

DESIGN BY
DANIELLE GRAHAM

Pho - Fresh Flavour Energy

New year campaign

Pho are a chain of 33 restaurants around the UK. They specialise in authentic Vietnamese food. Coming out of Christmas, they needed a campaign to take them through to Easter to drive sales and push brand awareness. We gathered insight and research to inform our response. We found that in January and the following months, consumers are looking for healthy food options, but they're also looking for pick-me-up experiences to boost mood in the winter months. The main ask was to highlight the health and wellbeing benefits of the whole Pho experience.

We focused on the naturally low calorie dishes, abundant health benefits, and the overall joy that a Pho experience has to offer.

Working together with our copy writer, we chose a campaign headline and supporting messages that shouted about the raw and fresh ingredients available at Pho, and the effect the dishes could have on the consumers.

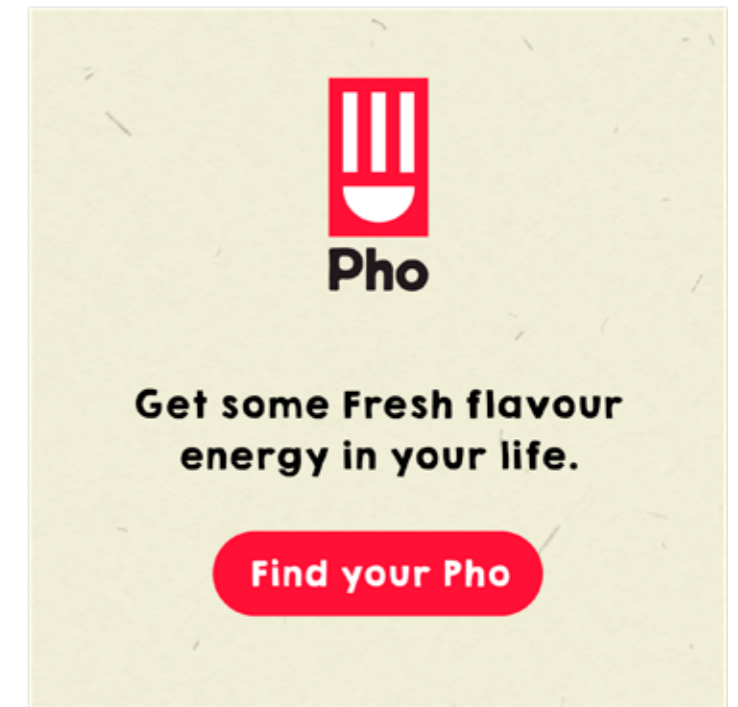
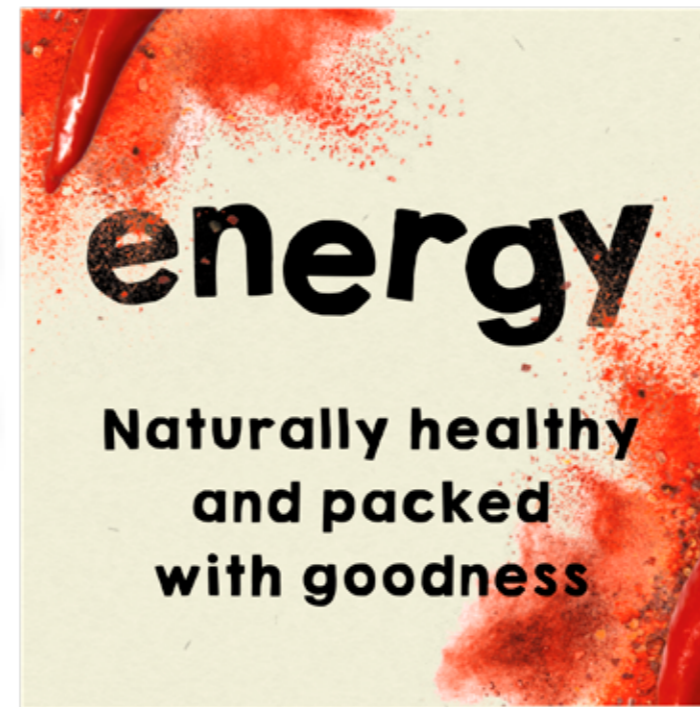
Combining typography and colourful, dynamic images of ingredients, the designs create a fresh visual representation of the Pho dishes and compliment the brand's USPs.

Disciplines: concept creation, typography, animation direction, image editing, and layout.



