











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.







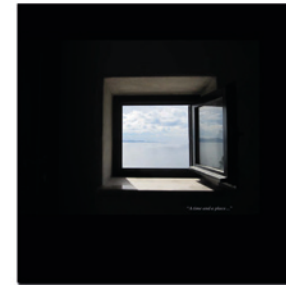








SAINTS HILLS





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

**Our clients include:** Moët & Chandon, Harrods, Johnson and Johnson, Diageo, Kao Corporation, Groupe Accor, Champagne Bollinger, Champagne Pol Roger, Crabtree & Evelyn, Monoprix, Häagen Dazs, Edrington Group, Agrococ, 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.

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