



Bologna
1881
Knit



Portofolio





**client
list**

Some of the brands that we've helped to connect with their audience.





DUBAI WORLD CUP

The world's richest race meeting. A brand we worked with and developed for over seven seasons. The brief - capture the passion, emotion and excitement of the day, visually. And then take the concept across every communication piece on the big day from tickets, brochures, badges, menus, banners, passes, signage, emails, web site, livery and the list goes on. Done.

**dubai
racing
club**





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**dubai
racing
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RACING CLUB

As one of the sponsors of the world's most extravagant racing events, the Dubai World Cup. African & Eastern asked us to come up with an identity which was as premium as the event was, this included invites, welcome packs and the actual installation.

Of course we edged out the competition by a furlong!

**african
& eastern**





LEAVE SHANGHAI TONIGHT!

TRADER VIC'S, THE WORLD'S FAVOURITE SOUTH SEA COCKTAIL EXPERIENCE COMES TO SHANGHAI.
ESCAPE TO A PLACE WHERE THE PACE OF LIFE IS RULED BY THE SUN, MOON & TIDES.
ENJOY THE EXOTIC TASTES OF COCKTAILS AND DISHES FROM THE SOUTH PACIFIC.
ALL SERVED WITH A WARM WELCOME AND WARMER SMILES.
TRAVEL TO TRADER VIC'S AND LEAVE SHANGHAI FOR A WHILE.



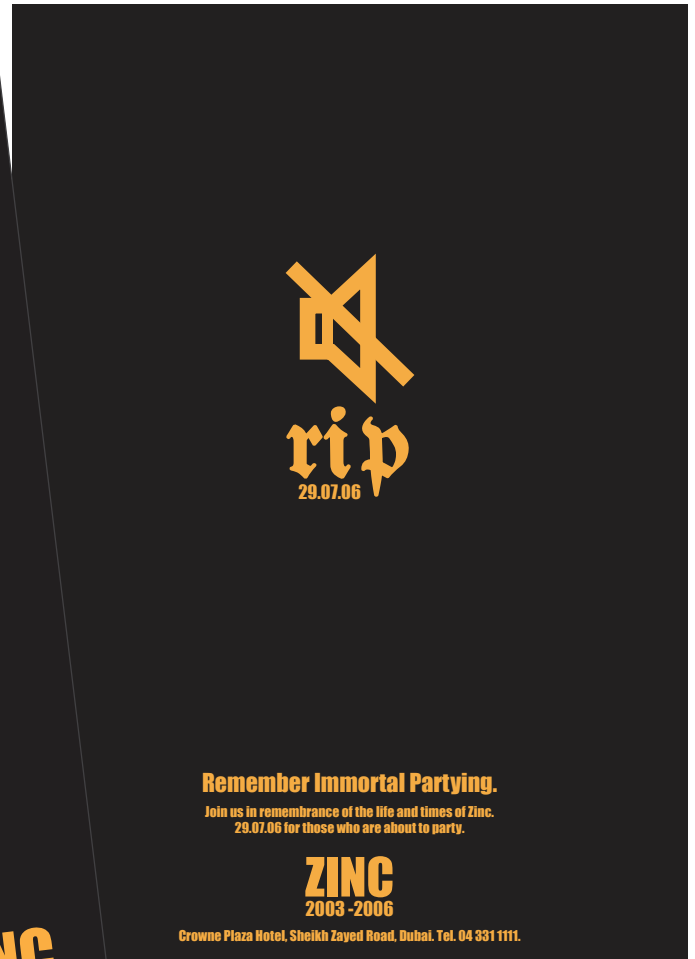
FOR RESERVATIONS PLEASE CALL: 86 21 52283882
FOR FURTHER INQUIRES PLEASE CALL 86 21 62672333
598, FENGYANG ROAD, JINGAN DISTRICT, SHANGHAI.

SHANGHAI

Trader Vic's is a global success that had never previously "officially" advertised. They asked us to launch the brand in Shanghai. Presenting an essentially western concept in an albeit developing, but alien, landscape had its challenges. However, by communicating the core proposition of Trader Vic's mentality and the promised guest offering immediately created a point of difference.

**trader
vic's**





ZINC NIGHT CLUB

Dubai's most fashionable nightclub had to re-invent itself to keep up with the city's fast moving club scene. But, before it did, we had to create a campaign platform that allowed the old identity to "die". And so ZINC R.I.P. was born! On "remembrance" night the guests were given Zinc RIP black armbands and commemorative CD's with a sound track of the final memory of Zinc. It was of course, blank.

**crowne
plaza
dubai**



UNITE
WITH **Carlsberg**

Officially a drink throughout the tournament
Join the celebration of the world's most popular game
and win instant football prizes.
All you have to do is buy a Carlsberg!

Carlsberg
Part of the Game

FOOTBALL WORLD CUP

“We couldn’t say World Cup because we’re not official sponsors, but we’re the most recognised football associated beer brand in this market, what can we do?”. Well, this. We implied a lot, the consumers enjoyed the tournament a lot and Carlsberg sold a lot.

