

STUDIO studio one ten IIO

Lucy Toon / Graphic Designer/ Portfolio



Neutrogena® Visibly Clear® / One of the trends of summer 2017 was flamingoes and in 2018, we refreshed the design with the latest trend, unicorns. I used this to reflect the summer feel. The sales over achieved the forecasted target. *“Superdrug limited edition has performed so well – massively overachieving against all targets, as well as against the limited edition last year.”*

Brand Manager, Neutrogena®

NEUTROGENA PACKAGING DESIGN



Neutrogena® Visibly Clear® / One of the trends of summer 2019 was animal print, I used this on the packaging to reflect the summer feel. This design was implemented as part of a wider campaign on Superdrug's social accounts reaching 1,076 likes on Instagram.

NEUTROGENA PACKAGING DESIGN



Dolormin® / A brand refresh was designed across the Dolormin® range, everything from the logo, type, background and icons were refreshed to produce a new contemporary and functional pack design that stands out on shelf amongst its competitors.

Dolormin®

Typography

LOGO	Family: TV Avant Garde Gothic Weight: Proston Devique	Logo
HEADLINE	Family: Omnes Weight: Semibold	Headline
COPY	Family: Omnes Weight: Medium	Headline

Type Pairing

Main headline example across two lines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Colours

Dolormin®

Extra

Logo colours

Sub brand name always aligns with the first 'O' of Dolormin and is coloured by the sub range colour. The dot on the 'I' on Dolormin is coloured according to the sub range colour. If the logo "Dolormin" stands alone the dot should be the same blue as the Dolormin text.

Primary



Range colours



Sub brand logos

Dolormin®
Extra

Dolormin®
GS mit Naproxen

Dolormin®
Für Kinder

Dolormin®
für Frauen

Dolormin®
Schmerztabletten

Dolormin®
Migräne

Icons

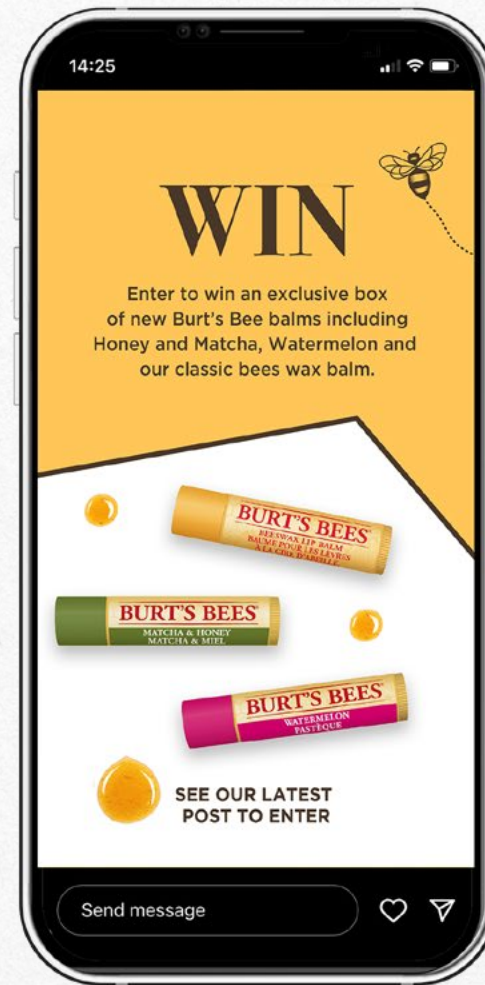
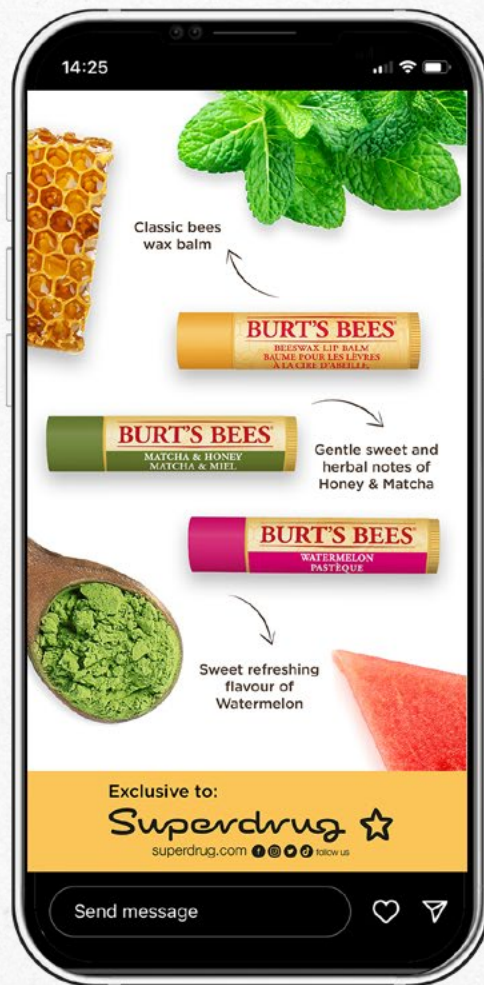


Pain area is highlighted according to the range.

