

SEAL THE DEAL

Tallink/Silja Line needed a line of retail communication specific to seasonal discounts. Playing on what already is fundamentally T/S's most valuable asset, Harry the Seal came to help with his trademark sealsman tactics and charisma. His sales techniques and secrets of the craft were eventually manifested into comprehensive brand guidelines and visual identity.

His capital principle **SEAL THE DEAL** can now be heard far and wide because T/S wants you to have stuff for less money. While reading this, Harry's brand empire reaches to superstores all around T/S fleet along with offers on travel tickets, items found on e-store catalogue etc etc etc.

