

brandgraphica™

Task

Client

Morley and Scott
(Accountants – London and South England)

Project

Financial Planning departmental promotion

Description

Morley and Scott asked Brandgraphica to create an 'introducer' presentation pack for their expanding Financial Planning department. We developed a presentation case, brochure and letterhead to target high net worth individuals. Particular attention was paid to the copy and tone of voice which we combined with high production values to create a 'quality' feeling to the brand.

Results

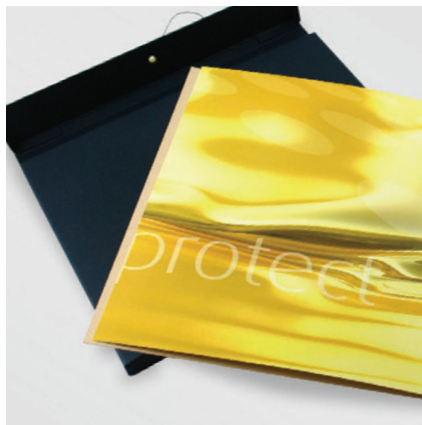
This very convincing and effective marketing aid is playing a key role in increasing the client base of the organisation.

Client Quote

"It's a beauty and very, very effective. Looks at home on the back seat of a Bentley – which is exactly what we wanted!".

Managing Partner & Head of Financial Planning
Morley & Scott

expressing
brand truths



Get the full story, talk to
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