Background

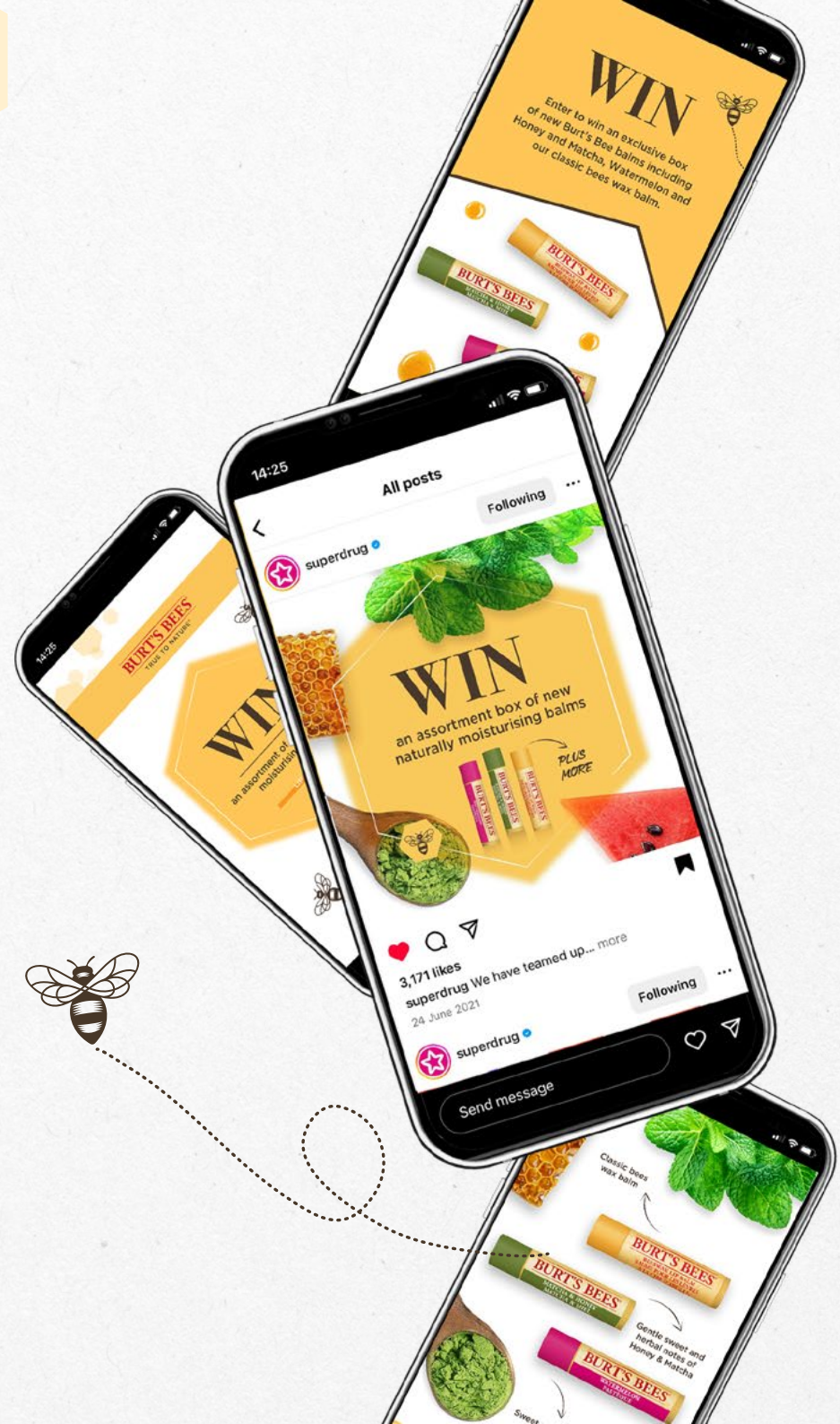


Swoosh background represents the speed of the pain relief.

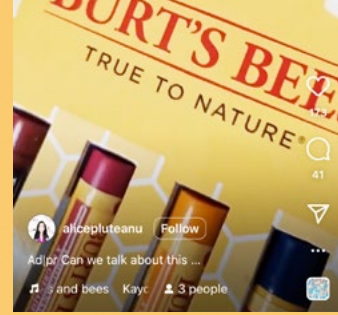
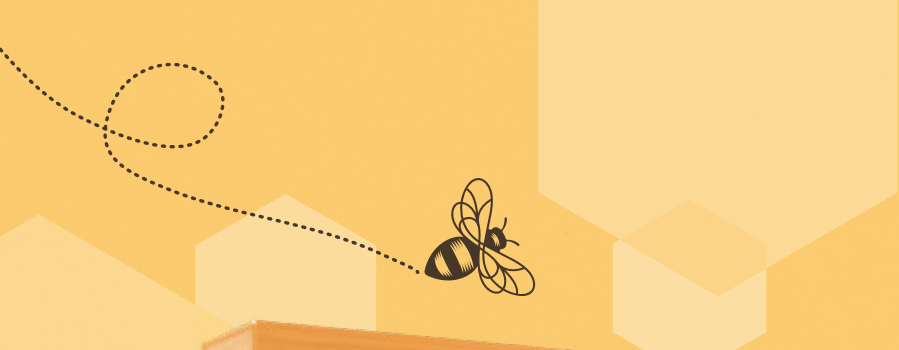


BURT'S BEES INFLUENCER CAMPAIGN

Burt's Bees® / A social influencer competition was launched by Superdrug to win this exclusive box of Burt's Bees® natural balms. The winning influencer was encouraged to share the products on social platforms to advertise the new naturally moisturising balms. This campaign delivered 126K impressions.



