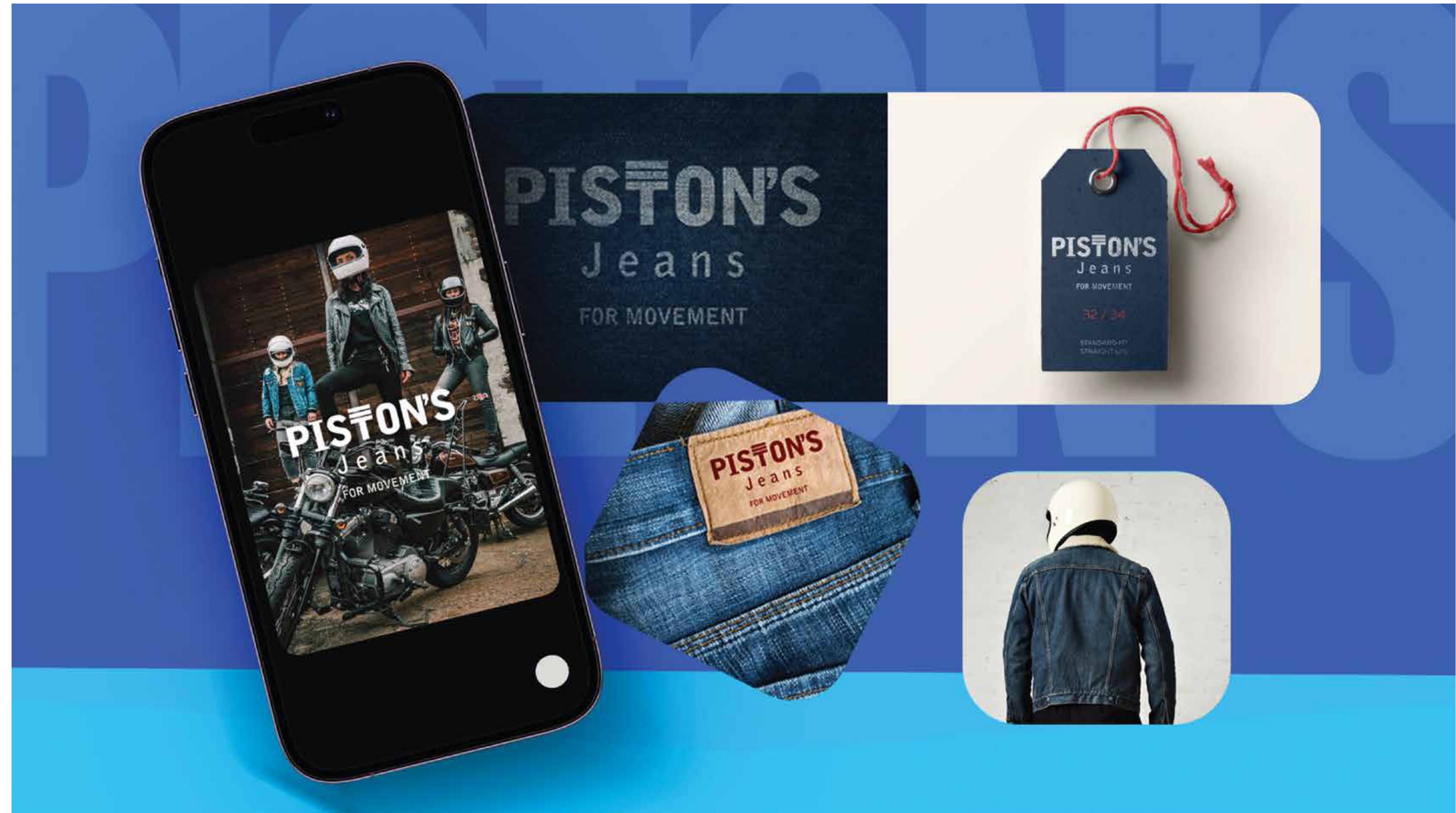
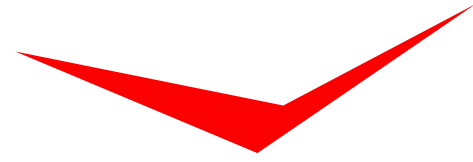
# KOOK

