



COLLABORATION KIT

Povilauskaite Studio

Creative & Art Direction



Lufthansa

ABOUT YOU[®]



NESPRESSO

HEY THERE



LET'S MEET

Eva Povilauskaite

I help brands stand out with ideas, visuals and stories that feel modern, cultural and sharp. Not loud for the sake of loud - but creative work that people actually notice and remember.

I've created work for brands like Volkswagen, Lufthansa, Nespresso, and Warner Bros—combining strong strategy with a clear, distinctive visual point of view. Awards like Cannes Lions and Clio have followed, but the real reward is work that moves culture, grows brands, and makes people feel something.

If you need a creative partner who brings clarity, fresh thinking, and execution, I'm here.

WHAT I BRING TO THE TABLE

1

CREATIVE STRATEGY

Structured thinking with a visual mind. I connect culture, brand DNA and human behaviour to create ideas with impact.

2

TRUSTED BY GLOBAL BRANDS

Volkswagen, Uber, Warner Bros and more - brands choose me for creative that's both high level and hands on.

3

DESIGN WITH CULTURAL RELEVANCE

I design for the scroll. Fresh visuals, cultural awareness and modern aesthetic - static & motion.

4

SPEAKER & JURY EXPERIENCE

I am invited to judge global shows and speak at industry events. I bring perspective shaped by real trends and real work.

5

GLOBAL PERSPECTIVE

Based between Berlin and Portugal - two cultural hubs that influence how I see creativity, youth culture, and modern brand behaviour.

6

AWARD-WINNING CREATIVE

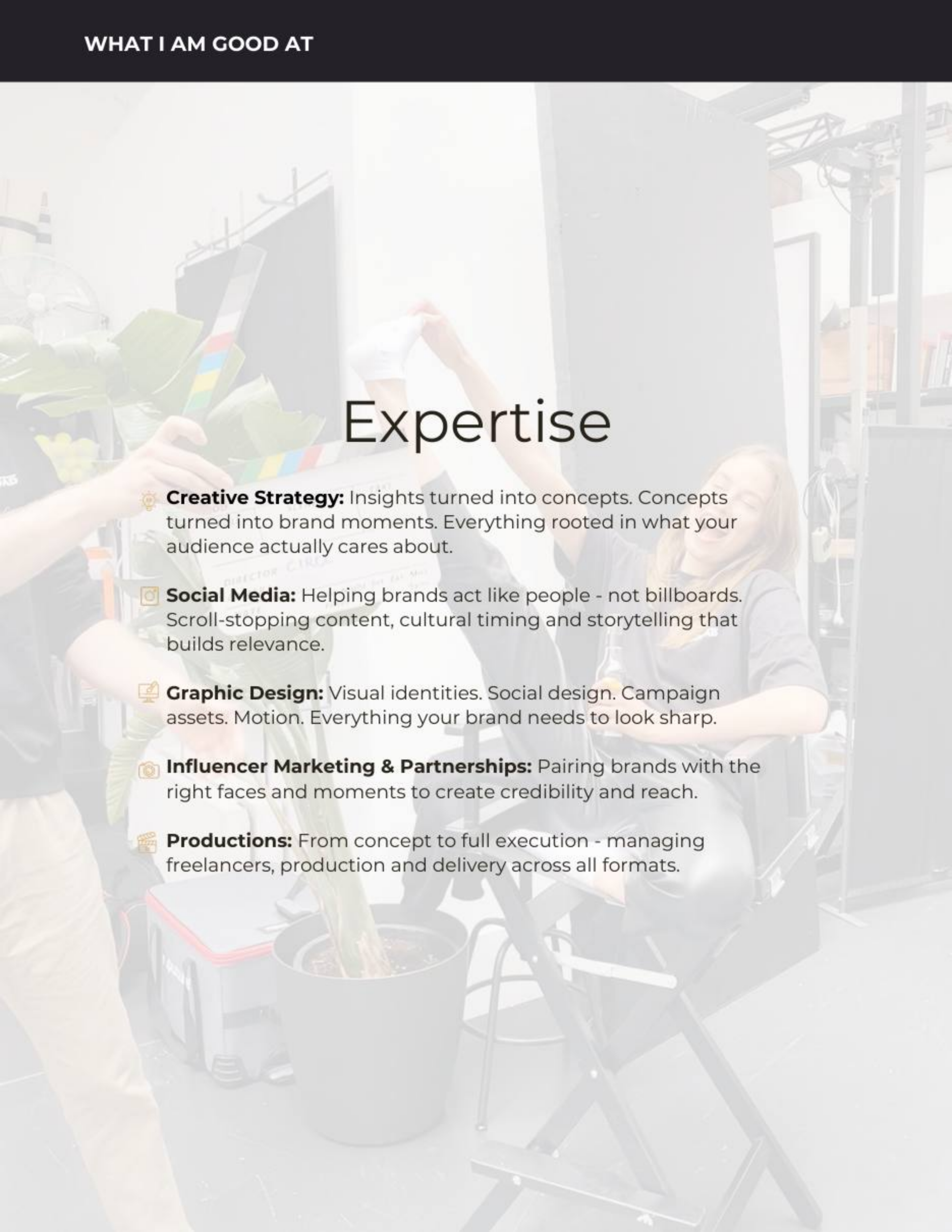
Cannes Lions, Clio, ADC. Proof that bold ideas backed by strategy deliver results.

