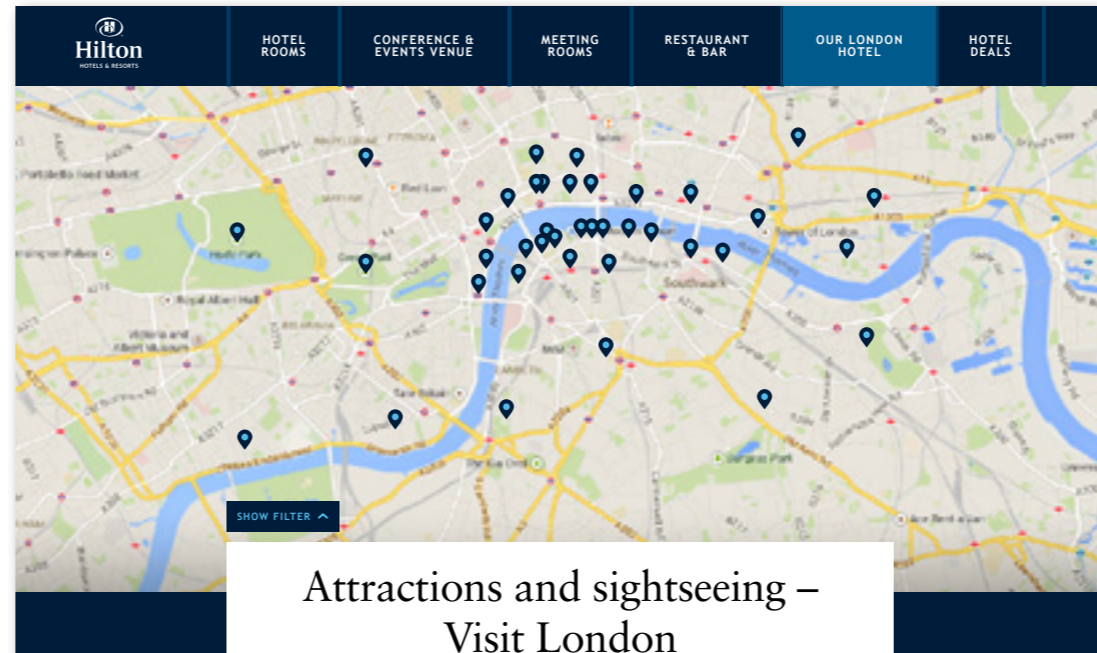
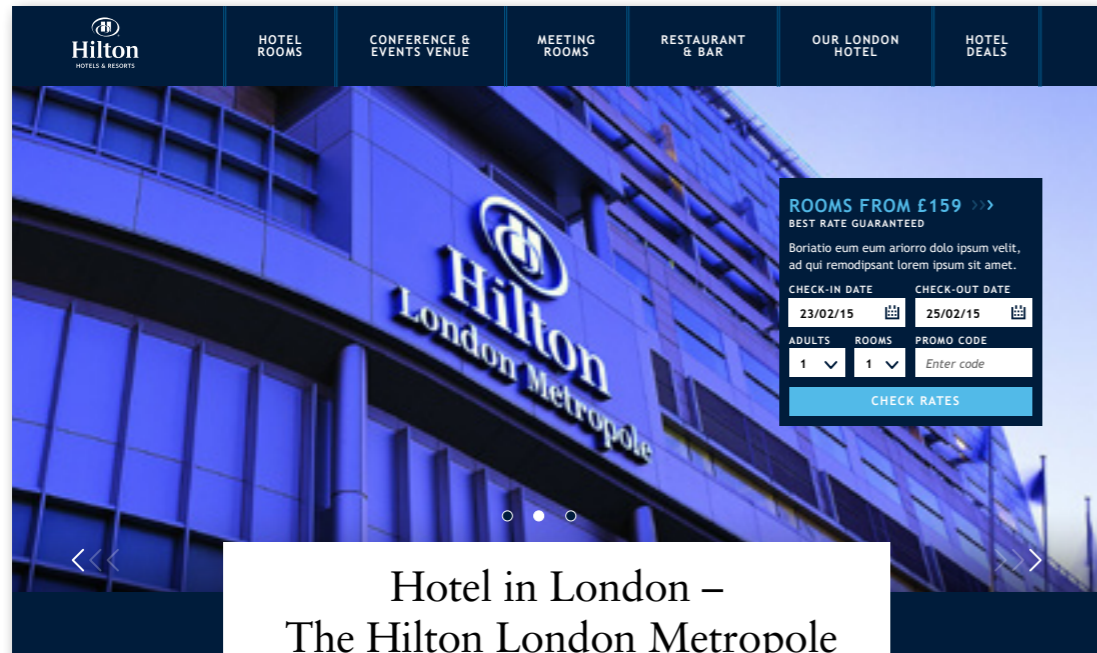


Jon Marshall
2015 Portfolio



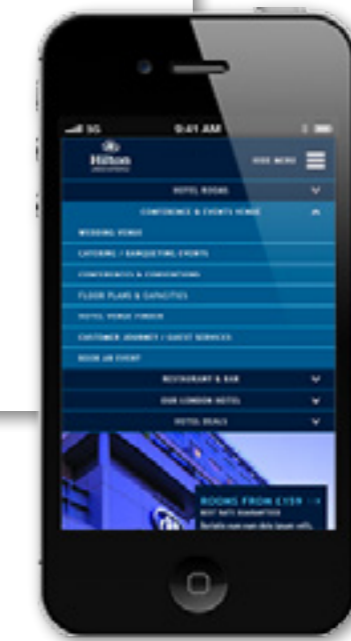
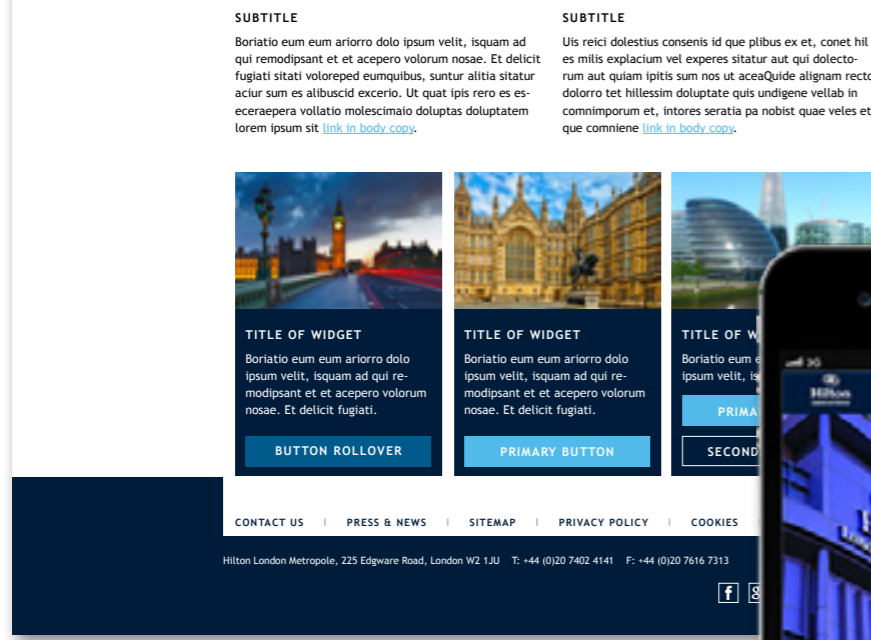


Insight:

I was tasked with designing a website for the Hilton Hotel (Paddington). The purpose of the new site was to increase SEO and improve the quality score for 'London attraction' searches.

The proposed solution was to present top London attractions on a map, whilst also having some impactful pages for the hotel information itself (including the ability to book rooms, get directions, view virtual tours, etc).

