

Chelsea Football Club

Membership packs

True Blue was a complete revamp of the club's membership package to reflect Chelsea's new aspirations and positions.

In the Blood followed up the success of True Blue and built on it with a membership pack that reflected the fans commitment to the club.



Fulham FC



Renewal pack

Fulham Football Club prides itself on doing football right. And Craven Cottage is a unique ground with real character. This pack used both elements to encourage fans to renew their season tickets.



The Carphone Warehouse

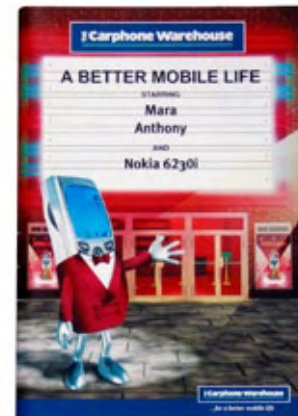
Chatter

Creative use of digital print to create a charming but effective DM piece to existing customers.



Welcome Pack

One of the first and most successful uses of digital print to target new customers. It made customers feel welcome, cross-sold new products and reduced inbound calls to support lines.



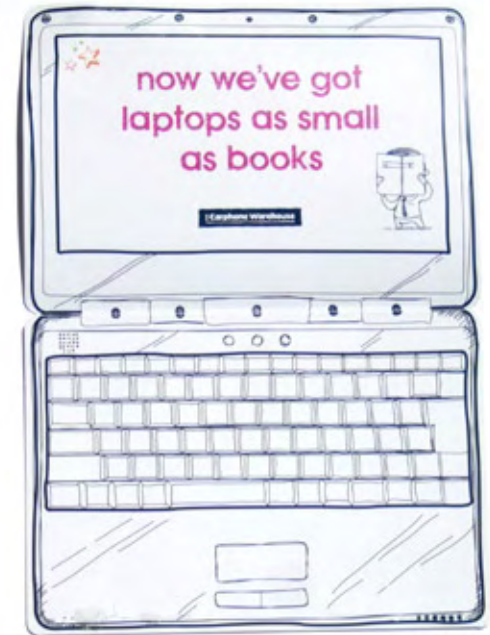
The Carphone Warehouse

Laptop DM

The Carphone Warehouse wanted to reposition themselves as providers of innovative laptop solutions without losing their reputation for value and service. This piece built on their heritage to do just that.

Voucher book

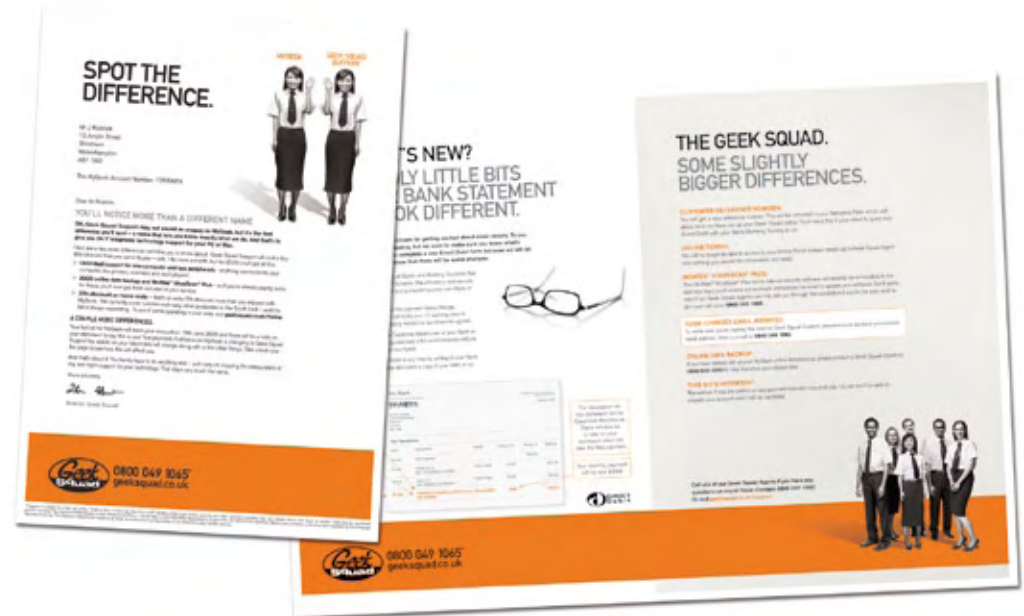
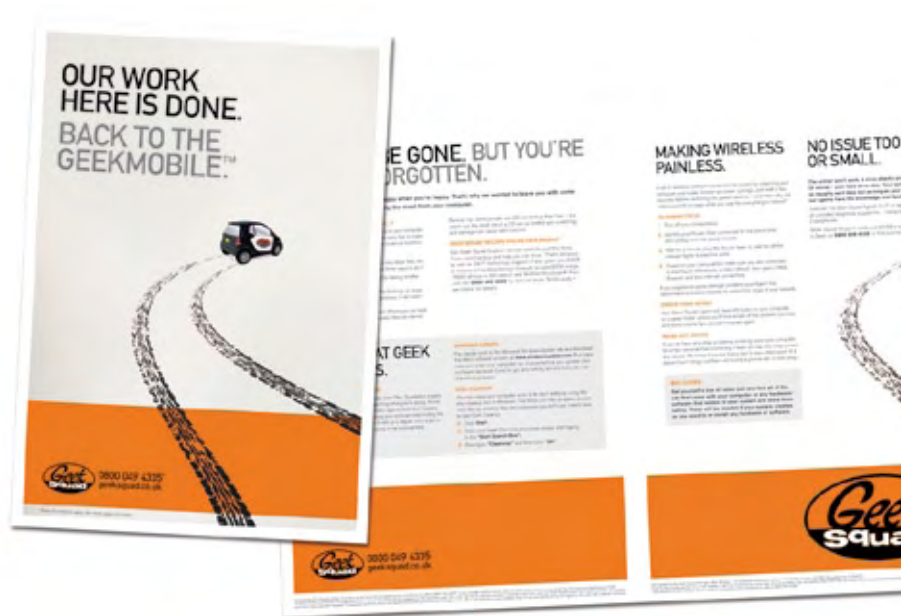
A pack that had to be all things to all customers - highlighting service, value and breadth of offering across mobile, laptops and broadband. The voucher book did it all, making the most of the Carphone's new branding at the same time.



