

Alphabetclub.com

Creative Folio



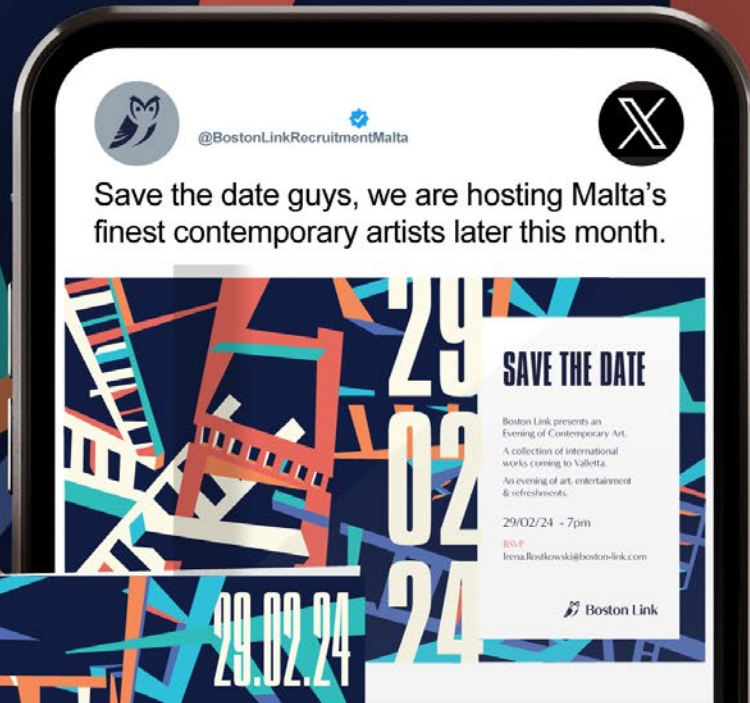
Pinch n' Zoom
for close up
viewing

Part une Branding



GLW IN THE DARK











MEC TONIC

MEC TONIC

MEC TONIC

Headline Typography Style: Left justified, 40 tracking, and +10% leading

Headline is like this
on **no more** than
three lines.

Headline font - Giorgio Goffici

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?E\$%&@

Body copy font - Goffici

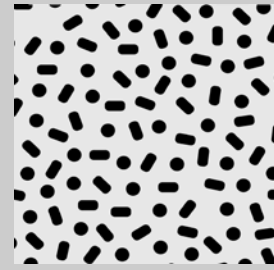
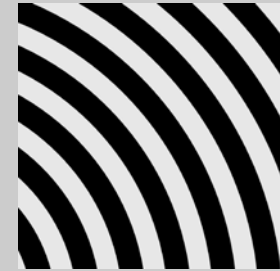
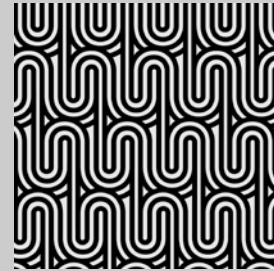
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?E\$%&

Body Typography Style: Left justified, 0 tracking, and +10% leading

Curabitur non eu condimentum, convallis odio
egit, posuere nisl. Mauris nec velit posuere,
congue odio vel, sodales eros. Aliquam non
ligula risus. Nam eget augue rhoncus,
dignism felles vel, pulvinar massa. Aliquam
nec sapien viverra odio viverra mollis.
Suspendisse potenti. Duis ac imperdiet ante.
Suspendisse gravida enim vel lectus agestas,
ac efficitur dui viverra. Aenean a ligula ipsum.
Quisque efficitur justo at malesuada laoreet.
Aliquam in fringilla velit, id lacrimet ipsum.
Phasellus felices ac nulla et conorodo.

Colour Palette

| | | |
|-----------------|-------------|-------------|
| Dark Blue | Black | Grey |
| 100, 90, 21, 15 | 0, 0, 0 | 9, 5, 5, 0 |
| Light Green | Mid Green | Dark Green |
| 146, 250, 8 | 15, 207, 71 | 13, 176, 75 |



Client MEC Wavemaker
Agency Alphabetchub
Art Director Steffan MacMillan
Task New sub-brand for a global
media company
Solution Cool and contemporary
graphic communication echoing
the new offering that stood apart
from the lumbering giant parent
company.



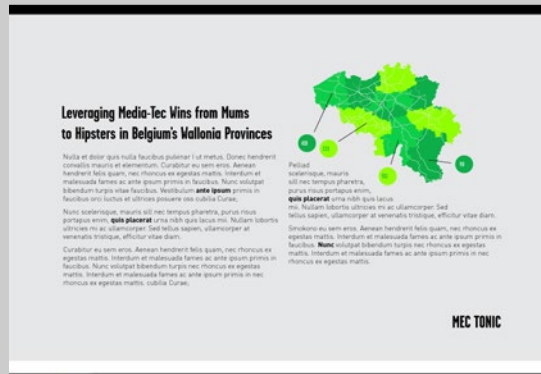
MEC TONIC



MEC TONIC



MEC TONIC



Leveraging Media-Tec Wins from Mums to Hipsters in Belgium's Wallonia Provinces

Nada et dolor quam nulla feucibus pulvinar luf metus. Donec hendrerit conestis mauris et aeneanum. Curabitur eu sem eros. Aenean hendrerit felis quam, nec rhoncus ex agestas mattis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc solutep libendum turpis vitae faucibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubit Curae.

Nunc scelerisque, mauris olli nec tempus pharetra, purus risus porttitor enim. **quis placere** curia nisl quis luctus nec. Nullam lobortis ultricies in ac ullamcorper. Sed felles sapien, ullamcorper at venenatis tristique, efficitur vitae diam.

Curabitur eu sem eros. Aenean hendrerit felis quam, nec rhoncus ex agestas mattis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc solutep libendum turpis nec rhoncus ex agestas mattis. Interdum et malesuada fames ac ante ipsum primis in nec rhoncus ex agestas mattis. Vestibula Curae.



Pellid scelerisque, mauris olli nec tempus pharetra, purus risus porttitor enim. **quis placere** curia nisl quis luctus nec. Nullam lobortis ultricies in ac ullamcorper. Sed felles sapien, ullamcorper at venenatis tristique, efficitur vitae diam.

Gruelcoris eu sem eros. Aenean hendrerit felis quam, nec rhoncus ex agestas mattis. Interdum et malesuada fames ac ante ipsum primis in faucibus. **Nunc** solutep libendum turpis nec rhoncus ex agestas mattis. Interdum et malesuada fames ac ante ipsum primis in nec rhoncus ex agestas mattis.

MEC TONIC



MEC TONIC

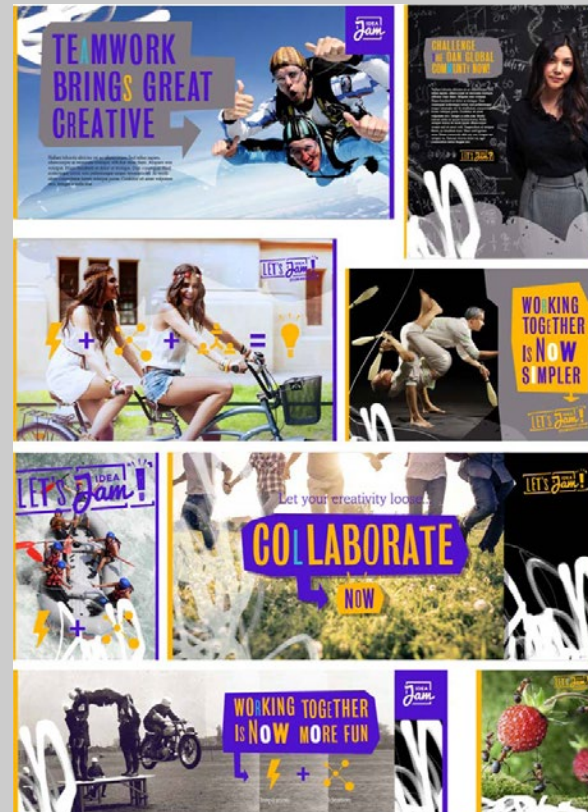
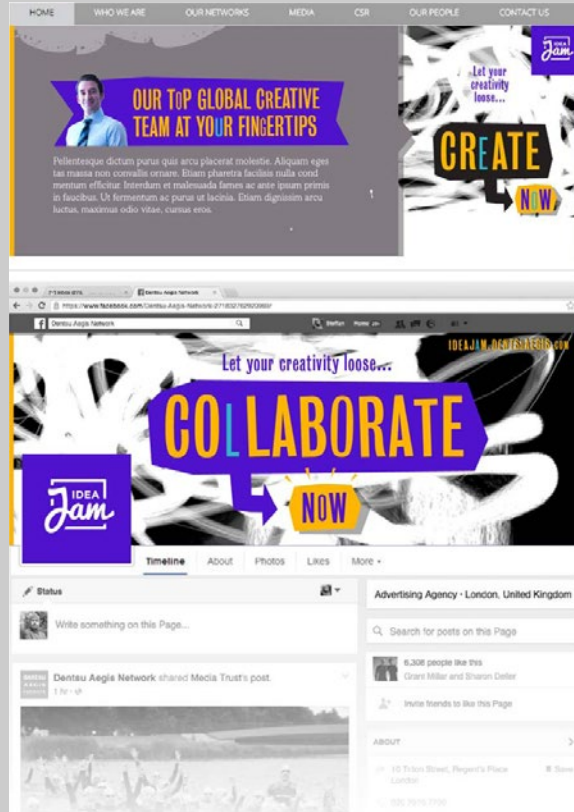


