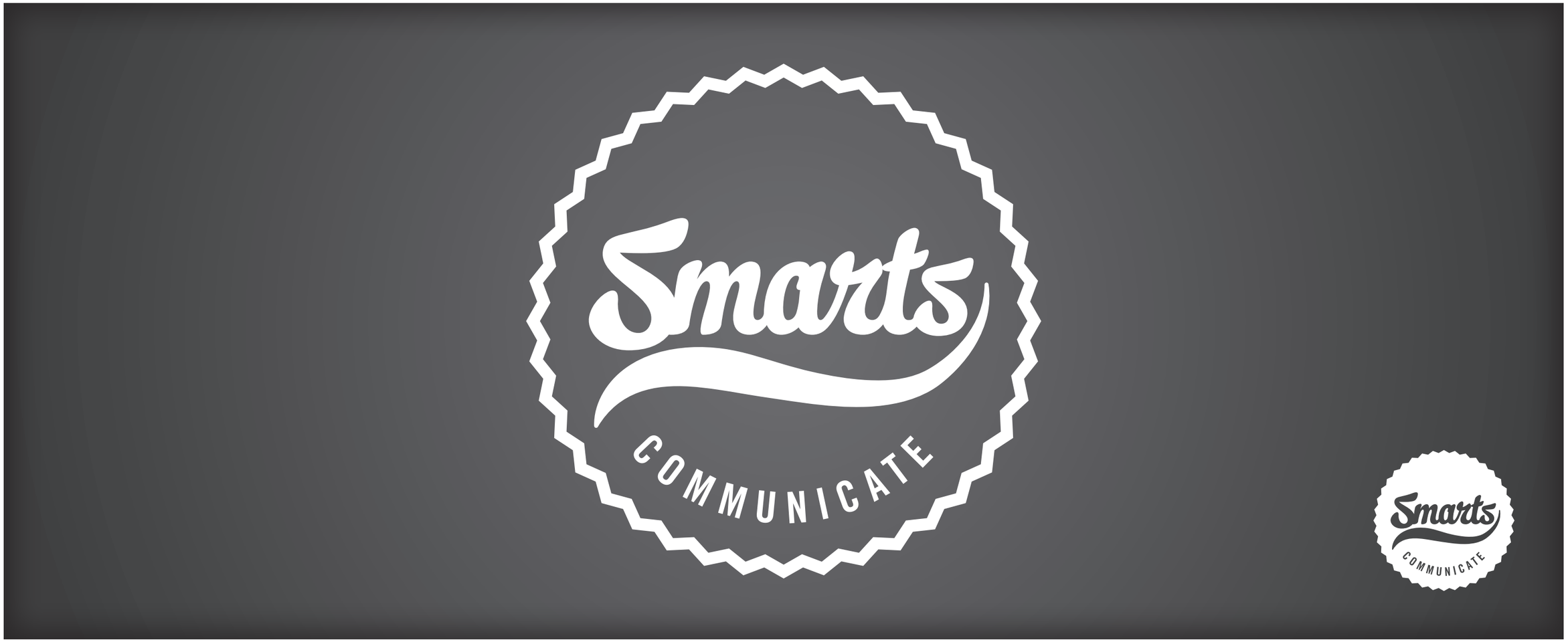
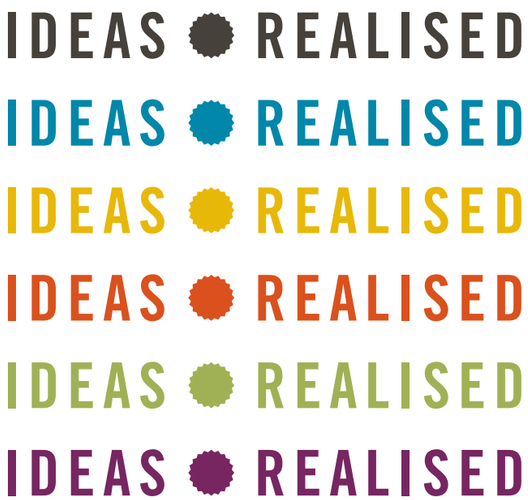
HELLO.
I'M DAN.

