

Portfolio

Edward Gould
Senior creative



Nice to meet you, I'm Edward. I am a passionate and strategic creative problem solver. Whether it's alone, or as part of a team, I help clients tell stories that are clear, original and fun.

Thanks for picking up my book, I hope you enjoy what you see. And when you're done, please get in touch, you'll find my contact details on the last page. I'd love to know what you think.

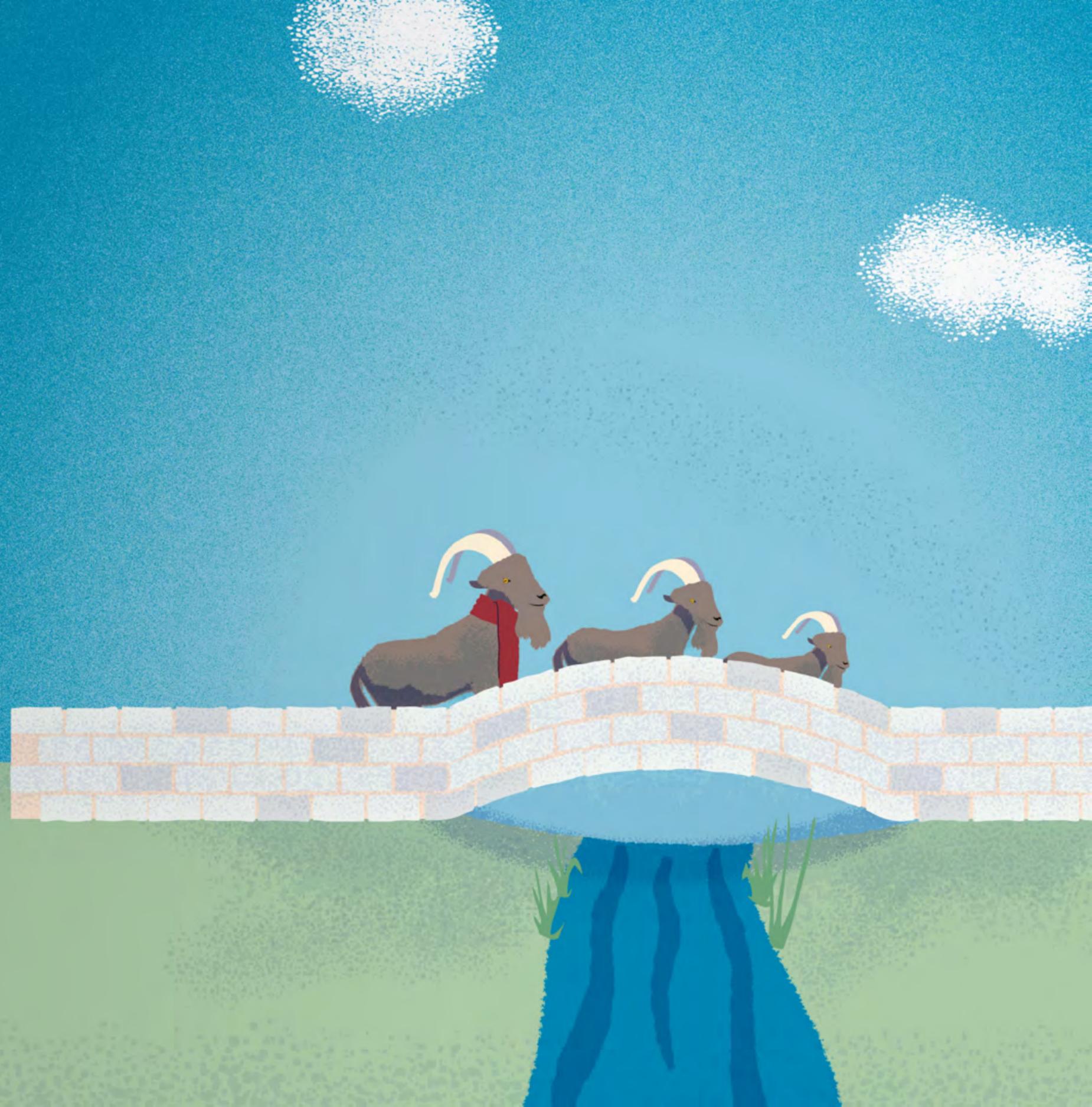
Key

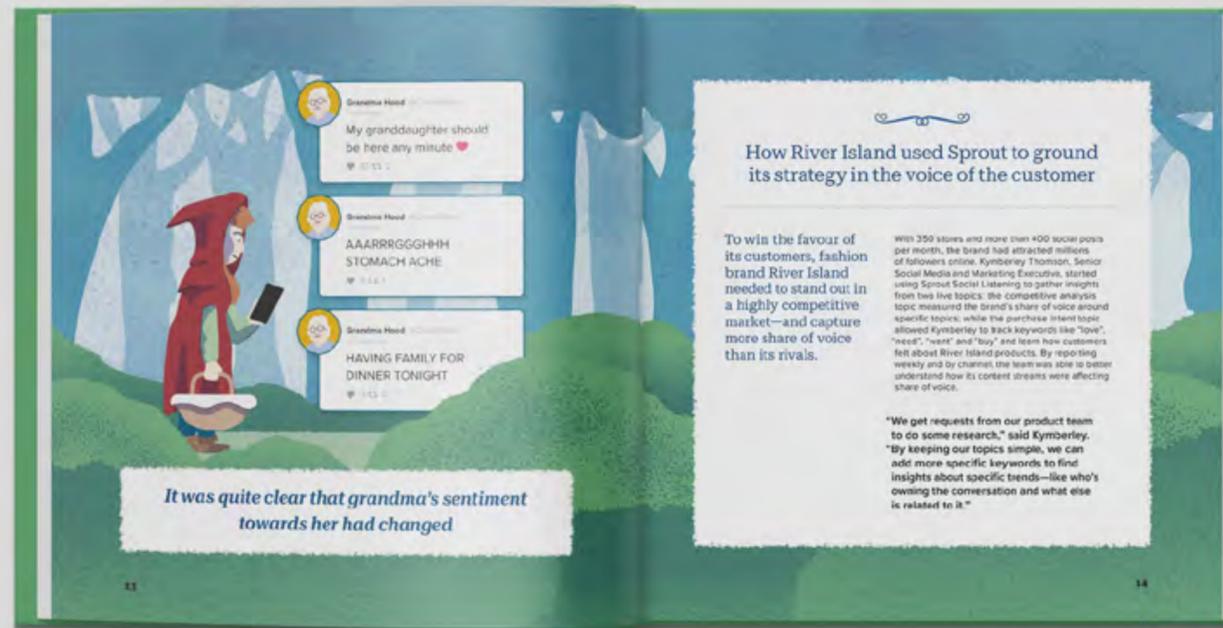
 Award winner |  Pitch winner

Helping Sprout live socially ever after

When it comes to social media management platforms, businesses must often choose between too simple and too complex. It means that Sprout, with its balance of ease-of-use and sophistication right out of the box, might seem like something from a fairy tale. This was ABM with a difference—we combined familiar stories with real-world use cases and created a fully illustrated children's book to show what Sprout can make possible.

Art Direction | Concept Development | Illustration





Taking cyber security in hand

Ontinue wanted a fun, memorable asset it could use for ABM and event handouts. We created Hack the Pack—a card game where players step into the shoes of hackers and learn, the hard way, how effective Ontinue's cyber defences really are.

Art Direction | Concept Development | Gameplay Development

Ontinue





Attack cards

<p>Attack card</p> <p>Use Adversary-in-the-Middle Attack</p> <p>5 points</p> <p>x4</p>	<p>Attack card</p> <p>Compromise Local Admin</p> <p>Player(s) with the most cards at the end score(s) an extra 5 points.</p> <p>4 points</p> <p>x5</p>	<p>Attack card</p> <p>Modify Conditional Access</p> <p>4 points</p> <p>x5</p>	<p>Attack card</p> <p>Phish using Salty2FA</p> <p>Collect 3 for an extra 4 points.</p> <p>Attack - 3 points</p> <p>x6</p>	<p>Attack card</p> <p>Attack an Attacker</p> <p>On your next turn, steal one card from another player's attack strategy.</p> <p>x3</p>
<p>Attack card</p> <p>Deploy Deepfake CFO</p> <p>Collect 3 for an extra 5 points.</p> <p>3 points</p> <p>x6</p>	<p>Attack card</p> <p>Use Lumma C2 Infostealer</p> <p>2 cards worth 3 points.</p> <p>0 points</p> <p>x7</p>	<p>Attack card</p> <p>Weaponise SVGs</p> <p>Collect 3 for an extra 4 points.</p> <p>2 points</p> <p>x7</p>	<p>Attack card</p> <p>Target Azure Credentials</p> <p>Player(s) with the most cards at the end score(s) an extra 5 points.</p> <p>2 points</p> <p>x7</p>	

Defence cards

<p>Defence card</p> <p>Deploy Phishing-resistant MFA</p> <p>Drawn this card? It's game over for you thanks to Ontinue.</p> <p>x1</p>	<p>Defence card</p> <p>Remove Unnecessary Local Admin Privileges</p> <p>Drawn this card? It's game over for you thanks to Ontinue.</p> <p>x1</p>	<p>Defence card</p> <p>Enable EDR in Blocking Mode</p> <p>Drawn this card? It's game over for you thanks to Ontinue.</p> <p>x1</p>	<p>Defence card</p> <p>Enable Conditional Access Policies</p> <p>Drawn this card? It's game over for you thanks to Ontinue.</p> <p>x1</p>	<p>Hack the Pack</p> <p>Ontinue</p> <p>x54</p>
---	---	---	--	---

Card backs

Inspiring educators to ask the Doc

To promote Acrobat Studio in higher education, we created a simple, benefit-led line: Ask the Doc. We gave it desk appeal by turning the Doc into a collectable minifig. The account engagement increased fivefold and sparked genuine fan mail from prospects.

Art Direction | Concept Development

Adobe





"My boss absolutely loved the marketing of this, from the email saying you will get the package, to the actual package and the follow up email ."

*Special Advisor (AI) to the Vice Chancellor,
Ohio University*

Delivering a holiday gift that keeps on giving

Technology is for life, not just the holidays. That's the idea behind WalkMe, which helps businesses to increase technology adoption among employees to make better use of the tools they already have.

So, when it wanted a holiday mailer and charity donation to share with its customers, we found a way to ground the donation and messaging in the WalkMe value.

Art Direction | Concept Development



Digital Adoption Platform





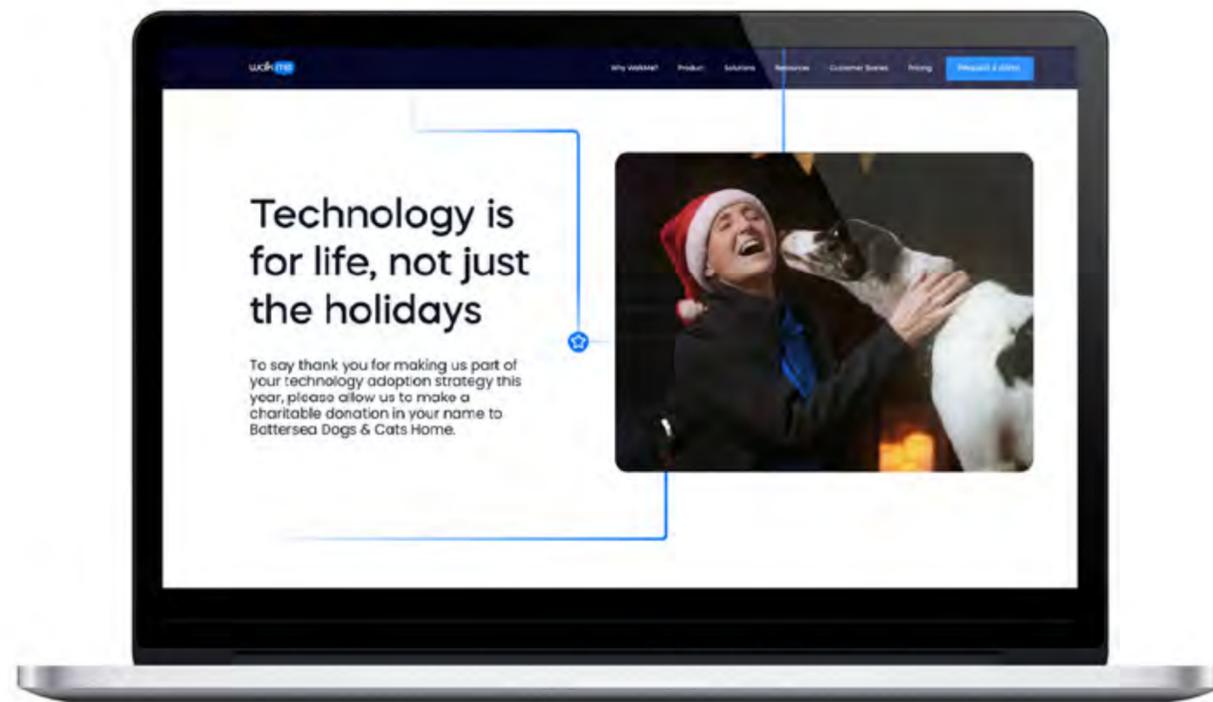
New technology, new approaches, new outlooks... At WalkMe, we're proud to have helped you adopt them all this year. Now, we'd like to turn our expertise in adoption to a different cause.

