

Stephen Grealis

CV & PORTFOLIO

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Stephen Grealis - CV

About me

An experienced Artworker who has worked in the industry for over 15 years. During this time I have worked for various companies in freelance and permanent roles. I have worked on a wide range of media, which includes brochures, leaflets, press adverts, web banners, POS, posters, FSDU's, food packaging labels, window vinyl's and annual reports which has helped me gain a vast working knowledge and understanding of the commonly used programs as well as OSX and the overall industry. Happy to work alongside Creative Directors, Designers or Editors in multiple disciplines, whilst also working to tight brand guidelines and schedules. Over the years I have worked on a wide range of briefs, which have included detailed flat plans, basic scamps, written briefs, Mac visuals and Microsoft Excel documents. At my most useful as an Artworker, I am also content helping out and providing support where ever needed. I enjoy helping others and happy to pass on my knowledge and skills to people with less experience than me. I consider myself to be a well-organised person, with a dedicated approach to work and good attention to detail, a team player that works well under pressure.

Key skills

- Adobe InDesign, Photoshop, Illustrator CC and Acrobat Pro
- Retouching/visualising
- Template creation for consistency
- Automation and data merge knowledge
- Extensive digital/PDF workflow experience
- Basic working knowledge of Figma
- Training employees on systems, workflow and software
- Creation of training manuals for new employees
- Extensive knowledge of Macintosh systems and hardware
- Archiving
- Knowledge of Microsoft Word, Excel and Powerpoint

Brand experience

Arsenal F.C., Sky, The F.A, Renault, Westfield, Vodaphone, Johnnie Walker, Grosvenor Hotels, The Health Lottery, Trek, Naked, Ribena, Lucozade, Orangina, Starbucks, Tesco, Londis, Budgens, Lidl, Sainsbury's, E.ON, Comic Relief, Co-op, Burton, Wickes, Charles Tyrwhitt Shirts and Penguin Books.

Work history

Freelance Artworker

October 2013 – Present

- Where I have worked – Arsenal F.C., Sky Creative, The F. A., Sainsbury's, Tesco, Londis, Budgens, Natural Balance Foods, Health Lottery, Burton, Renault, Lucozade Ribena Suntory, Wicks, Charles Tyrwhitt Shirts, Comic Relief, RPM, Super Union, Haygarth, Honey, Portas, Landor Associates, Oliver, Trailer Park, Portas, DJM Pan Unlimited, Dragon Rouge, Charterhouse, Superior, Controla, Spinach Design, We are the Council, Black Sun & Forever Beta.
- Work has included producing brochures, posters, press adverts, annual reports, web banners, FSDU's, in-store signage, retouching, visualising, making floor plans and other print based work.

Lidl UK – Artworker

April 2008 – September 2013

- Lead Artworker in the press team, responsible for creation and sending of artwork to local and national newspapers via FTP.
- Creating leaflets, wraps, in-store signage, POS, banners and product posters.
- Filling in print briefs, speaking with printers, organising photography and providing cover in the absence of my manager.
- Train new starters and familiarise them with all aspects of workflow and systems.

Incisive Media – Production Controller

February 2008 – March 2008

- Working on a weekly magazine, creating a flat plan from a brief and ensuring that all adverts were the correct size and specification.
- Creating print ready PDFs, then sending them to the printers via FTP to meet the deadline.

QD Ltd – Artworker/Typesetter

September 2007 – October 2007

- Creating instruction manuals from existing documents into multi-lingual artwork.
- Tasks included formatting text, retouching images before creating a PDF of the final document.

Stephen Grealis - CV

Work history continued

Penguin Books – DTP Operative

July 2007 – August 2007

- Helping with the migration from QuarkXPress to InDesign.
- Tasks included checking links, pagination and style sheets were consistent.
- Archiving existing material, logging corrections on Excel reports, amends and any changes made.

BCA Books – Artworker

September 2006 – June 2007

- Working on a 32 page monthly catalogue and providing artworking support on other catalogues whenever needed.
- Responsible for layout, typography and carrying out adjustments where required.
- Helping with the migration from QuarkXPress to InDesign.
- Creation of new catalogue templates from scratch.

Penguin Books – DTP Operative

July 2006

- Tasks included checking files to ensure overprint was correctly set up.
- Other tasks included checking that artwork and pictures were on the correct colour layer, and that all type was on its own black and white layer.
- Make amendments, before finally producing black and white PDF spreads.

PIE Enterprises – Artworker/Typesetter

June 2006

- Collating material required in the production of small hand held map booklets.
- Tasks included producing adverts for clients who were advertising in the booklet.
- Other duties included making print ready PDFs of the material going into the classified section.

Society Celebration – Artworker/Designer

March 2005 – June 2006

- Assisting the creative department in the production of a quarterly magazine.
- Producing artwork and layouts not just for the magazine but also for brochures, flyers and other promotional material.
- Various other tasks which included basic retouching, creation of PDFs, uploading files to FTP sites and speaking with printers.