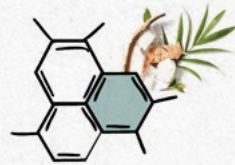
BURT'S BEES INFLUENCER CAMPAIGN



BURT'S BEES INFLUENCER CAMPAIGN



Herbal Essences® / To create an infographic demonstrating the ethos of the Herbal Essences® brand. An infographic showcased the new brand refresh alongside representing the ethos of the brand.



ICON DESIGN

Touching lives, improving life. **P&G**



SAFETY AND PRECAUTION GUIDE **OUR INNOVATION**

This science-based process is key to our journey of safely improving the lives of our consumers.

1 **Doubt**

The Foundation

"Doubt is the beginning, not the end of wisdom." We start with a healthy dose of skepticism about the safety of a new ingredient. If we cannot establish both its safety and benefit to consumers, we will not use it.



2 **Define**

Safe Range

We define the safe range for every ingredient we use with the same scientific process used by regulatory agencies around the world (FDA, EPA, WHO, EU, etc). We avoid unsafe ranges. If there is not enough information to establish a safe range we will be cautious and remove the ingredient from consideration, or investigate it further with additional data.



3 **Determine**

Safe Product Use

We evaluate all ingredients in the final product to confirm their actual use is within the safe range for both consumers and the environment. If we cannot conclude that the final product formula is safe, we will reformulate, or decide not to market the product. We have over 700 scientists and professionals who ensure our products meet all safety and regulatory requirements around the world.



4 **Diligence**

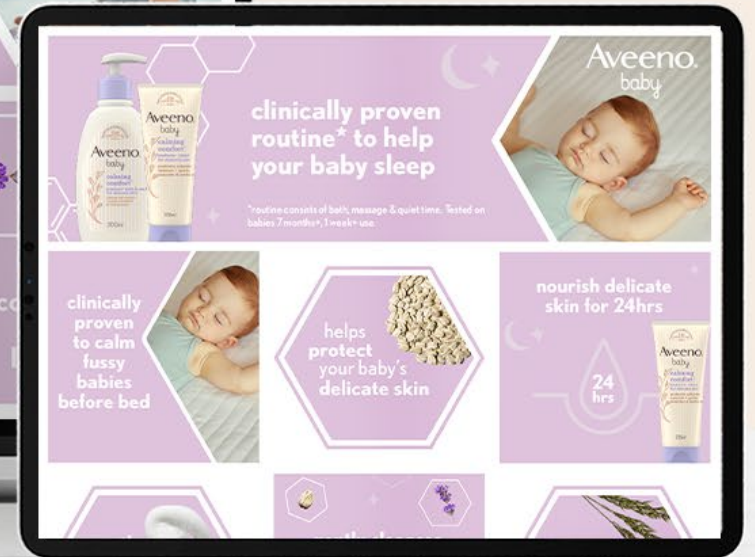
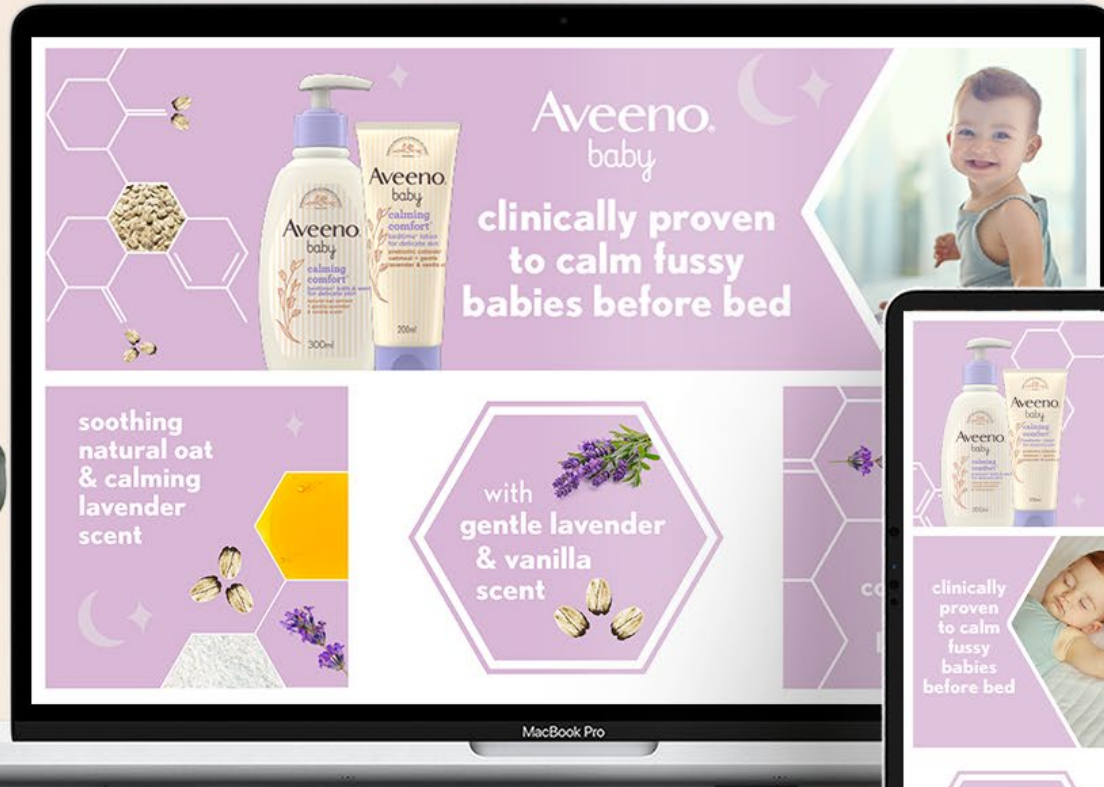
Monitor Use & New Information

Once the product is marketed we monitor consumer use and investigate all new scientific information. We also collaborate with external scientists and regulatory agencies on new safety methods.