With your blessing, we'd like to make a £25 donation to Battersea Dogs & Cats Home in your name, to help the charity rescue, rehabilitate and rehome more animals in the year to come. To say thank you (and help you continue to raise adoption in your business), we've sent you a digital pet of your own.

walk me



Share your virtual pet moments with us



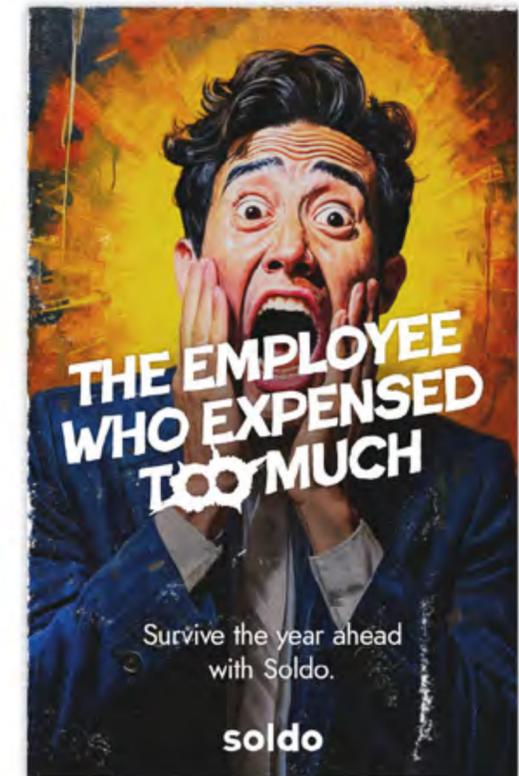
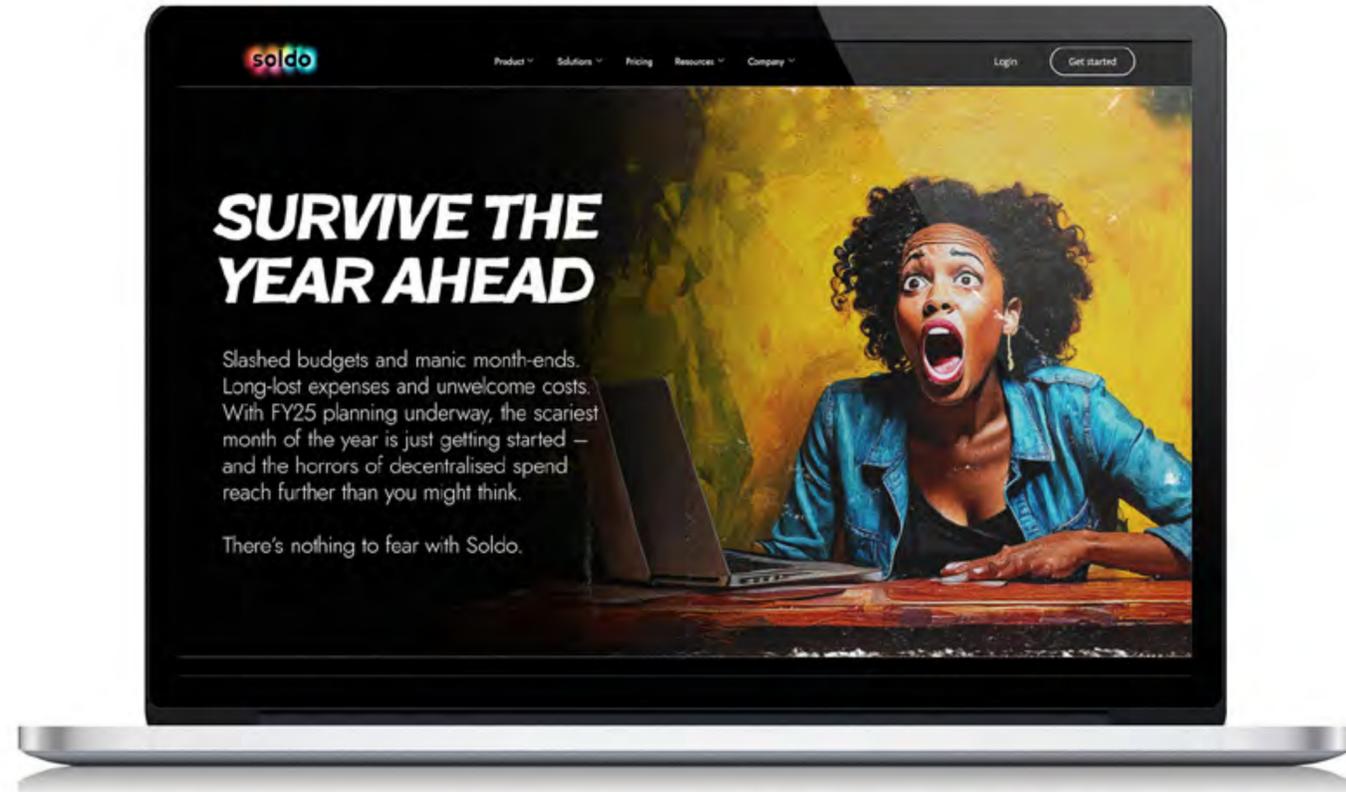
Taking the terror out of end-of-year

To raise awareness of Soldo among finance teams in Italy, we created a timely year-end ABM campaign. Using the uniquely Italian reference Giallo, it reframed year-end from something to dread into something manageable—and even enjoyable—with the right tools in place.

Art Direction | Concept Development

soldo





Helping secure London's legacy

Queen Elizabeth Olympic Park (QEOP), wanted to refresh its messaging. It wanted a single creative concept that could work across multiple interests (events and B2B, right down to local community). Unlike other parks, QEOP is unique because it has been made by London, for everyone, so we gave it *The park that London made*. An ownable and flexible platform that has the scope to tell stories at any level across any of QEOP's varied audiences. While this creative sadly didn't win the pitch for our agency, it made the final shortlist of three.

Art Direction | Concept Development





Mood video

148501

MADE FOR

FAMILY FEASTING

PERSONAL BESTS

FASHION MOMENTS

QUEEN ELIZABETH OLYMPIC PARK

Eat, shop, live, work and play. You'll find the best of what makes London, London at Queen Elizabeth Olympic Park.

THE PARK THAT LONDON MADE

primesight | power

QUEEN ELIZABETH OLYMPIC PARK

MADE FOR

EAST END RUNNERS

QUEEN ELIZABETH OLYMPIC PARK

MADE FOR

DRAMA

QUEEN ELIZABETH OLYMPIC PARK

MADE FOR

FINE DINING

QUEEN ELIZABETH OLYMPIC PARK

THE PARK THAT LONDON MADE

QUEEN ELIZABETH OLYMPIC PARK

MADE FOR

ADRENALINE JUNKIES

John's spending his Saturday taking on the twists and turns of The Slide at ArrowMittal Orbit. Our high adrenaline attraction is just part of what makes London, London - book your ticket today.

THE PARK THAT LONDON MADE

QUEEN ELIZABETH OLYMPIC PARK

MADE FOR

DANCING QUEENS

ABBA Voyage - only at the ABBA Arena. Book your tickets at abbavoyage.com today.

THE PARK THAT LONDON MADE



In-house publication B2B audience

Social carousel B2B audience

Getting results, 1000x faster

OXA have a unique proposition, a dataset backed up by an AI that can speed up you AV sensor testing by up to 1000x. In a super-competitive and growing sector, this can get your product to market faster, while maintaining the highest safety standards. So we gave OXA a bold, confident new voice and a striking visual style to match. And like OXA we got a little help from generative AI along the way.

Art Direction | Concept Development 

oxa





Come rain, shine, darkness or dust. 1000x faster.



Make the switch from real-world driving to simulated scenarios for 1000x faster AV testing. The new MetaDriver Sensor Expansion does the miles so you don't have to.

For safe, super-fast AV testing



Social carousel



Tube status

All lines
Good service

Station	Platform	Time
Am Rye	7	14:34
ate	-	14:54
ade	16	14:45
mouth & S	-	15:05
	12	14:38
	12	14:38
	12	14:38
arstead	13	14:50
st	9	14:30
ham-By-Sea	16	14:45
ham Cmon	9	14:30
ham Hill	10	14:36
	11	14:41
on Heath	9	14:30
Bridges	17	14:35
gton	9	14:30
worth Cmon	9	14:30
Croydon	9	14:30
orwood	10	14:36
Worthing	16	14:45
ing	16	14:45

Test any condition, any time, anywhere. 1000x faster.

oxa

The new MetaDriver Sensor Expansion for faster, more cost-efficient autonomy testing. Speed up your testing process, safely, by modelling performance using virtual simulation. Why wait?

For safe, super-fast AV testing

JCDecaux

EXPRESS

to Gatwick Airport

14

Upper Crust

famous pastries

13

TASTE

FRESHLY BAKED PASTRIES AVAILABLE ALL DAY

£1 PASTRY WITH ANY COFFEE*

Menu board with various food and drink items.

PL
shopp

Making pensions news unmissable

The rules governing auto-enrolment are changing. The Pensions Regulator wanted a campaign that could talk to both Pensions Advisors and Employers, highlighting the upcoming changes. So we pitched *A change you can't ignore* a playful and direct campaign. Visually we leaned into the trend for faux OOH and dropped an oversized exclamation mark into unsuspecting work environments. This creative won the agency the pitch and is currently being rolled across the Pensions Regulator's different channels.

Art Direction | Concept Development 



The Pensions Regulator

Automatic enrolment is changing in 2025

There's no way around it: a big change to automatic enrolment will affect every UK employer in 2025. If you don't share the new rules with your clients, they could face penalties for non-compliance.

Find out everything you need to know at thepensionsregulator.gov.uk.

A change you can't ignore



Event stand

The Pensions Regulator

Discover the automatic enrolment change you can't ignore at thepensionsregulator.gov.uk. Visit our website to understand the new age and wage thresholds, plus what's required of UK employers. #pension #finance #financeadvisers