Interests

An out going friendly and social person who enjoys travelling abroad a few times a year on longer holidays as well as weekend breaks. I play snooker and pool and take part in competitions on a regular basis. In my spare time I enjoy listening to music, watching films, watching football and other sports. I also like to try to improve my DIY skills whenever I get the chance.

Education

University of Luton, 1999 – 2001

Higher National Diploma in Graphic Design

City and Guilds in Photography

Hendon College, 1998 – 1999

City and Guilds in Desktop Publishing

Creative Computer Graphics and Illustration

What people say

“Stephen has provided freelance support for us on a number of occasions and is a great guy to work with. He has a real eye for detail, produces some great creative’s and works through briefs at a tremendous pace”

Dan Cuomo, Senior Marketing Manager at Wickes

“Stephen has proved himself to be very well organised and incredibly committed, often working well beyond ‘normal’ working hours to ensure the job is done. His commitment is underpinned by a desire to be a real team player and he has a definite ‘can-do’ attitude, even when working to very tight deadlines”

Kevin Gray, Operations Development Manager at Tesco PLC

References

Available on request.

Design & digital

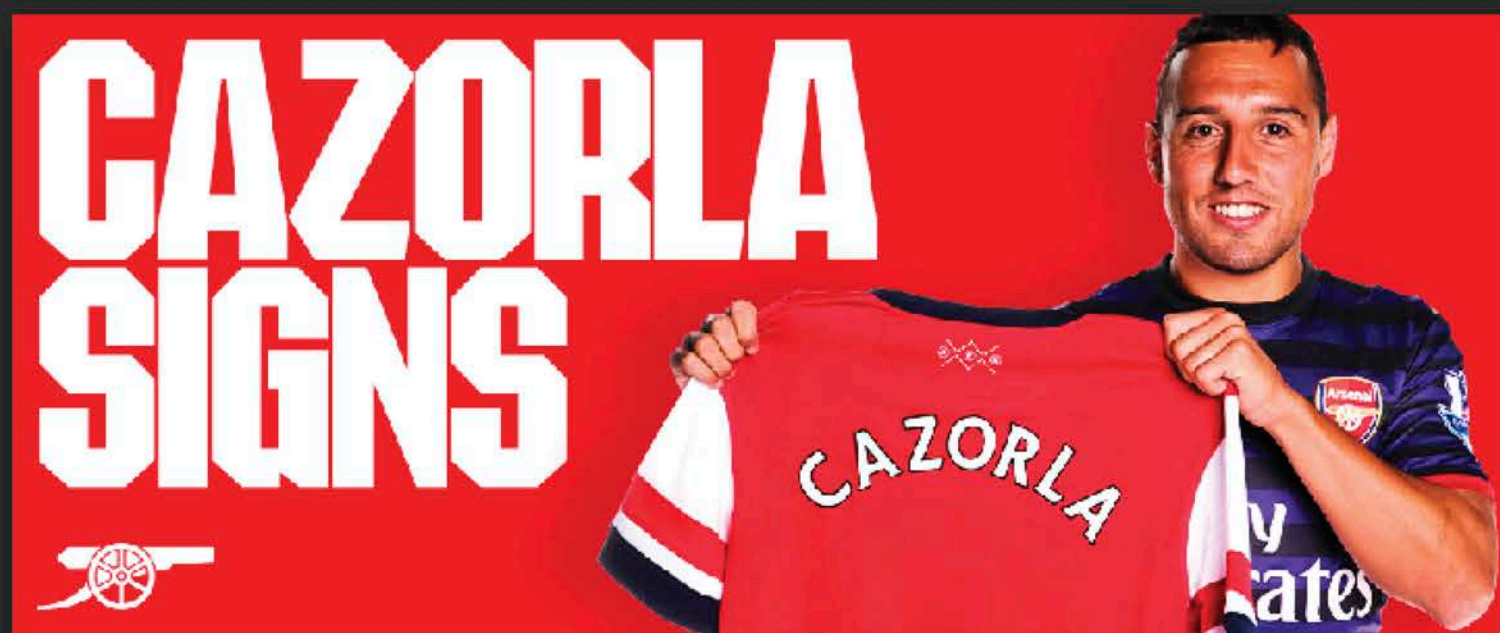
During my booking with Arsenal F.C. I was responsible for creating and designing artwork for a wide range of digital spaces. Work included digital adverts, web banners and other adhoc artwork as and when needed. Here are some of the examples.