MEC TONIC



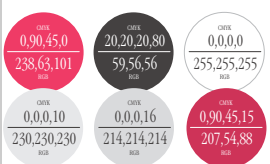


Client Dentsu Aegis
Agency Alphabetclub
Art Director Steffan MacMillan
Media New brand, and ad campaign
Task New stub-brand for a global media company
Solution Radical edge graphic communication echoing the creative alchemy that goes on in the idea sanctum of a global powerhouse based on creativity.





Colours



In a nutshell...

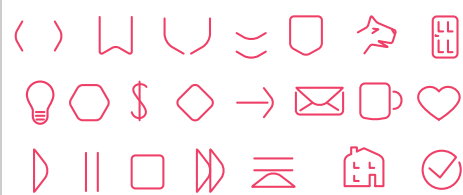


- 1 Flat background grey or white.
- 2 Use 'doing' pictures, in colour and dynamic.
- 3 Use the linear brackets - or other icons just once in a design.
- 4 Give the logo plenty of space.
- 5 Use a small photograph cut-out.
- 6 Use fascia to add emphasis to a word.
- 7 Justify type to the left, headlines in initial caps or Sentence Case, never in all CAPS.
- 8 Use curved edging sparingly.

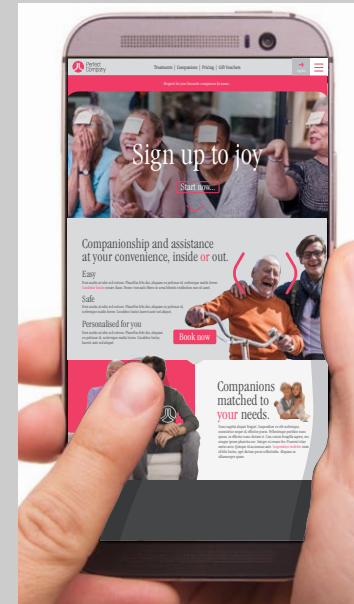
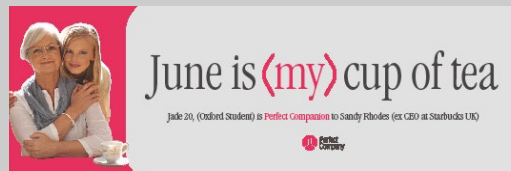
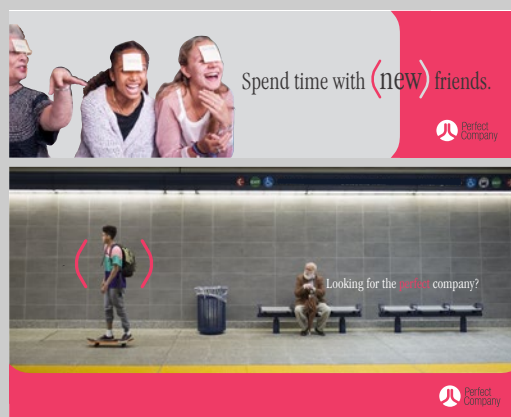
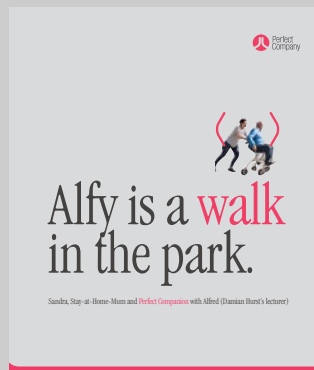
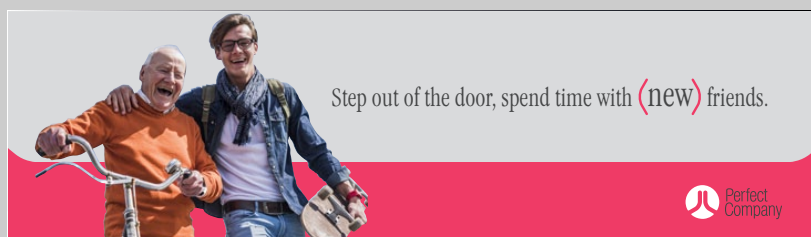
Logos



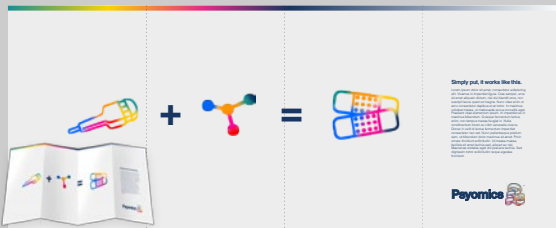
Icons and ornaments



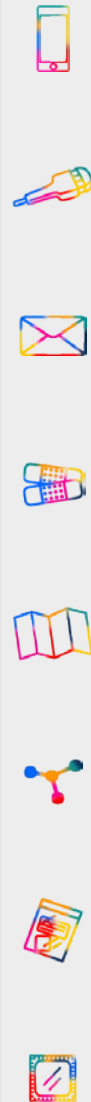
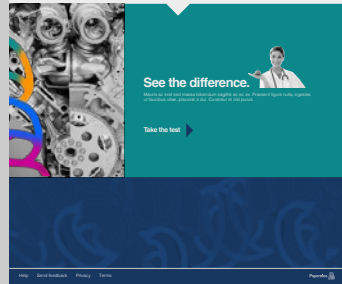
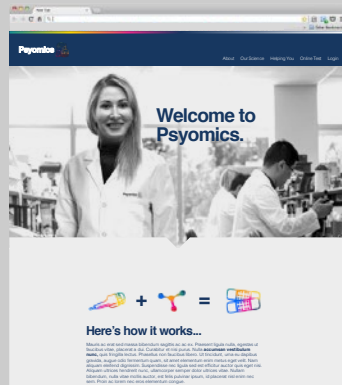
Typography

