

Alan Pitchforth

Creative Director

[Portfolio](#)

Alan Pitchforth

A comprehensive explanation of employment and education can be found on my [LinkedIn](#) profile.

Employment

May 2023 – Present
Freelance Creative Director
Clients include: Saas Business, Marketing Agencies, Financial & Private Clients

2018 – 2023
Creative Director
Eric Sturdza Investments

2016 – 2017
Creative Director
Cognito Media

2013 – 2016
Creative Director & Partner
Peregrine Communications

2002 – 2003
Studio Production Manager
Advanced Production Services

March 1998 – January 2018
Founder & Creative Director
Kamilian Design Agency
Notable Positions – Brand Ambassador for The Sovereign Group & Sovereign Art Foundation

1995 – 1998
Co-Founder, Creative Director & Product Designer
Prolmage Ltd – Hong Kong, China

1994 – 1995
Head of Digital Imaging Department & Staff Photographer
The Eastern Express Newspaper
Hong Kong, China

1990 – 1993
Systems Manager & Senior Retoucher
Colour Systems (now borngroup.com)

1989 – 1990
Photo Retoucher
Rapida Graphics

1986 – 1989
Master of Typography & Composition
Modern Text Typesetting

Education

2023
Social Media Marketing Course
Future London Academy

2022 – 2023
Compliance & Cybersecurity Courses
Compliance Training Products, Bob’s Business & Thornbridge Investment Management

2016
Leading for Creativity Course
IDEO U

2015 – 2016
Digital Marketing Leadership
Google – Squared Online

2006 - 2008
Photography Course
University of Westminster

2002 – 2004
Directing Course
University of the Arts London

2001
TV Directing, Editing & Production
National Film & Television School

2001
Interactive Multimedia – Complete Production Course
University of the Arts London

1998 – 2001
BA Communications & Media Studies
London Metropolitan University

Website Design & HTML Programming
University of the Arts London

A/O & O Levels
Sweyne Park School

Personal

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Mobile
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Address
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Maida Vale
London W9 2DH

Nationality
British

Social

[in alan-pitchforth](#)
www.alanpitchforth.co.uk

Alan Pitchforth

Creative Director

alan@kamilian.com

+44 7399 770455

48c Oakington Road, London W9 2DH

Personal Statement

I am a multi-disciplined passionate creative thinker and doer with over 30 years' experience of generating ideas for industry. I explore and develop ideas into visual concepts that communicate stories and shape brands into engaging, beautiful and meaningful experiences. Transforming complex briefs and business objectives into compelling visual narratives that people can relate to whilst creating ROI for my clients is part and parcel of what I do best. I pride myself on being valuable to the success of others and in helping with their growth and business objectives.

My knowledge combines creativity with empathy, research and analysis, strategic thinking, an eye for great design and attention to detail, and a mature understanding of commerce and business objectives. I deliver focus-driven design and integrated marketing solutions that solve complex problems, build brand awareness, deliver commercial value that fundamentally increase business and provide ROI in the long term.

I keep up-to-date with a rapidly changing digital landscape and thrive on creating communications for all environments and audience types.

My experience spans a diverse range of clients from startups to global multi-billion dollar brands such as Brevan Howard, ESPN, S&P Global, Amnesty International, Euroclear and the Sovereign Group. Sectors include Financial Institutions, leading FinTech companies, Hedge Funds, Asset Managers, SaaS firms, digital marketing platforms, ecommerce as well as retail and brochureware clients.

I see myself as a positive, resourceful, inspirational, fun-loving, collaborative team leader and player with a proven ability to meet deadlines in fast-paced environments with creativity, quality and precision.

What Keeps Me Going

- Helping others creatively to achieve their aspirations by providing the highest level of service.
- Understanding needs and exploring ideas that turn briefs into powerful visual stories.
- Integrity. Taking pride in the work and service provided, building relationships and helping businesses to thrive. "Their success is my success". Repeat business and positive appraisal.
- Empowering, leading and inspiring people to produce their best work with passion and pride.
- Working hard to see projects through from concept to delivery, on time and on budget.
- Being concise and targeted – forming clarity with a focus on impact and value.
- Getting to know a client's business and audience mindset. Understanding and visualising what's needed to obtain success, growth, awareness, stability and ROI.
- Mentorship and management and inspiring others around me.
- Rolling up my sleeves and not shying away from problems I believe I can solve myself.
- Encouraging others to think differently and come up with better authentic solutions.
- Working on a mix of touchpoints covering print, video, mobile, web, social and event spaces.
- Passion for simple design, elegant interaction, sharp details and pixel perfection.
- Grounding my thinking and turning big ideas into things that work in the real world.
- Listening. Learning. Participating. Inspiring. Achieving. Having fun along the way.

Specialities

Creative direction, branding, conceptual thinking, user-centered experience design, integrated comms, artificial intelligence, advertising, print and digital design, typography, video and photography.

Proficient in a diverse range of Software

Adobe Creative Suite, ChatGPT, Sketch, Invision, UXPin, Wireframing, OmniGraffle, iOS, Microsoft, Marketo, HubSpot, Salesforce, Social Media Platforms, WordPress, Google Analytics, Brandwatch, ClickTale, HotJar, CMS, CRMs, Hootsuite, Slack, Mailchimp, Basecamp, Asana, Video & Audio Editing Software, as well as drawing / sketching on paper.

Email Marketing at its Best – ProFundCom

Creation and implementation of a set of email templates and graphics to showcase the capabilities of using ProFundCom's digital marketing platform to promote various scenarios a fund management company may require. The templates are currently to demonstrate to potential clients the variety of ways in which the email marketing tool can be utilised to create impactful, beautifully-designed emails.

As part of the campaign, I appeared as an expert speaker in a webinar named "effective email marketing" to 250 hedge fund clients, resulting in a 85% attendance rate and a 98% engagement rate.

Resulting in an uptake in product interest, a substantial increase in leads and new collaborations with leading CRMs to jointly promote the benefits of integrating the ProFundCom platform with CRMs used by financial companies.

I am currently helping businesses that use the platform to redesign their marketing templates in order to ensure effective engagement with the email campaigns.



Investor Insights

Dear Reader,

We are pleased to share an insightful article published in the Financial Times that delves into the transformative power of sustainable investing. This article highlights the growing importance of Environmental, Social, and Governance (ESG) considerations in investment decisions. It explores the benefits of sustainable investing and showcases the **IAM ESG Fund** as a leading example of driving financial returns while making a positive impact. We invite you to delve into this thought-provoking piece and discover how sustainable investing can unlock long-term value.



Sustainable Investing: A Paradigm Shift Towards Long-Term Value

Unlocking Value and Impact: The Transformational Journey of Sustainable Investing, authored by Ferrera Trossard, reveals how the integration of Environmental, Social, and Governance (ESG) considerations in investment decisions is reshaping the financial landscape, paving the way for a future of meaningful change and enhanced value creation.



Ferrera Trossard
Financial Times

London, 05 July 2023 – The global investment landscape is witnessing a profound shift as institutional investors increasingly embrace sustainable investing. Environmental, Social, and Governance (ESG) considerations are no longer seen as optional but as essential factors that drive long-term value creation. In this era of heightened awareness about climate change, social inequality, and corporate responsibility, sustainable investing has emerged as a transformative force.

Sustainable investing is not merely an ethical choice; it has become a prudent strategy for institutional investors seeking competitive financial returns while actively contributing to a more sustainable future. A growing body of evidence indicates that integrating ESG factors into investment decisions can enhance risk management, uncover new opportunities, and generate resilient portfolios that outperform their peers.

Sustainable investing is not a trade-off between returns and risk, but a way to achieve both simultaneously. – Ferrera Trossard, Financial Times

Research has shown that companies with robust ESG practices often outperform their peers. Investors who prioritize sustainability are well-positioned to capture the benefits of long-term growth potential while mitigating risks associated with environmental, social, and governance issues. This paradigm shift underscores that sustainable investing is not a trade-off between returns and impact, but a way to achieve both simultaneously.

Explore More Insights

Market and portfolio insights, webinars & events curated from across our investment teams to help you steer through changing investment landscapes.

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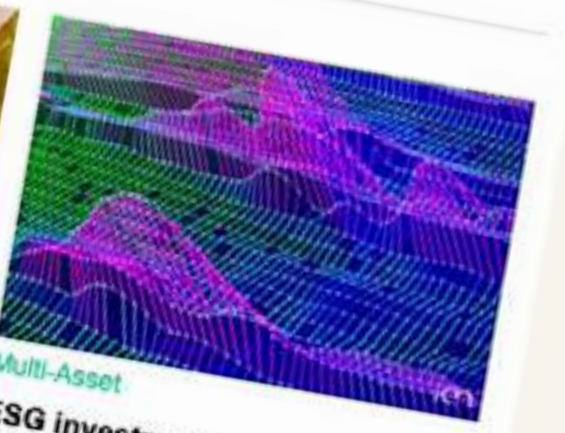
Investment Views
Why high-interest rates might be an aberration
Economist Urshan Phillips argues central banks are increasingly attuned to the risks of overtightening monetary policy.



Webinar
Watch the Unlocking Sustainable Investment Success Webinar
Chief Strategist Sally Urshing presents Intelligent Asset Management's five-year sustainability outlook.



Special Report
Should investors stay and fight for green change — or divest?
This academic study questions whether remaining engaged can often have a more significant impact.



Multi-Asset
ESG investment returns to face a slowdown in Q3
The factors driving the outperformance of green stocks are changing, our award-winning managers argue.



Sustainable Investing
A Paradigm Shift Towards Long-Term Value
Ferrera Trossard reveals how ESG integration reshapes finance for meaningful change and enhanced value.



Equities
ESG Investing: The Only Way Is Ethics – Or Is It?
ESG represents a form of investing that centres around companies that prioritise ESG factors.

IAM ESG Fund Update

June 2023

Dear Valued Client,

We hope this email finds you well. We are thrilled to share the latest performance update of the **Intelligent Asset Management – IAM ESG Fund**, our sustainable investment solution. This fund allows you to invest in companies that align with your values while aiming for strong financial returns. Below is a summary showcasing the fund's recent performance, as of 14 June 2023.

Annual Performance versus Benchmark



Source: Intelligent Asset Management & Bloomberg

Q1 and Q2 Performance

%	January	February	March	April	May	June
2018	0.23	19.87	13.36	14.73	14.62	16.25
2019	8.53	1.14	3.91	22.47	14.75	13.53
2020	7.38	23.51	7.82	13.13	16.73	5.42
2021	12.17	20.12	1.26	6.41	8.94	17.86
2022	6.07	10.92	6.48	20.16	5.67	11.99
2023	6.23	2.14	12.01	0.48	4.28	1.54

Source: Intelligent Asset Management & Bloomberg

Monthly and Annual Average Performance

%	1 Month	1 Year	3 Years Ann.	5 Years Ann.	10 Years Ann.
Fund – A Acc GBP	-0.80	5.67	1.36	0.73	1.62
Performance Reference	1.53	4.00	4.10	1.47	4.75

Source: Intelligent Asset Management & Reuters

Calendar Year Performance

%	YTD	2022	2021	2020	2019	2018
Fund – A Acc GBP	1.75	-4.27	0.85	1.75	2.73	8.23
Performance Reference	2.15	0.14	1.47	2.39	4.23	3.91

Source: Intelligent Asset Management & Citywire

Rolling 12 Month Performance

%	31.05.22	31.05.21	31.05.20	31.05.19	31.05.18
Fund – A Acc GBP	-31.05.23	-31.05.22	-31.05.21	-31.05.20	-31.05.19
Performance Reference	0.23	5.67	13.36	10.73	1.62
	0.53	1.14	3.91	14.47	4.75

Source: Intelligent Asset Management & Morningstar

Calendar Month Performance

%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0.23	19.87	13.36	14.73	14.62	16.25	4.94	14.39	23.79	0.42	1.54	9.41
2019	8.53	1.14	3.91	22.47	14.75	13.53	1.26	6.41	8.94	6.09	3.43	3.79
2020	7.38	23.51	7.82	13.13	16.73	5.42	6.48	20.16	5.67	8.01	14.88	11.00
2021	12.17	20.12	1.26	6.41	8.94	17.86	26.06	16.06	24.75	11.00	11.00	11.00
2022	6.07	10.92	6.48	20.16	5.67	11.00	11.00	11.00	11.00	11.00	11.00	11.00
2023	6.23	2.14	12.01	0.48	4.28	1.54	1.54	1.54	1.54	1.54	1.54	1.54

Source: Intelligent Asset Management & Citywire

Annualised Sharpe Ratio	3 Years
0.00	0.00
Source: Intelligent Asset Management & FTSE 100	4.60

Key Highlights



Sustainable Impact
The IAM ESG Fund focuses on investing in companies committed to environmental, social, and governance (ESG) principles. By supporting businesses that prioritize sustainability and social responsibility, we contribute to building a better world.



Rigorous ESG Screening
Our meticulous ESG screening process ensures that every company in the fund meets our strict sustainability criteria. We evaluate factors such as carbon footprint, labor practices, and ethical governance, ensuring alignment with our vision.



Diverse Portfolio
The IAM ESG Fund offers a diversified portfolio across sectors and geographies. We capture potential growth and innovation in areas such as renewable energy, clean technology, healthcare, and social impact.



Robust Performance
Our investment approach combines sustainability goals with competitive financial performance. Through extensive research, we identify companies with strong growth potential and solid fundamentals.



Transparent Reporting
Trust and transparency are paramount. The IAM ESG Fund provides regular, comprehensive reporting on ESG performance, financial returns, and sustainability metrics.

We appreciate your continued support as a valued investor in the IAM ESG Fund. If you have any questions or require further information, our team is here to assist you. Thank you for your ongoing partnership in driving positive change through sustainable investments.



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intelligent asset management

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"...to achieve both simultaneously."
 Ferrera Trossard, Financial Times

Recent studies have shown that companies with robust ESG practices often outperform their peers. Investors who prioritize sustainability are well-positioned to capture the benefits of long-term growth potential while mitigating risks associated with environmental, social, and governance issues. This paradigm shift underscores the notion that sustainable investing is not a trade-off between returns and impact but a way to achieve both simultaneously.

The **IAM ESG Fund** has emerged as a trailblazer in sustainable investing, offering institutional investors a gateway to navigate the complexities of the sustainable investing landscape. With its rigorous selection process, the fund focuses on companies that exhibit strong ESG practices, financial viability, and the potential for sustainable growth. By investing in the IAM ESG Fund, institutional investors can align their portfolios with their values and contribute to positive environmental and social outcomes.



Beyond financial performance, sustainable investing enables institutional investors to actively engage with companies and influence positive change. By integrating environmental, social, and governance factors into investment decisions, investors can drive companies towards responsible practices, shape industry norms, and foster long-term value creation. This engagement facilitates a deeper understanding of risks and opportunities, leading to informed investment decisions and a more robust investment strategy.

The benefits of sustainable investing extend beyond financial gains. Investors who prioritize sustainability demonstrate their commitment to responsible investing and cultivate strong stakeholder relationships. By incorporating ESG considerations, institutional investors enhance their reputation, attract like-minded partners, and build trust with employees, customers, and communities.

"The IAM ESG Fund offers institutional investors a gateway to navigate the complexities of the sustainable investing landscape, aligning portfolios with values and contributing to positive environmental and social outcomes."
 Ferrera Trossard, Financial Times

The global investment community embraces sustainability, the need for comprehensive ESG data and standardized reporting becomes increasingly important. Investors are demanding reliable, comparable, and transparent ESG information to make informed decisions. Collaborative efforts among regulators, standard-setting bodies, and market participants are driving advancements in ESG disclosure and reporting standards, making it easier for institutional investors to identify and integrate sustainability factors into their investment processes.

Sustainable investing is more than just a trend; it is a fundamental shift in how institutional investors approach investment decisions. By recognizing the interconnectedness of financial performance, environmental stewardship, and social responsibility, investors can create portfolios that drive positive change and contribute to a sustainable and equitable future.

Investment in sustainable investing represents a paradigm shift towards long-term value creation. Institutional investors have a unique opportunity to embrace this shift, aligning their investment strategies to generate positive environmental and social impact while making a positive impact on the world. With the right approach, the global investment community can lead the charge, driving positive change and contributing to a sustainable and equitable future.

IAM ESG Fund Commentary – July 2023

Dear Valued Client,

We are delighted to present the latest monthly investment commentary on the **Intelligent Asset Management (IAM) ESG Fund**, our cutting-edge sustainable investment solution. In this commentary, portfolio manager Alice Drayfuss dives into the fund's innovative approach to sustainable investing and shares valuable insights into its strategic vision.



Navigating the Sustainable Investment Landscape – IAM ESG Fund's Stellar Performance in H1 2023

As we tread through the dynamic landscape of sustainable investing, the **IAM ESG Fund** emerges as a beacon of success, illuminating the path to responsible and rewarding investments. With the first two quarters of 2023 behind us, we proudly present a comprehensive investment commentary that delves into the fund's positive performance, showcasing the remarkable potential of sustainable investment strategies.

 **Alice Drayfuss**
 Portfolio Manager
 IAM ESG Fund
 25 July 2023
 5-min read

The IAM ESG Fund experienced a remarkable journey in the first half of 2023, reaffirming its position as a leading sustainable investment solution. Amidst the backdrop of an ever-evolving global landscape, the fund demonstrated resilient performance (see Figure 1), generating substantial returns while maintaining a steadfast commitment to environmental, social, and governance considerations.

IAM's ESG Fund experienced a remarkable journey in the first half of 2023, reaffirming its position as a leading sustainable investment solution. Amidst the backdrop of an ever-evolving global landscape, the fund demonstrated resilient performance, generating substantial returns while maintaining a steadfast commitment to environmental, social, and governance considerations.

Figure 1: H1 Performance of the IAM ESG Fund

%	January	February	March	April	May	June
2018	0.23	19.67	13.36	14.73	14.62	16.25
2019	8.53	1.14	3.91	22.47	14.75	13.53
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IAM ESG Fund Update June 2023

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2021	12.17	20.12	1.26	6.41	8.94	17.86	26.06	16.06	24.75	11.99	11.99	11.99
2022	6.07	10.92	6.48	20.16	5.67	11.99	11.99	11.99	11.99	11.99	11.99	11.99
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Key Highlights



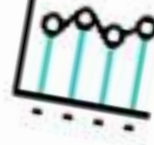
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Best regards,



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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.

Mirae Asset Global Investments Campaign

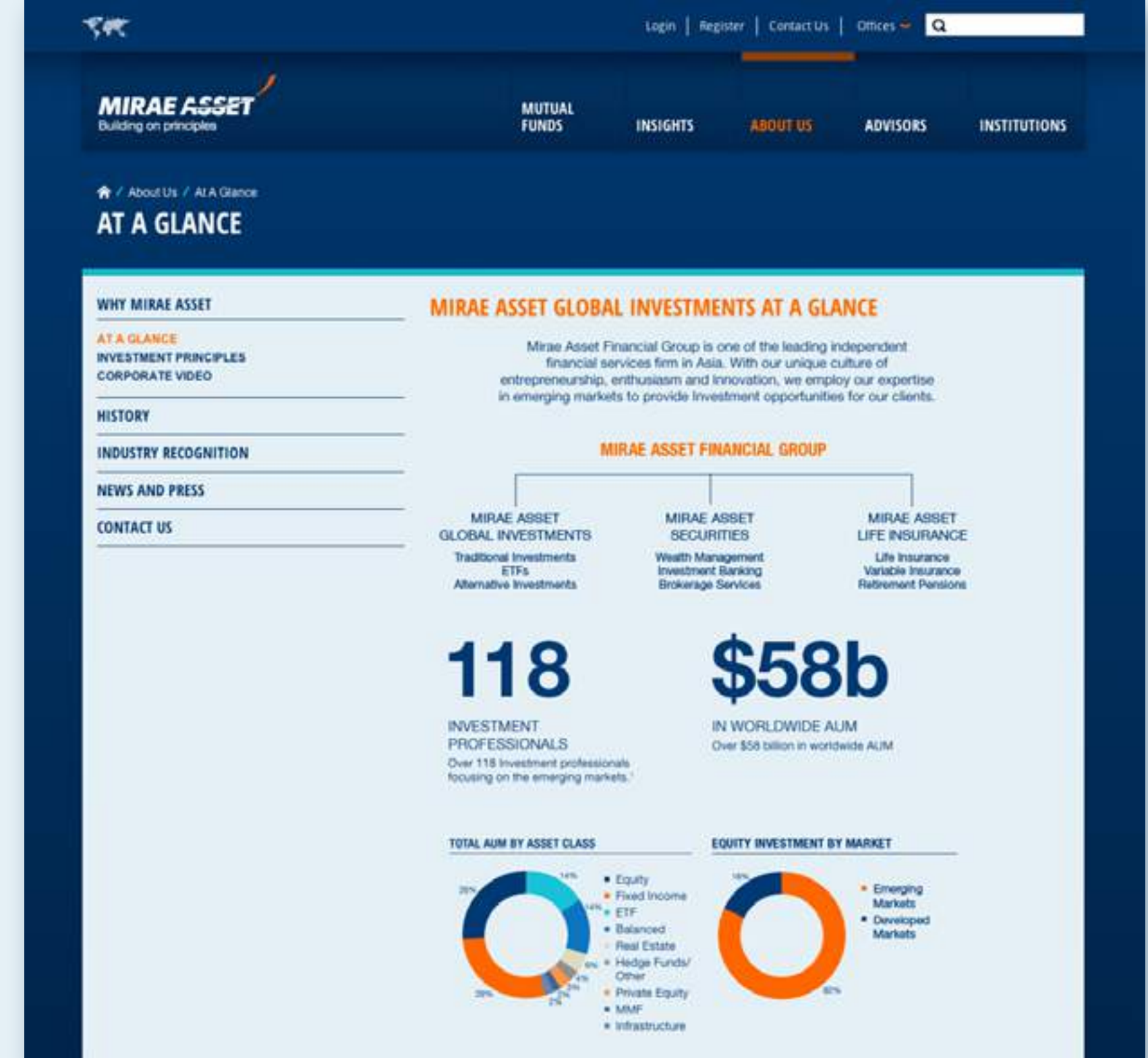
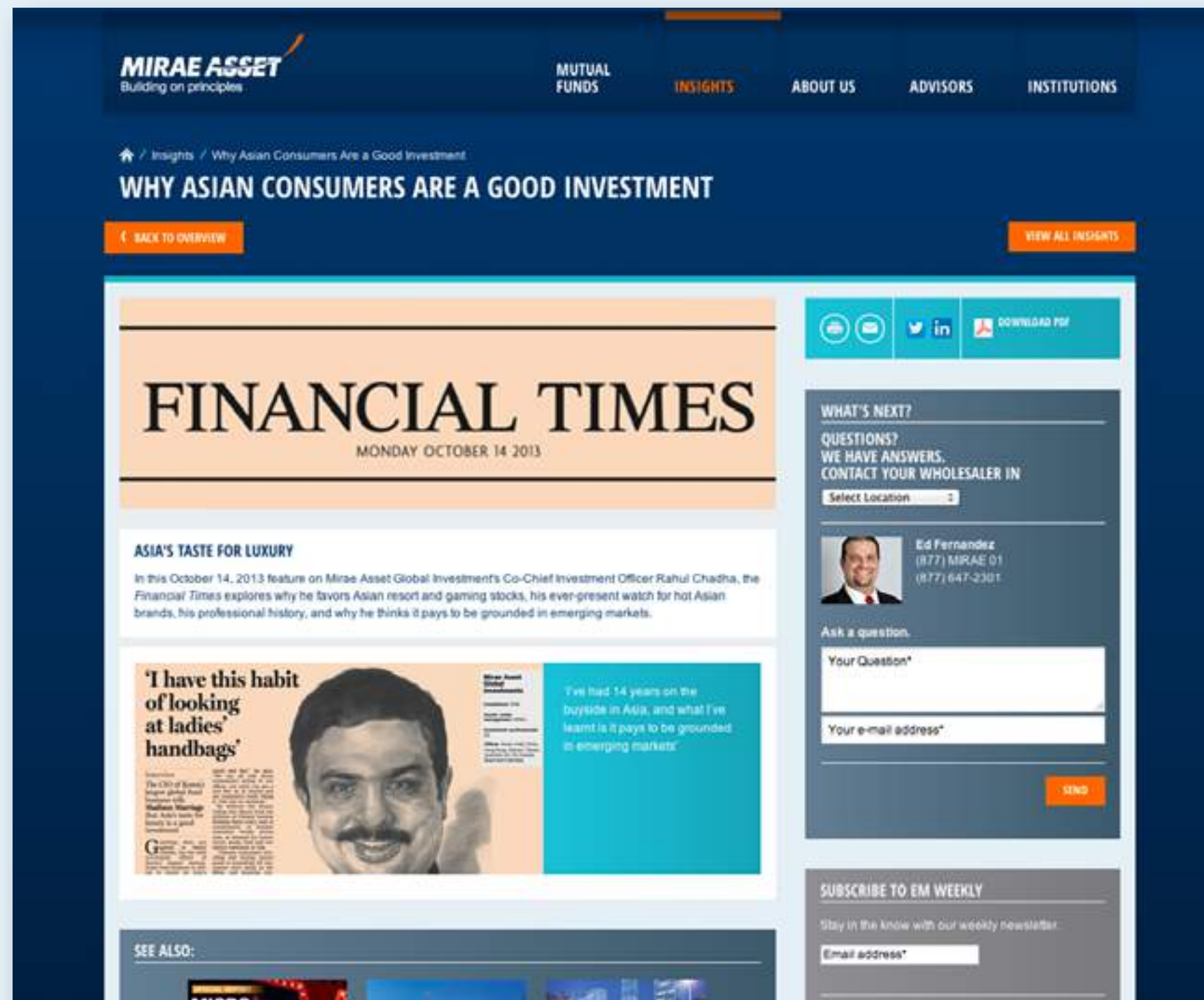
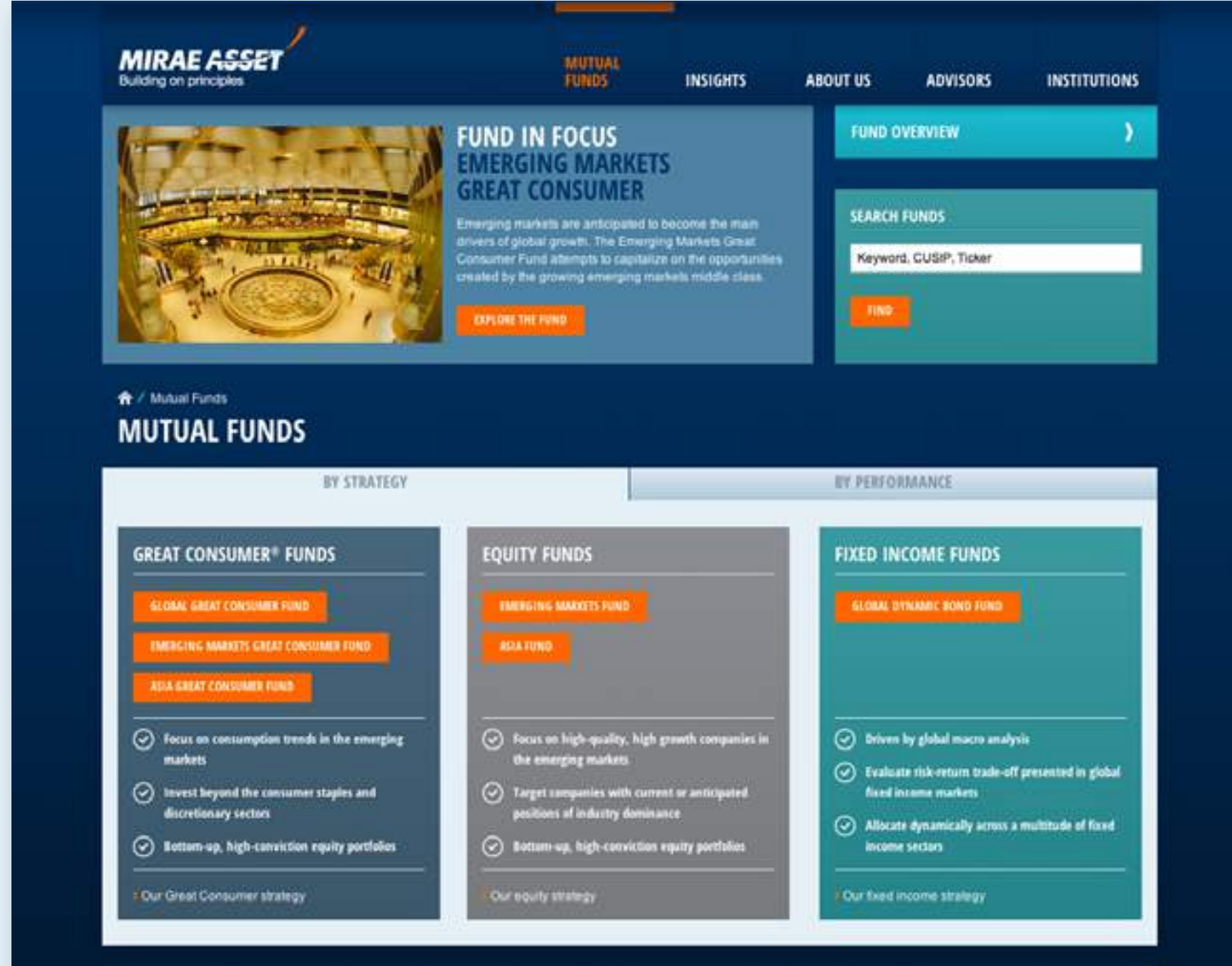
Tasked with establishing the brand presence in the UK and Europe of Mirae, the largest Asia-based investor in emerging market equities.