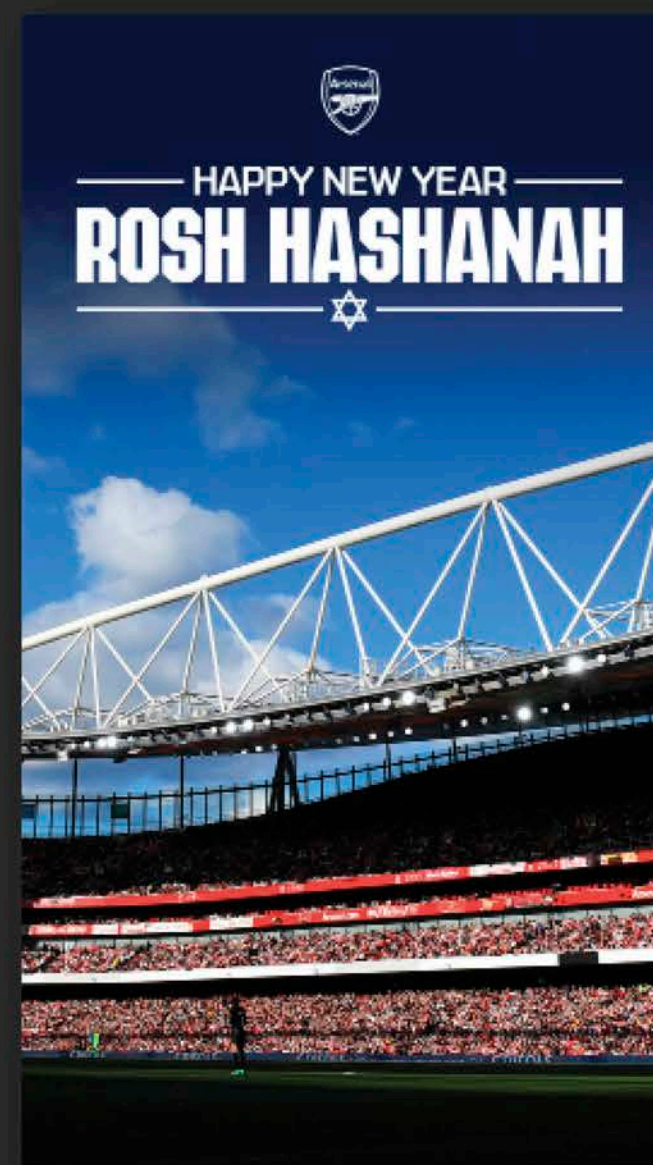
Digital competition advert



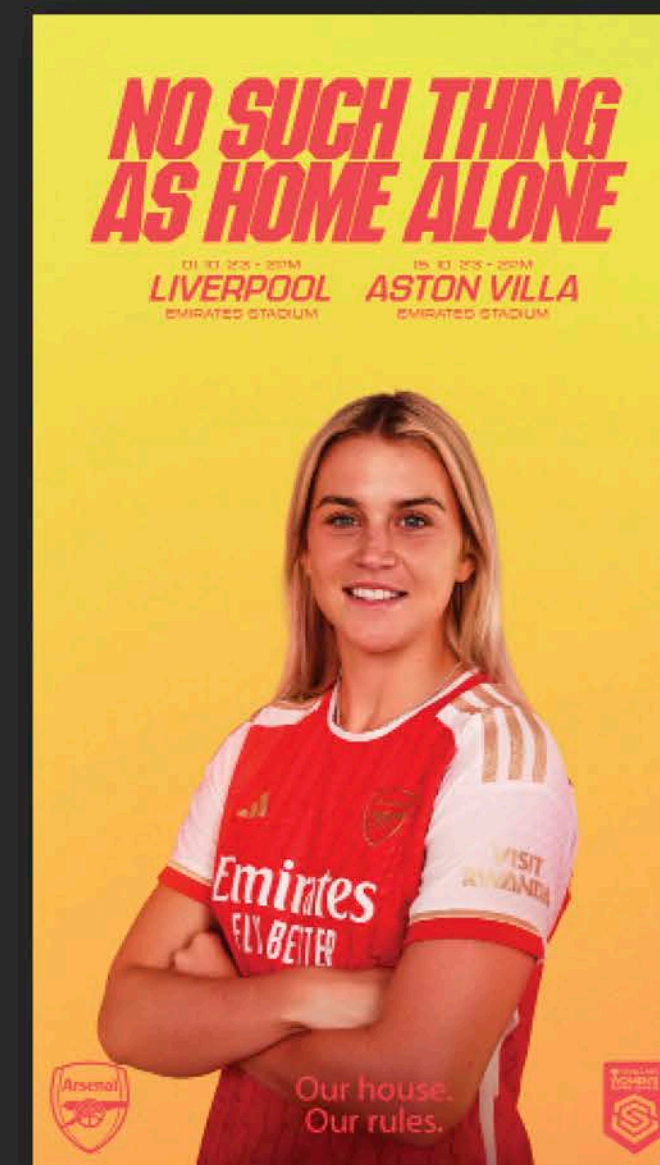
Digital competition advert



Digital advert



Digital screen advert



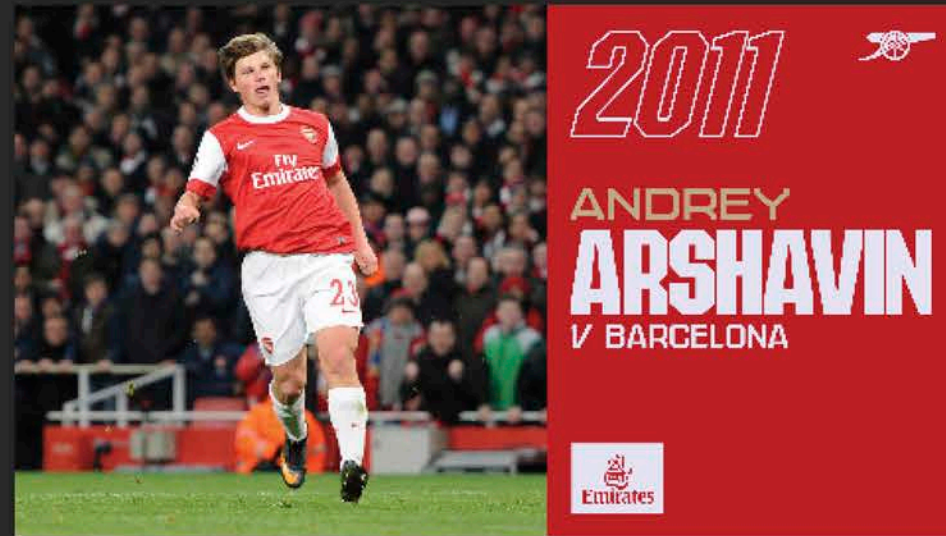
Digital screen advert



Web banner

Design & digital

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Digital advert



