

*BRENDA ZONNEVYLLE/
PORTFOLIO*

*WORKING OVER NINETEEN YEARS IN NORTH AMERICA,
ASIA AND EUROPE, I HAVE GAINED EXTENSIVE
EXPERIENCE IN THE FIELDS OF INTERIOR DESIGN,
EXHIBIT DESIGN, EVENT DESIGN AND GRAPHIC DESIGN.
PRIOR TO WORKING FOR A COMMUNICATION AGENCY
IN MADRID, I WAS THE CREATIVE AND ART DIRECTOR
OF VARIOUS NOTABLE OFFICES IN NEW YORK CITY,
BEIJING, AND HONG KONG.*

BRENDA ZONNEVYLLE/ RÉSUMÉ

brenda@brendazonneville.com
+34 639198019

Personal information

Nationality
Dutch/Spanish
Place of birth
Madrid, Spain

Education

2013

Artists and Museums. Art History, Criticism and Conservation. Escuela de las Artes, Círculo de Bellas Artes. Madrid, Spain.

2013

Technical Studies in the Process of the Authentication of Paintings. Arte-Lab. Madrid, Spain.

2000 - 2001

Independent study in web design and web programming: HTML, Javascript, DHTML, Dreamweaver, Adobe Photoshop, Macromedia Flash, ASP, PHP, WAP and Java. Escuela Superior de Informática Las Rozas. Madrid, Spain.

1997 - 2000

Interior Design, BFA. Istituto Europeo di Design. Madrid, Spain.

Languages

Spanish, English, Basic Chinese, Basic French

Software

Adobe Creative Suite
Autocad
Microsoft Office

References

Available upon request

Experience

May 2018 - To date

Company
DNOiSE Agencia de Comunicación, Madrid
www.d-noise.net
Position
Design Director
Job description
Art direction of a wide range of projects mostly focusing on the concept, implementation and completion of large scale events for the following accounts: Coca-Cola, Royal Bliss, Pernod Ricard.

Oct 2012 - May 2018

Working independently as an art director on graphic and spatial design projects.

Feb 2012 - Dec 2017

Art advisory focusing mostly on the creation of the Parkview Salvador Dalí Sculpture Collection in Beijing, Hong Kong and Singapore.

Aug 2010 - Oct 2012

Company
C&G Partners
www.cgpartnersllc.com
Position
Senior Designer
Job description
Working on the creation of brand identities, exhibits and environments as well as print design.
Clients included: Boston Public Library, MasterCard Worldwide, JPMorgan Chase & Co., Saint Patrick's Cathedral, New York Stock Exchange, MIT and Smithsonian Institution.

Nov 2008 - Feb 2010

Company
Avantgarde. Beijing
www.avantgarde.cn
Position
Creative Director
Job description
Leading and managing the creative team.
Responsible for the concept, creative direction,

implementation and completion of large scale events for the following accounts: BMW, Mini, Nespresso, Porsche.

Nov 2007 - Sept 2008

Company
Lemonade Media. Beijing
Position
Art Director
Job description
Art director in the fields of graphic and digital design being in charge of the following accounts: Hilton, US Embassy, Minne, Jollo and Zingbin.

Jan 2007 - Sept 2007

Company
Integrated Design Associates Ltd. Hong Kong.
www.ida-hk.com
Position
Senior Designer
Job description
Interior design and graphic design for the architecture projects of the office.

Jan 2002 - Dec 2006

Working independently in interior design, branding, digital design and graphic design.

Jan 2001 - Dec 2001

Company
MasIdeasPunto. Madrid, Spain
Position
Graphic and Web Designer
Job description
Web and graphic designer in charge of the design and execution of several web projects.

Jul 2000 - Sept 2000

Company
Canal +, digital TV
Position
Interior and Graphic Designer
Job description
Internship done at the Set Design Department of Canal+ (Sogecable), digital TV.

EVENT DESIGN/

COCA-COLA SIGNATURE MIXERS/ LAUNCH EVENTS

**A SERIES OF EVENTS HAPPENING IN 8 CITIES
TO PRESENT THE NEW BRAND TO THE
BEST CLIENTS OF THE COMPANY AND ITS
COMMERCIAL NETWORK. THE RUNDOWN OF
THE EVENTS CONSIST OF A PRESENTATION
AND A PRODUCT TASTING FOLLOWED BY A
FOOD GATHERING.**

FIRM DNOiSE Agencia de Comunicación
PROJECT RESPONSIBILITIES Art Direction, Production and Installation Oversight
PHOTOS Overs
YEAR 2019



*EVENTO MADRID
PRESENTACIÓN EJE COMERCIAL, MAYO 2019*



Coca-Cola.

SIGNATURE MIXERS







WOODY

RIVADO









*EVENTO IBIZA
PRESENTACIÓN CLIENTES, JULIO 2019*







SPICY NOTES

CRAFTED BY
ADRIANA CHIA
PIPPA GUY

AMERICAN BAR, THE SAVOY | LONDON
DE LAS INDIAS | BARCELONA

50
BEST
BARS
2018





*EVENTO MALLORCA
PRESENTACIÓN CLIENTES, JULIO 2019*











**COCA-COLA ENERGY/
LAUNCH EVENT**

LAUNCH OF THE NEW ENERGY DRINK AT THE MADRID HEADQUARTERS FOR MEDIA AND EMPLOYEES. IT STARTED BY SURPRISING THE EMPLOYEES AT THE ELEVATORS WITH A TEASER TO THEN GO AND LIVE THE EXPERIENCE AT THE COCA-COLA ENERGY TENT OUTDOORS. THE PROJECT COMPRISED NOT ONLY THE CONCEPT AND DESIGN OF THE SPACE BUT ALSO SEVERAL OTHER PIECES LIKE THE GIVEAWAY KIT AND THE HOSTESSES' UNIFORMS ALL USING THE EFFECT MOIRE TO OBTAIN THE MOVING WAVES EFFECT.

FIRM DNOiSE Agencia de Comunicación
PROJECT RESPONSIBILITIES Art Direction, Production and Installation Oversight
PHOTOS & VIDEO Overs
YEAR 2019















SPREAD YOUR
POSITIVE ENERGY



ENERGY
THE ONLY ENERGY DRINK WITH A GREAT COCA-COLA TASTE
HIGH CAFFEINE • GUARANA • B VITAMINS

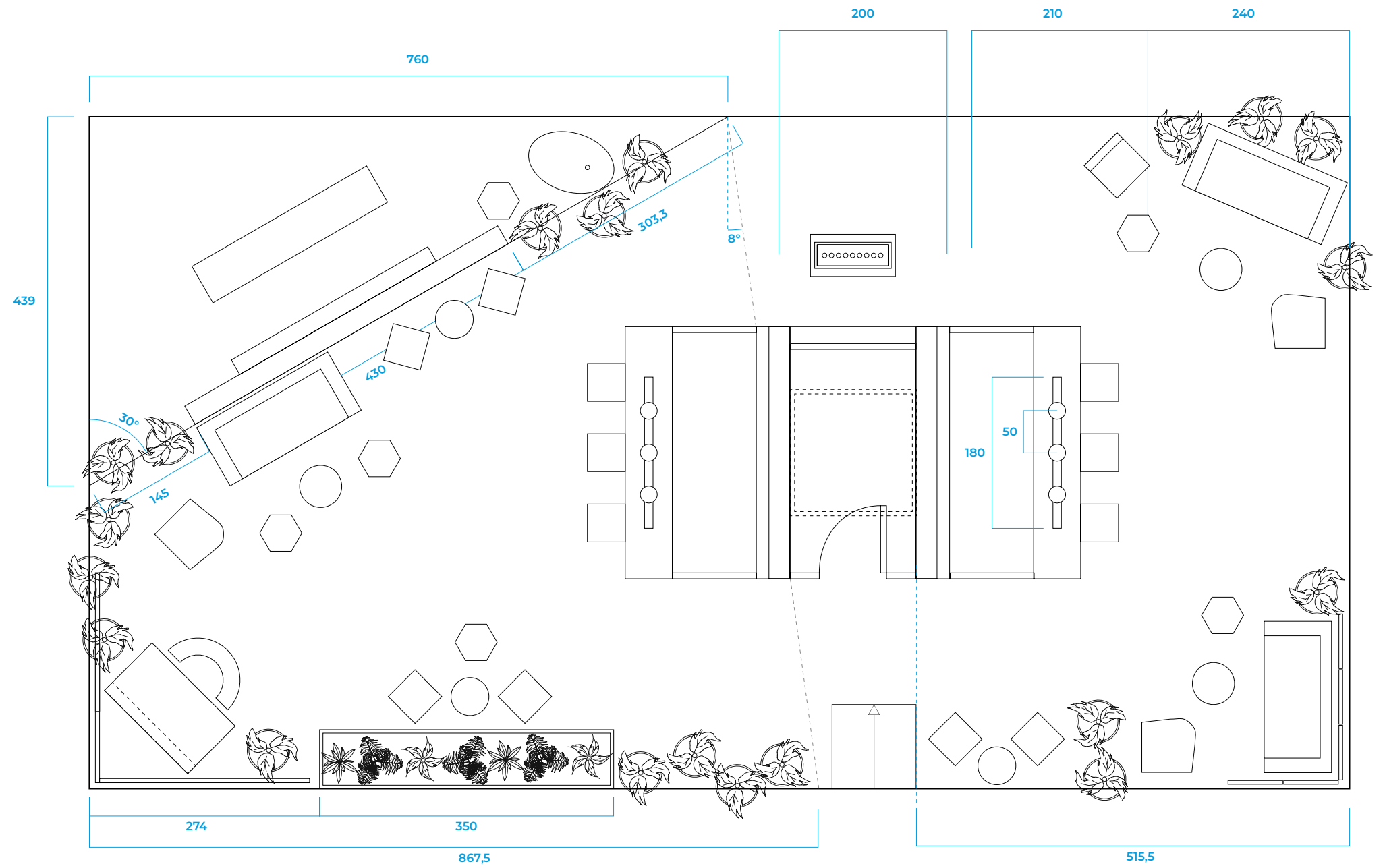
**ROYAL BLISS & APPLETISER/
HIP 2019 STAND DESIGN**

DESIGN OF THE STAND FOR THE ANNUAL HORECA PROFESSIONAL EXPO IN MADRID CALLED HIP (HOSPITALITY INNOVATION PLANET). THE STAND WAS SHARED BY ROYAL BLISS, WITH A PUBLIC AND A PRIVATE AREA, AND APPLETISER. THERE WAS AN ICE CARVING SHOW TO ATTRACT THE ATTENTION OF THE PUBLIC.

