

## Business Card

Design a business card that contains contact details and illustrates the combination of photography, design and technological skills that are my unique selling points.

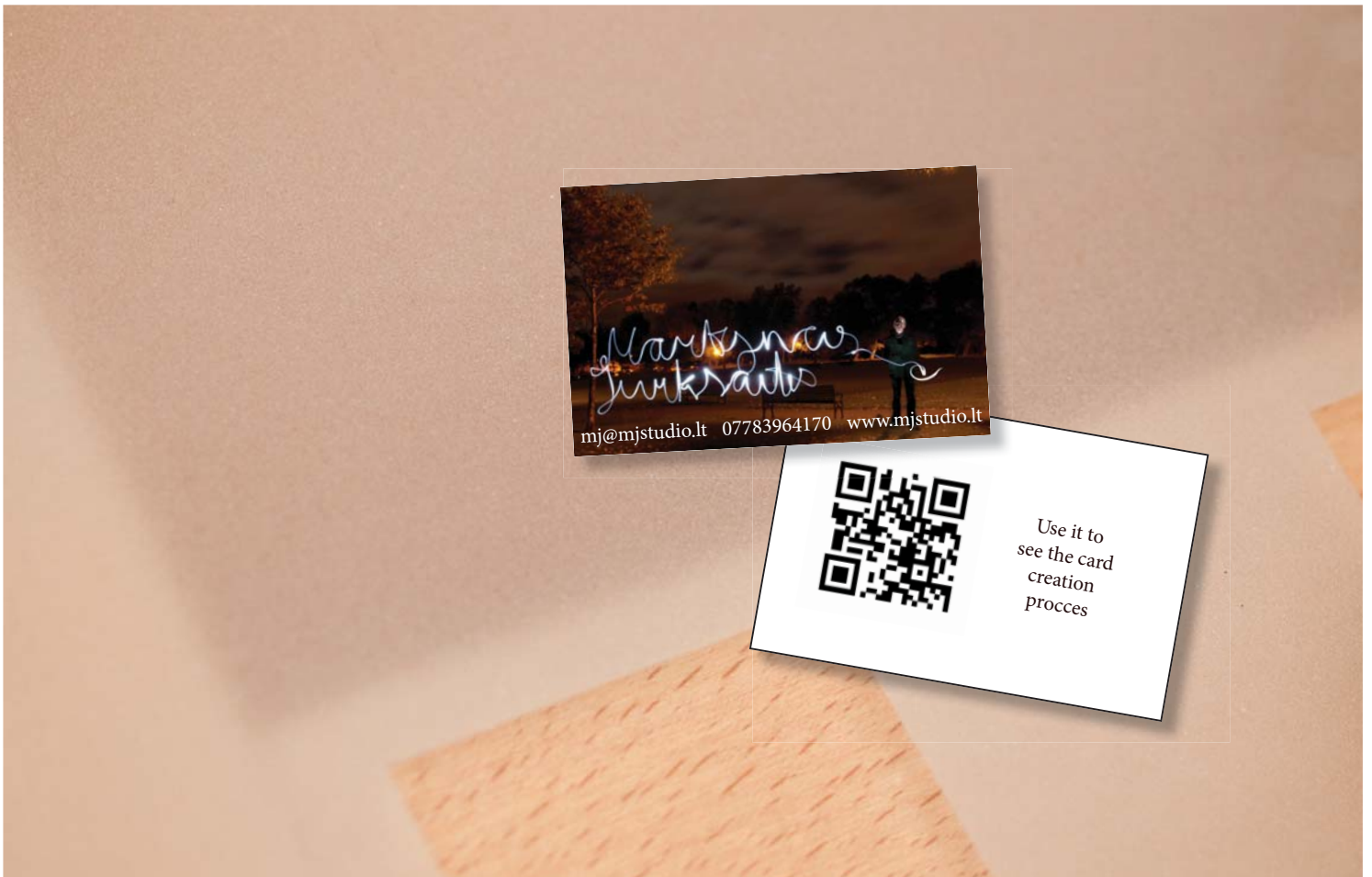
## Solution

Front: long exposure photo taken of me writing my name with flashlight.

