



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

Branding & Corporate Identity





The goal

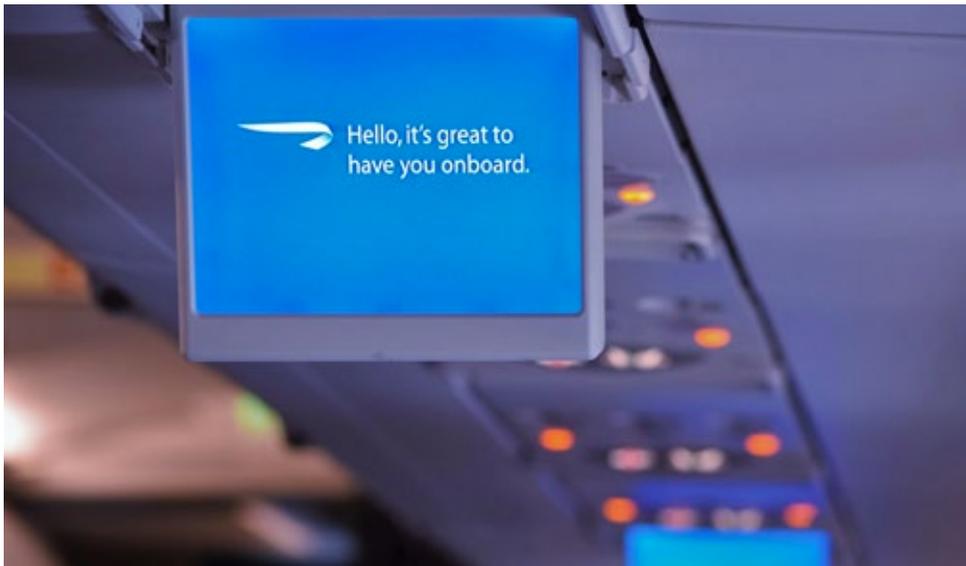
To make British Airways the first global airline.

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 under the 'O'.

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.

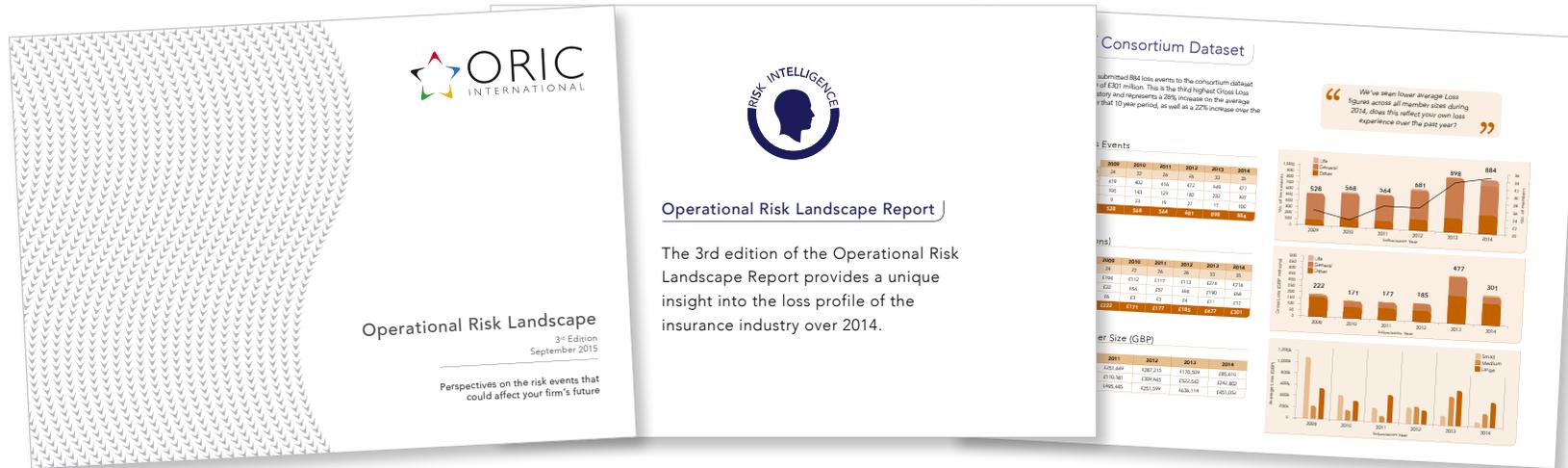
The enemy

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.







Hologramica

The client

Hologramica is an international projection provider that uses a proprietary screen surface to create holographic stage effects (think Frank Sinatra, Tupac, Buddy Holly and Roy Orbison).

The goal

To position Hologramica as the best resource for projected holographic stage and live-action displays.

The enemy

The general ignorance of exactly what a stage hologram is.

The solution

To create an identity that "delivers dreams" to the audience, thereby focusing on the result and not the tech.





My role

After a discovery session, I designed several logos along three routes:

- Technical
- 3D
- Dreams

Liz (the MD), immediately loved the dreams route – to her own great surprise! It also resonated with her strap-line "Seeing is Believing".

Over the next 2 rounds, I drew up a hi-res vector of the Dreams Fairy, created a set of guidelines and rolled out the identity across stationery, labels, Christmas cards, bags, website, leaflets and adverts etc.

This is an ongoing client and Liz has already developed two new product lines and engaged me to design the websites.

Digital





Science in Sport

The client

Science in Sport is a nutrition sales company.

The goal

To design digital assets for websites (MPU's, Leaderboards, Skyscrapers and other sizes).



The goal

To differentiate InterCasino from other online gaming operators.

