



EXPLOSIVE IDEAS

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by Amelia Pond -Mar 11, 2015

NAKED CAMPAIGN OF VICEROY CREATIVE

Meet David Gabriel, Aaron and Reagan - they decided to present the new look of your creative agency Viceroy Creative in an unusual way - stripped naked.

Rebranding of an agency is like a rebirth and its people by marketing company Mode Design Group, which recently took a creative agency Viceroy Creative taken this very seriously.



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That is why the four people who stand at the head of the agency, decided to demonstrate to customers and to the world, absolutely naked. They themselves say that their decision to do something, were inspired by Stefan Sagmeister and Jessica Walsh, who in 2012 and decided to announce their working partnership and the creation of his company Sagmeister & Walsh in front of customers, make your goals shoot and disseminating it to all.



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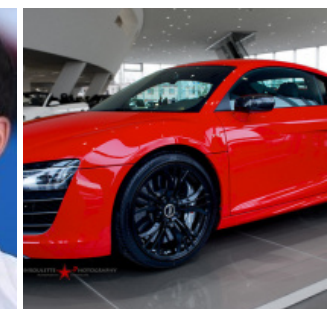
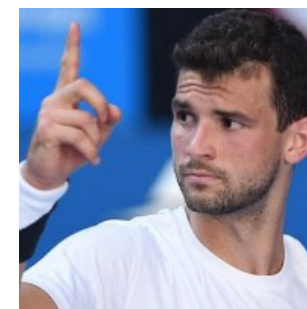
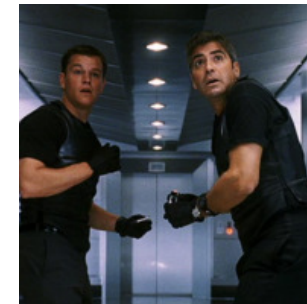


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Part of their inspiration comes from the ad campaign so luxurious fitness centers Equinox - "Equinox make me do it".

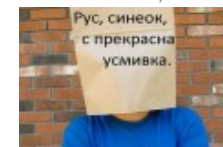


AUTHORS



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Jacques Attali, French economist, financier and philosopher In the French political parties seems total confusion reigns on what and how quickly they need to do to reform, the dividing lines are not what they were



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Mar 13, 2015

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For this purpose, four are preparing 30 days and even hired photographer Robert Wyatt - the man shot the advertising campaign of the Equinox.

"We had just 30 days to prepare for the photo session, which is why we went to special training, seven days a week and we went on a special diet," says David Moritz, president of the company. He, creative director Gabriel Rein, Aaron Beers, CEO and Reagan Gillette, account manager decided to be photographed naked to show the change that occurs in their company, to provoke and even laugh prospective and current clients.



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"How do we feel? At first it was strange, especially when the first step of the photo session was makeup on our goals nudes, but then Robert Wyatt made us feel comfortable in a day are able to capture various ideas of the campaign. "



The only one who refused to take off his clothes is SEO Director Aaron Bears, so the pictures he is the only man in a suit. "I'm a little more conservative than the rest of the group. Moreover, even when we were discussing the idea was not completely with both hands for her. So we decided that I, dressed in a suit will add a little humor to the campaign and show our customers that unless we are creative people who understand business and will be our privilege to work with people we like. "



Gabriel Rein, creative director of the company has to work harder than others to get in shape, as only five months before filming was born. "I have been a long time here in fitness and therapy. But I am very pleased because now look much better than before I got pregnant. "



Campaign, they are inspired by the courageous decision of Stefan Sagmeister and Jessica Walsh in 2012 and but also by the work of Robert Wyatt. "We wanted except a sense of humor, everything looks beautiful aesthetic. And what Robert did a campaign Equinox was just that. Precisely why we chose it. We wanted to present an eclectic - first modern, fashion and the other - fraudulent, nudity in a corporate environment. "

But what they want to think when people see their campaign. "We wanted thus to notice our agency and see all that we can and we do. We do really ambitious, beautiful things. We want to think: "I want to work with these people, they make my product with the same creativity."



"We know that our agency will be assessed on the basis of this campaign of" our full package "- external and creative, so we decided to show everything and leave little to the imagination."

"We want to laugh and decide that our whole campaign is fun. We want to find us as an agency which are not known so far. We like hidden hitherto gem. "

Well, we have already found them. And will monitor closely.

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