AVOID CERTAIN INGREDIENTS

As part of the first step, our safety process screens out new ingredients that pose a relevant hazard in a consumer product.



Aveeno® / Aveeno® is a brand of skin and hair care products. The task was to create engaging Amazon Product page branded content for the Aveeno® baby products range.

AMAZON PRODUCT PAGES



Discover the secret TO LOOKING AND FEELING BEAUTIFUL BOTH INSIDE AND OUT.

The AVEENO® brand believes healthy, beautiful skin is a reflection of inner health and daily moisturisation.

We encourage you to take an active role in the wellbeing of your skin by adopting a daily moisturising routine and a healthy lifestyle and diet.

Oats are well known for their many skincare benefits, especially their way of providing relief to dry skin sufferers when added to creams and lotions. The AVEENO® brand is a leading innovator in the science of Naturally Active Ingredients' unlocking the true potential of nature's skin-enhancing secrets such as oats. All AVEENO® body moisturiser products contain finely-milled oatmeal.

Oats have many skin care benefits for dry skin:

- SOOTHES**
Comforts dry, irritated skin
- MOISTURISES**
Helps maintain the skin's natural barrier to keep skin hydrated
- CLEANSSES**
Acts as micro sponges to absorb dirt and dead skin cells
- PROTECTS**
Forms a protective coating on the skin
- BUFFERS**
Helps maintain skin's normal pH level

AVEENO® products, containing naturally active ingredients, are specially formulated to gently cleanse and moisturise dry, sensitive and irritated skin. Available in three adult ranges and two baby ranges:

Daily Moisturising

Everyday skincare - clinically proven to significantly improve the condition of dry skin.



AVEENO® Daily Moisturising Lotion
Moisturises dry skin for 24 Hours
Available in 200ml & 300ml



AVEENO® Daily Moisturising Body Wash
Gently cleanses the skin without drying.
Available in 500ml



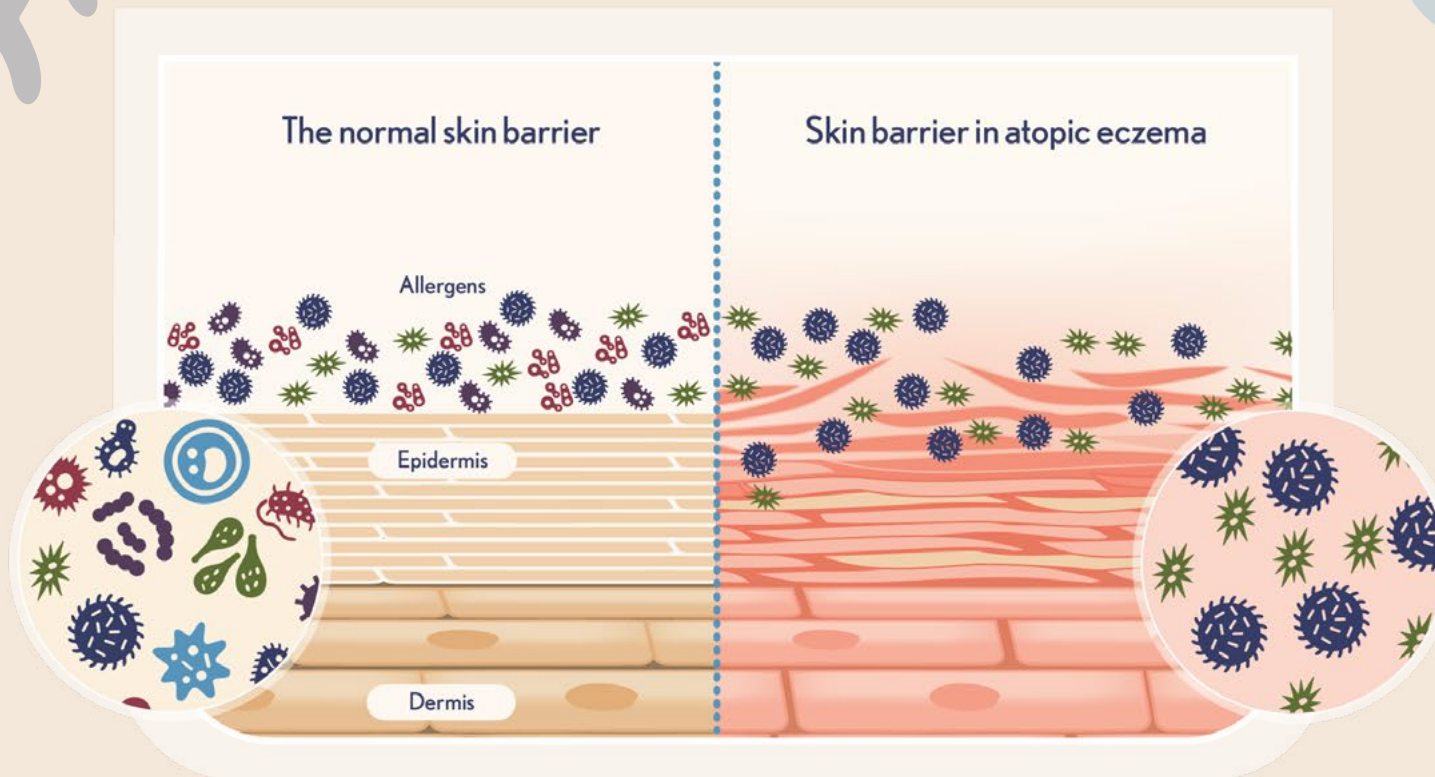
AVEENO® Daily Moisturising Hand Cream
Moisturises for 24 hours. Absorbs quickly and leaves dry hands feeling moisturised even through hand washing.
Available in 75ml



