

Use the 54 card faces for
**inspired and inventive
brand marketing**

Create surprise and excitement around a unique way to market any aspect of your brand -- **every time a hand is dealt.**

BRAND ATTITUDE
CLIENT OBJECTIVE: unexpected brand association of hockey team with health and caring concern through attractive, educational presentation of health tips

NEW BRAND
CLIENT OBJECTIVE: refreshing, clever format to define bakery brand identity and introduce dessert product selection

PRODUCT BRANDING
CLIENT OBJECTIVE: "out-of-the-box" presentation of traditional industrial equipment line to synchronize with contemporary, cutting edge brand name

BRAND IDENTITY
CLIENT OBJECTIVE: unconventional promotion of private golf club that connotes idyllic lifestyle and luxurious recreation while offering customer incentive

BRAND MAINTENANCE
CLIENT OBJECTIVE: singular, inspired exposure for established aerospace brand identity through inventive format for distinguished romanced photography

BRAND EXTENSION
CLIENT OBJECTIVE: stimulating, inventive projection of brand identity of blue-chip technology conglomerate to defense industry