

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 bond 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 separately 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

A new way to trade Municipal Bonds

2000
MarketAxess introduced the first web-based multi-dealer credit market trading platform.

2009
Build America Bonds (BABs) are created. Since 2009, MarketAxess has received over \$2.3+ bn total in BABs inquiry volume.

2016
MarketAxess launched its Municipal Bond Platform. 6,000+ MarketAxess’ users log in daily to trade municipal, investment grade, high yield, and emerging market bonds.

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

Have you tried it yet?

LESS INFORMATION vs. MORE PRE/POST DATA

Boost your trading strategy with **pre-and post-trade data** and **reporting** including dealer inventory and client/dealer axes, IDC, JJK, MSRB data and TCA reporting

LIMITED REACH vs. GLOBAL NETWORK

Access a central marketplace with a global liquidity network of 1,100+ institutional investors and broker-dealer firms

MarketAxess @MarketAxess · May 19
What indexing and e-trading are going to do are organize and standardize the market. That's a big forward looking statement @forbes pic.twitter.com/6zjD4Jp70t

Municipal Bond Market: A Tech Tipping Point is Here
The municipal bond market is reaching a tipping point. E-bonding is going to

MANUAL EXECUTION vs. 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

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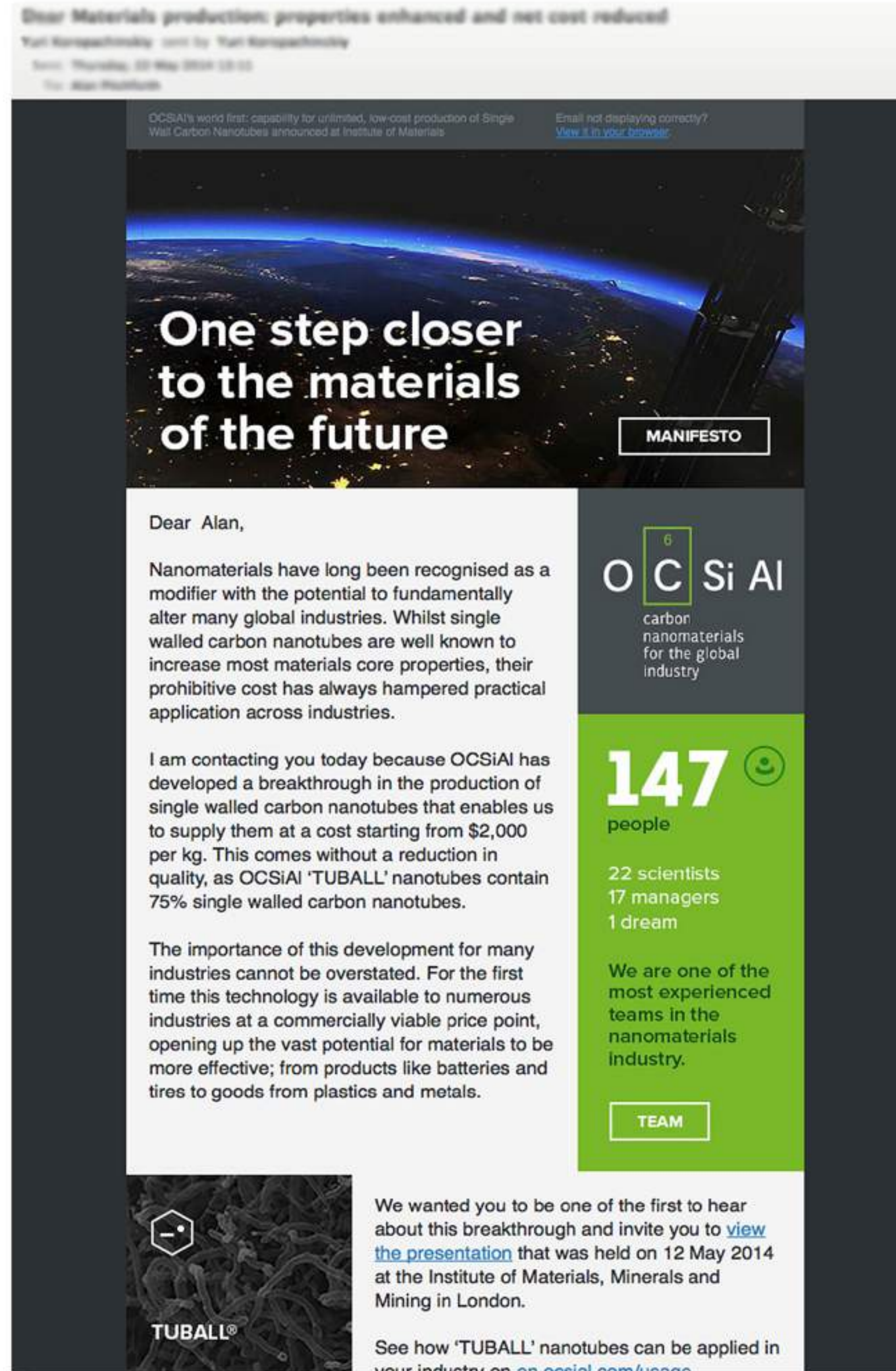
SLOW PROCESSES vs. FASTER CONNECTIONS

Assist users in complying with their best execution requirements and simplify your workflow with full Straight-Through-Processing (STP) including:

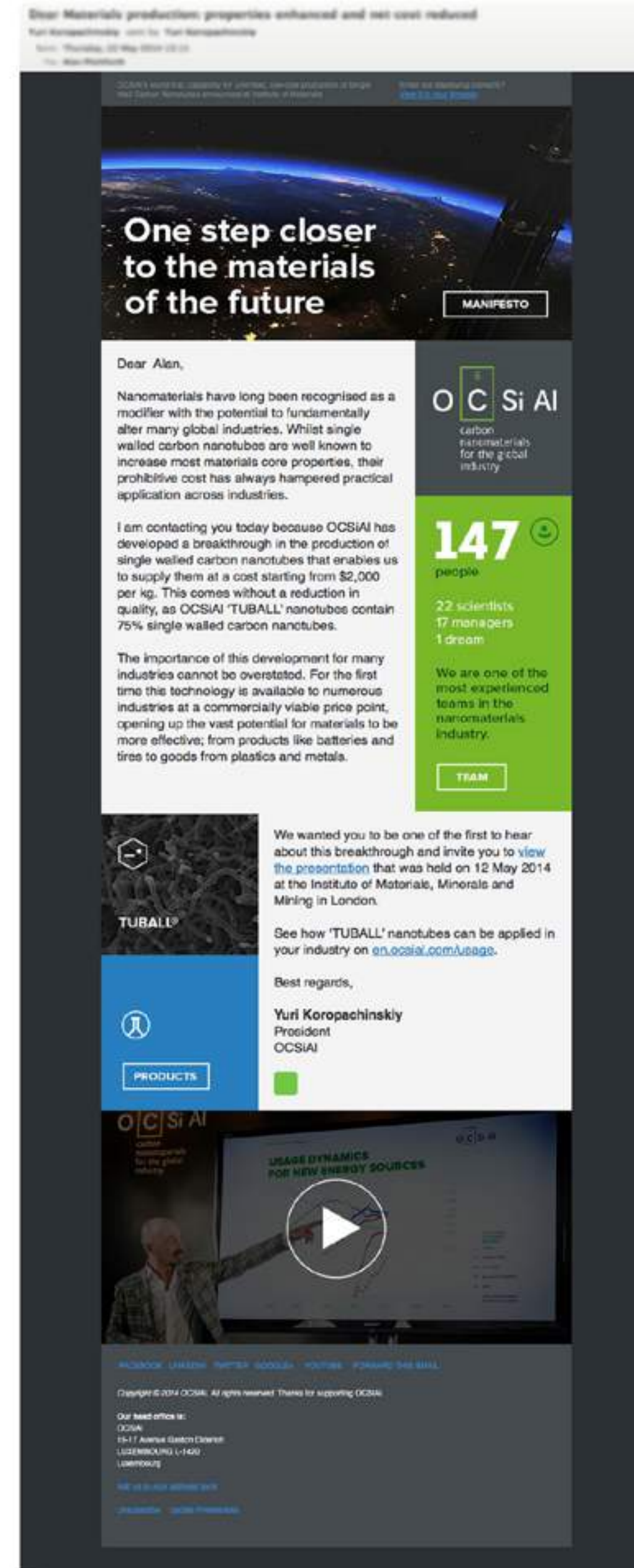
- TICKETLESS TRANSACTIONS
- OMS COMPLIANCE CHECKS
- AUTOMATED AUDIT TRAIL

OCSiAI Email Campaign

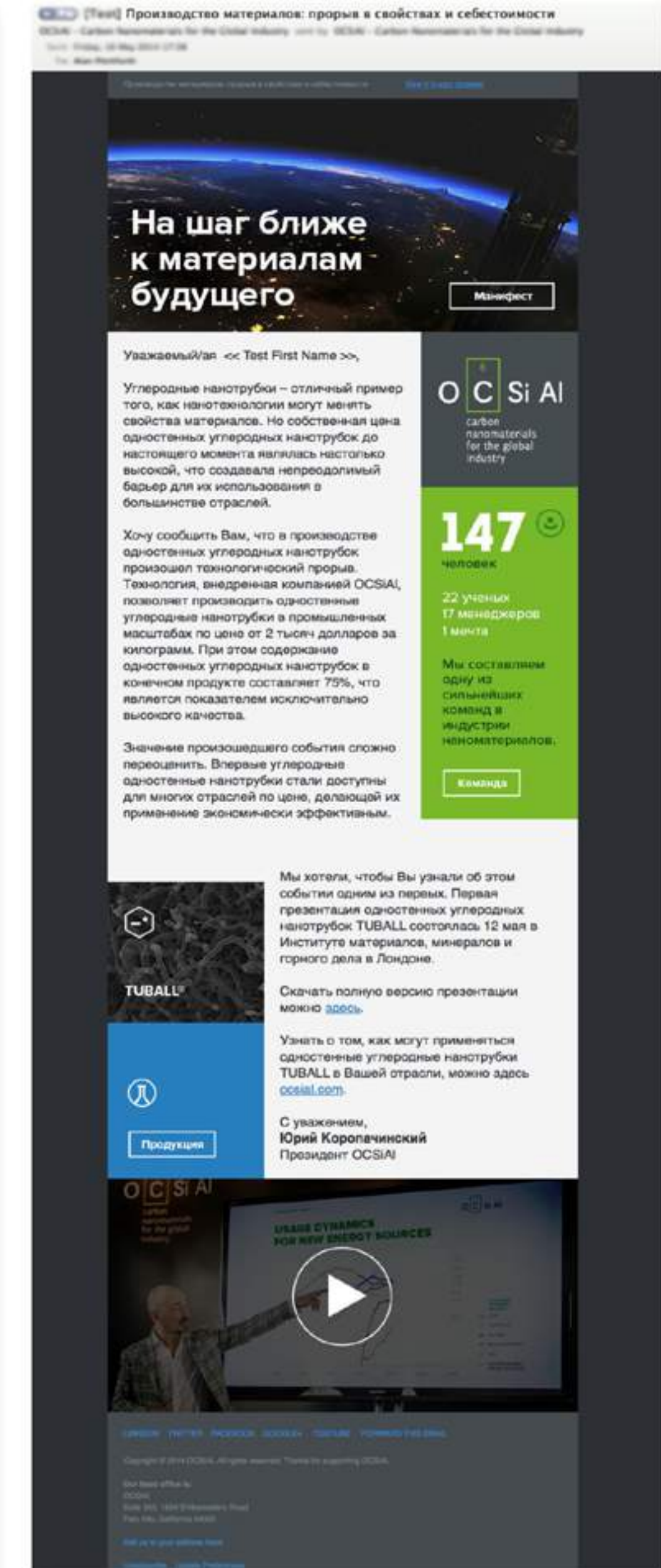
Created a modular, responsive email template in English and Russian to promote the launch of OCSiAI's brand and TUBALL product in Europe and the US. The design of the template complied with the branding of the website.



English Version



Russian Version



OCSiAI "Carbon Age" Product Launch

Responsible for the design and production of all the marketing elements required for the launch of OCSiAI'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 OCSiAI'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 OIL

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.





Visualise and analyse past trends, real time diversions 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 ZONES	64 BUNK PORTS
30 MINUTES TRACKING POSITION UPDATED	1,000 VESSELS ON DISPLAY	3,225 PORTS	776 COAL JETTIES
		424 REGIONS	247 IRON ORE JETTIES
		185 COUNTRIES	199 LNG JETTIES

See everything.



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.

- Real-time insights on commodity flows**
Compare past, current and future trade flows to spot and seize opportunities.
- 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.
- 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.
- Customizable reports**
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

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PLATTSANALYTICS

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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.





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Compare and contrast and bring fresh flows to spot and seize opportunities.

Visualizations and volumetric trade flow data

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

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

Customizable reports

To help avoid divergence and additional costs, your customizable insight and real-time 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

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Real-time insights and projections on commodity flows

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, trends, prices, insights and analysis.



Visualize and analyze past trends, real-time diversions and future flows

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 cFlow can help you and your business.

[Contact us](#)

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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.

About S&P Global

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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.

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S&P Global - Who We Are

[Platts cFlow](#)

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S&P Global - Who We Are

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Learn what the Platts cFlow essential commodity analytics tool can do for you.

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



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

Whether you need real-time market data or long-term 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 raw material data on the metals markets, including the American metal market.



Speak to our analysts for our news, prices and analysis of metals and non-ferrous metals can help you make informed and confident business decisions.

[Request Trial Now](#)

Metals Essential numbers

60,000+

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Product Feature 1

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Product Feature 2

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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

ABOUT

The Speaker Series

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 JW3 in London, a brand new, state-of-the-art community and cultural venue, established for the benefit of the Jewish community, the local community, and for the people of London.

SHARE THIS PAGE

UPCOMING EVENTS

- Josh Waitzkin**
Josh Waitzkin is an 8-time US national Chess Champion, 3-time World Champion in Tai Chi Chuan, Push Hands, and a writer for The New York Times.
GO TO EVENT
- Emilia Kabakov / Achim Borchardt-Hume**
Emilia Kabakov is part of the artists duo, she and Emilio Kabakov, the Russian born, American based artists, whose infectious exhibition opens at Tate Modern this autumn.
GO TO EVENT

GO TO UPCOMING EVENTS

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

TEASER

CLOSE

A teaser clip from the event. This video has been kindly shared by the UNICEF team. © UNICEF UK 2016.

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

Archive

FILTER EVENTS

Speaker Name... All Topics Event Date: All Sort by: Default Reset

- JK Rowling / Tom Bradby**
MON 08 MAY 2017
Speaking at JW3 in London on 8 May 2017, bestselling author J.K. Rowling told the audience about the singular moment that spurred her to become a prolific philanthropist.
GO TO EVENT
- Tony Blair / Tania Bryer**
TUE 07 FEB 2017
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
- Lord Mervyn / Gabriele Finaldi**
TUE 24 JAN 2017
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 Finaldi, Director of the National Gallery in London.
GO TO EVENT
- David Miliband / Jonathan Freedland**
WED 10 NOV 2016
David Miliband and Jonathan Freedland will be discussing the global refugee crisis and how the international community should respond.
GO TO EVENT
- David Beckham / Kirsty Young**
TUE 14 JUN 2016
David Beckham is a former professional footballer, fashion icon and UNICEF Goodwill Ambassador.
GO TO EVENT
- Edmund de Waal**
TUE 07 JUN 2016
Edmund de Waal is a British artist and author of The Hare with Amber Eyes.
GO TO EVENT
- Ayaan Hirsi Ali / Maajid Nawaz**
TUE 23 FEB 2016
Ayaan Hirsi, activist, author and politician, in conversation with Maajid Nawaz, author and Founding Chairman of Quilliam.
GO TO EVENT
- Sir Paul Nurse / Dr. Adam Rutherford**
THU 17 DEC 2015
Sir Paul Nurse, Nobel Laureate, and Dr Adam Rutherford discuss 'Doing Science' and what it is like to be a research scientist.
GO TO EVENT
- Nigella Lawson / Sam Baker**
MON 07 DEC 2015
Nigella Lawson talked about her new book 'Simply Nigella: Fear Good Food', and her relaxed and accessible attitude to cooking.
GO TO EVENT

1 2 NEXT PAGE →



THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

- HOMEPAGE
- UPCOMING EVENTS
- EVENTS ARCHIVE
- SPEAKERS
- THE VENUE
- ABOUT
- CONTACT

LATEST EVENT

JK Rowling / Tom Bradby
MON 08 MAY 2017

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

GO TO EVENT

EXPLORE TALKS

Tony Blair / Tania Bryer
GO TO EVENT

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

Featuring

- Nigella Lawson**
Nigella Lawson is a journalist, broadcaster, television personality, gourmet, and food writer.
BIOGRAPHY
- Ermenegildo Zegna**
Ermenegildo Zegna is the CEO of the Ermenegildo Zegna Group.
BIOGRAPHY
- Peter Thiel**
Peter Thiel is an entrepreneur and investor.
BIOGRAPHY
- Niall Ferguson**
Niall Ferguson is an author and Professor of History at Harvard University.
BIOGRAPHY
- Jacques Attali**

THE ALAN HOWARD FOUNDATION / JW3 SPEAKER SERIES

IN CONVERSATION

TUE 18 NOV 2014

Anselm Kiefer / Tim Marlow

EVENT SUMMARY

Poetry, alchemy and flame-throwers – “A colossus of contemporary art” came to talk about his life and work at JW3 in Hampstead on Tuesday 18th November. The 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

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EVENT VIDEOS

PART 1

1 / 5

EVENT PHOTOGRAPHS



Anticipate, Comply, Perform.

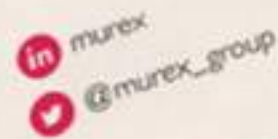
With 30 years' experience partnering with financial institutions across the globe, we are the leading technology provider to the capital markets.

Murex's award-winning enterprise risk management 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



Winner Overall #1



murex @murex_group

Disruptive potential of mobile technology

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work

I



UNIVERSAL REGULATIONS

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work

REGULATORY COMPLIANCE

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work



BIG DATA

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work

HEALTHCARE

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work



EARTHQUAKE WARNING

Mobile is a powerful and fast-moving disruptive force which is rapidly transforming the way we live and work

Get on board for the full mobile journey

Businesses are increasingly embracing the full customer life cycle. From before to after sales, purely through mobile, leveraging data to provide a proactive and personalised service

W



Connect everyone and everything to a better future

The mobile industry has an opportunity to improve the lives of billions of people around the world

Anticipate, Comply, Perform.



Winner Overall #1



Anticipate, Comply, Perform.



Winner Overall #1



LinkedIn & Twitter Banners

Murex FRTB Campaign #1

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

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.

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



Winner Overall #1



murex @murex_group

* Based on The Banker Database (as of 30th November 2016). MUREX, Murex logo and product names are trademarks of Murex S.A.S. and Murex S.A.S. reserves all intellectual property rights with respect to the trademarks. All other trademarks are the trademarks of their respective owners.