Digital competition advert



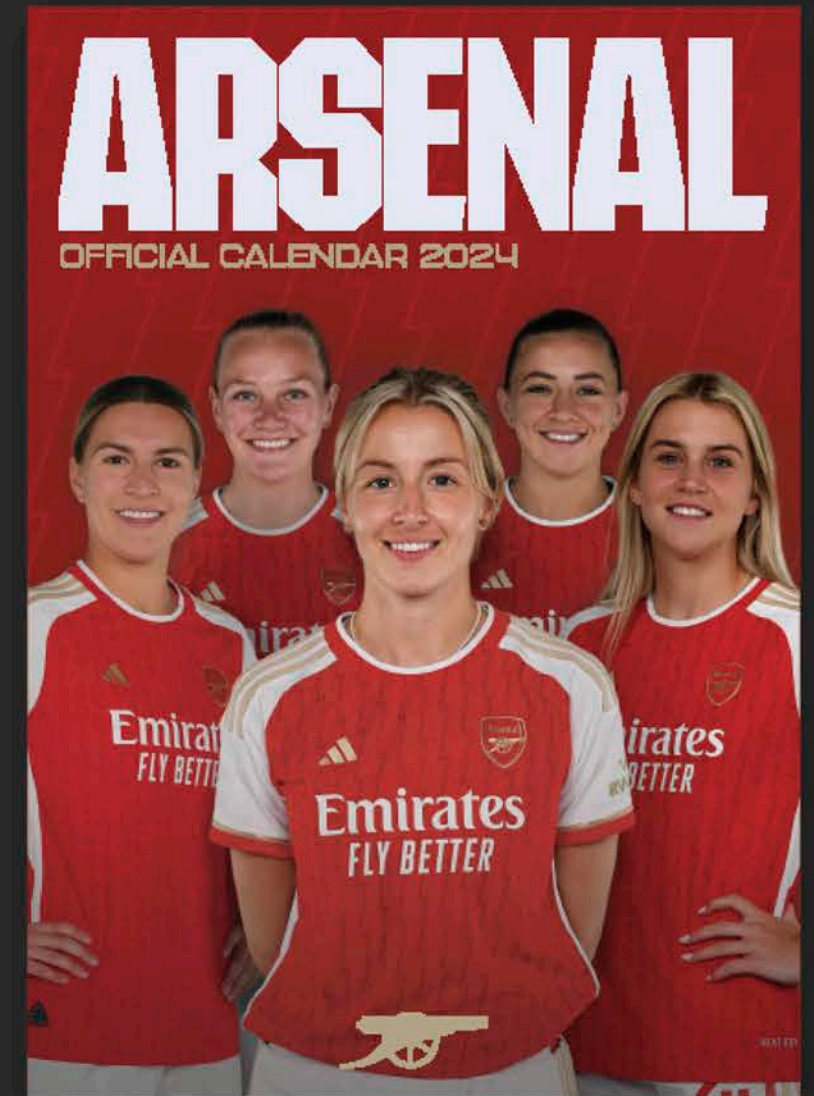
Web banner



Web banner



New player artwork



Calendar artwork

Campaign

Working on the Diageo account, I was asked to create many different pieces of artwork and key visuals. Here are some of the examples.



