# Alan Pitchforth

Portfolio

### "Muniverse" Infographic

\$10 billion in average order flow per day

MarketAxess is the global leader in electronic trading of global credit products.

We were tasked with creating an infographic from scratch to illustrate how MarketAxess trade in municipal bonds.

The concept "MarketAxess Muniverse" showcased the history of Municipal Bonds and MarketAxess' part within that history, as well as illustrating how each element of bong trading has radically changed from the past to present. We also evolved the branding guidelines for MarketAxess to include guidelines on the best ways to utilise the infographic.

The infographic was cleverly designed to allow each panel to be used seperately on social media and in email campaigns driving intrigue and increasing traffic. Splitting the infographic into parts allowed the campaign to run over a longer period of time. Digital templates were created to allow the client to amend the copy and email and/or repost.

The uptake of the campaign has been tremendous resulting in a great number of users engaging with the infographic on tweets, increasing the clickthroughs to the website with a high rate of conversion from engagement to leads.

# MARKETAXESS **MUNIVERSE**



₩ 🚯

1,100+ institutional investors and broker-dealer firms have chosen MarketAxess' electronic credit marketplace.

Have you tried it yet?





### **MANUAL EXECUTION**

27

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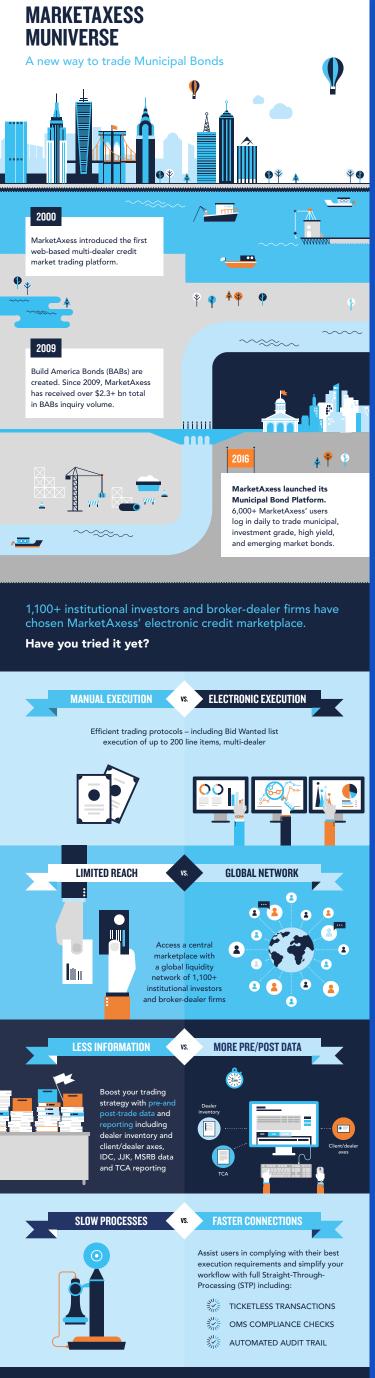
ELECTRONIC EXECUTION

Efficient trading protocols – including Bid Wanted list execution of up to 200 line items, multi-dealer RFQ, single RFQ and all-to-all Open Trading™ for both investors and dealers to execute taxable and tax exempt bonds

VS.





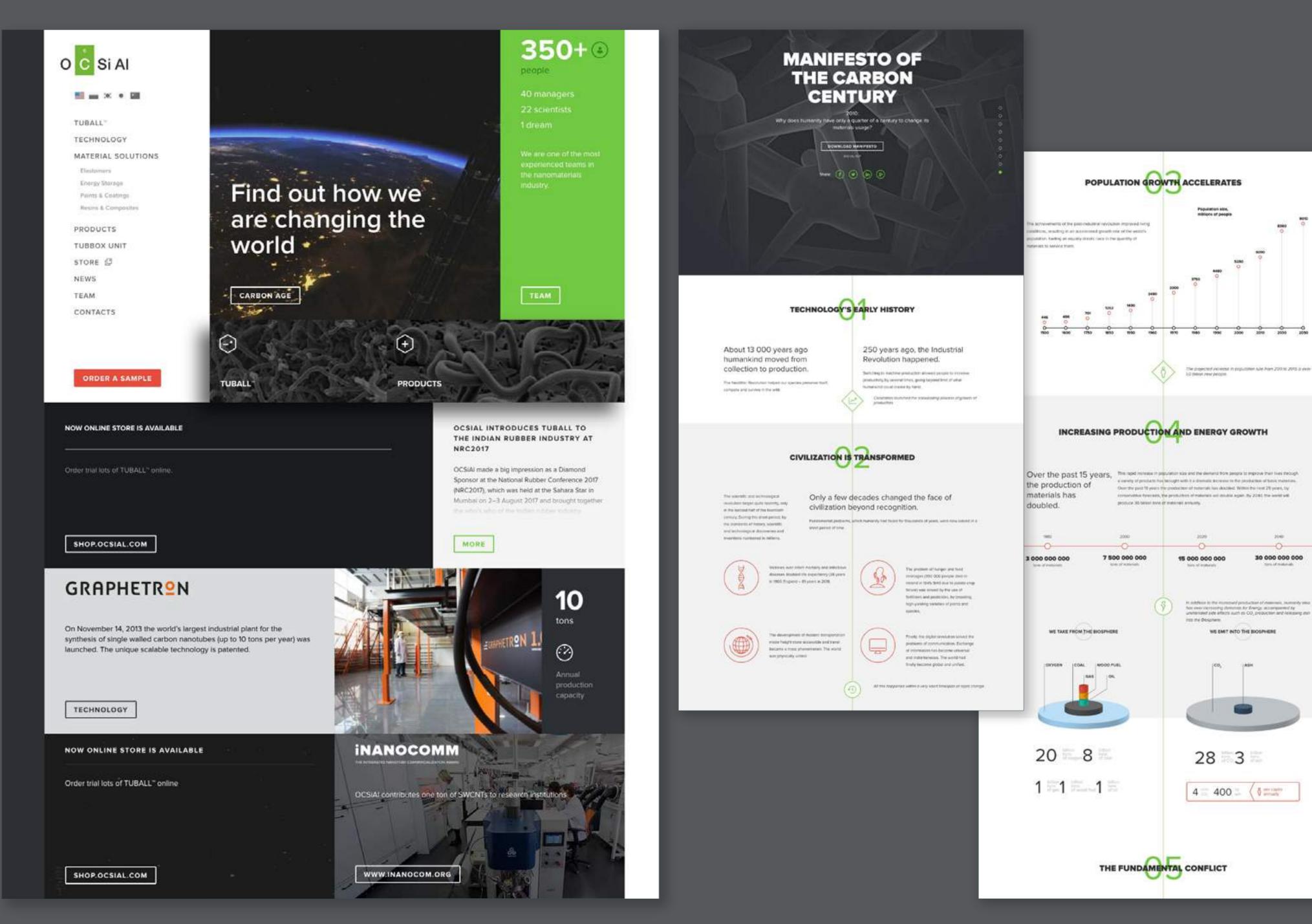


### **OCSiAl Website**

VIEW THE WEBSITE

We were approached by OCSiAI to provide creative and strategic consultation on the messaging, design, development and branding of their corporate identity, product messaging and website.







#### Dear Materials production: properties enhanced and net cost reduced

OCSIAN world first: capability for unlimited, low-cost production of Sing Walt Carbon Nanotubes announced at Institute of Materials

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To star Papelum

# One step closer to the materials of the future

#### Dear Alan,

Nanomaterials have long been recognised as a modifier with the potential to fundamentally alter many global industries. Whilst single walled carbon nanotubes are well known to increase most materials core properties, their prohibitive cost has always hampered practical application across industries.

I am contacting you today because OCSiAI has developed a breakthrough in the production of single walled carbon nanotubes that enables us to supply them at a cost starting from \$2,000 per kg. This comes without a reduction in quality, as OCSiAI 'TUBALL' nanotubes contain 75% single walled carbon nanotubes.

The importance of this development for many industries cannot be overstated. For the first time this technology is available to numerous industries at a commercially viable price point, opening up the vast potential for materials to be more effective; from products like batteries and tires to goods from plastics and metals.



We wanted you to be one of the first to hear about this breakthrough and invite you to view the presentation that was held on 12 May 2014 at the Institute of Materials, Minerals and Mining in London.

See how 'TUBALL' nanotubes can be applied in vour industry on en ocsial com/usage

### **OCSiAl Email** Campaign

Created a modular, responsive email template in English and Russian to promote the launch of OCSiAl's brand and TUBALL product in Europe and the US. The design of the template complied with the branding of the website.



# C Si Al

nanomaterials for the global

carbon

industry

people

1 dream

industry.

TEAM



We are one of the most experienced teams in the nanomaterials





Dear Materials production: properties anhanced and net cost reduced Nati Kanapathinskip cont in Yari Kanapahinskip Annual Proceedings, 212 West, 2021 P. Ltd. To Manhorstone

### One step closer to the materials of the future

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TUBALL

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See how 'TUBALL' nanotubes can be applied in your industry on en.ocsial.com/usage.

Prosident OCSIAI



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Dissection & 2014 (COSIA: All rights reserved Thereis for supporting (COSIA



We wanted you to be one of the first to hear

Best regards,

Yuri Koropachinskiy



#### **Russian Version**

(1998) Производство материалов: прорыв в свойствах и себестоимости DOM: - Carbon Renormanian by the United Industry, and its OCOM: - Carbon Renormalization for the Dated Industry Terry Wester, 10 May 2010 (\* 24 The Man Manhaolte

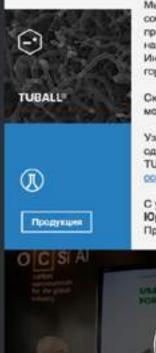


Yaawaawu/an << Tost First Name >>,

Углеродные нанотрубки - отличный пример того, как нанотехнологии могут менять свойства материалов. Но собственная цена одностенных углеродных нанотрубок до настоящего момента являлась настолько высокой, что создавала непреодолимый барьер для их использования в большинстве отраслей.

Хочу сообщить Вам, что в производстве адностенных углеродных нанотрубок произошел технологический прорыв. Технология, внедренная компанией OCSIAI, позволяет производить одностенные углеродные нанотрубки в промышленных масштабах по цене от 2 тысяч долларов за юлограмм. При этом содержание одностенных углеродных нанотрубок в конечном продукте составляет 75%, что является показателем исключительно высокого качества.

Значение произошедшего события сложно переоценить. Впереые углеродные адностенные нанотрубки стали доступны для многих отраслей по цене, делающей их приманение экономически эффектианым.



Мы хотели, чтобы Вы узнали об этом событии одним из переых. Переая презентация одностенных углеродных нанотрубок TUBALL состоялась 12 мая в Институте материалов, минералов и горного дела в Лондоне.

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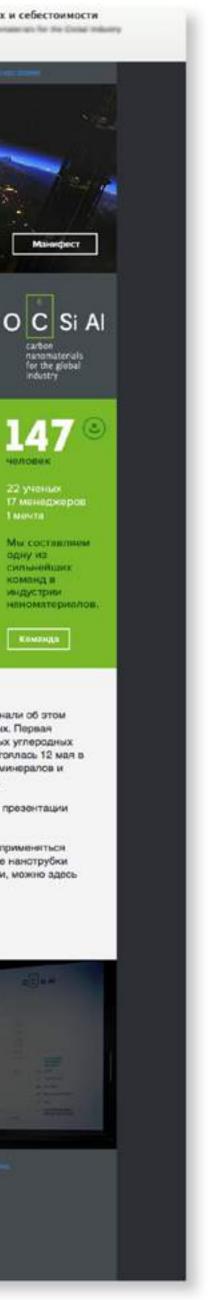
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Скачать полную версию презентации MONORO BROOM

Узнать о том, как могут применяться одностенные углеродные нанотрубки TUBALL в Вашей отрасли, можно адесь ocsial.com.

С уважением, Юрий Коропачинский Президент OCSIAI





## **OCSiAl "Carbon Age" Product Launch**

Responsible for the design and production of all the marketing elements required for the launch of OCSiAl's corporate brand and product (TUBALL) in Europe and the US, as the leading manufacturer of single walled carbon nanotubes and experts in combined chemistry and physics.

Responsible for the event management, finding the location; creating the signage, backdrop, presentations, corporate gifts; as well as providing photography and video services.

The turnout was extremely impressive (60 out of 70 people attended). The event received complimentary feedback from industry guests, and successfully established OCSiAl's profile amongst key industry players and publications, such as the following: Rolls-Royce, European Bank for Reconstruction & Development, PwC, Cambridge Nanotherm, Bloomberg BusinessWeek, Reuters, Market Watch, World News Network, FinanzNachrichten, AZoNano and Nanodaily.

WATCH EVENT HIGHLIGHTS









### **Data-driven** landing page

150 years of essential intelligence

I was approached by S&P Global to review the analytics of their existing landing page and provide a design solution that adhered to their new brand guidelines and increase the number of signups for their Platts product.

The final design implemented became the template for all of their product landing pages. The approach to the strategy, content and layout of the elements on the page also resulted in providing guidance to how data points, infographics, pictograms, CTA buttons and forms would be presented on their website.

S&P Global Platts

# Get real-time data insights and projections on commodity flows

### Platts cFlow

Gaining a deeper, richer understanding of today's waterborne commodities market requires more than simply connecting the dots on a satellite map. To complete the picture, you need to combine real-time vessel location information with the latest news, market data, trends, prices, insights and analysis.

Platts cFlow is a trade flow analytics service that allows you to view, monitor and analyse the key factors affecting the supply chain and impacting prices such as vessel movement, cargo data and freight bunker pricing information.



and future flows

Request Trial Now >

### Platts cFlow **Essential numbers**

60,000+ SHIPS AND TANKERS TRACKED GLOBALLY WITH AIS HISTORY FROM 2010	12,000+ GEOGRAPHICAL ZONES TO JETTY LEVEL	12,524
30	1,000	3,225
MINUTES TRACKING POSITION UPDATED	VESSELS ON DISPLAY	424 REGIONS
		185

# See everything.







Visualise and analyse past trends, real time diversions

64 BUNK PORTS

776 COALJETTIES

247 IRON ORE JETTIES

199 LNG JETTIES

# See everything. Know more. Act quicker.

With Platts cFlow you can be the first to know about vessel diversions, establish a ship's ETA and destination and learn if a tanker's full or empty. In business terms, this informed insight can prove as valuable as the cargo itself.



Compare past, current and future rade flows to spot and seize opportunities.

