

Creative Production Agency

PORTFOLIO

INNOVATIONS

CREATED **IN** YOUR MIND

Belgrade
March, 2026



Every experience begins as an idea. ✦

We make it real.

The most powerful experiences begin as a simple, innovative thought.
A vision of something that does not exist yet.

Our job is to bring that vision to life,
turning imagination into real moments
shared by thousands.

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We create experiences.

People remember.

Brand experiences.

Engaging activations.

Memorable moments.

Striking visual and conceptual storytelling.

SERBIA • ADRIA REGION • SE EUROPE

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Our job:

Crafting events of every scale.

From the simplest to the ones
no one dares to take on.



Who we are?

An agile creative- production agency.

INOVATIONS is a Belgrade-based creative production agency specializing in **large-scale events, brand experiences and BTL activations.**

For more than 20 years we have been transforming ideas into **memorable experiences that connect brands and people.**

Our team combines **experienced industry professionals and a new generation of creative talent**, bringing together reliability, innovation and a shared passion for creating outstanding projects.

From concept to execution, our goal is to design experiences that **leave a lasting impression.**



INNOVATIONS

20 YEARS

of creating experiences

Thousands of visitors.
Hundreds of projects.

One mission:
Deliver success to our partners.

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What we create?

From idea to full production.
All in one place.

Concept / Design /
Production / Logistics /
Execution /

Branding & Design

- Strategic planning
- Creative concept development
- Visual identity design
- Innovation-driven creative services

BTL Activations

- Product distributions
- Roadshows
- Promotional activations
- Special events
- NCP activations

Corporate events

- Public and internal celebrations
- Brand and product launches

Conferences

- Congresses
- Seminars

Concerts

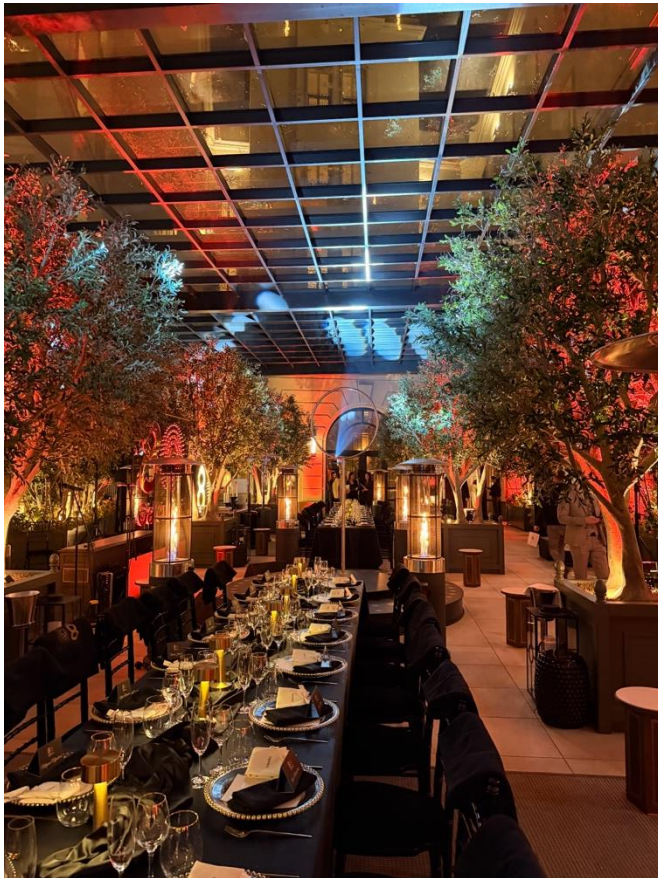
- Indoor productions
- Outdoor productions
- Pavilions

Online & hybrid events

- Webinars
- Virtual meetings
- Live streaming

CORPORATE EVENTS

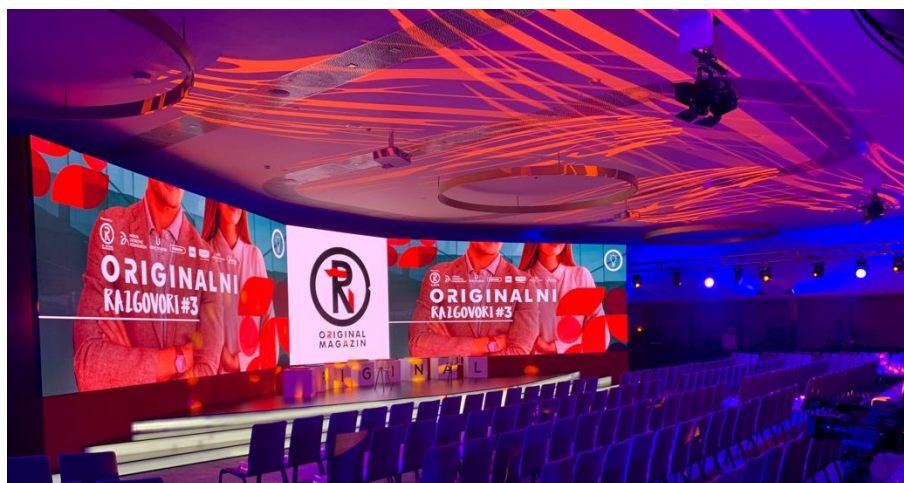
Whether it's a company anniversary, end-of-year celebration, or milestone event, we design corporate gatherings that reflect each brand's identity. Our team manages creative concept, scenography, technical production, and event execution from start to finish.



CONFERENCES

From intimate business gatherings to large-scale industry forums, we create conference environments designed for impactful presentations and smooth event flow.

Our team oversees design, technical setup, and production management, supporting every stage of the event.



