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QUARTERLY MAGAZINE FROM 1HQ

Style vs Substance

01

Everything's
PUKKA



STYLE VS SUBSTANCE

Is mindset segmentation replacing traditional demographics & psychographics to reach the right consumers?



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CEO, Mark Artus welcomes you to our first edition.

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Colleen Merwick

SENIOR BRAND STRATEGIST

Originally from Pittsburgh, PA, USA, Colleen has worked in the US, UK and Australia as a Creative Planner/Strategist specialising in FMCG food and beverage, giving her a unique worldly perspective. Researching, observing, decoding and uncovering consumer behaviour is what drives Colleen to continually ask why. Tweens and Millennials are her speciality, along with new mums. Interior design, travelling and a baby blog www.babyonmybrain.com are what makes Colleen tick outside of work.

Guy Hepplewhite

CREATIVE COMMUNICATIONS
PLANNING DIRECTOR

An award-winning, integrated communications planner with over 25 years working across small, medium and large agencies including two that he either founded or co-founded. Guy's passion lies in showing how ideas, fuelled by genuine insight, should be allowed to flourish across a wide range of communications channels with absolute creative consistency, impact and relevance.



Ben Glotzer

CREATIVE DIRECTOR - USA

As a 20-year brand design veteran and leader, Ben has designed and launched many award-winning, creative campaigns across a diverse range of consumer categories, including food and beverage, health and beauty, pharmaceutical and pet care. Getting our New York studio up and running from scratch has been his latest challenge and he brings a valuable US perspective to the 1HQ mix.



INNOVATION

What's new: Turning prawn shells into plastic bags and saving the sea.



THE ZEO JOURNEY

Bringing Zeo's unique, botanical blend and bold, refreshing flavour experience to life.

WHAT'S GOING ON?

We focus on upcoming food festivals this issue, with events in London, New York and Rotterdam.



Welcome...

The future, both near and far, is increasingly important for both 1HQ as an agency and for our clients. In this ever-changing, 24/7 news and technology-driven world, it's often hard to sort and identify what is actually relevant and important. So, we thought a magazine would be a good means of showcasing some of our great thinking whilst highlighting topics we find interesting and of potential value to clients.

Magazine, you say? Isn't that just so analog? Why not digital?

Firstly, of course there is a digital version! However, we feel that people still value print. As a society, the more tech we touch all day, the more we search for 'real' feelings. It's why we're experiencing a rise in album sales along with a resurgence in crafts and trades on Etsy. We hope you'll value both the tactile sensory of a magazine and the curated, themed content for each edition. As you'll see (and hopefully expect from us), we're passionate about our views. But we're also passionate about how we might help your brand(s) to remain fresh and relevant for years to come.

Mark Artus CEO





Style

V.S.

Substance




Colleen Merwick

SENIOR BRAND STRATEGIST

Tequila brand, Patron, would like to think so as they're changing their approach to consumer segmentation.

They've removed the layer of typically four, six or eight consumer segmentation schemes that many brands rely upon and, instead, have started to focus on their core, and potential users, by splitting them into two different mindsets – 'Bros' and 'Knows'.

Both share a love of premium tequila, but they have markedly different views when it comes to what they want out of life and, in the case of Patron, have luxury brands. 'Bros' are men and women who are attracted to Patron's swagger, its visual style, and who prefer to have as much fun in life as possible. In contrast, the 'Knows' are men and women who value authenticity and who respond

positively to Patron's small batch, hand-crafted product; their preference is for more meaningful, more interesting experiences that add value to their lives.

Of course, people are rarely black and white. They're a spectrum, allowing for extreme ends and overlap in the middle. The beauty of this mindset segmentation is that

it allows Patron to not simply understand its own customers and how they think, but also to develop specifically tailored experiences, communications, language, packaging, design etc. all with a view to adding greater value to, and connection with, Patron.