60,000+ ships and tankers tracked globally with positions updated every 30 minutes

Covering Crude, LNG, LPG, Chemicals, Oil Products, Iron Ore, Coal and Containers.

First Hume

× Visualization and volumetric trade flow data

Platts cFlow splits waterborne commodity world into 12,000+ zones allowing you to monitor and compare trade flows by vessels or commodity.



To help avoid demurrage and additional costs, gain competitive insight and make more informed decisions.

# Learn how Platts cFlow can help you and your business.

Submit your details now and receive a free trial of the Platts cFlow analytics service

To speak to our product specialists, call +1 855 639 9396

**PLATTS ANALYTICS** 

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### About S&P Global

For the past 150 years, we've been here. Gathering ner of the globe, to del ratings, assessments and analyses that governments, companies and individuals depend on the world over.

Our unique offerings—Ratings, Market Intelligence, S&P Dow Jones Indices and Platts—work together to give you the complete picture of the markets.



S&P Global Platts equips customers with the essential information to identify and seize opportunities in energy and commodities, stimulating business growth and market transparency. 5







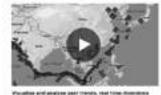
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### Get real-time data insights and projections on commodity flows

#### Platts cFlow

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Platts eFlow is a trade flow analytics service that allows you to view, monitor and analyse the key factors affecting the supply chain and impacting prices such as vessel movement, cargo data and freight bunker pricing information.



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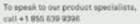
### See everything. Know more. Act quicker.

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### Learn how Platts cFlow can help you and your business.

Submit your details now and receive a free trial of the Platts cFlow analytics service



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Essential business intelligence you need to inform every decision.

Gaining a deeper, richer understanding of today's waterborne commodities market requires a combination of real-time vessel location information with the latest news, market data, brends, prices, insights and analysis.



Platts cFlow is a trade flow analytics service that allows you to view, monitor and analyse the key factors affecting the supply chain and impacting prices such as vessel movement, cargo data and freight bunker pricing information.

We provide the intelligence that is essential to how participants of the capital and commodity markets make decisions with confidence.

Want to know more? Find out how Platts of low or Nelp you and your business. Contact us > Call +1 855 903 1545



# About S&P Global

S&P Global Platts is a division of S&P Global, the world's foremost provider of ratings, benchmarks and analytics in the global capital and commodity markets.

For the past 150 years, we've been here. Gathering intelligence, in every corner of the globe, to deliver the ratings, assessments and analyses that governments, companies and individuals depend on the world over

Our unique offerings-Ratings, Market Intelligence, S&P Dow Jones Indices and Platts---work together to give you the complete picture of the markets.



S&P Global Platts

Platts cFlow Request a Complimentary Trial Request 3

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# **Real-time insights** and projections on commodity flows

Essential business intelligence you need to inform every decision. >

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Want to know more? Find out how Platts cFlow can help you and your business. Contact us >

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S&P Global Platts

### Get real-time data insights and projections on steel, copper and aluminum

Whether you need real-time market data or long terms analysis, our metal price assessments, industry analysis reports and news are designed to directly help you manage your daily business requirements.

Our price assessments span the gold, steel, aluminum and iron market prices providing the latest market trends and insights, whilst our industry reports and analysis deliver in-depth import, export and rew material data on the metals markets, including the American metal market.



### Metals **Essential numbers**

60,000+	12,000+	12,524	64
30	1,000	3,225	<b>77</b>
HEADING	HEADING	424	24
		185	19

### See everything. Know more. Act quicker.

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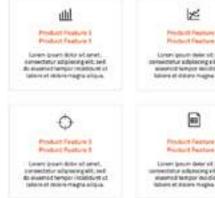
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### Learn how we can help you and your business.

Submit your details now and receive a free trial of the Metals analytics service To speak to our product specialists, cell +1 123 456 7990



**PLATTS ANALYTICS** 



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## **The Alan Howard Speaker Series**

Responsible for the creation of the brand identity for the Series and all of its touchpoints. Provided strategy for creative, advertising, messaging, photography, video and marketing of all its events. Responsible for the management and quality control of each event, the recording of each live event and the final edit. Each event was filmed, teasers were made immediately after the event followed by the full video a few days after. An integrated marketing campaign was created for each event that included print, digital and social campaigns. Monitored viewer data and adjusted content marketing to optimise reach.



The Alan Howard Foundation / JW3 Speaker Series features conversations, talks and entertainment delivered by leaders and experts in their respective fields who can provide a unique insight into their chosen topics.

The lectures are designed to cover broad areas of intellectual thought, including economics, science, history, politics and the arts. The principal aims of the series are to educate and entertain through high level conversation and debate, whilst delivering a rich, diverse and inspiring range of speaking events.

Each event will be held at JWD in London, a brand new, state-of-the-art community and cultural verse, established for the benefit of the Jewish community, the local community, and for the people of London

SHARE THIS PAGE 00000

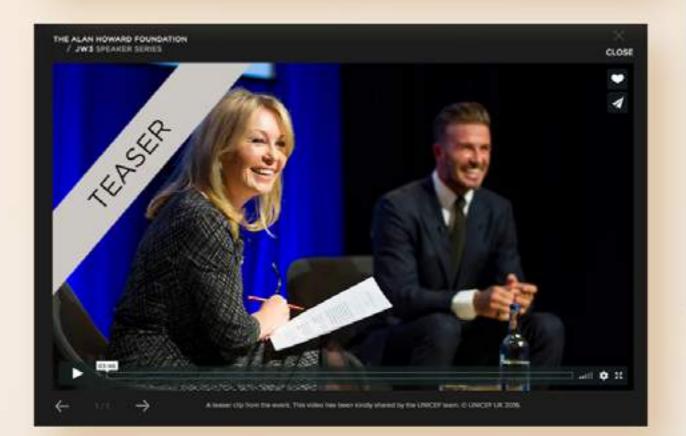
UPCOMING EVENTS .



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FILTER EVENTS







Speaking at JW3 in London on 8 May 2017, bestselling author J.K. Rowling told the audience about the singular moment that spuried her to become a prolific philanthropist

④ GO TO EVENT



Tony Blair / Tania Bryer

Former Prime Minister Tony Blair addressed a packed audience at JW3 in Hampstead on Monday 6 February. ranging across subjects as diverse as Brexit, the future of the Labour Party and the impact of radical Islam.

GO TO EVENT

GO TO EVENT



Jonathan Freedland

David Miliband and Jonathan Freedland will be discussing the global refugee crisis and how the interhational community should respond.

GO TO EVENT



Ayaan Hirsi Ali / Maajid Nawaz

Ayeen Hirsi, activist, author and politician, in conversation with Maalid Nawaz, author and Founding Chairman of Quilliam.

(+) GO TO EVENT



David Beckham / Kirsty Young

David Beckham is a former professional footballer

fashion icon and UNICEF Goodwill Ambassador

Sir Paul Nurse Dr. Adam Rutherford

Sir Paul Nurse, Nobel Laureate, and Dr. Adam Rutherford discuss 'Doing Science' and what it is like to be a research scientist.

O TO EVENT

1 2 NEXT PAGE →







Sort by: Default



Lord Mervyn / Gabriele Finaldi

Lord Mervyn King, former Governor of the Bank of England and Chairman of its Monetary Policy Committee and current Trustee of the National Gallery, in conversation with Gabriele Finald, Director of the National Gallery in London.

④ GO TO EVENT



Edmund de Waal Edmund de Waai is a British artist and author of The-Hare with Amber Eyes.

GO TO EVENT.



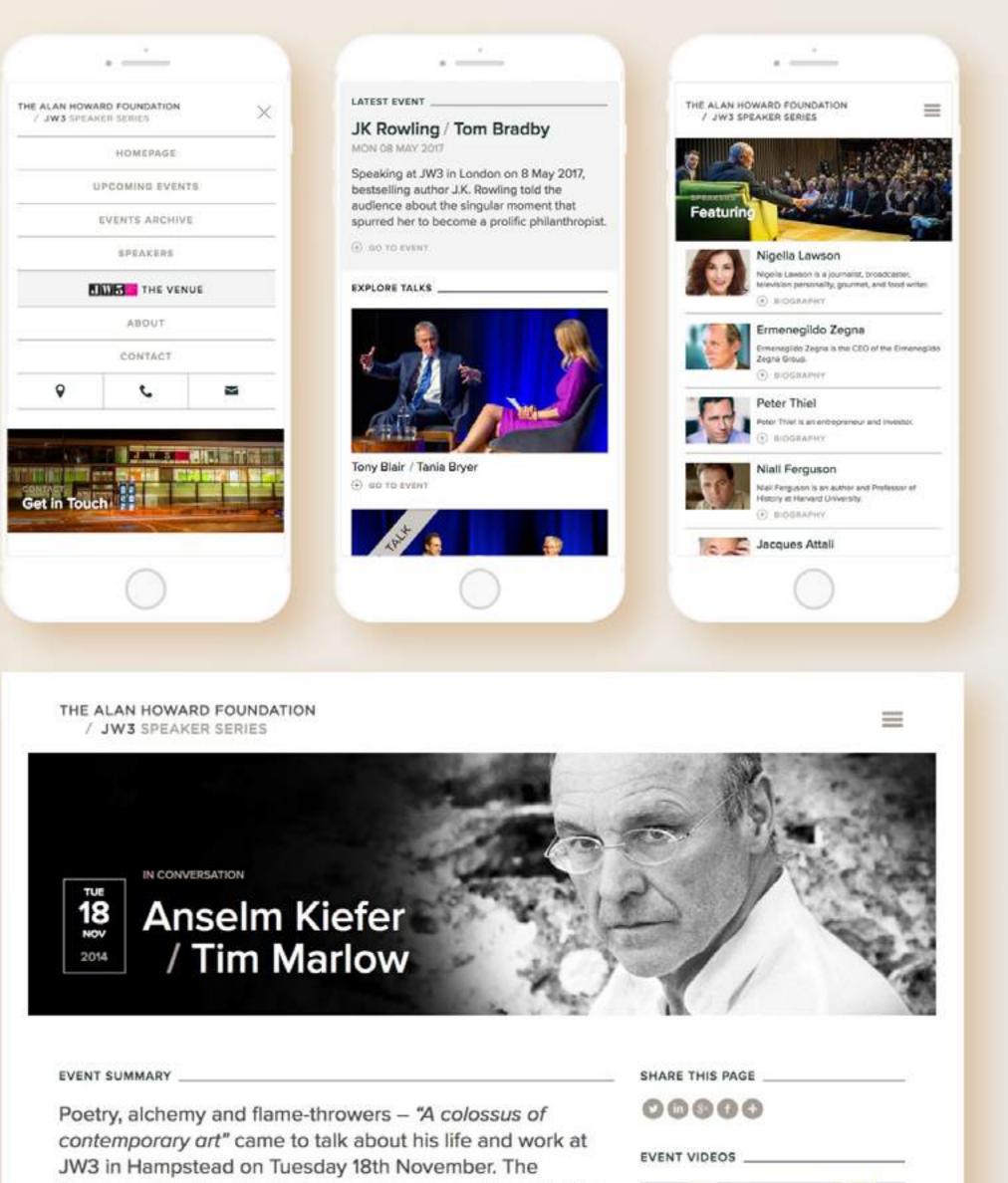


Nigella Lawson / Sam Baker Nigelia Lawson talked about her new book 'Timply

Nigelia: Feel Good Food, and her relaxed and accessible attitude to cooking.

(F) OD TO EVENT







German artist, Anselm Kiefer, was in conversation with Tim Marlow, the art historian and commentator on the contemporary cultural scene who became the Royal Academy's Director of Artistic Programmes, in April this year.

This was a rare talk given by Kiefer while the Royal Academy holds the first ever retrospective of his work which ends of December 14th.

The artist creates giant, densely textured, paintings, sculptures and installations at his 35,000 square meter studio in Paris, using a wide variety of materials, ranging from straw and lead to



EVENT PHOTOGRAPHS



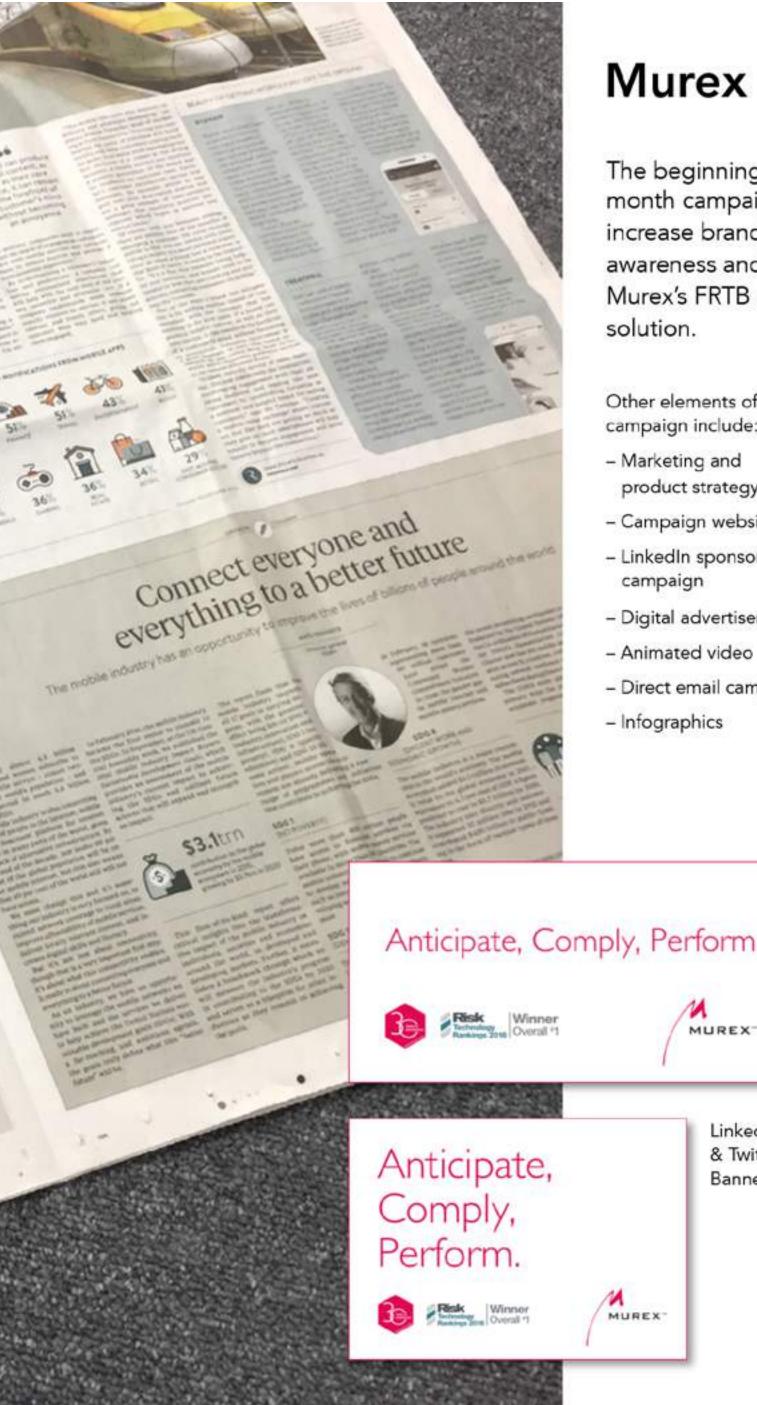
With 30 years' experience partnering with financial institutions across the globe, we are the leading technology provider to the capital markets. Murex's award-winning enterprise risk manageme platform MX3, enables financial services firms to anticipate the impact of regulation, comply with fast-changing requirements and improve their business performance. Discover more at murex.com

Anticipate, Comply, Perform.