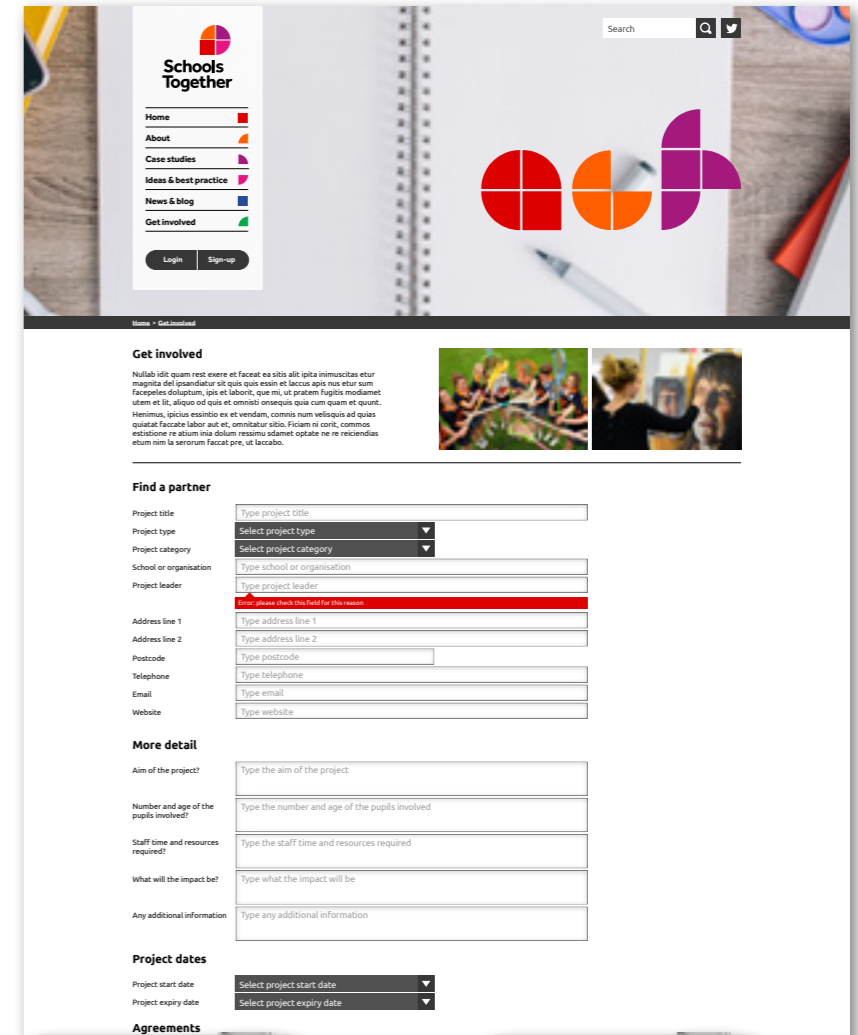
The website was very well received by the client, especially the successful execution of the design across tablets and mobile devices.





Schools Together

- ANIMATION
- BRANDING
- DIGITAL
- DIRECT MAIL
- EVENT
- OUTDOOR
- PRINT
- SOCIAL MEDIA



Insight:

I created the brand and subsequently designed a website for Schools Together - a new government initiative to encourage schools (and community groups) to collaborate on projects and share their facilities with one another.

The marke within the identity was meant to symbolise the coming together of different schools and a 'one voice' speech bubble element. The shapes also formed a secondary typeface which was used for header banners, advertising and other brand assets.

The website allows schools to login and initiate projects with one another, or to edit their profile and find partner schools. I used uniform colours/categories/iconography to enable intuitive filtering of content as visitors drill down into case studies, news items, etc.



independent schools council

Search 1,257 schools

HOME ABOUT US CAMPAIGNS RESEARCH NEWS & BLOG MEDIA FIND A SCHOOL

Slider Widget

Independent Schools Council

Subtitle styling example (if required)

Title copy to go here

Find a school

Sign-up for the ISC Daily News Summary

Publication News Campaign News Daily News Summary

independent schools council

Search 1,257 schools

HOME > FIND A SCHOOL

Location search

Refine search

Showing 11 schools out of 1,257 available.

Search results

Abercorn School

Showing items 1 - 10 of 11

Insight:

After the success of a teacher training website I designed, I was asked to re-design ISC's main site and to improve their UX and architecture.

I further refined the look and feel before extending the design to incorporate many new page types and features: 'Find a school' functionality, edit your school's profile, new blogging area, customised 'hub' pages, more widget types, etc.

I reduced the number of clicks required to get to key areas of the site and streamlined the nesting of some content areas to allow live filtering and more accurate search results.

independent schools council

Search 1,257 schools

HOME > FIND A SCHOOL

Edit your search

Refine your search

Showing items 1 - 10 of 11

Abercorn School

Showing items 1 - 10 of 11



ANIMATION

BRANDING

DIGITAL

DIRECT MAIL

EVENT

OUTDOOR

PRINT

SOCIAL MEDIA

Our visual identity

Brand mark

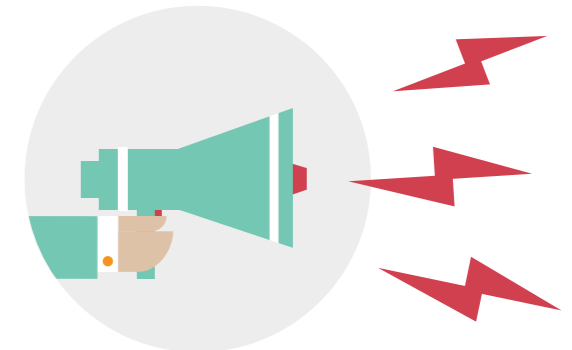
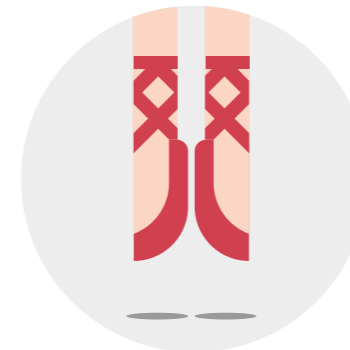
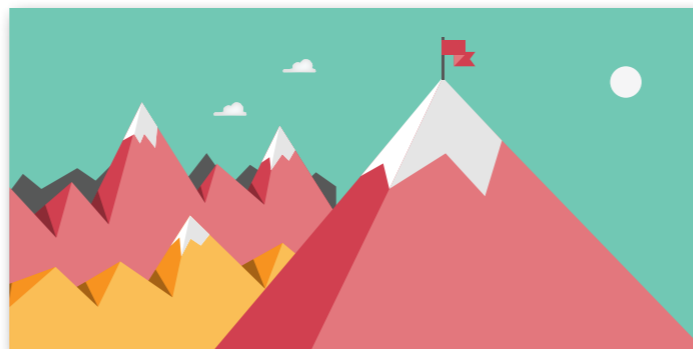
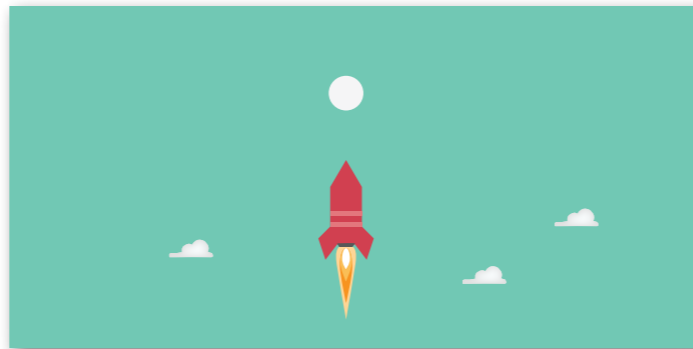
Brand mark variations and application examples.

Vertical **Horizontal** **Colour**

Logo variations and color palette including primary and secondary colors.

Hero colours **Secondary colours** **Grey accents**

Detailed color palette with hero, secondary, and grey accents.