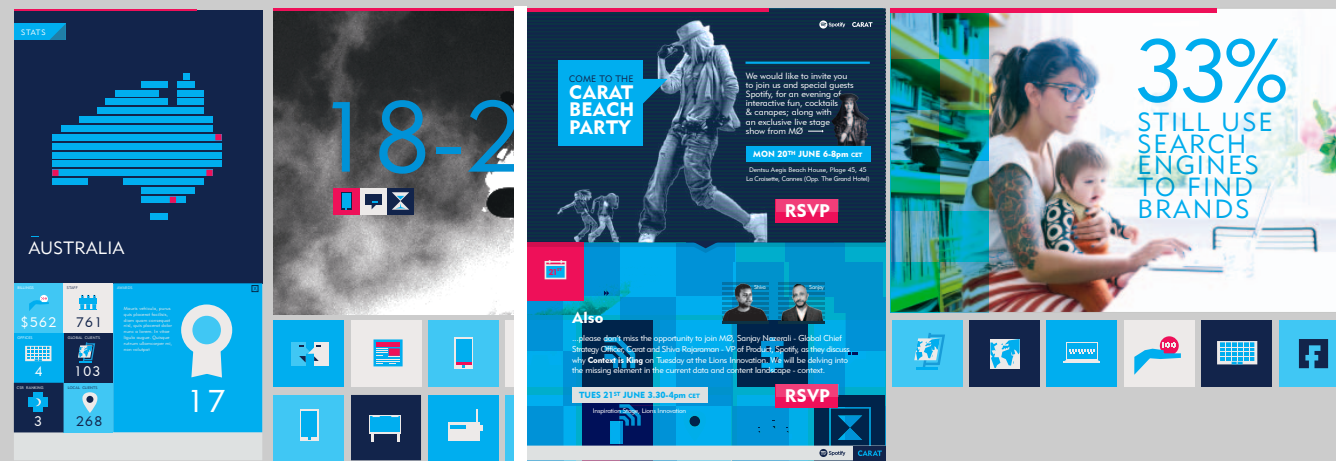
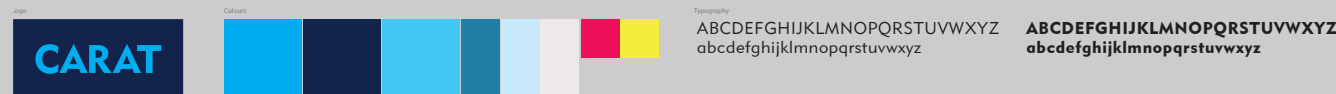


Client Perfect Company
Agency Alphabetchub
Media New brand, and ad campaign
Task Positive brand for a care at home company
Solution Contemporary style
to win the trust of carers and clients.



Client Psyomics (University of Cambridge)
Agency Alphabetchub
Media New brand, and ad campaign
Task Positive brand for cutting edge home
blood testing kits provider
Solution Modern contemporary built around
rainbow molecular structure





Client Carat Agency Alphabetchub
Task Bringing a behemoth up to date
Solution The company was formed in 1968 and was the media tech company in the world, thus 'the original squares' was conceived by myself, and squares became the dominant feature of the brand.

Part deux

Marcomms





Press

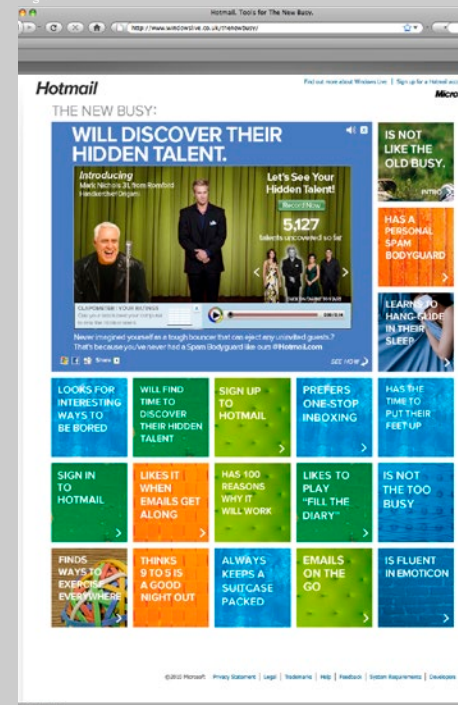


Press



OOH 48 Sheet Poster

Digital



OOH 48 Sheet Poster

Client Microsoft Hotmail
Agency Creature
Art Director Steffan MacMillan
Copywriter Steve Little
Media

Task Brand awareness for
Hotmail in the email wars -
hotmail was in battle with google's
upstart Gmail

Solution Quirky personality
led snapshots of the Hotmail
demographic.

4 functions included: Phone, Torch, Calculating SMS, Snake 2, Clock.



NOKIA

Rewind + unwind with
our Rewind Unwind app.

Get a phone make over, with only \$ from Home included: Phone, Torch, Calculator, SMS, Swave 2, Clock.

Get a phone made over, with only 8 functions included: Phone, Torch, Calculator, SMS, Snake 2, Clock

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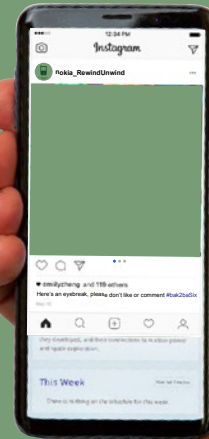
Download Nokias RewindUnwind app and you can relax for as long you want.
6 functions included: Phone, Torch, Calculator, SMS, Snake 2, Clock.



6 functions included: Phone, Torch, Calculator, SMS, Snake 2, Clock.



6 functions included: Phone, Torch, Calculator, SMS, Snake 2, Clock.





2013 MAKE IT BIG MEDIA
Media Business Course

Advertising Association

Staying relevant for longer in this ever changing advertising industry of ours will only become harder for us as we get older. Created and run by advertising, for advertising, the AA Media Business Course is an intensive, syndicate based program for advertising's best emerging talent (18 months - 3 years into their careers.)

ENROLL TODAY AND FUTURE-PROOF YOUR MEDIA CAREER.

Speakers this year include
Cilla Snowball CBE,
Richard Eyre, Pru Hault and
Sir John Hegarty

1963-2013
50th ANNIVERSARY YEAR

THE GRAND HOTEL, BRIGHTON 6*13 9th NOVEMBER 2013

www.adassoc.org.uk/mbc

1963-2013
50th ANNIVERSARY YEAR

2013 MAKE IT BIG MEDIA
Media Business Course

A media career can be a bit like an impossible game of snakes and em... snakes can't it? - full of slippery fork-tongued characters trying to stop your brightest talent getting to the top of the ladder. That's why the Advertising Association Media Business Course exists - an intensive, syndicate based program for advertising's best emerging talent (18 months - 3 years into their careers.) Speakers this year include Cilla Snowball CBE, Richard Eyre, Pru Hault and Sir John Hegarty.

Let us help you help your staff start climbing ladders, enroll your best today.

The Grand Hotel, Brighton, Wed 06.11.13 to Sat 09.11.13 | email catherine.hitchcock@adassoc.org.uk or telephone 0207 340 1100. Quote "Campaign MBC" before September 13th for a 10% discount.

Advertising Association

1963-2013
50th ANNIVERSARY YEAR

THE POINTY GRAPH-LIKE
ARROW OF UPWARDLY MOBILE
CAREER PROGRESSION IS MIGHTIER
THAN THE SWORD.

EMERGE FROM THE DARK AGES, SIGN UP
FOR THE ADVERTISING ASSOCIATION MEDIA
BUSINESS COURSE 2013

2013 MAKE IT BIG MEDIA
Media Business Course

Advertising Association

THE GRAND HOTEL, BRIGHTON 6*13 9th NOVEMBER 2013

1963-2013
50th ANNIVERSARY YEAR

YEAH THAT'S IT PAL, JUST LISTEN
OUT FOR THE FAIRIES THAT LIVE
AT THE BOTTOM OF THE BIG COCKLE
SHELL THAT SITS NEAR THE PINK
TOILET AT YOUR MAD GRANDMA'S
HOUSE & ASK THEM HOW TO GET
THE BEST OUT OF YOUR AGENCY'S
YOUNG MEDIA TALENT. OR DO THE
CLEVER THING AND ENROLL THEM
ON THE MEDIA BUSINESS
COURSE THIS NOVEMBER
AND ASK A TUTOR SUCH
AS SIR JOHN HEGARTY
WHAT HE THINKS ABOUT
YOUR INSPIRING PLAN