Redesigned and oversaw the development of the UK and 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.

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About Euroclear >

"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



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

About Euroclear >

"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

Performing strongly across the group

Year	Turnover	Values of securities held	Number of netted transactions
2016	€451.7 billion	€127 billion	84.1 million
change from 2015	+6.1%	+2.8%	+1.8%

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About Euroclear >

"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

Performing strongly across the group

Select category: Euroclear Bank

Year	Turnover	Values of securities held	Number of netted transactions
2015	€442.0 billion	€442.0 billion	€442.0 billion
change from 2014	+5.3%	+5.3%	+5.3%

Euroclear in 6 steps

Select step: Step 1

Divide >

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

Select step: Step 1

Scale provider of post trade services

€27.5 trillion

60% Central banking | 40% Corporate and institutional

191 million transactions processed

€675 trillion in business

Step 2: Asset safety & resilience >



Listening. Understanding. Planning. Delivering.

Providing bespoke services to companies, trusts and individuals since 1987.

Sovereign Mission and Vision



The Sovereign Group

1994 - 2013

Sovereign is one of the largest independent corporate and trust service providers managing 20,000 structures for a wide variety of clients with AuM in excess of £20 billion.

I was responsible for the creation of Sovereign's corporate identity, branding and creative direction of the Sovereign Group's global marketing initiatives – print and digital – across 20 jurisdictions for a period of nine years. I am to very proud to say that the identity of Sovereign remains the same to do this date.

As Brand Ambassador, I designed and managed global print and digital advertising campaigns in numerous languages, the quarterly Sovereign Report publication, office interiors and signage, as well as ALL internal and external marketing collateral maintaining a consistent global brand experience across 20 jurisdictions.

<https://www.sovereigngroup.com>



Chat with us

Search Sovereign's Services

Occupation What do you do?	Main Services What services do you need?	Specific Services Choose specific services	Jurisdiction Add jurisdictions
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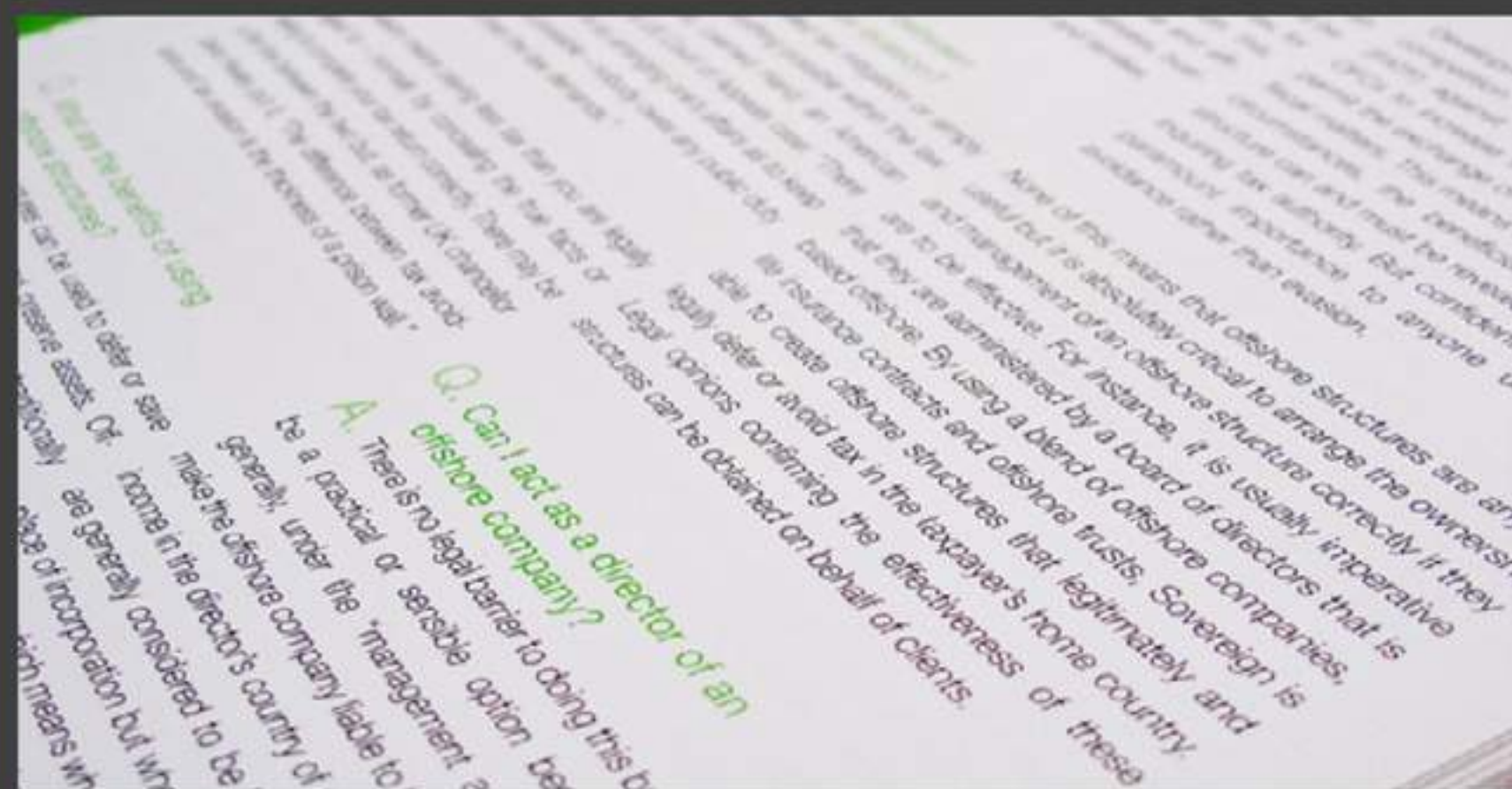
About us

Sovereign opened its first office in Gibraltar in 1987 and has since grown into one of the largest independent corporate and trust service providers in the world. We currently manage over 20,000 clients that include companies, entrepreneurs, private investors or high net worth individuals and their families – and have assets under administration in excess of £20 billion.

[Read More](#)

The Sovereign Art Foundation

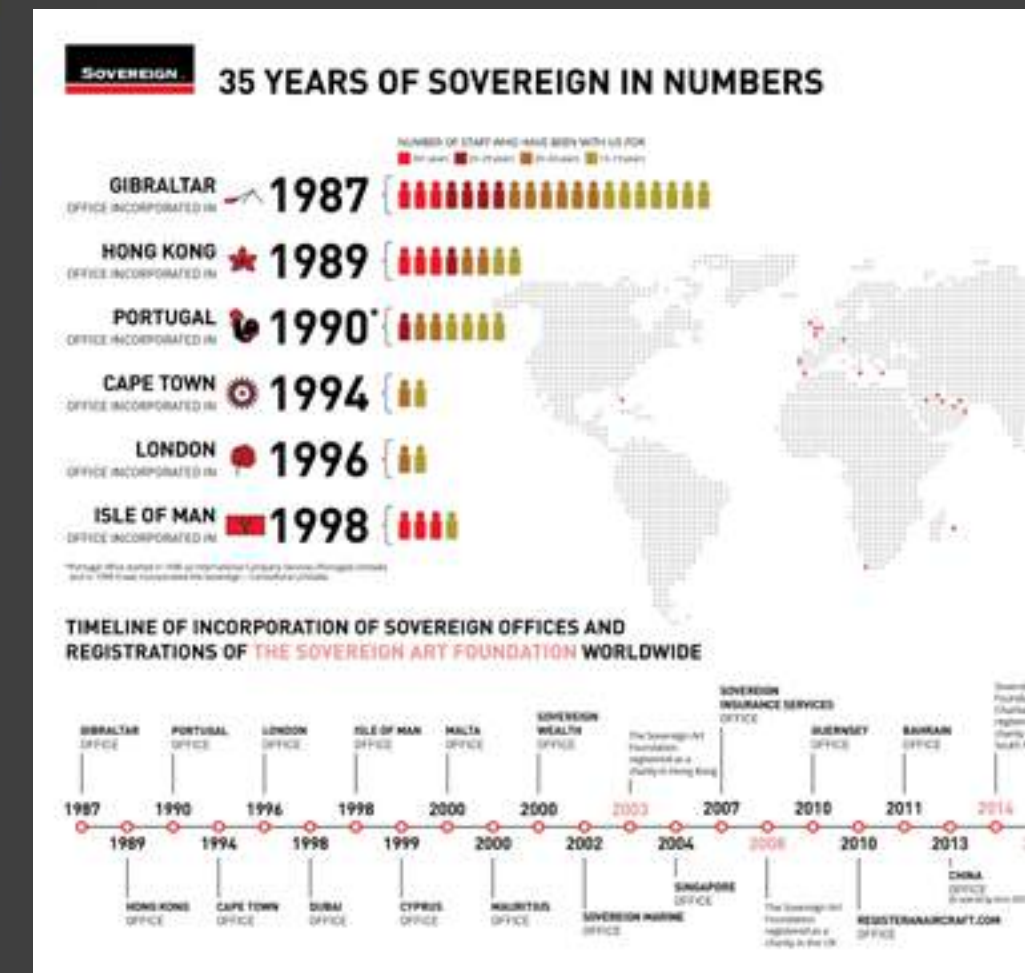
The Sovereign Art Foundation (SAF) is Sovereign's philanthropic arm. Established in Hong Kong in 2003, SAF works with disadvantaged



The Sovereign Group

1994 - 2013

<https://www.sovereigngroup.com>



The Sovereign Art Foundation / Art Prize

2003 - 2011

Whilst serving as Brand Ambassador at the Sovereign Group, a new charity initiative was launched by the Group's Founder Howard Bilton, and was asked to design the identity and brand guidelines for the Sovereign Art Foundation and its Prize events across four continents – the Asian, European, Middle East and African Prize competitions and events.

As sole designer, I collaborated with a small team 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 – print & digital – for sponsors: Jaeger-LeCoultre, Bulgari, Louis Vuitton, Barclays Wealth, the Financial Times, Cathay Pacific and Marina Bay Sands Singapore to name a few.

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

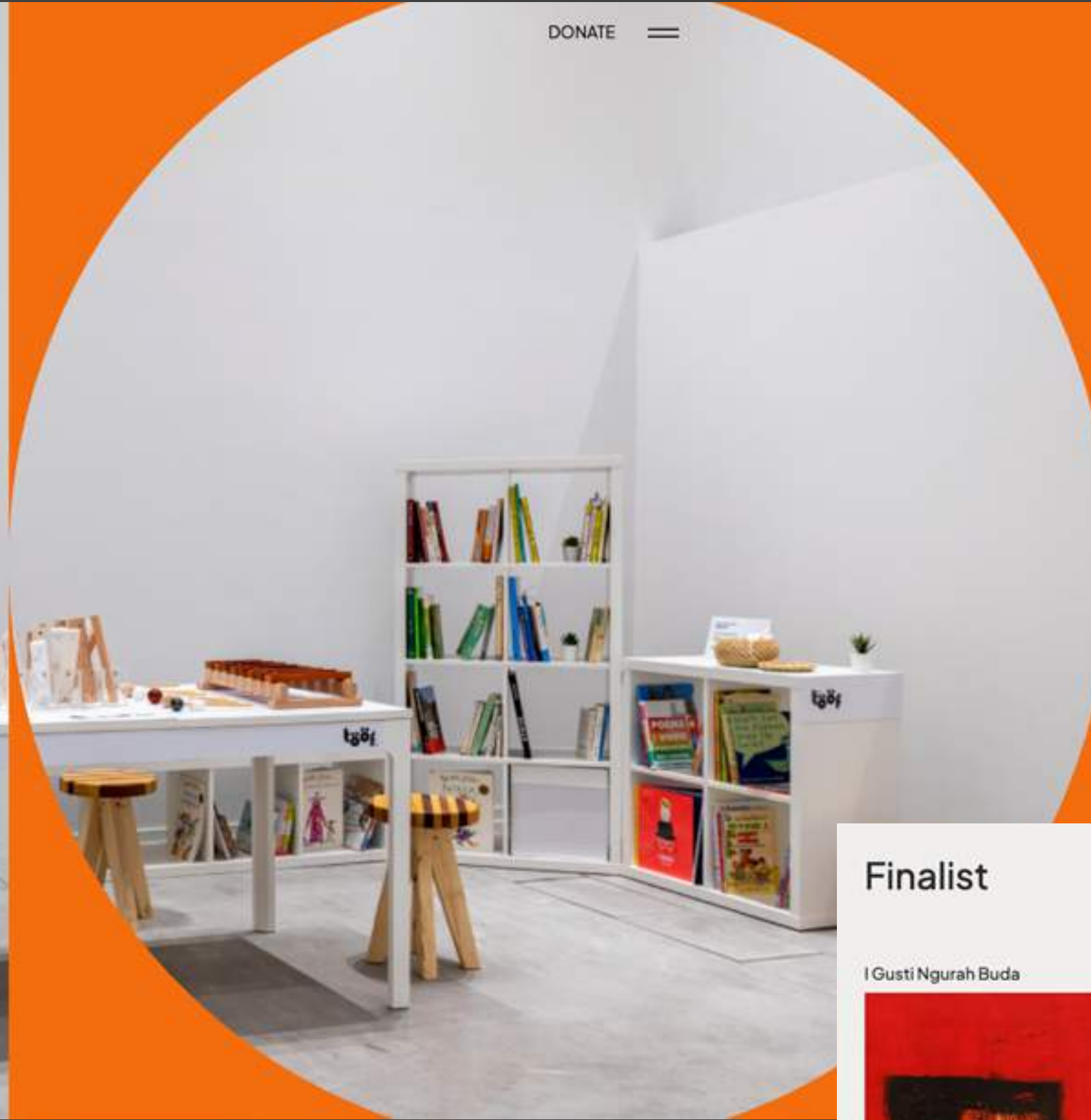
<https://www.sovereignartfoundation.com>





DONATE

2004 Sovereign Asian Art Prize



Finalist

I Gusti Ngurah Buda



Bad Zone

Lu Min



Behind the Scenes of Myanmar Classical Dancers

Lee Kwok Chuen



Beyond Gazing II

Chan Tuck Yew Ernest



Capsicum

Yip Siu Ka



Concoct



Tang Shu



Crying Out

Zhang Lin Hai



Drama Series No.1

Oon Boon Khong



Ever Striving Never Daunted

Hanny SK



Generasi Penerus

Chow Chun Fai



Local Café Mongkok

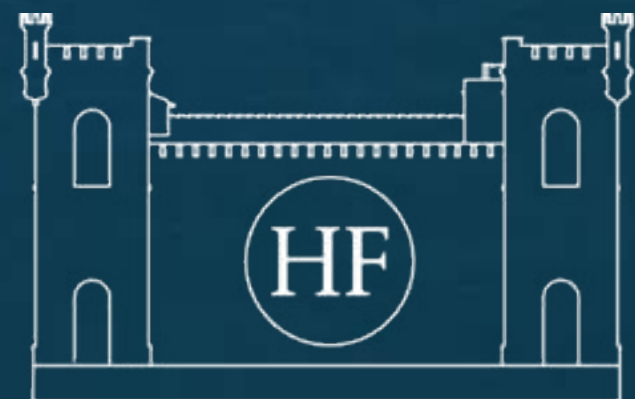
“Howard’s Folly” Corporate Identity, Branding, Label & Packaging Design

“Howard” Bilton of Howard’s Folly had a vision to promote the wines of the Alentejo and Portugal to a wider global audience, in collaboration with Portuguese wine maker & co-founder David Baverstock.

Whilst serving as Brand Ambassador at the Sovereign Group and the Sovereign Art Foundation, CEO & Founder Howard Bilton asked me to design the identity and manage the brand development of Howard’s Folly Wine, including label design, packaging and marketing materials. We created the concept of showcasing the art from the Sovereign Art Prizes on the labelling of the wine each year.

Since the ‘folly’ launched, Howard’s Folly Wine has produced an abundance of award-winning wine and has its own state-of-the-art winery including two restaurants and a wine club which I’m proud to say still use the same identity I created many harvests ago.

<https://www.howardsfollywine.co.uk>



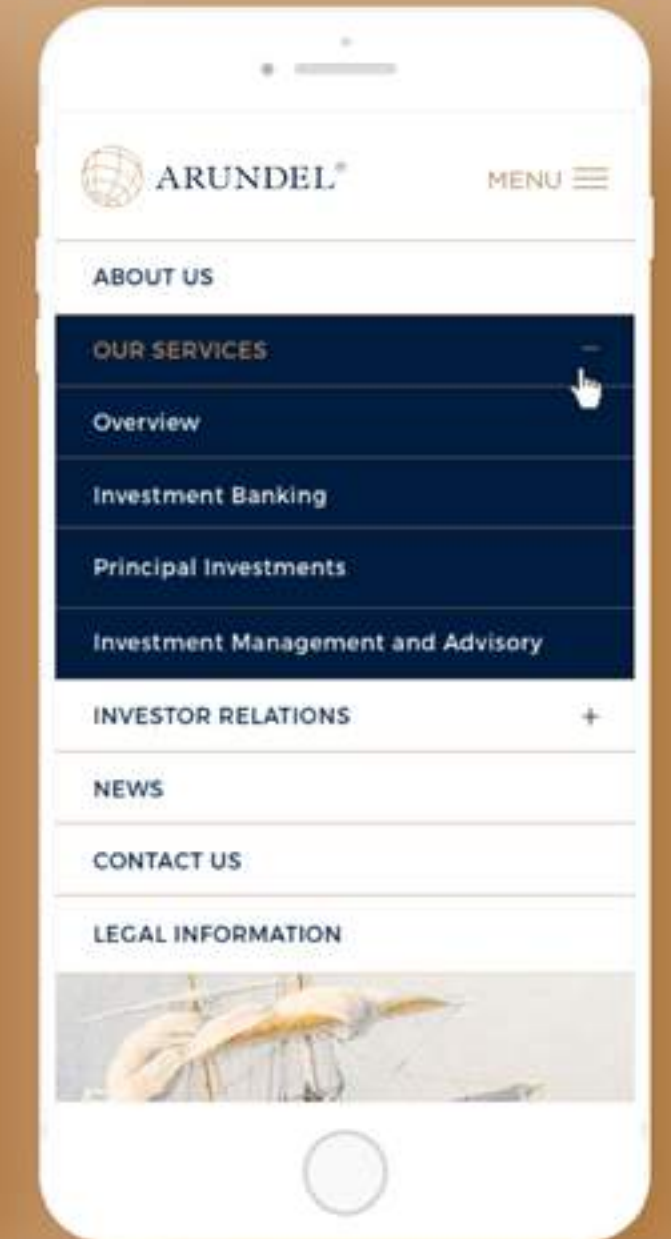
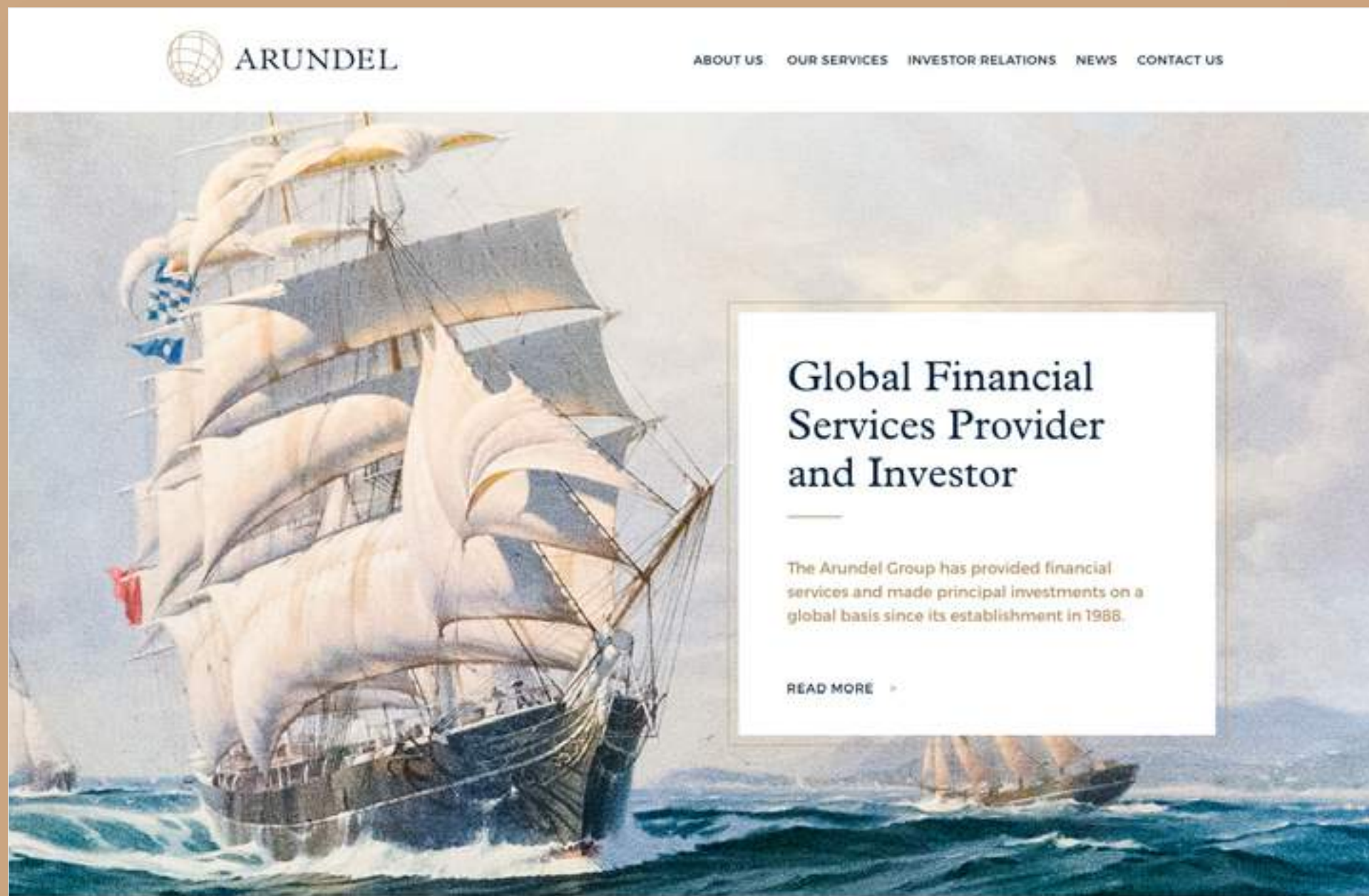
HOWARD'S FOLLY



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.





