Bearing Points

13.01

のかじ取りが信念としてある会社なので、メインビジュアルは、 コンパス。それを一流ホテルのレターセットのような上質な紙に 配置した。

The magazine advertisement of BeringPoint which is a consulting enterprise, mainvisuals are compasses because it is the company which sometimes takes the rudder of the enterprise as a belief. It was arranged like the letter set of the first-class hotel in the good paper.













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雑誌広告の別案。ベリングポイントを導入して成功をおさめた企 業のトップのインタビュー記事を、記事広告として右ページに使 用し、左ページにはメインビジュアルのコンパスが、指している

Another plan of the magazine advertisement. Introduce BeringPoint, use the interview article of the top of the enterprise which settled a success for the right page as an article advertisement, in the left page, visual that compass of mainvisual points at it.



teading, tracking and possibly a little indication of type style cutor and weight, isn't the correct copy. It's only her to give kerning thrown in for good measure. What kerning thrown in for good measure. What — Along with leading, tracking and possibly a — you an indication of type style color and — you are reading lan't the correct copy. It's style color and weight. Along with leading, copy. It's only her to give you an indication measure. What you are reading ion't the tracking and possibly a little ferming thrown isn't the correct copy, h's only her to give — kerning thrown in for good measure. What — Along with leading, tracking and possibly a — you an indication of type style color and you an indication of two style color and wou are reading an't the correct cook. Pa It like kening thrown in for good measure, weight, Along with leading, tracking and





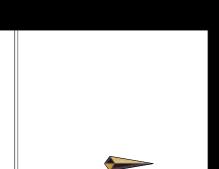








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## Bearing Points

13.03

雑誌広告の別案。最初のページにはカットアウトの中にコンパス だけが見えて、片観音になっているそのページを開くと、下のように見えてくる案。

Another plan of the magazine advertisement. The plan which it seems to be the bottom when the first page can see only compasses in cut out and the page which is the settlement Goddess of Mercy is opened.



## Bearing Points

13.04

メインビジュアルのコンパスを、同社のエントランスの回転ドア に設置し、入場の度にコンパスの針が回転することで、メインビ ジュアルの認知度をあげようとしたもの。

The thing that the compasses of mainvisual were installed in the revolving door of entrance of the company and it tried to give it a degree of recognition of mainvisual by the needle of the compasses rotating at every entrance.