AVEENO® Daily Moisturising Bath and Shower Oil
Gently cleanses and moisturises thus protecting from the drying effects of water.
Available in 300ml

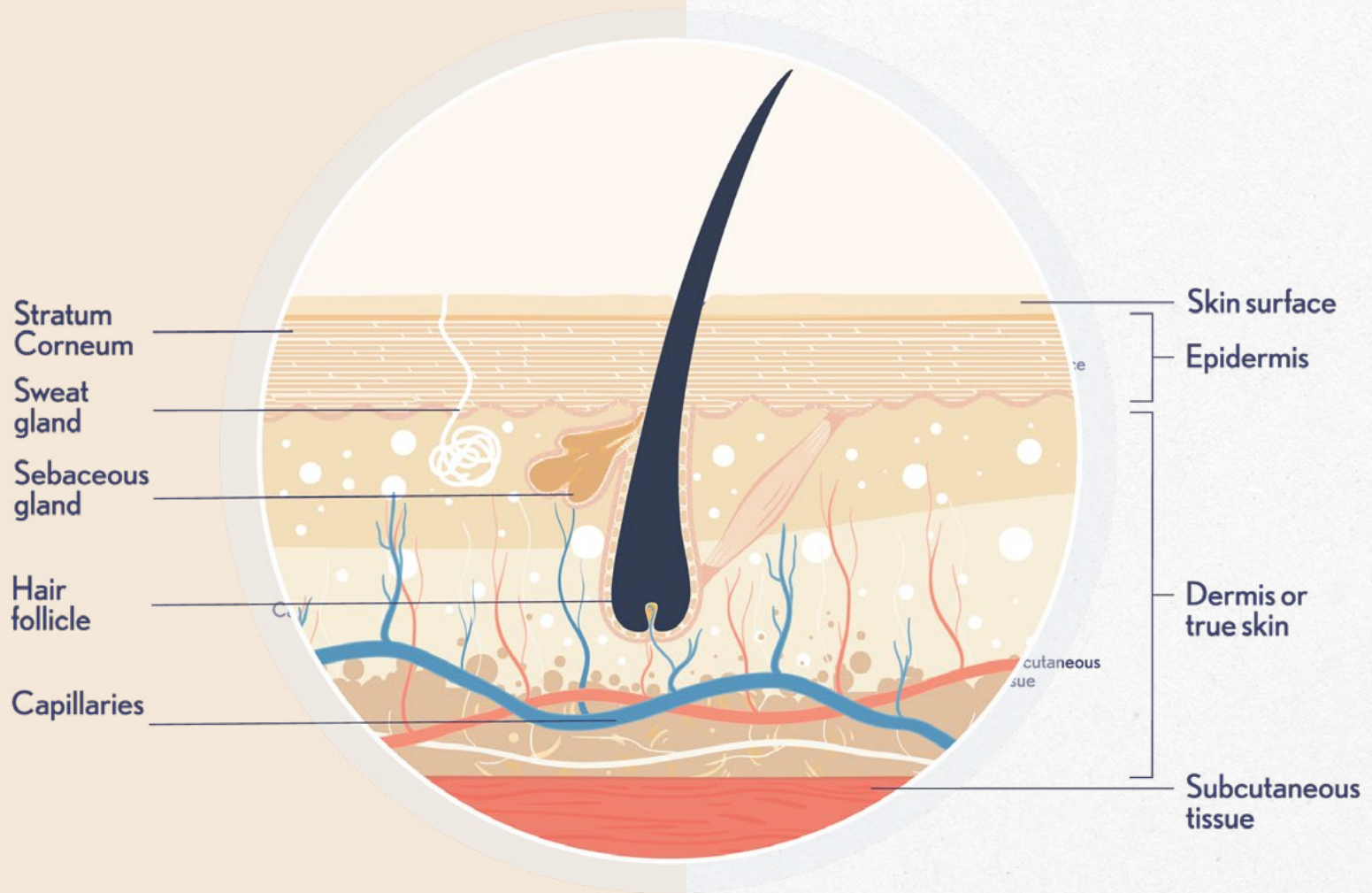
Find the rest of the Daily Moisturising Range on – www.aveeno.co.uk

Aveeno® / Aveeno® is a brand of skin and hair care products. The task was to create a refreshing brochure that promotes a healthy lifestyle. The theme was developed from Aveeno's® natural look and feel, that capitalised on current market trends to attract customers to the brand.