Everyone’s a winner, apart from England...again!

carlsberg





STIR YOUR EMOTIONS

We won't lecture you on how to enjoy fine coffee. Because our passion lies in making it. We only blend the beans we hand pick, then roast them longer in our traditional Italian roaster, to get that unique Costa flavour.



And we only serve coffee that's been chosen, blended, ground and brewed by us. So, with Costa you're sure of the perfect relationship. You love the taste of great coffee and we love to make it.

Visit [Costa](#) at the Aviation Village, Dubai.



SINK ONE

There are few things more satisfying than sinking a 30 foot putt. However, a cup of freshly brewed Costa Coffee is one of them. It's probably because we only blend the beans we pick. And we roast our beans for longer, for a fuller flavour. But, there's another reason



why your cup of Costa Coffee makes you feel good. Golfers say, those handy cup holders are ideal for putting practise. Now, everyone knows Costa make perfect coffee, but it's a bonus to think a cup of Costa Coffee can also perfect your putt.

Visit [Costa Coffee](#) at the Aviation Village, Dubai.

DUBAI

Long before coffee was the new black, we launched the first international Costa Coffee cafe. Limited on budget, but not creativity, we focused on the quirky takeaway cup sleeve. We concentrated on hijacking events like Valentines Day and sports tournaments held in Dubai. It became the hero for a string of communications that captured the imagination, and a substantial share of the market.

**costa
coffee**



☆ TWINKLE,
TWINKLE,
LITTLE



☆ WISH
UPON A



☆ THE
DAILY



ON & OFF TRADE - DUBAI

The arrival of one of the world's most famous beers to British tourists arriving from around the world. Emphasising "star" we created a closer association with the British vernacular to make everyone feel more at home. And a cheeky swipe at their "closest rival". The beer closely linked with a star and is sometimes referred to as "star beer"? Heineken. Ta Dah!

**stella
artois**



BECOME FLUENT IN CHINESE BY REMEMBERING JUST TWO THINGS

In just six weeks you can converse in Szechuan and Shanghai cuisine at Spectrum On One.

From 15th April to 31st May, our resident Sous Chef Steven Liu will personally guide you through the mesmerising array of dishes and culinary styles of Szechuan and Shanghai in his own inimitable style.

Make your reservation on 04 311 8316 and expand your mind.

Fairmont
DUBAI



FAIRMONT - DUBAI
This one, well, just speaks for itself.
The internal posters and VIP mailings were made even more mouthwatering with the use of real chopsticks.

**spectrum
on one**





DIRC

A bold and progressive initiative by Dubai Racing Club, the Dubai International Racing Carnival, transformed Dubai's domestic horse racing season overnight.

Clearly, the identity had to capture the magnitude of the event together with the glamour and excitement of the occasion.

**dubai
racing
club**





african+eastern

MIDDLE EAST & AFRICA

A multi million dollar drinks business with some the world's top brands, including Foster's, Smirnoff and Louis Roederer Cristal in their portfolio, needed an identity to reflect their development. One word shone through when talking to african+eastern's people, brands and producers. The word? Blend. From this simple, yet critical, proposition came the droplet graphic and the "blend" brand principles.

**african
& eastern**





ميدان

MEYDAN RACECOURSE

Pitching an identity for a concept as unique as Meydan it needed a solution to match. Basing the concept on our positioning statement "Where competition meets cooperation" we had to create something that totally captured the balance and harmony of the Meydan initiative. How much balance and harmony does it communicate? Look at it upside down

**dubai
racing
club**





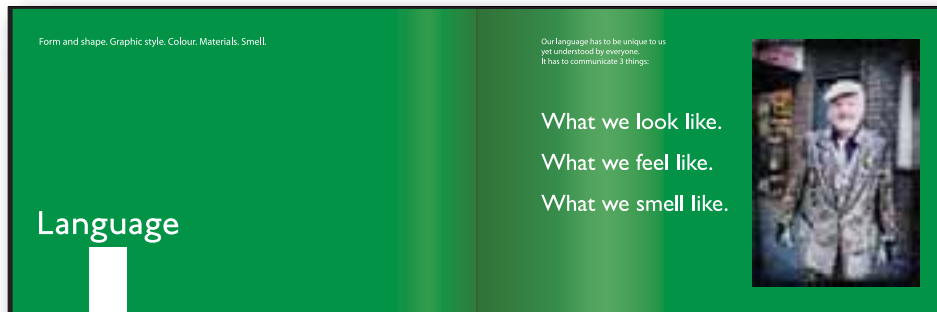
INDUSTRY ONLINE

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**industry
online**





UNDERGROUND APPAREL

Before London Underground could embark on stretching the brand into apparel, they needed a clear understanding on where the core brand touch points from an iconic transport system could translate into the world of fashion. Our Brand Manifesto identified and clarified the brand positioning. The document was then used as a marketing and also a briefing tool for fashion designers and manufacturers.

transport
for
london





MEYDAN RACECOURSE

Without doubt the most exciting and most news worthy sporting arena concept since London's new Wembley Arena, the Meydan Racecourse and development is both iconic and ambitious. And we were fortunate enough to produce the initial communications.