The language of 'Bros' and 'Knows' may turn some off but that's missing the point. It's not

about the label or name that's given to each segment; it's the power of meaningful, relevant engagement with open and receptive consumers. The more that technology and social media infiltrate our lives, the more we change as a society, with imperceptible daily changes only observable once they've impacted the masses. Changes occur in how we view ourselves, alter the

way we interact with others, push our boundaries, challenge our views, and elevate our awareness/education of many topics through the media. All of this makes it increasingly hard for people to interact successfully with each other, let alone brands with consumers. >>>

“Is mindset segmentation replacing traditional demographics & psychographics to reach the right consumers?”

Brands have to deal with so many more factors affecting and often attacking their core being than they dealt with before the Internet, social media and smartphones. Consumers are bombarded with unwanted stimulus hourly, so the challenge is no longer just to reach them but to prompt deeper connections at both conscious and, importantly, subconscious levels. Originally brands/products were bought for functionality, which moved on to the brand standing for something. Now, the expectation is that brands not only stand for something, but also have similar shared values and beliefs that make the consumer feel good.

Consumers find it hard to articulate their reasons to believe in, and buy, brands. For high-involvement/participation categories and, in particular, premium/luxury brands, their sub-conscious takes over the process, acutely scrutinizing visual and cultural codes and clues to decipher whether or not this brand makes the cut. And therein lies the importance of semiotics – the study of cultural and social codes and cues, and their subsequent usage and interpretation.

With the popularity of owning and using less, it isn't just about less stuff, but carefully curating

your stuff, so that it all makes sense working together, adds to your visual aesthetic, engages and uplifts you and supports your belief system. Semiotics remains one of the most compelling and effective ways with which to uncover consumers' deeper emotional connections that are unable to be revealed in focus groups. As such, the connection between semiotics and a more mind-set led form of consumer segmentation is a powerful and relevant one. It takes audience understanding further, helping to inform inspiring, relevant and emotionally compelling creative platform(s). The marriage of mind-set segmentation and semiotic platform creation naturally fuels the brand's communication strategy before laddering back up to create powerful brand DNA.

Simplicity can be meaningful, and can work when you understand what makes your core audience tick. Rather than rely on a number of contrived and cold demographics, the use of a smaller set of contrasting, yet no less relevant, mind-sets, coupled with relevant cultural & social codes and cues lends itself to deeper understanding, more meaningful connections and stronger brand engagement over the short, medium and, importantly, longer terms.

Bros

Clothes and brands are a physical manifestation of their personality. They are attracted to style/design via branding, packaging, smell, texture. They want to buy into a lifestyle, but that lifestyle must be about making them look good because they are all about expressing external confidence.

Knows

Focus more on internal knowledge than external appearance. They are attracted to brands & products that appeal to their criteria of quality craftsmanship & attractive design. They want to buy into a belief system that reassures them of trust in the brand. They buy into an educated/ informed internal confidence.





Guy Hepplewhite

CREATIVE COMMUNICATIONS
PLANNING DIRECTOR

Creative Communication

IT'S ALL IN THE MIND

We all know the issue with demographic targeting – it treats groups of people as large, homogenous masses and then expects individuals within such masses to each respond positively to a brand's behaviour that takes no account of dramatic mental and attitudinal differences in all of us. Either that, or throw enough mud at a wall and some will stick.

Mindset segmentation seems to be the perfect antidote to the generality of demographic targeting because it deals with how an individual thinks, acts, believes, feels – not simply on whether they're 25-34 or 35-44, C1 or C2 or whether they live in Cumbria or Cornwall.

Truly effective communication is a successful aligning of seven planets – six rights and a single recognition. Right person, right place, right channel, right story to be told, right way and time to tell that story. And recognition of the fact that people don't buy products, they buy meaning. They gravitate towards products and brands that match their own beliefs and values, and that are truly relevant to them and how they live their lives.

So, via a much deeper, more insightful psychological profile of the individual, mindset segmentation gives us a valuable chance to not simply tell a story but to shape how that story should be told

and the channels in which such tailored storytelling should take place to create the deepest of emotional connections.

