

&LARRY
BRANDING AND DESIGN
CONSULTANCY

&L

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&Larry

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Contact



Since 2005, &Larry has been perfecting its methodology to get to the heart of a brand, to discover its soul and create meaningful connections with people.

Ahead of the curve in valuing collaboration, &Larry was so named for its founding principle of placing the names of partners and clients before its own — as a reminder to always step back and see the bigger picture.

Cross-disciplinary Expertise

Our work is diverse
but interconnected
to ways of making
a brand more valuable.

Brand Analysis, Strategy & Story

Brand Assessment

Brand Governance & Development

Brand Experience Design

Brand Identity Design

Spatial Planning & Design

Art Direction & Graphic Design

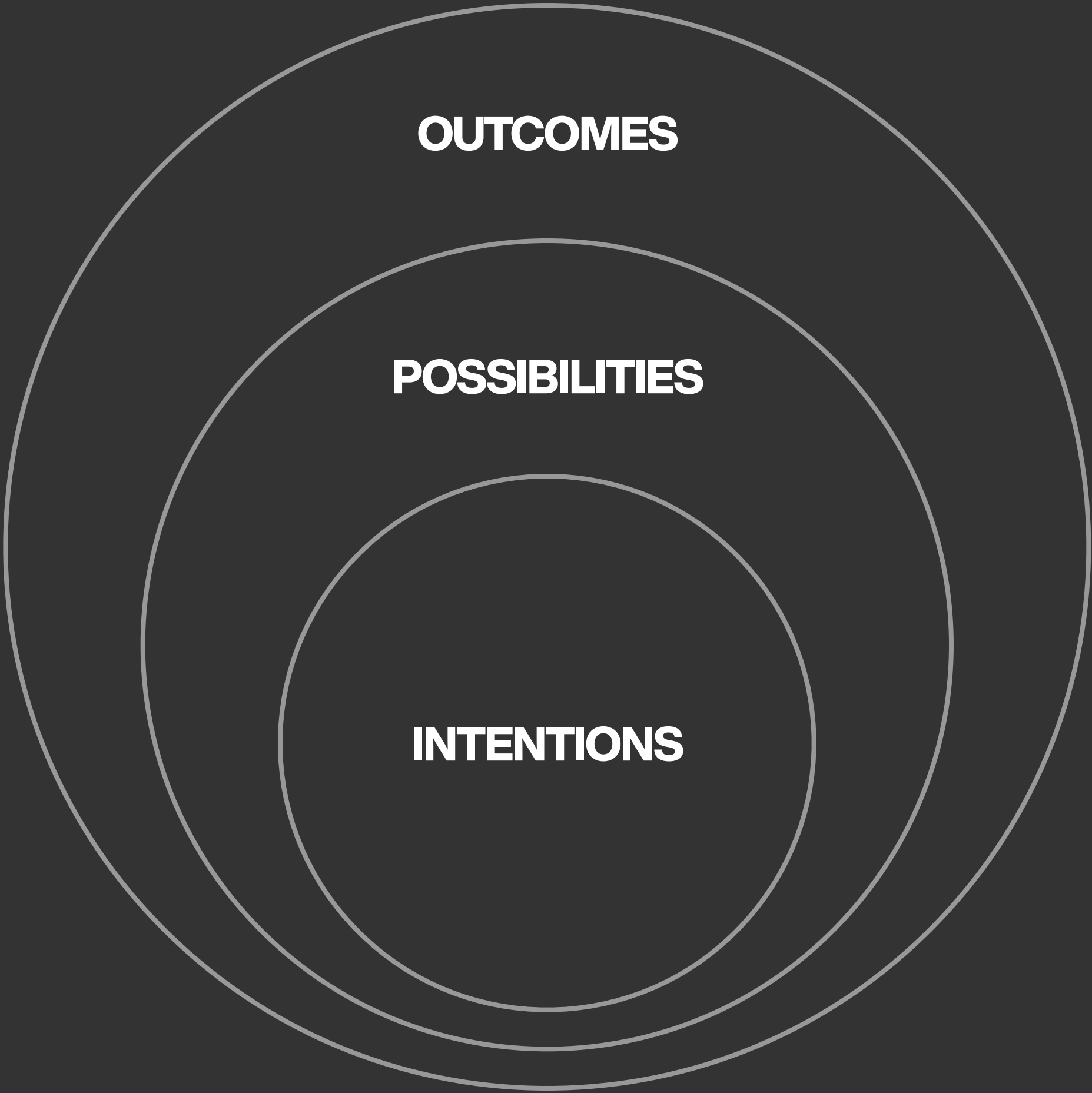
Content Strategy & Copywriting

Digital Design

Creative Collaborations

Creative Harmony

We apply a balanced approach to creativity that harmonises between intentions, possibilities and consequences to bring positive change to our world.



Perfect Balance

We seek the perfect balance between art and commerce, intuition and knowledge, craft and technology, and constantly evolve as we work with changemakers to amplify the good into great.

Art & Commerce

Knowledge & Intuition

Craft & Technology

SOUL SEARCH™ Methodology

Our creative process is built on a series of four rigorous, interconnected procedures that adhere to proven design practices.

DISCOVER

We observe, analyse and challenge assumptions of current perceptions of a brand and its market landscape.

DESIGN

We create, develop and implement brand messaging and visuals through relevant touchpoints that will bring about measurable impact.

DEFINE

We set parameters, and recommend strategic solutions that are led by a combination of design, empathy, critical thinking and validation.

EVOLVE

We help brands evolve to stand the test of time, while staying true to their essence.

SOUL PURPOSE™ Framework

With our proprietary 7-step framework for brand analysis, we assess and help reshape your brand to achieve a level of authenticity that is as real as it is rare.

BRAND



SOUL PURPOSE™



AUDIENCE

Beyond Numbers

Since 2005, &Larry has built a track record of successful branding outcomes not just in terms of measurables but also by the intangibles that empower brand sustenance.

628

strategic and creative collaborations that made a difference

108

brands, organisations and partners united by clarity of vision

50+

years of collective experience from a dynamic team

100%

soulful + passionate + committed on every challenge we take on

SELECTED CLIENTS



AWARDS & ACCOLADES

BrandNew



designboom®

gestalten



MR PORTER



PRESIDENT*S
DESIGN AWARD
SINGAPORE



TASCHEN

THE BUSINESS TIMES

Today at Apple



TOKYO TDC



viction:ary



The following case studies
exemplify the kind of success
that we want to create with you.

CASE STUDIES

Food & Beverage / SME

Tong Heng

Evoking Joy In A Bite For Every Generation



TONG HENG

A local pioneer who is well-loved for their handmade Cantonese pastries, with a rich heritage of over 80 years of tradition in the food industry.



TASK

To rediscover and revitalise the brand story, experience and design of Tong Heng through various touch-points while retaining their authenticity and culture.

CHALLENGE

How can a 4th generation family brand stay relevant in an ever-evolving world, faced with strong competition from new entrants, and the need to engage new audience while retaining older customers?

INSIGHT

Through intensive brand research, we learnt that the folks at Tong Heng are genuinely all about ‘creating traditional Cantonese pastries to bring happiness to their customers’.

SOLUTION

An ongoing series of capsule collections packaging, store experience design, social media content and collaterals that exemplifies their vision ‘Celebrate the goodness in life’.

