

ZUCKERMAN SPAEDER // LEGAL

Focusing on clients

With a 40th anniversary to celebrate, Zuckerman Spaeder needed their holiday card to celebrate firm history and thank clients for all of the memories. Rather than focusing on the firm itself, we focused on clients by creating an interactive memory game where users could match emotive holiday imagery. The print card uses a similar idea with windows revealing "memories." The card was a big hit both internally and externally, and received tons of positive feedback.

