



Mark Jeater  
**PORTFOLIO**

# I am 6

I love thinking like a 6-year-old. Because everything is **WOW!** and **AMAZING!** It's where imagination knows no bounds.

I'm free to explore the world, whether it's making **DEATH-DEFYING** leaps between the armchair and the sofa over shark-infested carpet, becoming a **SUPERHERO** just by putting on a tea towel, and an empty toilet roll can a telescope or my rocketship.

And, holidays last **FOREVER!**

I'll never lose that sense of wonder, it's what makes good design – **GREAT.**



mark seater  
Superhero



IDEATION  
CREATION  
INNOVATION  
PRESENTATION



**Websites**



**The goal**

To promote the Float Glass Design range to professional architects.

**The enemy**

Other B2B glass producers.

**The solution**

Build an inspiring website with a unique product specifier where you can define your ideal glass design, colour and finish which is then emailed as a specification datasheet.

---

**FLOAT**  
GLASS DESIGN




CREATIVE GLASS FOR ARCHITECTS

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## Discover Float Glass Design

Explore our Product Specifier to select the best glass for your project. Here you can choose your glass type, texture, tint, colour and finish from over 1000 glass samples. You can request a sample and download technical information for your project. We look forward to working with you.



**Textured Glass**  
Textured glass offers exciting possibilities as a design element in a wide range of architectural applications. It has the unique ability to perform as a decorative feature as well as a functional and structural building material.

**Coloured Glass**  
We are delighted to introduce Spectrum, our exclusive new range of coloured glass. The Spectrum range is fully compatible with our renowned textured glass products.


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## PRODUCT SPECIFIER



CREATE THE IDEAL GLASS FOR YOUR PROJECT

We have an extensive catalogue of almost 1000 samples for you to explore. Browse the possibilities for architectural glass, select your texture, choose a colour or tint, download the specifications and request a sample.

Back | Low Iron | Transparencies




Texture | Tint | Colour | Finish

[Download your specification and request a free sample](#)

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## Explore Float Glass Design


Float Glass Design are one of the leading designers and producers of Creative Architectural Glass. All our glass is handmade in our Brighton Glass Studio and made to measure to your specific requirements.



**Glass Ranges**

View our Designer Ranges of Textured Glass, Coloured Glass and Glass Cladding to find the best glass for your project.


[Create](#)



**Bespoke Services**

Looking for something unique? Check out our bespoke processes to see how we can create an original glass feature just for you.


[Design](#)



**Projects**

View our portfolio of creative architectural glass for a diverse range of projects from feature walls to glass cladding for building facades.

[Inspire](#)




**How to order**

Find out how to order your glass, request samples and get information about lead times and delivery.

[Order](#)

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BESPOKE SERVICES



**The goal**

To refresh the brand ONYX.

**The enemy**

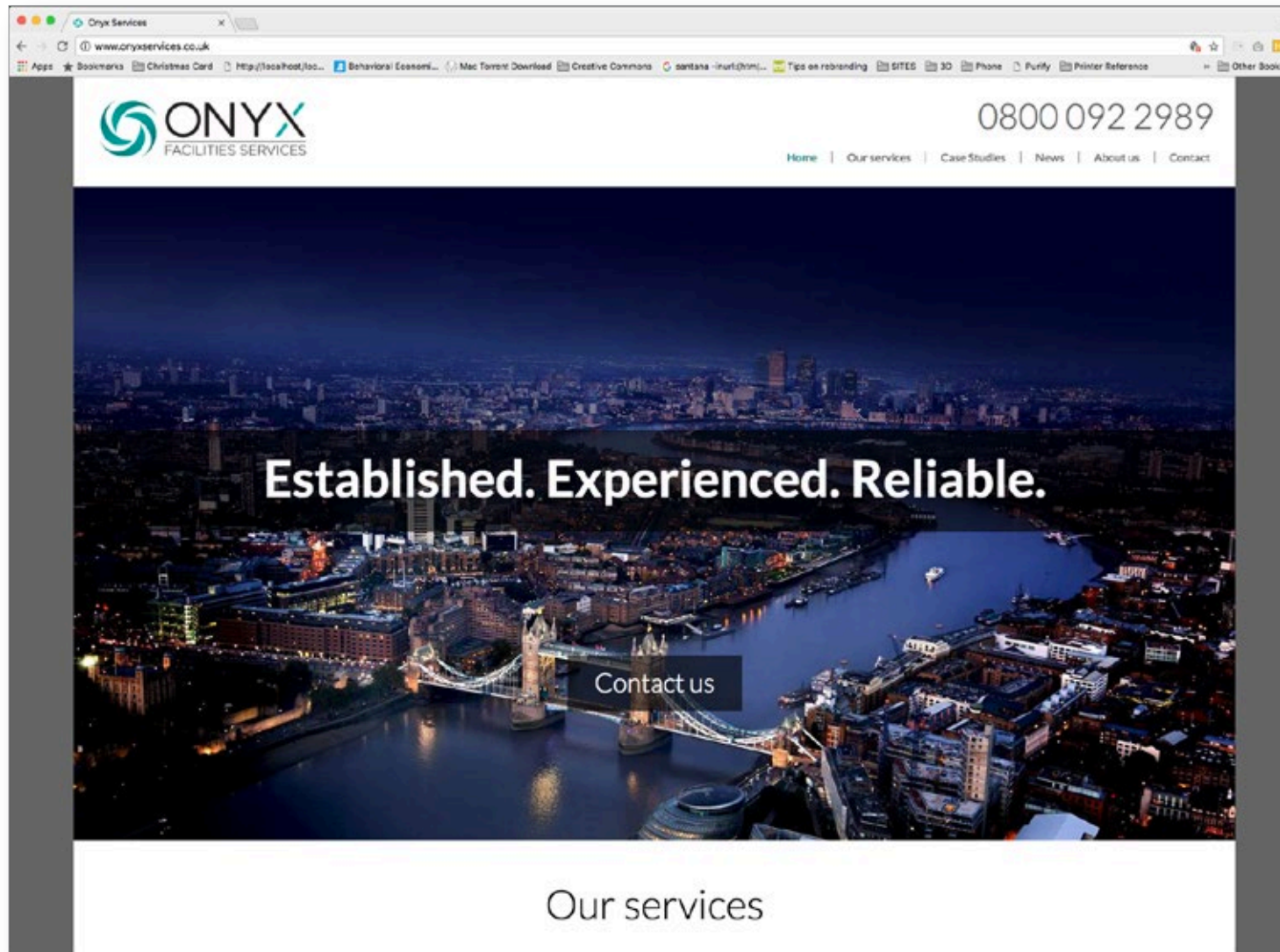
Other facilities companies.

