

STACEY HELLO HELLO HELLO

GOEBEL HELLO HELLO HELLO

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HELLO 2024

PORTFOLIO



GOOGLE GLOBAL ONE PAGERS



In the efforts to make make their global services more accessible and easily downloadable, Google required assistance making each product's webpage into downladable PDF's. The project consisted of fifteen documents and included image sourcing, image creation and layout design. Each document was then translated into 10 languages and distributed to the different markets. This project required co-ordination with local market leads from Google, copy writers and translators and produced 152 documents with in two months.



Google

إمكانية التحكم في تجربة استخدام YouTube

يستخدم ملايين الأشخاص YouTube كل يوم للاطلاع على آخر الأخبار أو الحصول على أفكار ملهمة أو الترفيه. وانطلاقاً من ذلك، نلتزم بتوفير منصة موثوقة بها يمكن أن يعتمد عليها المستخدمون ومشغلو المحتوى والفنانون، كما نعمل جاهدين لنحتمي معلوماتك ونتتبع لك إمكانية التحكم في تجربة استخدامك YouTube.

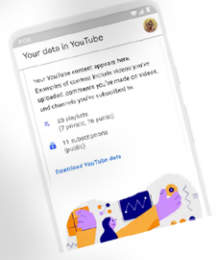
عناصر تحكم في الخصوصية سهلة الاستخدام

تتيح لك صفحة "إمكانية التحكم في YouTube" الوصول السريع إلى عناصر التحكم في خصوصية YouTube والمعلومات التي توضح كيفية تعامل YouTube مع بياناتك، مثل سجل المشاهدة وسجل البحث.

لا يمكن لأحد غيرك التحكم في النشاطات التي تقوم بها على YouTube. يمكنك التحكم في النشاطات التي تقوم بها على YouTube. يمكنك التحكم في النشاطات التي تقوم بها على YouTube. يمكنك التحكم في النشاطات التي تقوم بها على YouTube.

يمكنك إزالة فيديوهات وطلبات بحث محددة من سجل المشاهدة وسجل البحث أو إيقاف السجلين مؤقتاً أو البقاء من جديد من خلال حذف المحتوى بالكامل في سجلي البحث والمشاهدة. وأن الفيديو الذي تتم إزالته من السجل لن يظهر ضمن الاقتراحات، وطلبات البحث التي تتم إزالتها لن تظهر على هيئة اقتراحات في شريط البحث.

لمعرفة المزيد من المعلومات عن الخصوصية والأمان في Google، انتقل إلى g.co/safety



Google

Gizliliğinize saygı gösteren reklamlar.

Ürünlerimizi kullandığınızda bize güvenip verilerinizi paylaşırsınız. Bu verileri korumak da bizim sorumluluğumuzdur. İşte bu yüzden kişisel bilgilerinizi hiçbir zaman satmayız ve her adımda gizliliğinizi koruruz.

Kişisel bilgilerinizi hiçbir zaman satmayız

Reklamları kişiselleştirmek için asla hassas bilgileri kullanmayız

Reklamlar, ürünlerimizi ücretsiz olarak sunmamızı ve bizimle iş ortaklığı yapan web siteleri ile uygulamalara, içeriklerinin finansmanı konusunda yardımcı olmamızı sağlasa da kişisel bilgilerinizi satılık değildir. Size reklam gösterirken verilerinizi daima gizli tutarız.

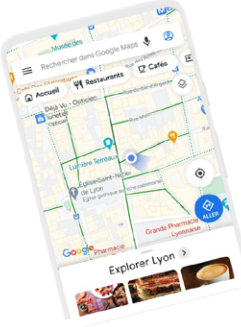
Veriler, reklamları kişiselleştirmek için daha faydalı olmaları sağlanamaz. Ancak e-postalarınız veya dokümanlarınızın içeriğini ya da sağlık, ırk, din veya cinsel yönelim gibi hassas bilgilerinizi reklamları size göre kişiselleştirmek için asla kullanmayız.

Platformlarımızda güvenli reklam deneyimleri yaşamamızı sağlamak için durmadan çalışıyoruz. Verileriniz, kişisel bilgilerinizi ele geçirme girişimleri gibi çeşitli güvenlik tehditlerini otomatik olarak engelleyen sektörde öncü güvenlik teknolojilerimiz tarafından korunur.

Google

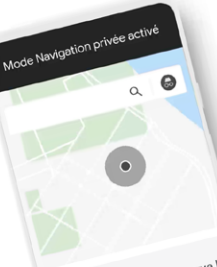
Explorez le monde tout en protégeant votre vie privée

Avec Maps, faites des découvertes aux quatre coins du monde ou dans votre quartier via l'onglet "Découvrir", obtenez des recommandations pour de nouveaux lieux populaires en fonction de vos centres d'intérêt et consultez le taux d'affinité, qui vous indique dans quelle mesure un lieu correspond à vos goûts et à vos préférences. Pendant que vous explorez le monde qui vous entoure, bénéficiez également d'informations en temps réel sur les conditions de circulation, les accidents et les transports en commun.



Mode navigation privée

Si vous utilisez Maps en mode navigation privée, votre activité ne sera pas enregistrée sur votre appareil. Vous pouvez facilement activer le mode navigation privée dans Maps en appuyant sur votre photo de profil. Vous pouvez également le désactiver à tout moment pour une expérience plus personnalisée, avec des recommandations de restaurants et d'autres fonctionnalités adaptées à vos besoins.



Pour savoir comment Google préserve la sécurité et la confidentialité de vos données, consultez le site g.co/safety

Google

إمكانية التحكم في تجربة استخدام YouTube

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GOOGLE DIGITAL SPRINTERS

Google was looking to make their 'Digital Sprinters' white paper more appealing for an upcoming conference. This is a tightly regulated brand that follows the strictest guidelines, however it is always rewarding to get the information to fit in a visually appealing way. The project required constant communication with the account lead in Hawaii and ran on a one week deadline so as to be presented during a global tech summit.

[google/outreach-initiatives/public-policy/the-opportunity-for-digital-sprinters](#)

[google/The_Digital_Sprinters.pdf](#)



SAFER INTERNET DAY INFOGRAPHICS



Working with Google and YouGov we collected comprehensive data representing the relationship between high ranking official (politicos and journalists) and thier internet security. The statistics have been pulled together to create infographics based on the results of each EMEA country.





