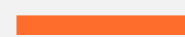


Portfolio

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

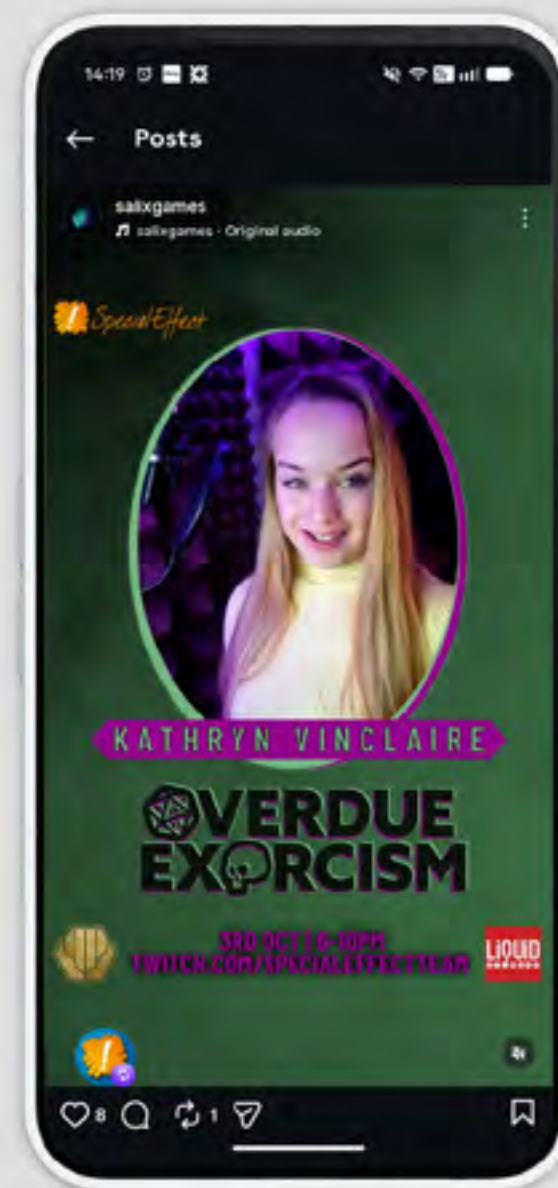
Raising money, and the dead, for a good cause

One night only, one all-star cast and one very good cause. Salix Games and Liquid Crimson teamed up to deliver a one-off RPG live stream to raise money for gaming charity Special Effect. We supported the event with logo design, marketing materials and assets for the stream.

Art Direction | Design



VERDUE EXORCISM



VERDUE EXORCISM

Charity livestream

3rd October 2025

6-10PM BST

in aid of

Special Effect

£10,000 fundraising goal

only on

twitch

Starring



Rich Keeble
Expedition 33

Kathryn Vinclaire
Conan Exiles

Billie Fulford-Brown
Expedition 33

Dave Jones
Baldur's Gate 3



Natalie Winter (GM)
Baldur's Gate 3

With special guest cameos

Produced by

SALIX GAMES

+
LIQUID

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





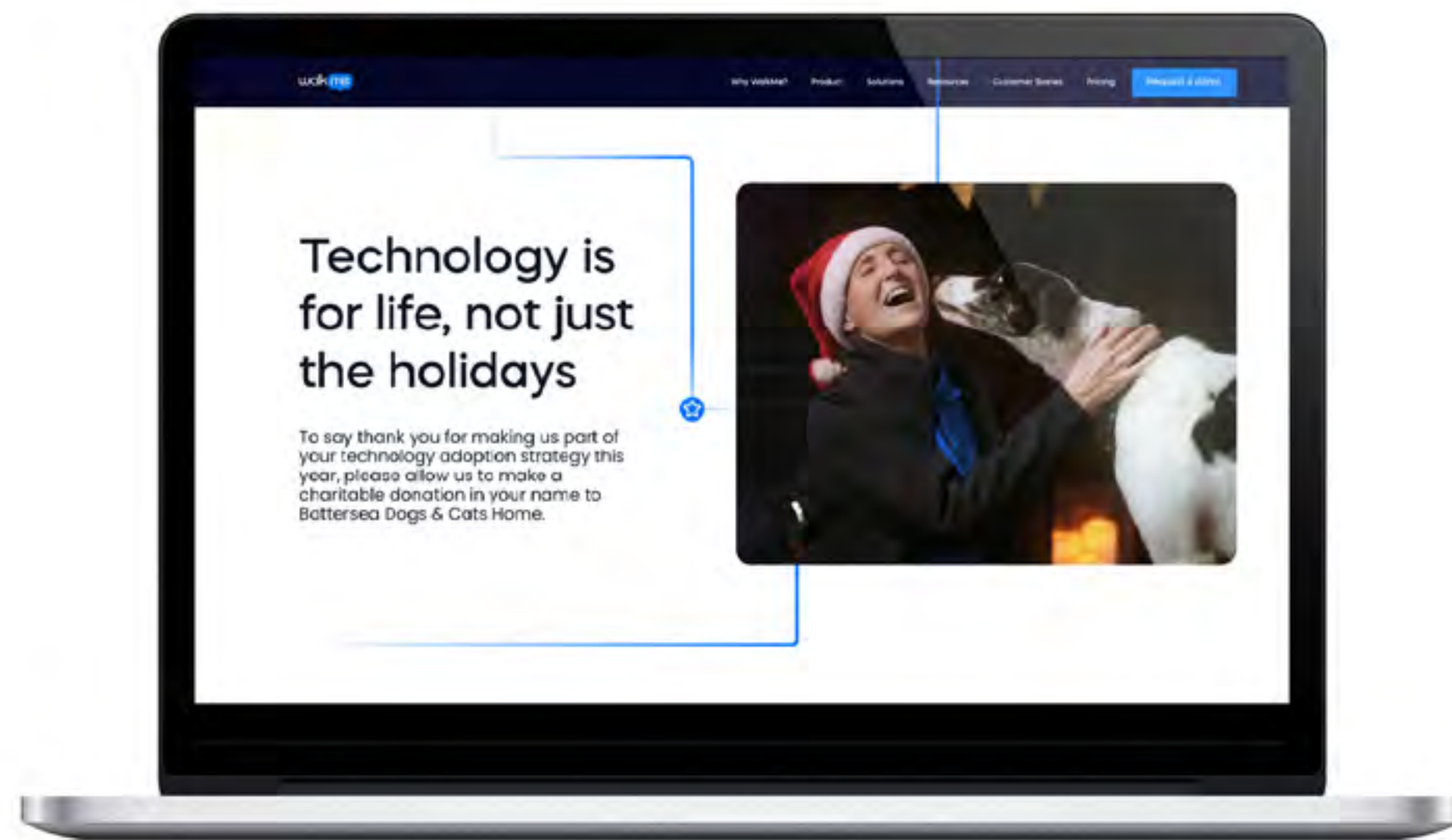
New technology, new approaches, new outlooks... At WalkMe, we're proud to have helped you adopt them all this year. Now, we'd like to turn our expertise in adoption to a different cause.