Pho - Fresh Flavour Energy

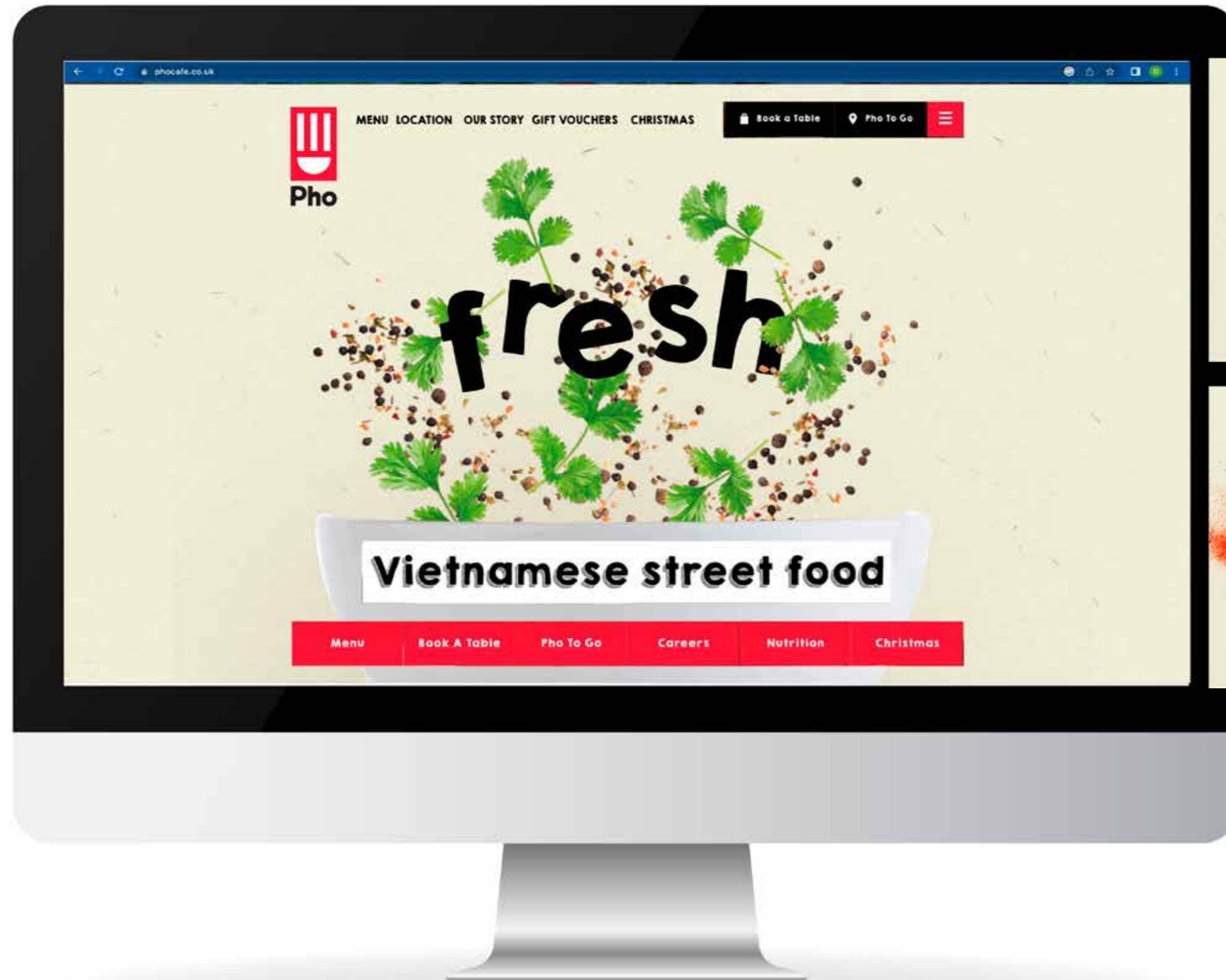
Socials



Pho - Fresh Flavour Energy


Homepage takeover animation

I created the designs with movement and animation in mind. When the campaign assets feature on digital platforms, the typography and images of ingredients animate playfully, whether that's springing from bowls, exploding in to frame or being sprinkled in from above. The moving images represent the effects that a bowl of 'Fresh Flavour Energy' can have on the consumers.




Pho - Fresh Flavour Energy

Emails



Your bowl full of zing



Broth life.


Broth is the heart of Vietnamese street food. It's what brings all those fresh and exciting flavours together.

Each broth (we make three) takes 19 hours of love and care, regular tasting and balancing along the way to create a broth that's deep in flavour, yet fresh and aromatic.


Try jazzing it up even further with a choice of fresh herbs and chillies to really make your bowl zing.

Get some fresh flavour energy in your life.

[Find your Pho](#)



Your mid-week boost



Oh hello.

Wake up more than your taste buds with juices packed with fresh flavour energy. From apple, mint & lime to orange, carrot & ginger - we've got mood-shifting, day-making juices that your body will thank you for.

Get some fresh flavour energy in your life.

[Find your Pho](#)

Lloyds Pharmacy

HPV Vaccine campaign

We were asked to create a campaign to encourage people who are un-vaccinated against HPV to have the jab. The campaign would feature in out-of-home spots and across their Online Doctor digital platforms.

I wanted to create a visual representation of a virus, (without using the cliché graphics we are now all too aware of). I illustrated a set of shapes and patterns that looked a little murky and ominous. The illustrations would frame a series of hard hitting facts which alerted the audience to the dangers of HPV.

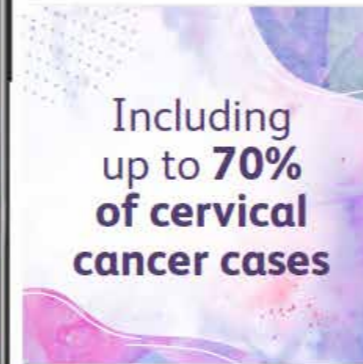
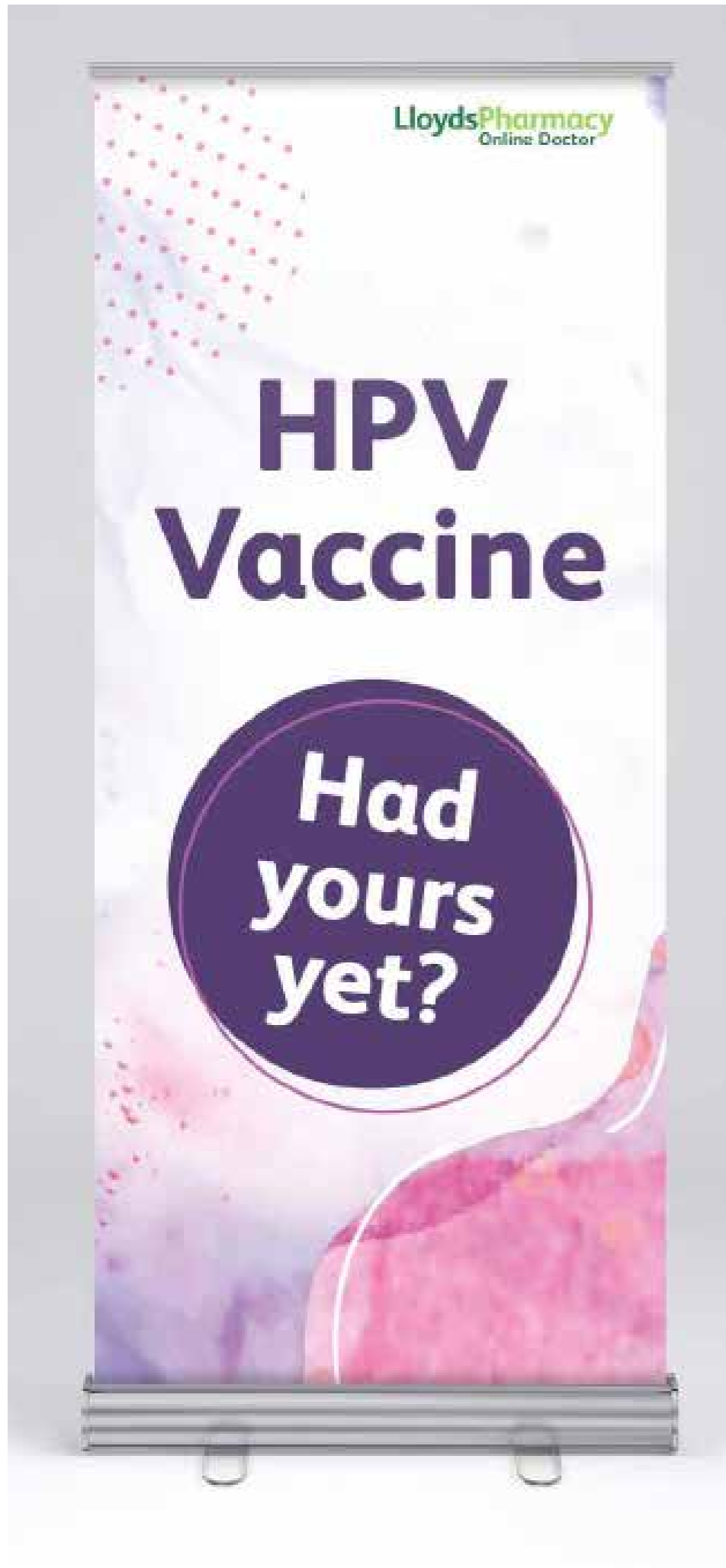
On animations and social content I introduced a stark white background filtering in to show the virus clearing away as the call to action appeared.

