



Grady Britton wanted to refresh their brand and reflect their new partners desires for the brand image. Interviews were conducted with current clients, prospective clients and those who did not choose Grady Britton in a pitch. An internal workshop was conducted to explore the brand, culture and collective sense of purpose.

Insights showed that Grady was trusted to 'do the right thing', but they were 'nice' and did not always project the aggressive zeal of other agencies. Internally, their collective drive was strong and was authentic to their culture: their goal was to bring nobility back to advertising.

Subsequent work aligned their internal and external selves. The new logo illustrates their purpose as does Frank Grady's title of 'King.' Pitches and language were revised to put forward the zeal they had for the work and their clients.