**The solution**

Redesign ONYX with a fresh look and brand new colour palette to make them stand out from the competition.

---







**The goal**

To create an online bookshop for architects.

**The enemy**

Amazon.

**The solution**

Built an online store dedicated to Design Media's range of books.

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## Latest book release

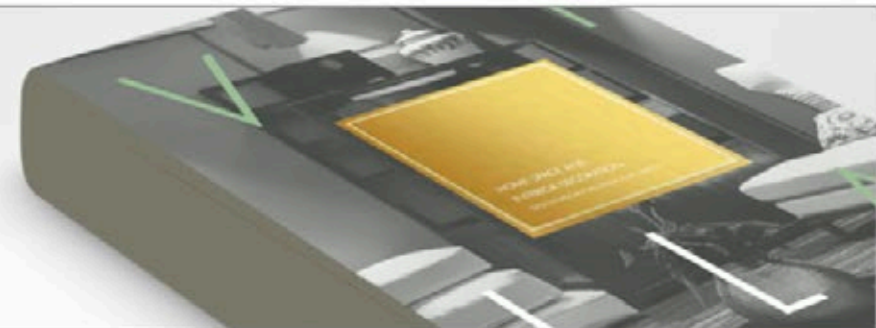
### Home Space and Interior Decoration -Villa

Ariel Yu

This is not a book on decoration design alone. It embodies the dreams and expectations of 22 villa clients, which have been realized by 22 interior or decoration designers. This is not a collection of project pictures either. It doesn't only concern the fruits of project designs but attaches more importance to the process of each design. From conception to process, the 22 designers share their experiences and understandings of design. This is not a picture book for appreciation. It involves [Read more...](#)

Hardback

£32.00



## New books



### Bed and Breakfast in China

Chen Weixin

£30.00

Share this book



Buy on Amazon



### Living Wall: Jungle the Concrete II

Jialin Tong

£32.00

Share this book



Buy on Amazon



### Feeling Plants

£25.00

Share this book



Buy on Amazon



### Contemporary Architecture in China: Rise of the Orient 2017

Min Zhao

£25.00

Share this book



Buy on Amazon



### Home Space and Interior Decoration -Villa

Ariel Yu

£32.00

Share this book



Buy on Amazon



### Home Space and Interior Decoration -Luxury Home

Ariel Yu

£32.00

Share this book



Buy on Amazon

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### Current books

 <b>Love Reading for Kids - How to Design a Lovely Children Book</b> Michael Mansel £24.00 Buy on Amazon	 <b>First Impressions: Shopfront Design Ideas II</b> Stefano Scarpone £36.00 Buy on Amazon	 <b>Stormwater Management in Landscape Design</b> Whitney Jacobus £35.00 Buy on Amazon	 <b>High/Low/Inbetween Architects</b> Scott Fujita £30.00 Buy on Amazon	 <b>Fashion Illustration - gown &amp; dress inspiration</b> Veronica Kersley £18.00 Buy on Amazon	 <b>Romantic Coffee Time</b> Carlos Garcia £19.00 Buy on Amazon
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### Sign of Cafe and Restaurant

**Sign of Cafe and Restaurant**  
 Muir Guen

Cafe and restaurants are the most frequently visited places in our life. The book explores how to make signs well integrated with existing environments with various styles. Read more...

Paperback  
 Buy on Amazon **£20.00**

Share this book

**Technical information**

Title: Sign of Cafe and Restaurant  
 Sub-Title:  
 Author Biography: Muir Guen has released her book works including Graphic Design in Architecture and Book design.

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### Admin

#### Books

Book	Register	Price List	ISBN	Action
 100 Restaurant Design Principles Author: Guen ISBN: 978-1-4937-1111-1 Price: £20.00	1/15/2015	20.00	978-1-4937-1111-1	<a href="#">Edit</a> <a href="#">Delete</a>
 100 Packaging Structure Author: Guen ISBN: 978-1-4937-1112-8 Price: £20.00	1/15/2015	20.00	978-1-4937-1112-8	<a href="#">Edit</a> <a href="#">Delete</a>
 100 Century Villa Author: Guen ISBN: 978-1-4937-1113-5 Price: £20.00	1/15/2015	20.00	978-1-4937-1113-5	<a href="#">Edit</a> <a href="#">Delete</a>
 100 Awarded Architecture Author: Guen ISBN: 978-1-4937-1114-2 Price: £20.00	1/15/2015	20.00	978-1-4937-1114-2	<a href="#">Edit</a> <a href="#">Delete</a>
 100 in 100 Awarded Blue set with VR glasses and accessories Author: Guen ISBN: 978-1-4937-1115-9 Price: £20.00	1/15/2015	20.00	978-1-4937-1115-9	<a href="#">Edit</a> <a href="#">Delete</a>

# Branding & Corporate Identity





**The goal**

To make British Airways the first global airline.

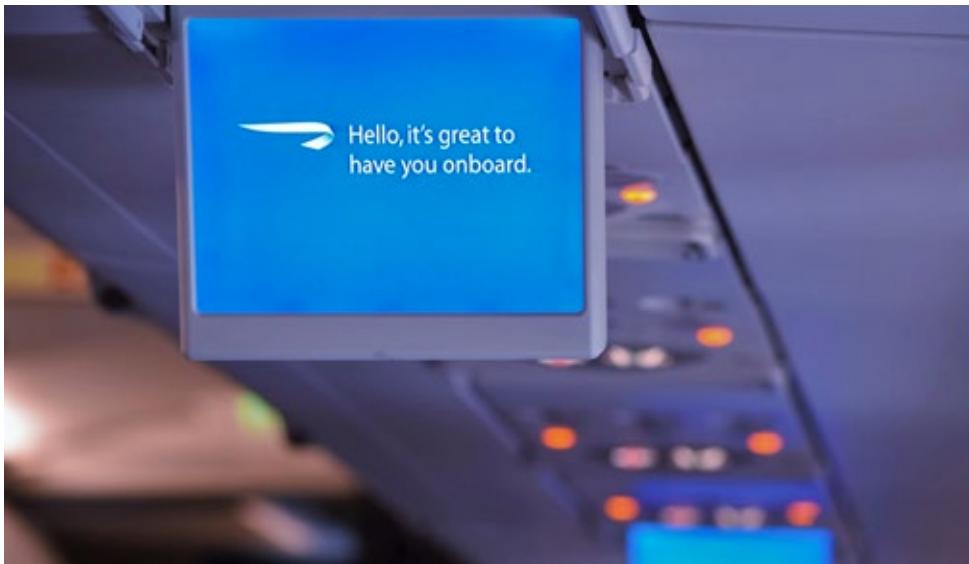
**The enemy**

All other airlines.