ESSENCE

Joy In A Bite





TONG HENG

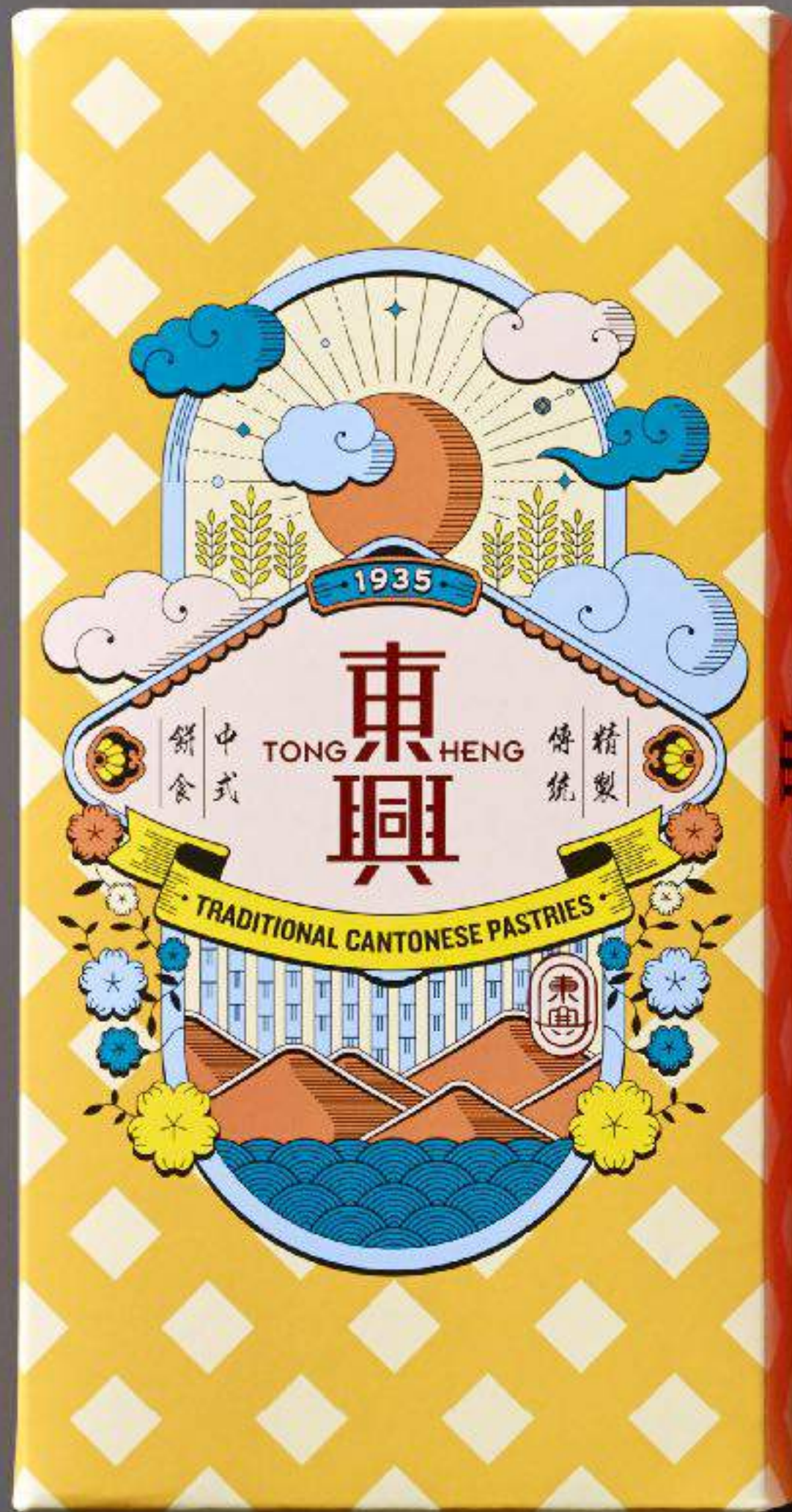
Old Brandmark



New Brandmark

東
興

JOY
IN A BITE







Product Photography





Flagship Store Spatial Design



SPECIALTY DESSERT	
Omelette on Toast	\$3.80
煎雞蛋麵包	
WARM DESSERTS	
Red Bean Soup	\$3.60
紅豆沙	
Sesame Soup	\$3.60
芝麻糊	
Almond Soup	\$4.50
杏仁露	
CHILLED DESSERTS	
Steamed Egg	\$3.80
糖水	
Ginger Steamed Egg	\$4.00
薑汁糖水	
Snow Fungus Soup	\$4.00
木耳甜湯	
Longan Orange Soup	\$5.50
龍眼鮮橙甜湯	

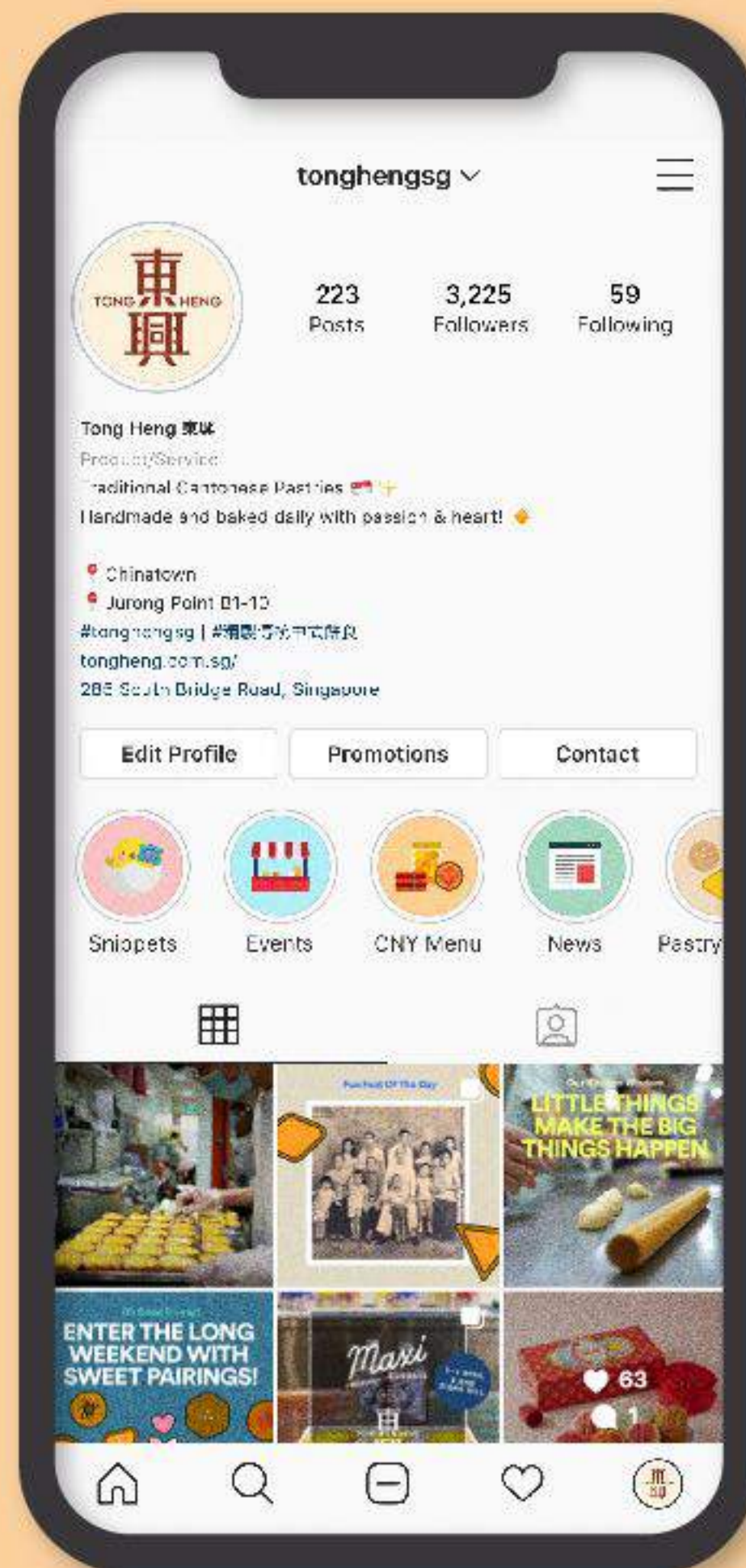
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Flagship Store Interior Design



Seasonal Series Campaign Design and Packaging



Social Media Content Strategy and Design

IMPACT

16x

follower growth on
Instagram since 2018

23%

growth in total
revenue in 2018

10%

stabilised growth
thereafter

12.5%

increased sales during
Lunar New Year 2019

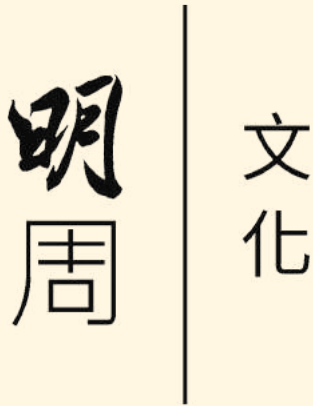
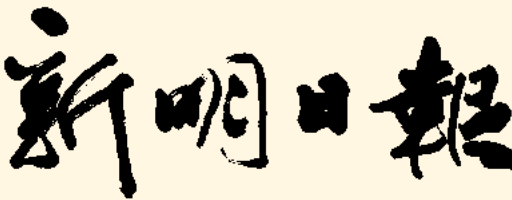
30%

hike in the sales of
wedding pastries

48→30

new hires post rebranding
cut average age of employees
by 18 years

EARNED MEDIA & PUBLICITY



Food & Beverage / SME

Bynd Artisan

Reviving A Dying Craft



Custom bookbinding
and leather-craft
atelier established
by a third-generation
business owner of
Singapore’s oldest
bookbinders.

BYND ARTISAN



TASK

To articulate why traditional book binding and leather working would matter to digital natives, and to say it clearly across different mediums, spaces and brand experiences.

CHALLENGE

How can we tell a story that would not treat the company's elderly craftsmen as a historic note, but celebrate them to show how analogue creations can enrich our lives?