Pension automatic enrolment is changing in 2025

There's no way around it

Visit thepensionsregulator.gov.uk

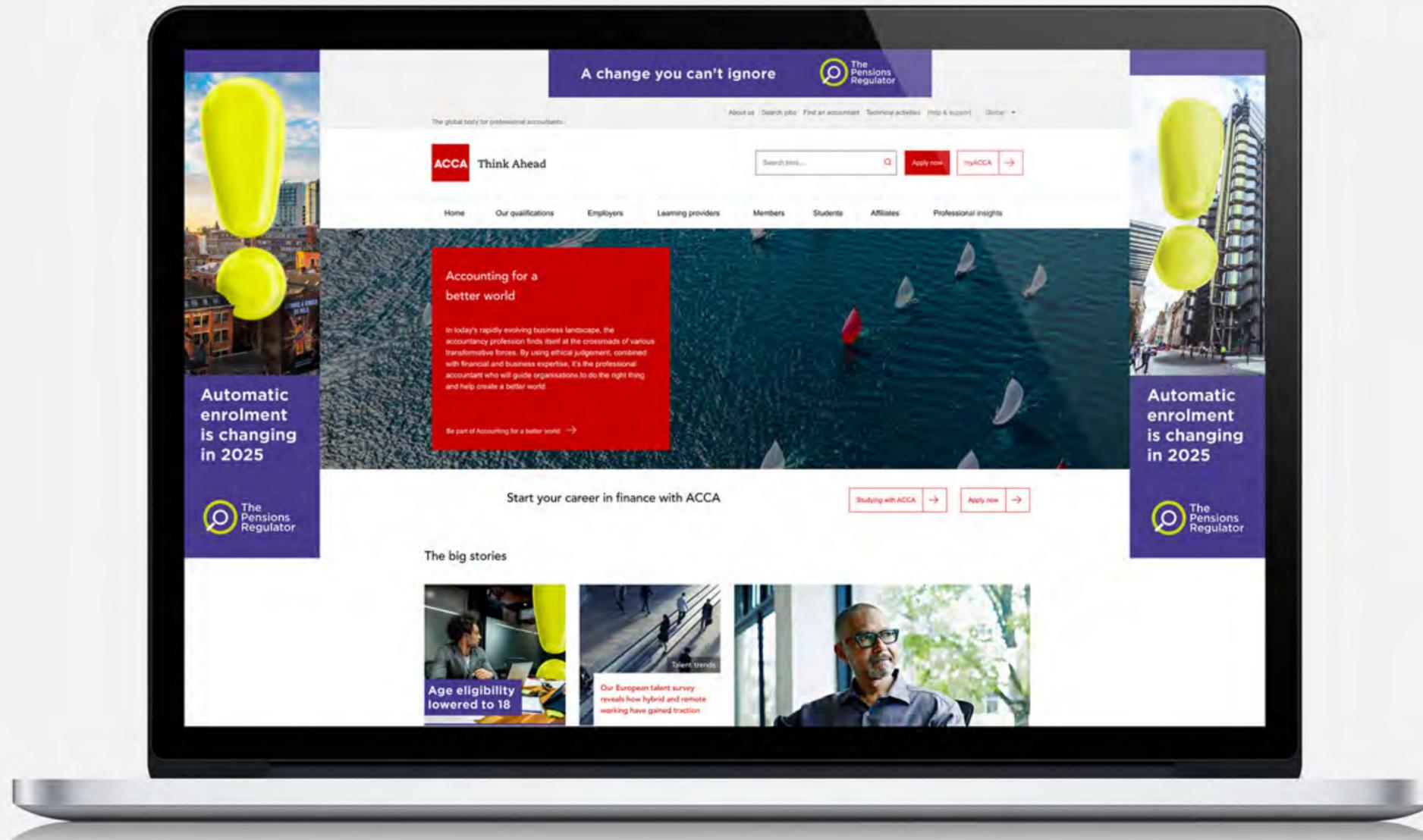
A change you can't ignore

Pension automatic enrolment is changing in 2025

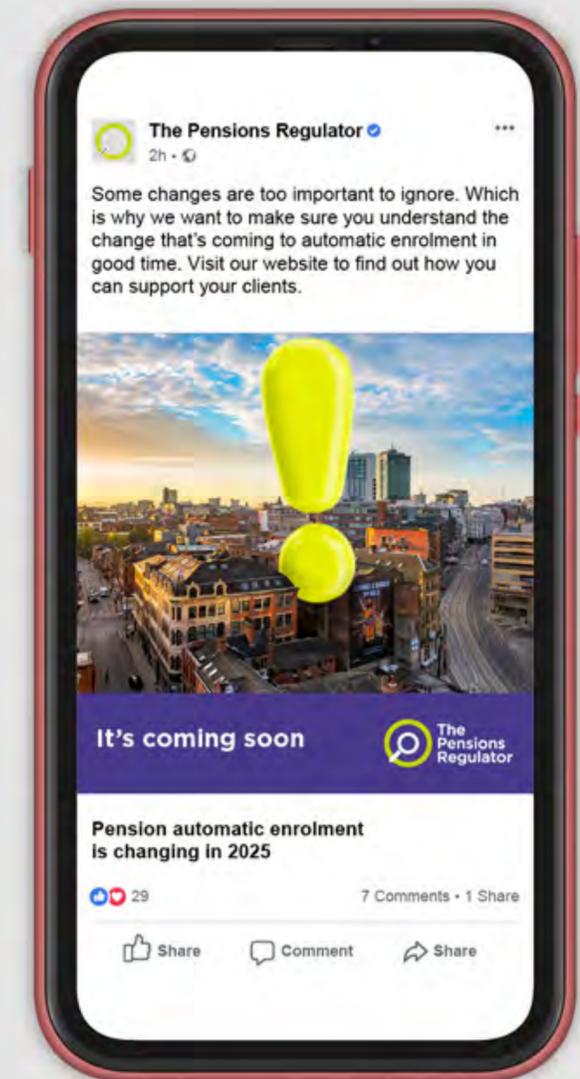
29 7 Comments • 1 Share

Share Comment Share

Social carousel



Homepage takeover



Social ad

Making Psychiatry UK the first step

Psychiatry UK were on the eve of launching a new dementia diagnosis service and wanted a cross channel campaign that would raise awareness and drive referrals. We harnessed behavioural insights to create a campaign that was striking, while also being sympathetic and understanding. We used familiar scenarios and real questions to position Psychiatry UK as the first step on the path to finding answers and plotting the best course of action. This creative helped win the pitch for the agency.

Art Direction | Concept Development 

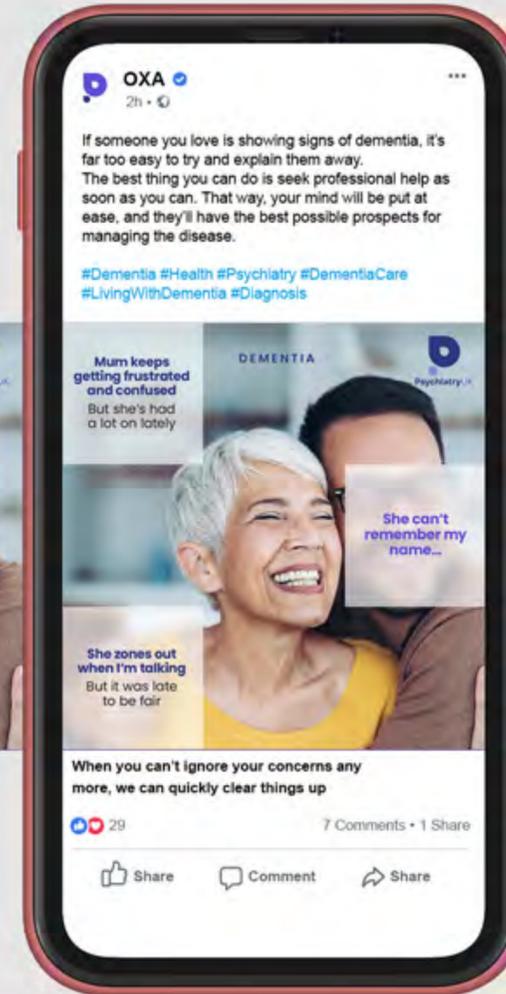




When you can't ignore your concerns any more, we can quickly clear things up

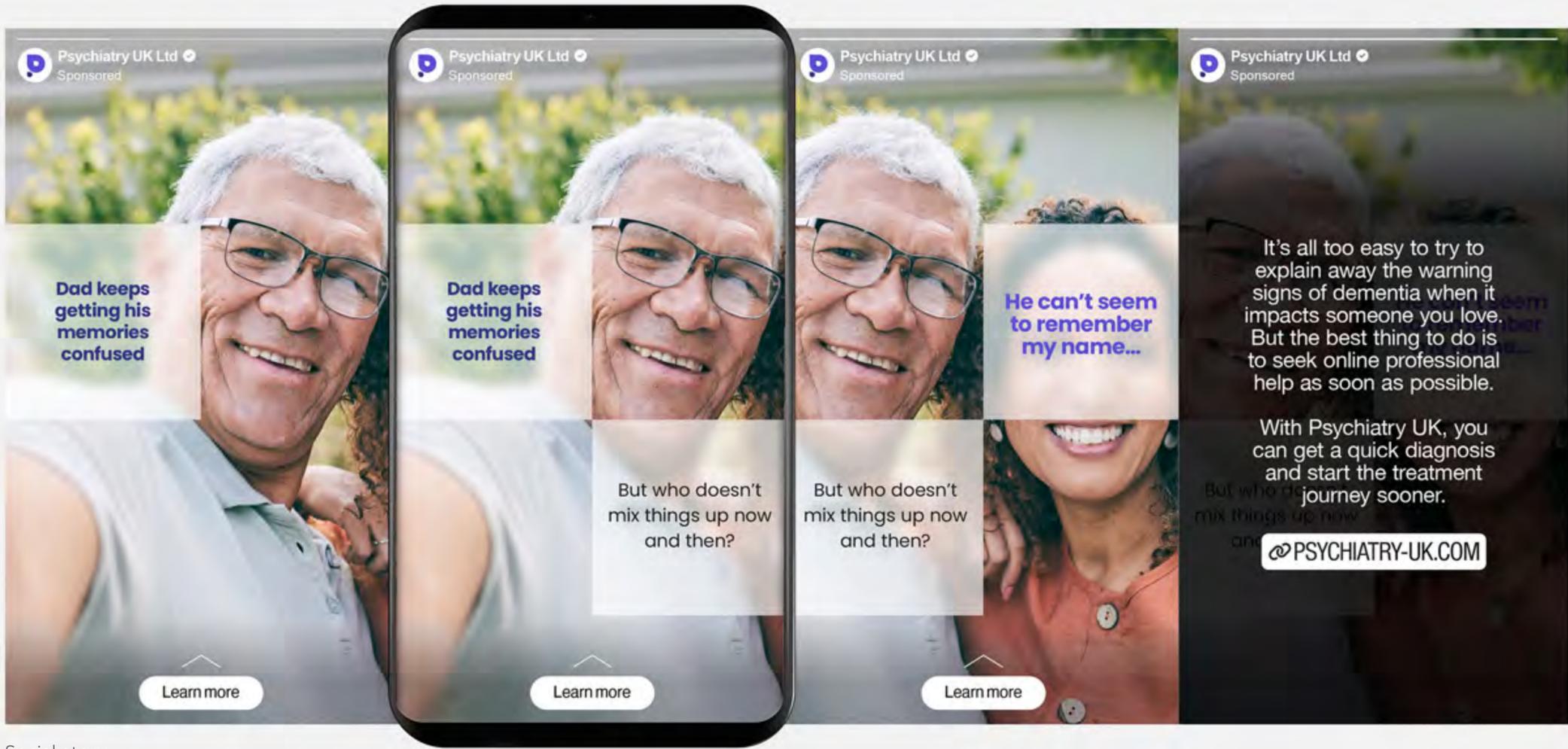
If you think a loved one is experiencing signs of dementia, it's easy to explain things away. But if you're concerned, a diagnosis can put you on track for support and treatment.

Speak to us at Psychiatry UK on 0330 124 1980 for speedy appointments and clear advice.

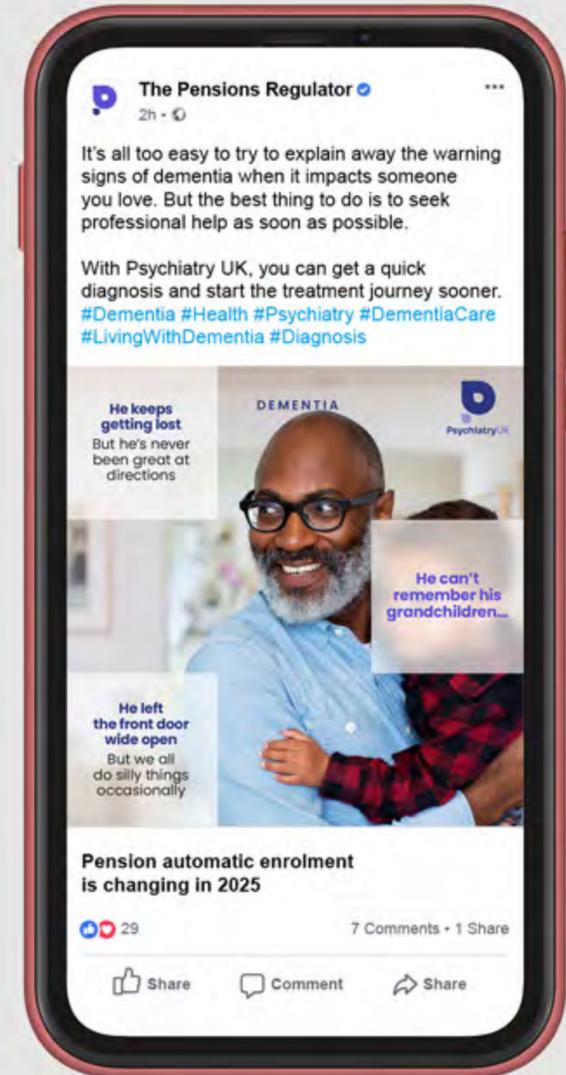


Social carousel

Press ad



Social story



Social ad

Saving HR from the Grumbles

Talentsoft can revolutionise the way you do HR. But potential customers thought they were getting by just fine without it. So we decided to grab their attention by bringing everyday inefficiencies to life as the Grumbles; cheeky gremlins that thrive in outdated HR systems. The Grumbles beat target engagement rates and gave Talentsoft an exciting and quirky new way of talking online and at events. The campaign was also recognised with the 2022 Worldwide Partners B2B Impact Award.