Back: QR code links to Youtube video that shows how photo was taken (one shot, no Photoshop).

## Media

Glossy photo paper.



## Valvona & Crolla

Italian Deli is facing increasing competition from other specialist food retailers. The main aim is to entice potential customers to make the journey to Deli and to let them experience the authenticity of Italy in Edinburgh.

## Solution

The wicker basket that is used in the Deli illustrates the unique shopping experience, therefore we brought the wicker basket outside of the Deli to attract new customers.

## Media

6 sheet poster, plastic bags, bus shelters and variations of ambient advertising (Escalator in John Lewis shopping centre, Leith Walk bridge).

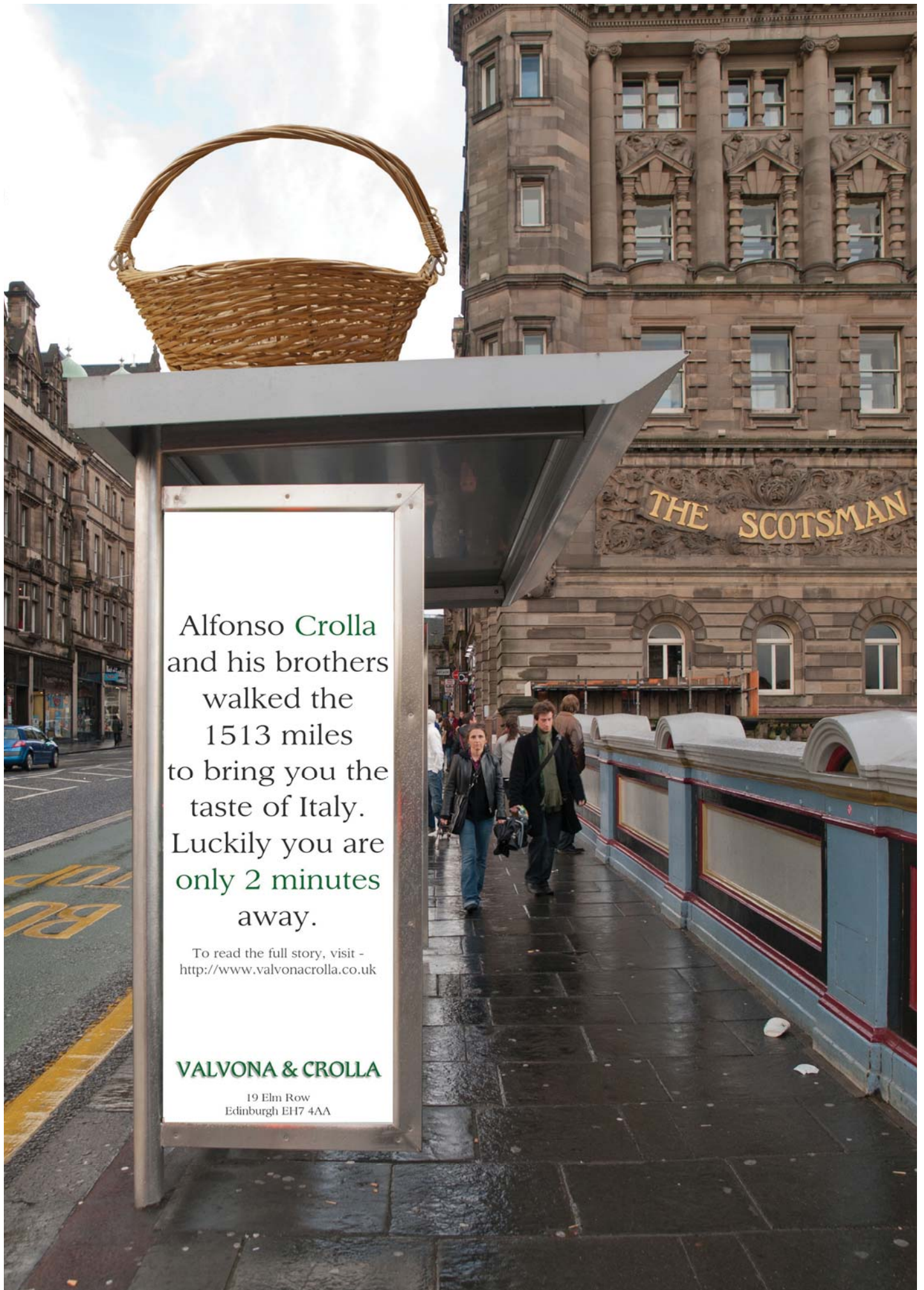


Stickers on escalator. When the food reaches the edge of escalator, it is projected on the basket.



fill it with  
**VALVONA & CROLLA**

A large selection of the finest pasta from all over Italy, a wide range of cheeses, an excellent assortment of high quality meats, over 250 varieties of wine, as well as a selection of beers, and spirits, and everything that you could ever want to fill your larder with.



