



It's a long-term relationship, but without the bad habits. Together, we have created, year on year, new and novel ways of communicating the Chrysalis brand to shareholders.

Playing the dating game : Design agency Loewy wanted to promote its annual report design service to new clients. It wanted a novel way of conveying how close its relationships were with existing loyal clients, and therefore how good Loewy and new clients could be together. The 'Would like to meet' campaign went looking unashamedly for love, playing with familiar dating phrases to build a very personal narrative.