



Miss Key & Mr. Wolf
graphic & strategy

mrw.boutique

A boutique, in the shade of a tree.

Miss Key & Mr. Wolf.

A **graphic & creative** agency, specialising in
brand identity, offline and online ADV, integrated multi-media
communication, social media, packaging, websites, e-shop,
SEO, video and **strategic planning**.
A “**taylored**” communication studio.

Much more.

We are your visual partner, **in the cloud**.





Miss Key (*Katerina*), passionate about “Takeo” and movable type, perfectionist – almost obsessive – of “rigor” and product aesthetics, has **15 years of experience in typography**, dealing with **creativity, project management, packaging and printing**, taking care of all the manufacturing and fine tuning processes.

Mr. Wolf (*Gabriele*), passionate about books and digital processes and always “waiting for Godot”, has worked for the same amount of time, with and for **international communication agencies**, as **account manager** and **digital specialist**.

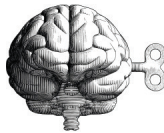
Together, **Miss Key & Mr. Wolf** can guarantee you to take care, manage and implement projects for “*the downstairs*” *bodega* or for a *holding* company with the same spirit, directly from their office: a large open space, the world.

Activities and services are aimed at **achieving the objectives**, and are based on our consolidated **BPR System:**



Briefing
Sharing of objectives

We listen to the customer's needs to plan the most effective communication strategy suitable for the purpose to be achieved.



Project management
Implementation of the plan

We conceive and implement shared activities, through impactful, targeted, emotional and transparent graphics.



Reporting
Analysis of results

We verify - through the use of advanced tools - the effectiveness of the results in relation to the objectives, to improve.

But enough talking about *us*.
Let's talk about “*you*”, our clients.

Chocolate is a living material, it has its inner language. Only when it feels itself as the object of intimate attention, and only then, it stops to enchant the throat and begin to dialogue with the senses.

{ **Alexander Von Humboldt** | *Geographer, naturalist, explorer* }



Odilla.

A passion that comes from afar.



- Communication strategy
- Texturing
- Packaging
- Offline and online ADV
- Render 3D
- Video

Play. ▶

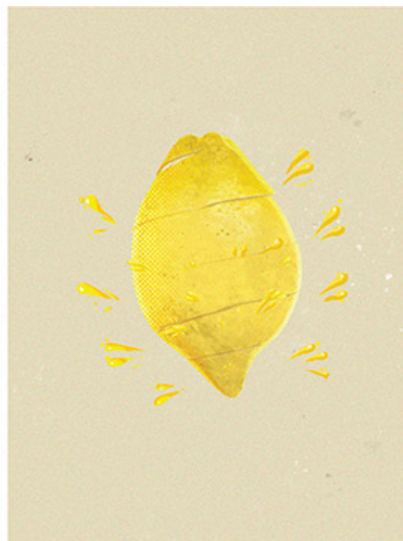


Somewhere there is always the yellow of a **lemon tree** to remind us of the light.

{ Fabrizio Caramagna | *Writer* }

Limoncetta.

Made only with Sorrento lemons.