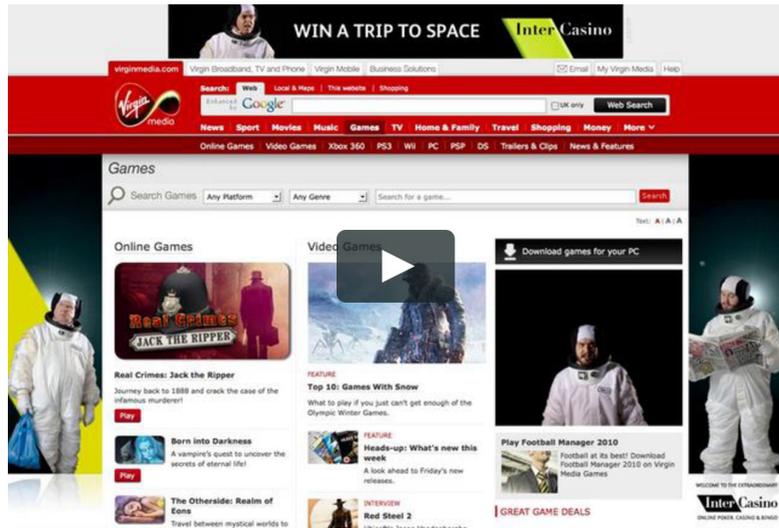
The enemy

Online gaming operators

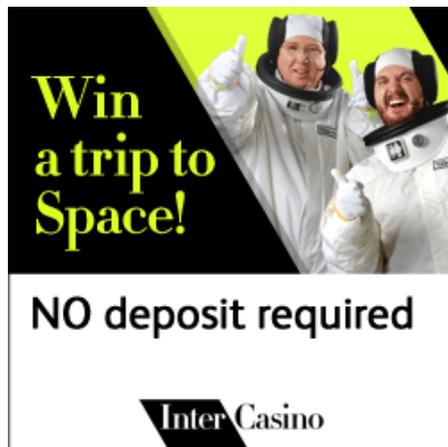
The solution

We created a campaign for InterCasino which rolled out a brand-building TV and digital promotion offering the chance to win a space trip.

This included the brand design, website design, tv adverts, online and offline adverts and digital page takeovers for YouTube and the Sun.



<http://www.markjeater.co.uk/projects/intercasino/>





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



The goal

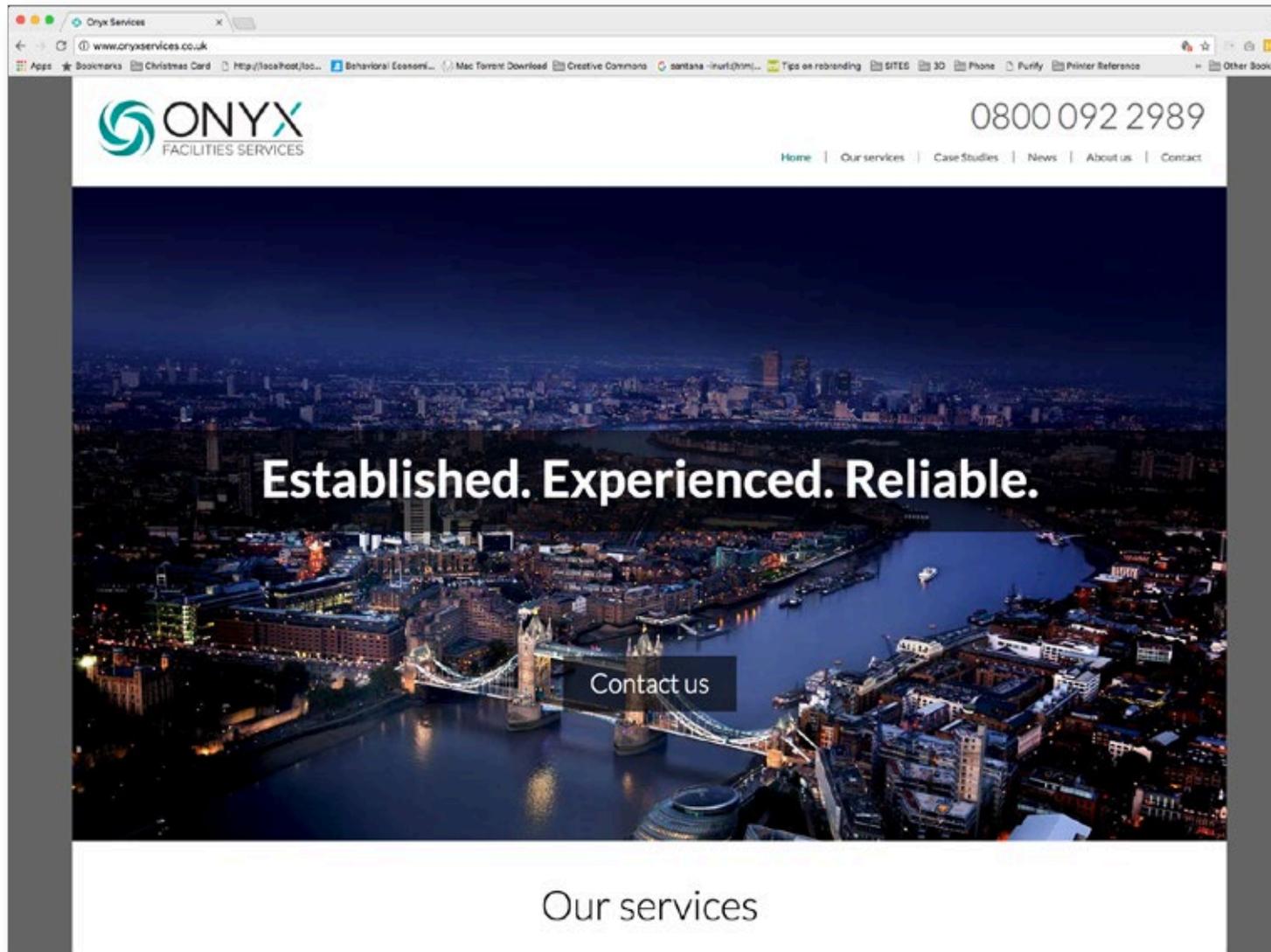
To refresh the brand ONYX.

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.