INSIGHT

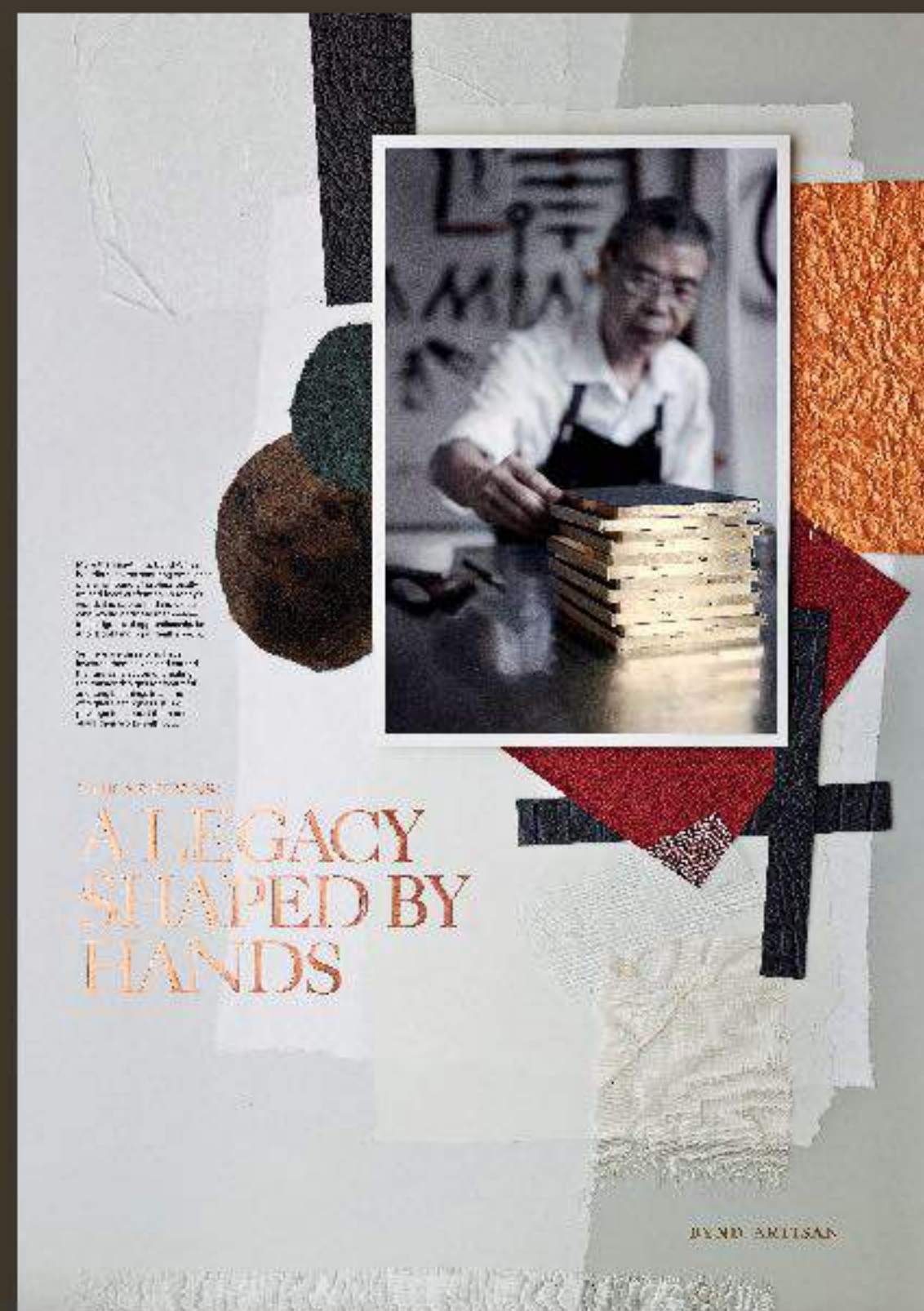
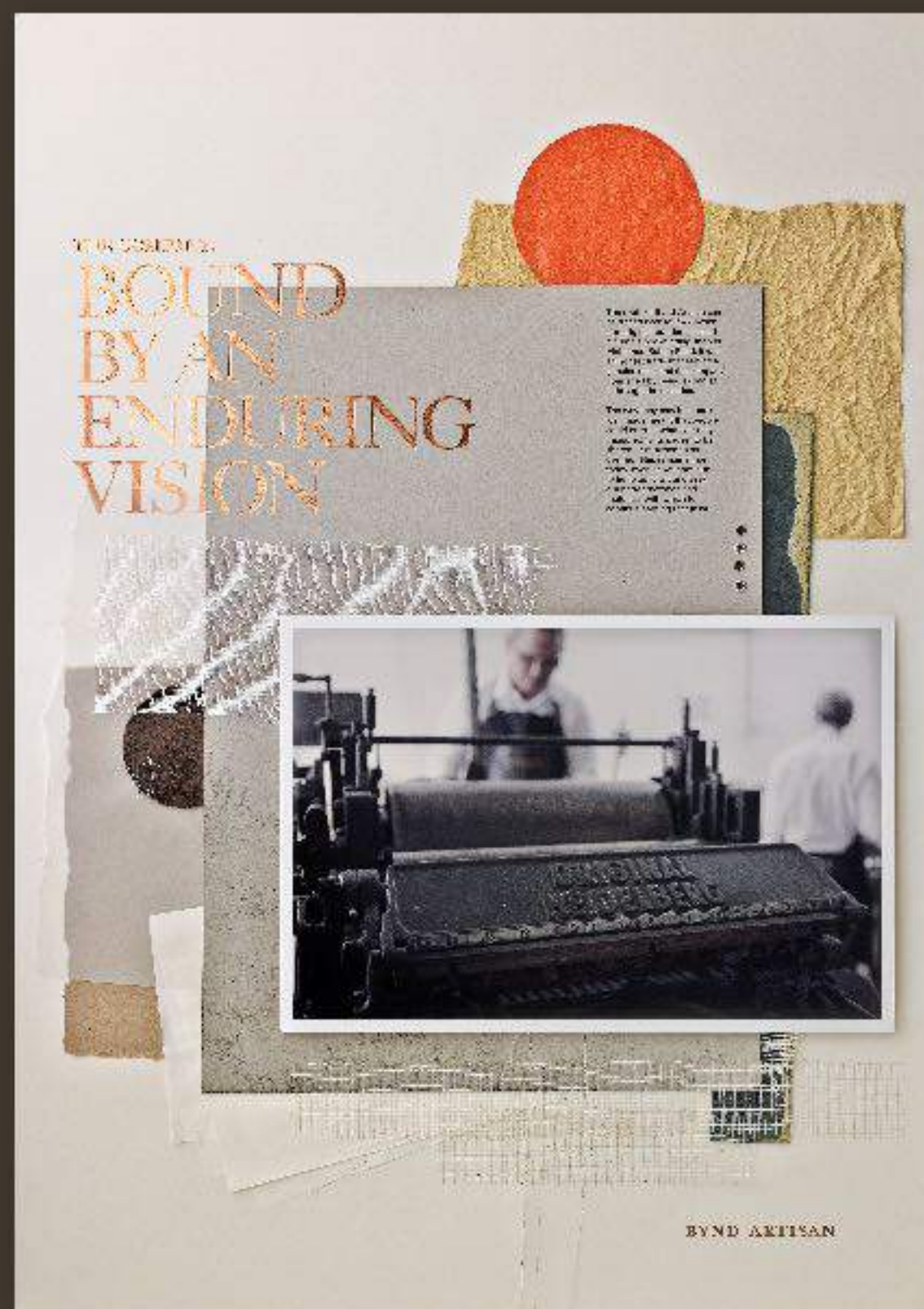
Most people are shy about their creativity, but with a guide they can trust, it becomes easier and more enjoyable to express themselves.

SOLUTION

Be authentic. We created a 2-way dialogue: the brand shared knowledge through its craftsmen while customers shared ideas through the guided crafting process.

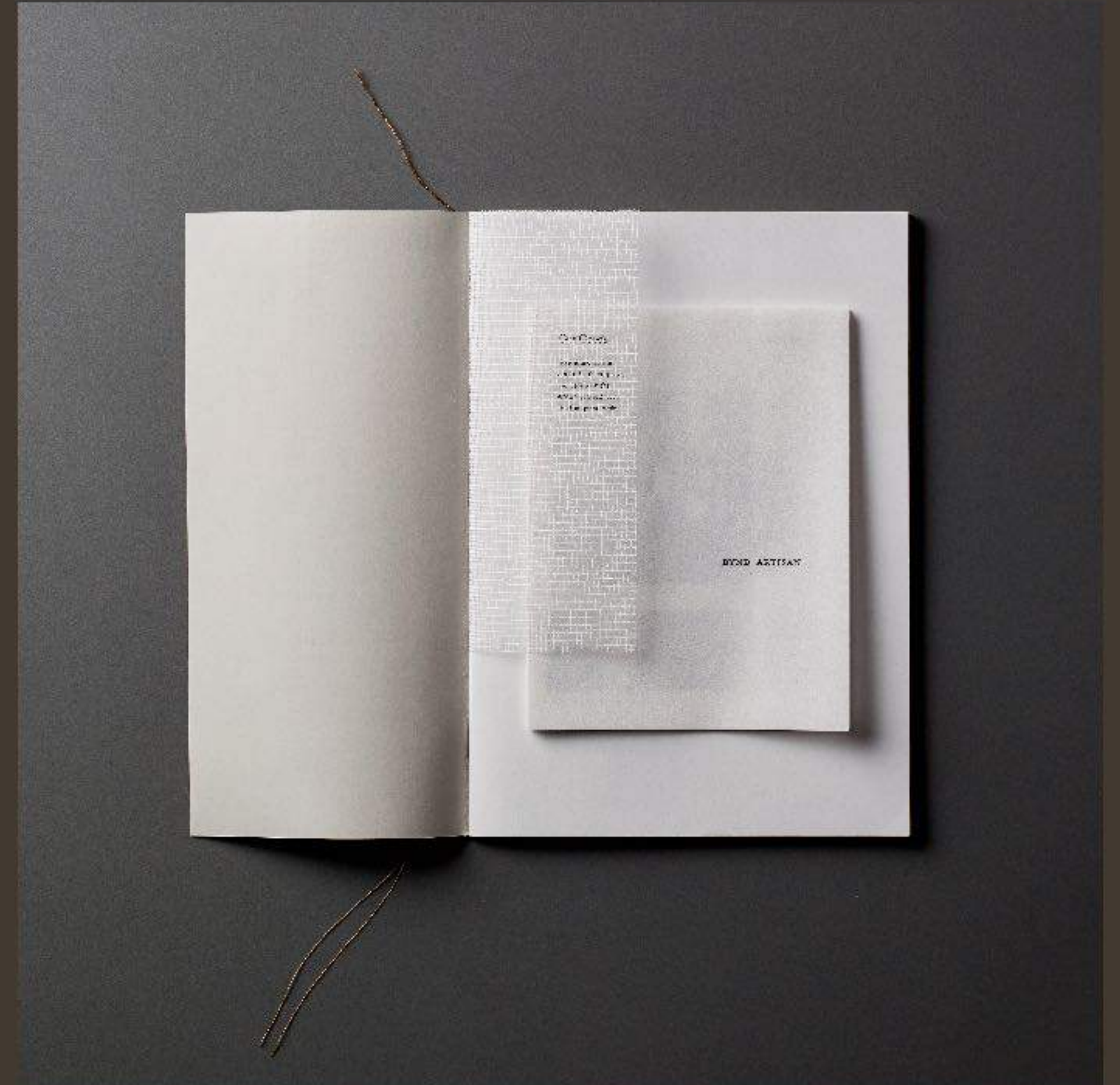
Something's Worth Sharing







Hand-bound Brochure/Product Catalog







Concept and Packaging for Limited Edition Dessert in Collaboration with Local Michelin-star Restaurant, Iggy's

300%

increment of
first-year revenue from
initial investment

1.18x

growth in average
annual revenue

>6

retail locations

Improved

brand association

Growth

for senior craftsmen

Renewal

of human capital

TESTIMONIAL

The branding, design and art direction done by &Larry for Bynd Artisan far exceeded our objectives and expectations. Everyone on the &Larry team demonstrated a high level of creativity, professionalism and efficiency. They took time to understand us and subsequently moved in the direction that would emphasise our strengths. They even went out of their way beyond the specified scope of works to include additional items which they felt was essential for the whole brand to be complete. &Larry's ability to understand both design and commercial viability and to balance the two has been key for us and we are pleasantly surprised by how Bynd Artisan has been well received by the public, the media as well as the creative community.