2013 MAKE IT BIG MEDIA
Media Business Course

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Advertising Association

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www.adassoc.org.uk/mbc

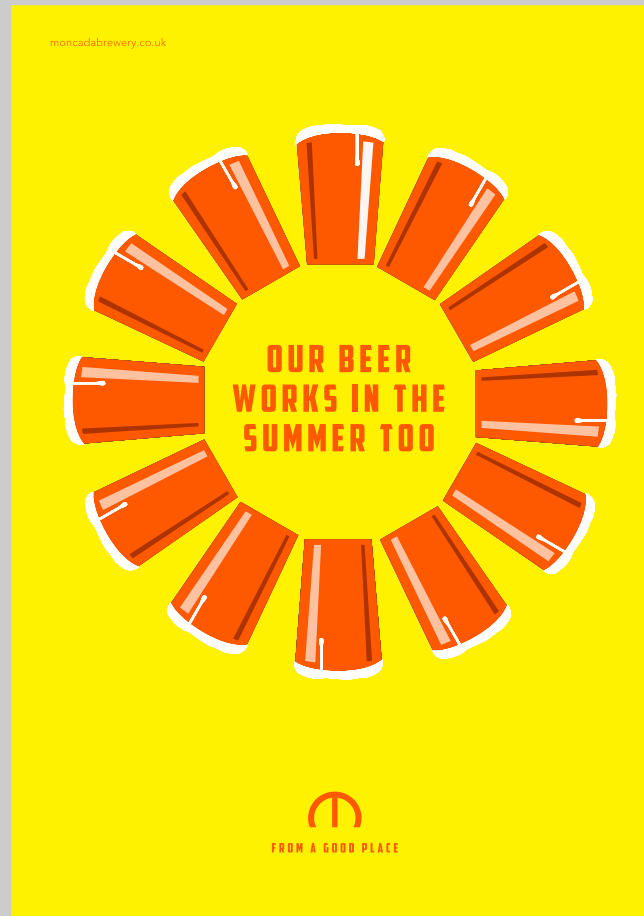
Client Advertising Association
Agency Alphabetclub
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Task Recruit learners from a fickle demographic - young media workers
Solution Quirky personality led snapshots of the Hotmail demographic.



OOH - Poster



Press



POS- Bar staff T-Shirts & Beermats



Client Monada Brewery

Agency Builders Arms

Art Director & Illustrator Steffan MacMillan

Copywriter Steven Hanratty & Steffan MacMillan

Media Press, OOH & POS

Task Sell more beer in an already established market segment to the mature drinker

Solution Cooler marketing for the older drinker without condescending hipster tones



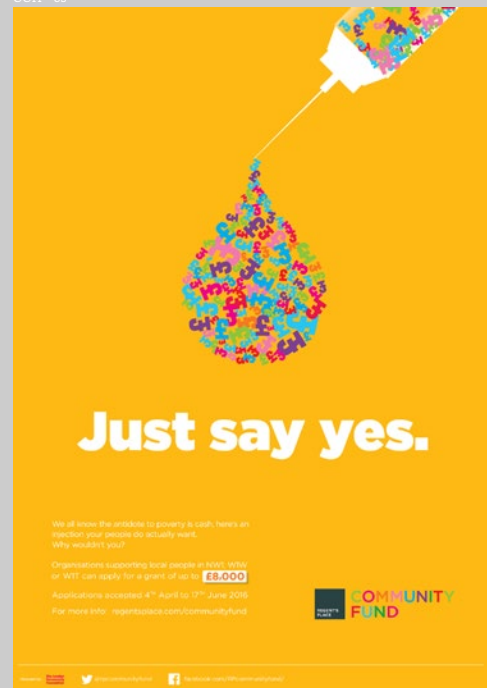
Client Rooster Rojo
Agency Breakfast
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Media Press & Digital
Task To sell an Estonian owned
liquor as Mexican cool

Solution Shadows of the rooster
(centre of brand) cast from cool
models.

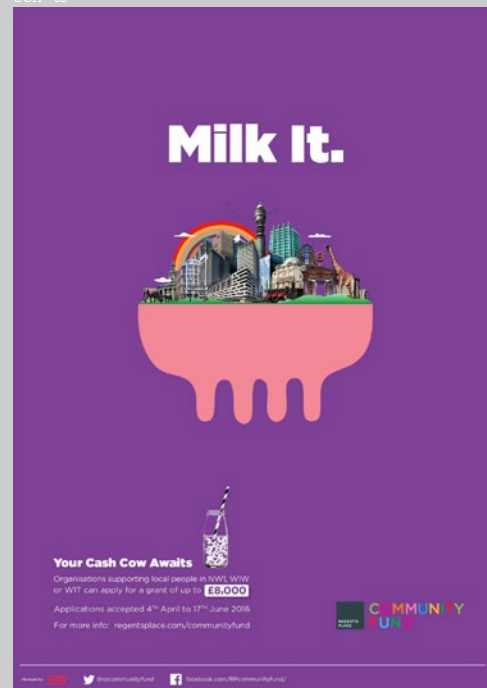




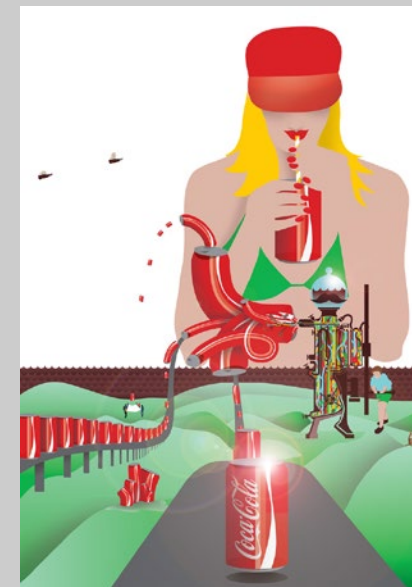
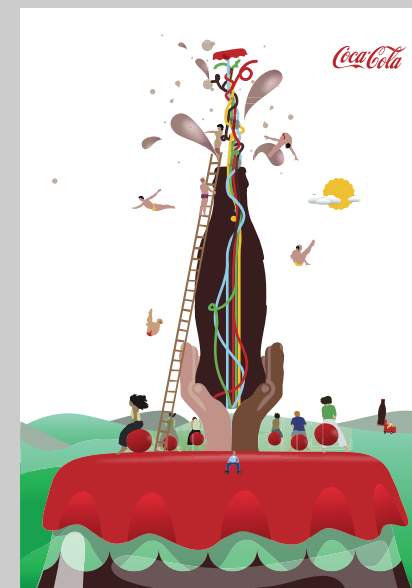
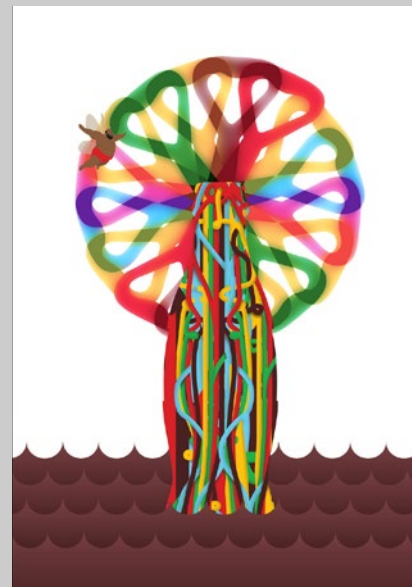
OOH - 6s



OOH - 6s



Client British Land
Agency Alphabetchub
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Illustrator Steffan MacMillan
Media Press & OOH
Task Getting locals to apply for a grant - to justify CSR status.
Solution Playful illustration based



Client Coca Cola
Agency MEC Wavemaker
Art Director Steffan MacMillan
Illustrator Steffan MacMillan



OOH - Tubecard

The Reading Evolution

Get unlimited access to more than 800 top magazines. Just £9.99 monthly. Go to readyly.com for a free trial.

A tubecard advertisement for Readly. The headline 'The Reading Evolution' is composed of various magazine covers. Below it, a smartphone displays a grid of magazine covers. The text at the bottom promotes unlimited access to over 800 top magazines for £9.99 monthly, with a link to readyly.com for a free trial. The Readly logo is in the bottom right corner.

OOH - Tubecard

megazine

Get unlimited access to more than 800 top magazines. Just £9.99 monthly. Go to readyly.com for a free trial.

A tubecard advertisement for Readly. The headline 'megazine' is composed of various magazine covers. Below it, a smartphone displays a grid of magazine covers. The text at the bottom promotes unlimited access to over 800 top magazines for £9.99 monthly, with a link to readyly.com for a free trial. The Readly logo is in the bottom right corner.