KWIKFIT BROCHURE

Did you know that not being able to fit everything into the boot and last minute packing due to lack of organisation are among the most common causes of holiday arguments? To try make the holidays a bit more relaxing, Kwikfit created 'The Essential Car Boot Packing Guide To Your Summer Staycation'. The brochure was created within a week and was launched nationally. The images were carefully cropped to not show the talents face to future proof the document beyond the campaigns lifecycle.

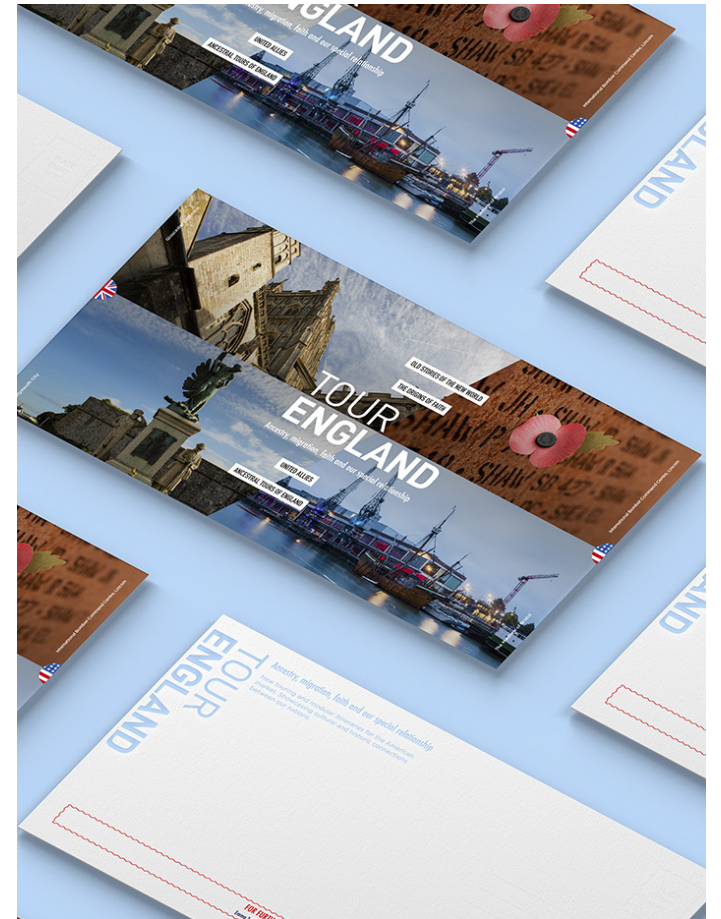
kwik-fit.com/blog/the-essential-car-boot-packing-guide-to-your-summer-staycation



DESTINATION PLYMOUTH

Visit England asked us to create promotional material including; signboards, multiple travel tour itineraries, posters/flyers and how-to-guides to prepare for an upcoming exhibition - Destination Plymouth.



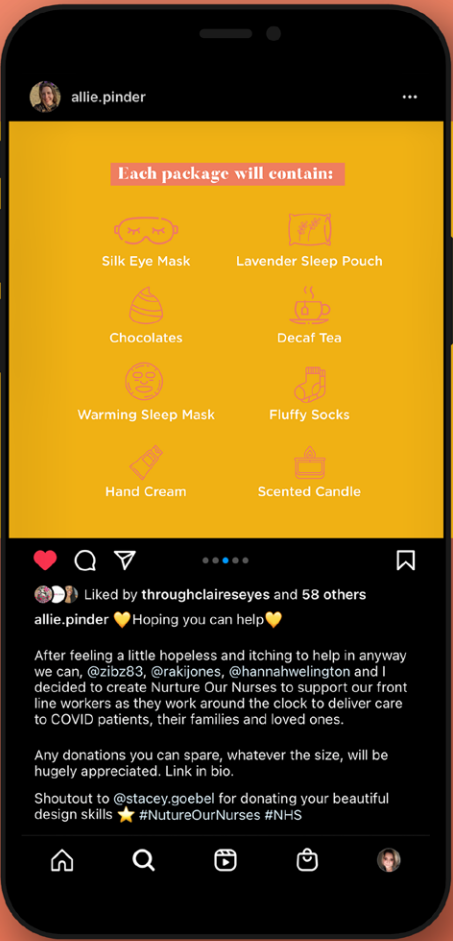


NURTURE OUR NURSES

After feeling a little hopeless and itching to help in anyway we could, some colleagues and I decided to create Nurture Our Nurses to support our front line workers as they work around the clock to deliver care to COVID patients, their families and loved ones.