By splitting their core and potential users into 'Bros' and 'Knows', we instinctively understand that each needs to be handled differently by Patron from a communication perspective. For Bros, more concerned with the immediate visual and verbal impression they give to those around them, we have permission to be more direct, more overt, less indulgent. We can play up to role that the brand can play in contributing to an increased sense of external self and the wish that Bros have to stand out socially. Storytelling, and the channels through which the stories get told, need to reflect the importance that the Bro places on his own external appearance and be reflective of the desire to dominate, to lead, to be the visual centre of attention.

In direct contrast, communication targeted at the Knows must respond to their need for greater depth and authenticity. As such, communication will be less brash and more suggestive, less confrontational and more discrete, less a smack round the cheeks, and more a gentle caress driven by deeper experiences around the differentiators of care, craftsmanship, quality, authenticity and expertise.



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Mindset segmentation seems to be the perfect antidote to the generality of demographic targeting because it deals with how an individual thinks, acts, believes, feels...

So that's the defence for mindset segmentation. Now let's hand over to the prosecution and, in particular, four questions requiring answers:

nº 1

Can a single brand appeal equally to different mindsets without jeopardising brand credibility and integrity in doing so?

nº 2

If they can, can this be achieved within singular environments, experiences or activations?

nº 3

Or, is the only way that you can appeal equally to contrasting mindsets without loss of credibility and integrity is by creating clear demarcation between the two?

nº 4

And, if demarcation is required, what's the subsequent impact on the cost of communication and on the commercial value of mindset segmentation in the first place?



Let's start by moving from tequila to vodka. Belvedere, the premium Polish rye vodka named after the Polish presidential palace of Belweder, shows that it is possible to appeal to two very distinct mindsets through the story they tell and the channels they use to tell them. Use of rich media and its conveyance across social and digital media enables the brand to plant itself at the centre of attention within dynamic social gatherings and interactions. On the other hand, they allow the care and craft that goes into their production to inspire and inform more meaningful, more considered and, perhaps not unsurprisingly, more crafted communication this then gets told to those looking for greater authenticity through channels and environments more suited to the release of such depth and detail – from targeted press advertising to bespoke comms sited in bars known to attract those looking for substance as well as, if not at the expense of, style.

So, yes, in answer to question one, it's entirely possible for one brand to embrace two different mindsets and to do so with real relevance. But, and herein lies the heart of the prosecution's case, it's only possible through channels – digital and analogue – that allow for a clear demarcation between the mindsets. The clear differences between Bros and Knows enables Patron to create two brand stories whilst the on-going explosion in media choice provides the brand with the opportunity to perfectly place those stories within the optimum >>>

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Go beyond the product

to design meaningful brand experience



Ben Glotzer

CREATIVE DIRECTOR-USA

The old adage, "Never judge a book by its cover" need not apply when it comes to the expression of a brand. Whether it be the structural design and functionality of a product, the packaging it is presented in, the aesthetic of the retail space it is showcased in the user interface you experience, design is much more than just a stylish facade. Instead, it's rather a visual and experiential manifestation of the critical choices a brand makes to connect with all of us.

When design comes from a place of substance as in a brand's core values or deep-rooted history, it becomes relatable. It triggers both

the conscious and subconscious in all of us, creating a deep-rooted response, like or dislike, belonging or rejection. You know when you see it if it is the brand for you. For some of us, we are indoctrinated into brands by right of passage of our upbringing. But there are brands that are discovered, often by love at first sight then reinforced by performance and positive experiences.

As style is almost always fleeting, all the more reason design has to resonate, leaving a lasting impression, trigger a memory, spark thought. Design most often becomes the visual artifact

of a brand that we relate to and covet. Even as culture evolves and style waxes and wanes, meaningful brand design and experience will transcend and continue to connect with us. At our core, we individually have a belief system. We tend to gravitate towards brands that share these same beliefs and values. Often, we as consumers don't know how to articulate these values in our own voice but turn to a collection of brands to represent much of who we are and what we value.