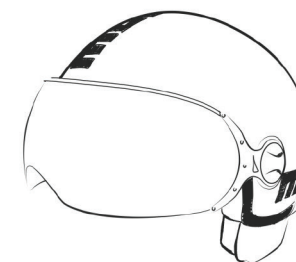
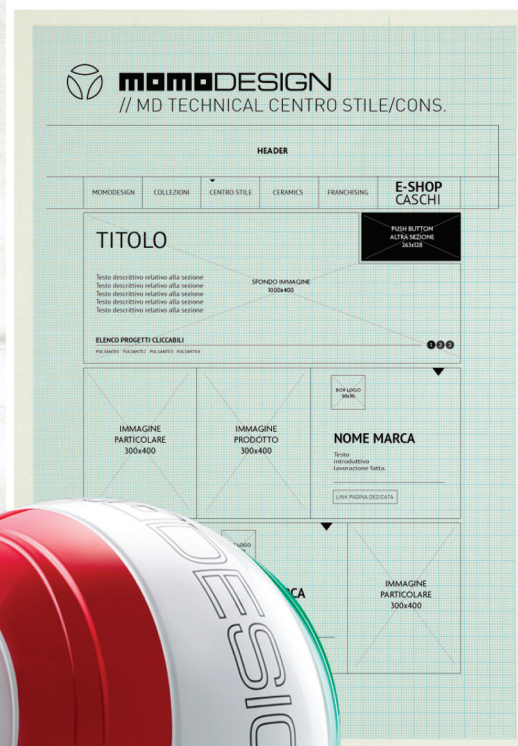
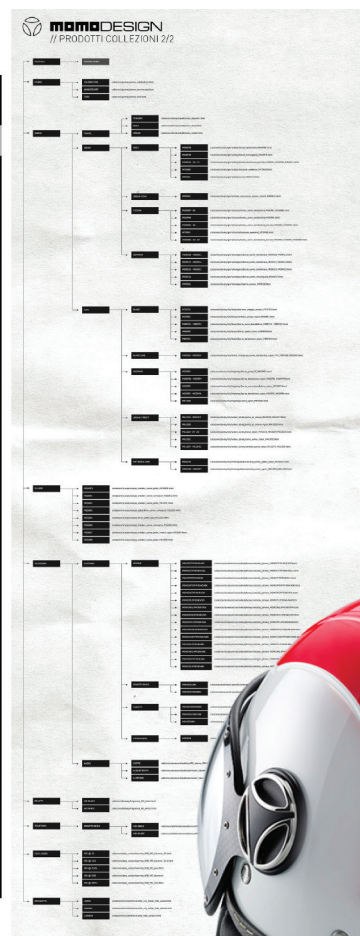
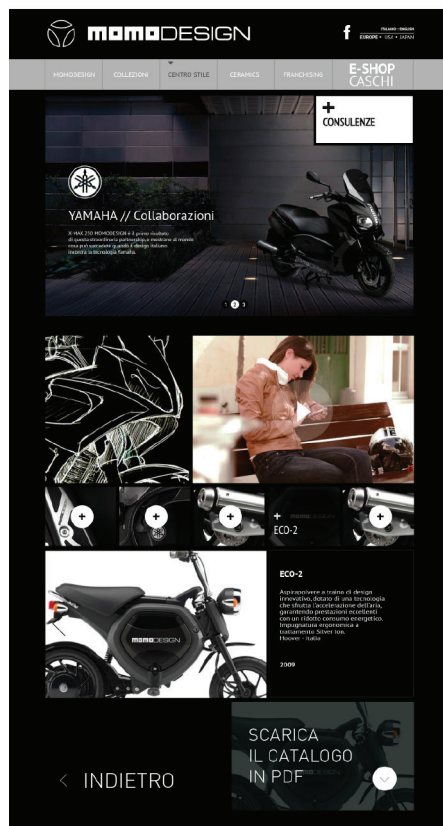
Play. ▶



- Storyboard & Pictures
- Animation 2D and 3D
- Post production and color correction

I never design a **building** before I've seen the site and met
the people who will be using it.

{ Frank Lloyd Wright | *Architect* }



Momodesign.
Hi-tech style.

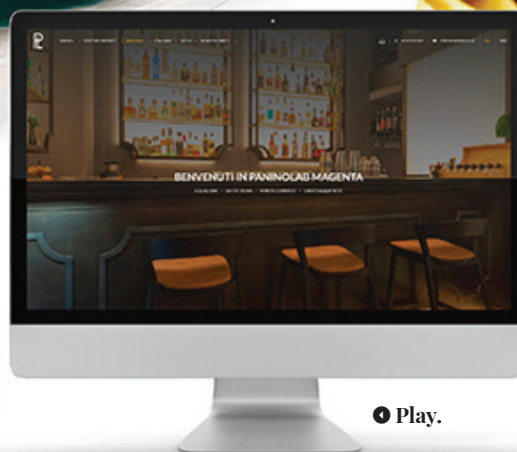
- Concept layout & graphic design
- Ux Design & Web development
- Content management
- E-commerce
- SEO

I'm a man of simple tastes. I'm always satisfied with **the best**.

{ **Oscar Wilde** | *Aphorist, poet and writer* }



PaninoLAB.
Food&Spirits, gourmet.



Play.



- Communication strategy
- Brand identity
- ADV Outdoor
- Brandbook & guideline

- Video
- UX Design
- Website & SEO
- Shooting

- Packaging
- Offline and online ADV
- Storyboard & pictures
- Social media

Perfume is a basic, unforgettable, unseen fashion accessory, the only one
that heralds your arrival and prolongs your departure.