Selection of work undertaken whilst at **Smarts Communicate**





SMARTS COMMUNICATE: Full Internal Rebrand / New identity colour options

1. CHAPTER TITLE

1.1 SUBSECTION TITLE

Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint.

ent quatusam, corita porum quis di ut
ciistotat harchil ipsuntinum, quo cum res
ero quissi officia debis velita dolumen
uidiscita parunt offic to venihillorro quid
m hillorr oremqui archil is des eaqui
em aspidem.

E GOES HERE

um sit, id ut fuga. Et eiunt. Hent
rum quis di ut volenim possima
psuntinum, quo cum res re pa nos sint
cia debis velita dolumen totate nam unt.
offic to venihillorro quid quid molum cum,
archil is des eaqui temquam rem apicidem
xperisserum sit, id ut fuga. Et eiunt. Puda
t, id ut fuga. Et eiuntn experisserum sit,
Sequidiscita parunt offic to venihillorro
n, sum hillorr oremqui archil is des eaqui
em aspidem. Puda con experisserum sit,
ent quatusam, corita porum quis di ut
ciistotat harchil ipsuntinum, quo cum res
ero quissi officia debis velita dolumen

Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint quiaspero quissi officia debis velita dolumen totate nam unt. Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint quissi officia.

Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint quiaspero quissi officia.

Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt.

Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint quiaspero quissi officia debis velita dolumen totate nam unt. Sequidiscita parunt offic to venihillorro quid quid molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Hent quatusam, corita porum quis di ut volenim possima sinciistotat harchil ipsuntinum, quo cum res re pa nos sint quiaspero quissi officia debis velita dolumen totate nam unt. Sequidiscita parunt offic to venihillorro quid quid

molum cum, sum hillorr oremqui archil is des eaqui temquam rem apicidem aspidem. Puda con experisserum sit, id ut fuga. Et eiunt. Puda con experisserum sit, id ut fuga. Et eiuntn experisserum sit, id ut fuga.

Et eiunt. Sant quae cone vendae nectatet es conessunt hitatus et est audigent, sum expellam ipisit ut volorum quatis ex et, quatem volessunt labor mo blabore volor atur adicaer iberibus neceperfero eos es velectet lam, quia enimusdam cus aut quate perovid que eum ab idenimolupit labor sitiumqui nobis sit, omnis arciam volor sed quatem nonsectis eriore volessitatia. Dolute minient, sa nat enemole ceperum quuntis mi, odi doluptaque ero et explant.

Laccum ne nimodit, con re as si utemporem sincia quist, te reror aborerciusam aspel eos ullab imintur iassit labor aut odio magni occustio ipicius modio te endis untiume niment volorerumque quid et, qui nam, te nit vellibus, ad quibusant vent latint quibusa ndebit moditium re quaescide dolo consequam doluptas a volore aperum cuptium nos ullora dipid mo estiuntore volland igenihi lloratqui.

SMARTS COMMUNICATE: Full Internal Rebrand / Proposal document / Business Cards

SMARTS COMMUNICATE

Smarts House, 157-159 High Street, Holywood, BT18 9HU
T. +44 (0)28 9039 5500 **W.** smartscommunicate.com
E. hello@smartscommunicate.com

SMARTS COMMUNICATE

Smarts House, 157-159 High Street, Holywood, BT18 9HU
T. +44 (0)28 9039 5500 **W.** smartscommunicate.com
E. hello@smartscommunicate.com

SMARTS COMMUNICATE

Smarts House, 157-159 High Street, Holywood, BT18 9HU
T. +44 (0)28 9039 5500 **W.** smartscommunicate.com
E. hello@smartscommunicate.com

SMARTS COMMUNICATE

Smarts House, 157-159 High Street, Holywood, BT18 9HU
T. +44 (0)28 9039 5500 **W.** smartscommunicate.com
E. hello@smartscommunicate.com

SMARTS COMMUNICATE

Smarts House, 157-159 High Street, Holywood, BT18 9HU
T. +44 (0)28 9039 5500 **W.** smartscommunicate.com
E. hello@smartscommunicate.com

IDEAS REALISED

A MEMBER OF MSQ PARTNERS LIMITED Smarts (NI) Limited. Registered in Northern Ireland NI 024211. Registered address: 157-159 High Street, Holywood, BT18 9HU

IDEA GENERATION KIT:
A fun mailing packed full of little gifts that will help people come up with some great ideas. Posted out to several hundred clients on the launch of the new Smarts brand. My role involved working on everything from concept and copy through to design.

