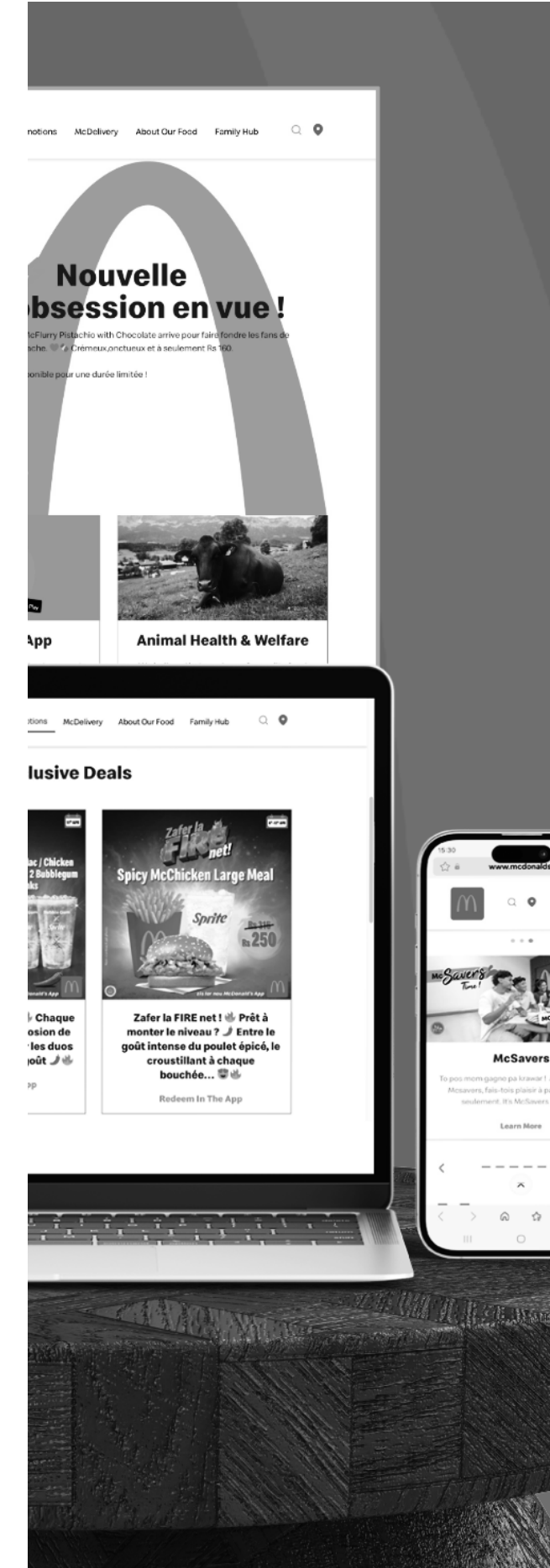
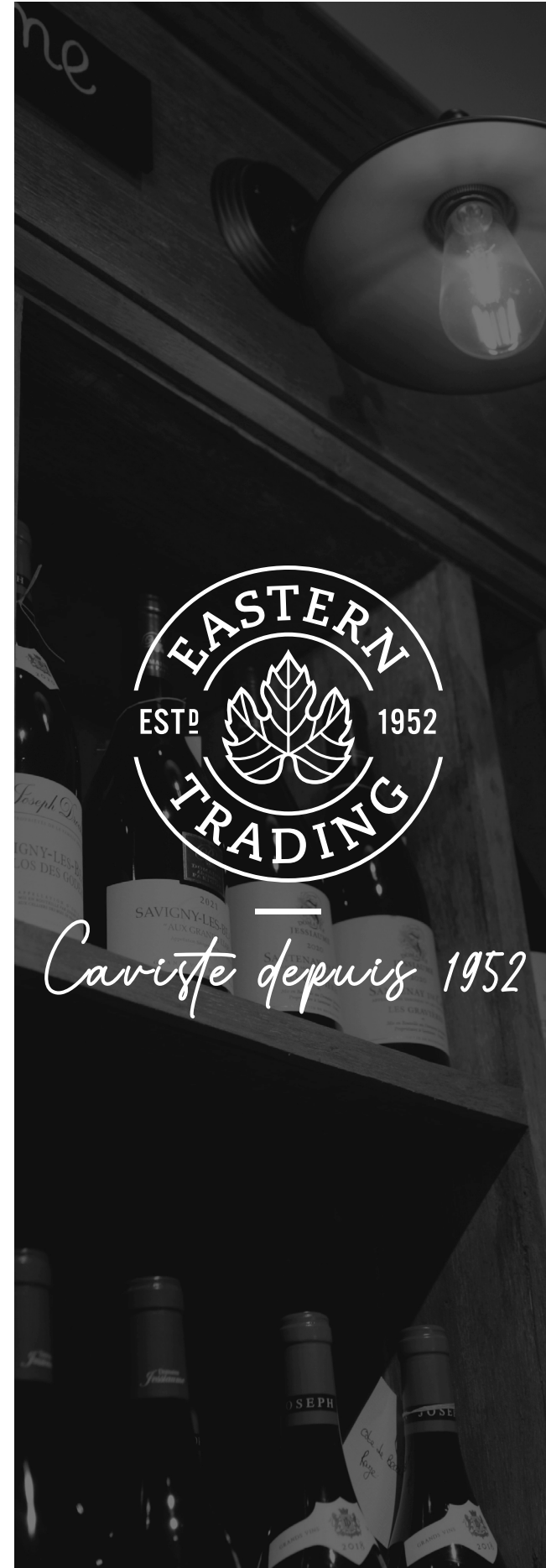
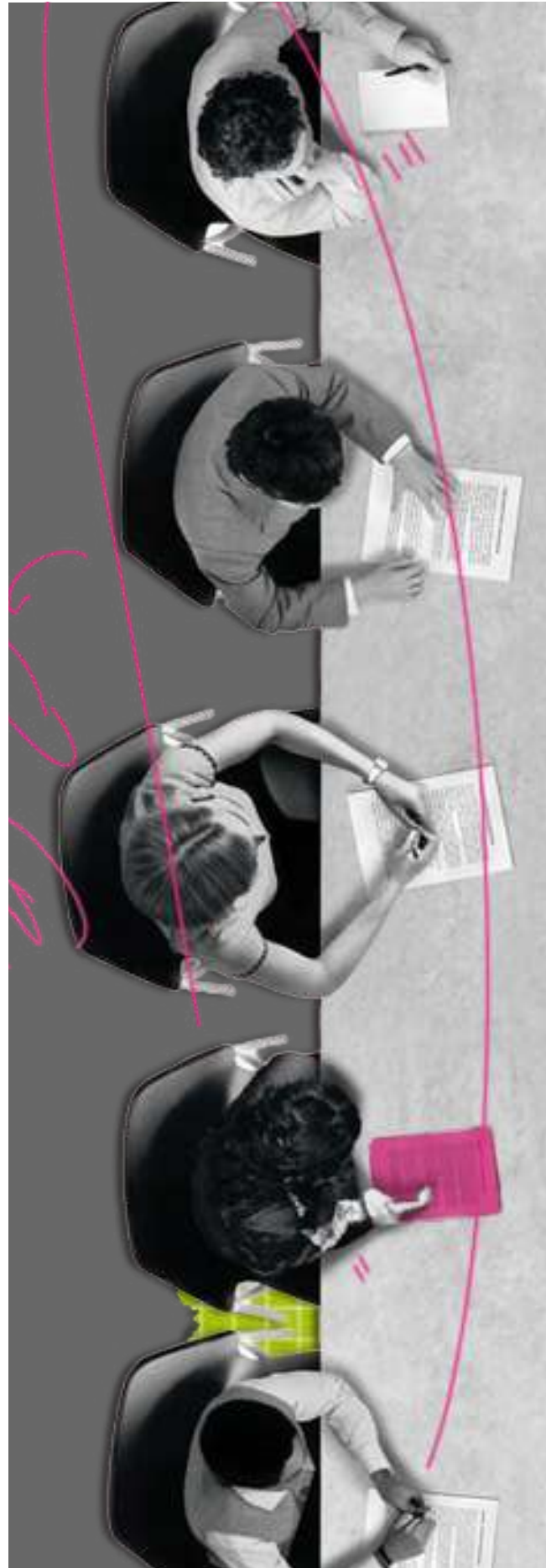




# PORTFOLIO



# Table of CONTENTS



**01.** ABOUT US

**02.** OUR SERVICES

**03.** BRANDING

**04.** CONTENT CREATION

**05.** TECHNOLOGY

**06.** BRAND CAMPAIGNS

Hello there. We are...

# THE SPHERIANS



# PASSIONATE. INNOVATIVE. DIFFERENT.

That's how we do it. More than an agency, we are a partner in growth, placing you first and using our creativity and strategy to craft work that sparks change, connects, and creates real impact.

# Our SERVICES

## DIGITAL TECHNOLOGIES

- Website & Mobile App Development
- Loyalty solutions
- Custom server-side development
- Micro-sites for campaigns

## DIGITAL MARKETING & COMMUNICATION

- Strategic brand communication
- Platform management
- Reporting
- Analytics
- KPI tracking
- Competitor watch
- Brand audit
- Media planning
- Social media marketing
- Google Advertising
- SEO
- Influencer marketing

## BRANDING & DESIGN

- Brand Identity Development
- Brand Strategy
- Identity Application
- Brand Guideline
- Visual Concept
- Communication Layout & Templates
- Brand Communication Strategy
- Publications Design

## CONTENT CREATION

- Graphic design
- Motion video
- Animations (2D/3D)
- Video
- Photography
- Blogging
- Copywriting



# NOW WHAT?

Now that you know us... ready to see what  
we're capable of?

**BRANDING**



*Caviste depuis 1952*

L'esprit du vin titille Philippe Lenoir alors professeur de français et d'histoire

1950

1952 Création d'Eastern Trading à Port-Louis.

1953 Début des livraisons en charrettes aux premiers clients de Port Louis.

1954 Eastern Trading se met au service de l'hôtellerie mauricienne.

1956 Les vins de Bordeaux, de la Loire et du Rhône rejoignent les bourgognes des premiers jours.

1970 Les premiers, vins sud-africains viennent titiller les papilles des amateurs locaux.

1973 Incendie dans les locaux d'Eastern Trading à Port-Louis. Une partie des stocks est sauvée des flammes et mise en vente à l'encan.

1989 Jean -Pierre rejoint la société familiale.

1998 Stéphane, fils et petit-fils Lenoir revient de Cape Town avec l'amour du vin dans la tête.

1999 Philippe quitte ce monde et va rejoindre ses amis dans les vignes du Seigneur.

2001 Ouverture de la deuxième boutique à Floréal.

2004 Ouverture de la troisième boutique à Grand Baie.

2006 Ouverture de la quatrième boutique à Tamarin.

2012 Stéphane prend la direction de l'entreprise. Les papilles se font plus sévères et le métier de caviste plus exigeant.

2014 Jean Pierre et Stéphane ouvrent un restaurant au nom piquant à Rivière Noire. "Moustache" une vitrine gastronomique pour notre boutique juste à côté.

2022 Nos quatre boutiques 1952 retrouvent le nom Eastern Trading, plus symbolique de l'activité.

2022 Eastern Trading ferme Port Louis et migre à Moka et s'agrandit.

70 ans d'existence...  
*caviste un jour, caviste toujours !*

*Jean Pierre Lenoir Stéphane Lenoir*



*Caviste depuis 1952*

As part of its 70th anniversary celebration, Eastern Trading wished for a new brand identity.

Simultaneously, a strategic communication plan was thought out, using such opportunity for broader exposure through more brand materials.

Refreshed Email Signature.