Winnie Chan

Founder & CEO
Bynd Artisan Pte. Ltd.

Others / SME

Direct Funeral Services

Bringing Life To The Funeral Trade



A Singapore pioneer
in death-care services
whose raison d'être is
based on a compassionate
desire to help people
find peace-of-heart.

**Funeral
Services**
Direct

郑海船生命礼仪

TASK

To delve into the roots of the brand and industry norms so as to develop an authentic and differentiated strategy to ensure brand longevity, and scalability for growth.

CHALLENGE

In an industry where successful trends and buzz words like ‘finding closure’ are quickly adopted by competitors, the challenge was to identify a genuine point of difference that can be codified and clearly communicated internally and externally.

INSIGHT

By sifting outlier responses from a customer survey, we discovered a deeper truth: that ‘closure’ was a misnomer that could not be properly defined. Another was in the name of ‘Direct’ — while Roland had wanted people to “come directly to me for help” — had deeper implications when considering the company’s principles and values-in-action.

SOLUTION

The insights gained inspired a new brand identity with bilingual synergy through a shared symbol inspired by a western ellipsis and the Chinese radical for ‘water’ to encapsulate themes of origin, filial piety and continuity in life.

ESSENCE

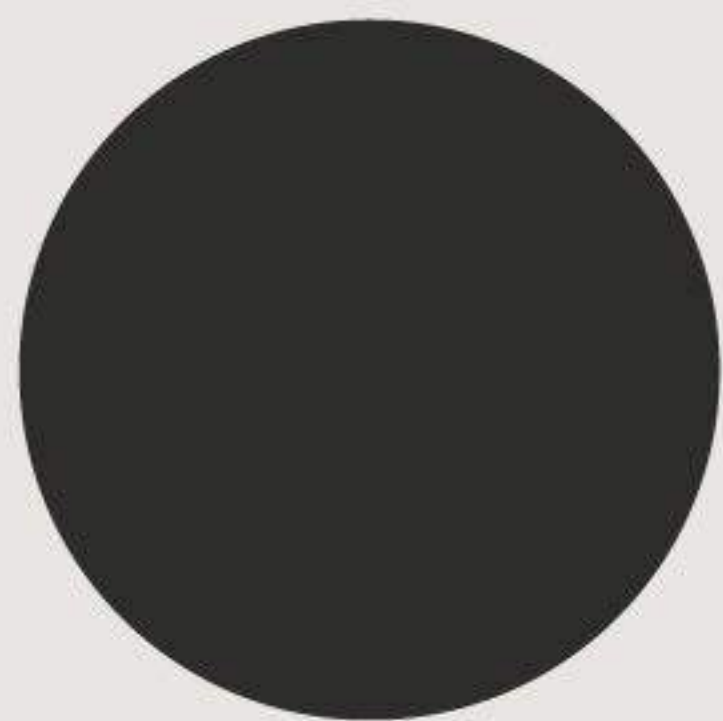
Led By Compassion And Respect For All



Old Brandmark



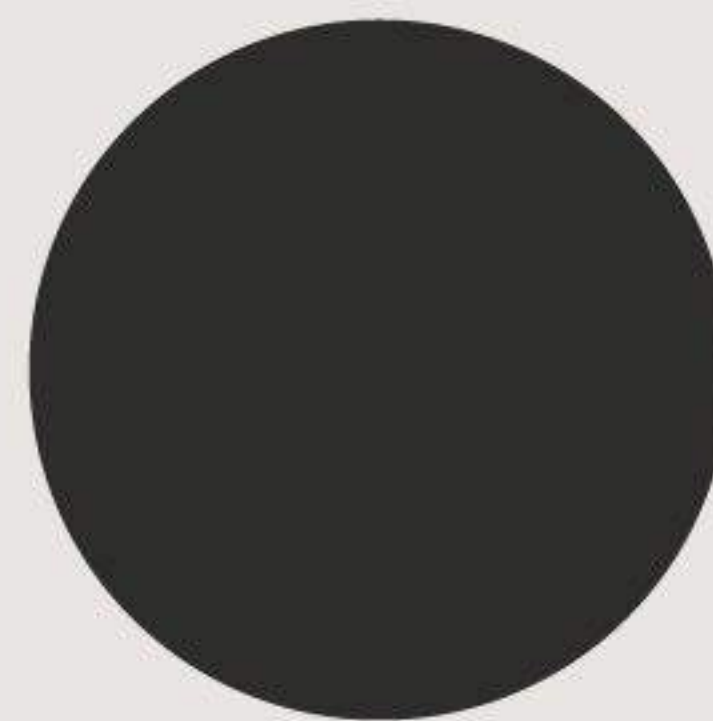
New Brandmark



Conversation
沟通



Compassion
恻隐之心



Continuity
延续



Team Photoshoot with Founder, Roland Tay



Our goal at Direct Funeral Services
is to help people find peace
and keep their hearts open...
because grief will fade over time
but cherished memories last forever.

爱心

heart, empathy

温馨

warmth, compassion





Direct



細水長流

Funeral Services
Direct
鄭海船 生命礼仪

24-HOUR HELPLINE 6555 1115

Grief will fade over time...
but cherished memories
last forever.

Funeral Services
Direct
鄭海船 生命礼仪

Funeral Services
Direct
鄭海船 生命礼仪

Direct

24-HOUR HELPLINE 6555 1115

ISUZU

Direct

YN5814R

Vehicles and Hearse



Showroom Signage



Memorial Hall

Living
Group

Direct

郑海船 | 生命集团

Funeral
Services

Direct

郑海船 | 生命礼仪

Life
Foundation

Direct

郑海船 | 生命基金

Life
Planning

Direct

郑海船 | 生命规划

+2%

market share

Improved

internal alignment

Better

brand positioning recall

Overcame

social taboos

TESTIMONIAL

The overall ethos and values are communicated in a more succinct way through our communications material. **Our team is more able to relate to the new logo as well as the kind of guiding pathos for the way we conduct our business...** Ever since the rebranding, our image has become a more warm and approachable one. We are very glad that the focus has shifted towards our service excellence and warmth instead of the dollars and cents.

Jenny Tay

Managing Director,
Direct Funeral Services

The biggest impact is from within. Our team feels more aligned with the values of the company, and more younger people choose to work with us because it is a meaningful career. Our best compliments are when our customers tell us that when they see our vehicles on the road, they feel thankful to have chosen us to serve them.

Darren Cheng

Executive Director,
Direct Funeral Services

Food & Beverage / SME

Sir Manasseh Meyer International School

Pursuing Wisdom For A Better World



Singapore's sole homegrown Jewish International School, offering a holistic and human-centred approach to academic learning as well as personal growth.



**SIR
MANASSEH
MEYER**
International School

TASK

To rebrand and reposition Sir Manasseh Meyer International School (SMMIS) to be the school of choice for international students in Singapore.

CHALLENGE

How can we rebrand an organisation when it potentially involves a whole community's cultural identity?