Alfonso Crolla  
and his brothers  
walked the  
1513 miles  
to bring you the  
taste of Italy.  
Luckily you are  
only 2 minutes  
away.

To read the full story, visit -  
<http://www.valvonacrolla.co.uk>

**VALVONA & CROLLA**  
19 Elm Row  
Edinburgh EH7 4AA



Footbridge covered as a Fusilli pasta with signboard (the location is near to Deli shop).



3D painting on the ground with basket handle made from arc.

## La Senza swim wear

The main objective is to drive La Senza swim wear sales for summer. Adverts targeted to 20-40 years old women, who are looking for a swim wear that fits them perfectly.

## Solution

The expanded swim wear pattern was employed, to give a background and to illustrate the line FITTED, PERFECTLY.

## Media

48 sheet posters, T shape bus sides.



Fitted, perfectly.

La SENZA





## Rock Radio: Rock out

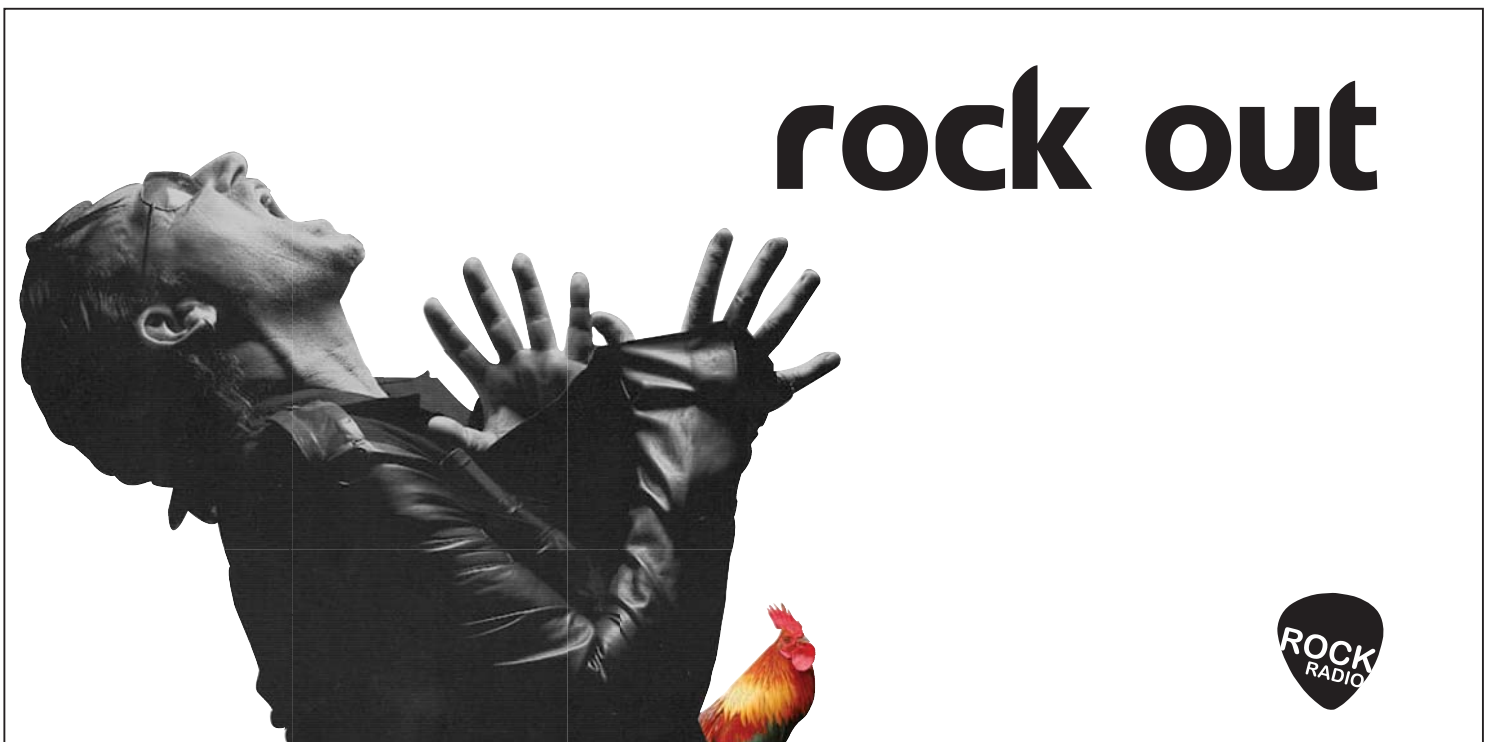
The new radio station playing every tune within the rock category is to be launched. By using contemporary and confident tone of voice with a slightly hard edge under the surface, trial needs to be generated.

