



Brand Campaign Ideas  
for Liberty London





## Brand Identity

As mentioned in the brand strategy document for Liberty London, the brand identity should retain its Celtic-style lettering and brand colours of gold on deep purple.

However, as stated earlier, the coat-of-arms - which might be considered too stuffy for contemporary times - ought to be replaced with an appropriate symbol and icon.

Considering Liberty's heritage and history of bringing customers the finest merchandise from other lands, as well as building the Tudor-revival structure with timber from old British ships, I think the most appropriate visual icon for the brand would be a sailing ship.

I am not a designer, so I have attempted to just set a direction for the brand identity through some options that I have created. One of them employs a sail and masthead of a ship, with a Celtic emblem on the sail. The other features an illustration of a complete ship with billowing sails in line drawing/etching style.

I notice that the Liberty building already features a weather vane in the form of a ship atop its Tudor-revival structure and I thought it might be worth requesting a professional illustrator to render the three-mast ship in a distinctive style for Liberty.



*The Liberty ship weather vane; Image by Christine Matthews CC by SA 2.0 on Wikimedia Commons*



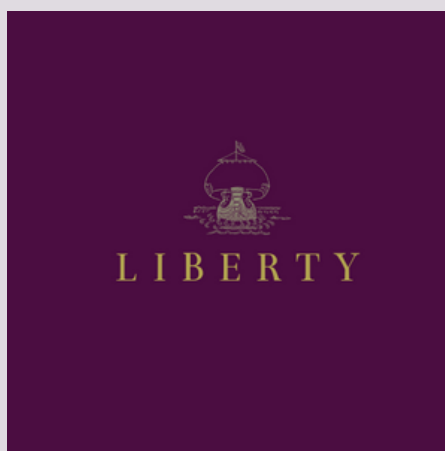
## Brand identity ideas

The designs shown below are indicative of the direction the new icon for Liberty should take. Please consider the name Liberty to be lettered in the existing Celtic-style font.

My own recommendation is for the second alternative, with a stylised drawing of a ship done by a professional illustrator.



*The sail and masthead of a ship with an appropriate Celtic emblem*



*A stylised line drawing/etching of a complete sail ship*

## **Creative idea for relaunch communication**

Showcase Liberty's signature designer prints and fabrics as symbols of good taste and eclecticism, through the metaphor of sailing and the high seas.

### **Print campaign ideas**

I have created a three-advertisement campaign for print, which Liberty can run in leading international publications, such as The Times London, The Guardian, The Economist, The New York Times, and magazines such as The New Yorker, Vanity Fair and Harper's.


The adverts each tell a story of Liberty's prints, with a visual treatment that is distinctive, elegant and contemporary, leaving readers with an image of Liberty as an exotiquarium of good and eclectic taste. They blend the pleasing quaintness of Liberty with modern technique.

Because they are in vertical format and because of their unusual visual treatment, the adverts can and should run in smaller than full-page size in newspapers – they will tend to stop and intrigue the reader.





## Advert #1



Ahoy! Fancy meeting you here!

And to you. We didn't expect to be swimming  
the Atlantic this spring.


Welcome ashore. No doubt, the Liberty ship has  
brought you here.

Thank you. And you as well. I assume. Aren't you  
from a windswept isle off the British coast?

Yes, how did you know?


Travelled far and wide, my dear.

Oh, to be in England, now that spring is here...



