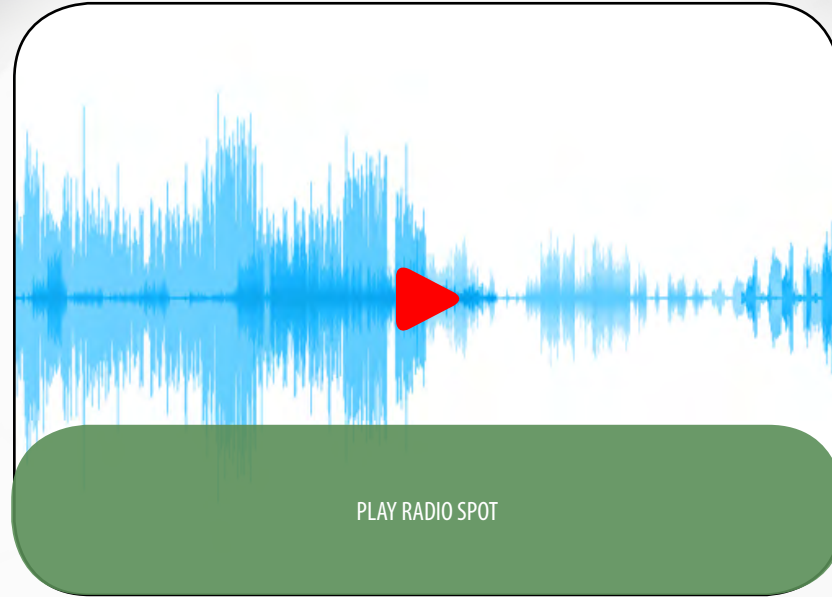


script: Tony Petroff  
 director: Boris Dimitrov  
 audio montage: Boris Dimitrov  
 voices: Nedelcho Mihailov,  
 Irena Vasileva

creative director  
 designer: Kanstantin Manolov  
 photographer: Krasimir Todorov  
 account executive: Nikolai Denev

AMI  
 INTERNATIONAL



Summer campaign for  
 SPORTEX condom brand  
 took AME International  
 Award for marketing  
 effectiveness (200%+).  
 I work for radio  
 advertising.