EI Sturdza – Building An Innovative Brand

Complete rebrand across the entire group, positioning EI Sturdza as an innovative asset management business through creative product-driven 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



Nippon Growth (UCITS) Fund



Strategic Emerging Europe Fund



Strategic Europe Value Fund



Strategic US Momentum Fund



Strategic Global Quality Fund



China Panda Fund



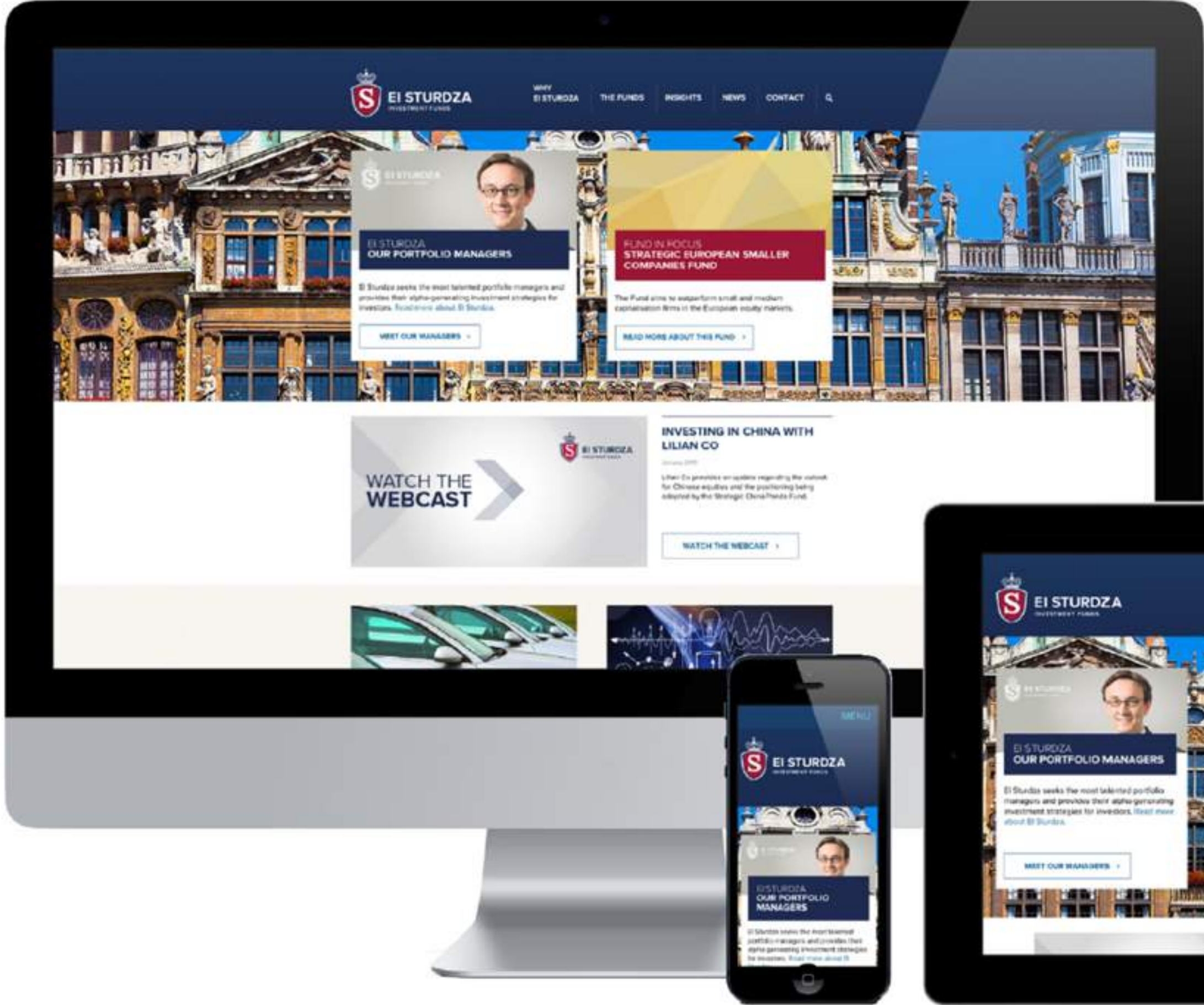
Strategic Euro Bond Fund



Strategic Global Bond Fund



Strategic European Smaller Companies Fund



WEBSITE NEWS AND INSIGHTS FUND GRAPHICS

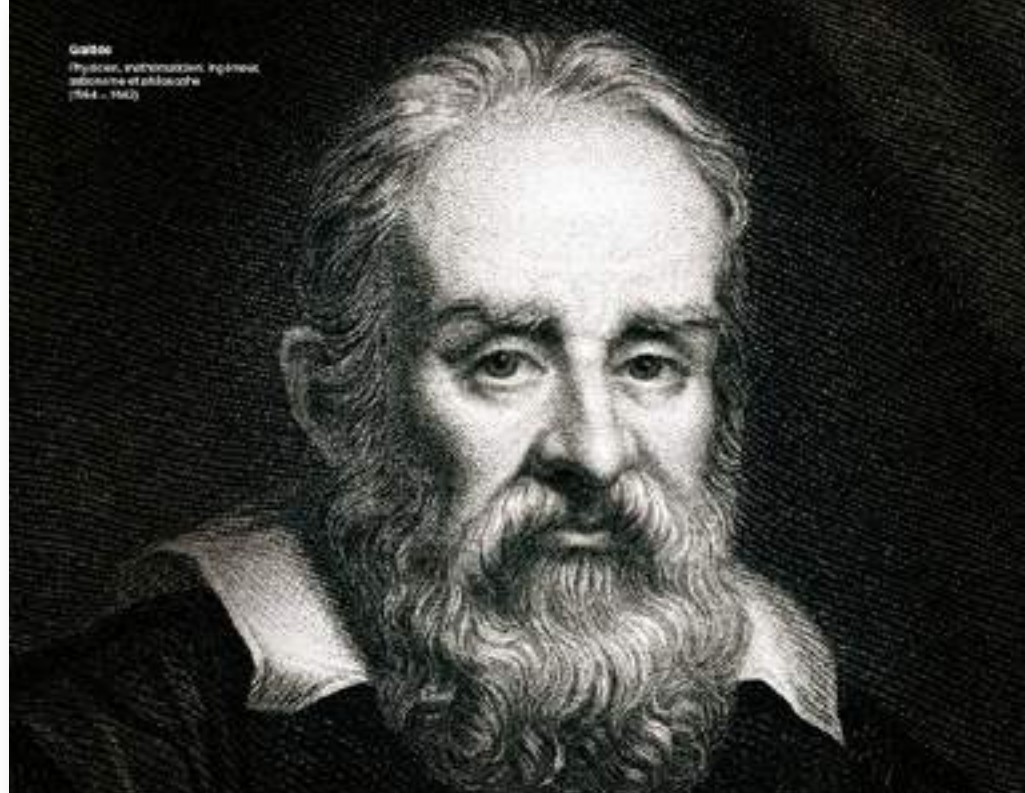


EI Sturdza Campaign – “We Go Beyond The Conventional”

Created a multilingual print and digital advertising campaign to create awareness of EI 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. EI 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
Physicist, mathematician, engineer,
astronomer and philosopher
(1564 – 1642)

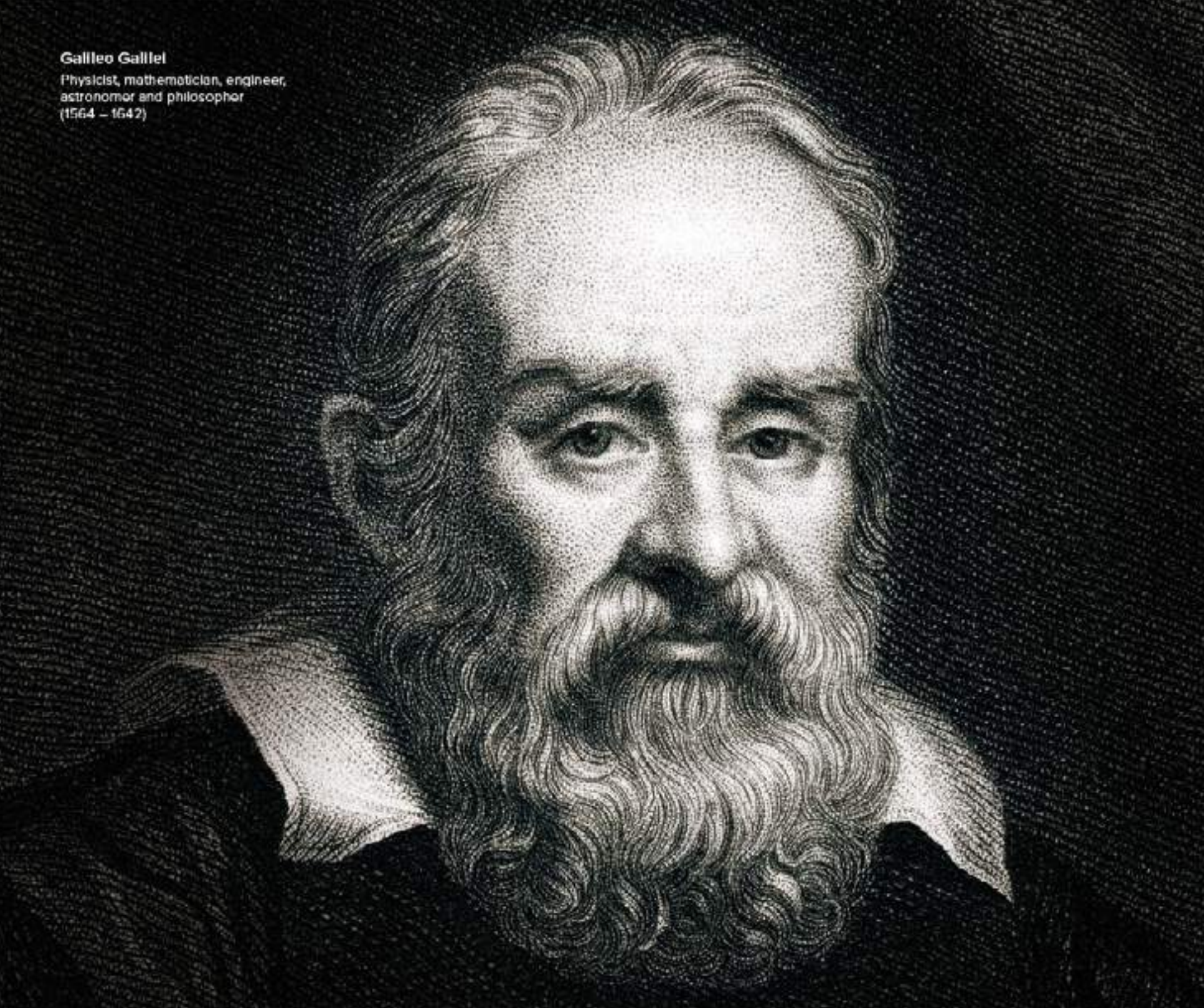
MERCI, GALILÉE.

Si vous vous étiez contenté de penser comme tout le monde, nous ne serions pas en train d'accomplir ce que nous faisons aujourd'hui. Mais vous pensiez différemment et vous nous avez inspirés. C'est pour cela que nous gérons les investissements différemment. Nous sommes EI Sturdza. Nous dépassons les conventions.

Pour obtenir des informations sur nos fonds, veuillez contacter Banque Barings Brothers Sturdza SA, Représentant en Suisse de E.I. Sturdza Funds plc par téléphone au +41 (0) 22 317 9827 ou par e-mail à l'adresse info@eisturdza.com

EI STURDZA
INVESTMENT FUNDS
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E.I. Sturdza Strategic Management Limited, member of the Sturdza Group, is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35985.



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

THANKS, GALILEO.

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 EI 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

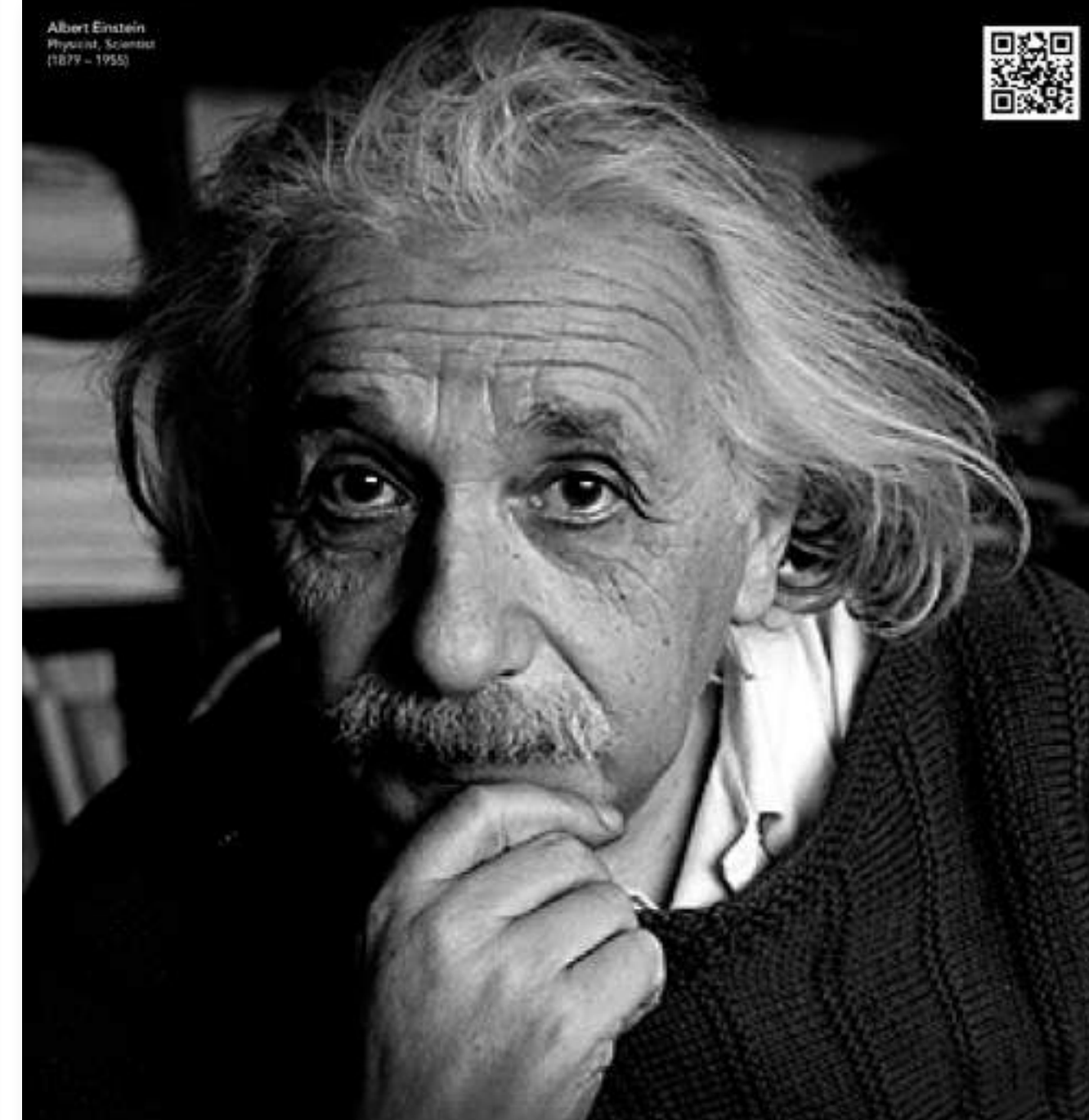
EI STURDZA
INVESTMENT FUNDS
eisturdza.com

E.I. Sturdza Strategic Management Limited, part of the Sturdza Private Banking Group, is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35985.


We're EI Sturdza. We go beyond the conventional. eisturdza.com



Airport Banner



Albert Einstein
Physicist, Scientist
(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

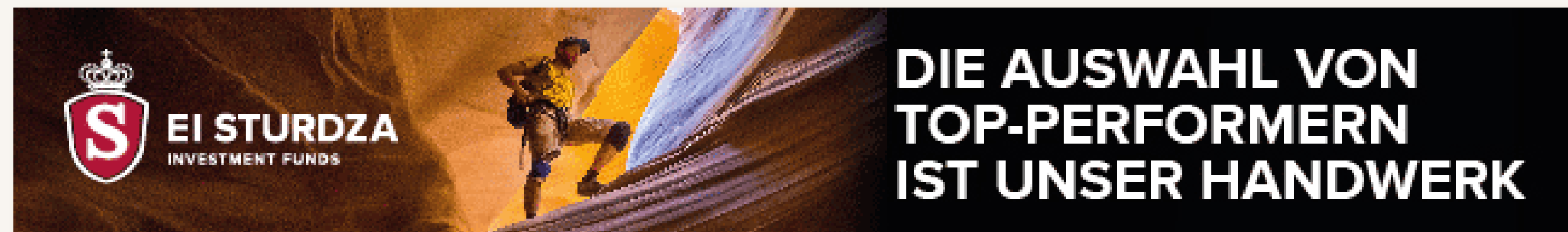
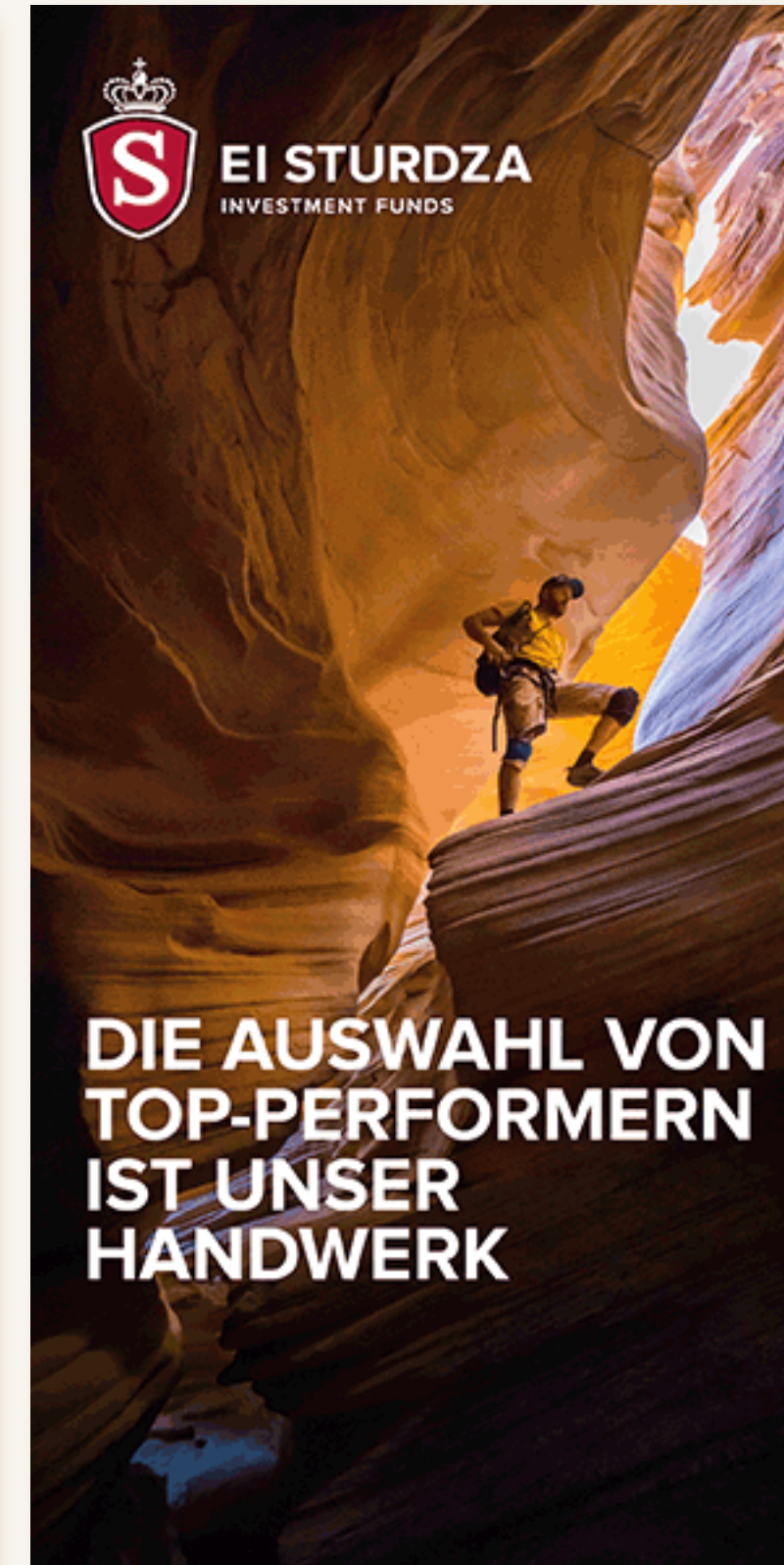
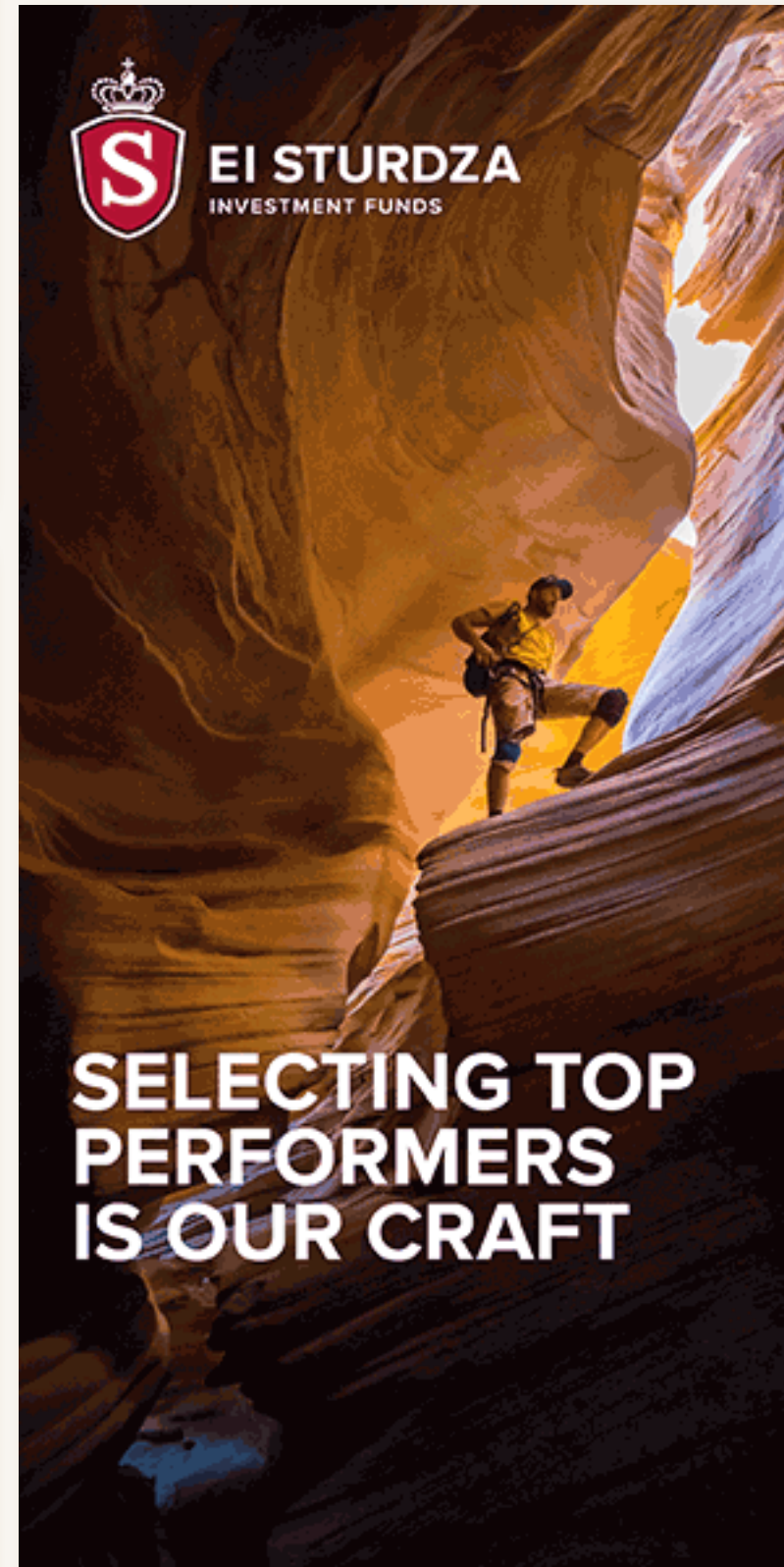
EI STURDZA
INVESTMENT FUNDS

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LIPPER
EUROPE
WINNER OF BEST SMALL
GROUP OVER THREE YEARS
GERMANY & AUSTRIA

“Top Performer” Integrated Campaign

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 print and digital, appearing in numerous international publications, industry websites, airports and social media. EI Sturdza received a substantial increase in investor enquiries due to the effectiveness of the campaign.