MUREX-

Get on board for the full mobile journey Disruptive potential of mobile technology

W



# Murex FRTB Campaign #1

The beginning of a four month campaign to increase brand awareness and promote Murex's FRTB product

Other elements of the campaign include:

- Marketing and product strategy
- Campaign website
- LinkedIn sponsored campaign
- Digital advertisements
- Animated video
- Direct email campaigns
- Infographics

### Anticipate, Comply, Perform.

LinkedIn & Twitter Banners



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Sunday Times 'Raconteur' Supplement Half Page Print Advertisement

# Anticipate, Comply,

Perform.

Financial institutions need to anticipate the impact of regulation, comply with fast-changing requirements and improve business performance. Our award-winning technology platform helps solve these challenges.

Murex is the leading provider of risk management, trading and processing solutions to the capital markets. With over 30 years' experience we serve 45,000 daily users in financial services, including 60 of the world's top 100 banks".

Anticipate, comply and perform with Murex.

### Discover more at murex.com



# El Sturdza – Building **An Innovative Brand**

Complete rebrand across the entire group, positioning El Sturdza as an innovative asset management business through creative productdriven integrated campaigns. Every touch point of the brand was considered and designed from email signature to social media platforms, their website to office signage. Each fund product has its own distinct branding and marketing collateral.

VIEW THE WEBSITE



Old Logo



New Logo

#### WEBSITE FUND BANNERS



Strategic US Momentum Fund

Strategic Global Quality Fund

China Panda Fund



Strategic Global Bond Fund

Strategic European Smaller Companies Fund









#### WEBSITE NEWS AND INSIGHTS FUND GRAPHICS



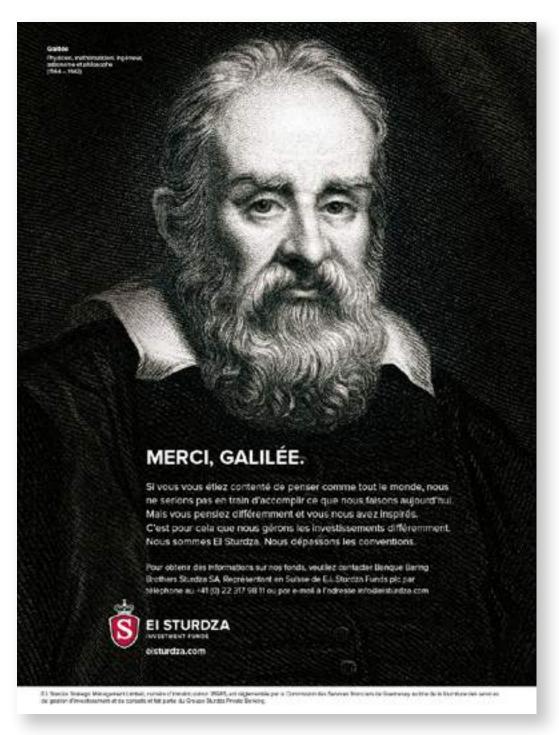


### El Sturdza Campaign – "We Go Beyond The Conventional"

Created a multilingual print and digital advertising campaign to create awareness of El Sturdza following their rebrand. Introduce company ethos, business model and strategies.

The concept "We Go Beyond The Conventional" connected and related with the great minds of the past, despite the challenges they persevered. El Sturdza think differently and this is how they manage investments.

Results were magnificent increasing awareness of the brand amongst the investment world. Visitors to the website increased by 600% within a six month period, resulting in meeting their investment objectives.



Galileo Galilei Physicist, mathematician, engineer, astronomor and philosopher (1564 – 1642)

If you'd stuck to thinking like everyone else, we wouldn't be doing what we do now. You thought differently - and inspired us to think differently. And that's how we manage investments. We're El Sturdza. We go beyond the conventional.

For Information about our funds please contact Jerome Papallhau on telephone +41 22 317 9827 or via email at J.papallhau@bbbsa.ch

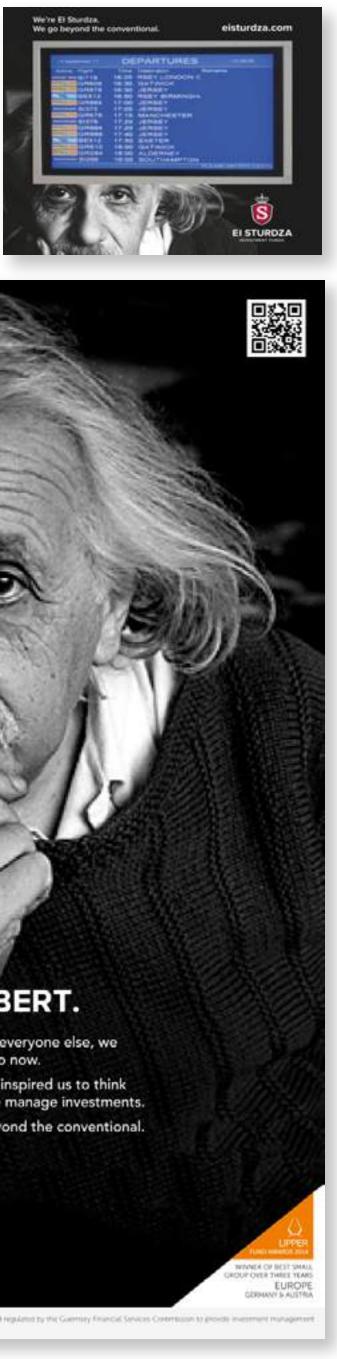


management and advisory services, with registration number 35985.

# THANKS, GALILEO.

**EI STURDZA** 





Airport Banne

Albert Einstein Physicist, Scientis (1879 – 1955)

### THANKS, ALBERT.

If you'd stuck to thinking like everyone else, we wouldn't be doing what we do now.

You thought differently - and inspired us to think

differently. And that's how we manage investments. We're E.I. Sturdza. We go beyond the conventional.

eisturdza.com/discover



riza Thium Banking Group is automati and regulated by the Guernary Americal Services Commission to provide inve E.I. Thurston Shamiper Maria and advicey services, with regulation number 20161.

# **"Top Performer" Integrated Campaign**

EI STURDZA

The concept of this omnichannel campaign promoted EI Sturdza's business strategy in their ability to find and nurture the best investment talent. The climber relates to the investment manager and their strategy, carefully choosing their path, studying the terrain, analysing the risk prior to the climb. The campaign ran in pint and digital, appearing in numerous international publications, industry websites, airports and social media. El Sturdza received a substantial increase in investor enquiries due to the effectiveness of the campaign.

LA QUÊTE DE L'EXCELLENCE EST NOTRE VOCATION

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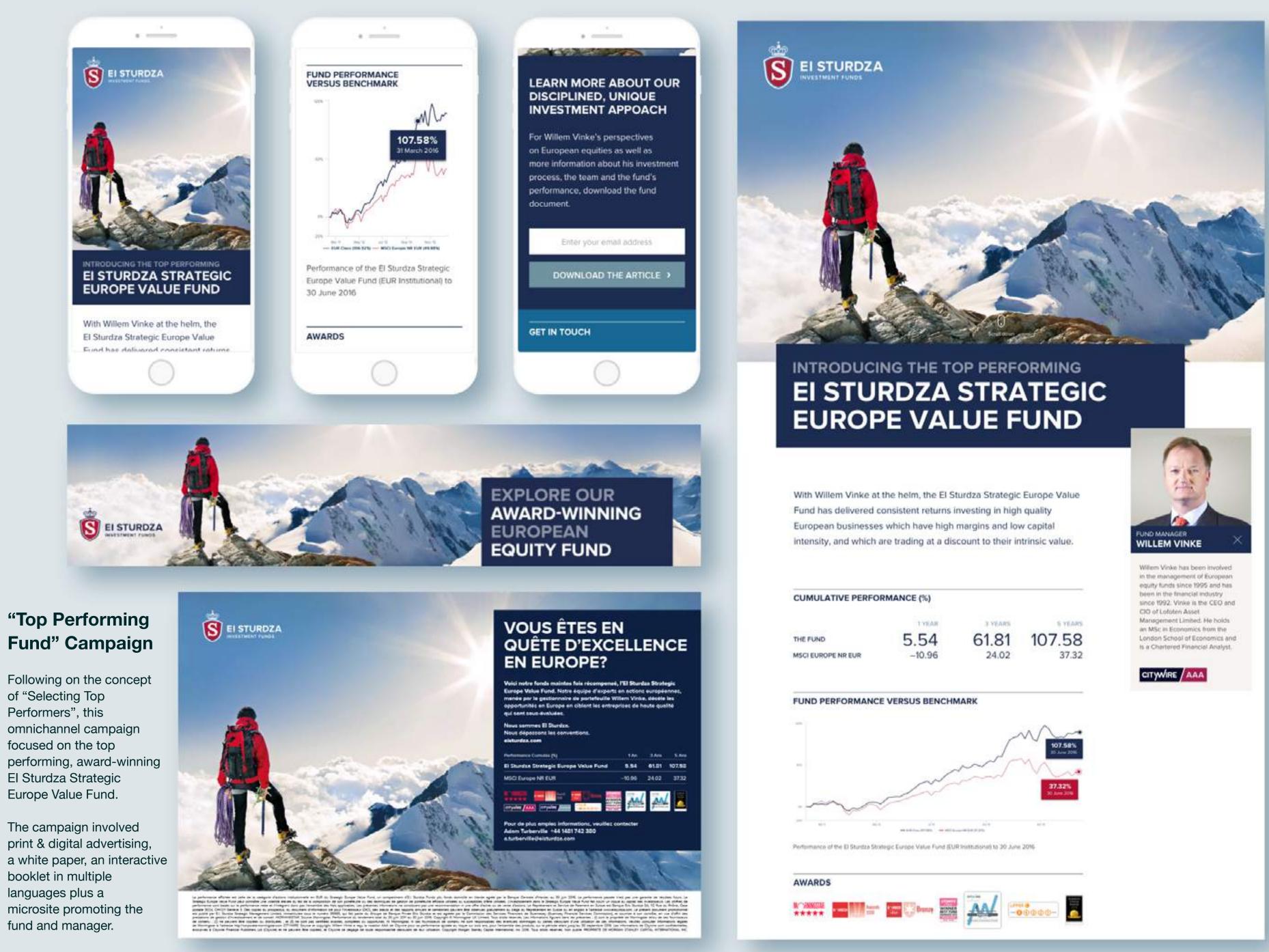
EI STURDZA

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CUMULATIVE PERFORMANCE (%)					
	1 YEAR	3 YEARS	5 YEARS		
THE FUND	5.54	61.81	107.58		
MSCI EUROPE NR EUR	-10.96	24.02	37.32		



PERFORMANCE OVERVIEW

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-FW 840 4.00

THE INVESTMENT TEAM



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#### PORTFOLIO ATTRIBUTION

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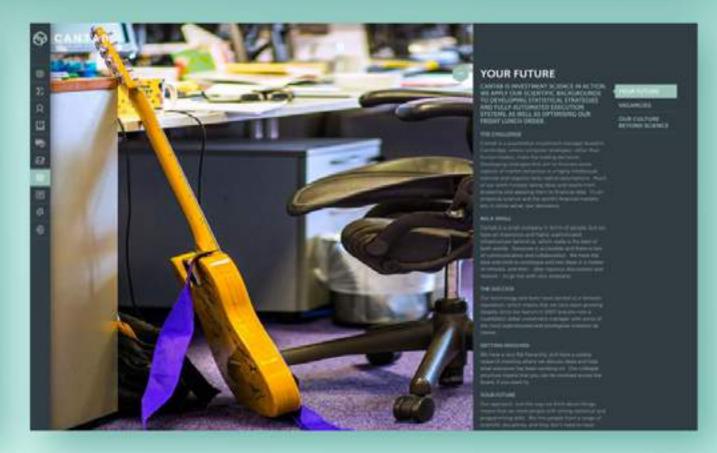


### WHY CANTAB?

CANTAB EMPLOYS A MULTI-STRATEGY, MULTI-ASSET APPROACH WITHIN THE SYSTEMATIC SPACE. WE AIM TO DELIVER ATTRACTIVE RISK-ADJUSTED RETURNS WITH LOW CORRELATION TO TRADITIONAL INVESTMENTS IN A TECHNOLOGY-DRIVEN ENVIRONMENT.







Cantab for recruitment purposes. Design of the site and navigation was founded on gamification techniques, and I personally photographed all of the images shown on the website.

**Cantab Website** US 4.5 billion AUM

Designed and built a responsive website with two objectives: present Cantab as an innovative technologically-advanced systematic asset management firm and showcase the culture of

P		1
0	WHY CANTAB?	
Σ	WHY SYSTEMATIC?	
R	MEET THE TEAM	
	ABOUT CANTAB	
-	WETHINK	
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	NEWS, EVENTS AND AWARDS	
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#### NEWS

CANTAB CAPITAL ANNOUNCES ITS ACQUISITION BY GAM 29 JUNE 2016	MORE
Cantab is delighted to announce that it is to by GAM, a leading global asset management	





PASSION FOR SPORTS

REEN CYCLISTS

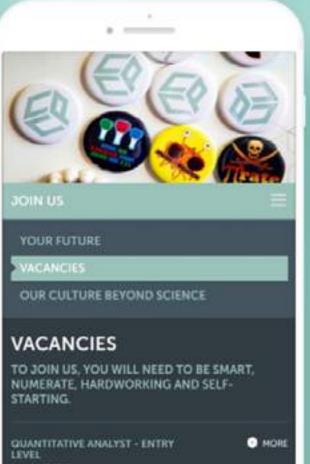
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#### WHY SYSTEMATIC?