Key visual artwork



Key visual artwork



Key visual artwork



Key visual artwork



Key visual artwork

Campaign

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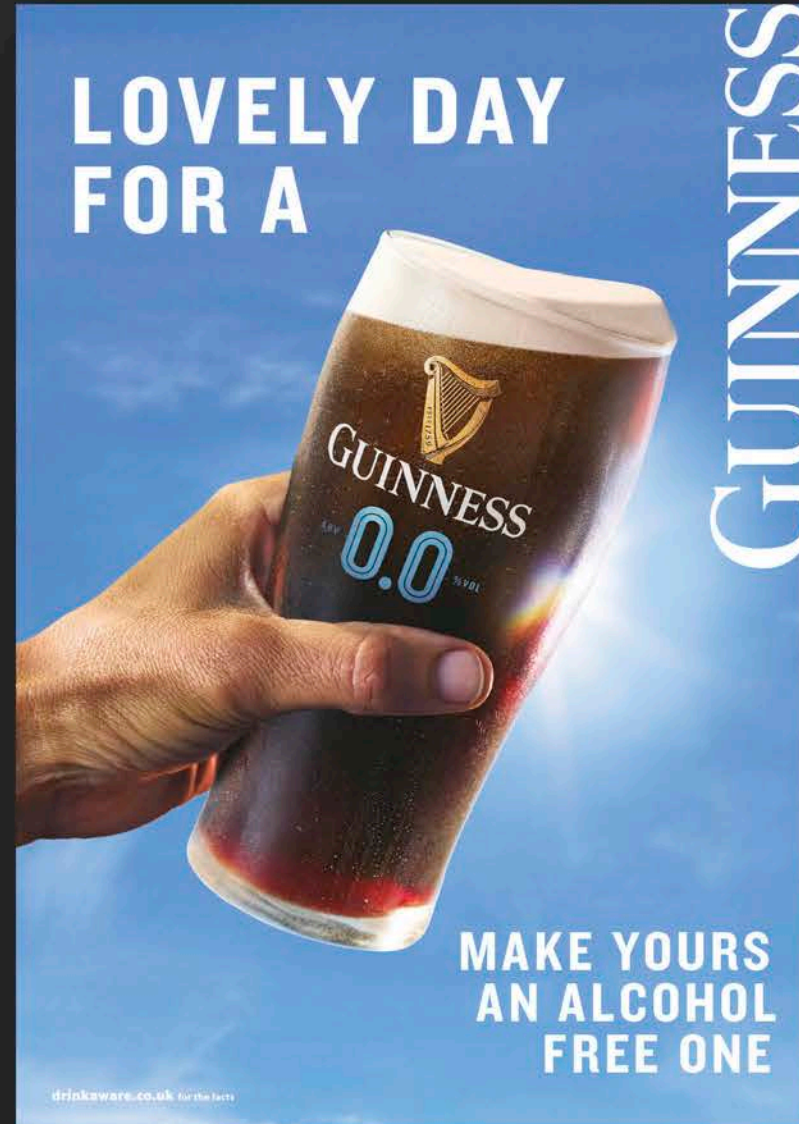
Key visual



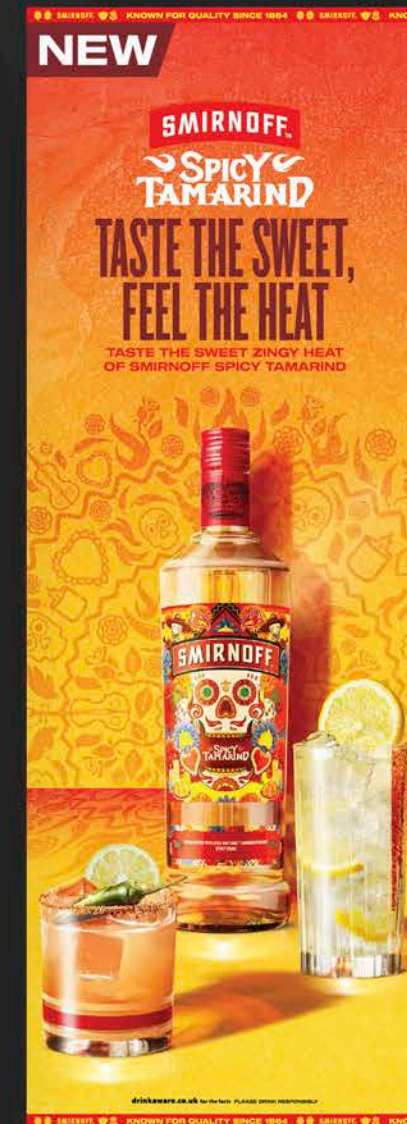
Key visual



A3 Poster



Key visual



Key visual



Key visual

Press & digital

Whilst working for Natural Balance Foods I was responsible for producing a large range of press adverts, digital adverts, web banners and other artwork as and when needed. Here are some of the examples.



Digital advert



Digital advert



Web Banner



A4 Press advert



A4 Press advert

UI & retouching

I was responsible for creating artwork for programs and films been shown on different channels. Assets would usually be supplied in portrait format and would need to be retouched and recreated to fit a landscape space as shown in the examples below.



Sky Q user interface



Sky Q user interface



Sky Q user interface



Sky Q user interface



Sky Q user interface



Sky Q user interface

Large format

I was set the task of creating print ready artwork for all elements of the 'pit stop challenge' stage. I was also asked to create a in situ mockup as shown below. Here are some examples of the artwork from the stage.