LEARN MORE ABOUT OUR DISCIPLINED, UNIQUE INVESTMENT APPROACH

For Willem Vinke's perspectives on European equities as well as more information about his investment process, the team and the fund's performance, download the fund document.

Enter your email address

DOWNLOAD THE ARTICLE >

GET IN TOUCH

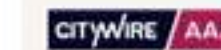


INTRODUCING THE TOP PERFORMING EI STURDZA STRATEGIC EUROPE VALUE FUND

With Willem Vinke at the helm, the EI Sturdza Strategic Europe Value Fund has delivered consistent returns investing in high quality European businesses which have high margins and low capital intensity, and which are trading at a discount to their intrinsic value.



Willem Vinke has been involved in the management of European equity funds since 1995 and has been in the financial industry since 1992. Vinke is the CEO and CIO of Lototen Asset Management Limited. He holds an MSc in Economics from the London School of Economics and is a Chartered Financial Analyst.



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



SPOTTING THE OPPORTUNITIES IN EUROPEAN EQUITIES

PERFORMANCE OVERVIEW

FEED ANALYSIS

THE INVESTMENT TEAM

FUND FACTS

FUND LITERATURE

AWARDS

THE INVESTMENT TEAM

FUND FACTS

FUND LITERATURE

AWARDS

PORTFOLIO ATTRIBUTION

HOW DO WE DEFINE QUALITY VALUE?

HISTORICAL ATTRIBUTION ANALYSIS

“Top Performing Fund” Campaign

Following on the concept of “Selecting Top Performers”, this omnichannel campaign focused on the top performing, award-winning EI Sturdza Strategic Europe Value Fund.

The campaign involved print & digital advertising, a white paper, an interactive booklet in multiple languages plus a microsite promoting the fund and manager.

EI STURDZA
INVESTMENT FUNDS

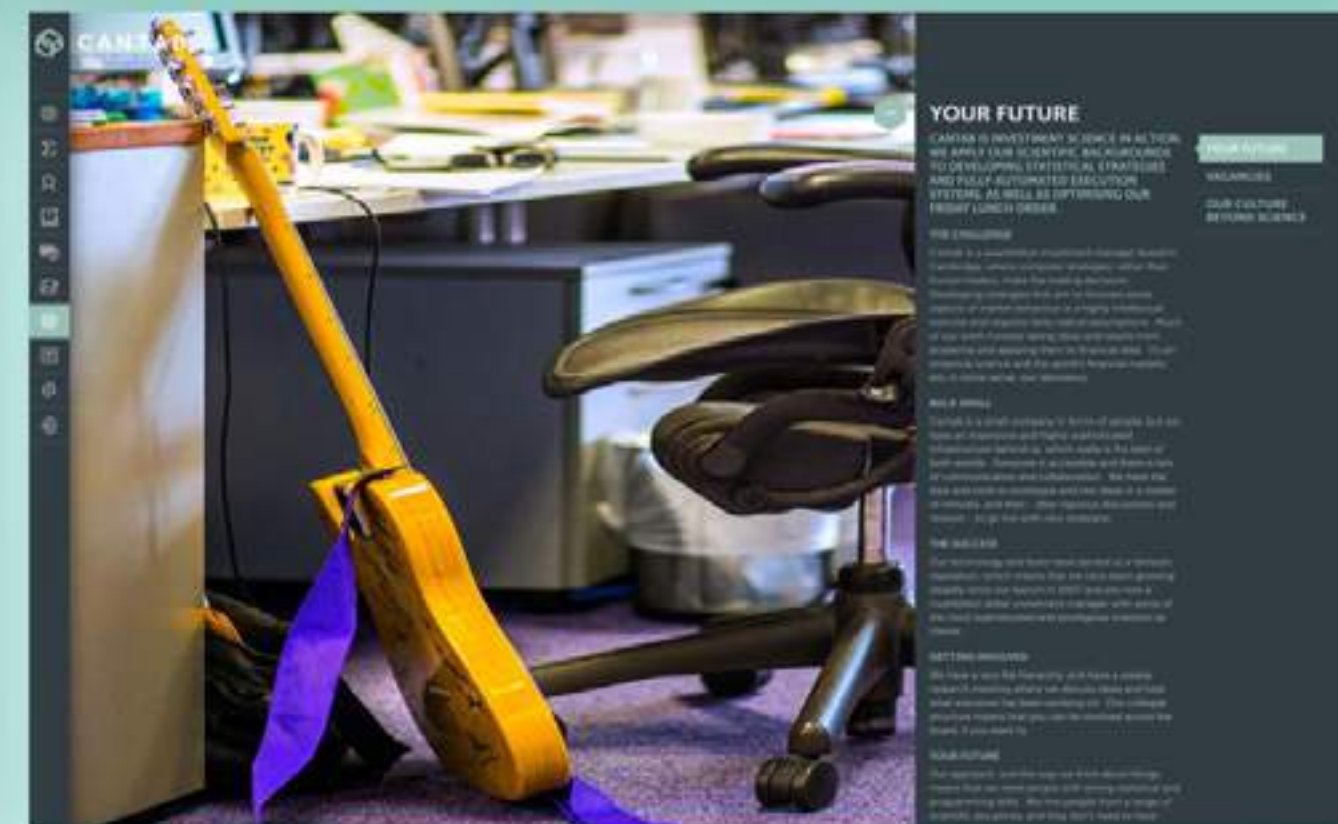
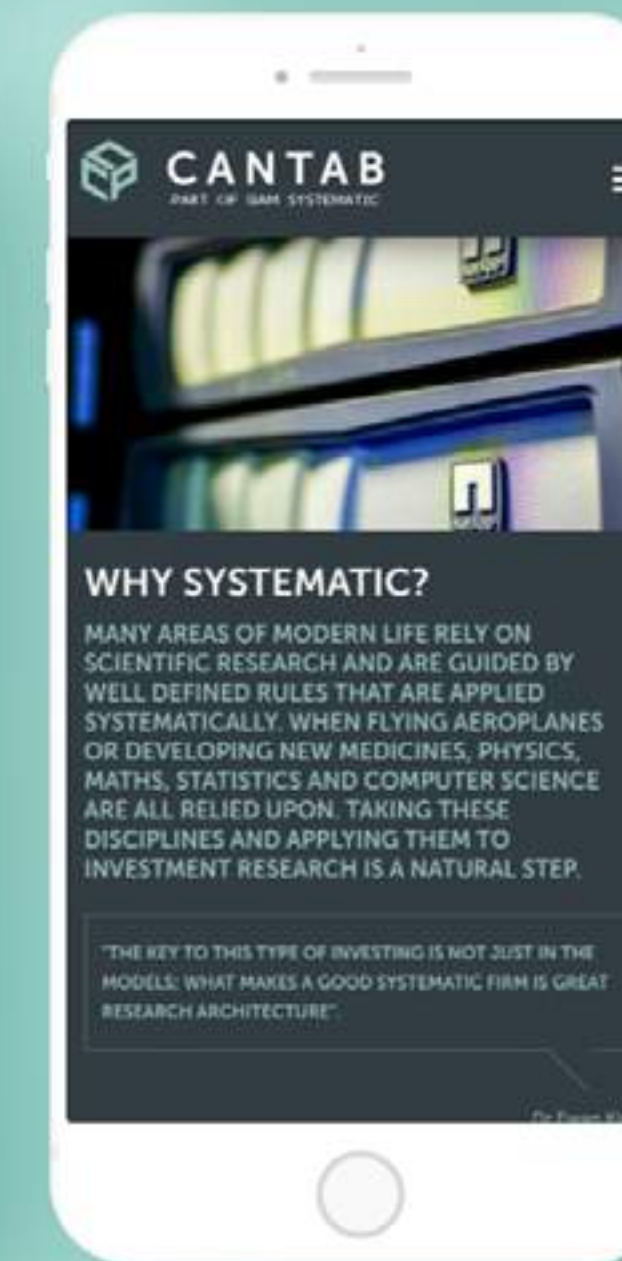
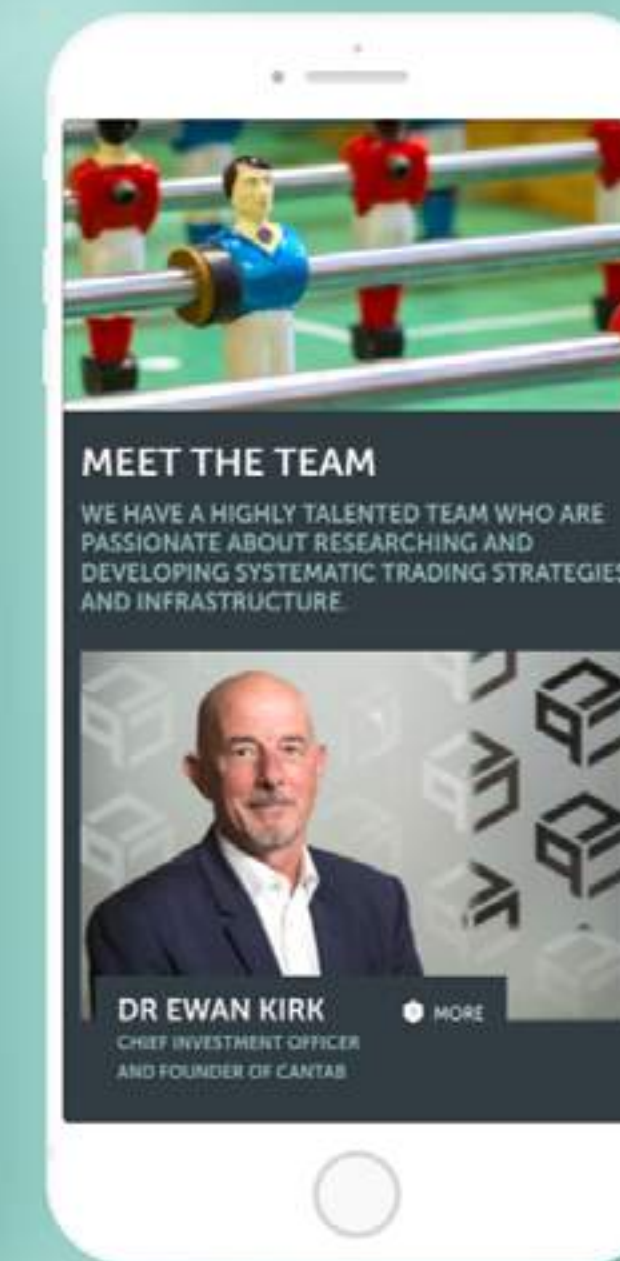
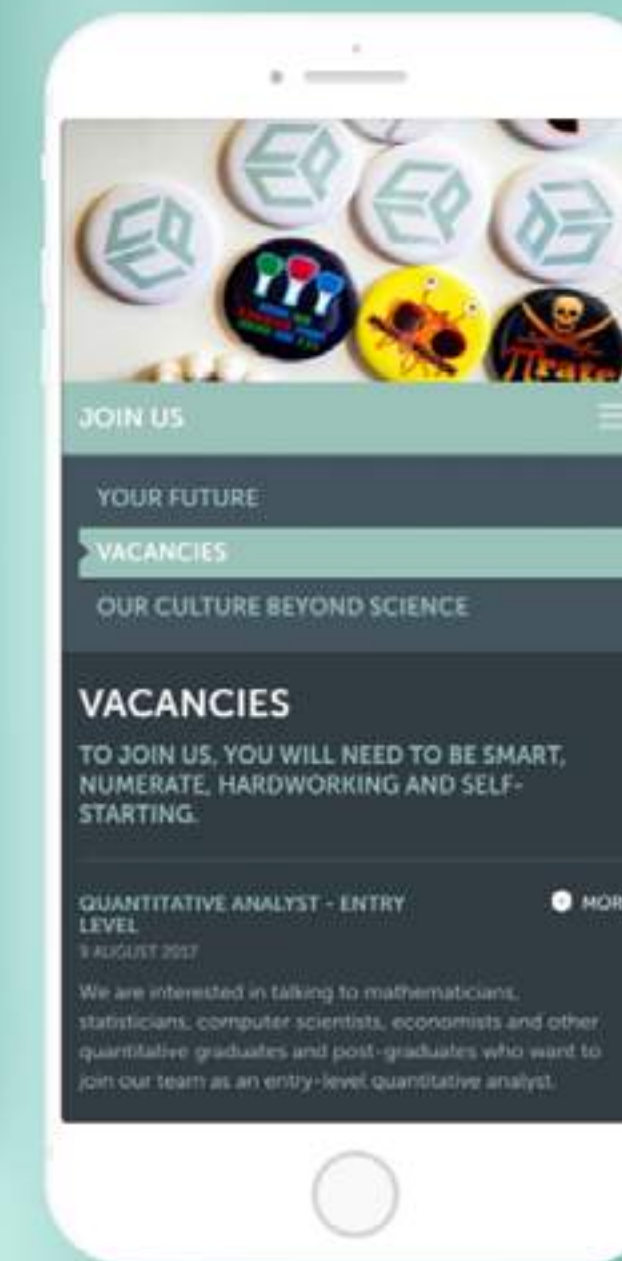
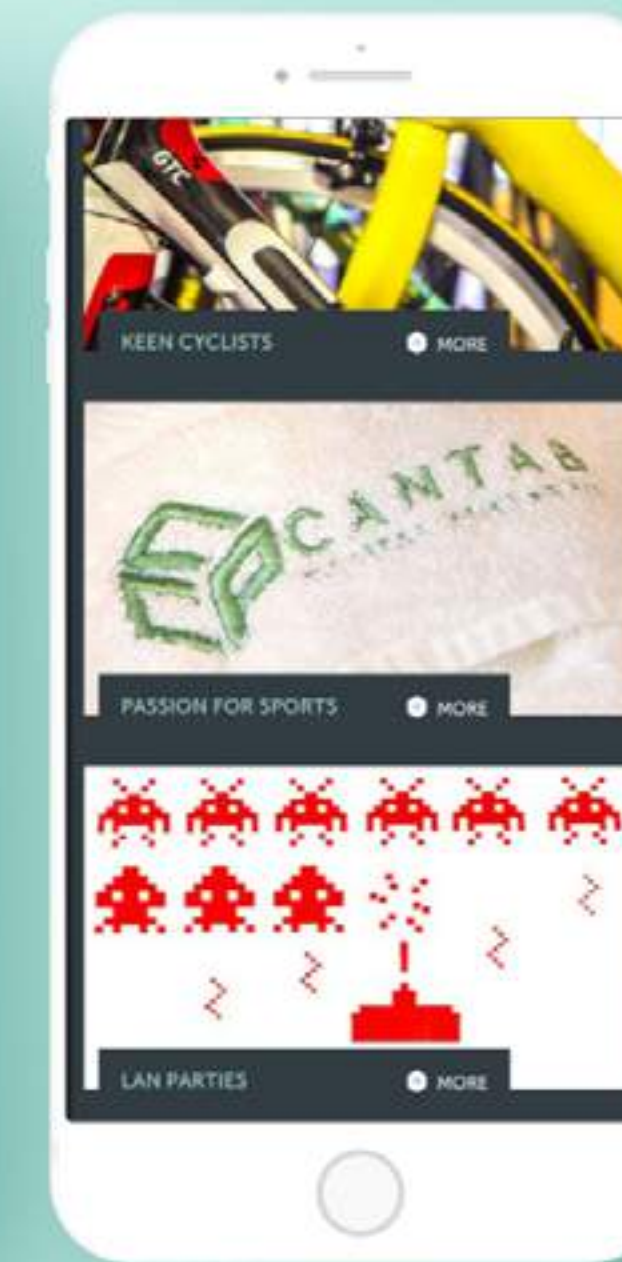
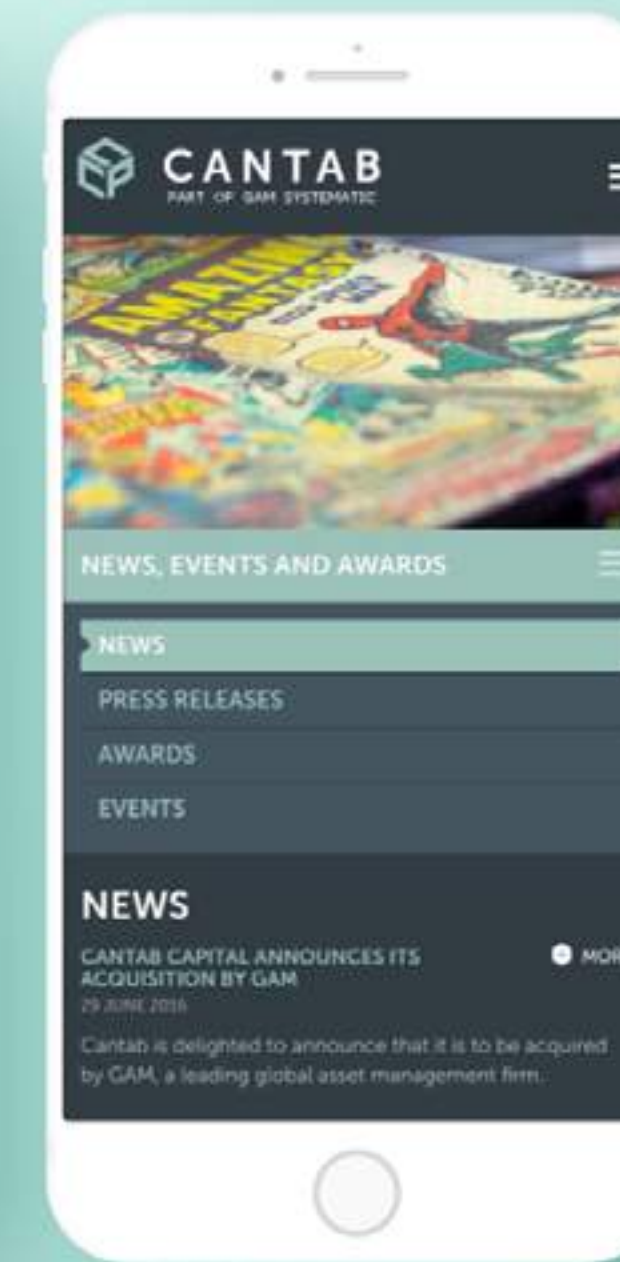
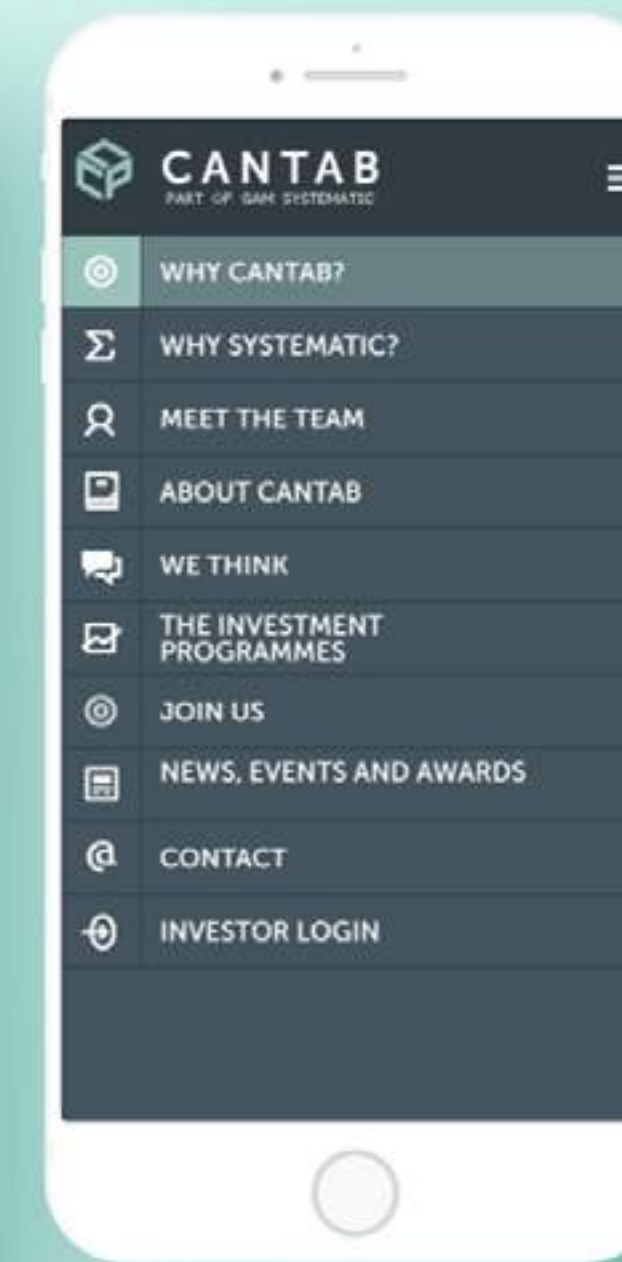
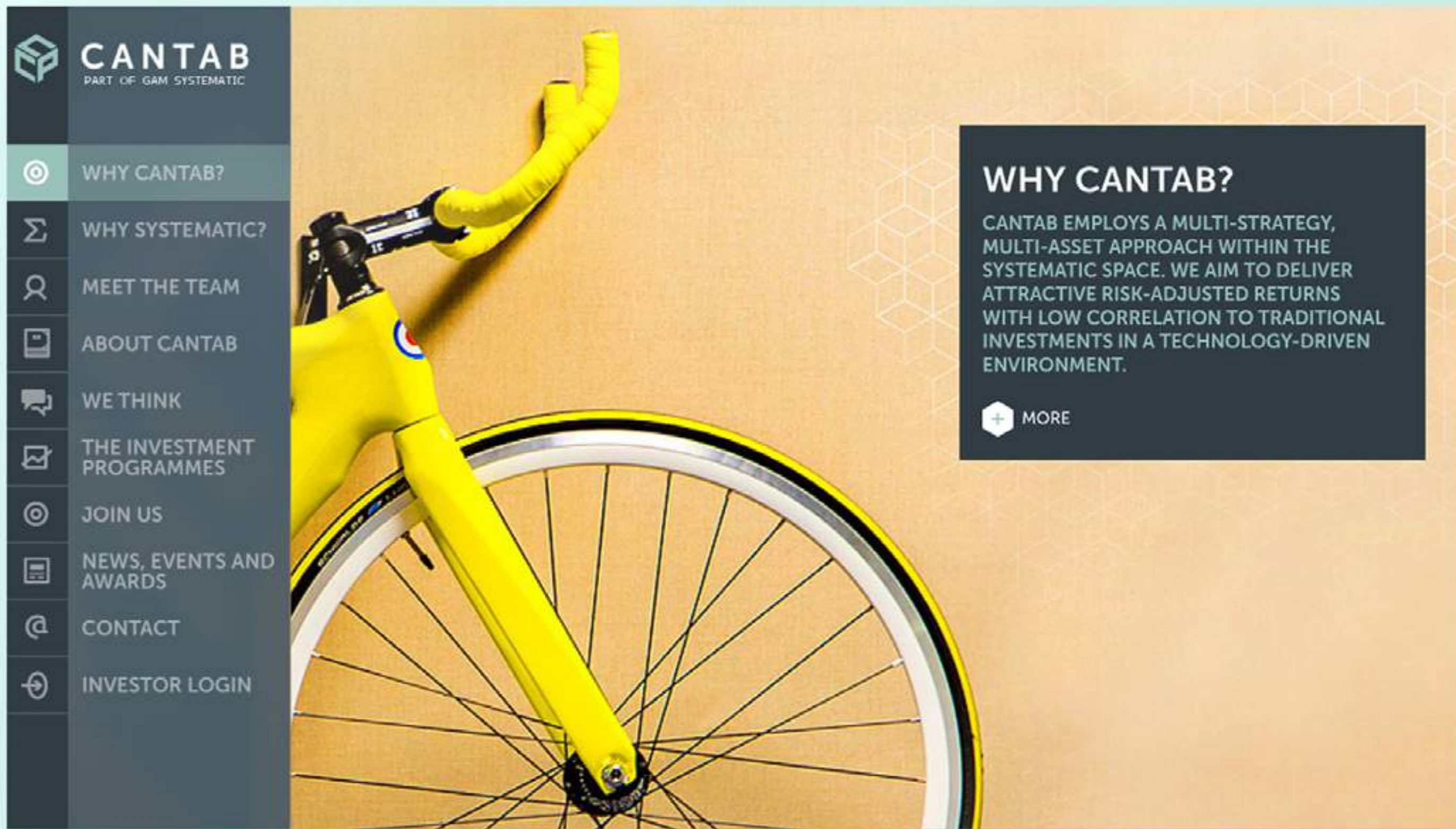
VOUS ÊTES EN QUÊTE D'EXCELLENCE EN EUROPE?