65% more trial procedures

60% increase in staff burden

70% increase in duration

Between 1998 and 2008

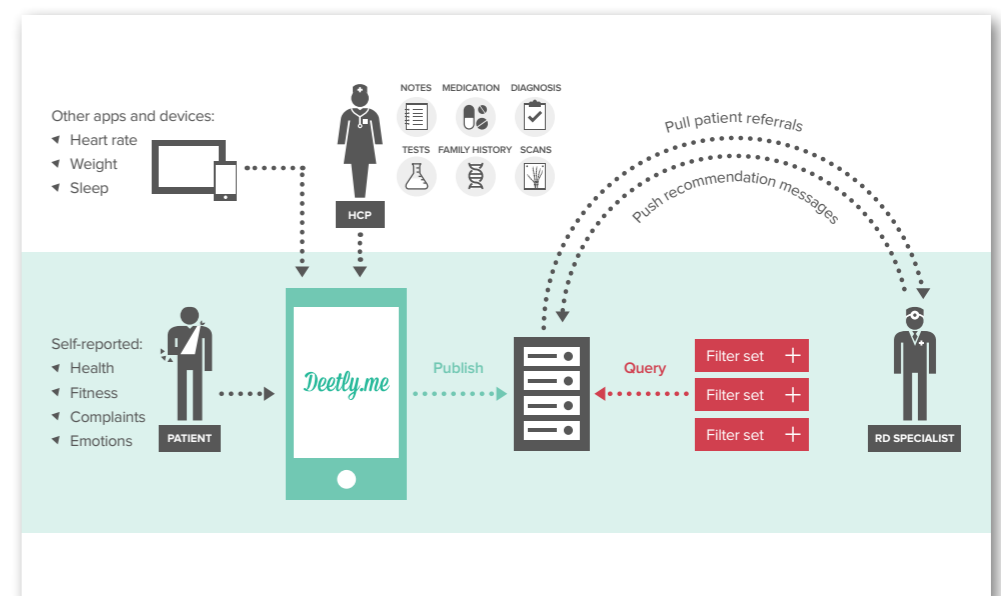
*Kenneth I. Kaitin 2008 Impact Report from Tufts University

Insight:

I helped the Digital Innovations Group (DIG) with several top secret projects in conjunction with AstraZeneca. The work was mostly branding, app design, service design and illustration. Unfortunately much of the work cannot be shared, but some illustration for the projects are shown here.

As part of the DIG team, I also helped rebrand DIG itself and produced a brand guidelines document as well as some logo idents, screensavers for public areas, self-promotion videos and various other assets.

The projects were very fulfilling and I relished the variety of work - from creating large-scale infographics to creating detailed healthcare apps for mobile (UI and UX).





Google

ANIMATION

BRANDING

DIGITAL

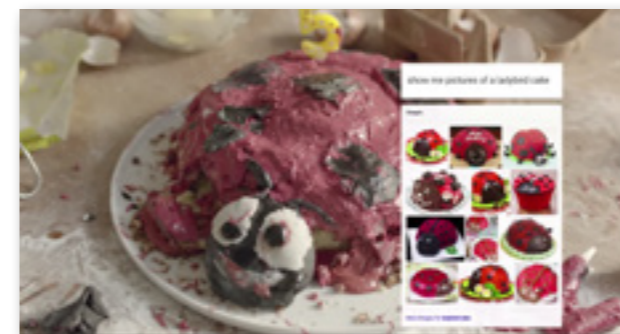
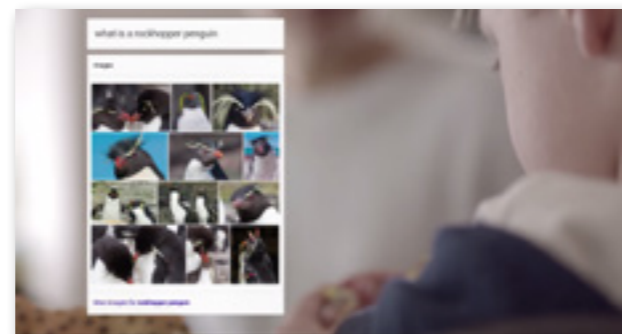
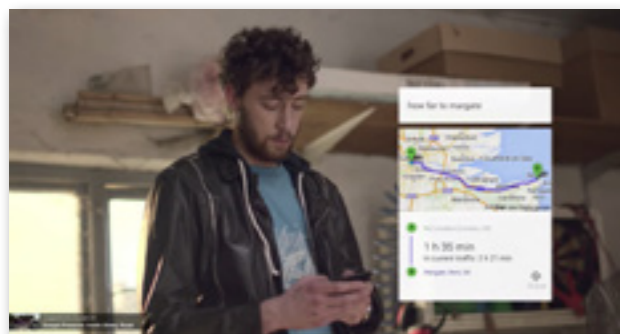
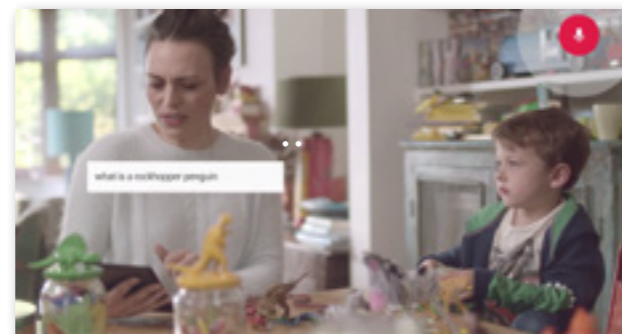
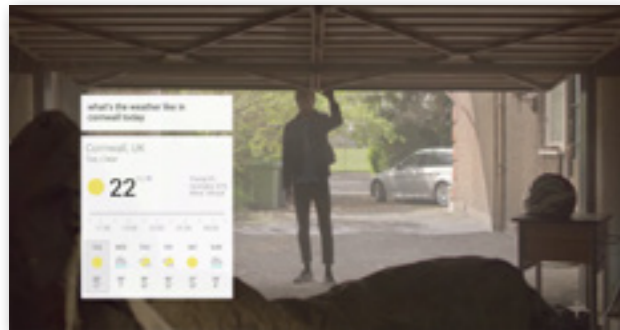
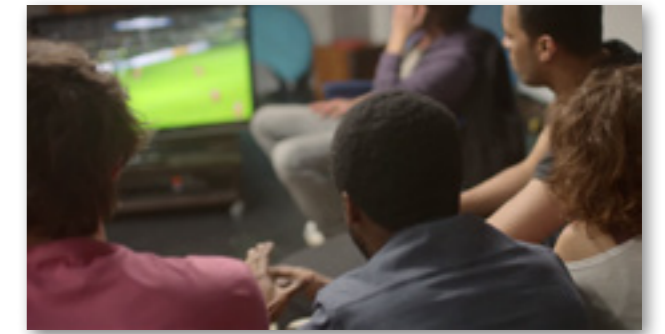
DIRECT MAIL

EVENT

OUTDOOR

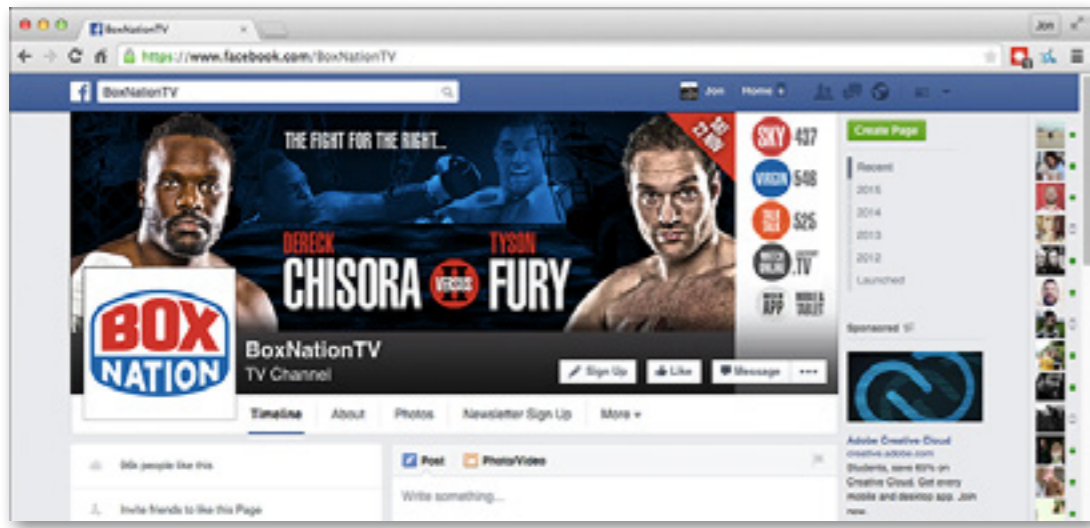
PRINT

SOCIAL MEDIA



Insight:

I undertook some After Effects advertising work for Google Now (Google's enriched search app with improved voice search). The ads were localised for French and German markets and I went on to create the online presence for each different microsite. The success of the first ads ensured further creative ideas were pursued to be shown during the World Cup in Brazil (Tiki Taka).