**JEAN PIERRE LENOIR**  
DIRECTEUR

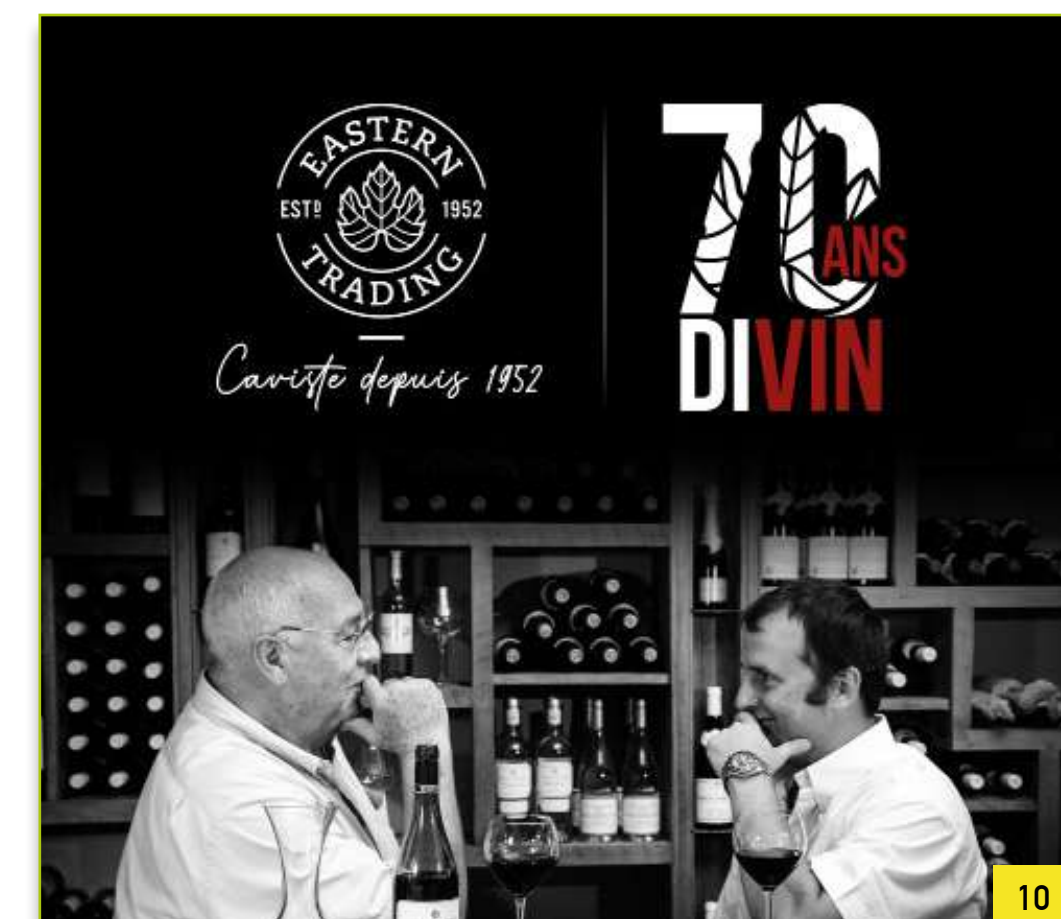
---

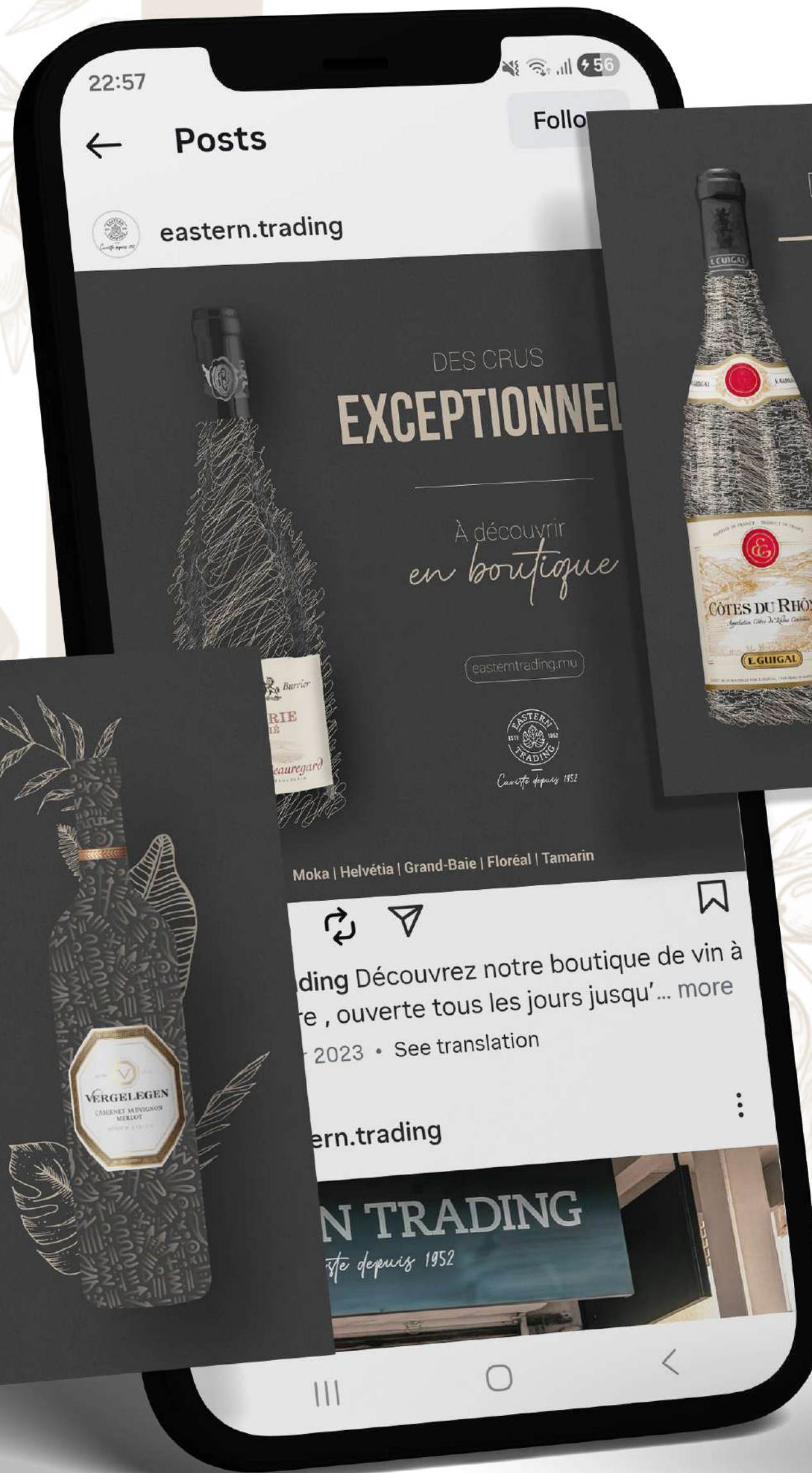
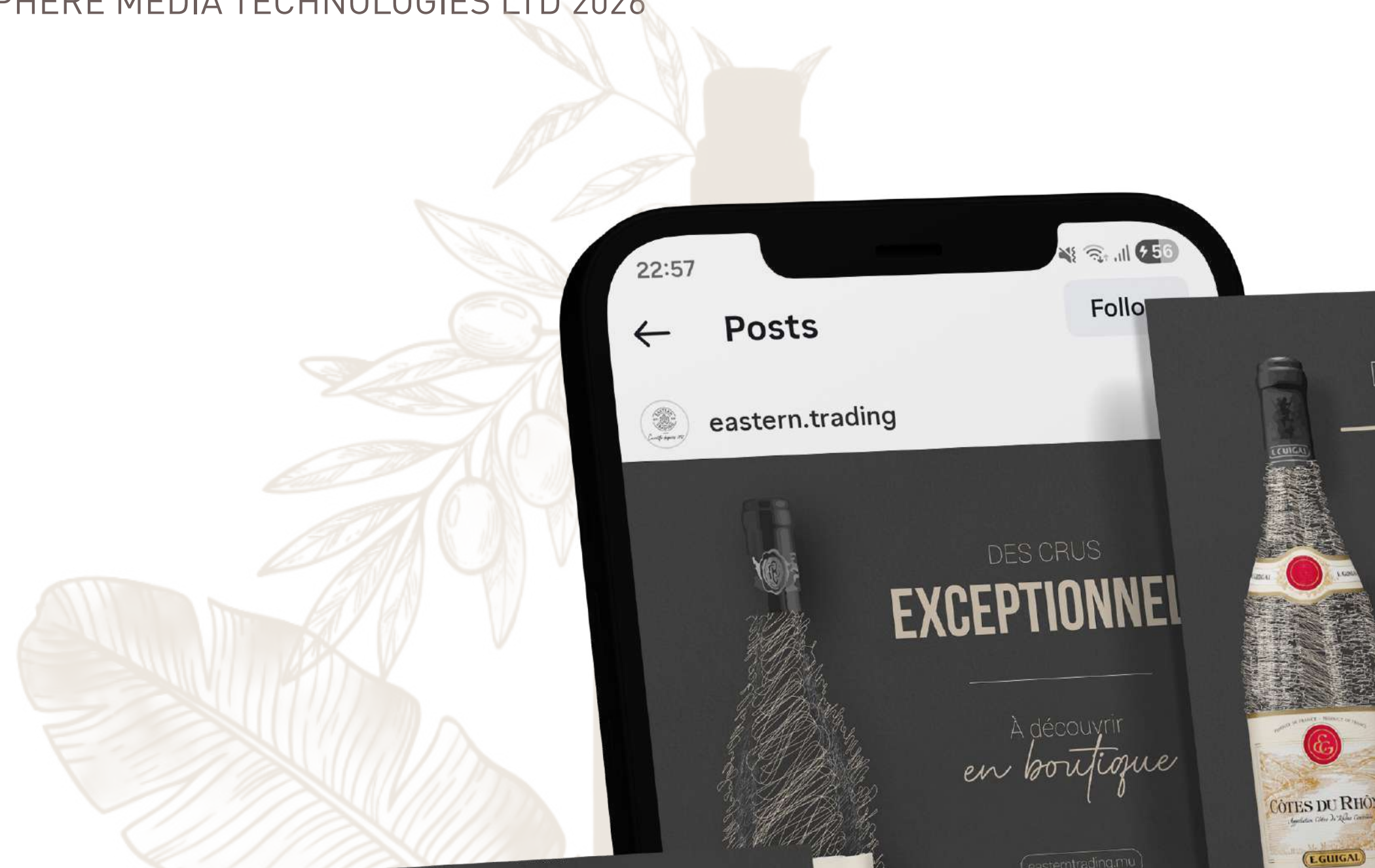
T (230) 212 9887  
M (230) 57280971  
F (230) 211 2173  
E [jeanpierre@easterntrading.mu](mailto:jeanpierre@easterntrading.mu)  
A Vivéa Business Park 81430 Moka

---

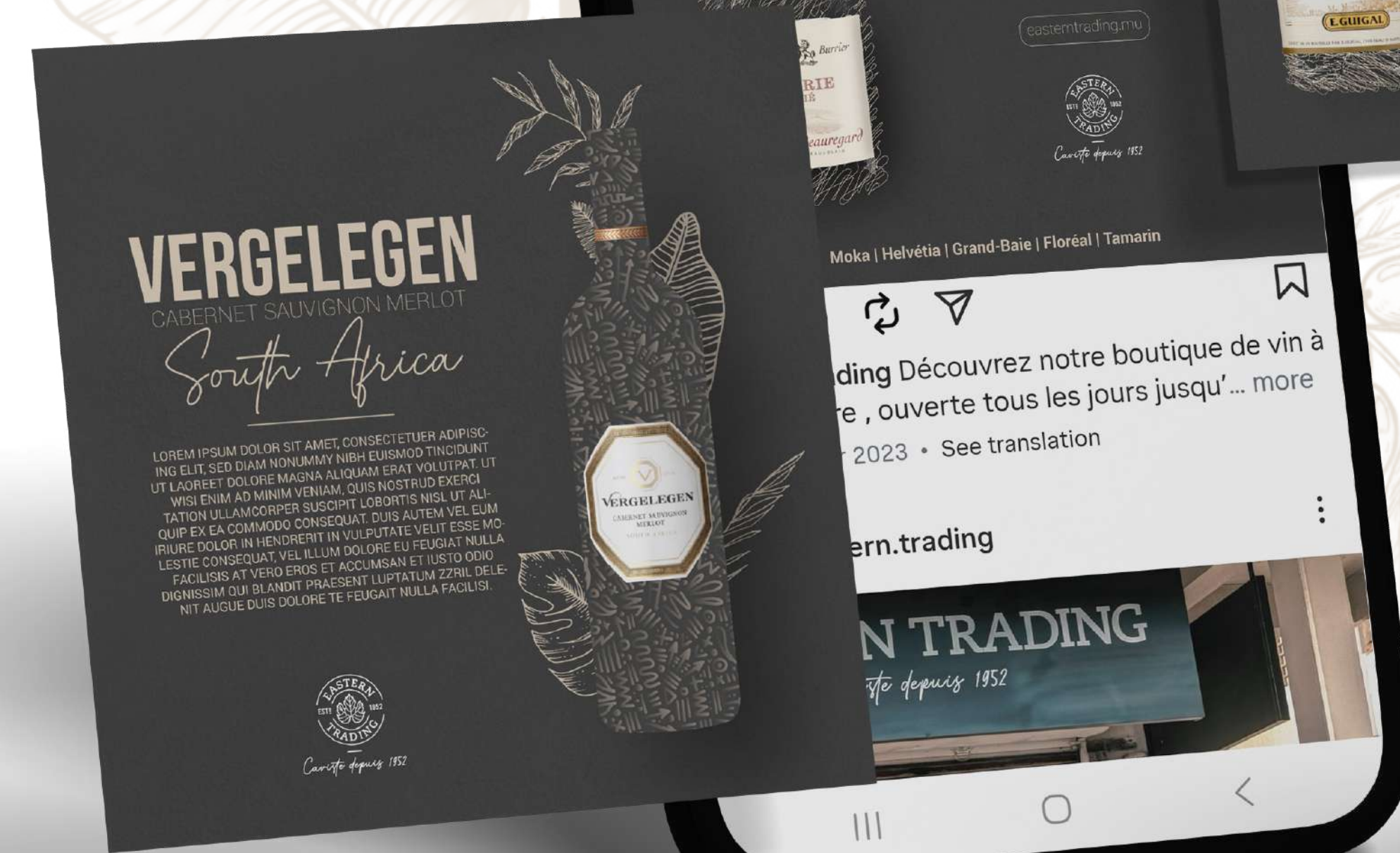
f Instagram: [Easterntrading1952](#)      www.easterntrading.mu

*Caviste depuis 1952*





Content for each of its best selling wines. Implemented the new style for continuity.



Rough hand drawn artstyle to depict the brand's artisanal appeal.



Reinforcing the brand's online presence through through steady content.

**EASTERN TRADING**  
*Caviste depuis 1952*

*Chers amis,*

2022, les boutiques d'Eastern Trading qui opéraient sous l'enseigne 1952 - l'esprit du vin, changent d'identité et reviennent à Eastern Trading – caviste depuis 1952, le garant d'une naissance identitaire et de 70 années d'un nom devenu emblématique dans le domaine du vin. Quand l'esprit du vin devient l'esprit di vin... Du français au créole il n'y a qu'un pas que nous avons franchi allègrement. Du vin ou Di vin, ce merveilleux breuvage reste le même et notre passion aussi...

*Restez Connectés*  
et vivez avec nous les  
**#momentseastertrading**

f i+ g

**70 ANS DIVIN**

www.eastertrading.mu



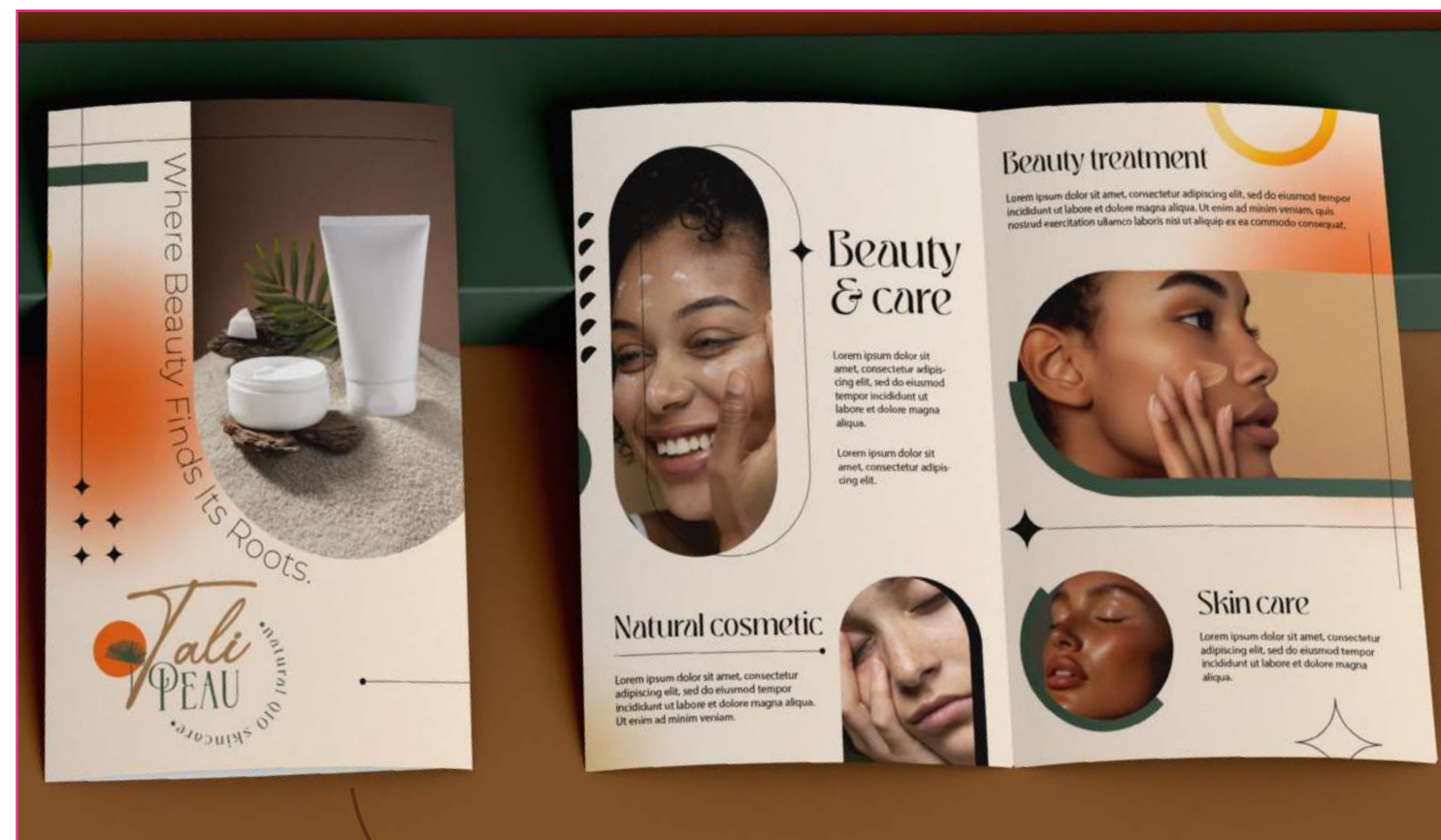
Tali  
PEAU

• natural Q10 skincare •



Talipeau, a facial skincare brand, aimed for a complete rebranding that reflects the warmth of a sunset, to convey a natural, healthy glow.