The roundel posing the question 'had yours yet' was used as a conversation starter and could be rolled out to social channels to encourage audience engagement.

Client signed off the creative with no revisions. This was then rolled out by a creative art worker and an animator with my direction.

Disciplines: Concept creation, Illustration, art direction.



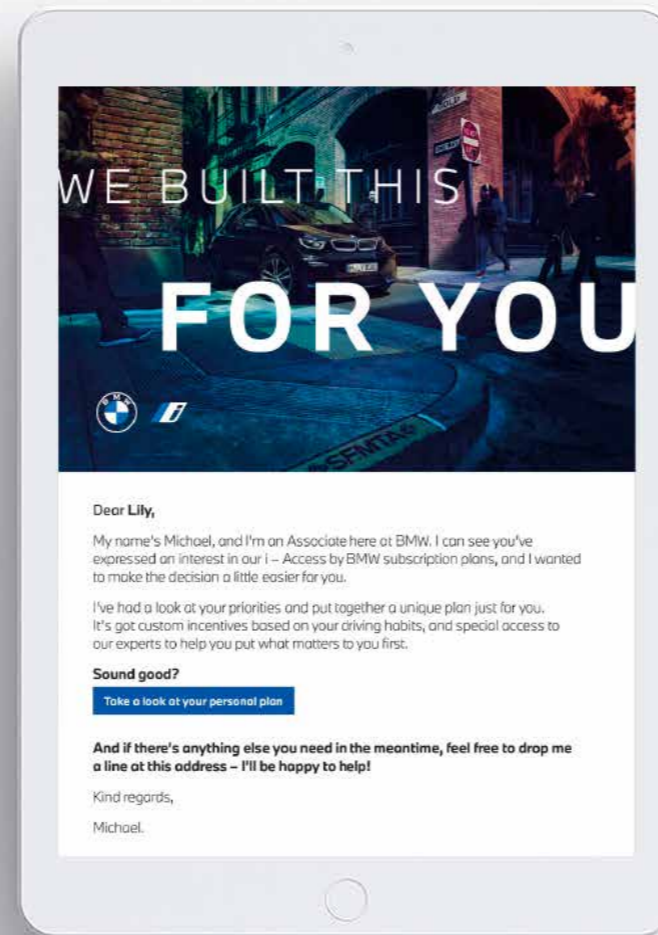


BMW CRM digital campaign

Pitch concept for BMW CRM system, to propel sales of new BMW electric models using targeted marketing. We were asked to create a website design acting as a customer portal for all BMW customers and prospective customers, to help them learn more about the BMW electric vehicles and the benefits of owning one. The portal was supported by target emails that used personalised data to talk directly to each customer.

We used the newly updated BMW branding and extending this through a range of treated photography and typography layouts.

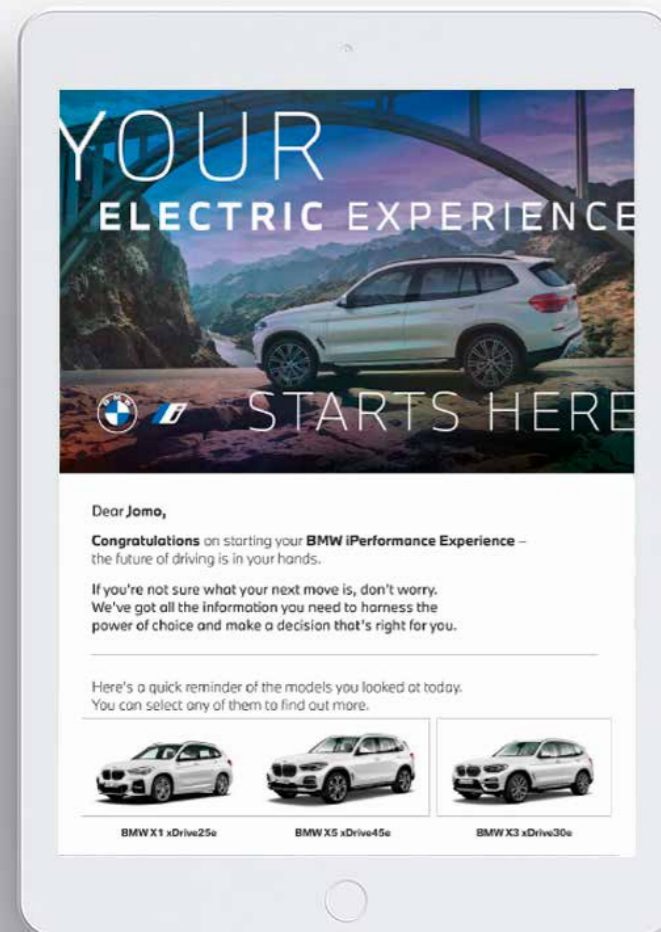
Disciplines: digital design, layout design, type setting, photo editing.



A WORLD OF EV KNOWLEDGE AT YOUR FINGERTIPS

The future of driving is electric – but what does that mean for you? With BMW, you can start your story of pioneering with ease.

Our education page puts the information you need to make an electric purchase in one place. From incentives to infrastructure, distribution to BMW's own range, get ready to boost your knowledge of the entire EV ecosystem.



ENJOY THE RIDE.

Your electric adventure starts here. Use our comparison tool to explore the electric range.

Get started

Already started your BMW journey? Try our incentive calculator to unlock exclusive benefits.

Calculate

EV Education Buying Owners

BMW i

PREPARE FOR THE

ELECTRIC

DRIVE

LET THE JOURNEY BEGIN

Our information portal puts all the information you need to make an empowered purchase at your fingertips. Just enter your details below, and we'll do the rest.

REG

New to BMW?

EV Education Buying Owners

THANKS JOMO

Now we know what matters to you, we can help you find what you need to prepare for the road ahead.

We've put together some information to help you make the right decision when it comes to your electric vehicle.

Enjoy.




THE BASICS



An onboard battery that powers an electric motor to get you on the road. Without a clutch, gearbox, or exhaust pipe, they are quieter, cleaner and smoother to drive.

[Find out more](#)



There are 460 free charging stations within a 15km radius of Mississauga. In Ontario as a whole, there are more than 1,200 Level 2 and 3 charging stations, and more than 3,200 charging outlets.

[Find out more](#)

CHARGING IN MISSISSAUGA

REGULATIONS TO CONSIDER

On average, a battery EV will cost less than \$500 per year, or about \$1.45 per day to charge at night. A typical plug-in hybrid EV will cost about \$700 per year, or \$1.92 per day for fuel.

In Canada, electric passenger vehicles must meet the safety standards required by the MVSA that apply to all passenger cars.