SMARTS COMMUNICATE: Full Internal Rebrand

CHRISTMAS MAILING:
The 2012 Smarts Christmas card was all based on the idea of encouraging people to switch off over Christmas, so to remind them of their commitment we sent a little personalised badge and tips booklet as our little Christmas greeting. My role covered concept, design, copywriting and print management.

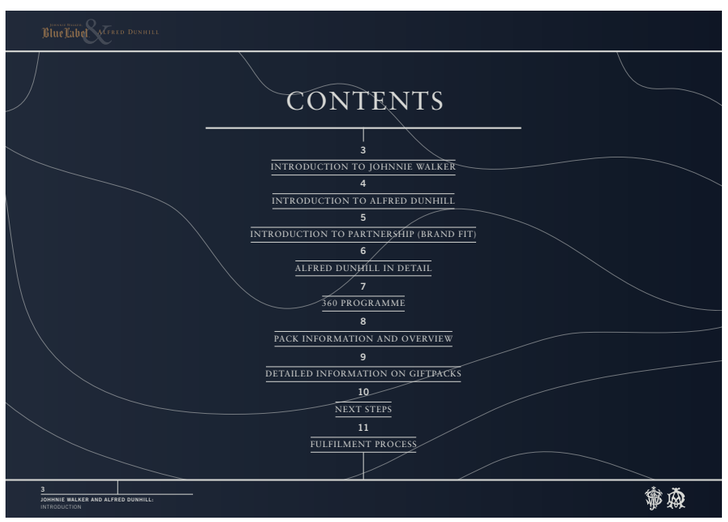
SMARTS COMMUNICATE: Full Internal Rebrand

Spread
THE
LOVE

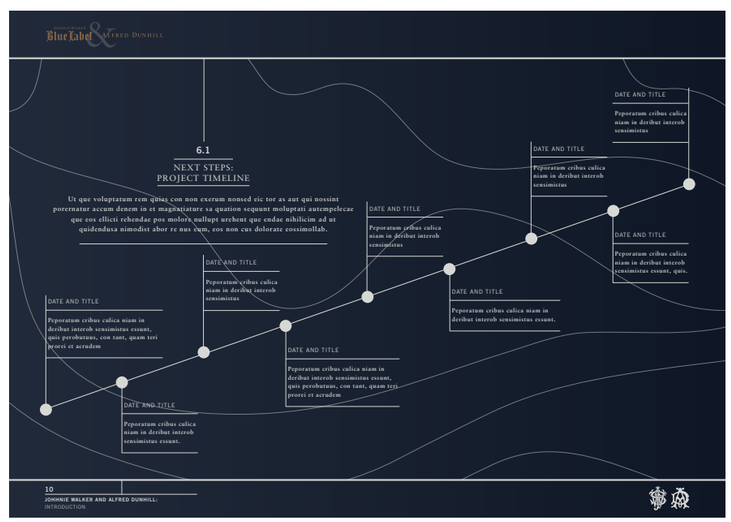
GOLDEN COW BUTTER/KERRY FOODS: Spread the Love campaign