CONCERTS

We design and deliver large-scale outdoor events and concerts, providing full technical and production setup.

Our services include stage design and construction, technical production, pavilions, scenography, and complete on-site coordination, ensuring seamless execution and unforgettable audience experiences.



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HYBRID EVENTS

We design and deliver hybrid events that connect live audiences with digital participants.

Our services include stage and studio setup, live streaming, technical production, and full event coordination, ensuring a smooth and engaging experience across all platforms.





What's our superpower?

Forged creative team and network.

Innovations are always powered by a **multidisciplinary team of experts that share same dreams and belief**. Our team is crafted by people of same values and drive that covers all key areas of creative production.

Alongside our core team, we collaborate with a broad network of **specialized partners, production companies and technical suppliers**, allowing us to scale every project to meet its specific needs.

From intimate brand activations to large-scale productions, our team delivers with precision and creativity.

40*

FULL-TIME-CREATIVE PROFESIONALS

INOVATION CREATIVE TEAM
includes a scenographer, two
architects, and a graphic design
team, developing conceptual,
spatial and visual solutions
tailored to each project.

40*

FULL-TIME-CREATIVE PROFESIONALS

INOVATION CREATIVE TEAM includes a scenographer, two architects, and a graphic design team, developing conceptual, spatial and visual solutions tailored to each project.

*Alongside our core team, we work with a network of 200+ external collaborators across digital installations, photo & video production, decoration, hospitality, security, catering, logistics and transport.

INOVATION PROJECT LEADERSHIP TEAM is handled by five senior account managers, supported by their assistants, ensuring strategic guidance and direct client communication throughout every phase of the project.

INOVATION TECHNICAL PRODUCTION TEAM is made of 20 AV technicians, while 10 craftsmen and decorators are responsible for the creation and installation of scenographic elements.

**What's behind
our superstars?**



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Inovations operates with its own professional AV equipment including sound systems for large-scale events, LED screens, lighting and full technical infrastructure ensuring complete control over production quality.

Our logistics include fleet of 15 transport vehicles and two warehouses (1000 m² and 800 m²) for equipment and scenography storage.

We collaborate with a **specialized partner-workshop** with over 10 years of experience in building complex scenographic and structural installations.

This infrastructure enables us to design, produce and build complex exhibition spaces and national or corporate pavilions for international events.



What's behind our superstars?

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5000+

**SUCCESSFULLY
IMPLEMENTED PROJECTS**

... Of various formats and scope:
from corporate events and
conferences to large public events
and complex production setups.



Where we deliver?

Serbia. Balkan. Europe.

Always on time.

Our headquarters are in **Belgrade**, but our projects extend across the **entire regional market**.

Over the past 15 years we have developed a strong network of partners, collaborators and production teams across Southeast Europe.

This allows us to deliver projects **throughout the region and across Europe**, maintaining the same standards of creativity, production quality and operational excellence.



Who we work with?

- 1. Leading brands from different range of industries.**
- 2. No alternative.**

We choose to work with brands
we truly respect.

And that mutual respect is
what builds trust.

Clients



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VISA

PORSCHE

Coca-Cola

Microsoft

Heineken



otpbanka



SIEMENS



ATLANTIC GRUPE



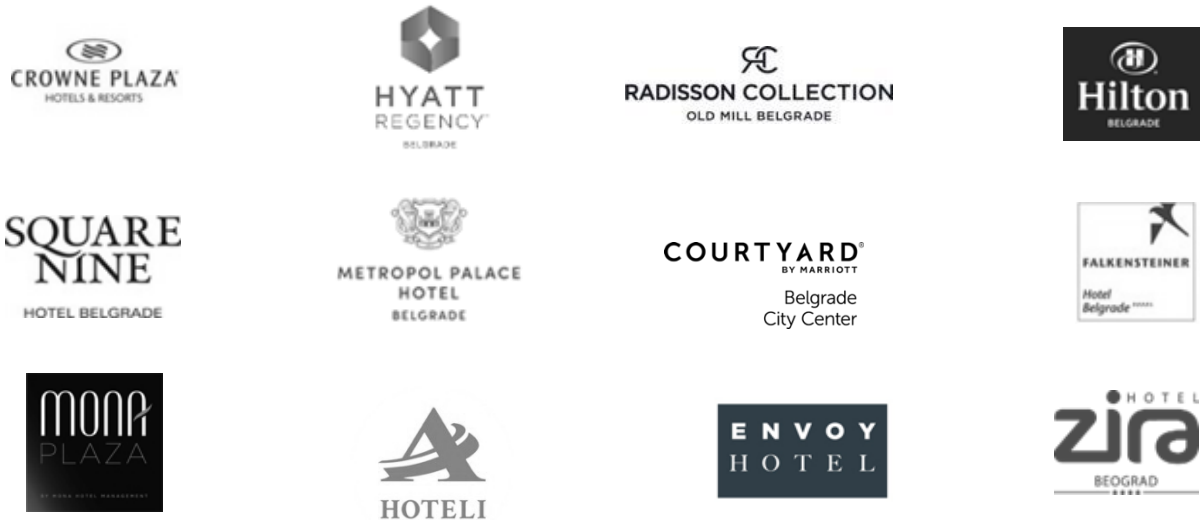
BIODERMA



INNOVATIONS

Partners

Hospitality



Agencies



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SELECTED PROJECTS

Experiences | Activations | Events | Productions

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VISA / 40 Years in Serbia / 2023

Context

To mark 40 years of operations in Serbia, Visa hosted a landmark celebration at the iconic Sava Center in Belgrade. A big moment to reflect on the company's journey while looking toward the future of payments.

