

Creative work Alan Gilby

N.B. All CAD visuals designed / art directed and photoshop visuals developed by myself unless otherwise stated.

FORMULA E, E Prix London.
 International circuit London event.
 Communicated via experiential, interactive, promotional.

3D development for eSports arena



3D development for interactive STEM zone

Event shots

The FIA Formula E Championship, the world's first all-electric motor racing series needed a re-energised fan zone at the VISA London ePrix.

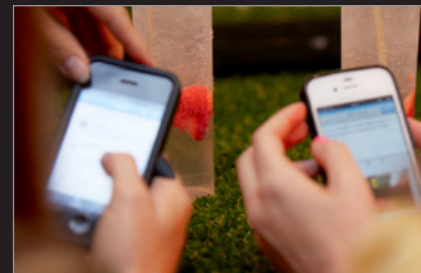
The season finale was a double-header in Battersea Park and home to the biggest eVillage fan experience on the Formula E's eRace and Pro Series calendar. Focal points of the eVillage for a interactive STEM and eSports zone were created. Structure design was created for the main gateway and visitor walkway comms and attendance reached 55k for the whole event.

BLOOM Gin G&J Greenall's London Dry Gin'.
 UK TTL Campaign.
 Communicated via ATL, in-store, promotional, online and social

ATL / Key visual



Online & social platform competition



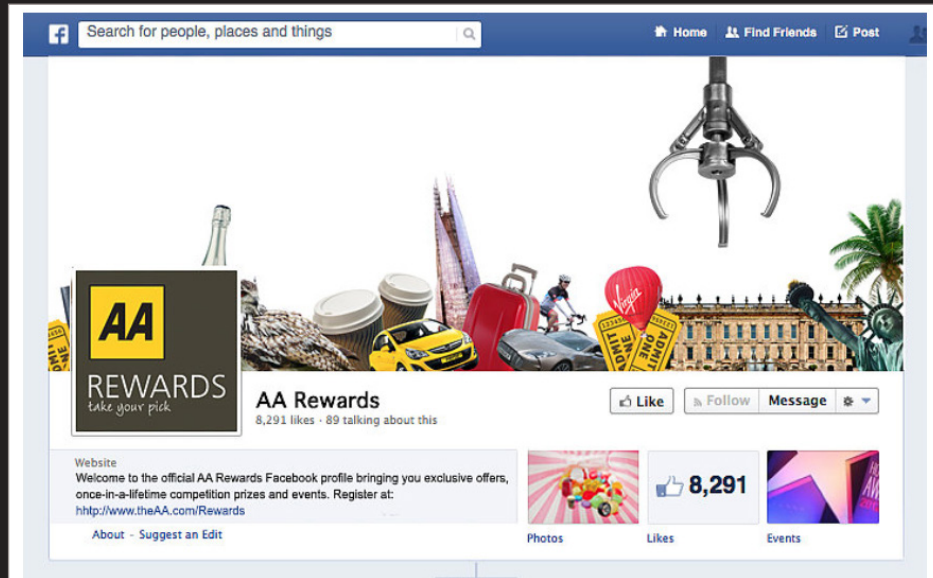
UK 'Pick Your Own' Pop-Up bars

BLOOM London Dry Gin is a super premium Gin created from botanicals from and inspired by the English Country Garden. A positioning was created across for consumer and trade. Implemented across ATL campaign, social strategy with competitions and events including Polo and 'Pick Your Own' pop-up stores to highlight BLOOM's unique strawberry summer serve.