**The solution**

To showcase indigenous art from around the world.

---



The image shows the Selfridges & Co logo centered on a solid yellow background. The word 'SELFRIDGES' is written in a bold, black, sans-serif font. The '& CO' part is in a white, outlined, serif font with a small flourish on the 'O'.

**SELFRIDGES & CO**

**The goal**

To advertise the rebrand of Selfridges including their flagship store on Oxford Street.

**The enemy**

John Lewis, Peter Jones, Harrods, Harvey Nicks.

**The solution**

Bold new colour and logo that stood out from the crowd whilst being timeless and classic.





**OPEN TO  
THE WORLD  
SINCE  
1909**  
**SELFRIDGES & CO**





Powering risk intelligence

**The goal**

Re-brand Abioric to become brand leaders.

**The enemy**

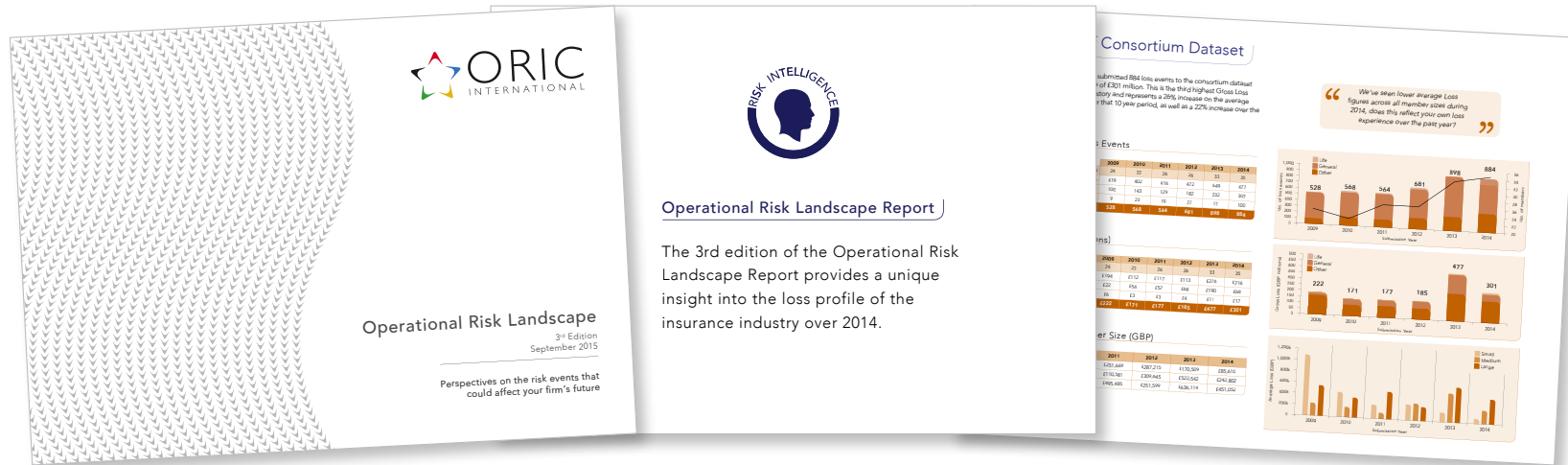
ORX who was the largest player in the market.

**The solution**

We re-branded ORIC to represent their global status and helped them first to become a challenger brand and now have positioned them as brand leaders and industry influencers.

---









**The goal**

To refresh the brand ONYX.

**The enemy**

Other facilities companies.

