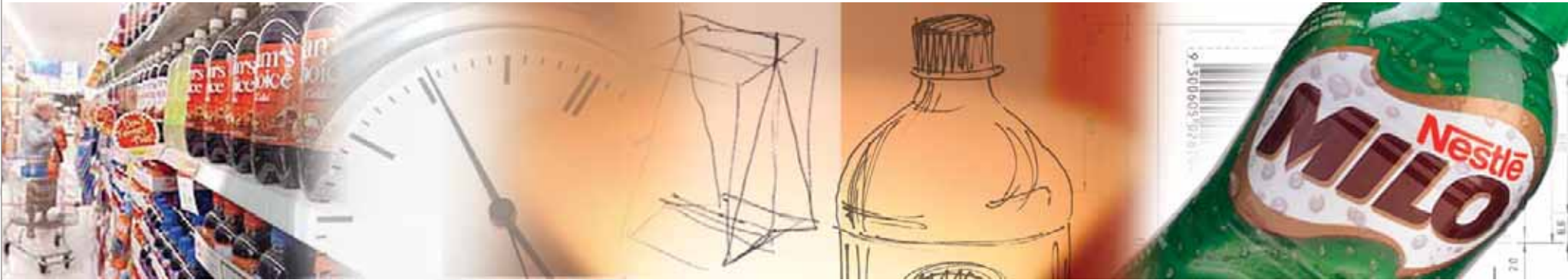


*we collaborate with industry experts and
the best craftspeople to build outstanding brands*



4 steps to creative excellence



Investigate

after receiving a brief we look at the product offering, the market in which it is likely to compete, and assess potential opportunities.

*brand personality
corporate culture
project objective
market conditions
store check, samples
competitor analysis
consumer needs*

consider

we assess what resources are likely to be required to complete the project and how we intend to proceed.

*time frame
budget
skill sets
team required
additional resources
estimating*

create

we then sit down and sketch out as many ideas as we can think of around the subject to find a new approach.

*brainstorming
concept sketching
colour & form
mood boards
visualisation
mock-ups
refinement*

deliver

once a concept has been selected we work on refining the idea through to final production.

*technical information
legal requirements
electronic art
print specifications
pre-production
proof checking
brand support*