## Solution

Refer to popular saying “rock out with your cock out” using iconic rock stars with a rooster coming from their pans.

## Media

48 sheet posters.







## Rock Radio: Symbols

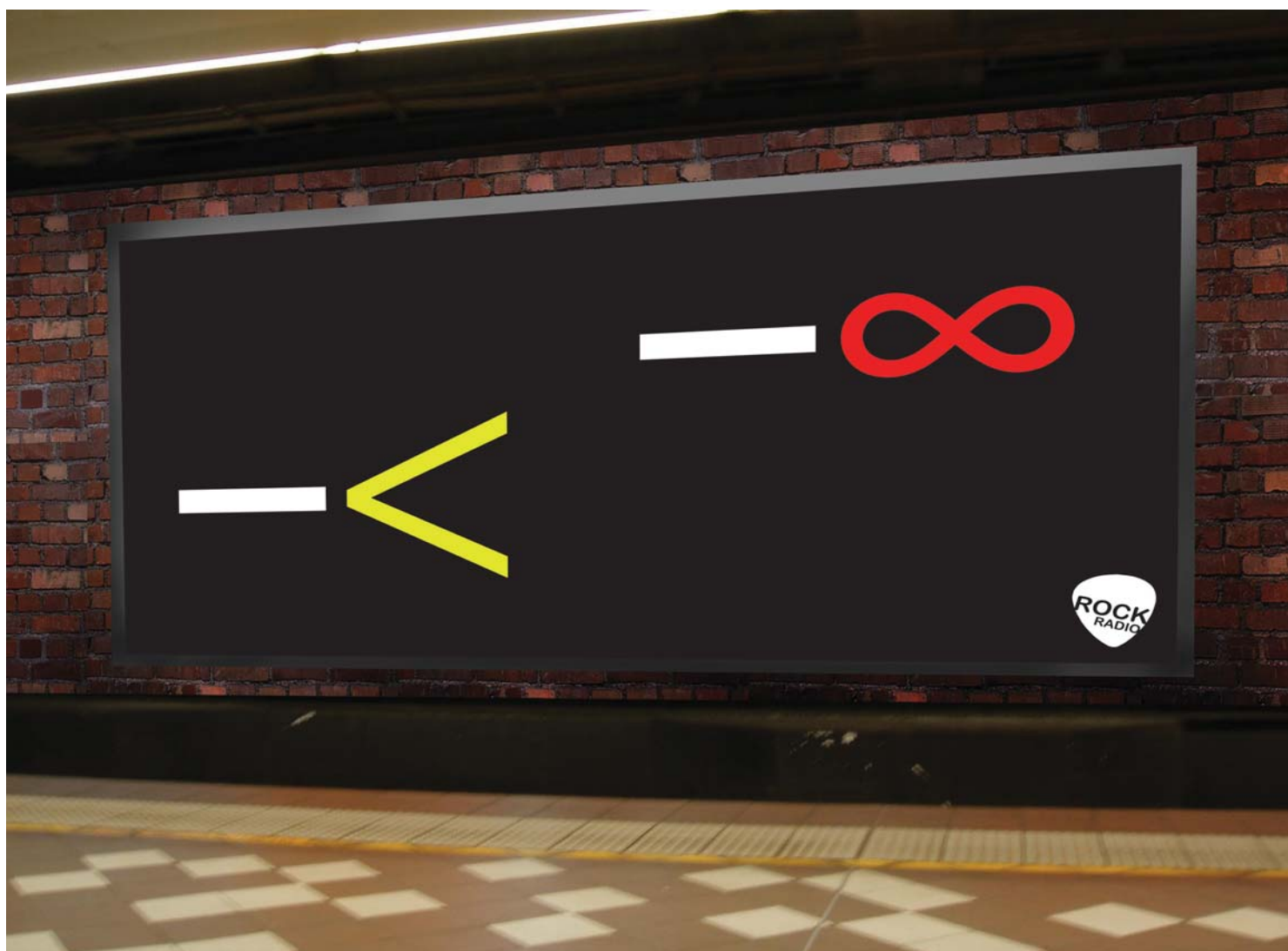
The new radio station playing every tune within the rock category is to be launched. By using contemporary and confident tone of voice with a slightly hard edge under the surface, trial needs to be generated.