Insight:

I created BoxNation's fight banners (often within tight timeframes). I also created social media assets and was tasked with redesigning different parts of BoxNation's site to improve user journeys.

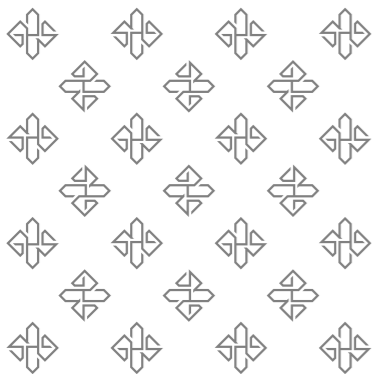
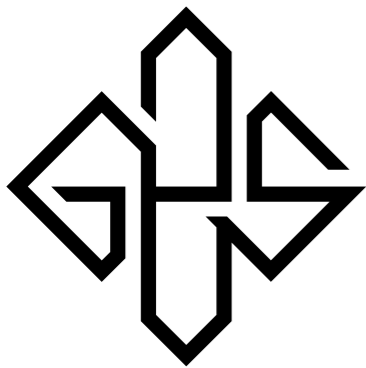
The banners had to work across print, online and social. I also created animated banners for affiliated sites and suggested ways of using social media to full effect (for example: pushing a charity fight when Charlotte Church and Katie Hopkins fell out under the headline "Don't just Twitter, hit her!").

Web improvements included designing a slicker UI, creating a method for managing traffic during the build up to big fights (server overloads and extended waiting times), sign-up forms for events (iPads) and optimising for mobile.



ESTD 1934
ETTINGER
 LONDON

ANIMATION **BRANDING** DIGITAL DIRECT MAIL EVENT OUTDOOR **PRINT** SOCIAL MEDIA



Insight:
 I carried out a brand refresh for Ettinger (a British luxury leather goods company endorsed by HRH The Prince of Wales).
 After much tweaking of the letterforms and the separation of the Royal Marque and brand identity, I spent some time working on various monograms (and subsequent patternation ideas).
 I created example stationery, ads, packaging, brochures and developed a set of brand guidelines to enable the consistent use of the new identity and colour scheme.



ESTD 1934
ETTINGER
 LONDON



80 YEARS IN THE MAKING



euphorium bakery

ANIMATION

BRANDING

DIGITAL

DIRECT MAIL

EVENT

OUTDOOR

PRINT


SOCIAL MEDIA

 **HELLO, WE'RE
EUPHORIUM BAKERY...**



You might know us from our hand-crafted, speciality artisan breads and patisserie. Prepare your taste buds for superior comestibles and delectable treats. **Launching 25th November.**

euphorium bakery the best of British baking **Vive la revolution, one bite at a time.**

**IT'S NOT THE
Ingredients
YOU CAN SEE
that make
THE DIFFERENCE
BETWEEN GOOD & GREAT BAKING**



Insight:

I helped evolve the Euphorium brand in preparation for their new flagship store launch on Threadneedle Street.

I also designed the new in-store environment, art directed a typographic photoshoot, created the staff uniforms, thought up the launch promotions (free shoe shines), devised a tease and reveal hoarding, created all the packaging and created a stir online by leveraging their existing fan base (on Facebook and Twitter).



THE BAKERY PROJECT
FRESH THINKING

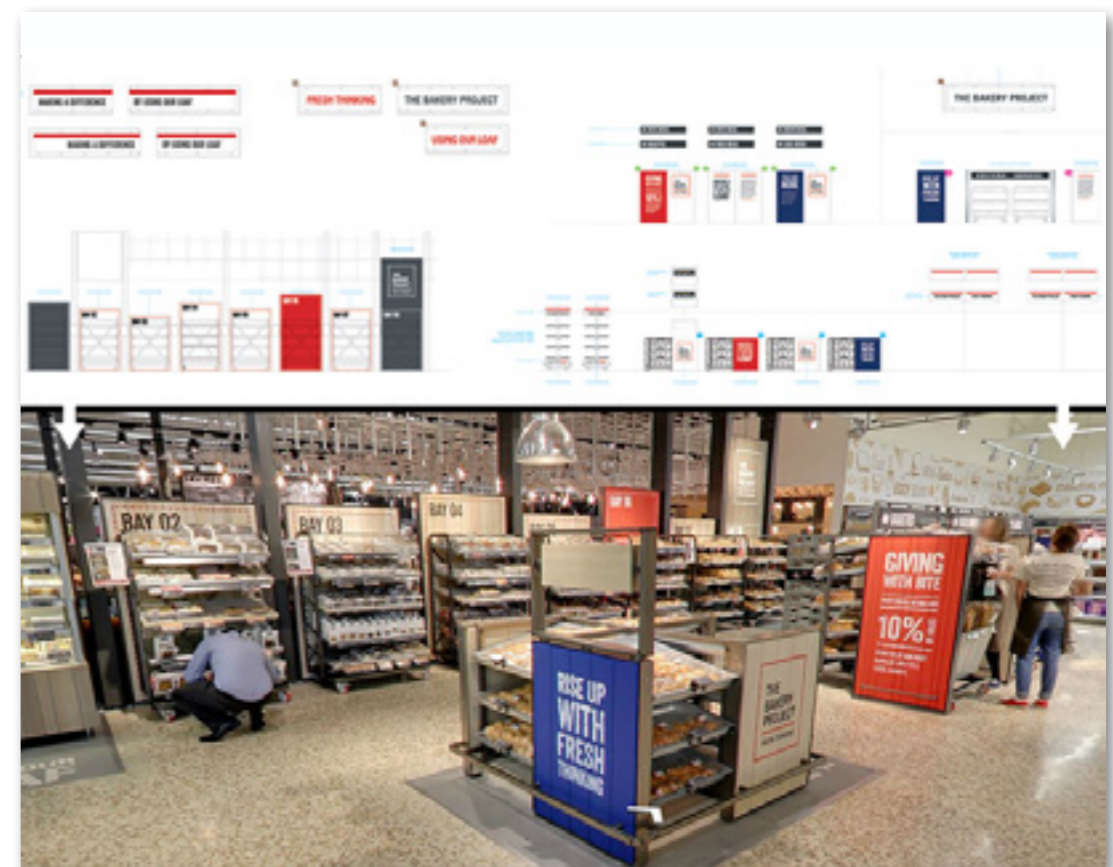
- ANIMATION
- BRANDING
- DIGITAL
- DIRECT MAIL
- EVENT
- OUTDOOR
- PRINT
- SOCIAL MEDIA

INTRODUCING THE BAKERY PROJECT

BE PART OF THE PROJECT bakeryproject.co.uk

THE BAKERY PROJECT
FRESH THINKING

LAUNCHING AT TESCO EXTRA WATFORD ON 29/07/2013



INTRODUCING THE VICTORIA

LIGHT BUT POWERFUL, FIGHTING OFF ROYAL HUNGER PANGS SINCE BEFORE THE FIRST DIAMOND JUBILEE.

Queen Victoria reigned for 63 years and seven months from the age of 18 - longer than any Queen in history. A national icon with strict moral standards and strict children, the Empress Briton earned the nickname "The grandmother of Europe".

It was lady in waiting the Duchess of Bedford who is credited with creating tea time to fight off royal hunger pangs in between lunch and dinner. Quickly, the informal 5 o'clock snack became "tea time" with hostesses throughout the land competing to serve the perfect Victoria sponge - raspberry jam sandwiched between two pieces of delicious light sponge cake - named after their nation's much-loved monarch.

RECIPE

START THE PROJECT IN YOUR KITCHEN, TRY ONE OF THESE SIMPLE RECIPES WITH YOUR KIDS AND GET THE BAKING BUG, THEY'RE FUN, FRESH AND FLOURY.