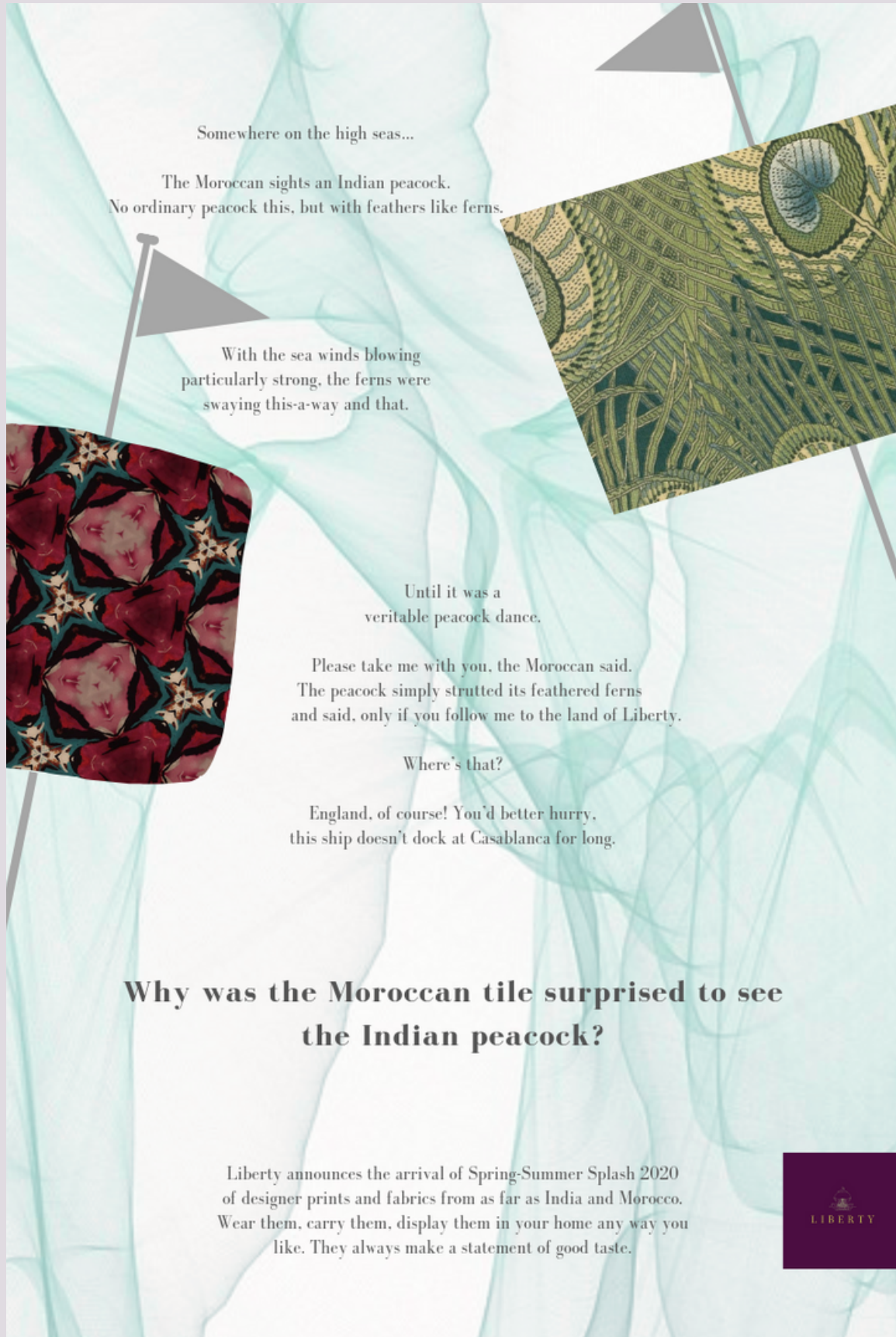
**What did the pebbled seabed say to the tropical  
palms and the Norwegian salmon?**

Liberty welcomes you to Spring-Summer Splash 2020  
of its signature designer prints and fabrics.  
Wear them, carry them, display them in your home any way you  
like. They always make a statement of good taste.





## Advert #2



Somewhere on the high seas...

The Moroccan sights an Indian peacock.  
No ordinary peacock this, but with feathers like ferns.

With the sea winds blowing particularly strong, the ferns were swaying this-a-way and that.

Until it was a veritable peacock dance.


Please take me with you, the Moroccan said.  
The peacock simply strutted its feathered ferns and said, only if you follow me to the land of Liberty.

Where's that?

England, of course! You'd better hurry, this ship doesn't dock at Casablanca for long.


**Why was the Moroccan tile surprised to see the Indian peacock?**

Liberty announces the arrival of Spring-Summer Splash 2020 of designer prints and fabrics from as far as India and Morocco. Wear them, carry them, display them in your home any way you like. They always make a statement of good taste.






### Advert #3



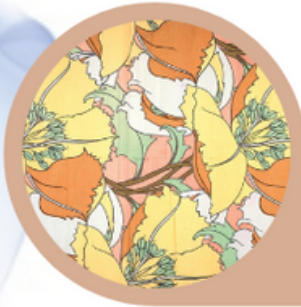
Mosaics that dazzle in a thousand colours,  
splintering and refracting light.