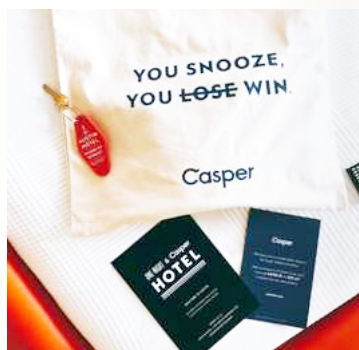
Let's face it, the marketplace can feel like the Wild West where survival of the fittest is the rule of law and where brands are facing unexpected

challenges from more agile competitors able to make game changing impressions through new technologies, social media and curated experiences. No matter a brand's loyal following, they are increasingly challenged to further differentiate beyond their traditional category perimeters. Just as, consumers do not stay in the same lane when experiencing day-to-day life, brands need to get out of their comfort zone to create authentic brand experiences. >>>

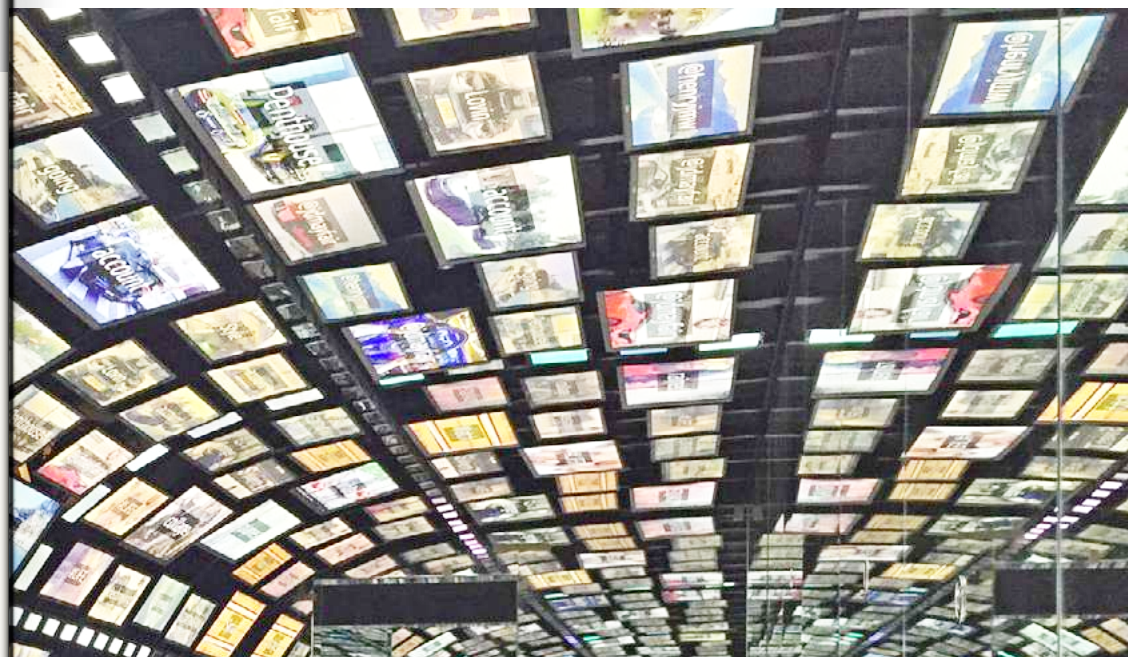
Most recently, at the 2017 SXSW in Austin, TX where a diverse range of visionaries in interactive, film and music converge for a week of thought-provoking experiences and conversation, three brands came together to create an oasis for frazzled festival goers. Casper, Tesla and the Standard Hotel collaborated to create the Casper Hotel. Using the Standard's One Night app, which lets you book same-night hotel rooms after 3p.m SXSW attendees could book a last-minute room at the Austin Motel - a retro chic property - for \$99 a night. Attendees could also reserve a 45-minute "refresh room," a place for napping and recharging your devices. All rooms were equipped with Casper mattresses, milk and cookies. By request, an on-site "mom" was available to come and tuck you in and read you a bedtime story. Since Uber and Lyft are no longer doing business in Austin, this was a perfect opportunity for Tesla to step in and provide transportation.