This included logo, collaterals, and its packaging designs.



Brochure Design for their product launch.



## Talipeau Launch Event

Join us for an exclusive unveiling of TaliPEAU, a skincare line inspired by nature and crafted to celebrate beauty and resilience.

🕒 23rd November 2024

📅 11:30 am - 12:30 pm

📍 Trianon, 72261, Tribeca Mall

Be the first to experience our journey and products in an intimate and elegant setting.

**RSVP NOW**

We look forward to welcoming you!

*The TaliPEAU Fairies*

# CONTENT CREATION

# MCDONALD'S *AI Summer Deal*

Developed an AI-generated video for McDonald's McFlurry Summer Deal campaign, with engaging and dynamic visuals.

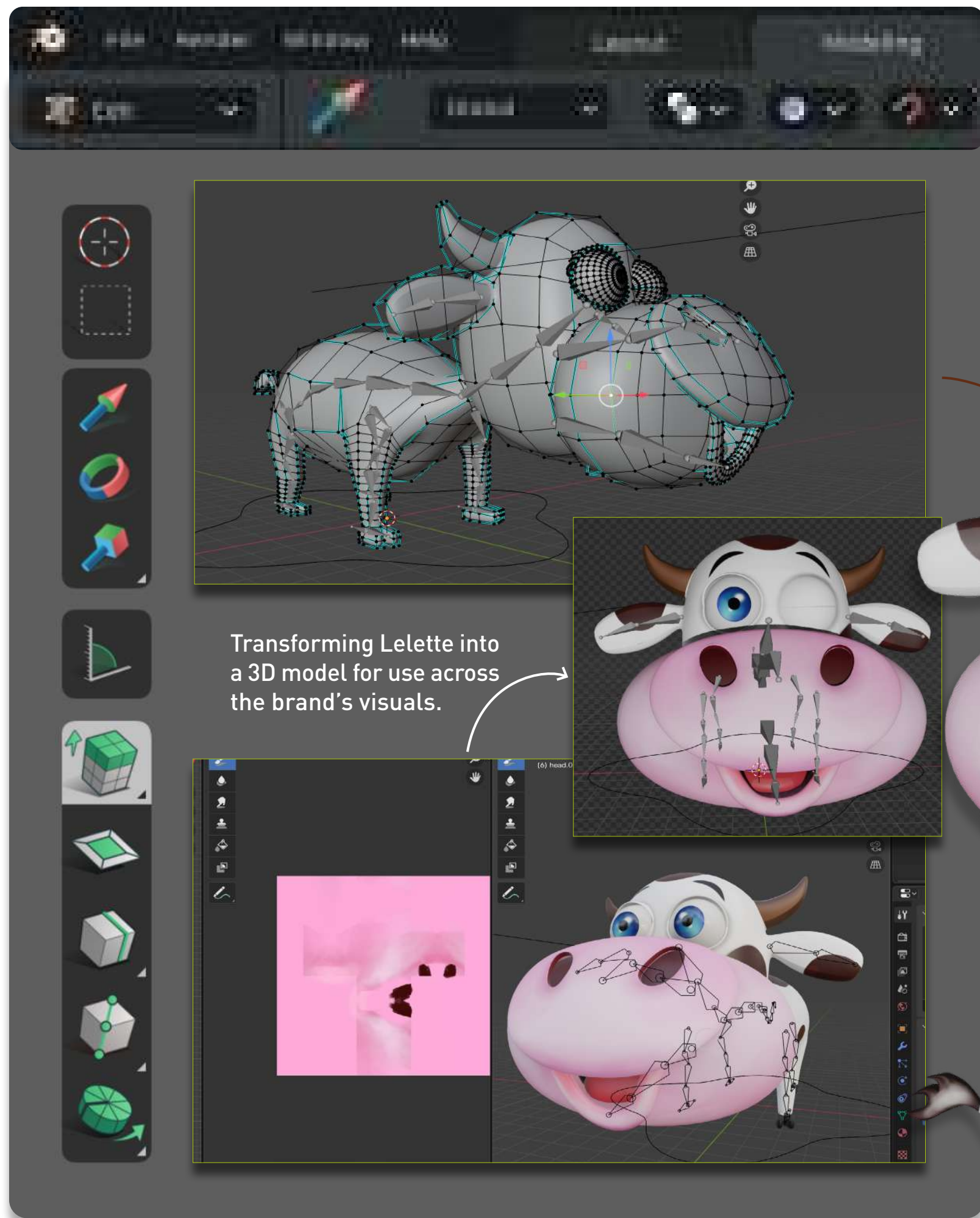


Link to the final film: <https://www.facebook.com/reel/738066255990245>



To set Snowy apart from conventional milk brands, the strategy focused on bringing its mascot, Lelette, to life across visual touchpoints.

This is achieved through 3D animation to enhance the brand's appeal and strengthen its market recognition.

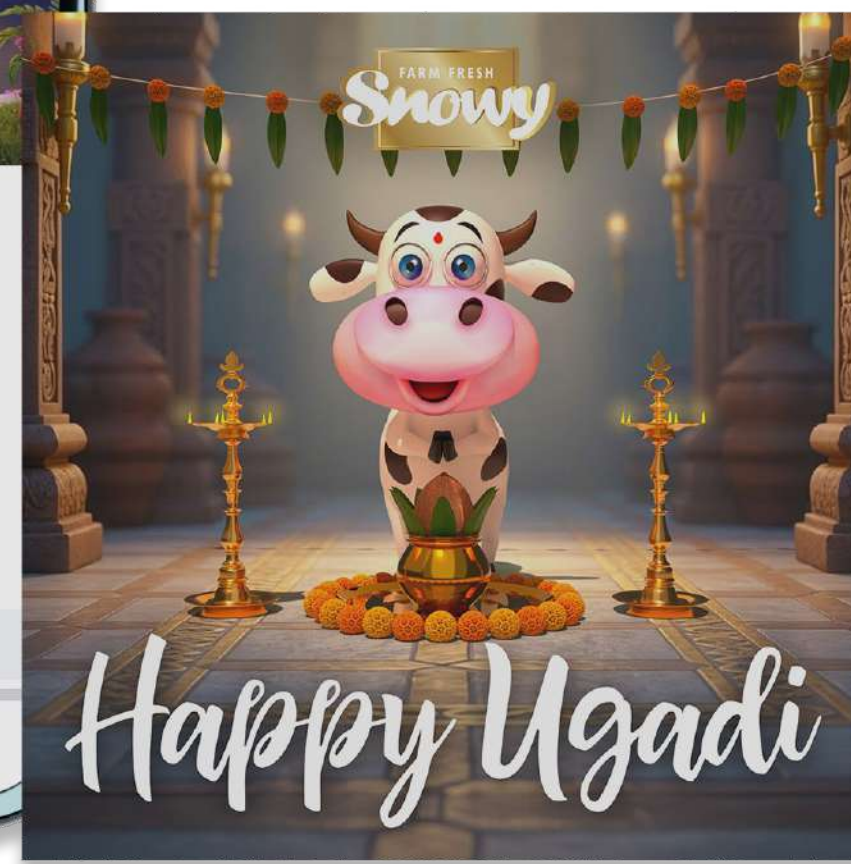


Transforming Lelette into a 3D model for use across the brand's visuals.



Lelette's final 3d design.

Merging Lelette's new 3D form with the visual content to enhance depth and personality within the brand.



# The SPECIAL 3D FILMS

To reinforce Lelette's new 3D identity, two seasonal 3D films were produced for Halloween and Christmas.



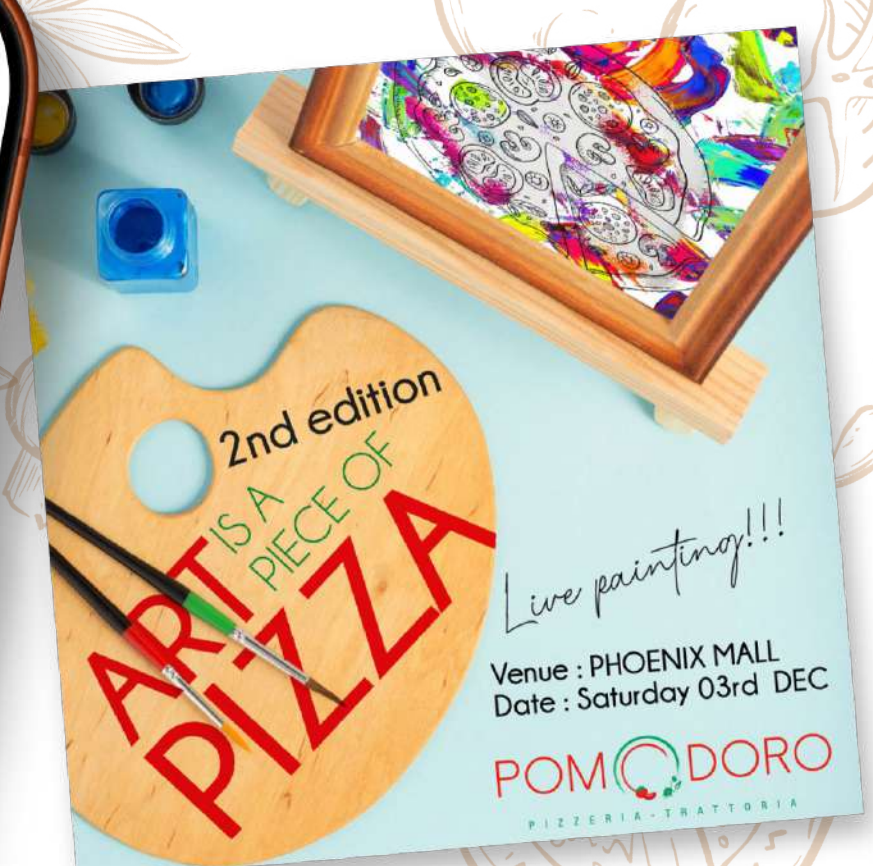
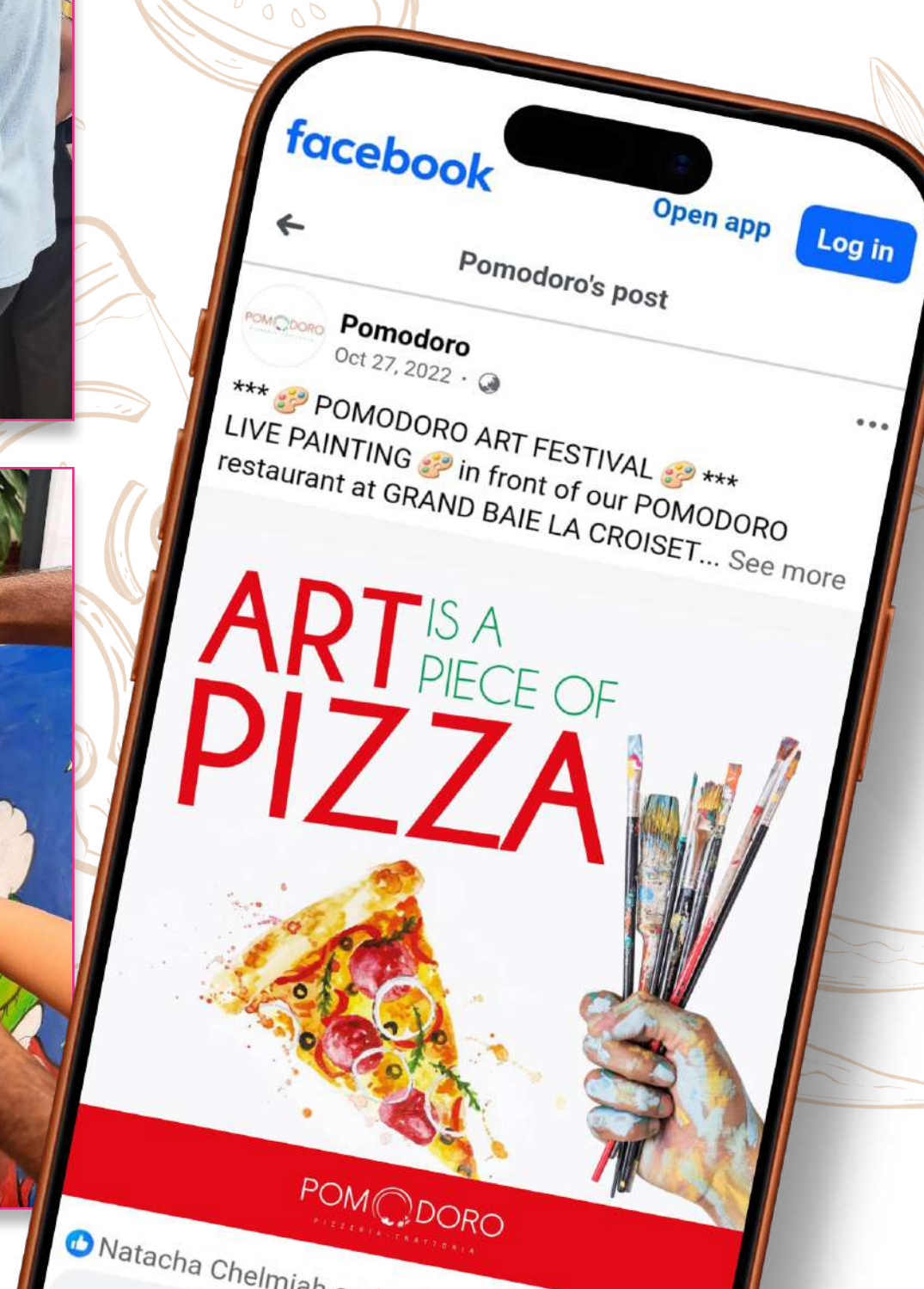
Link to Halloween film: <https://www.facebook.com/reel/690322823159527>