Challenge

Create an event that goes beyond a traditional corporate anniversary, an experience that captures Visa's legacy while expressing innovation, progress, and momentum.

Concept

We approached the event as a narrative journey. Through scenography, motion design, and live performance, the evening unfolded as a visual story about progress from the early days of electronic payments to the digital future.

Execution

Our team developed the event's creative direction and visual identity, producing custom scenography, animations, and stage elements. A specially choreographed live performance created in collaboration with Marko Louis and his band added a powerful emotional moment to the program.

Result

Carefully crafted brand experience that honored the past while confidently pointing toward the future.



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VISA / 40 Years in Serbia / 2023



Context

The Mozzart Sport MVP Awards bring together the biggest names in Serbian sport to celebrate the athletes who defined the year.

Challenge

Design a ceremony environment that reflects the prestige of the awards and the status of the athletes being honored.

Concept

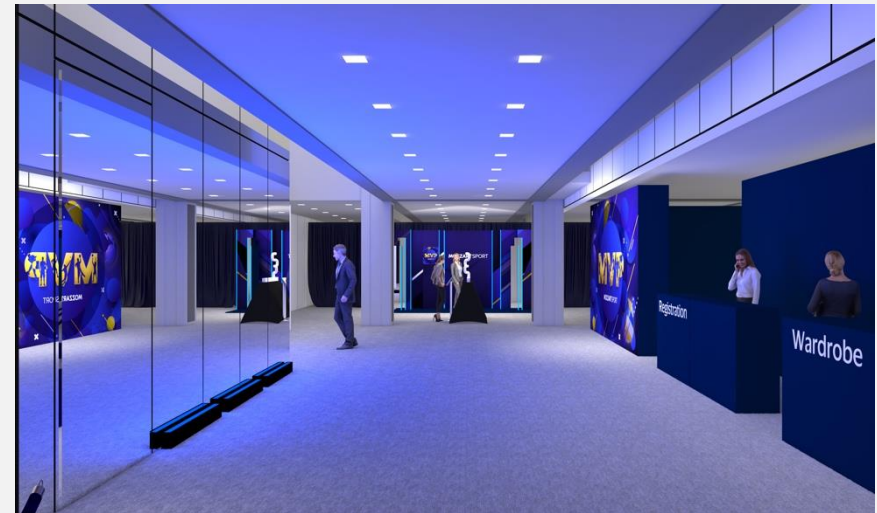
We envisioned the stage as a dynamic arena; a space where architecture, light, and motion amplify the emotional impact of each award moment.

Execution

Our team designed and produced the complete technical setup, including custom stage architecture, LED tunnels, scenographic elements, and a carefully choreographed lighting design. Every visual layer was created to heighten anticipation and drama as the ceremony unfolded.

Result

Broadcast live on Arena TV, the event delivered a visually striking experience that elevated the MVP Awards into one of the most recognizable celebrations of sport in the region.







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Coca-Cola New Campaign / 2025

Context

Coca-Cola hosted an exclusive evening event at the White Palace in Belgrade, gathering influencers, partners, and employees in one of the city's most prestigious locations.

Challenge

Create a production design that respects the elegance of the venue while introducing a contemporary and flashy brand atmosphere.

Concept

A scenographic approach built around subtlety and balance allowing the historic architecture to remain the centerpiece while carefully layering modern production elements.

Execution

Working alongside Kreativa Unlimited, we delivered the full scenographic concept and technical production, including lighting design, audio systems, and spatial staging.

Result

The evening blended heritage, elegance, and modern production into a seamless Coca-Cola experience that felt both intimate and spectacular!



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Visa Zone EXIT Festival / 2024

Context

EXIT Festival is one of Europe's most recognized music festivals, attracting thousands of visitors every year. In the Olympic year Visa aimed to create a brand environment that would resonate with this energetic audience.

Challenge

Design a festival activation that captures attention, invites participation, and integrates seamlessly into the festival ecosystem.

Concept

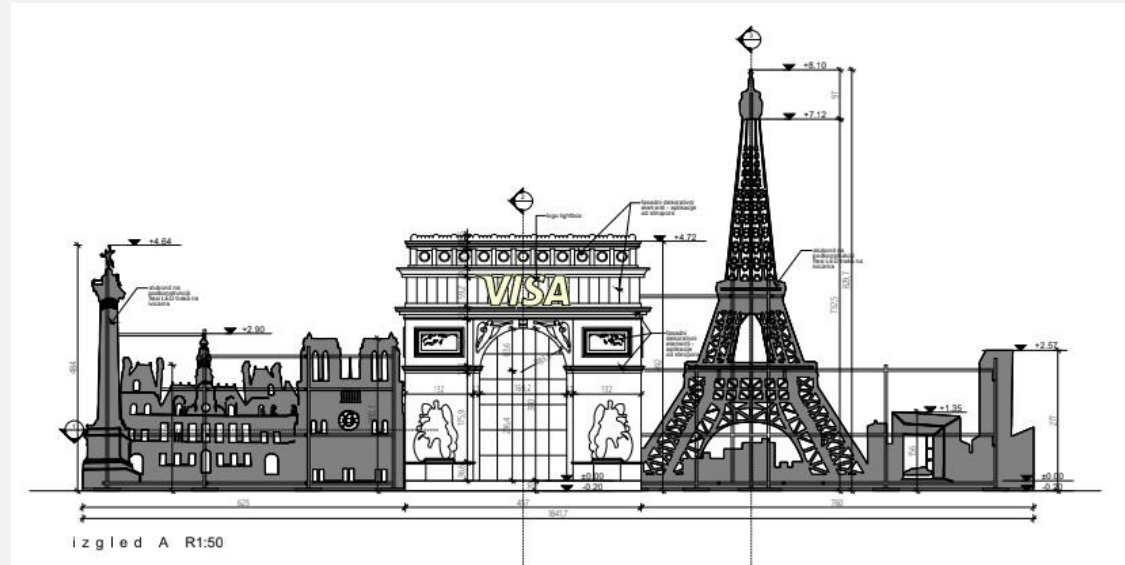
Inspired by the Olympic Games in Paris, the Visa Zone merged sport and festival culture into a playful, interactive environment.