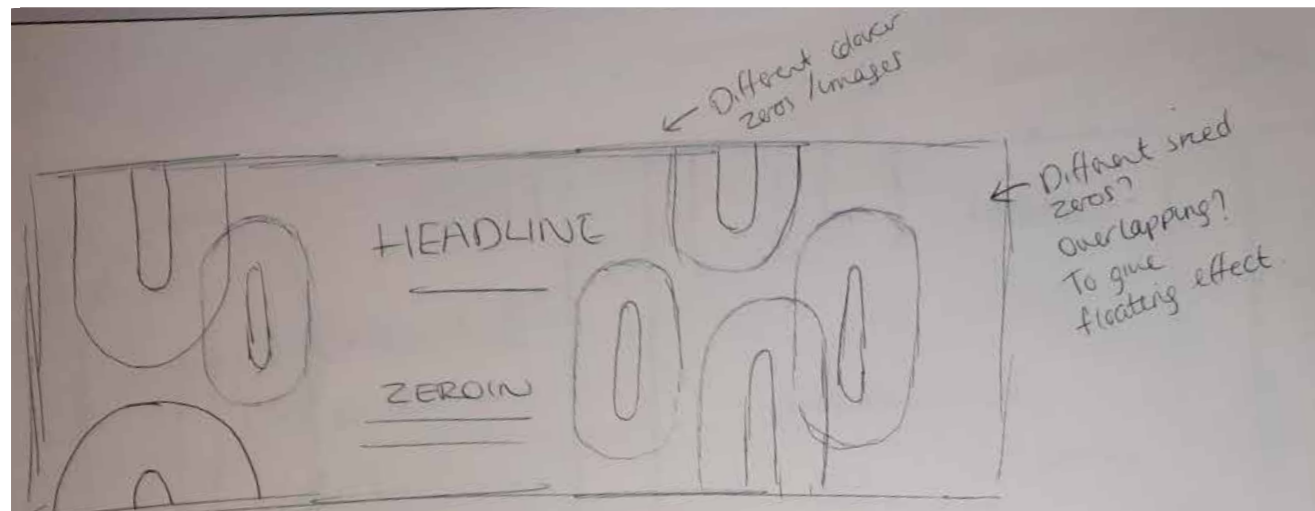
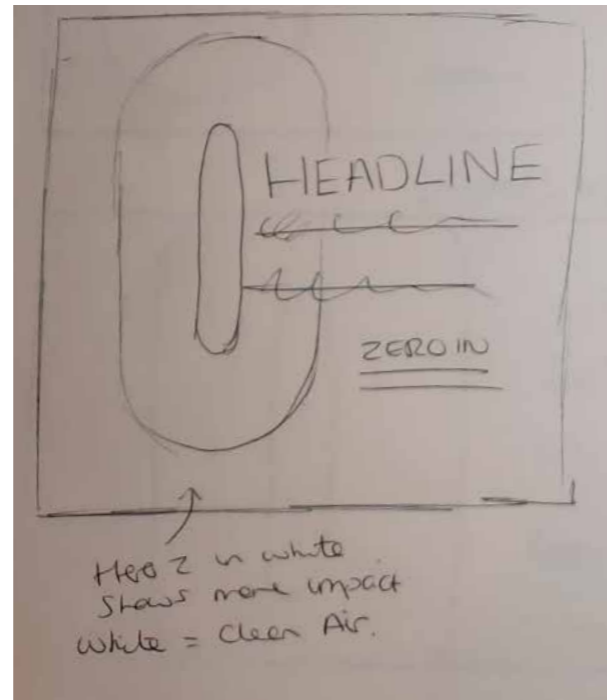
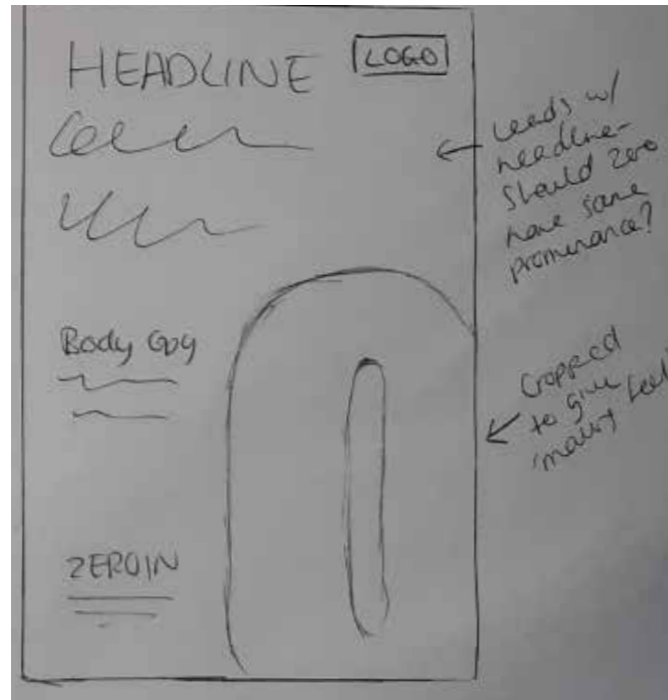
Heathrow

Zero carbon campaign

We helped Heathrow Airport to communicate their carbon zero initiative to their colleagues to be Carbon Zero by 2050. Our content team created the 'Journey2Zero' strapline that the campaign was based around. I helped to build out the zero graphic, testing different treatments and layouts to working out how to give the campaign the best visual impact it needed to cut through the many other campaigns that were being delivered to Heathrow colleagues at the time. Working with the content team I helped to build multiple campaign assets that featured all over the airport, each placement needed a tailored headline that would fit into to colleagues working day, whether it be in the canteen, on the commute home or across the Heathrow intranet.

Disciplines: digital design, layout design, type setting, photo editing, artworking for print.

Sketches & tests



Final outcomes




THE CARBON FREE WAY2GO!

Leaving your car at home for just one day a week will make a difference to your carbon footprint.

Join our **JOURNEY2ZERO** with the Way2Go challenge! Find out how at heathrow.com/commuter

Heathrow




LOW CARB? TRY LOW CARBON.

More plant-based meals are now available in all our colleague restaurants.

Join our **JOURNEY2ZERO** Try something different today!

Heathrow



SMALL CHANGES, BIG STEPS.

We're restoring UK peatlands to offset our carbon footprint.

Join our **JOURNEY2ZERO** Search 'Carbon Campaign' on HUB+ to find out what we're doing to cut our carbon footprint.

Heathrow



IT'S TIME TO TALK ABOUT CARBON.

Since 1990, we've made a 93% reduction in carbon emissions from the energy used by our terminals and fixed infrastructure.

Join our **JOURNEY2ZERO** Be part of the #CarbonSaver conversation on Buzz and Yammer.

Heathrow




CARBON. IT'S TIME TO ZERO IN.