Why Partner With Me?

My face and creative expertise are seen in some of the industry's most iconic places. Partner with me, and your brand taps into creativity that's talked about on the stages, at the boardrooms and in the streets.



Expertise

- 
- A person is sitting in a director's chair on a film set. They are wearing a dark t-shirt and dark pants. They are holding a clapperboard in their right hand and a bottle of water in their left hand. The background is a film set with various equipment, including a camera on a dolly, a lighting stand, and a large screen. The person is looking towards the camera with a slight smile.
-  **Creative Strategy:** Insights turned into concepts. Concepts turned into brand moments. Everything rooted in what your audience actually cares about.
 -  **Social Media:** Helping brands act like people - not billboards. Scroll-stopping content, cultural timing and storytelling that builds relevance.
 -  **Graphic Design:** Visual identities. Social design. Campaign assets. Motion. Everything your brand needs to look sharp.
 -  **Influencer Marketing & Partnerships:** Pairing brands with the right faces and moments to create credibility and reach.
 -  **Productions:** From concept to full execution - managing freelancers, production and delivery across all formats.

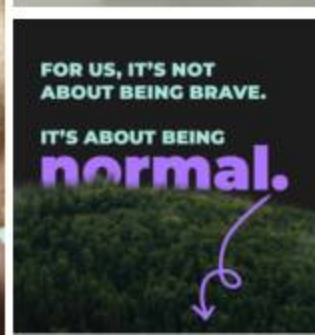
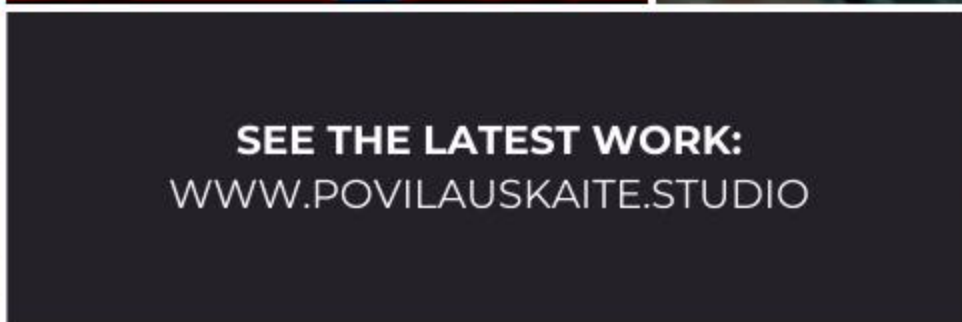
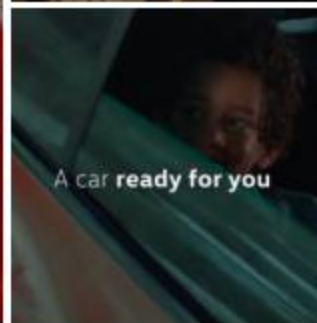
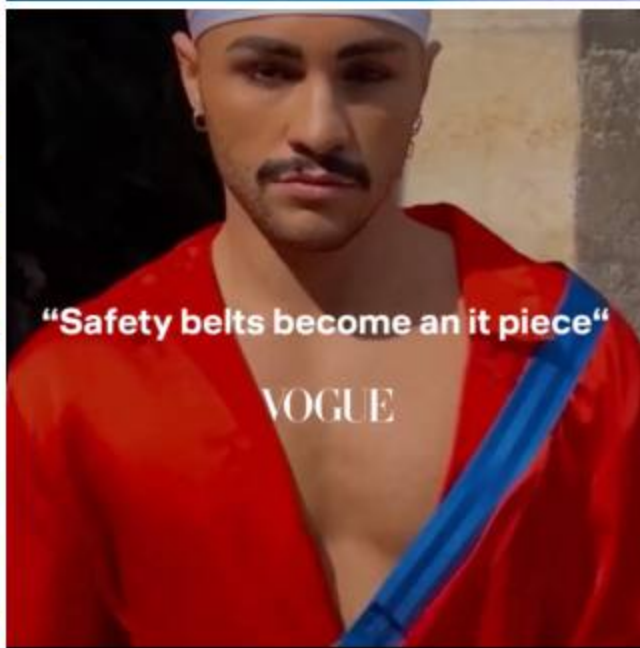


Super Marc

HOW WE TURNED A SUPERMARKET INTO A SOUND MACHINE

THE PROBLEM

EDEKA offers the largest product variety in Germany. But that comes with a catch: We have too many products. Around 50,000. That's three times the average German's vocabulary. Our variety is SO big, that people can't even comprehend it. We had to find a way to make people feel the endless variety they can find at EDEKA.



