

## The Goldsmiths' Company Gold: Power & Allure campaign



### A golden creative opportunity.

Our clients The Goldsmiths' Company asked to come up with a campaign idea for their Gold: Power & Allure exhibition.

Featuring more than 400 gold items, ranging in date from as early as 2500 BC to the present day, it was the most comprehensive and ambitious exhibition ever staged at Goldsmiths' Hall – telling the rich and previously untold story of Britain's unique golden heritage. Our task was to promote the extraordinary variety of items on display, and capture the essence of the exhibition's title.

To achieve this, we built three unique and elegant 'crown' montages, using a variety of different objects from the collection. The 'crowns' then became the hero graphic elements on posters, national advertising, literature and web comms for the duration of The Goldsmiths' Company Gold: Power & Allure exhibition campaign.

### Kind words...

*"Gold: Power and Allure. / Gold: Powerful and Alluring. Thank you so much for such a beautiful and charming idea for the The Goldsmiths' Company Gold: Power & Allure exhibition, beautifully executed – it was equally loved by our sponsor's the World Gold Council."*

**PAUL DYSON**  
Director Promotions  
The Goldsmiths' Company

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### PROJECT SUMMARY

Campaign idea  
Art direction  
Advertising  
Animated digital hoardings  
Promotional literature