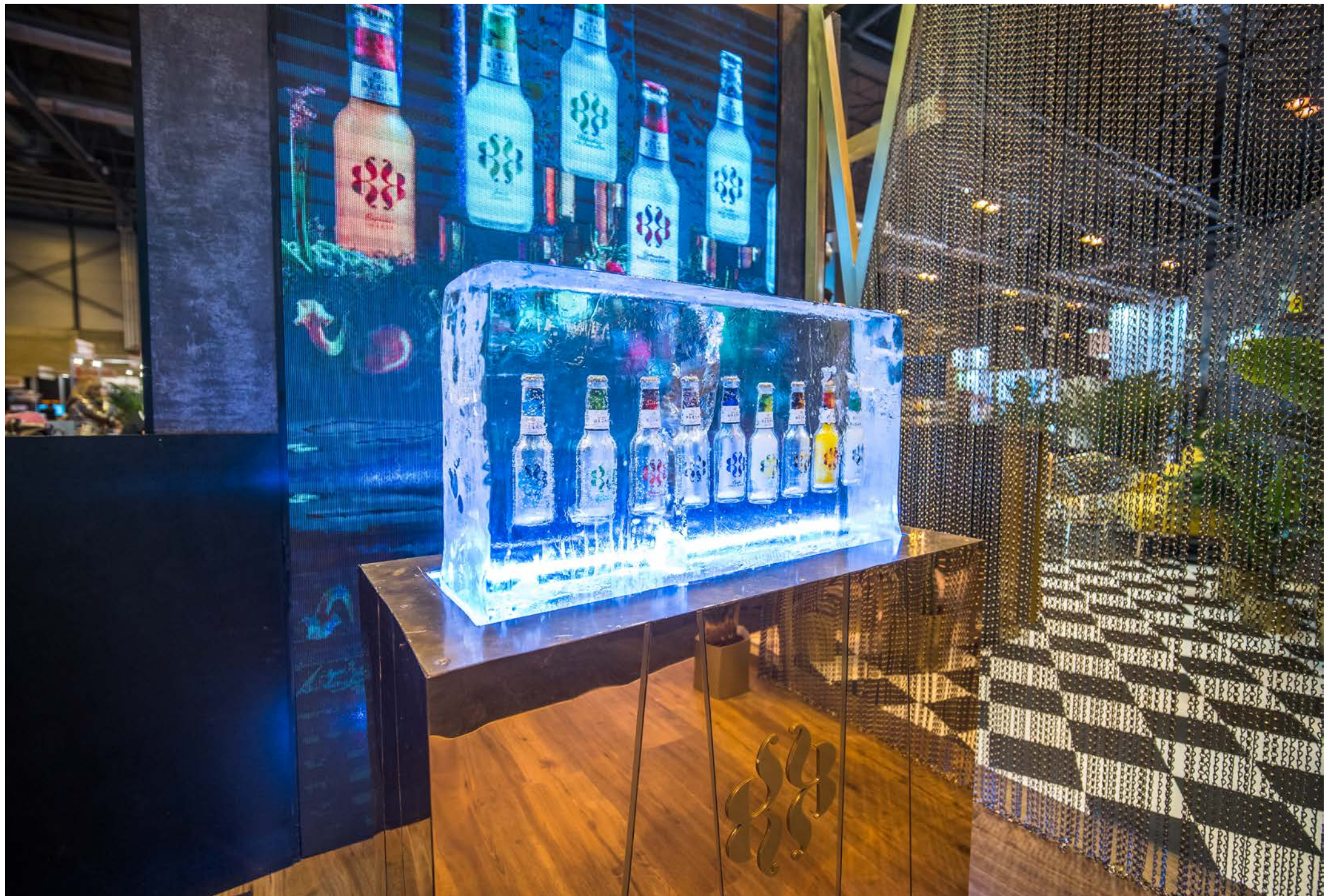


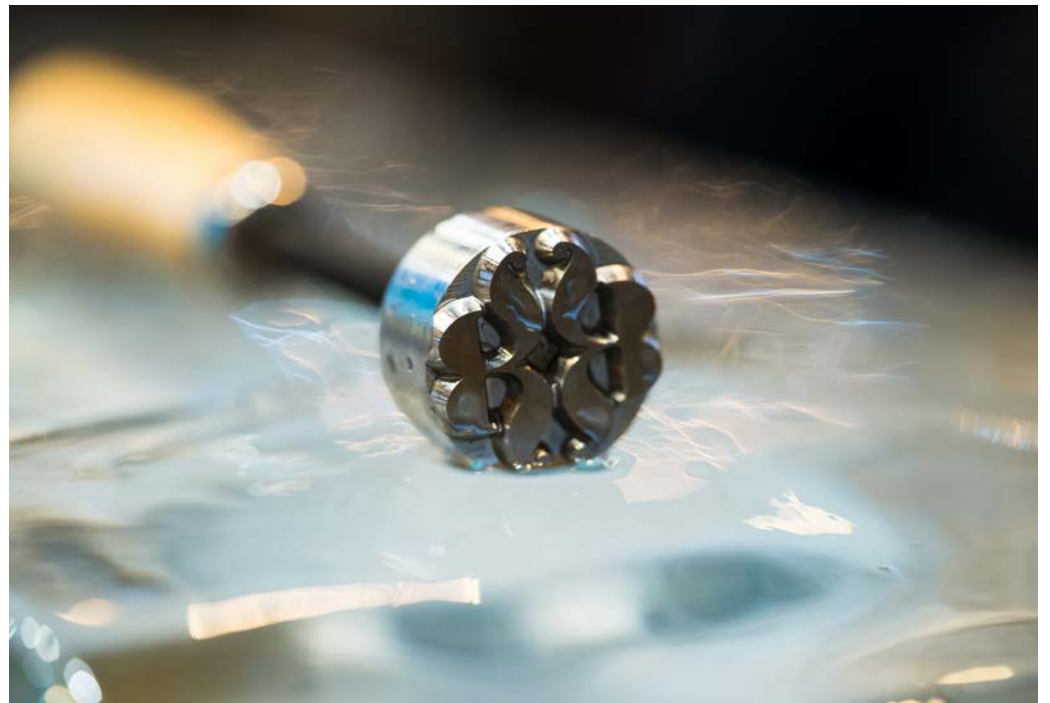


FLOORPLAN















**COCA-COLA PLAN COMIDAS/
INTERNAL EVENT**
LAUNCH EVENT OF THE “PLAN COMIDAS” AT
THE COCA-COLA HEADQUARTERS IN MADRID,
WHERE EMPLOYEES LEARNED ABOUT THE
NEW PLAN WHILE ENJOYING SOME FOOD.

FIRM DNOiSE Agencia de Comunicación
PROJECT RESPONSIBILITIES Art Direction, Production and Installation Oversight
YEAR 2019







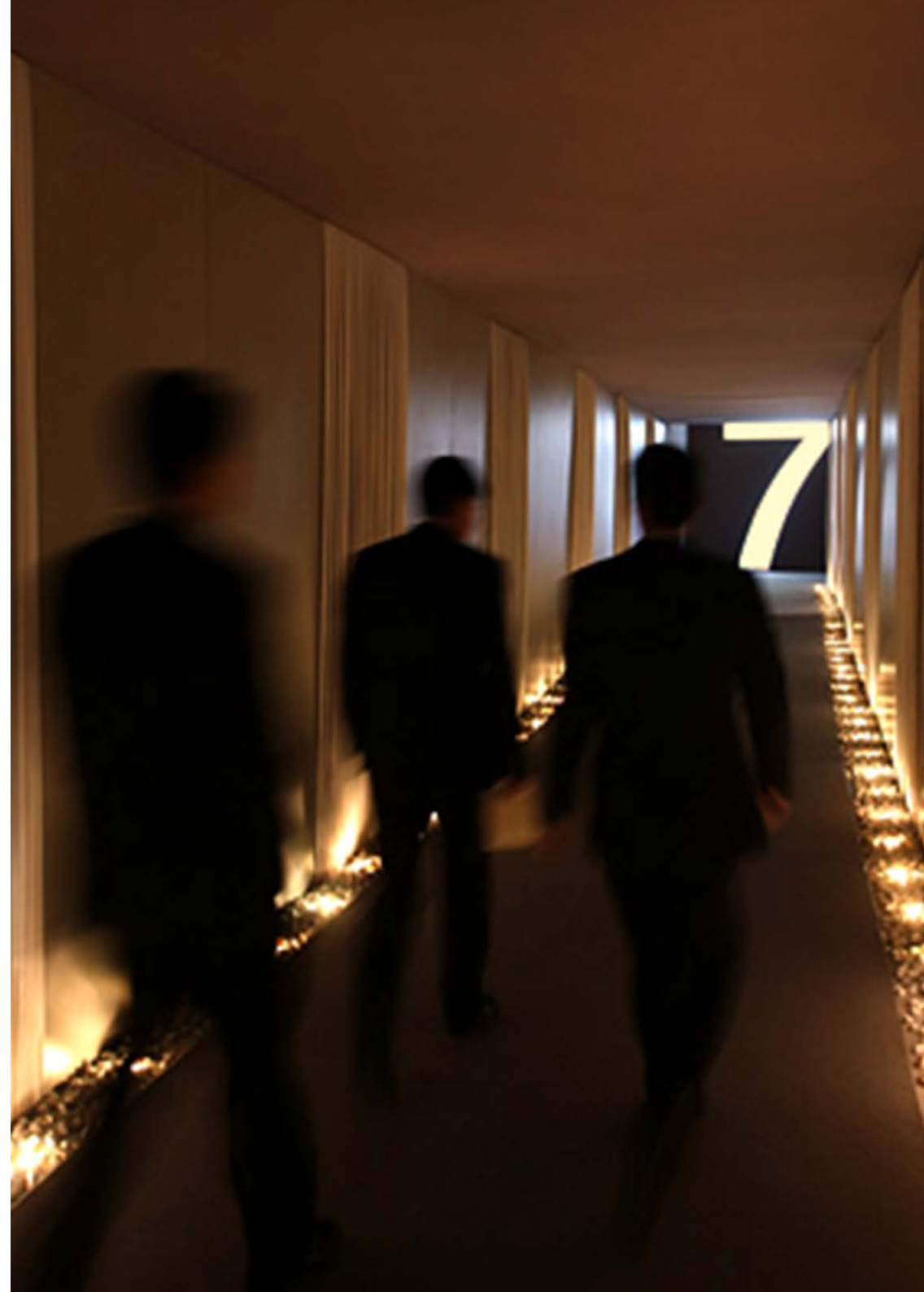




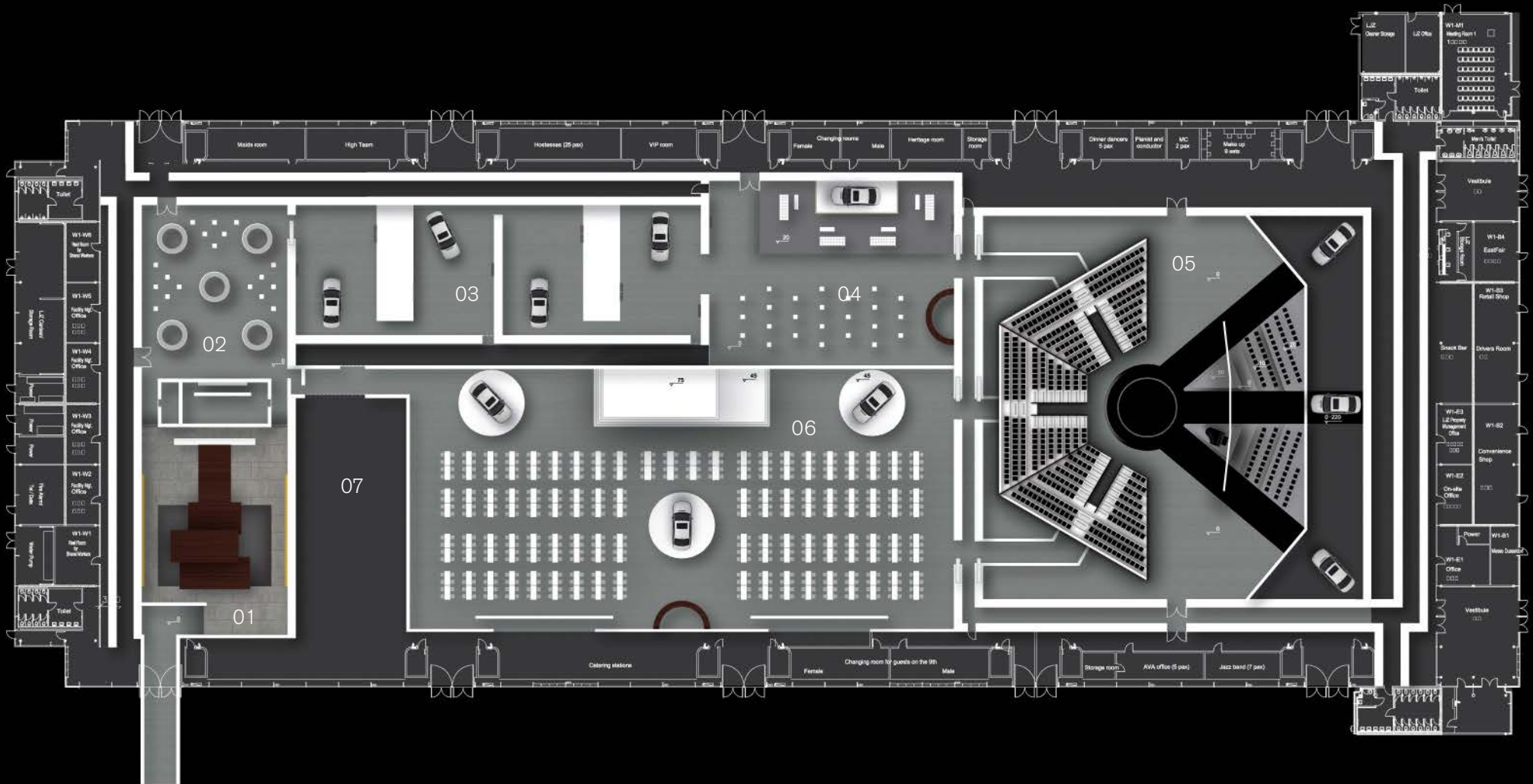


**BMW 7 SERIES/
CHINA NATIONAL LAUNCH EVENT**
BEIJING AND SHANGHAI LAUNCH OF THE NEW
BMW 7 SERIES, HIGHLIGHTING THE HERITAGE,
DEVELOPMENT AND INNOVATION OF THE 7
SERIES SINCE THE 50S UNTIL NOW. IN BEIJING
5,800 SQM WERE DESIGNED AND IMPLEMENTED
TO ACCOMMODATE 350 GUESTS, WHERE IN
SHANGHAI 11,800 SQM WERE DESIGNED FOR
1,050 GUESTS. IN EACH VENUE, SIX AREAS
WERE DESIGNATED FOR RECEPTION, HERITAGE
ROOMS, MINGLE POINTS, LAUNCH AREA AND
DINING ROOM.

AGENCY Avantgarde China
PROJECT RESPONSIBILITIES Creative Direction/Installation Oversight
YEAR 2009



VENUE: SHANGHAI NEW INTERNATIONAL
EXPO CENTER (SNIEC)



- 01 Reception Area
- 02 Mingle Area
- 03 Heritage Rooms
- 04 Pre-launch Area
- 05 Launch Area
- 06 Dining Area
- 07 Kitchen