Notre meilleur fonds européen fait récompenser, l'EI Sturdza Strategic Europe Value Fund. Notre équipe d'experts en relations européennes, menée par le gestionnaire de portefeuille Willem Vinke, détecte les opportunités en Europe en ciblant les entreprises de haute qualité qui sont sous-évaluées.

Rejoignez l'EI Sturdza. Nous disposons des conventions. eisturdza.com

Performance Cumulée (%)	1 An	3 Ans	5 Ans
EI Sturdza Strategic Europe Value Fund	5.54	61.81	107.58
MSCI Europe NR EUR	-10.96	24.02	37.32

Pour de plus amples informations, veuillez contacter Adam Turbanville +44 1461 742 300 a.turbanville@eisturdza.com



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

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.

Recruitment Advertisement

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

Recruitment Campaign

US 4.5 billion AUM

Cantab Capital engaged Peregrine to help recruit suitable post-graduates 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.

Recruitment Website

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.
 THE CHALLENGE
 We are a small company in terms of people, but we have an ambitious strategy to become a leading investment firm. We are looking for people who are passionate about quantitative finance and who are interested in being part of a team that is pushing the boundaries of what is possible in the world of investment.
 WE ARE HIRING
 We are looking for people who are passionate about quantitative finance and who are interested in being part of a team that is pushing the boundaries of what is possible in the world of investment.
 WE ARE HIRING
 We are looking for people who are passionate about quantitative finance and who are interested in being part of a team that is pushing the boundaries of what is possible in the world of investment.

[MORE](#)

Recruitment Post Card given out at Recruitment Fairs and University of Cambridge



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

cantabcapital.com/yourfuture



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[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.



The table is a financial statement with multiple columns and rows of data. The columns include various financial metrics such as revenue, profit, and assets. The data is presented in a clear, organized manner with red and black text on a white background.



Euroclear plc Annual report 2015

Download the strategic report | Download the highlights | Download the full report

“Euroclear is starting to reap the benefits of its earlier investments further enhancing the service delivered to clients and supporting the business and regulatory environment, while maintaining its strong cost discipline.”

Marc Antoine Autheman >
Chairman of the board

“Our performance over 2015 has strengthened Euroclear as a preeminent provider in an everchanging environment, which is well positioned for future growth opportunities.”

Tim Howell
Chief Executive Officer

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Key drivers | Key performance indicators | Financial highlights

Year	Values of securities held (in € billion)	Turnover (in € billion)	Number of netted transactions (million)	Average daily collateral provision outstanding (in € billion)
2015	275	674.7	190.7	1,067.7
2014	260	623.6	181.6	886.9
2013	242	572.8	170.4	787.3
2012	230	541.6	158.9	700.6
2011	221	500.6	163.3	503.1

Euroclear plc Annual Report 2016

Download the Strategic Report | Download the Highlights | Download the Full Report

“Your company performed well in 2016 and maintained its profitability through a challenging year. The Board recommends a dividend of €37 per share for 2016, with a stable 40% pay-out ratio.”

Marc Antoine Autheman >
Chairman of the board

“Despite market volatility, our business drivers trended positively, even above our expectations, throughout the second half of the year.”

Lieve Mostrey >
Euroclear group CEO

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Key drivers | Key performance indicators | Financial highlights

Year	Values of securities held (in € billion)	Turnover (in € billion)	Number of netted transactions (million)	Average daily collateral provision outstanding (in € billion)
2015	277	655.4	195.9	1079.5
2014	260	623.2	181.9	886.1
2013	242	572.7	170.4	787.3
2012	230	541.6	158.9	700.6
2011	221	503.1	163.3	503.1

Performing strongly across the group

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Year	Turnover (in € billion)	Values of securities held (in € billion)	Number of netted transactions (million)
2015	€442.0 billion	€442.0 billion	84.1 million
change from 2014	+5.3%	+5.3%	+18%

Euroclear plc Annual report 2015

Download the strategic report | Download the highlights | Download the full report

“Euroclear is starting to reap the benefits of its earlier investments further enhancing the service delivered to clients and supporting the business and regulatory environment, while maintaining its strong cost discipline.”

Marc Antoine Autheman >
Chairman of the board

Euroclear by the numbers

The Euroclear group delivered robust business performance in 2015 driven by increased activity levels and flat core operating costs.

Select category: Key performance indicators

Net fee income margin (in %)

2015	35.9
2014	35.7
2013	32.7
2012	27.6
2011	21.5

Unit cost evolution (in %)

2015	0.26
2014	0.27
2013	0.28
2012	0.31
2011	0.33

Performing strongly across the group

Select category: Euroclear Bank

Year	Turnover (in € billion)	Values of securities held (in € billion)	Number of netted transactions (million)
2015	€442.0 billion	€442.0 billion	84.1 million
change from 2014	+5.3%	+5.3%	+18%

Select step: Step 1

Scale provider of post trade services

€27.5 trillion turnover (in € trillion)

- +60% External trading
- +50% European market securities
- +40% Offshore business trading
- +6% New asset classes

191 million transactions processed (in million)

- +8% Issuance of new products
- +3% New asset classes

€675 trillion in securities

Select step: Step 2: Asset safety & resilience >

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.

Text size A A

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MIRAE ASSET
Global Investments

INVESTMENT CAPABILITIES | INSIGHTS | NEWS | GLOBAL NETWORK | ABOUT US

WE LIVE OUR INVESTMENTS

VIEW OUR FLAGSHIP STRATEGIES

AT A GLANCE

SELECT YOUR COUNTRY

ASIA PACIFIC | AMERICAS | EUROPE

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

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

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

INSIGHTS

2017 Emerging Markets Mid-Year Update
The synchronous global cyclical recovery is supportive for key emerging markets.

Case for an Unconstrained Bond Portfolio
An unconstrained approach allows flexible risk allocation in dynamic market conditions.

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

Asia's CAPEX Pickup in a Trio of Sectors
Signs of recovery are emerging around the region as evidenced in several industries.

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

Korean Discount Brands: Another Aldi is Born
The discounter model is taking form in Korea and transforming food retail & distribution.

MULTIMEDIA

Global Fixed Income Strategy
The case for unconstrained global fixed income investing.

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

Raised in Asia, Positioned Globally
Why Asia

Mirae Asset
Corporate Video

MIRAE ASSET
Building on principles

MUTUAL FUNDS | INSIGHTS | ABOUT US | ADVISORS | INSTITUTIONS

WELCOME TO MIRAE ASSET GLOBAL INVESTMENTS (UK)

Mirae Asset Global Investments Group is one of the largest investors in emerging market equities.

IN AND OF THE EMERGING MARKETS: Being in these countries helps us better understand and navigate the complex economic landscape.

FORBES PROFILES JOOHEE AN: This time it's not just the company, it's the people. Our people are the heart of everything.

TOTAL AUM: \$58 BILLION

MORE THAN TWO THIRDS OF OUR ASSETS ARE IN EMERGING MARKETS.

FIND A FUND: Keyword, CUSIP, Ticker

FEATURED FUND: Mirae Asset's Emerging Markets Great Consumer Fund attempts to capitalize on the opportunities created by the growing emerging markets middle class.

I AM A: FINANCIAL ADVISOR | INSTITUTIONAL INVESTOR | INDIVIDUAL INVESTOR

GREAT CONSUMER: The impact of consumption trends in the emerging markets.

FAST TRACK: Our report, strategic, and vision on the growth of mobile food ordering.

5011 YOU KNOW: China has the world's largest network of toll roads and high-speed trains, as well as six of the ten busiest container ports.

MIRAE ASSET
Building on principles

MUTUAL FUNDS | INSIGHTS | ABOUT US | ADVISORS | INSTITUTIONS

INSIGHTS

BY DATE RANGE: All | Since last update | Since last month

BY CATEGORY: All | Video | Insights | Government | Did You Know | Why Asia | Our major insights

VIDEOS: Finding EM Opportunities in the Wake of China's Slowdown

VIDEOS: The Impact of Consumption Trends in the Emerging Markets

VIDEOS: No Hard Landing for China

INSIGHTS: Emerging Markets Consumers Will Transform the Global Economy

INSIGHTS: Financial Times: Why Asian Consumers Are a Good Investment

INSIGHTS: 2014 Emerging Markets Outlook

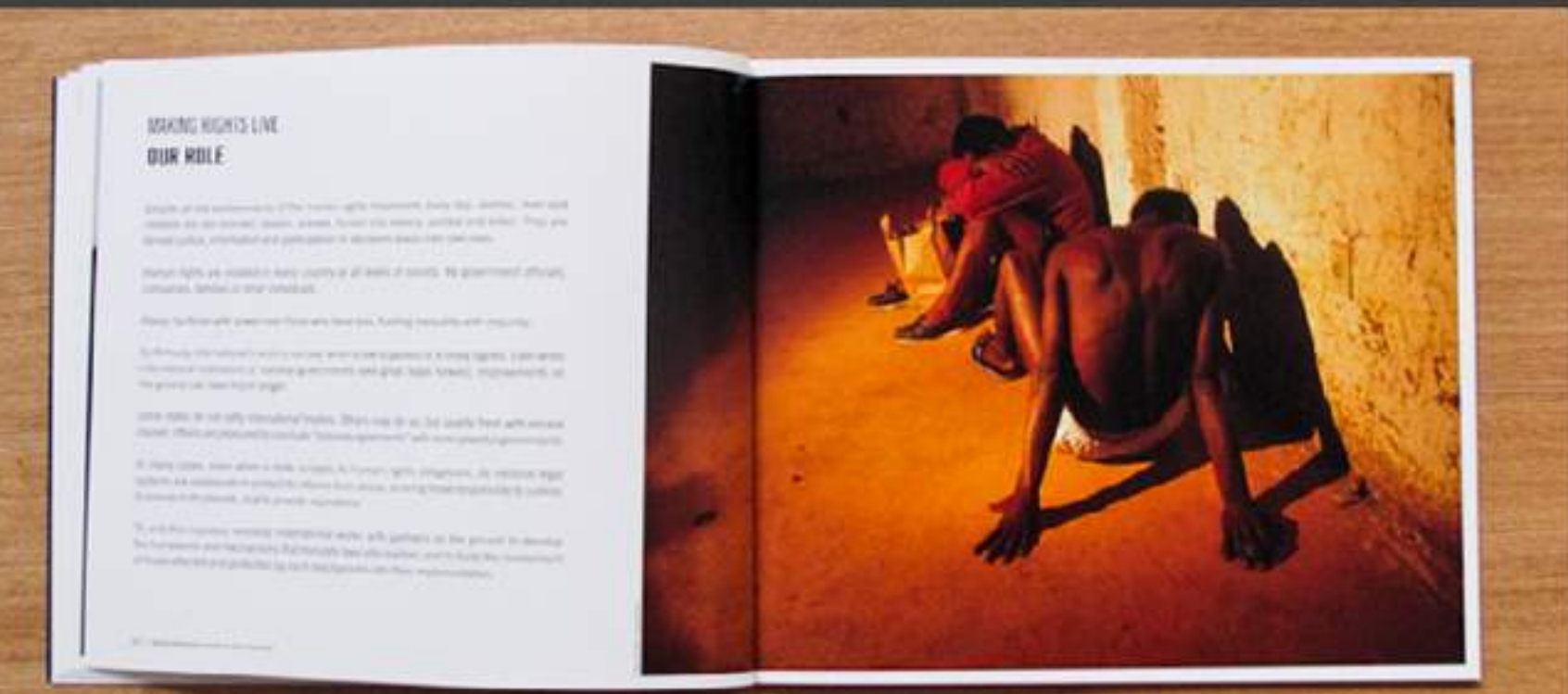


Amnesty International

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 long-term 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.



The Sovereign Art Foundation / Art Prize

2003 - 2013

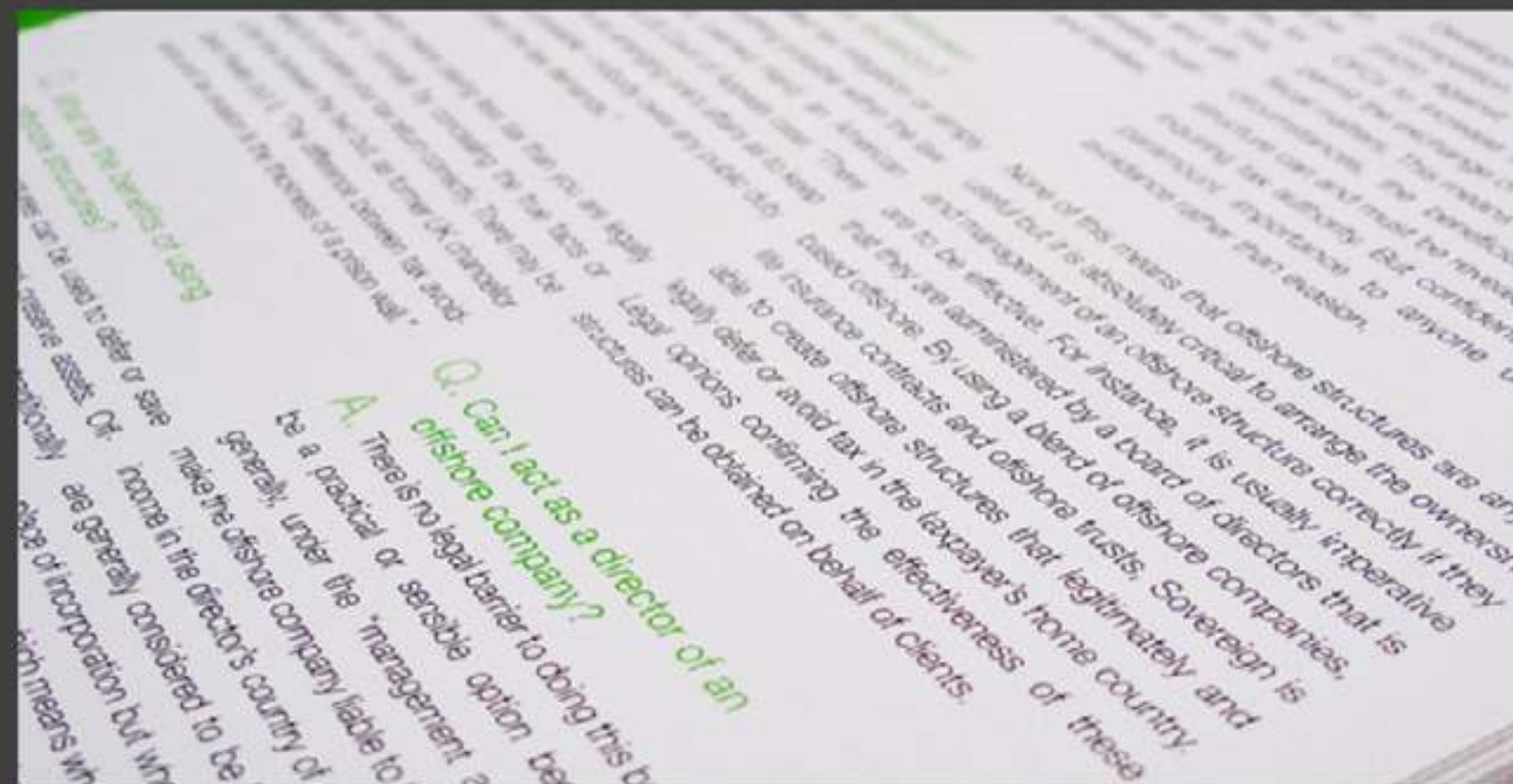
Responsible for the branding of the Art Foundation and its Asian, European, Middle East and African competition and events.