OOH - Tubecard

All Your Mind can Eat

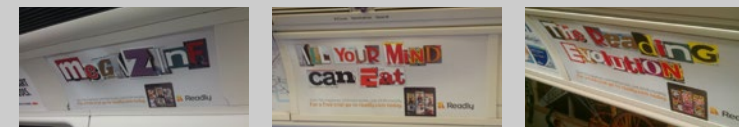
Get unlimited access to more than 800 top magazines. Just £9.99 monthly. Go to readyly.com for a free trial.

A tubecard advertisement for Readly. The headline 'All Your Mind can Eat' is composed of various magazine covers. Below it, a smartphone displays a grid of magazine covers. The text at the bottom promotes unlimited access to over 800 top magazines for £9.99 monthly, with a link to readyly.com for a free trial. The Readly logo is in the bottom right corner.

All Your Mind can Eat

Over 800 magazines. Unlimited Access. Just £9.99 per month. For a free trial go to readyly.com today.

A large OOH tubecard advertisement for Readly. The headline 'All Your Mind can Eat' is composed of various magazine covers. Below it, a smartphone displays a grid of magazine covers. The text at the bottom promotes unlimited access to over 800 top magazines for £9.99 monthly, with a link to readyly.com for a free trial. The Readly logo is in the bottom right corner.

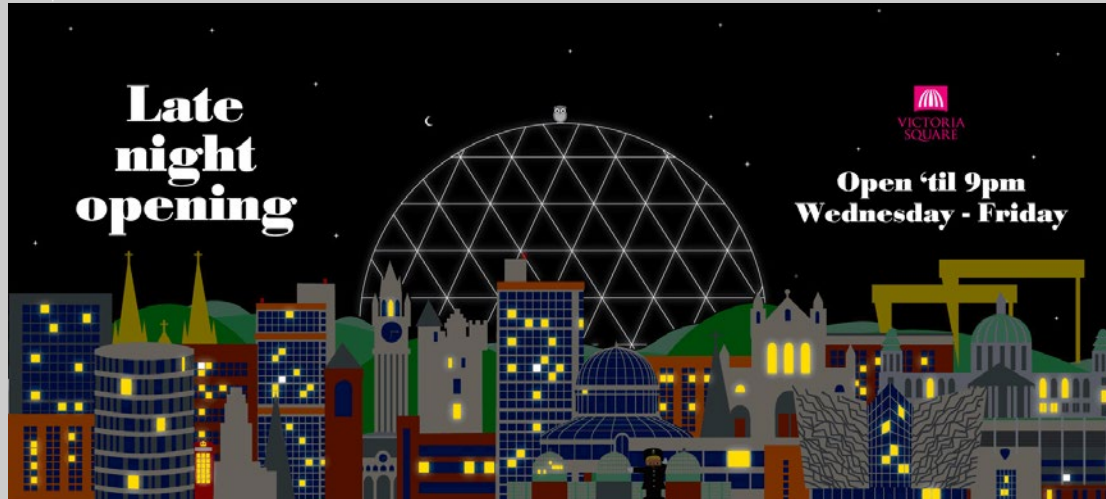


OOH - Tubecards in-situ

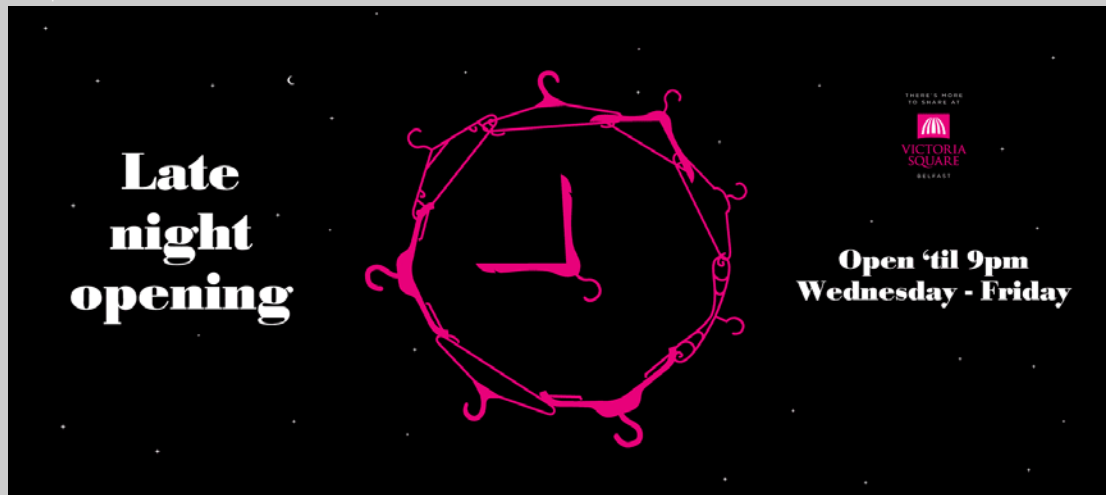
Client Readly
Agency Builders Arms
Art Director Steffan MacMillan
Copywriter Steven Hanratty
Media Press & OOH
Task Sell more subscriptions to a Swedish owned magazine app.
Solution Used popular logos to spell out headlines



OOH - 48s



OOH - 48s



Client Victoria Square Mall Agency M&C Saatchi

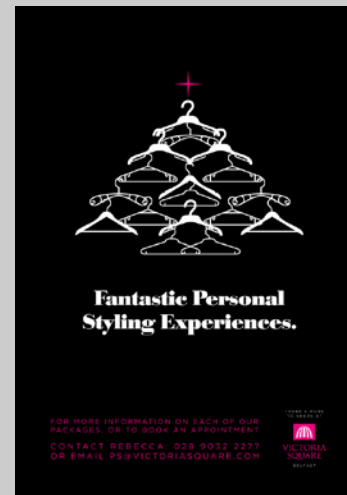
Art Director Steffan MacMillan Copywriter Steffan MacMillan Illustrator Steffan MacMillan

Task Letting people know Northern Ireland's biggest mall has extended opening hours Solution Using the ubiquitous coathanger to make the visuals

Digital



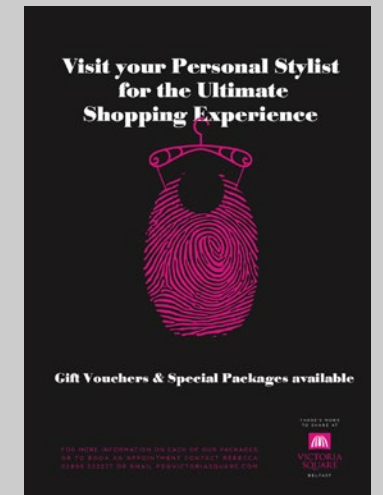
OOH - 6s



OOH - 6s



OOH - 6s





OOH - 6s

TOOTH AGE
(IN YEARS)

Help us grow in the next decade.

Norriche Lea is 75 years old next year and we need to plan for the next decade. We're really long in the tooth and we want it to get longer, but not just any old how, we need to plan our growth properly. We're only just beginning our Community Development Review and we need your help to plan for our future and build on our success as a community. We'll be consulting you soon on helping us plan for the next decade of successful growth.

Hampstead Garden Suburb Synagogue

© 2009 Hampstead Garden Suburb Synagogue, Norriche Lea, London W9 3JH | www.hgs.org.uk | Postal Enquiries: 020 8937 0128 | 24 hour 0800 755555 Tel: 020 8435 9949 or email hgs@hgs.org.uk | All Rights Reserved | Printed by 33print.co.uk

OOH - 6s

We're 75, help us plan for the next ten

Norriche Lea is 75 years old next year and we need to plan for the next decade. We're not old, long in the tooth or over the hill. In fact we're only just beginning our Community Development Review and we need your help to plan for our future and build on our success as a community. Take an anniversary sticker and wear it with pride, we'll be consulting you soon on helping us plan for the next decade.

Hampstead Garden Suburb Synagogue

OOH - 6s

If you don't speak

We need your opinions. We need you to participate.
Norriche Lea is 75 years old next year and we need to plan for the next decade. We're just beginning our Community Development Review and we need your help to plan for our future and build on our success as a community. We can only take our community forwards successfully if we all participate.
Remember a silent majority cannot influence the outcome of our community so please do participate and contribute to your future success.

