

WILLIAM RUSSELL GLOBAL

BRIEF

Re-brand to clearly position William Russell as the only insurance provider for ex-pats living and working in the Far East.

Critical items were press and core livery applications.

Three distinct target markets were identified:

1. Before leaving
2. On the way
3. Already settled.

SOLUTION IN BRIEF

The use of a 'rising sun' globe device was exploited across all livery items. This and the orange colour became an intrinsic element to press and poster communications.

RESULTS

Project ongoing.

william russell