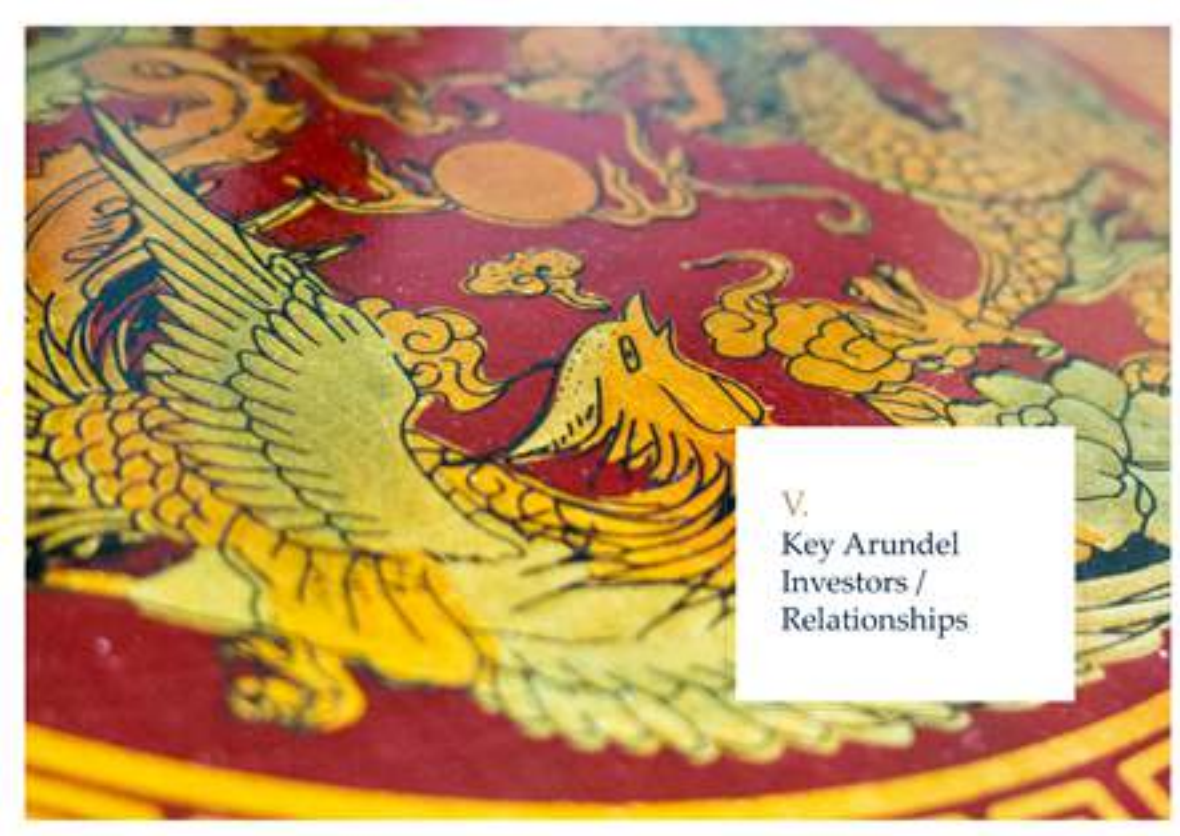
A Strategic Investment Opportunity

Marketing Presentation 2017

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



III. Strategic Objectives



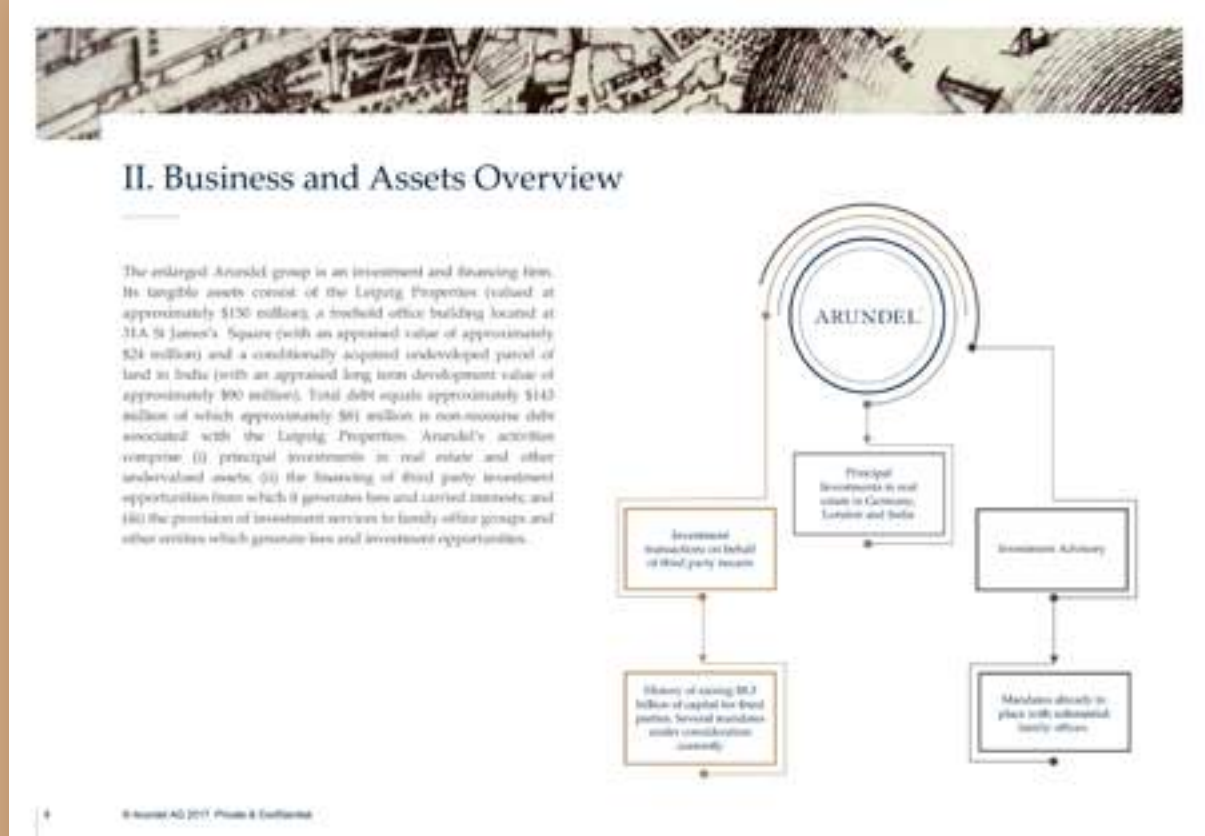
VI. Arundel Management

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, Universal Insurance Group AG, a subsidiary of Munich Re AG in New York and Citicorp Global Corporation 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 Global 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 Aviva) 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 (York) where he received a degree in Modern Languages and a Law Certificate. 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 2002, 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).

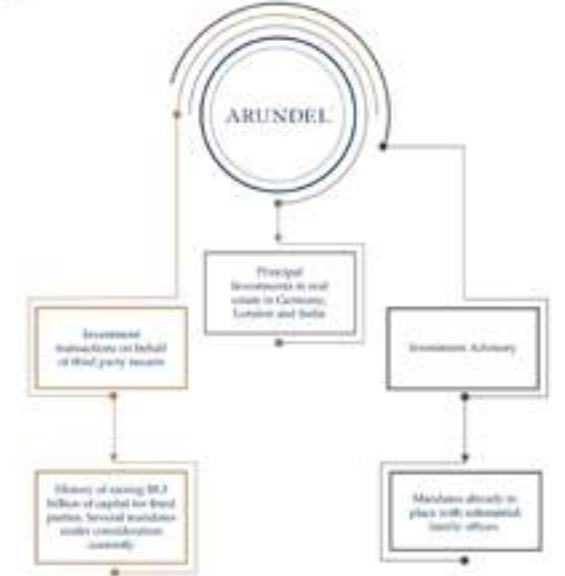


IX. Global Locations



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 trademark 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-recourse 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



IX. Global Locations

- New York**
Arundel, Inc.
Arundel (Delaware), Inc.
116 Raritan Parkway
116 Raritan Parkway
Suite 2000
New York
NY 07111
T: +1 201 352 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

“Muniverse” Infographic

\$10 billion in average order flow per day

Steering a dynamic collaboration that brought together illustrators, copywriters, and social media experts, we worked hand-in-hand with our client to craft a compelling infographic for MarketAxess, a vanguard in electronic trading for global credit products. The “MarketAxess Muniverse” infographic artfully charted the evolution of municipal bond trading, underscoring MarketAxess’s pivotal role. Simultaneously, we honed their branding guidelines, optimizing the infographic’s impact and reach.

Each piece was designed to shine individually, perfect for promotions on diverse platforms from social media to email campaigns. This not only amplified reach but also prolonged engagement. Recognising the dynamic nature of financial markets, we equipped the client with malleable digital templates, ensuring real-time content adaptability.

The results spoke volumes. Our meticulously crafted campaign resonated deeply within the financial community, driving formidable website traffic and converting passive engagements into actionable leads. This endeavor epitomises the potent blend of purpose, innovation, and strategic foresight.

MARKETAXESS MUNIVERSE

A new way to trade Municipal 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



LIMITED REACH

VS.

GLOBAL NETWORK



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



MARKETAXESS MUNIVERSE

A new way to trade Municipal Bonds



1,100+ institutional investors and broker-dealer firms have chosen MarketAxess’ electronic credit marketplace.
Have you tried it yet?

MANUAL EXECUTION

VS.

ELECTRONIC EXECUTION

Efficient trading protocols – including Bid Wanted list execution of up to 200 line items, multi-dealer



LIMITED REACH

VS.

GLOBAL NETWORK



LESS INFORMATION

VS.

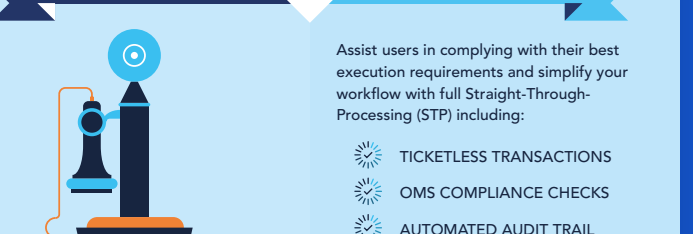
MORE PRE/POST DATA



SLOW PROCESSES

VS.

FASTER CONNECTIONS



OCSiAI 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.

OCSiAI

TECHNOLOGY

MATERIAL SOLUTIONS

- Elastomers
- Energy Storage
- Paints & Coatings
- Resins & Composites

PRODUCTS

- TUBBOX UNIT
- STORE
- NEWS
- TEAM
- CONTACTS

ORDER A SAMPLE

Find out how we are changing the world

CARBON AGE

350+ people

- 40 managers
- 22 scientists
- 1 dream

We are one of the most experienced teams in the nanomaterials industry.

TEAM

TUBALL™

PRODUCTS

NOW ONLINE STORE IS AVAILABLE

Order trial lots of TUBALL™ online.

SHOP.OCSIAL.COM

OCSIAL INTRODUCES TUBALL TO THE INDIAN RUBBER INDUSTRY AT NRC2017

OCSiAI made a big impression as a Diamond Sponsor at the National Rubber Conference 2017 (NRC2017), which was held at the Sahara Star in Mumbai on 2-3 August 2017 and brought together the who's who of the Indian rubber industry.

MORE

GRAPHETRON

On November 14, 2013 the world's largest industrial plant for the synthesis of single walled carbon nanotubes (up to 10 tons per year) was launched. The unique scalable technology is patented.

TECHNOLOGY

10 tons

Annual production capacity

NOW ONLINE STORE IS AVAILABLE

Order trial lots of TUBALL™ online

SHOP.OCSIAL.COM

iNANOCOMM

OCSiAI contributes one ton of SWCNTs to research institutions.

WWW.INANOCOM.ORG

OCSiAI

Find out how we are changing the world

CARBON AGE

350+ people

40 managers

We are one of the most experienced teams in the nanomaterials industry.

22 scientists

1 dream

TEAM

TUBALL™ the universal nanomodifier for

SOLUTIONS FOR INDUSTRIES

Aug. 15, 2017

OCSiAI introduces TUBALL to the Indian rubber industry at NRC2017

OCSiAI made a big impression as a Diamond Sponsor at the National Rubber Conference 2017 (NRC2017), which was held at the Sahara Star in Mumbai on 2-3 August 2017 and brought together the who's who of the Indian rubber industry.

MANIFESTO OF THE CARBON CENTURY

2010: Why does humanity have only a quarter of a century to change its materials usage?

DOWNLOAD MANIFESTO

01 TECHNOLOGY'S EARLY HISTORY

About 13 000 years ago humankind moved from collection to production.

250 years ago, the Industrial Revolution happened.

02 CIVILIZATION IS TRANSFORMED

Only a few decades changed the face of civilization beyond recognition.

03 POPULATION GROWTH ACCELERATES

04 INCREASING PRODUCTION AND ENERGY GROWTH

05 THE FUNDAMENTAL CONFLICT

POPULATION GROWTH ACCELERATES

The achievements of the post-industrial revolution improved living conditions, resulting in an accelerated growth rate of the world's population, leading an equally drastic rise in the quantity of materials to service them.

Population size, millions of people

1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050

The projected increase in population size from 2010 to 2050 is over 10 billion more people.

INCREASING PRODUCTION AND ENERGY GROWTH

Over the past 15 years, the production of materials has doubled.

The rapid increase in population size and the demand from people to improve their lives through a variety of products has brought with it a dramatic increase in the production of basic materials. Over the past 15 years the production of materials has doubled. Within the next 20 years, by conservative forecasts, the production of materials will double again. By 2040 the world will produce 30 billion tons of materials annually.

1990 2000 2010 2020 2030 2040

3 000 000 000 tons of materials 7 500 000 000 tons of materials 15 000 000 000 tons of materials 30 000 000 000 tons of materials

In addition to the increased production of materials, humanity also has ever-increasing demands for energy, accompanied by unprecedented side effects such as CO₂ production and increasing acid rain the Decipher.

WE TAKE FROM THE BIOSPHERE

SKYBER COAL WOOD FUEL SAK OIL

WE EMIT INTO THE BIOSPHERE

CO₂ ASH

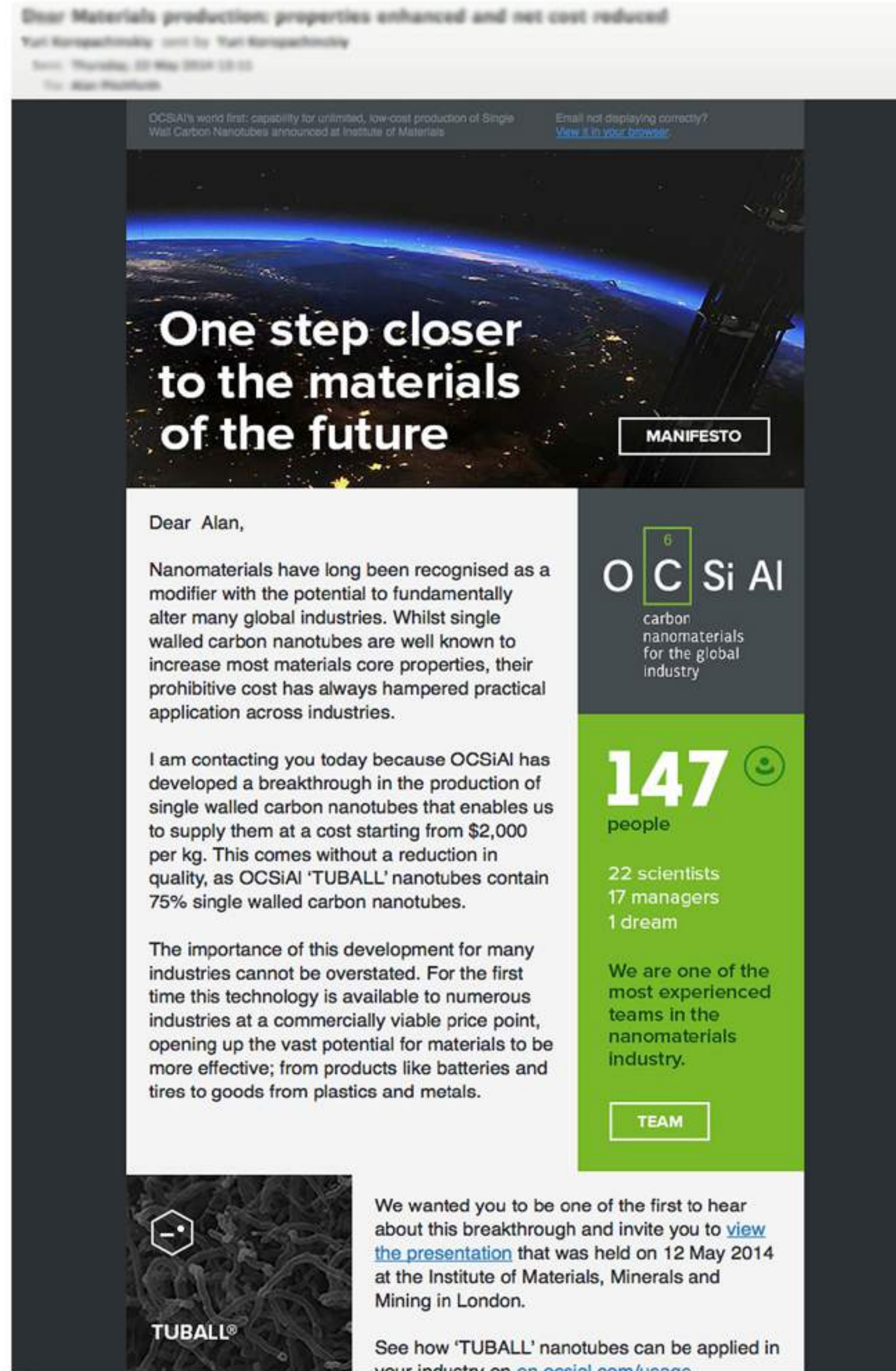
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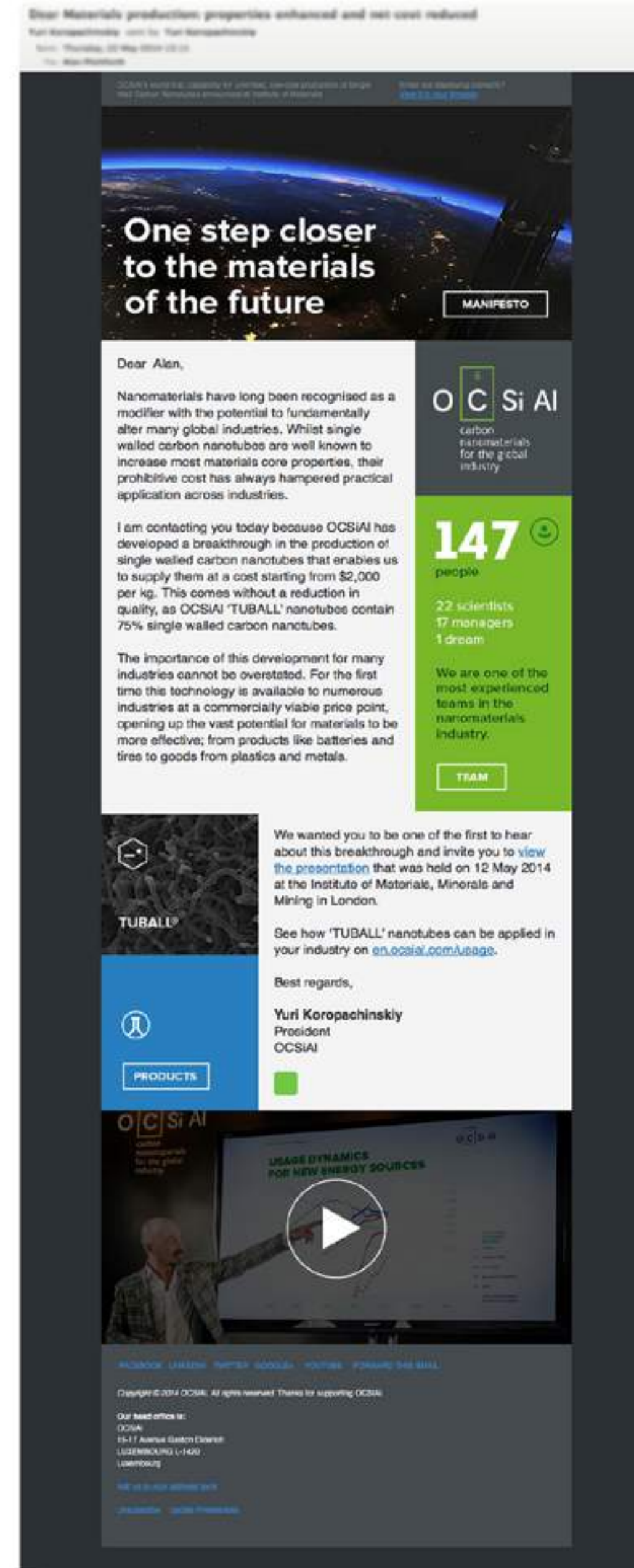
THE FUNDAMENTAL CONFLICT

OCSiAI Email Campaign

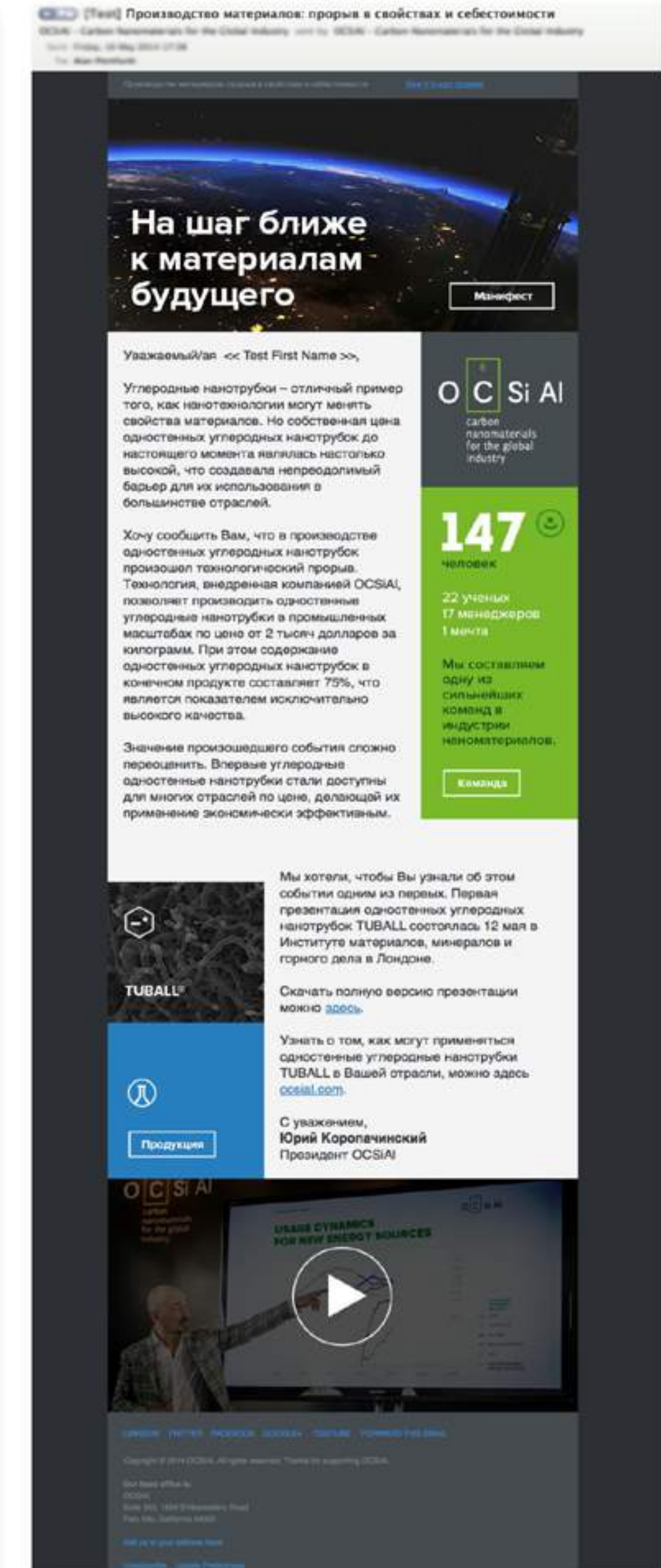
Created a modular, responsive email template in English and Russian to promote the launch of OCSiAI's brand and TUBALL product in Europe and the US. The design of the template complied with the branding of the website.