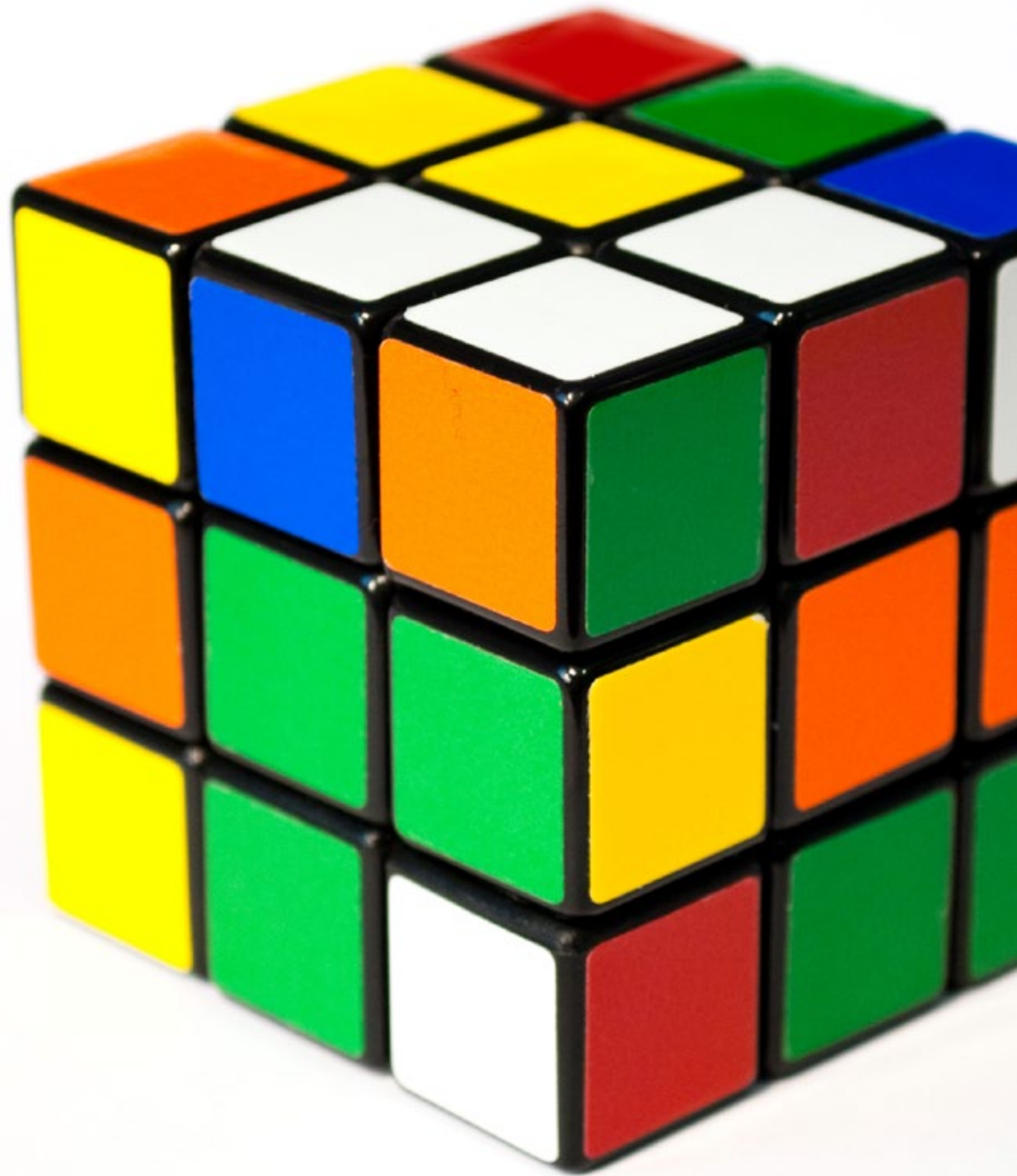
**The solution**

We gave ONYX a fresh new look with a brand new colour palette to make them stand out from the competition.

---



**Advertising**





# DIAGEO

**The goal**

Get people to consider premixed spirits in the home.

**The enemy**

Beer and wine.

**The solution**

Perfect for the evening.

---

drinkaware.co.uk  
for the facts



SMIRNOFF  
Triple Distilled  
PREMIUM VODKA  
NO. 21  
EXPERTLY MIXED  
VODKA &  
COLA  
250ml e 6.4% vol

perfect  
for the  
evening

SMIRNOFF perfectly  
mixed with cola



The SMIRNOFF word and associated logos are trade marks. © The Smirnoff Co. 2010.

drinkaware.co.uk  
for the facts



Gordon's  
DRY  
PERFECTLY MIXED WITH  
Schweppes  
GIN &  
TONIC  
250ml e 6.4% vol

perfect  
for the  
evening

Gordon's perfectly mixed  
with Schweppes Tonic



The GORDON'S word and associated logos are trade marks. © Tanqueray Gordon & Co. 2010.  
SCHWEPPES, the Fourteen Points and the 196 graphics are registered trade marks of Alcoholic Industries.





**The goal**

To make Grand Marnier a choice for a longer drink rather than just a Liqueur.

**The enemy**

Liqueurs.

**The solution**

We positioned Grand Marnier as a feeling – Welcome to the sunset hour – that you look forward to relaxing with after a hard days work.

---



Available on the App Store

drinkaware.co.uk  
for the facts

GRAND O  
1/4 GRAND MARNIER®  
1/4 ORANGE JUICE & SODA  
WATER, A SQUEEZE OF  
LEMON, AND LOTS OF ICE.

WELCOME TO THE SUNSET HOUR  
twist your evening with Grand Marnier, soda and orange

Grand Marnier®

grand-marnier.com

The Grand Marnier word and associated signs are registered trade marks of Société des Produits Marlier-Lippold. App Store is a service mark of Apple Inc., registered in the U.S. and other countries.



Available on the App Store

drinkaware.co.uk  
for the facts

GRAND GINGER  
1/4 GRAND MARNIER®  
1/4 GINGER ALE, A SQUEEZE  
OF LEMON AND LOTS OF ICE.

WELCOME TO THE SUNSET HOUR  
twist your evening with Grand Marnier and ginger ale

Grand Marnier®

grand-marnier.com

The Grand Marnier word and associated signs are registered trade marks of Société des Produits Marlier-Lippold. App Store is a service mark of Apple Inc., registered in the U.S. and other countries.



6 Sheet



LCD Screen – video



Trade film – video



Website



iPhone app



# B O R D E A U X



**The goal**

Make it easier for wine drinkers to choose Bordeaux.