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.

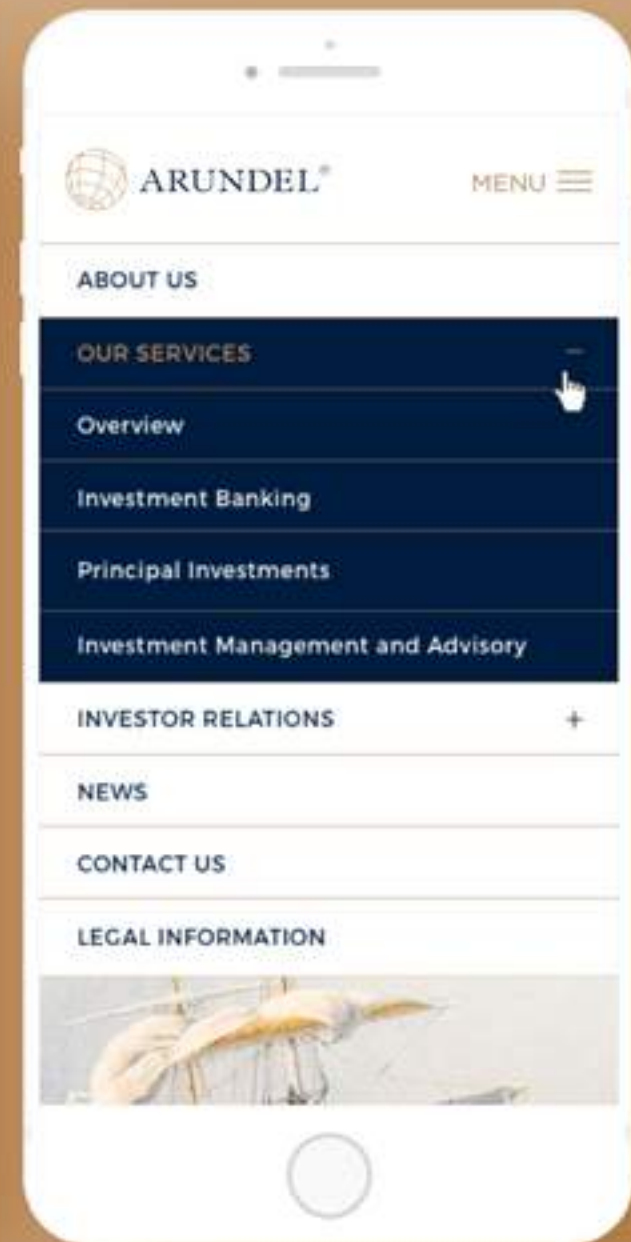
As brand ambassador, I designed and managed global print and digital campaigns in numerous languages, the quarterly Sovereign Report publication, as well as ALL internal and external marketing collateral maintaining a consistent global brand experience for all 24 offices.

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.

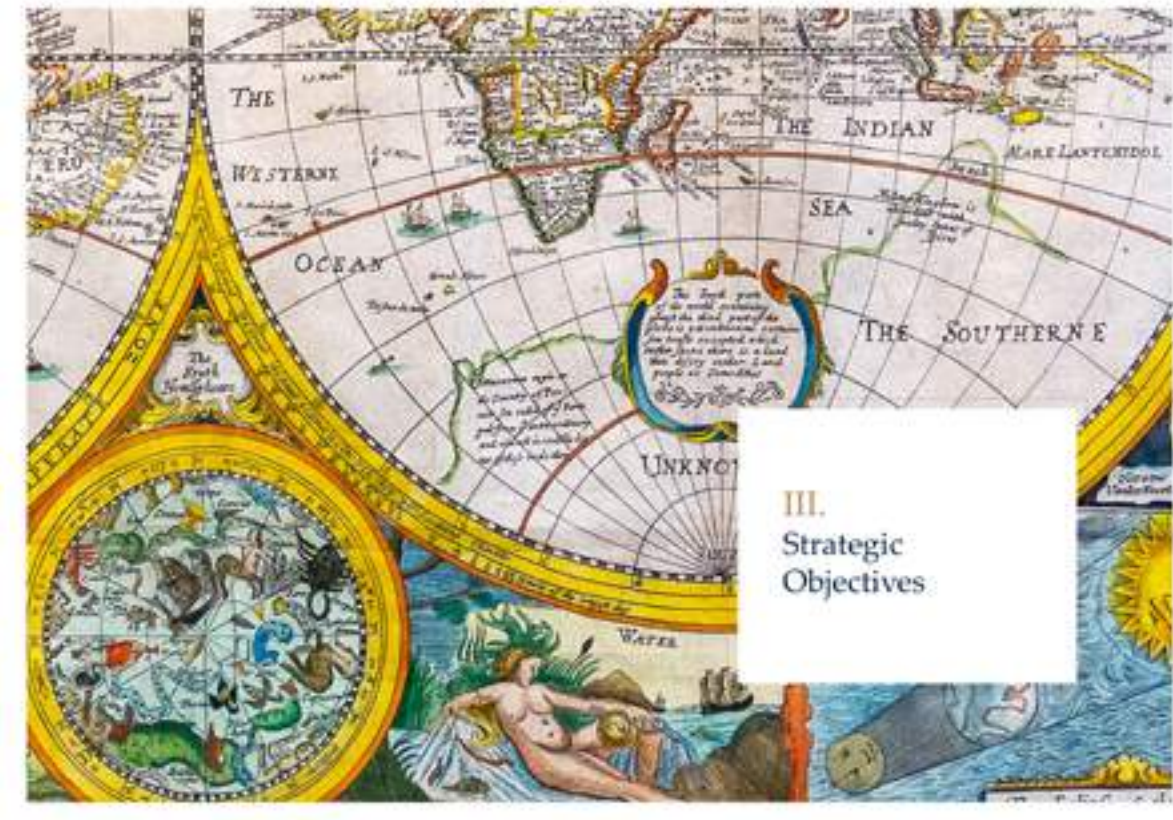
[VIEW THE WEBSITE](#)





A Strategic Investment Opportunity

Marketing Presentation 2017

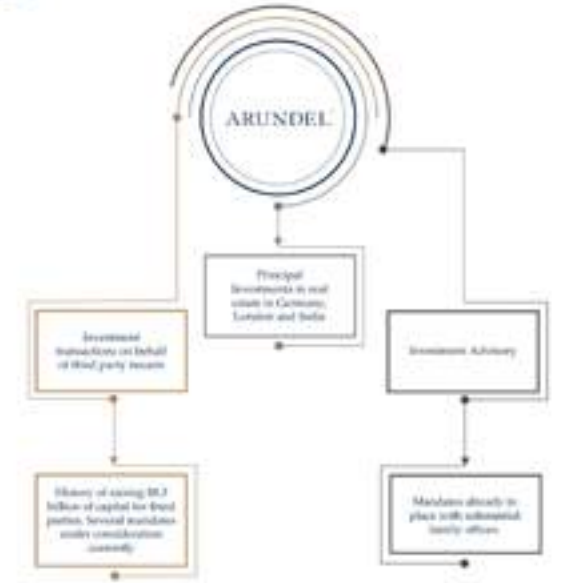


III. Strategic Objectives



II. Business and Assets Overview

The enlarged Arundel group is an investment and financing firm. Its tangible assets consist of the Leasing Properties (valued at approximately \$150 million), a freehold office building located at 31A St James's Square (with an appraised value of approximately \$24 million) and a conditionally acquired undeveloped parcel of land in India (with an appraised long term development value of approximately \$90 million). Total debt equals approximately \$143 million of which approximately \$61 million is non-mortgage debt associated with the Leasing Properties. Arundel's activities comprise (i) principal investments in real estate and other undervalued assets; (ii) the financing of third party investment opportunities from which it generates fees and carried interests; and (iii) the provision of investment services for family office groups and other entities which generate fees and investment opportunities.



VI. Arundel Management

Arundel's Board and Management team include:

Executive Director	Profile
Dr. Robert Knaube Executive Chairman	Dr. Knaube has over 20 years of experience in investment banking. He worked for nearly 20 years at Deutsche Bank in Luxembourg, Tokyo, New York and Frankfurt where he was primarily responsible for corporate finance and mergers and acquisitions. He joined Phoenix Venture Partners in 2001 as a Partner and Member of the Corporate Finance Executive Committee for Europe. Dr. Knaube has served as Chairman or on the Board of Directors and/or Advisory Committee of various European and American companies including T-Mobile AG, Hilti AG, the Frankfurt Stock Exchange, Citicorp Capital Management GmbH in Frankfurt, Deutsche Börse in Frankfurt, Vantage Investment Services Inc. (a subsidiary of Merrill Lynch New York and Citicorp Capital Management of New Jersey).
Dr. Dorcasia Brines Group Chairman	Dr. Brines served as Chief Operating Officer and a Director of Arundel Group Limited and has been a director of various Arundel Group subsidiaries for more than 18 years. Dr. Brines previously served as Managing Director, Corporate Finance at Citicorp Bank Corporation Investment Bank in New York where he was responsible for private placements and structured finance in North America. He subsequently held similar positions at Lloyds Bank and Citicorp Global Capital Markets (now Citigroup) in London. Dr. Brines attended the University of St. Gallen and the Columbia Business School where he earned a doctorate in Finance and Economics.
David Quirk Executive Director	Mr. Quirk was a co-founder of BT&C and served as Chief Executive Officer of Arundel Group Limited. Prior to founding BT&C in 1992, Mr. Quirk served as Managing Director of British & Irish Corporation's United Kingdom subsidiary and as an advisor with B&B & Co. Mr. Quirk is a graduate of the University of York (where he received a degree in Modern Languages) and a Jura Doctorate. He also served as a non-executive Director of Global Energy Development plc, an energy company listed on the AIM market of the London Stock Exchange.
Markus Müller Non-Executive Director	Since 2003, Mr. Müller has served in the executive management of Schenck & Partner Investment Management AG (SchIP) and of First Equity Shares AG (FES), companies involved in asset management for private clients and the management of investment funds. From 1990-2000, he served in the management of Jaffray (Switzerland) and as the general manager of Jaffray Asset Management AG (JAM).



VI. Arundel Management

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.



V. Key Arundel Investors / Relationships



IX. Global Locations



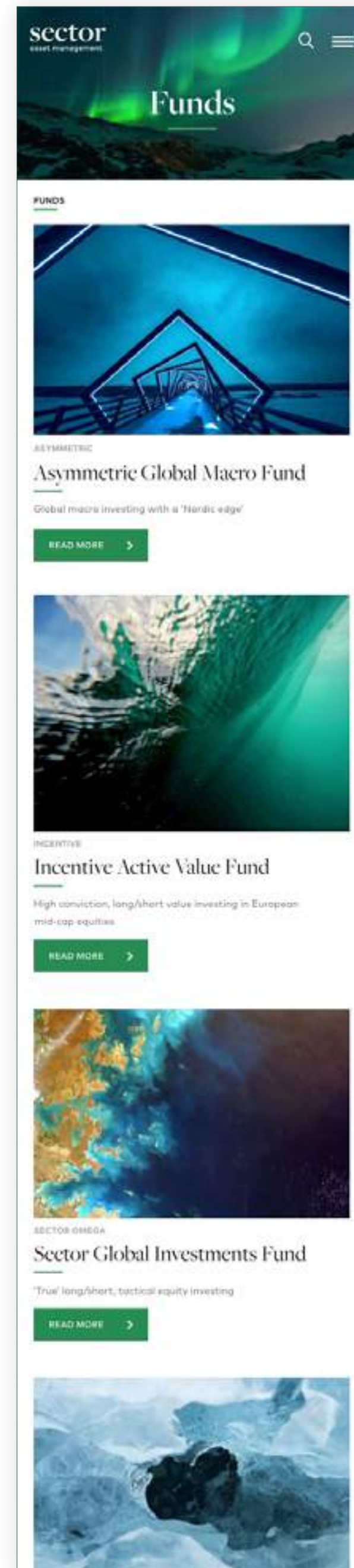
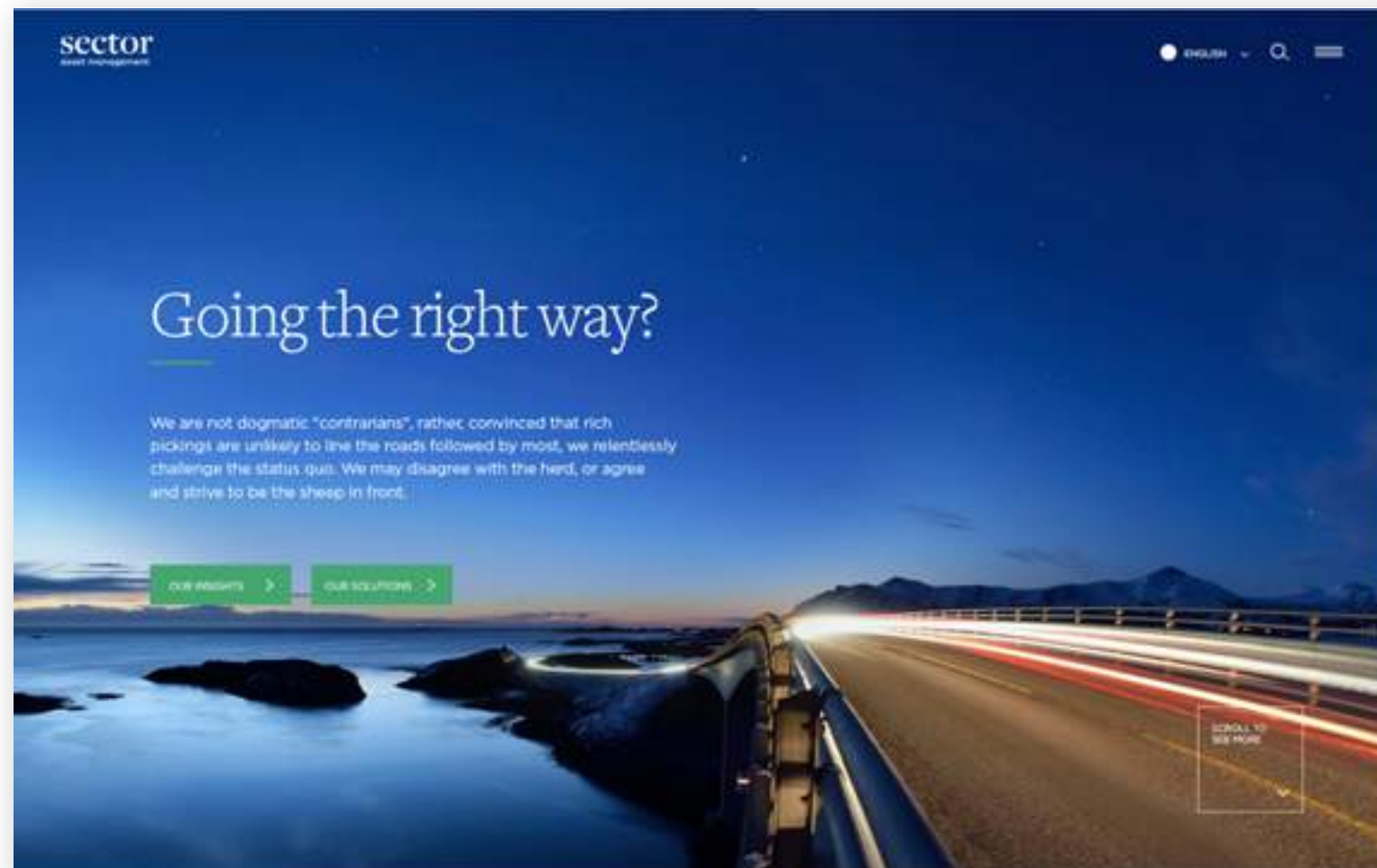
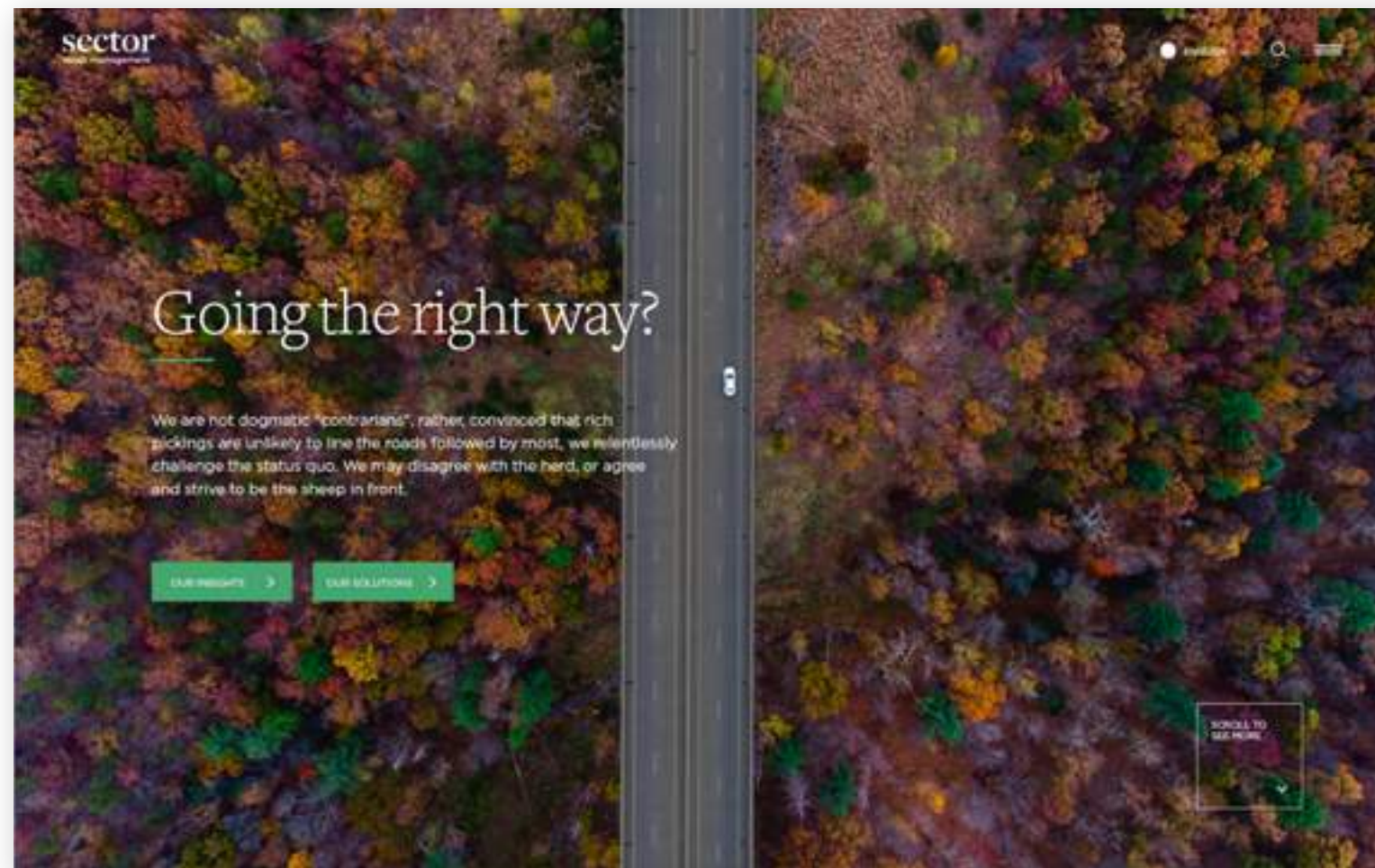
IX. Global Locations

- New York**
Arundel, Inc.
Arundel (Delaware), Inc.
116 Raritan Parkway
116 Raritan Parkway
Suite 2000
New York
NY 10111
T: +1 212 352 7902
- London**
Chief Executive:
Arundel Group Limited
Arundel House
37A, St James's Square
London SW1Y 4LR
United Kingdom
T: +44 (0) 20 7986 7900
- Zurich**
Shareholder Relations:
Arundel AG
Klosterweg 60
CH-8002 Zurich
Switzerland
T: +41 (0) 44 200 5500
- Mauritius**
Arundel (Mauritius) Limited
33 Esplanade
Port Louis
Mauritius
T: +230 469 2000

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).