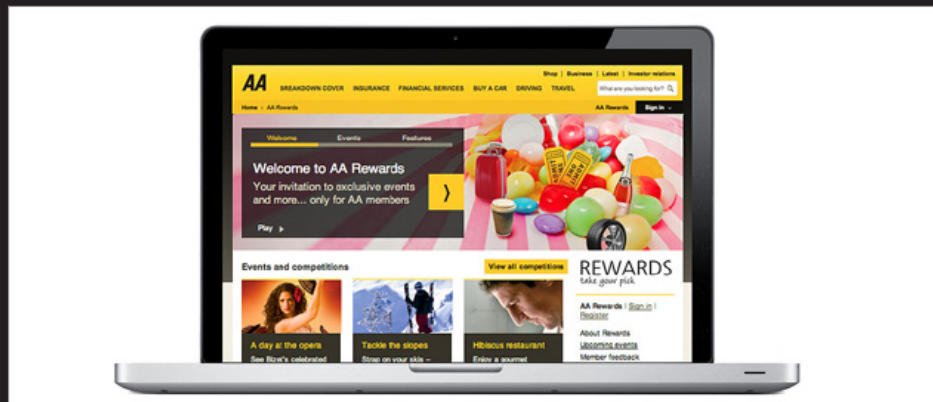
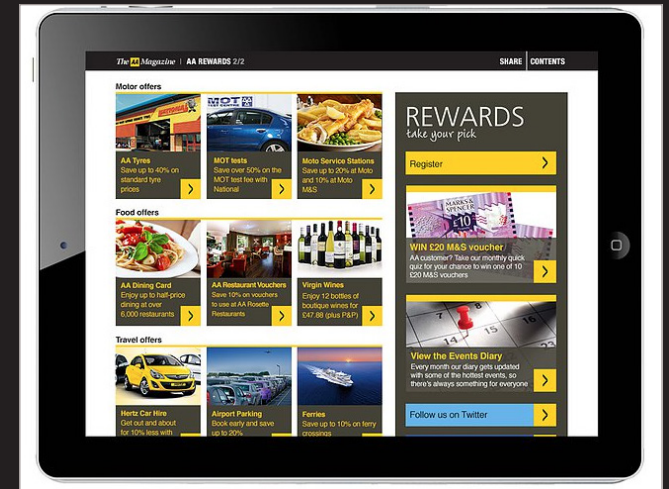
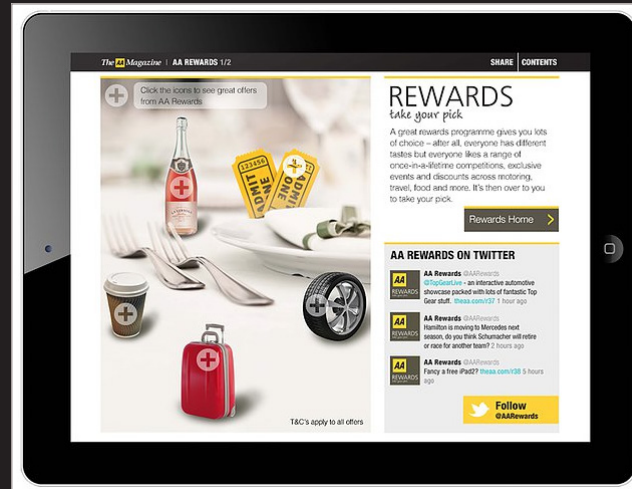
AA Rewards Scheme

Energy centres in flagship stores and roaming Energy truck.

Social AA Rewards Page



Personal pages



Tailored EM

Relaunch of AA Rewards offer scheme. Development of new design theme and guidelines across all digital platforms, social feeds and EM. Gained an additional 300k members across first year.

Johnson & Johnson Daktarin Dual Action 'Personal Best' campaign
UK TTL campaign via national TV, press, sampling roadshow, DM, online, trade.

Mens national press

PERSONAL BEST

1. TREAT THAT SORE, ITCHY ATHLETE'S FOOT
2. PREVENT IT FROM COMING BACK
DAKTARIN DUAL ACTION SPRAY POWDER
AN UNBEATABLE TRACK RECORD