## Solution

To engage target audience by using Rock symbols that are understood by target audience specifically. Symbols are made by combining simple keyboard letters and look graphically attractive on posters.

## Media

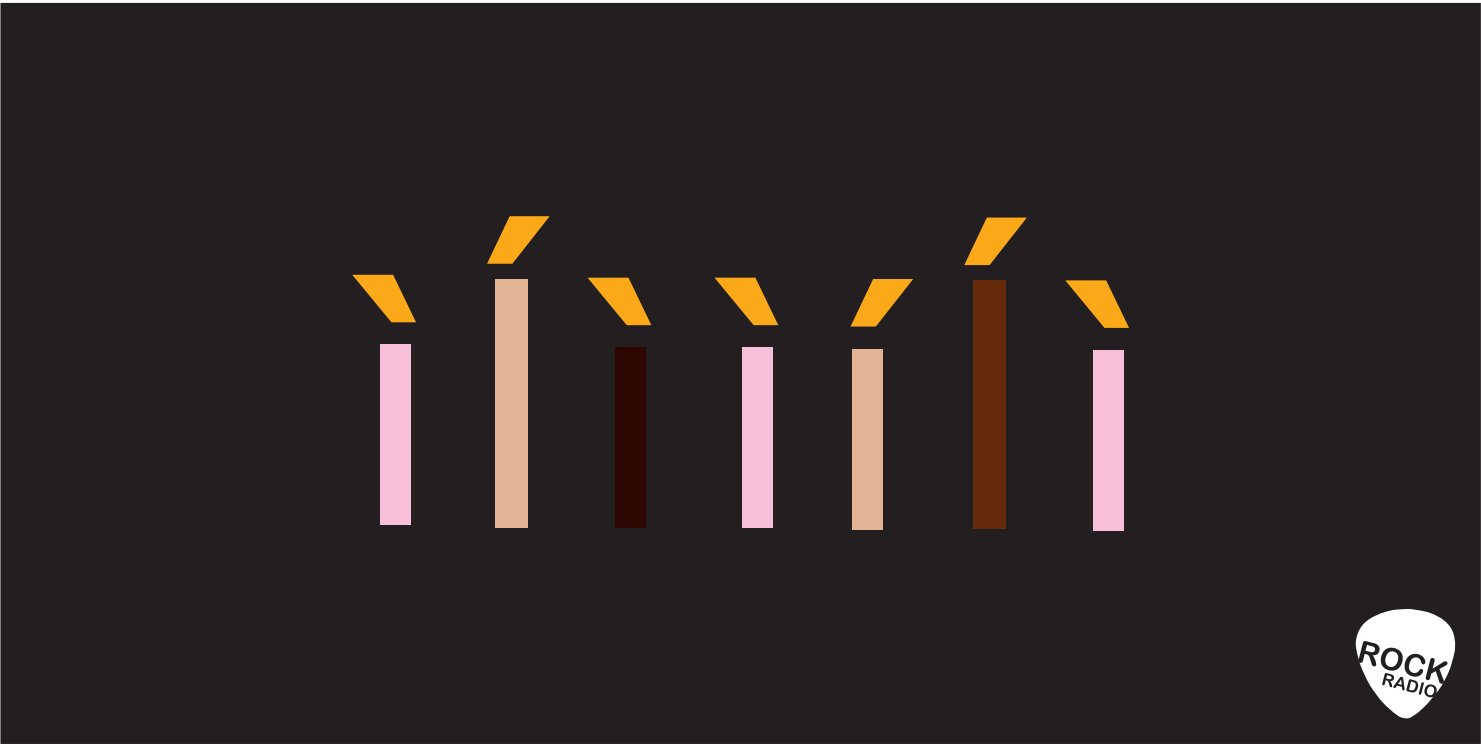
48 sheet posters placed in the city billboards were viewer has more time, such as cross tracks, street cross, next to bus stops.