{ **Coco Chanel** | *Fashion designer* }



Amélie. *Bath salts in Paris*

- Communication strategy
- Brand identity
- Catalogues
- Packaging
- Digital advertising

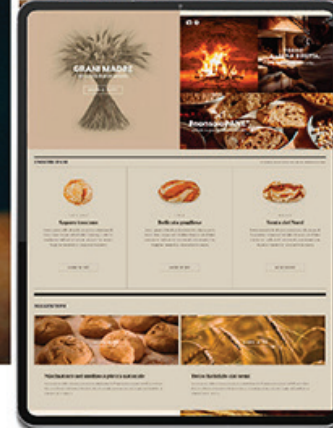
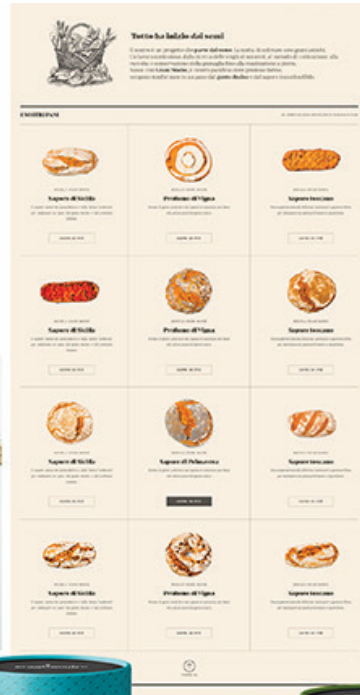
What else can you do, thinking of all the things you cannot understand, if not lose
your gaze on the **wheat fields**. Their story is ours, because we, that live of bread,
are we not wheat in large part?

{ Vincent van Gogh | *Artist* }



Grani Madre.

Bread, made as it once was.



- Communication strategy
- Brand identity
- Packaging
- Project management

- Website & SEO
- Offline and online ADV
- Social Media Marketing
- Video

The real **voyage** of discovery consists, not in seeking new landscapes, but
in having new eyes.

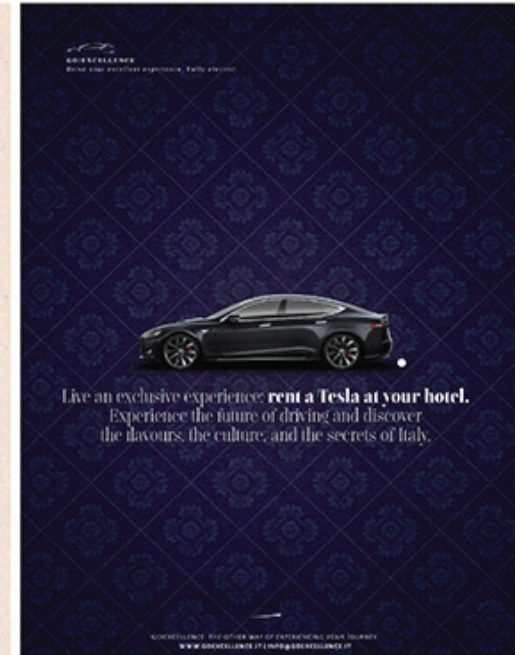
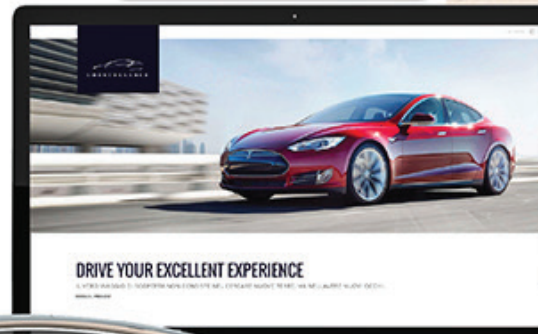
{ **Marcel Proust** | *Writer, essayist and literary critic* }



Go Excellence.

Drive your excellent experience.

- Communication strategy
- Brand identity
- Catalogue & brochure
- Packaging
- Website & SEO
- Offline and online ADV
- Social Media Marketing

