



## **THINKFARM** ICAP plc

CASE STUDY

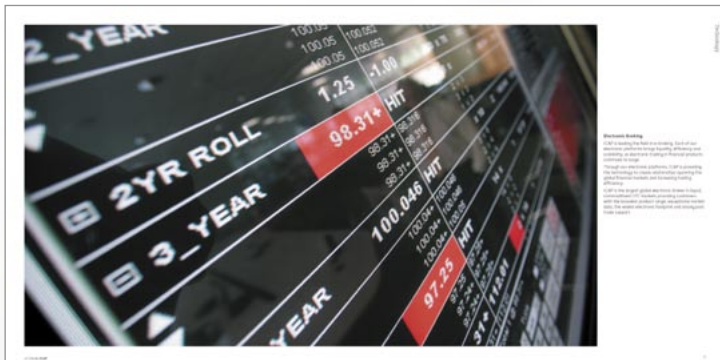
### Inside ICAP Book

ICAP has grown rapidly with much of the growth by merger and acquisition.

A book - designed, written and produced by Thinkfarm captures the spirit of the company, featuring the people in it and presenting the company as one.

[Read full case study](#) ➔

1.



2.

**Background**

The company had been operating as ICAP for approximately 20 years when we were asked to think about how we may design and produce something that marked the occasion – as a gift for staff.

**Brief**

A photographic book had been discussed as an interesting idea but little thought had been given to its content. Thinkfarm was asked to give further consideration to the idea and respond with ideas for how we may develop and produce something that people would value. It was also crucial to produce something that people would be proud to show friends and relations, to some extent answering the questions such as “who do you work with and what do you do?”



**Our Response**

We suggested that a book of photographs of the business operation would not hold readers’ interest - one broking floor looks very similar to another regardless of its location. When asked what the greatest asset of their company is, most CEOs answer “our people”. Michael Spencer, ICAP’s Group CEO was no exception. Our proposal was to capture photographic and copy written stories about the people around the ICAP companies, showing the diversity of cultures, backgrounds and especially passions around the firm. A Thinkfarm writer and photographer travelled to key office throughout ICAP’s operation and in location ‘rooted out’ a rich set of stories that have been presented in the 200+ pages of this high quality ‘coffee table’ book. Thinkfarm researched, wrote, art directed, designed and produced the book which has been given to every member of staff and reveals who and what is inside ICAP.

1. The ‘Inside ICAP’ boxed set.

2. Sample spreads.

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