Daktarin OFFICIAL SPONSOR OF **uk:athletics**

Contains miconazole nitrate. Always read the label. www.daktarin.co.uk

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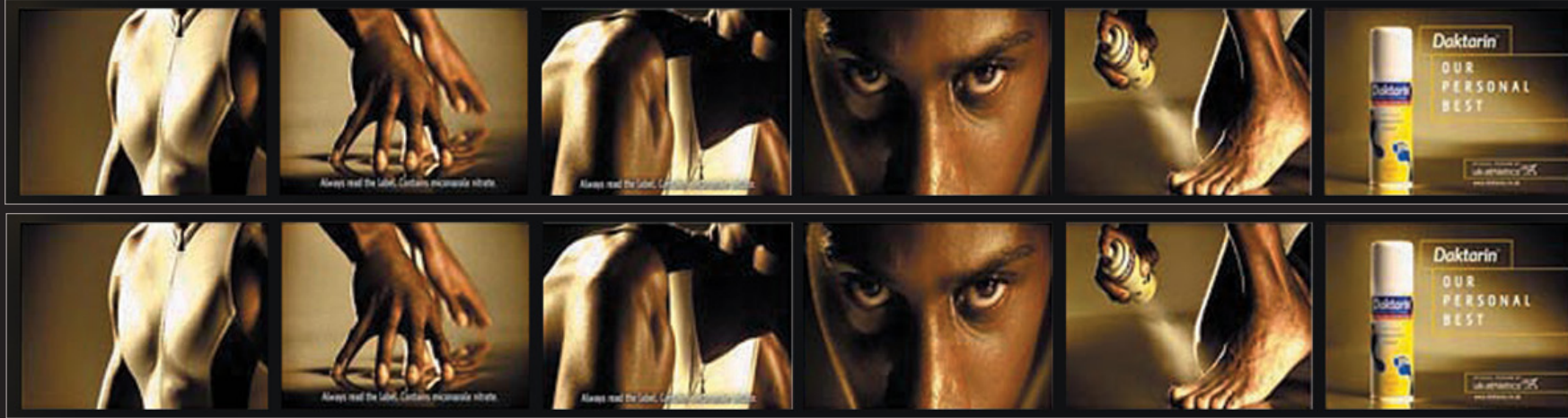
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A completely new integrated campaign was developed for Daktarin Dual Action Athlete's foot range based on making the product part of pre-preparation for any sporting activity. 'Personal Best' was developed into a fully integrated campaign with high end photographic key visuals by Jonathan Knowles and TVC.

Johnson & Johnson Daktarin Dual Action 'Personal Best' campaign

National TVC and online content



DM and event hand-out leaflets

G&J Greenall's 'Greenall's London Dry Gin'.
 UK TTL Campaign.
 Communicated via ATL, in-store, trade, digital.

ATL / Key visual



Online & social strategy



'Great British Moments' events



In-store promotion



Trade video sales tool

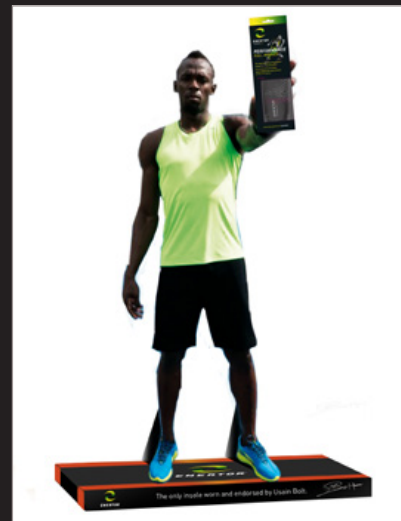
Greenall's Gin comes from the oldest Gin distillery in the World, in operation for more than 250 years. A strategic brand positioning platform, 'Great British Moments sponsored by Greenall's' was created. Photography by Jonathan Knowles.

ENERTOR 'Berkeley Square'. UK NPD Brand positioning and launch. Communicated via ATL, trade, digital