English Version



Russian Version



OCSiAI "Carbon Age" Product Launch

As the lead designer for OCSiAI's "Carbon Age" product launch, I oversaw the marketing design and production for their corporate brand and product, TUBALL, introducing them as pioneers in single-walled carbon nanotubes with expertise in chemistry and physics across Europe and the US.

My responsibilities encompassed event management, from location scouting to crafting signage, backdrops, presentations, and corporate gifts, supplemented with professional photography and video services.

The event was a resounding success with an 86% attendance rate (60 out of 70 invited). Acclaimed feedback from industry elites not only boosted OCSiAI's reputation but also garnered attention from notable entities and publications including Rolls-Royce, European Bank for Reconstruction & Development, PwC, Cambridge Nanotherm, and media outlets such as Bloomberg BusinessWeek, Reuters, and AZoNano.



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

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[Submit >](#)

PLATTS ANALYTICS

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First Name* Last Name*

Business Email* Business Telephone*

Company Name* Job Title or Role*

Country* Zip or Postal Code*

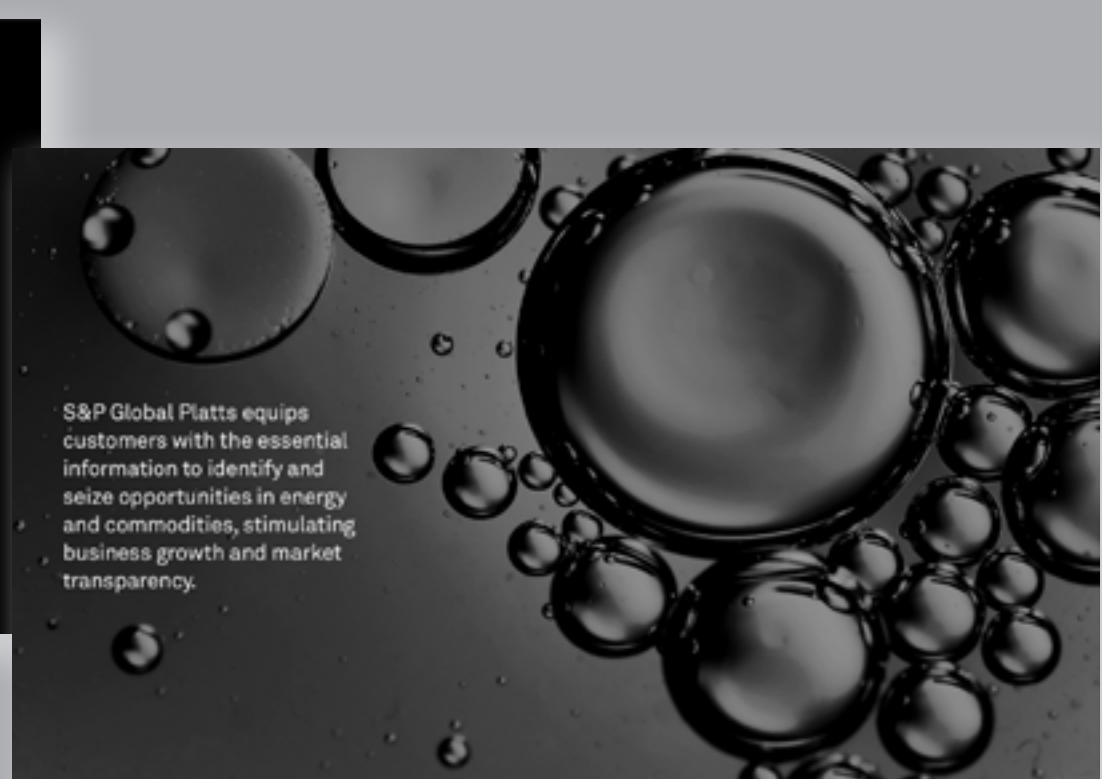
City Contact me to schedule a product demonstration

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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 equips customers with the essential information to identify and seize opportunities in energy and commodities, stimulating business growth and market transparency.

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- Customisable reports**
To help avoid damage and additional costs, gain comprehensive insight and make more informed decisions.

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Last Name:

Business Email:

Business Telephone:

Company Name:

Job Title or Role:

Country:

Region:

City:

State:

Zip:

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

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Find out how Platts cFlow can help you and your business.

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First Name:

Last Name:

Business Email:

Business Telephone:

Company Name:

Job Title or Role:

Country:

Region:

City:

State:

Zip:

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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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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

In the past few years, mobile technology has become a disruptive force, transforming the way we live and work. It has disrupted traditional business models and created new opportunities for growth. As a result, many industries are being forced to re-evaluate their strategies and invest in mobile technology to stay competitive.



UNIVERSAL TRANSLATORS
A new mobile app that allows users to communicate with people from different countries and languages. The app uses advanced AI to provide accurate translations in real-time, making it easier for people to connect and do business across borders.



BIASABILITY
A mobile app designed to help users identify and overcome cognitive biases in their decision-making. The app provides personalized insights and recommendations based on the user's behavior and preferences, helping them make more informed choices.



HEALTHCARE
A mobile app that provides users with personalized health and wellness recommendations. The app tracks the user's activity, diet, and sleep patterns, offering tailored advice to improve their overall health and well-being.



EARTHQUAKE WARNING
A mobile app that provides users with real-time earthquake warnings and safety instructions. The app uses advanced sensors and data to detect seismic activity and alert users before an earthquake strikes, giving them time to take cover and stay safe.



05 EARTHQUAKE WARNING
A mobile app that provides users with real-time earthquake warnings and safety instructions. The app uses advanced sensors and data to detect seismic activity and alert users before an earthquake strikes, giving them time to take cover and stay safe.

Get on board for the full mobile journey

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

While many businesses have embraced mobile technology, others are still struggling to get on board. The key to success is to provide a seamless and personalized customer experience across all touchpoints. This involves leveraging data to understand customer behavior and preferences, and using that information to tailor services and offers to each individual user.



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. By connecting people and devices, we can create new opportunities for growth and innovation. This requires a focus on interoperability and standardization, ensuring that different systems and devices can work together seamlessly.



\$3.1trn
The mobile industry is projected to reach a market value of \$3.1 trillion by 2020. This growth is driven by the increasing adoption of mobile devices and the expansion of mobile services. As more people use mobile devices, the demand for mobile applications and services will continue to rise, creating significant opportunities for businesses in the industry.

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

Anticipate, Comply, Perform.



Winner Overall #1



Anticipate, Comply, Perform.



Winner Overall #1



LinkedIn & Twitter Banners



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.

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



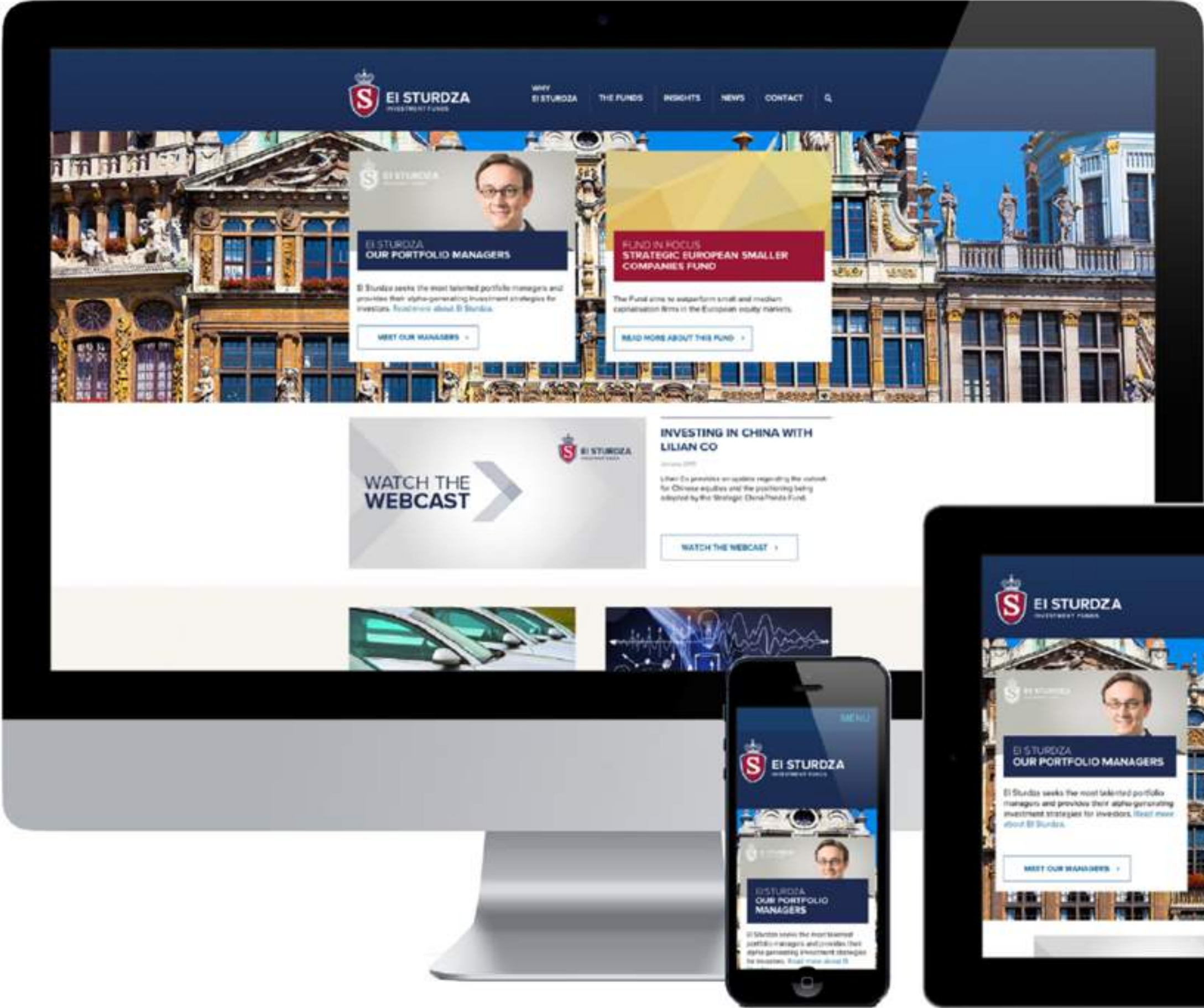
Strategic European Smaller Companies Fund



Old Logo



New Logo



WEBSITE NEWS AND INSIGHTS FUND GRAPHICS

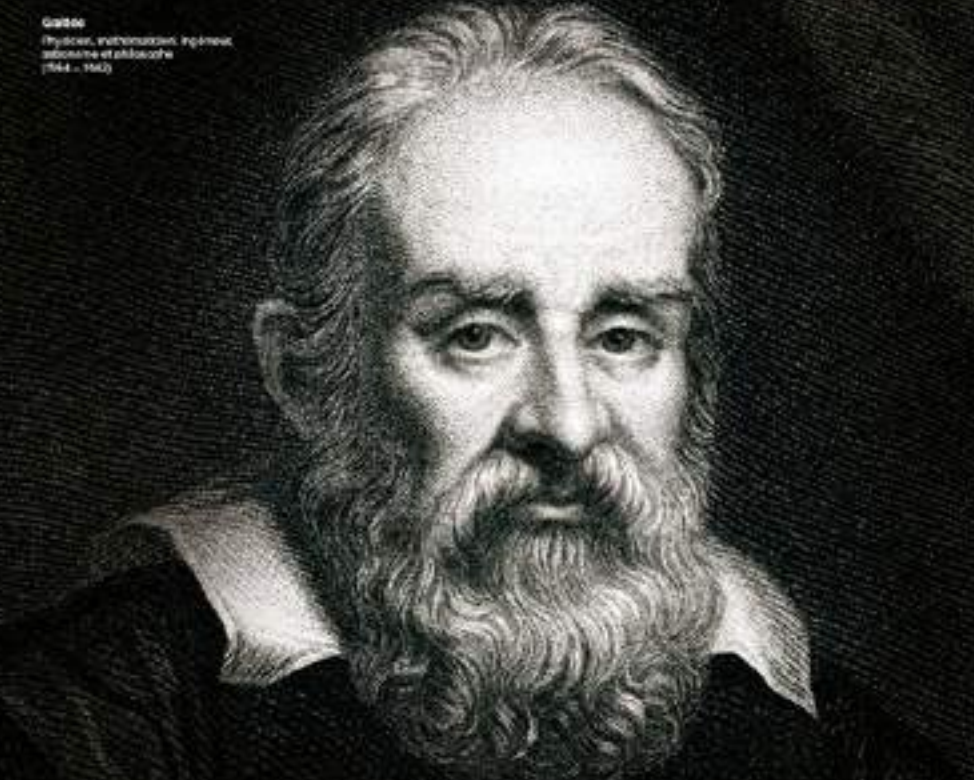


EI Sturdza Campaign – “We Go Beyond The Conventional”

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)

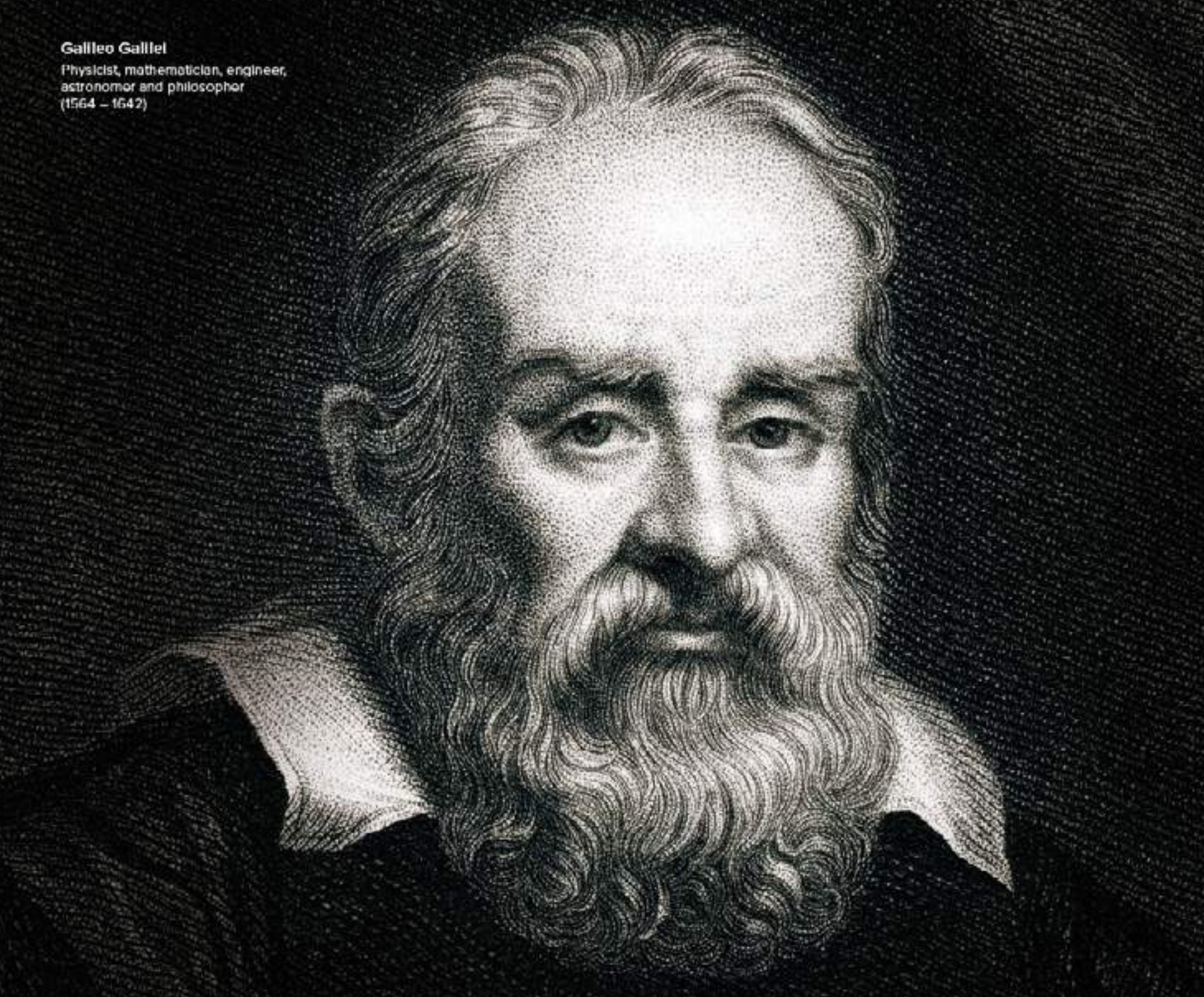
MERCI, GALILÉE.

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
eisturdza.com

E.I. Sturdza Strategic Management Limited, member of Sturdza Group, is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35085.



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

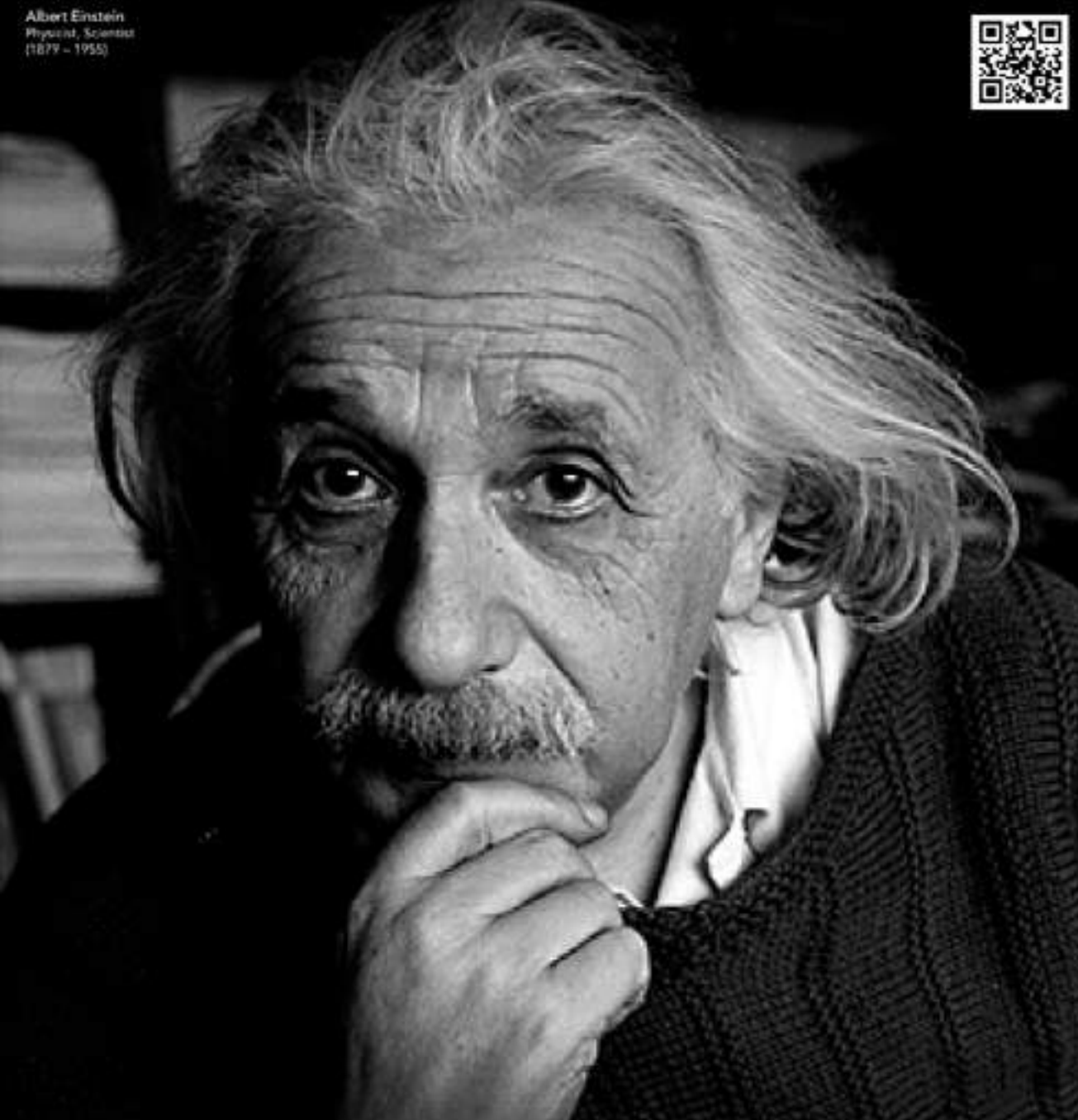
E.I. Sturdza Strategic Management Limited, part of the Sturdza Private Banking Group, is authorised and regulated by the Guernsey Financial Services Commission to provide investment management and advisory services, with registration number 35085.