INSIGHT

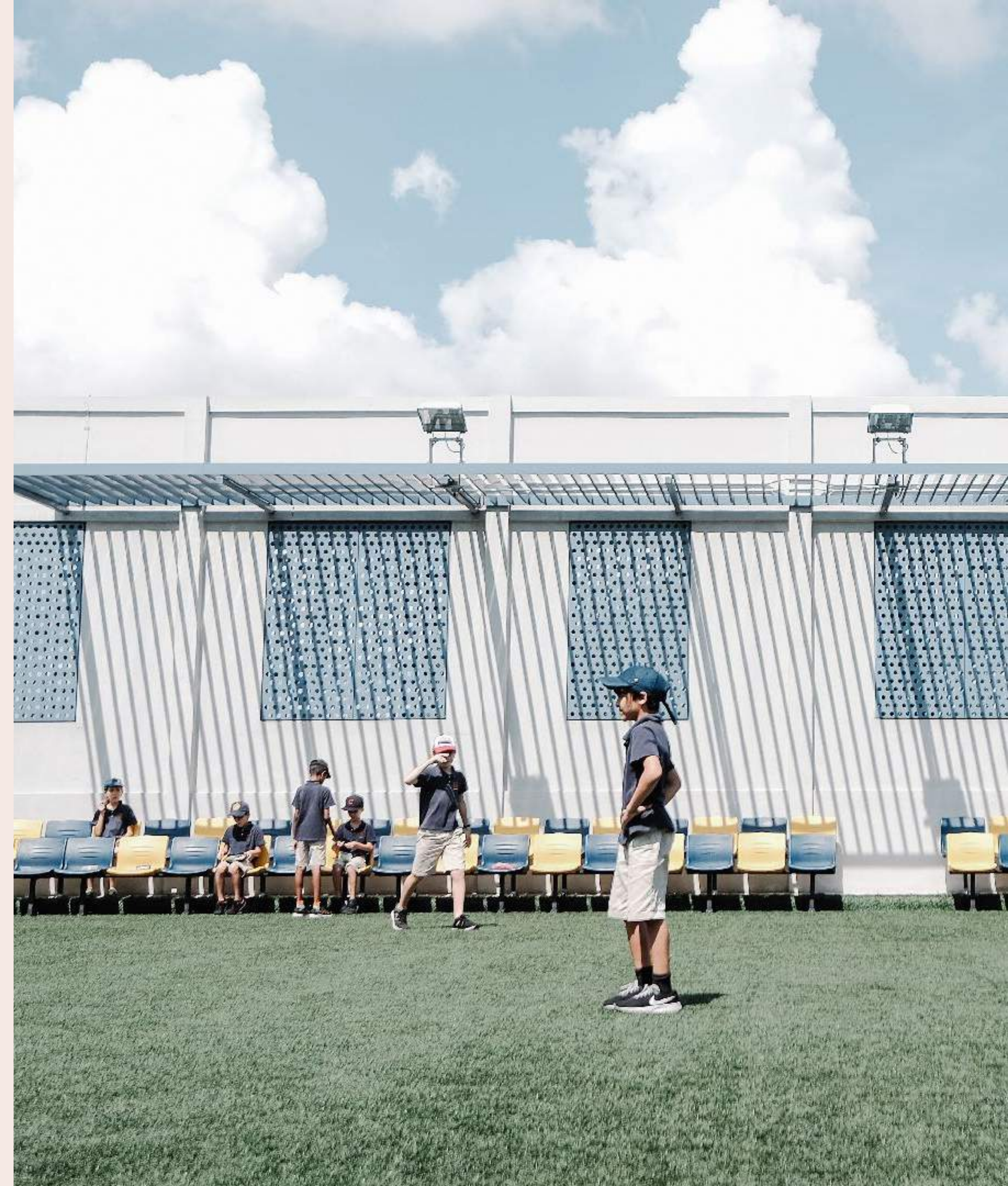
While religious perspectives may divide views, the shared cultural heritage and values bound the stakeholders in a united and unique vision for excellence in education. While other schools boasted of their size, here the close-knit spirit of the school community was its greatest strength.

SOLUTION

We developed a new brand strategy that included recommendations for the schools' curriculum, communications and brand direction to improve community relations and brand appeal to expatriate parents. The refreshed identity encapsulate SMMIS's values and brand essence.

ESSENCE

Pursuing Wisdom For A Better World





Sir Manasseh Meyer
International School
A VISION FOR EXCELLENCE



**SIR
MANASSEH
MEYER**
International School

Old Brandmark

New Brandmark



Grounded in
Jewish Values



Light of
The Future



Growth, Continuity
and Progress



A Child-centred
Education



A Supportive
Community



The Joy of
Learning



**Pursuing wisdom
for a better world**

 **SIR
MANASSEH
MEYER**
International School

 **SIR
MANASSEH
MEYER**
International School

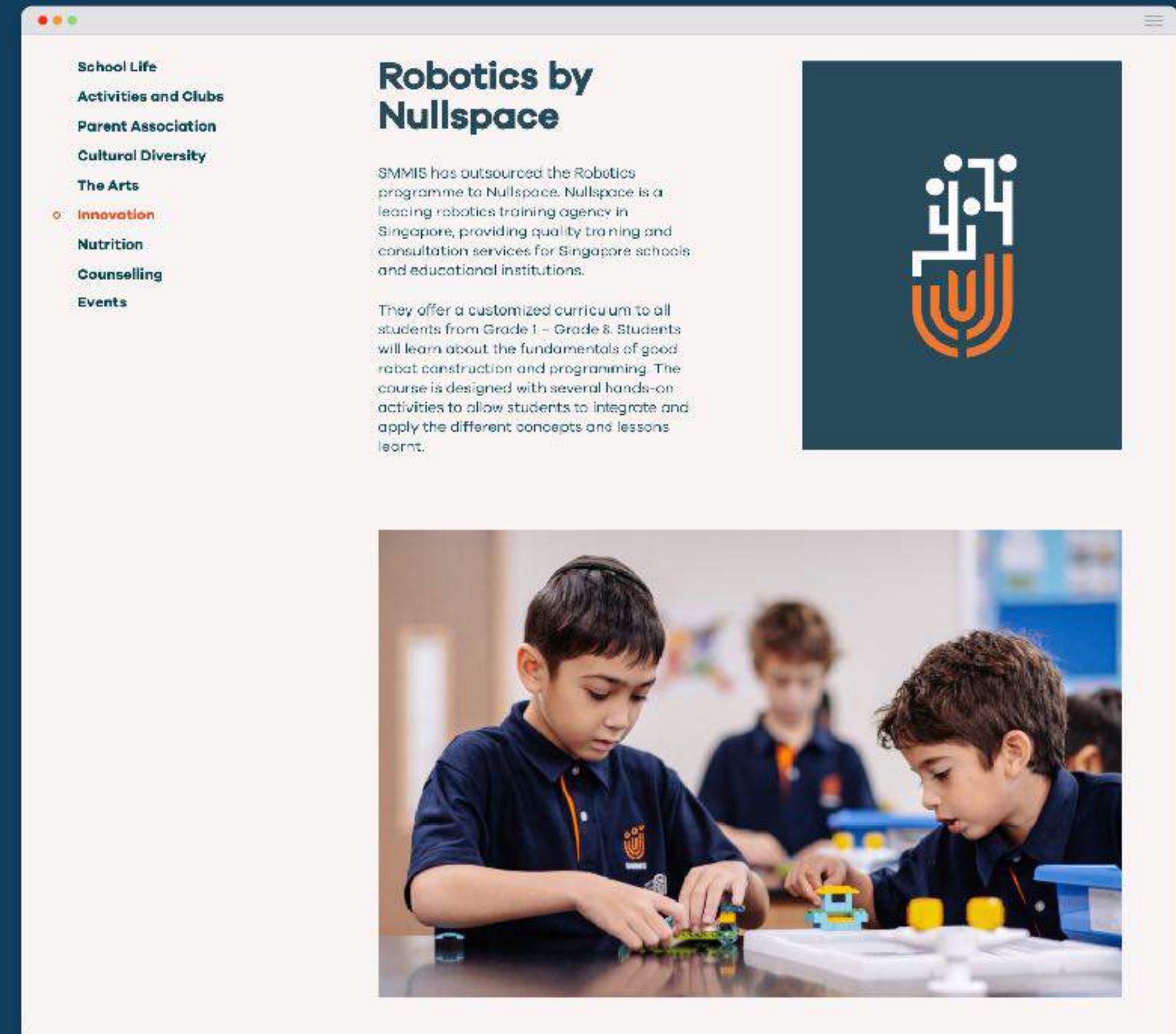
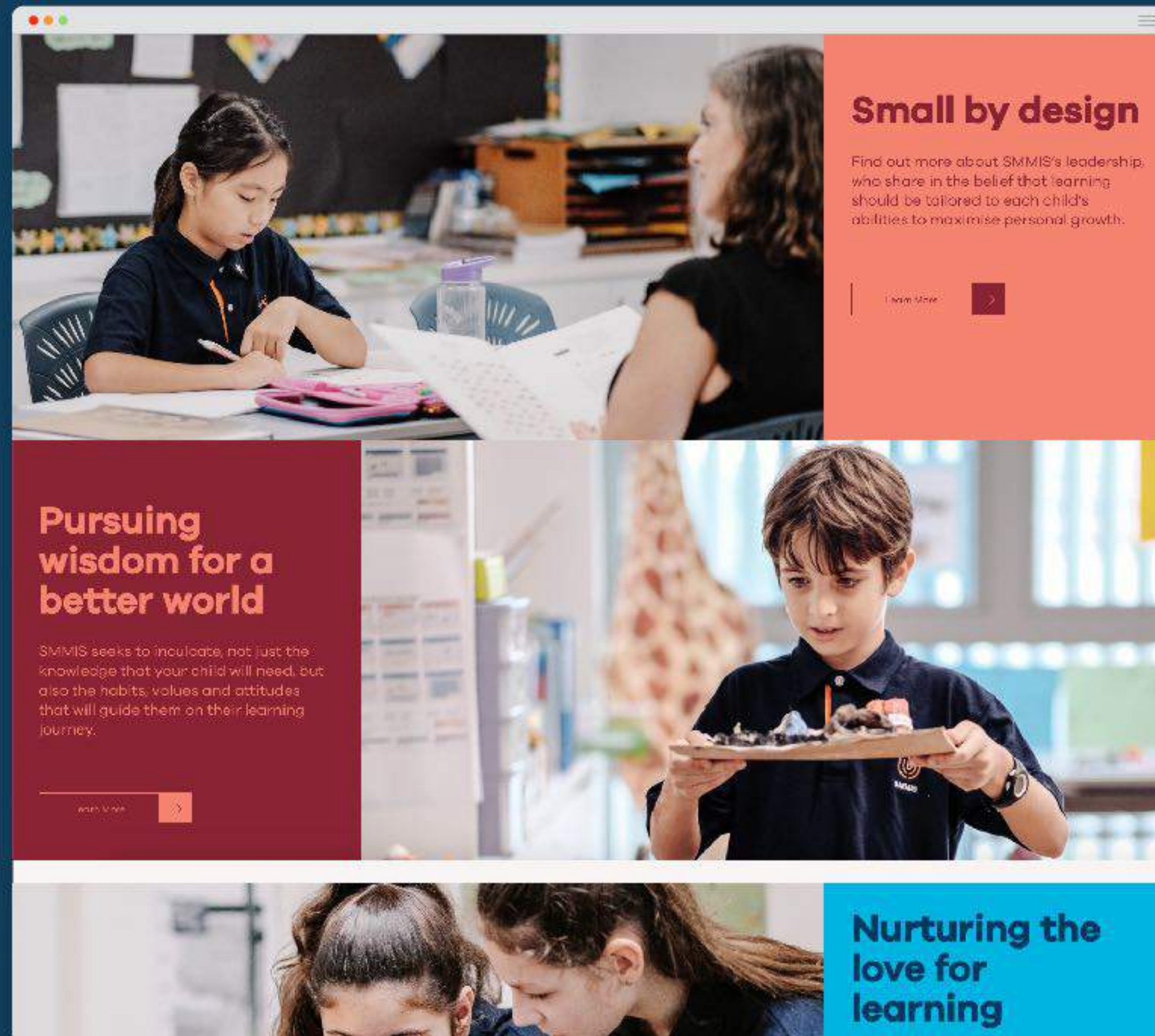
Campus Facade and Entrance Signage



Campus Atrium Values Feature Wall



Campus Life Photography featuring New Uniform





Iconography Design



SMMIS
Parent
Association



SMMIS
Einstein
Scholarship



SMMIS
Jewish
Studies



SMMIS
Alumni
Club



SMMIS
Tiny
Tots

Improved

staff morale and team effort

Increased

student enrolment across ethnicities and age groups

Positive

brand association from parents and the public



Chemicals / MNC

Dulux Asia-Pacific

Not Just Painting By Numbers



Facing brutal competition in an undifferentiated market, a world-class paint maker returns to its European roots to speak directly to an audience for whom colours mean everything.