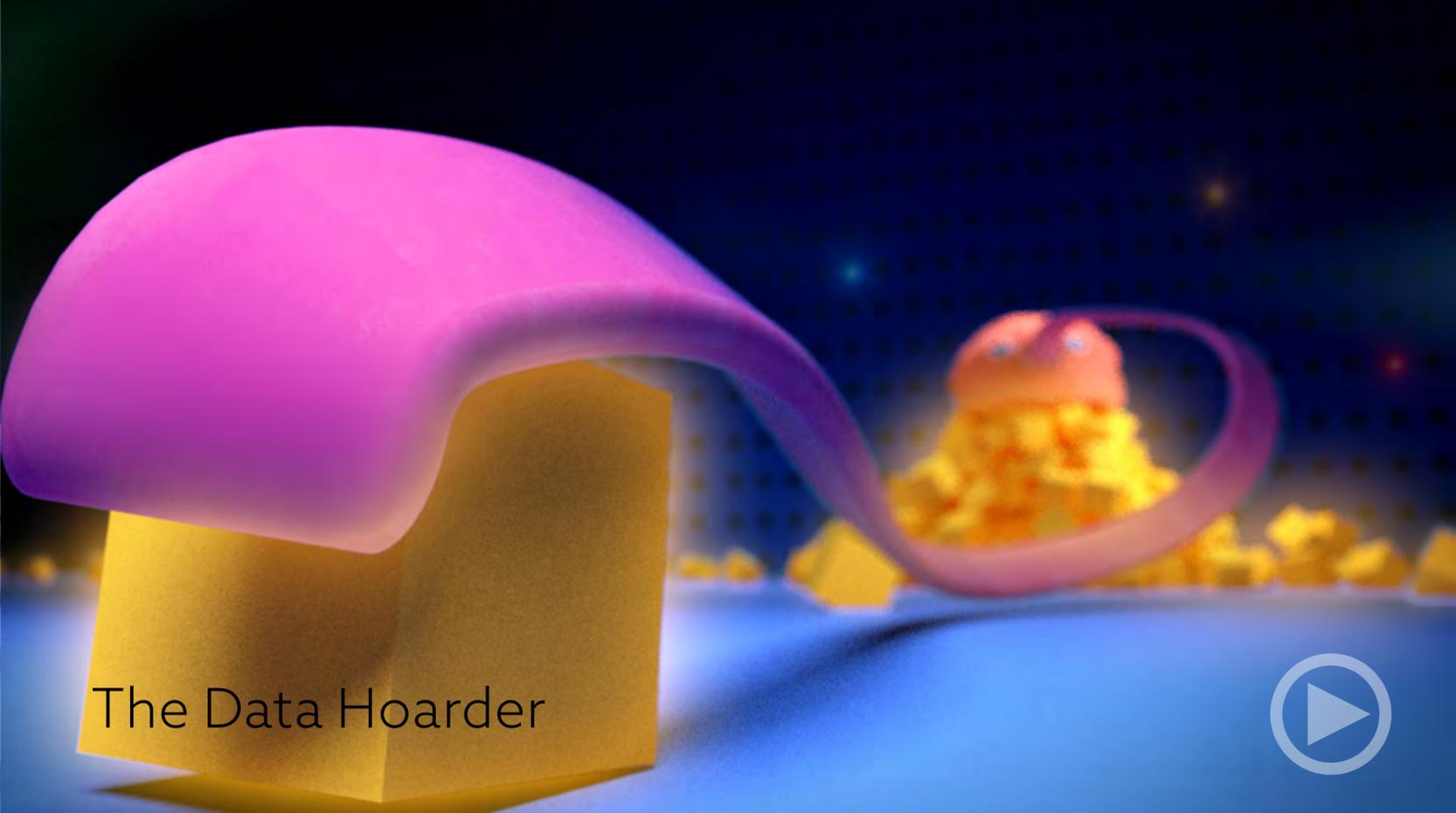
Art Direction | Character Design | Concept Development | Storyboards 🏆 🗣️

cegid Talentsoft





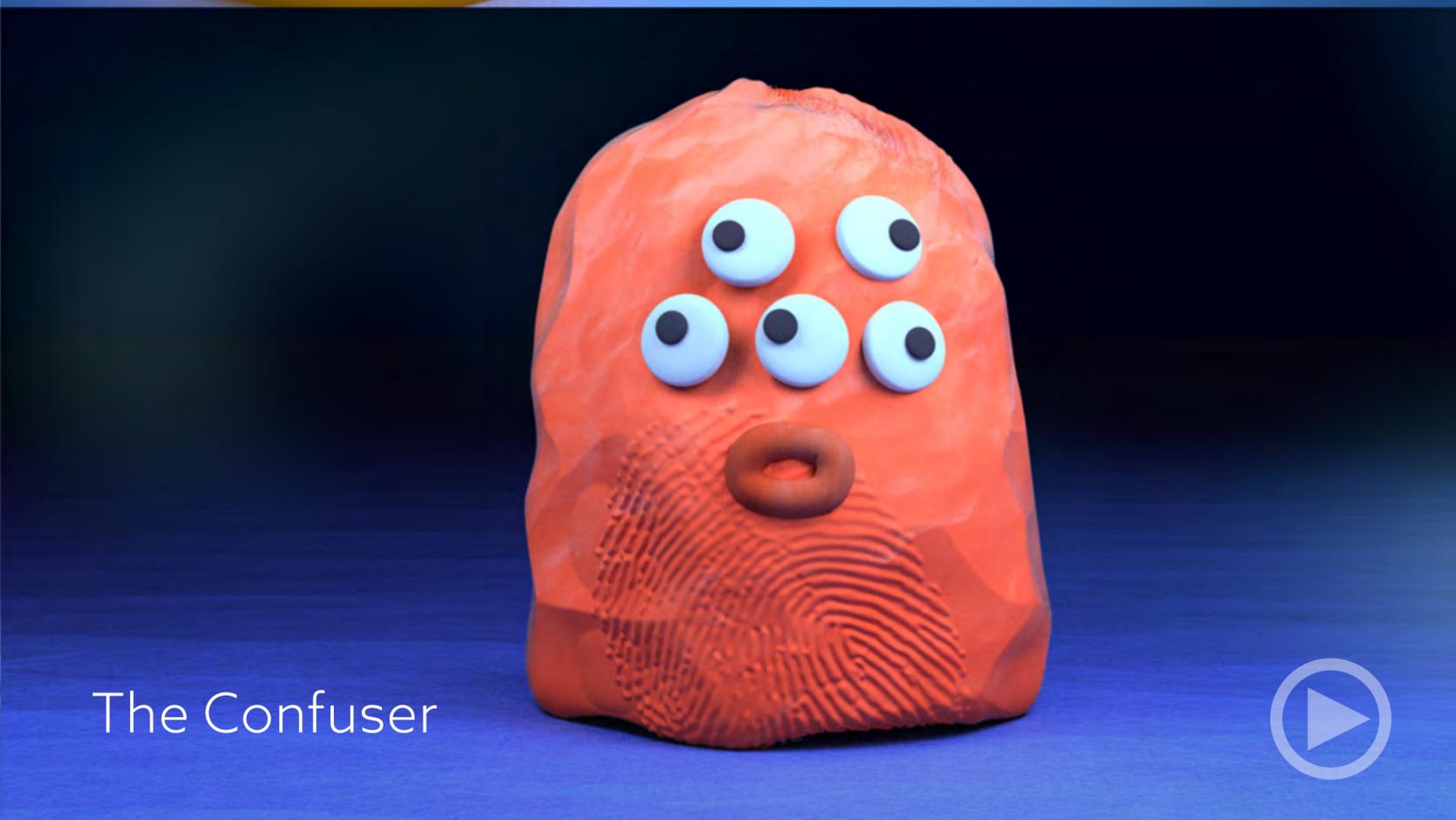
The Time Drain



The Data Hoarder



The Burden



The Confuser



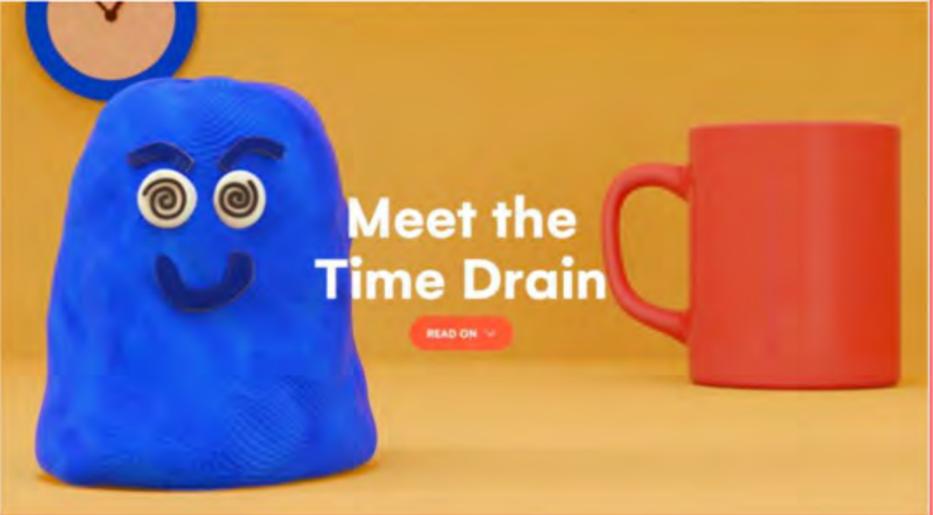


Making of video

 **Berry Clemens** • 3rd+
Chief Grumble Buster at Talentsoft
1w • 

+ Follow

Maybe the worst one of them all. Meet the Time Drain. Time is Money. Well the Time Drainer is a Money Waister. So stop Wasting Money and get Fast Time to Value. We know how to get rid of this Grumble FAST. Timing is Now.
<https://lnkd.in/dMgeipzV>
[#GetridofthisHRGrumble](#)



Social interactions

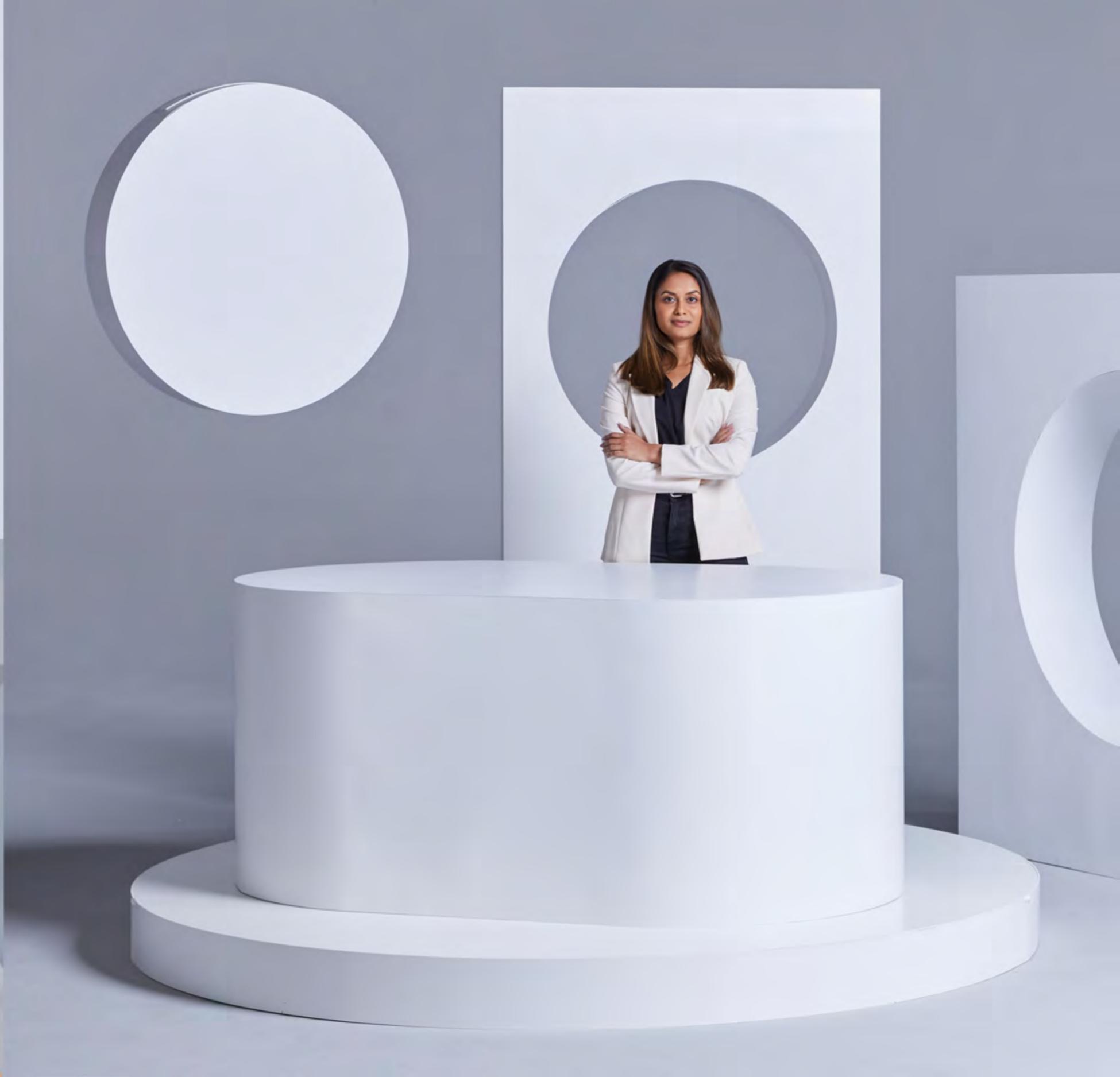
Making the complex simple with Fujitsu

Fujitsu wanted to refresh the look of its ServiceNow partnership, and asked us for a visual concept that would work globally. Together, Fujitsu expertise and ServiceNow software make the complex simple. So we reduced complex business processes into simple 3d shapes, created environments from these shapes, let our business professionals interact and play, and captured the results.