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

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Hardback

£32.00



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Chen Weixin

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Jialin Tong

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Ariel Yu

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Location

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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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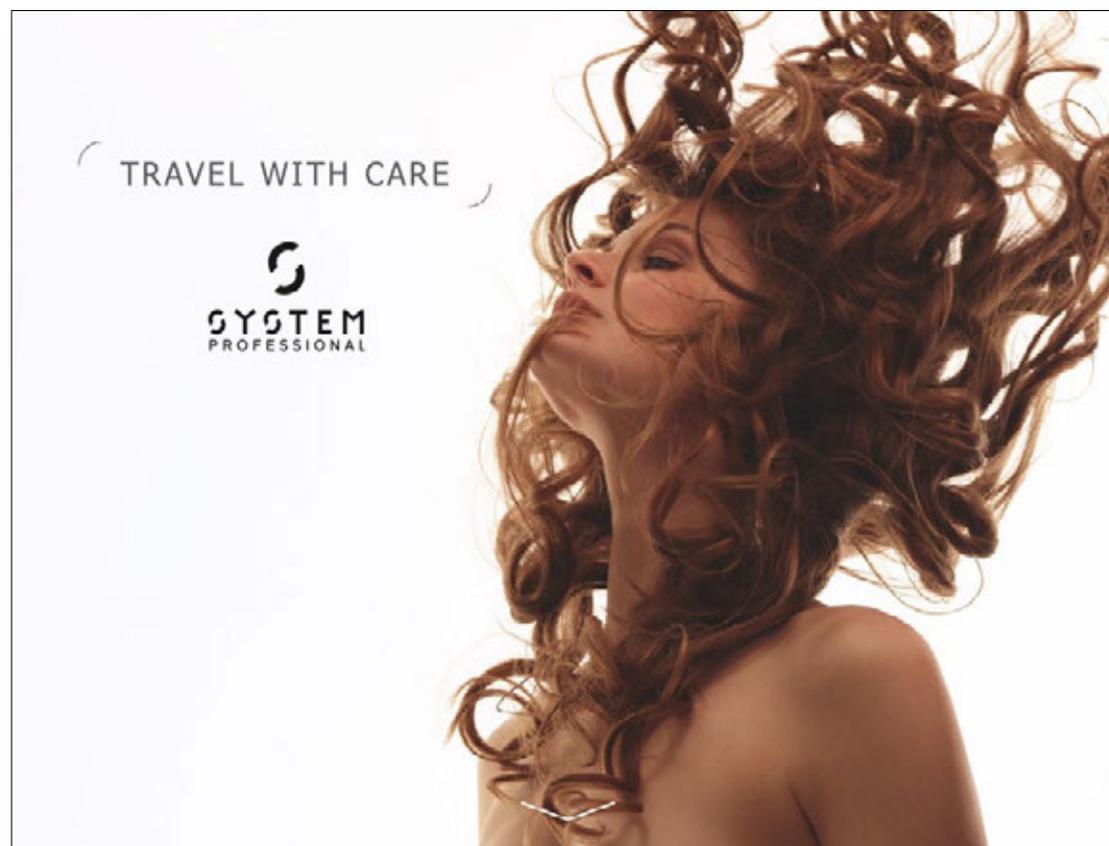
Admin

Books

Book	Register	Price List	ISBN	Action
 100 Restaurant Design Principles Author: Guen ISBN: 978-1-60558-100-0 Price: \$20.00	10/20/2012	\$20.00	978-1-60558-100-0	Edit Delete
 1000 Packaging Structure Author: Guen ISBN: 978-1-60558-100-0 Price: \$20.00	10/20/2012	\$20.00	978-1-60558-100-0	Edit Delete
 1000 Century Villa Author: Guen ISBN: 978-1-60558-100-0 Price: \$20.00	10/20/2012	\$20.00	978-1-60558-100-0	Edit Delete
 1000 Awarded Architecture Author: Guen ISBN: 978-1-60558-100-0 Price: \$20.00	10/20/2012	\$20.00	978-1-60558-100-0	Edit Delete
 Atlas of Worldmap (Blue set with VR glasses and accessories) Author: Guen ISBN: 978-1-60558-100-0 Price: \$20.00	10/20/2012	\$20.00	978-1-60558-100-0	Edit Delete



Powerpoint Presentations



The collage features six digital screens showcasing System Professional products:

- Top Left Screen:** Titled "TRAVEL WITH CARE", it features a woman with blonde hair 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 LUXE & STYLING CREATIVES AND TRAVEL SIZE RANGE TO SHOW UP AS A RANGE OF SYSTEM PROFESSIONAL PRODUCTS"), and "DAVE AT HOME USAGE" (with a note: "STYLING CREATIVES OFFER WITH YOUR TRAVEL KIT CLIENTS").
- 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[®] 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 in each category.



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%
Old Spice	Body Wash	12%	18%	9%
Dove	Body Wash	8%	12%	6%
Old Spice	Shampoo	10%	14%	7%
Dove	Shampoo	7%	10%	5%
Old Spice	Conditioner	11%	16%	8%
Dove	Conditioner	9%	13%	7%
Old Spice	Body Lotion	13%	19%	11%
Dove	Body Lotion	10%	15%	9%

+ Marty

- Marty

IIVAS WORLDWIDE



COMPETITORS (FACEBOOK FOLLOWING)

Click the logo to visit the brand

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 could 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 gifts for NOTHS.

Campaign theme examples

Product focus areas are:

Gifts to members of the community	Testimonials	Mini piece	Product showcase	Stories
Using the members of the community, relationships through shared shopping and of course, love.	Talking to buyers, gift givers and sellers, fun to find out what it is for them, with examples of the gifts bought.	Big build up/teaser of the LOVE IS... series. A bit with explanation, a small production or clever high concept.	Showcase the products and the reactions of people giving/receiving meaning these products.	An introduction to the tags behind the products and all the great work and love that led to the tag. Call to find out what love is in them.
"My boyfriend gave me the cutest set of tea."	Love is... "She looks so when I wear one of my #LOVE IS... #BUSTERS"	Love is... going small	Love is... the look on the man's face when someone brings gifts home to work!	Love is... "The best birthday or an anniversary for a wedding band"

Strategy

SUMMARY

YouTube 174 videos | facebook 120 videos

For the most part, YouTube has the edge. Content is less polished, but more authentic and emotional. 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, another key USG opportunity 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 across social media base products, 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:
 10 Facebook videos lack any personal connection to the makers. There are 10 videos for product the in. No reason to engage. We don't really anything.