LET'S GET TO WORK

Partnership Opportunities

"Safety belts become an it piece"

CULTURE SHAPING CAMPAIGNS

Big creative ideas built for attention and conversation.

- Stunts, pop-ups, activations
- Campaign concepts
- Creative direction
- Production planning
- Influencer integration
- End-to-end execution

Designed to make people stop, talk, and share.

SOCIAL MEDIA MANAGEMENT

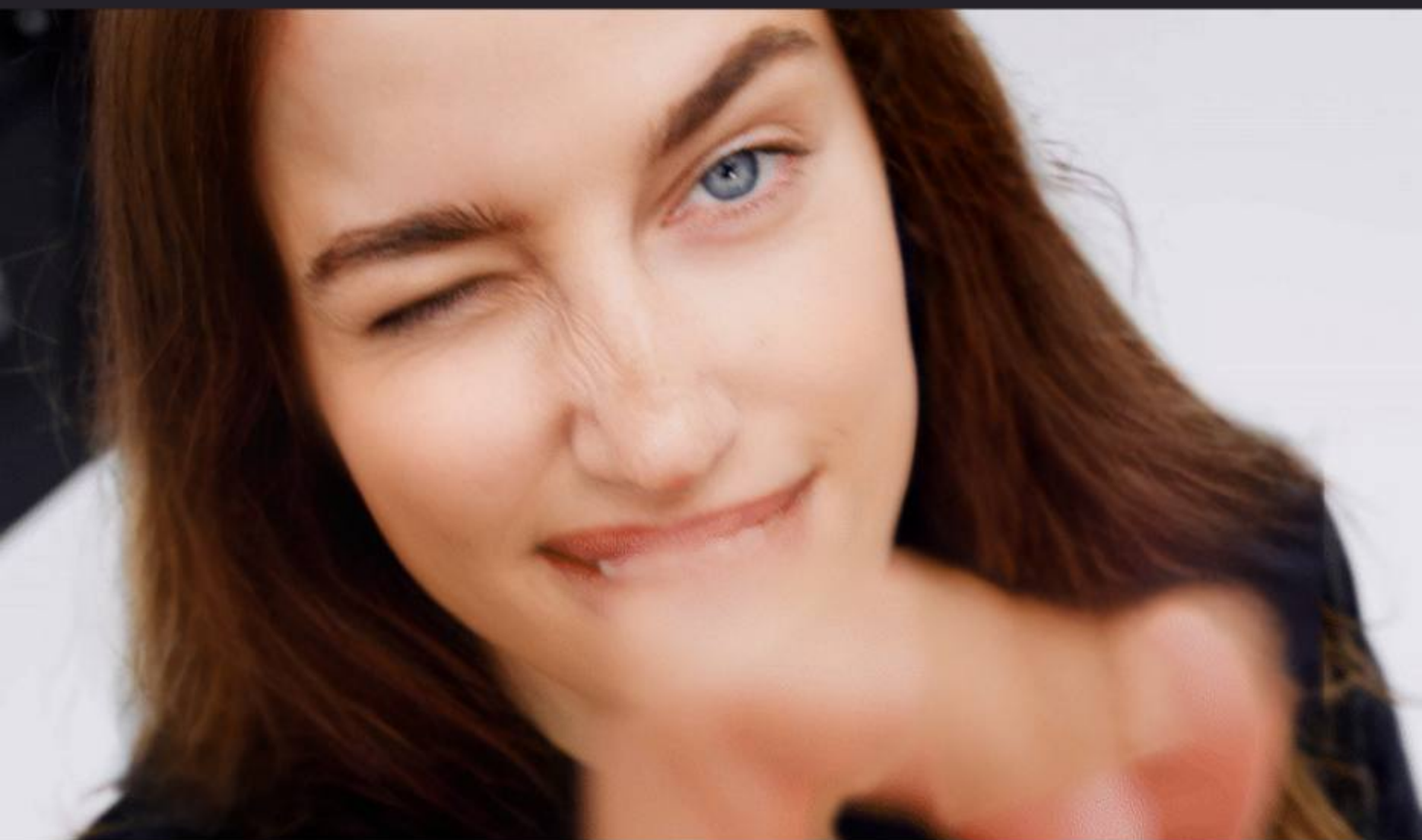
Creating a social presence that actually feels alive.

- Strategy & tone of voice
- Content formats & storytelling
- Graphic + motion content
- Trend-led ideas
- Managing creators & talent
- Scheduling, analytics & growth

Your brand will feel current, intentional and visually strong.

*Have any more ideas for collaborations?
Let's talk about them!*

CATCH ME



READY TO COLLABORATE?

Let's make something iconic.

Looking forward to hearing about your ideas.

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