Give your kitchen  
a new look



## Kook

Branding  
OalesiTigai  
Year: 2022

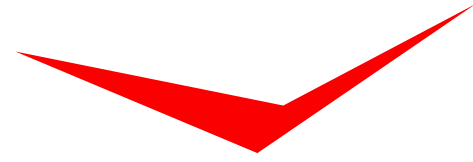


# Piston's

Branding & Naming

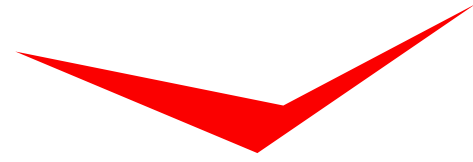
Piston's

Year: 2022



## Reteaua Medicala Sfanta Maria

Branding  
Sfanta Maria  
Year: 2022

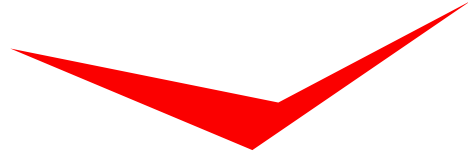


# Fitwist

Branding & Naming

Fitwist

Year: 2022

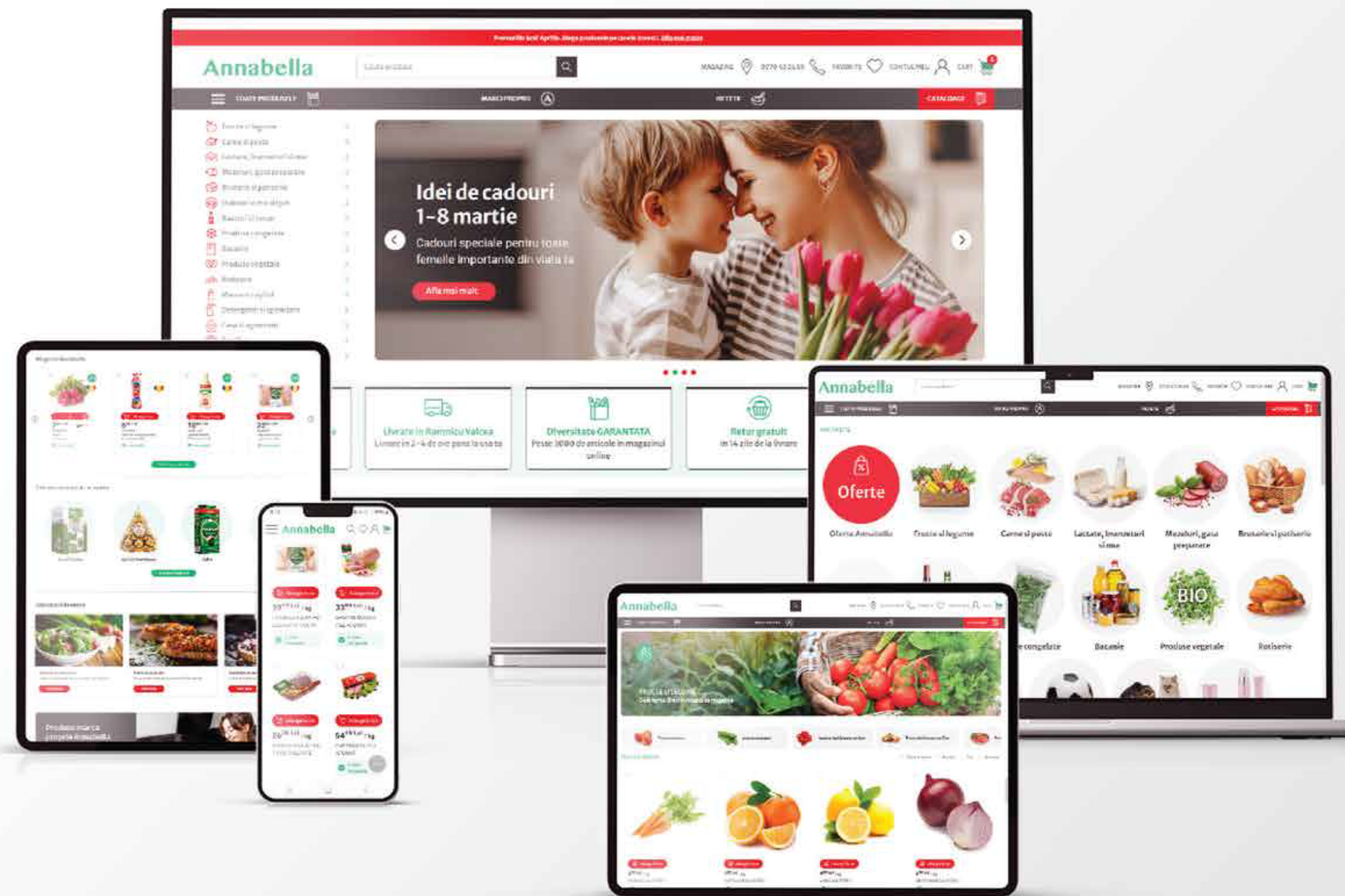
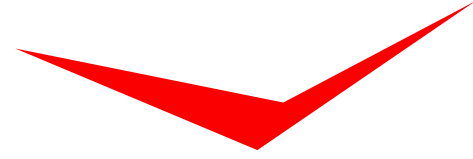


UX/UI DESIGN, PROGRAMMING  
PRODUCT PHOTOGRAPHY

www.ior.ro

# IOR

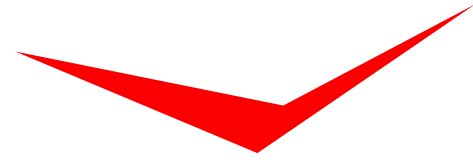
Website  
Fitwist  
Year: 2023



[www.annabella.demo.ro](http://www.annabella.demo.ro)

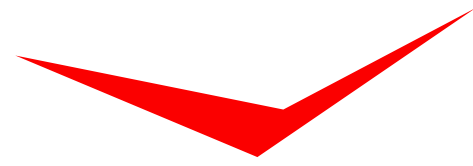
# Anabella

Website  
Anabella  
Year: 2023



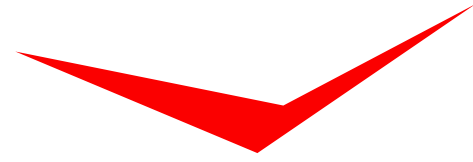
## Legend (Heineken Rwanda)