WORDS:
 Get on to the colleagues. Show faces. Use build up to explain the gift is nice looking.
 10 Facebook video entries lack with "meet the makers" which was a lot of ideas.

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.





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.





The goal

To secure the advertising concession for Arriva buses.

The enemy

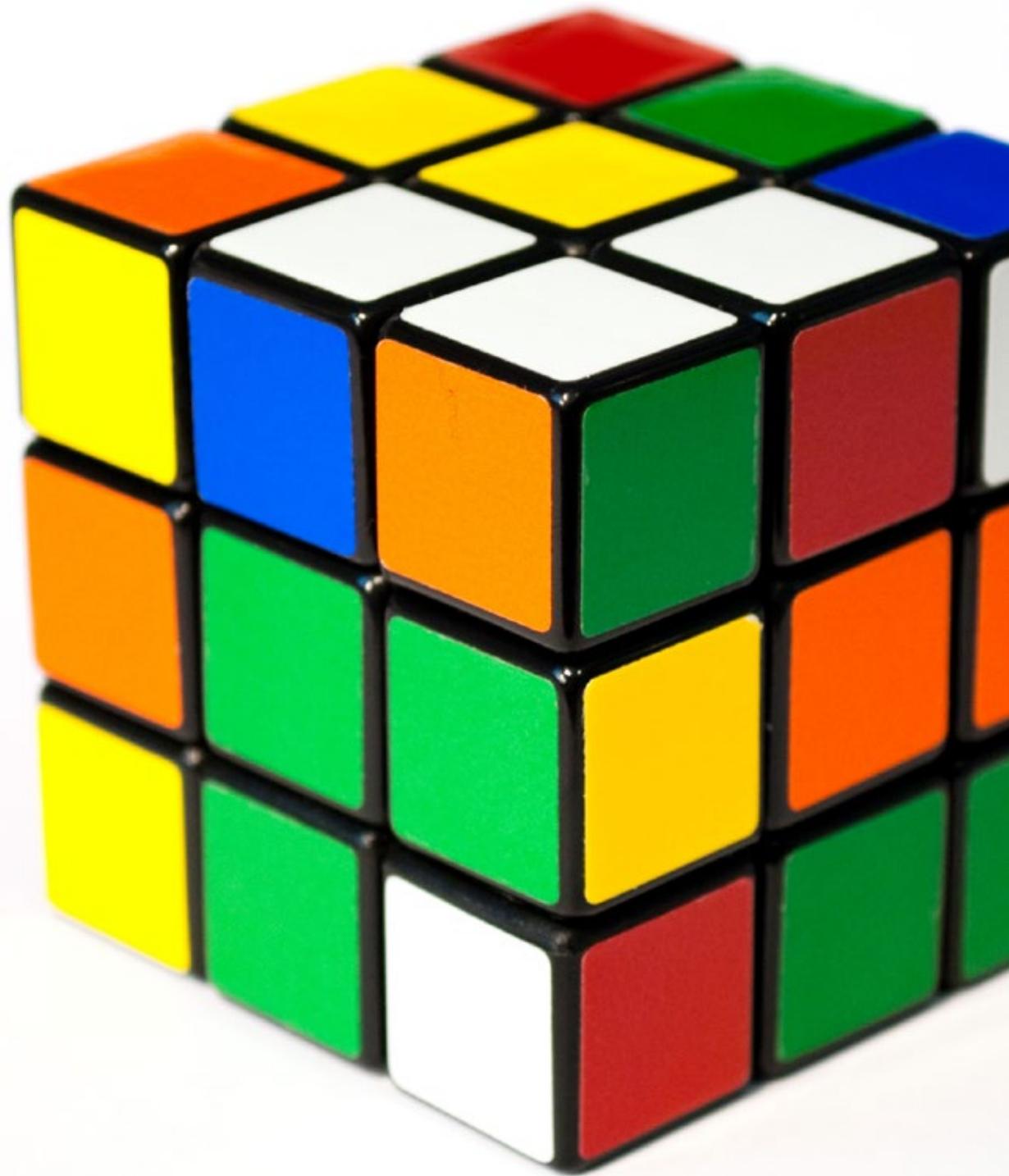
Clear Channel and JCDecaux.

The solution

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



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 GIN
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

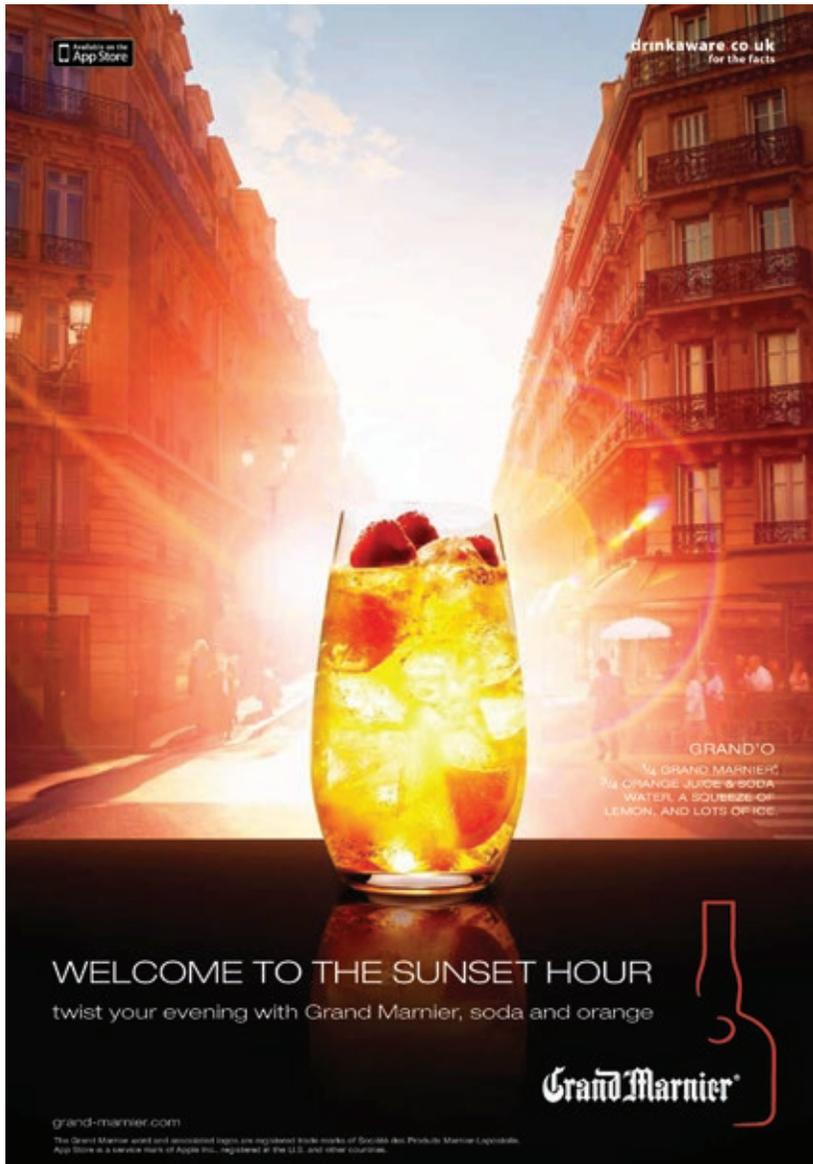
To make Grand Marnier a choice for a longer drink rather than just a Liqueur.