gofund.me/nurtureournurses

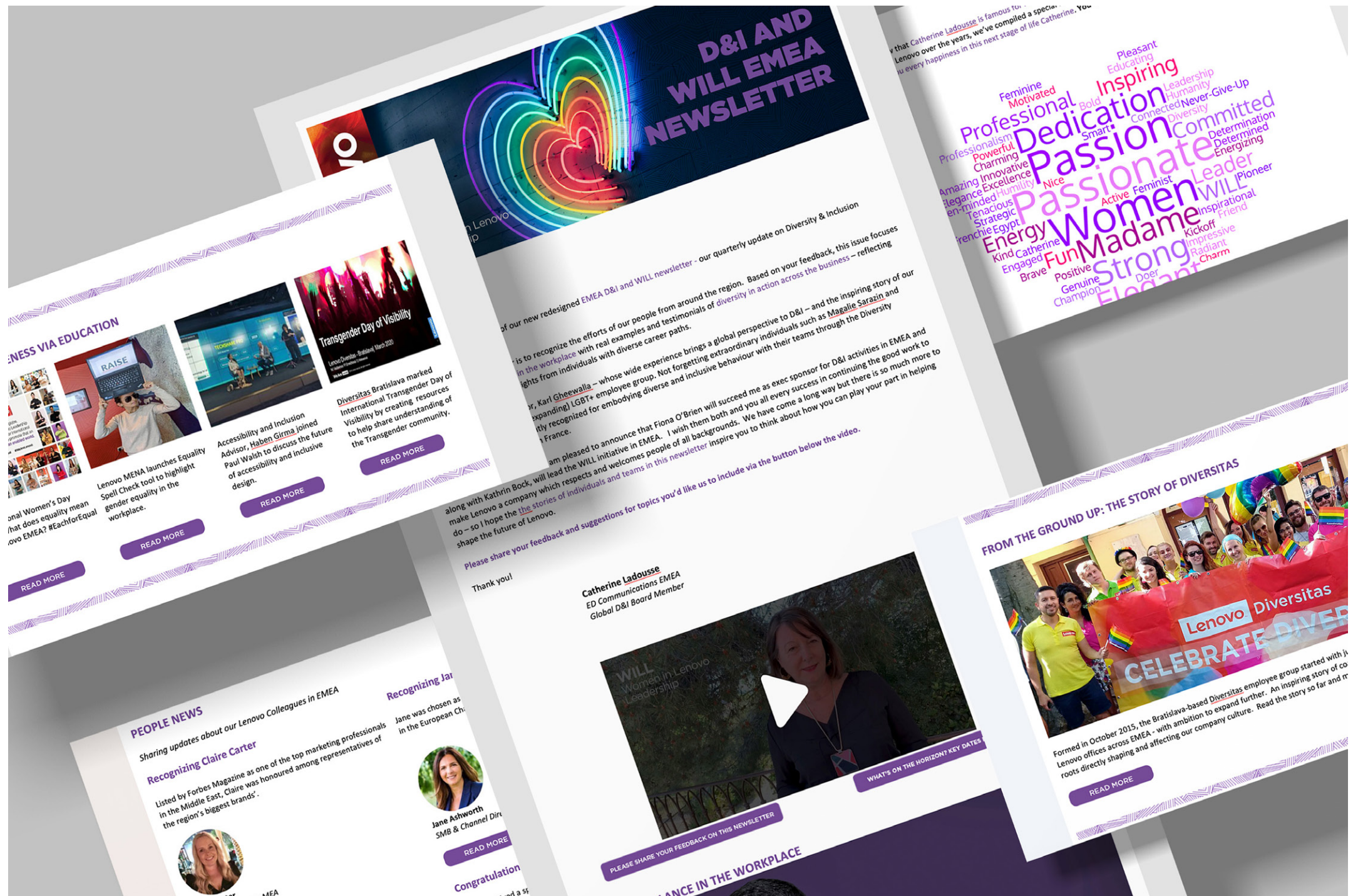
Nurture our nurses



LENOVO EMEA NEWSLETTER

Lenovo

After deciding that their internal communications needed a refresh, Lenovo approached us to create an editable template to roll out weekly, monthly and quarterly newsletters throughout their EMEA network. We are currently working with Lenovo to not only ensure the emails are fully responsive but to also ensure that they have accessibility features making it as inclusive as possible.



LENOVO NEW REALITIES

New Realities uses Virtual Reality to step into the world of 10 extraordinary young women in 10 different countries. Supported by Ava DuVernay and a rare, unique partnership with UN Girl Up Foundation, this is a new generation, offering a new reality - an alternative view of the world and a different future.

The campaign was a success:

- **360+** media placements
- **5.1%** increase in QoQ SOV
- **1,737** pieces of global coverage across television, radio & online
- **97.2%** increase in total YoY positive article count

lenovo.com/us/en/newrealities/





SHORTLISTS AND AWARDS

[PRCA shortlisted](#)

- Digital and Social Media Award
- Purpose Award

[Creative Moments awards](#)

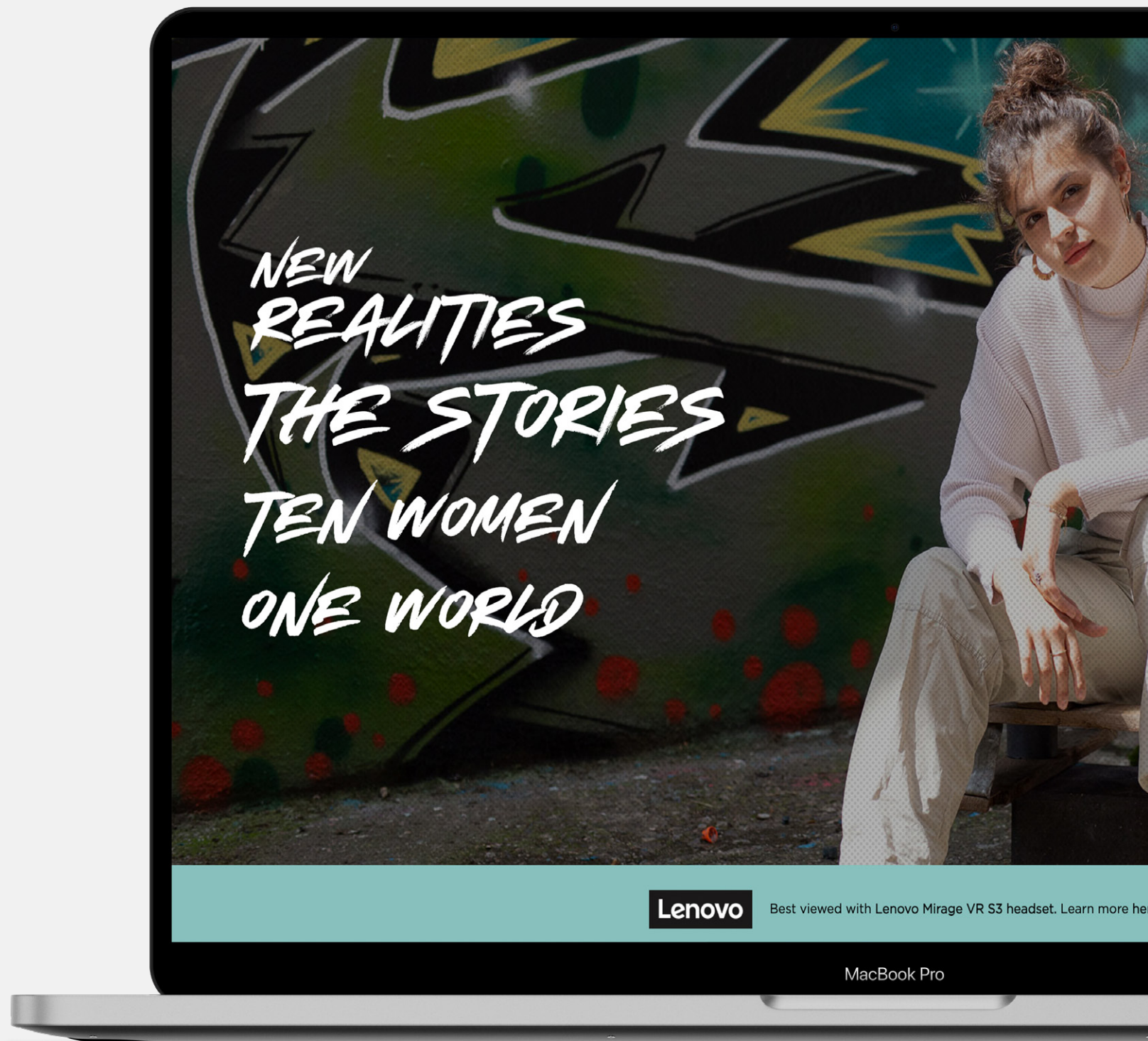
- Creative Film of the Year
- Digital/Mobile Campaign of the Year