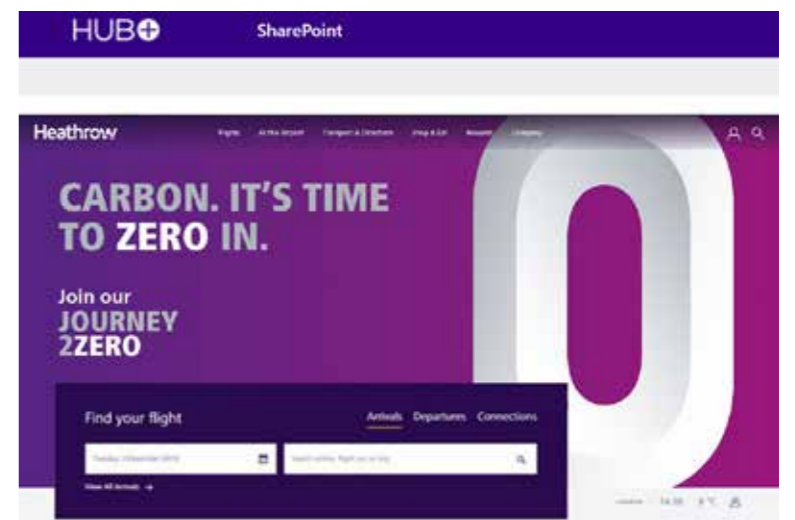
We are now a carbon neutral airport, and we're committed to being zero carbon by 2050.

CARBON. IT'S TIME TO ZERO IN.

We are now a carbon neutral airport, and we're committed to being zero carbon by 2050.

Join our **JOURNEY2ZERO** Search 'Carbon Campaign' on HUB+ to find out what we're doing to cut our carbon footprint.

Heathrow



Lloyds Banking Group

Unleash You campaign

The brief was to create some 'disruptive and impactful' digital graphics for the new initiative 'Unleash You', which encouraged colleagues to use all the learning tools and resources available to them to further their personal development and career progression.

The designs needed to grab attention when positioned on the already crowded colleague comms outlets.

I used a surreal collage style to show the amount of opportunity and possibilities available to colleagues.

The script font combined with Avenir, (the LBG brand font), compliments the illustrative collage style of the images.

I used hands, or models with faces covered to help the campaign be relatable to all colleagues.

Disciplines: concept creation, illustration, collage image editing, motion graphics

Unleash *You*



Lloyds Banking Group

Unleash You campaign

I also created a series animations, that would be shared across social platforms. The animations were in a crude and quirky style to reflect the surreal style of the graphics. The images were 'unleashed' from a hole in the ground, denoting the elevation and growth that is possible.

Link to animations:

[Amazing](#)

[Knowledge](#)

[Time](#)

[Conversations](#)



Room to Breathe

Brand Refresh

Room to Breathe are a cleaning company that pledge to protect large industrial spaces such as offices, care homes and hotels from viruses and bacteria, using their bespoke, science-backed methods.

They came to us needing a brand refresh, with just a logo and a colour pallet which they wanted to keep.

I proposed they change the format of their logo so the text was legible at smaller formats, and better balanced to fill space. I then looked at the forms in their logo to see what we could expand on to create other brand assets.

Developing on the arcs and curves, I created an image treatment that represents the RTB services. A section of the cyan arc fades in and out around the subjects in the images to create a protection barrier that is always present in a space, protecting people and surfaces.

Disciplines: Brand development.

New formatted logo



Existing logo



Room to Breathe Good guys concept

Working with our copy writer, and expanding on the brand shapes, I created a concept that summed up the brand and what they do. I used the dark dots in the background to represent 'bad guys'- bacteria that is present everywhere, and replaced these with the cyan RTB shapes to show the 'bad guys' being eliminated in a Pac-Man-esque way. The aim was for this to be animated so eventually all the dark dots had been taken over with cyan shapes.

We're the
good guys

Who remove
over 99% of
the bad guys.



Slim Chickens

London opening

As Slim Chicken's design agency we were tasked with creating a campaign message along with some impressive graphics to shout about the opening of their new flagship store in London.

The client was confident that our team understand the company's KSPs, audience and graphic style, and so left the brief completely open.

The deliverables were a full bus wrap, lots of out of home spots, and a huge banner for the building, along with social animations.

I created the 'something has dropped' concept which comprised of chicken tenders 'dropping' from the sky on to a black background.

The black contrasted with the brand red made for a really eye catching design for the bus wrap and OOH spots.

I worked with our motion designer to create an animation that appeared on digi-screens in-store and across the clients social channels.

Disciplines: concept creation, large format print.





Slim Chickens

Belfast opening

Building on the campaign for the London opening, Slim Chickens wanted to create something similar for their first Ireland store.

I proposed that we create all OOH launch assets in a mural style, as an ode to the rich heritage of mural art Belfast is famous for. I created an effect to make the Chicken images look like they had been painted, and added a spray-paint effect to the text.



Fish & chip Co.

Branding & awareness campaign

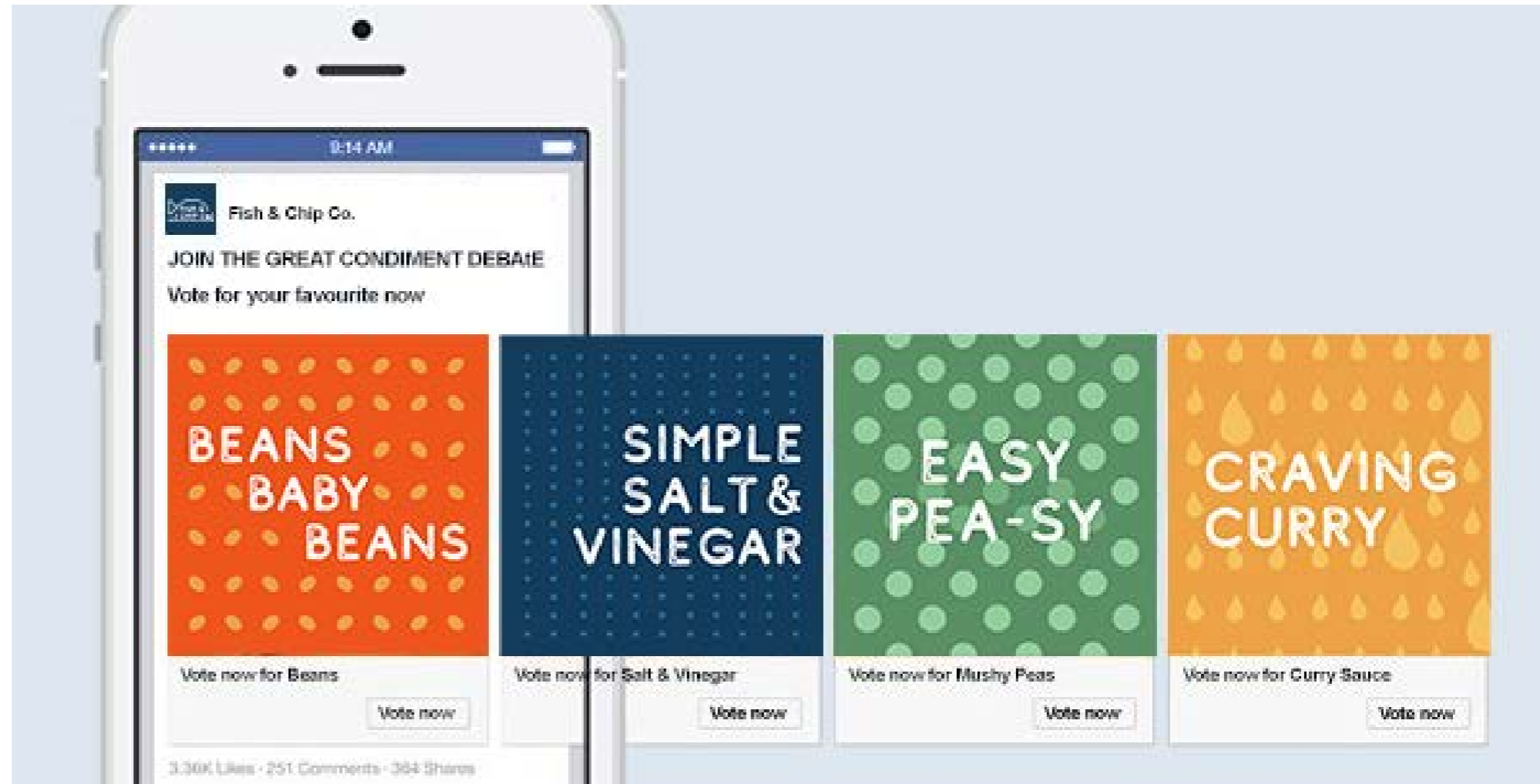
I was briefed to create a look and feel for a new online food brand that offered premium Fish & Chip delivery in and around the London area with an aim to rival existing fish & chip chains such as Harry Ramsdens.