TASK

To audit the Dulux brand in Singapore and assess business processes, so as to identify opportunities to innovate and carve out an ownable position in the minds of key customers.

CHALLENGE

Despite actual product advantages, paint is perceived as an undifferentiated product. The main competitor is dominant in distribution and perceived volume of colours offered.

INSIGHT

The brand's European origins shaped company culture even to the way it names its paint colours. Rather than more prosaic descriptors, Dulux colours convey stories, evoke meaning and memories for its customers.

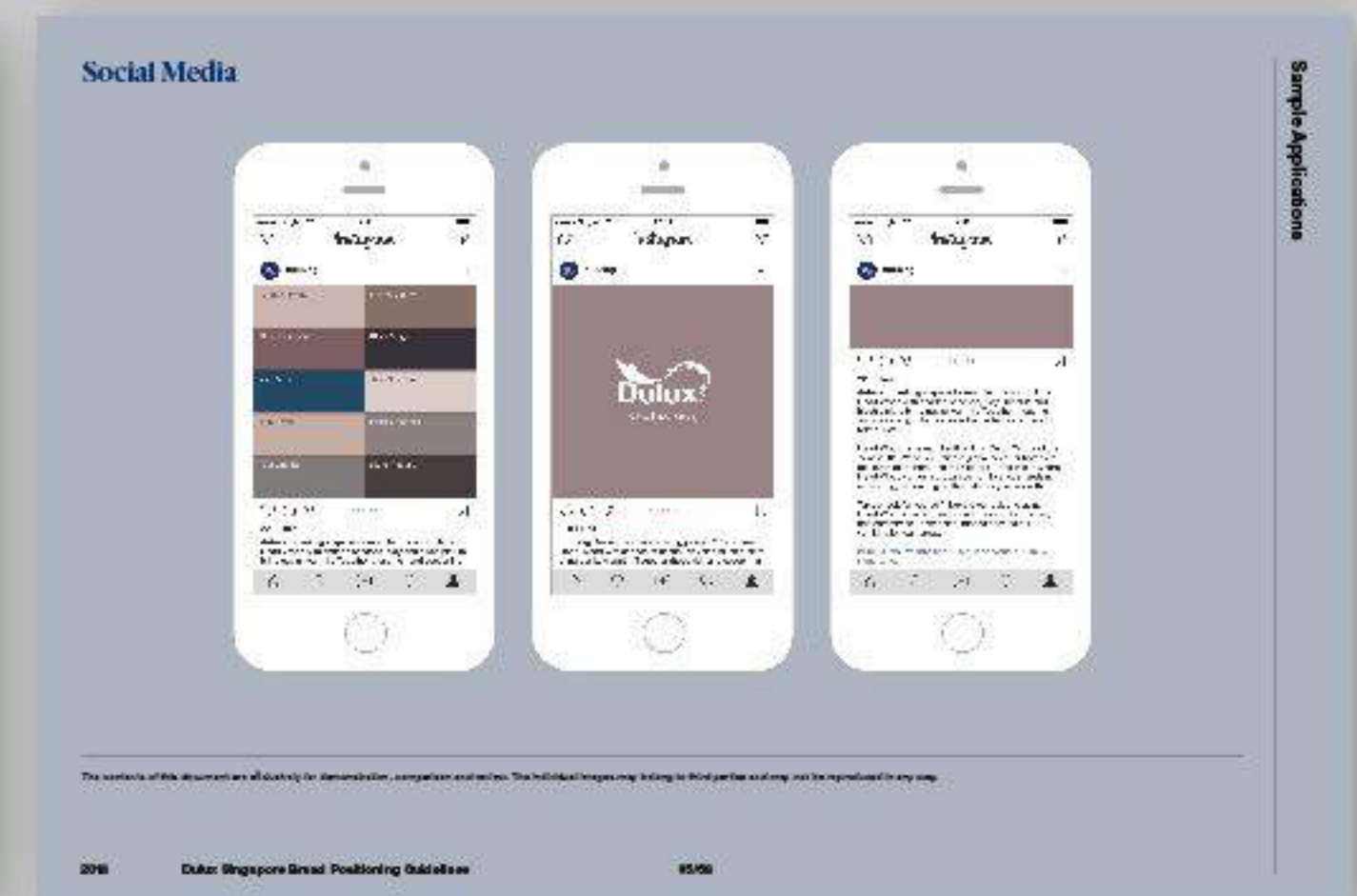
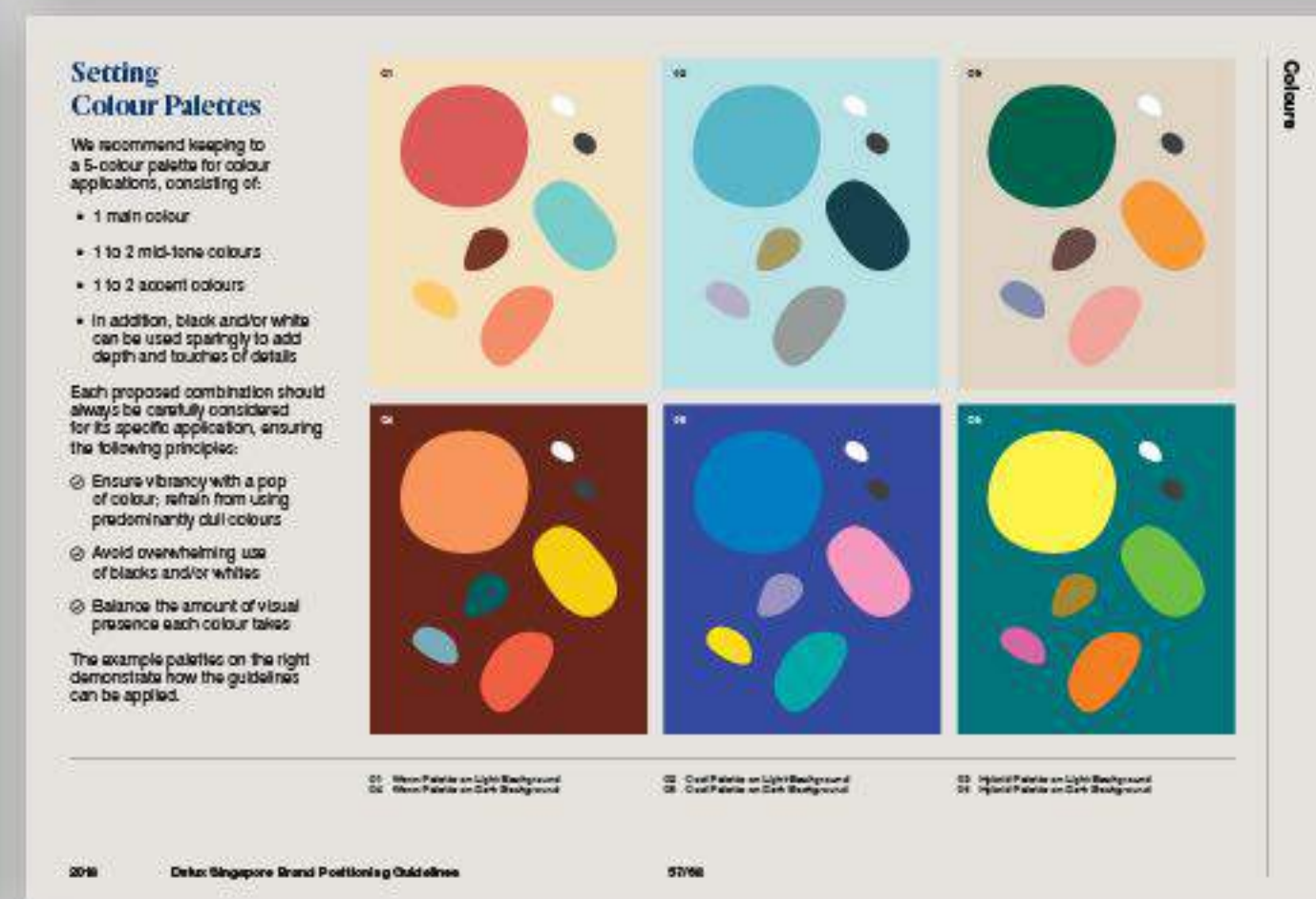
SOLUTION

A new strategy based on 'The Meaning of Colours' was developed to appeal to targeted creative developers and architects. 'The Tastemakers' — a series of branded content were done through a new B2B website, while curated colours were shared via a new catalogue.