The Geek Squad

Posters, DM, leaflets

A great brand with a very individual tone of voice. These techno saviours have got a quirky sense of humour and real pride in the work they do.



Graphic Inline Printers

A highly personalised DM piece demonstrating the creative possibilities of digital print. The cardboard 'Amazon' outer got past the gatekeeper and the book was tailored not just to the recipient, but to their position, company and industry.



Sky

I've worked on a variety of customer mailings promoting cross-sell of Sky TV, telephony and broadband products. Many of these are timed to coincide with periods such as Christmas or the summer holidays.



Yell

You're the boss

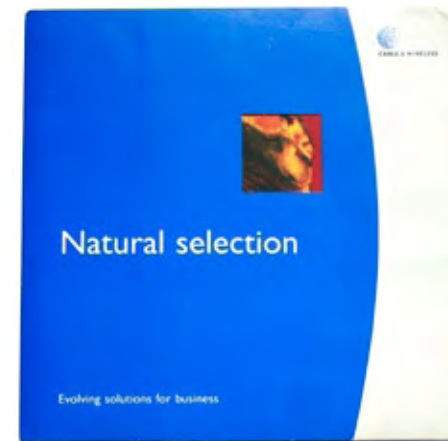
A renewal pack to existing Yell customers encouraging them to continue their listing and to make even more of Yell's products range. The origami theme emphasised that Yell respected what their customers wanted.



Cable and Wireless

Natural Selection

Technology evolves at a rapid rate – and companies need to adapt to ensure they remain competitive. This piece built on this theme to sell C&W's range of LAN and WAN solutions to businesses.



Betfair

Three Kings

A Christmas mailing to existing Betfair customers to thank them for their custom and to encourage customer loyalty. The gift of playing cards and the concept of the three kings tied in perfectly with the Christmas message.



Honda Lawnmowers

Trusted friend

Honda's research showed that men saw their lawnmowers as more than a bit of machinery – they saw them as a reliable, trusted partner. This DM used that insight to encourage owners to book their lawnmowers in for an annual service.



Imodium

Suitcase

An upset stomach can ruin a holiday. So, this piece was created to remind people about to go on holiday to pack Imodium Instants – an instant solution to the problem.



Convenient relief from diarrhoea - anytime, anywhere

Whether you're going on holiday to Cornwall, Cornwall or even further afield this summer, you'll want to make the most of your time. Up to 50% of holidaymakers suffer from tummy troubles away on holiday. That's why it makes sense to pack Imodium™ Instants for fast, effective relief anywhere, anytime - so that you and your family can enjoy a carefree holiday.

Convenient, discreet and easy to take, Imodium™ Instants melt on the tongue in seconds - you don't even need water to take them, which means they're perfect for holiday travel. And with your suitcase so full, you've made more room to put a pack of your suitcase this summer.

Some travellers packing this summer with Imodium™ Instants

For further healthy holiday advice visit www.imodium.com

Imodium™ Instants are not effective for healthy adults aged 12 years. Children under 12 should use oral rehydration solution to prevent dehydration during illness.

Write to receive a free holiday checklist and advice on how to prevent tummy troubles on holiday. Please also complete the form to get your free checklist.	
Name	_____
Address	_____
Postcode	_____
Phone	_____
E-mail	_____
Please check all that apply:	
Male	<input type="checkbox"/>
Female	<input type="checkbox"/>
Age	<input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65+
Country	<input type="checkbox"/> UK <input type="checkbox"/> Ireland <input type="checkbox"/> France <input type="checkbox"/> Spain <input type="checkbox"/> Portugal <input type="checkbox"/> Italy <input type="checkbox"/> Greece <input type="checkbox"/> Turkey <input type="checkbox"/> Other _____
When you'll be on holiday	<input type="checkbox"/> Summer <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Autumn
How often you'll be on holiday	<input type="checkbox"/> Once <input type="checkbox"/> Twice <input type="checkbox"/> More than twice
How often you'll be on holiday	<input type="checkbox"/> 1-2 weeks <input type="checkbox"/> 3-4 weeks <input type="checkbox"/> More than 4 weeks
How often you'll be on holiday	<input type="checkbox"/> 1-2 months <input type="checkbox"/> 3-4 months <input type="checkbox"/> More than 4 months
How often you'll be on holiday	<input type="checkbox"/> 1-2 years <input type="checkbox"/> 3-4 years <input type="checkbox"/> More than 4 years
How often you'll be on holiday	<input type="checkbox"/> 5-10 years <input type="checkbox"/> More than 10 years
How often you'll be on holiday	<input type="checkbox"/> Never