



NEAM

Deloitte

Renaissance Capital

MetLife

Internet Fund

FINANCIAL SERVICES

- CreditSights
- Credit Suisse Asset Management
- Deloitte
- EY
- First Eagle Funds
- Guardian
- Kinetics Asset Management
- LindeHansen
- MetLife
- Mount & Nadler
- New England Asset Management
- Olstein Capital Management
- Renaissance Capital
- R.W. Rogé and Company
- Warburg Pincus

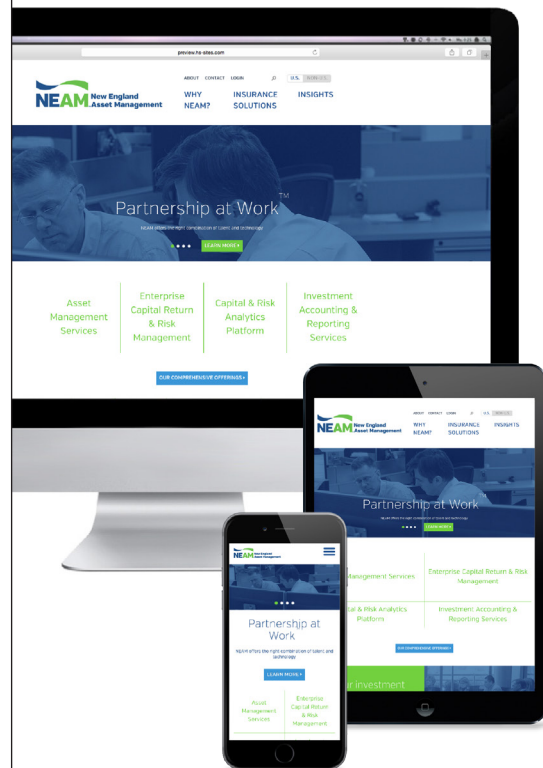
"Langton Creative Group worked closely with us to understand and translate our business directives into videos that distilled the complexity of our material into clear, compelling messages."

Kim Christford
National Director,
Leadership Center for Clients
Deloitte

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Renew

"Partnership at Work" was the new brand idea for New England Asset Management when they returned to their original name with a new logo, website, and a communication guidebook that includes stationery, publication and advertising standards. The launch features a new video, "We are New England Asset Management," that reintroduces the company to its core constituents and defines how they will provide top notch services that focus on the insurance industry.



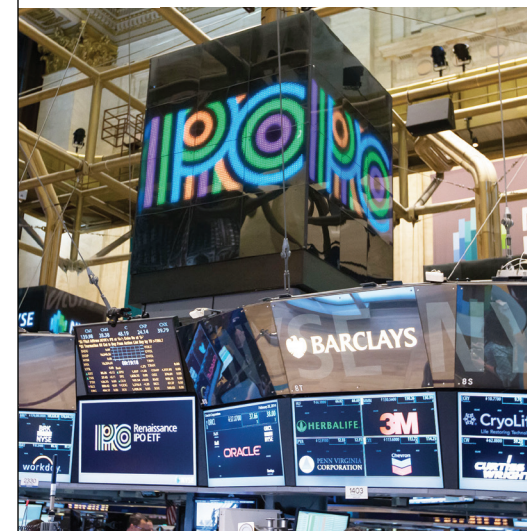
Empower

Today's businesses are now relying on teams in order to succeed in the marketplace. Deloitte has done the research, and offers a program in personality assessment that supports better communications and improves the way people work together. Langton Creative Group created a video that explains how this works and makes it relevant for business leaders. The video supports the Deloitte Business Chemistry practice and won the Communicator Award for excellence in communication.



Boost

Renaissance Capital enjoys a well-earned reputation as the definitive source for the latest IPO research. Analysts are frequently quoted in the financial press and their website has over 1 million hits per month, yet they were not converting visitors to clients. The company's core offerings were lost among a trough of free content. After introducing a new identity and communication program centered around a restructured website, Renaissance Capital now sells subscription services online and attracted the attention of FTSE (Financial Times Stock Exchange), who has become their partner in delivering IPO research services to Europe and Asia. Now that's design with ROI.



Deploy

When MetLife acquired Alico, the combination created a global life insurance and employee benefits powerhouse where key messages needed to be communicated to employees around the world. Working with the Aon Hewitt Communication Practice, we delivered a coordinated communications deployment that included a three-part video featuring the CEO and leadership of MetLife, that was shown in 55 countries in 19 different languages. This global orientation initiative now serves as the primary onboarding tool for MetLife employees around the world.



Tech

How do you capture the energy of tech stocks while encouraging long-term investing? The Internet Fund — the first mutual fund dedicated to technology investments — needed to quickly establish a strong visual identity reflecting its unusual value-driven technology strategy. The new identity for The Internet Fund conveys a fund that is well-informed about investments and willing to share its knowledge. The brand image was employed to launch a marketing campaign that was featured in *The Wall Street Journal* and other financial publications. The Internet Fund design system is featured in *Logos: Making a Strong Mark* (Rockport Press).