**The enemy**

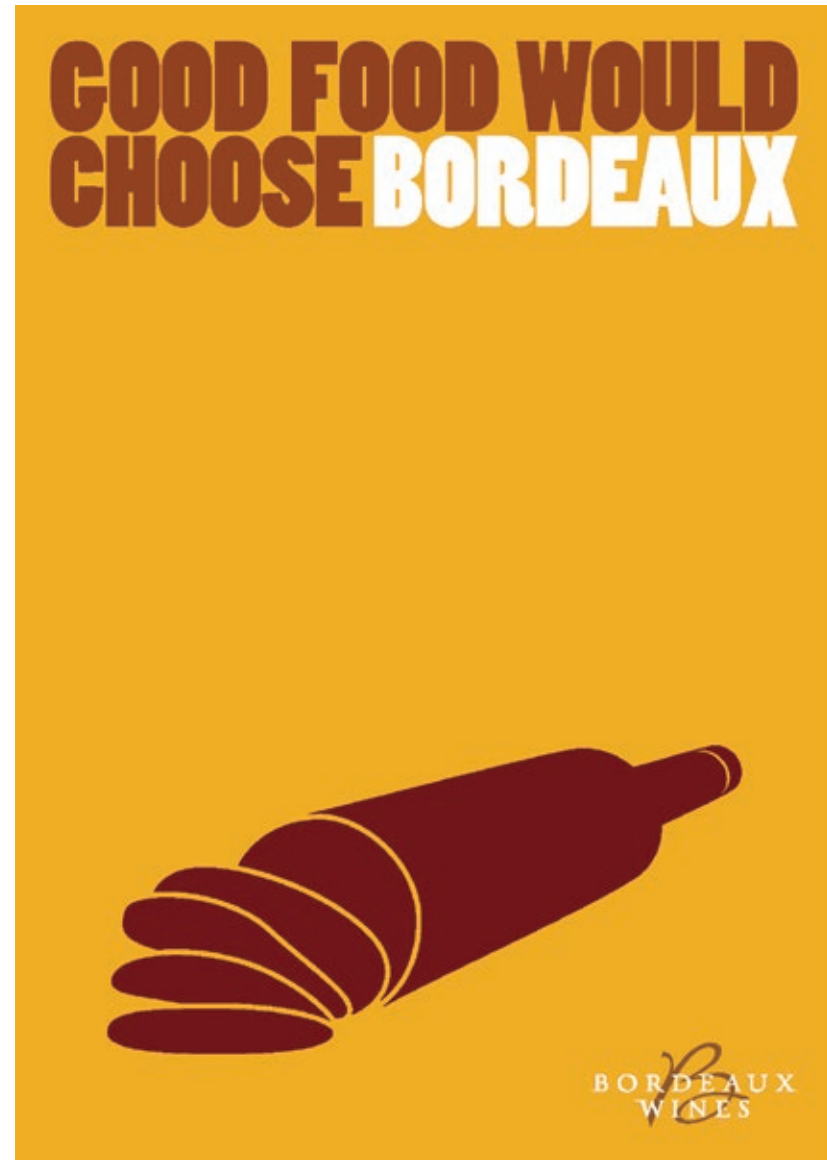
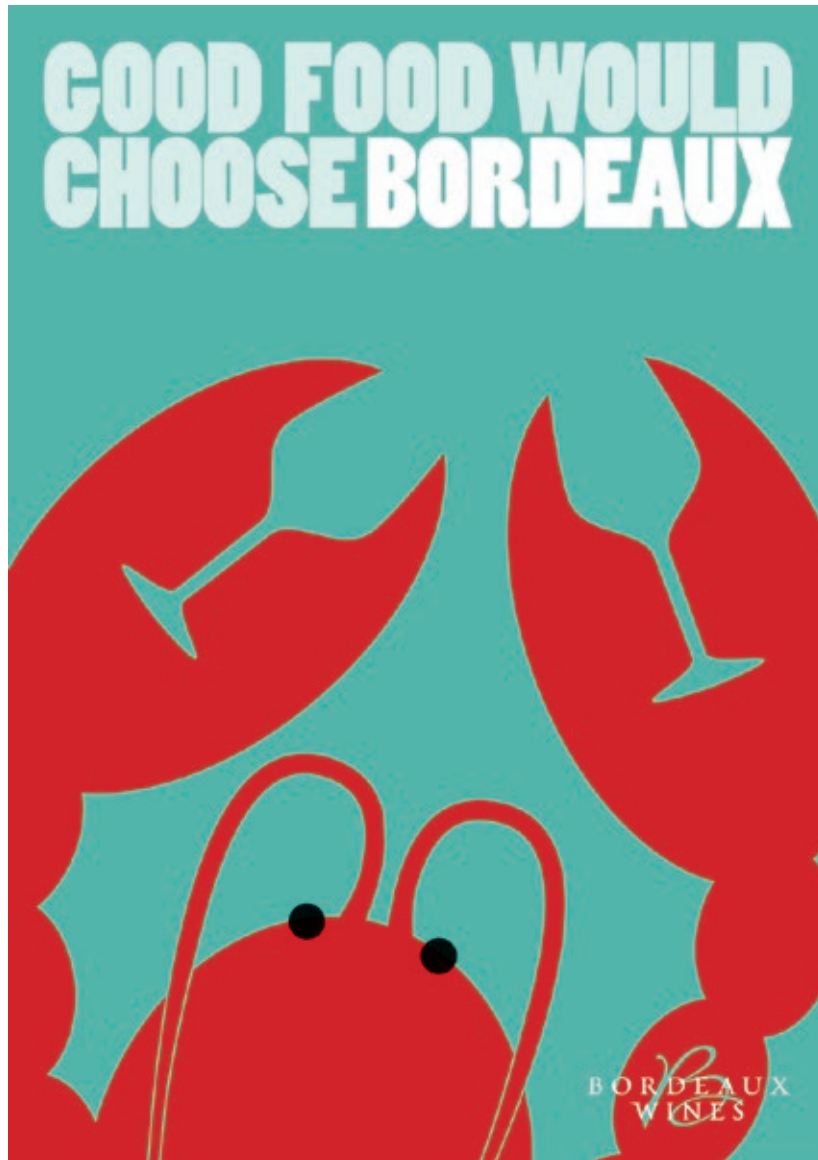
New world wines.

