

# Event identity

## Jaguar Land Rover 2015

### Hitting the Heights

Jaguar Land Rover were looking for an identity for their Sales Specialist of the Year awards event held at The Shard in London. Their celebration in the sky included a concertina invitation, menu, table plans and several other printed items to give a co-ordinated look to the event. Scoop handled the design and print for River Marketing.

### Features

Prestige, impact, informative, consistent.