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.

walkme



Share your virtual pet moments with us



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

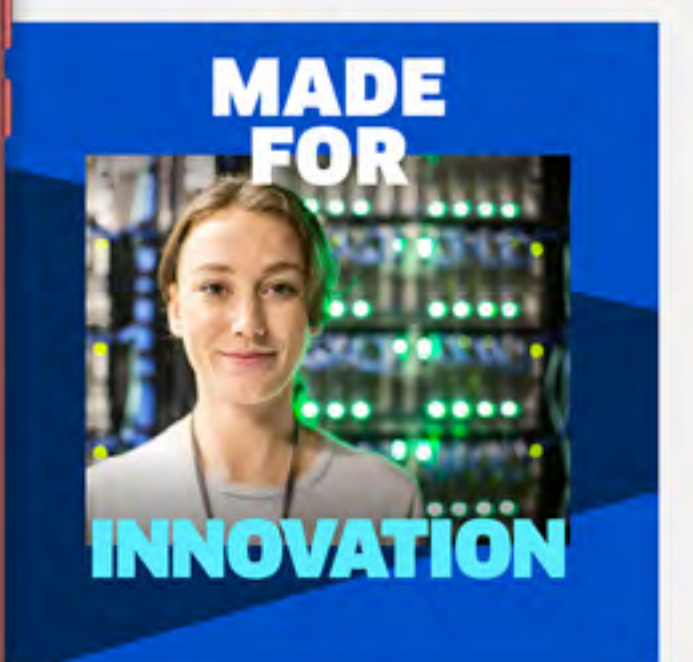
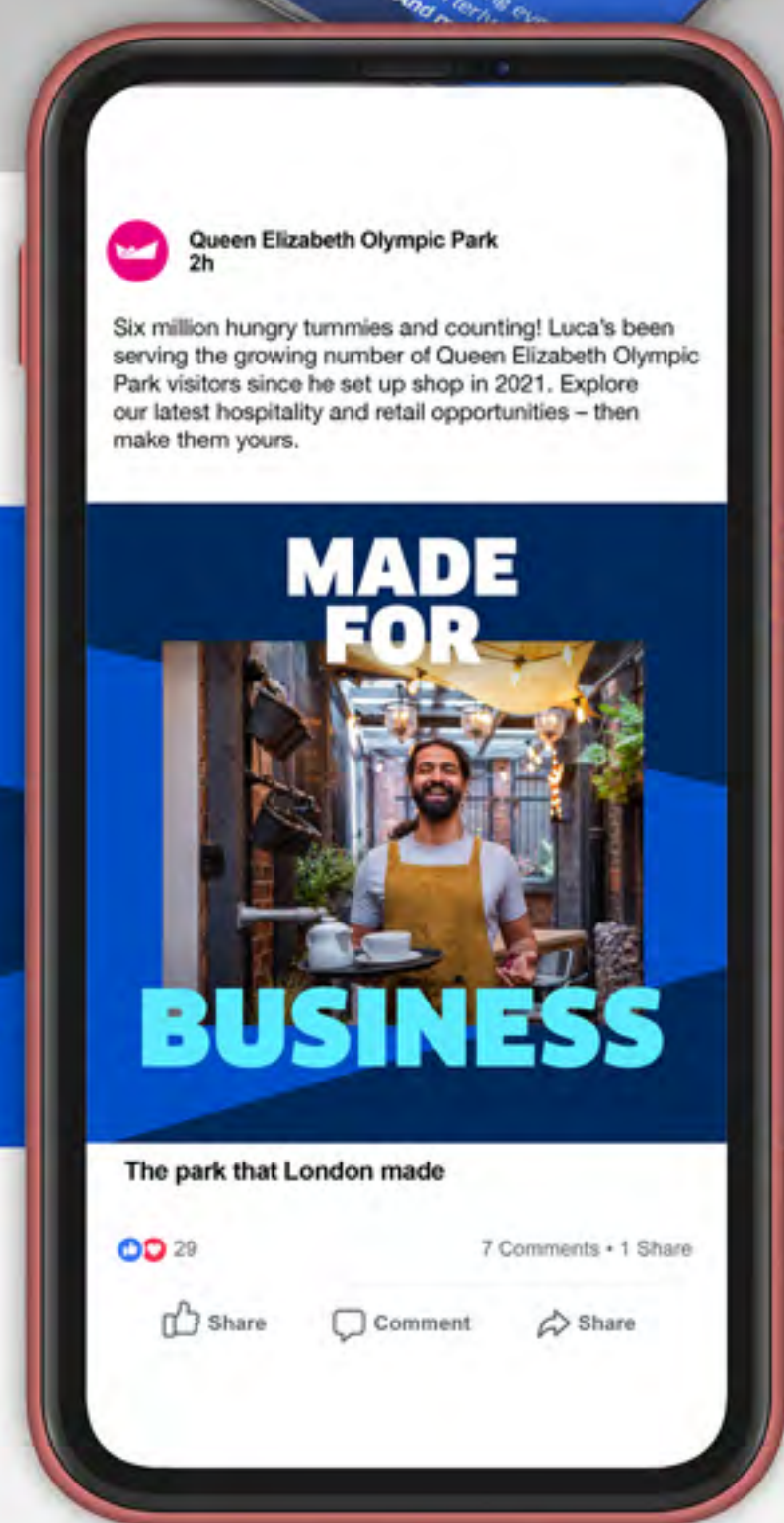
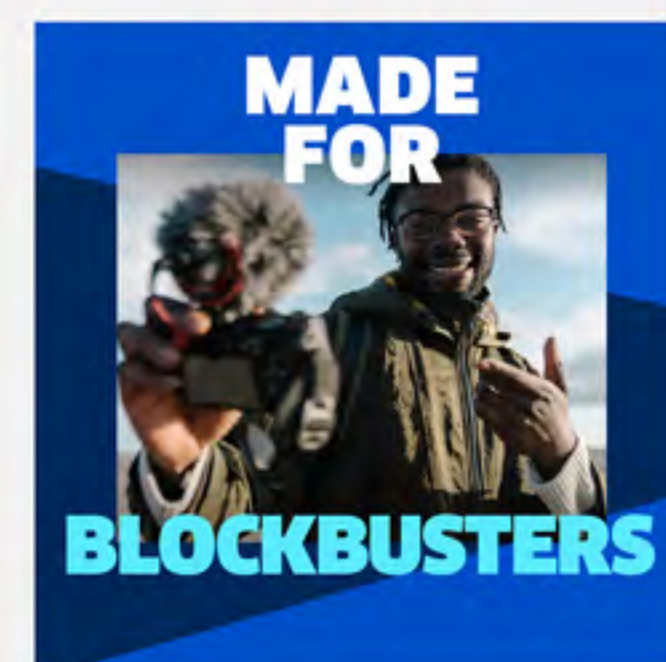
QUEEN ELIZABETH OLYMPIC PARK