MANY AREAS OF MODERN LIFE RELY ON SCIENTIFIC RESEARCH AND ARE GUIDED BY WELL DEFINED RULES THAT ARE APPLIED SYSTEMATICALLY, WHEN FLYING AEROPLANES OR DEVELOPING NEW MEDICINES, PHYSICS, MATHS, STATISTICS AND COMPUTER SCIENCE ARE ALL RELIED UPON. TAKING THESE DISCIPLINES AND APPLYING THEM TO INVESTMENT RESEARCH IS A NATURAL STEP

THE KEY TO THIS TYPE OF INVESTING IS NOT JUST IN TH



multive graduates and post-graduates who want to



MEET THE TEAM WE HAVE A HIGHLY TALENTED TEAM WHO ARE PASSIONATE ABOUT RESEARCHING AND DEVELOPING SYSTEMATIC TRADING STRATEGIES AND INFRASTRUCTURE



DR EWAN KIRK O MORE CHIEF INVESTMENT OFFICER AND FOUNDER OF CANTAB



## Recruitment Campaign

US 4.5 billion AUM

Cantab Capital engaged Peregrine to help recruit suitable postgraduates and junior quants. The strategy included the redesign of the Cantab website and an advertising campaign featuring an algorithm which encouraged successful solvers to get in touch.

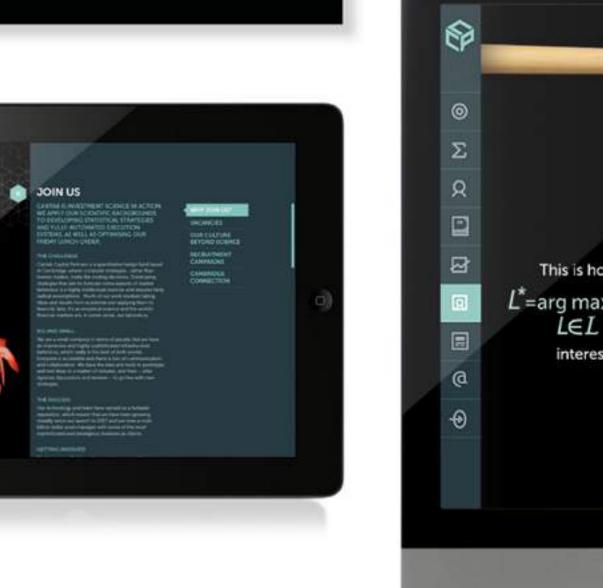
This was also supported by a media relations campaign to raise Cantab's profile and that of the principals.

The recruitment advertising campaign featured an algorithm that challenged potential employees to get in touch with an explanation for it, and this novel technique for engagement attracted the targeted new talent.









This is how we order lunch:

 $L^* = \arg \max U_{CANTAB}(X_0(L), ..., X_{N-1}(L))$ L∈L

interested in being the Nth?

Cantab is investment science in action. We apply our scientific backgrounds to building statistical models and fully-automated execution systems, as well as optimising our Friday lunch order. Think you can add some more spice?

#### cantabcapital.com/yourfuture



#### **Recruitment Exhibition Banner**



This is how we order lunch:  $L^* = \arg \max U_{CANTAB}(X_0(L), ..., X_{N-1}(L))$ Ľ∈L interested in being the Nth?

cantabcapital.com/yourfuture



This is how we order lunch:  $L^* = \arg \max U_{CANTAB}(X_0(L), ..., X_{N-1}(L))$ interested in being the Nth?

### JOIN US

CANTAB IS INVESTMENT SCIENCE IN ACTION, WE APPLY OUR SCIENTIFIC BACKGROUNDS TO DEVELOPING STATISTICAL STRATEGIES AND FULLY-AUTOMATED EXECUTION SYSTEMS, AS WELL AS OPTIMISING OUR FRIDAY LUNCH ORDER.

MORE



## **Euroclear Annual Report – Print Version**

27.5 Trillion Euros held in custody for clients

Euroclear, one of the world's largest providers of post-trade processing for bond, equity, ETF and mutual fund transactions, engaged Peregrine to design and produce their annual report.

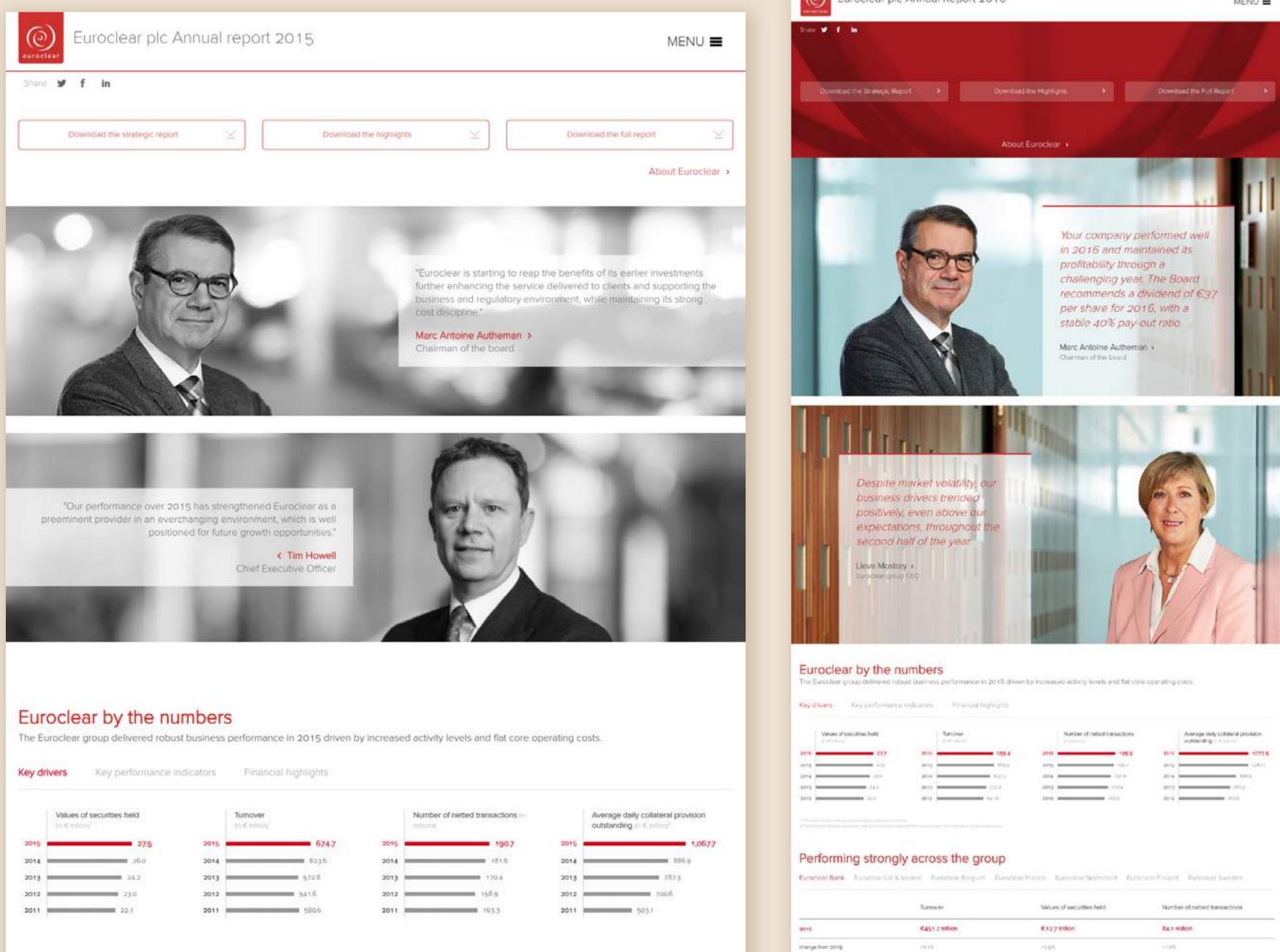
Provided creative direction on the design, typography, photography, layout and finishing of the report. We also designed a series of graphics and infographics to illustrate highlights and key performance data. Created a foldout infographic at the front of the report to present the complex business areas of Euroclear within the brand guidelines.

Artworked the entire 110-page report and formatted 70-pages of text and accounts from Word into InDesign.

Created a digital version of the report which was responsive and in line with the existing Euroclear website.



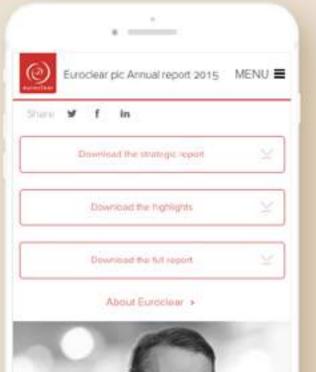
### **Euroclear Annual Report – Online Version**



Euroclear plc Annual Report 2016

MENU E

	Turnover	Values of securities held	Number of netted transactions
	6451.7 trillion	612715805	Ran million
6	10.10	-2.5%	110





"Euroclear is starting to reap the benefits of its earlier

uroclear Bank		~
	Turnover	
2015	6.643.0 trition	
change from 2014	+5.35	
	Values of securities held	
2045	64426 trillion	
change from 2014	+5.33	
	Number of retail transactions	
2015	64426 trillon	
change from 2014	+5.33	

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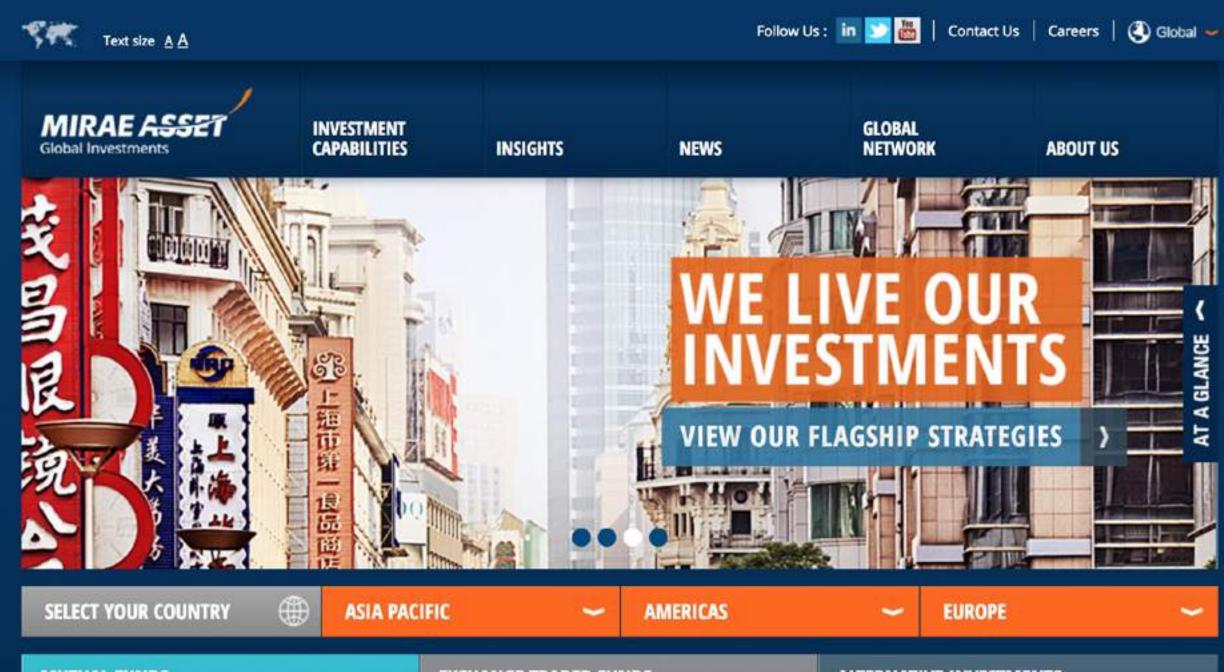
# Mirae Asset Global **Investments Campaign**

Tasked with establishing the brand presence in the UK and Europe of Mirae, the largest Asia-based investor in emerging market equities. Redesigned the UK / HK websites to convey a strong and consistent brand identity, with supporting video, filmed and edited in-house.

Created and managed global brand building and product advertising campaigns across both print and digital in 2014/15.

Produced powerful product and corporate messaging culminating in the development of the 'We Live Our Investments' slogan now deployed as a fundamental aspect of Mirae's brand strategy.

Results: Mirae's core SICAV range total assets under management (AUM) grew from \$150mn to \$1.75bn in 14 months and Mirae has become a recognised brand.



### MUTUAL FUNDS

#### EXCHANGE TRADED FUNDS

View our Equity and Fixed Income Funds that have made us one of Asia's largest asset managers.

Browse our suite of 200+ ETFs offered in Canada, Colombia, US, Korea, Hong Kong, and Australia.

### INSIGHTS



2017 Emerging Markets Mid-Year Update

The synchronous global cyclical recovery is supportive for key emerging markets.

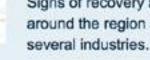
Case for an Unconstrained Bond

An unconstrained approach allows

flexible risk allocation in dynamic



Sectors







If executed well, the "Housing for All by 2022" scheme is a big opportunity as a multiplier effect that traverses sectors.

### **MSCI A-Shares Inclusion**

O

market conditions.

Portfolio

MSCI's Inclusion of China A-shares marks a milestone in the global equity markets.



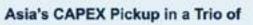
distribution.



ALTERNATIVE INVESTMENTS

MULTIMEDIA

Browse our range of alternative investments ranging from Private Equity to Real Estate.