I created the brand look and feel as well as initial ideas for an awareness campaign.

The client wanted to hold onto the British traditions and values associated with a 'chippy tea' whilst looking contemporary and working on social and digital platforms.

The bright colours and playful shapes denote a fun and simple brand that don't take their selves too seriously, whilst the photography and language used shows the quality of their offering.

Disciplines: concept creation, logo design, branding, campaign creation.





BRINGING THE
BEST QUALITY
FISH & CHIPS
STRAIGHT TO
YOUR DOOR.



FISH &
CHIP Co.



BEANS
BABY
BEANS

WHAT'S
YOUR
SAUCE?

EASY
PEA-SY

The Department for Transport

Airfield Development Fund launch

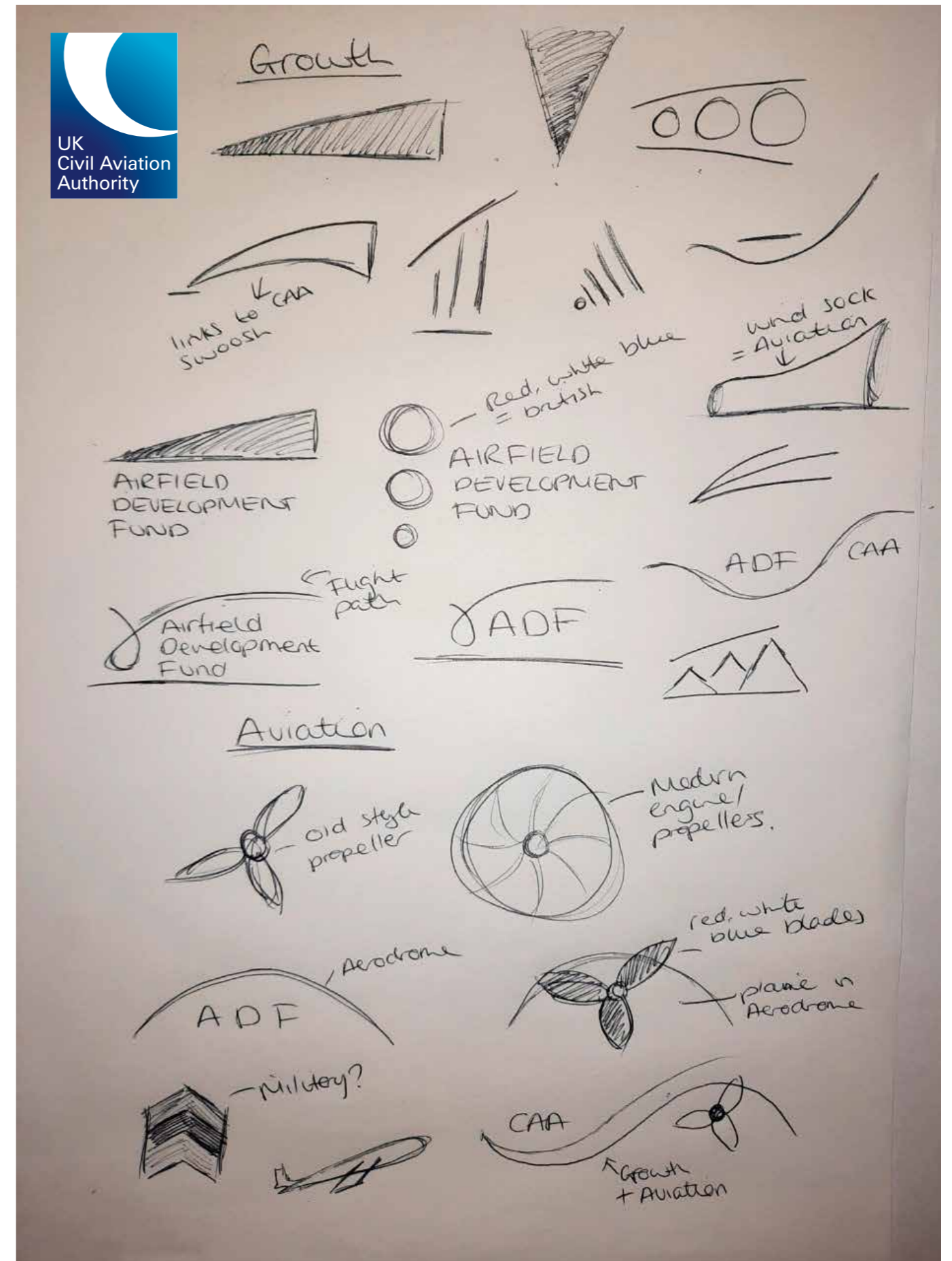
The Civil Aviation Authority and the Department for Transport asked ICF to help launch and manage their new fund to help small airfield and aviation businesses to prosper.

They needed a brand that felt fresh and independent but that sat with the current CAA and DfT branding to give it the authentication it needs, so we needed to work with their colours and fonts. The brief was to emulate a sense of 'Britishness, growth and represent the aviation industry.