Art Direction | Set Design | Wardrobe

FUJITSU







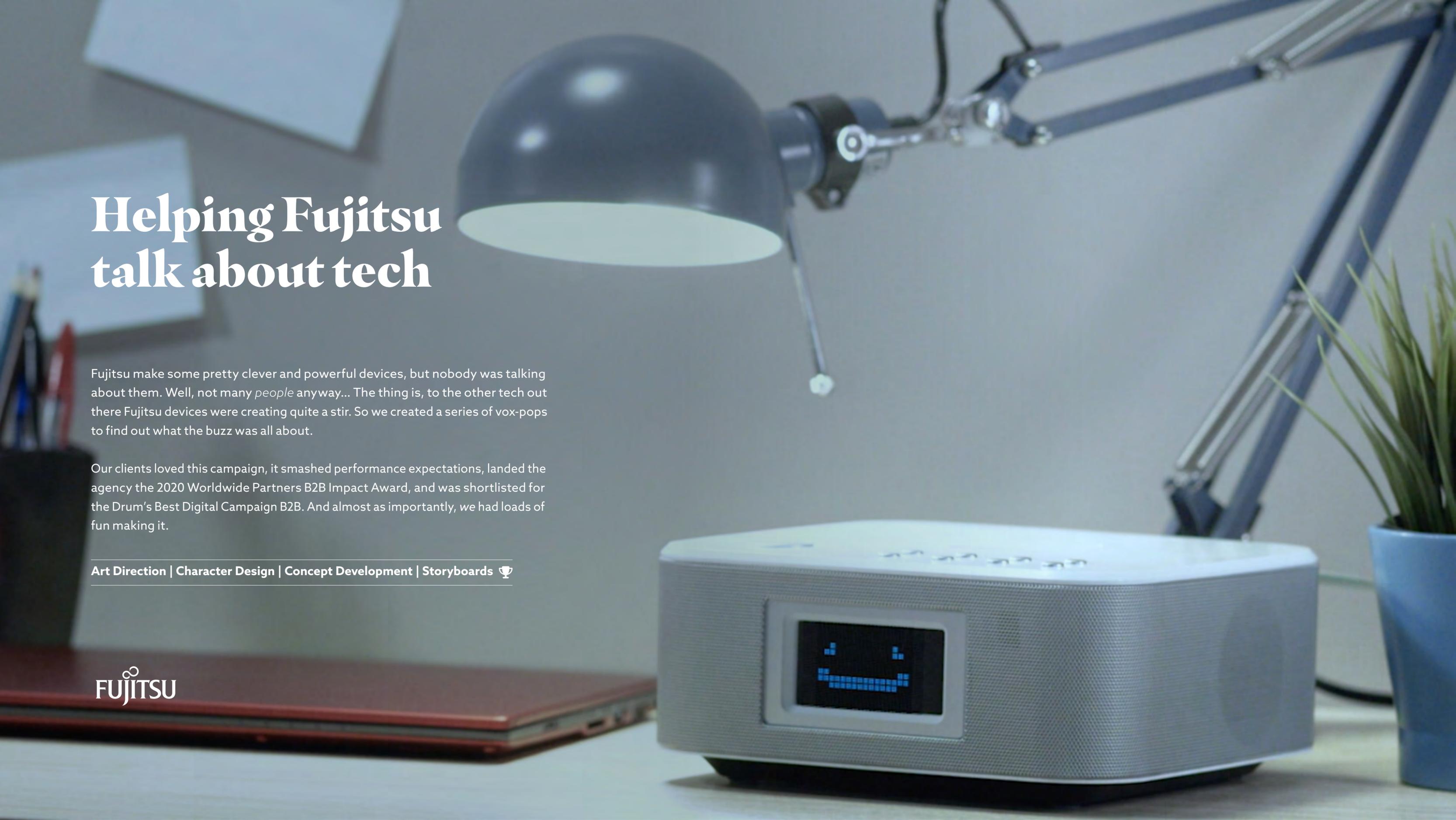
Helping Fujitsu talk about tech

Fujitsu make some pretty clever and powerful devices, but nobody was talking about them. Well, not many *people* anyway... The thing is, to the other tech out there Fujitsu devices were creating quite a stir. So we created a series of vox-pops to find out what the buzz was all about.

Our clients loved this campaign, it smashed performance expectations, landed the agency the 2020 Worldwide Partners B2B Impact Award, and was shortlisted for the Drum's Best Digital Campaign B2B. And almost as importantly, we had loads of fun making it.

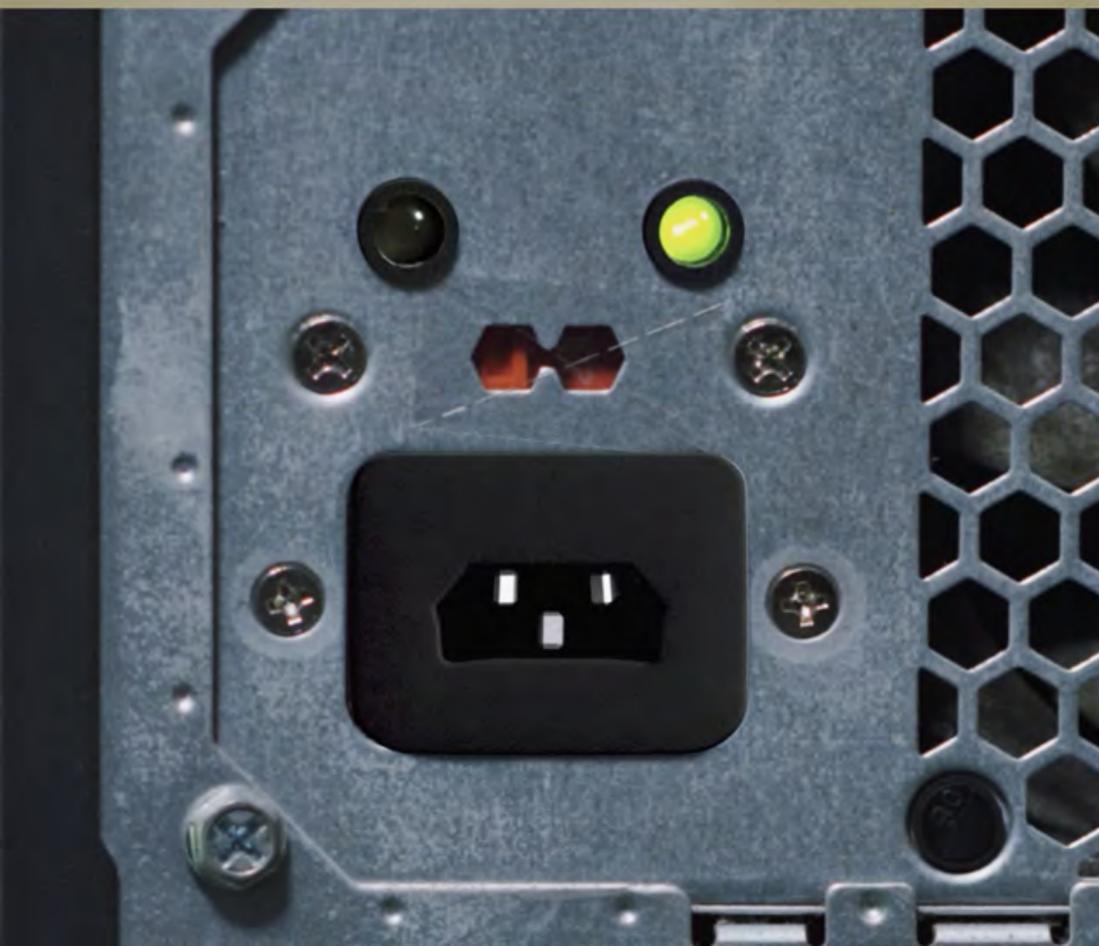
Art Direction | Character Design | Concept Development | Storyboards 🏆

FUJITSU



If tech
could talk





Nathan Wheeler
@nathan_w_17

Follow

“It’s a shame Fujitsu doesn’t do lightbulbs, eh Kevin?” Hear more from our opinionated double act here. okt.to/nFZkvM



0:42 | 27 views



David Weeks
@davidweeks_uk

Follow

“The problem with Fujitsu devices? They make the rest of us look bad.” If tech could talk, what would it say about Fujitsu computers? okt.to/DyuTkH



0:31 | 15 views

Social interactions

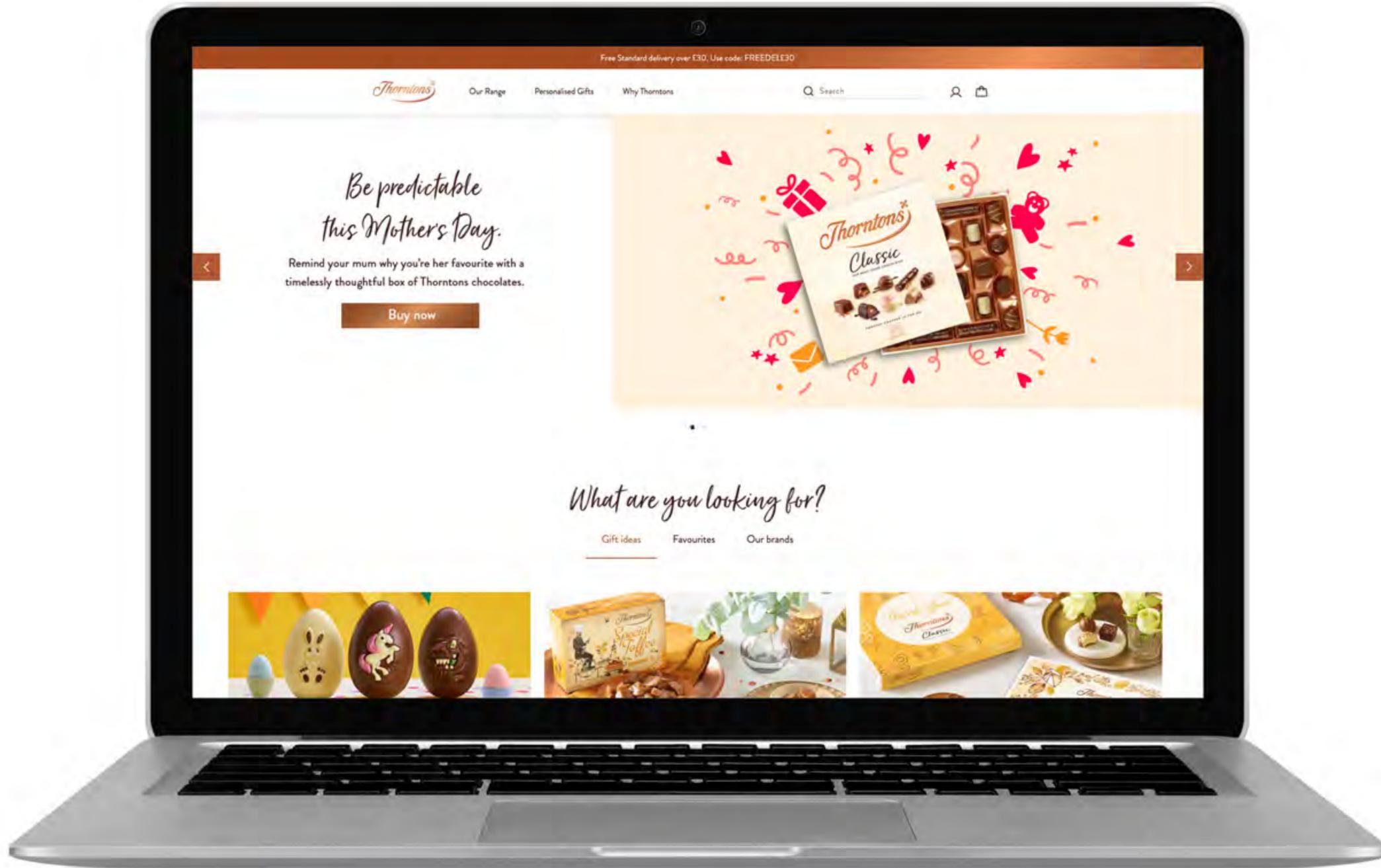
Giving chocolate giving a refresh

Thorntons came to us with a challenge—millennials and Gen Z aren't giving chocolates as gifts any more, they just aren't seen as cool. So we took a truth and turned it on its head. Thorntons aren't the old fashioned or boring option, they're timelessly thoughtful. There's a reason chocolates are the first idea that comes to mind when you need to find a gift. Sure they might be obvious, maybe even a little clichéd, but people love them, so why overcomplicate things.