Link to Christmas film: <https://www.facebook.com/reel/222131074260410>

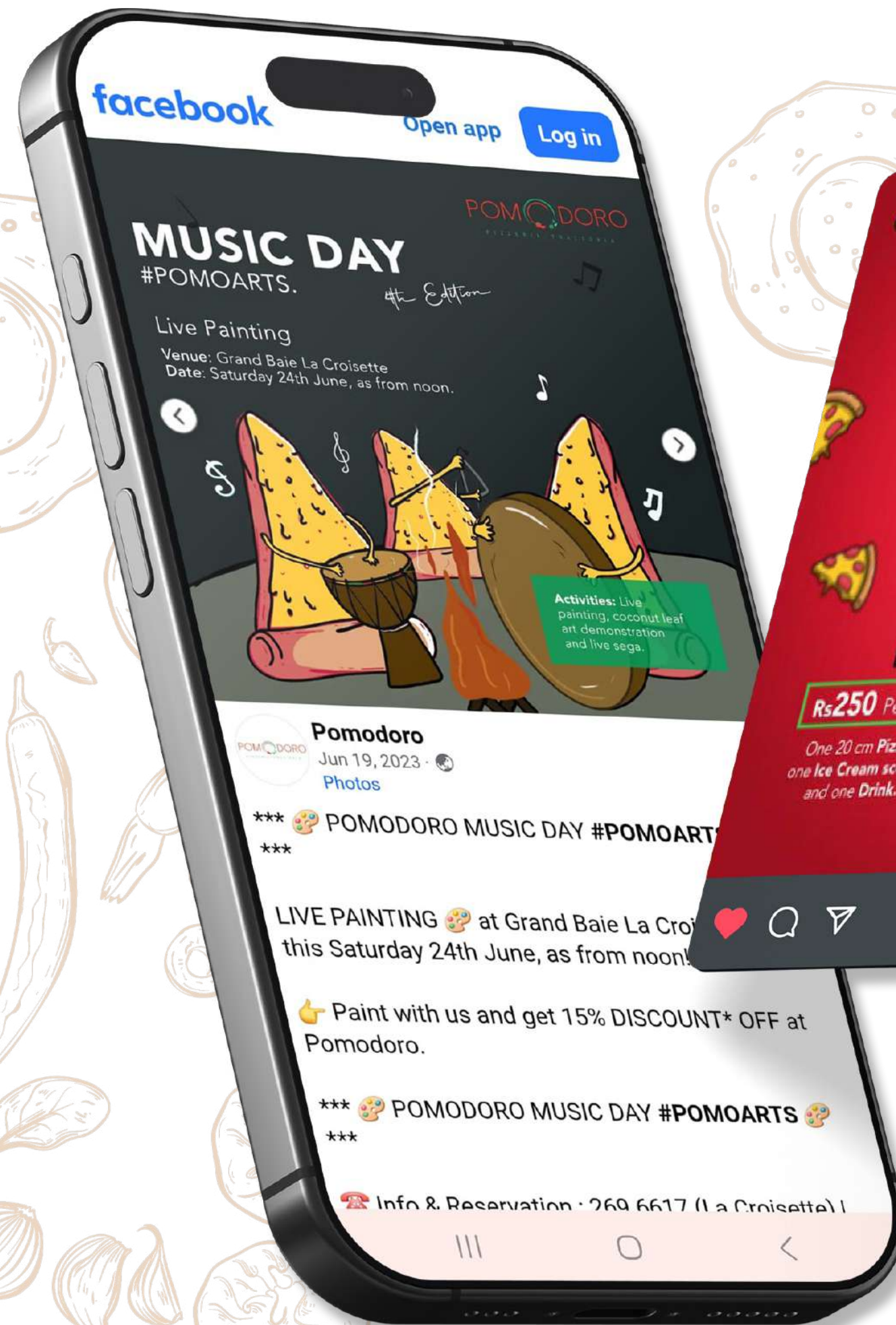


# POMODORO'S *Art is a Piece of Pizza*

The "Art is a Piece of Pizza" activation was rolled out across multiple editions over the years to increase Pomodoro's visibility. Such initiative aimed to build a closer connection with customers through interactive art activities.



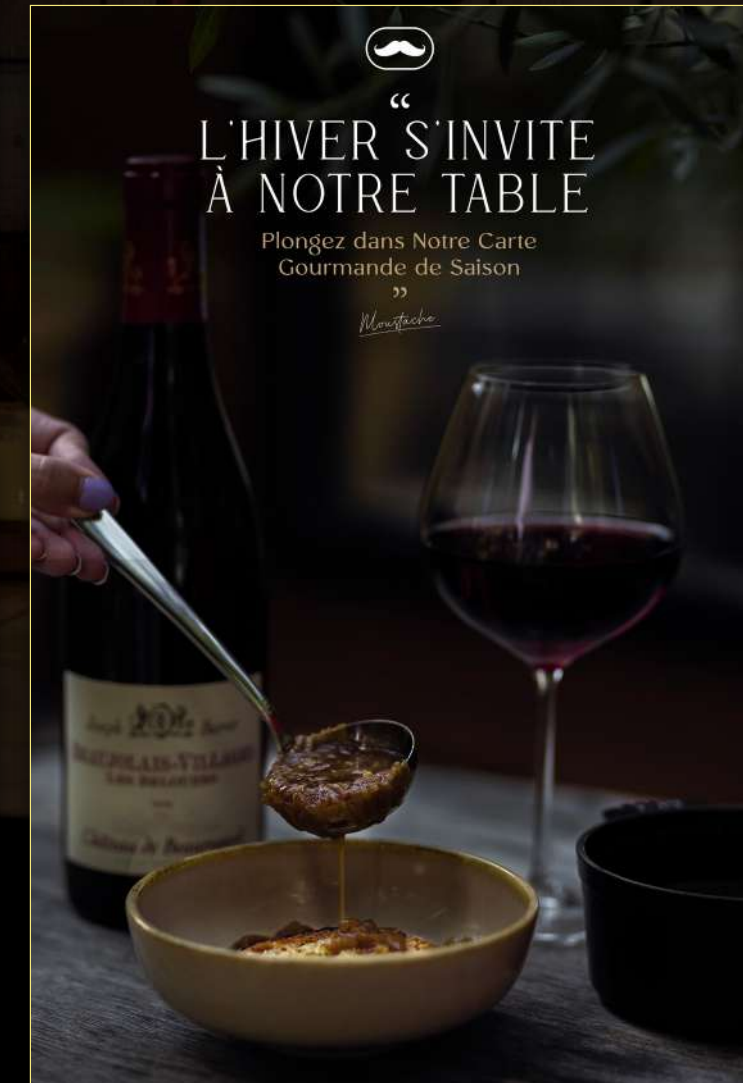
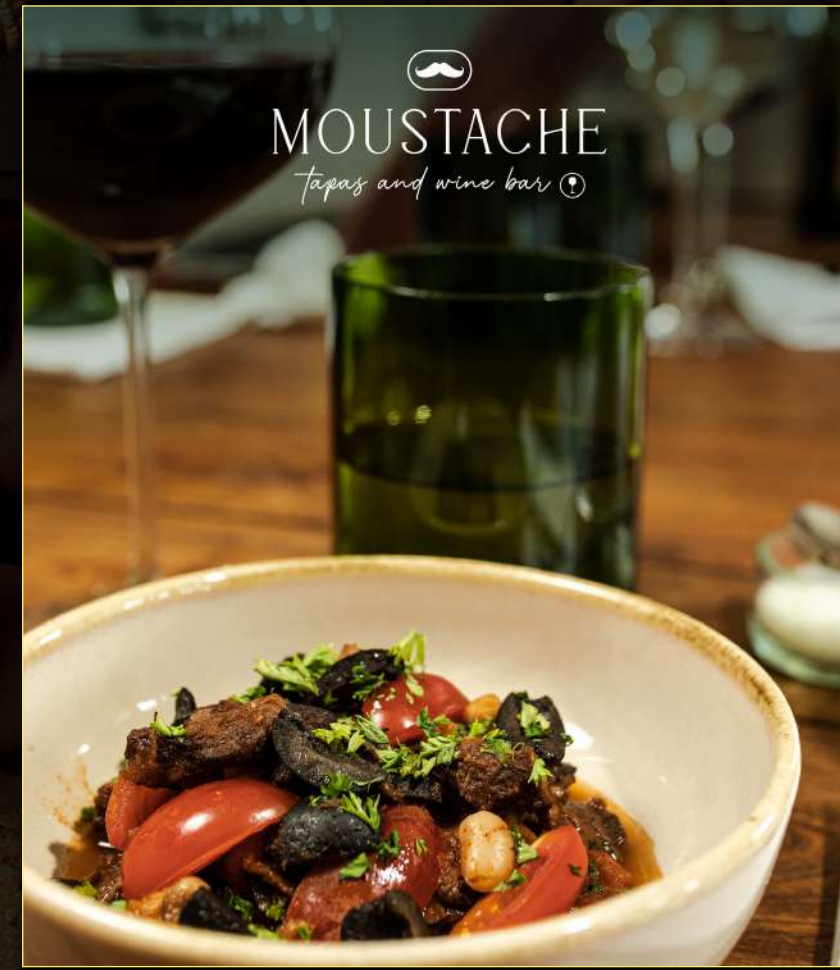
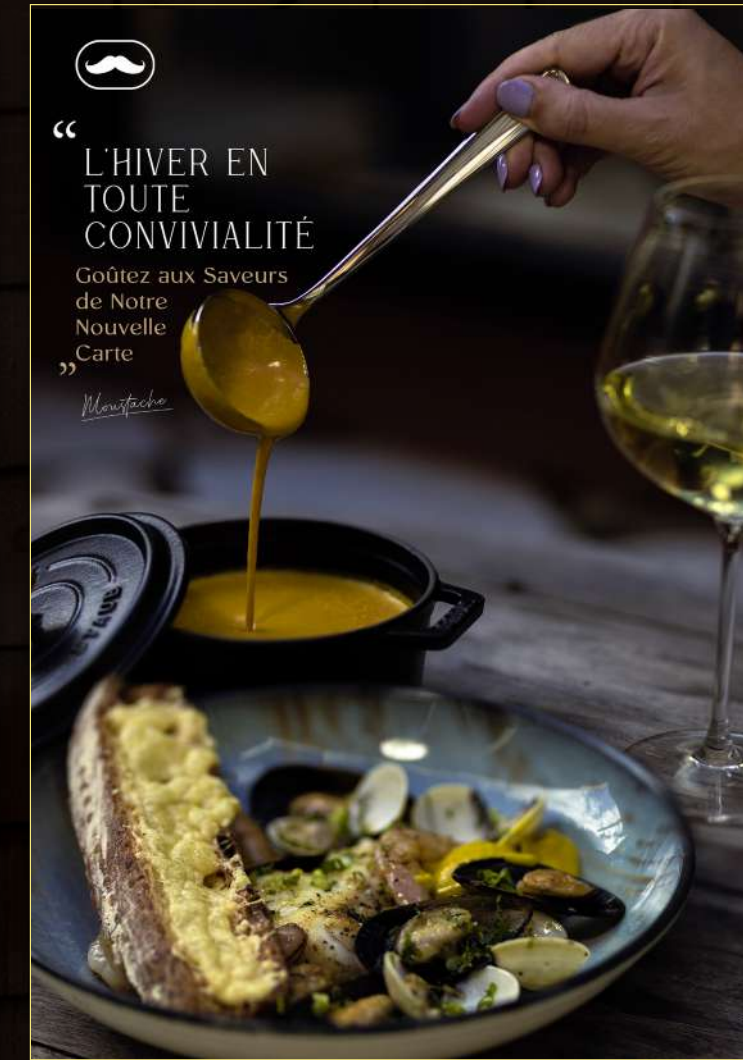
Across each edition, themes were refreshed to constantly keep the events new and interesting. Some included music-inspired creations to hands-on workshops, all rooted in the idea of creating pizza as a form of art.



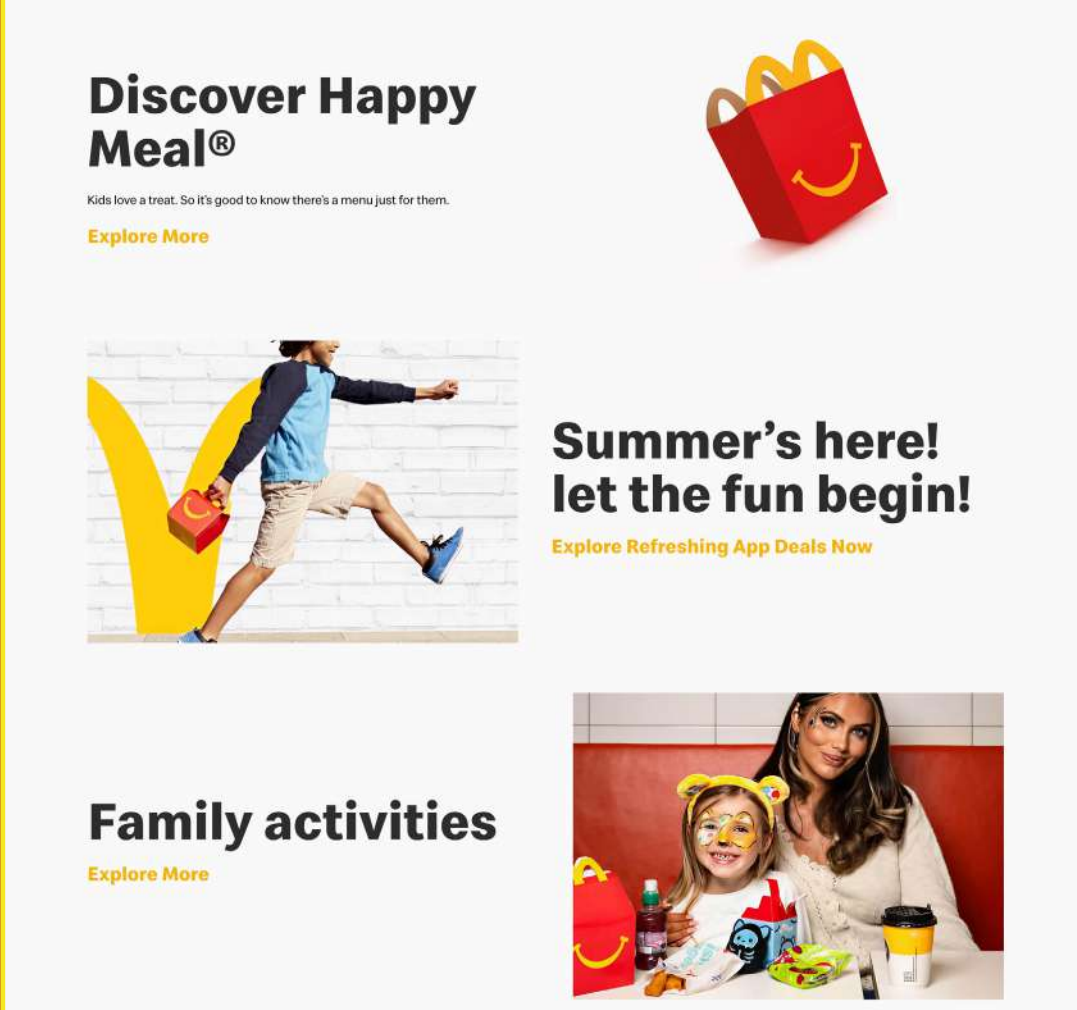
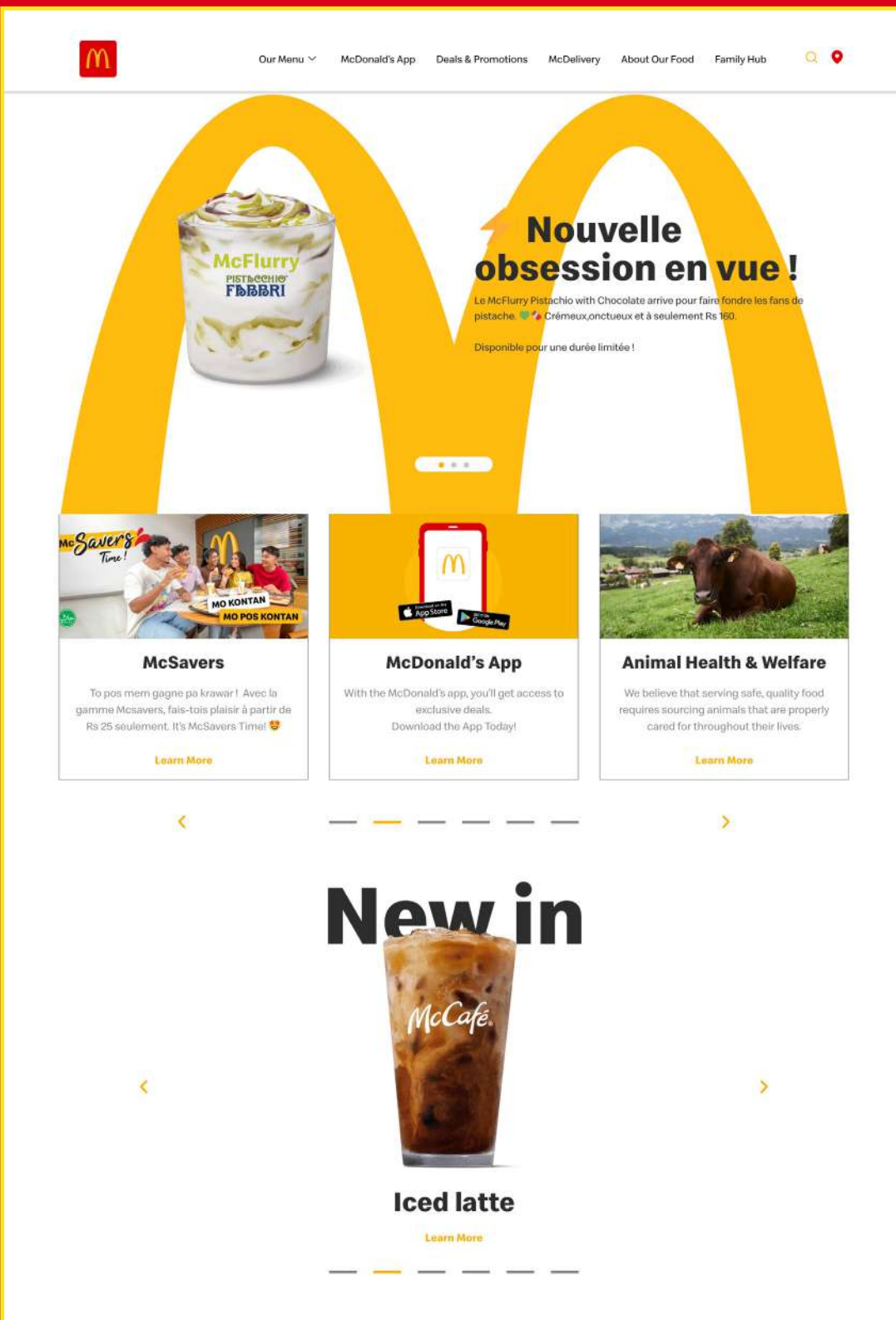
Expanded exposure through social media posts and event photography.