Brand ID and positioning strategy

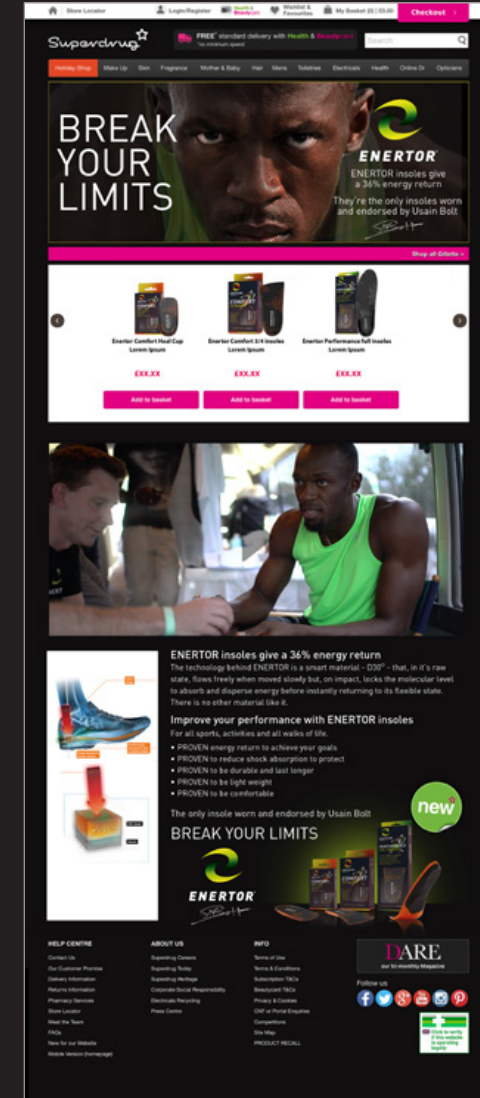
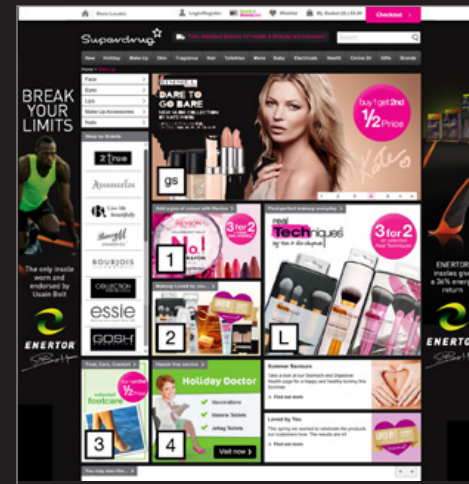
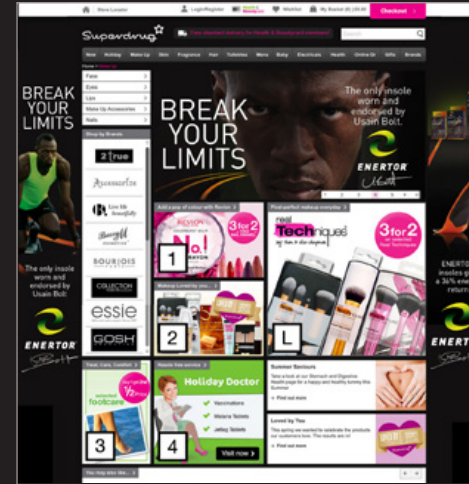


Key visual and ad campaign



In-store selfie share to win promotion

Online retailer launch - Brand microsite, category skins and retail ad spots.



UK launch of Usain Bolt part owned and endorsed athletic insole across high st retailers.
Created a brand positioning and implemented across activation channels.

HUGO BOSS 2014 'Success Beyond the Game' EMEA TR instore AR innovation for World Cup

Instore TR



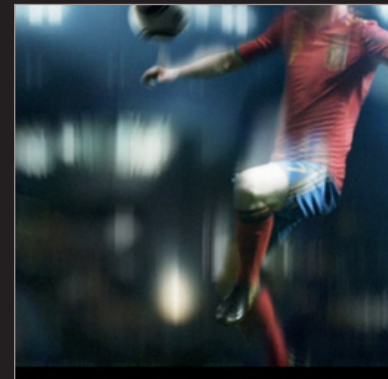
Screen AR



European star player filming



Screen animations



On the run up to the World Cup, consumer could select and have a photograph of them and a key national team player.

Heineken 'Star Serve' On Trade competition and training day UK training initiative held at Fabric, London

Event key poster



European star player filming

Guest lanyard



Event training competitions

Star Serve Guide



Back of stage LED wall



UK training initiative to find top bar staff. Winners receive a year of training in all aspects of beer retail, special events and attain ambassador roles for the 'Star Serve' training program. Held at Fabric London, all aspects of the consumer journey and competition activity timeline were developed.

HUGO BOSS for men, P&G 'Just Different' global interactive in-store launch Augmented Reality and retail display roll-out across flagship store & key global sites.

AAA site - Flagship store High st/GTR concept



AAA site



Prestige male fragrance interactive experience developed as part of a integrated campaign from concept, design development of digital interactive and 3D structure to build and global implementation. This was a first for P&G and the Augmented Reality in-store execution was a first for prestige fragrances. The units were deployed to Europe, Middle East, Africa, South and North America with over 75 active units globally.