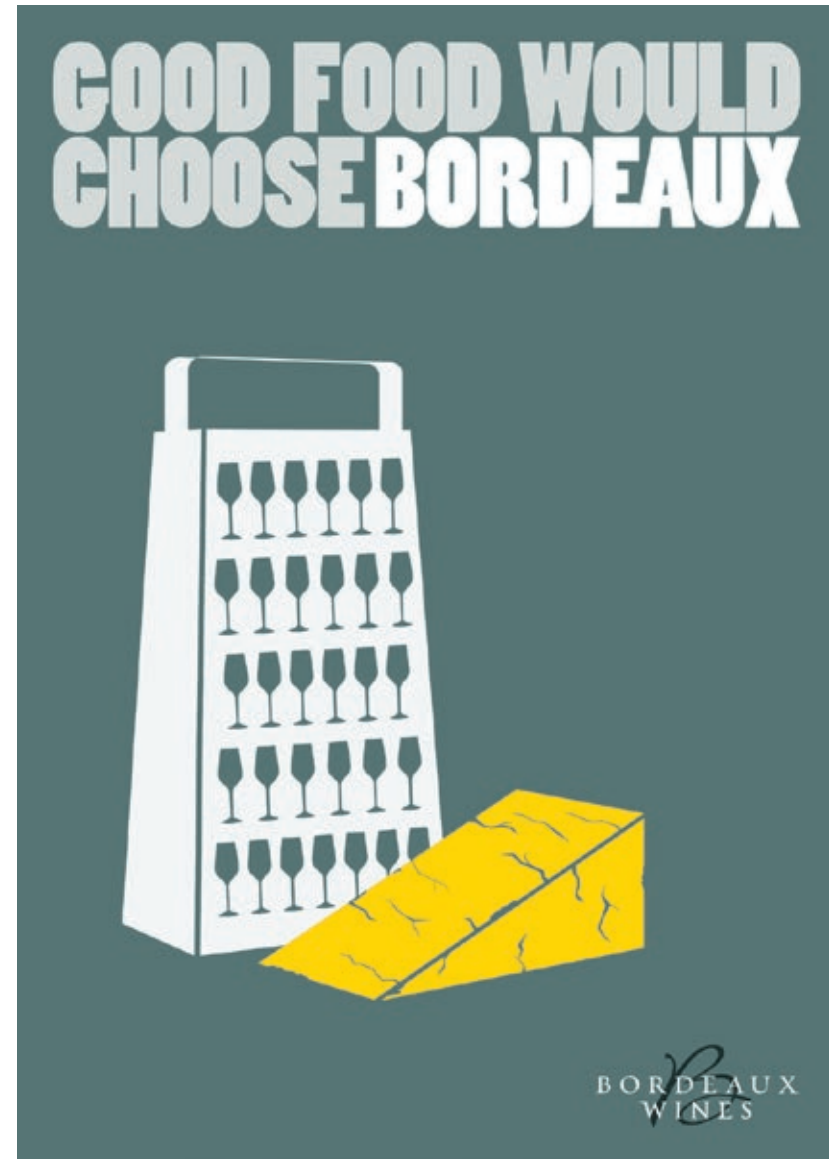
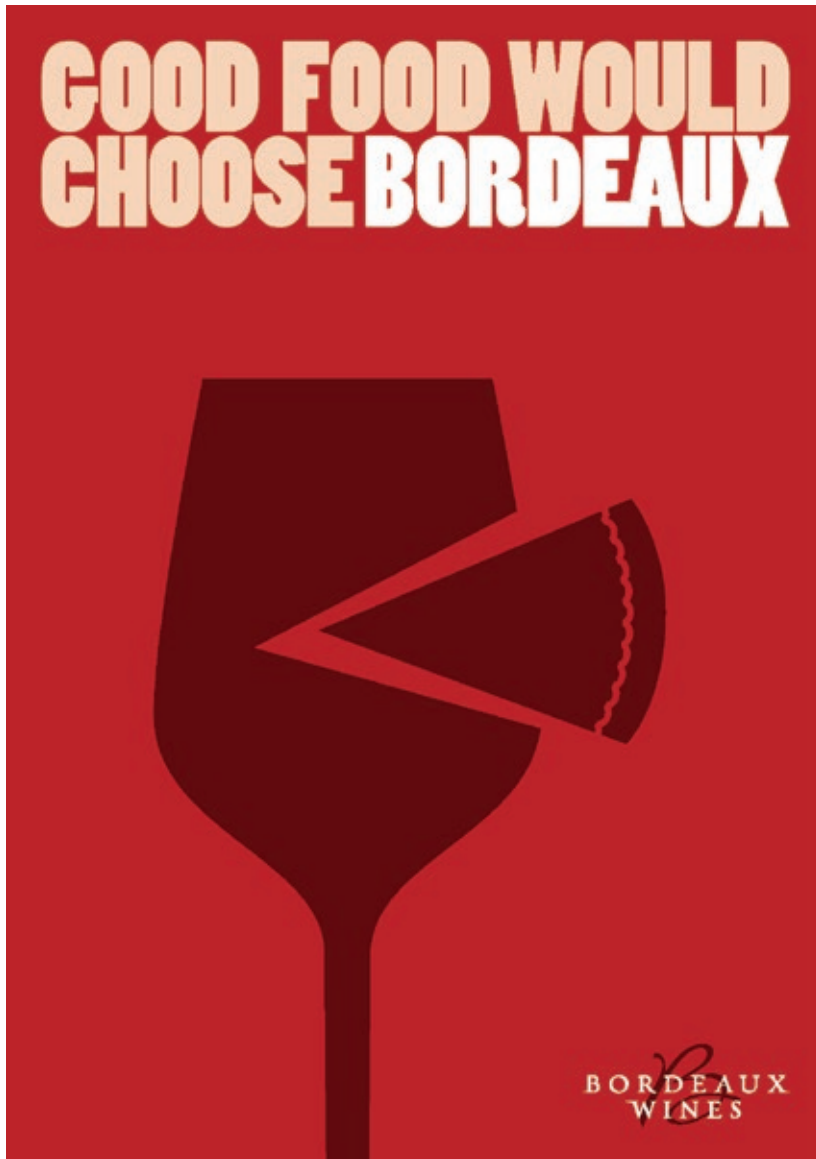
**The solution**

Good food would choose Bordeaux.

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**The goal**

To convey that hand cooked crisps taste better than the mass-produced ones.

**The enemy**

Walkers.

**The solution**

A range of posters that showcased the ingredients constructed from handprints to highlight that Kettle chips were hand cooked.

---



*The hand cooked chip.*



*The hand cooked chip.*

# BULLRING BIRMINGHAM

## **The goal**

To advertise the quarterly changes to the centre and showcase the new Spiceal Street food court.

## **The enemy**

Boring Shopping centres and multi-chain fast-food restaurants.

## **The solution**

To illustrate that the Bullring was the centre of Birmingham.