INGREDIENTS

- 175g flour
- 75g baking powder
- 175g unsalted butter, softened
- 175g caster sugar
- 3 medium free-range eggs, at room temperature
- 2 round tin (22.5cm) golden meringue or the bases sheet with greaseproof paper
- 1 tablespoon demersa sugar for sprinkling

For the filling:

- 120ml double or whipping cream, well chilled
- 4 rounded tablespoons of good jam, homemade if possible
- 200g berries (raspberries, strawberries, blueberries and sliced figs or blackberries)

PREPARATION

- Heat the oven to 180C/350F (gas mark 4). Put the softened butter and sugar into a bowl and beat with an electric whisk or mixer on a medium speed, until very light and creamy.
- Beat the eggs and vanilla with a fork until well mixed, then add half the amount to the mixture. Beat after each addition. Stir the flour into the mixture, add the baking powder and carefully fold in with a large metal spoon.
- Divide the mixture between the 2 tins spread evenly. Bake in the heated oven for 20-25 minutes until the sponges are a light golden brown and spring back when touched. Check with long sugar. Keep cool until ready to serve. Store in an airtight container in the fridge and eat within 2 days.
- Whip the cream until it thickens and stands in soft peaks - you probably need to overbeat as the soft run it. Set one sponge upside-down on a serving plate and spread with cream. Top with jam. Lift sponges from bases, layer the jam, then berries and then the cream. Gently set the second sponge, golden crust side up, on top and gently but firmly press down to sandwich the cakes. Dust with long sugar. Keep cool until ready to serve. Store in an airtight container in the fridge and eat within 2 days.

Be part of the project www.bakeryproject.co.uk

PLEASE TAKE ONE AND TRY IT AT HOME

INTRODUCING THE ROCK!

AN UNLIKELY TEA-TIME HERO, BECOMING THE WORLD'S ONE EGG AT A TIME.

As unlikely as it may seem for a small business, Rock Cakes helped win the Second World War. With eggs in short supply, the Ministry of Food promoted the Rock Cake as the perfect recipe for a wartime ration book. It looked like the traditional regional 5 o'clock treat (despite the V1 rockets flying overhead).

Rationing for World War Two started in January 1940 with families having to register with their local shopkeeper who could then buy the necessary amount of food. Things like eggs (as well as bacon, butter, sugar and milk) had to be accounted for with a ticket from a ration book and the shopkeeper could only buy enough food to supply the customers that were registered with them.

Fortunately rationing ended in 1954 so now we eat our Rock Cakes. In fact they taste great (other than because they help protect civilization as we know it).

RECIPE

START THE PROJECT IN YOUR KITCHEN, TRY ONE OF THESE SIMPLE RECIPES WITH YOUR KIDS AND GET THE BAKING BUG, THEY'RE FUN, FRESH AND FLOURY.

INGREDIENTS

- 250g self-raising flour
- 170g unsalted butter, chilled and dusted
- 80g caster sugar
- 170g currants
- 1 medium free-range egg
- 2 tablespoons milk
- 1 tablespoon demersa sugar for sprinkling
- A baking tray, greased with butter

PREPARATION

- Heat the oven to 200C/400F (gas mark 6).
- Put the flour into a mixing bowl. Add the dusted butter and cut into the flour until the mixture resembles fine crumbs. Stir in the sugar and currants with a wooden spoon. In a separate bowl, lightly beat the egg with the milk until combined. Beat off any lumps from the mixture to form a smooth paste. Add the flour mixture to the bottom of the bowl and the dough won't stick together and form the shape of a ball.
- Divide the dough into 10 and spoon on to the prepared baking tray (rolled pasty rounds to look like rocks), spaced well apart. Sprinkle with the demersa sugar.
- Bake in the preheated oven for 12 to 15 minutes, or until the cakes are a good golden brown and firm to touch.
- Transfer to a wire rack and leave to cool. Eat warm or at room temperature, the same day.

Be part of the project www.bakeryproject.co.uk

PLEASE TAKE ONE

INTRODUCING THE BANNOCK

THE ORIGINAL CAVEMAN'S BREAD, READY FOR ANYTHING AS LONG AS IT'S BAKED.

The original outdoor bread, 'Bannock' is an ancient word with Celtic origins. The early Bannocks were a heavy and flat cake usually made from unleavened barley or wheat dough that was flattened into a round or oval shape and cooked on a griddle, probably just before a fight. Later, as leavening became more common, raising agents were introduced but the roundness remained.

As well as a countryside national dish is multi-coloured fabric, there are as many varieties of Bannock as there are types of Tartan. Historically, originally the Bannocks were used in rituals marking the changing of the Gaelic seasons. In the North of England, Bannocks were usually made with a porridge rather than a bread dough, creating a shortbread style 'flourid' that goes down very well with a hot cup of strong tea.

RECIPE

START THE PROJECT IN YOUR KITCHEN, TRY ONE OF THESE SIMPLE RECIPES WITH YOUR KIDS AND GET THE BAKING BUG, THEY'RE FUN, FRESH AND FLOURY.

INGREDIENTS

- 125g cold unsalted butter
- 85g caster sugar, plus extra for sprinkling
- 250g plain flour
- 30g branched almonds, finely chopped
- 30g mixed peas, very finely chopped
- 60g split almonds, to decorate (optional)
- A baking tray, greased with butter

PREPARATION

- Preheat the oven to 170C/325F (gas mark 3).
- Put the butter, flour and sugar into a mixing bowl and work them together with your hands until thoroughly combined and very crumbly. Work in the branched nuts and peas, press and knead the mixture until it is a firm fat ball.
- To the dough add on to the prepared tray and firmly press it into a round - about 20cm across. Make sure it is of even thickness, and squeeze and press together any cracks or holes in the dough. Press well with a fork, decorate with split almonds (if you are using them), and score into 12 segments with a knife.
- Bake in the preheated oven until firm and barely coloured - about 30 minutes. Remove the tray from the oven, sprinkle with a little sugar, then gently cut along the scored lines. Leave to cool completely before removing from the tray. Store in an airtight container.

Be part of the project www.bakeryproject.co.uk

PLEASE TAKE ONE

INTRODUCING THE BATTENBERG

THE CLASSIC TWO-TONE TREAT INSPIRED BY A ROYAL WEDDING AND GERMAN MARZIPAN ENGINEERING.

INTRODUCING THE DUNDEE

A DARK AND SPICY HISTORY FLAVOURED BY THE EMPIRE AND FIT FOR A SCOTTISH MONARCH, BUT NO CHERRIES PLEASE!

INTRODUCING THE BANNOCK

THE ORIGINAL CAVEMAN'S BREAD, READY FOR ANYTHING AS LONG AS IT'S MANLY.

INTRODUCING THE VICTORIA

LIGHT BUT POWERFUL, FIGHTING OFF ROYAL HUNGER PANGS SINCE BEFORE THE FIRST DIAMOND JUBILEE.

Insight:

The Bakery Project is a joint venture between Euphorium Bakery and Tesco. I created the brand, designed retail environments, artworked the ad campaign (press, outdoor and online) and generated social media assets (including hosting some small community events, such as an open-air cinema night where the concessions were all supplied by The Bakery Project).



giraffe

ANIMATION

BRANDING

DIGITAL

DIRECT MAIL

EVENT

OUTDOOR

PRINT

SOCIAL MEDIA

RODEO BURGER

giraffe open at Tesco Extra Abingdon

fresh choices, morning noon and night giraffe.net

giraffe open at Tesco Extra Abingdon

fresh choices, morning noon and night giraffe.net



GOOD MORNING BREKKIE

INCLUDES £5 HOT DRINK

giraffe giraffe.net

fresh choices, morning noon and night @giraffetweet /girafforestaurants



KIDS MEAL DEAL

£4.95

giraffe giraffe.net

fresh choices, morning noon and night @giraffetweet /girafforestaurants

BURGER TUESDAYS

£6.95

giraffe giraffe.net

fresh choices, morning noon and night @giraffetweet /girafforestaurants

Insight:
Some work in progress shots of Giraffe's new advertising campaign for 2014. We recently won the pitch for this work and are now developing the selected idea (shown) across different media.



SONY make.believe

- ANIMATION
- BRANDING
- DIGITAL
- DIRECT MAIL
- EVENT
- OUTDOOR
- PRINT
- SOCIAL MEDIA

Shaping the future of AV

ISE 2012 Hall 7, Stand 7H224

See how Sony innovations are helping to transform the AV market. Join us at ISE 2012 to experience breathtaking technologies with our full product portfolio in action. Immerse yourself with the world's first AV projector for high-end home theatre installations, delivering 4x the resolution of Full HD. See digital signage come alive with our Ziss Canvas video wall featuring high impact visuals. Get hands-on with our latest projectors, designed to meet the needs of specific applications. See how Sony is helping shape the future of AV at Hall 7, Stand 7H224

www.pro.sony.eu/ise

Displays Product Guide

Shaping the future of AV

www.pro.sony.eu/ise

Shaping the future of AV

Thanks for taking the time to visit the Sony stand at ISE 2012.

