

## Case study

### 98 ideas, one red balloon

#### Concerto Live

Concerto Live produce and manage all sorts of live events – pretty much whatever you want, from the weird to the wonderful. As long as you've a space, they'll fill it with ground-breaking hospitality ideas.

With such a unique approach to each and every event, it would have been difficult to develop a static identity that embraced their creativity, imagination and style. So we didn't even try.

Instead, we gave them a shape – a red circle in fact – and allowed them to decide how they like to use it. You'd be surprised how a versatile a red circle can be – sometimes a red nose, sometimes a Christmas bauble, but always presented in an imaginative and thought-provoking manner.

A single red air balloon adorns their corporate communications, but there were at least another 98 ideas we thought of!

#### What we delivered

Brand identity

Brand collateral

Marketing collateral

#### Relevant experience

Branding



**If you would like more information about how Cauldron can help you with your next communications challenge, please contact:**

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