

# GREAT MINDS

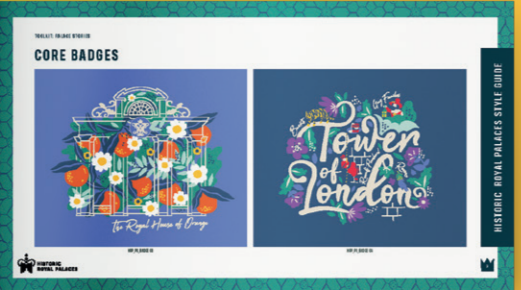


*DIFFERENTLY!*

**THINK ~~ALIKE~~**

# UNITED CREATIVES - CASE STUDY

## HISTORIC ROYAL PALACES, BRAND TOOLKITS



**“United Creatives were an absolute pleasure to work with. The combined expertise across various design disciplines really elevated the project. The end result is fresh and different from anything we have done before, which is exactly what Historic Royal Palaces wanted.”**

Carrie Sharland, Senior PD Manager,  
The Point.1888, Licensing Agents to  
Historic Royal Palaces.



*The Royal House of Orange*



# THE BEST OF BOTH



**WHILST MAINTAINING THEIR INDEPENDENCE  
DYNAMO AND WATERMELON CREATIVE HAVE  
FORMED A NEW COLLABORATION PROVIDING A  
'ONE-STOP' CREATIVE SERVICE FOR ALL YOUR  
BRAND REQUIREMENTS...**

Management of complex projects • One point of contact  
Innovation & Ideation • Brand Strategy • IP Development  
Trend Direction & Mood Boards • Core, Trend & Seasonal Style Guides  
Tool Kits & Flash Packs • Branding & Logo Design • Graphics, Badges & Patterns  
Packaging & Point of Sale • Character Assets & Icon Illustration  
2D & 3D Illustration • Key Art, Marketing & Sales Assets • Product Concepts  
Hardline & Softline Product Development • 2D & 3D Product visuals  
Retail Solutions & Strategy • Brand & Product Sizzles • Episodic Animation  
Publishing Content Creation • Editorial & Writing • Fabric Swatch Packs  
Location Based & Experiential Design • Bespoke Sampling & Mock-Ups



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