product contacts:  
 > 50 000

product life:  
 > 1 years

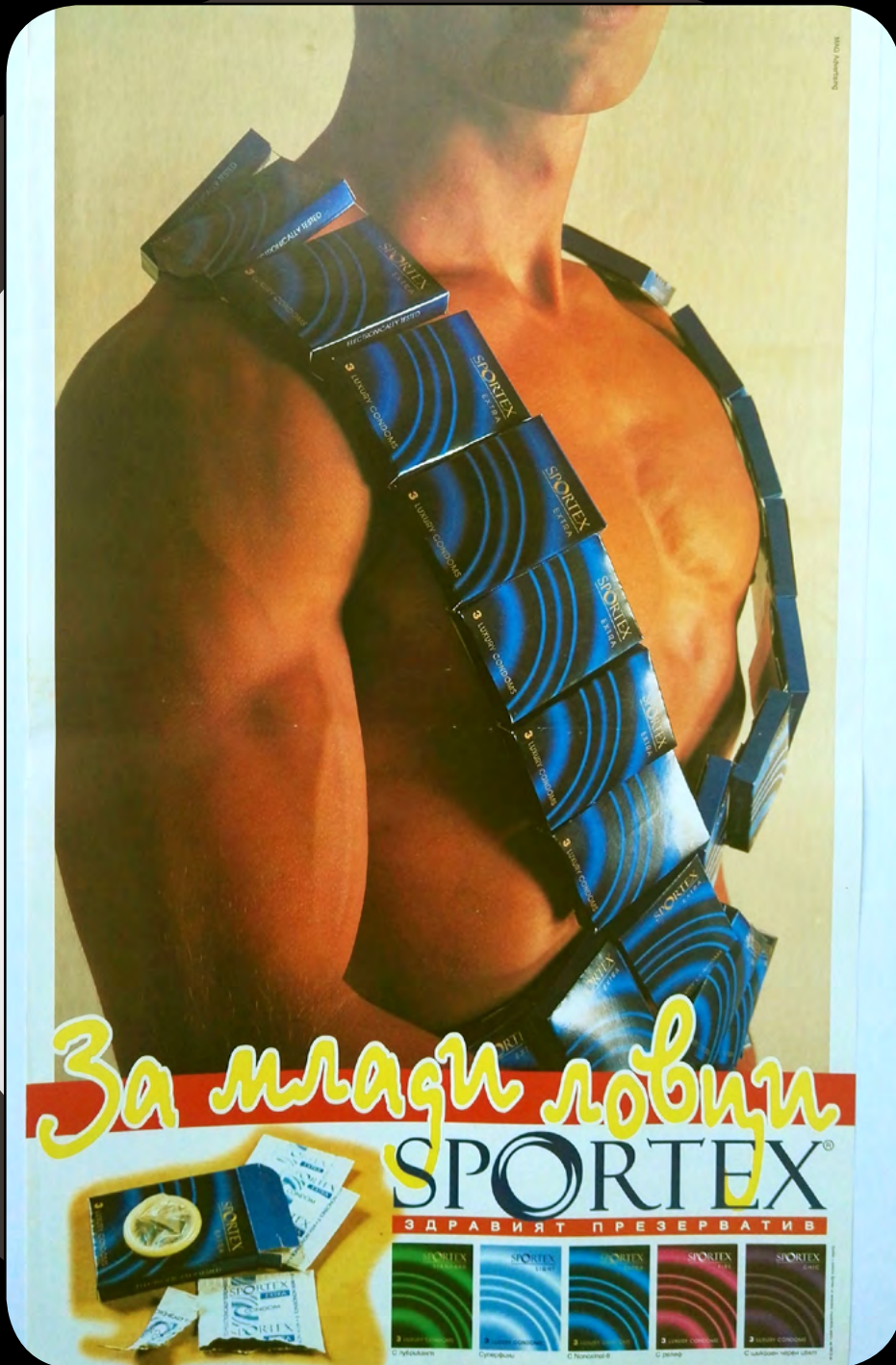
MAG  
 COMMUNICATIONS



I provide 4 types of creative:

- audio / music / voice
- graphic editing / creating
- structural design
- copywriting / strategy





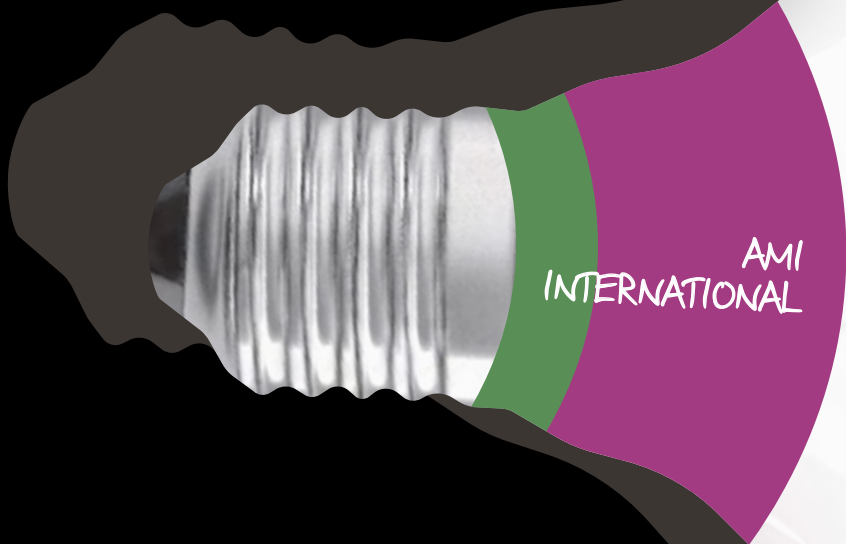
AMI INTERNATIONAL



I provide 4 types of creative:

- audio / music / voice
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Use ctrl+link to open in new window.




I provide 4 types of creative:

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- copywriting / strategy

Use ctrl+link to open in new window.

# 1 9 9 7 A M E A W A R D F I N A L I S T



*In recognition of outstanding achievement in the  
AME International advertising/marketing effectiveness  
competition organized by The New York Festivals*

**COMPANY** Kross M Ltd.

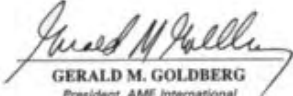
**BRAND** Sportex Condoms

**BRAND TEAM** Atanas Korentchev, President

**AGENCY** MAG Communications

**AGENCY TEAM**

Krassen Kralev, Creative Director/Copywriter  
 Konstantin Manolov, Illustrator  
 Rada Tchausheva, Account Manager  
 Nicolay Donay, Executive Director MAG Advertising  
 Tony Petrov, Krassimir Todorov, Photographers

  
**GERALD M. GOLDBERG**  
 President, AME International