

Give London back its trees  
www.treesforlondon.org.uk



GOLD

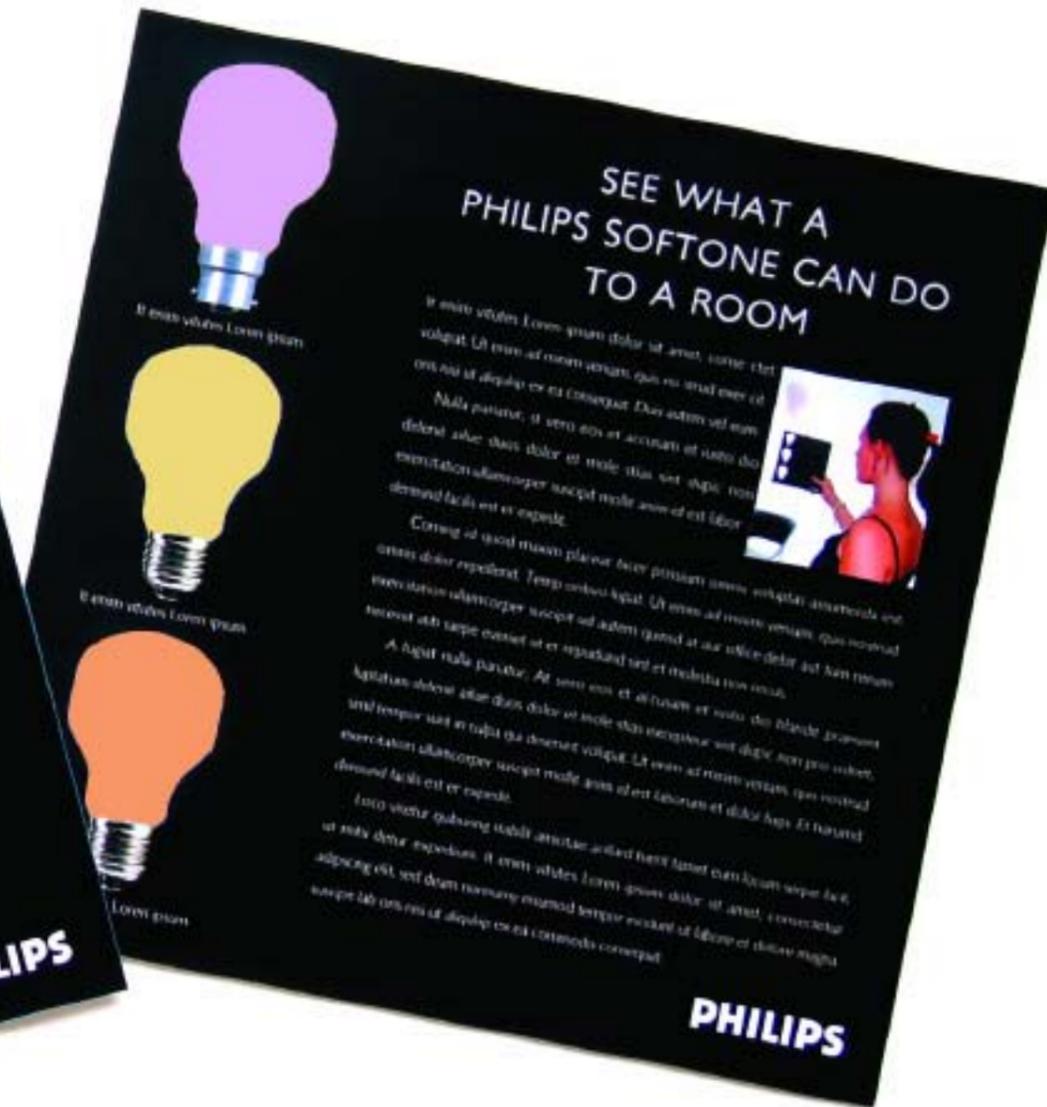
Public Service

Title: Nine Elms Lane

Trees for London-Press

The client wanted to get more trees planted in London.

We thought the best way to do that was to bring to the attention of Londoner's how many trees had already been lost. So we showed streets that were named after trees that were no longer there.



Title: Look and See

Philips - Direct Mail

Philips wanted to show people how their coloured lightbulbs could transform the look of a room.

We created a Direct Mail pack which contained a piece of card with corresponding coloured gels in place of the coloured lightbulbs. By looking through the gels, potential customers were able to choose the colour bulb that would best suit their room.