In situ mockup



Header board



Side wall



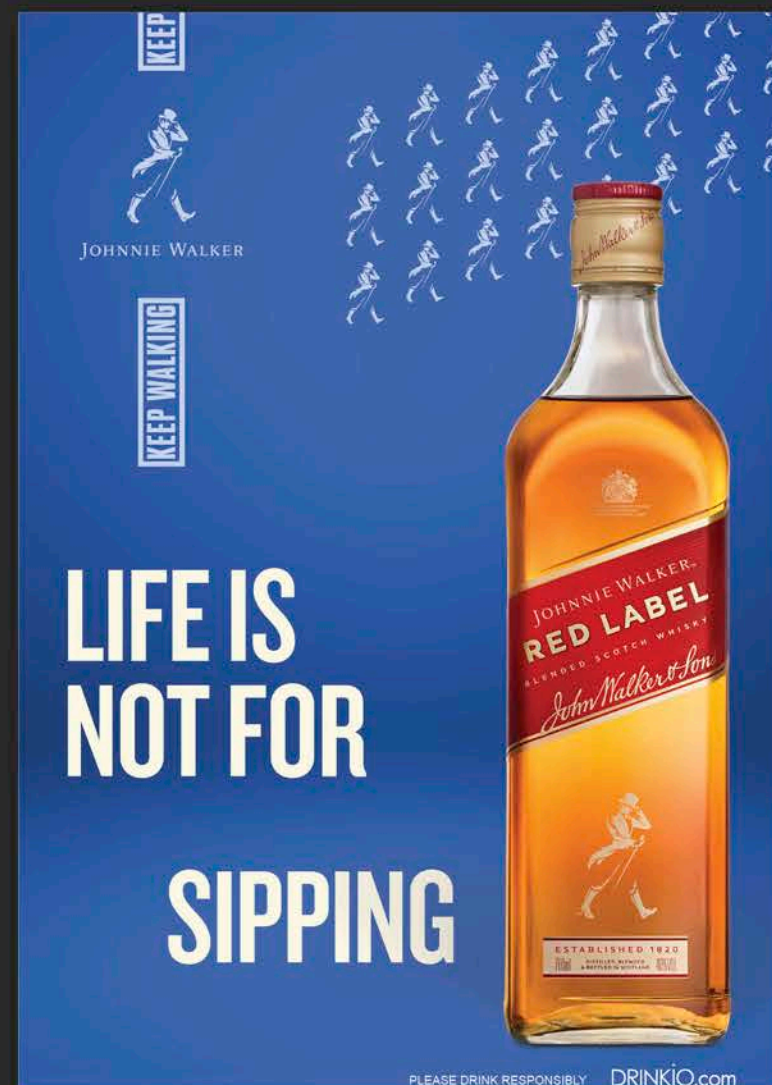
Cannopy back wall

POS

Working in a large team of Artworkers and Designers I was responsible for helping with the layout, typesetting and amends of different documents. Here are some examples.