Outdoor campaign  
Heineken Rwanda  
Year: 2014



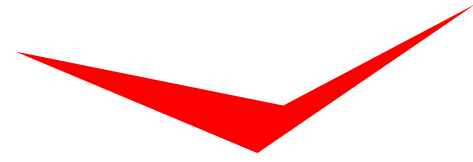
# Tuborg

Social Media Campaign  
Tuborg Romania  
Year: 2022



# Tuborg

Social Media Campaign  
Tuborg Romania  
Year: 2022



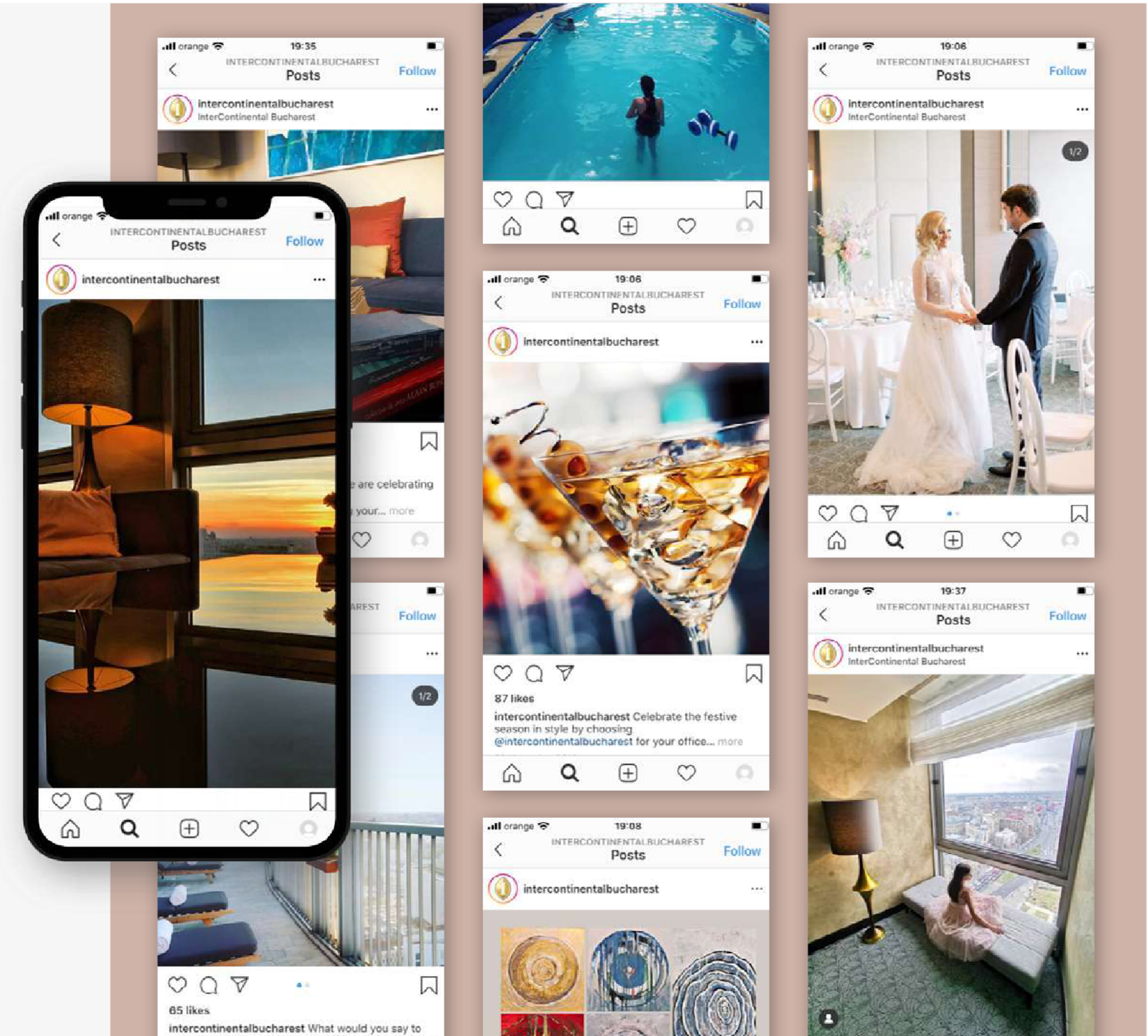
# Tuborg

Social Media Campaign  
Tuborg Romania  
Year: 2022



# InterContinental Instagram Page

Content Strategy  
Account Management  
InstaGrow



## Intercontinental

Social Media  
Intercontinental  
Year: 2018



# In the know

Bucharest hidden gems

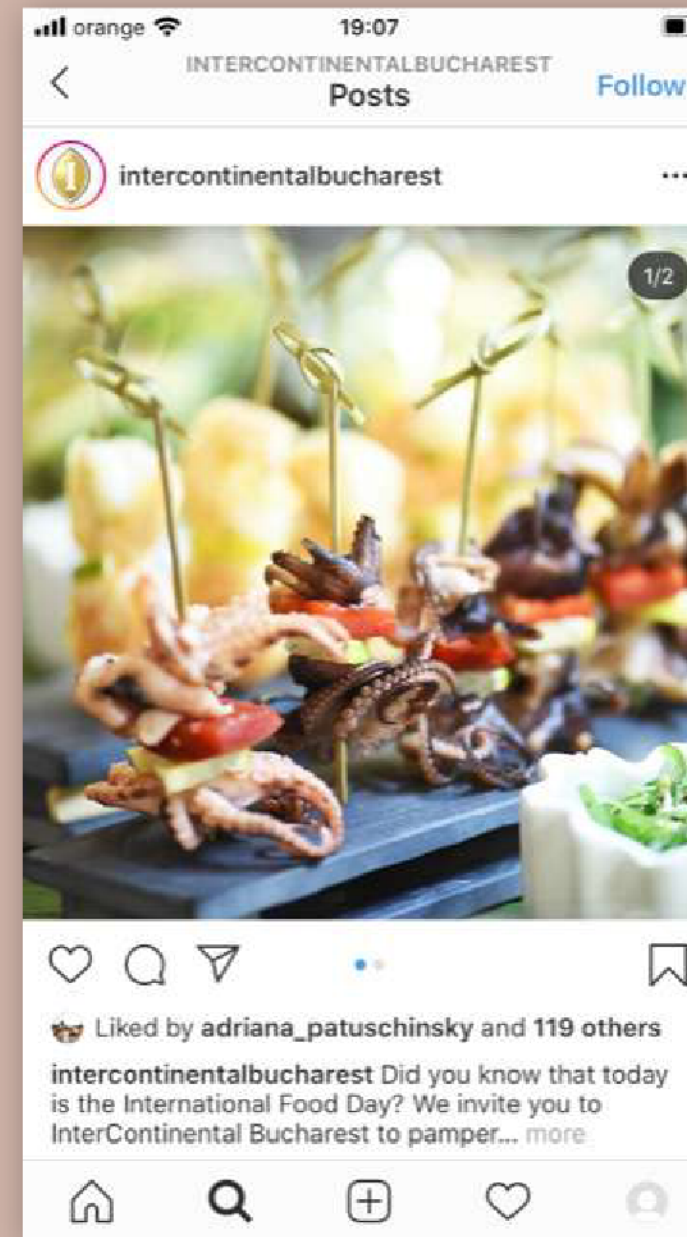


## Intercontinental

Social Media  
Intercontinental  
Year: 2018

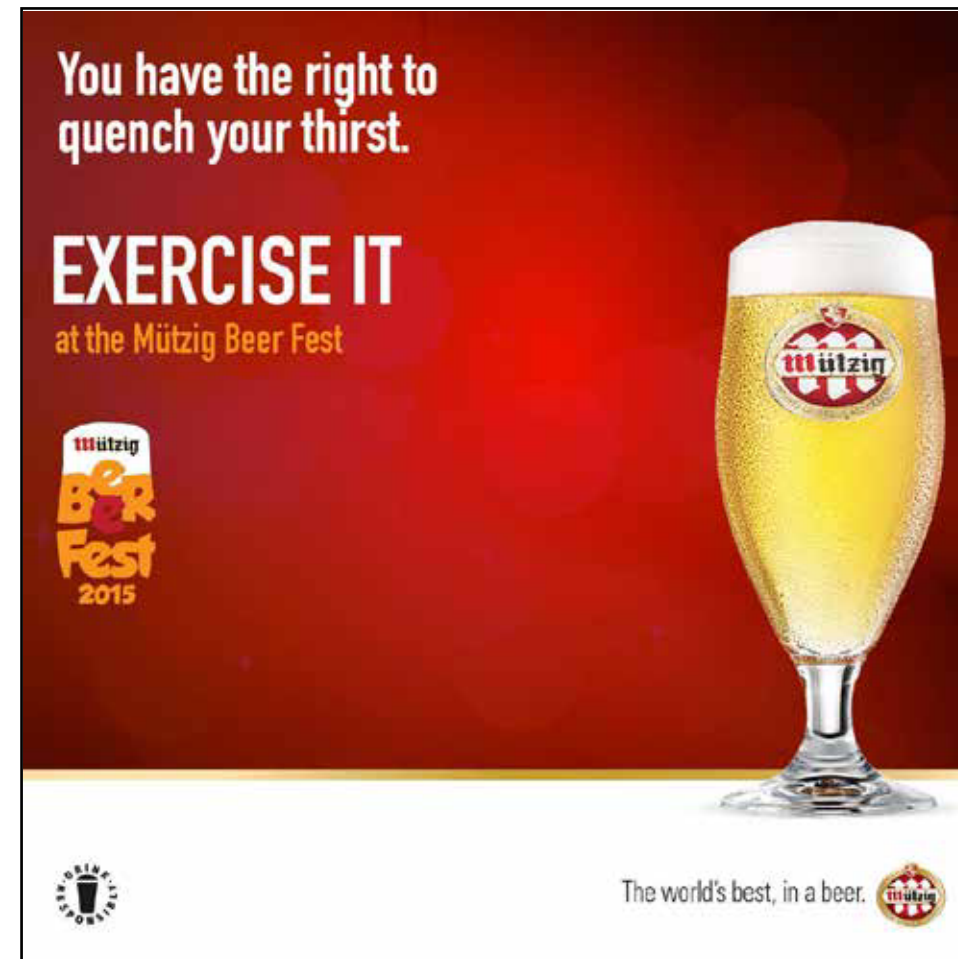
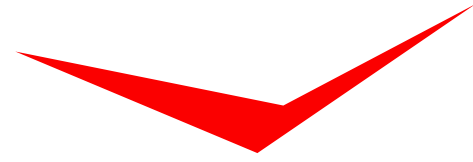


