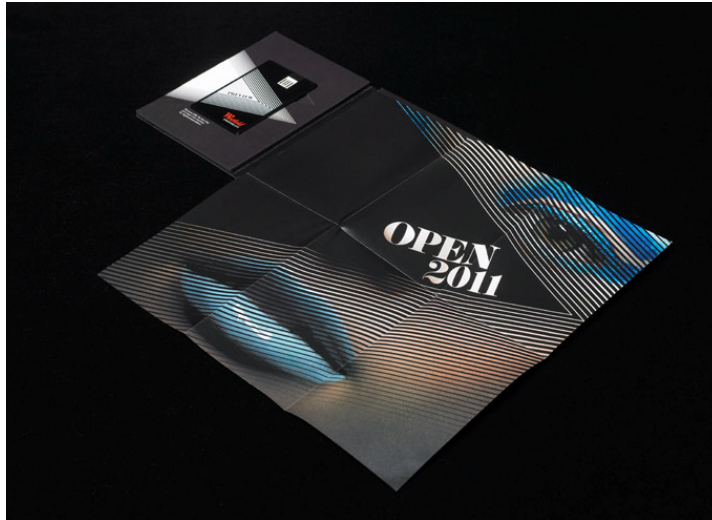


ODD works on Westfield Stratford City branding



ODD is working on the branding for the Westfield Stratford City development in east London. The Westfield Group, valued at over £31 billion, was founded in 1960 and is the largest retail property group in the world, working with over 23,600 retailers.

The Challenge

ODD were briefed to refine the Stratford City logo and to draw up brand guidelines governing typography, graphic design and image use, colour palette, tone of voice, art direction, formats and paper types

The Solution

The scope has included construction hoardings, marketing suites, digital presentations, conference materials, exhibitions, photo shoots, press packs, retail promotional packs, website art direction, and a whole host of additional collateral.

The Results

ODD has brought to the table concepts never seen before in shopping centres; retail space is already well-subscribed, despite the launch not being until 2011. Retail press coverage has been extensive and has exceeded all Westfield's expectations.

"Its rare to find an agency with such breadth of talent and accommodating flexibility. The creative guidance on Westfield Stratford City has been fantastic, with highly considered solutions for every problem we throw at them. ODD's passion for our business is genuine - we're proud to have them on board."

April Taylor, Senior Marketing Manager, Westfield Stratford City

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