# Food PHOTOGRAPHY

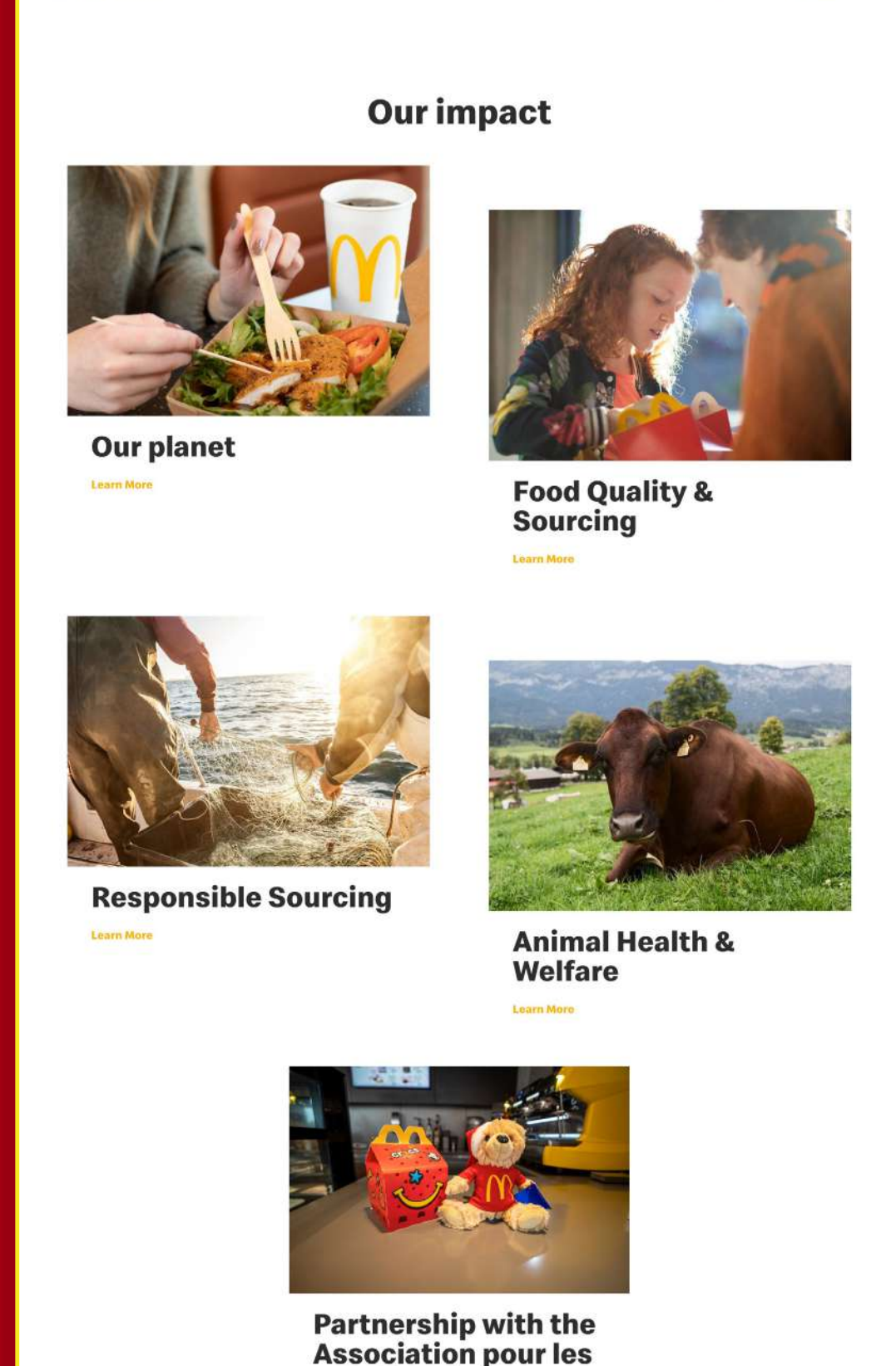
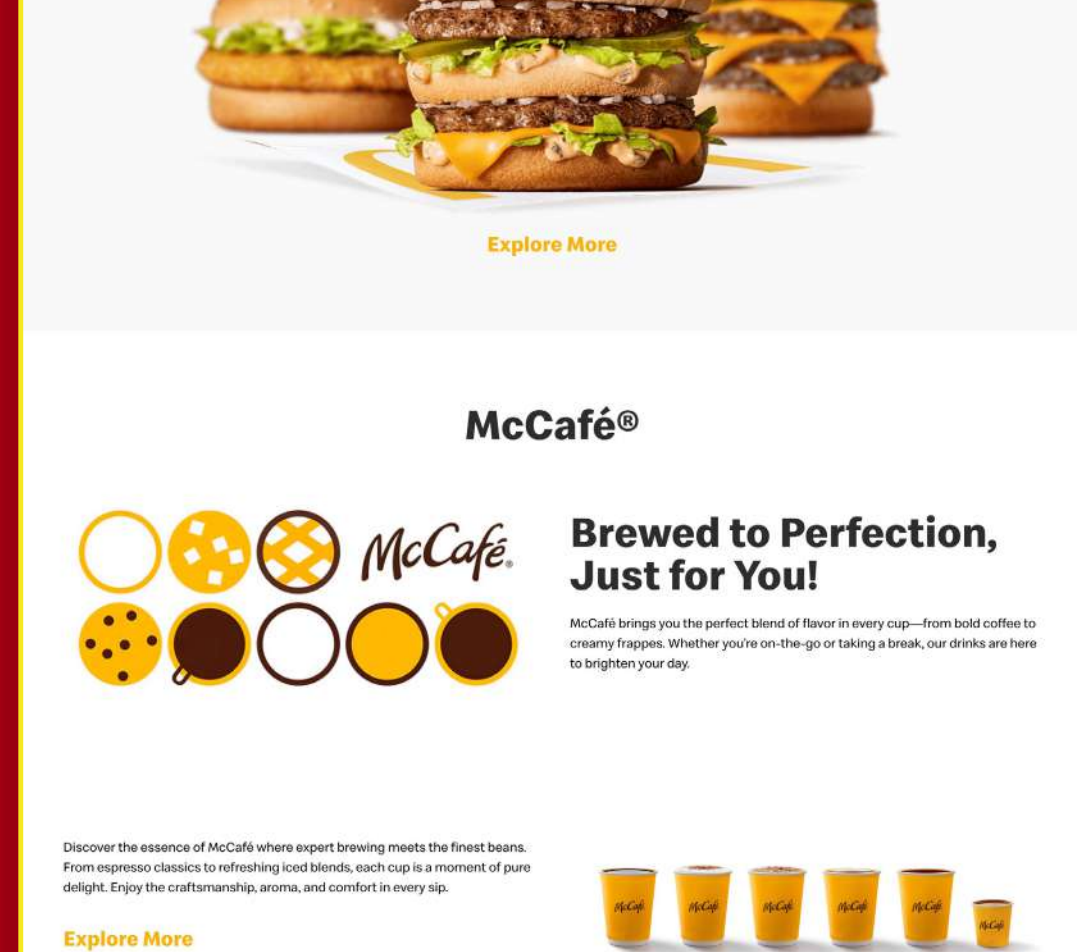
Food Photography for our client Moustache, focusing on a slight vintage feel and warm atmosphere to enhance the richness and appeal of the brand's dishes.



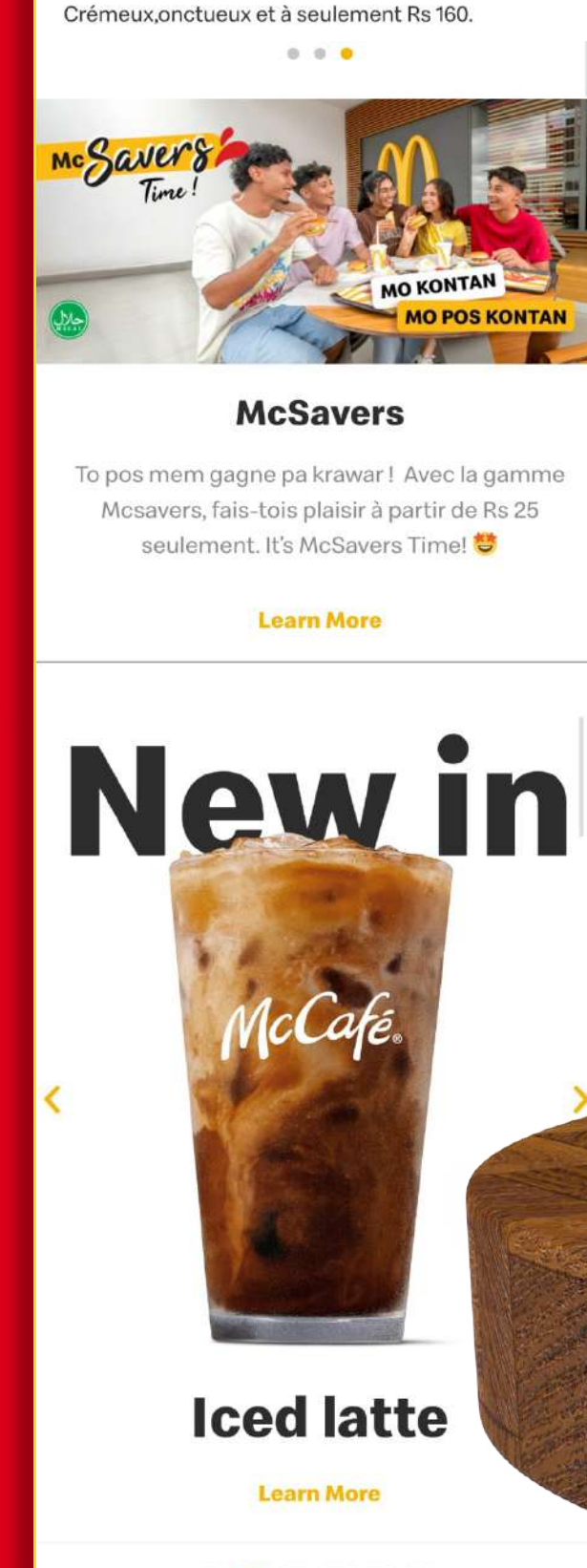
**TECHNOLOGY**



Savor the Moment, Share the Joy



Partnership with the Association pour les Handicapés de Malherbes

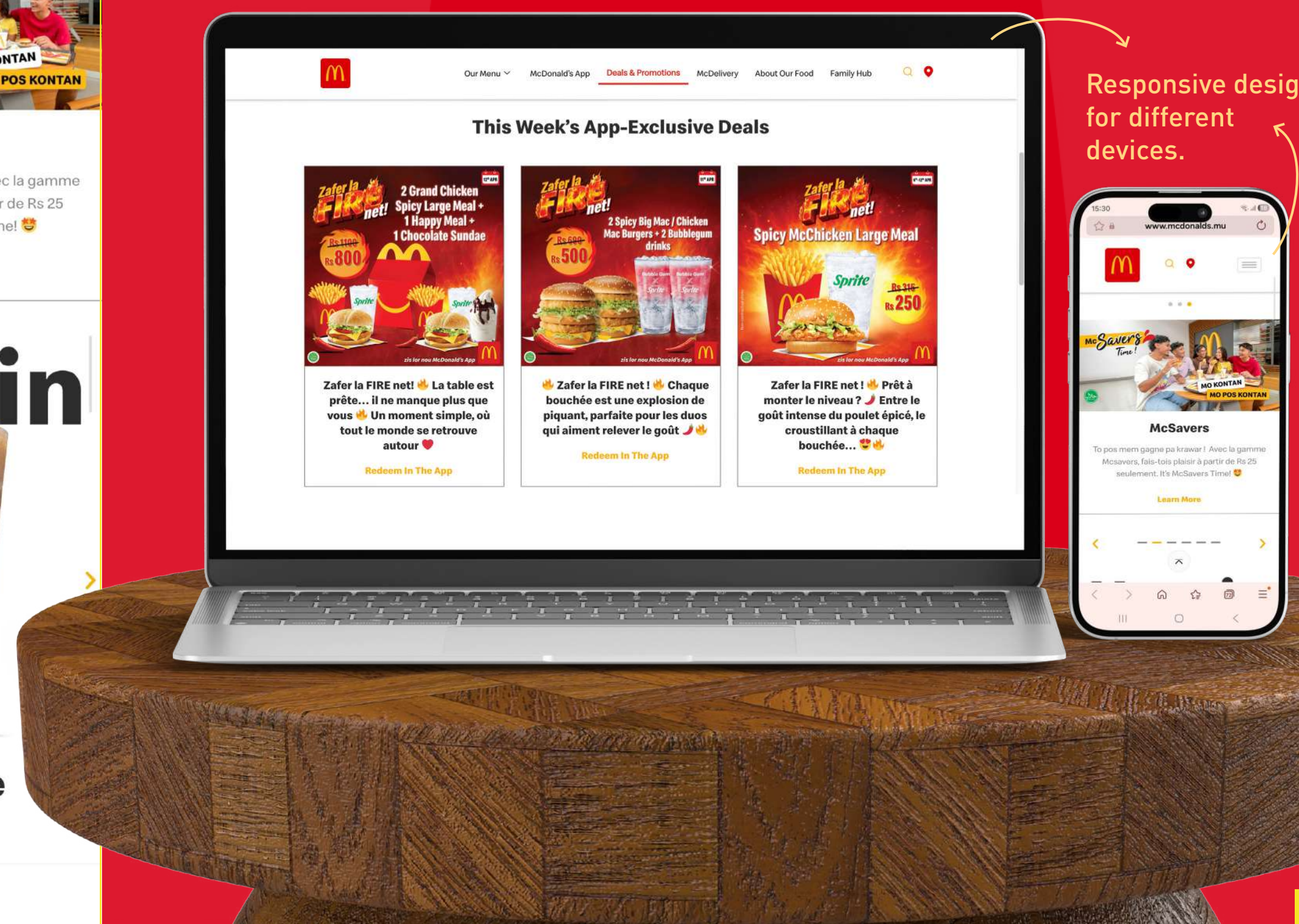


# MCDONALD'S Website

A redesign of the McDonald's website was carried out, focusing on an enhanced visual layout and clearer information hierarchy to ensure easy navigation and readability for users of all age groups.