The stand demonstrates how Sony innovations are helping to shape the future of the AV industry. After you have visited all the different application areas, we hope you will be excited by our technological innovations and wide variety of products, encompassing the latest in digital signage, home and business projection.

Being at ISE gives us the opportunity to interact directly with our customers and other AV professionals. So, please do not hesitate to ask any of the team any questions you may have about our product range and we also welcome any feedback from you. I can personally reach out about the brand new display technologies that we will be introducing in the coming year. If you would like to be kept updated by us about these developments, please make sure you register your details with our reception team.

I hope you enjoy the ISE 2012 experience.

Daniela Wasserberger
Head of Displays, Sony Europe

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|--|-------|
| Introduction and Contents | 2-3 |
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| Corporate | 8-9 |
| Home Cinema | 10-11 |
| Retail | 12-13 |
| Public Displays & BRAVIA Professional Displays | 14-17 |
| Digital Signage | 18-21 |
| Home Cinema | 22-24 |
| Projects | 25-29 |



Public Displays and BRAVIA Professional Displays

Combining extensive expertise across professional display technology with advances in LCD panel performance and leading HD image resolution, our Public Display screens provide the optimum combination of high performance picture clarity and stylish presentation.

The screens are ideal for digital signage applications in the public, semi-public, and corporate sectors. They provide high impact stand-out in any setting. Added to which, the displays provide the flexibility and durability to meet the requirements of system integrators with a range of inputs (DVI, HDMI, HD/SD/SDI) plus remote control.

For further information and full specifications, visit www.pro.sony.eu/publicdisplay

Our running range of Professional Flat Panel Displays bring the optimum performance, style and durability of the award-winning BRAVIA screen technology to high-quality digital signage applications in the public, semi-public, and corporate sectors.

With stunning HD (1920 x 1080) Presentation display, progressive images and a wide viewing angle, BRAVIA Professional displays deliver content with impact.

These smart screens enhance any business backdrop with an elegant, clean look and feel. No matter what the location, the varied size of these displays - from 37" to 65" - means that they are ideal for any space.

For further information and full specifications, visit www.pro.sony.eu/publicdisplay

Leading Education AV expertise whenever you need it

www.pro.sony.eu/education

Leading Retail AV expertise whenever you need it

Leading Corporate AV expertise whenever you need it

Leading Home Cinema expertise whenever you need it

Leading AV expertise whenever you need it

Dear [Personalised]

Thank you for responding to our recent email following ISE 2012. You told us you are interested in [Product/Service] and, so we want to ensure you can benefit from our expertise whenever you need to.

[Content area with various product highlights and links]

Thank you.

The Sony Professional Team



Ticket confirmation

Join us at our special ISE Partner Drinks Reception

www.pro.sony.eu/ise

Thanks for confirming your attendance at our Partner Drinks Reception

Dear [Personalised]

We look forward to seeing you from 17:00 - 19:00 on Tuesday 21 January at CofA Amsterdam in the RAU, www.ise12.com. You will get to meet the ISE team and enjoy a evening drink after a busy day of live exhibition.

Please remember to print out your ticket and bring it with you.

The Sony Professional Team

ADMIT ONE

Sony Partner Drinks Reception

17:00 - 19:00
Tuesday 21 January
CofA Amsterdam, BA1 Ground Floor

See how Sony is shaping the future of AV

WIN the new Sony Tablet S 16GB 3G

Visit us at Hall 7, Stand 7H224

WIN

Win Sony's latest consumer must-have gadget. Make sure you get your badge scanned at our stand to be in with a chance of winning the new Sony Tablet S 16GB 3G (16GB), one given away every day!

For full details of this promotion including a full set of terms & conditions, please visit Reception at the Sony stand.

- Smooth and smart design
- Sony's amazing TurboCore™ display
- Easy to use
- Swift speed and response
- Control all your media devices
- Share your content easily
- Superior web browsing

Visit our stand to experience our vision for the future of AV. Demonstrating our expertise as an innovator in display technology, we are exhibiting a full line-up of specialist products to showcase the latest Sony home cinema, digital signage and business projector solutions.

See how we are developing new technology that enhances both the user's and viewer's AV experience - maximising content impact and creating deeper engagement across home entertainment, educational, corporate and retail environments.

- Immerse yourself with the world's first AV projector for high-end home theatre installations, delivering over 4x the resolution of Full HD. This elevates the home cinema experience of watching 2D and 3D content to cinematic levels of engagement. With 4x AV projector features, the richest colour, super high brightness and a dynamic contrast ratio of 1,000,000:1.
- See digital signage come alive with our video wall featuring new LED public displays. Enabling limitless creative possibilities, it transforms standard display arrangements into fully dynamic constellations of screen sizes, numbers and positioning to ensure maximum impact and engagement.
- Get hands-on with our latest Short Throw and Ultra Short Throw projectors designed to meet the needs of specific applications. Taking usability to higher levels of ease and simplicity - and featuring a new display mode that significantly reduces energy costs - these latest models ensure that Sony provides the fullest possible professional projector range.

Shaping the future of AV

SONY make.believe

Insight:

I created brochures, way finding, response driven (customised) eDMs, bag drops, video loops and banners for Sony's involvement with Integrated Solutions Europe (ISE).

The event was a huge success and the integrated comms brought hundreds of new leads into the Sony CRM system.