Execution

Visitors could experience VR breakdance challenges, create photos with Olympic athletes using AR technology, and explore multiple interactive installations. Beyond the activation zone, we also designed and produced VIP areas at the Main Stage and Dance Arena.

Result

The space quickly became one of the festival's most active zones, drawing thousands of visitors and creating a vibrant intersection of music, sport, and digital experience.



PORSCHE

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Porsche Cayenne Electric Launch / 2026

Context

The launch of the Porsche Cayenne Electric marked a milestone in the brand's evolution toward electric mobility.

Challenge

Translate Porsche's design philosophy - *Precision, power, and innovation* - into a live event experience.

Concept

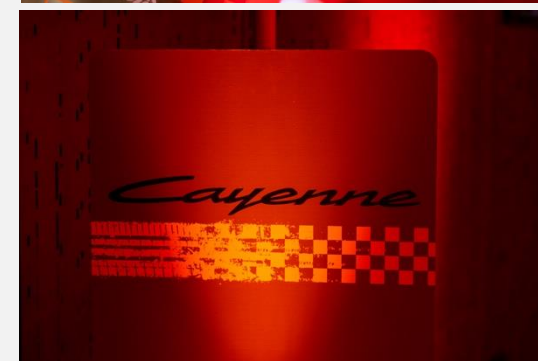
We developed a minimalist yet dramatic scenographic language where light, scale, and motion build anticipation for the vehicle reveal.

Execution

Our team delivered complete technical and production support, including large-format LED screens, refined lighting design, immersive sound, and custom stage architecture.

Result

The reveal unfolded as a carefully orchestrated moment, an immersive event experience that reflected the technological ambition of the vehicle itself.



Set within the Falkensteiner Resort Punta Skala, we designed and produced a **fully immersive kickoff experience** for AstraZeneca.

The scenography concept drew inspiration from Zadar's architecture and Mediterranean atmosphere, translating it into a modern, functional event space.

From creative direction to full AV production, the result was a **harmonious blend of location, brand, and purpose.**





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OSS 100 years of Volleyball in Serbia / 2024

In collaboration with the Volleyball Federation of Serbia, we delivered a **centennial celebration event** at Sava Centar, combining heritage with cutting-edge production.

Our scope covered **full technical production and scenography**, including large-format LED screens, immersive LED tunnels, and a custom-designed stage with integrated floor lighting.

The event featured a dedicated exhibition space showcasing trophies and medals, along with a carefully designed photo experience.

Broadcast live on national television (RTS), the event reached audiences beyond the venue transforming a historic milestone into a **nationwide celebration**.





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OSS 100 years of Volleyball in Serbia / 2024

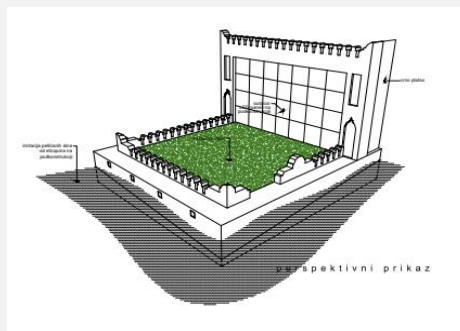
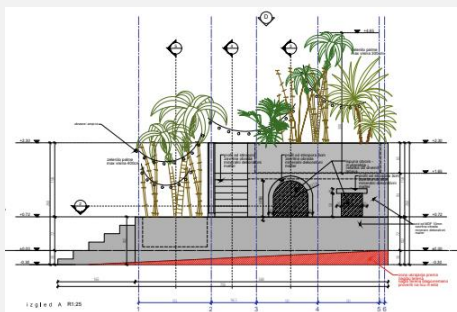
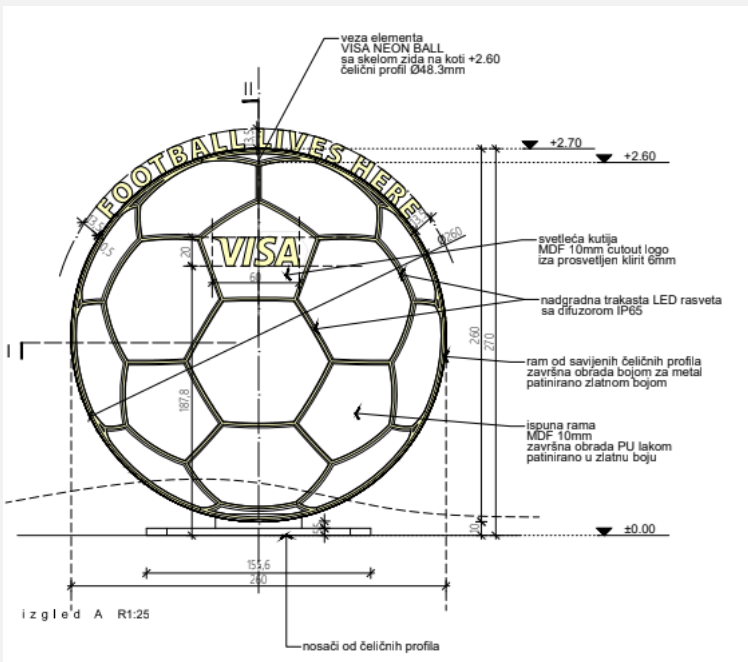
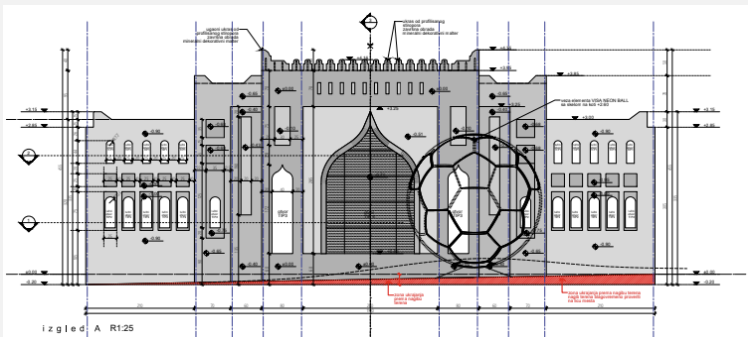