Aveeno® / I illustrated the structure of skin, demonstrating how the Aveeno® product works with the skin. The outcome was four consistent illustrations for use online and in print production.

ILLUSTRATION



ILLUSTRATION



AVEENO® Daily Moisturising Body Lotion, formulated with Prebiotic Colloidal Oatmeal and emollients, moisturises for a full 24 hours. Just one application leaves your skin feeling soft, smooth and naturally healthy looking. It's also non-greasy. The AVEENO® Daily Moisturising Body Lotion helps reinforce the skin's natural barrier, with a fast absorbing formula that locks in moisture to help protect and nourish normal to dry skin.

Healthier-looking skin starts in the shower. Pair it with **AVEENO® Daily Moisturising Body Wash** which gently cleanses without drying and leaves the skin feeling moisturised. Helps maintain the balance of the skin's natural microbiome, whilst being soap-free.



Fortify your skin's microbiome

Your skin has a diverse community of good and bad bacteria that make up what is called its microbiome. Healthy-looking skin has a balanced microbiome and preserved skin barrier. The ecosystem of dry, skin is fragile, the skin barrier can be compromised, and the microbiome is more prone to becoming out of balance.

Think of your skin barrier and microbiome as a barrier wall that protects everything beneath it – letting in water and nutrients, while protecting against intruders. The wall can be weakened by external aggressors like weather, pollution and lifestyle. Itching and dryness are signs of a compromised skin barrier and an unbalanced microbiome.

Much like our gut relies on active probiotics and other gut bacteria to restore health, the biome of the skin needs to maintain certain bacteria to keep the skin looking healthy. Prebiotics are food for probiotics and the microbiome. In skincare, prebiotics like colloidal oatmeal encourage the presence of good bacteria, which can help create a healthy environment for the skin microbiome. (1), (2)



NO ONE-A-DAY WORKS FASTER*

BENADRYL® Allergy One A Day 10mg Tablets contain cetirizine. BENADRYL® Allergy Natural Relief Nasal Spray is a medical device. Always read the label. UK-BN-2100099. *For verification, contact 0808 238 9999.

CONTINUOUS RELIEF FROM ALLERGIES DAY AND NIGHT

Relief of Itchy, Runny nose, Sneezing, Itchy, Watery eyes, and Hives.



RELIEF OF:



USEFUL TIPS:



1 SHOWER

Showers and change your clothes after being outside to wash away pollen



2 PLAN THE DAY

Check weather reports for the pollen count and stay indoors when it's high, if possible



3 SHUT WINDOWS

Keep doors and windows shut when possible

4 SPRAYS

You can also use BENADRYL® Allergy Natural Relief Nasal Spray with your allergy tablets or capsules to clean and moisten nasal passages



WATCH OUR NEW ADVERT

BENADRYL® Allergy One-A-Day provides long-lasting all day relief from allergies.



Benadryl® Amazon A+ / Premium Amazon A+ content was created for Benadryl® to advertise the USP's of the One a Day, Relief and Nasal Spray. Each product had it's own page and was designed to the Amazon guidelines. This design was made seamless and engaging with icons and 3D rendered assets.



LOGOS



Neutrogena® Norwegian Formula® / Roundel created for all deep moisture products to promote their latest initiative.

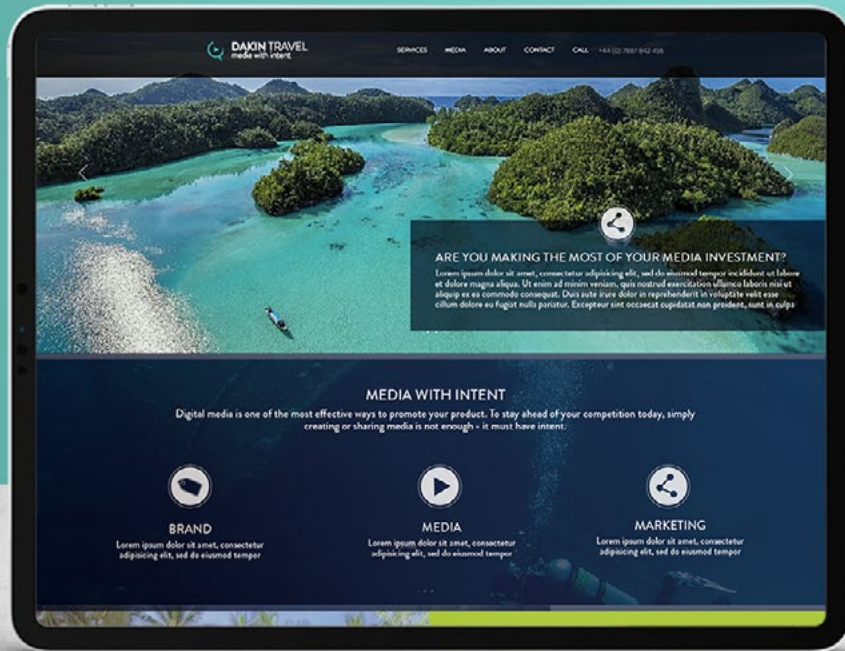


SOCIAL MEDIA CONTENT

LG® / A smart school logo was created for the new learning initiative that was given to all field staff. LG wanted to use their brand colour and make it engaging and 3D looking to compliment the new 3D TVs that the staff were being trained on.