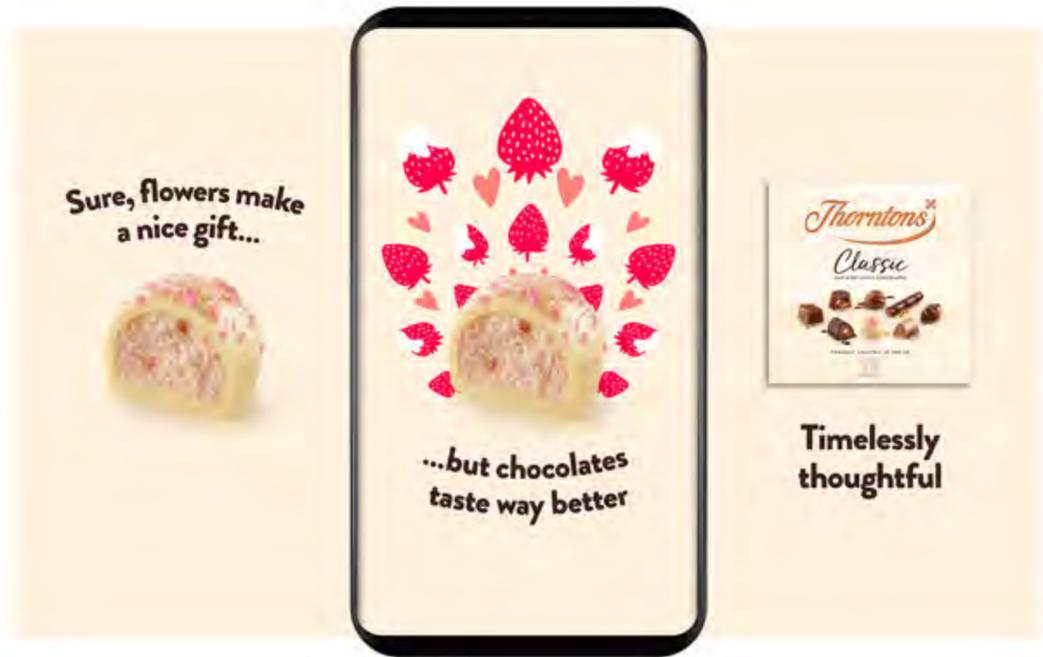
Art Direction

Thorntons ✧

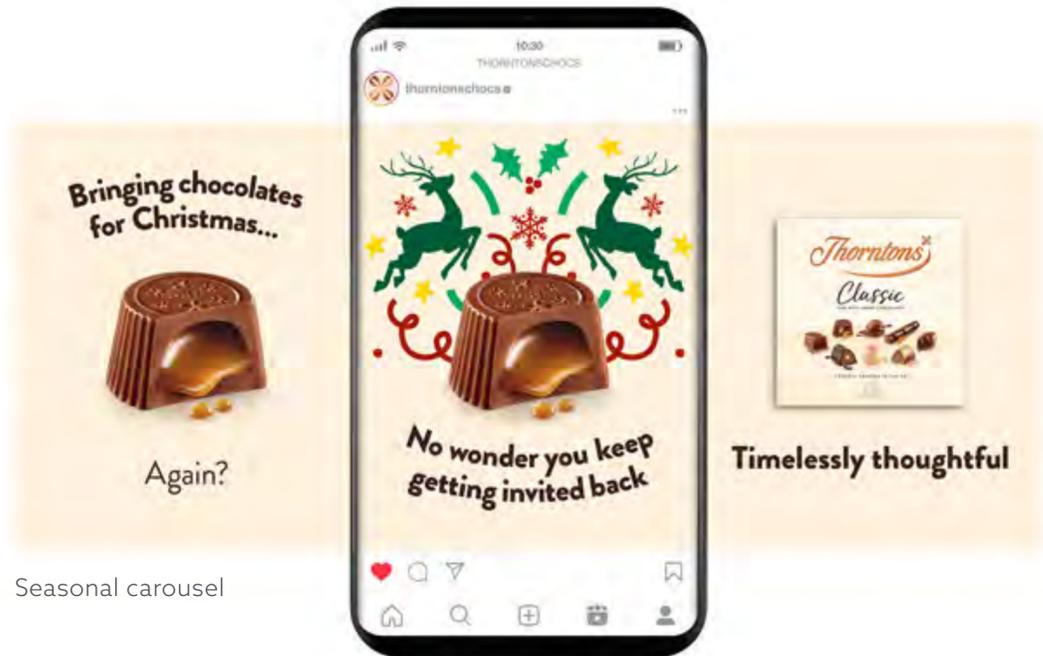




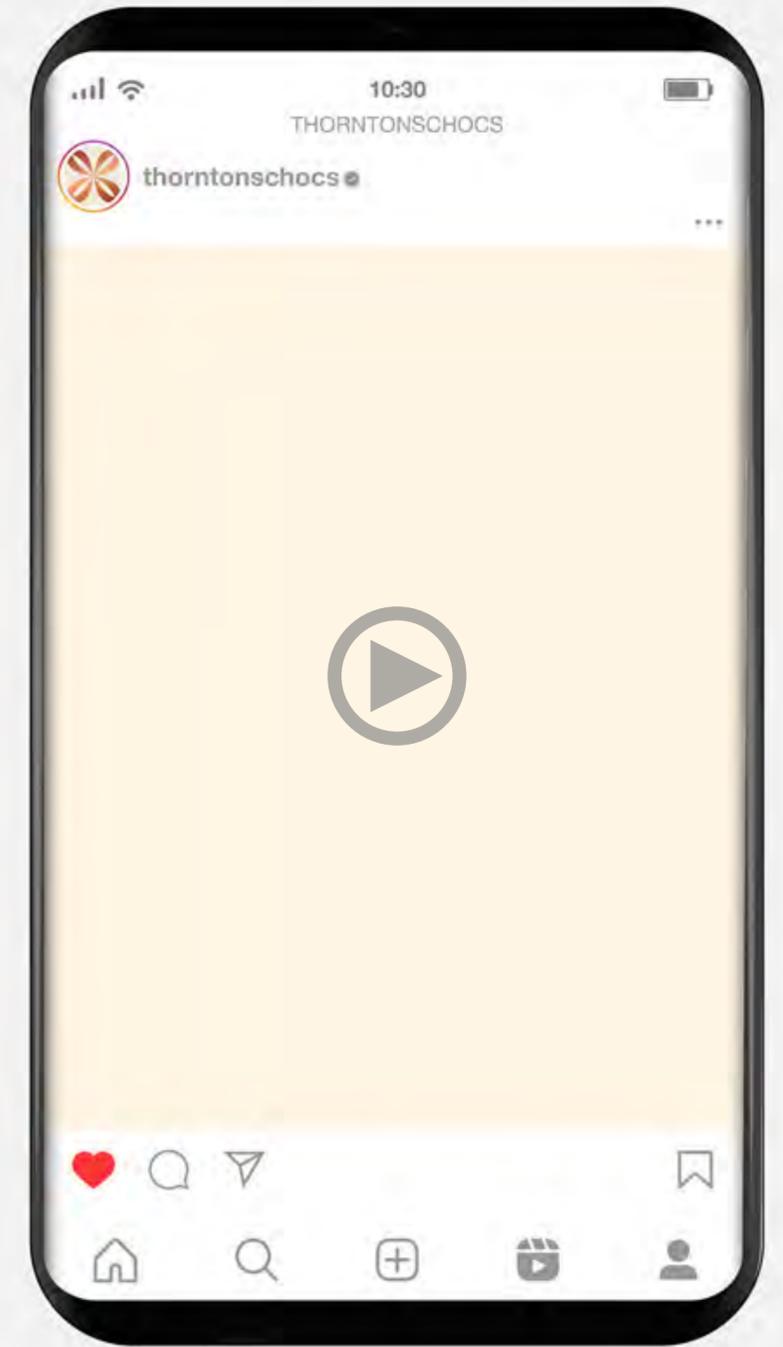
Static social



Social story



Seasonal carousel



Animated social

Giving IT teams space to breathe

The Cisco Meraki Cloud takes running your network to the next level, with minimal downtime and no need for on-site IT. So we encapsulated the unparalleled sense of harmony, balance and control that Cisco Meraki's technology creates, by making up *Networkfulness* to describe the calm, empowered state of mind you get when your IT estate runs on the Meraki Cloud. By playing into the language of mindfulness, wellness and hygge, we gave Cisco Meraki a recognisable, ownable term that's instantly understood by the audience.

Art Direction | Concept Development 

breathe

 Meraki



Ahhh. Total, blissful Networkfulness.

Networkfulness is that calm, focused state of mind which can only be achieved by creating perfect simplicity in your IT network. For some, the journey to Networkfulness is long and arduous... for others, it's as easy as plugging in The Meraki Cloud. Find out how our enlightening platform can help you manage, monitor, secure and scale your network from one, intuitive dashboard – so you can take care of tricky admin with ease, and get back to what's really important.

Have you achieved Networkfulness yet?



Cisco Meraki
40,884 followers

Networkfulness is that calm, focused state of mind which can only be achieved by creating perfect simplicity in your school IT network. Find out how Cisco Meraki can help you teach network admin a thing or two, while giving everyone a consistent education experience. [#CloudNetworking](#) [#IT](#) [#CiscoMeraki](#)

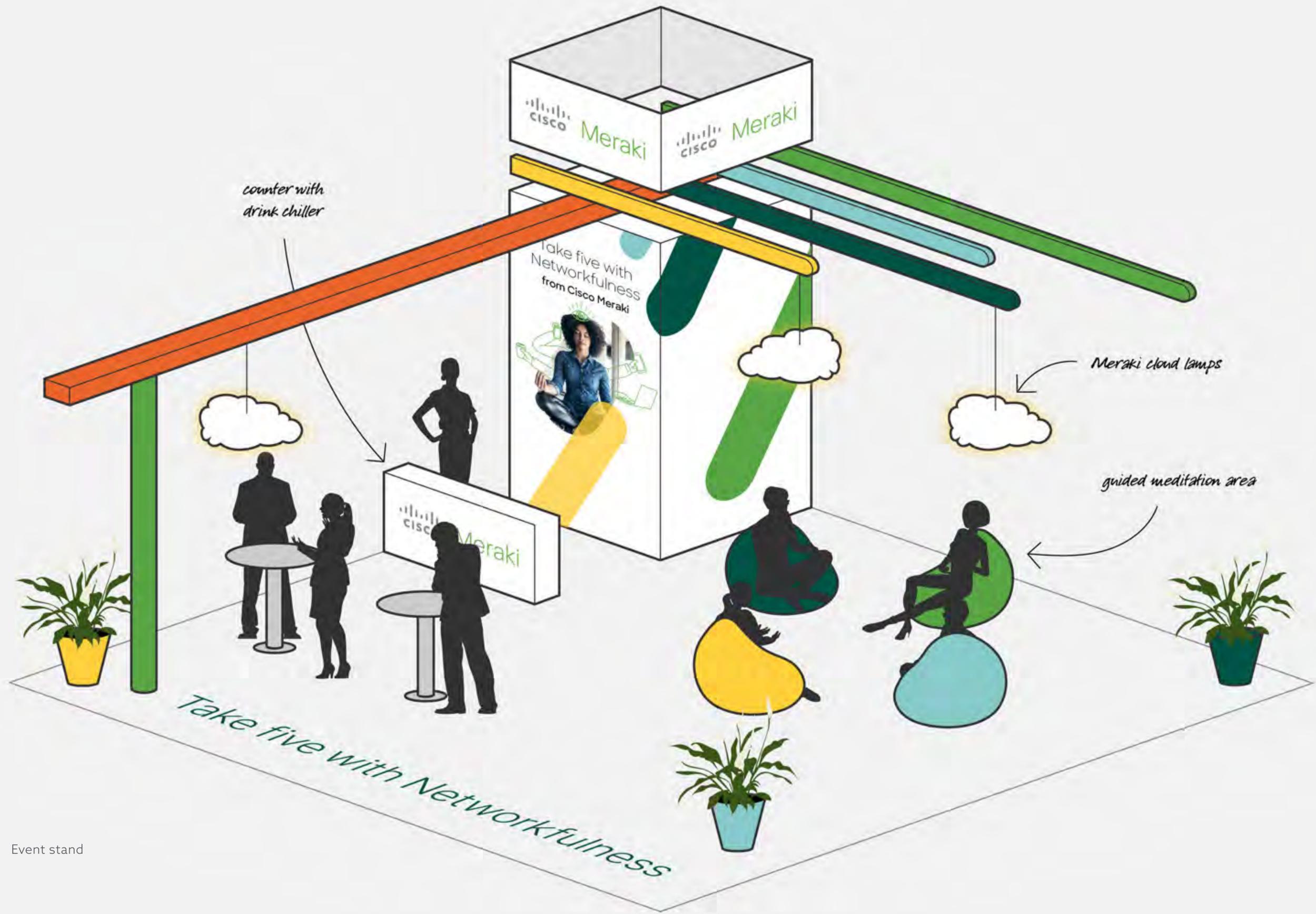


Ahhh. Total, blissful Networkfulness.



Have you achieved Networkfulness yet?

Static social



counter with
drink chiller

Meraki cloud lamps

guided meditation area

Take five with Networkfulness

Event stand

Clearing up remote working confusion

Poly wanted to show how their headsets could help improve employee wellbeing. So we dreamt up some nightmarish, but completely believable, scenarios to highlight the difference having the right headset makes to remote work.

Art Direction | Concept Development



“CLEAN CLOSING DOORS”

“ And I think your future with us really **TERMINATES HERE** ”

Working remotely can be a challenge, especially if you don't have the right kit. With plug-and-play compatibility and active noise-cancelling the Poly range has a headset for every scenario. Wherever you choose to work, make it work with Poly.

poly



63

“ **WHO'S BEEN A GOOD BOY THEN?** **”**

Working remotely can be a challenge, especially if you don't have the right kit. With plug-and-play compatibility and active noise-cancelling the Poly range has a headset for every scenario. Wherever you choose to work, make it work with Poly.

poly

“ **WHO'S BEEN A GOOD BOY THEN?** **”**

Working remotely can be a challenge, especially if you don't have the right kit. With plug-and-play compatibility and active noise-cancelling the Poly range has a headset for every scenario. Wherever you choose to work, make it work with Poly.

poly

“ **THEY WOULD SAY YOU'RE NOT READY** **”**

Don't forget to tell the client we're **ABOUT TO DEPART**

Working remotely can be a challenge, especially if you don't have the right kit. With plug-and-play compatibility and active noise-cancelling the Poly range has a headset for every scenario. Wherever you choose to work, make it work with Poly.

poly



Helping Brits stay ahead of the games

The FCO and UK Athletics wanted an identity for an awareness campaign helping Brits who were travelling to Rio for the 2016 games. So we created *Stay Ahead of the Games*. This fun and memorable campaign was shared across everything from posters, to social media, to flags and beach towels, and seen everywhere from twitter, to the Olympic village, to the top of Sugarloaf mountain.