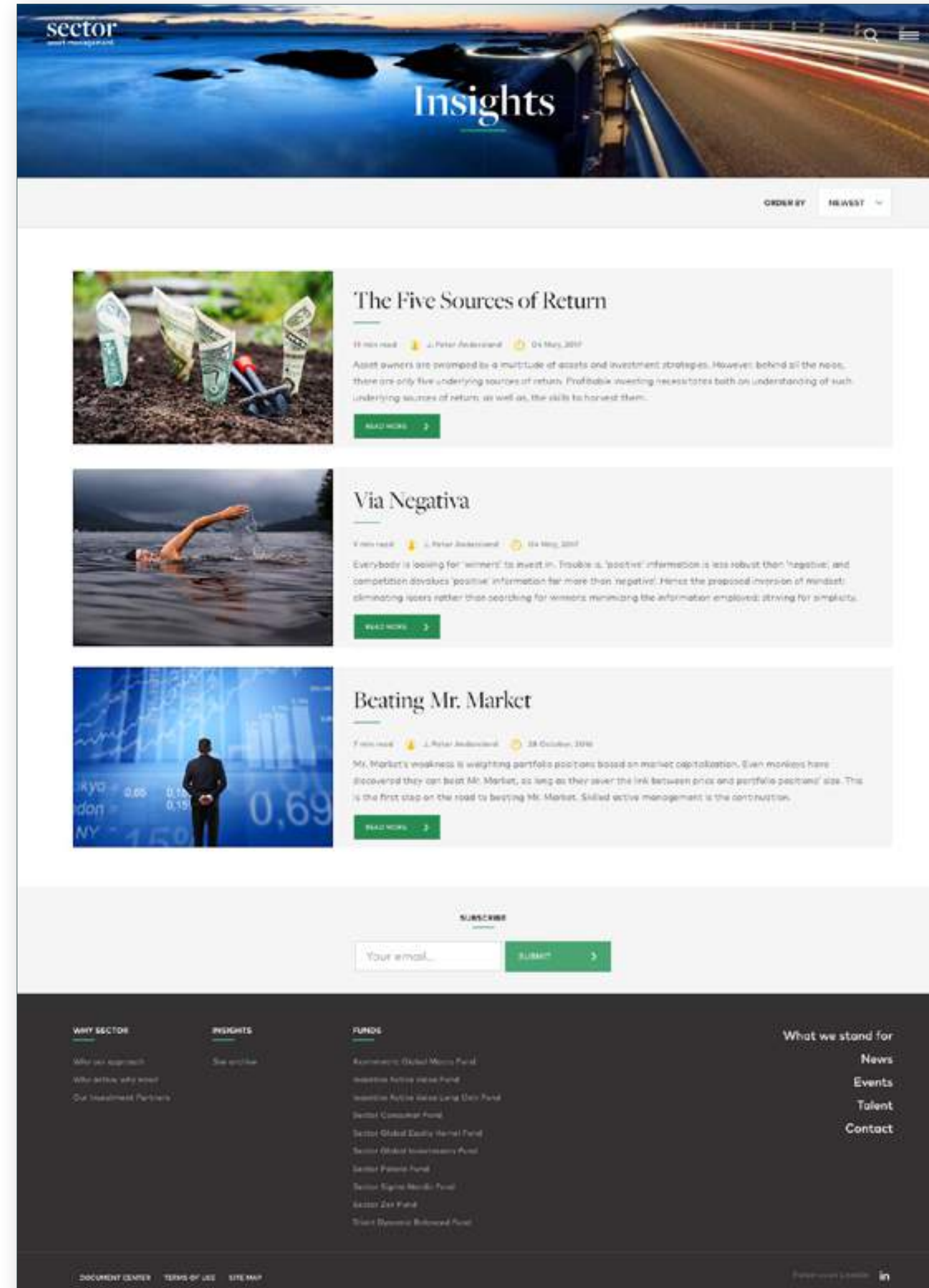


Responsive Mobile Website

sector
independent. thinking.

Freight Big
abcdefghijklmnopqrstuvwxy
0123456789

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Imagery Concepts

IVEAGH



NINE GENERATIONS OF THE GUINNESS FAMILY

In 1886 the Earl of Iveagh established one of the world's first family offices to protect the fortune which came from the stock exchange listing of Arthur Guinness & Son Ltd.

Today Iveagh offers investors seeking the protection and growth of their assets this unique combination of investment experience and investment expertise enabling future generations to enjoy the wealth.

Additional family office approach to the wider community. We want to investment returns with risk, never forgetting capital preservation.

Arthur Edward Guinness
4th Earl of Iveagh
Chairman, Iveagh Ltd

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

Iveagh provides investment management services designed to meet clients' differing needs, by offering a range of investment funds seeking to achieve capital growth with controlled volatility.

Our primary objective is to preserve and enhance our clients' wealth. We seek to manage risk and provide protection and growth in both good and bad market conditions.

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.



ACHIEVING LONG-TERM FINANCIAL SUCCESS

We are wholly dedicated to the protection and growth of our clients' wealth for current and future generations.

Iveagh is the privately owned investment management business that evolved from the family office of Arthur Edward Guinness, Earl of Iveagh, and other members of the Guinness family. 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.

IVEAGH CAUTIOUS PORTFOLIO

FUND FACTSHEET AUGUST 2012

FUND DESCRIPTION - IVEAGH CAUTIOUS PORTFOLIO (RISK 3)
This fund seeks to achieve long term capital growth by investing in a diversified range of asset classes. The risk profile is cautious and is suitable for investors seeking capital growth who are willing to take a low level of risk and volatility.

RISK MANAGEMENT
Iveagh's Core Portfolio range offers a choice of risk and return profiles. So whether you are a cautious investor, more adventurous or somewhere in between, Iveagh manages your chosen investment portfolio to meet your financial goals and objectives.

IVEAGH CAUTIOUS PORTFOLIO - CURRENT RISK PROFILE
This fund is currently at its default risk profile.

DISCRETE ANNUAL PERFORMANCE

	1 year to 31/12/11	1 year to 31/12/10	1 year to 31/12/09	1 year to 31/12/08	1 year to 31/12/07
Cautious Portfolio	3.28%	4/1%	4/1%	4/1%	4/1%

CUMULATIVE PERFORMANCE

	1 month	3 months	6 months	1 year	2 years	3 years
Cautious Portfolio	2.36%	0.70%	-0.91%	-2.28%	4/1%	4/1%

CURRENT ASSET ALLOCATION

- 21% Cash and Short Dated Bonds
- 18.0% Government Bonds
- 12.9% Corporate & Emerging Market Bonds
- 15.7% Public Equity
- 6.9% Absolute Return
- 2.2% Private Equity
- 4.9% Core and Property Assets
- 10.4% Property
- 1.9% Alternative Investments
- 1.8% Commodities
- 1.8% Infrastructure

IVEAGH INVESTMENT INDICATORS
as at 31st July 2012

- Market Intelligence: Market positioning, consensus and specialist inputs
- Valuation: Equities, bonds, currencies, commodities
- Technical Analysis: Trends and significant price levels

IVEAGH INVESTMENT PROCESS
Our investment process is designed to give clear signals of when decisive action needs to be taken in portfolios, with a particular emphasis on capital preservation.

IMPORTANT INFORMATION
This document is issued by Iveagh Ltd, a company authorised and regulated by the Financial Services Authority to undertake investment business, and is considered a financial promotion under FSA Rules. Certain countries have restrictions imposed by law on the distribution of this document and the sale of investments. It is the responsibility of the user of this document to ascertain themselves and observe these terms and conditions and to comply with the relevant laws and regulations. This document does not constitute an offer or solicitation to sell shares (the "Shares") in the Iveagh Cautious Portfolio (the "Fund") by anyone in any jurisdiction and the Shares may not be directly or indirectly offered or sold in the USA or any of its territories or areas subject to its jurisdiction or to, or for the benefit of, a US person. Please note that the manager profiles are the opinion of Iveagh Ltd and should not be used as a recommendation to buy or sell. The manager's held within the Iveagh Cautious Portfolio funds are continuously reviewed and may be subject to change in the future. IVEAGH assumes no responsibility, duty of care or liability to any third party in respect of the Iveagh asset allocation model of the Iveagh Cautious Portfolio funds. The Fund qualifies as an undertaking for collective investment in transferable securities (UCITS) and has obtained recognition under the European Communities Directive for marketing in certain member states in the European Economic Area, including the United Kingdom. An investor in the Fund puts your capital at risk. The value of investments may fall as well as rise and you may not get back your original investment. Past performance should not be viewed as a guide to future performance. This document should not be construed as investment advice. Authorised and regulated by the Financial Services Authority.

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United Kingdom

Further information and documents about Iveagh's range of funds can be found at:
www.iveaghltd.com

IVEAGH CAUTIOUS PORTFOLIO

FUND FACTSHEET AUGUST 2012

CURRENT TOP 10 HOLDINGS

20% Property Index	14.2%	US Treasury 31/12/10/09/10	4.4%
Source MIP 200	5.2%	US Treasury 31/12/08/10/09/10	4.3%
Source MIP 200	5.2%	US Treasury 31/12/08/10/09/10	4.3%
US Treasury 31/12/08/10/09/10	5.2%	US Treasury 31/12/08/10/09/10	4.3%
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US Treasury 31/12/08/10/09/10	5.2%	US Treasury 31/12/08/10/09/10	4.3%

EQUITY EXPOSURE

- 10.4% UK Equities
- 3.7% US Equities
- 8.2% European Equities
- 4.9% Japanese Equities
- 1.5% Far East or Asian Equities
- 3.5% Structured Company Equities
- 2.7% Emerging Market Equities
- 2.2% Private Equity

BOND EXPOSURE

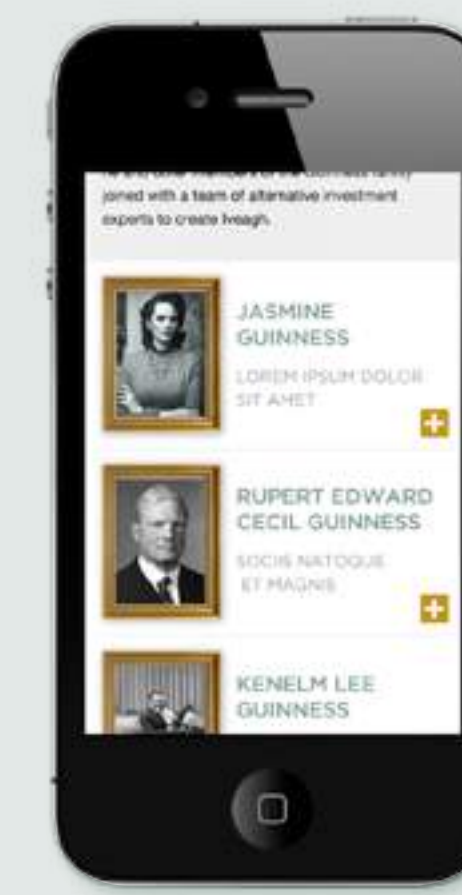
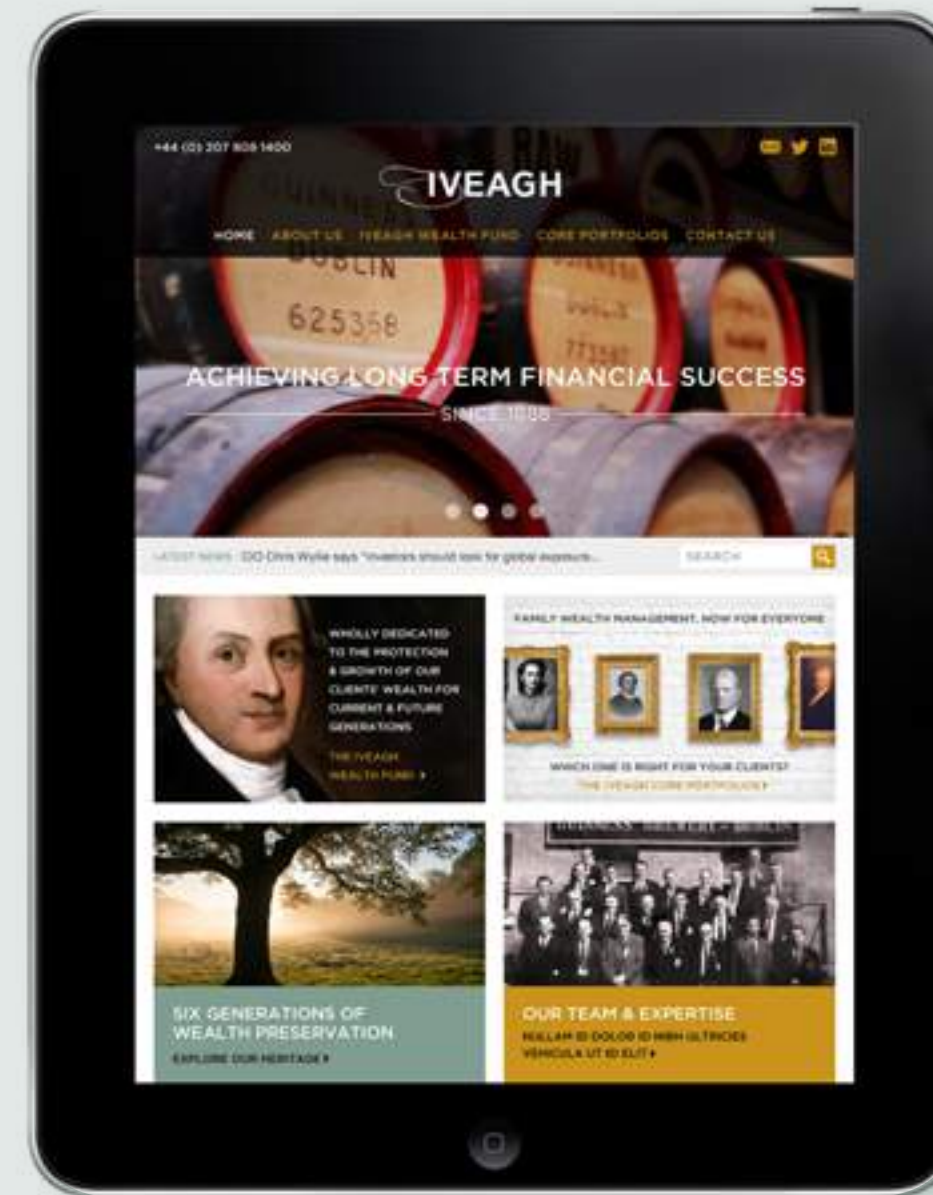
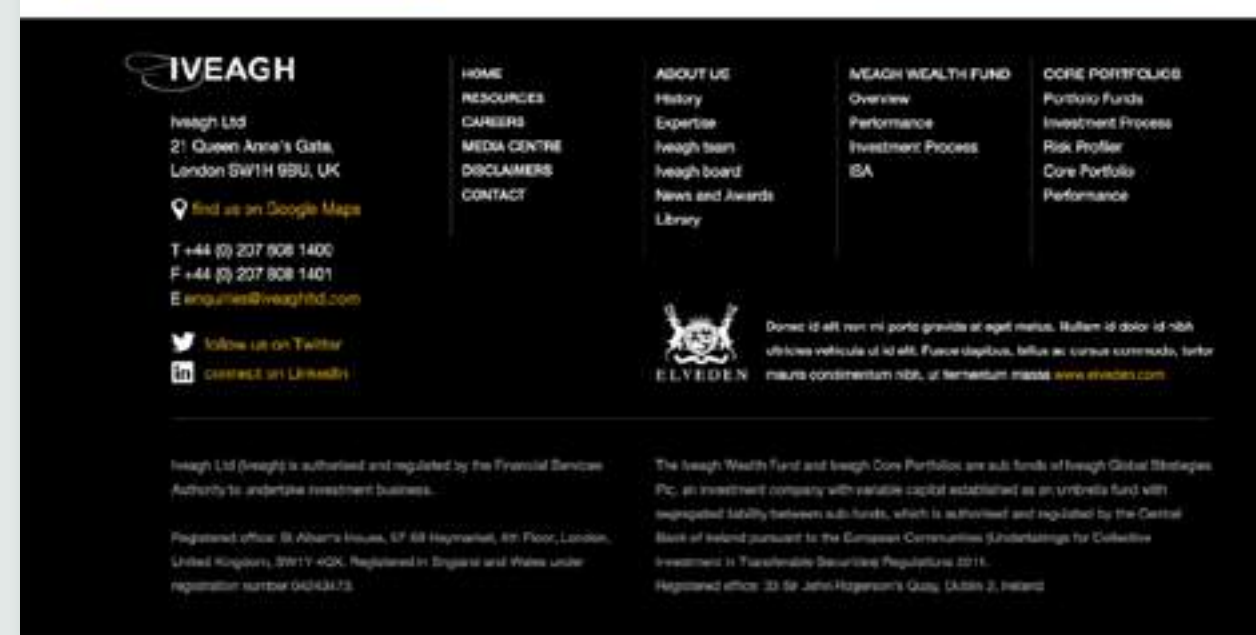
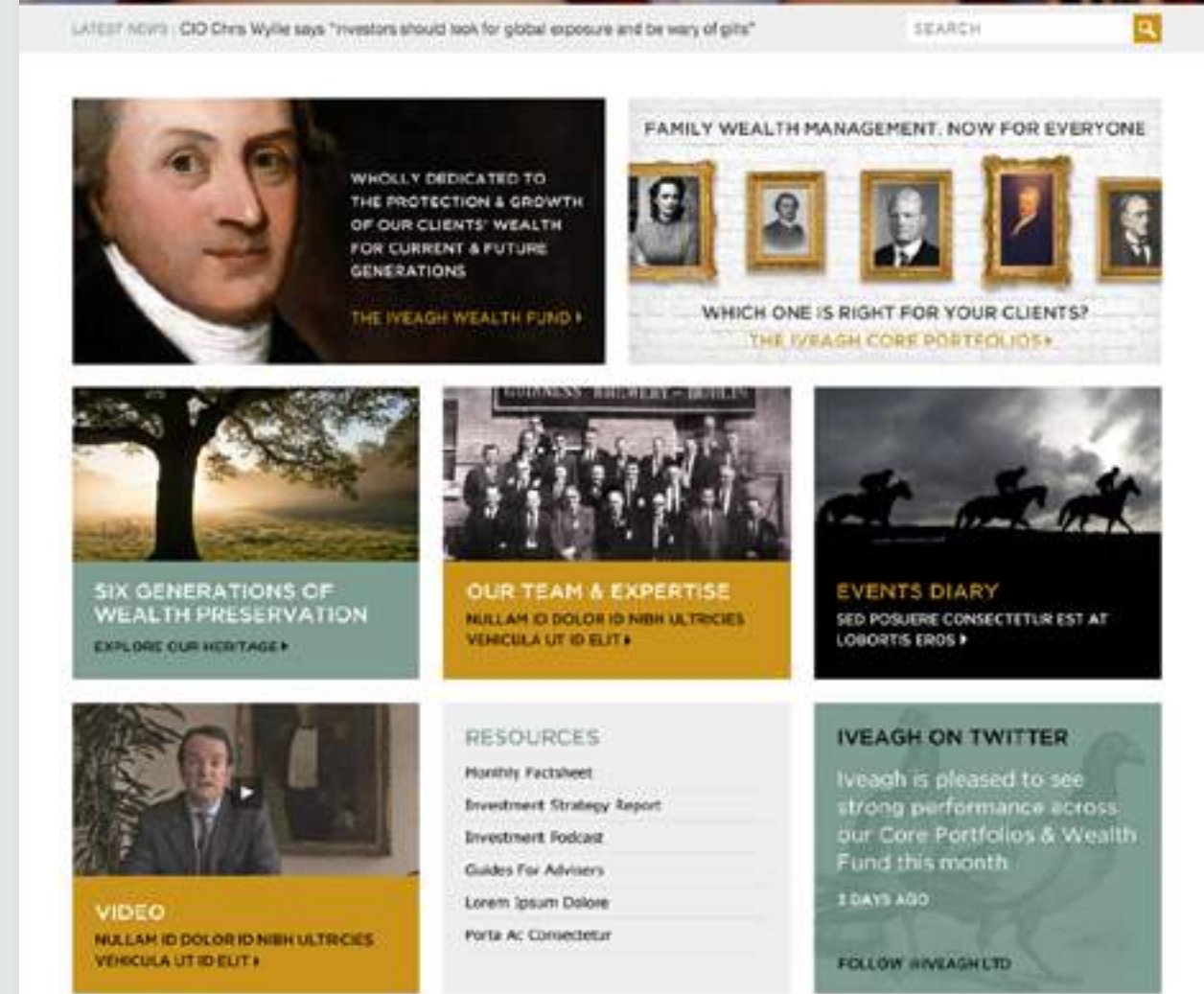
- 18.0% Government Bonds
- 7.4% Corporate Bonds
- 3.0% High Yield Bonds
- 1.8% Emerging Market Bonds

FUND FACTS

Warrant Asset - Current	None
Fund sector	Single
Pricing type	Single
Minimum lump sum for platform investors	250,000
Launch date	1 February 2011
Launch price	100p
Annual Management Fee	1.75%
Total Expense Ratio (TER)	2.76%
Fund type	UCITS II
Unit type	Accumulation
Pricing frequency	Daily
Fund currency	GBP EUR USD
Eligible tax wrappers	ISA, SIPP, offshore bond
Investment manager	Iveagh Ltd
Domicile	Ireland
ISIN	IE00B9X2U01
SEDOL	BKZKZFO

Available on leading platforms, including:
ascentric, c-funds, novia, nudgeus, transac

Guinness Family Investment Website



Iveagh Ltd (Iveagh) is authorised and regulated by the Financial Services Commission for prudential supervision and regulated by the Central Bank of Ireland pursuant to the European Communities (Credit Institutions) (Miscellaneous Provisions) Regulations 2011.
 Registered office: 20, St. John's Hospital, Quay, Dublin 2, Ireland.