Two guitars



\m/ rock on poster



Lighters in the rock concert

## Volkswagen Beetle

Make an advertisement for VW Beetle, focusing on the car itself with no borrowed interest and keeping the same style as used for VW advertisements since 1960s.

## Solution

Minimalist visuals used to bring the car forms and leaving the copy at the bottom at the page and using the same font as used in 60s. Both solutions introduces the car through personification.

## Media

Press advertisements.



## It's not a car. It's a pet.

This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle.

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## Sincerely yours

This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle. This is not a real copy. Advertising to celebrate 60 years for VW Beetle.

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# Edinburgh Napier University

University wants to encourage communication between students and staff by using form of postcard.

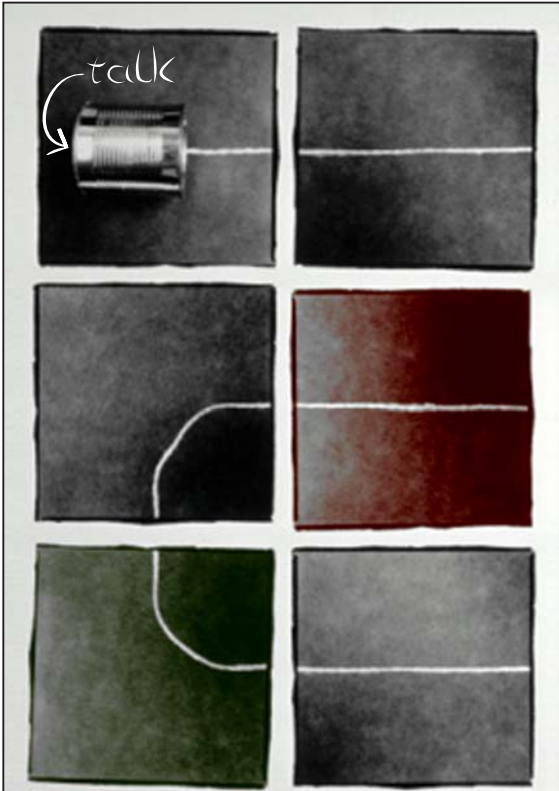
## Solution

Employ the can phones to illustrate two-way communication. Postcards are to be used separately, but brought together form a full picture.