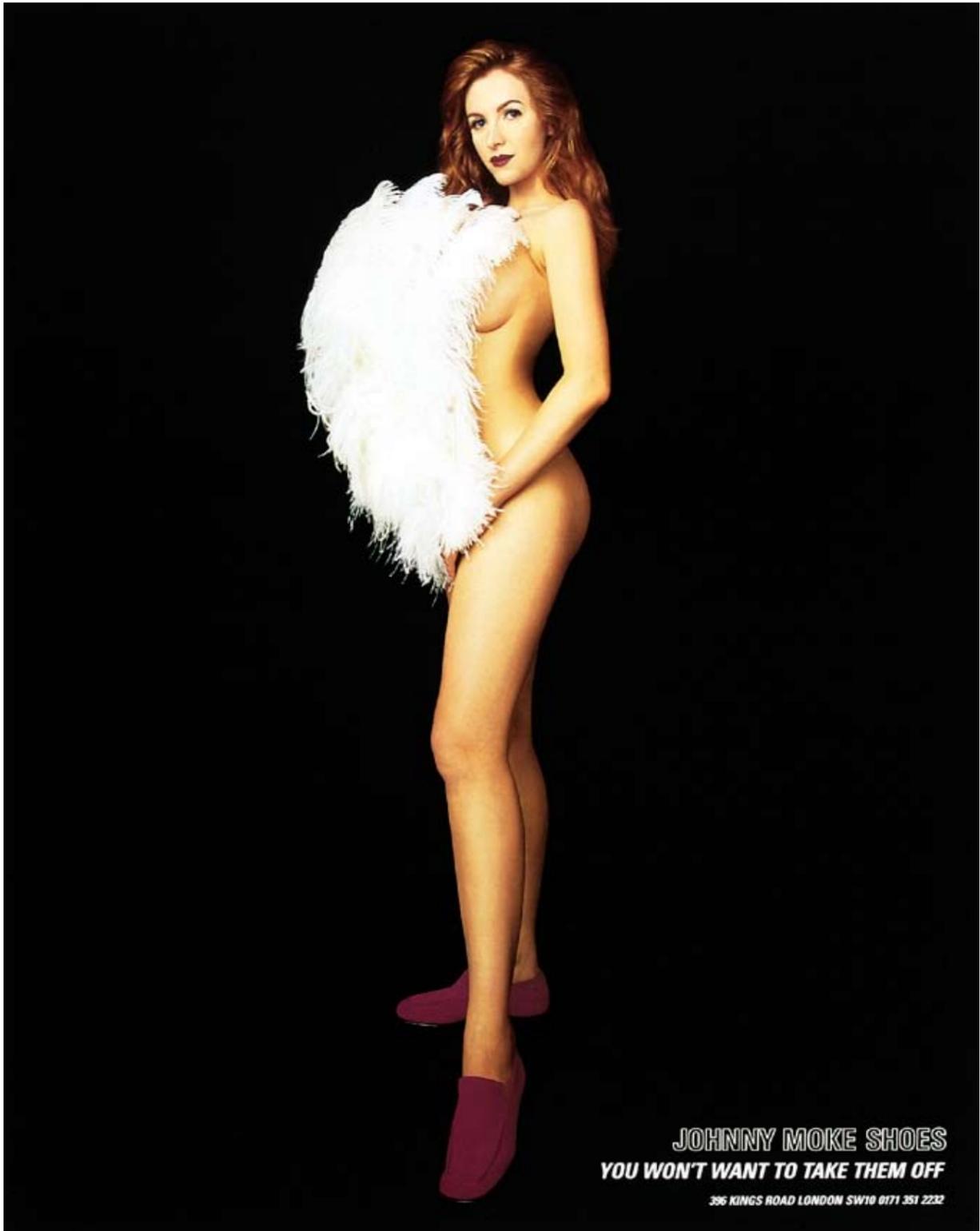
FINALIST

Title: Russian Doll

Ariel - DM

Ariel wanted a pack which would contain a free sample of their washing tablets. New mums would take this home from hospital and be reminded Ariel is suitable for every stage of a growing child's life.

We came up with the idea of Russian dolls to demonstrate Ariel's suitability for every age group. On the outside we showed a boy almost grown-up playing football. Next he was a schoolboy, then a toddler and finally a baby who needed soft nappies.



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campaign

PRESS

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SILVER

Fashion and Beauty

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Title: Fan

Johnny Moke - Press



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Title: Pencil

Gentlemen's 3 - DM

The client wanted something to send to customers to remind them of the benefits of Gentlemen's Three and renew their order. It was to be memorable and worth holding onto.

