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THIS AGENCY EXECUTIVES GET NAKED TO CELEBRATE THE RENAMING



To celebrate the rebranding of the agency to be called **Mode Design Group** and has been renamed **Creative Vicero** , its top executives have taken the unusual step of staging a campaign completely naked.

According to the interview granted to **Adweek** , I Vicero Creative executives said they had been inspired by the joke made by **Stefan Sagmeister** and **Jessica Walsh** in 2012, when they stripped down to announce that became partners, as underlined by the president of the David agency Moritz.

And the Creative Director, **Gabrielle Rein** had been working to be back in shape after giving

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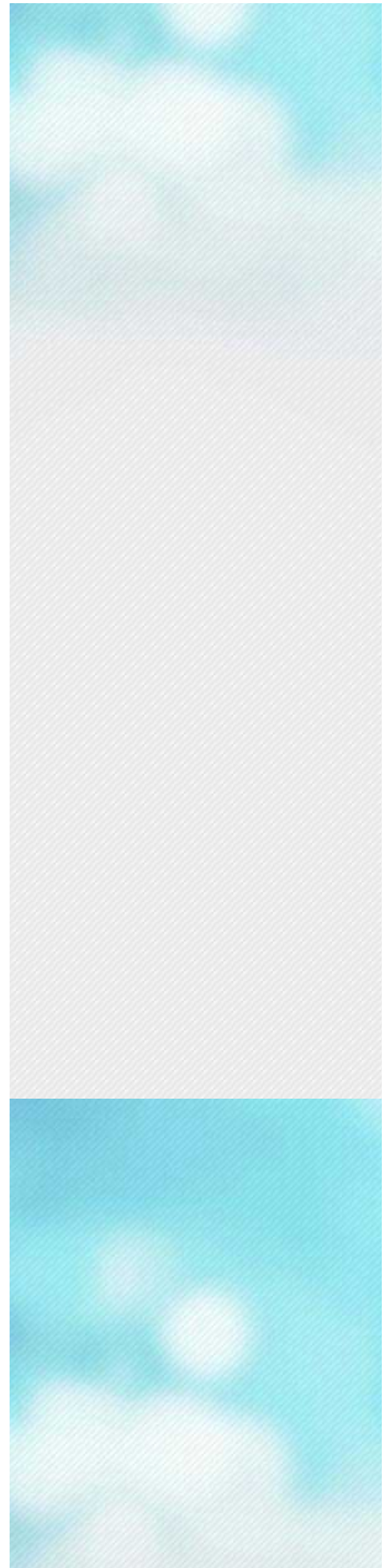
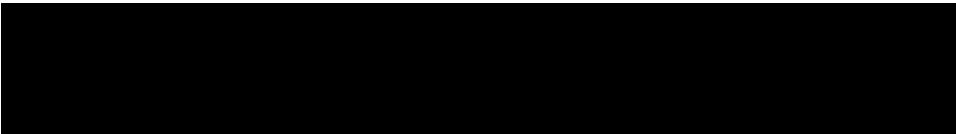
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birth and Moritz suggested to also train them. What then made him think of how to incorporate physical process in its repositioning strategy.

So the idea, and with it an intense physical training process to parody the earlier idea Sagmeister and Walsh, but with a more fun and more fashion touch. Moritz tested the idea in the agency and were delighted.

To prepare, **Mortiz**, Rein, CFO **Aaron Bearce**, and account manager , worked with coaches Equinox, 7 days a week, intense sessions of cardio and weight work also undergoing a diet of many protein.

According confess Rein, Gillette and Moritz, not fie hard to be naked for the session in which the photographer Robert Wyatt took the images, but ultimately Bearce, more conservative, not undressed for the session, as it was not entirely sure the show idea without clothes ... so it appeared, but wearing a touch of humor among much skin.





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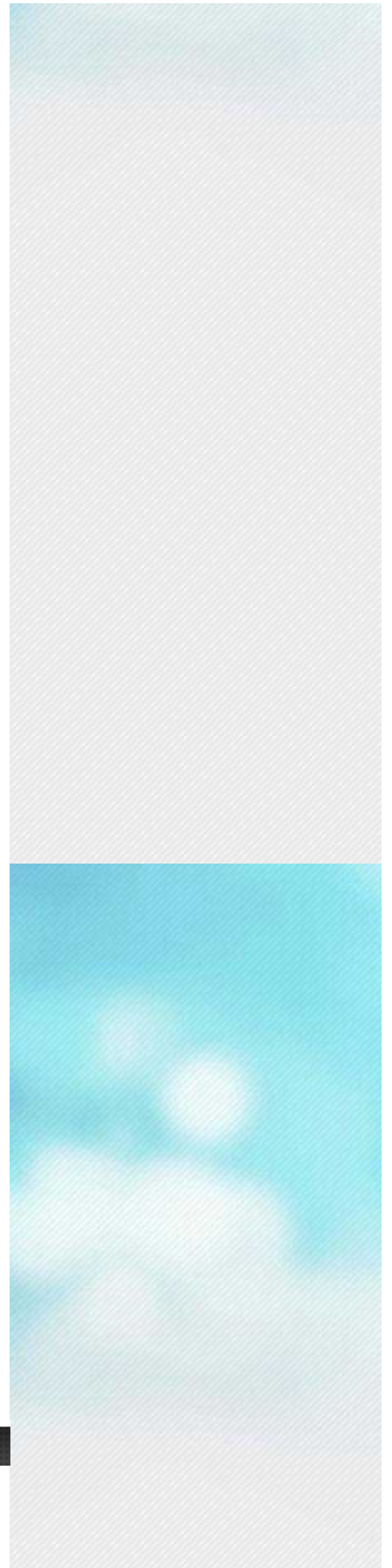
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