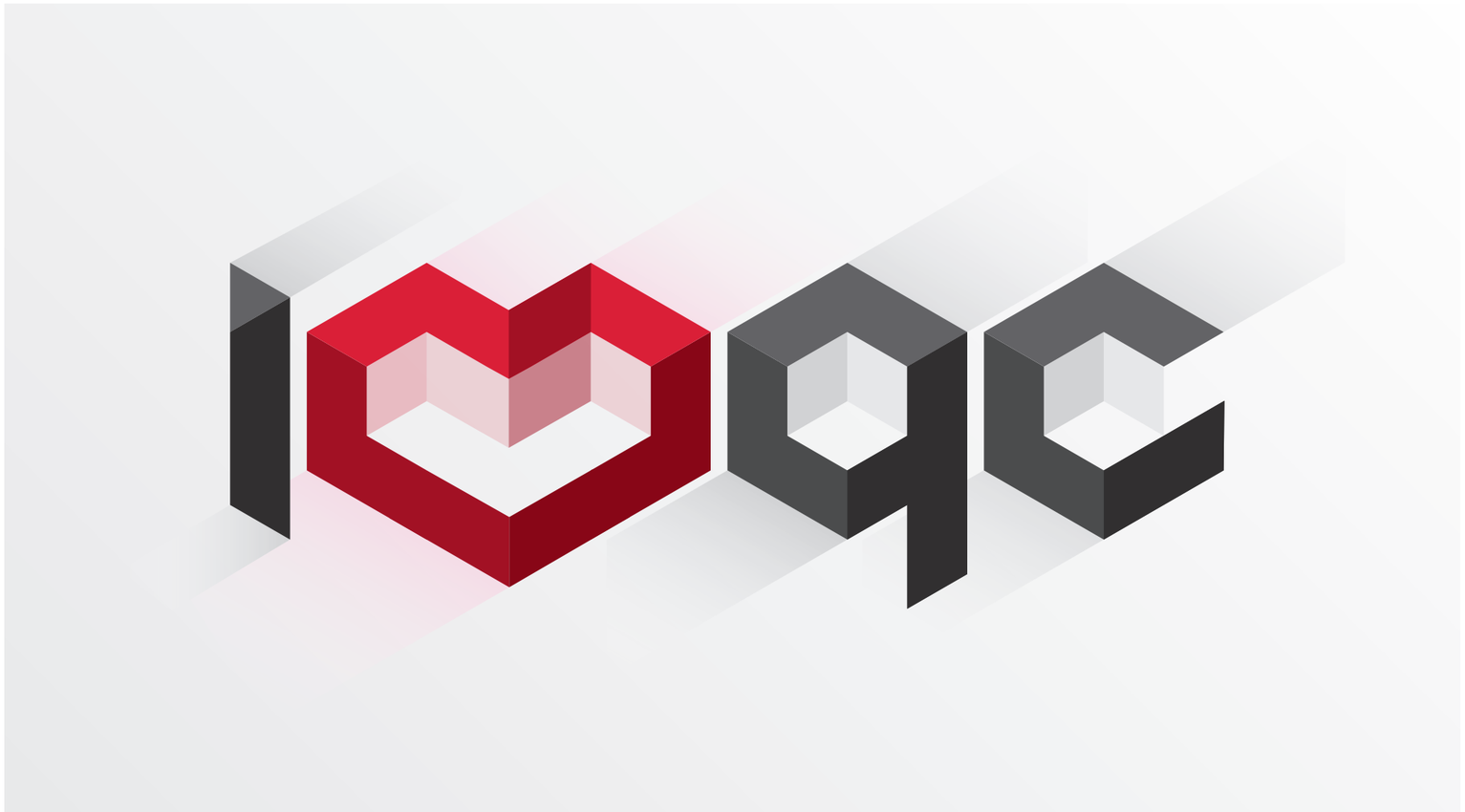
JOHNNIE WALKER DOUBLE BLACK: 48 Sheet 'Taste Intensity' Ad execution / Roles: Part of copywriting team, graphic design, photoshop retouching of liquid images

JOHNNIE WALKER®
Blue Label™
&
ALFRED DUNHILL
JOHNNIE WALKER BLUE LABEL
& ALFRED DUNHILL
INTERIM TOOLKIT


CONTENTS
3
INTRODUCTION TO JOHNNIE WALKER
4
INTRODUCTION TO ALFRED DUNHILL
5
INTRODUCTION TO PARTNERSHIP (BRAND FIT)
6
ALFRED DUNHILL IN DETAIL
7
360 PROGRAMME
8
PACK INFORMATION AND OVERVIEW
9
DETAILED INFORMATION ON GIFTPACKS
10
NEXT STEPS
11
FULFILMENT PROCESS