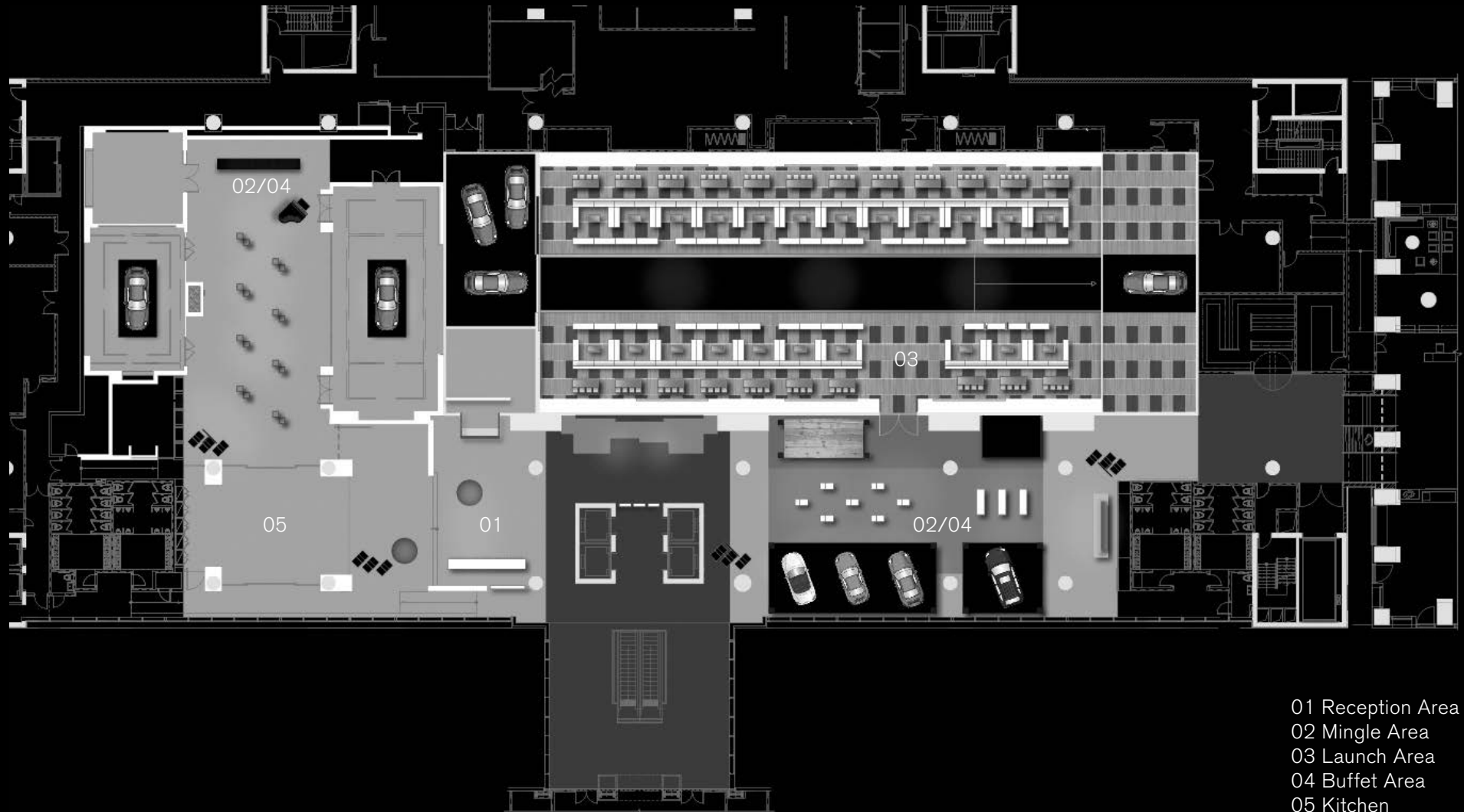


**PORSCHE PANAMERA/
CHINA NATIONAL LAUNCH EVENT**
BEIJING NATIONAL LAUNCH OF THE
NEW PORSCHE PANAMERA. A RECEPTION AREA
WELCOMED GUESTS WITH VARIOUS PORSCHE
CARS DISPLAYED AND ONE LARGE MYSTERY
CARGO BOX. A GLAMOROUS RED DRESSED
WOMAN THEREAFTER LED GUESTS TO A
LAUNCH AREA WHERE A SIMULATED PLANE
LANDING LAUNCHED THE NEW PANAMERA
WITH MODELS AND CELEBRITIES, LINKING
THE CAR TO THE DIFFERENT LIFESTYLES OF
BUSINESS, SPORT AND GLAMOUR.

AGENCY Avantgarde China
PROJECT RESPONSIBILITIES Creative Direction/Installation Oversight
YEAR 2009



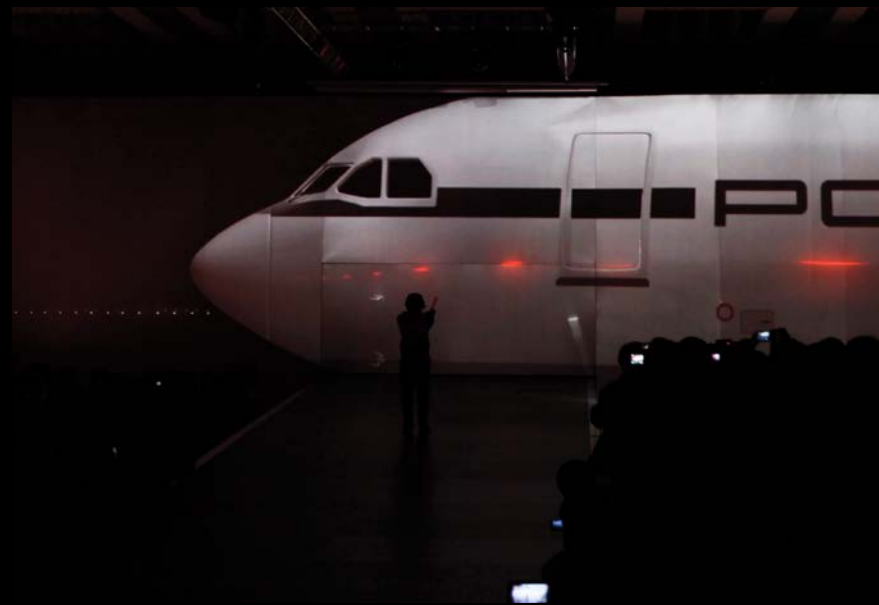
VENUE: PARK HYATT BEIJING



- 01 Reception Area
- 02 Mingle Area
- 03 Launch Area
- 04 Buffet Area
- 05 Kitchen









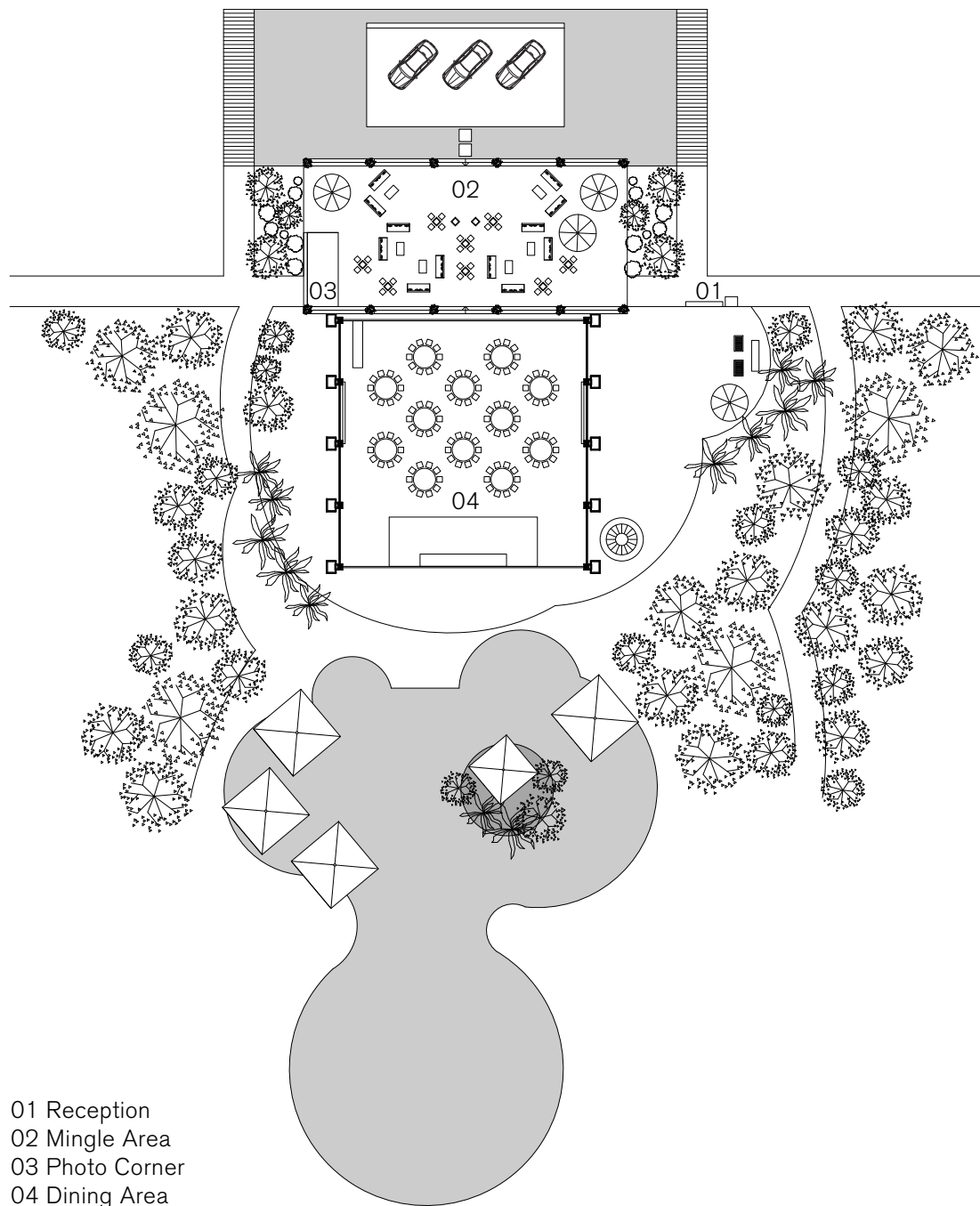
**BMW MISSION 3/
2009 ROAD TOUR**

A YEARLY EVENT IN CHINA, PROMOTING THE 3 SERIES MODEL WHERE THOUSANDS OF PARTICIPANTS GO THROUGH QUALIFICATION CAMPS TO SELECT 80 THAT WILL TAKE PART ON THE ROAD TOUR. AFTERWARDS A GALA EVENT WAS HELD AT TROPICAL SANYA, HAINAN.

AGENCY Avantgarde China
PROJECT RESPONSIBILITIES Creative Direction for Qualification Camps and Gala Dinner
YEAR 2009







- 01 Reception
- 02 Mingle Area
- 03 Photo Corner
- 04 Dining Area

GALA DINNER FLOORPLAN
VENUE: KEMPINSKI HOTEL SANYA

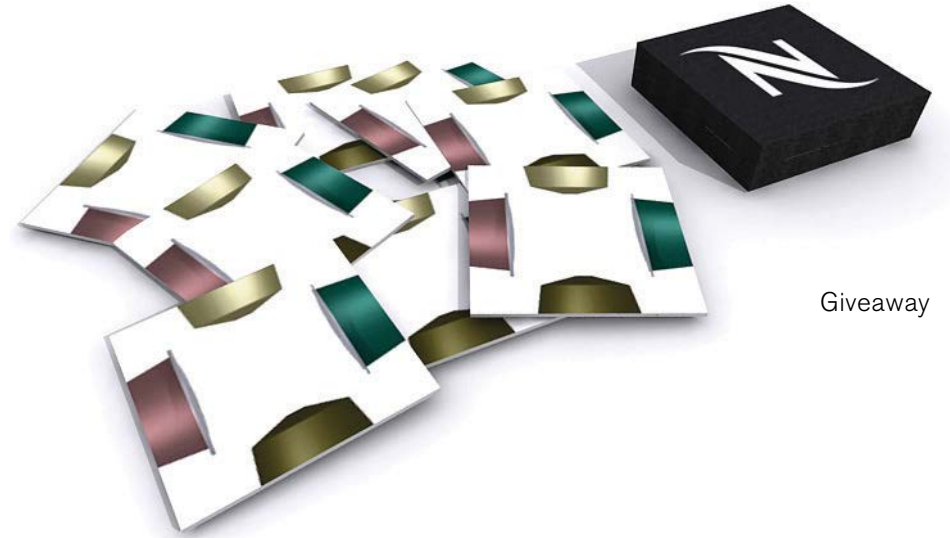
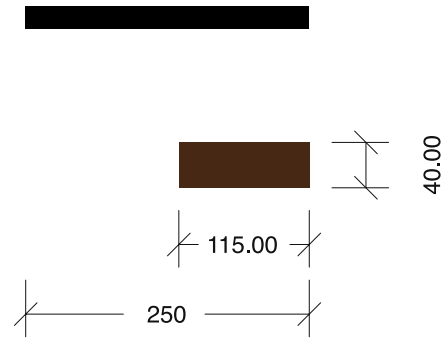
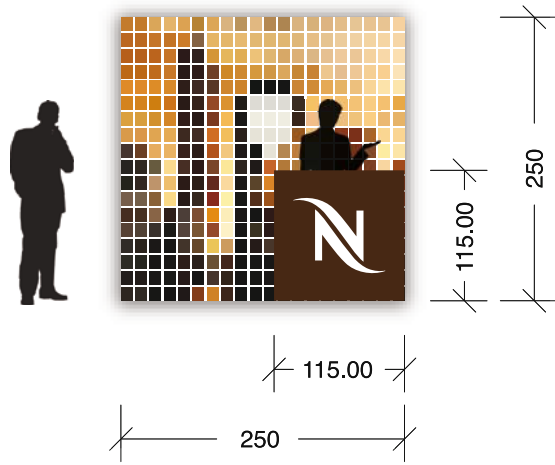




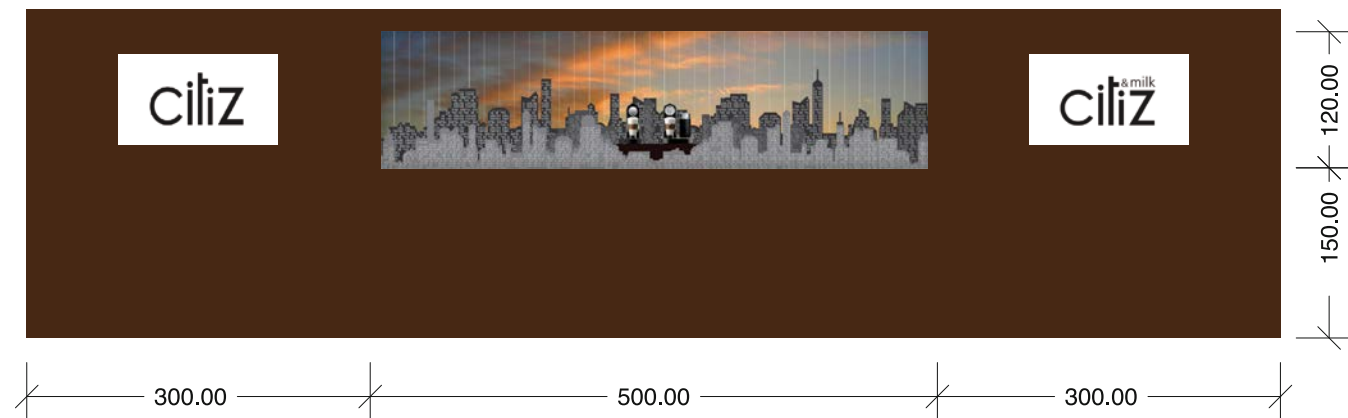
**NESPRESSO CITIZ/
BEIJING LAUNCH EVENT PROPOSAL**
A PROPOSAL FOR NESPRESSO CHINA TO
LAUNCH THE NEW CITIZ FAMILY AND FIVE
NEW CAPSULES. IN AN URBAN ENVIRONMENT,
IT INCLUDED A RECEPTION AREA, A TRI-
MEDIA DIAROMA BOX TO UNVEIL THE NEW
MACHINES AND ANOTHER AREA TO TASTE
AND TEST THE NEW COFFEE FLAVORS AND
MACHINES.