[PR Week Awards](#)

- Best International Campaign

[PR Week Global Award](#)

- Global Content
- Global Creative



MAYOR OF PLAY

To ensure families could make the most of all that London has to offer, the Mayor of London recruited 5 young Londoners to become his Mayors of Play.

During their time in office, Mayors of Play worked alongside Sadiq to curate some of the most family-friendly and accessible activities in London. These recommendations were carefully considered and were used to help reimagine London's iconic Tube map for their peers.

Elements of the map had to be approved by all the locations, London and Partners, Mayor of London and Transport for London.

londonblog.tfl.gov.uk/2021/08/10/family-activities-tube-map

LONDON & PARTNERS





CALLING LONDON'S CHILDREN

Become London's first Mayor of Play and work with Sadiq himself to create the best family fun this summer.

Apply now for the best 'summer job' in the world.

MAYOR OF LONDON

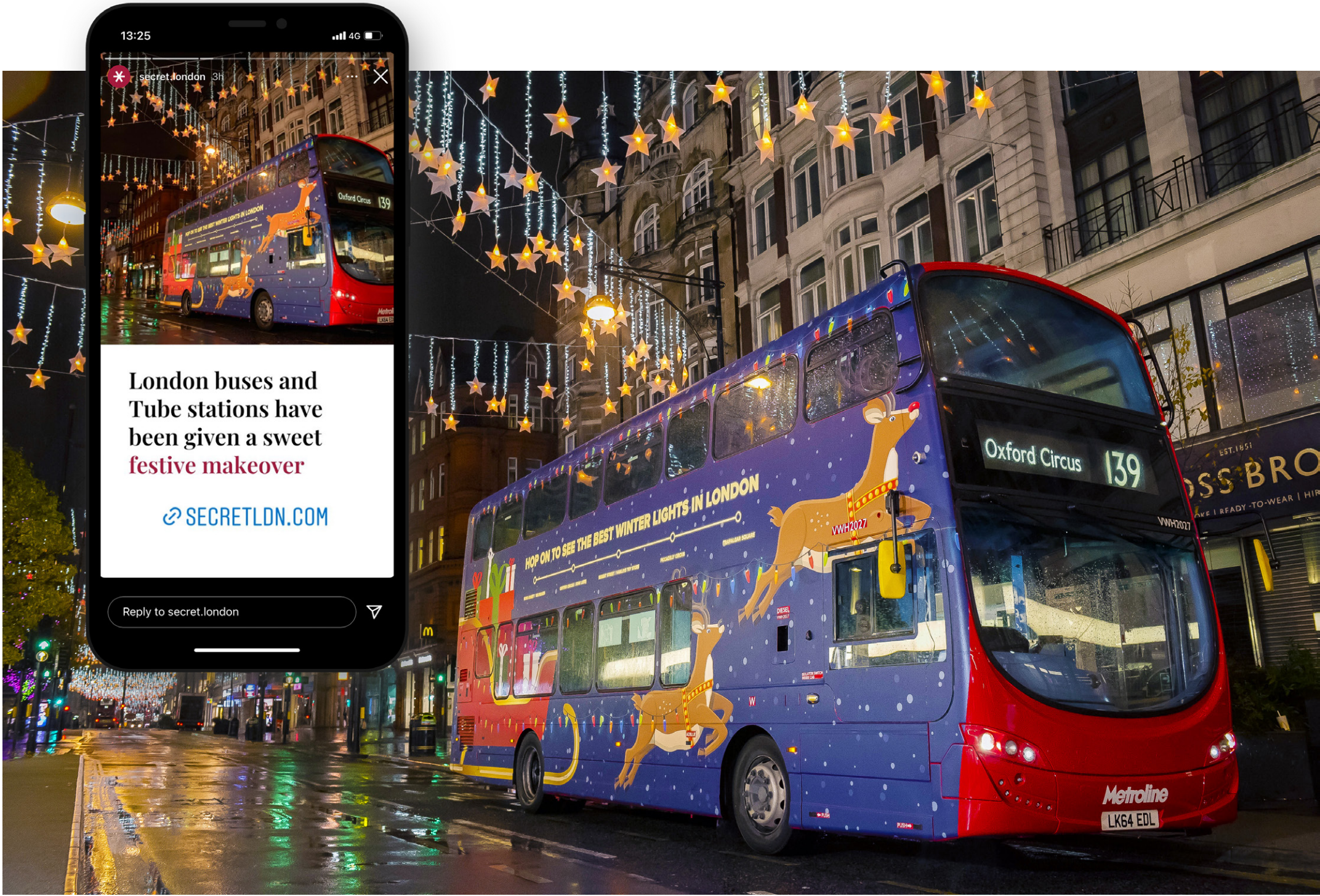


LONDON WINTER LIGHTS

LONDON
& PARTNERS

As part of the Mayor of London’s ‘Let’s Do London’ campaign, which has been aiming to entice tourists and Londoners alike to explore the city once more, buses and Tube stations have been wrapped in new Christmassy designs that’ll have you believing you’re en route to the North Pole.

secretldn.com/tfl-festive-makeover



LENOVO WORK FOR HUMANKIND

Work for Humankind is a bold initiative in partnership with Island Conservation and the Robinson Crusoe Island community that calls on volunteers from around the world to take part in a once-in-a-lifetime opportunity: to experience first-hand how to make a long-lasting difference with a remote island community, while working from one of the most remote offices in the world enabled by tech.