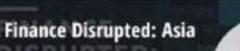
Signs of recovery are emerging around the region as evidenced in

#### Affordable Housing in India

Korean Discount Brands: Another Aldi is Born

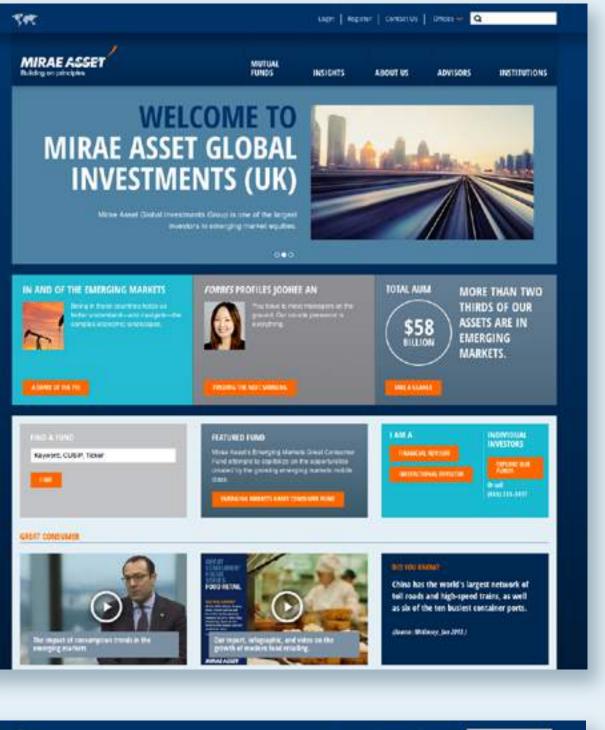
The discounter model is taking form in Korea and transforming food retail &

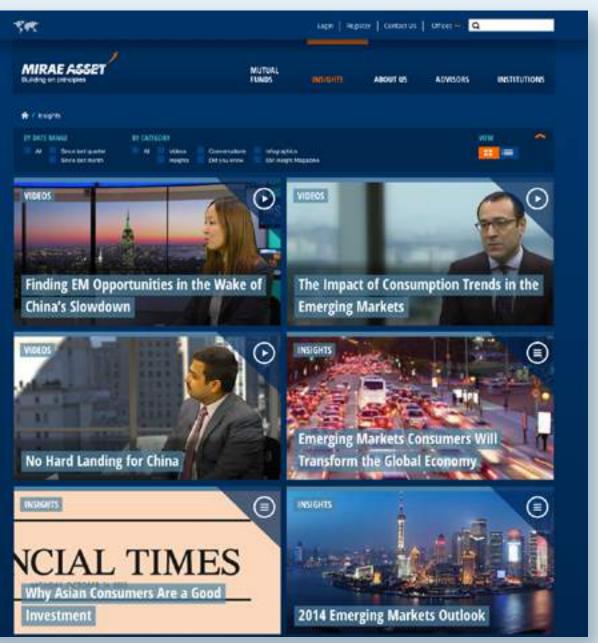




Rahul Chadha, co-CIO of MAGI HK, describes how technology, dig data, and mobile adoption will transform financial services in Asia.







### **Amnesty International**

2007 - 2009

Hands-on designer for the Amnesty International Secretariat Global Major Donors Program, aimed to develop operations in local Amnesty offices and assist in building a global partnership of high-profile donors willing to invest in the longterm expansion of Amnesty International.

Provided creative direction for the program, designed the Major Donors Program brochure, collaborating with Magnum Photos and managed the printing of the brochure in every language. A digital campaign supported the Program as well as a variety of leaflets, animation and marketing collateral.



#### DEMOGRATIC, ACCOUNTABLE THE MOVEMENT

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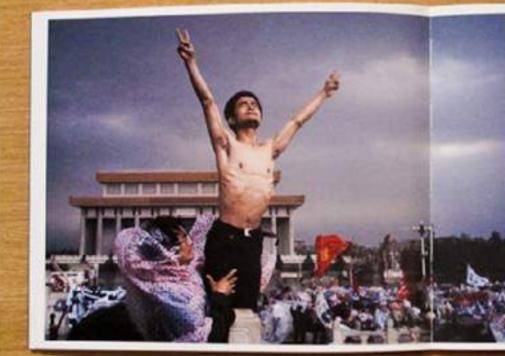
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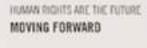
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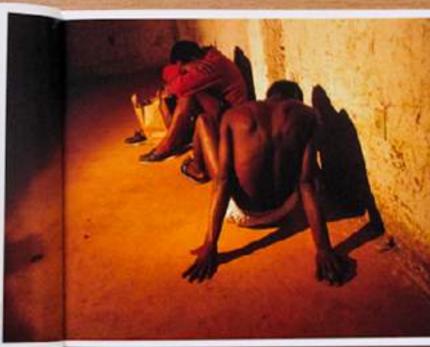
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# he 2009-10 Sovereign European Art Prize



# The Sovereign Art **Foundation / Art Prize**

2003 - 2013

Responsible for the branding of the Art Foundation and its Asian, European, Middle East and African competition and events.

Sole designer, managing all global advertorial, print and digital marketing projects from concept to delivery promoting the Art Prize held in multiple regions: Asia, Europe, the Middle East and Africa.

Designed and managed promotional collateral for sponsors: Jaeger-LeCoultre, Bulgari, Louis Vuitton, Barclays Wealth and Marina Bay Sands Singapore.

The Prize is now recognised as the most prestigious prize in its field.









# The Sovereign Group

1994 - 2013

Responsible for the corporate identity, branding and creative direction of the Group's global marketing initiatives – print and digital.

As brand ambassador, I designed and managed global print and digital campaigns in numerous languages, the quarterly Sovereign Report publication, as well as ALL internal and external marketing collateral maintaining a consistent global brand experience for all 24 offices.



## **Arundel Rebrand**

Responsible for the redesign and renaming of Arundel's corporate identity and marketing materials following its acquisition.

Work involved creating a new identity, corporate and product marketing collateral, photography, building a responsive website with a Swiss Stock Exchange API and branding guidelines.

VIEW THE WEBSITE

ABOUT ARUNDEL

ARUNDEL

The Group provides investment banking, management and advisory services and makes principal investments across developed and emerging markets.

READ MORE

and Investor

Subsidiaries of the Group are regulated in the transaction of their businesses in the US, UK and Mauritius.



#### Investment Banking

The Group provides specialist investment banking services to public and private companies.

READ MORE



#### Principal Investments

The Group owns real estate assets in Germany and the UK and has conditionally acquired real estate assets in India for development. The Group plans to make further investments in real estate and other selective assets as attractive opportunities arise.

READ MORE

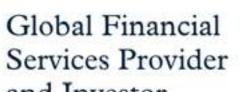


#### Investment Management and Advisory

The Group provides investment management and advisory services to family offices and fund management groups with a focus on investment in India, the US and Europe. It has also acted as European adviser to highly regarded investment managers in the fields of energy and value investing in the US.

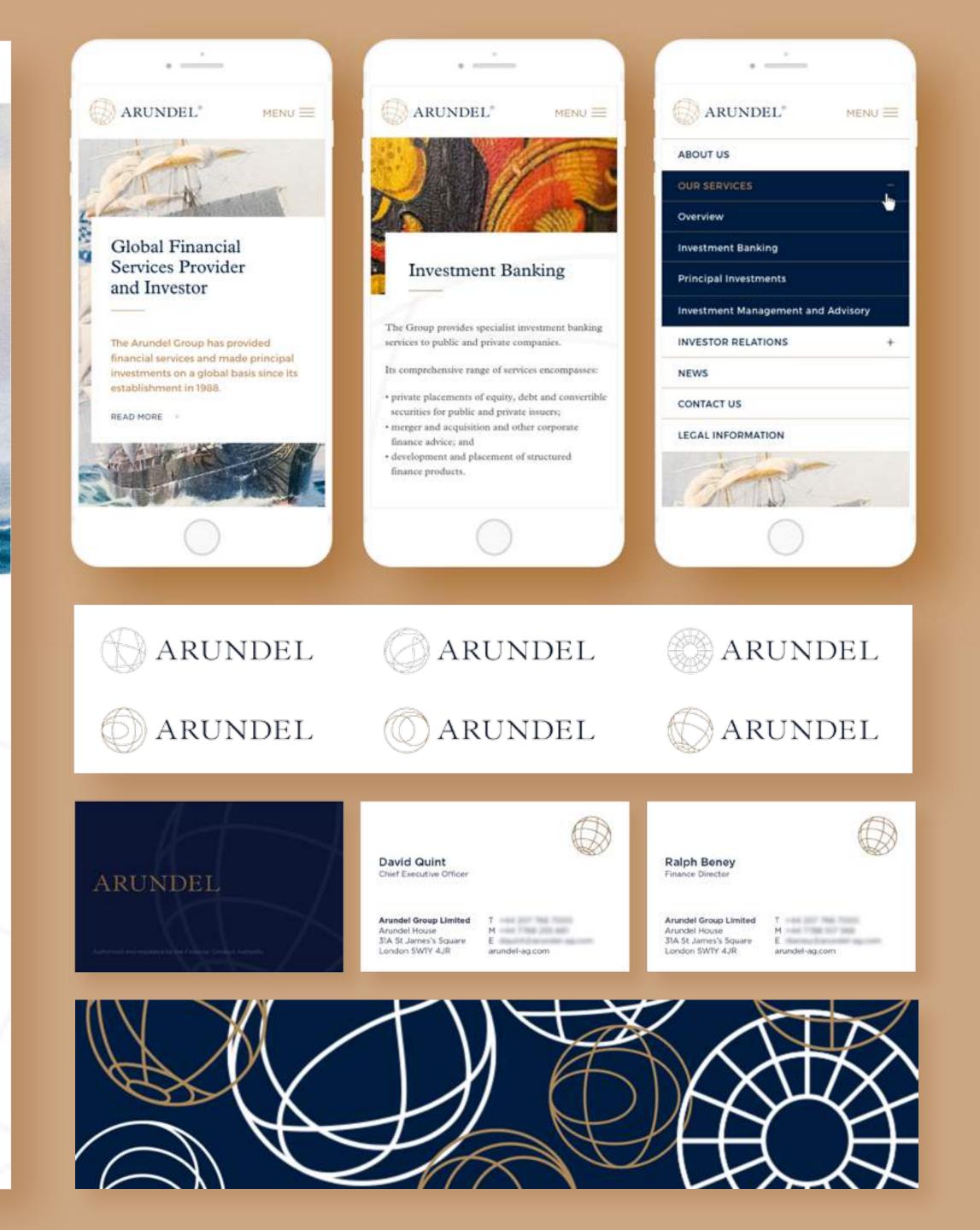
READ MORE

ABOUT US OUR SERVICES INVESTOR RELATIONS NEWS CONTACT US



The Arundel Group has provided financial services and made principal investments on a global basis since its establishment in 1988.





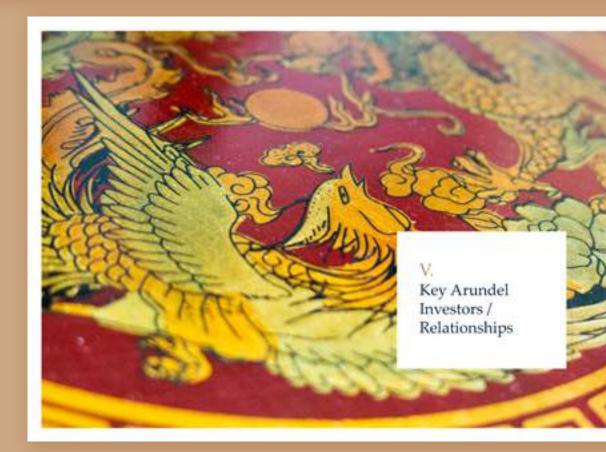


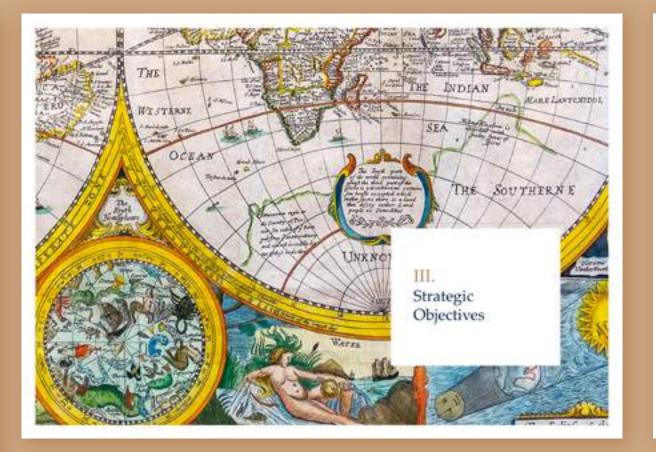


# **Arundel Corporate Presentatoin**

Following on from the rebrand, a corporate deck was designed to promote Arundel's services.

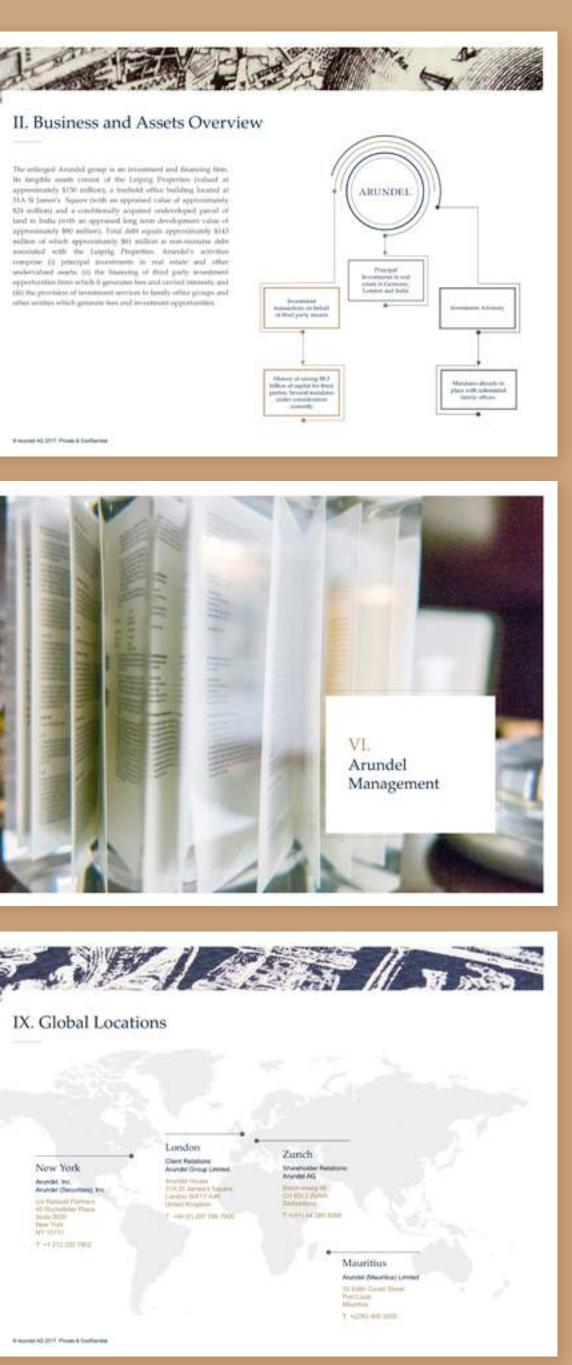
I photographed the interior of Arundel's London head office and the photographs were used throughout the presentation, website and other marketing material.