Airport Banner



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

EI STURDZA
INVESTMENT FUNDS



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

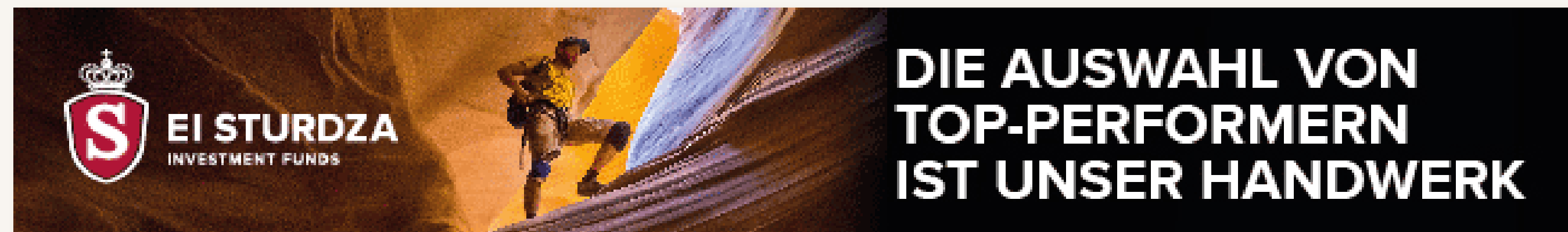
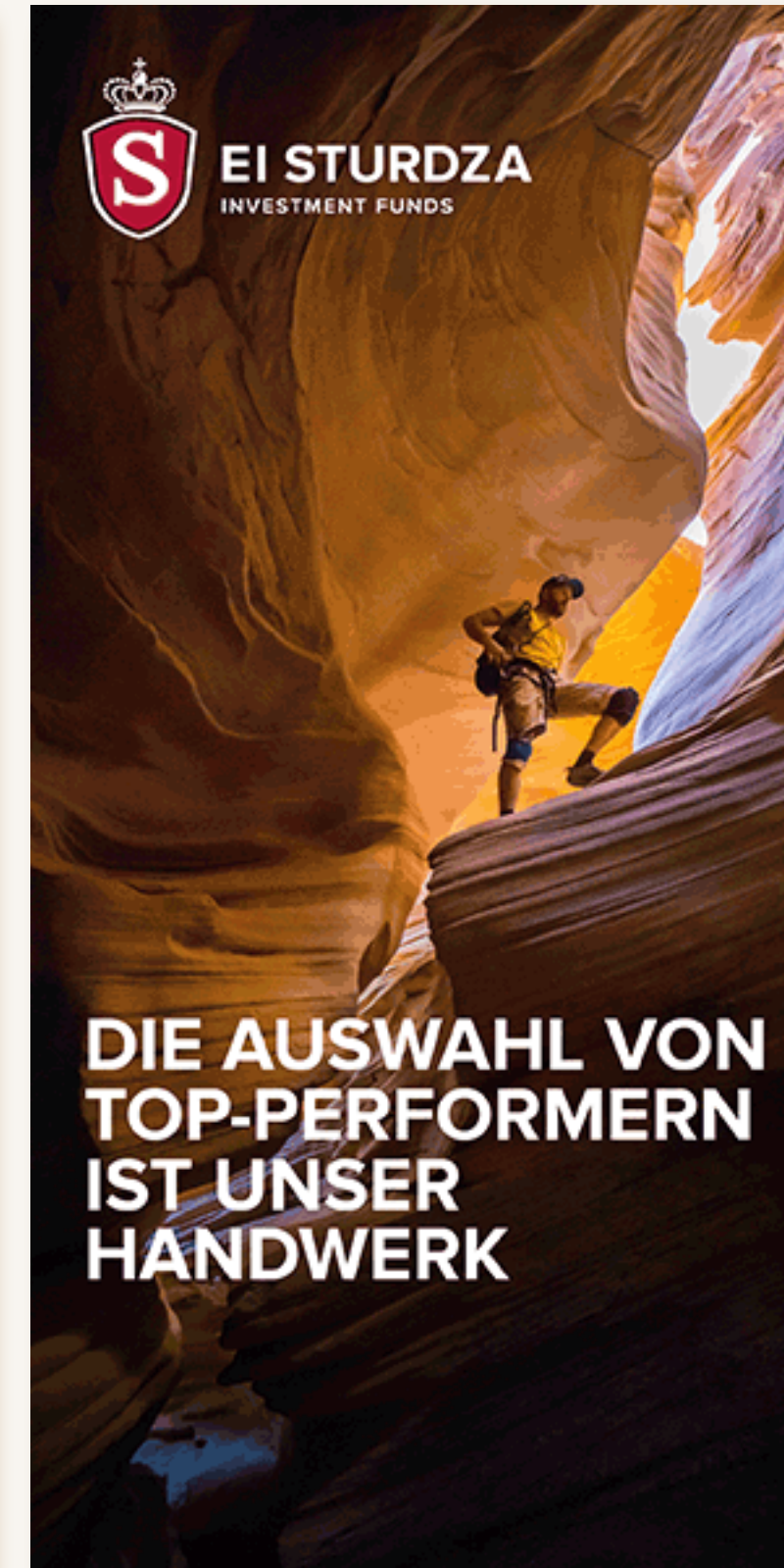
EI STURDZA
INVESTMENT FUNDS

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 35085.

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

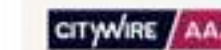


INTRODUCING THE TOP PERFORMING EI STURDZA STRATEGIC EUROPE VALUE FUND

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

FIVE YEAR FUND PERFORMANCE VS BENCHMARK

INVESTMENT STRATEGY

CUMULATIVE PERFORMANCE (%)

PERFORMANCE BY CALENDAR YEAR (%)

THE INVESTMENT TEAM

FUND FACTS

FUND LITERATURE

AWARDS

PORTFOLIO ATTRIBUTION

OVERVIEW OF SECTOR PERFORMANCE IN EUROPE (%)

PORTFOLIO CHARACTERISTICS

HISTORICAL ATTRIBUTION ANALYSIS

HOW DO WE DEFINE QUALITY VALUE?

“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

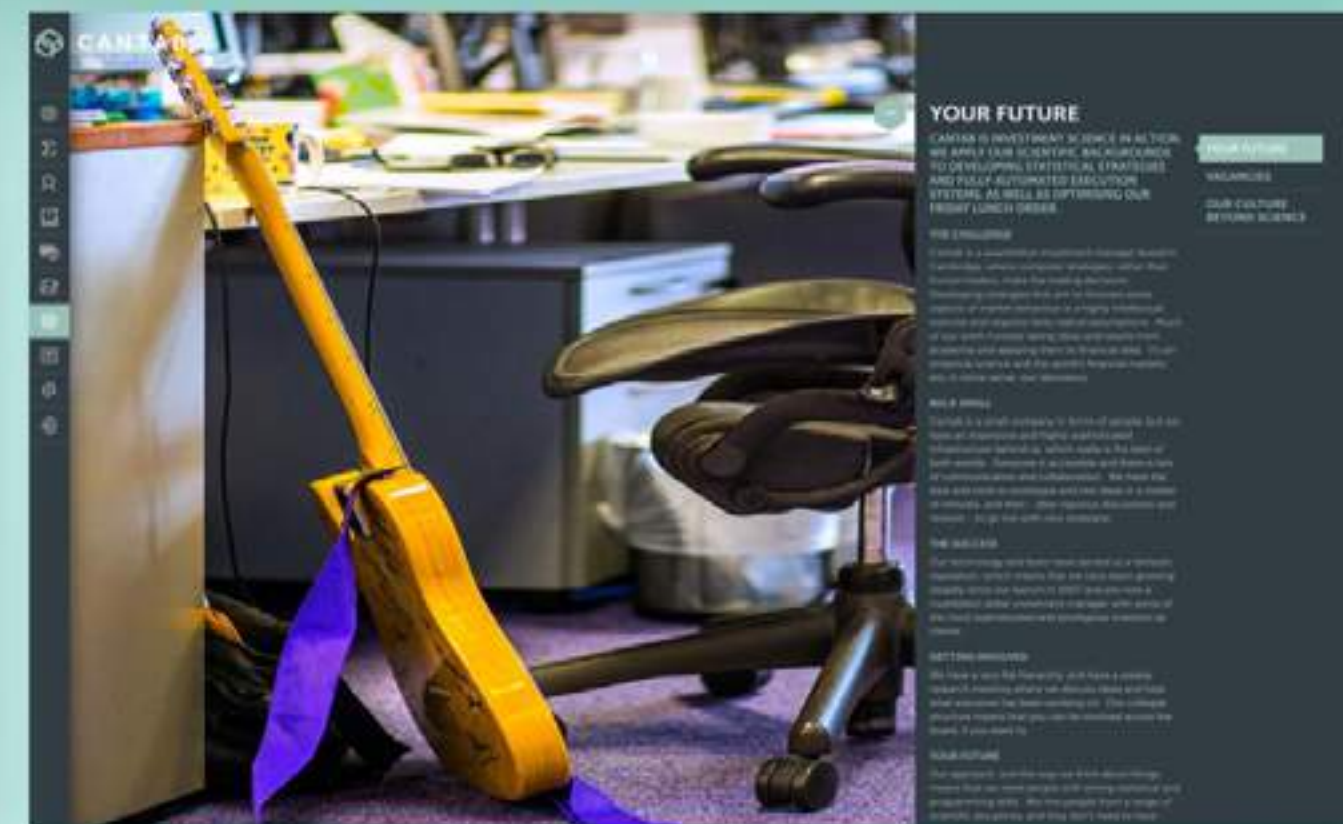
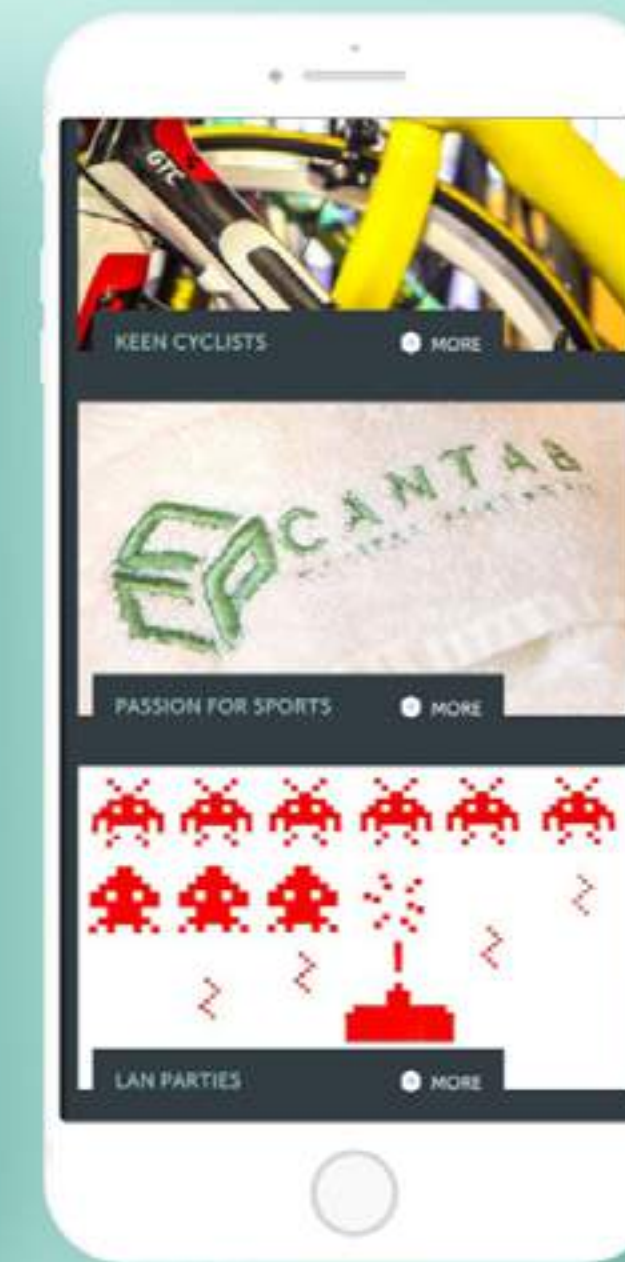
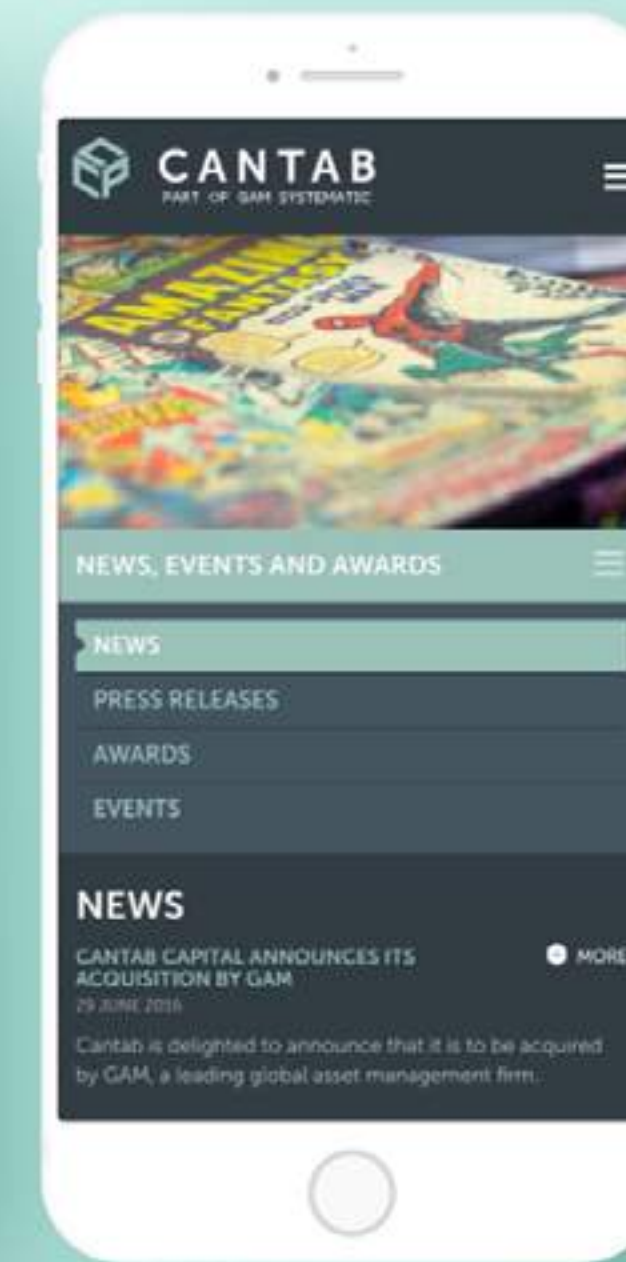
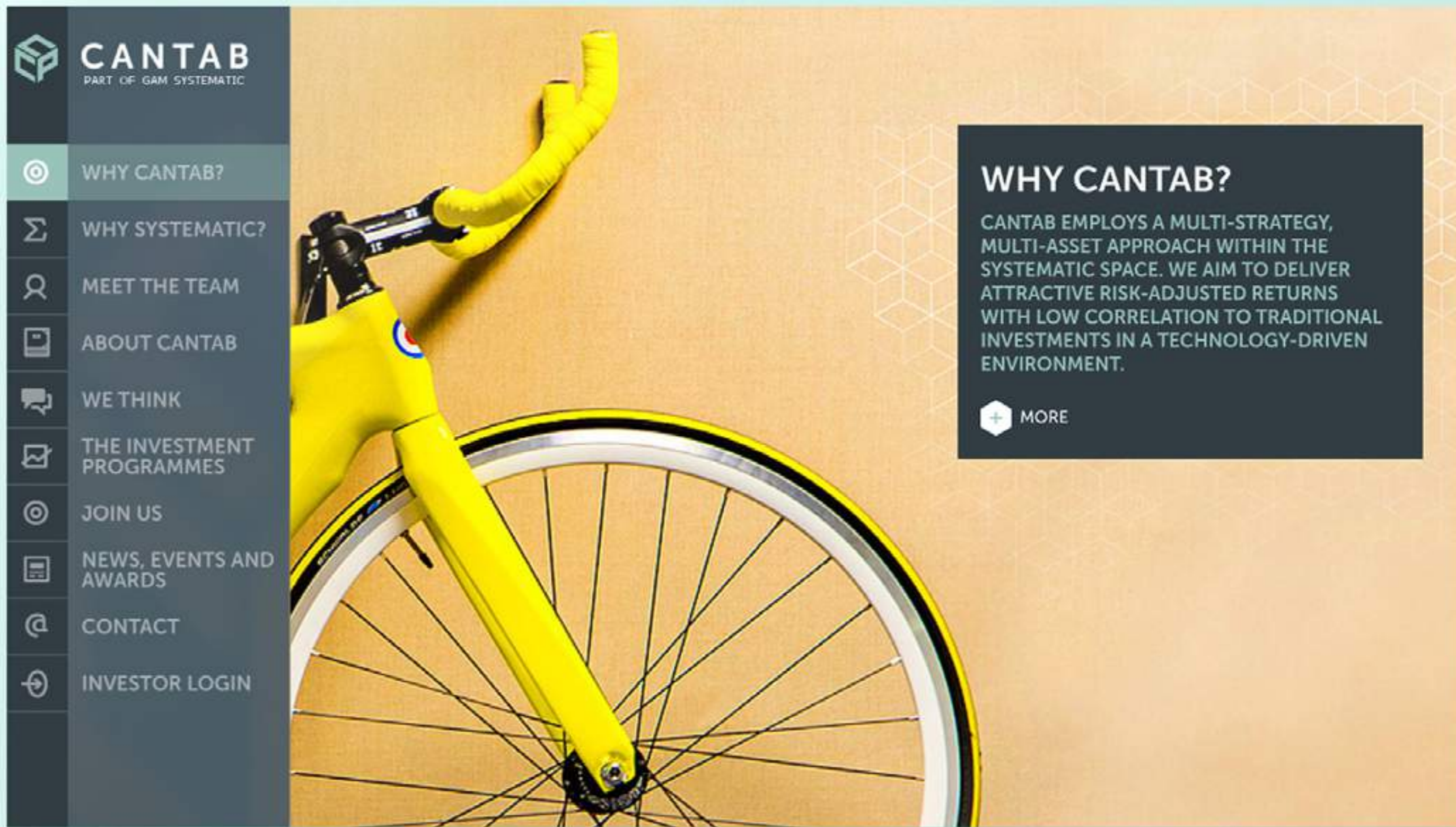
VOUS ÊTES EN QUÊTE D'EXCELLENCE EN EUROPE?

Notre meilleur fonds maître 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



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

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 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
 Cantab Capital Partners is a quantitative hedge fund based in Cambridge, where we employ a team of highly talented individuals who use their scientific backgrounds to build and optimise our investment strategies. We are looking for individuals who are passionate about data science and have a strong interest in optimising our Friday lunch order.

WE ARE SEARCHING FOR
 We are a small company in terms of people, but we have a reputation for being a leading employer. We are looking for individuals who have a strong interest in optimising our Friday lunch order. We are looking for individuals who are passionate about data science and have a strong interest in optimising our Friday lunch order.

OUR BENEFITS
 Our technology and data have helped us to build a reputation for being a leading employer. We are looking for individuals who have a strong interest in optimising our Friday lunch order. We are looking for individuals who are passionate about data science and have a strong interest in optimising our Friday lunch order.

APPLY NOW

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.

PROVIDES
 OUR CULTURE
 BEYOND BUSINESS
 RECRUITMENT
 CAMPAIGN
 CAMBRIDGE
 CONNECTION

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



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.

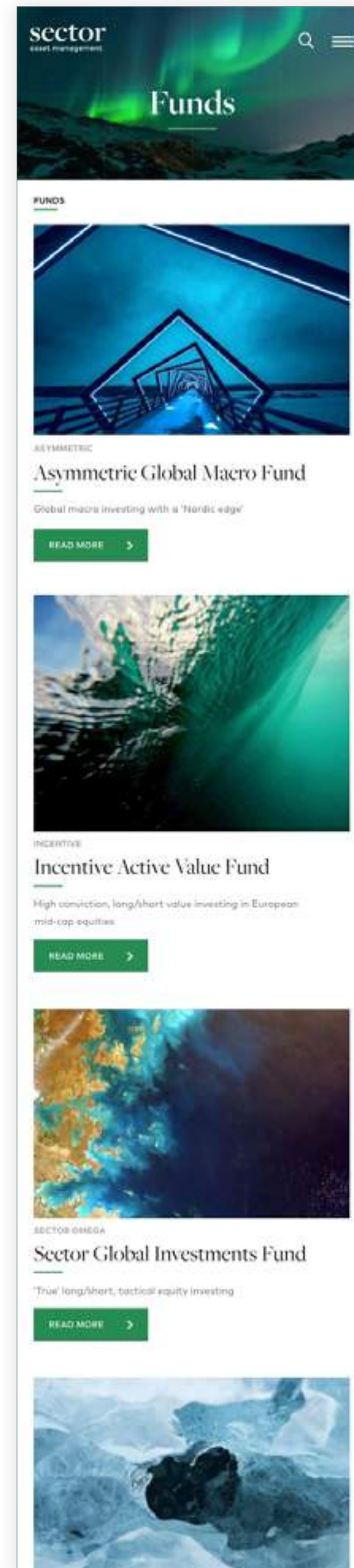
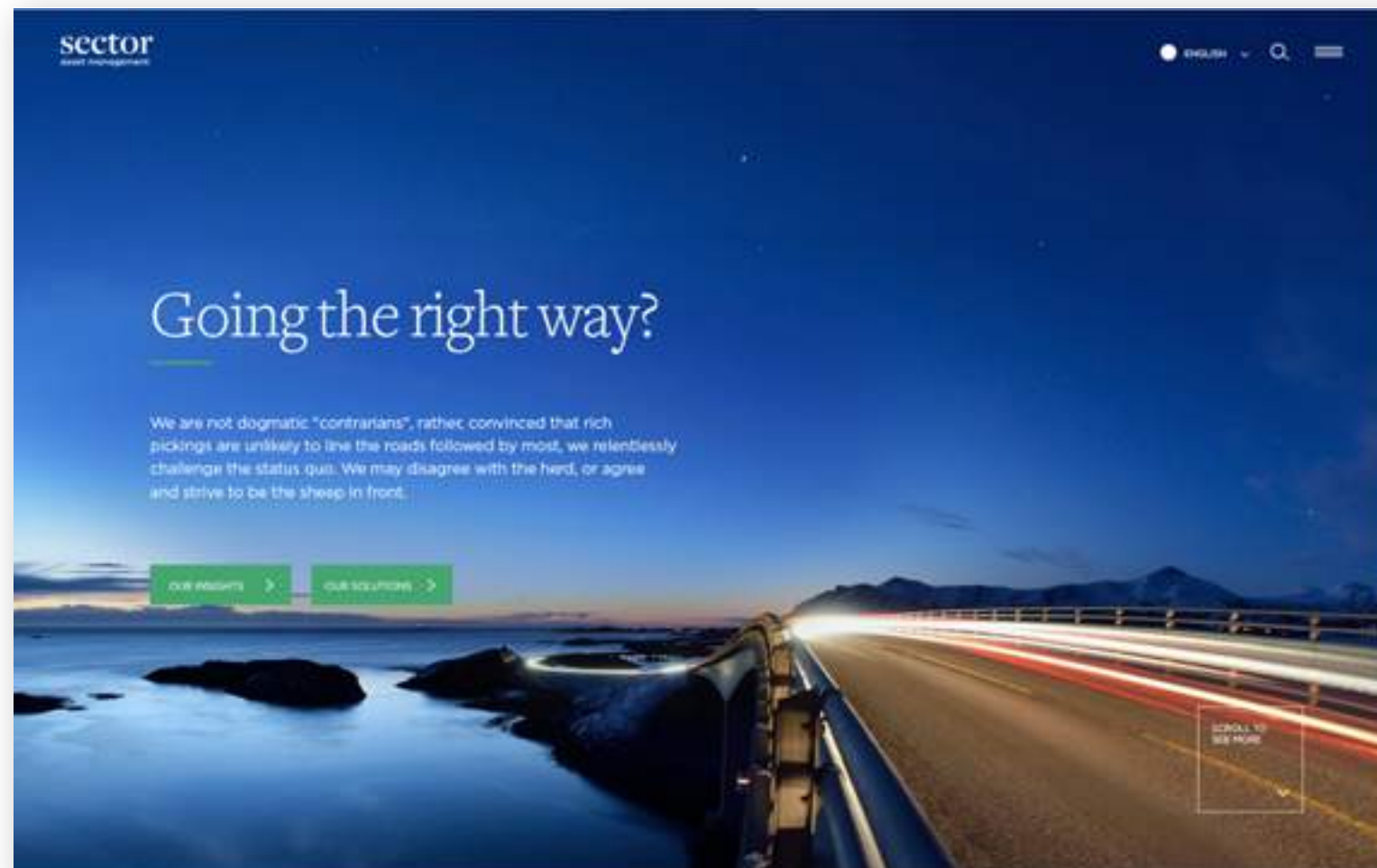
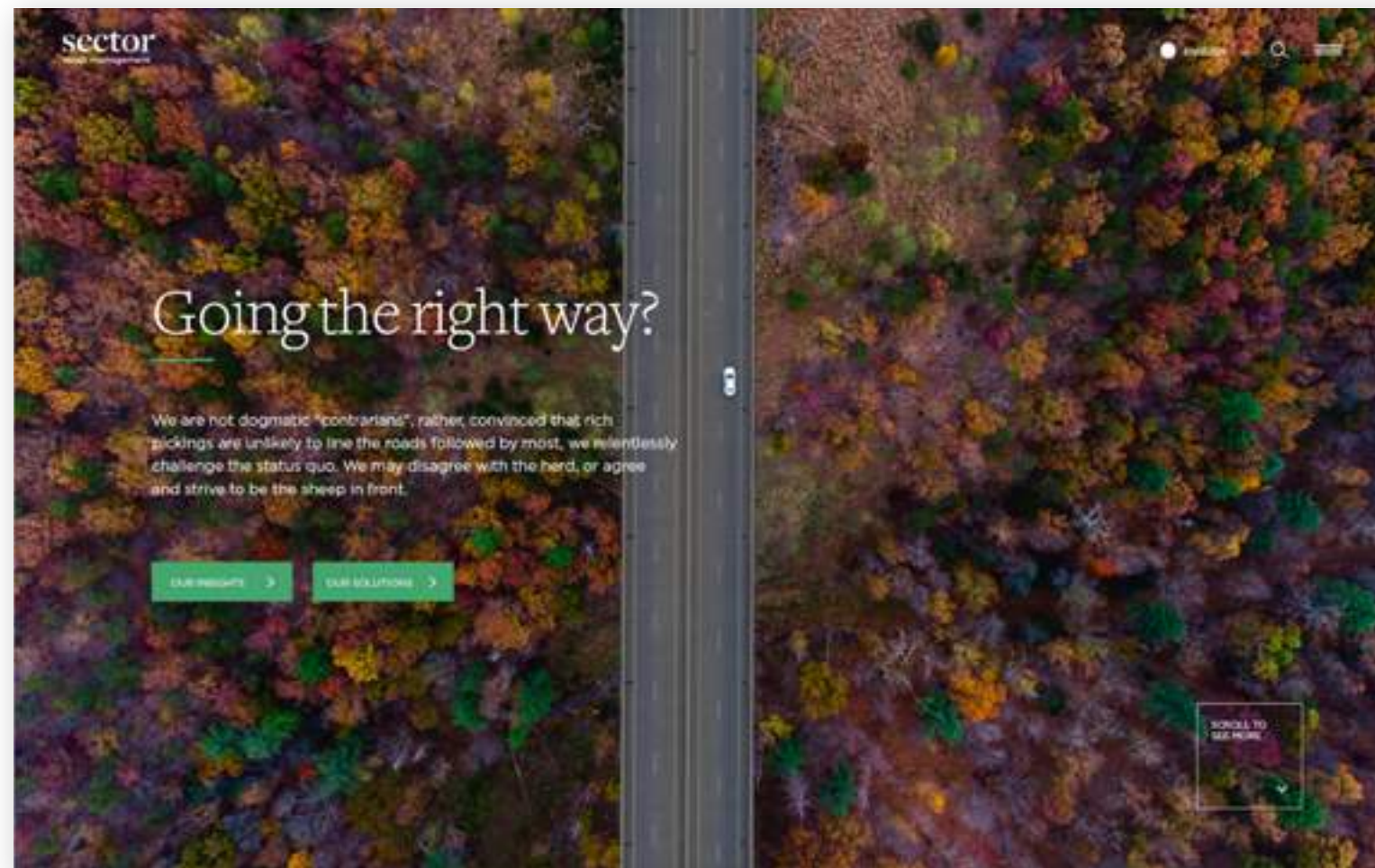
This was also supported by a media relations campaign to raise Cantab's profile and that of the principals.