lenovowfh.com



POWERPOINT

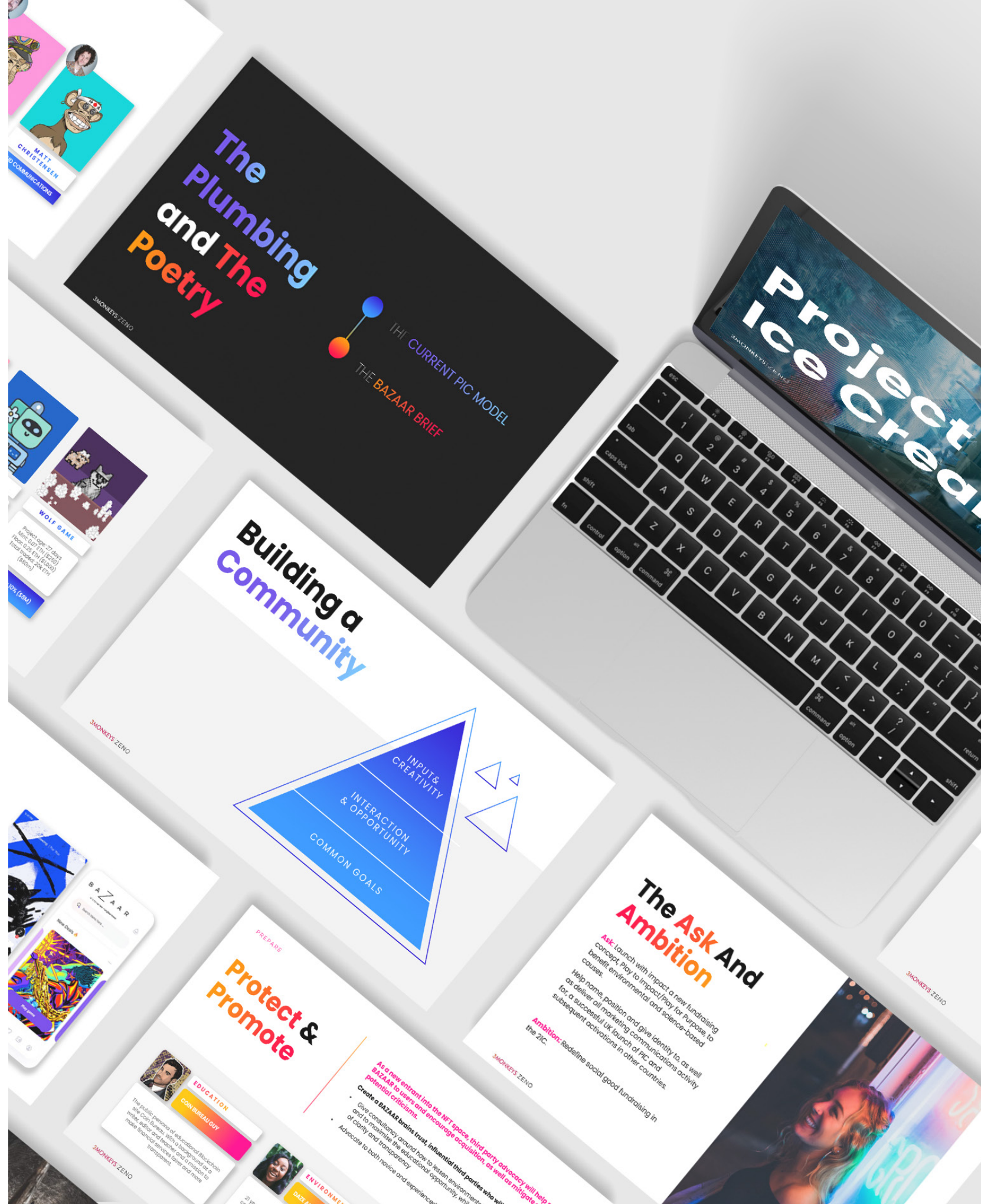
PR companies are dependant on new business proposals!

To ensure we are putting our best foot forward with all out pitches and current clients I have actively created design systems centering on the new business process.

I have set-up internal training workshops to set a standard for the pitch decks, including how to use branded up templates, where to collect resources and 'must-know' formatting tips and tricks.

Why not have a look at my resource guide to brush up your skills!

[🔗 3MZ resource guide](#)





A REMINDER OF OUR RESIDENCY FORMAT

The Wray Residency series sees live music events across London, heroing music with Jamaican roots

Working with these headline musicians we take to their local communities and streets –commandeering empty retail spaces and unusual community spots to host one-off nights to remember, targeted at the local community and heroes.

100% of tickets sales all go to local charities or causes, and we work with local eateries to provide food for our attendees and a boost for the takeaway.

& NEPHEW WRAY & NEPHEW

THEY LIKE brands that have... A SENSE OF HUMOUR

60% of audience said they most identify with others who share their sense of humour (index 127)

Humour and the environment important for two reasons.

- Humour is a coping mechanism
- Laughter has a strong social function in bonding groups together and also helps make the message more relatable.

Key Takeout: A sense of humour is critical both as a coping mechanism but as important as a bonding mechanism

3MONKEYS/ZENO

A photograph of a man and a woman laughing together outdoors.

2021 RESULTS TO DATE

43 Pieces of coverage

60M Reach

100% included one or more key messages

52% of coverage was all about the brand, with a further 42% having a significant mention

100% included more than two impact measures

3MONKEYS/ZENO

The journey we've been on...

Looked at the cultural context

Digitised your brand and brief

Spoken to your audience

Examined what influences them

Profiled your audience

Reviewed our ideas against our Creative Brewery scale

3MONKEYS/ZENO **CURIO**

THE Context

In a tough market Rachel's Organic is slipping. Yeo valley are cheaper, also organic, and can promote down to £1.

The big pot category continues to grow in value and volume, especially in active health segment.

Rachel's was organic before anyone knew what it meant. A radical decision in post war Britain.

RACHEL'S ALL ABOUT NATURAL INGREDIENTS – MILK, CREAM, HONEY, LOVE.

A photograph of various Rachel's Organic products, including lemons, honey, and jars.

