



1 IF BY LAND

Unique Seasonal Greetings  
for a Management  
Consultancy – 2015

# Reflecting the Brand Identity for the Festive Season

For the third consecutive year, Base Creative designed a Christmas eGreeting card for management consultancy 1 if by land.

## **Business Strategy**

## **Brand Strategy**

Management Interviews  
Creative Theme

## **Design and Touchpoints**

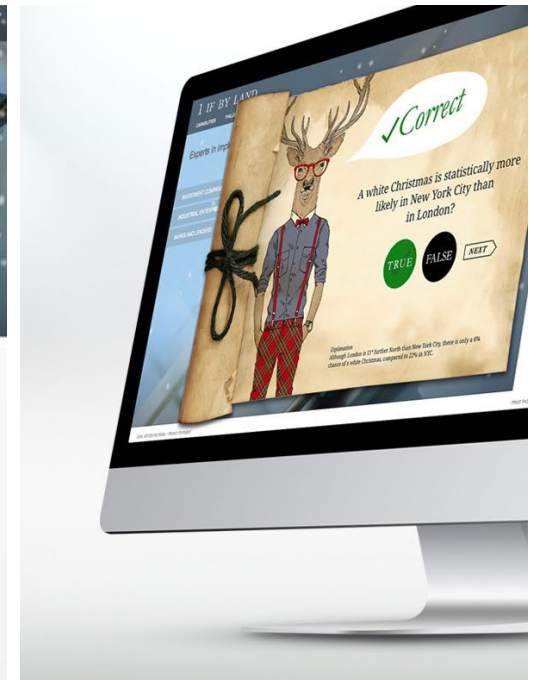
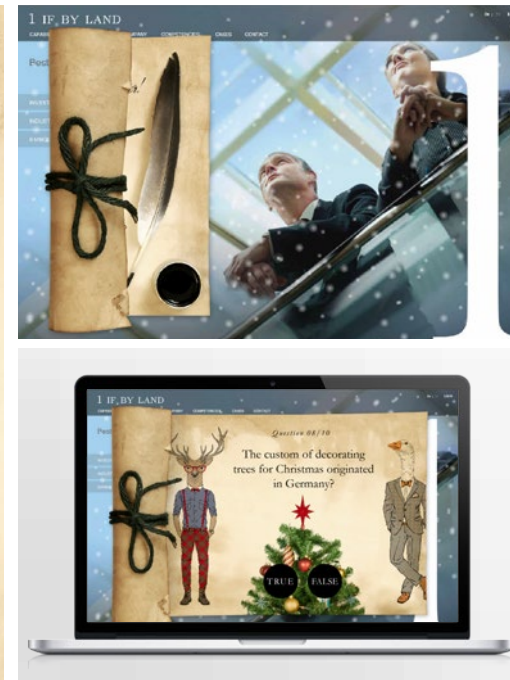
eCard Design

## **Digital & Social Media**

UI and UX Design  
Programming

# 1 if by land eGreeting Card Design

## Greeting and Entertaining Clients at Christmas



As in previous years, our designers set out to reflect the brand identity in a creative and appealing way, this time in the form of a Christmas quiz.

Scope of Work

Business Strategy

Brand Strategy

Management Interviews  
Creative Theme

Design and Touchpoints

eCard Design

Digital & Social Media

UI and UX Design  
Programming