HUGO BOSS for men, P&G 'Just Different' global interactive in-store launch Augmented Reality and retail display roll-out across flagship store & key global sites.

On-screen AR animation



EMEA PR launch

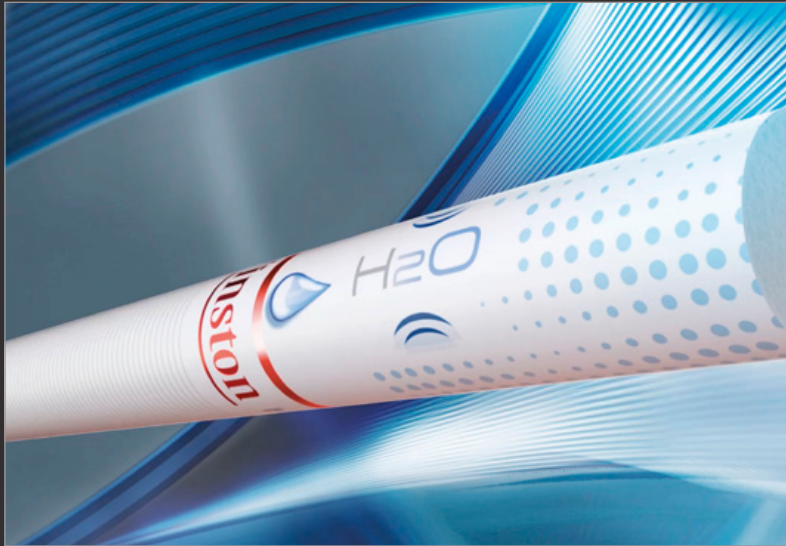


Modular units

Global PR launches included Tower Bridge, London, Paris, Berlin and South Africa.

Winston H2O, JTI AR Sales Tool App. Interactive sales aid app

App and on-screen graphics



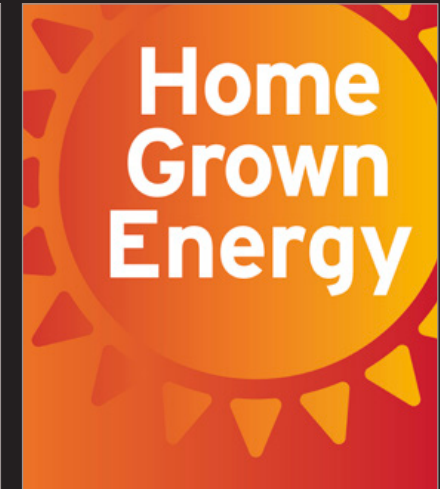
Technical guidelines



To support a new product launch from Winston called H2O, an interactive app was developed that took consumers through the new technology and benefits.

British Gas Sainsbury's Energy Energy centres in flagship stores and roaming Energy truck.

Interactive Energy Centre



Interactive mobile Energy Centre truck



National instore launch of Sainsbury's Energy initiative powered by British Gas. Educational energy centre interactive touchscreens enabled consumers understand the benefits and savings with renewable energy.

Thank you

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Bacardi 'Oakheart'.
Duty Free in-store, Europe.
Communicated via sampling and promotional in-store interactive theatre.