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

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Available on the App Store

drinkaware.co.uk
for the facts

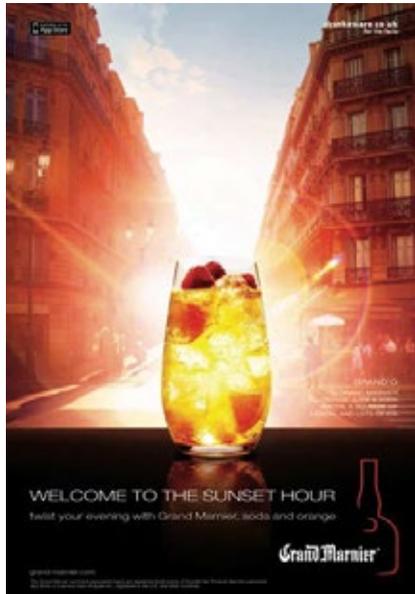
GRAND GINGER
1/4 GRAND MARNIER®
1/4 GINGER ALE, A SQUEEZE
OF LEMON AND LOTS OF ICE.

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

Grand Marnier®

grand-marnier.com

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6 Sheet



LCD Screen – video



Trade film – video



Website



iPhone app



B O R D E A U X



The goal

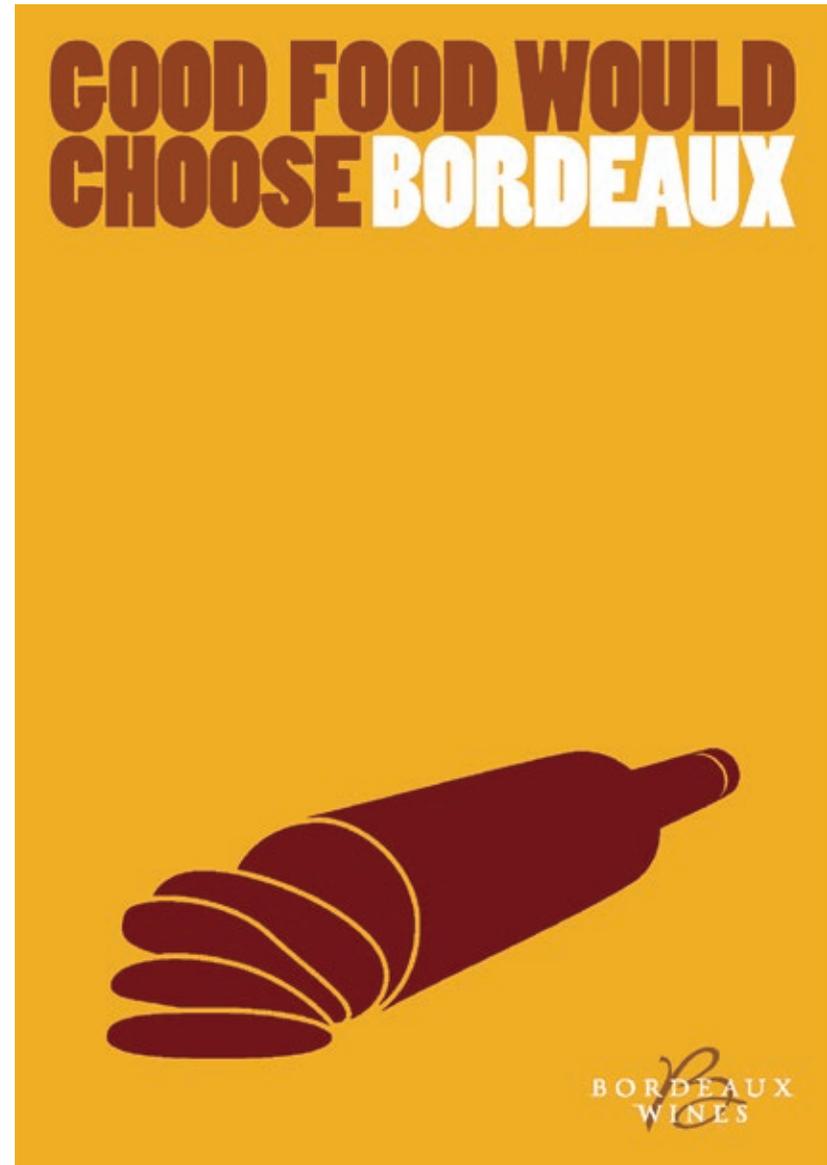
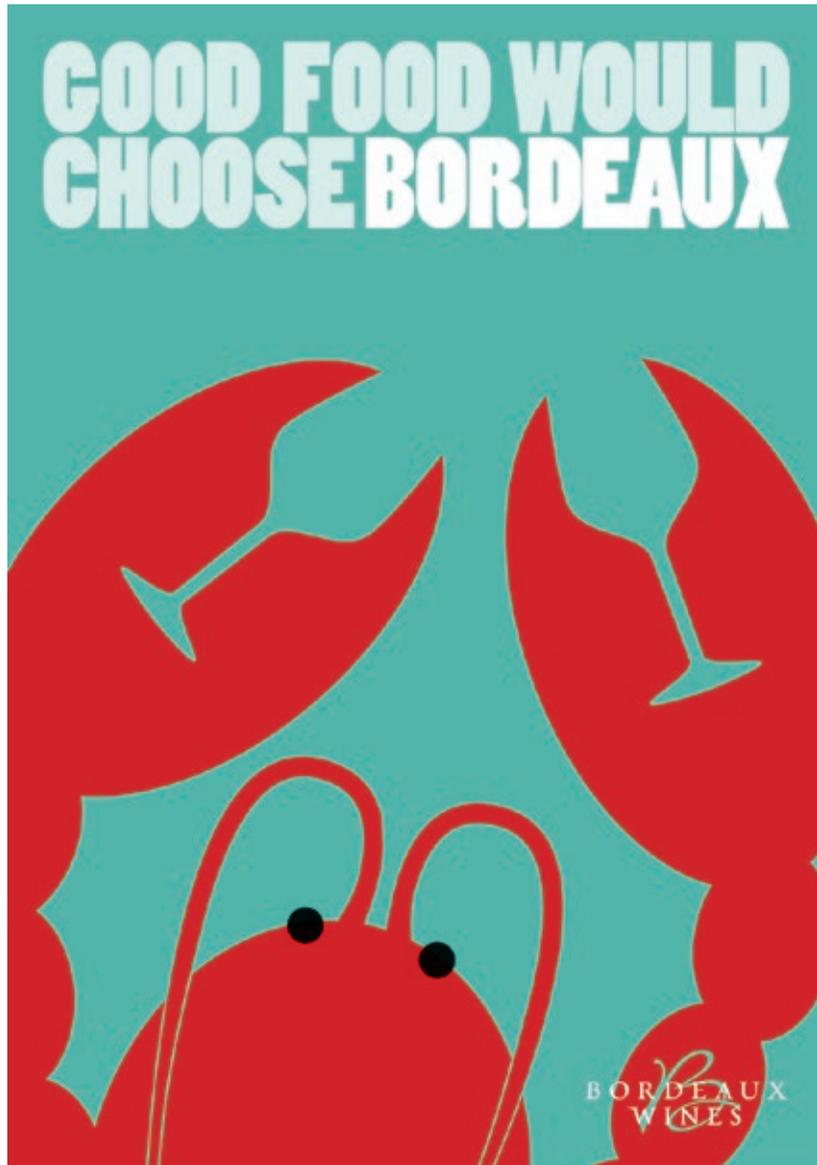
Make it easier for wine drinkers to choose Bordeaux.

