









Getty Images
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Billboard



Poster

ABOUT LIWA

Formed in 1996, Liwa LLC is a multi-disciplinary creative agency, specialising in brand identity, design and advertising. Our approach to our work is simple and honest: we place an emphasis on creativity and conceptual thinking, turning our passion for what we do into commercial success for our clients, large and small.

We approach our work with enthusiasm, optimism and conviction. Every project is seen as an opportunity to push boundaries and create distinctive and engaging work. We are driven by a sense of responsibility, both to our clients and the environments where our work is ultimately seen and enjoyed.

GREAT DESIGN IS A
POWERFUL TOOL FOR
IMPROVEMENT IN ALL
WALKS OF LIFE. WE
BRING THIS CONVICTION
TO EVERY PROJECT WE
TAKE ON.



WE TAILOR OUR METHODOLOGY TO SUIT EACH CLIENT'S REQUIREMENTS

OUR METHODOLOGY

We work on projects large and small. From the design of a simple printed piece to the repositioning of large multinationals, each project is divided into 3 stages; research, visualisation and delivery. We tailor our methodology to suit each client's requirements, calling on different areas of expertise where required.

RESEARCH

To provide the right creative solutions for our clients, we first need to understand what they are trying to say to the marketplace. We also need to understand their business

and objectives, what the marketplace thinks of them and what their audience wants from them. This is where ideas start to form, where we set the goals upon which our solutions deliver.

VISUALISATION

We can now start the creative process, designing the solution which will most effectively meet our client's requirements and, most importantly, create a tailored visual experience for their target audience. The ideas which form in the research phase become the vital ingredient in bringing the creative solution to life. This stage not only involves the creation of the brand identity

and design elements, but also the guidelines and structures for easy implementation, critical to every brand programme.

DELIVERY

Once the project is finished, it's important that it's delivered to the marketplace on time, within budget and to a high standard, whatever the medium. For large projects, the management of these brands is an ongoing process requiring careful monitoring in order to achieve their full potential. We deliver an ongoing implementation programme which ensures the successful delivery of the new brand solution to the marketplace.

SERVICES OFFERED

BRAND STRATEGY

Stakeholder Interviews
Consumer Focus Groups
Competitor Analysis
Communications Audit
Brand Positioning
Brand Architecture
Brand Policy Document
Creative Brief

VISUALISATION

Naming
Brand Identity
Concept Visualisation
Stationery
Company Literature
Annual Reports
Packaging
Advertising (Print and TV)
Environmental Design
Web Design
Multimedia
Signage

DELIVERY

Print Procurement
Project Management
Media Planning
Focus Groups/Workshops
Brand Induction



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