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Visa Zone EXIT Festival / 2022



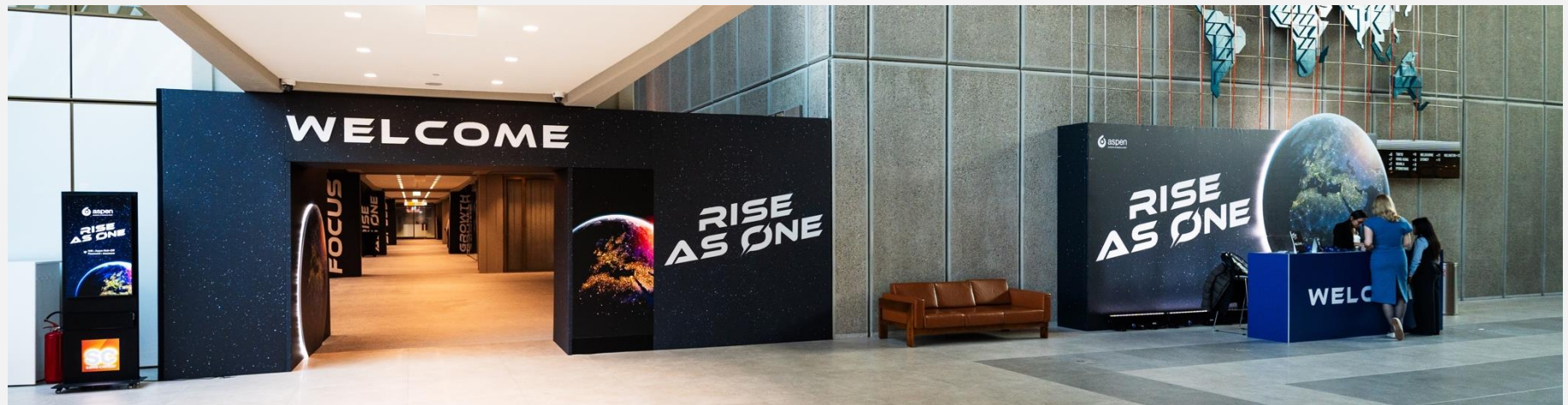


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Aspen Kick Off / 2024

For Aspen's Kick Off event, we delivered a **high-performance technical setup** across the Congress Hall and Atrium of Sava Centar.

Our scope included advanced LED systems, modern lighting design, and premium audio solutions ensuring a **flawless and dynamic environment** that supported both formal presentations and networking segments.



For our client **AstraZeneca**, we delivered the launch event of the new medication **Trixeo Aerosphere**, creating a carefully curated experience that combined innovation, precision, and strong visual identity.

Our team developed the project from **initial concept to full execution**, including creative direction, scenography design and production, as well as complete technical support. Every element of the event was thoughtfully designed to reflect the importance of the product and ensure a seamless and impactful experience for all attendees.



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VISA / SEE Forum / 2025

Context

The Visa Cashless Forum gathered global leaders from the payments and fintech industries in Belgrade.

Challenge

Create a conference environment that visually communicates the future of digital finance.

Concept

A futuristic stage architecture built around curved LED screens and immersive visuals, reinforcing the forum's theme of a cashless world.

Execution

The program included keynote speakers, panel discussions, and high-profile guests including legendary referee Pierluigi Collina and the humanoid robot Sophia.

Our scenography, logistic and technical production supported the event's ambitious scale and international audience.

Result

The forum positioned Belgrade as a hub for innovation in financial technology while delivering a visually compelling conference experience.