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

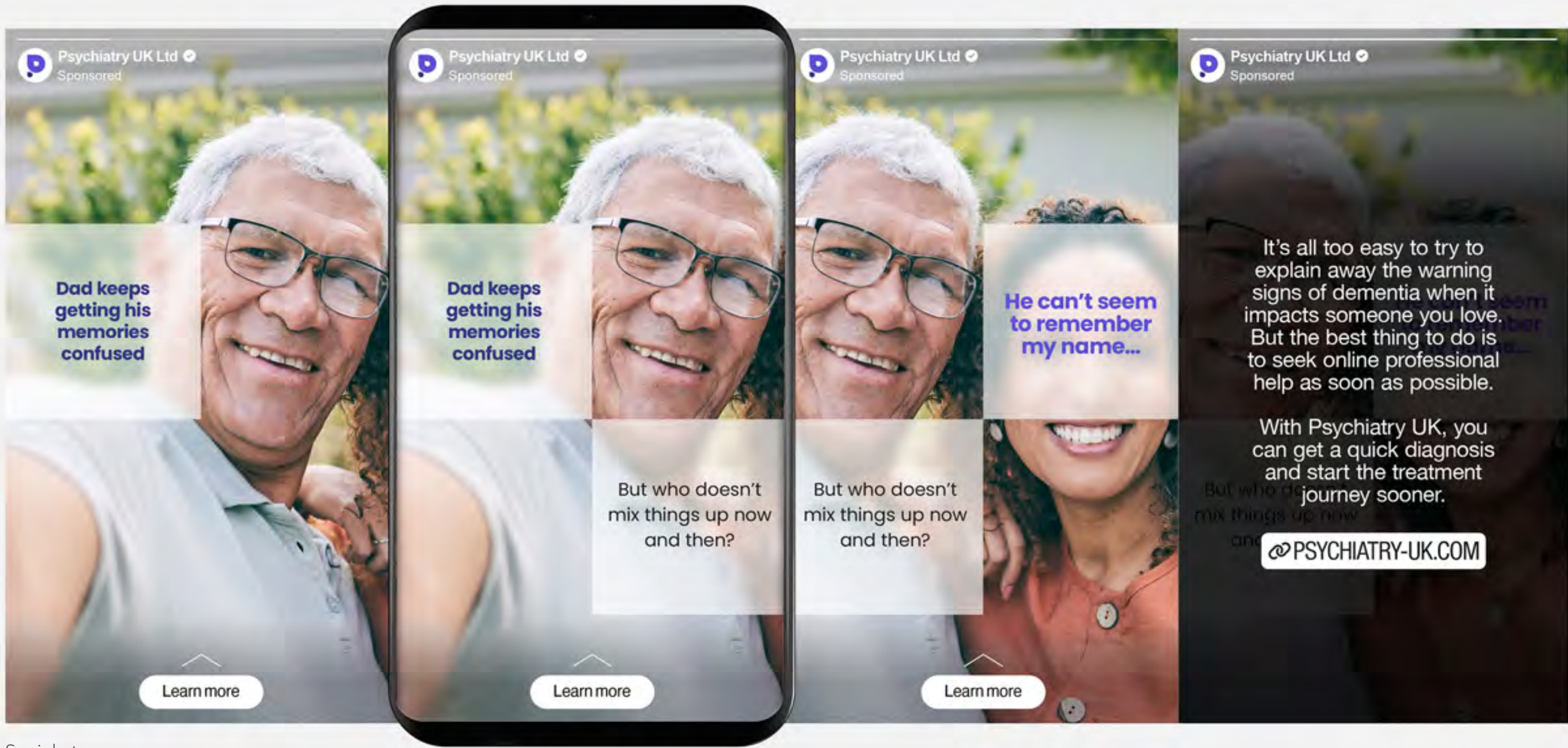
Social carousel B2B audience

Making Psychiatry UK the first step

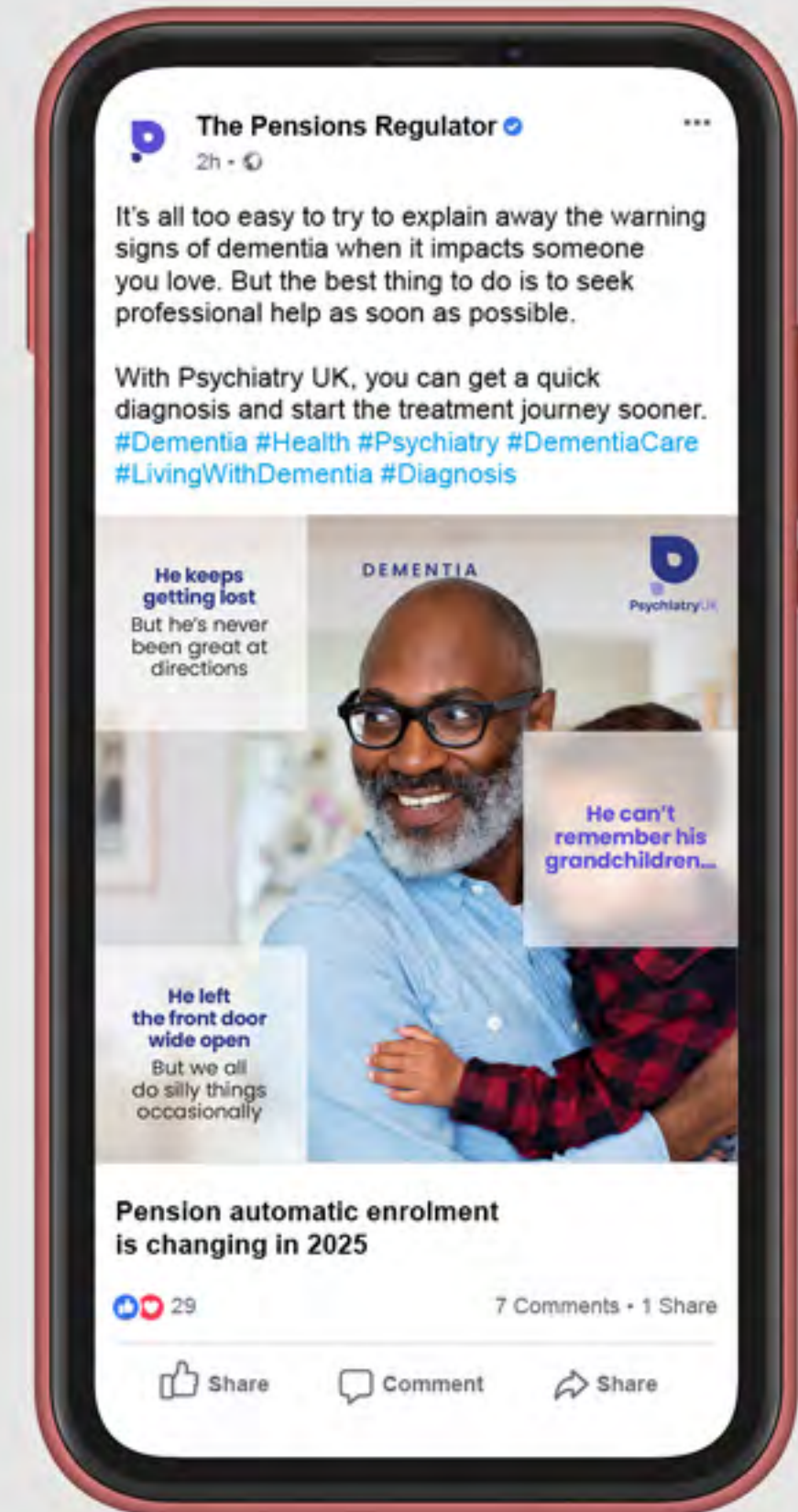
Psychiatry UK were on the eve of launching a new dementia diagnosis service and wanted a cross channel campaign that would raise awareness and drive referrals. We harnessed behavioural insights to create a campaign that was striking, while also being sympathetic and understanding. We used familiar scenarios 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 





