

United Kingdom

















Time stands still in Bialowieza, Poland's last remaining primeval forest. So still, the snap of a twig alerts the native Konik to gather and gallop at great speed funcying the ancient Green's Sare forder on their time-worm path, their shimmering tails brash and blend with the silve brick, straining spathe pure air of this enchanted place.

The prineval Konik is the elusive spirit of the forest. To catch a glimpse is said to ensure a good harvest for the making of great vodka.

KONIK'S TAIL

DISTILLED TO PERFECTION ABLEND OF COLDEN SYE, EARLY WINTER WHAT AND SPELT GRAIN Silver Direct charged filtered

PRODUCT OF POLAND

MASTER OF

Award winning design by LM for the Ernest Tolj identity and packaging. A decorative ironwork grille set in the wall of the ancient Croatian winery cellars provided the inspiration for the brand marque. Applied as a silver neck collar on the bottle, it layers through the packaging in a simple but sensual rigid box, wrapped in luxurious papers.































Our disciplines: Brand consultancy, brand identity, brand activation.

**Our clients include:** Moet & Chandon, Harrods, Johnson and Johnson, Diageo, Kao Corporation, Groupe Accor, Champagne Bollinger, Champagne Pol Roger, Crabtree & Evelyn, Monoprix, Häagen Dazs, Edrington Group, Agrocor, Sogrape Vinhos, Waitrose, St Pancras International.

**Our approach:** LM prides itself on a thoughtful approach. We believe that great design starts with great homework. Our first step is to rigorously uncover brand truths, its consumers, competitors and the culture in which it lives. This ensures we manage complex brand hierarchy and communication issues. This approach has led to countless awards, for both creativity and effectiveness. At LM we believe one gets you the other. We are the only consultancy to hold the top awards for creativity, D&AD Gold, and effectiveness, DBA Grand Prix.

## Our philosophy: First win the eye, then the heart, then the mind...

Design is the most enduring expression of a brand and design must work on three levels. First it must catch your attention. Then engage on an emotional level, the first step to building a brand relationship. Finally it must rationally convince you of the brand's promise.

## Lewis Moberly

33 Gresse Street London W1T 1QU United Kingdom Tel: +44 (0) 207 5809252 Fax: +44 (0) 207 2551671 Contact: Robert Moberly robert.moberly@lewismoberly.com www.lewismoberly.com