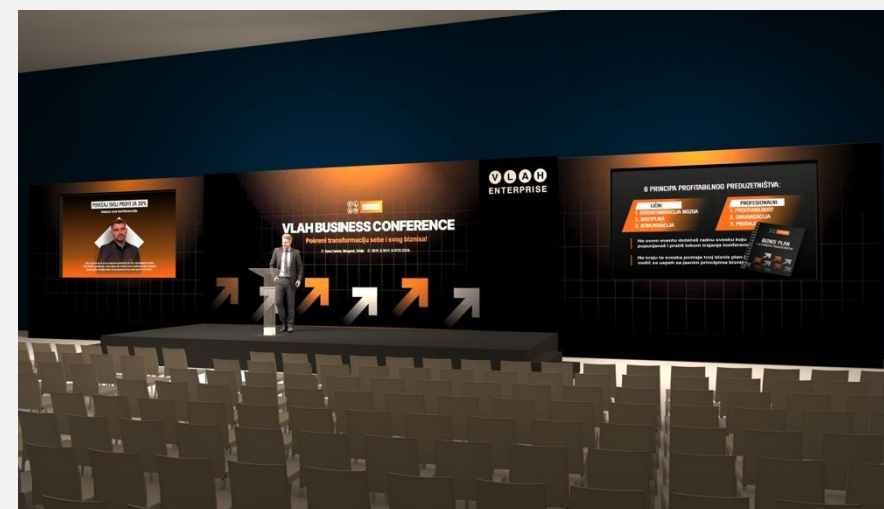
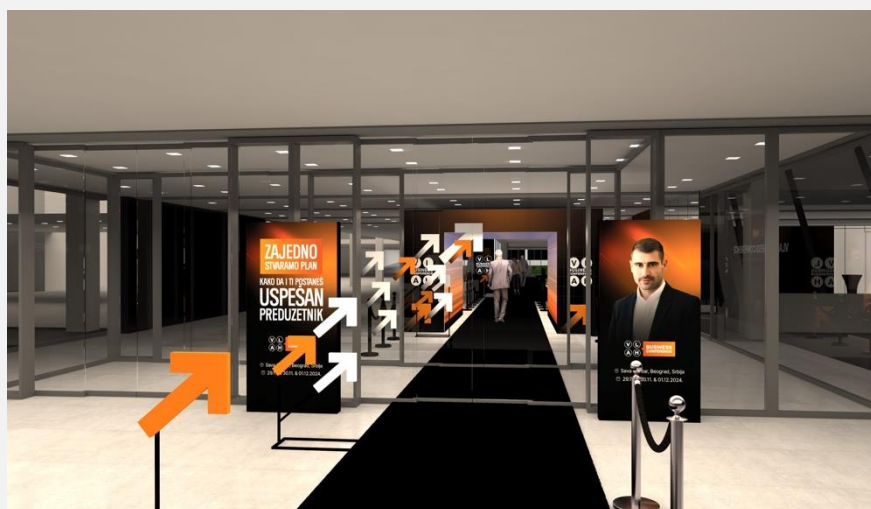
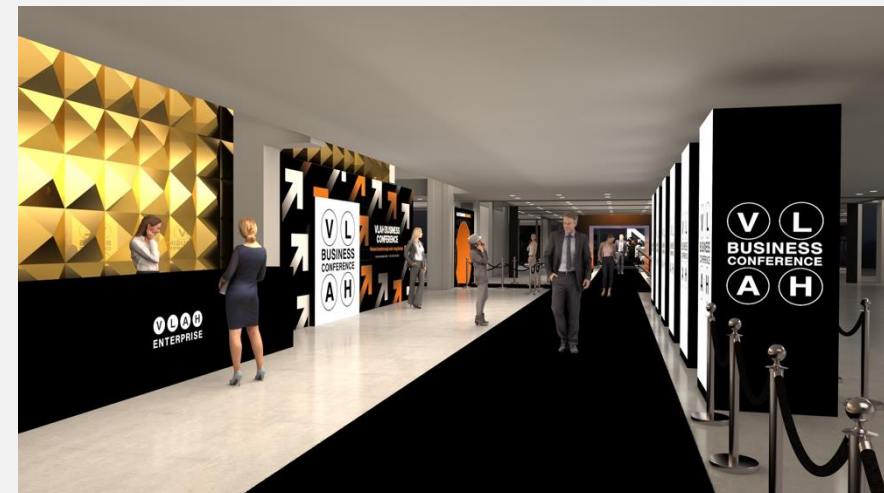


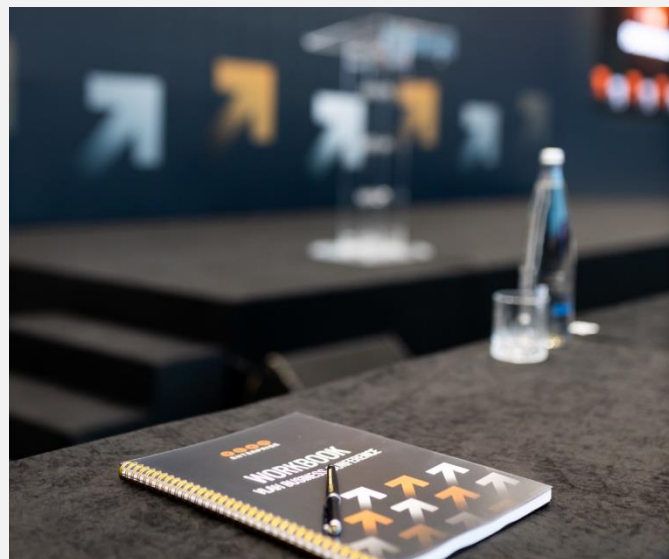
For the 2024 edition of the Vlah Business Conference, we created a **fully immersive visual environment** designed to elevate every moment of the attendee journey.

Key elements included a **striking LED entrance tunnel**, dynamic screen totems, custom stage design with integrated LED surfaces, and carefully choreographed lighting and projections.

Managing multiple setups across different halls over three days, we ensured a **consistent and high-impact experience** throughout.

Every detail was crafted to inspire starting from the very first step into the space.





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VISA SEE Europe Business Forum / 2023

We had the privilege of delivering the **Visa South-East Europe Business Forum 2023**, a three-day high-level conference hosted in Kotor, Montenegro.

Our team led the **end-to-end production and scenography**, ensuring a seamless technical backbone throughout the entire event.

Beyond the conference setup, we curated a series of **exclusive off-site experiences**, from speedboat tours across the Bay of Kotor to premium dinners in Porto Montenegro.