#### II. Business and Assets Overview

The entitinged Amended group is an interestment and foraming lines. Its tangible assets consist of the Leiguig Properties (valued at approximately \$150 millions; a method office building locand at approximately \$150 estillates; a two-baild office building located at 31A.54 Janues's Space (with an approximal value of approximately \$24 million) and a conditionally acquired underweloped parted of land in build (with an approximal long term development value of approximately 400 million. Triad deel equate approximately \$143 million of which approximately \$61 million in con-monotone deltw monotation with the Languig Properties. Available activities comprise (i) principal synchromolis in real estate and other indervalued month, (ii) the financing of third party investment exponentiation from which it generates from drived transformed approximation from which it generates from an attribute activities and (iii) the generation of investments from the landy affair generation. e provision of investment services to family office groups and elisch generate lien and investment copy



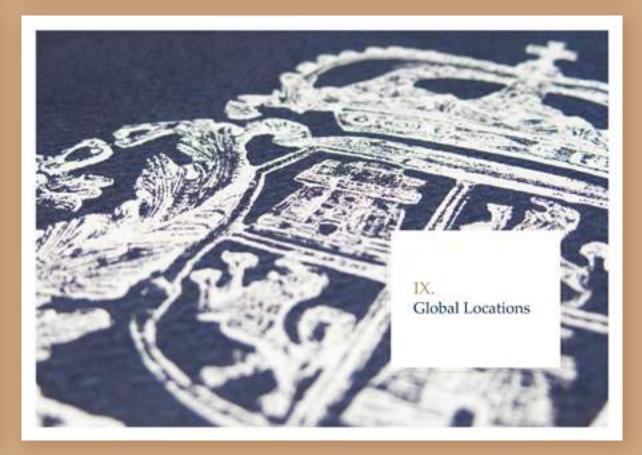




#### VI. Arundel Management

Factorites Directory	Profile
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D. Dynamowy Srinina Dynaig Charman	Dr. Division servers as Diad Operating Officer and a Director of Knocke Using Contact and have a director of service division down a director of service and the Director of Knocke Using Contact, Service and SECU Dates bark Corporation treatment Bark in Nilse York ultram have an imposite for provide processes and Corporate Director of the solution-contact bark and the Director of Bark and the Director of Security Security Security and a Director of Security Research and Security Security Security and Security Security Security Security and Security of Security Secu
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#### Interest AD 2017 Private & Earthian







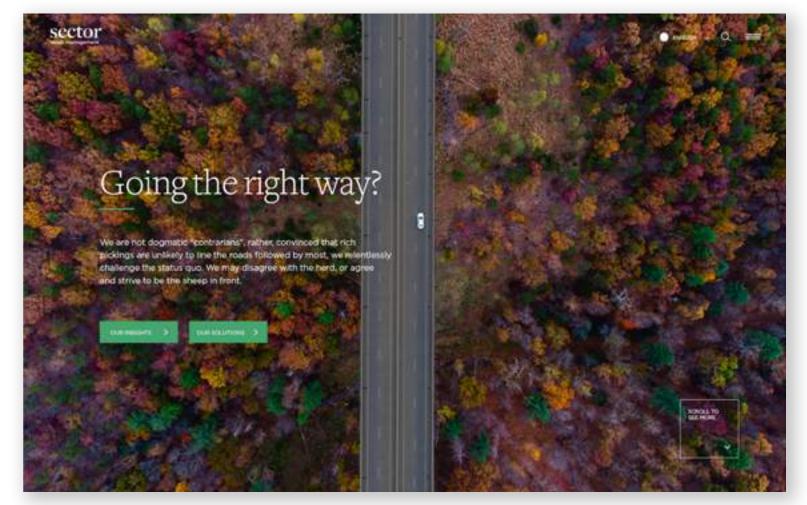
#### IX. Global Locations

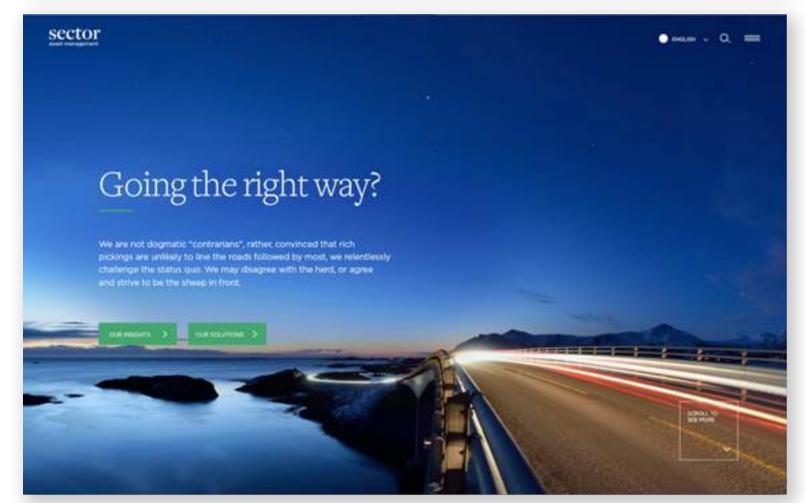


### **Asset Manager Rebrand**

NOK 3,5 billion AUM

Responsible for the redesign of Sector's corporate identity and marketing materials. Work involved a new identity, multilingual website design and build, product marketing collateral, infographics, photography and branding guidelines (identity, typography, colour scheme, graphics and imagery).







Sector Global Investments Fund



Responsive Mobile Website



Freight Big abcedefghijklmnopqrstuvwxyz 0123456789

#### Mark Pro

abcedefghijklmnopqrstuvwxyz 0123456789





#### The Five Sources of Return

minimal 👔 Literar Antoniana 🕐 Del May 2017

and owners are owneed to a multitude of assets and investment strategies. However, belond all the noise, here are only five underlying sources of return. Profibable sweeting recessitates both an understanding of such releting sources of return; or well on, the skills to horsest them.



### Via Negativa

#### remonante 👔 a Synar Amazonanat 🍈 the New 2001

Everybody is booing for "winners" to invest in. Trackies a "positive" information is less robust then "registric; and competition dovalues "positive" information for more than negative". Hence the proposed inversion of mindaet, eliminating losses rather than searching for winners minimizing the information employed striving for simplicity.



PERMIT

#### Beating Mr. Market

ren mai 🧯 L. Artar Andereinen 💍 38 Coluber, 2010

Mr. Market's visaliness is weighting partfolis positions board on market capitalization. Even monions have accovered they can bein Mr. Market, as long as they append the link between price and pertfolio positional size. This is the first stap on the road to beging Mr. Market, Suillad active management is the contribution.





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Imagery Concepts









#### NINE GENERATIONS OF THE GUINNESS FAMILY

one of the world's first family offices the protection and growth of their

In 1886 the Earl of Iverigh established Today Iveright offers investors seeking to protect the jurture which carre assets this unique combination of from the stock exchange listing of investment experience and investment expertise enabling future generations to enjoy the wealth.

## **Guinness Family** Investment **Management Rebrand**

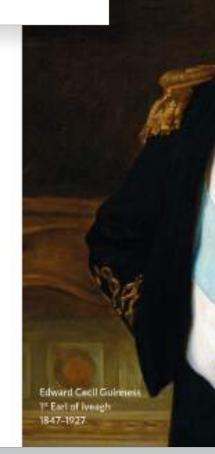
Responsible for the creation of the brand identity and product marketing collateral (print & digital) for the investment arm of the Guinness Family, offering investment opportunities to external investors.

#### UNDERSTANDING INVESTOR NEEDS IN CHANGING MARKET CONDITIONS

offering a range of investment. funds servicing to achieve capital bad market conditions.

Weagh provides investment Our primary objective is to preserve monogenment services designed to and enhance our clients' wealth. We meet clients' differing needs, by seek to manage risk and provide protection and growth in both good and

growth with controlled volatility. Our proven, disciplined and methodical investment process is based on our proprietary macro-economic models, together with our superior market intelligence, market valuations and technical analysis, enabling us to provide investors with a range of solutions to meet their needs.



### IVEACH CAUTIOUS PORTFOLIO

FUND FACTSHEET AUGUST 2012

# Arthur Edward Guinness 4" Earl of Iveagh Chairman lyeagh I tr

This familie comunitie at its outimal risk profile. DISCRETE ANNUAL PERFORMANCE Apartia Apartia Apartia Apartia Apartia Apartia policita accordi accordi accordi accordi Castino Pertitis 3.28% s/s s/s s/s CUMULATIVE PERFORMANCE

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25.57% Public Equity

6.9% Absolute Return

1.3% Private Routy

4.9% Gold and Precisio Meta

2016. Corporate & Enserging Mailed Book

IVEAGH CAUTIOUS PORTFOLIO

of assist classes. The risk profile is cautious and is suitable for invest

growth who are willing to take a low level of risk and volutility.

**BIEK MANAGEMENT** 

FUND DESCRIPTION - IVEAGH CAUTIOUS PORTFOLIO (RISK 3)

This fund assists to achieve long-term capital growth by investing in a diversified range.

lonagh's Core Portfolio range offers a choice of risk and return profiles. So whether you-

are a caufaus investor, more advanturous or somewhere in between, locagit manager

All heags Core Portfolios benefit from heagt's dynamic roa management which arm

to emphasize capital preservation when the investment process identifies a significant

tick of major mailart fulls. This is achieved by temperarily reducing the stall profile by up to three tisk levels. Importantly the partialle risk fevel can occur tise above the

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IVEAGH CAUTIOUS PORTFOLIO - CURRENT RISK PROFILE

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CONTACT US Telephone: +44 (0)20 7808 1400

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IVEAGH INVESTMENT PROCEES

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and Borand, Walantian, and Tashnisal Analysis.

This allows our investment team to sift through

objective and methodical was, providing

consistent and clear-sighted decision-making.

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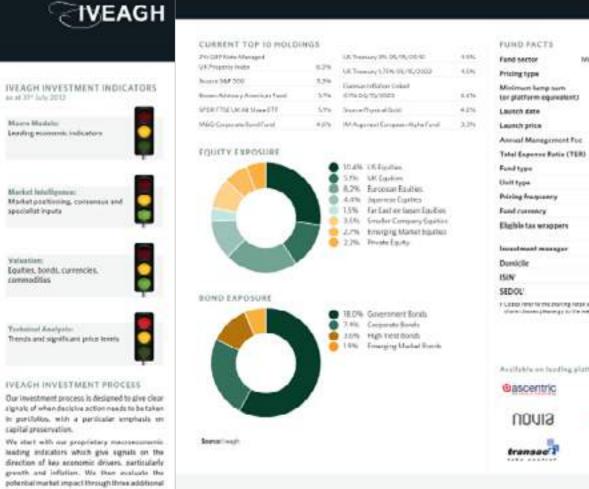
Market positioning, core

Equities, bonds, currencies.

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Leading economic indicators.

about heagers range of funds can be found at: www.iveaghltd.com



#### IMPORTANT INFORMATION

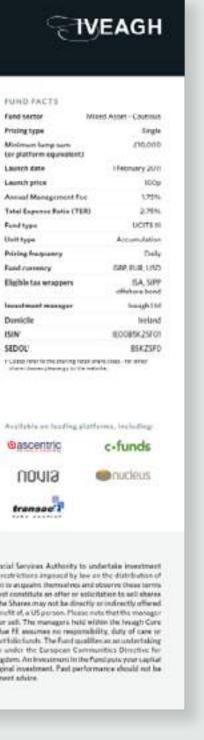
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#### ACHIEVING LONG-TERM FINANCIAL SUCCESS

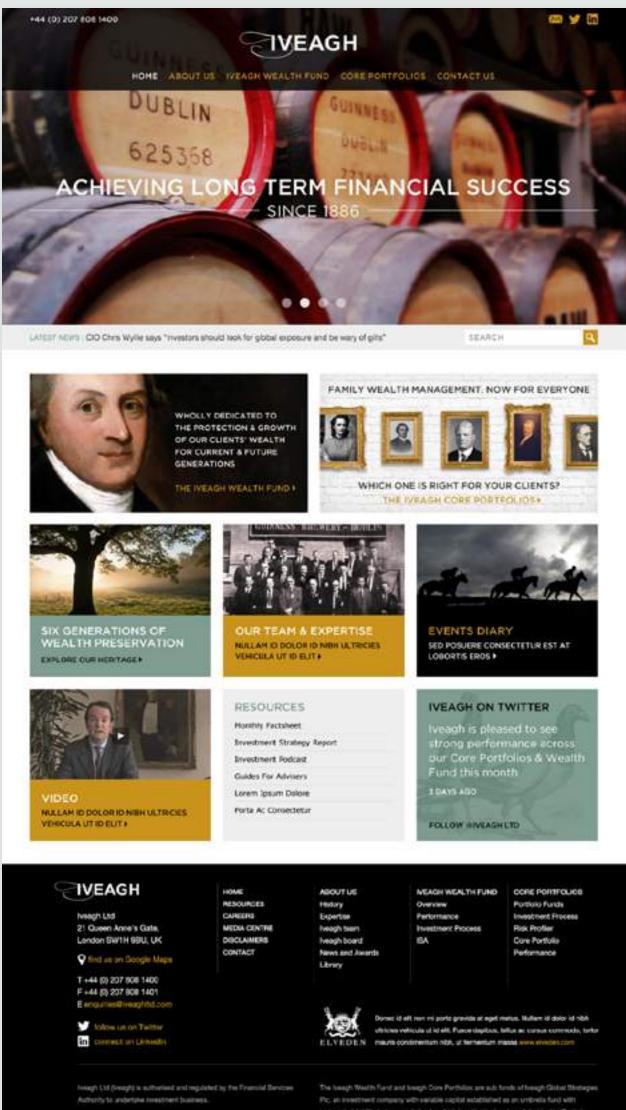
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clients' weath for current evolved from the family office of Arthur and future perientricing. Edward Guinness, Earl of Weagh, and other members of the Guinn Through our regulated investment funds, retail investors can access the same investment expertise that we have used to managed the Guinness family money for generations.