I Heart London Canvas Print BY CLARE FENNELL

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!

1-15 OF 210 PRODUCTS < PREVIOUS NEXT >



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.

♥ 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



London Town Canvas Print BY CLARE FENNELL

£49.95

In Stock. Dispatch: 2 working days

ADD TO BASKET

Like 0

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!

Specifications:

- 50 x 50 x 2 cm (20 x 20 x 0.8 in)
- Giclée cotton canvas print
- Stretched around a wooden frame
- Hanger attached for wall mounting

CUSTOMER REVIEWS

Kirsty Pearson
Location: London

Happy Sets

- African Sunshine
- Artistic Impressions
- Best Friends
- Boys will be Boys
- City Bird Country Bird
- Colourful Kid
- Eco Gift
- 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
- Polaroid Pals
- 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



City Bird Country Bird BY ELLEN GIGGENBACH

£89.91

SAVE £9.99
In Stock. Dispatch: 2 working days

ADD TO BASKET

Like 0

SAVE TO FAVOURITES
SEND TO FRIEND
PRINT THIS PAGE
SHARE THIS

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 Giggerbach 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
- Stretched 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.

Penso Advisors Website

RAUM \$1.13 billion

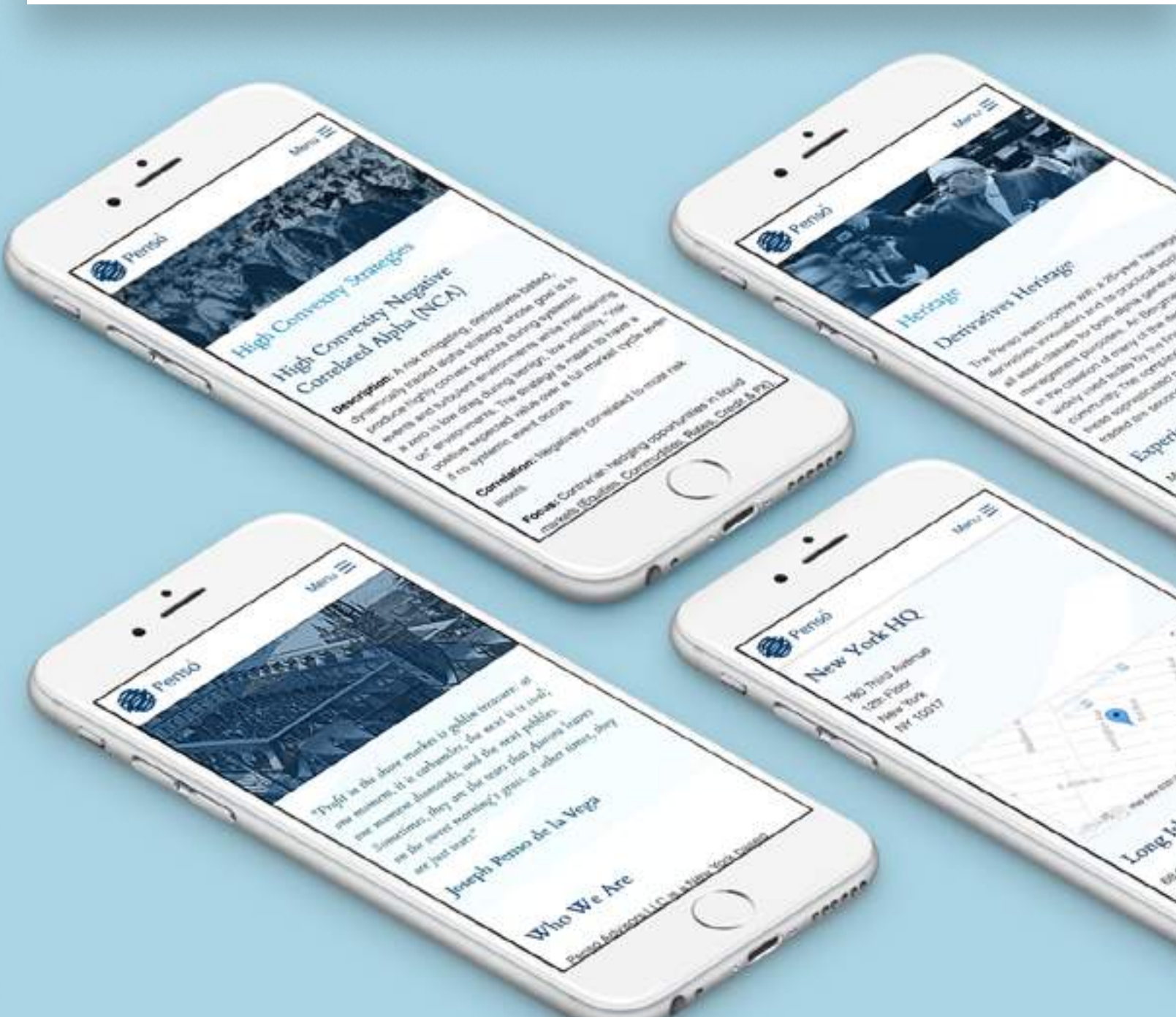
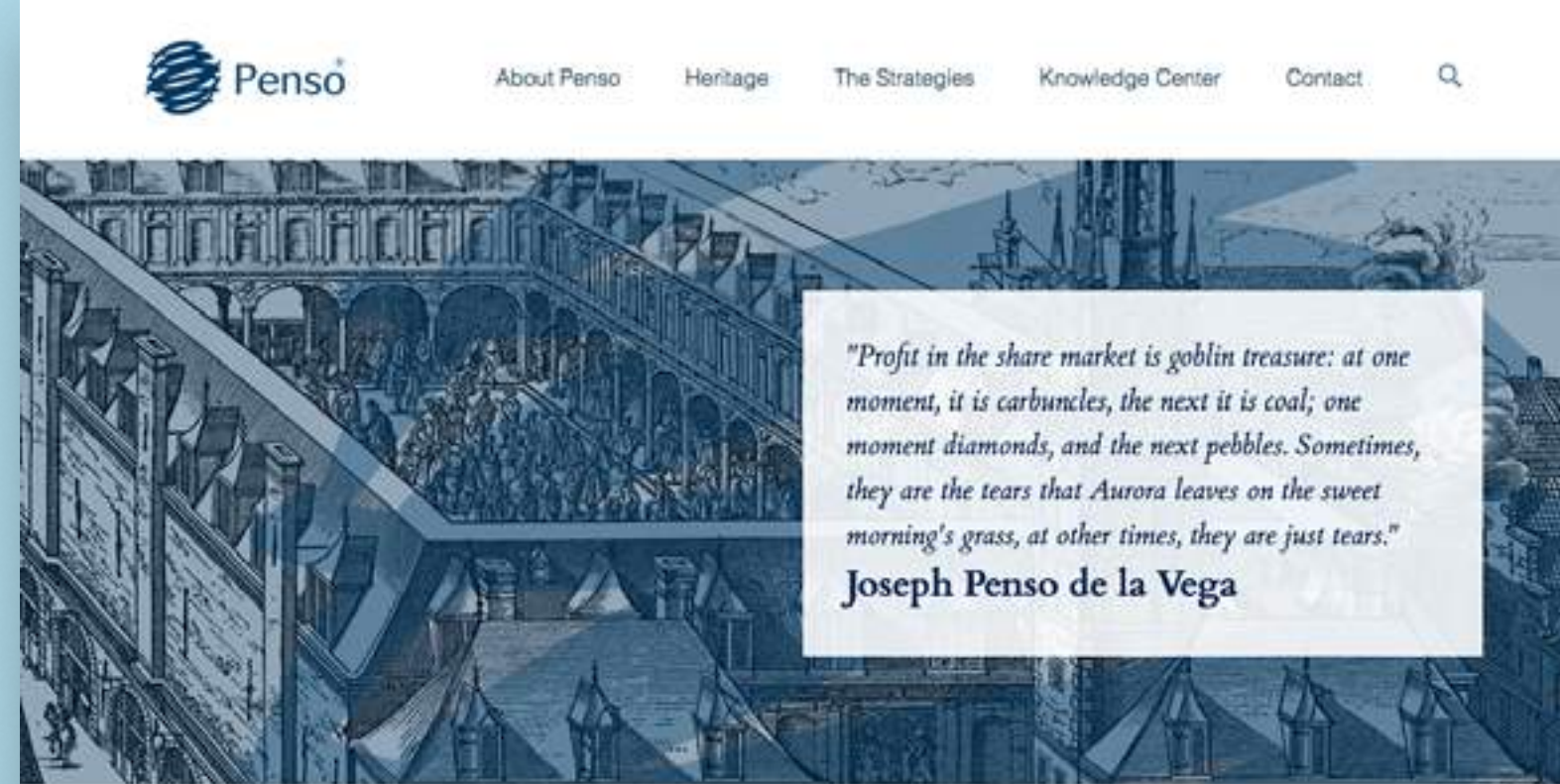
New York based manager and advisory boutique specializing in derivatives structuring / trading, high convexity strategies and systemic risk management.

- 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 overlaid 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](#)



Cognito WOM Annual Print Publication

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

Tasked by the CEO to design a new-look 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.



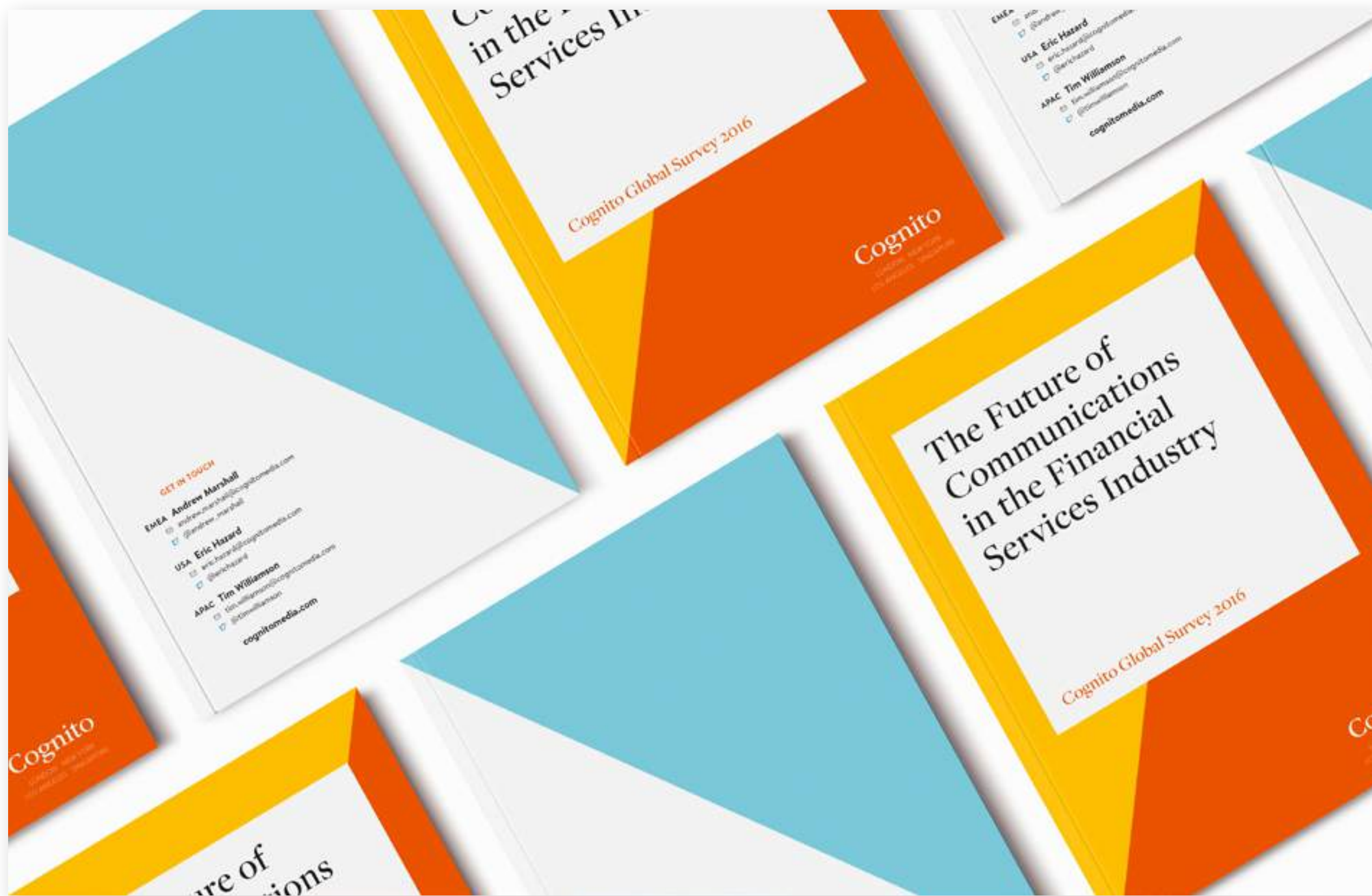


Cognito Creds Deck

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.





Traditional vs. social media

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

Figure 6: Looking at the C-Suite and Board, what media do they care about the most?

Media Type	Percentage
International financial media (e.g. FT, The Economist, WSJ, newswires)	68%
Global / regional financial trade media	46%
Quality international daily newspapers (e.g. New York Times)	35%
Broadcast - TV / radio (e.g. Bloomberg, CNBC, CNN, BBC)	29%
Social media (e.g. LinkedIn, Twitter)	27%
Digital media (e.g. corporate website, blog, searchable properties)	24%
Regional business press (e.g. Crain's New York Business, City AM)	22%

Figure 7: How well do journalists understand your industry sector?

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

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

Figure 8: How important are industry influencers to your communications programme (e.g. academics, industry analysts, professional advisors, think tanks, social influencers)?

Importance Level	Percentage
Very important	43%
Somewhat important	46%
Not important, unsure	11%

Cognito Global Survey

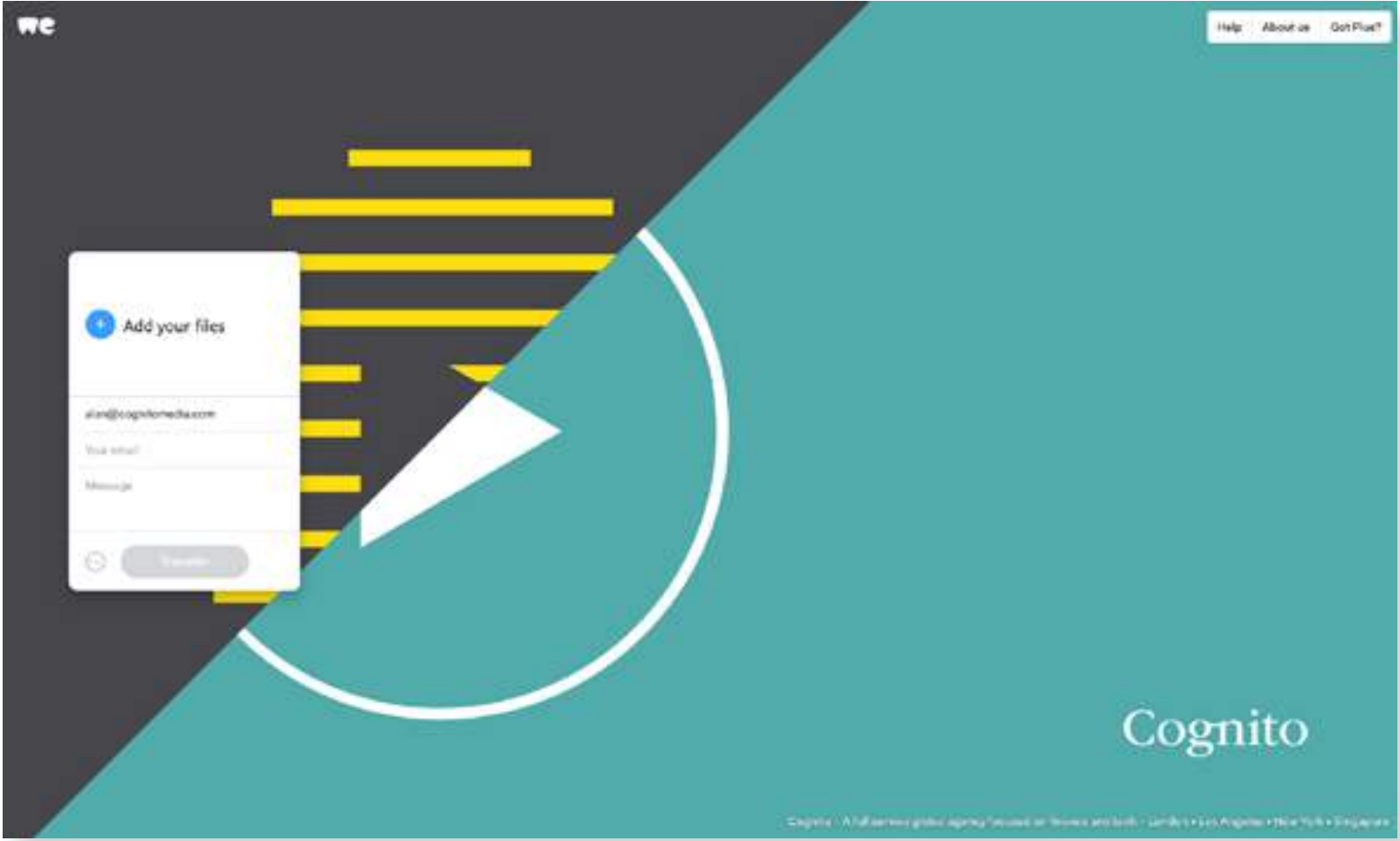
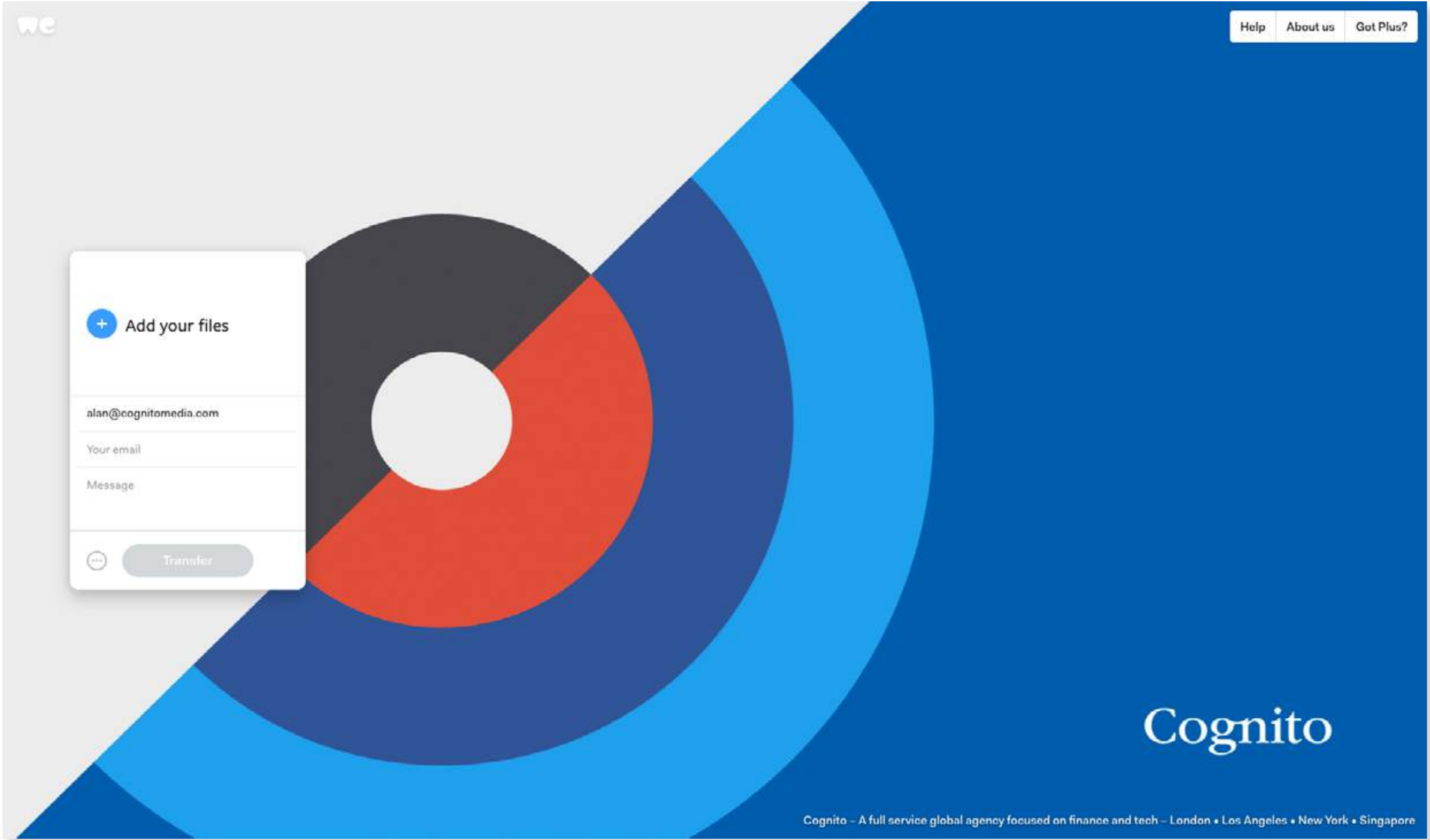
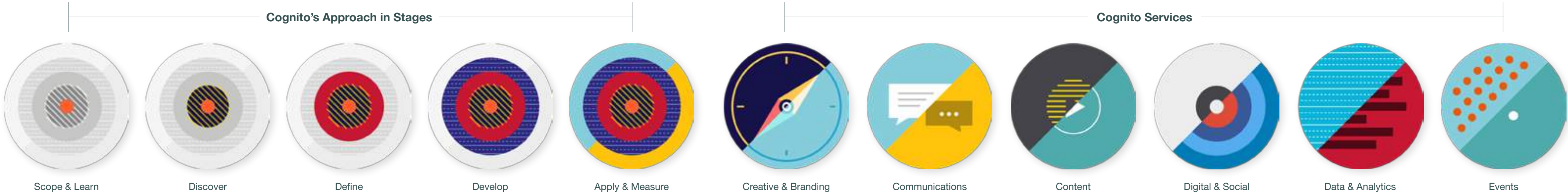
159 Professionals across USA, Europe & Asia

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.