On board, tapestries too that tell the tales of times gone by.  
And those yet to flower.




Blooming in colours and fragrances  
impossible to describe.

A cornucopia, a feast, an endless procession  
of exotic experiences, all aboard the Liberty ship.  
Embarking now.



**Follow the high-sea adventures of mosaics,  
tapestries and gardenia.**

Liberty invites you to a special reveal of  
Spring-Summer Splash 2020 of fine objets d'art from around the  
world. Wear them, carry them, display them in your home any way  
you like. They always make a statement of good taste.





## The social media/digital campaign

The same idea of the print campaign is adapted to run in digital and social media. Here, we can perhaps explore the use of a little animation, just to have the prints seen through the portholes changing, or create a little flutter in the ship's sails, and have the icons bobbing on the high seas.

The explore Liberty Spring-Summer Splash 2020 button will lead the reader to a specially created landing page on Liberty's website which features the full story about next season's collection.



### Social/digital advert #1

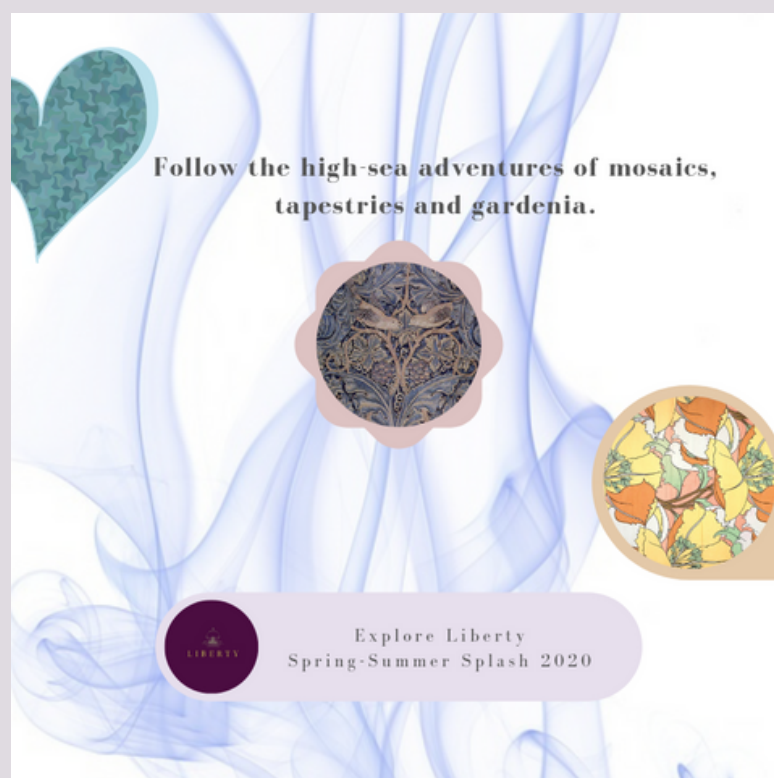




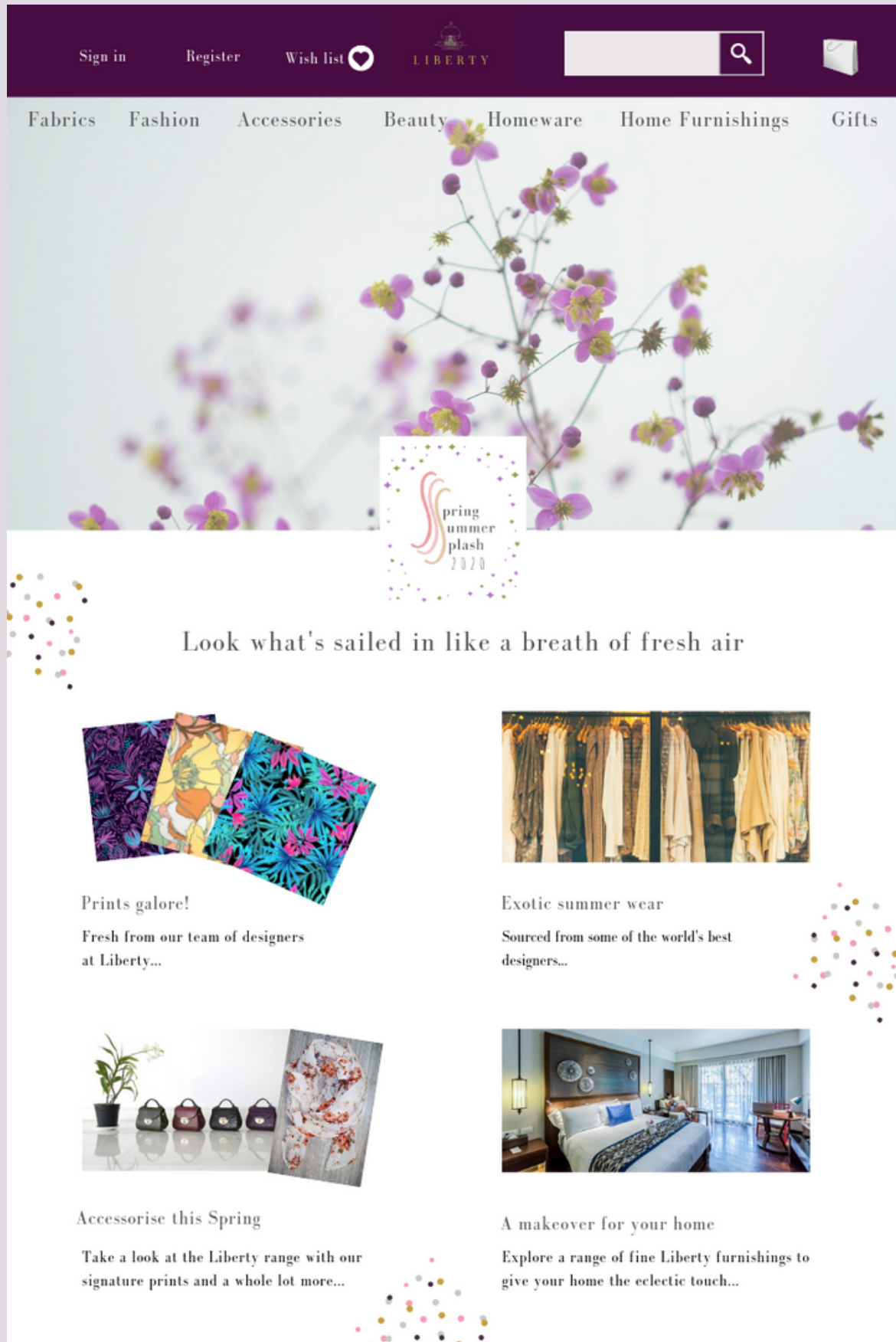