# Food & Beverage



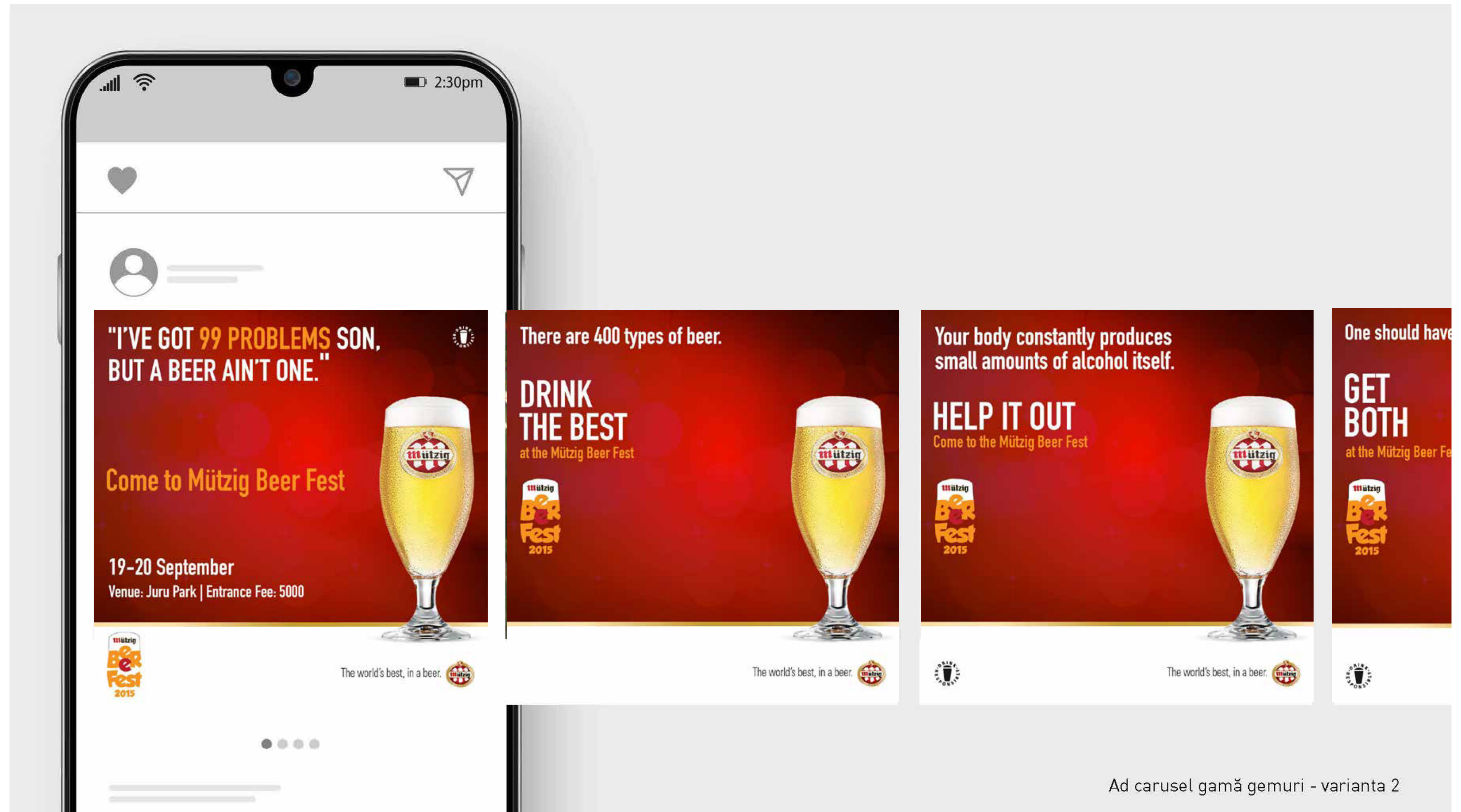
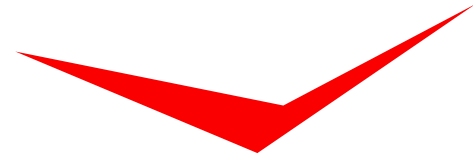
## Intercontinental