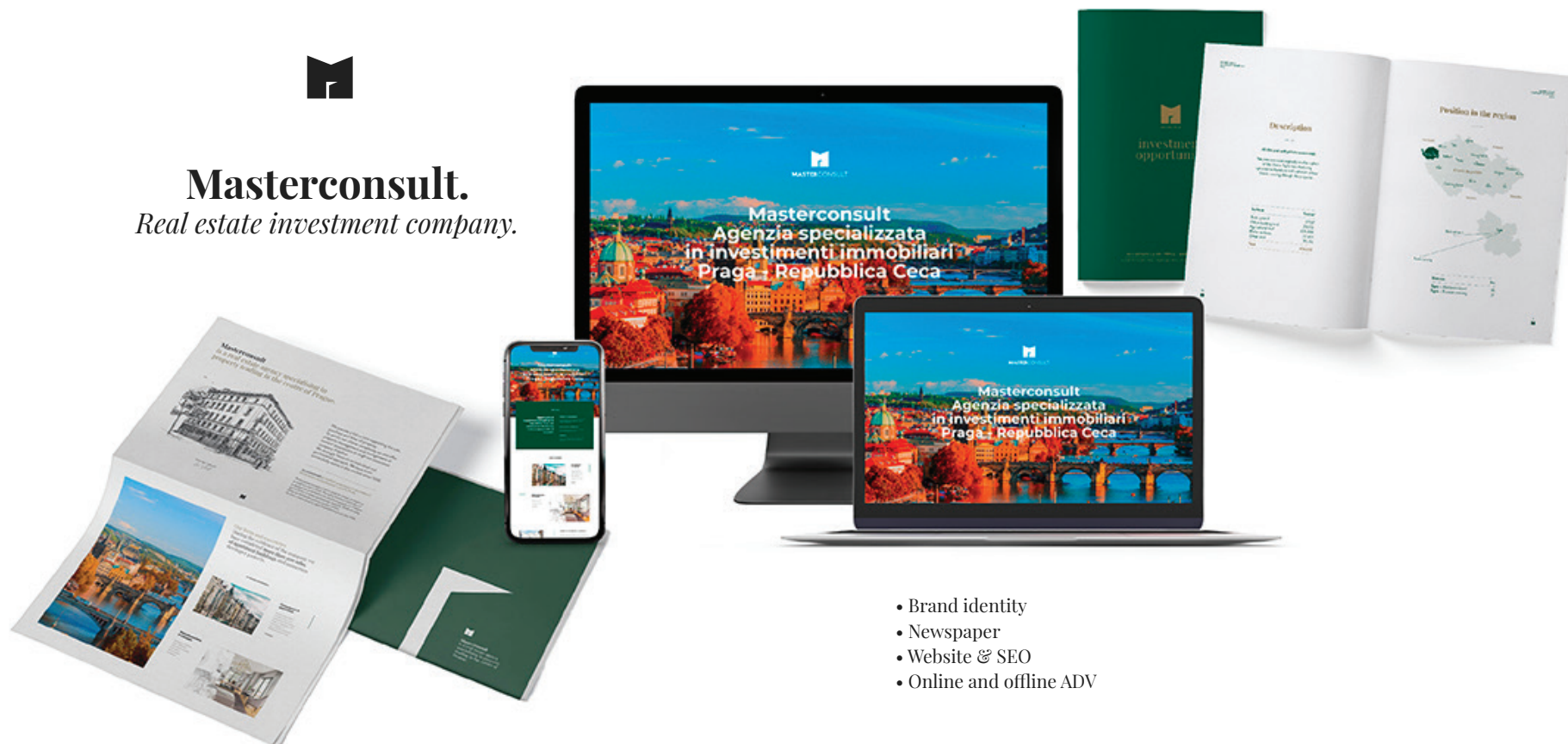


My orchestra is **Prague**.

{ **Wolfgang Amadeus Mozart** | *Composer and musician* }



Masterconsult.
Real estate investment company.



- Brand identity
- Newspaper
- Website & SEO
- Online and offline ADV

Once upon a time, there was a king....my little readers might say. But no, once upon a time there was a **piece of wood**. It wasn't an expensive wood but a simple wood, of those used in winter to make fire and keep the rooms warm and cozy.

{ Carlo Collodi | *Writer and journalist* }



Braga.

It all starts here.

- Communication strategy
- Brand identity
- Catalogue
- UX design
- Packaging
- Exhibition set-up

Our bloom is gone. We are the **fruits** thereof.

{ **Wallace Stevens** | *Poet* }

Le confetture di Giò.

Made “in the sunlight”.



- Communication strategy
- Multi-subject print campaign
- Digital advertising
- Brand identity
- Catalogue
- Packaging



le confetture di
giò



The gentle art of **gastronomy** is a friendly one. It hurdles the language barrier, makes friends among civilized people, and warms the heart.

{ Samuel Chamberlain | *Painter* }

BeneMio.
Food experience.



bm

- Communication strategy
- Brand identity
- Storytelling
- Social media marketing
- Packaging
- Shooting

We shared coffee (*roasted*)
and a good book, with:



And many more...

Thanks.



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milan - prague