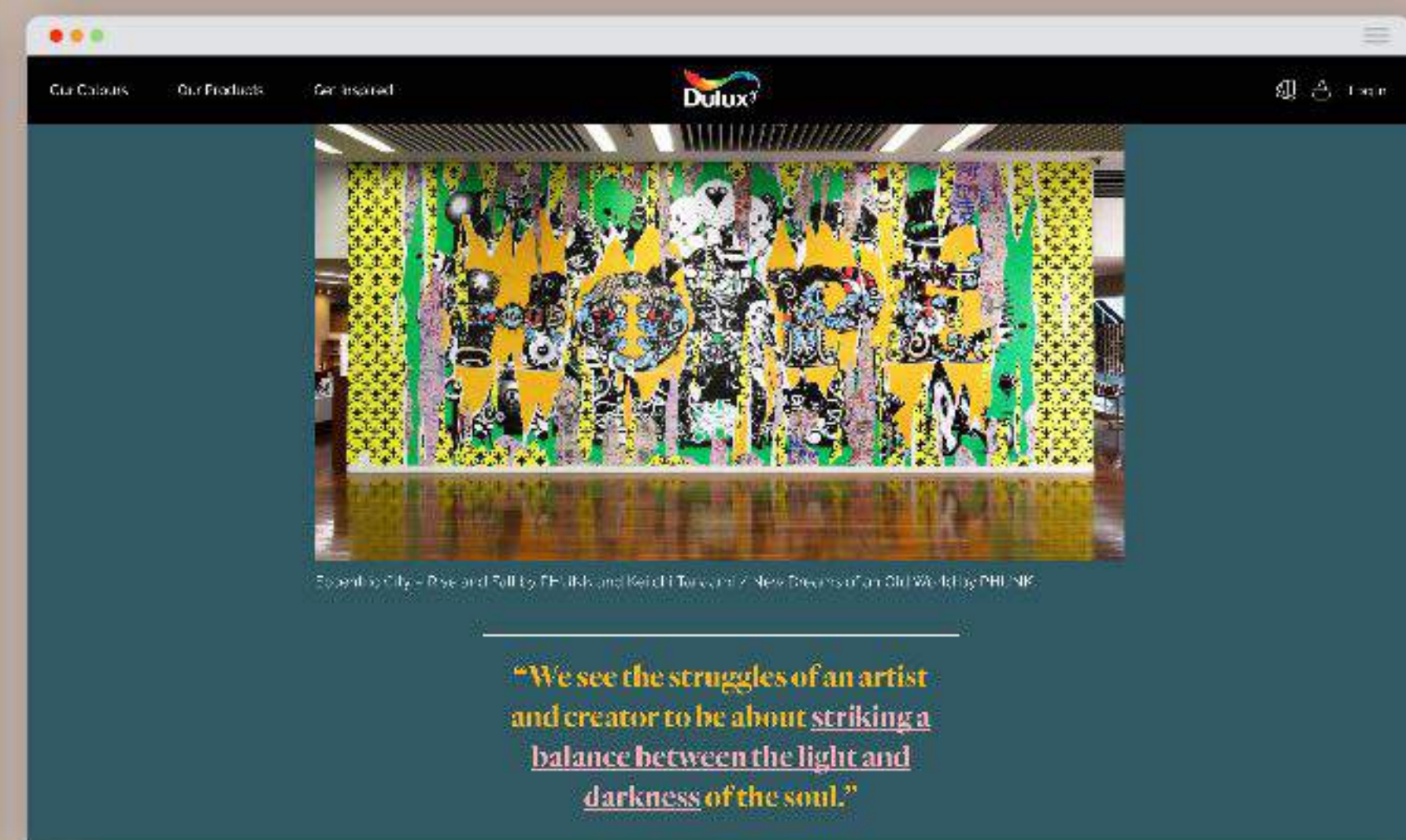
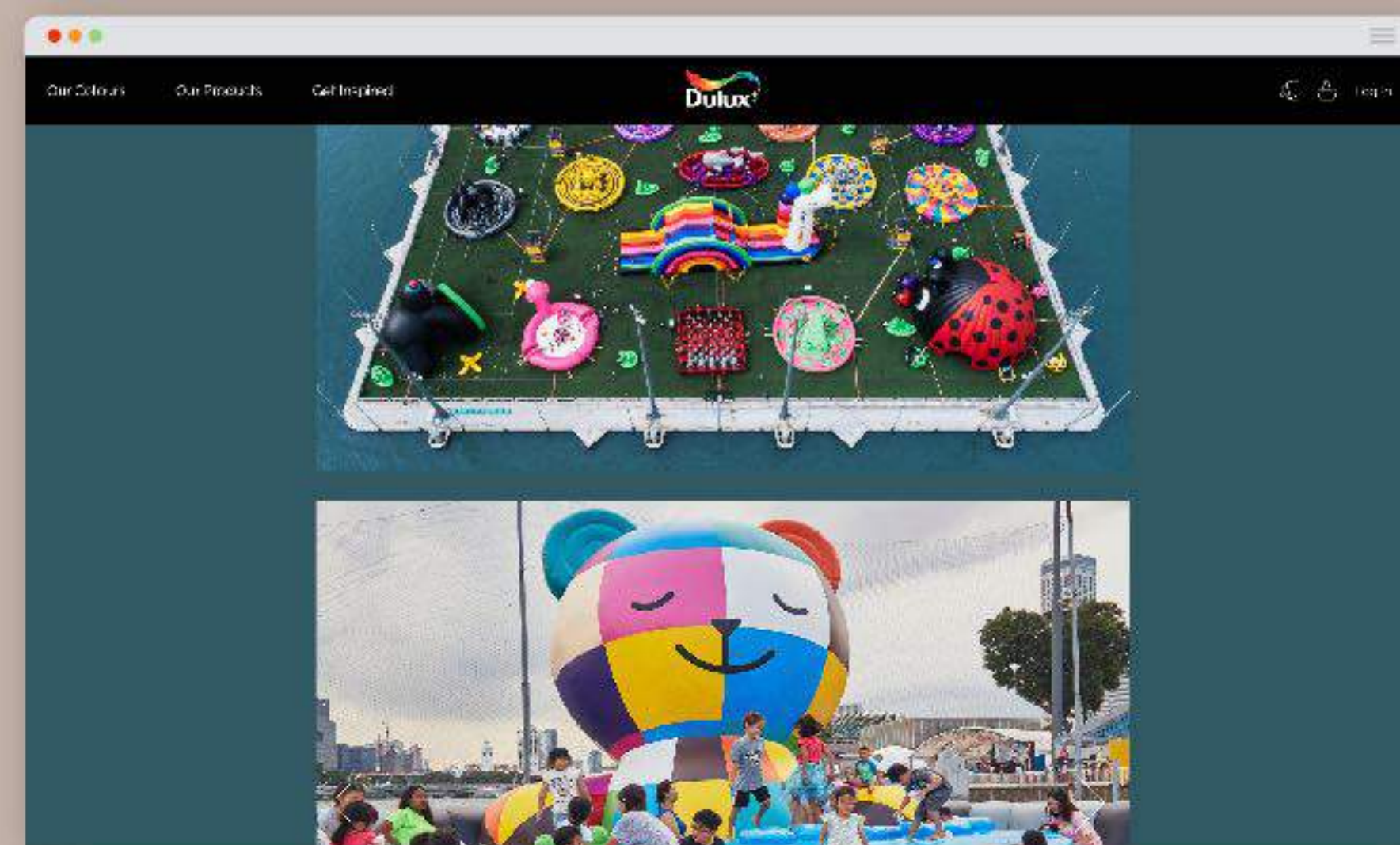
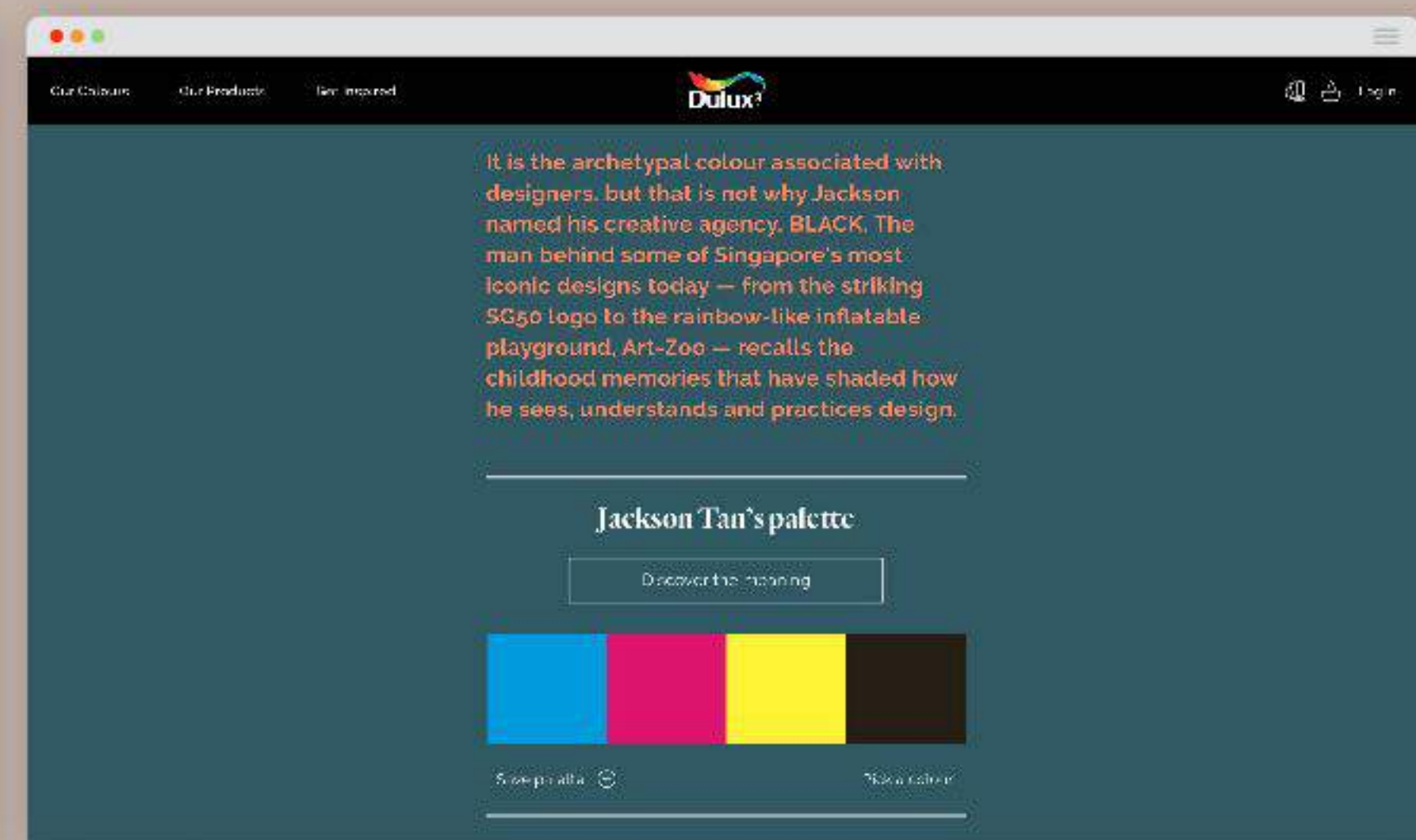
ESSENCE