By focusing on partnership, these three brands collectively created an unforgettable one night experience that was impeccably curated from the design of the app you engage with, and the car you drive in to the "motel chic" accommodations and the mattress you sleep on.

When Samsung opened its doors to Samsung 837 in Manhattan's Meat Packing district, they were not interested in creating another retail store like Apple or Microsoft. They knew their consumers already had their preferred shopping outlets locally and on-line.



images - www.casper.com



Why did they need yet another store? So instead, they built a 55,000ft2 physical manifestation of their brand in the form of a digital playground where you can't even purchase a single Samsung product. The only place to spend your money is at their café. Visitors can experience an array of special events in their massive theatre space, interact with engrossing VR exhibits and 4D technology.

Collaborations with world-class artists and producers, Samsung has created a community of play through immersive digital experiences. They have bridged the gap between style and substance by creating a forum for culture to experience itself and evolve. >>>



>>> Did it ever cross your mind to wait in line for at least half an hour for a kale salad or brown rice bowl? If you have been to the phenomena that is sweetgreen – the ever so popular, bi-coastal/ fast casual hot spot, than this is a ritual you are familiar with, since you may experience it multiple times a week. So, what is the big deal, you may ask? sweetgreen firmly practices their purpose which is to “Inspire healthier communities by connecting people to real food.” This purpose is manifested through complete supply chain transparency, sustainable farming practices, community outreach and cultural events to name but a few. Each location provides a bespoke experience that is a reflection of the community it resides in. With minimal design and green packaging there isn’t even a place for “garbage”, just recycling and compost, as landfills don’t exist here. The spaces are distinct with a rich history and the walls of every location are adorned with the beautiful work of local artists, inspired by the seasons, the brand’s food ethos or the neighbourhood. A perfect example of a brand that is so much more than the product they sell. In fact, the food that sweetgreen offers is simply a positive by-product of their business practices that customers value hugely and are willing to pay a premium for time and time again.

The consumer journey is a winding path, always evolving often without a final destination. But by focusing on creating deeper engagement through design, carefully crafted narratives at every touch point, adding value through unexpected experiences and bespoke product offerings, brands can make this journey enriching, meaningful and fun, leaving an everlasting impression.



What's going on?

Food Festivals

LONDON, ROTTERDAM, NEW YORK

London

no 1

MEATOPIA

1-3 SEPT - TOBACCO DOCK

Meatopia is a festival of high quality, ethically sourced meat, all cooked over ethically sourced wood and charcoal by some of the world's leading top chefs. A weekend-long love affair of meat, drink, fire and music, Meatopia UK has become a legendary event for food lovers.

www.meatopia.co.uk

no 2

LONDON CRAFT BEER FESTIVAL

4-6 AUG - HOXTON SQUARE

The London Craft Beer Festival returns for its 5th year in 2017 and is moving to a new venue in Hoxton Square. The Shoreditch Electric Light Station - a beautifully converted old power station will play host to over 40 breweries and more than 300 beers from across London, the UK and the US for the event.

www.londoncraftbeerfestival.co.uk





Rotterdam

no 3

HOP ROTTERDAM

11-12 AUG - NEIGHBORHOOD PARK
OUDE WESTEN

These are the craft micro-brewers who usually brew their specialty beers in their basements or sheds. HOP drags these brewers out of their basements for a casual beer festival, with great food stalls and music to keep the vibe flowing.

www.festival-hop.nl

no 4

CULINESSE

17-20 AUG - HOXTON SQ

Taste dishes brought to you by renowned restaurants from the area and enjoy performances by popular music artists. Take a seat on one of the terraces in between shows, and enjoy dishes prepared by the best restaurants in the area. A new feature this year is the Waterbar; a bar that's actually in the Zevenhuizerplas.

www.culinesse.nl

New York

no 5

MAD. SQ. EATS

2-29 SEPT - WORTH SQ 5TH AVE
BETWEEN 25TH & 26TH ST

Mad. Sq. Eats brings the diverse flavours of the city's best restaurants and food entrepreneurs to Worth Square, a prime location in the heart of New York's historic Flatiron District. The highly anticipated bi-annual event draws hungry crowds of neighbourhood residents, workers, and tourists who enjoy this unique opportunity to savor offerings from buzzworthy eateries.

www.urbanspacenyc.com/mad-sq-eats/

Retail View



Colleen Merwick
SENIOR BRAND STRATEGIST

Brooks Brothers in NYC is an example of a brand, consciously or maybe even subconsciously, playing to both style and substance visual codes and cues.