SONY
make.believe

ANIMATION

BRANDING

DIGITAL

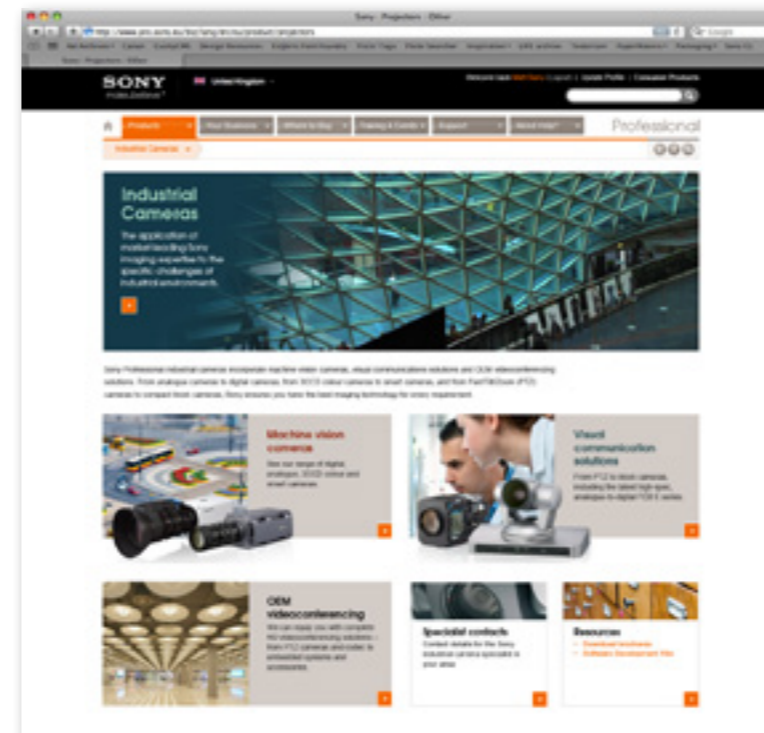
DIRECT MAIL

EVENT

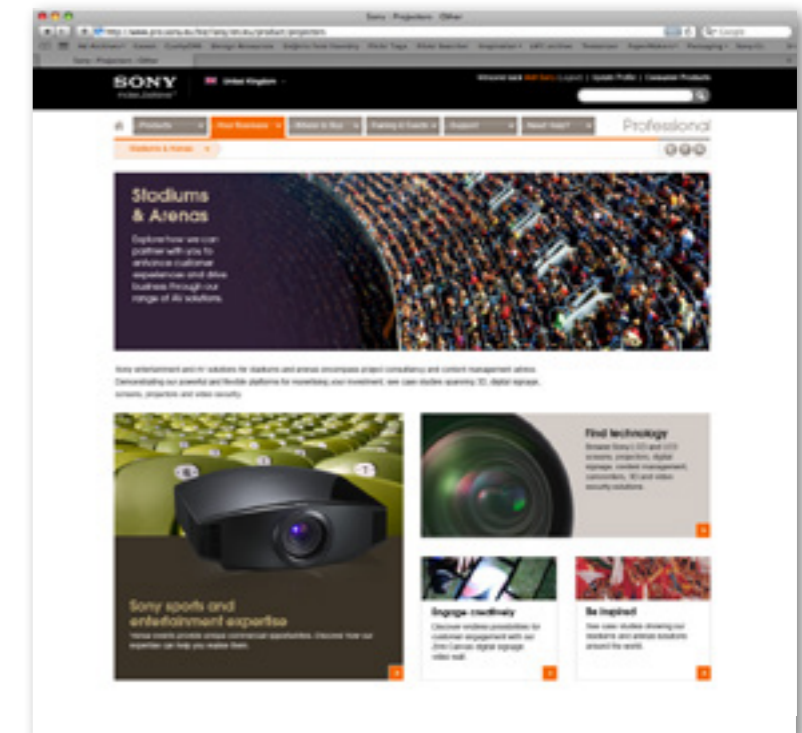
OUTDOOR

PRINT

SOCIAL MEDIA



Insight:
I was part of the team that was responsible for redesigning and redeveloping the entire pro.sony.eu site (pan-Europe).
This involved the creation of 48 product/business hubs (microsites), the production of countless super assets and images and the realisation of Sony Professional's new online guidelines.





Cornhill
Capital

ANIMATION

BRANDING

DIGITAL

DIRECT MAIL

EVENT

OUTDOOR

PRINT

SOCIAL MEDIA



your

and gas

able for investors wanting more
can be outstanding, the nature
inherently high-risk.

provides an alternative to the
the investment so that the
risk and interest element, rather
investment being placed on the
of strong returns whilst having the
company's assets.

the quality of assets owned
is not examined thoroughly
ing oil and gas research firm, Hulf
the relevant asset.

firm has a significant influence
sect. We never commit to a
at the management are capable
ons.

Natural resources: mining

The long-term ambitions of emerging market economies to become stable
heavyweights in the global economy are expected to continue driving
mineral prices over the coming years. Within this underlying trend, supply
shortages have led to a significant disparity in the supply and demand
dynamic of the mining sector. All of which indicates significant future support
for mineral prices.

While the key factor for mining sector investments may be the un-mixed
revenue associated with the asset, the value of the company can only
be realised if the mineral can be extracted and processed efficiently.
It is realised crucial to accurately assess all factors – from the cost of
extraction and processing to any potential problems – before entering into
a transaction. To ensure that every possible eventuality is analysed and
realistically evaluated, Cornhill Capital work with leading mining consultancy
firm SPK Consulting, who have over 35 years' experience in this sector.

**Gaining exposure through our
high yield bonds provides an
opportunity to profit from the
growth and demand for minerals**

Combining growth with security
Similar to oil and gas, mining
investments provide the potential
for substantial returns whilst carrying
inherent risks due to the exploratory
nature of the sector.

Gaining exposure through our high
yield bonds provides an opportunity
to profit from the growth and demand for minerals, whilst benefiting from
the in-built security of our investment structures. With our investments often
providing additional upside via equity participation, investors have the
opportunity to see further returns related to the performance of the company
and underlying asset.

Renewable and clean technology

The renewable energy and clean technology sector is experiencing increasing
investment. The relentless demands being placed on the planet not only by
western nations, but also by the rapidly expanding economies of China and
India, are continually driving this sector forward.

Governments around the world are competing to establish a foothold in the
global renewable energy market with a view to securing energy and jobs
for the future. In the UK, the sector is buoyed by government subsidies
which are locked in by law until 2027, further increasing the profitability
of these investments. The UK has targets to produce 15% of its energy
from renewables and to reduce carbon emissions by 20% by 2020 – both
of which are reliant on incentives to encourage investment in the clean
technology space.

A new investment climate

The ethically and socially responsible nature of renewable energy
investments appeals not only to individuals, but also to large institutions.
Opinion surrounding climate change is moving from being an open debate
to a research-led debate. Smart businesses are taking note and looking to
promote a positive image to the market.

Against this background, our high yield bonds provide an attractively positioned
opportunity to gain exposure to the renewable and clean technology sector.
We target companies who have short term visibility of repeat revenues, whilst
ensuring they have sufficient underlying assets to deliver the security we and
our investors demand.



Insight:

The above brochure for Cornhill helped redefine their offering with consistent visuals and copy based on the identified strategic positioning.

The creative for the mailer to the right featured a magnifying glass and micro-print, ensuring the recipients had to engage with the mailer to read the messaging (the mailers were all hand delivered to valuable customers).

The mailer achieved a 20% new lead response rate.



IMAGINATION

ANIMATION

BRANDING

DIGITAL

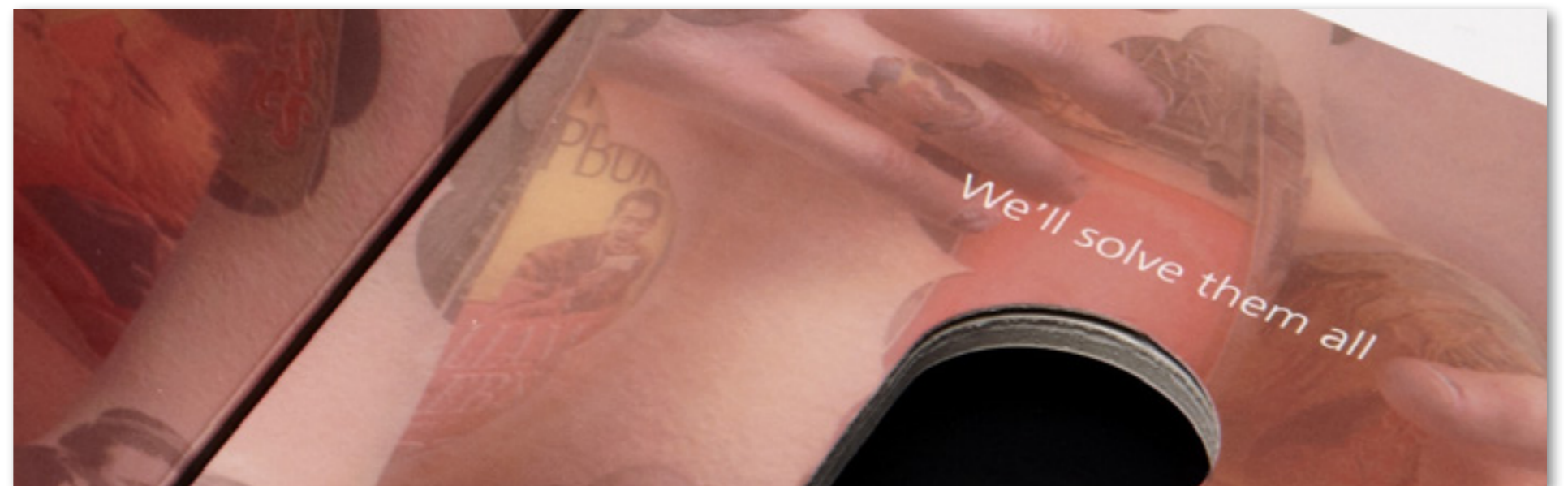
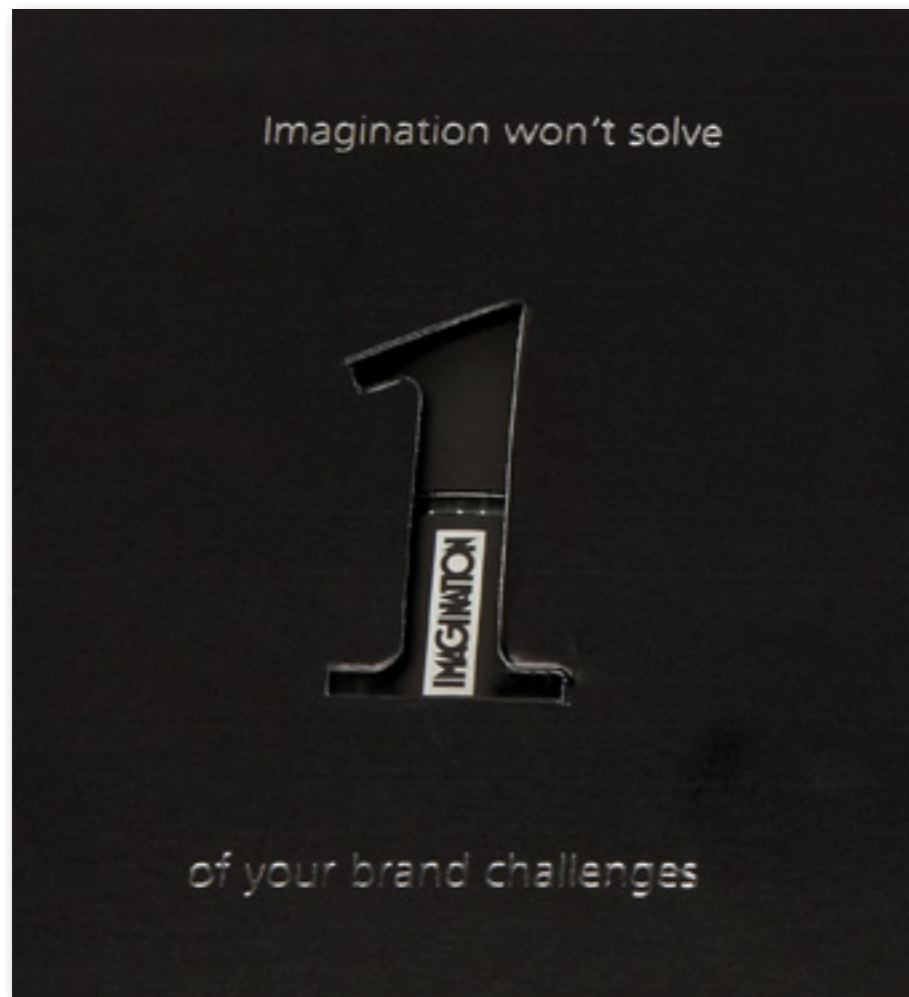
DIRECT MAIL