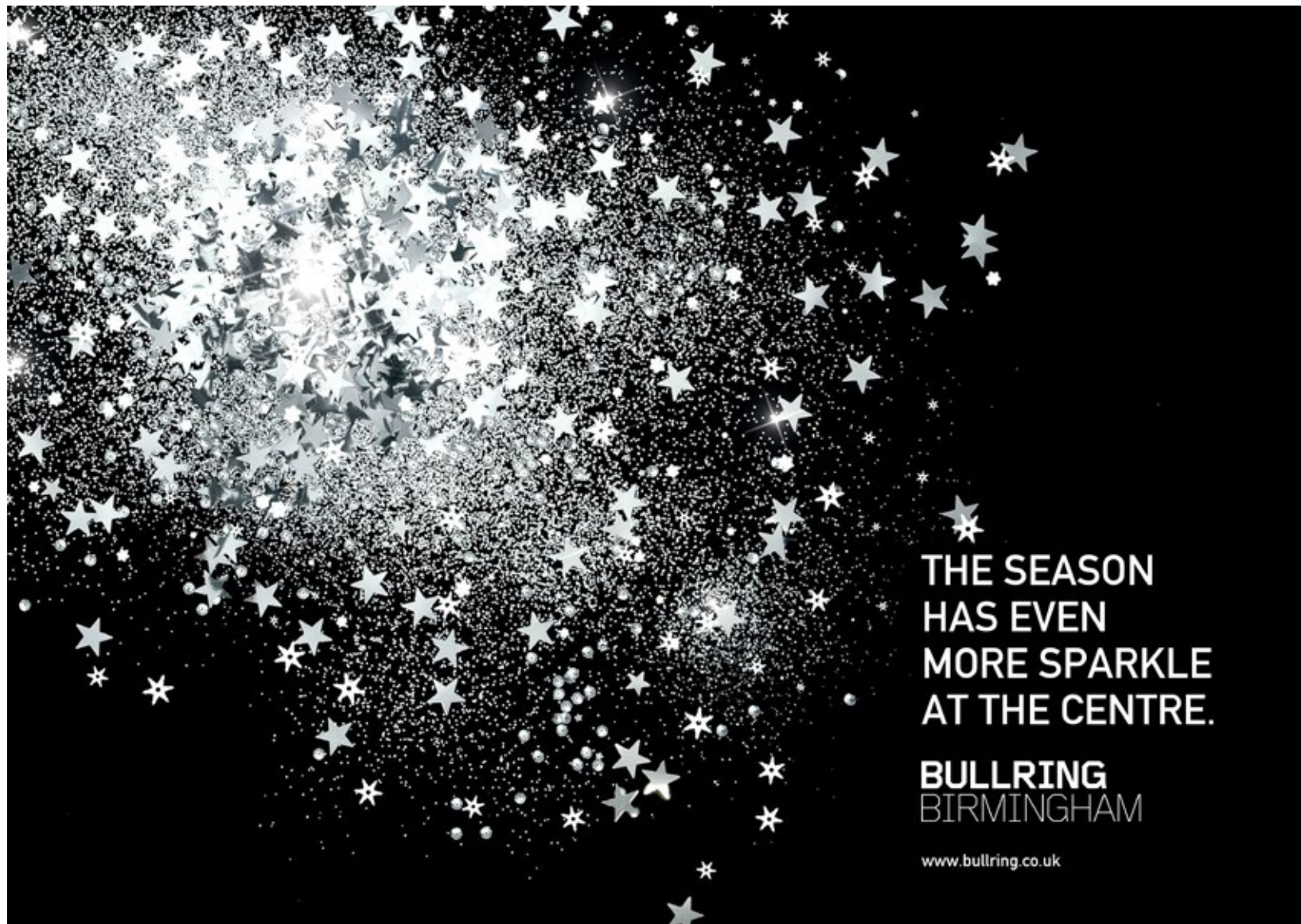
---



FOOD IS ABOUT  
TO GET EVEN  
MORE EXCITING  
AT THE CENTRE.

SPICEAL STREET  
**BULLRING**  
BIRMINGHAM

[www.bullring.co.uk](http://www.bullring.co.uk)



# Pitches







**The goal**

To secure the £1.6bn advertising concession for the London Underground.

**The enemy**

Clear Channel and JCDecaux.

**The solution**

We created presentation box that covered all the aspects of the bid and even built a full-size mockup of a tube platform where the client could see all of the future improvements in the advertising for the London Underground, from cross-track projectors and LCD displays to assorted advertising furniture.

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**The goal**

To secure the advertising concession for Arriva buses.

**The enemy**

Clear Channel and JCDecaux.

**The solution**

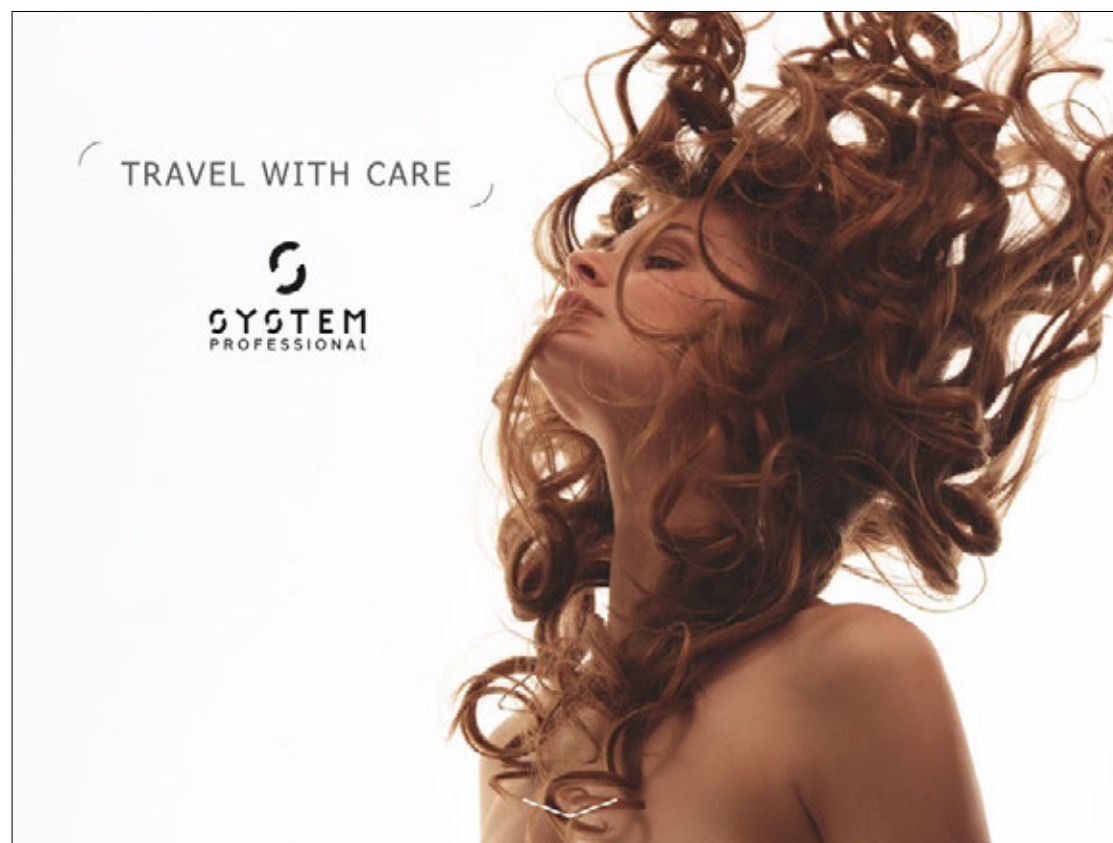
We created a bid box that detailed our goals and strategies.