Art Direction | Concept Development | Copywriting

travel
aware



Foreign &
Commonwealth
Office

STAY AHEAD OF THE GAMES

Get your trip to Rio off to a running start by following these eight tips

- INSURANCE** → Get comprehensive travel insurance and ensure it covers you for all the activities you want to do
- TRAVEL AND ACCOMMODATION** → Book your tickets and accommodation as far in advance as possible and from authorised sellers, as demand will outstrip supply. Selling tickets on the secondary market is a criminal offence
- PASSPORT** → Your passport must be valid for a minimum period of 6 months from the date of entry into Brazil
- BOOK AHEAD** → Brazil is the world's fifth largest country. If you plan to travel outside of Rio make sure you plan your journey carefully and book transportation well in advance
- VACCINATIONS** → Check which vaccinations and medication you need especially if you plan to travel to more remote parts of the country. See www.ftfortravel.nhs.uk
- LANGUAGE** → Learn some Portuguese as English isn't as widely spoken as you may expect
- FCO TRAVEL ALERTS** → For our latest travel advice sign up to our alerts. See www.gov.uk/foreign-travel-advice/brazil
- SOCIAL MEDIA** → Follow @FCOTravel and @UKinBrazil on Twitter and FCO Travel on Facebook

#GetReadyForRio
gov.uk/rio2016

Welcome to Brazil!

This exciting and vibrant country has plenty to offer and this guide has been designed to help you make the most of your trip with useful tips and advice about British Consular services in Brazil, the city of Rio and the Rio 2016 Olympic & Paralympic Games! To read more about how we've been preparing visit gov.uk/rio2016.

HOW WE CAN HELP

Should you experience any difficulties in Brazil, the British Embassy and Consulate can:

- Help you if you are a victim of crime, are ill or in hospital
- Issue a replacement travel document (subject to a fee) if you lose your passport
- Give advice on local laws and procedures if you are arrested, and put you in touch with a lawyer
- Contact your nearest British Embassy or Consulate

However, we cannot:

- Pay your hotel, flight, legal, medical or any other bills
- Investigate a crime
- Give legal advice
- Get you out of jail
- Get you tickets for the event!

If you have enquiries for FCO consular staff before you go or while abroad, you can ask questions via @FCOTravel on Twitter.

USEFUL PHRASES

English isn't widely spoken so learn some Portuguese phrases:

- O/Óla (Hi/Hello)
- Tudo bem? (How's it going?)
- Obrigado/Obrigada (Thank you)

Key

- Metro Linha 1
- Metro Linha 2
- Metro Linha 4
- BRT TransOeste
- BRT TransCarioca
- Ramal Deodoro/Est. Cruz
- Light Rail
- Metro Na Superfície
- Tourist Attractions
- Game Venues
- Transport Connections
- Football Stadiums

Event Schedule

Olympics: rio2016.com/en/schedule-and-results
Paralympics: rio2016.com/en/paralympics/schedule-and-results

Venues

Olympics: rio2016.com/en/venues
Paralympics: rio2016.com/en/paralympics/venues
You can watch some competitions without a ticket. For more information visit:
Olympics: rio2016.com/en/free-entrance
Paralympics: rio2016.com/en/paralympics/free-entrance

British Consulate

Address: Praia do Flamengo, 264 - Flamengo
How to get there: Closest metro stop: Flamengo. Closest bus stop: Praia do Flamengo next to number 292

Disabled Travellers

The beaches are one of Rio's greatest attractions and provides some useful tips on how best to make the most of them and where to get involved with other activities. Suggested timetables for walking or traveling between venues can be provided and vary from person to person. When researching any part of your trip consider the distances involved to get a better idea of how long this may take. Public transport or taxi may be more appropriate. Public transport or taxi may be more appropriate. Public transport or taxi may be more appropriate. Public transport or taxi may be more appropriate.

Planning your trip

Rio is a great city with plenty to see and do at every corner. For information on top tourist hotspots and local attractions go to visit.riohome.com. It's worth familiarising yourself with the local transport system before you go. It's a great way to get around the city and to get a feel for the local areas. The Metro system runs from 05:00-00:00 Monday to Saturday and from 07:00-23:00 on Sundays and holidays. You can plan your journey in advance at metrorio.com.br. The city will be releasing a transportation card for use on Metro and BRT lines ahead of the Rio 2016 Olympic and Paralympic Games. The card costs R\$25 for 1 day, R\$70 for 3 days or R\$160 for 7 days and can be purchased at local train stations, airports or online at cidadeolimpica.com.br/en/. You can find additional information on public transport at visit.rio/en/home. Taxis are also reasonably priced, take a look at our advice for taking taxis around the city.

Taxis

If taking a taxi, try to take one from an official taxi rank. Check it's licensed and has company details on the outside. Ensure you get the correct fare. Taximeter is also a good way to check the fare.

Useful Contacts

UK RIO 2016 CONSULAR HELPLINE
+55 (21) 2555 9600
(urgent assistance only outside of office hours)
STAY AHEAD OF THE GAMES WEBSITE
gov.uk/rio2016
BRITISH CONSULATE
Praia do Flamengo, 264 - Flamengo
@FCOTravel
The FCO's travel advice and consular teams are online to answer questions Monday to Friday between 9am and 6pm, UK time.
BRAZIL EMERGENCY SERVICES
Police 190 Fire 193 Ambulance 192

Cash & Currency

The Real (R\$) is the currency of Brazil.
Bank and credit card fraud is common, including card cloning from ATMs. Keep sight of your card at all times and do not use an ATM if you notice anything suspicious. Notify your bank in advance of your trip to avoid your card being blocked.
£1 = R\$5 Brazilian Real
£5 = R\$26 Brazilian Real
£10 = R\$51 Brazilian Real
Correct at time of printing.

Police

DEAT (Delegacia Especial de Apoio ao Turismo) - Tourist Police
Address: Através de Meia Franco Avenue, 159, Leblon
+55 (21) 2332 2924 or +55 (21) 2332 2889/2889
sesop.deat@gmail.com or gic.deat@gmail.com

Police

DEAT (Delegacia Especial de Apoio ao Turismo) - Tourist Police
Address: Através de Meia Franco Avenue, 159, Leblon
+55 (21) 2332 2924 or +55 (21) 2332 2889/2889
sesop.deat@gmail.com or gic.deat@gmail.com

Police

DEAT (Delegacia Especial de Apoio ao Turismo) - Tourist Police
Address: Através de Meia Franco Avenue, 159, Leblon
+55 (21) 2332 2924 or +55 (21) 2332 2889/2889
sesop.deat@gmail.com or gic.deat@gmail.com

Team GB @TeamGB

Our triathletes support @FCOTravel's 'Stay Ahead of the Games' helping you #GetReadyForRio: tmgb.co/1IQE52e

2:52 PM - 14 Aug 2015

23 Retweets 16 Likes

UK in Brazil @UKinBrazil

How will you #GetReadyForRio? #StayAheadOfTheGames w/ @FCOTravel ow.ly/4n7zJF #100DaysToGo #Paralympics

4:17 PM - 30 May 2015

5 Retweets 2 Likes

Social interactions

COUNTDOWN TO RIO

365 DAYS TO GO

#GetReadyForRio
For further info and advice visit gov.uk/rio2016

Countdown social post

Z-card map



Helping fans keep their eye on the ball

The FCO wanted a name and logo for an awareness campaign with the UKFA. We gave them *Be on the Ball*, a catchy identity that helped British football fans have a safe and memorable trip when supporting their team overseas. Originally created for Euro 2016 in France, the campaign proved so popular it was revived for Russia 2018 and Qatar 2022.

Art Direction | Concept Development | Copywriting

travel
aware



Foreign &
Commonwealth
Office



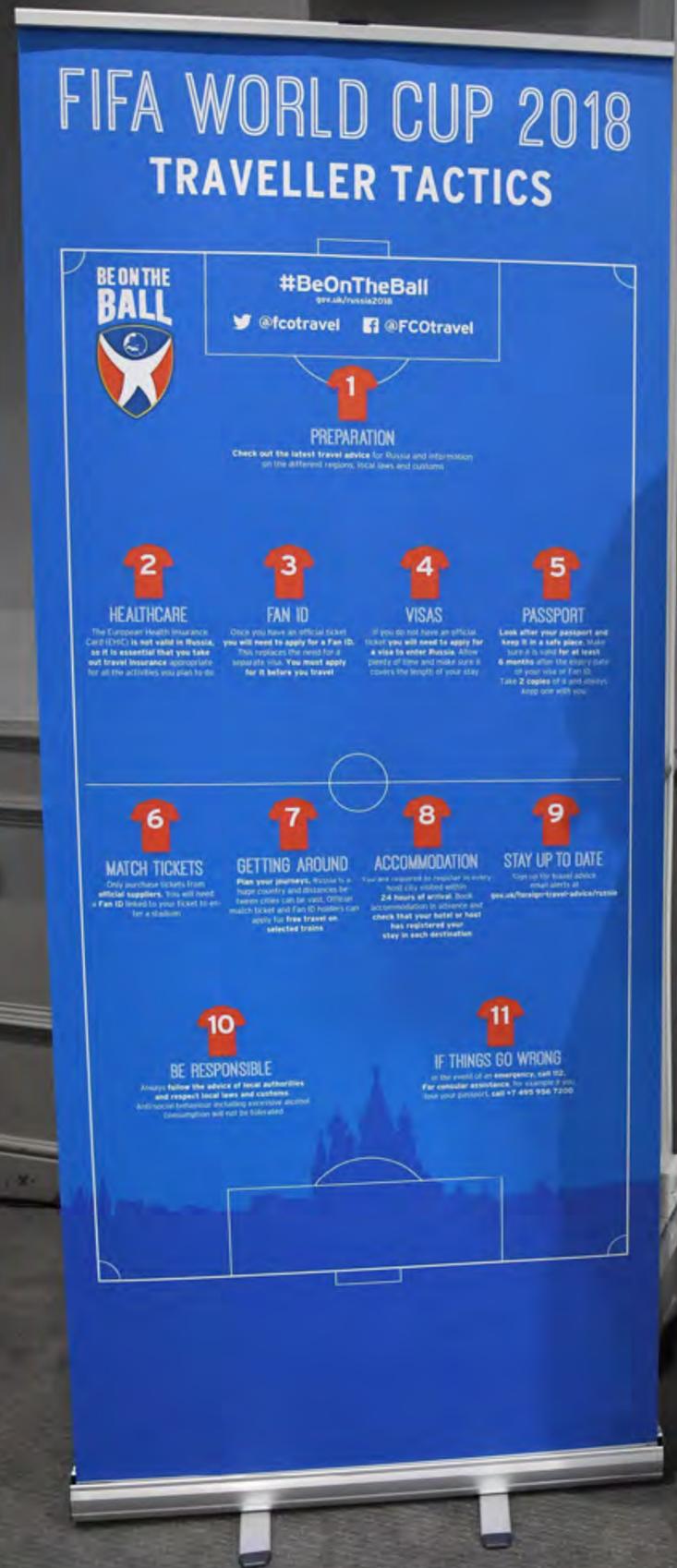
Contact card



Social post



Social interactions



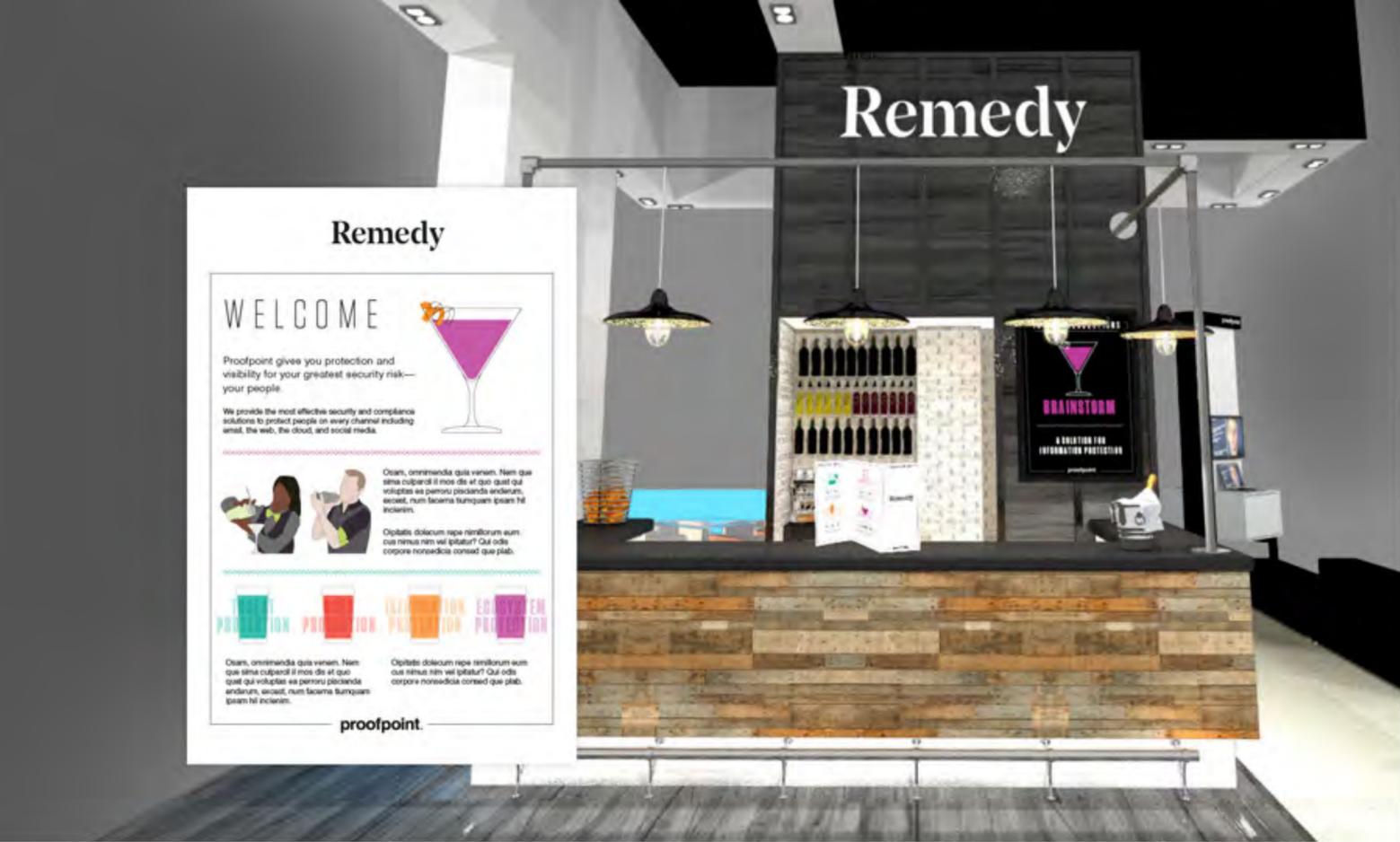
Serving up the remedy with Proofpoint

Rather than the one-size-fits-all approach of most cybersecurity providers, Proofpoint tailors cover to fit your people. We brought this individual approach to life as the Remedy Bar, a pop-up speakeasy Proofpoint could take on the road. The bar centred around mixologists who served up custom cocktails, each inspired by one of Proofpoint's solutions. And tucked away within the bar was a VIP area where customers could talk more openly about their cybersecurity concerns.

