



## A journey of 'Bewonderment'

### The Challenge

Our task: to turn a department within a well established corporate company into a 'stand alone' creative agency. JLL Retail Marketing needed to compete alongside some big hitters and attract the best in creative talent. This was central to delivering the business goals for future growth.

What could a property company really know about retail marketing? Surely they were property consultants, not a team of truly talented marketers! Well, you couldn't be further from the truth, and so began our journey of 'Bewonderment'!

### The Approach

Uncovering the truth about this hugely talented team of specialists had us amazed! Using this insight we knew we could create something distinctive, unique, and most importantly, reflective of the people delivering the brand. The brand was bold and magical in its approach, 'Bewonder', the name, captured this perfectly. We added to the wonder with inspirational copy, a vibrant colour palette, and emotive and inspirational imagery.

Bewonder\* isn't a place, a product, a service or even a group of people: it's a state of mind.

We created brand guidelines, assets, launch event materials, a movie, and even 'Bewondered' the agency itself by transforming the office.

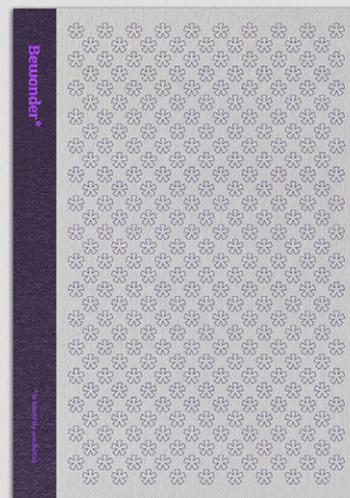
### The Results

Launched at an enchanting event in London, with none other than Dynamo delivering the essence of magic and 'Bewonderment' needed to bring the brand to life. The brand has been a resounding success, and employees are delighted with their new identity and have really embraced the inspiration.

Kaye Walker, Head of Bewonder\* commented:

"I can't begin to explain to you how the long hours and dedication to this project have been appreciated. You have been outstanding. Thank you to Team 10 on creating our truly unique and inspirational brand that we promise to treasure for years to come."

# Bewonder™\*



Bewonder™ / Brand Guidelines



1.3 Why we exist

We're different because we live and breathe brilliance in every thing we do, from researching more thoroughly and delivering the most incredible insight through to the breathtaking originality of our creative teams. In fact, by setting standards of our own we've actually elevated our discipline and redefined what's possible.

**What**

**How**

**Why**



6.1 Typography

Maja Regular  
Maja Reg Italic  
Maja Bold  
Maja Bold Italic