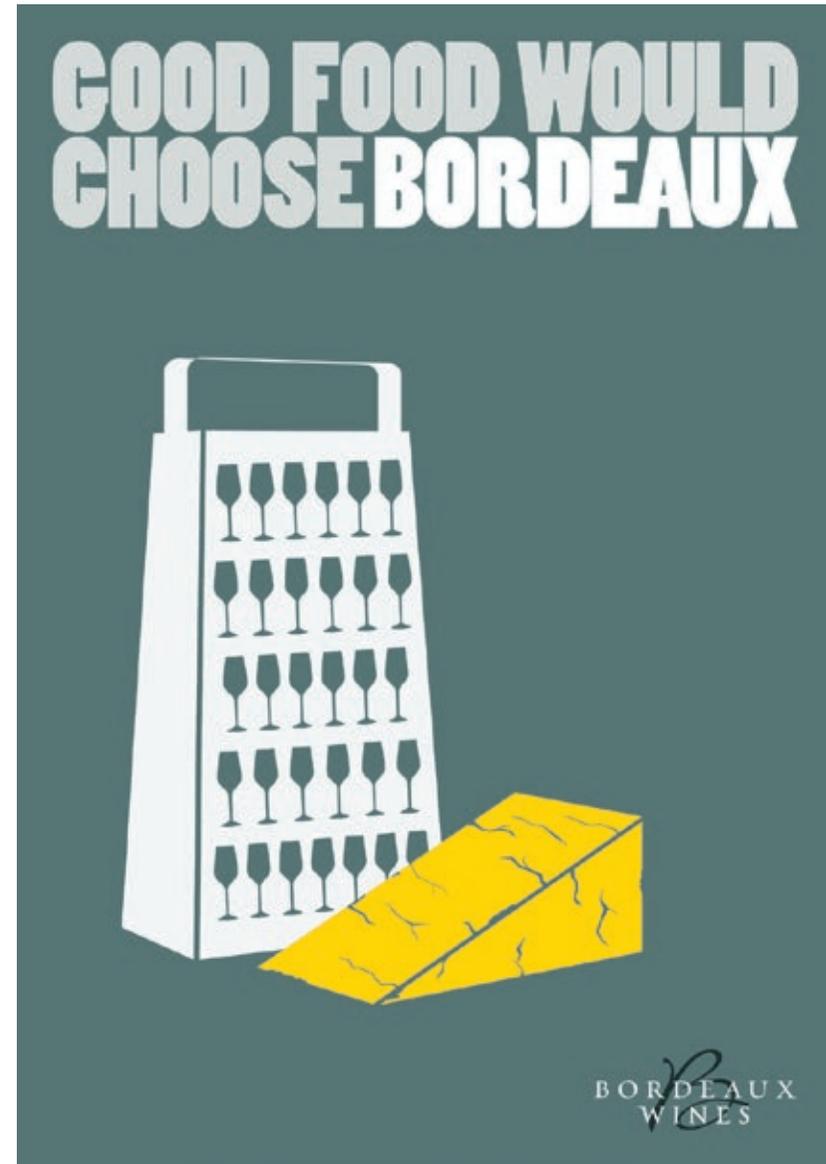
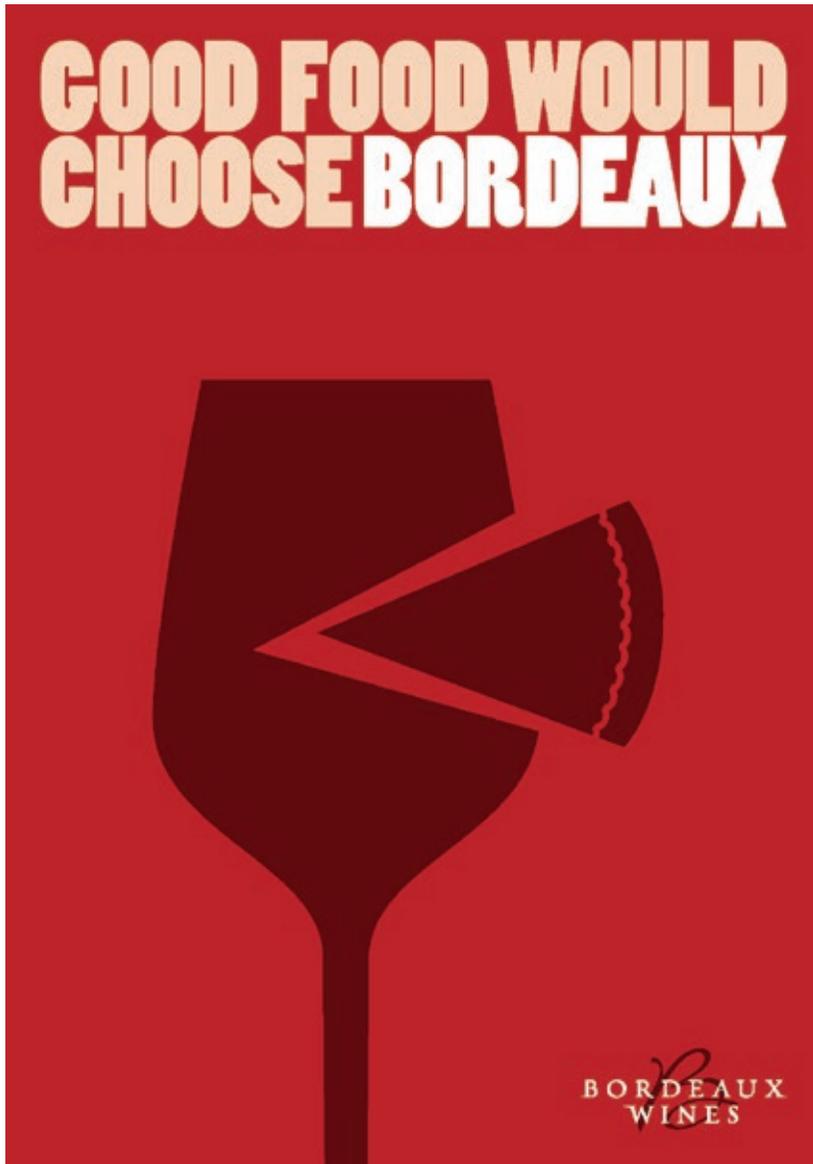
The enemy