### **Guinness Family Investment Website**



THE IVEAGH CORE PORTFOLIOS WHICH ONE IS RIGHT FOR YOUR CLIENTS? JASMINE GUINNESS DESIGNER & FASHION MODEL INCOME PORTFOLIO > LATEST NEWS : CIO Chris Wylle says "investors should look for global exposure and be wary of gits 📾 😏 🖬 +44 (0) 207 808 1400 HOME ABOUT US IVEAGH WEALTH FUND CORE PORTFOLIOS CONTACT US OUR HERITAGE EXPERITIEE IVEACH TEAM IVEACH BOARD NEWE'S AWARDS IVEACH MEDIA OUR HERITAGE SIX GENERATIONS OF WEALTH PRESERVATION In 1886 the 1st Earl of Iveagh established one of the world's first family offices to protect the fortune arising from the flotation of the family's brewing business. In 2006 the first Earl's great-great-grandson, Edward Guinness, Earl of lveagh, continued the tradition of pioneering wealth preservation when he and other members of the Guinness family joined with a team of alternative investment experts to create lveagh. HOME > ABOUT US > OUR HERITAGE SEARCH я, ARTHUR EDWARD CECIL HENRY GRATTAN RENELM LEE RUPERT EDW ARD JASMINE GUINNESS 1725-1005 GUINNESS 1847-1927 GUINNESS 1887-1937 CECIL GUINNESS 1674-1967 GUINNESS 8. 1976 GUINNESS 1935--1910 JASMINE GUINNESS LOREM IPSUM DOLOR SIT AMET



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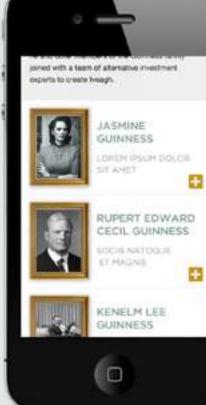
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OUR HERITAGE

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0 SEARCH FOR ART ...

1-15 OF 210 PRODUCTS

EXCLUSIVE ART FOR CHILDREN

### Artworks Artists Gift Cards Happy Sets



I Heart London Canvas Print BY CLARE FENNELL





### Welcome to the Happy Spaces Online Art Gallery

We specialise in art for children's spaces. Happy Spaces brings you a collection of colourful and imaginative wall art for kids by some of the world's finest artists.

We pride ourselves on offering art that is refreshingly different and fun for children! Exciting adventures, fabulous stories and lovable characters, are all here waiting to be discovered by your child through the medium of art.

All our pictures, reproduced on cotton canvas, are made with love and are exclusive to Happy Spaces. Each canvas is expertly finished, beautifully wrapped and supplied with a specially designed postcard.

STOCKISTS BLOG GBP T Basket > 0 items, £0.00

### Best Sellers

Click here to see our most popular items.

### On a Budget?

Click here to see our beautiful range of Happy Sets and save.

### Give a Gift

Choose a Gift Card for any amount and get it sent by e-mail or post !

< PREVIOUS NEXT >

### FREE DELIVERY \* on uk orders over £120



NEXT IN GALLERY >

ABOUT THE ARTIST

### Clare Fennell

Clare was born and raised in Hertfordshire, before moving to Leicester where she obtained a BA Hons Degree in Graphic Design and Illustration at De Montfort University, Having graduated, Clare worked for many years in the Greetings Card industry, designing Read more ...



### London Town Canvas Print BY CLARE FENNELL

This is London! Celebrate the capital of cool and take home this stylish canvas print showcasing the delights of "London Town". Enjoy exploring the capital together with your little ones as you point out its big red buses, cool cabbies and Queen's guard. Take a ride on the London Eye and pop in to see Big Ben and the Houses of Parliament on the way. Contemporary, colourful, cultured, - we love it!

appy Sets

African Sunshine

Specifications:

- + 50 x 50 x 2 cm (20 x 20 x
- · Giclée cotton canvas print
- · Stretched around a woode Hanger attached for wall m

CUSTOMER REVIEWS

Kirsty Pearson Location: London Artistic Impressions Best Friends Boys will be Boys City Bird Country Bird Colourful Kid Eco Girl Fabulous Fairies Fairy Fun Girly Dress Up Going Vintage Hit the Deck I Wanna Be ... Neil and Spike Patchwork Friends Peek-a-Boo Pals Playmate Classics Polariod Pala Ready Steady Go Retro Kid Retro Posters Retro Robots Special Bonds Story Time Bliss Sunny Days The Adventurous Owl Things that Go Up, Up and Away

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HappySpaces

Artworks Artists Gift Cards Happy Sets YOUR LITTLE ONE'S ART GALLERY

Home > Happy Sets > City Bird Country Bird

SEARCH FOR ART.



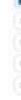
### City Bird Country Bird BY ELLEN GIGGENBACH

Representing love, joy and all things happy, this striking pair of birds let you bring home a little City and a little Country! Originally designed by popular artist Ellen Giggenbach in her iconic style of 'cut paper art', using graphic shapes and painted in beautifully bright acrylic hues. Timeless and totally unique we recommend this pair as the perfect finish for a stylish nursery!

Kids Wall Art Specifications:

- · 2 canvas prints in this Happy Set.
- Prints measure 50 x 50 x 2 cm (20 x 20 x 0.8 in)
- · Giclée cotton canvas prints, finished on all sides
- Streched around a wooden frame (FSC approved wood)
- Hanger attached for wall mounting







### Happy Spaces **Online Art Gallery**

Provided creative direction on identity, branding, marketing collateral, packaging and the design and build of e-commerce online art gallery, selling exclusive art for children's rooms.

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#### Heritage

#### Derivatives Heritage

The Penso team comes with a 25-year heritage in derivatives innovation and its practical application in all asset classes for both alpha generation and risk management purposes. Ari Bergmann was involved in the creation of many of the derivative products widely used today by the financial / investment community. The complexities and inner workings of these sophisticated products and how they are traded are second nature to us.

#### Experience in Crises

Managing principal Ari Bergmann has managed capital market portfolios, derivatives trading desks and investment portfolios for 20 years. During this time he actively traded around many financial crises. These include:

- · 1987 Stock market crash
- 1994 Interest rate shock
- · 1998 Russia and Long Term Capital Management contagion
- · 2000 Technology bubble
- · 2001 Argentina peso devaluation
- · 2002 High yield and corporate bankruptcy wave
- · 2007-2008 Sub-prime and credit crisis

#### **Risk Management**

Ari headed the Risk Merchant Bank and the Risk. Management Advisory at Bankers Trust during the 90s. These groups analyzed risks and developed guidelines and hedging strategies for financial institutions and large corporations worldwide.











### Who We Are

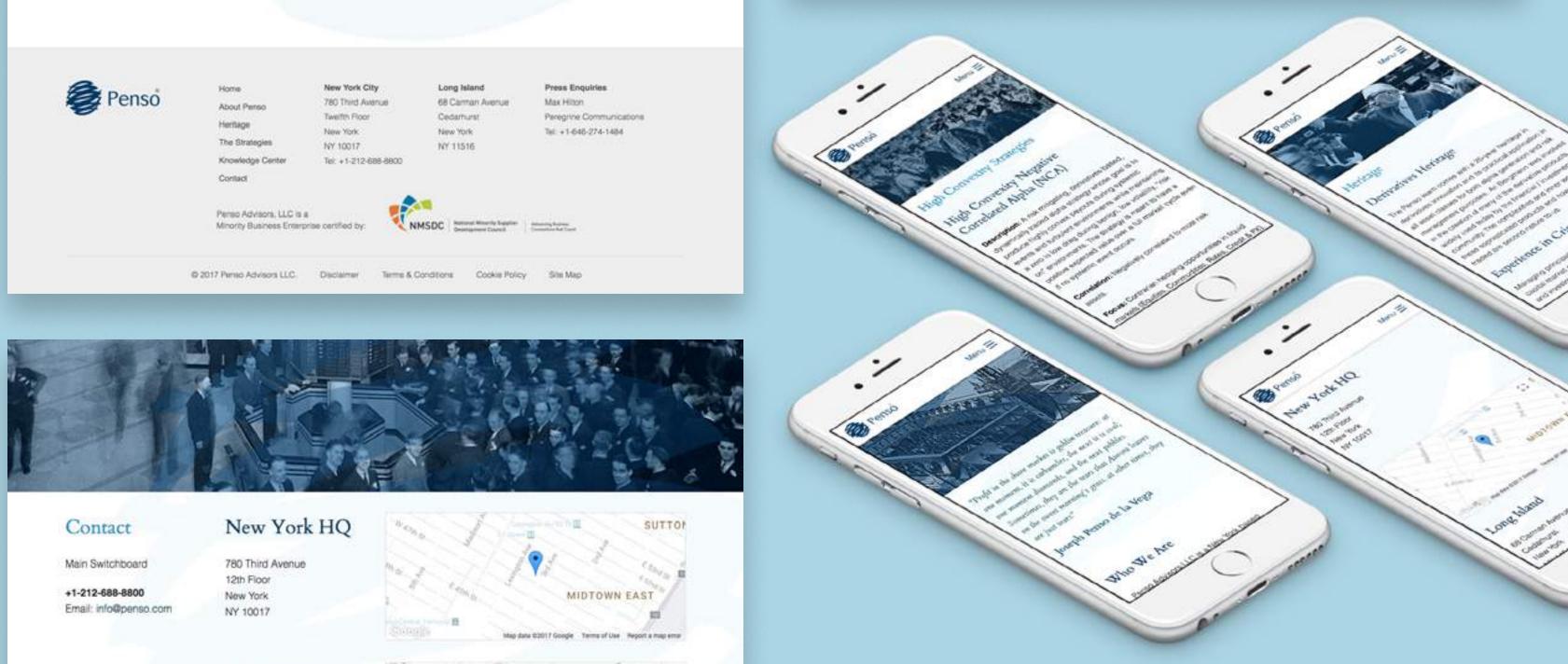
Penso Advisors LLC is a New York based manager and advisory Joseph Penso de La Vega - Author, 'Confusion de Confusiones.' boutique specializing in derivatives structuring/trading, high 'Confusion de Confusiones' is the first known book that describes convexity strategies and systemic risk management. We manage high convexity global macro strategies as well as negative sophisticated financial derivatives. The treatise evidences a high correlated alpha portfolios for sophisticated institutional money degree of sophistication in financial practices. Options, puts, managers and allocators. calls and even shorting are referenced. The book was published in Amsterdam in 1688.

Penso Advisors LLC is a US Securities and Exchange Commission registered investment advisor.

More About Penso



Home
About Penso
Heritage
The Strategies
Knowledge Cente
a second for



#### Long Island

# Penso Advisors Website

**RAUM \$1.13 billion** 

New York based manager and advisory boutique specializing in derivatives structuring / trading, high convexity strategies and systemic risk management.

- Design and build of a fully responsive website utilising the Wordpress CMS enabling Penso to update content on the site quickly and efficiently inhouse.
- Branding, logo and imagery development.

Inspiration for the design of the website was drawn from the book 'Confusion de Confusiones', written by Joseph Penso de La Vega, whom the name of the company derived from. It is the first known book that describes sophisticated financial derivatives and one of the FT's ten best books on financial markets. The imagery showcases scenes of historical financial market activity, each overlayed with the Penso logo.

Penso was very pleased with the design and usability of the website and the concept was utilised in subsequent marketing materials. The site launch was supported by a communications campaign focusing on systematic risk. After six months, traffic to the website increased by 600%.

VIEW THE WEBSITE

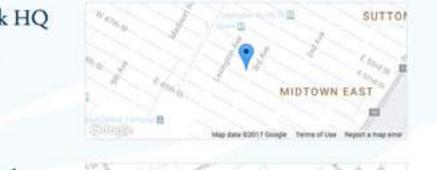
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"Profit in the share market is goblin treasure: at one moment, it is carbuncles, the next it is coal; one moment diamonds, and the next pebbles. Sometimes, they are the tears that Aurora leaves on the sweet morning's grass, at other times, they are just tears." Joseph Penso de la Vega

#### Our Name

The Financial Times considers it one of the ten best books ever written on financial markets.







### Executive Summary Biographies

We are buyers of convexity with a keen sense for managing downside risk. We are here to be survivors, not heroes.

Penso Advisors LLC is a New York-based manager and advisory boutique specializing in high convexity strategies. Our niche specialty is derivatives structuring/trading and systemic risk management. We manage derivatives based global macro strategies as well as high convexity negative correlated alpha portfolios for sophisticated institutional money managers and allocators. Our clients include some of the largest hedge funds, corporate and public pension plans, endowments/foundations, fund of hedge fund groups and family offices. All our mandates are implemented and managed on a bespoke basis through single-investor structures, such as funds of one or managed accounts. We do not manage commingled funds.

The Penso team, led by Ari Bergmann, has been in the forefront of derivatives innovation and trading and helping investors and corporations deal with difficult to manage risks for over 20 years.

We believe in the old-school of true alpha generating money management style where capital was employed only on compelling, highly asymmetric, mispriced opportunities. We are buyers of convexity with a keen eye for managing downside risk and our entire ethos is based on RISK ADJUSTED returns. Patient anticipation and avoiding the crowds is hard work, at times even unpopular, yet, we believe it is the best way to provide value and stay in the game. We are here to be survivors, not heroes. Ari has been trading the markets with this approach since 1996.

We specialize in a niche space within discretionary global macro and manage two basic strategies.

1. High Convexity Global Macro Opportunities (GMO) - used by our clients as an alternative or to compliment traditional global macro strategies.

2. High Convexity Negative Correlated Alpha (NCA) - used by our clients as the better alternative to "tail risk", volatility arbitrage or short selling strategies.

## **Cognito WOM Annual Print Publication**

Print run of 5,000 distributed throughout APAC, EMEA & USA

Tasked by the CEO to design a newlook Cognito Word-Of-Mouth (WOM) publication, produced annually to showcase Cognito's writing and design skills.

Introduced contemporary typography and colour schemes to complement existing Cognito branding. Liaised with the editor to create concepts and commission Illustrators to support each story. A fine art paper was used in print production and a 'soft touch' laminate was used on the cover.

The publication was well received by Cognito's clients and prospects, resulting in a thorough understanding that Cognito alongside their core PR services also provide the highest level of design services. Furthermore, on receipt of the publication one global institutional client commissioned Cognito to create a series of publications to promote their products.



### From IQ to EQ: Time to Get Emotional

Shifting

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# Bridging the Online/ Offline Divide

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### **Cognito Creds Deck**

Print run of 5,000 distributed throughout APAC, EMEA & USA

Following on from the contemporary colour scheme, imagery, typography and graphics created for the WOM publication. A 'Credentials' booklet was designed to promote Cognito's "Finance Is Different" concept as well its services and global reach.