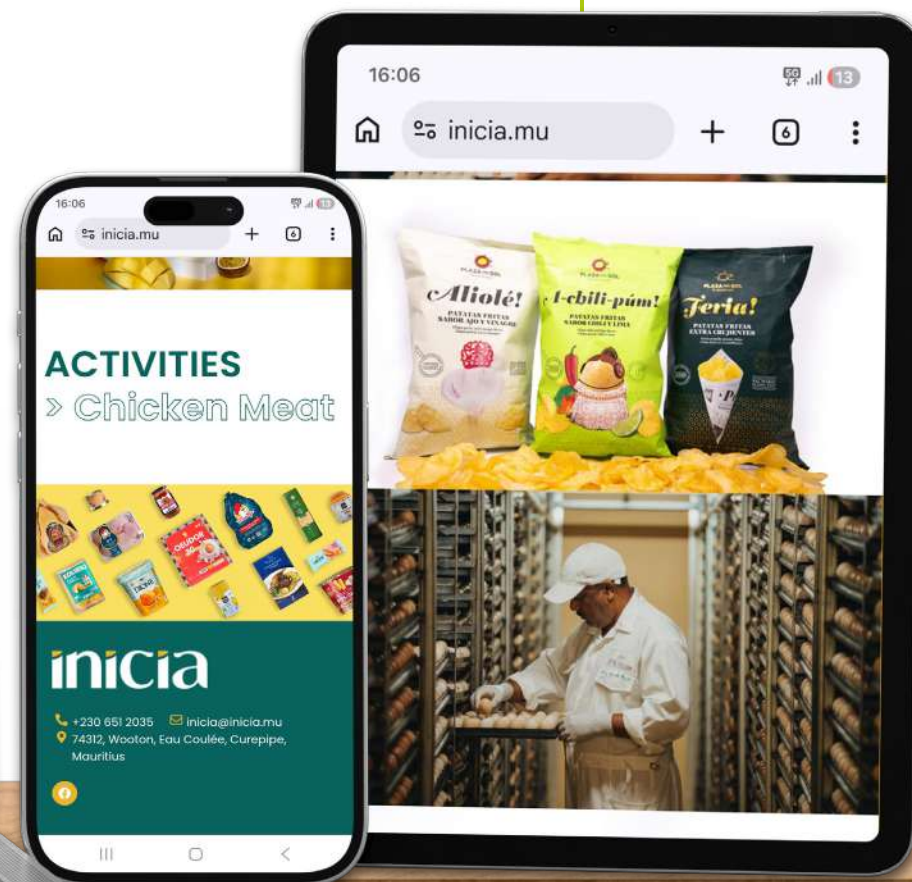
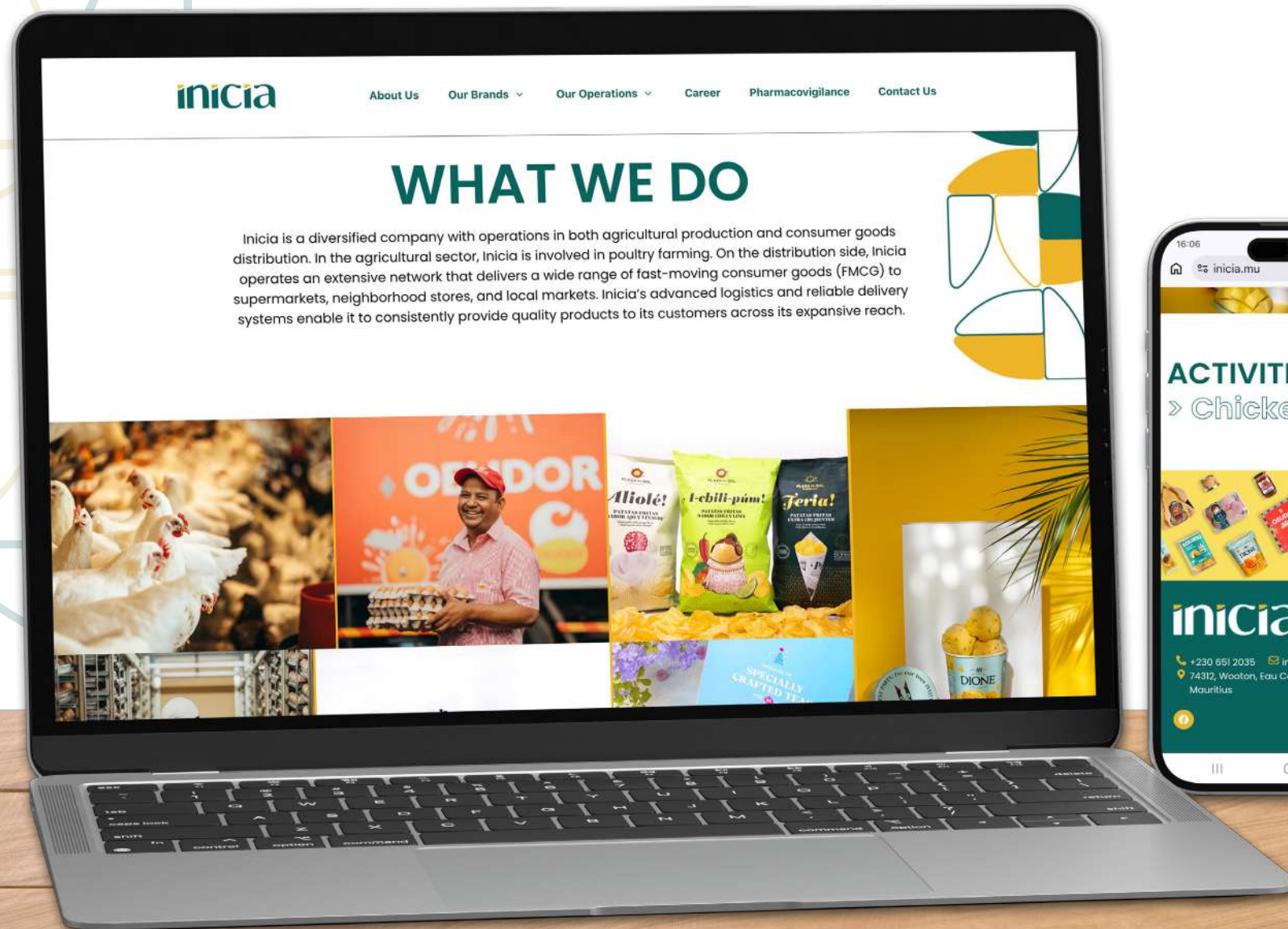
Mobile Version.

Responsive design for different devices.

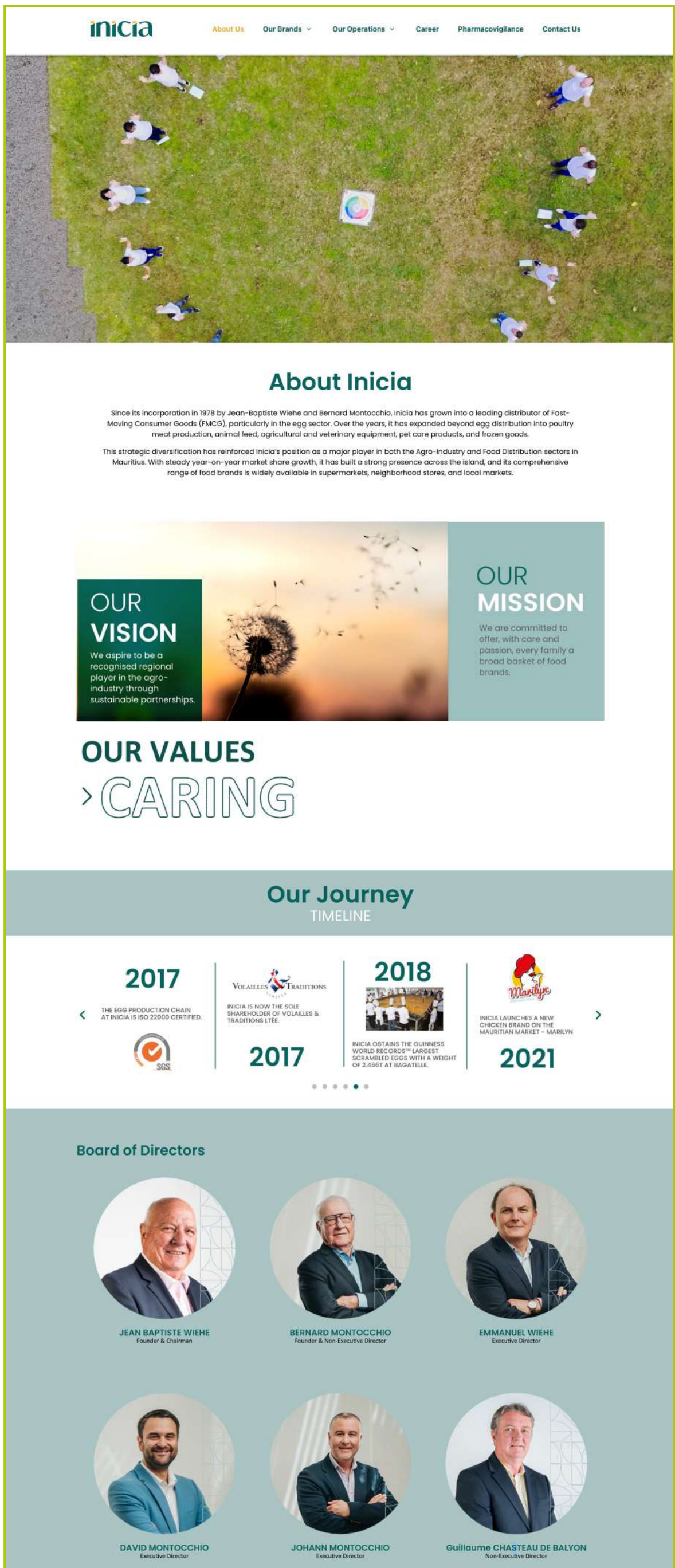
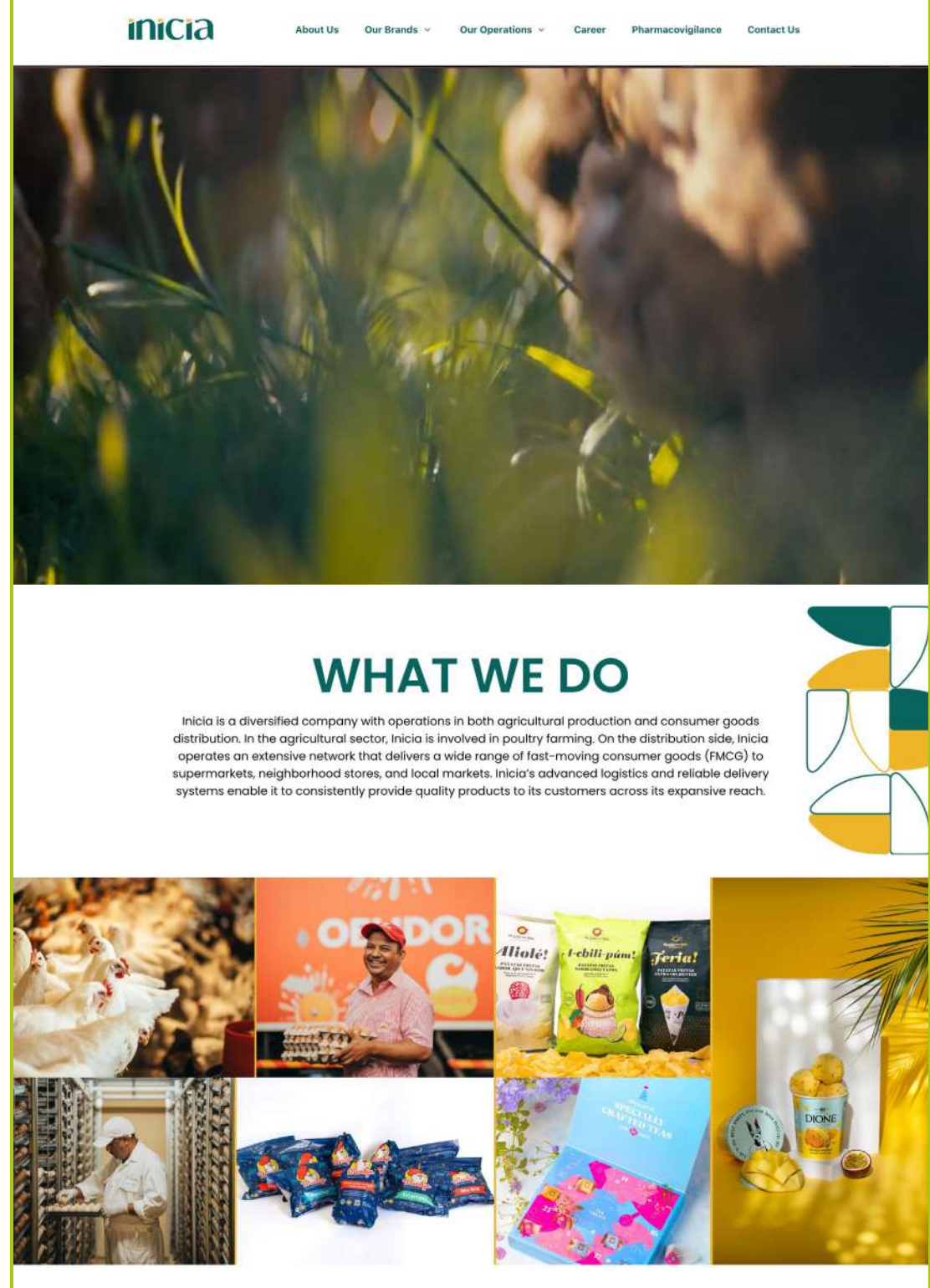


# INICIA'S Website

Inicia's website redesign aimed to adopt a more modern look and improve ease of navigation. The focus was on delivering direct, easily accessible information based on users' needs.



dynamic layout with a clear visual hierarchy to keep interest while ensuring readability.