Social story



Social ad

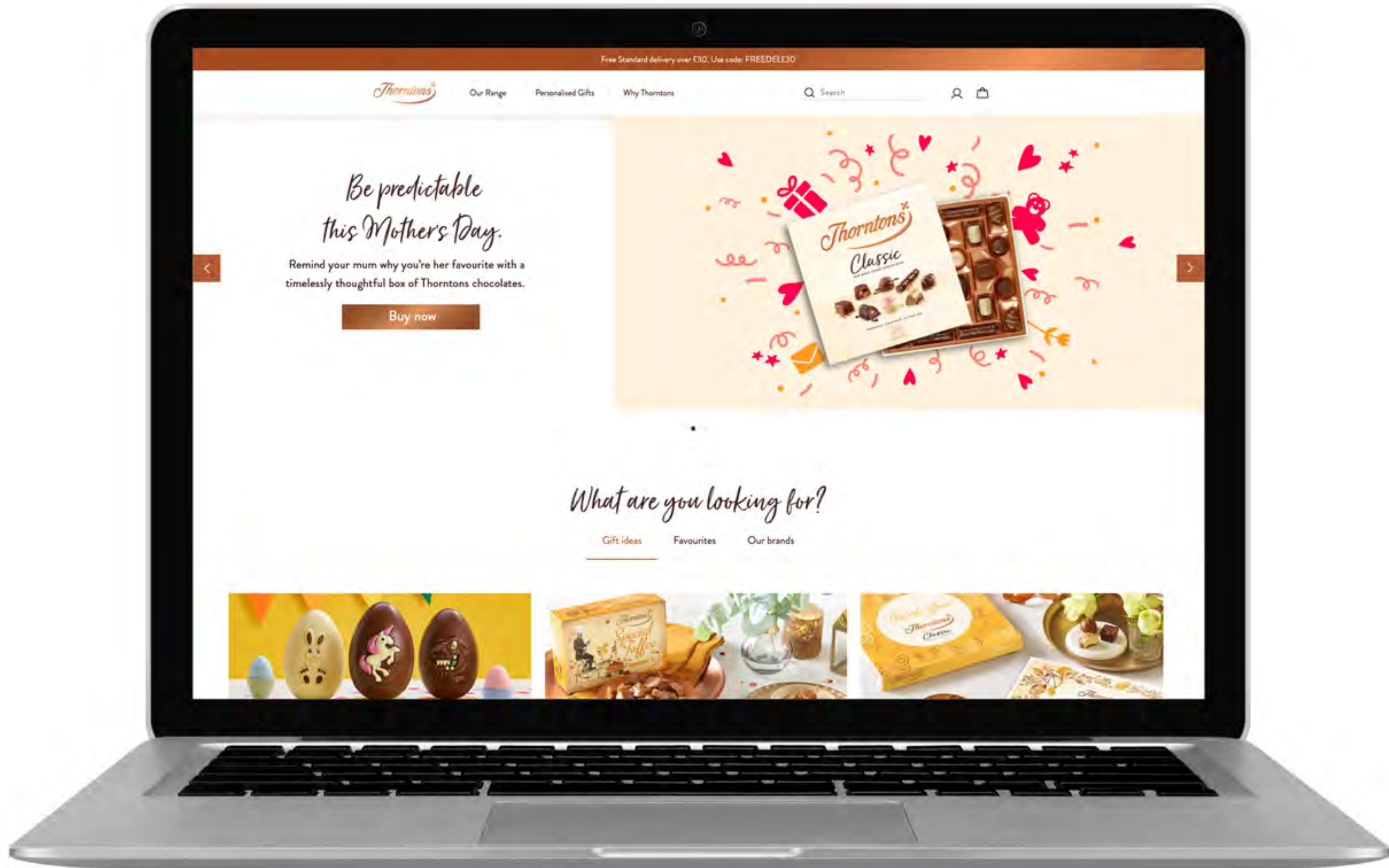
Giving chocolate giving a refresh

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.