Typical Brooks Brothers stores are pretty much like any other established retailers, with racks and stacks of clothes and a check-out counter.

They are a heritage brand that is known for being very traditional and high quality, so they have always attracted the typical 'substance'-minded shoppers.

The new store in NYC is a total revamp of the physical retail environment. It also makes you re-evaluate what you think of the brand, the image it's trying to portray, and what type of people actually wear Brooks Brothers.

>>>



The new store contains subtle shifts towards 'style' credentials - the space shifts from a boring, flat, four-walled space with tables, to making you feel like you've walked into someone's library or den in a manor home.

Clothing is presented in antique looking dressers and on furniture alongside curated artwork, wallpaper, and detailing that all work together, to create a totally immersive brand world that supports the high quality traditional brand values.

The coffee shop inside adds another element to the brand, bringing through their craftsmanship values in their approach to coffee, while also

adding one more reason to come into the store and another way to experience the brand.

This retail shift is an exercise in changing people's perspectives of who shops at Brooks Brothers and what an immersive shopping experience should be. Whether Brooks Brothers set out to change their image or to grow their audience by shedding their ultra-conservative, sometimes boring reputation we'll never know. But what we do know is that this store accomplishes both, helping Brooks Brothers to be relevant and meaningful to a much larger audience than they appealed to previously.

STYLE VS SUBSTANCE

Knops

KNOPS IS THE VOLUME BUTTON FOR YOUR EARS

The kickstarter only launched in April and smashed their target in the first 24 hours alone, on their quest to produce the world's first adjustable analog hearing solution. Knops will give you full control over the surrounding sounds you hear. All day every day.

Each pair has four steps. Adjust the Knops to step one and you will hear what you would've heard without plugs. But the real kicker enters the stage when you switch to the other three steps. Step 2 will reduce the volume to filter the noise of a vibrant city, step 3 will adjust the volume to a live music setting and step 4 will create a silent environment ideal for work. Four different modes for every audio situation.

From €58 at www.knops.co

TURNING PRAWN SHELLS INTO BIODEGRADABLE PLASTIC

Researchers at The University of Nottingham and Egypt's Nile University are developing a way to turn dried shrimp shells that would otherwise be thrown away into thin films of biodegradable plastic they hope will be used to make eco-friendly grocery bags and packaging. With our oceans almost at the point of containing more plastic than fish, this plastic is harmless to marine life and can be easily digested if swallowed.

The shells are cleaned, chemically treated, ground and dissolved into a solution that dries into thin films of plastic, a technique the team says has potential for large-scale industrial production, while helping to decrease the country's biowaste.

www.nottingham.ac.uk



30.1
years old

The median age of the global population in 2017, up from 27.9 a decade ago

3.5
million

The additional number of people that will come online per week globally in 2017

188,000

The number of single person households that will be added globally each week

\$711 billion

The value of the health and wellness industry in 2016. The industry is forecast to grow larger in 2017, with demand surging for products such as meat substitutes and dairy milk alternatives

Figures from Euromonitor International 2017



Blend the rules

We sat down for a drink and a chat with John Mulvey, Zeo Marketing Manager, to hear his thoughts on trends and opportunities within the drinks category, and his rationale for a new re-design of the brand.

1HQ Executive Creative Director, Graham Wall was there with the questions...



G: How did you get involved in this journey with us and Zeo?

J: When I arrived in the summer of 2016, my role was to really evaluate the brand, take time to understand where it had come from and its current position. I also evaluated the business at the same time and discovered a brand that was a little bit confused, if I'm honest, and appeared to have lost its way.