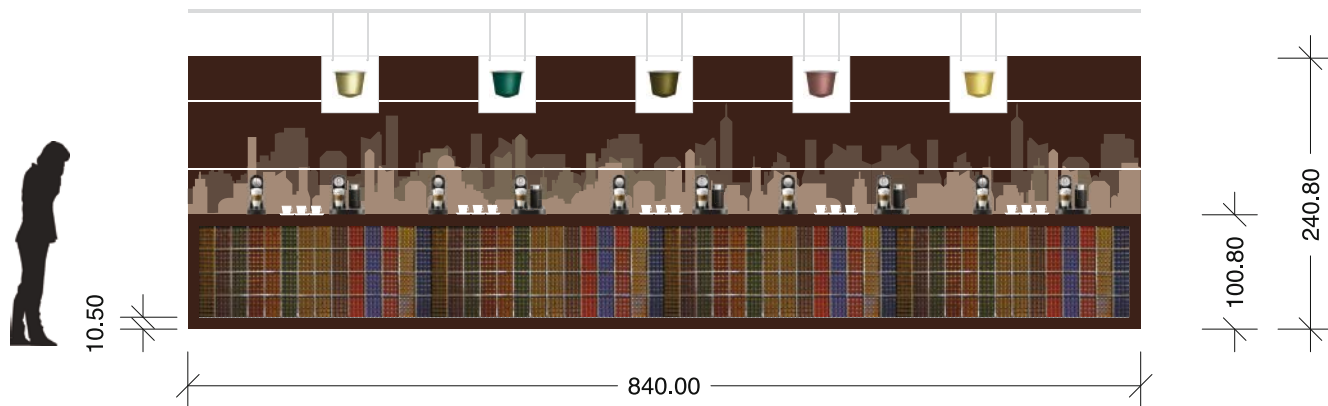
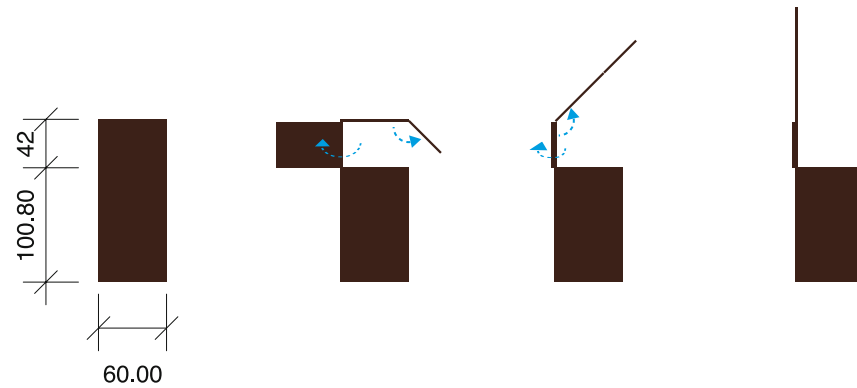
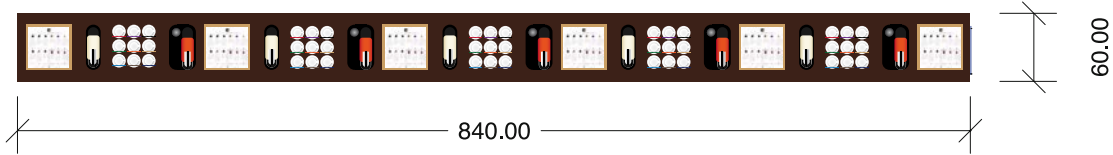
RECEPTION AREA



LAUNCH BOX AND SEQUENCE (USING TRI-MEDIA TO SHOW 3 DIFFERENT MOMENTS OF THE DAY WHERE PEOPLE DRINK COFFEE)



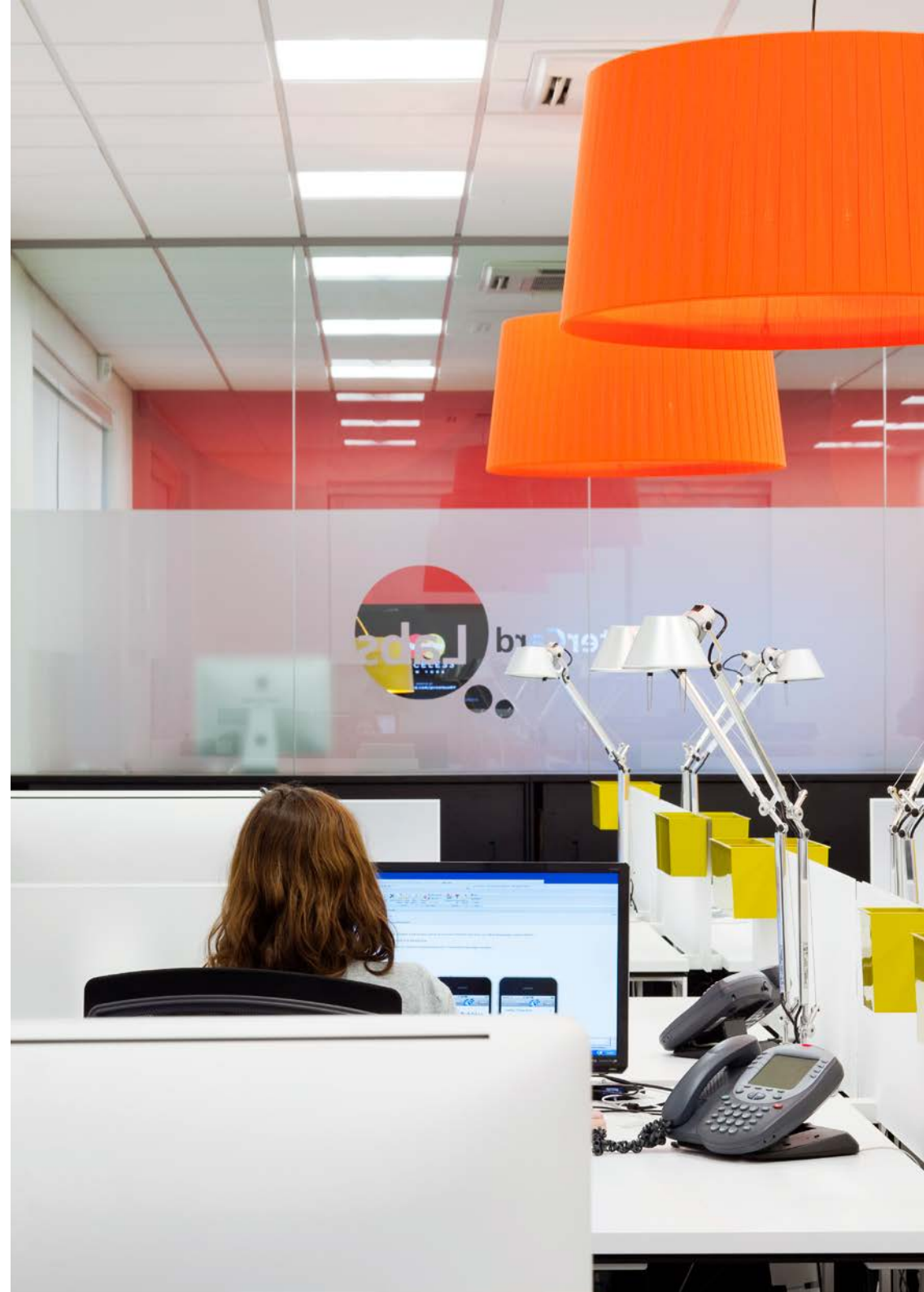
TESTING/TASTING AREA



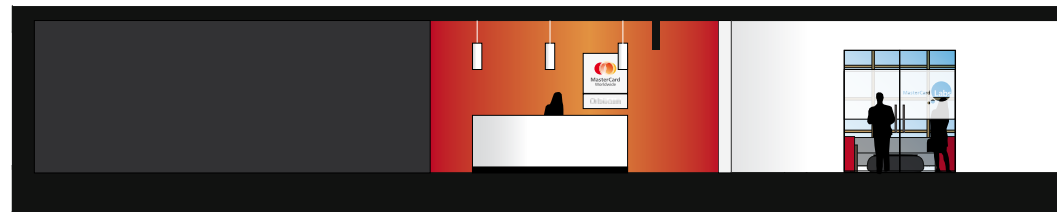
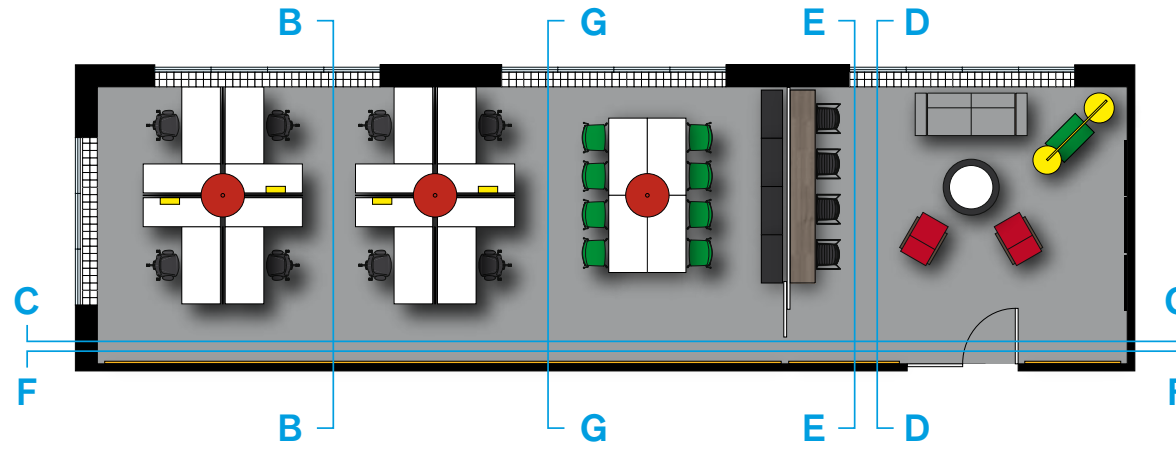
INTERIOR DESIGN/

**MASTERCARD WORLDWIDE/
MASTERCARD LABS DUBLIN OFFICE DESIGN**
DESIGN OF THE FIRST MASTERCARD LABS
OFFICE, A NEW GLOBAL RESEARCH &
DEVELOPMENT ARM OF THE COMPANY.
THE DESIGN WAS THOUGHT AS A ROLL-OUT
PROGRAM AND WAS USED IN THE OTHER
LOCATIONS WORLDWIDE.

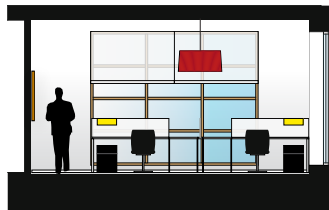
FIRM C&G Partners
PROJECT RESPONSIBILITIES Interior Design/Environmental Graphics/Construction Oversight
PHOTOS Donal Murphy
YEAR 2011