Social Media  
Intercontinental  
Year: 2018



## Mützig (Beer Fest)

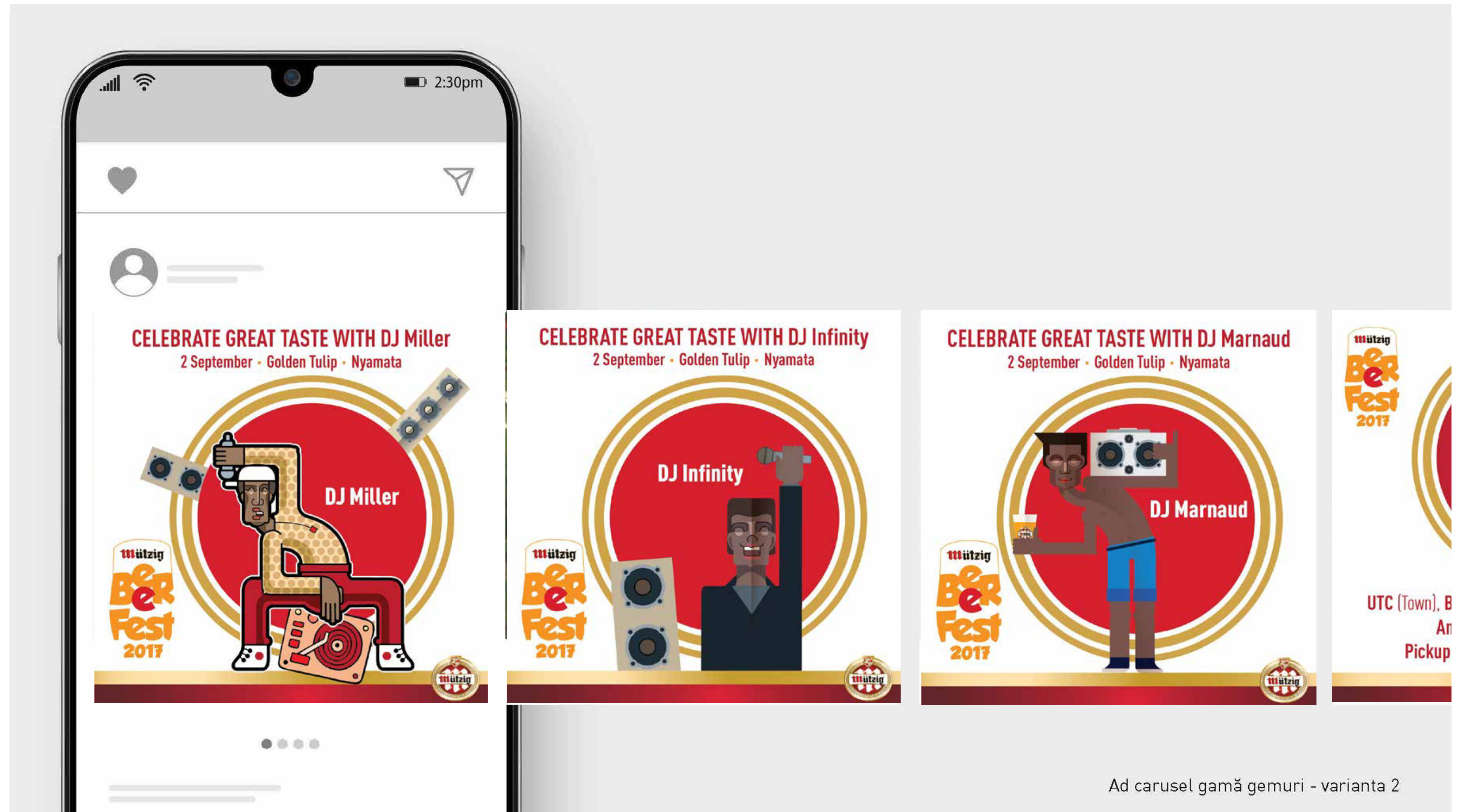
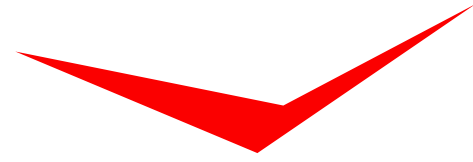
Social Media campaign  
Heineken Rwanda  
Year: 2014



Ad carusel gamă gemuri - varianta 2

## Mutzig (Beer Fest)

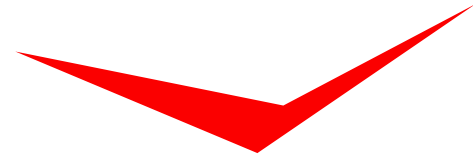
Social Media campaign  
Heineken Rwanda  
Year: 2014



Ad carousel gamă gemuri - varianta 2

## Mutzig (Beer Fest)

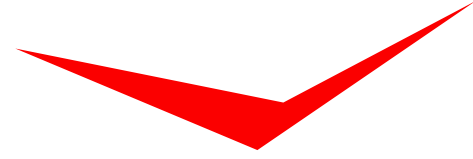
Social Media campaign  
Heineken Rwanda  
Year: 2015



## Mutzig

Outdoor campaign  
Heineken Rwanda  
Year: 2014

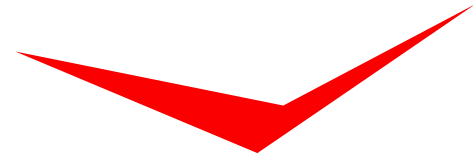




## Heineken (Bralirwa) & Kigali Fashion Week

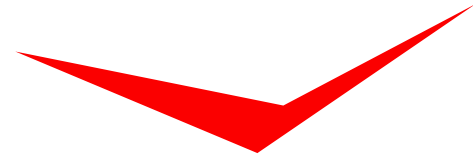
Outdoor campaign  
Heineken Rwanda





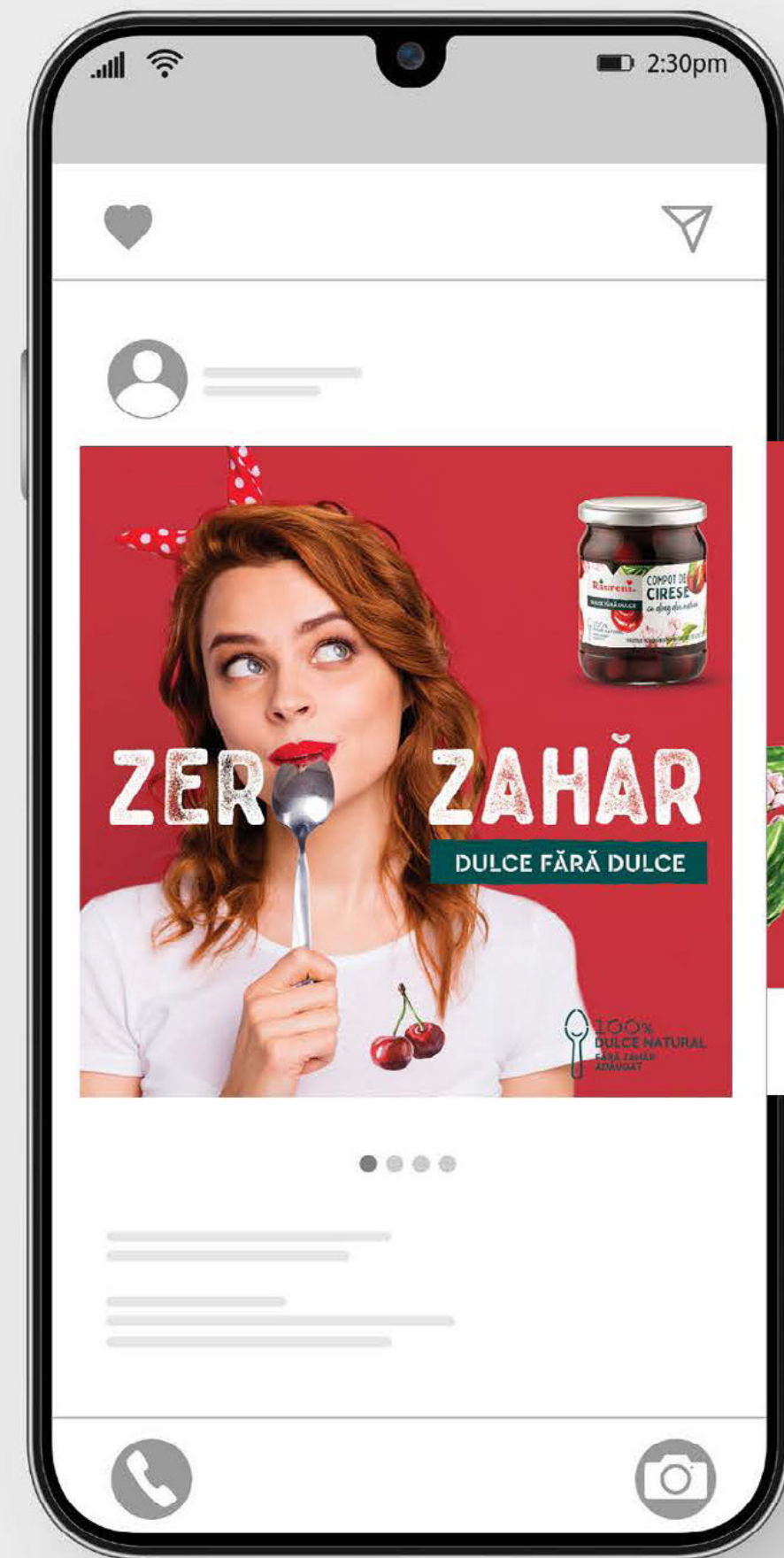
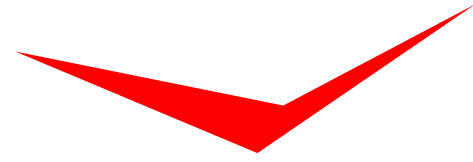
## Skol

