

Stanley Gibbons

Brief

To build and manage the profile of Stanley Gibbons' investments division.

Project Outcome

With a love of esoteric investment propositions, Stanley Gibbons is a fantastic British brand to work with. The mandate for us was to help the business promote its investments division and communicate the benefits of true portfolio diversification through owning rare collectibles. We have had all manner of fun bringing out our inner geek and educating the personal finance and specialist investment press about the potential returns from owning rare stamps, coins and books.

Stanley Gibbons has become a regular in the national press, with its news and comment often being reported on in The Financial Times, The Times, The Daily Mail and The Daily Telegraph and is recognised as the authoritative voice on investing in rare collectibles.

