

L'ADN

SCENES
OF INNOVATION
MARCH 13, 2015



RECRUTEZ **ET** FIDÉLISEZ
VOS **CONSOMMATEURS**
GRÂCE À L'ACHAT MÉDIA
ASSOCIANT **TV** ET **6PLAY**.



+31% de consommateurs en magasin
pour 86% des campagnes testées



+26% d'augmentation des ventes en moyenne
pour 56% des campagnes testées

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THE AGENCY THAT BARES

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To advertise its new positioning as a creative agency specializing in luxury, the New York-based Fashion Design Group has put three of her bare bosses ...

The agency New Yorker Fashion Design Group becomes Viceroy Creative. To warn everyone, the president David Moritz, the creative director Gabrielle Rein and account manager Raegan Gillette, laid bare in their office.

But the realization of the idea called a big job. A rebranding must be perfect, choice of typography, to the body of the models, to the position of the vessel in the third plan. Everything has to be thought and harmony especially when the agency wants to specialize in luxury.

To achieve the desired perfection, the three models for a day went through a month of intensive training and diet, all orchestrated by veteran trainer Hollywood stars.



THE ARTICLES OF THE DAY



EMAKINA: AGENCY PORTRAIT



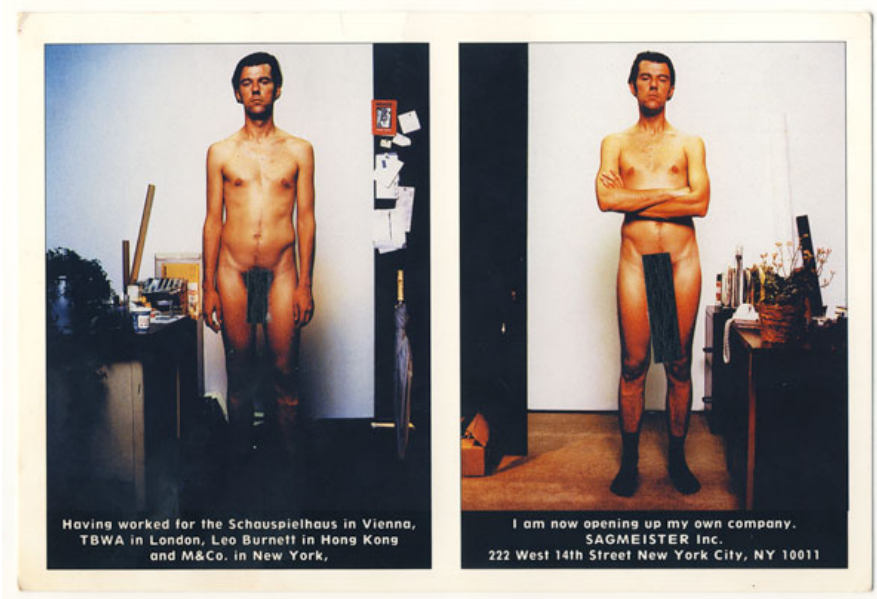
PEPSI CHALLENGE RETURNS



WHO DOES THE SAME THING AS YOU?



The idea is reminiscent of Stefan Sagmeister when he launched his own company, or when he announced its partnership with Jessica Walsh:



Tags: Viceroy Creative Fashion Design Group, USA, rebranding

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