Outdoor campaign  
Skol Rwanda  
Year: 2014



## Brarudi (Heineken Burundi)

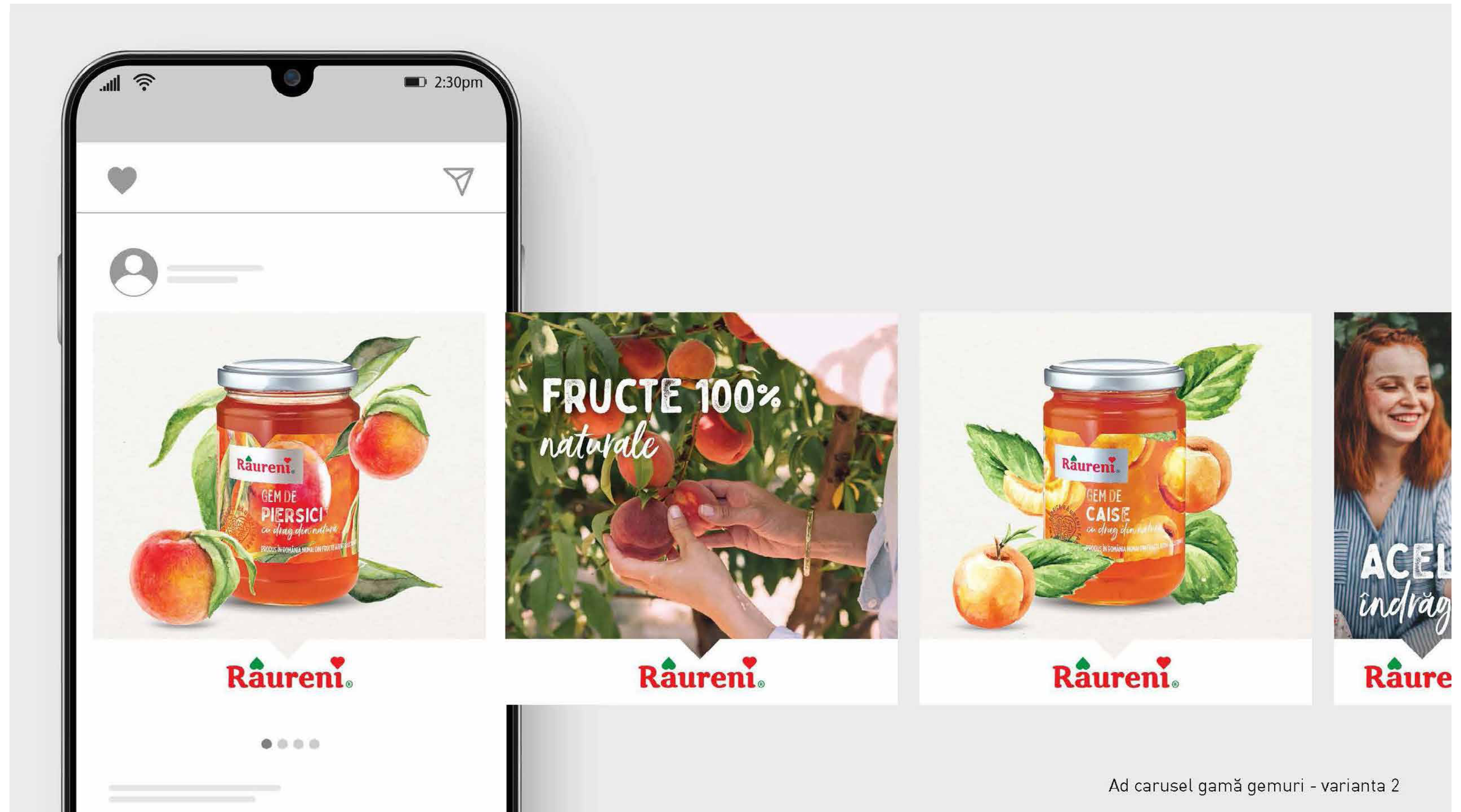
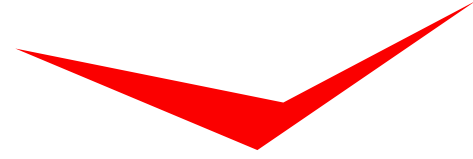
Outdoor campaign  
Heineken Rwanda  
Year: 2014