Key promotional poster



Interactive instore display



Instore projection



Interactive 'Spice things Up' sky dive



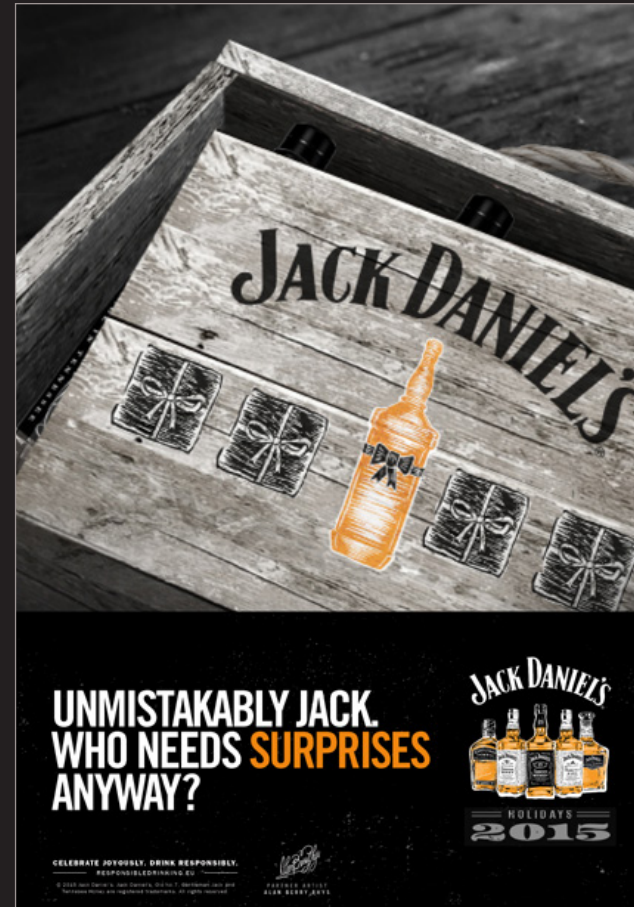
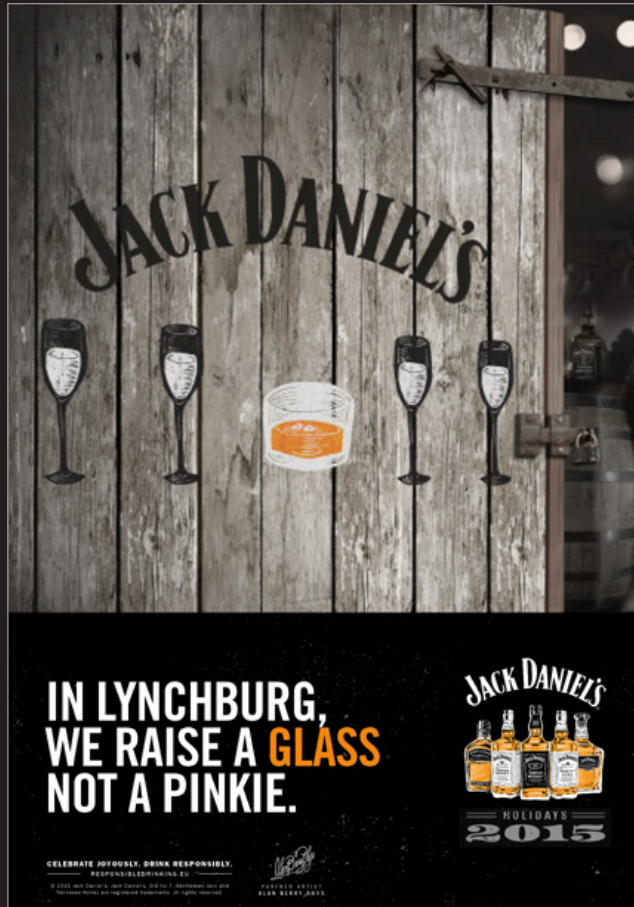
Gamification app

Conceptual pitch work presented to Diageo. In-store activation of the brands ATL campaign around 'Bro-Ship', interactive and travel retail design concepts were created.

JACK DANIEL'S - NEW XMAS TOOLKIT

Xmas toolkit concept and style development roll out instore, on/off trade

Chosen concept



Jack Daniel's needed a new look Xmas edition toolkit that reinforced JD's look, feel, wit and personality and work across their product range. 3 concepts went through and this one went into production. Under the 'Share Jacks Spirit', activation ran through shopper and on/off trade and the creative platform used a mix of photography and a specially commissioned new illustration suite.

G&J GREENALL'S 'Berkeley Square'.
 UK TTL Brand positioning.
 Communicated via Brand Identity, ATL, trade, online

Brand ID and positioning strategy



Key visual and ad campaign



Online BSQ Gentlemans Club / social



Bottle modernisation

Berkeley Square is a super premium London Dry Gin. The brand identity was modernised, a consumer brand proposition 'The Single Malt of Gin' was created to highlight the recommended neat serve and set in a Mayfair Gentleman's club. ATL, VBI guidelines and online were created to support it's relaunch.

G&J GREENALL'S 'Berkeley Square'.
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VBI Guidelines



Travel retail case



On-trade events/sampling