### Social/digital advert #2



### Social/digital advert #3

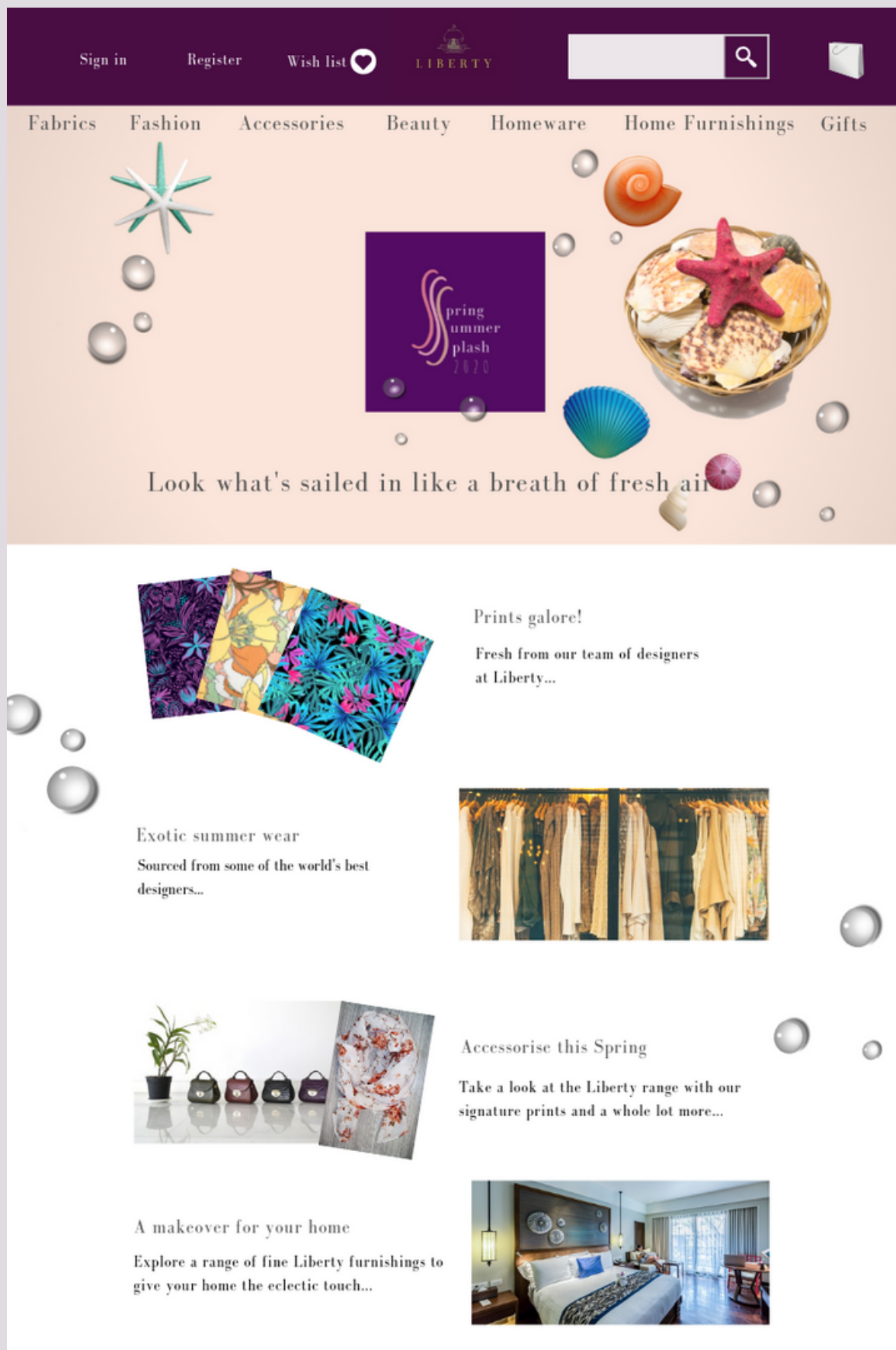


## Landing page designs for social/digital campaign





## Landing page designs for social/digital campaign



## Idea for TV commercial/video

### The Voyage:

*In the video or TV commercial for Liberty London, we extend the sailing ship metaphor to a shopping experience at the store. The entire film is shot from the point of view of a shopper at Liberty.*

*As the shopper/viewer walks through the store, browsing, we overhear two women conversing off-camera, one of whom seems to be a Liberty regular. The visual leitmotifs of the film are the signature designer prints of Liberty and they take pride of place in gorgeous close-ups of fabrics being unfurled, felt, and draped across the screen. These, together with bokeh lights effects, as we transition from one section of the store to another, create a magical, dreamlike in-store tour.*

*The music too is storytelling style - atmospheric, contemporary and mature.*

The film opens with the dramatic and yet familiar visual of a ship inside a glass bottle on the high seas. It suggests dreams from far away which then transitions to a ship inside a bottle at the store. Through the glass bottle, we glimpse a bluish-grey mosaic print on a textile fabric in close up. From here, we see the textile section of the store and camera pans across the room. Fabric print after fabric print unfurl before our eyes, letting us feast on the sheer variety of colourful and unusual prints.

Through bokeh lights effects, we transition to another section of the Liberty store. Here, a short walk through what looks like the accessories section, takes us into another area. We overhear two lady shoppers discussing, off-camera.

Lady shopper #1: I find this place perfect for finding those out-of-the-ordinary pieces...

Lady shopper #2: Yes, all the goodies from far-away lands.

We are now in the stationery section, where the Liberty regular picks up a textile-bound fancy notebook. Off camera, we hear them again.

Lady shopper #2: Look... they've put their exquisite Liberty prints on notebooks now.

Lady shopper #1: Gorgeous!





Lady shopper #2: I believe Oscar Wilde shopped here.

Lady shopper #1: You don't say.

Lady shopper #2: Yes, indeed. And so, did Daniel Gabriel Rossetti and the painter, Whistler.

Lady shopper #1 (Laughs gently)

Camera pans across more textile-print covered notebooks and stationery.

Lady shopper #2: Not joking, my dear. You can add Yves Saint Laurent and Paul Smith to the list.

