



Ukraineâ€™s Starlight Creative Expands Into North America

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Marketing and creative studio Starlight Creative, is expanding its creative marketing, design and digital content services into North America, including an upcoming project for CNN Docufilms.

The Kyiv, Ukraine-based company is led by CEO Olena Martynova, Executive Creative Director Oleksii Riepiak and Producer of Client Service Mykola Kononuchenko and draws on more than 15 years of experience in marketing for entertainment and brand clients.

"We believe that stories can make the world a better place - that they do change history and people's lives," said Martynova in a statement. "It's why we help every one of our clients tell their stories with the kind of passion and proficiency that we bring to each project."

With a remote team of 200, including creative directors, designers, video editors and digital specialists, Starlight Creative is known for producing 360-degree campaigns and content for Ukrainian and international clients.

On the entertainment marketing front, the studio has produced opening titles, show packages, campaigns and large-scale events for Ukrainian hits such as Love in Chains, School and Early Birds, as well as global imports such as X-Factor, The Voice, Dancing with the Stars, The Bachelor and Ukraine's Got Talent. The company recently won a Promax Global silver award for its rebrand of CTV Network. It's now looking to collaborate with more US-based entertainment brands.

"While they are clever and eye-catching, many of our projects are united by themes of sincerity and frankness," said ECD Riepik, also in a statement. "Our creative work aims to embrace true desires, emotions, and even universal fears like injustice or loneliness. We feel that being unafraid to inject these feelings into the creative marketing for our projects leads to exceptional results, regardless of where in the world we are speaking."

Starlight Creative also has created Media Memorial Day, an ongoing project dedicated to journalists that have been killed in the ongoing war in Ukraine. Through this project, a portion of the company's revenue will support charity projects in Ukraine, as well as the families of journalists who have been killed or injured in the war.

"We are at the heart of the world's history right now," said Martynova, "and our hearts are waiting to make new stories for our clients."

Starlight Creative is exclusively represented in North America by Aspire Artists Agency.

[Images courtesy of Starlight Creative. From left to right in content image: Olena Martynova, Oleksii Riepik, Mykola Kononuchenko, Alex Ignatyev, Vitaly Sak]