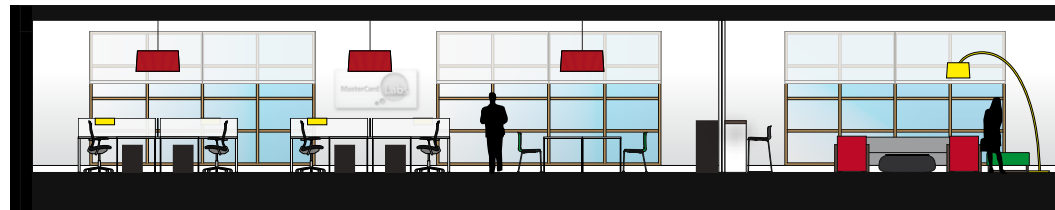
FLOORPLAN AND ELEVATIONS



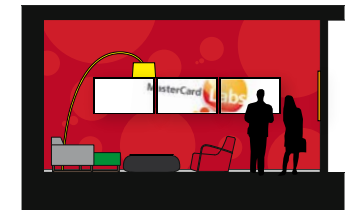
Entrance view



Section B



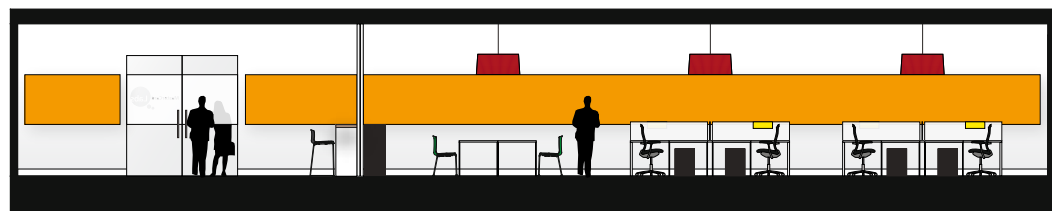
Section C



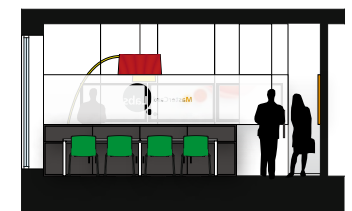
Section D



Section E



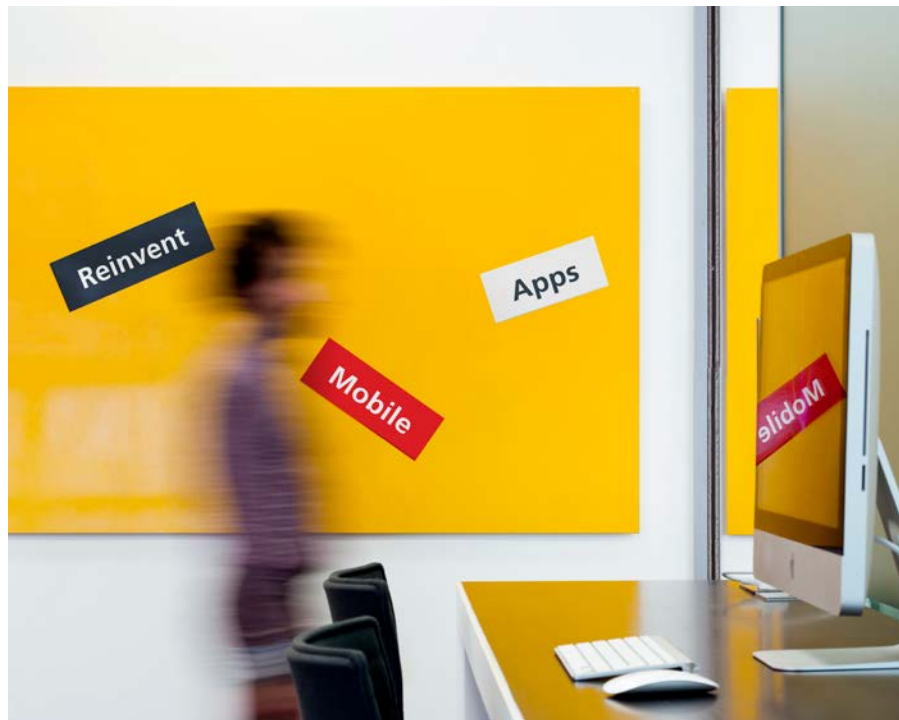
Section F

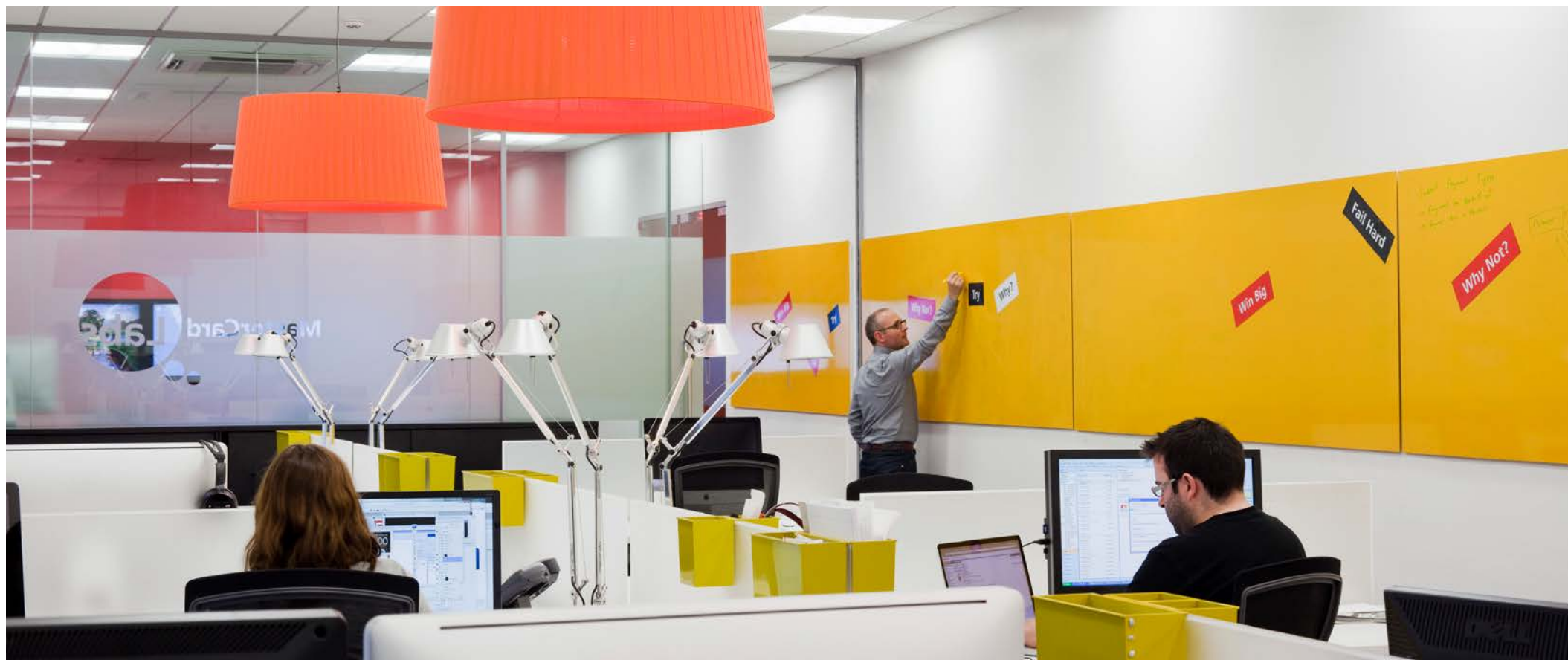


Section G

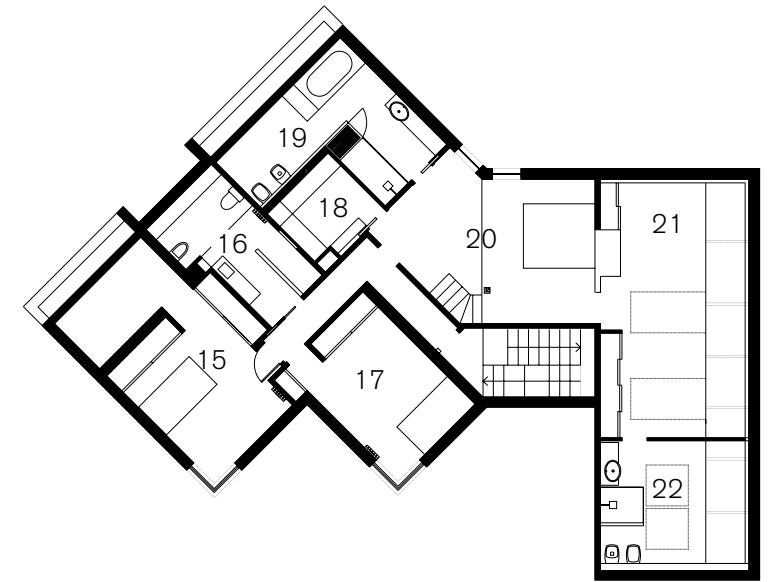
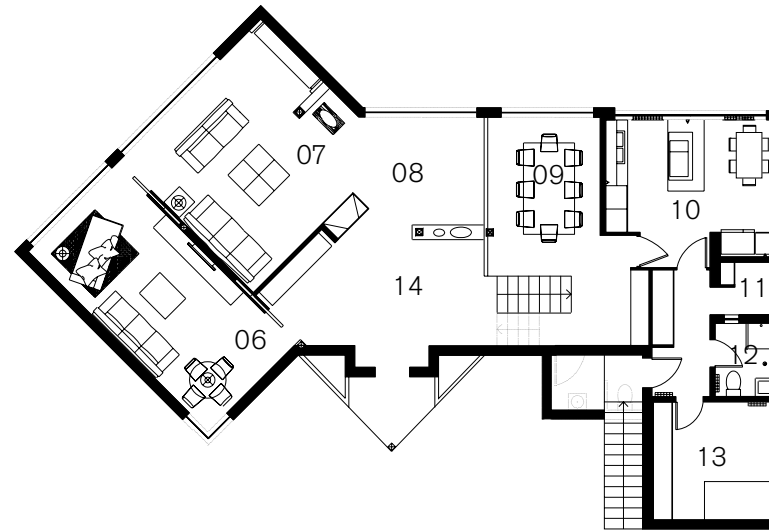
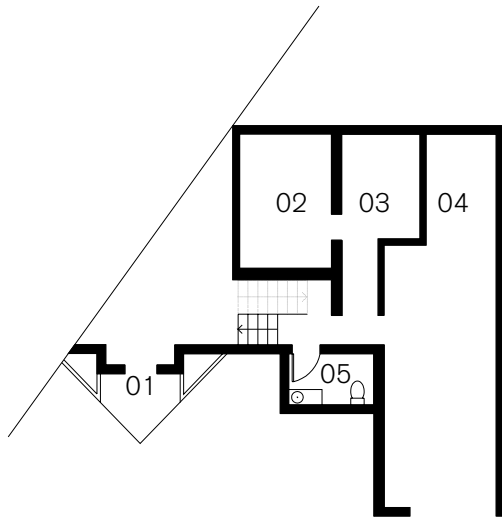
MasterCard Labs





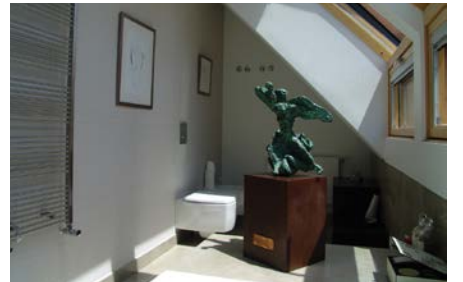
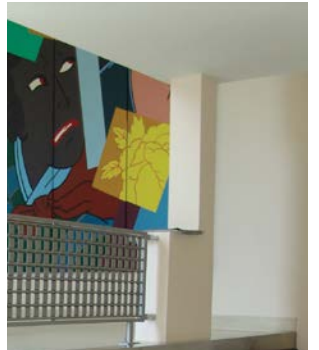
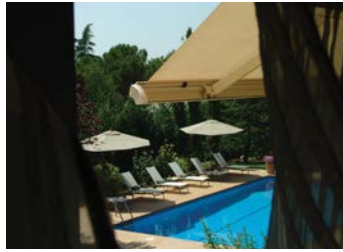


**HOUSE RENOVATION/
MADRID, SPAIN**
COMPLETE INTERIOR AND FURNITURE
DESIGN PROJECT, FROM CONCEPTION
TO CONSTRUCTION, FOR THE RENOVATION
OF A 520 SQM RESIDENCE IN MADRID.

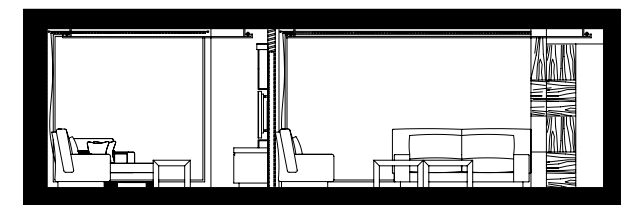
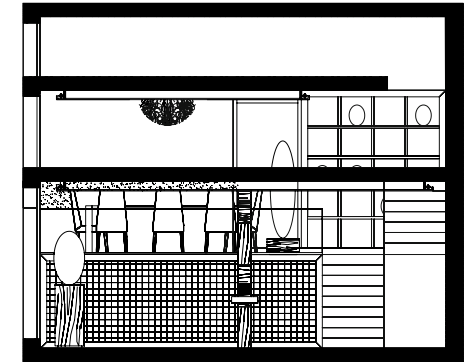
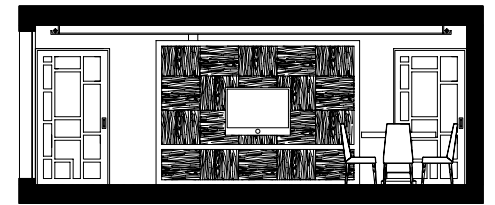
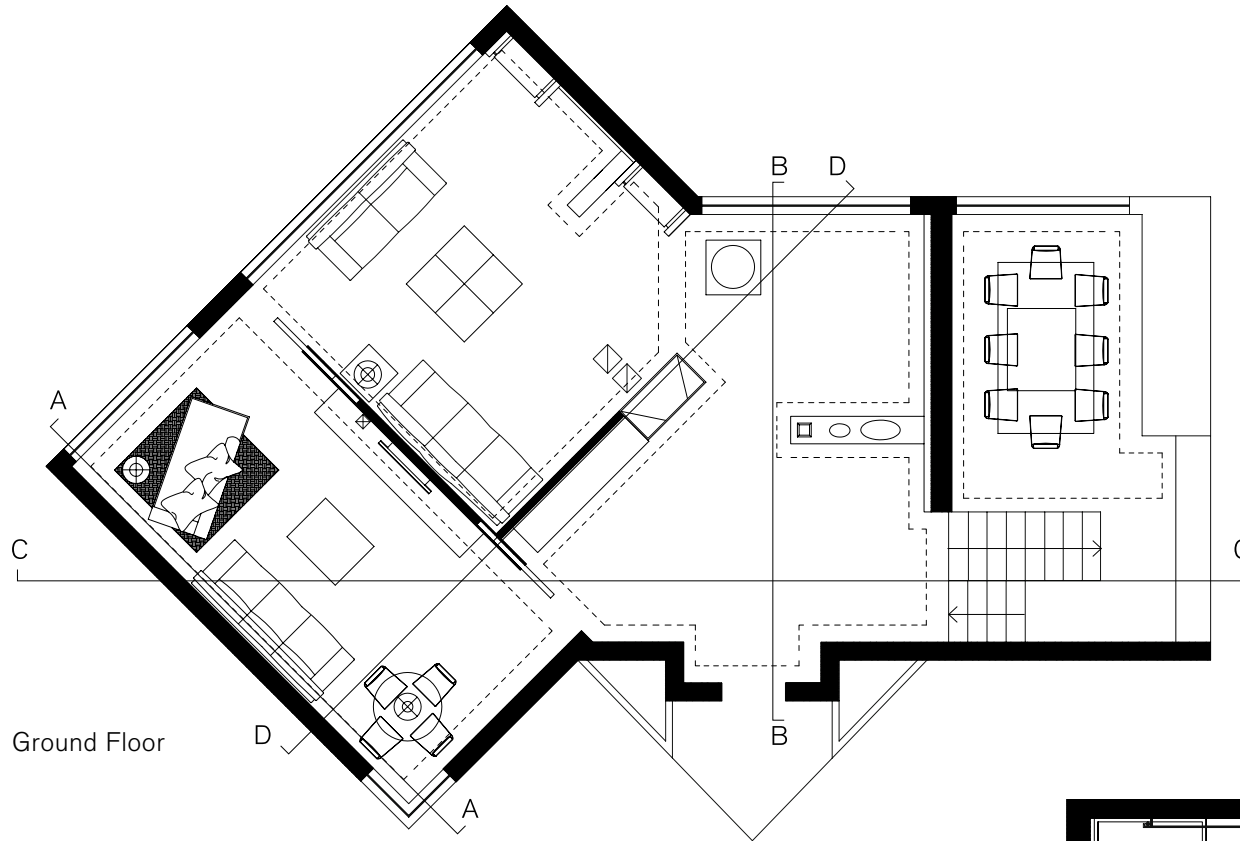