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.

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).

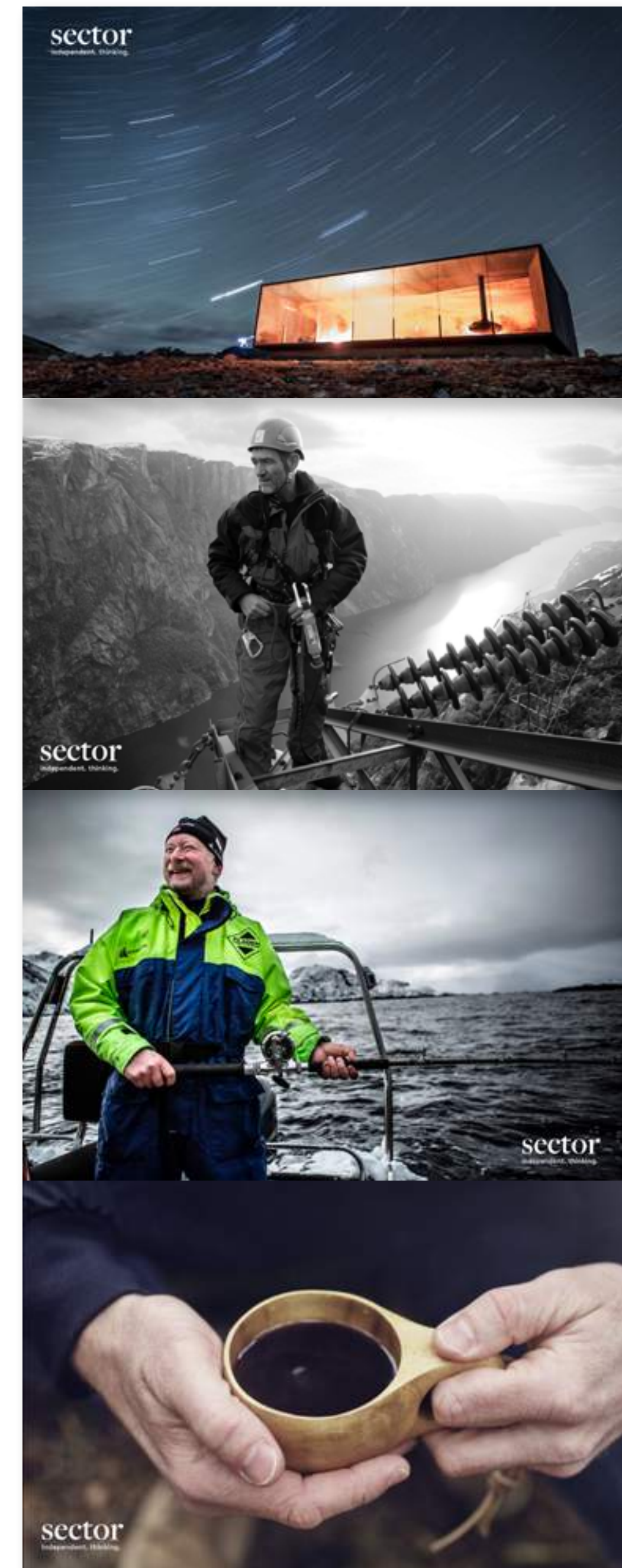
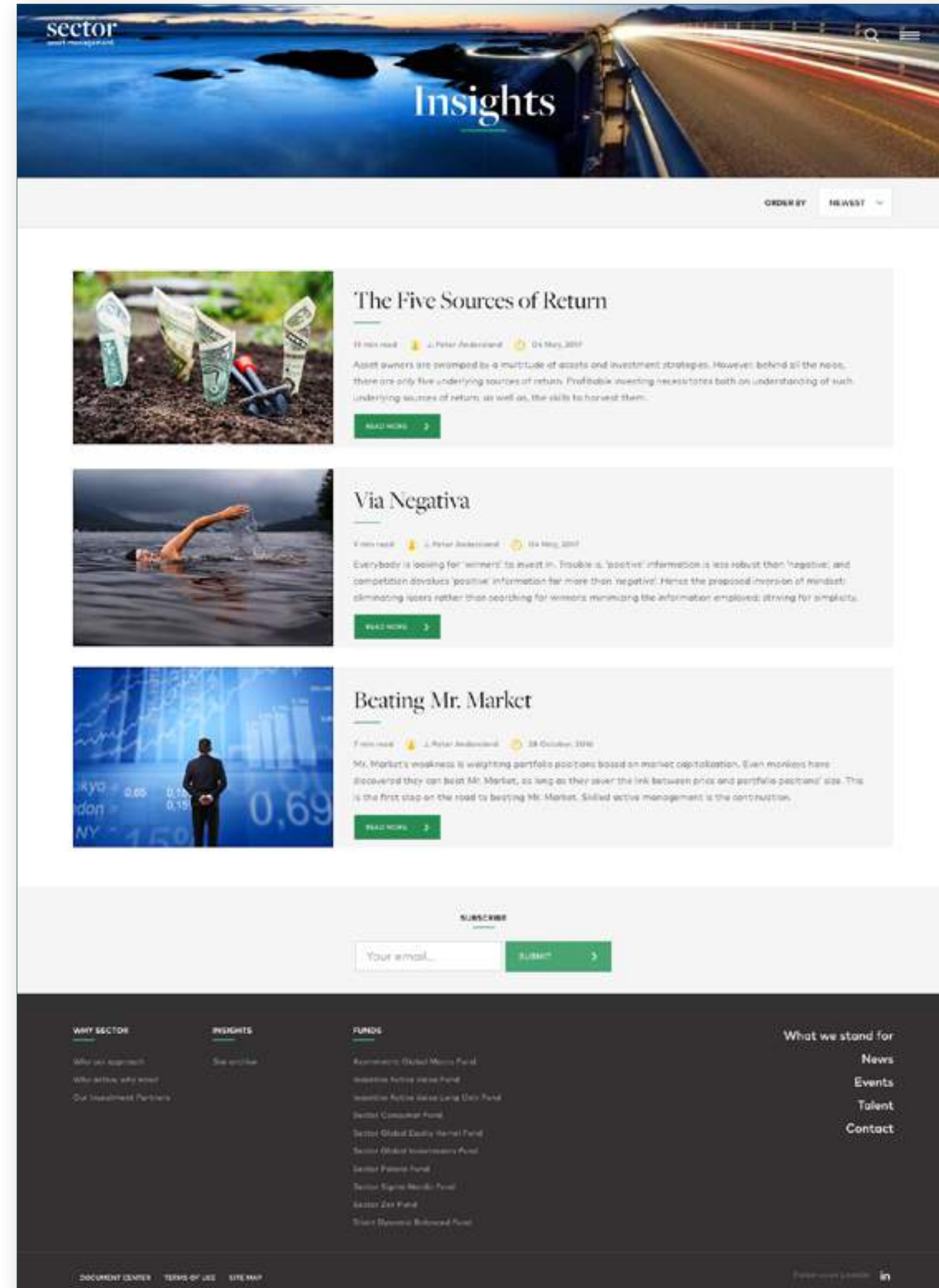


Responsive Mobile Website

sector
independent. thinking.

Freight Big
abcdefghijklmnopqrstuvwxyz
0123456789

Mark Pro
abcdefghijklmnopqrstuvwxyz
0123456789



Imagery Concepts

Penso Advisors Website

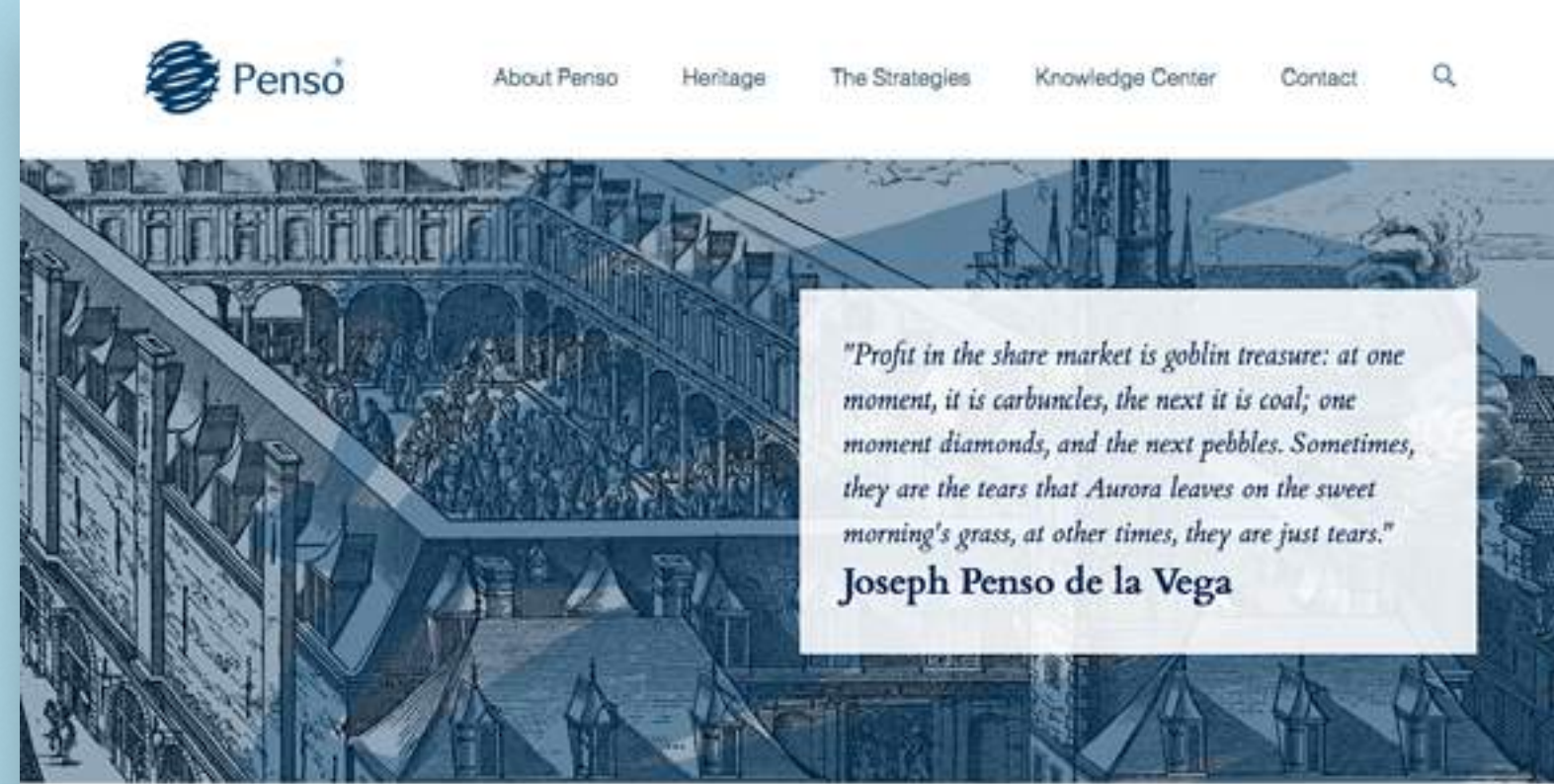
RAUM \$1.13 billion

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%.



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.



Brevan Howard

Responsible for the brand management and creation of marketing collateral including the launch of their website. Leading the design and IT team I was instrumental in the creation and management of their investor portal infrastructure.

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN



LATEST ECONOMIC REPORT

Brief summary to entice visitor.

> LEARN MORE

ABOUT

TIMELINE

CORPORATE STRUCTURE

LOCATIONS

PHILANTHROPY

VIDEOS

ABOUT BREVAN HOWARD

Brevan Howard is one of the world's largest absolute return asset managers. It manages assets of around \$39bn on behalf of more than 650 institutional investors located in over 35 countries. Our business model is founded on three core principles; attracting and retaining the very best talent, giving them the means to unearth the opportunities, and supporting them with an unbending risk management platform as they independently trade the global markets.

Brevan Howard was founded in 2002, and over time, Brevan Howard has developed a range of absolute return strategies where the firm perceives attractive trading opportunities to exist, and where it believes it can efficiently utilise the trading talent and resources of the platform.

We have offices in Jersey, London, Geneva, Hong Kong, New York, Washington and Tel Aviv. This global presence gives Brevan Howard the ability to identify and source attractive opportunities wherever they may occur.

Brevan Howard has won several industry awards for excellence in risk management, operational robustness and investment performance.



VIDEO: AN EXAMPLE OF A VIDEO ENTRY

TIMELINE / COMPANY HISTORY

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN

WHAT WE DO

INVESTMENT CONTEXT

INVESTMENT CONTEXT

Investment is the search for storing value. Because fixed income is no longer fulfilling this function, investors can consider: equities, credit instruments and trading.

The default choice for most investors will be equities, with its considerably higher risk. Brevan Howard is the middle ground, uncorrelated to either fixed income or equities.

Global macro trading seeks to take advantage of changes in global economies and has a natural focus on monetary policy formation, macro-economic changes, policy changes and changes to regulatory conditions as well as capital flows. Brevan Howard believes that trends in asset prices are not random, but are a function of business cycles and investor responses to the disequilibrium they produce.



PHOT

INVESTMENT APPROACH

Brevan Howard employs a combination of global macro trading strategies predominantly in the fixed income and believes that extracting economic value is fundamentally effective management.

STRATEGY LEVEL

Each Brevan Howard strategy is structured, where possible, so that it has:

- Predetermined loss tolerances.
- Clearly defined time horizons.

TRAC

Trade
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limite
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losse

BREVAN HOWARD

OVERVIEW WHAT WE DO STRATEGIES TEAM RESOURCES CONTACT LOGIN



CONTACT

LOCATIONS

CONTACT

Investor Relations / Fund Enquiries:
ir@brevanhoward.com

All Other Enquiries:
enquiries@brevanhoward.com

Press Enquiries:
Peregrine Communications Group

UK - Jonathan Wharton
jonathan.wharton@peregrinecommunications.com
+44 (0)20 3178 6858

USA - Max Hilton
max.hilton@peregrinecommunications.com

LOCATIONS

GENEVA - BRANCH OFFICE

Rue d'Italie 10
Geneva
1204
Switzerland



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 Milliband / Jonathan Freedland**
WED 10 NOV 2016
David Milliband 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
- JW3 THE VENUE**
- ABOUT
- CONTACT

Get in Touch

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

IVEAGH



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

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

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.

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. All Iveagh Core Portfolios benefit from Iveagh's dynamic risk management which aims to emphasise capital preservation when the investment process identifies a significant risk of major market falls. This is achieved by temporarily reducing the risk profile by up to three risk levels. Importantly the portfolio risk level can never rise above the standard level.

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

DISCRETE ANNUAL PERFORMANCE

	1 year to 31/03/12	1 year to 31/03/11	1 year to 31/03/10	1 year to 31/03/09	1 year to 31/03/08
Cautious Portfolio	-3.28%	n/a	n/a	n/a	n/a

CUMULATIVE PERFORMANCE

	1 month	3 months	6 months	1 year	2 years	3 years
Cautious Portfolio	2.36%	0.19%	-0.93%	-3.28%	n/a	n/a

IVEAGH INVESTMENT INDICATORS as at 31st July 2012

- Macro Moduli: Leading economic indicators
- 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 portfolio, with a particular emphasis on capital preservation. We start with our proprietary macroeconomic leading indicators which give signals on the direction of key economic drivers, particularly growth and inflation. We then evaluate the potential market impact through three additional indicator sets: Market Intelligence (liquidity and fund flows), Valuation, and Technical Analysis. This allows our investment team to sift through the mountain of available information in an objective and methodical way, promoting consistent and clear-sighted decision-making. The output of the process is expressed as a traffic light system, each light relating to one of the four key indicator sets.

CURRENT ASSET ALLOCATION

- 2.7% Cash and Short Dated Bonds
- 18.0% Government Bonds
- 12.9% Corporate & Emerging Market Bonds
- 35.9% Public Equity
- 6.9% Absolute Return
- 2.2% Private Equity
- 4.9% Gold and Precious Metals
- 10.4% Property
- 1.9% Alternative Investments
- 1% Commodities
- 1.8% Infrastructure

CONTACT US
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Facsimile: +44 (0)20 7808 1801
Email: enquiries@iveaghltd.com

YOU CAN ALSO WRITE TO US AT:
Iveagh Limited
21 Queen Anne's Gate
London SW1H 9BU
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

2Y GBP Note Managed	US Treasury 1% (05/15/2040)	4.5%	4.5%
UK Property Index	US Treasury 1.75% (05/15/2022)	4.5%	4.5%
Brown S&P 500	German Inflation Linked	5.7%	4.4%
Brown Advisory American Fund	SPDR FTSE UK All Share ETF	5.7%	4.2%
SPDR FTSE UK All Share ETF	Source Physical S&P 500	5.7%	4.2%
M&G Corporate Bond Fund	M&G Regional European Alpha Fund	4.8%	3.3%

EQUITY EXPOSURE

- 10.4% US Equities
- 5.7% UK Equities
- 8.2% European Equities
- 4.4% Japanese Equities
- 1.1% Far East ex Japan Equities
- 3.3% Smaller Company Equities
- 2.7% Emerging Market Equities
- 2.2% Private Equity

BOND EXPOSURE

- 18.0% Government Bonds
- 7.4% Corporate Bonds
- 3.6% High Yield Bonds
- 1.9% Emerging Market Bonds