1.3
INTRODUCTION TO JOHNNIE WALKER


6.1
NEXT STEPS:
PROJECT TIMELINE

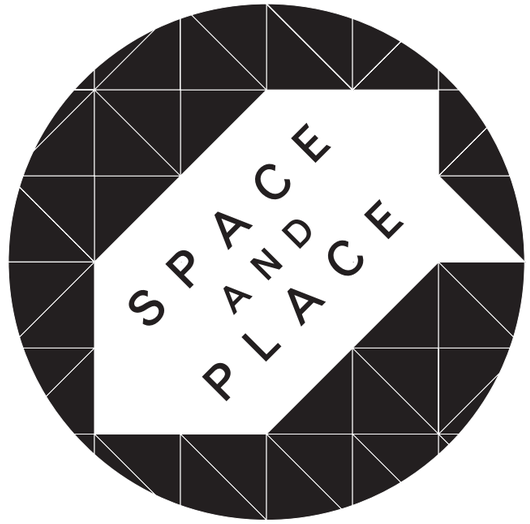


THE DIAGEO WAY OF CATEGORY MANAGEMENT

THE DIAGEO WAY OF
CATEGORY
MANAGEMENT
JUNE 2012
LONDON

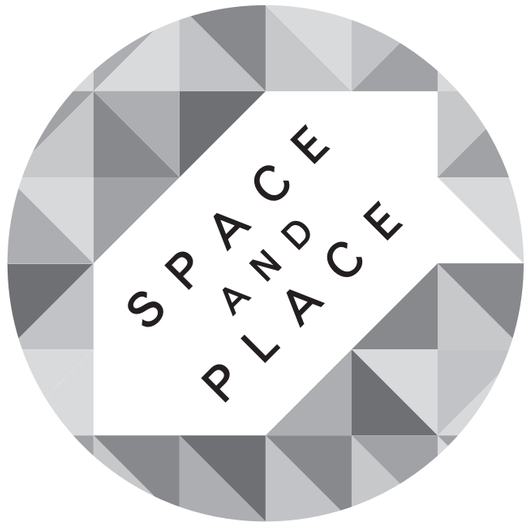
THE DIAGEO WAY OF
CATEGORY
MANAGEMENT
CATEGORY STRATEGY
STRATEGIC SOURCING
SUPPLIER MANAGEMENT
VALUE
LEVEL ONE
CATEGORY
STRATEGY
SUBSECTION ONE
Pa voles aut ium quiati doluptatem earum rereiunt eum id maximpos id et quossimin porionsectem nulpa.
Point one
Point two
Point three