Ad carusel compot cireșe

# Raureni

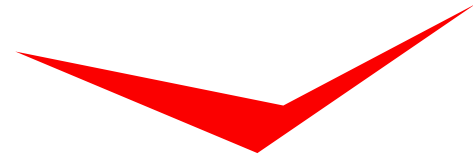
Social Media  
Raureni  
Year: 2022



Ad carusel gamă gemuri - varianta 2

# Raureni

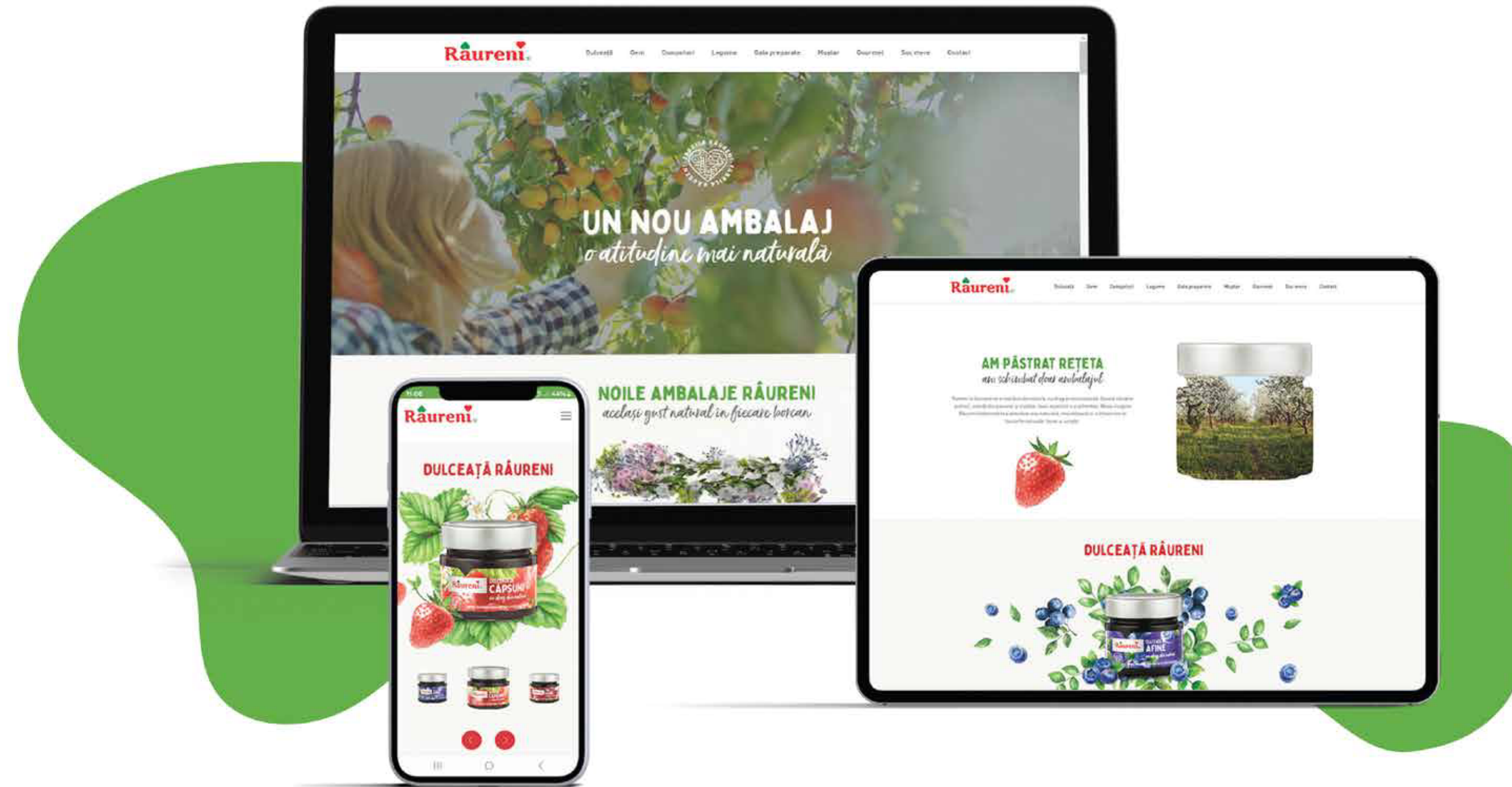
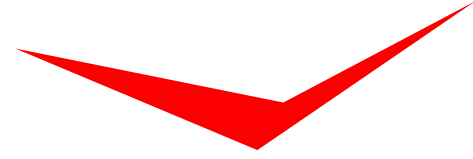
Social Media  
Raureni  
Year: 2022



Ad carousel gamă gemuri - varianta 2

# Raureni

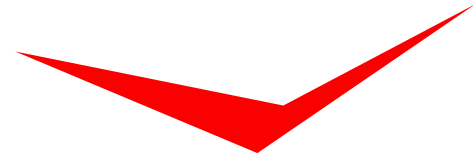
Social Media  
Raureni  
Year: 2022



[www.raureni-noileambalaje.ro](http://www.raureni-noileambalaje.ro)