FUND FACTS

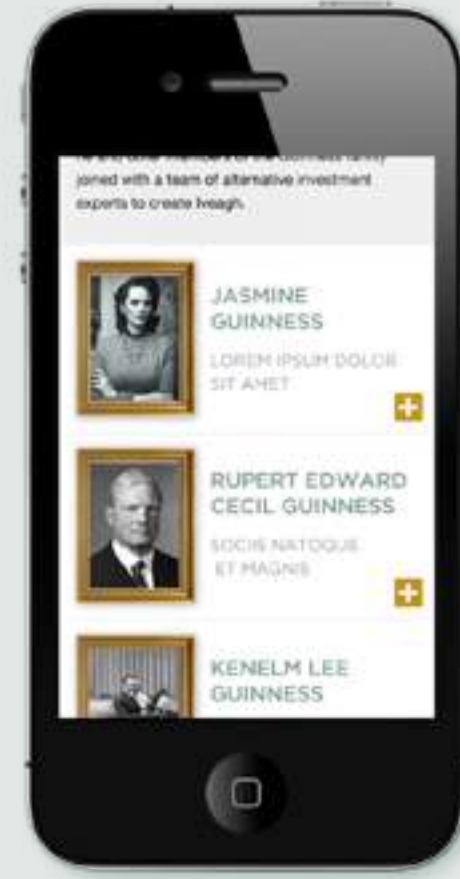
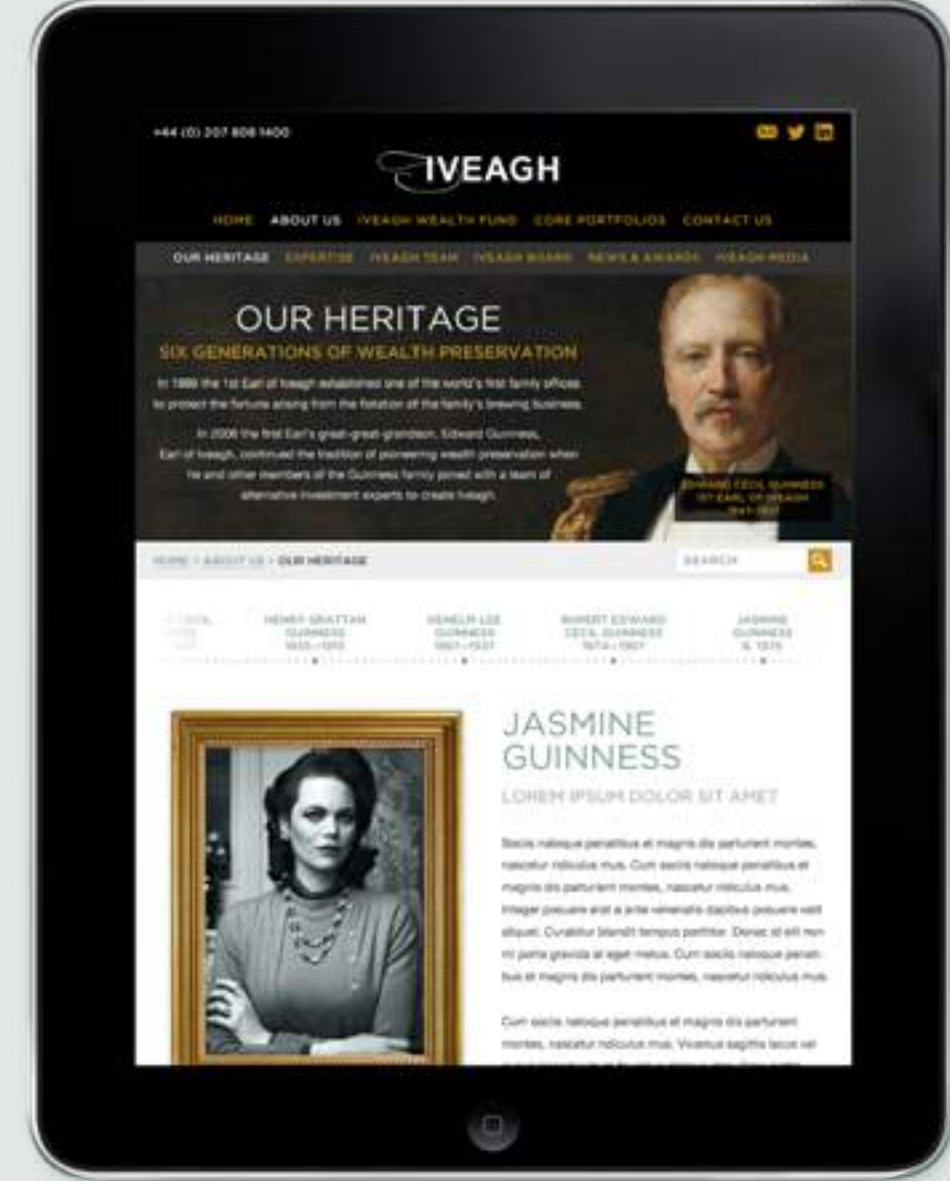
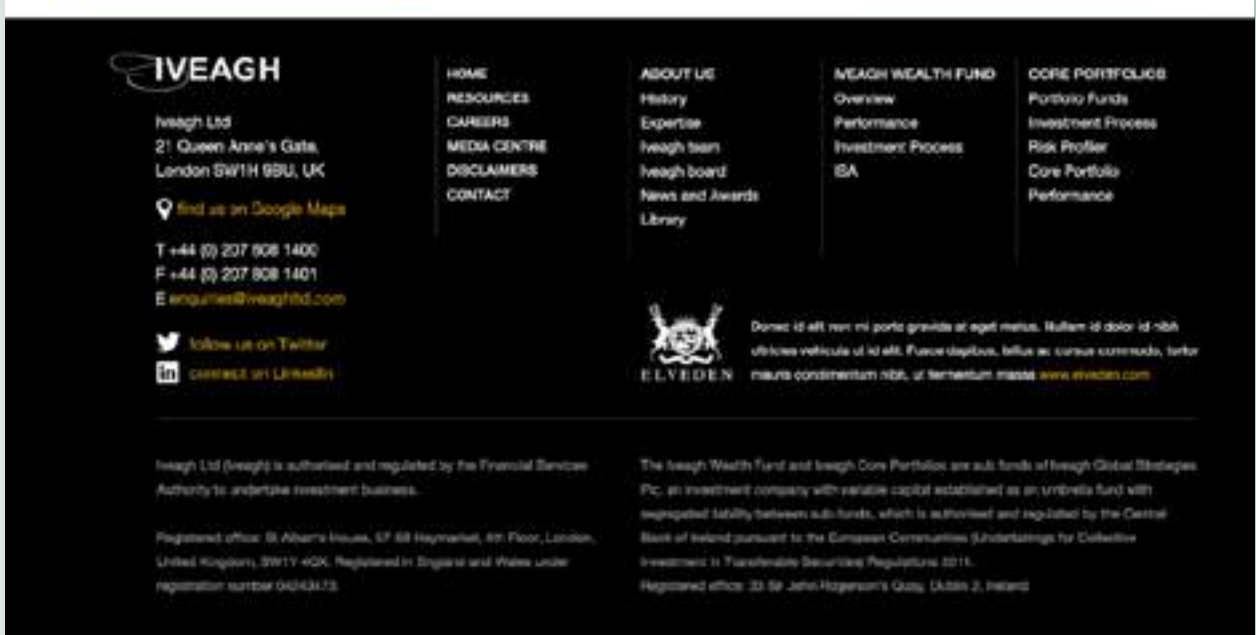
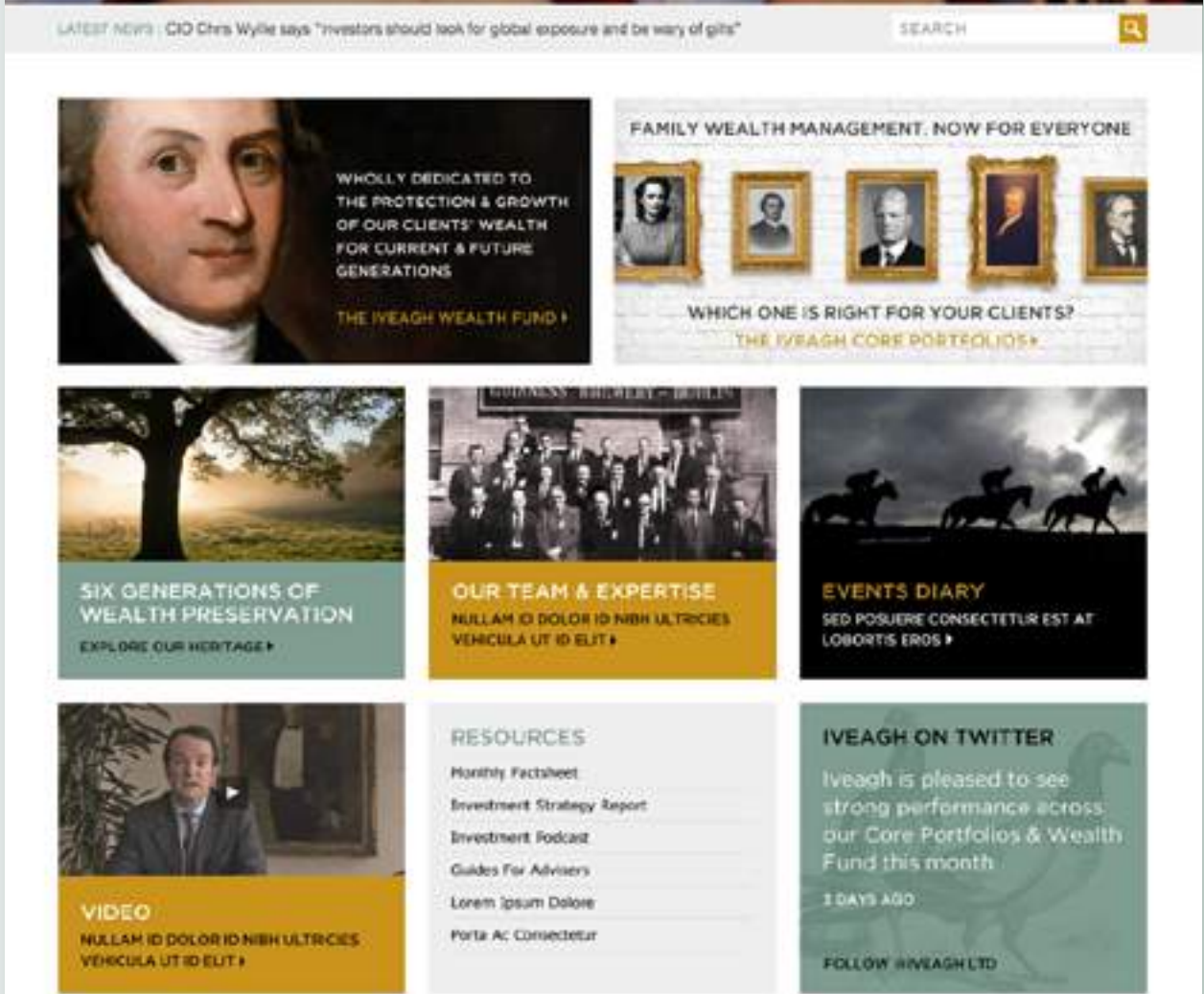
Fund sector	Mixed Asset - Cautious
Pricing type	Single
Minimum lump sum (or platform equivalent)	£10,000
Launch date	1 February 2011
Launch price	100p
Annual Management Fee	1.75%
Total Expense Ratio (TER)	2.75%
Fund type	UCITS II
Unit type	Accumulation
Pricing frequency	Daily
Fund currency	GBP, EUR, USD
Eligible tax wrappers	ISA, SIPP, offshore bond
Investment manager	Iveagh Ltd
Denom	Ireland
ISIN	IE00B5KZSF01
SEDOL	8KZSFO

Available on leading platforms, including:

- ascentric
- c-funds
- novia
- nucleus
- transact

IMPORTANT INFORMATION
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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 (Structural Funds for Collective Investment in Transferable Securities) Regulations 2011. Registered office: 20, St. John's Hospital, Galway, Ireland.

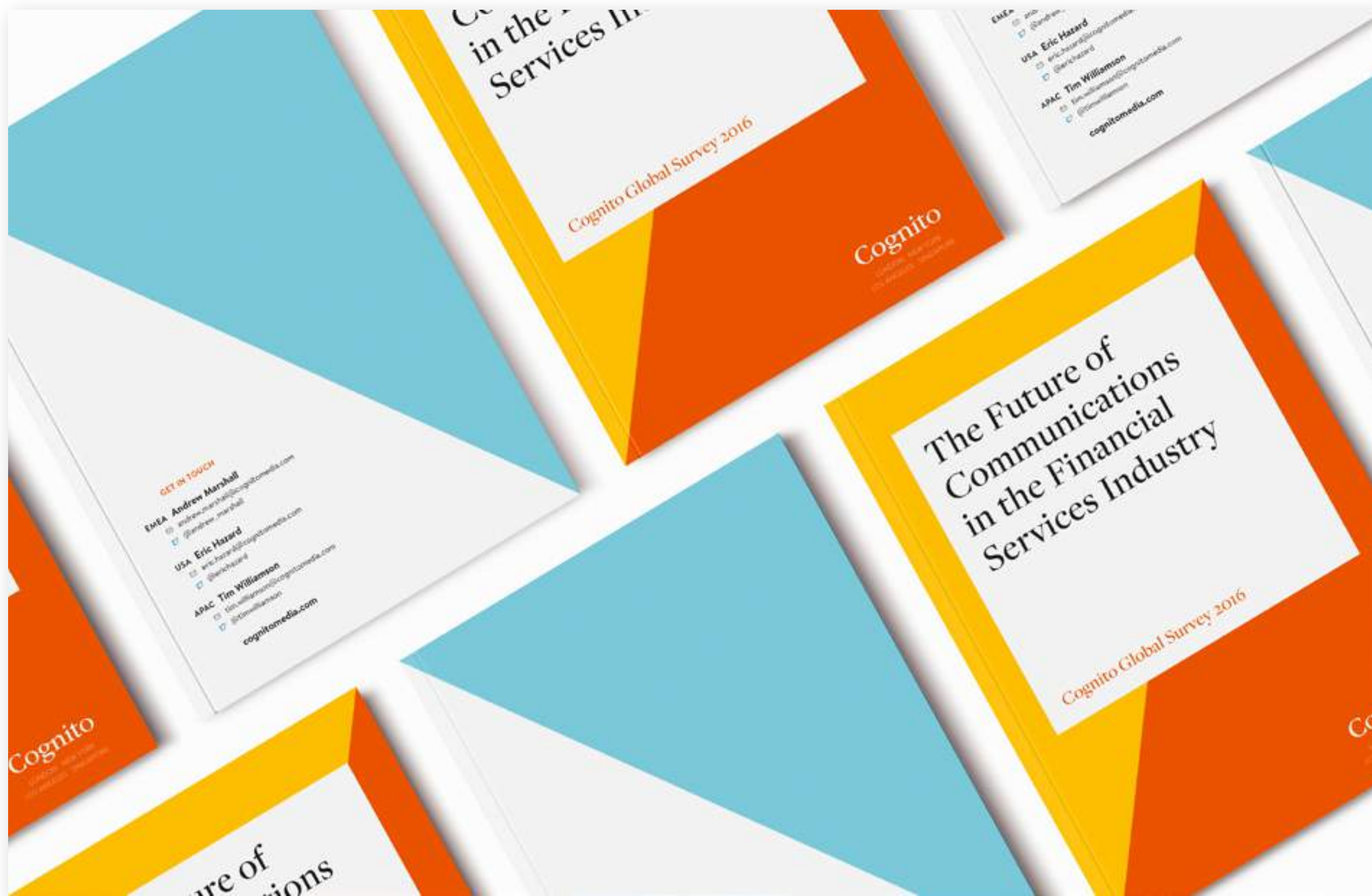


Cognito Creds Deck

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

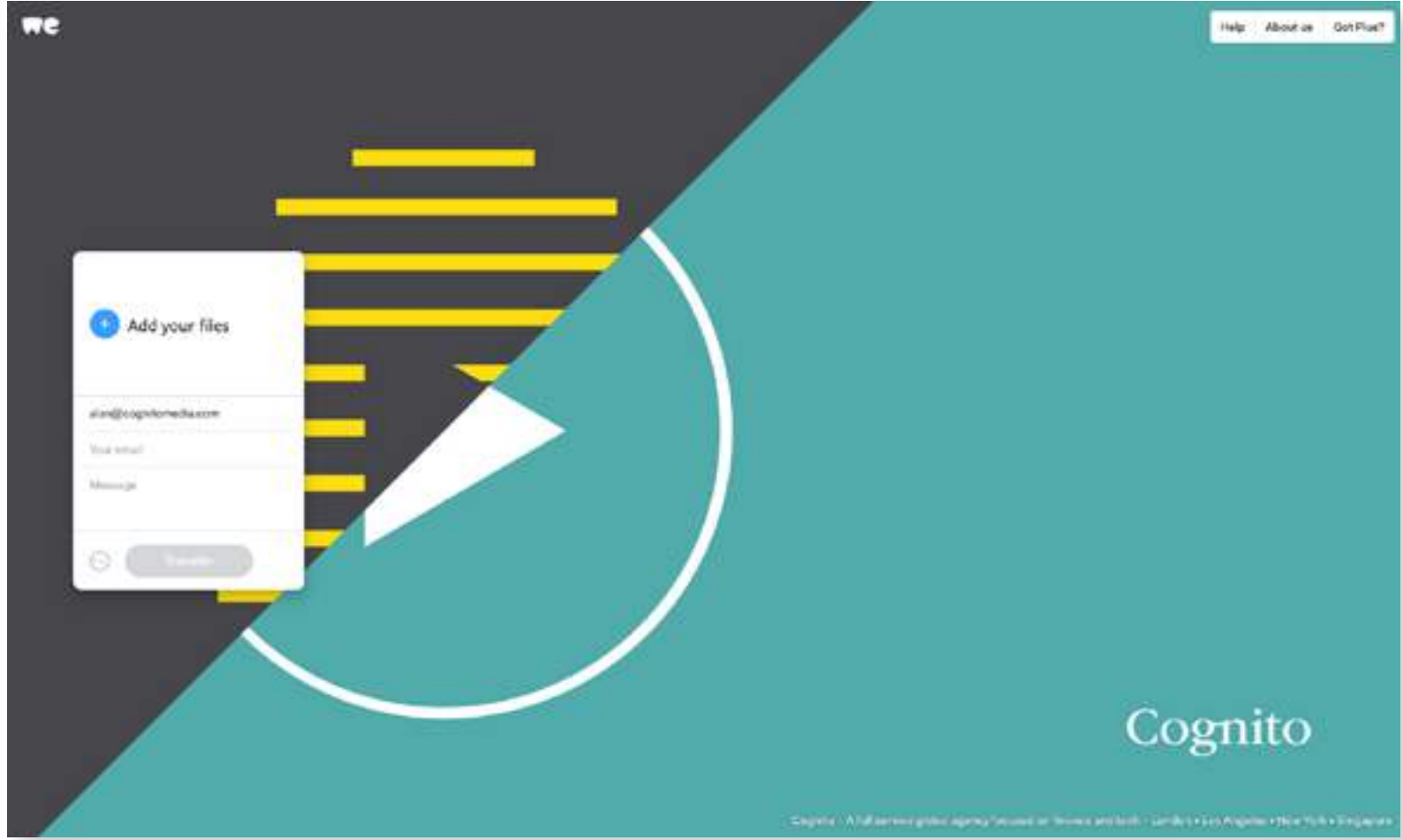
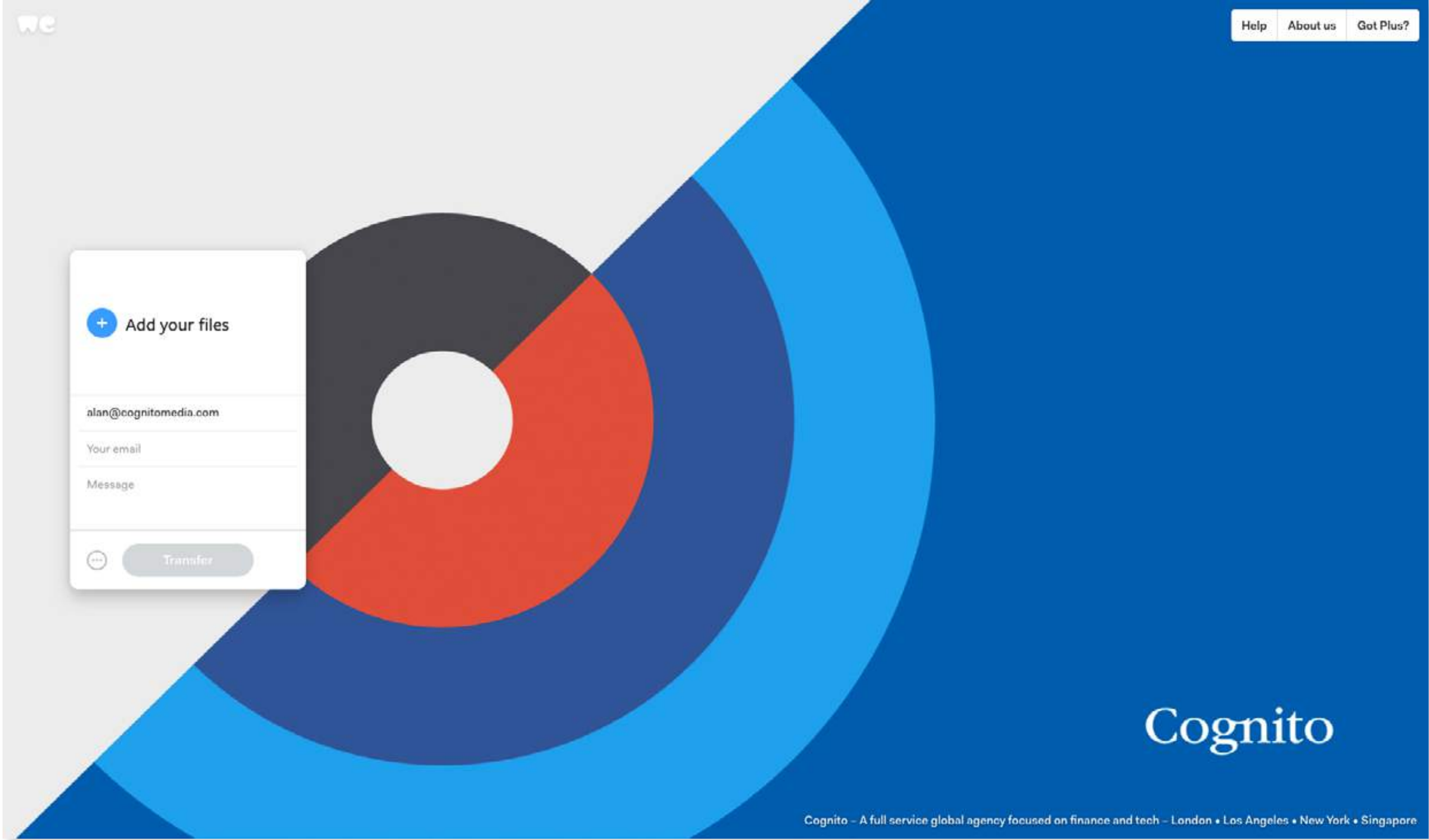
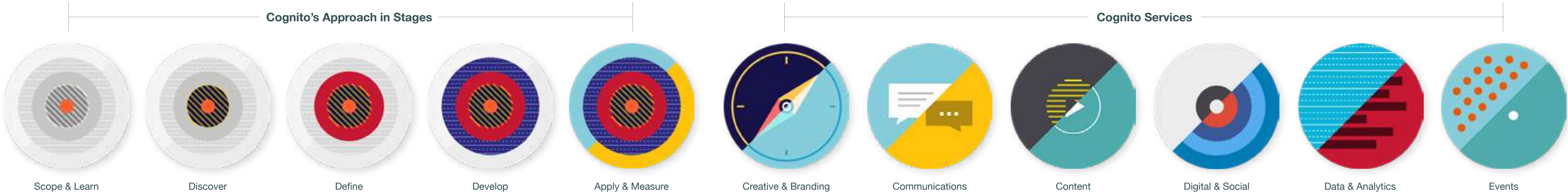
159 Professionals across USA, Europe & Asia

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**: The marketing and communications team. Opportunity to play a strategic business role.
- Social media**: The importance of social: perception vs. reality.
- The future**: The importance of being trustworthy.
- Media landscape**: The media landscape.

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.

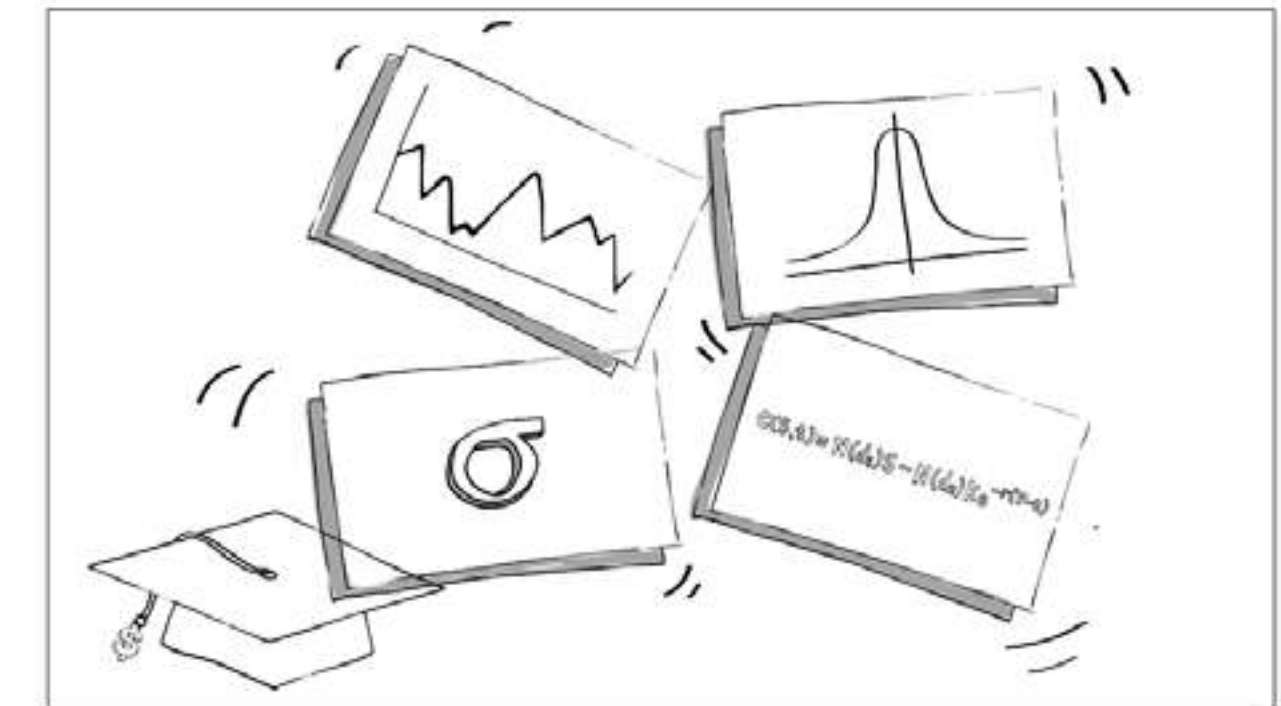
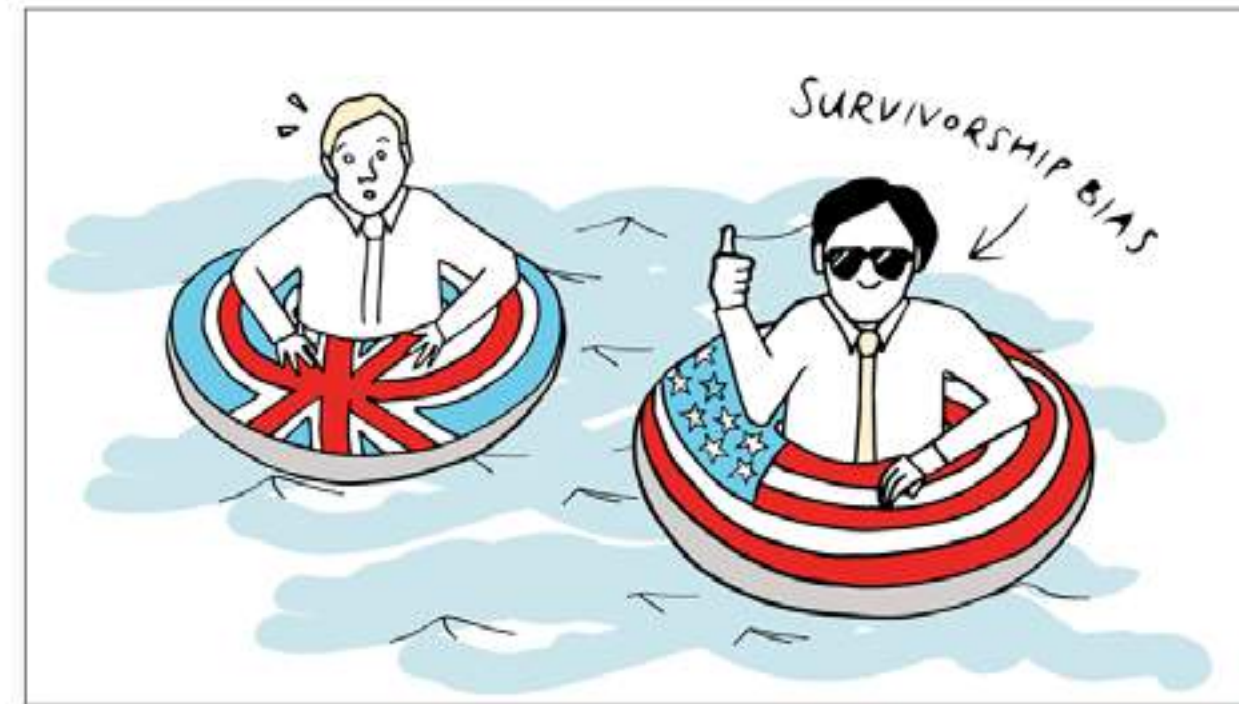
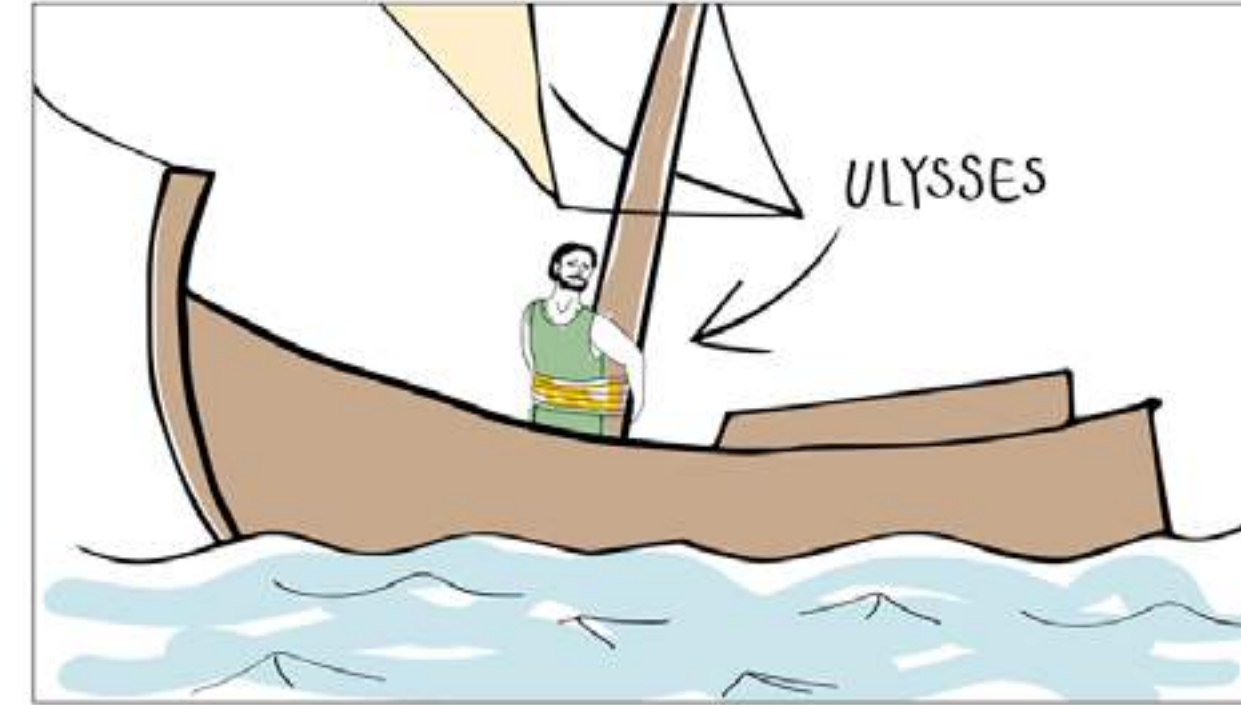
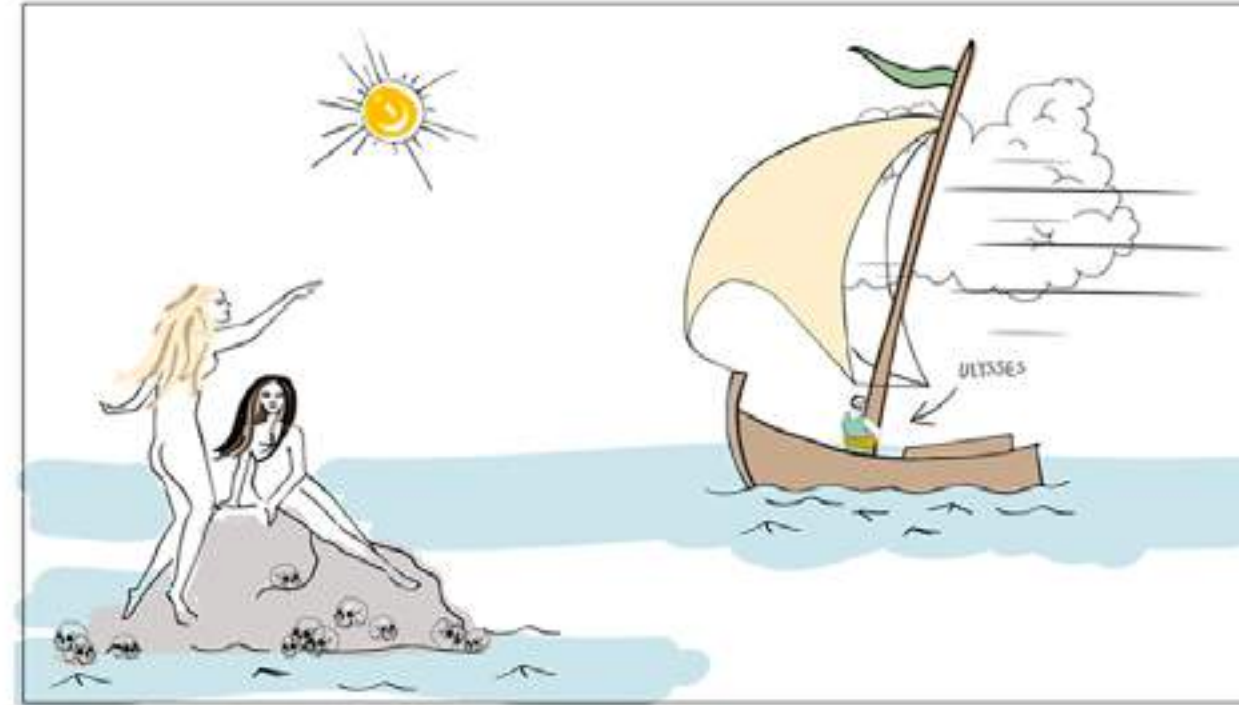
Scripting, conceiving, content, storyboarding, illustrations and editing were all crafted in house. We adhered to the style of the drawings used in Victor’s previous TEDx talk animation as well as adding new elements in line with Elm Partners brand guidelines.

