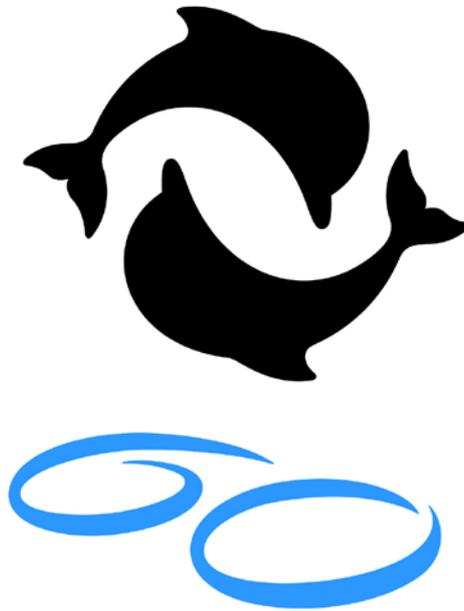


Thames & Hudson 60th Anniversary



Sixty years of making a splash.

Leading art book publishers Thames & Hudson asked us to help promote their 60th Anniversary celebrations and accompanying activities throughout the year.

Neon developed the new 60th Anniversary signature, using the Thames & Hudson dolphin colophon, which was to appear on every branded item for that year. And the title of our initial book of marketing ideas for the year, 'Sixty years of making a splash', was adopted by Thames & Hudson as the 60th Anniversary year strapline.

Our involvement in the Thames & Hudson 'Sixty years of making a splash' project included a wide spectrum of other communications, from a range of limited edition reprints, to literature and in-store branding. Flatteringly, we were invited to take an overall creative directorship role, working with Thames & Hudson's internal marketing and design teams, during the anniversary period

Kind words...

"And what a splash it was! Neon has a wonderful ability, brilliantly intuitive and supremely analytical at the same time, to seek out and find the heart of an institution — and then to express its essence with a visual acuity that not only hits the mark for its aficionados, but also finds it many new fans. Bravo!"

THOMAS NEURATH

Chairman
Thames & Hudson

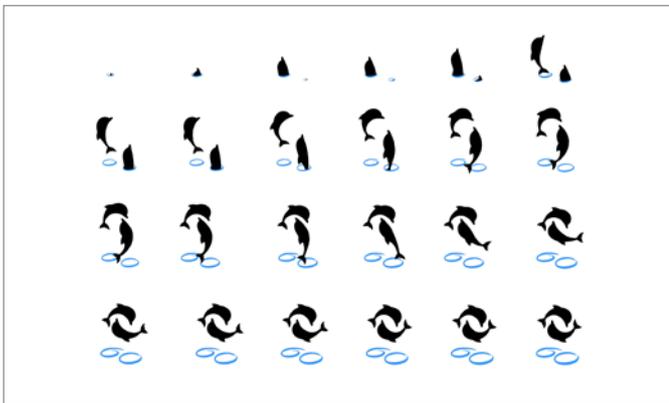
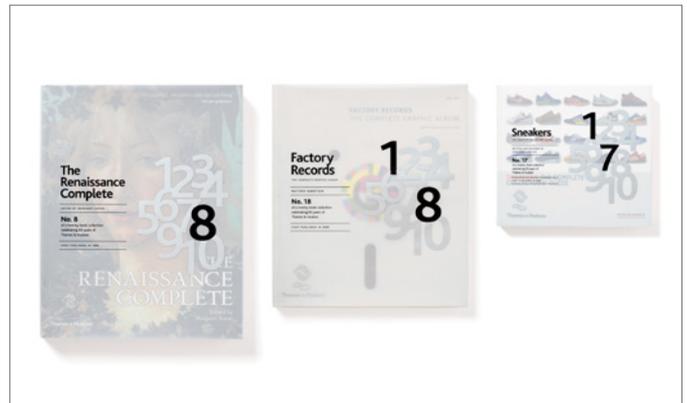
JAMIE CAMPLIN

Managing Director
Thames & Hudson

CONSTANCE KAINE

Creative Director
Thames & Hudson

Thames & Hudson 60th Anniversary



PROJECT SUMMARY
 Anniversary strapline
 Anniversary signature mark
 Anniversary digital animations
 Art direction
 Marketing communications
 Limited edition book covers
 60th Anniversary guidelines
 Promotional literature
 Promotional posters
 Promotional window displays
 Promotional items
 Website

PROJECT SUMMARY
 PUBLISHING
 Campaign
 DESIGN WEEK
 BENCHMARKS AWARDS
 – Shortlisted 2009
 One-off campaigns to
 enhance/extend the brand
 GRAPHIS
 INTERNATIONAL
 DESIGN AWARDS
 – Gold 2012
 Brand marks category