Colour Takes You Places





Brand Positioning Guide





The Singapore Architect Magazine Cover Design



IMPACT

Clarified brand language

effectively differentiating from competitors

Top choice

for discerning creative professionals and tastemakers

Spatial / Government

EDB Singapore

Encapsulating Our Singapore Story
Through Art & Space

A statutory board of the Government of Singapore that plans and executes strategies to sustain Singapore as a leading global hub for business, investment, innovation and talent.



TASK

To create a compelling brand experience — unlike typical government offices — that will capture the hearts and minds of both visitors and staff members.

CHALLENGE

How can we design the space so that EDB Singapore could better engage with foreign business leaders, so as to persuade them to invest in Singapore?

INSIGHT

Visitors are not really interested in a brand story that is only told passively from one direction.

SOLUTION

Tell the brand story through a series of touch-points that engage the audience, evoke curiosity and start conversations.

Future Ready Singapore





Future Ready Meeting Rooms

In line with EDB's mission, we proposed the meeting rooms to adopt a "Future Ready" naming system beginning from the year 2012. Each room features significant milestones after the year has passed.

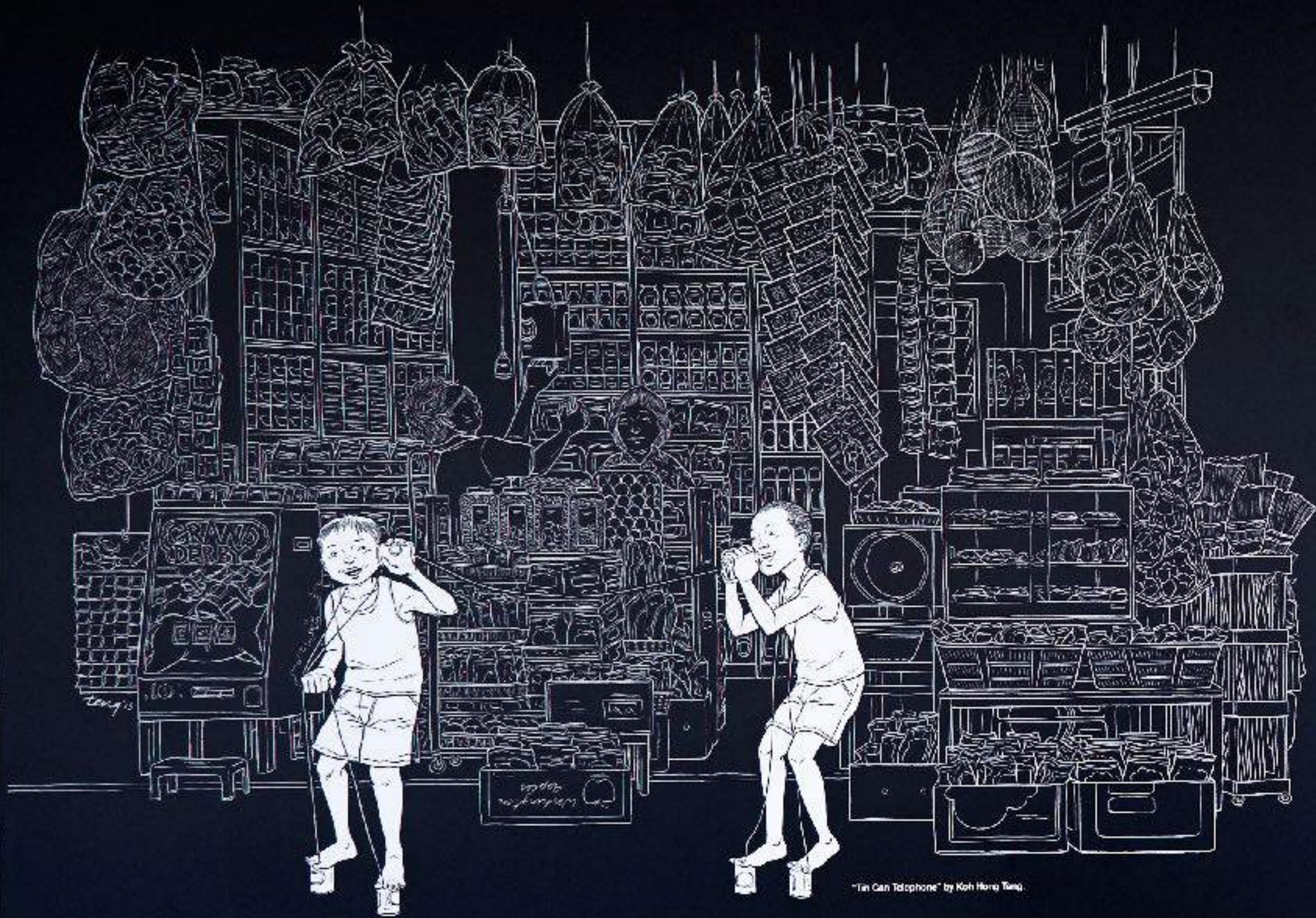
Gardens by the Bay_
Six years after world-class design ideas were sought to realise Singapore's vision of creating the perfect City in a Garden, the award-winning horticultural attraction flourished with state-of-the-art conservatories housing over 250,000 rare plants, 16-storey tall "Supertree" vertical gardens and more.

Gillman Barracks_
Originally home to the British First Battalion of the Middlesex Regiment in 1936, the conserved colonial barracks is now a contemporary art destination in Asia, housing galleries from around the world and a contemporary art centre.

The Singapore Summit_
Distinguished business and thought leaders from around the world converged at this inaugural event to discuss Asia's rising importance, and how the Global-Asia Confluence will fundamentally transform the international economic landscape.

Casting A Global Light

With offices in major cities around the world, this installation spotlights EDB as a collective unit, working in unison to cast light on the global stage. By positioning EDB metaphorically as a lighthouse, we communicate its success in reaching out to businesses and people around the world.



Casting a Global Light

A few decades ago, playing with tin cans was a common way to have fun. Children collected used milk cans and ingeniously transformed them into “telephones” to communicate with their friends. Today, staying connected with businesses and partners remains the heart of EDB’s work. With more than 20 offices in major global cities, we travel the world to seek and build mutually beneficial partnerships that last generations.

Casting A Global Light

Inspired by tin can telephones played by children in the past, this installation showcases 24 shiny cans hung over a metal counter, each representing a city where EDB has a global office.



Science Of Life

A hybrid between the Western periodic table and traditional Chinese medicine cabinets, *Science of Life* is an interactive full-wall feature that plays on the East meets-West notion and the Global-Asia confluence that defines Singapore’s unique geographic location.



'Science Of Life' Artwork Illustration



'Science Of Life' Artwork Installation Details

Living Well

Inspired by the communal wells of our kampong past, this installation symbolises the success of the Singapore Water Story, celebrating our progress from purchase to production.



Living Well

There used to be a time when a humble well was all we had for sustenance. From our early village dwelling days, Singapore has come a long way to ensure quality water flows readily at the turn of a tap. Today, our water management expertise also draws global leaders in the water industry to Singapore, to leverage our country as a test-bed and pilot site for new water technologies, as well as a launchpad to expand into the region.



'Living Well' Artwork Installation

IMPACT

Future-proof

spaces that excite and inspire the senses

Dialogue starter

across cultures, nationalities and industries

In this partnership, the &Larry team demonstrated a deep understanding of the needs of EDB and how it connected with the broader Singapore story that resonates with clients and visitors. This can only come about having thoroughly researched on the organisation and Singapore history, and the future of both EDB and Singapore. The re-design of the public spaces is **an outcome that combines that knowledge, their ability to inject their design and creative expertise in a way that appears effortless yet thoughtful and managing stakeholders (both internal and external) very carefully.**

Dane Lim

Director, Marketing
& Communications,
Singapore Economic
Development Board

Get in Touch

We enjoy constructive conversations. Whether you are a brand owner with a vision, a fellow creative seeking to collaborate, or someone with a passion for branding and design, we would love to be in touch.

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