



## The Daffodil and all that jazz

Our challenge was to add creativity into a brand steeped in heritage, a well known restaurant in a converted 1920's art deco cinema needed to have an outstanding brand development strategy.

We created the concept of 'Everyday Excellence' into a brand that was previously seen as an intimidating special occasion venue. The concept was rolled out through viral, multimedia, web, print and advertising.

### Key skills used in project

- brand strategy
- brand consultancy
- brand language
- brand implementation
- graphic design
- web development
- marketing
- advertising
- information design
- copy writing
- art direction
- retouching
- artworking