

Curious

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Design Disciplines:
Branding
Corporate Identity
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Advertising
Direct Mail
Print

Clients include:
Norwich Union
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Clarion Retail
Close Brothers
Areen Design Services
Film It!
Richmond International
The South
Wells Interiors
Carter Jonas

Why are vultures bald?
What's the longest word in English?
Who invented the flushing toilet?
How do you make an egg nog?

That's the trouble with being curious. You start with a perfectly reasonable quest for knowledge, and next thing you want to know the answer to everything.

We started innocently enough. We were curious about our clients' business. We were curious to know things like: What's your brand all about? Who buys whatever it is you sell? And why? What's your brand communicating?

The great thing about asking interesting questions is, you get interesting answers: 'Floccinaucinihilipilification', 'Thomas Crapper', and 'With Difficulty', for example. And why are vultures bald? Don't ask.

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The Independent on Sunday
As part of a special issue on tackling gang culture in the UK, the Independent on Sunday asked 'some of Britain's leading agencies to create hard-hitting poster campaigns'. The issue led with our image of a child's profile merged with a handgun.



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