# Raureni

Website  
Raureni  
Year: 2022



## ONE BEER LATER

Packging  
One Beer Later  
Year: 2019



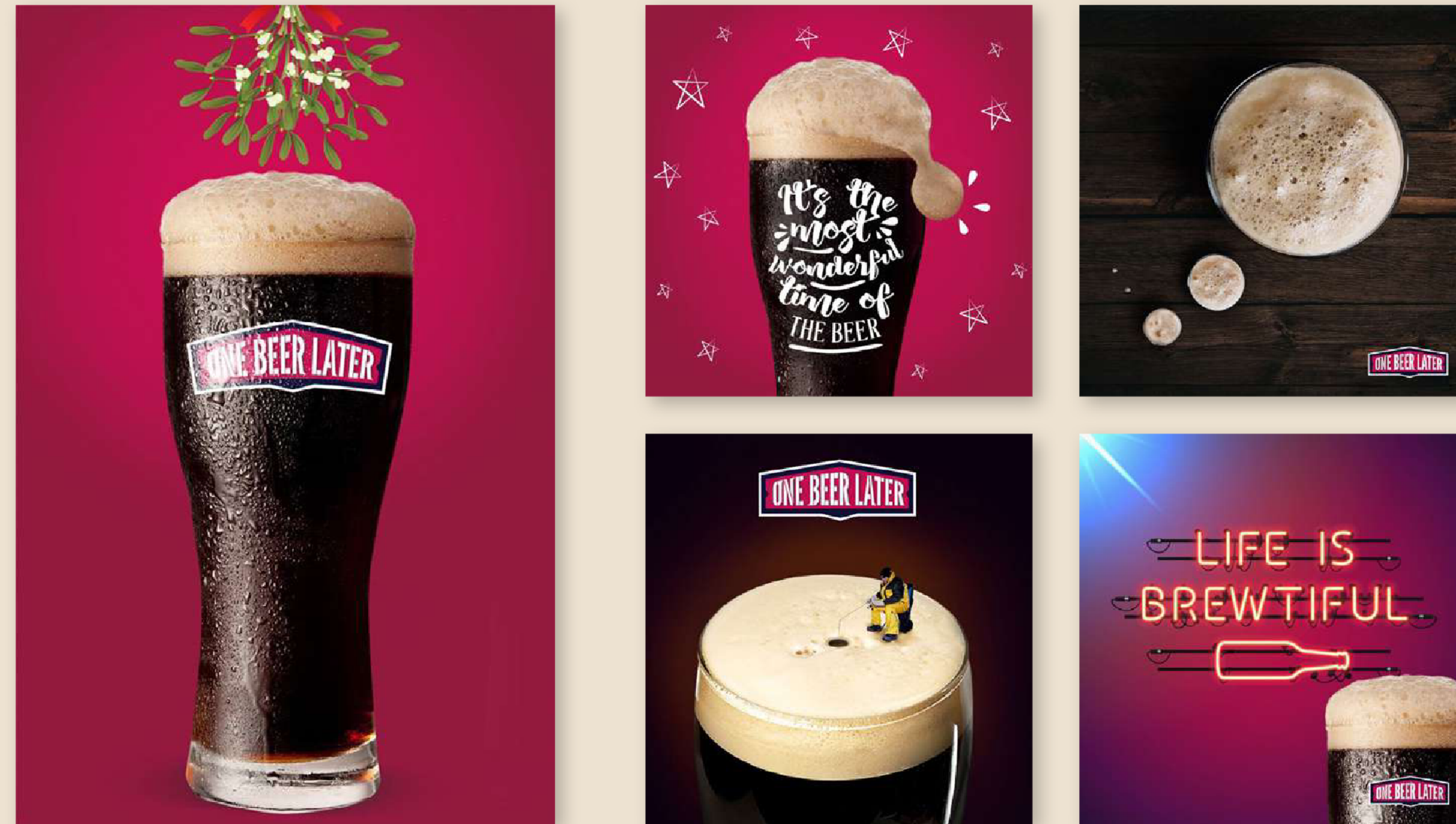
## FACEBOOK PAGE

Naming, branding  
Creative content  
Page Management



# ONE BEER LATER

Packging  
One Beer Later  
Year: 2019



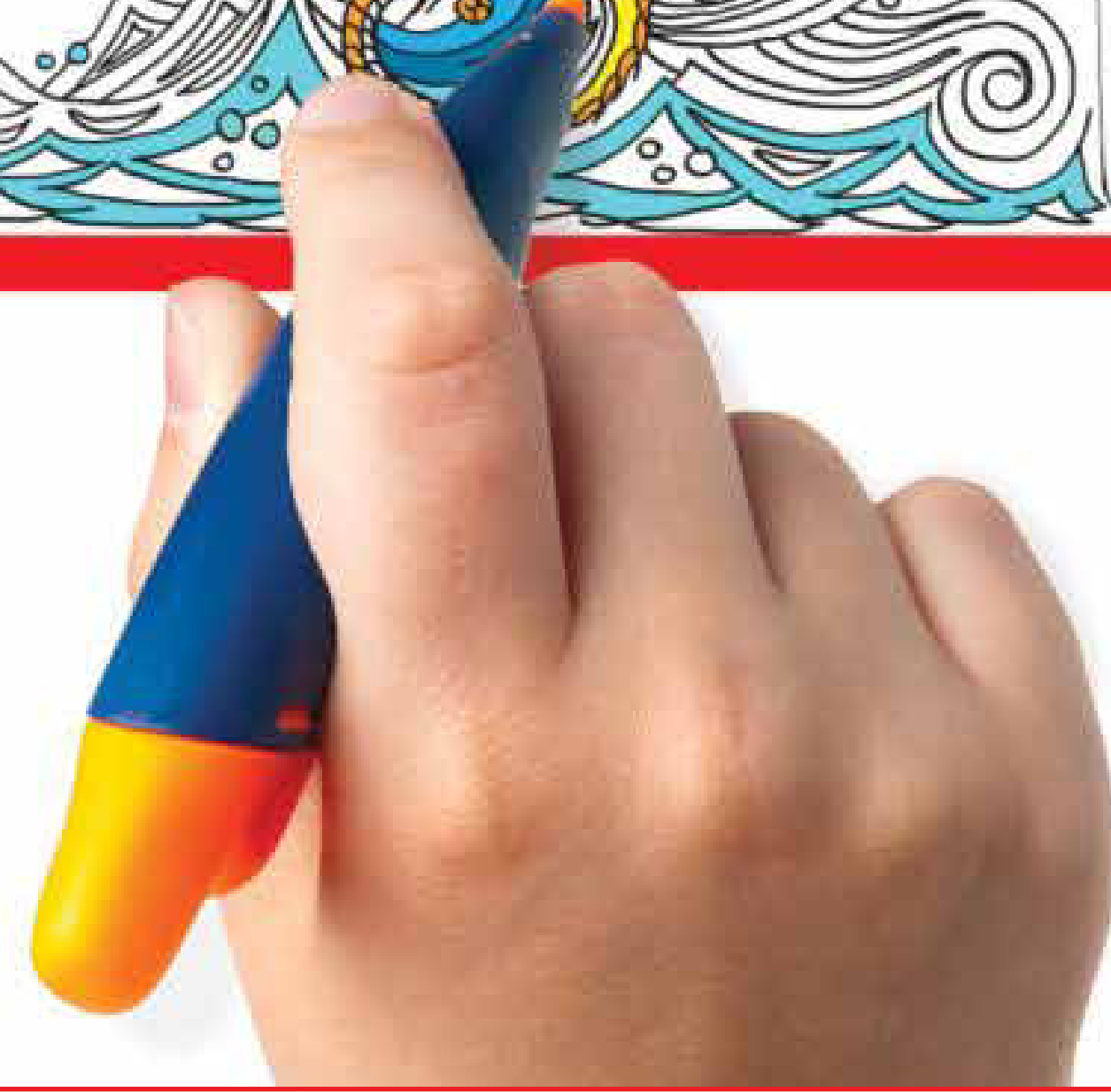
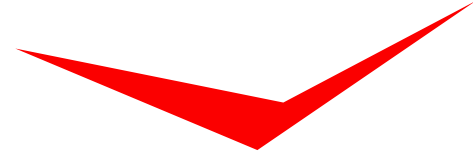
## ONE BEER LATER

Packging  
One Beer Later  
Year: 2019



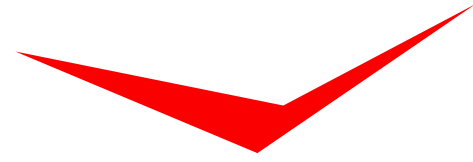
# ONE BEER LATER

Packging  
One Beer Later  
Year: 2019



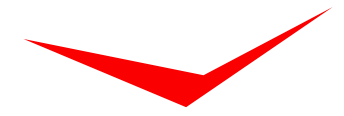
# Murree

Packaging  
Muree  
Year: 2018



## Ishyo Foods

Packaging  
Ishyo Foods  
Year: 2025



# **RED BIRD**

**A little bit  
above**

# **Thank you!**