EDUCATE

A collage of images related to Curio, including glasses of beer, a bottle of Curio, and a person drinking.

The strategic job to be done

Get those serious about the personal impact of quality content

To see Curio as an evolutionary step to what's needed in an over informed world

By showing how it uniquely fulfils any desire to understand, be inspired or self-improve

A photograph of a man wearing headphones and listening to music.

Your ambition

Comms Objective: raise awareness of the importance of lowering blood glucose and body weight early and of the GLP-1 RA treatment class and ultimately encourage patients to initiate a conversation with their doctor by developing a strategically led creative platform to engage and empower people living with Type 2 diabetes (T2D) to raise awareness of the GLP-1 RA class through SoMe. Campaigns that drive target audiences to DiabetesWhatNext.com

Target three phases

- Create understanding of T2D and importance of efficiently lowering blood sugar and weight from the very beginning
- Create understanding of the treatment landscape and the options open to a person living with T2D
- Empowering people with T2D to advocate for themselves and their preferred treatment with their HCP

To work alongside existing GLP-1 narrative, creative assets and January GLP focused campaign and reach people living with T2D (PLWD), their families and advocates (HCPs/KOLs, PAGs)

3MONKEYS/ZENO

We don't need a radically new **creative strategy**.

We do need a refined media strategy.

A graphic with yellow and orange geometric shapes and a circular arrow.

Gen Disrupted Has High Expectations:

Gen Z and younger millennials choose brands based on a new 'innovation equation'

64% think companies have a responsibility to innovate.⁴

62% think companies must innovate to stay relevant.

86% support companies that stay true to their message.⁵ They want companies to take risks by expanding offerings, redesigning products to solve real challenges, or growing beyond their basic products/services (78%).¹

Their criteria for brand innovation includes:¹

- Continuously evolving
- Adoption of 'hugely tech'
- Focus on making products more accessible
- Make people's lives easier
- Make people happier

Lenovo 2021 Lenovo Internal. All rights reserved.

Three posters for DiabetesWhatNext.com featuring people with Type 2 diabetes and the text 'TOGETHER WE HAVE THE POWER TO STRENGTHEN EACH OTHER', 'THE MORE WE PUT IN FOR US ALL', and 'KAREN IS JULIE'S WILDEST SUPERHERO AND RUNNING BUDDY'.

THE ROLE AND ASK FOR 2022

Continue to create a space for our audience to come together while illuminating the spaces, faces and voices of our community. Recruit new drinkers to the brand, without alienating our core audience.

A photograph of a woman holding a can of Curio.

Generation Disrupted Views Technology Innovation As Essential To Addressing The World's Challenges

In your opinion, how important do you think technology innovation is when it comes to addressing the issues facing the world today?

	United Kingdom	France	Germany	South Africa
Top 3 Box	90%	91%	90%	99%
Extremely important	22%	20%	25%	49%
Very important	43%	39%	44%	38%
Somewhat important	26%	32%	21%	12%
Not so important	6%	7%	7%	~0%
Not at all important	4%	2%	3%	1%

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RESOURCE GUIDE

POWERPOINT TIPS & TRICKS

Tips and Tricks:
Where to go and what to do

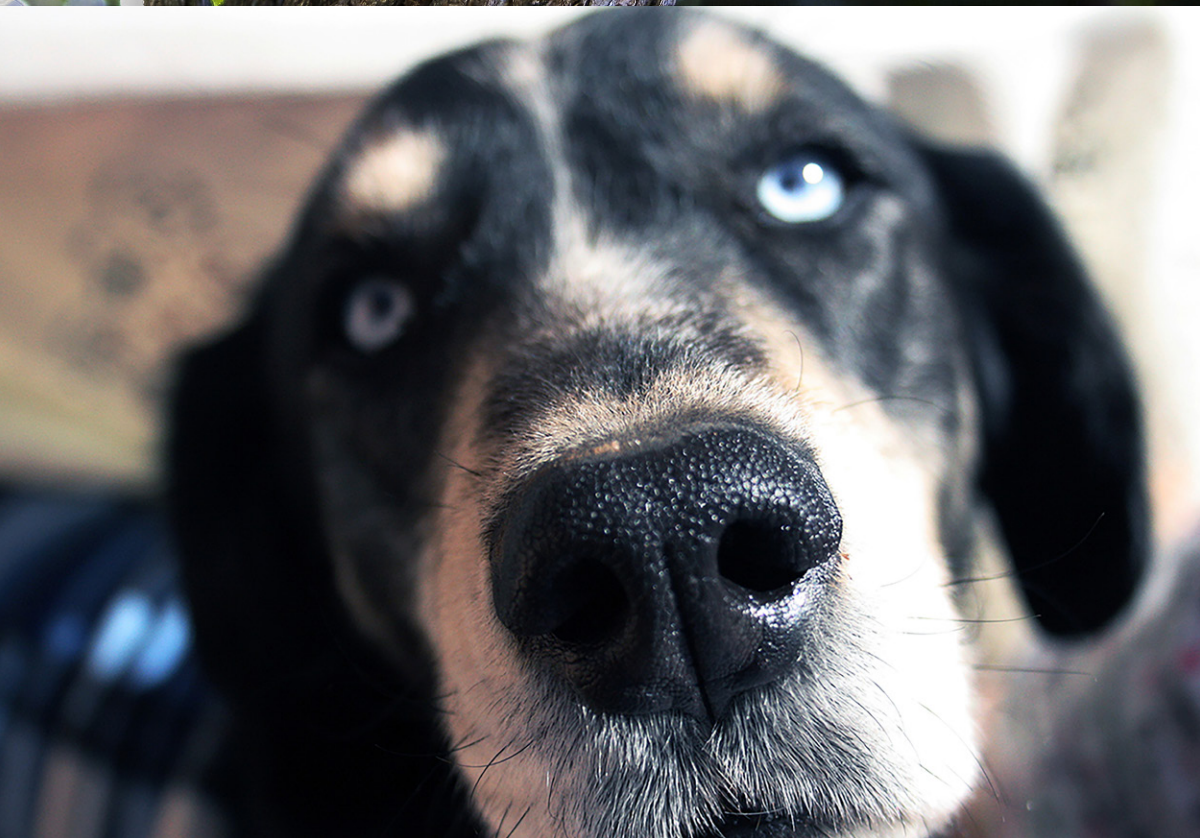
3MONKEYS/ZENO

A graphic with a laptop screen showing a presentation and a smartphone.