New world wines.

The solution

Good food would choose Bordeaux.







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

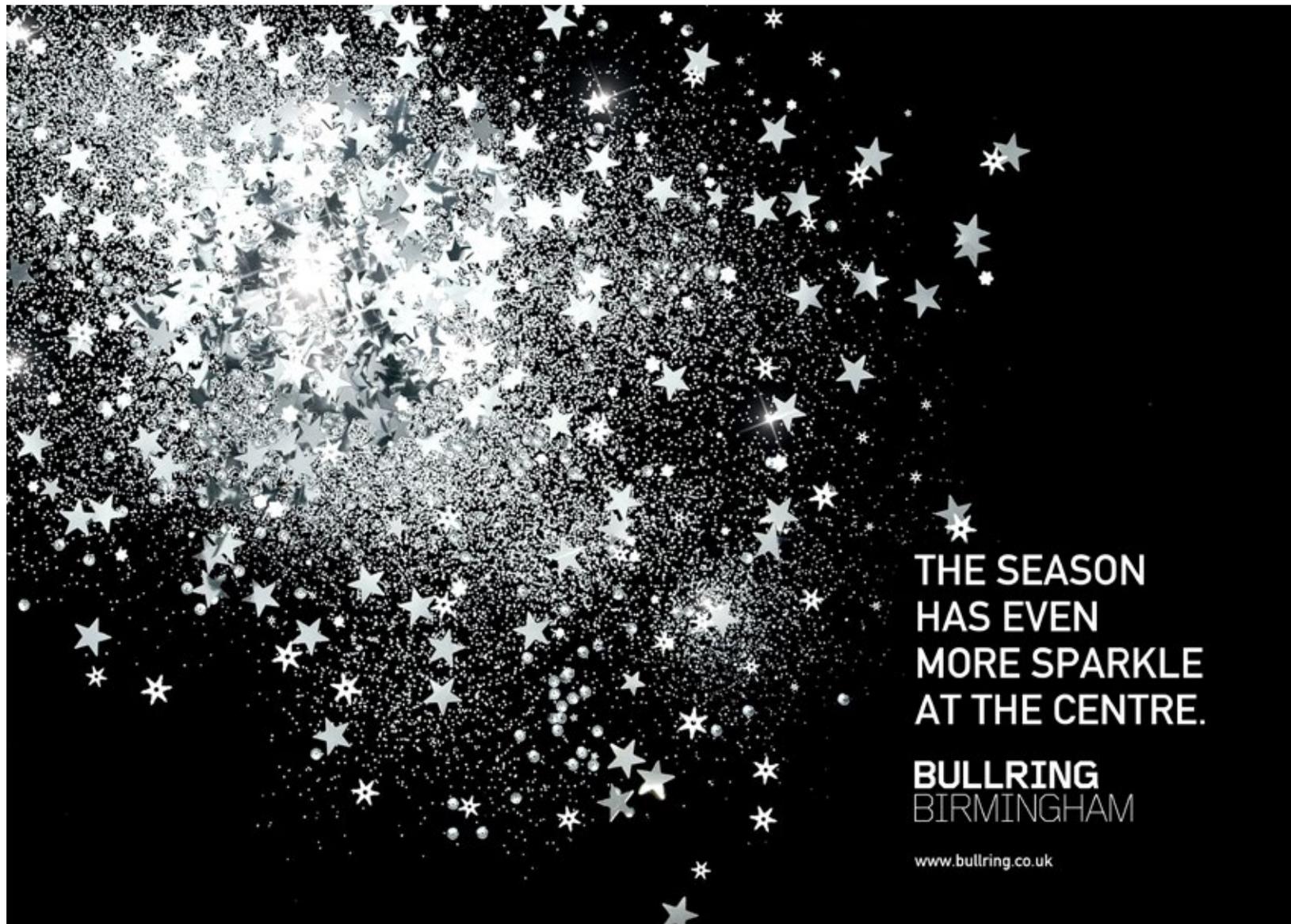
To illustrate that the Bullring was the centre of Birmingham.