**dubai
racing
club**

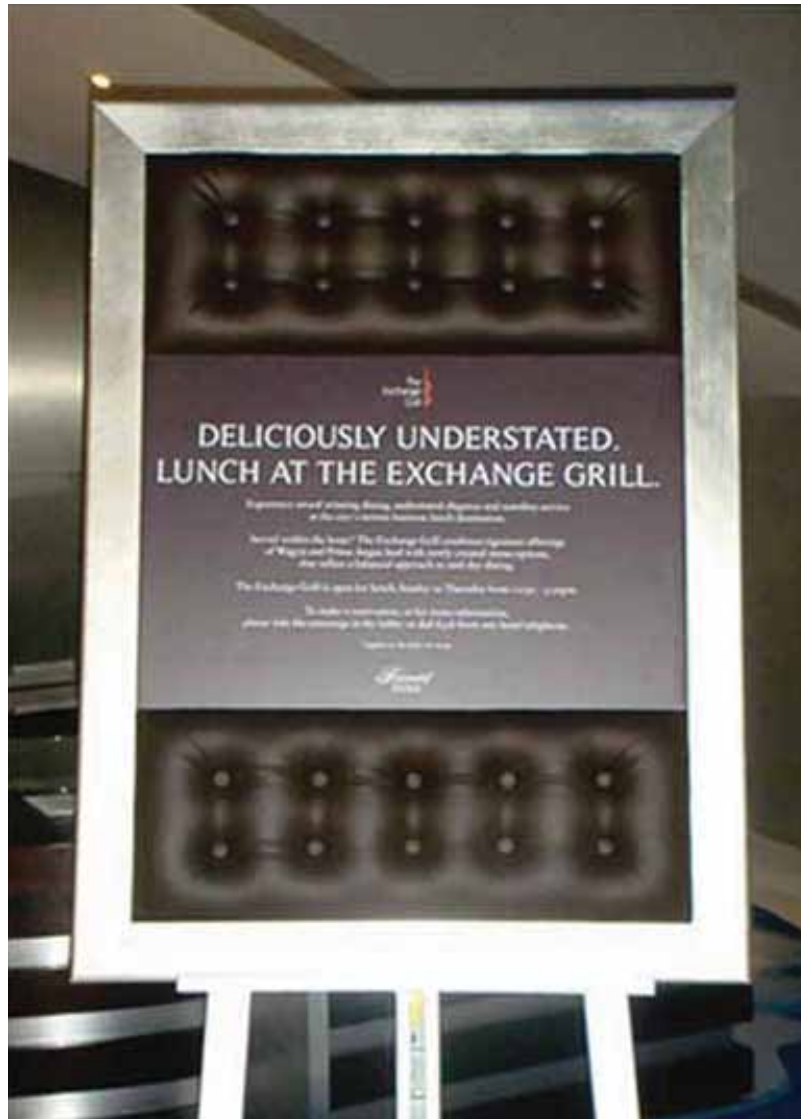




ANNUAL WINE LIST

With only one real opportunity a year to profile your product to the hospitality and entertainment sector, it has to have impact. The Dreamteam execution harnessed african + eastern's wine portfolio's positioning. The basketball concept took the recipient by surprise with something you wouldn't expect to arrive on your desk in relation to wine...a basketball. Slam dunk!

**african
& eastern**



FAIRMONT HOTEL - DUBAI

“Show the sophistication, the masculinity and the power of a dining experience...on a bridge banner and internal communications”. Tough ask. While we couldn't go all 3D on the bridge banner, the internal stuff we really went to town on. Giving the poster a brown leather deep back buttoned finish immediately conveyed the proposition of the product. Pull up a poster and relax.

**exchange
grill**





FAIRMONT HOTEL - DUBAI

Say Christmas and celebration, without saying Christmas and celebration. Oh the joys of marketing in a Muslim country! Treading through the minefield of cultural correctness is always a challenge and this one was a doozy. As always, we turned adversity into triumph, well we thought so. And so did the client. Someone even wanted to buy the dress!

**festive
promotion**





SHANGRI LA HOTEL - ABU DHABI

I believe a menu should emphasize the “theatre” of the experience. The Cigar menu holds a wooden cigar-sizing gauge giving the reader information and interaction.

**cigar
bar**



MANCHESTER UNITED STORE - DUBAI

What began life as a concept for the roll out of Manchester United's Middle East Megastore retail business, BELIEVE was embraced and showcased as the indefatigable spirit of a football club and a record breaking achievement.

**manchester
united**





MIDDLE EAST & AFRICA

As part of a re-branding initiative I was asked to harness and communicate the “blend” brand values and promise into the digital arena for african+eastern. As the site needed to communicate to both a trade and retail audience a balance had to be achieved in tone of voice and content. Both sets of users seemed to think we’d found the perfect blend.
www.africaneastern.com

**african
& eastern**