Lady shopper #1: Hmm... speaking of which, what do you think of this bracelet? It's rather...

(We see an unusual spiral-shaped bracelet, made of semi-precious stones and beads in the hands of the first lady shopper)

Lady shopper #2: Exotic might be the word you are looking for?

Bokeh lights in shades of deep magenta and purple lead us out to the iconic Tudor-revival Liberty storefront late in the evening.

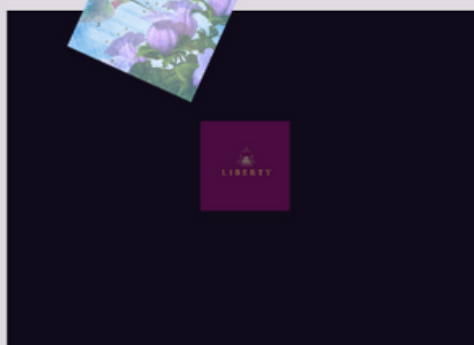
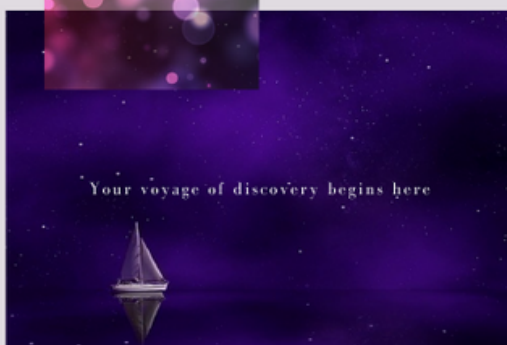
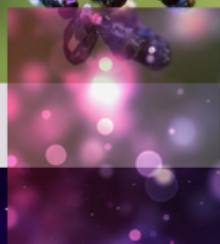
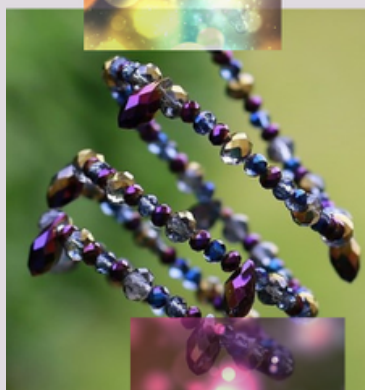
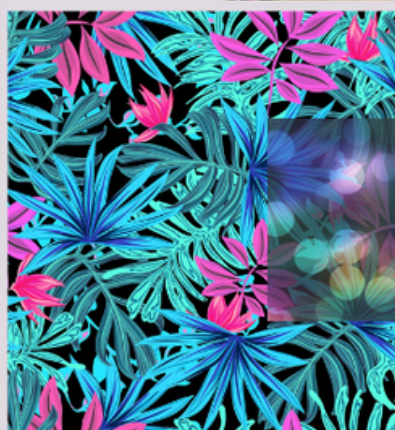
We dissolve to a purple-dark night scene with a ship sailing in the distance on the high seas.

Super appears: Your voyage of discovery starts here

Screen fades to black and we end on the Liberty logo.



## Mood board for the TV advert/video





## Ideas for other videos about Liberty

Besides TV adverts for launching the season's collection and Christmas shopping, Liberty should consider videos on other subjects as well which help communicate more important dimensions of the brand.

Here are some thoughts along these lines:

- Creativity in textile design and designers
- Sourcing merchandise only from designers who directly benefit craftspeople
- Environment-consciousness at Liberty
- Special collaboration projects with textile designers
- Exclusive textile art exhibitions, featuring well-known textile artists

I think Liberty should avoid asking well-known designers to design fabrics or merchandise for them, unless designers use a Liberty print or fabric in their work. Famous designers use Liberty fabrics and prints and that's the way it should be; not the other way around.



*Liberty late evening shopping; Image by Sue Wallace CC2.0 on Wikimedia Commons*

## Invite to a special textile art event

### Advert and Invite #1 (featuring Sheila Hicks):





**Advert and Invite #2 (featuring Alexandra Kehayoglou):**





*Detail of Tulip and Willow, a textile print by William Morris 1873; Image: Wikimedia Commons*

*"The cause of Art is the cause of the people...  
One day we shall win back Art, that is to say  
the pleasure of life; win back Art again to our  
daily labour."*

- William Morris, textile designer, poet, writer  
and champion of the Arts and Crafts  
Movement in 19th century Britain

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