

## THUS, THE EXECUTIVES AND CREATIVES LOOK WHEN NAKED

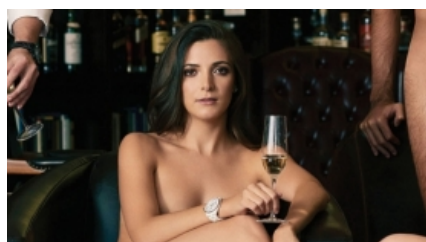
Employees of the New York [advertising](#) agency took pictures were naked. See how they look and why not to give it.

11. 3. 2015

Source: grain, eb

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The Design and Marketing Company Design Mode group rebranded the full-service agency, the Viceroy Creative. And it really announced grandly - team members took pictures naked. Photos also came to the Editor [Adweek](#) , who shall act informed.

In promotional materials themselves are the executives in all its glory. They want both competition and show clients that go with their skin on the market. Literally.

For the campaign was not only about nudity, but also aesthetics, we all agree on special food and exercise plan. Accepted the challenge and the employee, who was at the time of shooting only 5 months after birth. Campaign to symbolize rebirth, repositioning or fun and seriousness.

Member Agency explains this bold step as follows: "Client judge us according to appearance, our work and would like to see our" ground "before working with us. Therefore, in this campaign, we show so much and leaves nothing to the imagination. Also, the following will show you where we shift our borders. "

Adweek also refers to [a similar campaign](#) in which Stefan Sagmeister and Jessica Walsh announced their partnership in the year 2012, as otherwise nude photos. And this looks revealed by the agencies Ponova named Viceroy Creative.



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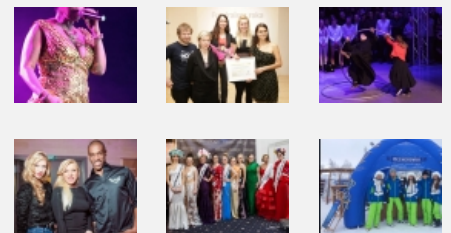
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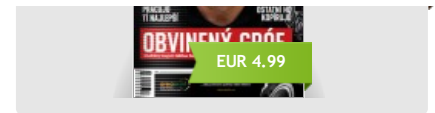
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