ANIMAL PHOTOGRAPHY

A collection of wild and domestic animals
from Australia, Malaysia and South Africa.





RICHMOND SAUSAGES

To help, Richmond Meat-Free, the makers of the nations favourite Meat-free Sausage introduced the Richmond Emergency Veggie BBQ Kit – the ultimate emergency kit filled with everything needed to create the best vegetarian or vegan BBQ yet.

Richmond tasked us with creating the ultimate veggie emergency kits. I was involved from concept to creation in creating a unit to store the sausages in an impactful way. A two week turn around was given for the unit and a week to storyboard and create the video for the campaign.

The campaign was success:

- **80M** earned media reach
- **18 (consumer) / 152 (regional)** pieces of consumer coverage
- **100%** of coverage included a key message
- **16** organic media and influencer social posts
- **118** competition entries

[instagram.com/p/CRoU9w_K7ys/](https://www.instagram.com/p/CRoU9w_K7ys/)



IN CASE OF VEGGIE BBQ EMERGENCY



BREAK GLASS

LENOVO KIND CITY



A vision to change urban environments forever and create future cities built on kindness.

By championing empathy in society, the project strives to encourage stronger, more inclusive communities made possible through smarter technology, and restore kindness in places where citizens feel increasingly disconnected.

I created the look and feel of all the social assets and print collateral that accompanied the website and podcast.

 kindcity.com





WE'RE NOT BEING BOO-RING

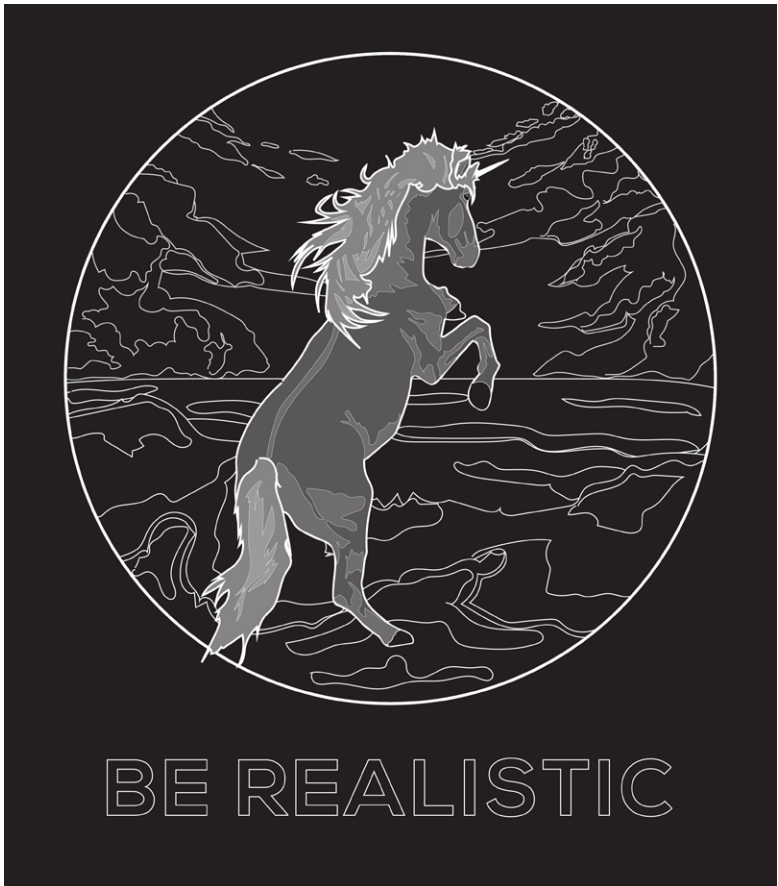
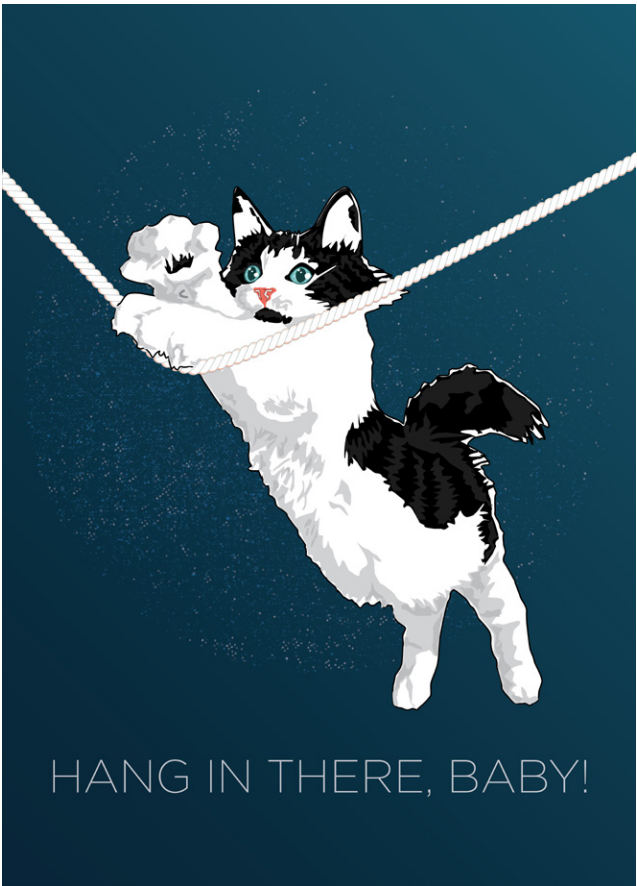


With Halloween taking place at the peak of lockdown NSF sought to create a safe and friendly way for individuals to communicate that they were being cautious during trick or treating. The posters were available for download within the UK and US, and due to their success, the project was extended to cover the 'Day of the Dead' and was translated into Spanish to cater to the South American market.

- **UK coverage:** 7 items of coverage (incl. nationals), 73m audience
- **US coverage:** 114 placements in English, 118 placements in Spanish, 119.6m audience
- **Mexico coverage:** 185 placements, 16.3m audience

ILLUSTRATIONS

Collection of my own playful illustrations.