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# Powerpoint Presentations



The collage features six digital screens showcasing System Professional products:

- Top Left Screen:** Titled "TRAVEL WITH CARE", it features a woman's profile and a "DID YOU KNOW?" section stating: "70% of clients who trial System Professional at home return to the salon to purchase full size products".
- Top Middle Screen:** Titled "TRAVEL WITH CARE", it promotes upgrading the client experience with an "EXPLODE" section: "your retail sales during the summer season by offering your clients the perfect **FIRST-AID KIT** for beautiful summer hair." It shows a travel kit with a grey bag and several bottles.
- Top Right Screen:** Titled "SYSTEM PROFESSIONAL TRAVEL", it highlights three categories: "TRAVEL SIZE COLLECTION", "OUR SALON'S HERO PRODUCT" (with a note: "USE NEW LIFT & SHINE CREAMS AND TRAVEL SIZE RANGE TO SHOW UP AS A RANGE OF SYSTEM PROFESSIONAL PRODUCTS"), and "DAVE AT HOME USAGE" (with a note: "SPRITZ ENERGY CREAM WITH YOUR SHINE-UP CREAM").
- Bottom Left Screen:** Titled "SYSTEM PROFESSIONAL TRAVEL COLLECTION CARE", it displays a row of various hair care products including shampoo, conditioner, and styling products.
- Bottom Middle Screen:** Titled "SOLAR OIL YOUR CLIENT'S HOLIDAY MUST HAVE", it features a "DID YOU KNOW?" section: "CONSUMERS ARE DEMANDING PRODUCTS WITH UV FILTERS!". It promotes the Solar Sun Oil with the text: "Meet your clients needs and achieve instant softness with the Solar Sun Oil. This rich sun oil combines UV filters and a blend of luxurious oils, which protect and deeply condition locks, whilst a generous dose of Keratin promotes long-lasting smoothness. Restore life to hair exposed to sun, salt and chlorine." It shows a bottle of Solar Sun Oil.
- Bottom Right Screen:** Titled "SYSTEM PROFESSIONAL TRAVEL COLLECTION STYLE", it displays a row of styling products including shampoo, conditioner, and styling cream.

Each screen includes a navigation bar at the bottom with the following categories: OPPORTUNITY, IDEA, ESSENTIALS, and BENEFITS.

# Dove<sup>®</sup> MEN +CARE

Dove Men+Care

DigitalDiscovery Phase 1 – .com recommendation



HAVAS  
WORLDWIDE



# Understanding our digital man

## Understanding our digital man

We won't get the touch points - (awareness) through our branded site alone.



Dove MEN+Care  
IIVAS WORLDWIDE

## Look across the category

Old Spice positioned itself as a previous brand to become a leading brand.



IIVAS WORLDWIDE

## Understanding our digital man

Dove man lives in an interconnected world



Dove MEN+Care

## Understanding our digital man

Men don't follow linear journeys



Dove MEN+Care

IIVAS WORLDWIDE

## Understanding our digital man

Respond with brands like this:

Brand	Category	Share of Voice	Engagement	Conversion
Old Spice	Deodorant	15%	20%	10%
Dove	Deodorant	10%	15%	8%
Afta	Deodorant	8%	12%	7%
Other	Deodorant	67%	53%	75%

+ Marty

- Marty

IIVAS WORLDWIDE



### COMPETITORS (FACEBOOK FOLLOWING)

Grid of competitor logos including Etsy (2.7 million), Filky (21K), ART & FIRE (12K), Mist (12K), uncommongoods (217K), Handmade at Etsy (17K), DaWanda (1.7 million), STORENVY (14K), and FRIDAY (21K).

### COMPETITORS

#### Etsy

Mum suggestions – nice USG touch that showcases products (series)

#DifferenceMakers – showcases mugs around a theme – be different

Un similarities – bedside table differences in a #DifferenceMakers tv-style ad. Humorous and very visual

Woman-made – plays with themes of feminism to champion the women makers on Etsy.

**Summary**

Etsy's #DifferenceMakers tagline is a nice way of summing up its unique proposition and helping guide the creative whilst aiding brand recall and recognisability. Landing on a campaign tagline for NOTHS would be a good take away from this.

USG also feels natural in a social media environment and is a cost-effective way to showcase products. Worth a thought.

36 videos total | 3.1 million following

### CONTENT STRATEGY

Why Love?

- All the products are handmade with love.
- All the products are given with love.
- All special occasions throughout the year are times to express the love in the gifts. The reason dates for NOTHS.

Campaign theme examples

**LOVE IS...**

- Love is... giving for both thanksgiving and christmas.
- Love is... stitching into the night.
- Love is... showing your child a special.
- Love is... showing you made it through.
- Love is... buying him gardening tools.

Product focus areas are:

- Gifts**
  - Using the members of the gift around themes of the gift, occasions, relationships through shared shopping and of course, love.
- Testimonials**
  - Talking to happy gift givers and happy gift receivers to find out what it is for them with examples of the gifts bought.
  - Love is... "My boyfriend gave me the cutest set of tea."
- Mini piece**
  - Big bold messaging of the LOVE IS... theme. It will with explanation, a short production or clear high quality content.
  - Love is... going small.
- Product showcase**
  - Showcase the products and the reactions of people giving/receiving meaning those products.
  - Love is... the look on the man's face when someone brings gifts home to stay!
- Stories**
  - An introduction to the tags behind the products and all the good work and love that led to the tag. "I had to tell others to find out what love is to them."
  - Love is... "The final touch on an engraving for a wedding band"

Strategy

### SUMMARY

YouTube 174 videos | facebook 120 videos

For the most part, YouTube and Instagram have Love offerings are much stronger than those on Facebook. The content could be better when we see real people expressing and emotions. Products featured on gifts by customers, and the emotion link when going to receiving, help define the brand. Everything is loved and love gives with love.

Showing the people behind the products is essential to drive home the human touch behind the gifts, and the content built around occasions/holidays is the perfect chance to capture the importance of relationships and how they provide the perfect outlet to express this.

There is little crossover between Facebook and YouTube about doesn't look to maximize of their content though, and there are no strong themes that run throughout. A well-defined content plan both around social media best practices, that has a strong campaign theme, and focuses on the human aspects of the brand, would help build a stronger brand story.

### MEET THE MAKERS

Facebook

Insights:

- Facebook videos lack any personal connection to the makers. There are faces, but explanations and stories for product are in. No reason to engage. We don't really anything.
- Go on to the colleagues. Show faces. Use build story to explain the product in nice looking.
- Facebook video series led with "Meet the makers" which was a lot of content.
- Looking for the people behind the gifts is super important in the brand's "woman-made gifts with a story" focus.

# Experiential





**The goal**

To bring together all of Skype's managers.

**The enemy**

Skype's internal communication between offices.

**The solution**

We created an event in a disused power station in Germany where staff from all the offices could get together with breakout areas designed to encourage conversation.

---







Here I am with my brother Ian

He wanted to become  
a fireman and I wanted  
to be a designer

It just goes to show that  
dreams really do come true!

*mark Jeater*