Bar front artwork



A1 Board



A1 Board



A4 Menu



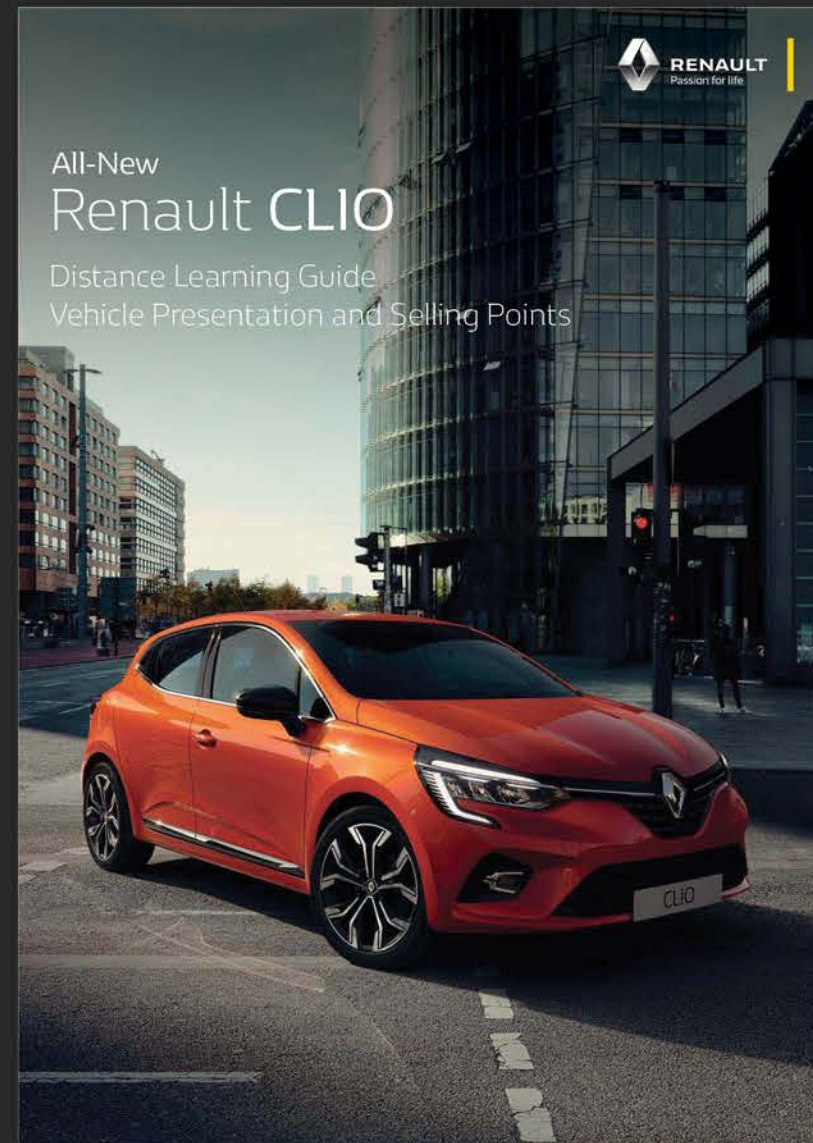
Small flag

Brochures & digital

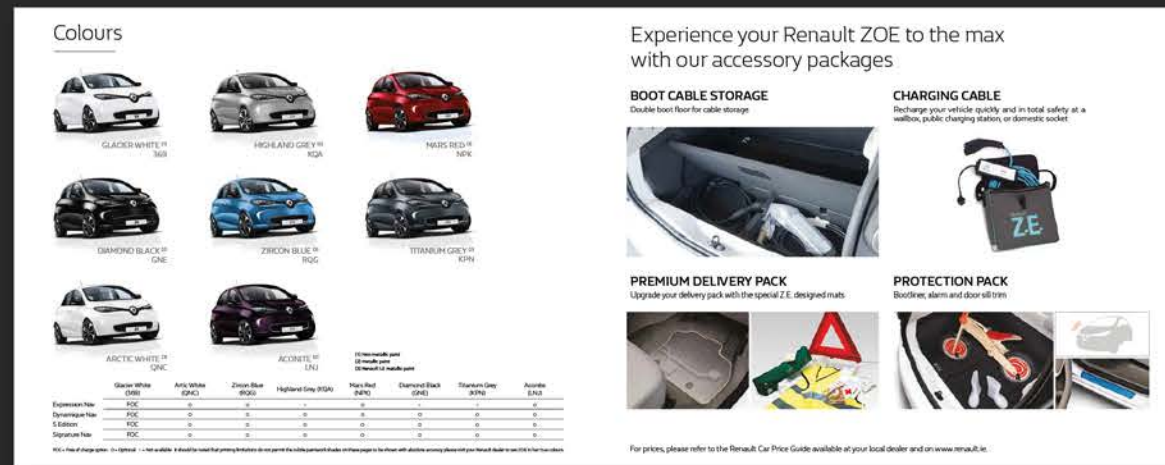
I worked on a range of brochures and e-newsletters. Working along side the design team I was responsible for making amends and helping with the typesetting of brochures and e-newsletters. Here are some examples.



Booklet spread



Brochure cover



Booklet spread



Booklet front & back covers



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Business e-newsletter

Large format & press

I was asked to create print and digital artwork for Women's Super League games & the England Women's football team. Here are some examples.



Perimeter boards



Half page press advert



48 Sheet poster



Match promo board



Programme advert

Large format & retouching



Visualised mockup



Visualised mockup



Final Westworld wall image



Final Westworld wall image

Large format & retouching

I worked on a large internal project which involved creating artwork to go on the walls and windows of 16 meeting rooms. Tasks included creating Photoshop comps for some images, retouching, cutouts and doing print tests. We worked from large deck which had been visualised by one of the design team. Here are some examples.



Visualised mockup



Visualised mockup



Final F1 wall image



Final Secret Life of Pets wall image

Press

I was heavily involved in producing different press adverts for the rebranding of their channel 'Sky Living' to 'Sky Witness'. Here are some examples.



10x7 Press advert's



Full page press advert



25x4 Press advert



Magazine advert



Half page press advert



Half page press advert

Large format

I was set the task of producing print ready large canvas artworks for a Sky Cinema exhibition showing some of the movies on offer. Here are some examples.



Canvas artwork



Canvas artwork



Canvas artwork's



Canvas artwork in situ



Canvas artwork in situ



Canvas artwork's in situ

Press & email banners

I was asked to create a large number of press adverts and also some digital email banners. Here are some examples.

Health Games

Get **22** free spins!