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

SPICEAL STREET
BULLRING
BIRMINGHAM

www.bullring.co.uk





Original Logo



Example of one of the rough sketches



Powering risk intelligence

Developing a brand

The Challenge

ABIORIC had international clients and were seeking more, therefore they had to distance themselves from the ABI.

The Insight

We thought that the name and current logo were major barriers to the international market so, we rebranded them as ORIC International which dropped the ABI and introduced the international element.

The Rationale

After many hours of thinking I finally hit upon a stylised star logo (in the wee hours of the morning). The colours came from the Olympic colours who's rationale we repurposed – "Every country has a flag with at least one of the colours" thus endorsing the international look and feel.

The Presentation

We then produced a selection of boards that told a story from where they were to where they could be. They loved it from the off and in a rare occurrence, they bought it there and then – so we left the other routes in the bag.

The Rollout

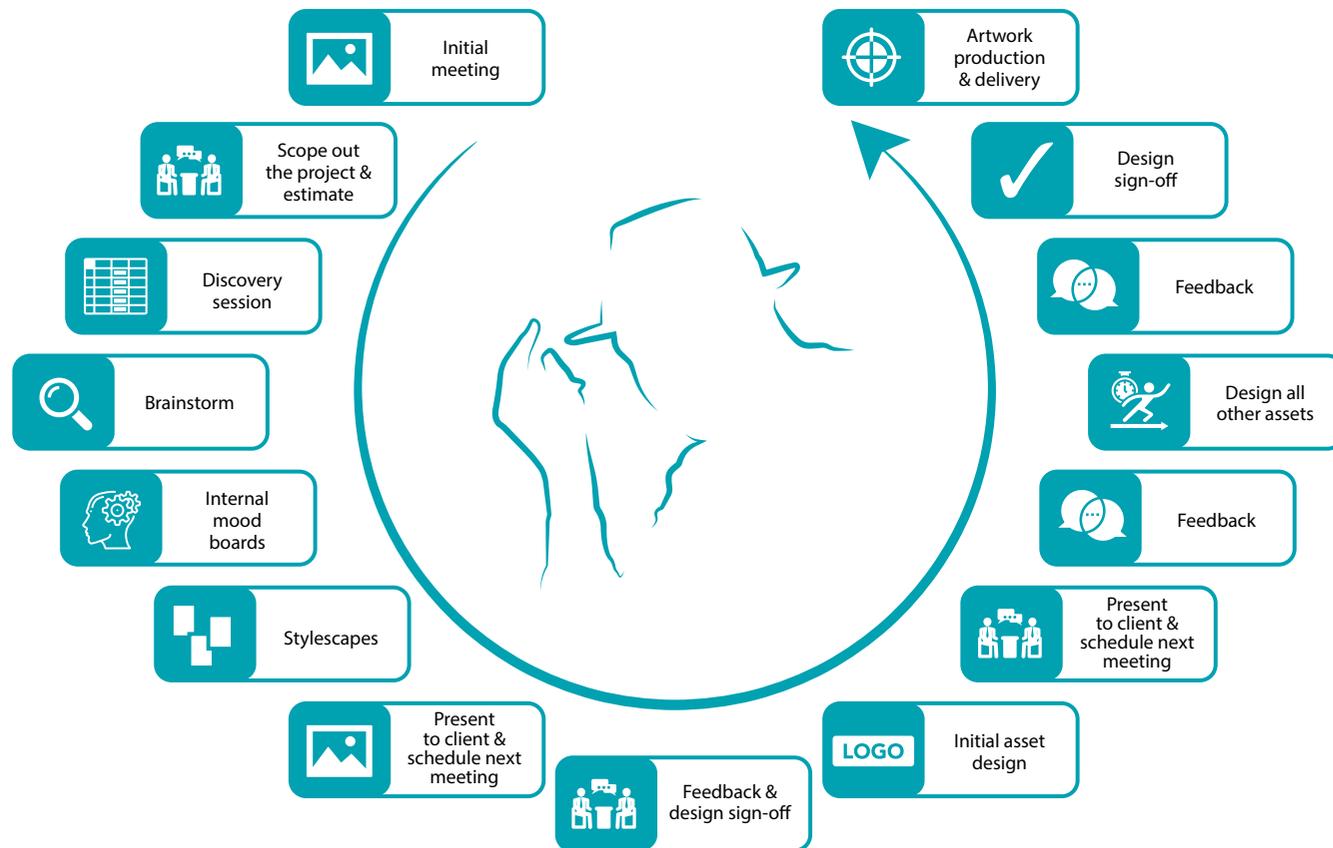
From this, we created brand guidelines and a host of collateral to ensure that they always had consistency and a complete reference guide.

The Development

After 2 years they wanted to update the brand to reflect their growing stature in the marketplace and whilst keeping the core elements we created a more professional look.

The Results

They are now brand leaders.



Process flow

This is how I approach a project.

Flexibly combined with internal processes such as Agile, Sprint, Scrum or Kaban, I have used this basic methodology to great effect on a number of successful campaigns.



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