THE WELLCARE ECONOMY

3 Monkeys Zeno launched the Wellcare Economy trend report. The brief was to create a clean, minimalistic design. The report used organic shapes along with a natural colour pallet used to seperate each section. The report can be downloaded from the link below.

3monkeyszeno.com/healthcare





CAMPARI REOPENS: THE WORLD'S BEST BARS

A brand was created for this campaign where Campari UK partnered with some of the world's best bars to reopen virtually. This included creating the social assets from the Eventbrite header to the instagram posts and stories (images and video) along with invitations, menu, stickers and packaging branding. See some happy individuals sharing their appreciation in their instagram stories.

CAMPARI.

CAMPARI CREATIVE BRIEFS



To engage with followers during lockdown 2.0 Campari created bi-weekly brief's to encourage people to embrace the Campari brand. The illustrations are a nod to Campari's rich history surrounding artwork and prints. The illustrations were set to be minimalistic and easily recognisable. The images were used on the Campari UK, FR and DE accounts.

[campariuk](#)

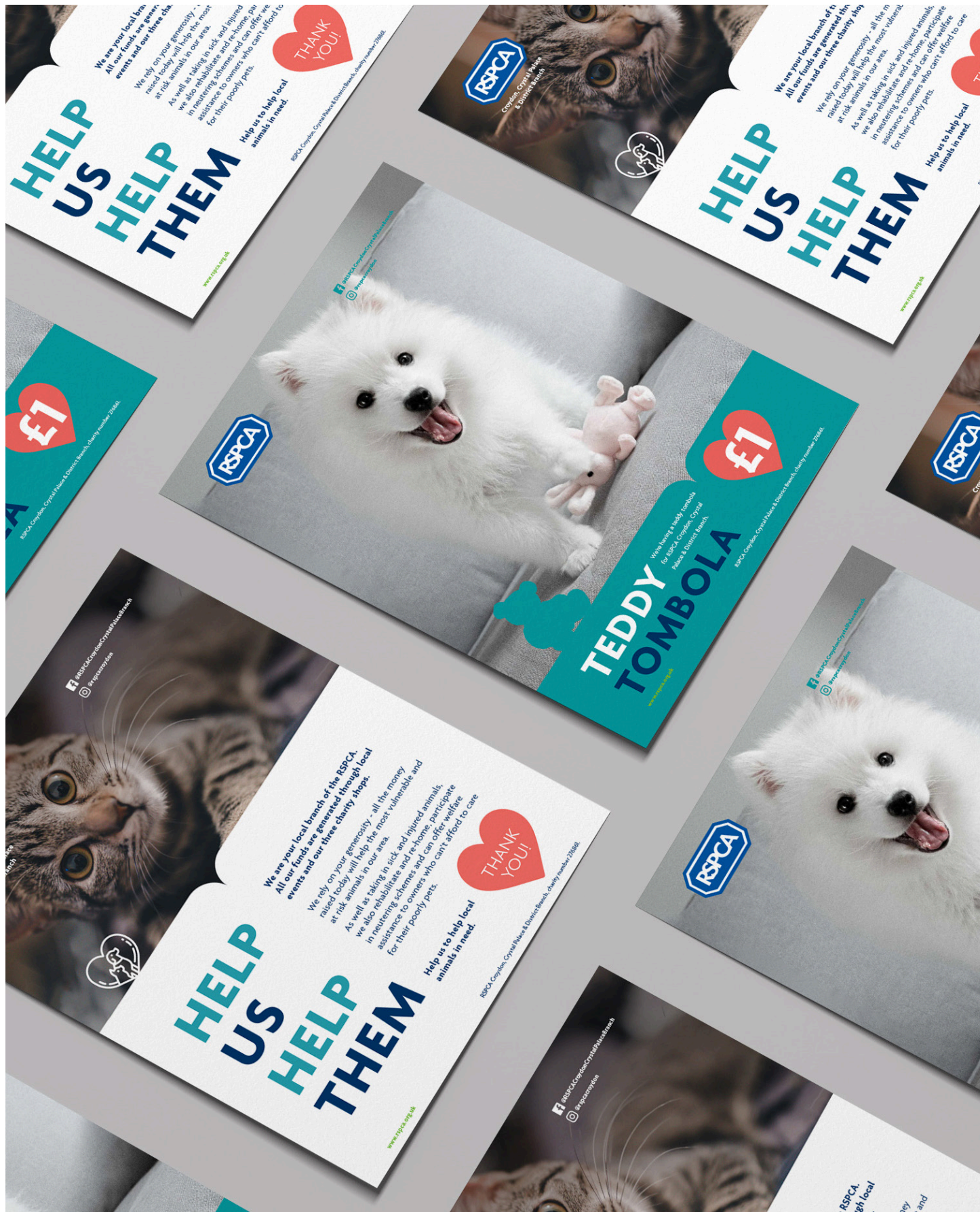




GENIUS BREAD – EVENT COLLATERAL

Genius Bread Gluten-Free hosted a 'Break-Feast' event to showcase how their products pack the most fibre, making it easier to consume your daily requirement. The event collateral included; an electronic save-the-date, postcard invitations, a fibre comparison infographic poster, fibre comparison flash and recipe cards. The event was a huge success and sales were up in the subsequent months.





CROYDON CRYSTAL PALACE RSPCA

To help my local charities I have been helping the Croydon Crystal Palace RSPCA branch to engage with people.

We created a series of posters from general shop information to a colouring book to support fundraising efforts.





Croydon, Crystal Palace
& District Branch



HELP US HELP THEM

**We are your local branch of the RSPCA.
All our funds are generated through local
events and our three charity shops.**

We rely on your generosity - all the money
raised today will help the most vulnerable and
at risk animals in our area.

As well as taking in sick and injured animals,
we also rehabilitate and re-home, participate
in neutering schemes and can offer welfare
assistance to owners who can't afford to care
for their poorly pets.

**Help us to help local
animals in need.**



RSPCA Croydon, Crystal Palace & District Branch, charity



CONTACT ME CONTACT ME

077 1235 1229 LET'S TALK

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CONTACT ME CONTACT ME

CONTACT ME CONTACT ME

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CONTACT ME CONTACT ME

THANK YOU

LET'S MAKE BEAUTIFUL
THINGS TOGETHER!

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