#### About Cognito

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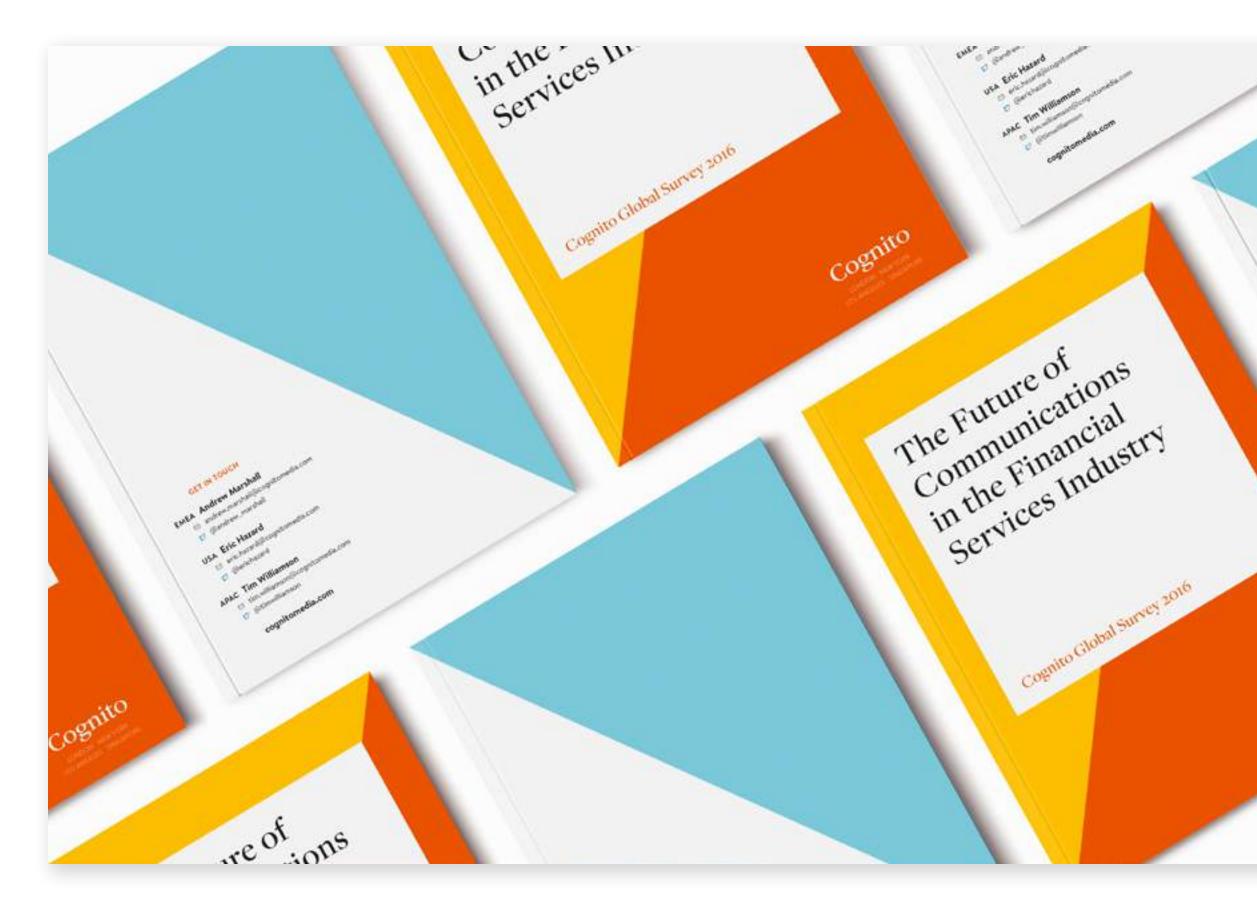
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# **Cognito Global Survey**

159 Professionals across USA, Europe & Asia

Marketing professionals of Financial Services & FinTech companies were asked their views on a range of subjects from current priorities to marketing spend to talent, and where they see the communications landscape developing in the future. A print and digital publication was created and a Breakfast event organised to showcase the findings of the Survey.

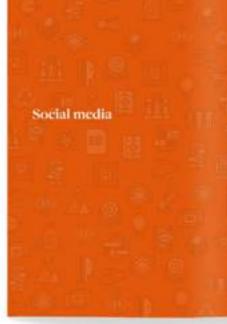


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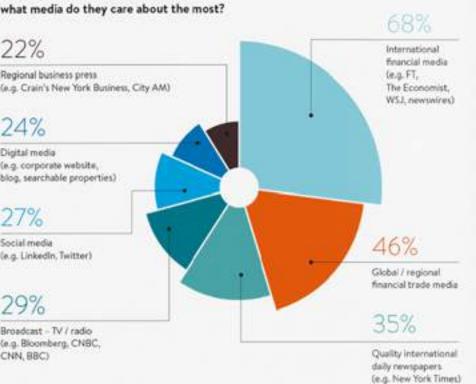
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Getting management buy-in for social media can be seen as a challenge, especially if social media is not recognised as a high priority.



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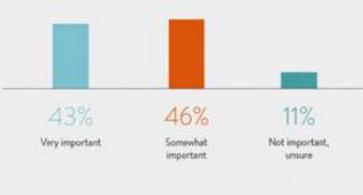
Journalists today are busier than ever. The relentless pace of n the pressure to file more articles on a daily basis, and the more broadcast and video mean they are stretched and under press According to the survey, this has impacted on journalists has a deeper understanding of a firm's business or industry secto outlined in figure 10 below.

### How well do journalists understand your industry sector?

Journalist understanding	High	Medium	Low/juns
Your firm's business?	23%	57%	20%
Your industry sector?	32%	61%	7%

Perhaps more surprising is the growing importance of indu influencers as 89% of respondents believe these influencers important to the success of marketing and communical programmes.

How important are industry influencers to your communications programme (e.g. academics, industry analysts, professional advisors. think tanks, social influencers)?



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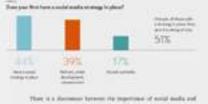
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#### The importance of social: perception vs. reality

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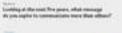
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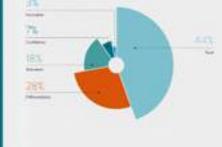
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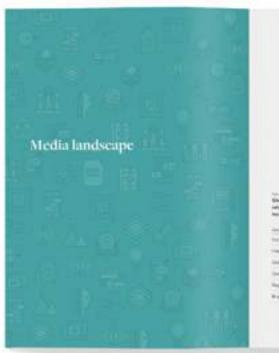
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# **Cognito Icons**

icons that represent Cognito's the new colour pallette and concept of 'simple and bold'. The icons were incorporated into presentations, interior spaces and digital platforms,





### **"How Risky Is Your Stock Market?**" Animation

\$450m AUM, 1,000+ YouTube views

The Peregrine team was commissioned by Victor Haghani, Founder of Elm Partners and TEDx Speaker to produce a thought-leading animation as part of their Investment Series. It highlights the importance of equities to any investment portfolio and the focus on managing risk.

Scripting, concepting, content, storyboarding, illustrations and editing were all crafted in house. We adhered to the style of the drawings used in Victor's previous TEDx talk animation as well as adding new elements in line with Elm Partners brand guidelines.

The hand-drawn illustrations underwent a complex process to be turned into multiplelayered animations and to create motion in each individual scene.

The level of engagement and interest in Elm Partners' investment offering greatly increased in comparison to previous video posts. Within the first week of posting, it received 150 views on LinkedIn and 1,000+ views on YouTube.

"Just wanted to let you know that we posted the 'How Risky Is Your Stock Market?' video on Friday, and we've already received a lot of positive feedback, and plenty of people are asking how we created such a great video. We know the Peregrine team went way beyond the call of duty in the work and careful thought that went into this project, and we really appreciate it. Well done, and thank you."

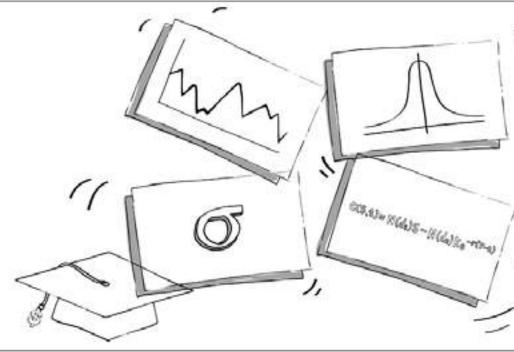
Victor Haghani, Founder of Elm Partners.













### **Peregrine Rebrand**

Integrated Communications

Charged with revolutionising the identity, branding, strategy and messaging – transforming a PR agency into an integrated marketing and communications agency.

An illustration of the Peregrine bird was commissioned and a new strapline "Communicate. Words. Pictures. Actions" was created for the rebrand. The rebrand of Peregrine rolled out on all touchpoints from the interior design of their Camden office to their presentations, stationery and website. The rebrand received an award for its innovation.



Corporate Identity prior to the rebrand



10

communicate. words. pictures. actions.

# **Peregrine's Party Animation**

**10 Years Celebration** 

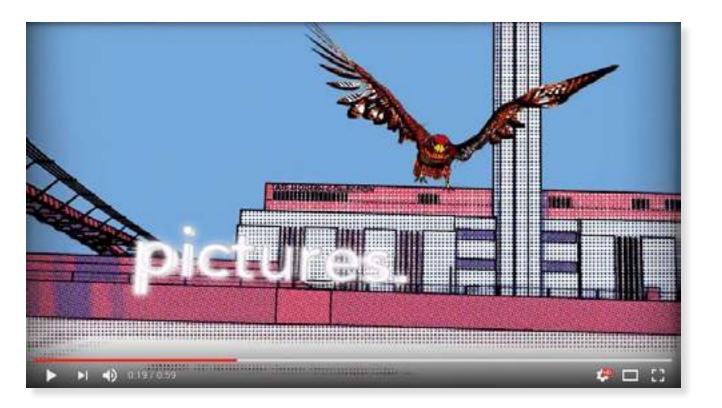
I embarked on creating an animation that showcased the 'evolved' Peregrine Communications bird flying through the City of London (its territory) as well as demonstrating Peregrine's new rebrand and mantra of "communicate. words. pictures. actions."

The animation was produced to a tight deadline of two weeks. It premiered at Peregrine's 10th Birthday party at the Ivy Club as an introduction to the new rebrand prior to the CEO's speech.

WATCH THE ANIMATION



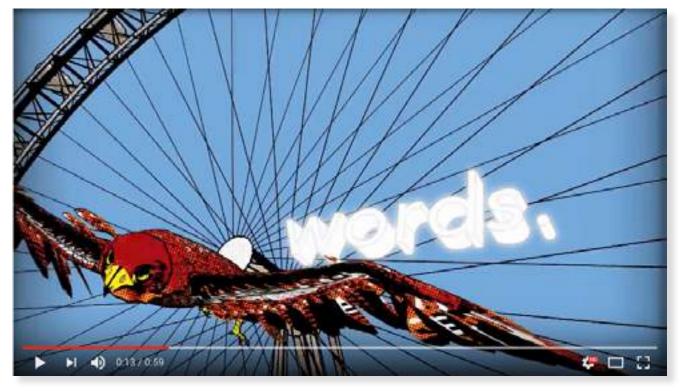


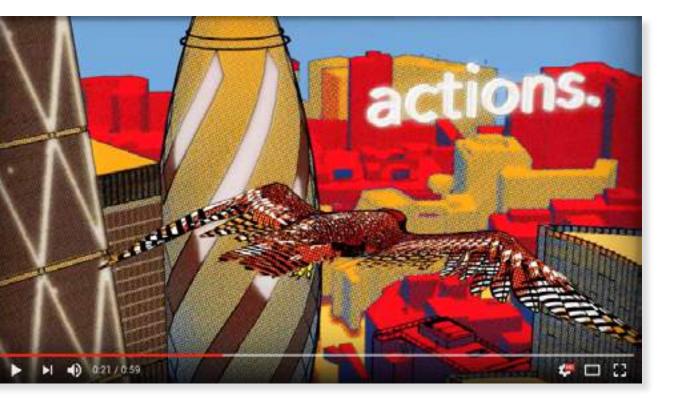












# Peregrine®

communicate. words. pictures. actions.

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# University of the Arts London / Central Saint Martins / Drama Centre London

2000 - 2010

Responsible for the photography of theatre productions and design of UAL, CSM and DCL marketing collateral.



















### surreo

2006

Responsible for the naming, branding and creative direction of Italian artist Sergio de Benedittis' "surreo" photographic exhibition in Rome. Designed and produced all of the event marketing literature, signage, invites, tickets, event space and brochureware.

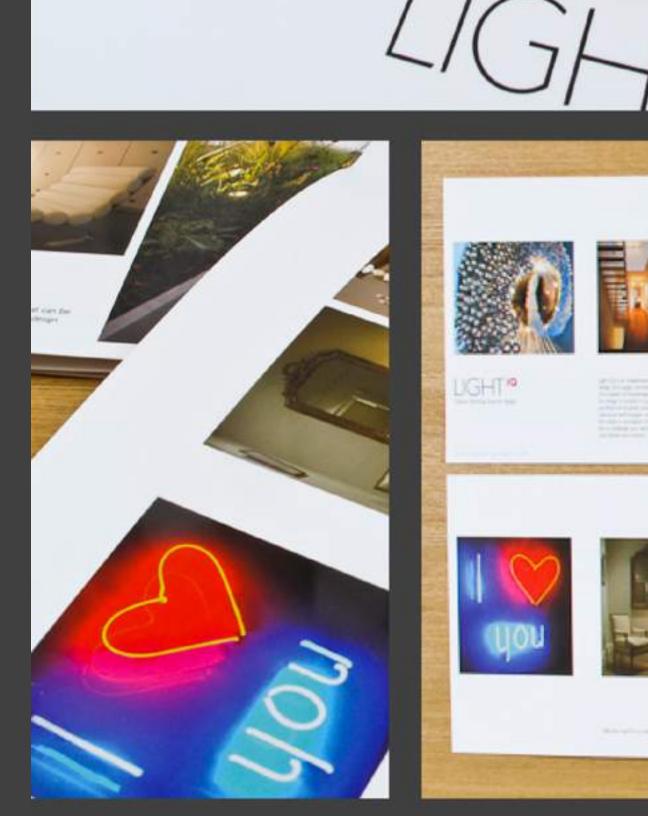


EXPERIENCE

Light stimulates, defines and excites us. It conditions both Light stimulates, dennes and excites us it conditions both the way we see and the way we feel, making it the most important tool to consider in architecture and design.

### LightIQ Brochureware 2006

Responsible for the creative direction, design and print production of this promotional brochure showcasing LightIQ's extraordinary colourful lighting capabilities.





### EVENT PHOTOGRAPHY BUSH THEATRE Shepherd's Bush, London







# EDITORIAL PHOTOGRAPHY THE WESTBURY RESTAURANT MAYFAIR, LONDON







# Let's Talk

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