EVENT

OUTDOOR

PRINT

SOCIAL MEDIA



Insight:

These mailers were created as an introduction to Imagination's offering and had striking interiors to engage the target audience.

The packaged USB stick then continued this story in the digital realm using the Adobe AIR platform (before being sent to further online destinations).



EasyPhone®

Say hello to the EasyPhone®
Connecting you instantly to the people you need to talk to most – and that's it.

EasyPhone®

What is the EasyPhone? Why choose EasyPhone? How does it work? What does it cost? Frequently asked questions Get your EasyPhone

No frills, no fuss, just EasyPhone

Ready to go and easy to use – one push of a button puts you in touch with the people you need to talk to most.

EasyPhone connects you instantly to the important people in your life – and that's it.

Take it out of the box, turn it on, then press a button for the person you want to reach and you're in touch. It's that simple. And because the EasyPhone receives calls too, your friends and family can keep in touch when you're away from home.

Low cost and easy to use, with no complicated set-up, the EasyPhone provides all you want from a phone and nothing more.

Call to order: 0800 085 2763
Lines are open 9.00am – 5.00pm, Monday to Friday.

Go in store
The Age UK Shop is located in Peterborough town centre: **25 Westgate, Peterborough, PE1 1PZ.** Age UK Limited is acting as our in-store sales agent. All contracts are with CyCell Limited.

Download an order form
Click here to download the order form. Fill it in and post it in a stamp-addressed envelope to EasyPhone, PO Box 70812, London, NW1W 8ZA.

Email order form
Scan and email your completed order form to info@cycell.com

EasyPhone®

Receive a call
Your EasyPhone will ring and vibrate. To answer just press any of the Name buttons.

Re-charge your EasyPhone
The EasyPhone is re-chargeable using the three-pin charger included. The EasyPhone comes pre-charged and ready to use straight out of the box. The charge will last about three days. If a red light starts to flash on your EasyPhone, then it needs to be re-charged.

Call Emergency Services
To make a call to the Emergency Services press the 999 button **three times.** (This option is only available if you have chosen to have a 999 button included. As with other mobile phones the EasyPhone must be charged and requires a network signal to make and receive calls.)

Call helpline: 0800 085 2763
Lines are open 9.00am – 5.00pm, Monday to Friday.

Say hello to your EasyPhone® User Guide.

EasyPhone® CyCell
youreasyphone.com

How does EasyPhone work?

Using your EasyPhone couldn't be simpler. There's no complicated manual to decode or confusing procedures to follow. It's ready to use straight out of the box. Just follow the instructions below.

Activate your EasyPhone
To activate your EasyPhone, call Customer Services on **0800 085 2763** from another phone. **You will need to activate your EasyPhone before making a call.**

How to make a call

- 1 Press the On/Off button on your EasyPhone until you hear a beep.
- 2 Wait for the blue light to flash slowly.*
- 3 Press a Name button to make a call.
- 4 To hang up press the End Call button.

It's that simple!

*If blue light continues to flash quickly there is a low network signal. If there is a solid blue light there is no network signal. Move to an area where there is network signal and wait for the blue light to flash slowly before making a call.

Useful facts about your EasyPhone

- 1 **What is my EasyPhone number?**
Your EasyPhone number is printed on the back of the handset.
- 2 **How often does my EasyPhone need charging?**
As the EasyPhone has no display it uses very little battery power when turned on. The EasyPhone will arrive fully charged and the battery will last up to three days. The LED (light) on the front of the EasyPhone will flash red when the battery requires charging. The EasyPhone charging socket is located at the bottom of the handset. To charge the EasyPhone plug the handset into the mains using the three pin charger provided. The red light stays on while the EasyPhone is charging and turns off when fully charged. It will take around 15 hours to fully charge the EasyPhone.
- 3 **Can I adjust the volume?**
To increase or decrease the in-call volume press the arrows in the top left hand corner of your EasyPhone during a call. To increase or decrease the ring tone press the arrows when you're not making a call.
- 4 **Will my EasyPhone work abroad?**
No your EasyPhone is only programmed to work in the UK and Northern Ireland.
- 5 **Can I change the names and numbers on my EasyPhone?**
Yes these numbers can be changed. Simply contact Customer Services on **0800 085 2763** to request this to be done. In order for the names to be changed, this will require a replacement handset, which will cost £40. Contact Customer Services to arrange for this to be done.
- 6 **What is the Save Power switch on the back of the phone for?**
Keep the Save Power switch in the On position to use the EasyPhone. Slide this switch into the Off position if you want to preserve battery power. In the Off position the EasyPhone will not make or receive calls.
- 7 **Is my EasyPhone covered by a warranty?**
Your EasyPhone is covered for a period of 12 months from the date of purchase for breakdown and repair. If the device stops working within this time frame please contact Customer Services on **0800 085 2763**. For full details of warranty terms, please see the terms and conditions.
- 8 **Does my EasyPhone have an answerphone or voicemail service?**
No there is no voicemail service. An incoming call will just continue ringing until the caller ends the call.
- 9 **Can I change to an alternative tariff?**
Yes you can change to an alternative price plan. Just call Customer Services on **0800 085 2763** and they will make the required change. Changes can only be made for a future billing period.
- 10 **What if my phone is lost or stolen?**
To report a lost or stolen phone please call Customer Services on **0800 085 2763**. They will temporarily suspend your EasyPhone. We will then arrange to produce and dispatch a new phone. There will be an additional charge of £35.00 in VAT for a replacement handset. The good news is that your EasyPhone can only ever be used to call the pre-programmed numbers.

Call helpline: 0800 085 2763
Lines are open 9.00am – 5.00pm, Monday to Friday.

EasyPhone®
youreasyphone.com



Insight:
I helped brand CyCell's new phone and created the identity, posters, brochures and phase one website for the preselected name "EasyPhone".
I then rebranded the product after some pressure from EasyJet made the client abandon their original positioning.