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An agency made a rebranding and creative posed nude

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A rebranding is for a brand, the equivalent of being reborn. This was the basic concept for a campaign created by Mode marketing and design agency Design Group, New York, to mark the renewal of its own identity. By adopting the new naming Viceroy Creative, the agency created a campaign in which this reborn identity is interpreted putting the creative agency itself as if they had just been born: naked. The concept is not new and is a tribute taken by the agency to what was done in 2012 by Stefan Sagmeister and Jessica Walsh when they announced a partnership.



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