A standout activation was the **Charity Pop-Up Store**, where regional designers created country-inspired visuals. T-shirts were produced live on-site and sold to attendees, with all proceeds donated to the “Budi Human” foundation, blending creativity, purpose, and audience engagement into a single experience.



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VISA SEE Europe Business Forum / 2024

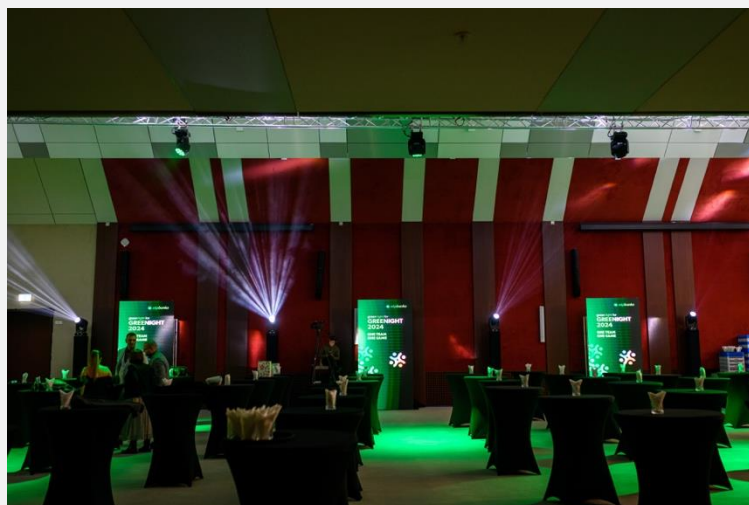


For OTP Bank's annual celebration of 2,000 employees, we created a **large-scale, high-energy event experience**.

Our team handled complete production, featuring **cutting-edge LED installations**, an impressive custom star-shaped lighting stage, immersive mapping on Sava Centar's iconic wall, and a bespoke mirror photo wall.

The entertainment program combined live performances, DJ sets, and interactive acts, delivering an event that balanced **spectacle, engagement, and brand storytelling**.

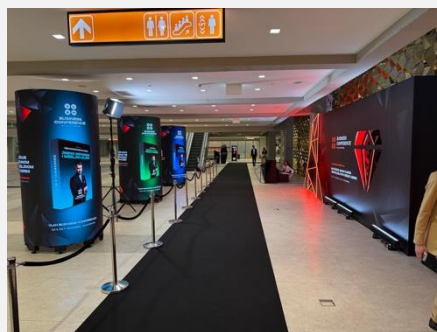
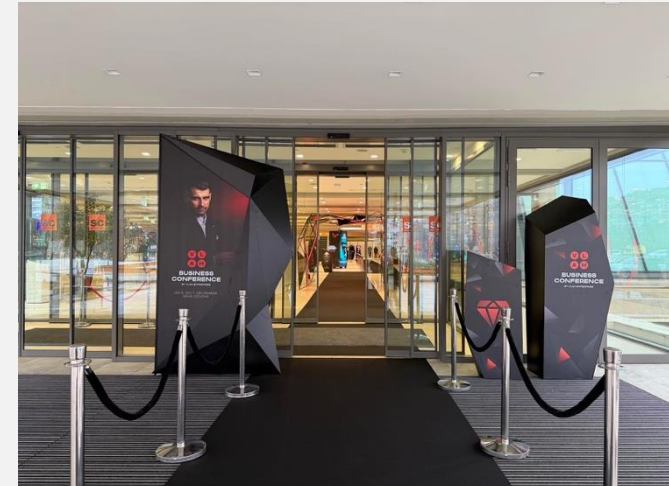




Building on the previous year's success, we took full ownership of the **creative direction, branding, and scenography** for the 2025 edition at Sava Centar.

From initial concept development to final on-site execution, our team designed a cohesive visual system that translated seamlessly across all touchpoints.

The result was a **refined and contemporary event environment**, shaped through a clear vision, strong collaboration, and precise production.



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Visa EXIT Festival / 2025

Context

EXIT Festival 2025 once again brought together thousands of music lovers for one of Europe's most iconic festival experiences. As a long-standing partner, Visa aimed to elevate its presence beyond visibility into something people could truly feel, use, and remember.

Challenge

Cut through the noise of a high-energy festival environment and create meaningful brand interactions; a set of experiences that add real value to the audience journey, while reinforcing Visa as a seamless part of it.

Concept

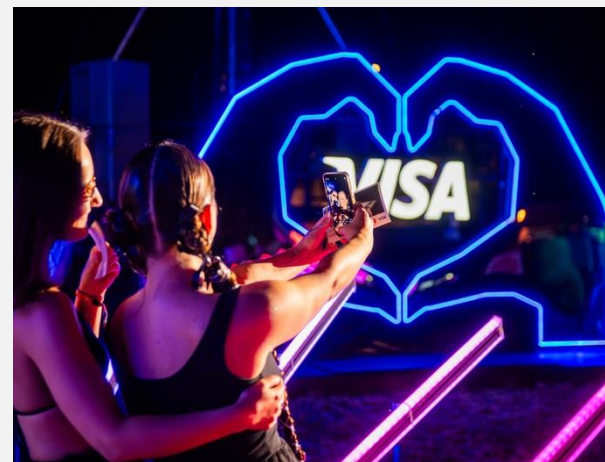
We designed a series of interconnected touchpoints across key festival locations, each one offering a different rhythm of experience: from high-energy engagement to moments of pause and premium comfort.