Pippins[®] / This logo was created for a wholesale fruit and vegetable delivery service. The brief was to create a logo that could be used across all marketing material.



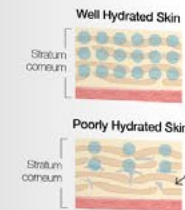
Dakin Travel / A logo was created to communicate and promote the travel sector of the Dakin brand.



HYDRATION IS THE KEY TO SUPPLE, HEALTHY SKIN

Healthy looking facial skin is made up of a high percentage of water. However, a combination of factors including external aggressors can cause the skin barrier to become compromised leaving skin dehydrated. Over time this leads to roughness, dullness and uneven tone, causing skin to lose its healthy, youthful look.

For smooth and supple skin every day, renew it with the continuous boost of hydration it needs.



Moisturising

Hydro Boost moisturisers feature a Hyaluronic Gel Matrix, an exclusive Neutrogena® technology that continuously delivers hydration.

The unique Hyaluronic Gel Matrix creates a hydration reservoir and works with the skin's natural moisture transport system to actively replenish, restore and deliver hydration where and when your skin needs it throughout the day. It leaves your skin so fresh and supple, it bounces back.



HYALURONIC ACID
Naturally found in skin, it helps hydrate. Acts like a sponge for dry skin, absorbing up to 1,000 times its weight in water.

GLYCERIN
Rebuilds lost mortar in the brick wall of your skin cells and replenishes the moisture barrier.

OLIVE DERIVATIVE
Helps to fortify the skin's natural moisture barrier.



Neutrogena® Hydro Boost Water Gel Moisturiser

- Instantly absorbing and intensely hydrating
- Refreshingly lightweight
- Suitable for sensitive skin



Neutrogena® Hydro Boost Gel-Cream Moisturiser

- Rich gel for intense hydration
- Recommended for extra-dry skin
- Fragrance free
- Suitable for sensitive skin

Cleansing

Hydro Boost cleansers feature a patented cleansing technology combined with Hyaluronic Acid to cleanse effectively while protecting the skin's barrier to help lock in hydration.



Neutrogena® Hydro Boost Water Gel Cleanser

- Innovative lightweight gel that activates with water
- Lathers away dirt, oil and make-up, while providing skin with a boost of vital hydration
- Suitable for sensitive skin

Neutrogena® Hydro Boost Micellar Water

- Unique no-rinse cleanser
- Gently removes impurities and make-up while providing skin with a boost of vital hydration
- Suitable for sensitive skin

Neutrogena® Hydro Boost Cleansing Wipes

- These unique soft wipes feature a fresh cleansing lotion that effortlessly glides over the face and eyes
- Instantly removes impurities and make-up (even water proof mascara), while providing skin with a boost of vital hydration
- Suitable for sensitive skin



Helps to maintain cohesion, flexibility and elasticity of the skin barrier



Encourages biochemical reactions needed for skin health



Creates a robust barrier that keeps the bad out & lets the good in

Neutrogena® / Print design stimulates all of our senses and therefore has dimensions and possibilities that the digital world cannot; so I created this textured brochure using a gloss print finish to highlight the feel of hydrated skin.



FRED'S WHISKY SOUR

INGREDIENTS

- Ice
- 50ml Scotch
- 1 dash Angostura Bitters
- 25ml Lemon juice
- 17.5ml Sugar syrup
- 1 Egg white
- 1 Orange (peel)

METHOD

1. Fill cocktail shaker with ice cubes.
2. Pour in the whisky, lemon juice, sugar syrup, Angostura Bitters and egg white.
3. Shake the mixture vigorously until the surface of the cocktail shaker feels chilled.
4. Strain into a glass filled with fresh ice.
5. Rub the rim of the glass with orange peel before placing on top to garnish.

HOLIDAY MO

INGREDIENTS

- Crushed Ice
- 50ml Smirnoff Vodka
- Flavoured vodka
- 150ml-200ml C
- Few dashes of
- sprig of mint
- Wedge of lim

THE GOOD HOST GUIDE

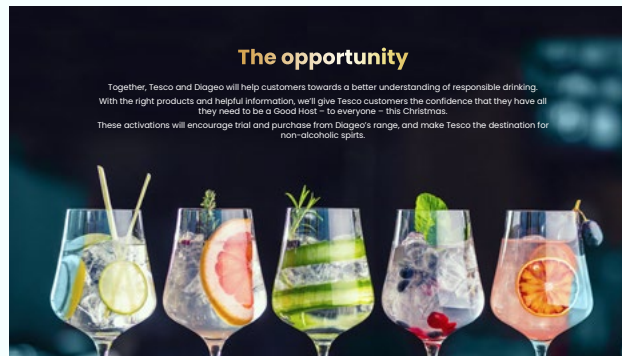
THE GOOD HOST GUIDE
FOR THE PERFECT
get-together

TESCO

Tesco / The good host guide was created to help guide consumers through the holiday season. I put together the theme which was executed through print and web material.