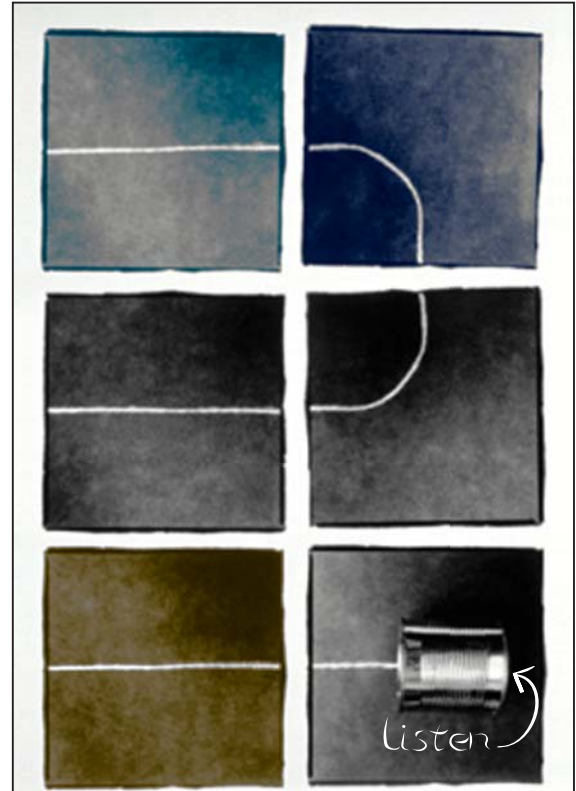
## Media


Different postcard to students and university's staff.

Students to staff




Staff to students




  
**Teaching Fellows** Slip your thoughts under the door.


To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



School of Arts and Creative Industries

  
**Teaching Fellows**

To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



School of Arts and Creative Industries

## Royal National Institute of Blind People

Create a long copy charity ad for the national press, which would appear in the run up to Christmas in order to fund-raise donations for audio books to blind children.

## Solution

Usage of black rectangles instead of photographs to illustrate blindness and use it with an involving personalized story about the blind boy seeing words with his imagination.

## Media

Long copy ad in broadsheets.

# TODAY IS SUCH A BEAUTIFUL DAY BUT I CAN'T SEE IT, I'M BLIND

When I was a child, I was sitting and begging on the roadside. I had this pad written next me "I am blind, help me with money".

The road I was sitting on, was a crowded one, so many people used to pass by me. I could hear that they come, stop for a moment, probably look at me and my pad, and go away. Mostly they wouldn't give me any money.

Suddenly, a man was passing by this road. He also noticed me, the blind child begging, and read my

pad too. First thing he did was put some coins in bowl that I had with me. But he did something else too, something different. He went to that pad and rubbed the writing which said, "I am blind, help me with money", and re-wrote

something else there. And he went on his way.

Unexpectedly, other people passing by, started donating money to me upon reading that pad. I was surprised and amazed. And I was very curious what the man wrote on my pad.

Now that person, was again passing by the same road. I recognized him by his familiar movement of legs (blinds have sharp sixth sense). He stood near me and I assumed he noticed that my bowl was full of coins. I asked that gentleman what exactly he wrote that people started donating me coins? He replied, "Nothing much, son. It gives the same meaning, though I used different words."

It was so difficult not to know what was written on my pad. You are lucky to read it in the title of the article, while I had to struggle and

use my imagination for a long time. My imagination brought thousand

ideas what could be written there. In my life, I have many blank spaces which I have to fill using my imagination. This is how I see the world. I imagine it.

While I cannot observe the world using visuals, I have to rely on

sound and touch. What if that day someone would have read the rewritten sentence to me?

We cannot change the history, but we can provide the Talking Books for growing blind children, so they can enjoy without having to rely on someone else.