SPACE
AND
PLACE

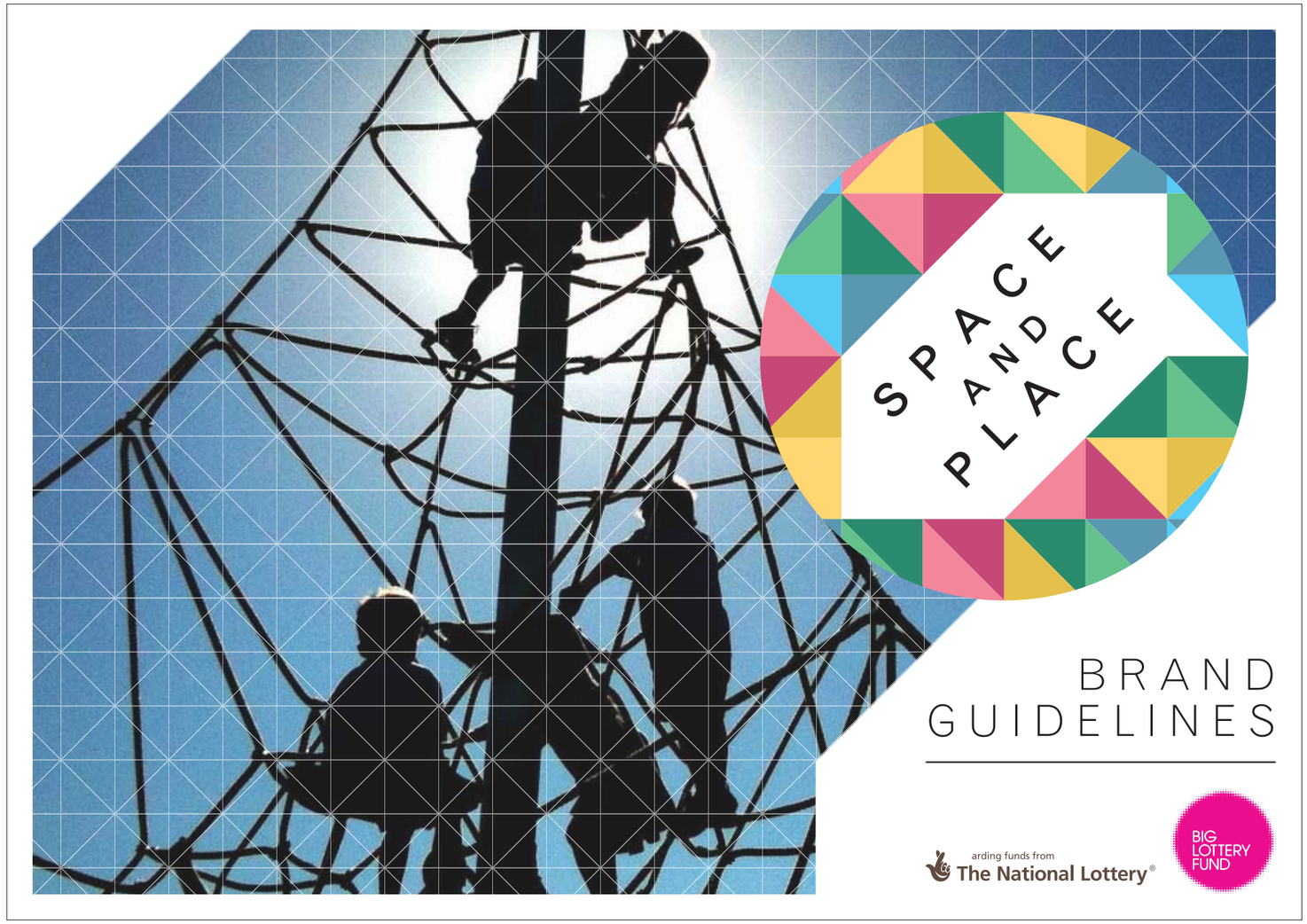

SPACE
AND
PLACE

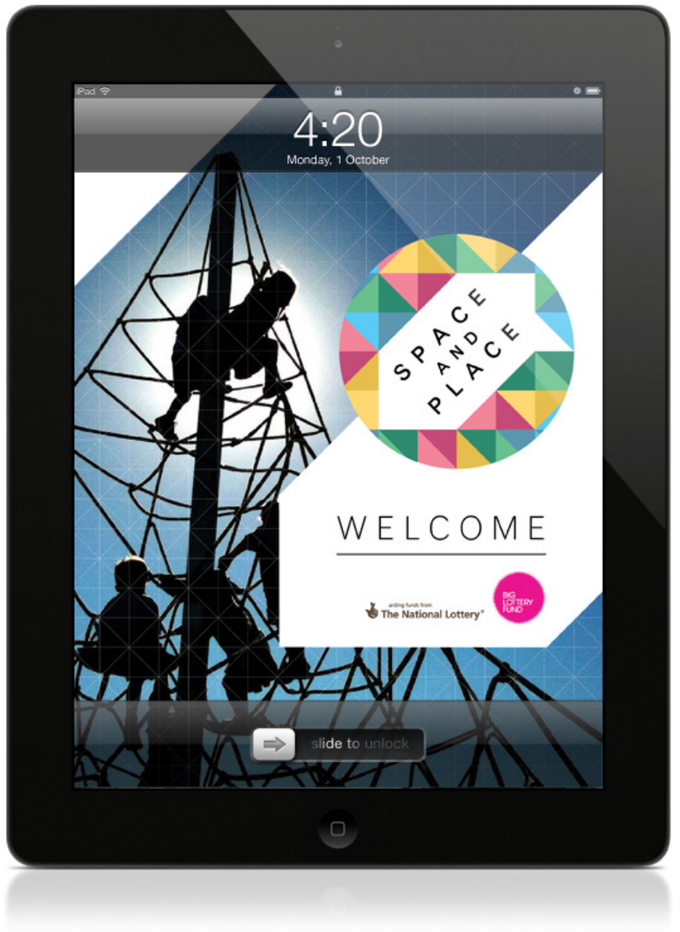
SPACE
AND
PLACE

SPACE
AND
PLACE


SPACE
AND
PLACE

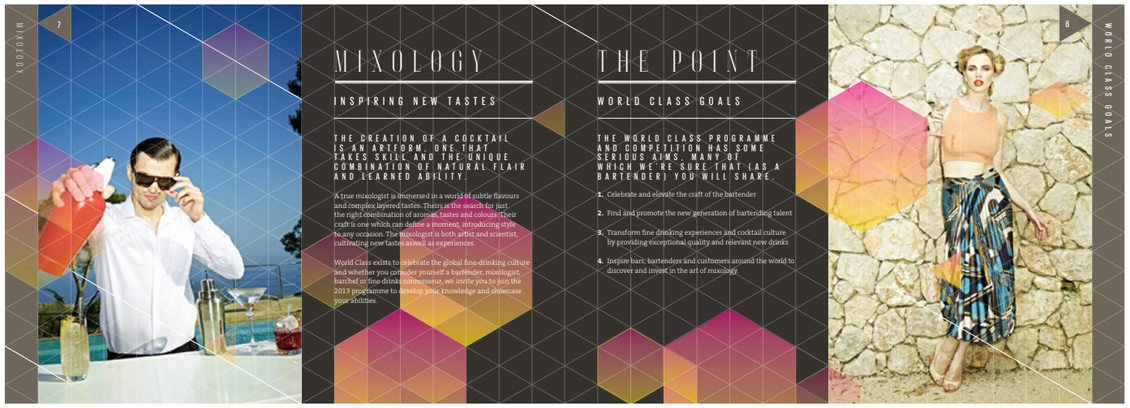
SPACE
AND
PLACE