Hampstead Garden Suburb Synagogue

Client Hampstead Garden Suburb Synagogue

Agency Alphabetchub

Art Director Steffan MacMillan

Copywriter Steffan MacMillan

Media Press & OOH

Task Trying to get synagogue goers on board with the consultation period

Solution Non-religious ads



Social

A Gentleman holds
the door open - with
his elbow.



#HowToHackett

A Gentleman
enjoys a whiskey
without the mixing.



#HowToHackett

A Gentleman
doesn't wear
his Tesco pyjama
bottoms on Zoom.



#HowToHackett

A Gentleman always
pays the bill

...with contactless.



#HowToHackett

A Gentleman's
word is his bond.

(spoken from 6ft away)



#HowToHackett

We'd love you to swap
your N95 mask for one
of our handkerchiefs

...but that would be un-Gentlemanly



#HowToHackett

Client Hackett
Agency Hackett
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Media Social
Task March 2019 and all Hackett
advertising came to an abrupt stop,
there was half a day left in the budget
so I came up with these for their
forthcoming Covid-19 activity, the
'HowToHackett' endline is a play on
'how to hack it' - ie how to get through
the horrible pandemics and retain some
decorum
Solution On-brand warning compliance
messaging



Press



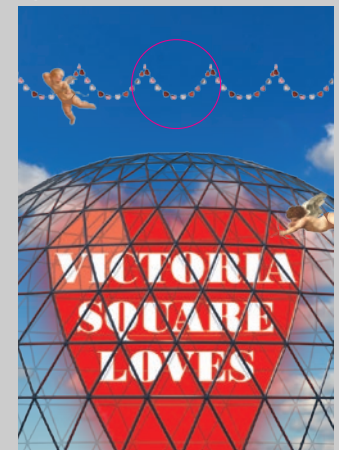
OOH - Banner



POS



Tag



Client Summerfield Health
Agency Alphabetchub
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Media OOH & POS
Task Promoting Valentine's day at Northern Ireland's biggest mall.

Solution Lot's of hearts, cupids like cherubian characters and the iconic glass dome aimed at a female demographic.



Digipanel - 1/4



Digipanel - 2/4



Digipanel - 3/4



Digipanel - 4/4



OOH Digi6



Client Rightmove
Agency Homebrew
Art Director Steffan MacMillan
Illustrator Steffan MacMillan
Task Brand awareness for Rightmove was in a battle with newcomer OnTheMarket
Solution Loud and basic style

Press - Timeout Wrap



OOH - 6s Adshel



Press



OOH - 6s Adshel



OOH - Tubecard



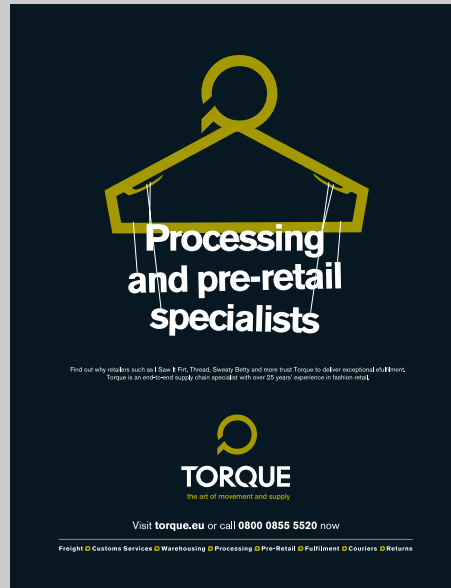
Digi96s Hampstead

OOH - Square poster

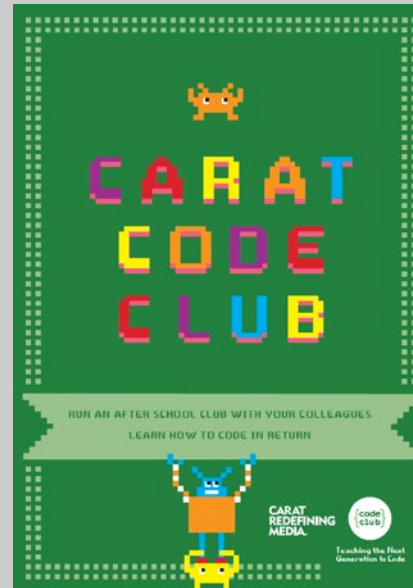




OOH - Seesy



Press - Torque



OOH - CARAT



Press - Medallia Thunderhead



Press - Wavemaker MEC



OOH - Brebur Construction



Press - Barwa Bank



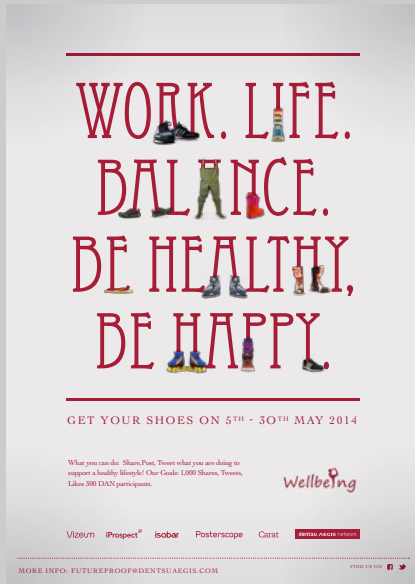
Poster - CCNR (University of Cambridge)



Press - Moskovskaya



Poster - Eggborough



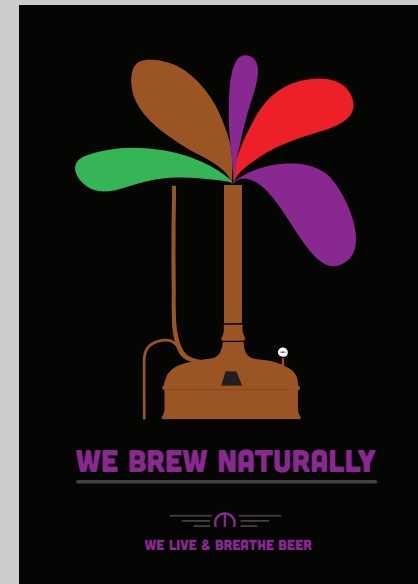
OOH - Dentsu Aegis



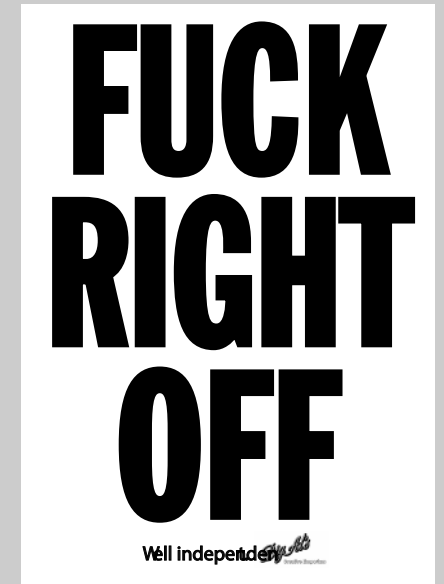
OOH - DentsuAegis



Press - Perfect Company



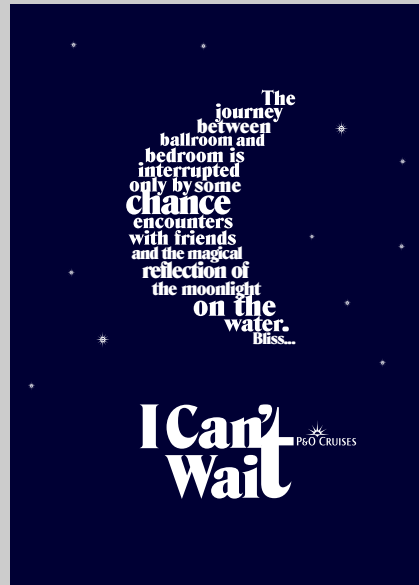
OOH - Moncada Brewery



Press - Big Als



Certificate for person who only hiked half the Shropshire Way long distance walk.



