



GOLD

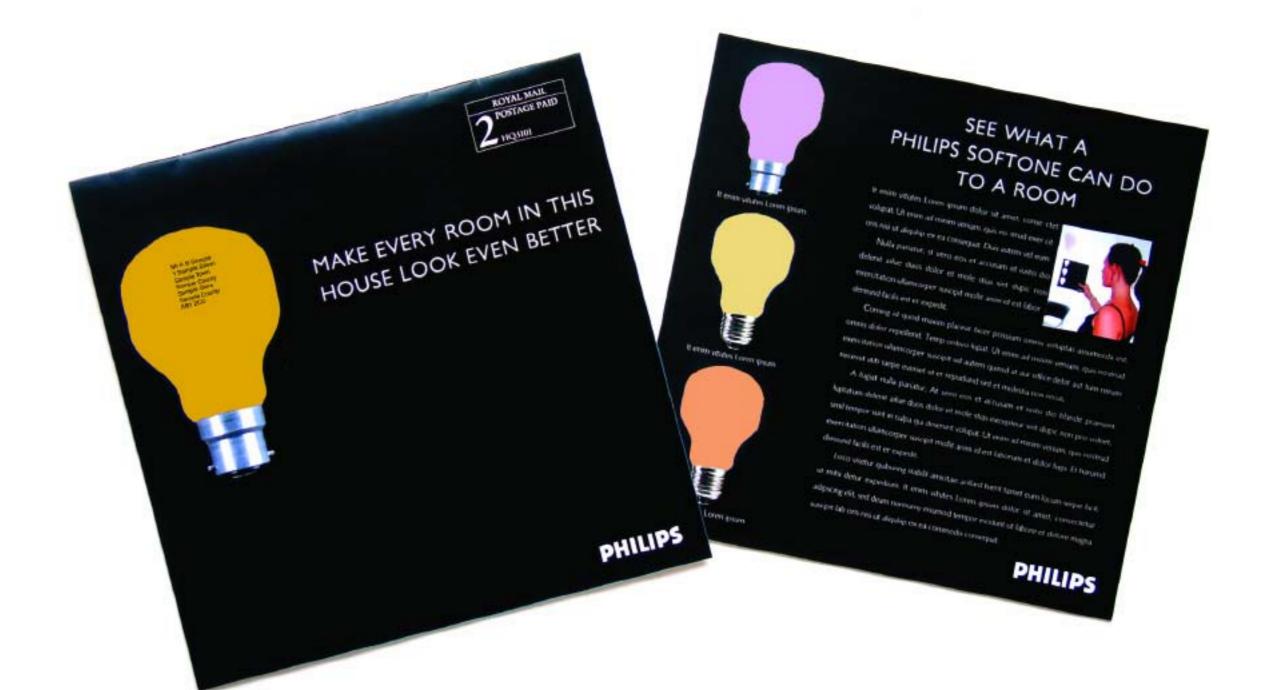
**Public Service** 

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.



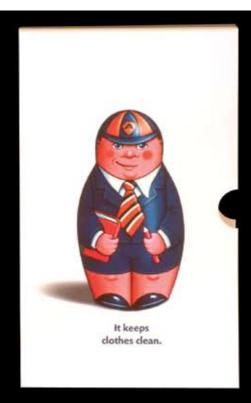
Title: Look and See

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.



## campaign

## PRESS

SILVER

Fashion and Beauty

Title: Fan

Johnny Moke - Press



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

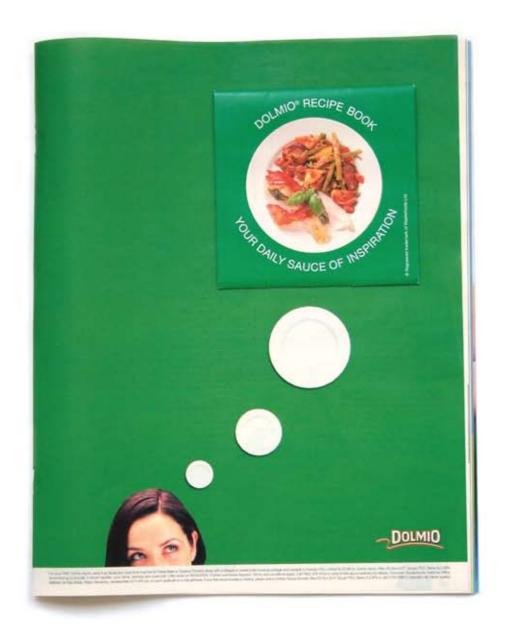
## **PRESS**

SILVER

Consumer magazines

Title: Pearls

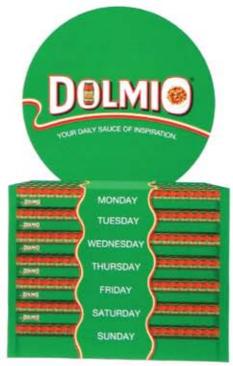
Kingfisher - Press











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



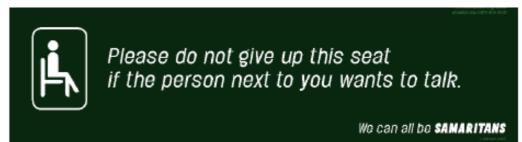
IN BOOK

Title: Photo-booth

Gericaps-Press













Here. There. Anywhere.

We can all be SAMARITANS





Title: Bench

Samaritans -TV, Radio, Press, Posters, Tube Posters, Website, Taxis, Mugs, T-Shirts.

Overwhelmed by online requests for help, The Samaritans wanted a media-neutral campaign to make people turn to each other for help before turning to them.

To make young people aware of the comprehensive support available for them online, we came up with the idea of showing situations where one person had been supporting another. It was a concept with virtually limitless applications. If you would like to see the TV and radio ads for this campaign, please go to my website, www.mikekeane.co.uk The website unfortunately no longer exists.