



Adidas Techfit

What if you could visualise and understand performance data live and real time? What if you could read immediately the peak moment of your capabilities? And by doing that achieve quicker and higher goals.

In 2009 earlier than any AR envisioning I created a framework for an engaging futuristic tool. A scenario that today, thanks to the latest technology advancement, inspire and seduce millions of users worldwide even more.

DREAM

OSN go

OSN launched GO Online TV in May 2014. The online service is currently the only OTT SVOD in the MENA region that outputs from the three major Hollywood studios: Disney, Paramount and Sony Pictures.

The creativity aims to fill a clear gap in the region. I offered different cinematic branded solutions in order to perfectly match the new vision and positioning. Leveraging both the service disruptive attitude and reliable offering.

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