That feeling of independence is so important. You can provide it by simply making a donation.



supporting blind and  
partially sighted people

0303 123 9999  
<http://www.rnib.org.uk>  
Royal National Institute of Blind People

## Transport for London

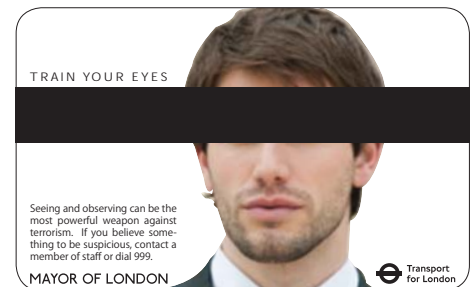
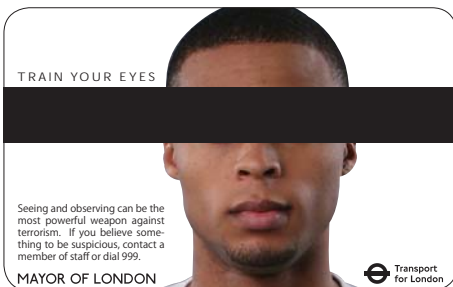
Create bold and direct poster campaign, drawing attention to security issues across public transport system. The main aim is to increase an active awareness and prevention of security alerts across the network by focusing on suspicious behaviour.

## Solution

A crowd of people with covered eyes, and the line "Train your eyes" which gives a nice play with double meaning (to train and a train). The visual and message points out that the ability to see is the most powerful weapon against terrorism.

## Media

48 sheet poster in cross tracks, 6 sheet posters on bus shelters and London travelcard.







# TRAIN YOUR EYES

Seeing and observing can be the most powerful weapon against terrorism. If you believe something to be suspicious, contact a member of staff or dial 999.



8801

TRAIN YOUR EYES

Seeing and observing can be the most powerful weapon against terrorism. If you believe something to be suspicious, contact a member of staff or dial 999.

 Transport for London MAYOR OF LONDON

02

TRAIN YOUR EYES

Seeing and observing can be the most powerful weapon against terrorism. If you believe something to be suspicious, contact a member of staff or dial 999.

 Transport for London MAYOR OF LONDON

## Scottish Ambulance Service

To deter people from drinking too much at on onset of the Office Christmas party season, so that the Scottish Ambulance Service do not have to pick up the pieces, but can instead focus on more ‘genuine’ patients.

## Solution

Use the popular saying “to drink like a fish” by visualising casual bar/club scenery with a person with fish head. This distractive and eye catching imaginary delivers the message , that people should know the limit.

## Media

48 sheet posters in cities, 6 sheet posters in bus shelters, toilets and bars. TV ad for get broader attention.



Help us do our job.

Know your limit.



TV storyboard

TVC Length: 30 sec

Title: SAS Fishhead



Open in an Edinburgh street. A 28 years old man is walking on a road.

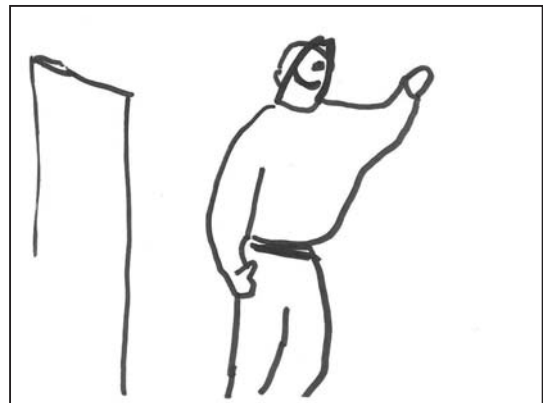
Music: Anathema - Violence, continuous through all ad.



Camera goes back and we can see a pub (wide shot). Inside people are having fun, clinking glasses, laughing, drinking, dancing.



The man enters the frame. Door opens. One fish head (drunk person, with fish face) comes out.



Fish head is staggering (close-up). He takes 2-3 steps and he leans to the wall. He is throws up and collapses.



The guy kneels and tries to help him. He touches him in a confronting way. He takes off his mobile phone to call 999 (we can see the number dialled in the mobile screen).



CUT: Black Screen

SUPER: Help us do our job.

Know your limit.

Scottish Ambulance Service logo.