Art Direction | Concept Development

proofpoint®





Stand render



Bar menu



Goodie bag

Introducing Revolut's bureau of change

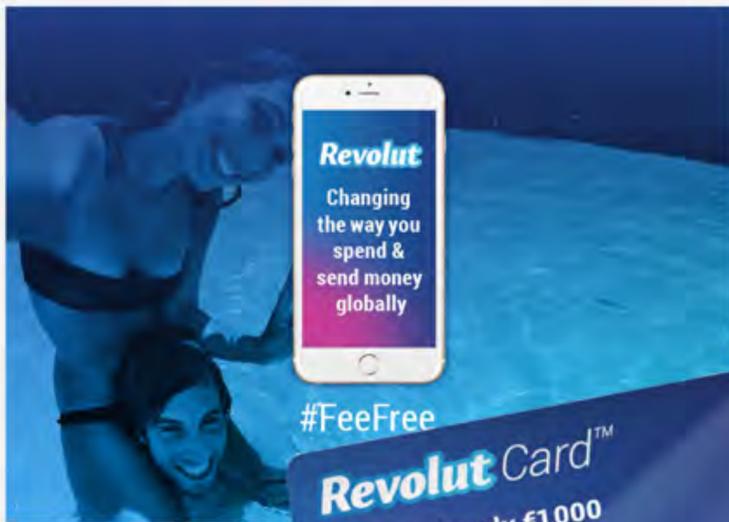
It's 2015 and travel money is ripe for disruption. Ahead of the upcoming holiday season Revolut wanted a way to raise awareness of its revolutionary card. So we pitched *the Bureau of Change*—an experiential hub that offered free charging points, Wi-Fi, refreshment and a ticker displaying real-time exchange rates.

Revolut loved this thinking and it helped establish our agency's place on its creative roster.

Art Direction | Concept Development 

Revolut

Revolut



Stand graphics



Z-card map



Toasting the return of an English classic

From 1747 until the mid twentieth century Samuel Gulliver & Co. was the authority on spirits, particularly English Whiskys. I was approached by a ninth generation Gulliver to create a series of images to help relaunch Gulliver's spirits, starting with their flagship single malt Gulliver's 47.

Art Direction | Retouching





Putting British back on the menu

The Agriculture and Horticulture Development Board wanted a campaign and a series of assets they could use to reposition British produce as the best option for cost sector caterers (schools, prisons, hospitals). Our answer to them was with British ingredients you can *Make every meal great*.

Art Direction | Concept Development | Copywriting

AHDB

The AHDB logo consists of the letters 'AHDB' in a bold, white, sans-serif font. Below the letters is a white, stylized wave or swoosh graphic that curves under the text.



Microsite



Bringing customers up to speed on slow cooking

The Agriculture and Horticulture Development Board came to us with a problem, people weren't buying stewing meat. And to make matters worse, focus groups showed that people who were buying it weren't enjoying it because they didn't know how it was supposed to be cooked. So we came up with a campaign that turned stewing meat's main downside, its cooking time, into its USP.

Art Direction | Concept Development | Copywriting

AHDB





Less Haste
MORE TASTE
Delicious
**MIDDLE EASTERN STYLE
BEEF SHANK STEW**

*Ask for a
RECIPE LEAFLET*

QUALITY STANDARD
beef
English
tough standards, tender results



Less Haste
MORE TASTE
Pulled
**SHOULDER OF LAMB WITH
CHIMICHURRI MARINADE**

*Ask for a
RECIPE LEAFLET*

QUALITY STANDARD
lamb
English
tough standards, tender results



Social post



Recipe cards



Window cling for butcher's counter

Giving drivers miles more smiles

Hyundai UK wanted a new agency to run its aftermarket communications. We created a revamped offering and a series of messages to help raise the profile of Hyundai's after-sales program. While this sadly didn't win the pitch for our agency, it was shortlisted in the final two.

Art Direction | Concept Development





Rooftop box accessory

Giving you more space to boldly go

Explore new frontiers with the latest space saving solution from Hyundai. Unbeatable on value as well as long journeys and with more than enough capacity to take all your home comforts.

Visit hyundai.co.uk/accessories to find out how you can give your car the personal touch



Westons Car & Commercials Ltd
Hertfordshire, SG4 0JJ
01462 459 681



Voluptat aut aut et aut, sed quasandae nunc et que isant natus ratoris et dispende nam amos, voluero tet adi te nect esse porro spedi reperibus aliae que pro arsaeri atelatur, quae porro quia volueta torunt, aut qui tam que mi, cum necebrer, arcioreo ten quae neveditee de mansuqui connequi



Brake and tyre test

Close shaves are meant for the bathroom not the car

Sharp corners and slippery roads push your tyres and brakes to the limit, so drop in to your local Hyundai dealership for your FREE TYRE SAFETY CHECK to ensure they're in perfect condition for a smoother winter driving experience.

Call us to book your free tyre check today



Westons Car & Commercials Ltd
Hertfordshire, SG4 0JJ
01462 459 681



Voluptat aut aut et aut, sed quasandae nunc et que isant natus ratoris et dispende nam amos, voluero tet adi te nect esse porro spedi reperibus aliae que pro arsaeri atelatur, quae porro quia volueta torunt, aut qui tam que mi, cum necebrer, arcioreo ten quae neveditee de mansuqui connequi



Boot storage accessory

Car storage at a price you won't have to shop around for

You can trust Hyundai to have bags of affordable space saving solutions that are stylishly designed to make your life easier.



Visit hyundai.co.uk/accessories to find out how you can give your car the personal touch



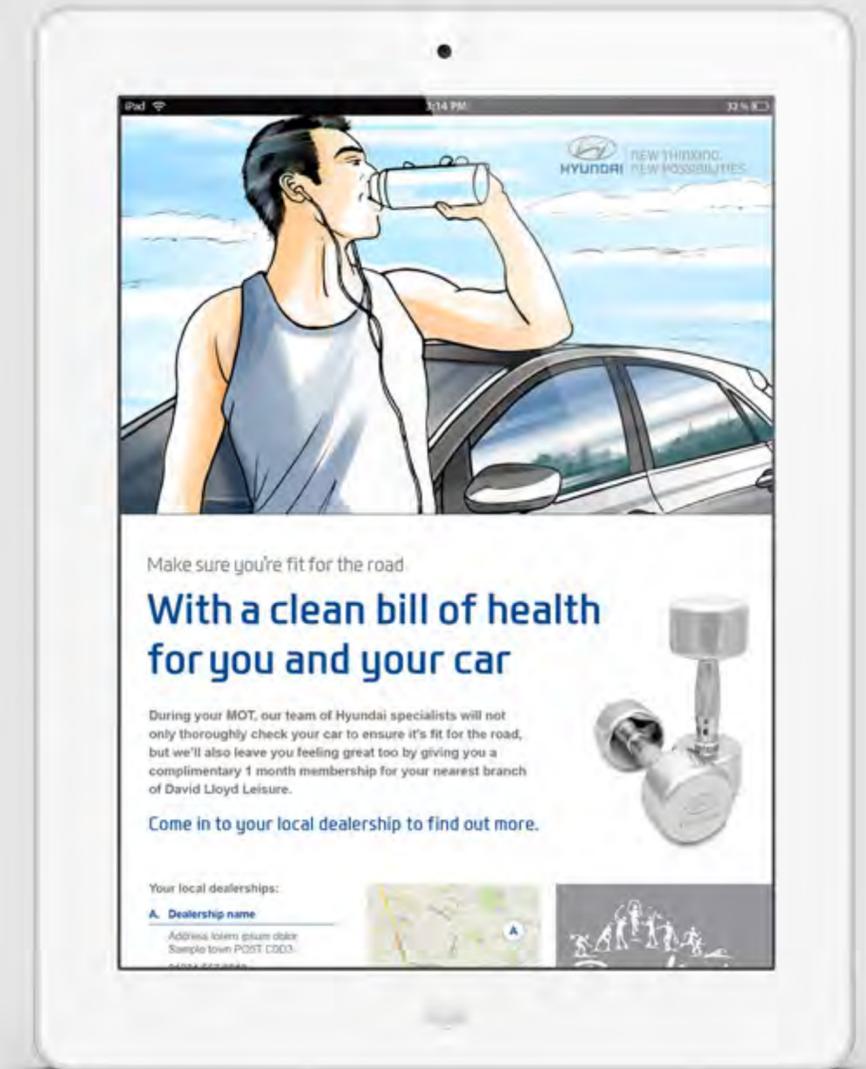
Westons Car & Commercials Ltd
Hertfordshire, SG4 0JJ
01462 459 681



Voluptat aut aut et aut, sed quasandae nunc et que isant natus ratoris et dispende nam amos, voluero tet adi te nect esse porro spedi reperibus aliae que pro arsaeri atelatur, quae porro quia volueta torunt, aut qui tam que mi, cum necebrer, arcioreo ten quae neveditee de mansuqui connequi



Direct mail



EDM

Demystifying on-demand MFG

Lectra are known for making amazing cutting tables, but Lectra don't just cut. Lectra also have a suite of apps that, combined with its cutting tables, can transform your cutting room from a production process to a driver of profit. By freeing you from traditional processes and constraints, Lectra free your creativity.

To highlight this, we represented Lectra as a giant sofa, a blank canvas onto which you can project your ideas. Our message? With the right technology in place, the only thing that will hold you back is your own imagination.

Art Direction | Concept Development 



LECTRA®

Game your on demand



Creating on-demand furniture is tough. Customization and short runs can take a bite out of your profits.

But with Lectra you can stand your ground. Our solutions help you create custom pieces at pace and at scale. It's an uncompromising approach to on demand. So, both you and your customers get exactly what you want.

On demand. On your terms.

Furniture On Demand by **LECTRA**.

Simplify your on demand



Customized, on-demand furniture doesn't have to be complicated. With Lectra, you can handle short runs, complex designs and greater expectations with ease. And all from one provider. It adds up to a more profitable way to meet customers' expectations. Let us show you how.

On demand. On your terms.

Furniture On Demand by **LECTRA**.

Helping Teams achieve with Microsoft

It might be hard to believe now, but in 2019 Microsoft had a problem—everyone had Teams, but nobody was using it. So Microsoft asked us for our ideas and we pitched a Microsoft idea right back. Let's gamify Teams with a plug-in that gives users achievements just for using it.

The clients loved this idea, and spent the presentation coming up with their own ideas for badges. However, before we had the chance to get to stage two, a novel corona virus from Wuhan in China got everyone using Teams much more quickly than we ever could have.

Art Direction | Concept Development



Achievements



Dream Teams

Open Teams between the hours of 10 PM and 5 AM.



Take one for the Team

Upload a photo and set it as the icon for one of your Teams.

Unlocked

02/21/2020



Back in Teams

Log in to Teams after a month of not using it.



Teams if you wanna go faster

Connect five external apps to your Teams dashboard.

Unlocked

02/01/2020



Meet the Team

Accept a meeting invitation through Teams.

Unlocked

01/24/2020



Greenwich Teams Time

Use Teams to video call someone in a different time zone.

Unlocked

01/29/2020



You really know your Shift

Use Shifts to keep track of when you're working.



Smells like Teams spirit

Create or join a team with everybody in your department.

Unlocked

02/05/2020



Achievement unlocked
Greenwich Teams time



Kim



Michael



Troy



Sandy

fin



-  @edwardgould
-  @edwardgould
-  /edwardgould
-  hello@edwardgould.com
-  edwardgould.com