We came up with a pencil - always useful. Ours had more of a point to it, promoting as it did a supplement that would do wonders for a gentleman's love life.



campaign

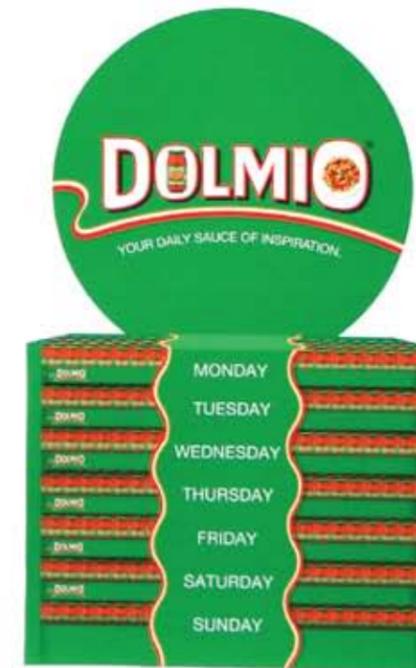
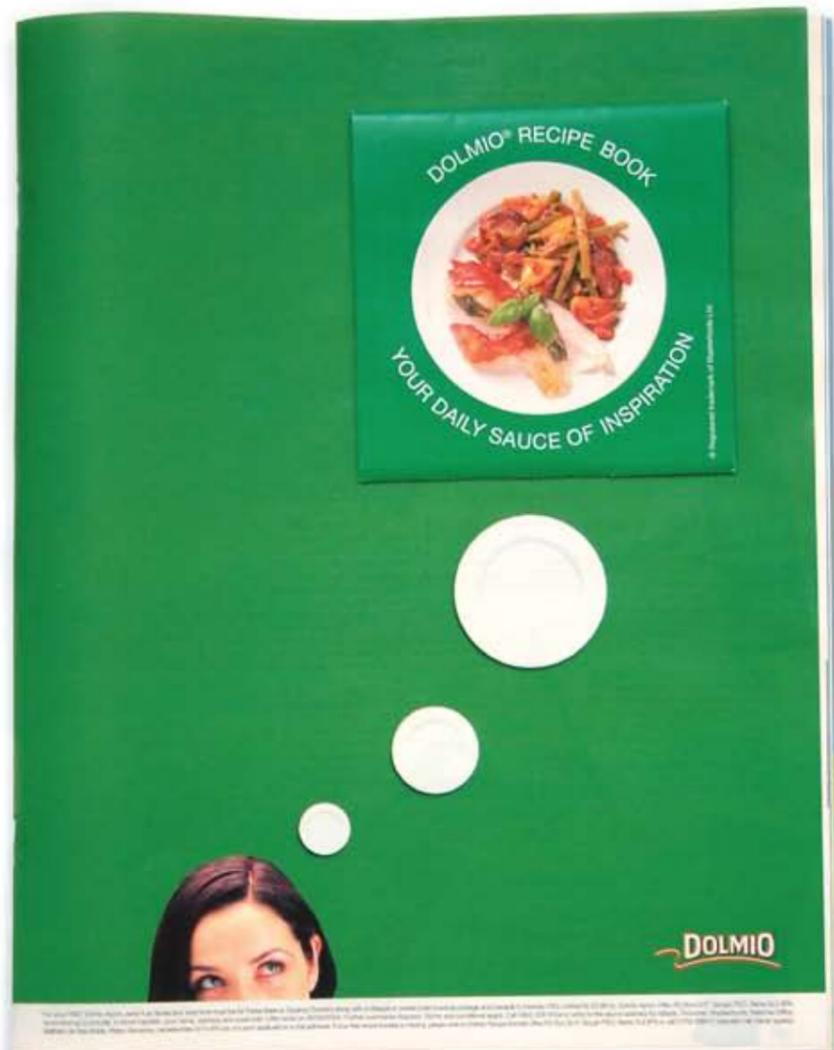
PRESS

SILVER

Consumer magazines

Title: Pearls

Kingfisher - Press



Title: Daily Sauce

Dolmio-Press, Recipe, Booklet, Tip-on, Instore

Dolmio wanted to publicise their new range of seven sauces.

We invented the "Daily Sauce of Inspiraton" recipe booklet in which a well known chef made a pasta dish using Dolmio sauces. Kept by mums all over the country, the recipes proved so popular they had a microsite devoted to them on the Dolmio website.



A TEENAGER IN EVERY BOTTLE



IN BOOK

Title: Photo-booth

Gericaps-Press