Execution

- **Visa Zone @ Fusion Stage** / A vibrant social hub where visitors could recharge and engage, capture memorable moments in a custom photobooth, take home instant photo souvenirs, or contribute to a collaborative mosaic shaped as a musical note
- **VIP Experience @ Main Stage** / An exclusive area designed for true music enthusiasts delivering comfort, premium visibility, and an elevated concert experience
- **Infinity Lounge @ Dance Arena** / A unique chill-out space set within the festival's most intense stage offering visitors a moment to reset without missing the vibe

Result

A fully integrated brand presence that blended seamlessly into the festival flow — enhancing the audience experience while positioning Visa as an enabler of unforgettable moments.





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Eli Lilly Verzenios Launch / 2024

We conceptualized and produced the launch event for Verzenios, a breakthrough therapy in high-risk breast cancer treatment.

Beyond full technical support, we developed the **creative concept and custom scenography**, anchored in the symbolic use of pink: the global sign of awareness and support.

Through visual storytelling and spatial design, we created an environment that reflected both the **medical significance and emotional weight** of the launch.





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Schweppes Mixology Session Finale / 2024

In collaboration with Kreativa Unlimited, we delivered the grand finale of the Schweppes Mixology Session in Beton Hala.

Our role included **creative concept development, full production, and technical execution**, shaping a space that reflected the brand's elegance and innovation.

The result was a refined yet vibrant atmosphere, perfectly aligned with the world of premium mixology.



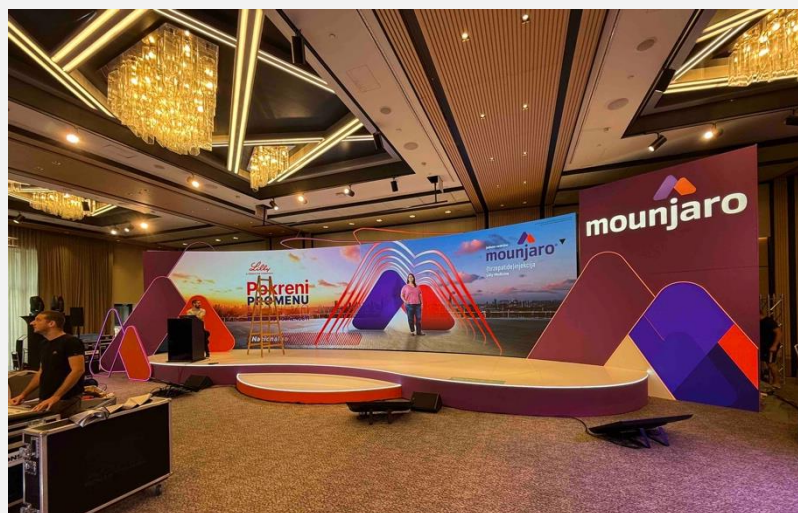


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National launch Mounjaro / 2025

At Hilton Belgrade, we delivered the national launch of Mounjaro, managing **complete branding, stage design, and production.**

Our approach focused on creating a **cohesive, high-end visual system** that elevated the importance of the launch while maintaining clarity and consistency across all event elements.





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Old Spice Exit / 2024

For Old Spice at EXIT Festival, together with our friends From Leo Burnett, we created a **high-impact brand zone and interactive activation** that attracted thousands of festival visitors.

The centerpiece was a **Shower Karaoke Booth**, blending humor and participation, supported by a lounge area designed as a vintage bathtub with charging stations.

Additional engagement points included a drum activation and product trial zones.

The entire space was fully branded in Old Spice's signature identity, delivering a **playful, memorable, and highly shareable experience**.



VISA

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VISA Olympic Caravan / 2024

Context

Ahead of the Paris Olympic Games, Visa launched a traveling activation designed to bring Olympic energy to cities across Serbia.

Challenge

Create a public experience that connects sport, participation, and social impact while keeping the brand message simple and engaging.

Concept

Participants ran on treadmills to collectively "travel" the symbolic distance between Belgrade and Paris: 1,780 kilometers! Each kilometer contributed to a donation supporting the Institute for Women's Sport, transforming physical activity into a shared purpose.

Execution

We developed the creative concept, spatial design, and technical production for the activation. The Olympic Caravan traveled across multiple cities over five weeks, combining sport, music, and community interaction.

Result

Thousands of participants joined the experience, turning a simple idea into a powerful demonstration of how brand activation can unite sport, purpose, and community.



For AmCham Serbia's milestone anniversary, we delivered a **premium, large-scale corporate event** marking 25 years of impact.

Our team managed full production, from concept and scenography featuring **curved LED installations**, to advanced lighting and audio design.

The result was a **polished and powerful experience**, celebrating legacy while reinforcing future vision.



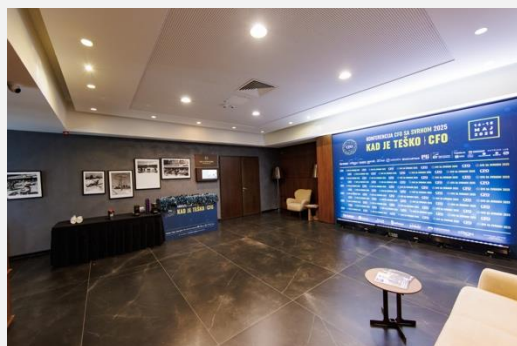
For the Tezspire launch event, we developed a **striking visual identity and scenographic solution** in line with the event theme “Step Ahead”.

Through dynamic lighting, impactful stage design, and seamless AV production, we created a **modern and engaging environment** that supported both content delivery and brand positioning.



At Kopaonik's Grand Hotel, we supported the CFO Conference with a **complete technical and visual setup** for 250 high-level attendees.

The event featured **dual-stage production** to accommodate a dynamic agenda of panels and discussions, alongside a cohesive visual identity and space branding ensuring clarity, flow, and a premium experience throughout.



Thank you for your attention.

Stay IN touch!

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