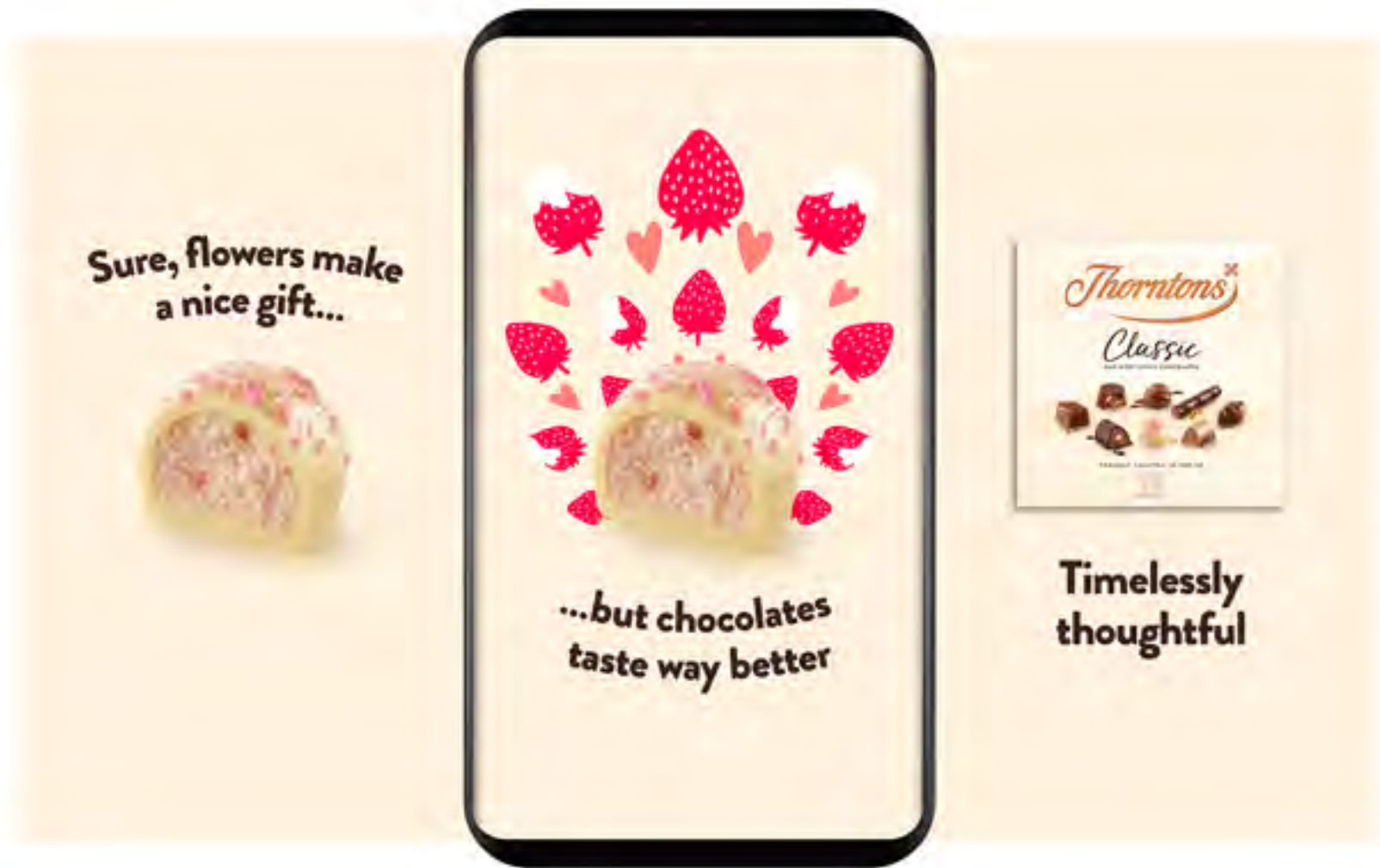
Art Direction | Design

Thorntons ✧

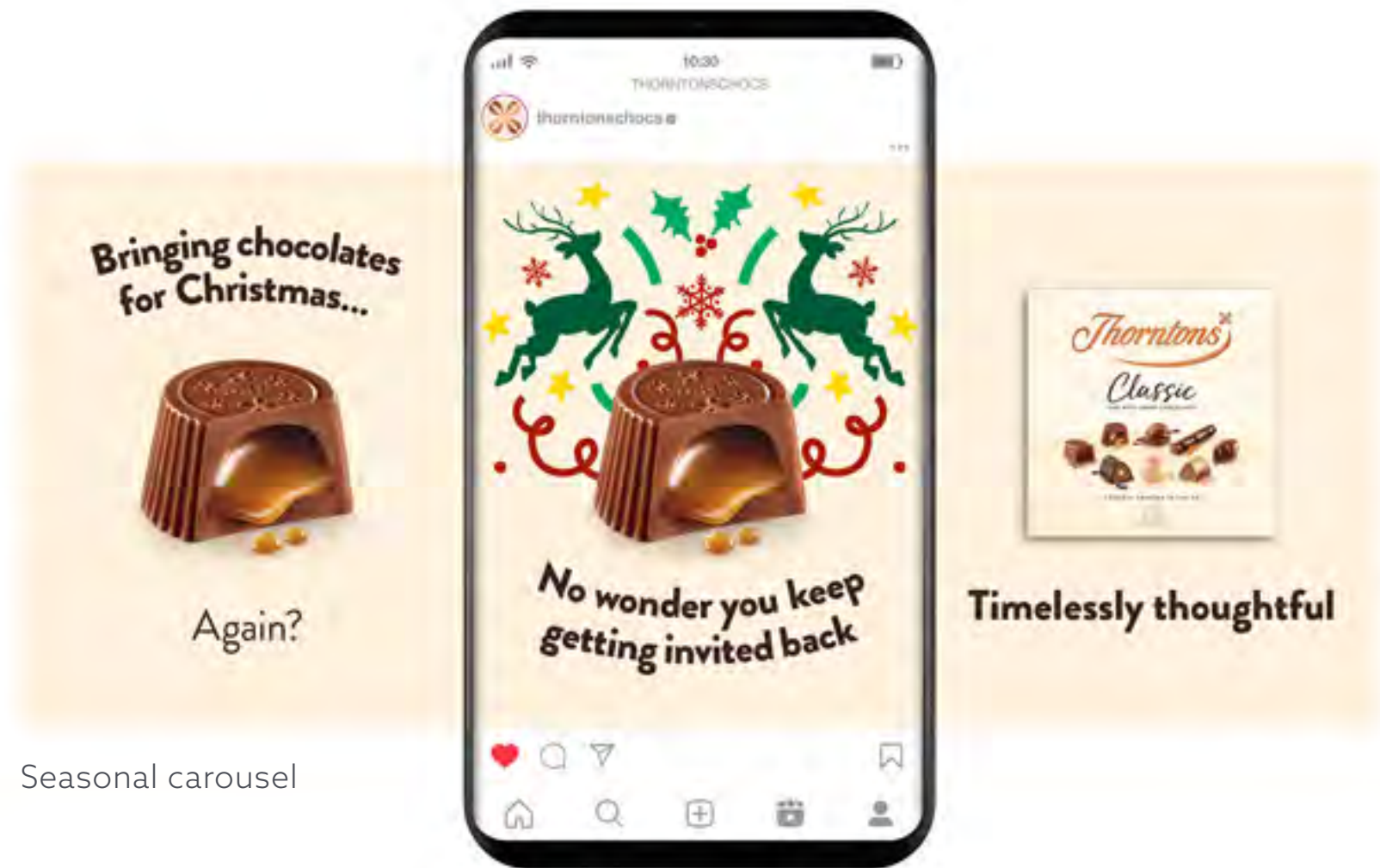




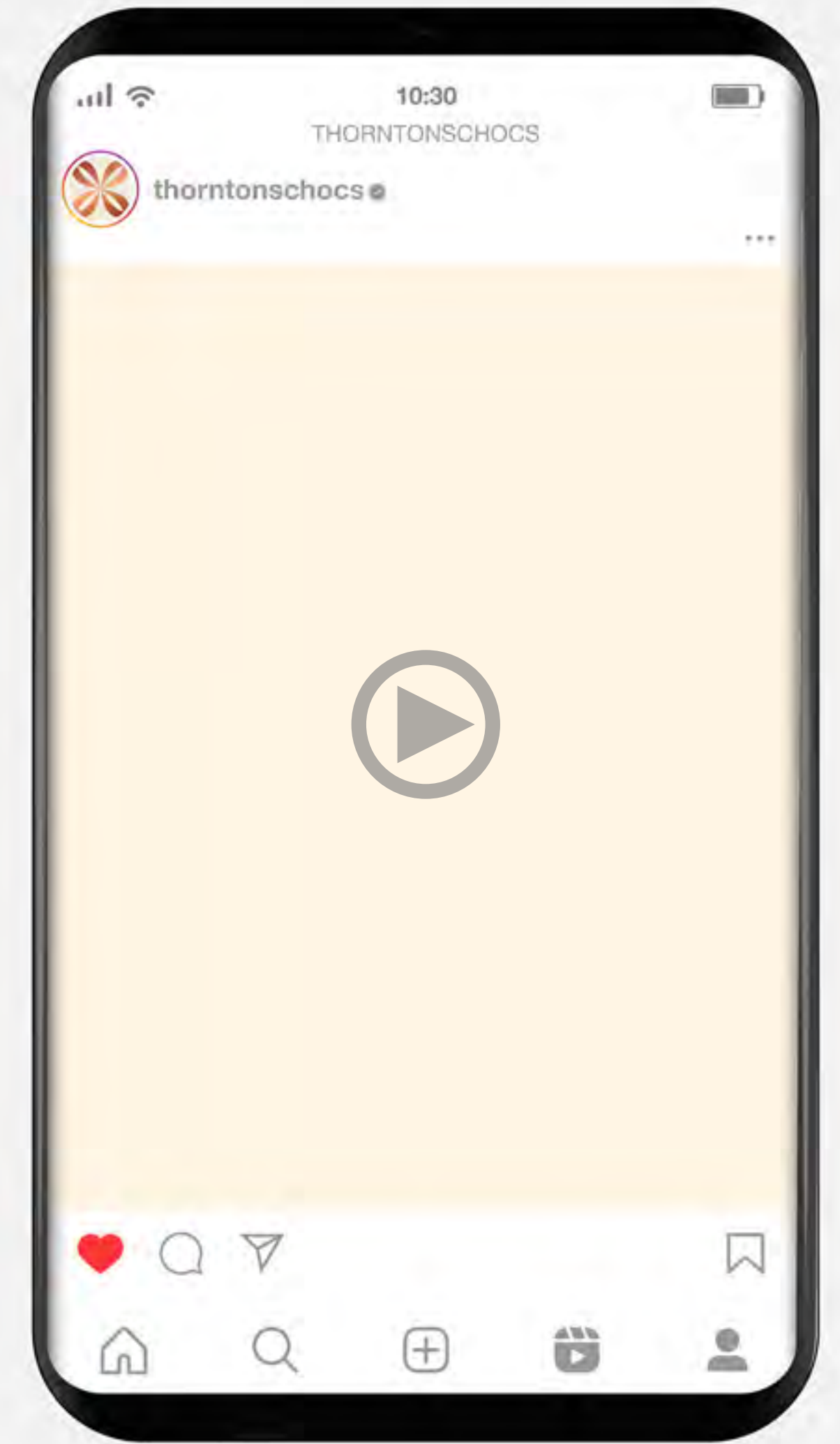
Static social



Social story



Seasonal carousel



Animated social

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.