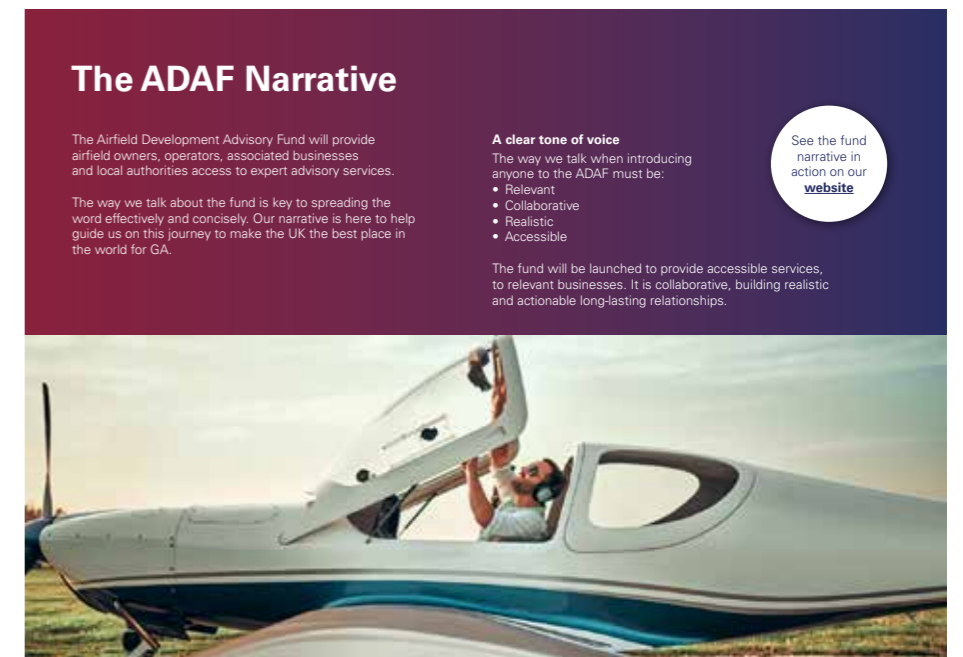
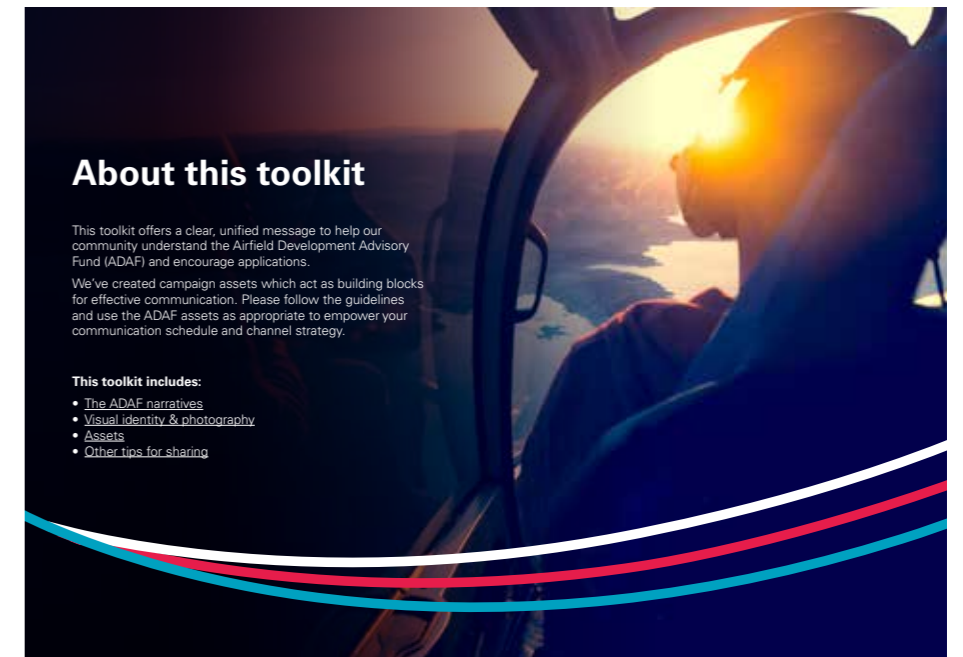
I took their logo 'swoosh' and colour palette and combined them to make a new stand alone brand that complimented the existing CAA branding. I sourced new photography that complimented the colours and tones of the brand. I implemented the design across a range of digital platforms including emails, social posts and campaign tool-kit.

Disciplines: concept creation, logo design, branding, digital design.