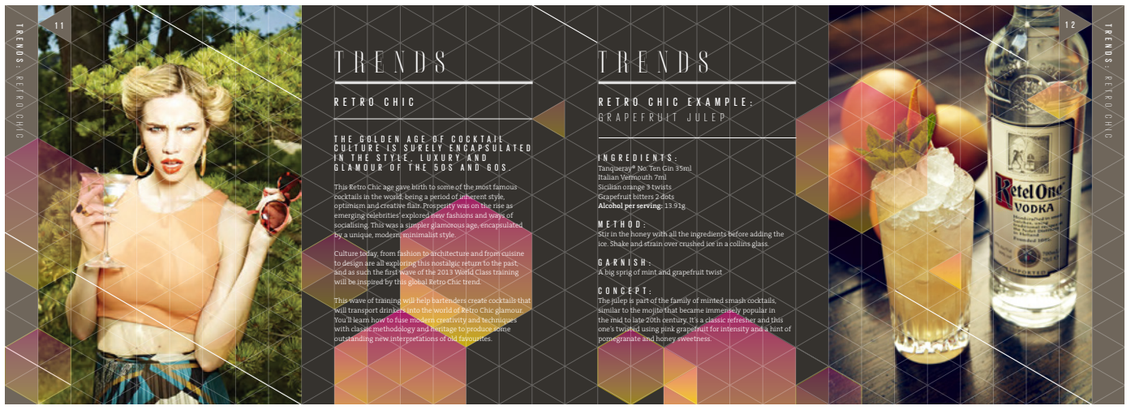

SPACE
AND
PLACE
BRAND
GUIDELINES
arding funds from
The National Lottery®
BIG
LOTTERY
FUND


iPad
4:20
Monday, 1 October
SPACE
AND
PLACE
WELCOME
arding funds from
The National Lottery®
BIG
LOTTERY
FUND
slide to unlock

