

# JP Morgan by Glazer™

## Advertising and Promotion

A gala performance of Mahler's 8th Symphony was held as part of a major fundraising programme to restore the Royal Albert Hall. The concert was sponsored by JPMorgan Chase & Co. Our brief was to design a range of promotional materials which would appeal to a wide audience, including corporate clients and the general public.

The theme of music as the 'tool for restoration' was chosen and we developed a series of witty and highly campaignable images which combined a series of tools with music staves from the Mahler 8 score.

Clean, simple typography and an elegant colour palette of cream and deep red, which reflected the Royal Albert Hall's colour scheme, helped to hold all the various elements together.

The applications ranged from stationery, direct mail and flyers through to national press advertising, tube posters and the concert programme.