- | | |
|------------------|----------------------|
| 01 Main Entrance | 12 Maid's Bathroom |
| 02 Storage Room | 13 Maid's Room |
| 03 Laundry Room | 14 Entrance Hall |
| 04 Garage | 15 Room 1 |
| 05 Toilet | 16 Bathroom |
| 06 Living Room 1 | 17 Room 2 |
| 07 Living Room 2 | 18 Walk-in Closet 1 |
| 08 Living Room 3 | 19 Master Bathroom 1 |
| 09 Dining Room | 20 Master Bedroom |
| 10 Kitchen | 21 Walk-in Closet 2 |
| 11 Storage Room | 22 Master Bathroom 2 |





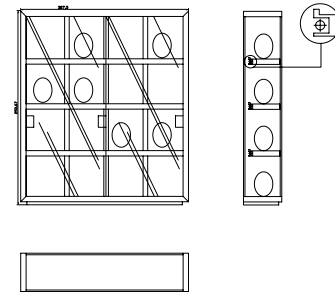
SECTIONS



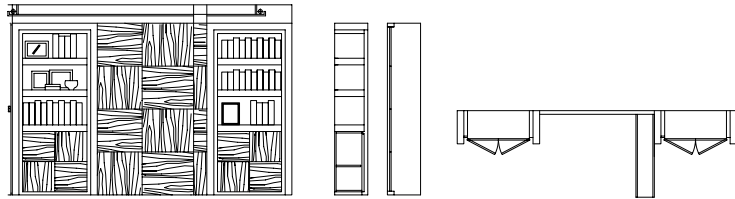
CUSTOMIZED FURNITURE



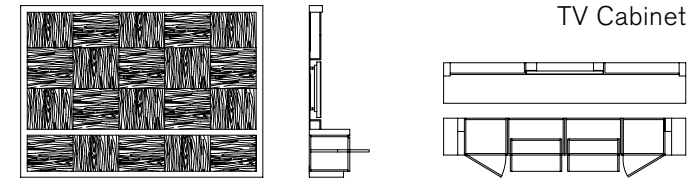
Sculptures' Shelf



Book Shelf



TV Cabinet



Bar Cabinet

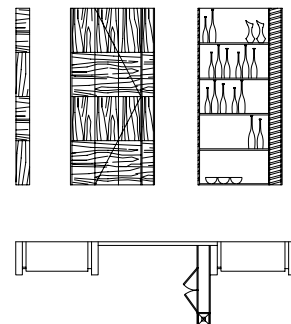




EXHIBIT DESIGN/

**JPMORGAN CHASE & CO./
ASIAN-PACIFIC AMERICAN HERITAGE MONTH
AS PART OF A SERIES OF WEEKLY EXHIBITS
AT THE WORLD HEADQUARTERS FOR
JPMORGAN CHASE IN NEW YORK CITY,
THIS EXHIBITION HIGHLIGHTED JPMORGAN
CHASE'S LONGSTANDING COMMITMENT TO
THE ASIAN COMMUNITY AND ITS HISTORY
OF PRESENCE AND GROWTH IN ASIAN
MARKETS. THE PROJECT INCLUDED THE
CREATION OF THE IDENTITY, THE GRAPHICS
AND THE CONCEPT AND DESIGN OF THE
EXHIBIT WHICH WAS BASED ON A TIMELINE.**

FIRM C&G Partners
PROJECT RESPONSIBILITIES Exhibit Concept and Identity/Graphic Design/Exhibit Design/
Installation Oversight
YEAR 2012



Our Presence in the Asian Community

JPMorgan Chase is committed to supporting the economic growth and development of the Asian community. We are proud to be a part of the Asian community and to support its growth and development. We are committed to supporting the Asian community and to support its growth and development.

1924
Japan



1961
Philippines



More Than 90 Years in China

A JPMorgan Chase history of China



1924
China



1962
Australia



1963
Singapore



1930
India



1930
Thailand



1964
Malaysia

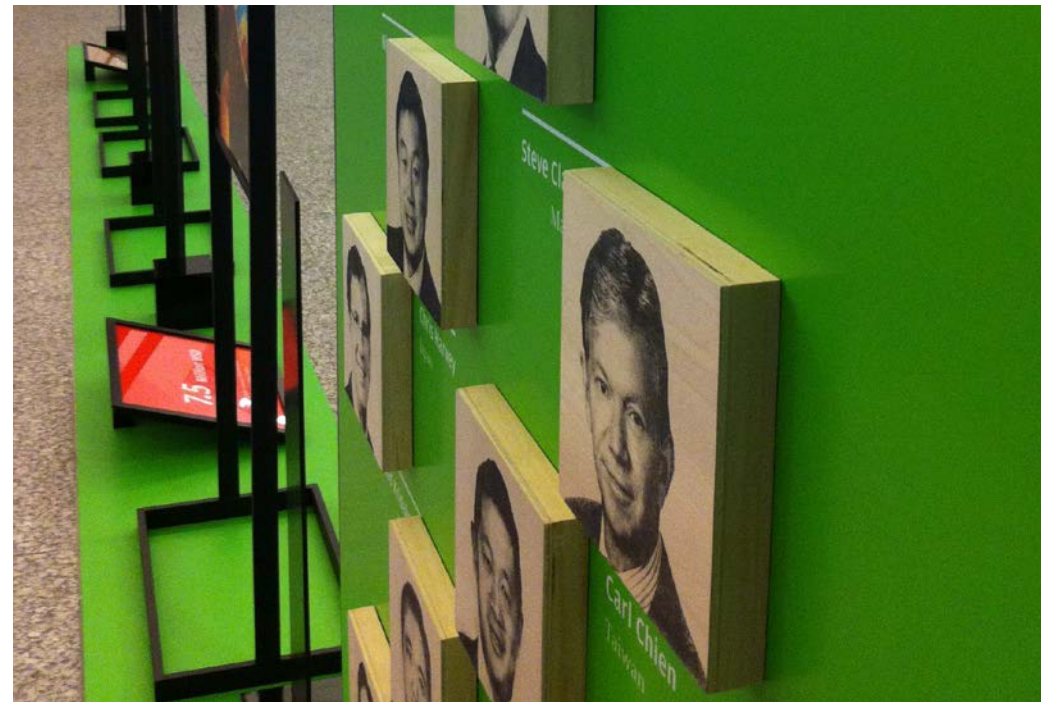


ASIAN-PACIFIC AMERICAN HERITAGE MONTH

A COLLABORATION BY
JPMORGAN CHASE & CO.

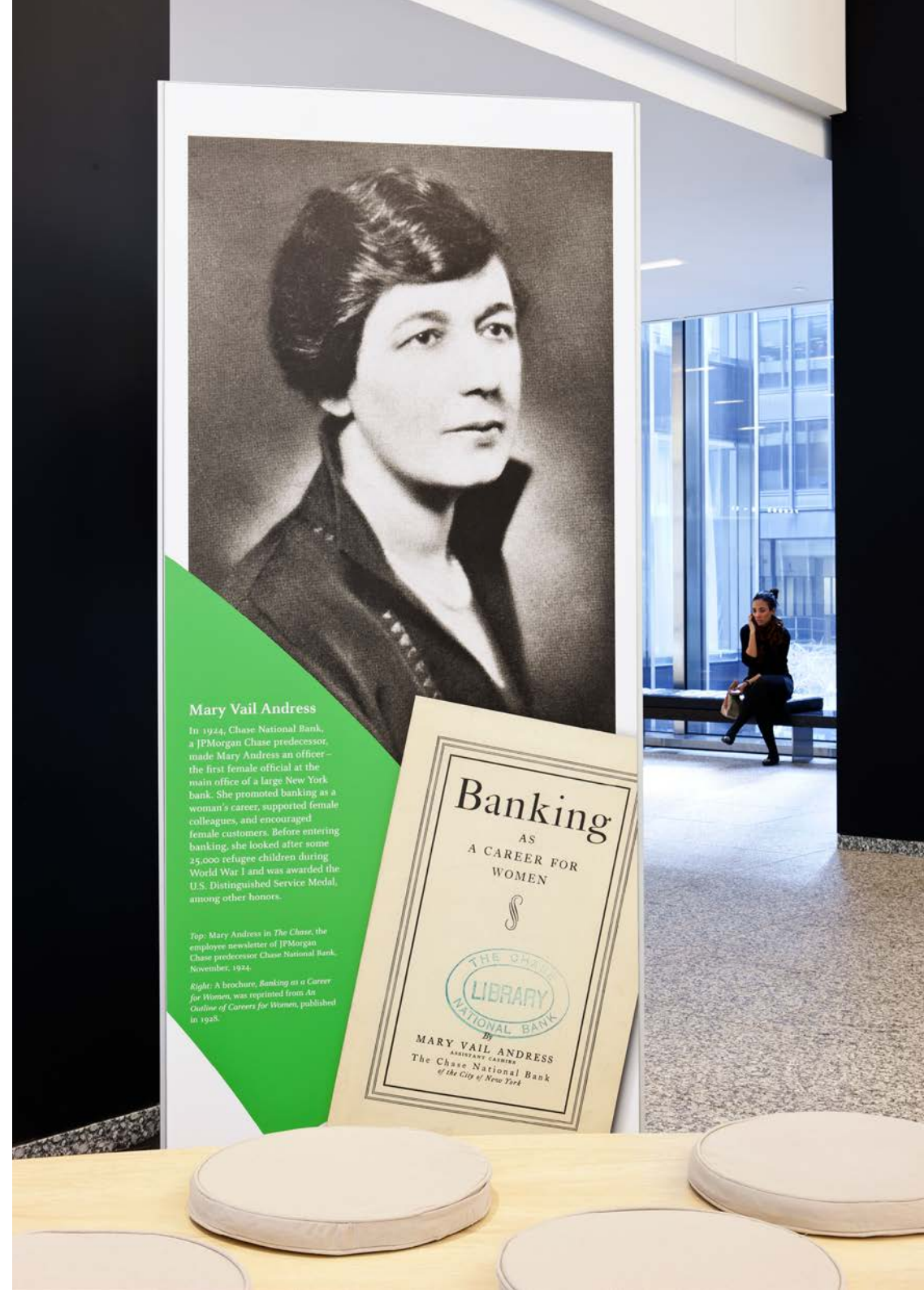
An Annual Celebration

Asian Pacific American History Month is an annual national celebration to commemorate the contributions of early Asian immigrants to the development of our country. This exhibition highlights JPMorgan Chase's longstanding commitment to the Asian community and its history of growth and progress in Asian markets. JPMorgan Chase and its predecessors have established equal opportunity practices that would become the foundation for an unwavering commitment to diversity and inclusion. The bank's efforts to empower Asian community members is a remarkable story evidenced by the collective and individual contributions made to corporate. This exhibition is a celebration of JPMorgan Chase's continued commitment to all the principles that Asian Pacific American History Month embodies.



**JPMORGAN CHASE & CO./
WOMEN'S HISTORY MONTH EXHIBIT**
THIS EXHIBIT, IN HONOR OF WOMEN'S
HISTORY MONTH, WAS A CELEBRATION OF THE
IMPORTANT CONTRIBUTIONS WOMEN HAVE
MADE TO THE COMPANY AND OUR SOCIETY.
THE CIRCLE IN THE CENTER CAME TO LIFE
THROUGH A SERIES OF CONVERSATIONS WITH
SENIOR WOMEN LEADERS AT THE FIRM. THE
PROJECT INCLUDED THE CREATION OF THE
IDENTITY, THE GRAPHICS AND THE EXHIBIT
CONCEPT AND DESIGN.

FIRM C&G Partners
PROJECT RESPONSIBILITIES Exhibit Concept and Identity/Graphic Design/Exhibit Design/
Installation Oversight
PHOTOS Harry Zernike
YEAR 2012







**JPMORGAN CHASE & CO./
BLACK HISTORY MONTH EXHIBIT**
THIS EXHIBITION HIGHLIGHTED JPMORGAN
CHASE'S LONGSTANDING COMMITMENT
TO THE BLACK COMMUNITY. THE PROJECT
INCLUDED THE CREATION OF THE IDENTITY,
THE GRAPHICS AND THE DESIGN OF THE
EXHIBIT.