Press - P&O Cruises



Poster - Healthspan



Press - Medallia Thunderhead



OOH - Côtes du Rhône Wines



OOH - Vizeum



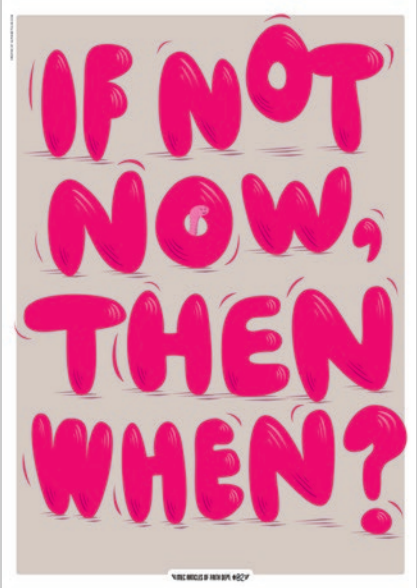
OOH - Brebur Construction



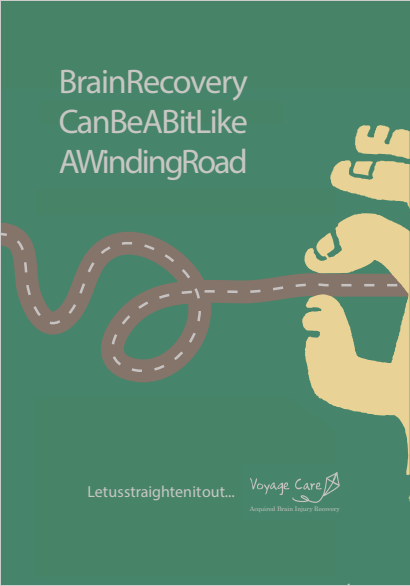
Poster - MEC Wavemaker



OOH - Dentsu Aegis



Poster - MEC Wavemaker



Press - Voyage Care



Poster - Yahoo!/Mindshare



Poster - Dentsu Aegis



OOH - Eggborough



OOH - Côtes du Rhône Wines



Digital - Copywriter Collective



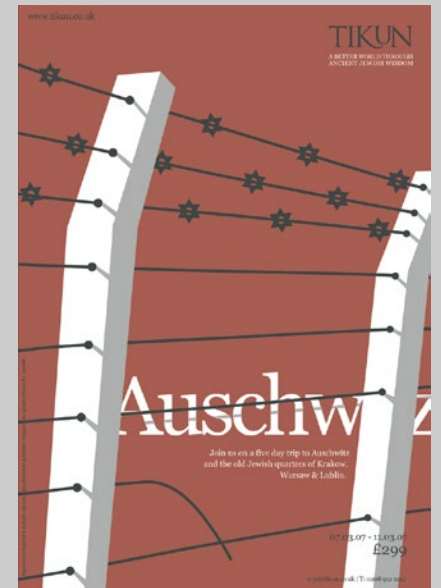
Birthday Card - Torque



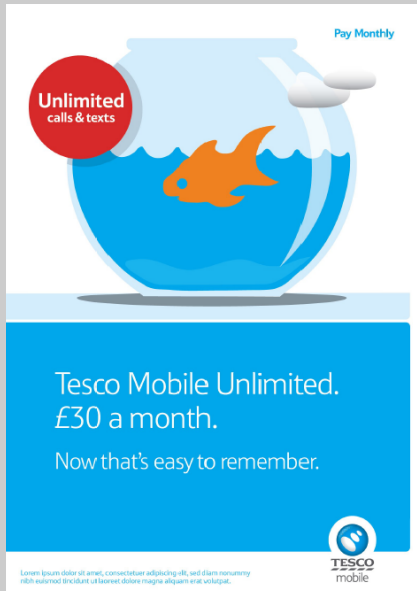
Press - Ford



Press - Perfect Company



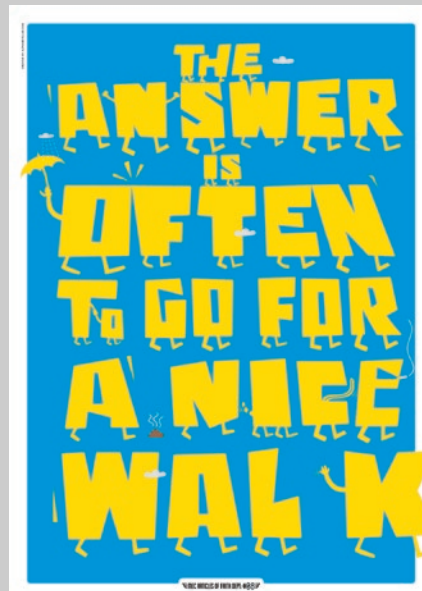
OOH - Tikon



Press - Tesco Mobile



Poster - Dentsu Aegis



Poster - MEC Wavemaker



Poster - Carat/Spotify



Press - Hobgoblin



Poster - Lego



Press - Kellie Carey - air taxis



Poster - Tikun



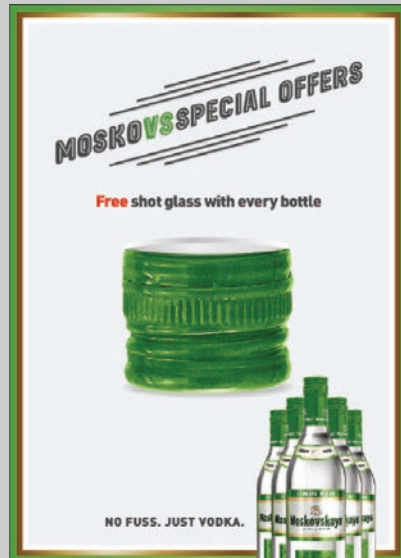
Poster - MEC Wavemaker



Press - Innovo



Press - P&O Cruises



Press - Moskovskaya



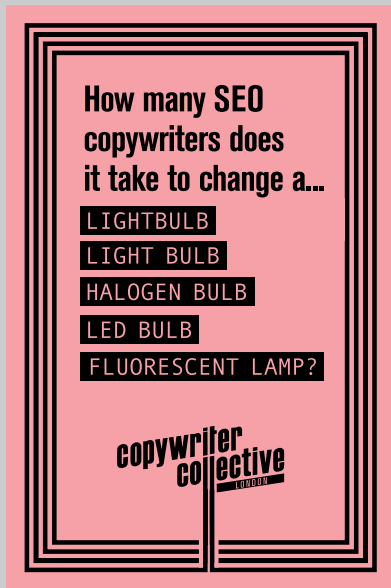
Poster - Seesy



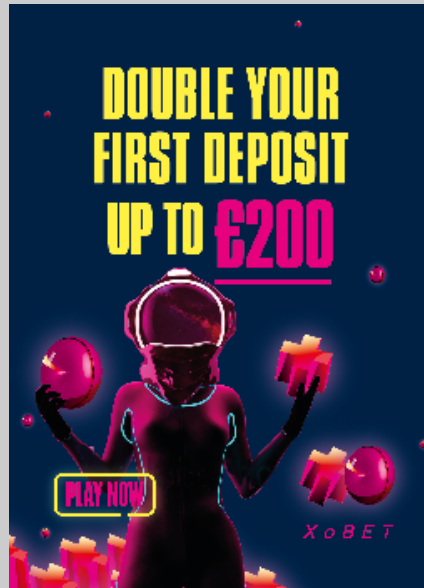
Poster - Dentsu Aegis



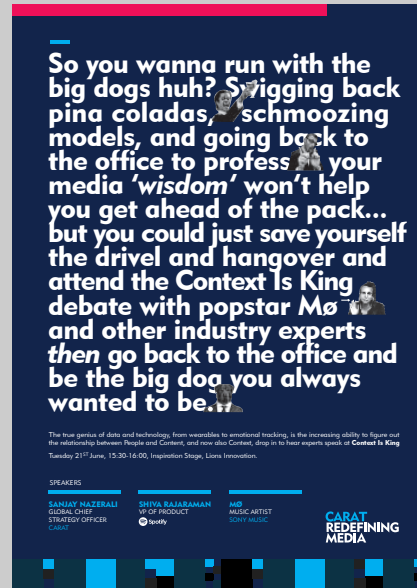
Press - Viagra Connect



Poster - Copywriter Collective



XO Bet - Banner



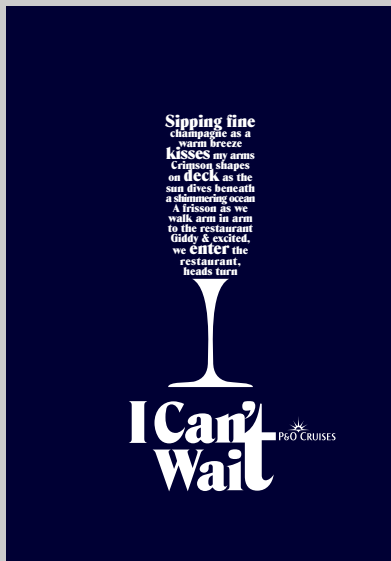
Poster - Carat



Poster - Clinique



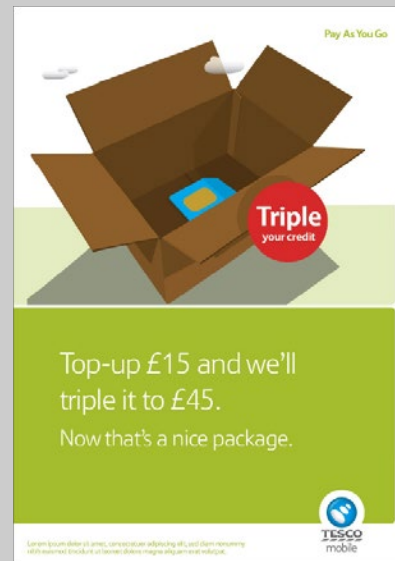
Poster - Dentsu Aegis



Press - P&O Cruises



Press - 101 Warren - Property Development



Press - Tesco Mobile



Press - Le Creuset



Press - Bushmills

Part trois

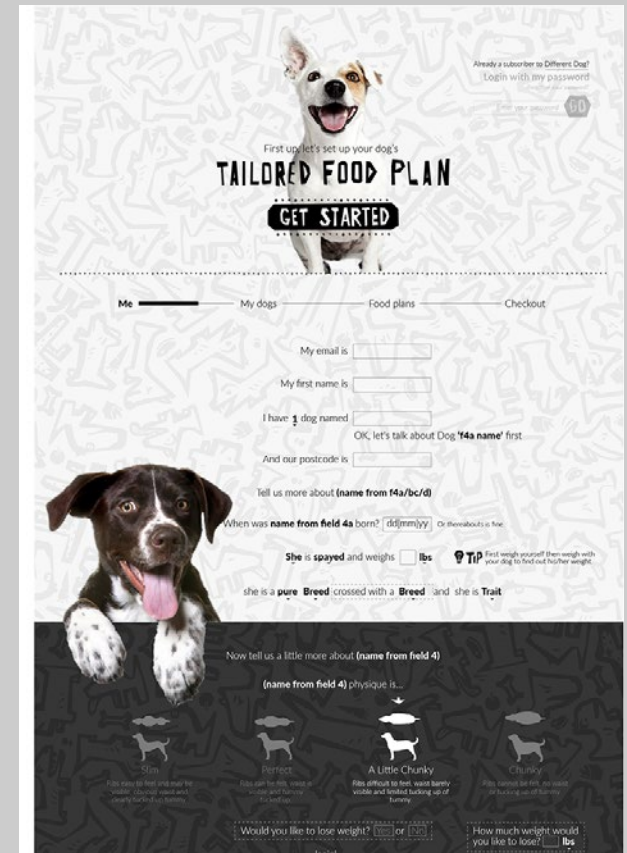
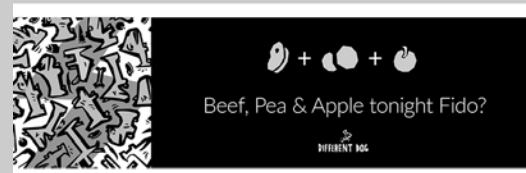
The Vault





Different Dog - petfood

Client Different Dog
Agency Alphabetclub
Task A brand new
branding for a brand
new foody mail order
company.
Solution As a challenger
brand in a crowded
world of colour I brought
in some b/w jauntiness
to shake up the market.





OOH - Experiential



Client Virgin Trains
Agency Exposure
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Media Experiential PR, Press & OOH

Task Letting the public know that the London to Manchester route was quicker than flying or driving.