When it launched five years ago, it had a really clear mission - to go beyond conventional soft drinks. This was delivered via a groundbreaking concept - by creating an adult soft drink, that replicated the sensory experience of alcohol. If you think about it, that's as different as Red Bull was when it first launched.

Since then, we've reformulated and re-branded three times. This will be the fourth time and we all agree that that's simply too many. With each change, the brand has kept moving slightly off direction and slightly off brief, eventually losing its single-minded purpose. So, having been really clear at the outset as to what the brand should stand for, where it wanted to activate and who the consumer was, we gradually found ourselves a long, long way from where we'd started and needed to be. Until that point, we'd never really stopped to give ourselves the time to properly consider whether or not we were executing the brand in the right way. And we weren't.

Fresh eyes and fresh vision were required. And that's what we've now given ourselves the proper time to achieve. What's important is that the central mission remains the same as it was at the very start - to go beyond conventional soft drinks. Now, as originally intended, Zeo is anchored in the health food trend and is very much for the millennial consumer with a purpose to be a positive soft drinks choice.

G: How have the new flavour profiles as well as the new designs been received so far?

J: As a business, we had plateaued. We'd secured good distribution that was driven by the health attributes of the product but we weren't resonating well with the consumer.

I think there were two reasons for this. Firstly, the way in which the product was being presented. It didn't fit the occasions in which it was being used. And second was taste. So we've addressed both - and the changes we've made have gone down really well.

The packaging, in particular, draws people in and the re-blended drink is so much more appealing and less challenging. There's been a significant drop in taste rejection which was always a crucial issue for us to address.

G: If you could do anything with the brand and if budget was no limit, is there anything you would like to have done with the packaging or the entire pack story that you haven't been able to do?

J: I think what the brand is crying out for now is a period of consistency.

Thanks to 1HQ, we have a wonderful new visual identity, which we now need to roll out in a consistent way across line and range extensions. Achieving that tastefully and whilst staying bang on brand will be the next big challenge.

In terms of activating the brand, I'm a big fan of brands that are able to bring the experience to life in an imaginative, yet relevant and meaningful way for consumers. Nowadays, brands have to do more than simply meet a singular need; they need to be more reflective of consumer interests.

If budget was no issue though, I'd look at limited editions. We have a wonderful structure with beautiful lines. So, as we move forward, collaborating with artists to bring that to life with visual impact and imagination would be fantastic. >>>





G: Interestingly, by using Si Scott for the masterbrand illustration, you've already moved towards that with the core packaging. It's been created by a genuine artist.

J: I really love that design is in the DNA of the brand. We know that brands that are anchored in design return extremely well, so it's a good long-term investment. And, when you have that high level of style and involvement, it's something you must remain committed to and that becomes truly reflective of how you think, act and communicate at every level and every point of engagement.

It's also up to us to create a brand and a culture within our business where we are focussed on being a cool place to work.

G: That counts for a lot because, with people who really believe the brand has a heart, it makes the whole job of selling the brand into a competitive trading arena that much easier.

You're very knowledgeable and passionate about the drinks category – almost to the point of obsession. Are there any other brands that really stand out to you and that you admire?

J: We're living in a time where the barriers to entry in the soft drinks industry are extremely low. As a result, there are lots of entrepreneurs with good ideas that can be realised and brought to market. The survival rate might be low but that doesn't stop the ideas coming.

There's a couple of key things. I think that the macro health trend is here to stay, so we will see more offshoots of that. Protein is where it's at with FMCG products and it'll continue to impact in the drinks world through 2017 and on into next year too. Over this time, we'll see more ready-to-drink protein drinks, protein waters, fizzy protein... the list will go on.

And then there are a number of challenger ingredients vying to be the next coconut water...

G: I don't think anyone realised how much coconut water was going to explode

J: It's huge! And you have so many other interesting developments taking place. From design to tapped birch water. And then there's water melon with 'What a Melon' being supported by Richard Branson's entrepreneurial fund. We're seeing drinks made with chilli for added kick which are interesting, whilst craft sodas are making a play with seemingly little care being given to their sugar content!

