
CREATIVE, TECHNOLOGY AND DIGITAL SOLUTIONS

Strategy, design, software, AI, digital products, production, advertising and marketing

WHAT LIGHT BRIDGE GROUP OFFERS

From the first idea to a launched product, campaign or digital system - one connected team combining strategy, storytelling, design, technology, artificial intelligence and production.

LIGHT BRIDGE GROUP

Imagine • Create • Launch

One group. Connected capabilities.

LIGHT BRIDGE GROUP brings creative and technology work into one integrated process - from strategy and concept, through design and development, to production, launch and continued growth of a product or campaign.

01 PROJECTS

Managing complex projects by connecting strategy, creative work, design, technology and production.

03 TECHNOLOGY

Technology solutions built on reliable, scalable engineering that stays seamless for the end user.

05 DIGITAL

Web and digital experiences, interfaces and products designed to be clear, intuitive and functional.

07 ADVERTISING

Campaign systems and creative solutions focused on attention, recognition and business results.

02 PRODUCTS

Development of proprietary and client digital products with a clear function, identity and room for continued growth.

04 SOFTWARE DEVELOPMENT

Software, systems and applications designed to work reliably today and evolve tomorrow.

06 FILM & PRODUCTION

Stories and content combining rhythm, visual identity, production and a strong communications idea.

08 MARKETING

Strategy and communication that connect the brand, audience, channels and the right moment for the message.

1. Strategy, brand, advertising and marketing

The creative and communications foundation defines what we build, who we speak to and how an idea becomes a clear system of messages, content and experiences.

Strategy and creative concept

From the initial brief to a clear direction connecting business goals, audience, message and execution.

- positioning of a project, product or campaign
- creative concept and communications platform
- storytelling and narrative development
- launch planning and channel integration
- creative and production coordination

Brand and brand world

Development of a coherent visual and communications world that can live across digital products, campaigns and content.

- visual direction and identity
- digital brand systems and design guidelines
- motion identity and animated elements
- campaign visuals and content systems
- adaptations for different channels and formats

Advertising and marketing

Planning and production of campaigns that connect the creative idea, media, content and business objective.

- campaign concepts and creative systems
- digital advertising and social media content
- promotional and launch materials
- content systems for ongoing communication
- marketing support throughout project development and growth

2. Digital experiences and products

LIGHT BRIDGE GROUP designs digital products and interfaces from the first idea to a functional, tested and launched experience.

Web and digital experiences

Design and development of modern web experiences combining identity, content, functionality and performance.

- corporate and product websites
- responsive interfaces and landing pages
- interactive presentations and digital platforms
- UI/UX design and prototyping
- frontend implementation and service integrations

Digital products and mobile applications

Development of useful, proprietary products that solve a specific problem and can evolve into independent ecosystems.

- Android, iOS and web applications
- business and productivity tools
- consumer applications and utility products
- MVP, prototype, production release and continued development
- support, maintenance and product evolution

Immersive Worlds

Development of digital spaces and experiences where brand, content, interaction and technology become one coherent whole.

- interactive digital worlds and experiences
- brand experiences and experimental formats
- spatial and screen-led experiences
- integration of motion design, sound and interaction
- concepts beyond standard web/app formats

3. Technology, software development and AI systems

LIGHT BRIDGE GROUP technology is focused on building reliable systems that connect software, data, automation and artificial intelligence.

Custom software and development

Development of software and systems tailored to a specific business process, product or user experience.

- frontend and backend development
- APIs and integrations with existing systems
- databases and business logic
- cloud, deployment and operational support
- scalable architecture and long-term maintenance

AI systems and automation

Intelligent assistants, automated platforms and adaptive products that can understand context, respond and support workflows.

- AI assistants and chat systems
- automation of business and creative workflows
- AI capabilities within applications and platforms
- orchestration of models, tools and data
- prototyping and development of AI-native products

Advanced systems and R&D

Research and development of new digital models, connected systems and architectures that go beyond the limits of a conventional application.

- distributed and multi-device concepts
- intent-driven and capability-based systems
- privacy-conscious and permission-aware architectures
- experimental prototypes and technology proofs of concept
- long-term evolution of products and platforms

4. Film, production and media & culture

Creative production combines idea, narrative, image, sound and technology into content that can be watched, heard, shared, used or experienced.

Film & production

Development and production of video and film content with a clear creative idea and a consistent visual language.

- promotional, corporate and campaign content
- video storytelling and branded content
- filming, editing and post-production
- motion graphics and animated elements
- formatting and adaptations for different screens and channels

Media & culture

Projects connecting content, culture, digital platforms and new forms of distribution and interaction.

- digital media formats
- creative content and platforms
- interactive and hybrid projects
- content production for different audiences and channels
- development of new formats that do not fit a standard category

FROM IDEA TO DELIVERY

LIGHT BRIDGE GROUP can handle one part of a project or connect strategy, design, technology, content and production into one coordinated process.

5. Products, partnerships and engagement models

LIGHT BRIDGE GROUP also develops its own digital products, allowing us to apply real product-development experience to client projects - from prototype to a sustainable product.

MODEL	BEST FOR	WHAT YOU GET
Single project	A specific task or campaign	Clear scope, timeline, team and final delivery.
Product development	Application, platform or digital service	Strategy, UX/UI, development, testing, launch and continued development.
Monthly partnership	Ongoing creative and technology needs	Reserved capacity and faster delivery across multiple disciplines.
Full-service partner	Complex multi-channel projects	One coordinated team for strategy, digital, technology, AI and production.
White-label partnership	Agencies and partners that need additional capacity	LIGHT BRIDGE GROUP works as an extended creative and technology team for the partner.

APPROACH

Imagine. Create. Launch. LIGHT BRIDGE GROUP brings the right mix of strategy, technology and production around an idea - whether the goal is a campaign, an app, an AI system, a digital product, a brand world or something that does not yet fit a standard category.

CONTACT

LIGHT BRIDGE GROUP DOO • Belgrade - New Belgrade • www.lbgroup.rs • office@lbgroup.rs • +381 63 621 873