

## The partners of a company, nude pictures to promote new image

Cristina Alexandrescu / March 11, 2015 / 0:03

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In a process of rebranding, Viceroy Creative agency came up with a novel idea on promoting the new image. The company executives have posed nude.

David Moritz, president, says the idea came from the campaign Sagmeister and Walsh, AdWeek notes.

23 years ago, Stefan Sagmeister has announced the opening of its design studio, sending a postcard with him naked to all potential customers.

However, private parts were covered by a black square. In 2012, Sagmeister has given up any kind of censorship, posing naked alongside Jessica Walsh to announce their partnership firm under the motto: "We do anything for design"

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