DIAGEO
PRESENTS
WORLD
CLASS
WORLD BARTENDER
AWARDS 2013
worldclass
COLLECTION
INFORMATION GUIDE

INTRODUCTION
1
WORLD CLASS
BARTENDERS
THE WORLD CLASS
PREMIUM SPIRITS
COLLECTION
A WORLD OF
NEW FLAVOURS
THE WORLD'S
PREMIER
MIXOLOGIST
COMPETITION
WORLD
CLASS
2
INFORMATION GUIDE


MIXOLOGY
7
MIXOLOGY
INSPIRING NEW TASTES
THE CREATION OF A COCKTAIL IS AN ARTFORM, ONE THAT TAKES SKILL AND THE UNIQUE COMBINATION OF NATURAL FLAIR AND LEARNED ABILITY.
A true mixologist is immersed in a world of subtle flavours and complex layered tastes. There is the search for just the right combination of aromas, tastes and colours. Their craft is one which can define a moment, introducing style to any occasion. The mixologist is both artist and scientist, cultivating new tastes as well as experiences.
World Class exists to celebrate the global fine-drinking culture and whether you consider yourself a bartender, mixologist, bachelor of fine drinks connoisseur, we invite you to join the 2013 programme to develop your knowledge and showcase your abilities.
THE POINT
WORLD CLASS GOALS
THE WORLD CLASS PROGRAMME AND COMPETITION HAS SOME SERIOUS AIMS, MANY OF WHICH WE'RE SURE THAT (AS A BARTENDER) YOU WILL SHARE.
1. Celebrate and elevate the craft of the bartender
2. Find and promote the new generation of bartending talent
3. Transform fine drinking experiences and cocktail culture by providing exceptional quality and relevant new drinks
4. Inspire bars, bartenders and customers around the world to discover and invest in the art of mixology
8
WORLD CLASS GOALS


TRENDS : RETRO CHIC
11
TRENDS
RETRO CHIC
THE GOLDEN AGE OF COCKTAIL CULTURE IS SURELY ENCAPSULATED IN THE STYLE, LUXURY AND GLAMOUR OF THE 50S AND 60S.
This Retro Chic age gave birth to some of the most famous cocktails in the world, being a period of inherent style, optimism and creative flair. Prosperity was on the rise as emerging celebrities explored new fashions and ways of socialising. This was a simpler glamorous age, encapsulated by a unique, modern minimalist style.
Culture today, from fashion to architecture and from cuisine to design are all exploring this nostalgic return to the past, and as such the first wave of the 2013 World Class training will be inspired by this global Retro Chic trend.
This wave of training will help bartenders create cocktails that will transport drinkers into the world of Retro Chic glamour. You'll learn how to fuse modern creativity and techniques with classic methodology and heritage to produce some outstanding new interpretations of old favourites.
TRENDS
RETRO CHIC EXAMPLE:
GRAPEFRUIT JULEP
INGREDIENTS:
Tanqueray® No Ten Gin 35ml
Italian Vermouth 7ml
Sicilian orange 3 barlits
Grapefruit bitters 2 dots
Alcohol per serving: 13.93g
METHOD:
Stir in the honey with all the ingredients before adding the ice. Shake and strain over crushed ice in a collins glass.
GARNISH:
A big sprig of mint and grapefruit twist
CONCEPT:
The julep is part of the family of minted smash cocktails, similar to the mojito that became immensely popular in the mid to late 20th century. It's a classic refresher and this one's twisted using pink grapefruit for intensity and a hint of pomegranate and honey sweetness.
Ketel One
VODKA
12
TRENDS : RETRO CHIC

DROP ME A LINE.

www.chunkfunk.co.uk
dan@chunkfunk.co.uk