# BRAND CAMPAIGNS

# Campaign 1



**NATURE'S  
JUICE**

**"ENN TRADISYON  
KIN RESS FRE!!"**

Introduced for the past two Independence campaigns, the word **"FRE"** has come to embody freshness, authenticity, and Mauritian pride. Therefore, rather than reinventing it this year, we decided to evolve it further; framing tradition as something living, shared, and practiced, not just archived.

Simultaneously, we aimed to redefine tradition, not as something that fades, but as something that, when passed on with intention, stays fresh!

# NATURE'S Juice

The main campaign's message would be carried out through two main deliverables: a commercial film, 4 key posters, a mall activation, and supporting social media content.

The idea was to focus on a concept where children build the Mauritian flag guided by their grandparents, symbolising the transmission of knowledge and culture, hence the reinforced meaning of tradition for this campaign.



Introductory video animation for the tiktok videos.

Supporting video contents from local craftsmen and influencers.



Included social media posts to extend reach and engagement.

Each design was strategically posted throughout Independence week to build momentum.



1,440 Shares

766 Comments

wow!!

28,374 Likes

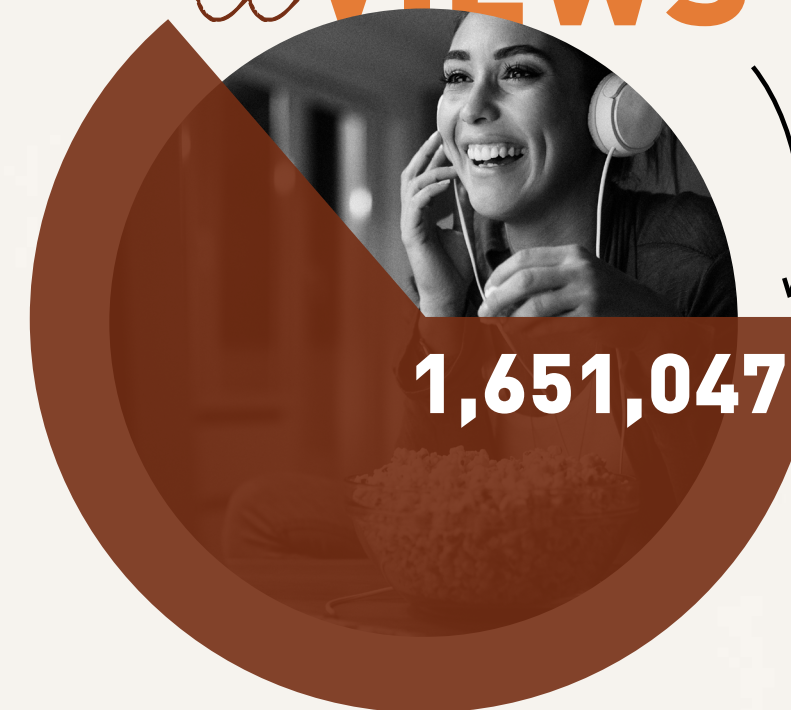


+ 2901 new followers

# Key Analytics 1 FACEBOOK

Below are the key metrics from the 4 posters designs, highlighting their reach and impact across Facebook.

Cummulated  
**VIEWS**



Cummulated  
**REACH**



The Social  
**IMPRESSIONS**



The Social  
**ENGAGEMENT**



# Key Analytics 1

## TIKTOK

Similarly, key analytics for the brand's TikTok platform were also recorded and analyzed to calculate the campaign's reach.

Cummulated  
**VIEWS**



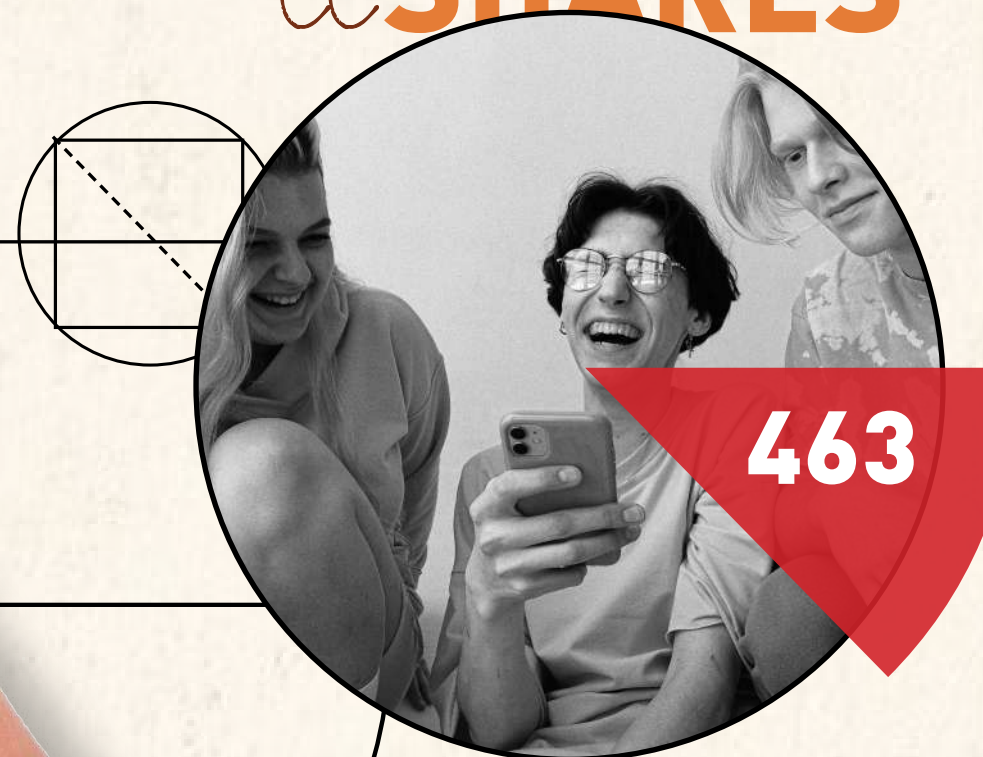
Cummulated  
**LIKES**



Cummulated  
**SAVES**



Cummulated  
**SHARES**



+ 762 new followers  
+ 72 Music Re-usage

# The COMMERCIAL FILM



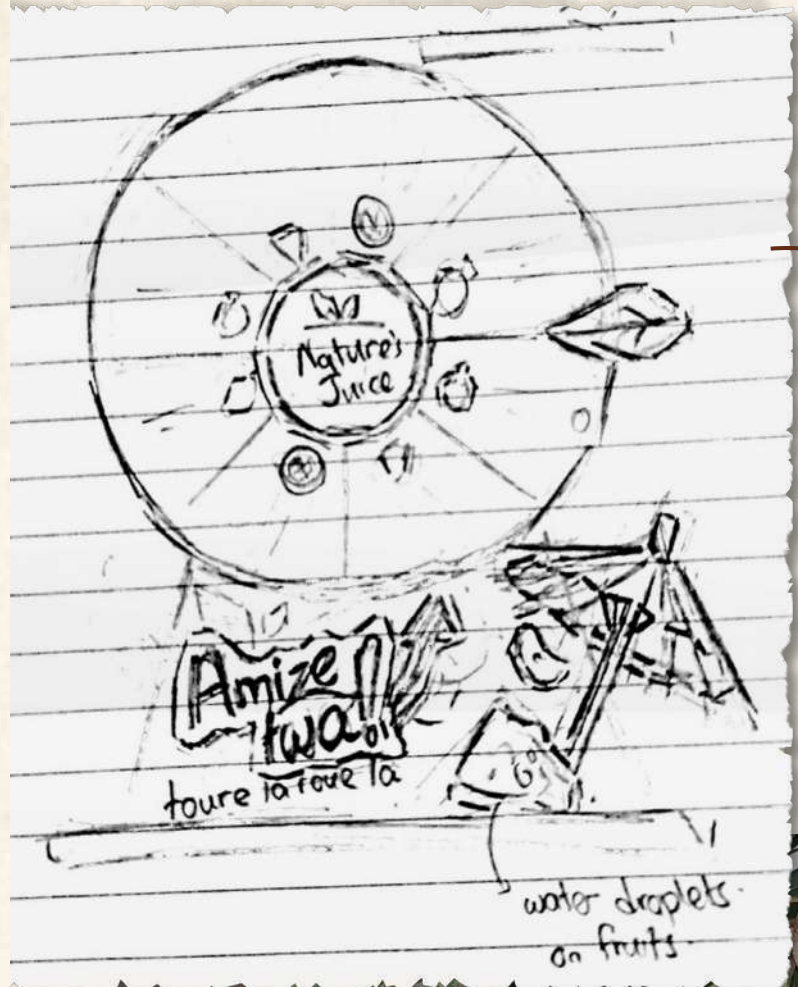
Link to the final film: <https://www.facebook.com/reel/1829765974379763>

# Key Analytics 2

## MAIN COMMERCIAL FILM

Below are the key metrics from the main commercial film, showcasing its reach and impact on the audience.





A draft sketch of the Wheel of Fortune, designed as the event's central visual feature and main interactive activity.



The making of the upper part of the stand and the leaves from scratch to reinforce the artisanal appeal.

The final stand decor.

# The ACTIVATION x



As part of Made in Moris' Bagatelle activation, the goal was to enhance Nature's Juice expo stand and boost its visibility during the event.

Building on the existing Independence Day campaign, "Enn tradisyon kin res fre!!", an artisanal decor was maintained to further continue the campaign's festive and authentic narrative.

Undeniably, it was a successful finale to the campaign. Guests gathered around, spun the Wheel of Fortune, and walked away with their Nature's Juice gifts.



# Campaign 2



While Gen Z are known to be constantly online, the McDonald's App wasn't quite cutting it. This is where the McDonald's campaign, 'App-Mazing', started.

The aim was to turn awareness into action by driving app usage over 6 weeks, using continuous performance insights to gauge customer interest and sustain engagement.

**MonDeal**  
Buy 1 Spicy Paneer Large Meal and Get

App-Mazing meyer Deal lor l'île!

1 Spicy Paneer Burger **FREE**

Zis Zordi

Zis lor nou McDonald's App

100% végétarien

14:00 Posts

mcdonalds.mauritius

App-Mazing meyer Deal lor l'île!

McChicker Large mea

20% OFF

McCafé 60% Off

Donut RS 35 RS 80

zis lor nou App

# MCDONALD'S

## App-mazing

To maximise impact, the campaign relied on a steady posting of content designed to encourage app downloads. This was also combined with the promotion of app-exclusive deals to encourage users to further engage with the app.

McCafé 60% Off

Donut RS 35 RS 80

47 1 1 11

mcdonalds.mauritius Zafer la FIRE net! 🔥  
Toujours prêts à essayer quelque chose de... more  
2 days ago • See translation

mcdonalds.mauritius

**BORD**  
KOT NOU

App-Mazing

meyer Deal lor l'île!

zis lor nou App!

Download the McDonald's App

Zis kan Download Nou App

Chicken 'n Cheese

Spicy Paneer

Strong message redirecting viewers to the app.

Social Media contents designed to encourage users to use the app for its exclusive deals.



Static Animation:  
<https://www.facebook.com/reel/1268785188153414>



Featured on several  
 digital billboards.



Displayed on large-format  
 screens across malls.



Featured on Tribeca Mall's 3D  
 digital billboard.

Link to the social media animation: <https://www.facebook.com/reel/1032075605019947>

# Key Analytics

## CAMPAIGN RESULTS



**201%+**

Increased Active Users



**14.18M+**

Increased Google Impressions



**1156%+**

Increased Deal Redeem Count



**13.53M+**

Increased Meta Impressions



**11,000+**

Increased no. of QR Code scans



**305M+**

L'Express.mu online Impressions

**Meyer Deal Lor L'ile**



# Campaign 3



## BLINK & WIN

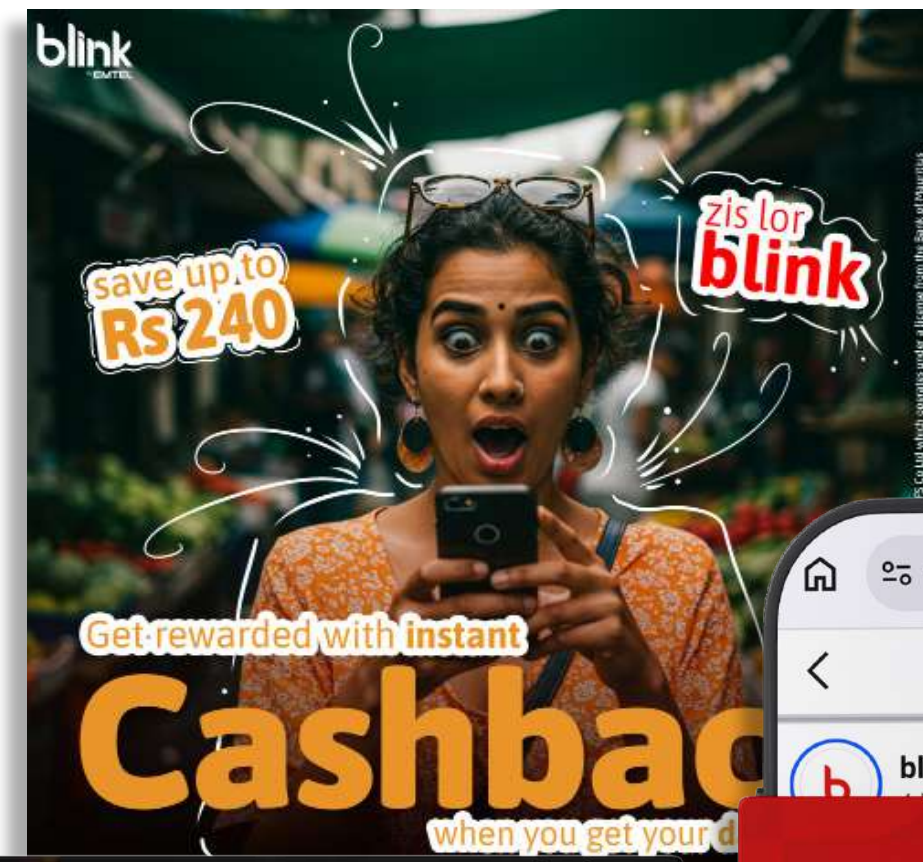
As part of Blink's "Blink & Win" campaign, the objective was to introduce a fresh and engaging experience to the market.

As a result, the event became a key opportunity to amplify Blink's social media presence by launching its new mascot, Blinkie, to the public, creating a stronger, more memorable brand connection.