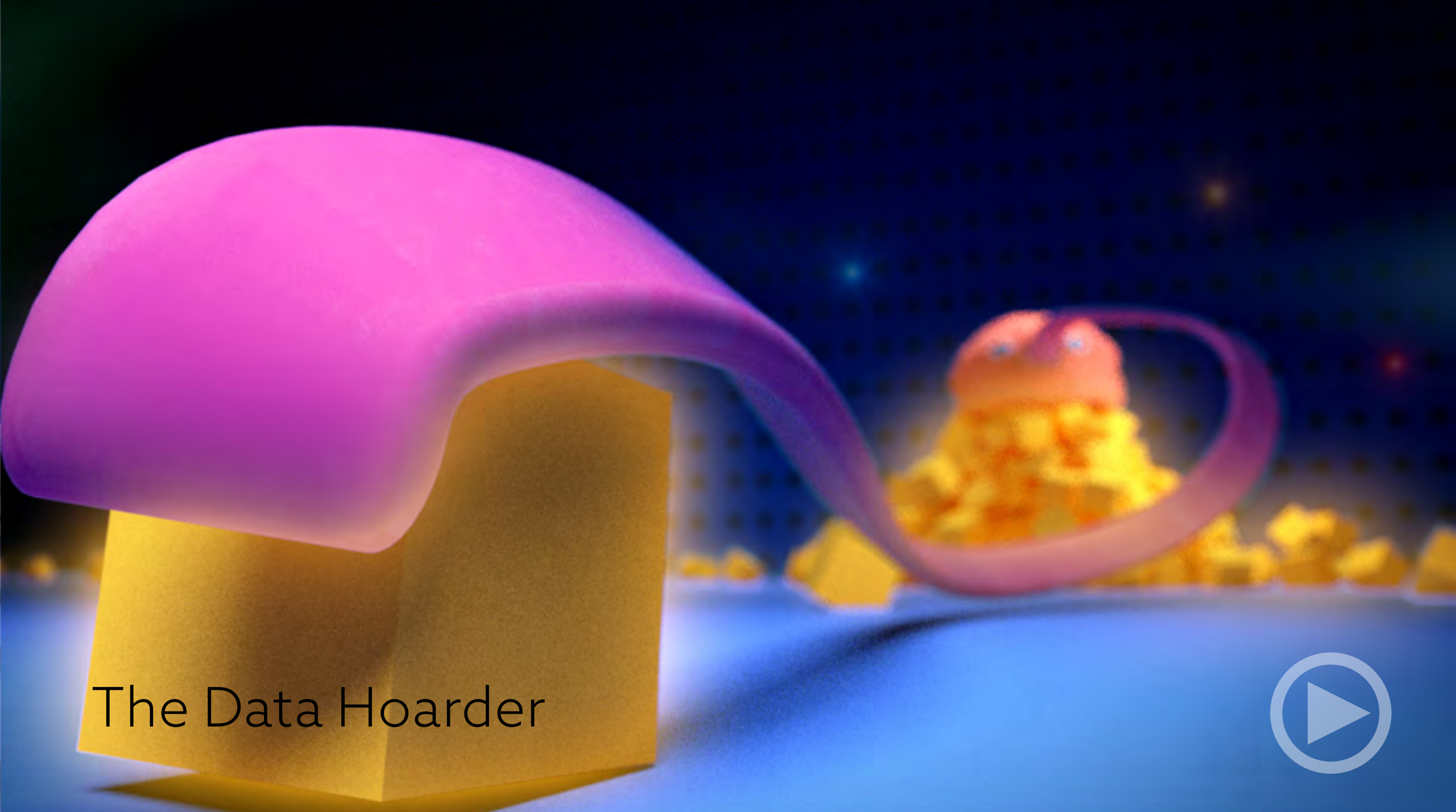
Art Direction | Character Design | Concept Development | Storyboards 🏆 🗣️

cegid Talentsoft





The Time Drain



The Data Hoarder



The Burden





The Confuser



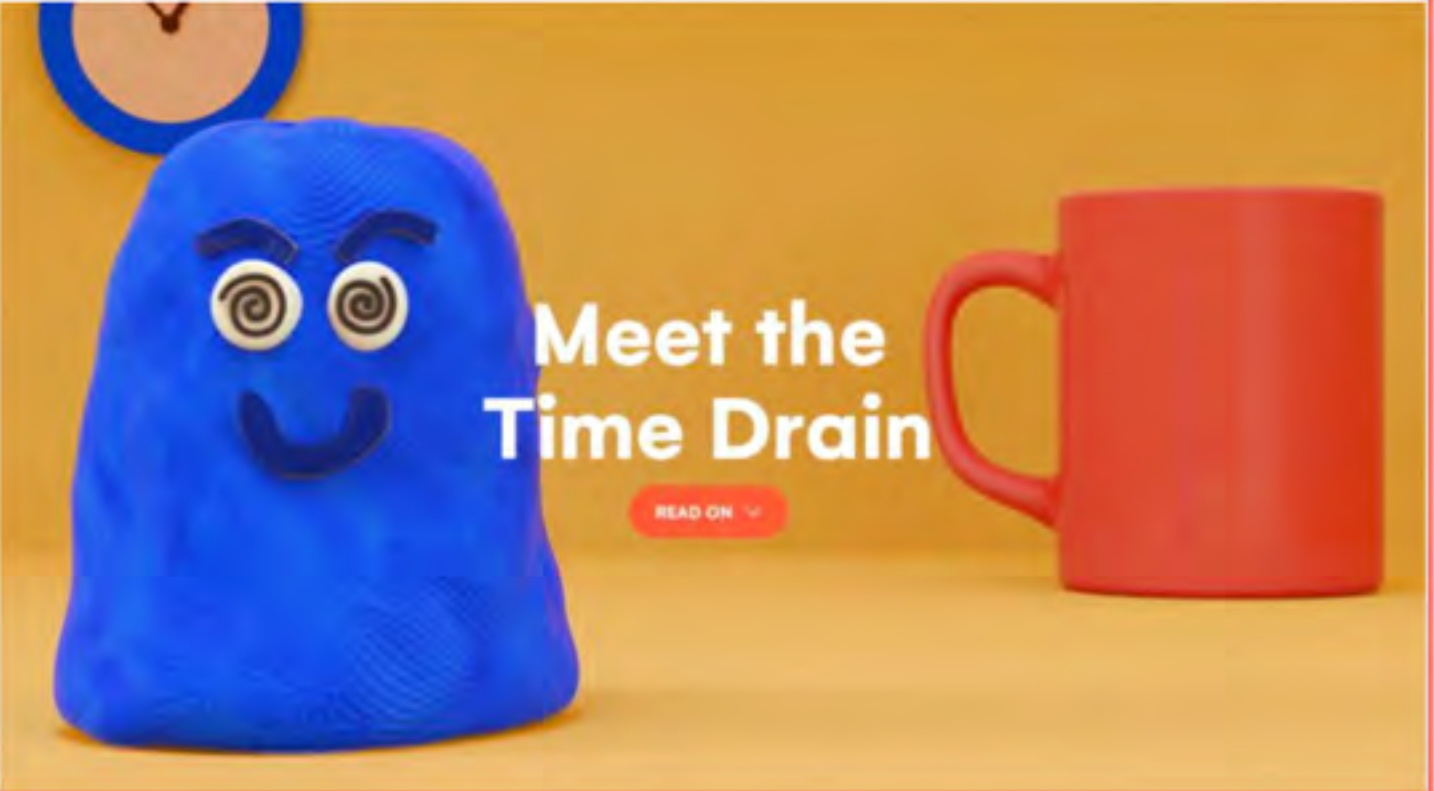


Making of video

 **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

Helping automotive DIYers to get their swagger on

Two creative teams, one pandemic, three heroes, seven short films, \$14,000,000 media budget, 10x Hulu performance benchmark, 313% discovery ad performance . One campaign, one helluva swagger.