As a general trend, water consumption will rise, not slow down. And I've been saying for a while now that the energy drink bubble must surely be set to burst...!

Zeo is a non-alcoholic, low calorie drink that blends a unique combination of botanicals with fruit juice and spring water. So, when considering a fresh look for the brand, we set about creating a rich and abundant world of botanical beauty, before bringing it to life in a way that was as unique as the brand itself. Commissioning illustrator Si Scott was the natural choice when creating a wonderfully imaginative visual landscape, whilst our exploration of tactile finishes heightened the sensory dimension.

As well as a new brand identity, we crafted a fresh, enticing story for Zeo - 'Blend the Rules' - that became the rallying cry, perfectly capturing the spirit and feeling of a drink that has more of an edge, that refuses to conform but still tastes utterly refreshing.

“These guys far outshone my expectations. I'm delighted with the both work and the relationship that's developed with the whole team.”

Top 5's

A P P S



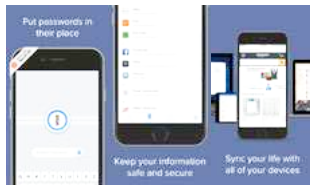
PHOTOSHOP FIX

Puts professional Photoshop editing tools in a friendly mobile interface so you can quickly repair or refine any image, anywhere you are.



PAGE

This app can quickly review your text for any grammar, spelling and punctuation issues with the world's leading proofreader. It will also translate between more than 50 different languages.



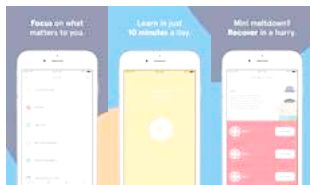
1PASSWORD

1Password remembers all your passwords for you, and keeps them safe and secure behind the one password that only you know.



SWIFTKEY KEYBOARD

SwiftKey Keyboard for iPhone, iPad and iPod touch is a smart keyboard that learns from you, replacing your device's built-in keyboard with one that adapts to the way you type.



HEADSPACE

Simple, guided meditations suitable for all levels from Headspace. Meditation can help improve your focus, exercise mindful awareness, relieve anxiety and reduce stress.

TED Ideas worth spreading

nº 1

HOW TO GET BETTER AT THE THINGS YOU CARE ABOUT

Eduardo Briceño

Working hard but not improving? You're not alone. Eduardo Briceño reveals a simple way to think about getting better at the things you do, whether that's work, parenting or creative hobbies. And he shares some useful techniques so you can keep learning and always feel like you're moving forward.

nº 2

HOW TO BUILD A BUSINESS THAT LASTS 100 YEARS

Martin Reeves

If you want to build a business that lasts, there may be no better place to look for inspiration than your own immune system. Join strategist, Martin Reeves, as he shares startling statistics about shrinking corporate life spans and explains how executives can apply six principles from living organisms to build resilient businesses that flourish in the face of change.

nº 3

HOW TO SAVE THE WORLD (OR JUST YOURSELF) FROM BAD MEETINGS

David Grady

An epidemic of bad, inefficient, overcrowded meetings is plaguing the world's businesses — and making workers miserable. David Grady has some ideas on how to stop it.

nº 4

4 WAYS TO BUILD A HUMAN COMPANY IN THE AGE OF MACHINES

Tim Leberecht

In the face of artificial intelligence and machine learning, we need a new radical humanism, says Tim Leberecht. For the self-described "business romantic," this means designing organizations and workplaces that celebrate authenticity instead of efficiency and questions instead of answers. Leberecht proposes four (admittedly subjective) principles for building beautiful organizations.

nº 5

HOW TO FIND A WONDERFUL IDEA

OK Go

Where does OK Go come up with ideas like dancing in zero gravity, performing in ultra slow motion or constructing a warehouse-sized Rube Goldberg machine for their music videos? In between live performances of "this too shall pass" and "the one moment," lead singer and director, Damian Kulash, takes us inside the band's creative process, showing us how to look for wonder and surprise.

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