Sketches & tests



Final outcomes



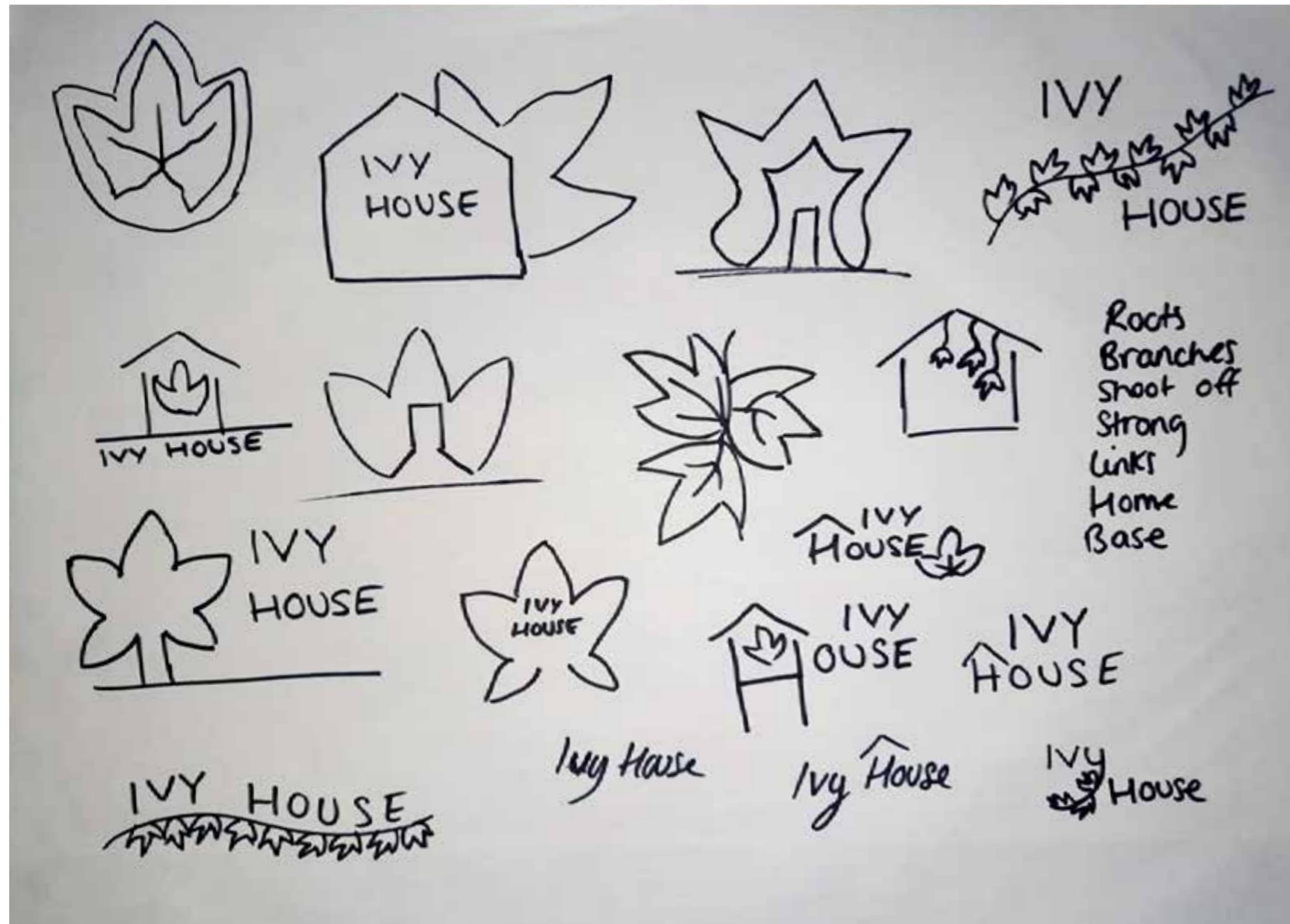
Ivy House Fostering Agency

Branding & launch campaign

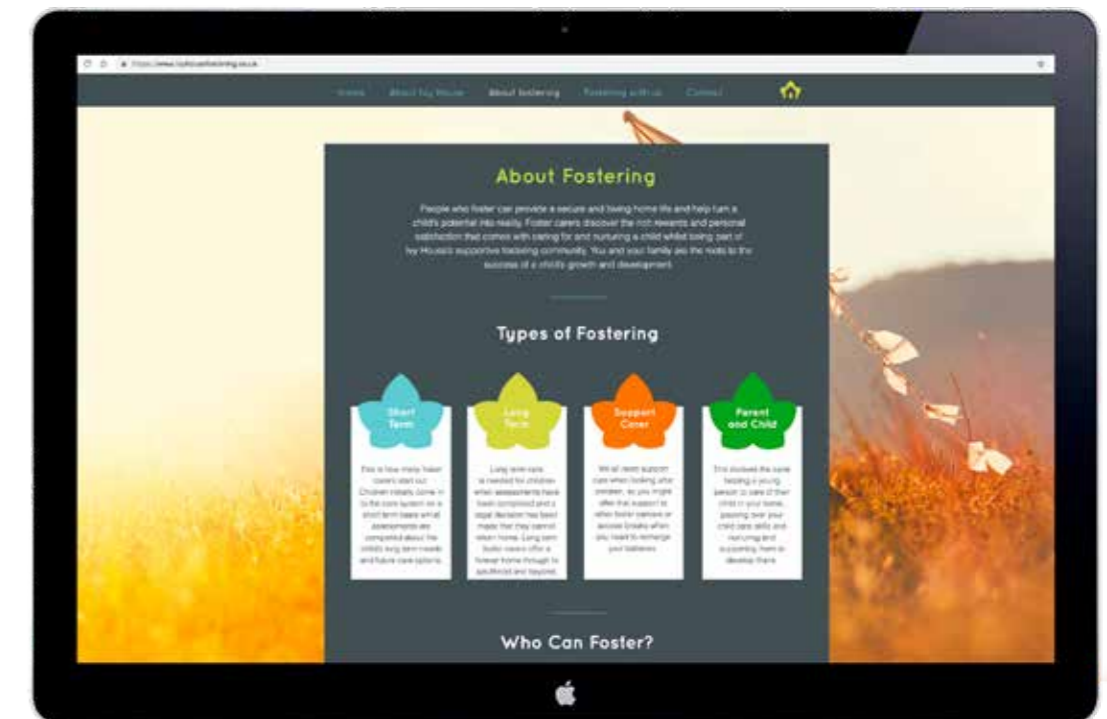
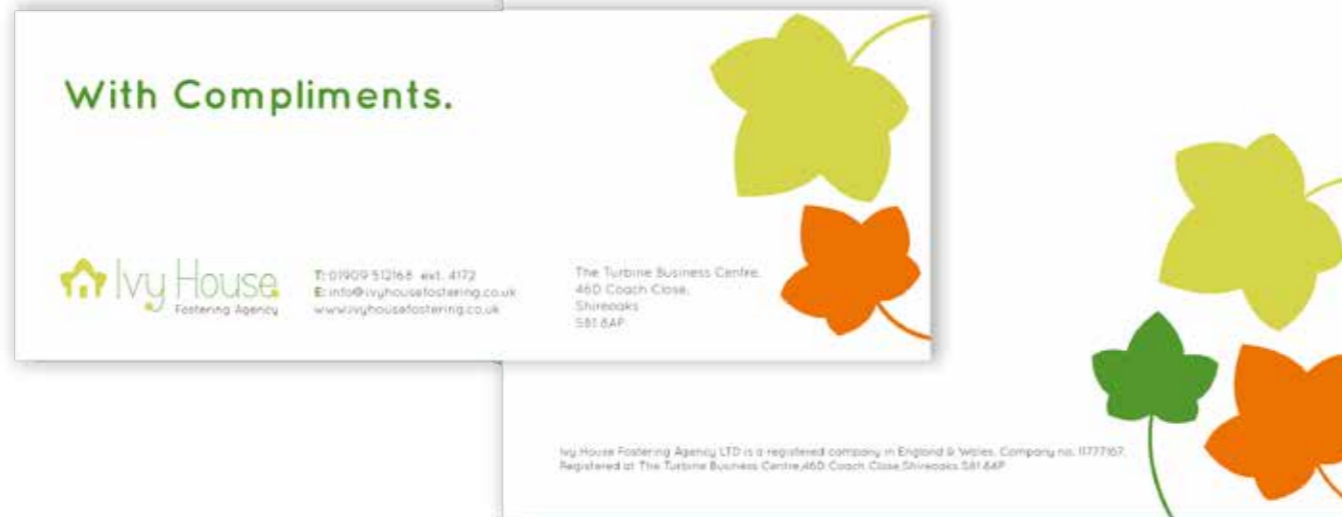
Brand creation for start-up fostering agency, Ivy House. The client wanted to incorporate the idea of 'growing and developing strong roots' and so I created a selection of ivy leaves in different colours and sizes as a supporting graphic to compliment the logo. They also wanted to see a vibrant colour scheme that had a friendly feel whilst still being professional.

Disciplines: concept creation, logo design, branding, Illustration and layout.

Sketches & tests



Final outcomes



Thank you



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