Art Direction | Storyboards | Wardrobe | Design





INTRODUCING GARAGE SWAGGER





GARAGE SWAGGER



YOU'LL CRUSH IT



CLEAN





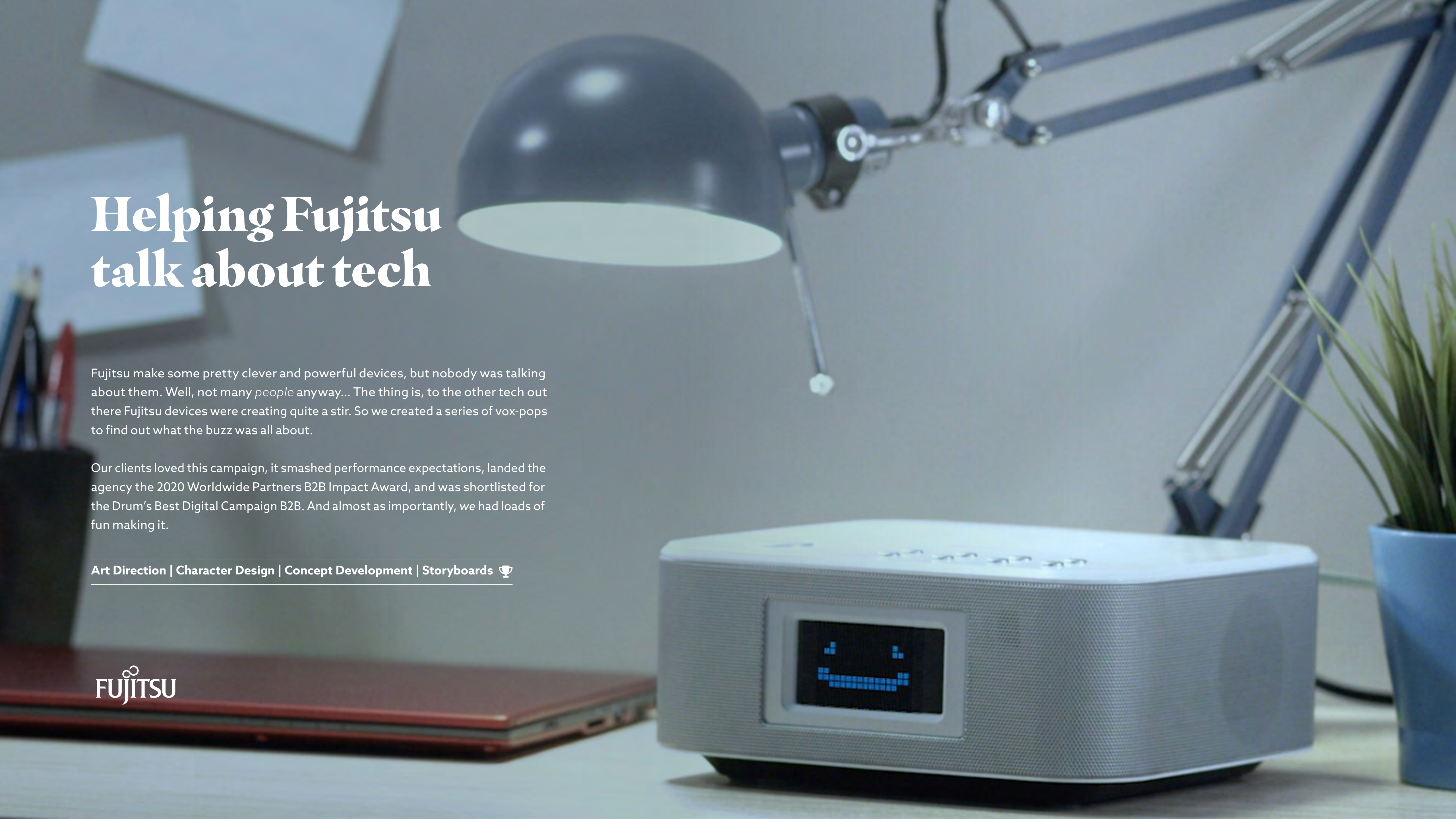
Helping Fujitsu talk about tech

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.

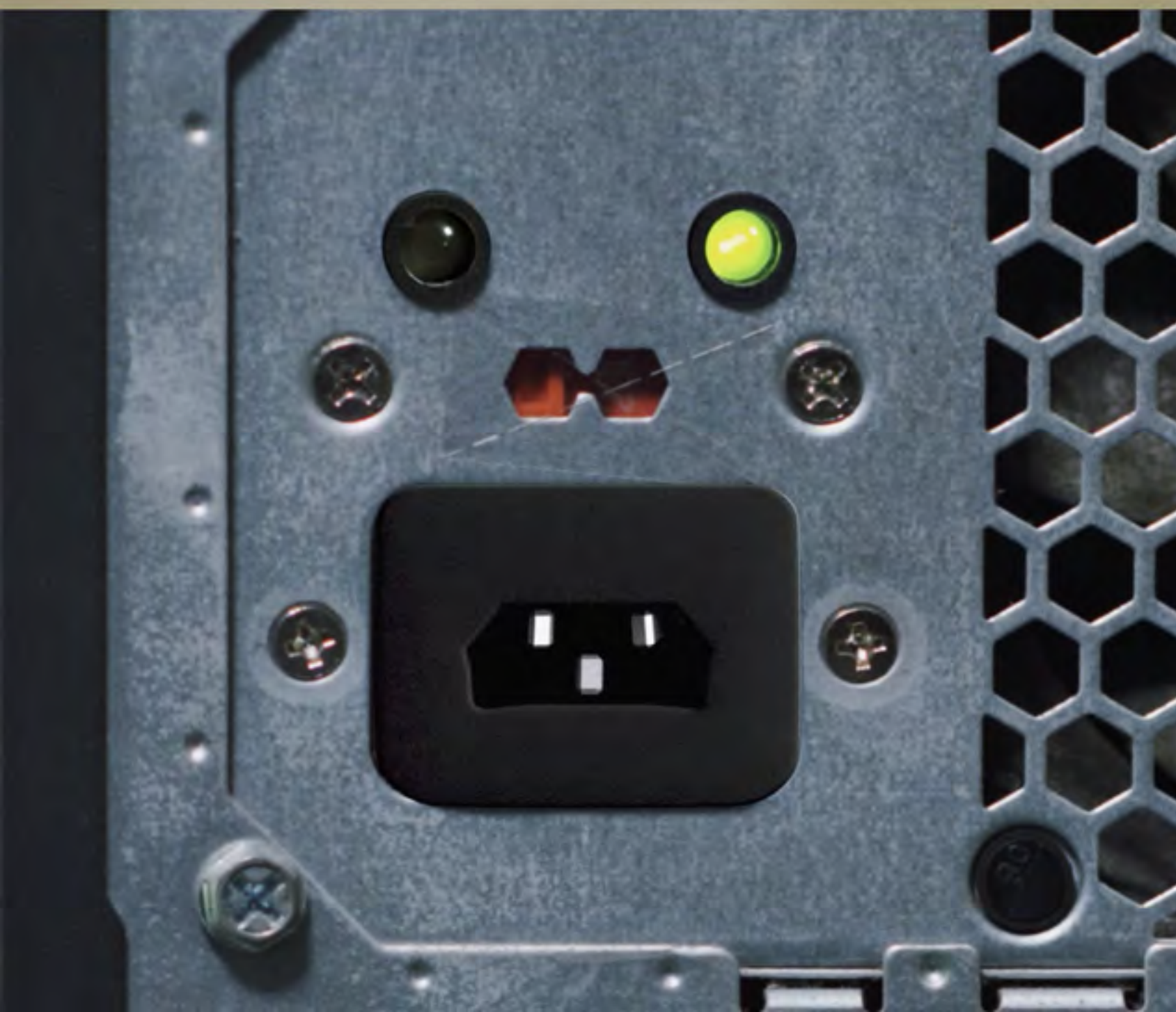
Art Direction | Character Design | Concept Development | Storyboards 🏆