- Global survey results**: Overview of the survey and its findings.
- The marketing and communications team**: Discusses the opportunity to play a strategic business role.
- Social media**: Explores the importance of social perception vs. reality.
- The future**: Focuses on the importance of being trustworthy.
- Media landscape**: Analyzes the current media landscape and its evolution.

Cognito Icons

Tasked with creating 'original' icons that represent Cognito's approach and services utilising the new colour palette and concept of 'simple and bold'. The icons were incorporated into presentations, interior spaces and digital platforms, e.g. WeTransfer shown here.



“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.

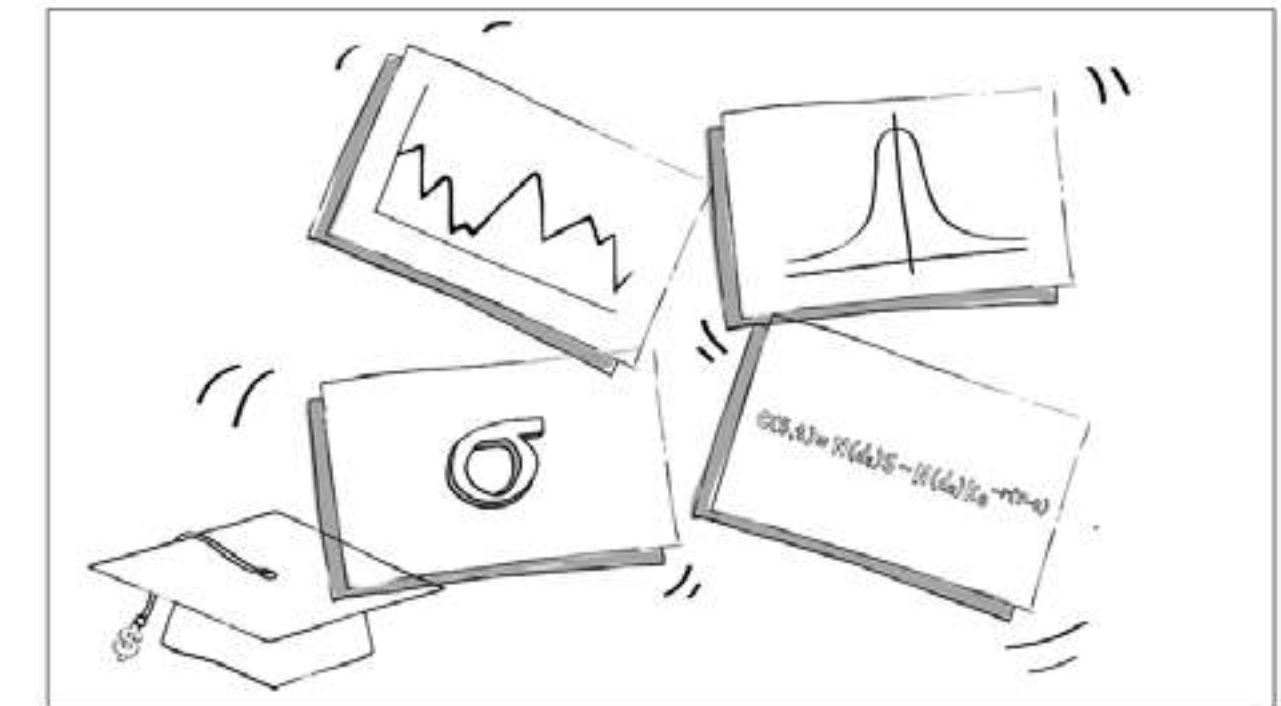
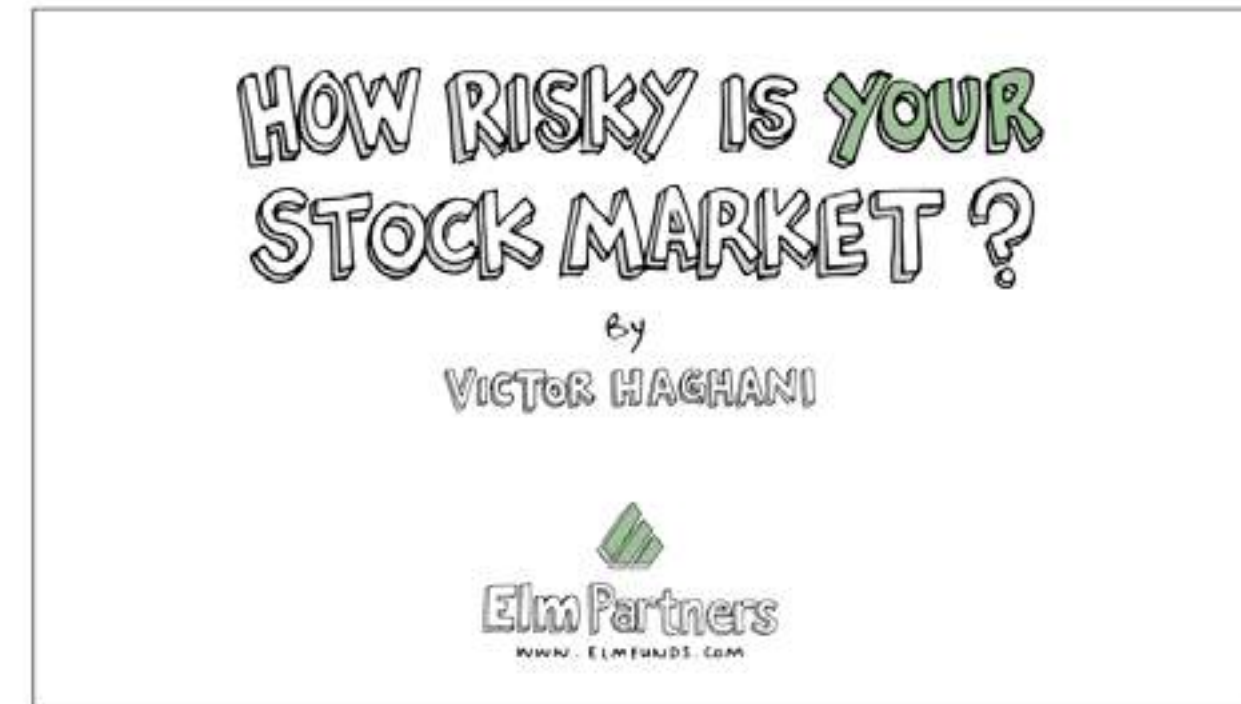
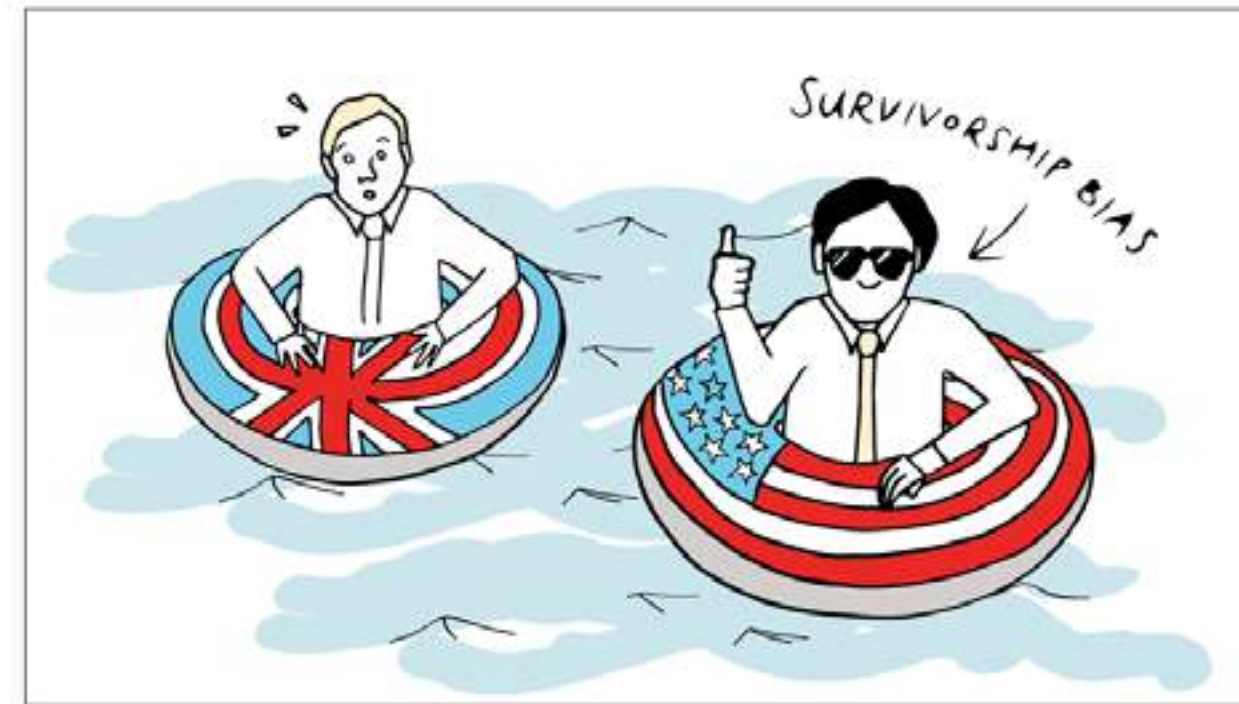
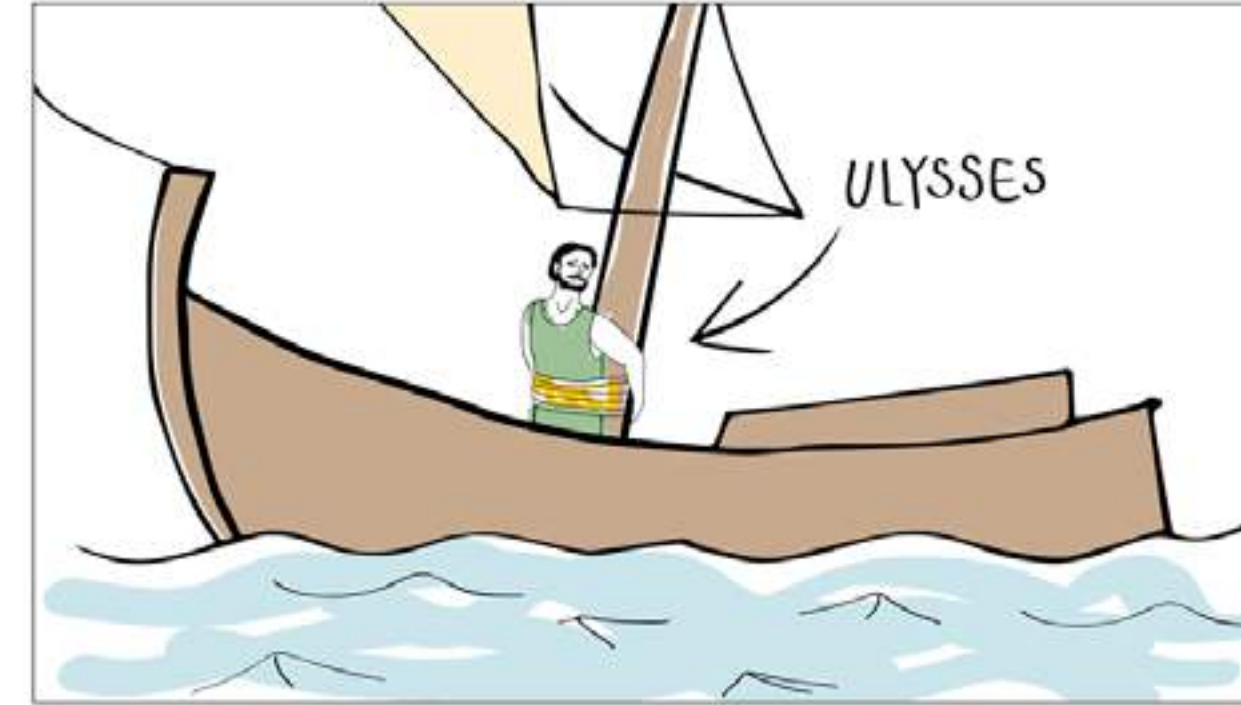
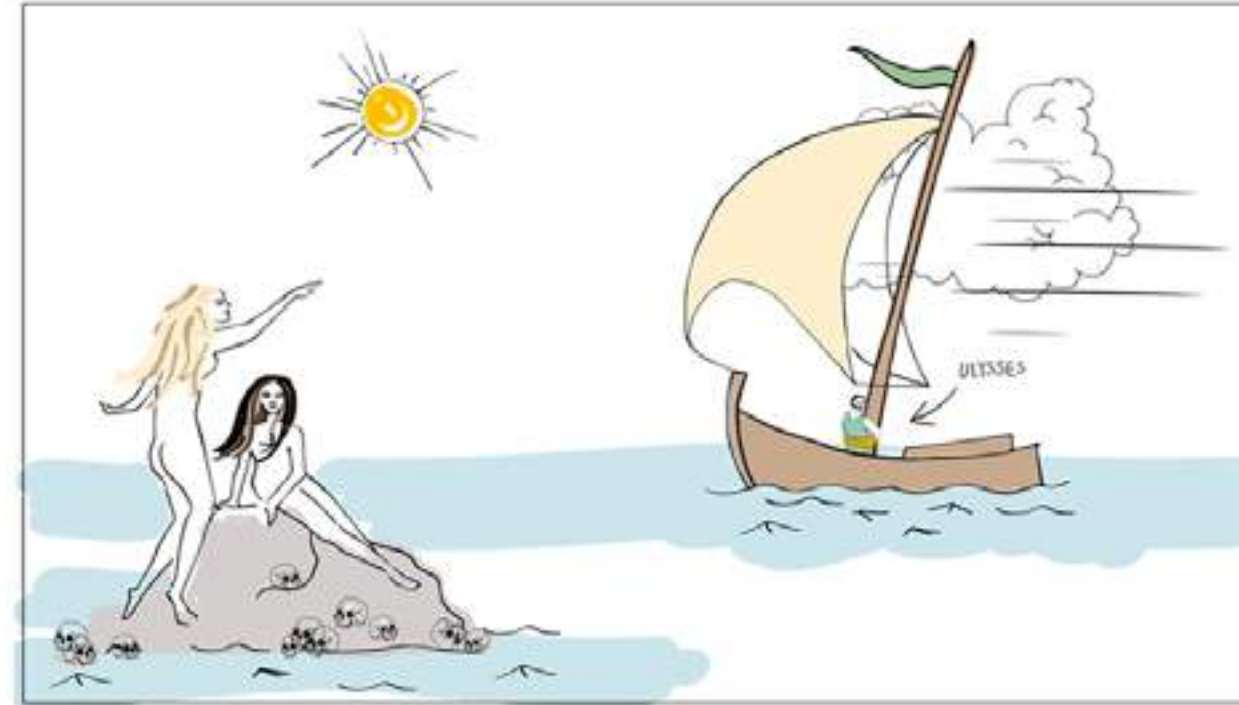
Scripting, conceiving, content, storyboarding, illustrations and editing were all crafted in house. We adhered to the style of the drawings used in Victor’s previous TEDx talk animation as well as adding new elements in line with Elm Partners brand guidelines.

The hand-drawn illustrations underwent a complex process to be turned into multiple-layered 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[®]

communicate.
words.
pictures.
actions.

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



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](#) 





surreo

2006

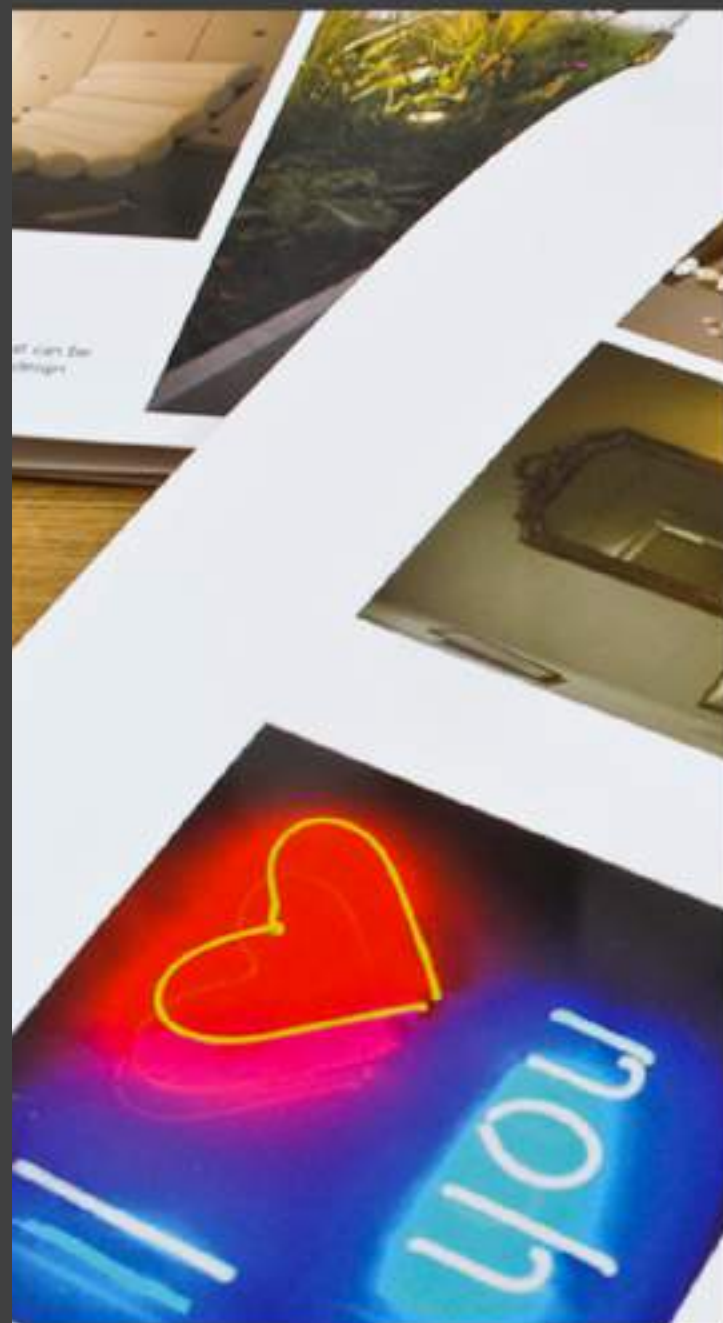
Responsible for the naming, branding and creative direction of Italian artist Sergio de Benedittis' "surreo" photographic exhibition in Rome. Designed and produced all of the event marketing literature, signage, invites, tickets, event space and brochureware.



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
HISUSHI RESTAURANT
CAMDEN, LONDON



EDITORIAL PHOTOGRAPHY
THE WESTBURY RESTAURANT
MAYFAIR, LONDON



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 [alan-pitchforth](#)

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