Solution A fake pharmacy giving out pills to business travelers at Heathrow

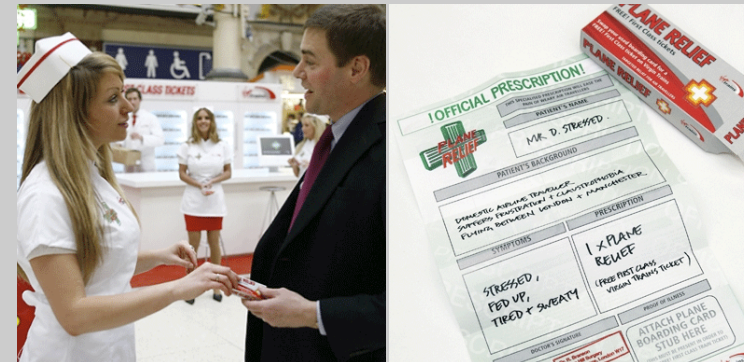
Results

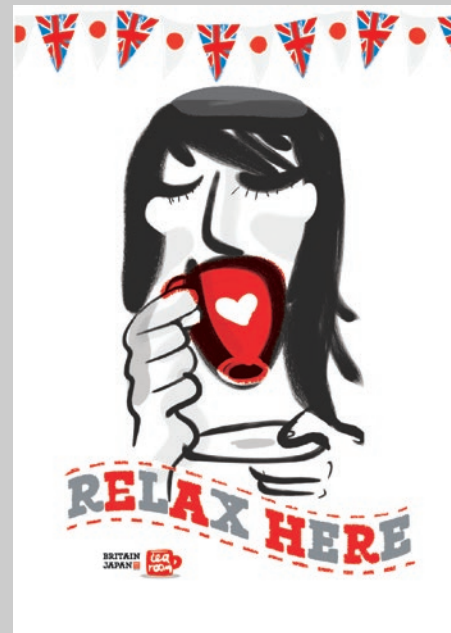
- Debated in House of Commons and media outlets
- 55,000 boxes of Plane Relief distributed.
- 600% redemption
- £50k equiv ad spend in PR, reach of 3million people

Awards

ISP Silver - 'Best Sales Promotion'
European IMC Gold - 'European Sales Promotion'
Global Diamond - 'Best in the World for Loyalty'
MCCA BEST - 'Best Comms featuring Promotion'
MCCA Best - 'Best of the Best, 2nd overall'

OOH - Experiential





Client Dentsu Aegis CSR
Agency Alphabetchclub
Art Director Steffan MacMillan
Illustrator Dentsu Aegis CSR
Task Promote a tea room
Solution Fun graphics for kids



DM

Why would you spend £65 to see a GP?



Get diagnosed by a specialist within a month.

 Summerfield
Healthcare

DM

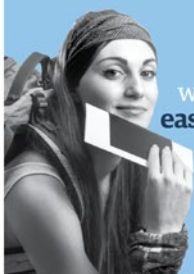
Hoping it will go **away** on it's own?



Get diagnosed by a specialist within a month.


 Summerfield
Healthcare

Private Medicine
Work & Travel Visas



Your medical will be the **easiest** part of your journey

Visit medicals for work or travel & benefit
check that provides the complete medical
service. Short or long appointments available.

 Summerfield
Healthcare

POS

Private Medicine
Paediatric Consultant




The smallest people **need** the biggest help

Taking time to listen and diagnose GP
specialist's experience to see the children's
problems brought to Summerfield.

 Summerfield
Healthcare


POS

Private Healthcare
Physiotherapy




Get back on track **faster** with Physio.

Whether it is for sport or getting over
an injury, affordable physio is available.

 Summerfield
Healthcare


POS

Sporting Medicals
MSA Racing Medical



Appointments to suit **your** lifestyle

Ready for the 2018 season,
Monday Saturday morning clinics.
Go back to your results & today.

 Summerfield
Healthcare

POS

Client Summerfield Health
Agency Alphabetsclub
Art Director Steffan MacMillan
Copywriter Steffan MacMillan
Media OOH & POS
Task Upselling at POS
Solution Unfortunately local looks
cheap today, dealing in the trust
economy required bringing blue
chip style to a local business.