



Munich Reinsurance is a major player in the reinsurance industry based in Munich, Germany, with offices throughout the world.

THE BRIEF

Great Lakes wanted to inject enthusiasm and passion into their Portraits brochure, and show the industry that they are an innovative company with a very distinct point of difference.

THE SOLUTION

FireDog realised that Great Lakes were in a unique position of being a part of the Munich Re Group, and hinged the creative around that partnership. After a successful pitch for the brochure, FireDog presented a range of stunning concepts. The chosen concept of transmission was a rendition of the communication which passes between the consumer and Munich Re through the services of Great Lakes.

A studio photographer was commissioned for a two day shoot to attain the light based imagery. A number of different techniques were employed in order to generate light patterns

across a varying series of art images. Props included everything from a toy light sabre to a digital projection on to steel bars. For the portraiture imagery, we turned to Battersea Park in south London, for it's warm and interesting lighting environment.

THE RESULTS

The publication has launched Great Lakes firmly into the market creating instant recall and memorable brand recognition. In a somewhat dry and formal sector, the publication continues to draw attention and debate.

SEE THE PROJECT IN FULL AT:

www.firedog.co.uk/creative-results/munich-re/great-lakes-brochure