FIRM C&G Partners
PROJECT RESPONSIBILITIES Exhibit Concept and Identity/Graphic Design/Exhibit Design
PHOTOS Harry Zernike
YEAR 2012



**JPMORGAN CHASE & CO./
THE KING CENTER IMAGING PROJECT BOOTH**
CREATION OF A VISUAL BRAND, EXHIBIT
AND INTERACTIVES FOR A NEW INITIATIVE
OF JPMORGAN CHASE & CO., IN CONJUNCTION
WITH THE KING CENTER IN ATLANTA.
THE KING CENTER IMAGING PROJECT
DIGITIZED TENS OF THOUSANDS OF DR.
MARTIN LUTHER KING JR.'S INSPIRATIONAL
AND HISTORIC DOCUMENTS FOR PUBLIC USE.
THE FIRM'S TOURING EXHIBIT ALLOWED
VISITORS TO STUDY AND INTERACT
WITH DR. KING'S DOCUMENTS IN HIGH
RESOLUTION AND EXPERIENCE FIRST-HAND
THE PROCESS OF DIGITIZATION USED IN
THE LAB.

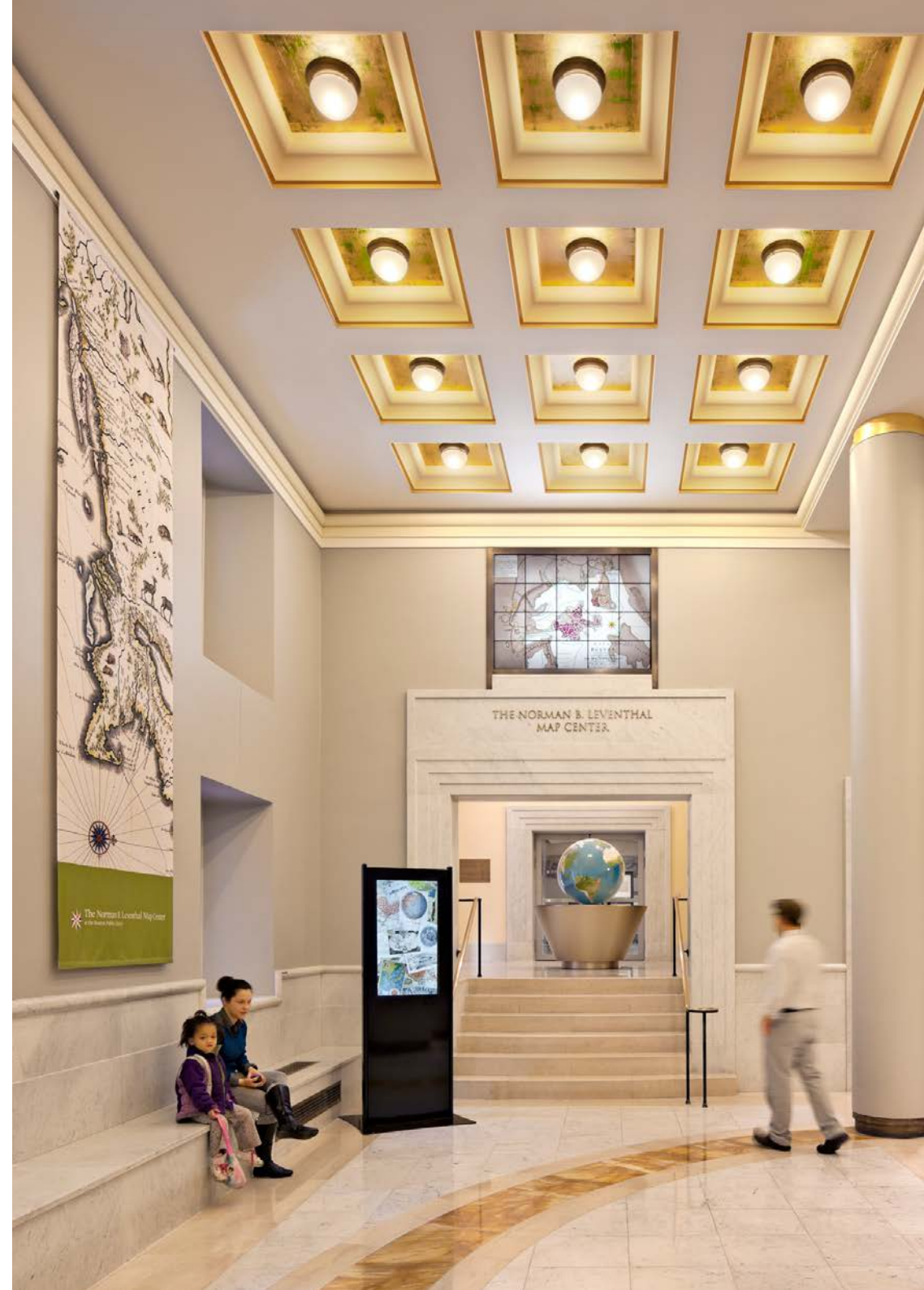






**BOSTON PUBLIC LIBRARY/
NORMAN B. LEVENTHAL MAP CENTER**
CREATION OF THE BRAND NEW NORMAN
B. LEVENTHAL MAP CENTER AT THE
BOSTON PUBLIC LIBRARY, A CENTER FOR
CONSERVATION, CATALOGING AND DIGITAL
IMAGING OF A COLLECTION OF MORE THAN
200,000 HISTORICAL MAPS AND 5,000 ATLASES.
THE PROJECT INCLUDED ENORMOUS CUSTOM-
MADE MAP EASEL CASES, INTERACTIVE
ALCOVES, A SERIES OF CHILDREN'S EXHIBITS,
AND A FRIEZE OF MAP IMAGERY THAT UNITED
THE WHOLE GALLERY. THE ENTIRE EXHIBIT
WAS PORTABLE AND RECONFIGURABLE WITH
A MINIMUM OF STAFF HOURS.

FIRM C&G Partners
PROJECT RESPONSIBILITIES Graphic Design/Exhibit Design/Installation Oversight
PHOTOS Robert Benson
YEAR 2011





UN CON VEN TION AL MAPS





**BOSTON PUBLIC LIBRARY/
PALACES FOR THE PEOPLE. GUASTAVINO
AND AMERICA'S GREAT PUBLIC SPACES**
CREATION OF THE IDENTITY, GRAPHICS AND
COLLATERAL FOR THE TRAVELLING EXHIBIT
THAT OPENED AT THE BOSTON PUBLIC LIBRARY
IN SEPTEMBER 2012. THROUGH NEW COLOR
PHOTOGRAPHY, HISTORICAL ARTIFACTS, AND
INTERACTIVE MULTIMEDIA, THE EXHIBITION
ENCOURAGED PEOPLE TO RAISE THEIR EYES TO
THE EXTRAORDINARY VAULTED ARCHITECTURE
THAT DEFINES SOME OF THE MOST SIGNIFICANT
AMERICAN PUBLIC SPACES. THE EXHIBITION
TRAVELLED TO WASHINGTON DC AND NEW
YORK CITY IN THE SPRING AND FALL OF 2013.

FIRM C&G Partners
PROJECT RESPONSIBILITIES Graphic Design/Exhibit Design
PHOTOS Andy Caulfield
YEAR 2012-2013





PALACES FOR THE PEOPLE
IMMIGRANTS AND AMERICAN ARCHITECTURE
1881-1914

18 immigrants and their families arrived in Boston in 1881. They found a city of opportunity and challenge. In 1881, the city of Boston was a place of opportunity and challenge. In 1881, the city of Boston was a place of opportunity and challenge.

VAULTING AMBITION

Adapting the Old to a New World

Immigrating to the United States in 1881, Spanish architect Rafael Guastavino and eight-year old Rafael Jr. arrived in the right place at the right time. In a city of rapid urbanization, and population growth drove national development. Railroads unified a continent rich in natural resources. Commerce boomed as new industries were born. Politicians and philanthropists commissioned grand commercial buildings. Libraries, universities, and cultural institutions were built. The cityscape had a new ambition, which emphasized the classical traditions of a more monumental building style. Guastavino's vaulted cathedrals, temples, and schools became a defining part of the city's architectural heritage.

Many architects of the time, including Guastavino, were trained in the Ecole des Beaux-Arts, which emphasized the classical traditions of a more monumental building style. Guastavino's vaulted cathedrals, temples, and schools became a defining part of the city's architectural heritage.

Will Mekey Th... he as the v... great p...

Background: Rafael Guastavino's construction of the Boston Public Library, built tile on April 8, 1881.

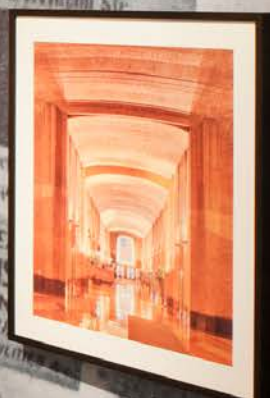
GRACE UNDER PRESSURE

Guastavino's "Cohesive Construction"

What Guastavino Sr. called "cohesive construction" was the refinement of a centuries-old Mediterranean architectural method for spanning spaces with tile vaults. The technology used multiple layers of thin ceramic tiles bonded with thick mortar between each layer. The resulting vaults were inexpensive, lightweight, interconnected spans, which were much thinner than traditional stone vaults, and they radically departed from American architectural reliance on timber framing. The firm American architectural adapted this traditional Mediterranean system of tile vaulting to emerging American architecture.

Rafael Guastavino ensured his company's commercial success by capitalizing on the fireproof quality of the tiles, the strong, wide spans, and the speedy, economical construction. Guastavino was the first to recognize inherent decorative possibilities and his company soon offered vaults covered in colorful geometric designs. Guastavino Jr. pioneered the acoustical material of their vaulted spaces. From 1889, the company specialized closely with major American architects to erect major public spaces using these innovations in construction.

Background:
Vault used for Load and Fire Tests, New York City, 1897
Rafael Guastavino Sr. (second from left)
Arvey Architectural and Fine Arts Library, Columbia University



THIS EN
52
FOR
OR TO
FOR A TER

... masonry is the most
durable material that man
can use and the only material
admissible in buildings of
a monumental character...

-Rafael Guastavino Sr., 1896

APPLY TO John F. Doyle
No 45 William St.

LOCK & LE
RD CONS
HT & EN
E. 187







**NEW YORK STOCK EXCHANGE/
NYSE HERITAGE GALLERIES
CREATION OF NEW ARTIFACT-DRIVEN
EXHIBIT GALLERIES FOR THE NEW YORK
STOCK EXCHANGE (NYSE EURONEXT). THIS
PART OF THE PROJECT FEATURED OBJECTS
FROM THE COLLECTIONS OF THE STICHTING
VVDE (DUTCH EXCHANGE HERITAGE
FOUNDATION) AND NYSE EURONEXT
AMSTERDAM.**





The NYSE Archives is the keeper of the NYSE's institutional memory and throughout the Heritage Galleries we hope to encourage greater appreciation for the NYSE's past. These documents, publications, images, artifacts and artworks not only tell the history of NYSE Euronext, but also inform who we are today. In this space we'll share some favorites from our collections. Check back often to see what's new in the Archives.

Heritage Spotlight



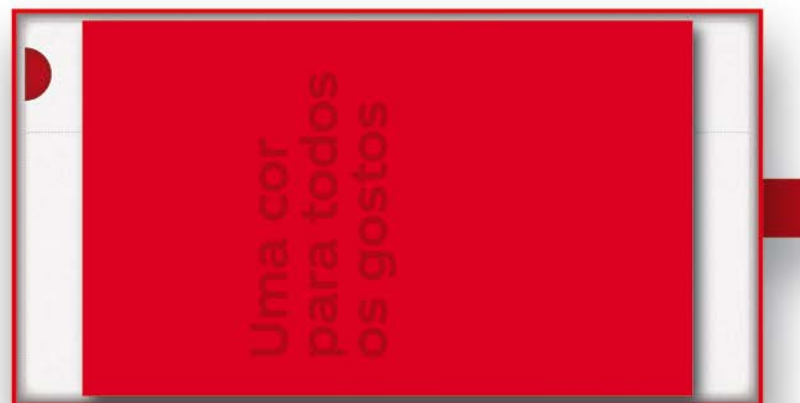
PRINT/

**COCA-COLA FULL RED/
KIT PACKAGING**

*DISEÑO DEL KIT DE PRESENTACIÓN DE LA
NUEVA IMAGEN DE MARCA PARA LAS 4
VARIEDADES DE COCA-COLA: ORIGINAL, SIN
AZÚCAR, SIN CAFEÍNA Y LIGHT. LA MAYOR
PARTE DEL MATERIAL ES PAPEL RECICLADO,
DE MANERA QUE REFORZAMOS EL
COMPROMISO DE COCA-COLA CON LA
SOSTENIBILIDAD.*