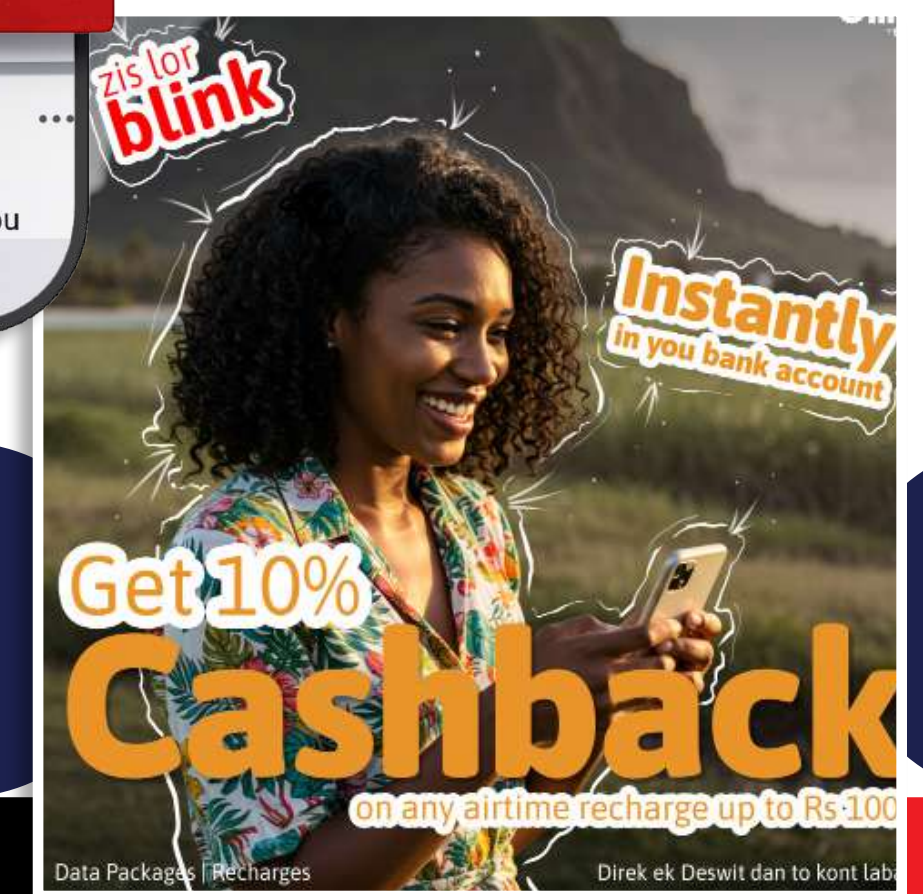
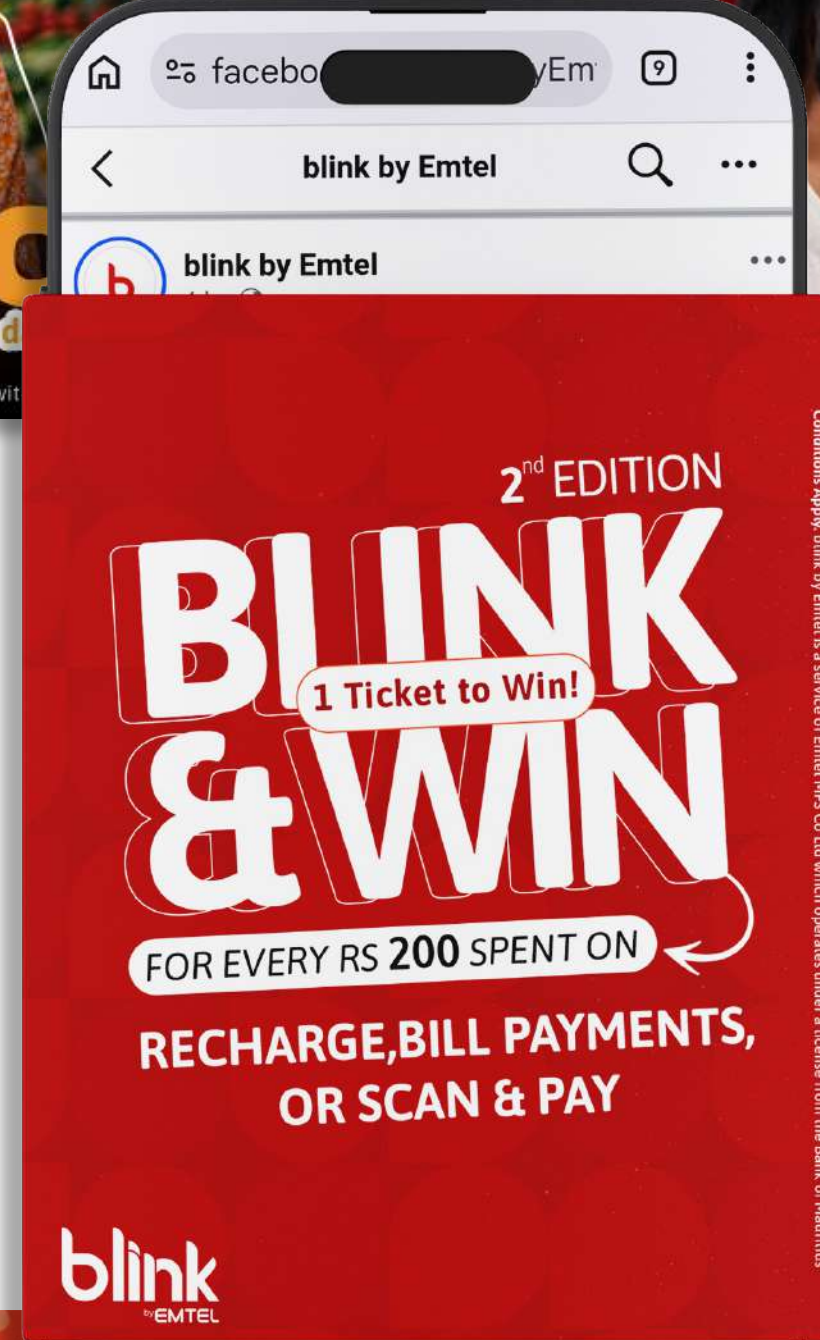
# BLINK'S *Blink & win*

Promotion of the event began across multiple social media platforms and digital billboard animations. This helped to build awareness and generate anticipation among the public before the launch of 'blinkie'.

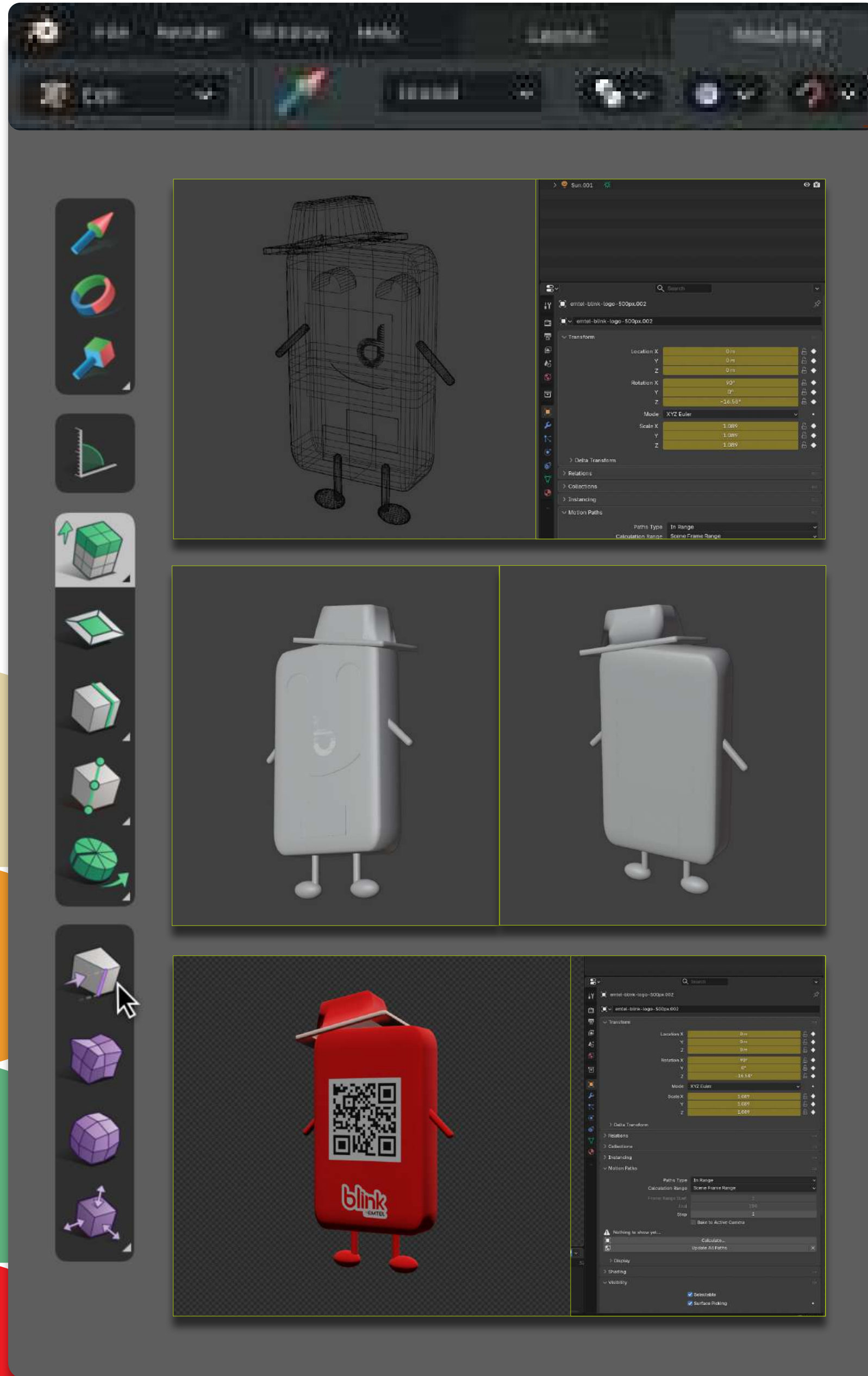
'Blink & WIN' billboard animation designed for various formats to maximise reach.



Developed a series of social media posts to promote Blink's overall brand presence.

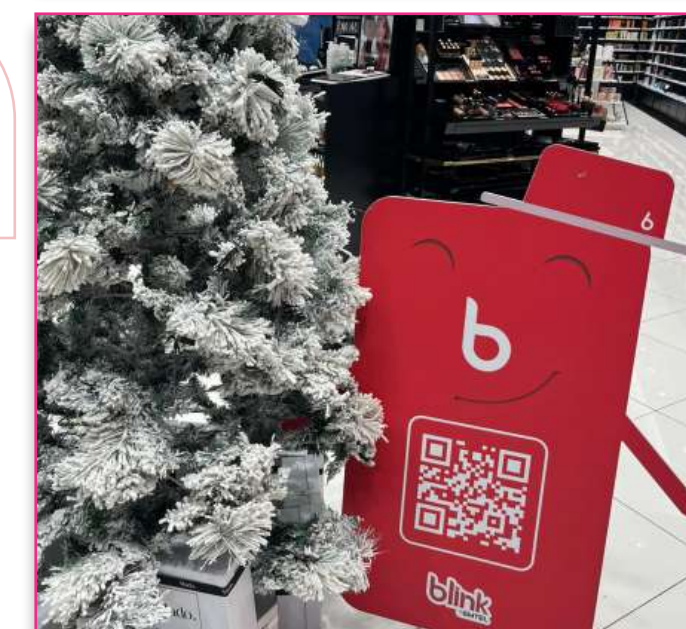
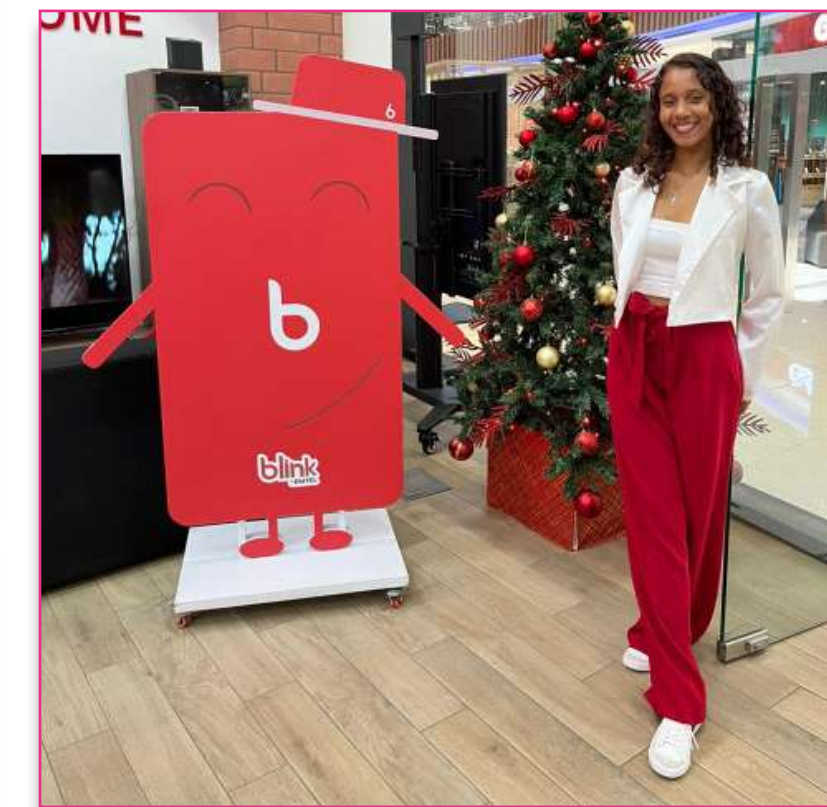


Blinkie's creation on Blender.



Launch of Blinkie to the public, encouraging interaction through a cardboard installation to drive engagement.

Blinkie's final 3d design.



# Campaign 4



With Dale Carnegie Mauritius' constant ongoing training and networking programmes, a strong communication foundation is essential to ensure consistency and engagement.

As a result, regular social media posts, podcast interviews, and event planning are carefully designed to reinforce key messages and keep the audience informed about upcoming events and initiatives.



Simultaneously, Dale Carnegie's deliverables were all carefully designed to reinforce brand communication and deepen audience engagement across its programmes.

Since clear information delivery was a key priority, the design approach remained clean, direct, and easy to understand, ensuring that messages were communicated effectively across all platforms.

Social Media posts to communicate the brand's programmes.

**THE EVOLVING ROLE OF HR IN BUSINESS SUCCESS**  
Uncover how HR is driving business growth, transforming culture, and shaping strategy.  
18th July 2025 | 15:15 - 17:30  
Voilà Hotel Bagatelle  
Panellists:

**Three Course Leadership Journey, A World-Class Certificate**  
Certificate from the University of Central Missouri:  
The Dale Carnegie Course (DCC)  
High Impact Presentations (HIP)  
Develop Your Leadership Potential (DYL)  
Date: 18th July 2025  
Time: 15:15 - 17:30  
Location: Voilà Hotel Bagatelle  
Panellists:

**Dale Carnegie Highest Award for Achievement!**  
"I had the privilege of being mentored by Vimi Appadoo during the 8-week Dale Carnegie Leadership course, and the experience was truly transformative. The course content was well-structured, with a mix of leadership principles with modern, practical insights. It challenged us to develop our emotional intelligence, improve communication, and strengthen our ability to inspire and influence others. Vimi's expert guidance and her ability to bring these concepts to life through real-life examples made a significant difference. I'm proud to have received the Dale Carnegie Award for Achievement. Vimi is a leader who has undoubtedly helped me improve my leadership skills and lead with greater confidence."  
Viminnasamy

**Employees of effective leaders know they are valued and important.**

**JOIN US & be part of the conversation with forward-thinking leaders redefining the future of work.**



Podcast Interview Filming & Editing.



As part of Dale Carnegie's programmes, several events were designed and hosted, with photography, planning, and design adapted to suit and reinforce each event's theme.



Dale Carnegie's Graduation Ceremony Display Screen design.





GROWING BRANDS INTELLIGENTLY

(+230) 5710-3647 | SPHEREMEDIA.MU