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



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



Social interactions

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

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



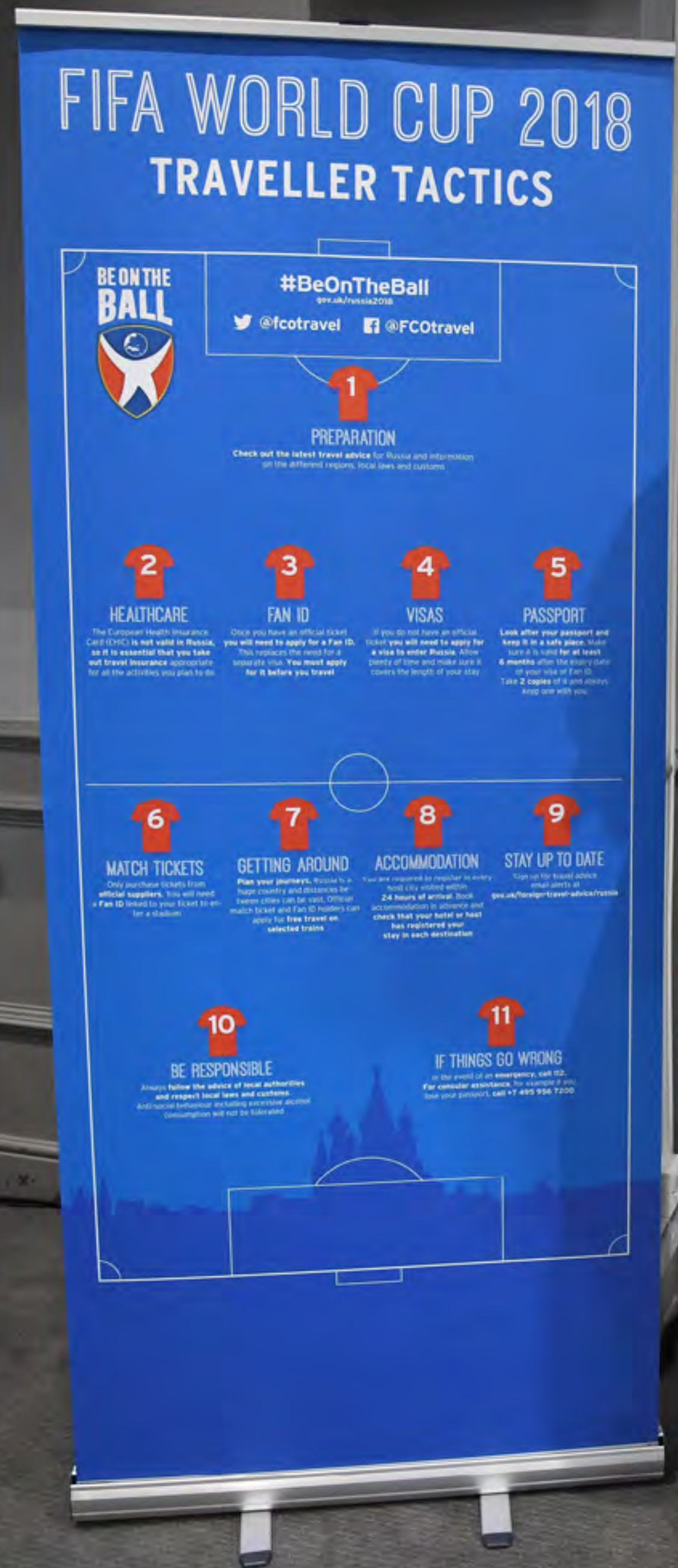
Contact card



Social post



Social interactions



Introducing Revolut's bureau of change

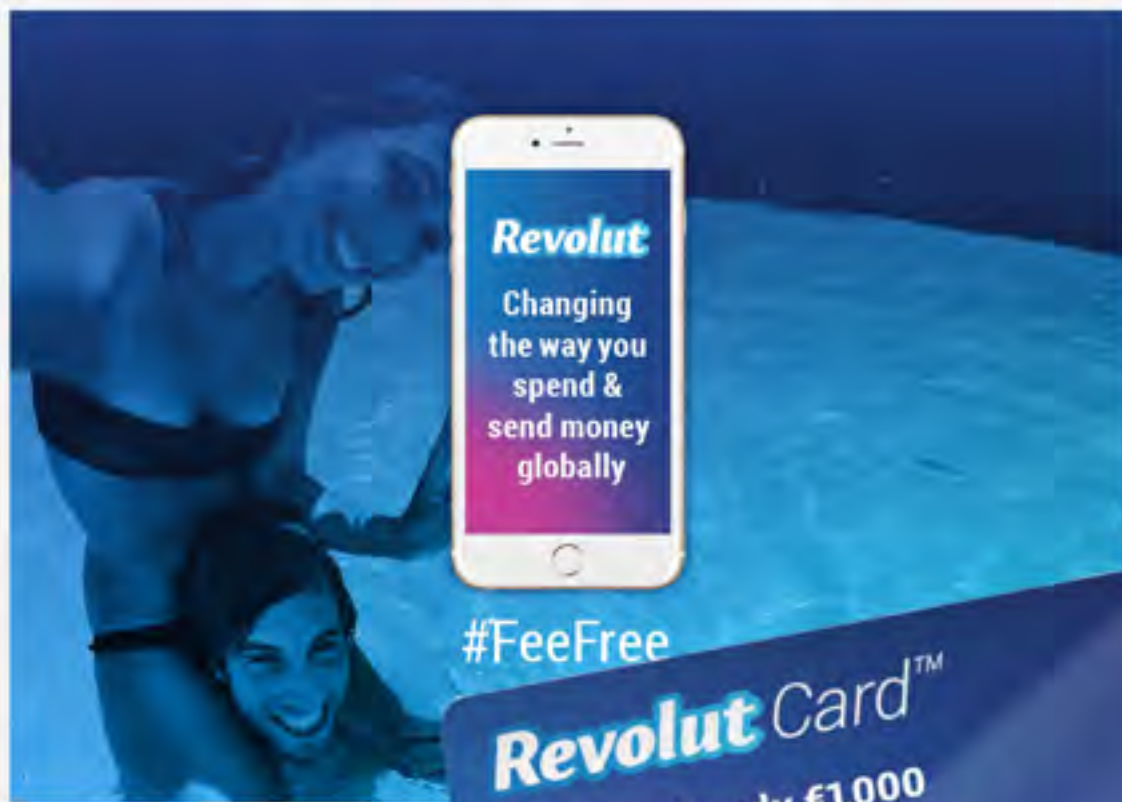
It's 2015 and travel money is ripe for disruption. Ahead of the upcoming holiday season Revolut wanted a way to raise awareness of its revolutionary card. So we pitched *the Bureau of Change*—an experiential hub that offered free charging points, Wi-Fi, refreshment and a ticker displaying real-time exchange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





Helping Organix to play with their food.

Organix wanted to inject real personality into their brand — to make baby food and toddler snacks feel less clinical, more fun. We redesigned their packaging and rebuilt their marketing from the ground up: point-of-sale and display materials, social content, online campaigns, and motion graphics that actually moved.

Art Direction | Design | Storyboards



Right Side



Great Taste. No Junk.

Great Taste. No Junk.



Great Taste. No Junk.

Great Taste. No Junk.

Left Side



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





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






Window cling for butcher's counter



Recipe cards

fin



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