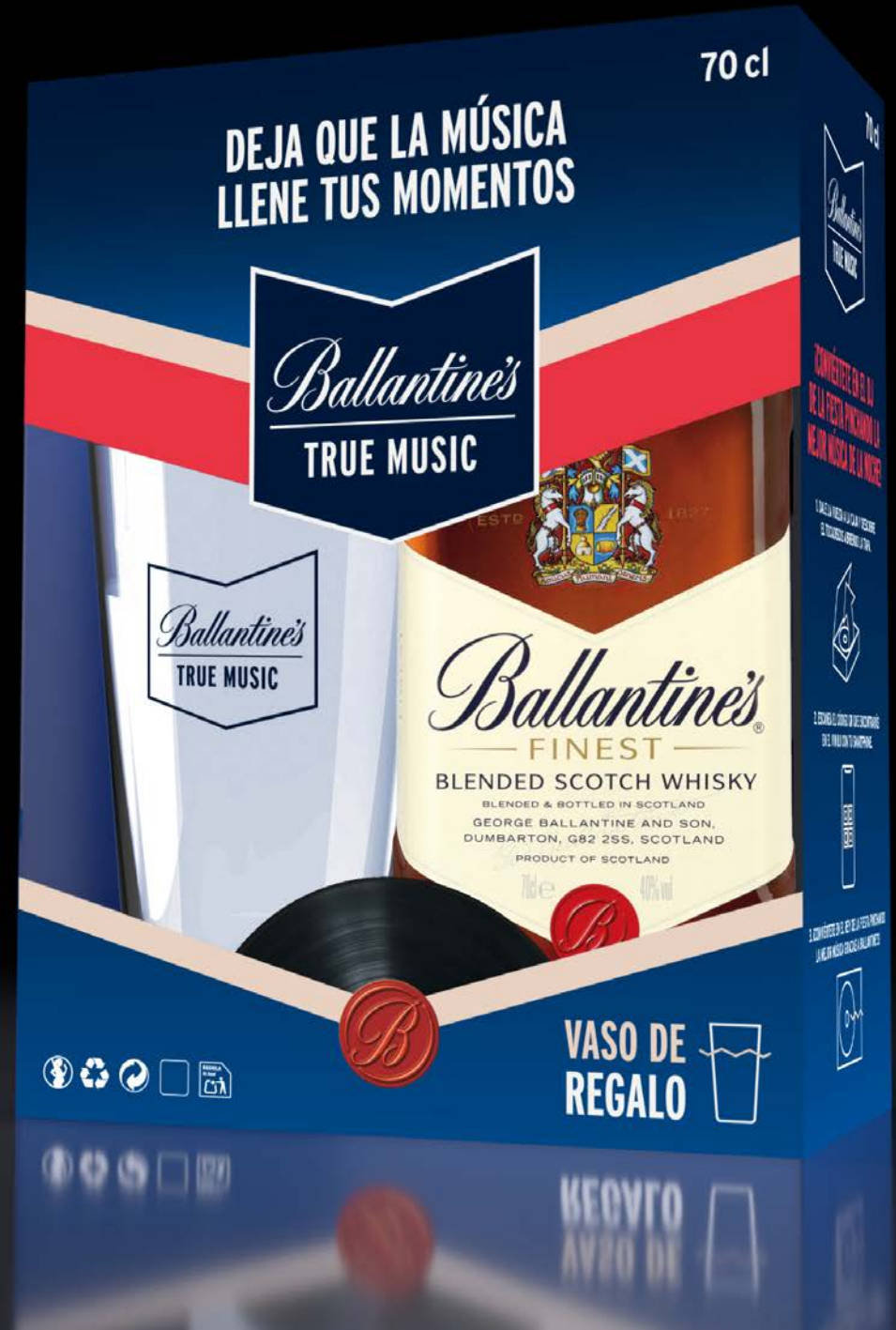






BALLANTINE'S CHRISTMAS ON-PACK/ PACKAGING

**BALLANTINE'S ON-PACK FOR THE 2019
CHRISTMAS CAMPAIGN. THE PACKAGING
NEEDED TO HAVE A SECOND LIFE. IT WORKS
AS A RECORD PLAYER WHERE THE USER CAN
SCAN A QR CODE WITH A SMARTPHONE AND
PLAY SOME BALLANTINE'S PLAYLISTS.**



Ballantine's

OBJETIVOS

ON-PACK NAVIDAD 2019

Crear un *on-pack* atractivo para ganar la preferencia del consumidor.



Ganar notoriedad y presencia en el lineal frente a la competencia.



Conseguir que nuestro Target se sienta *identificado*.



**DEJA QUE LA MÚSICA
LLENE TUS MOMENTOS**

Ballantine's
TRUE MUSIC



Ballantine's
TRUE MUSIC

Ballantine's
— FINEST —
BLENDED SCOTCH WHISKY

BLENDED & BOTTLED IN SCOTLAND
 GEORGE BALLANTINE AND SON,
 DUMBARTON, GB2 2SS, SCOTLAND
 PRODUCT OF SCOTLAND



VASO DE REGALO



CONVIENE EN EL VA
DE LA FERIA PROPRIO
DE UN MUNDO DE LA MARCHA

[illegible]

LENGUA DE VIENTO
30 MONTAÑAS



INVISIBLE PEATMOSS
16 GROSS 2000 LBS.



④ ⑤ ⑥ ⑦ ⑧

KEOVGO
AVZO DE



Ballantine
TRUE MUSIC

**¡DISFRUTA DE LA MÚSICA
CON BALLANTINE'S!**



#TRUEMUSIC

70 cl



ELIGE TU PERFECT SERVE
BALLANTINE'S CON...

GINGER ALE. Una opción refrescante con un toque de lima y menta.
APPLETISER. Sabor fresco y exótico.
TÓNICA ROSA. Suave y refrescante.
SPRITE. Amplio y versátil para todas las ocasiones.
COCA-COLA ZERO. Un clásico entre whiskeros.



 [ballantines_es](#)
 [Ballantines_ES](#)
 [Facebook.com/BallantinesExpansion](#)

Promoción válida para mayores de 18 años.
www.disfruta-de-un-consumo-responsable.com 40

Ballantine's

0



FTI CONSULTING BROCHURE
DESIGN AND PRINT PRODUCTION
OF THE BROCHURE FOR THE DEPARTMENT
OF FORENSIC & LITIGATION CONSULTING.



Forensic & Litigation Consulting

El entendimiento y la gestión satisfactoria de situaciones de conflicto es un factor clave del éxito de su empresa. Sin embargo, frecuentemente, la información necesaria para la resolución de un conflicto puede no ser evidente y, en muchos casos, es difícil de investigar.

La práctica de **Forensic & Litigation Consulting (FLC)** de FTI Consulting ofrece un amplio catálogo de servicios independientes y multidisciplinarios de asesoría forense en conflictos de conflicto, tales como un servicio integral contra el fraude, la elaboración de informes periciales o de otro tipo para asuntos de carácter económico, empresarial, financiero o contable, el desarrollo de investigaciones de inteligencia corporativa y servicios de inteligencia forense (Forensic Technology).

FTI Consulting es una firma integrada por especialistas en distintos campos, no una firma auditora, por lo que estamos libres de las restricciones impuestas por la Ley de Auditoría española y por otras normativas internacionales similares.

Nuestros servicios

asesoría forense
contra el fraude

servicios de
inteligencia forense

inteligencia
corporativa

forensic technology

Servicio integral
contra el fraude

FTI Consulting ofrece un servicio completo de lucha contra el fraude que comprende tanto la prevención y detección del fraude como la investigación de posibles irregularidades o conductas sospechosas. El fin último de nuestros trabajos es ayudar a nuestros clientes a prevenir y combatir conductas ilegales en su organización, para lograr un efecto disuasorio que pueda ser clave en el desarrollo con éxito de las actividades de su negocio.

PREVENCIÓN

DETECCIÓN

INVESTIGACIÓN

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

PREVENCIÓN Y DETECCIÓN

INVESTIGACIÓN

Prevención y detección

Los profesionales de FTI Consulting le ayudan a fomentar y mantener una cultura de lucha activa contra el fraude adaptando nuestra metodología a las necesidades concretas de su empresa.

- Análisis de riesgo del fraude
- Identificación de áreas de riesgo
- Implementación de controles internos
- Elaboración de informes periciales
- Asesoría legal y de cumplimiento
- Asesoría en la gestión de crisis
- Asesoría en la gestión de recursos humanos
- Asesoría en la gestión de relaciones públicas
- Asesoría en la gestión de comunicación
- Asesoría en la gestión de imagen
- Asesoría en la gestión de reputación
- Asesoría en la gestión de crisis
- Asesoría en la gestión de recursos humanos
- Asesoría en la gestión de relaciones públicas
- Asesoría en la gestión de comunicación
- Asesoría en la gestión de imagen
- Asesoría en la gestión de reputación

Investigación de fraude

Cualquier investigación de fraude requiere una respuesta inmediata. La información física y electrónica debe ser adecuadamente preservada y analizada, han de verificarse posibles relaciones entre empleados y personal externo para evaluar la existencia de conflictos de interés, y las personas clave o sospechosas deben ser entrevistados. Todo ello al mismo tiempo que la compañía afectada continúa su actividad con normalidad, sin comprometer su reputación.

PREVENCIÓN Y DETECCIÓN

INVESTIGACIÓN

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Abordamos todas las fases de la investigación

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Situaciones en las que podemos ayudarle

CULTURA CONTRA EL FRAUDE

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

PREVENCIÓN Y DETECCIÓN

INVESTIGACIÓN

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Nuestra experiencia

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Investigaciones anticorrupción destacadas

Nuestra presencia global nos permite realizar trabajos en cualquier lugar del mundo.

NUESTRA PRESENCIA

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Informes periciales y asesoramiento en litigios

Contamos con un experimentado equipo multidisciplinar especializado en la elaboración de informes periciales o de otro tipo en asuntos de carácter económico, empresarial, financiero o contable.

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Situaciones en las que podemos ayudarle

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Arbitraje Internacional

Los profesionales del equipo de FTI Consulting acumulan amplia experiencia actuando como expertos independientes en procedimientos de Arbitraje Internacional, tanto comercial como de inversión.

Estos profesionales cuentan con su experiencia global en este tipo de procedimientos con el apoyo de equipos especializados en diferentes industrias. Como resultado, somos capaces de comprender contextos económicos complejos, regulatorios y otros similares a los que se enfrentan nuestros clientes en disputas internacionales, ofreciendo un servicio que refleja la profundidad de nuestro análisis y el rigor técnico que nos caracteriza.

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Nuestra experiencia

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Inteligencia corporativa

La inteligencia corporativa se basa en la recolección y el análisis de información que facilitará la toma de decisiones, ya sea para anticiparse a un hecho futuro (como una nueva inversión) o para aportar soluciones a un determinado problema o situación de conflicto.

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Situaciones en las que podemos ayudarle

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Forensic Technology

Actividades tan diversas como el mal uso del correo electrónico, el robo de propiedad intelectual, el fraude de información o la descarga de material inapropiado, entre otros, involucran el uso de múltiples Sistemas de Información de la empresa. En un entorno en el que la información en formato electrónico tiene un peso cada vez más significativo, FTI Consulting ofrece una contrastada experiencia en Forensic Technology.

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Nuestra experiencia

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Nuestros servicios

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

Nuestra experiencia

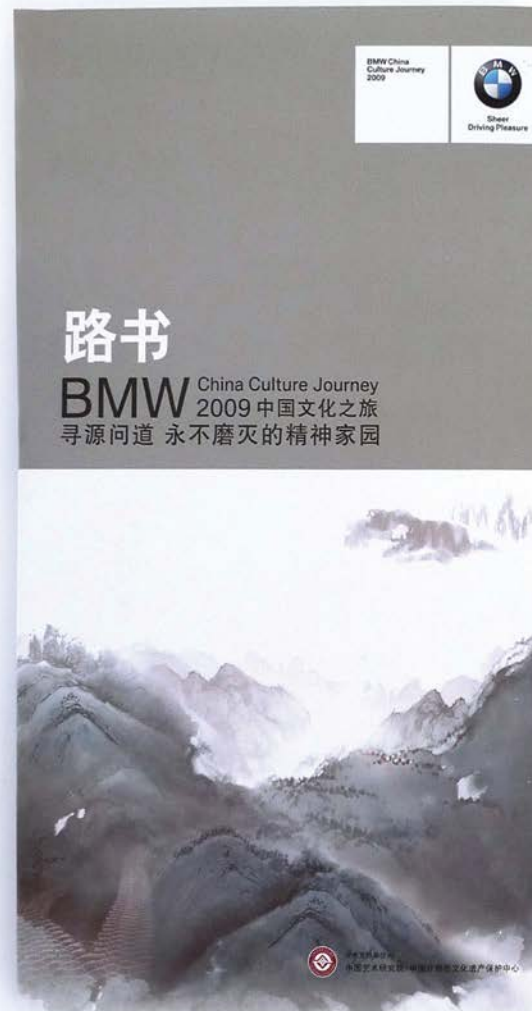
ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

ANÁLISIS DE DATOS DE TRANSACCIONES

**BMW CHINA CULTURE JOURNEY/
2009 ROAD TOUR EVENT COLLATERAL**
A ROAD JOURNEY DEPARTING FROM SICHUAN
PROVINCE AND LASTING NINE DAYS, WHERE
OVER 2,200 KM WERE LOGGED. THE FLEET
VISITED DAMAGED CULTURAL HERITAGE
SITES BY 2008'S MAJOR EARTHQUAKE AND
CONCLUDED AT THE REGONG ART AND
ECOLOGICAL PROTECTION AREA IN QINGHAI.



AGENCY Avantgarde China
PROJECT RESPONSIBILITIES Creative Direction
YEAR 2009

日程表
BMW China Culture Journey
2009 中国文化之旅
寻源问道 永不磨灭的精神家园

© 2004 Blackwell Publishing Ltd
Journal of Internal Medicine 255: 259–266

TOUR MAP

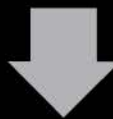
***BMW X1 NATIONAL LAUNCH, CHINA/
EVENT COLLATERAL
DESIGN OF THE INVITATION, BADGE
AND LANYARD FOR THE NEW BMW X1
LAUNCH IN CHINA.***

AGENCY Avantgarde China
PROJECT RESPONSIBILITIES Creative Direction
YEAR 2009

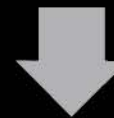




Make joy!



Make joy!



E 84 Launch BMW X1.

We are SO KIND to invite you to join us for MINI 50 Fun Park in Beijing on 26th August, 2009.
MINI had prepared some really cool surprises for you!

MINI 50周年将于2009年8月26日在北京举行。
你看过没有过的，以前没机会认识的，从发想过要玩的，想听没听过的，这儿可都有了。



Address: No. 21 Liangmaqiao, Chaoyang District, Beijing.
嘉年华地址：北京市朝阳区亮马桥21号，东三环高丽庄往东1500米路北。

THANK YOU/

Brenda Zonneville

brenda@brendazonneville.com

+34 639 198 019

Madrid, Spain