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.



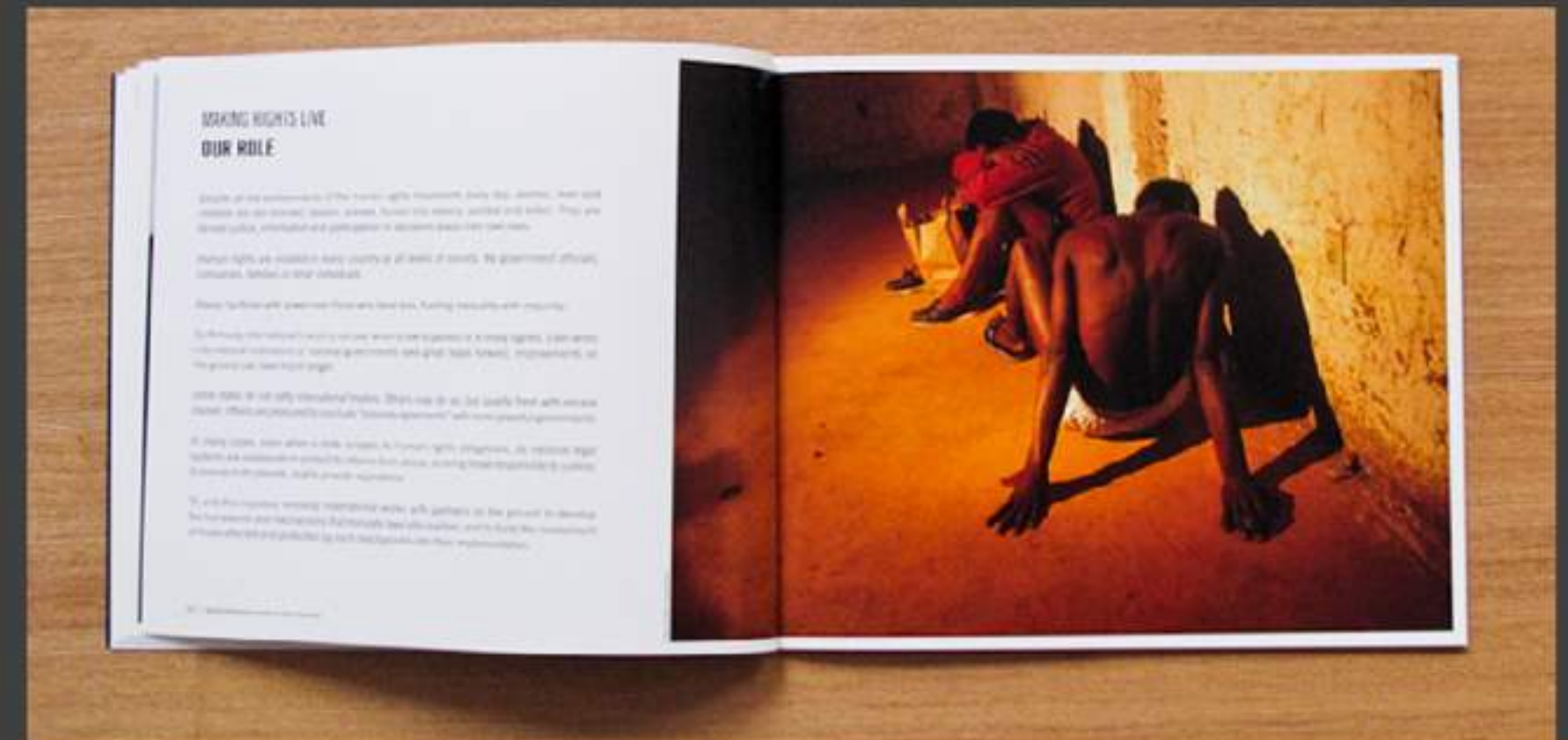


Amnesty International

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.

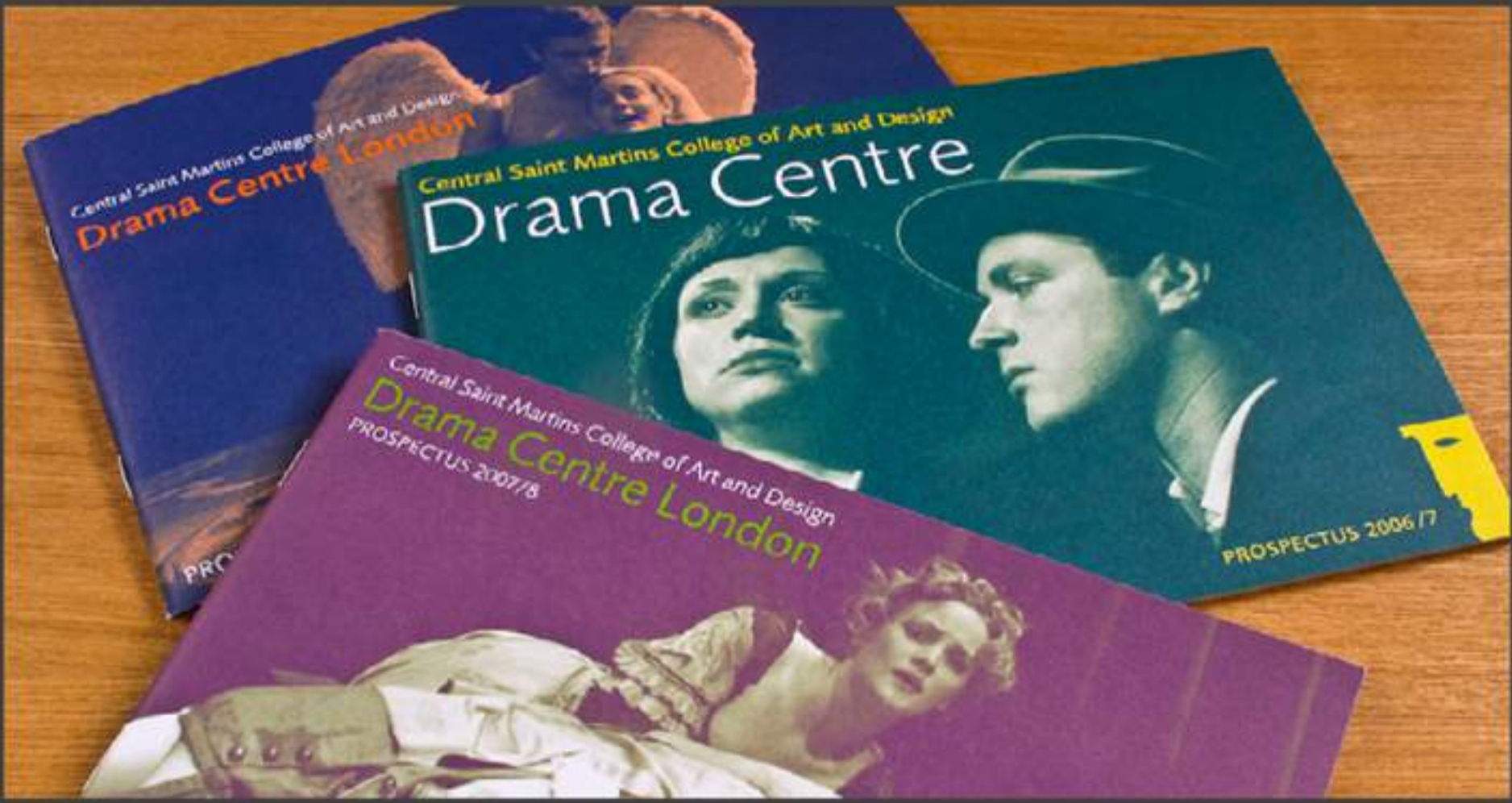
Provided creative direction for the program, designed the Major Donors Program brochure, collaborating with Magnum Photos and managed the printing of the brochure in every language. A digital campaign supported the Program as well as a variety of leaflets, animation and marketing collateral.

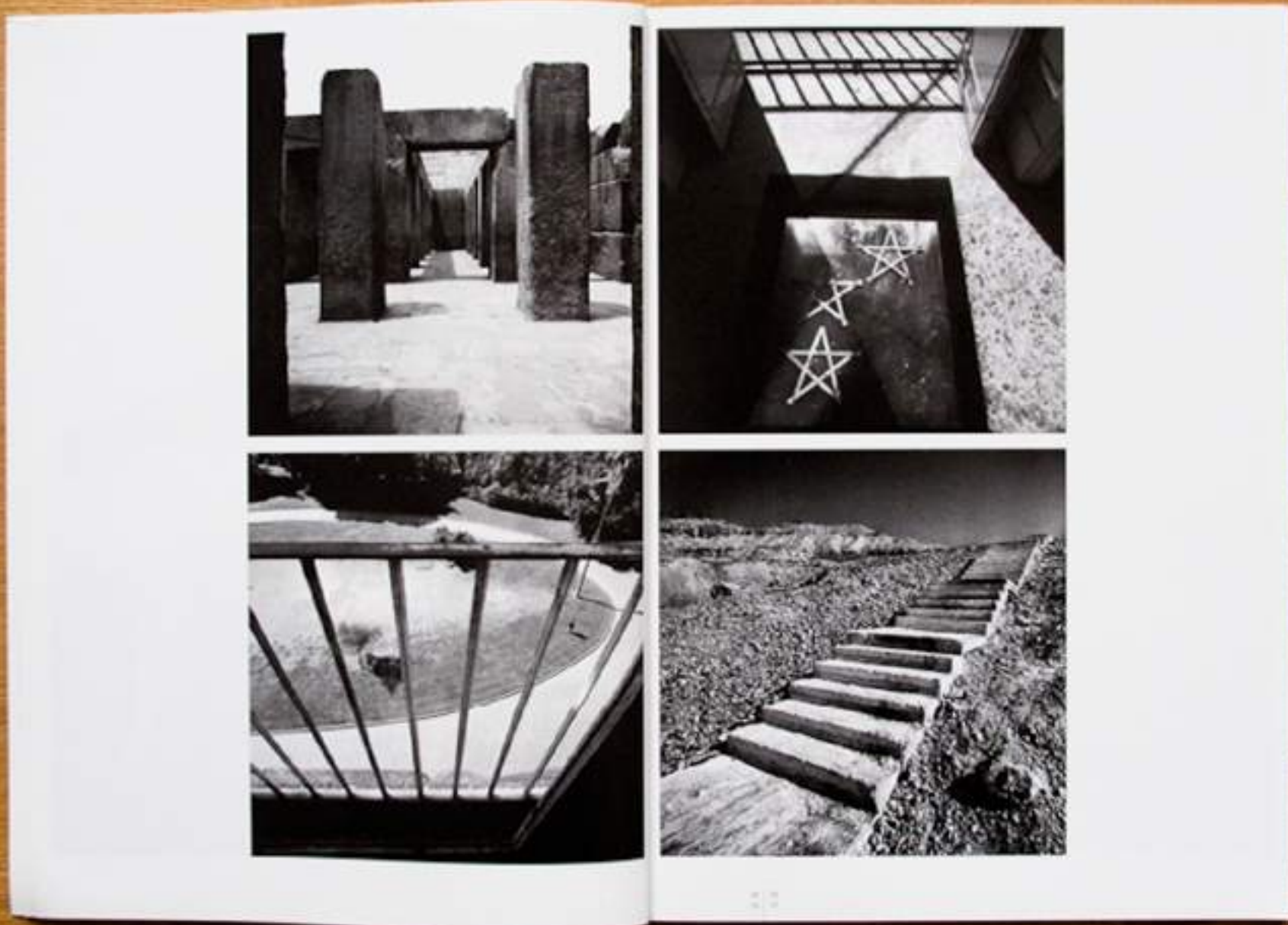
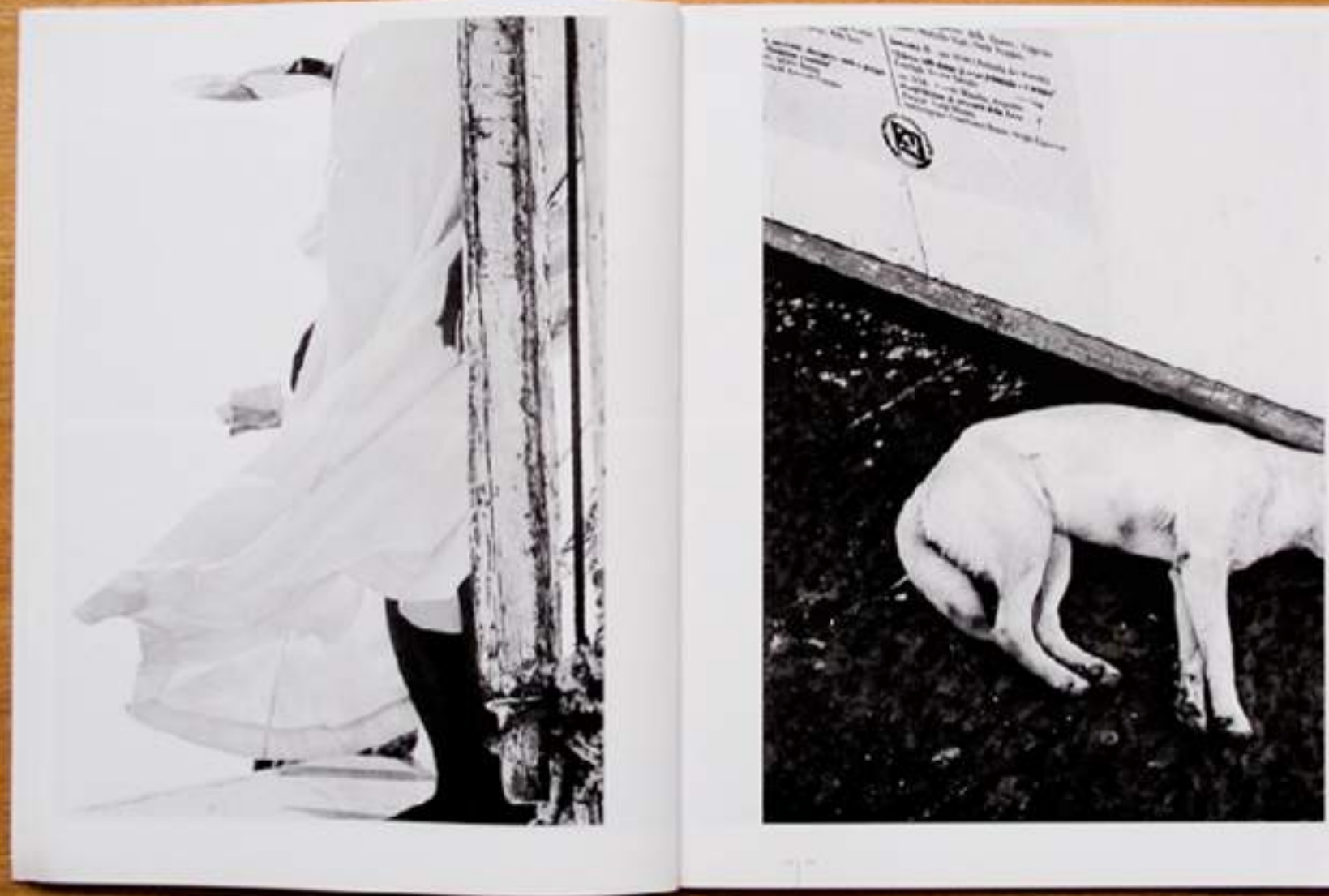


University of the Arts London / Central Saint Martins / Drama Centre London

2000 - 2010

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





surreo

2006

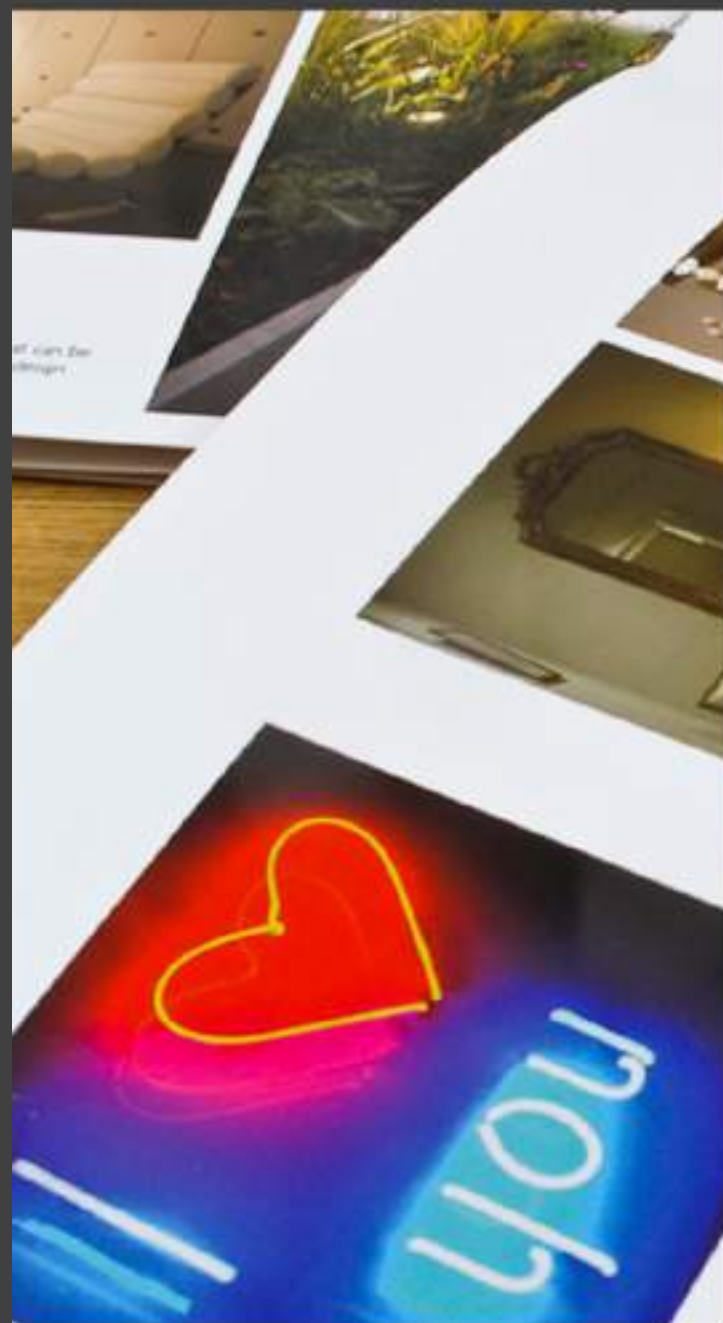
Responsible for the naming, branding and creative direction of Italian artist Sergio de Benedittis' "surreo" photographic exhibition in Rome. Designed and produced all of the event marketing literature, signage, invites, tickets, event space and brochureware.



LightIQ Brochureware

2006

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





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

[Read more...](#)



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.



EVENT PHOTOGRAPHY
BUSH THEATRE
SHEPHERD'S BUSH, LONDON



EDITORIAL PHOTOGRAPHY
HISUSHI RESTAURANT
CAMDEN, LONDON



EDITORIAL PHOTOGRAPHY
THE WESTBURY RESTAURANT
MAYFAIR, LONDON



Let's Talk

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