

# LIPPINCOTT

Brand Strategy & Design



At Lippincott, we focus on seeing **brand as possibility** – a powerful asset for creating desire, shaping experience, and shifting demand. We work with some of the world's biggest and best companies to craft brand strategies that support their business strategy, resonate with their customers, and capture their core strengths as a company.

Do you want **exciting work that challenges your creative as well as analytical thinking?** Are you interested in business strategy and also strategic design? Are you passionate about brands? Come talk to us.

We are looking for creative, insightful brand strategy analysts to join our team.

Visit our interactive video info session:  
**September 18, 5:00PM – 6:00PM**  
Collis 212

**Application deadline: September 23**

**Please submit cover letters and resumes through Dartboard.**

## OUR COMPANY

Lippincott was founded in 1943 and pioneered the discipline of corporate identity. Today, our brand strategy and design capabilities include positioning, portfolio strategy, identity design, interactive design, branded environments, brand management and innovation. In all of these areas, we uniquely combine business-based strategic thinking and design excellence.

Headquartered in New York, with offices in Boston, San Francisco, London, Hong Kong and Paris, we are part of the Oliver Wyman Group of specialist consulting companies. We have helped build many of the world's leading brands, including Delta Air Lines, McDonald's, Nissan, Samsung, Sprint and Walmart. We focus on seeing brand as possibility – a powerful asset for creating desire, shaping experience, and shifting demand.

[www.lippincott.com](http://www.lippincott.com)