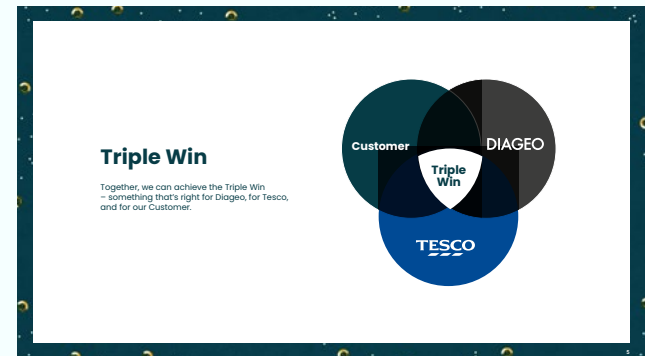


DIAGEO



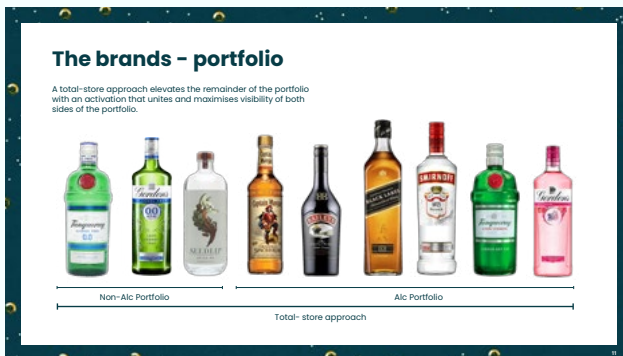
The opportunity

Together, Tesco and Diageo will help customers towards a better understanding of responsible drinking. With the right products and helpful information, we'll give Tesco customers the confidence that they have all they need to be a Good Host – to everyone – this Christmas. These activations will encourage trial and purchase from Diageo's range, and make Tesco the destination for non-alcoholic spirits.



Triple Win

Together, we can achieve the Triple Win – something that's right for Diageo, for Tesco, and for our Customer.

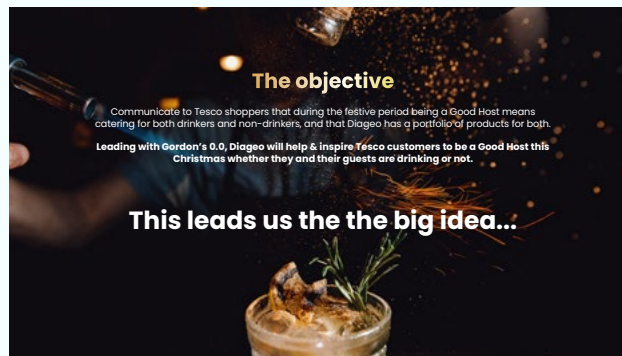


The brands - portfolio

A total-store approach elevates the remainder of the portfolio with an activation that unites and maximises visibility of both sides of the portfolio.



Total-store approach



The objective

Communicate to Tesco shoppers that during the festive period being a Good Host means catering for both drinkers and non-drinkers, and that Diageo has a portfolio of products for both.

Leading with Gordon's 0.0, Diageo will help & inspire Tesco customers to be a Good Host this Christmas whether they and their guests are drinking or not.

This leads us to the big idea...

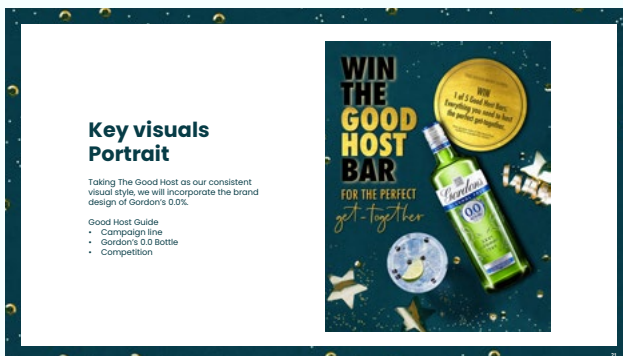


Key message:

...The Good Host Guide

Tips to help Tesco Customers understand how to be a Good Host at home this Christmas, with the perfect range of drinks to do so.

- What makes a good host
- What to serve and how
- Alc and non-alc cocktails
- Tips on getting ready
- What to prepare before everyone arrives
- How to create the perfect playlist
- How to celebrate together with non and alcoholic spirits.
- The Good Host Competition



Key visuals Portrait

Taking The Good Host as our consistent visual style we will incorporate the brand design of Gordon's 0.0.

- Campaign line
- Gordon's 0.0 Bottle
- Competition



The Good Host Guide & Gordon's 0.0 Summary

STOP customers with an on-brand, high-impact, high-quality bar setup in foyer.

ENGAGE customers with free samples and competition entry

LAND product messages, hints & tips and The Good Host Guide to give customers confidence and drive to purchase.



Foyer

Silver

Flexible activation for stores using ASU or FSU and a simple bar as the sampling unit.

The bar gives us a great space to mix G&Ts and for the Brand Ambassador Host to talk through hints and tips.

The back wall is printed with branding celebrating The Good Host Guide.

Our ASU/FSU is branded and has Gordon's 0.0 products to take.

It also holds The Good Host Guide booklet, a backboard highlighting the competition, and a QR code.

The Brand Ambassador uniform echoes The Good Host brand colours.

How to celebrate together the non-alcoholic way



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Top picks



The Good Host Competition

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