18+ T&Cs apply
BeGambleAware.org

GONZO'S QUEST

Email banner advert

Health Games

Deposit **£10** Get an extra **£15** free on us

18+ T&Cs apply
BeGambleAware.org

SLINGO

Email banner advert

Health Games

Play over 600 games and slots

Get a chance to win jackpots of up to **£150K**
on www.healthgames.co.uk

We'll get you started with 22 free spins to play on selected games*

Presented by The Health Lottery

By playing you'll help raise money for health charities

18+ Health Games are casino games brought to you by the Health Lottery Limited (TLC). Health Games are the only UKCs for 22 free spins. New customers to Health Games Casino Site only. No deposit required. 20x3 apply. Selected Games. Free spins must be played within 7 days. *22 free spins are available on Starburst, Twin Spin Deluxe, Five and the Sirens, Spin and Aural-Caster Pays. Bonus funds subject to 80x wagering requirements. Max accumulated win from welcome bonus is £200. Please note that Health Games does not form part of the lottery scheme operated by TLC, on behalf of 51 society lotteries. 5% of profits from Health Games will be donated to health charities by TLC.

20x3 Press advert

The Health Lottery

George is celebrating his win with The Health Lottery!

Play In-Store • Mobile • Online www.healthlottery.co.uk

Five draws a week
Tue | Wed | Thu | Fri | Sat

£1

16+ BeGambleAware.org

20x3 Press advert

Only **£1**

The Health Lottery

Five draws a week
Tue | Wed | Thu | Fri | Sat

Together we've raised **£100M**
For grass roots projects and charities across Great Britain

Thanks for playing

In-Store • Mobile • Online www.healthlottery.co.uk

16+ BeGambleAware.org

Full page press advert

The Health Lottery

George picked his lucky numbers with The Health Lottery!

Play In-Store • Mobile • Online www.healthlottery.co.uk

Five draws a week
Tue | Wed | Thu | Fri | Sat

£1

16+ BeGambleAware.org

Full page press advert

The Health Lottery

George's numbers came in...
Yours could too, with The Health Lottery

Play In-Store • Mobile • Online www.healthlottery.co.uk

Five draws a week
Tue | Wed | Thu | Fri | Sat

£1

16+ BeGambleAware.org

Full page press advert

The Health Lottery

Please play and help your local community

Five draws a week
Tue | Wed | Thu | Fri | Sat

For only **£1** You can make a difference to 1,000s of grass roots charities across the country

£1.9 million Raised for Cornwall & Plymouth by HealthPerfect

£2 million Raised for Lincolnshire by HealthComplete

£1.8 million Raised for Glasgow by HealthShine

You Win. The Charities Win!

Play In-Store • Mobile • Online www.healthlottery.co.uk

Five draws a week
Tue | Wed | Thu | Fri | Sat

£1

16+ BeGambleAware.org

Full page press advert

POS & menu boards

I worked on a wide range of artwork which included menu boards, header boards, FSDU's and various POS. Here are some examples.

Good Morning Breakfast

Smoked salmon & scrambled eggs 2576KJ - 669kcal <small>Served on a toasted bagel</small>	£5.00	Breakfast baguette <small>Bacon 2079KJ - 588kcal • Sausages 2629KJ - 689kcal Vegetarian sausages 2575KJ - 612kcal</small>	£3.00
Big Breakfast 2825KJ - 776kcal <small>Fried eggs, 2 sausages, 2 rashers of bacon, hash brown, fresh tomato, baked beans and a slice of toast. Switch to scrambled egg for an extra 50p</small>	£4.50	Breakfast sandwich <small>With white bread, multiseed bread or a roll Bacon 3039KJ - 388kcal • Sausages 2218KJ - 536kcal • Vegetarian sausages 1728KJ - 411kcal</small>	£2.00
Halloumi breakfast 2946KJ - 704kcal <small>2 eggs, 1 slice of halloumi, mushroom, hash brown, fresh tomato, baked beans and a slice of toast. Or try switching halloumi to a vegetarian sausage</small>	£4.00	Toast or bagel & topping 2 <small>Beans 3039KJ - 388kcal • Eggs 2022KJ - 451kcal • Cheese 1883KJ - 472kcal</small>	£1.70 - £2.00
Super scrambled egg 3425KJ - 538kcal <small>Scrambled egg and spinach, made with skimmed milk. Served with a grilled tomato and a slice of multiseed toast</small>	£4.00	Toasted teacake & butter 2 <small>Extras: Jam mini pot, marmite, marmalade, butter portion</small>	£1.60 £0.15 - £0.50
Eggs & bacon 3895KJ - 479kcal <small>2 fried eggs, 2 rashers of back bacon and a slice of multiseed toast</small>	£3.00	Extras: per portion 68KJ/158kcal - 124KJ/297kcal <small>Smoked salmon, avocado, halloumi, scrambled egg, bagel, sausage, bacon, vegetarian sausage, black pudding, mushroom, baked beans, fried egg, fresh tomato, hash brown, slice of toast (White or multiseed)</small>	£0.50 - £3.00
Bitesize breakfast 2540KJ - 530kcal <small>Fried egg, sausage, hash brown, baked beans and a slice of toast</small>	£3.00		
Smashed avocado 3655KJ - 398kcal <small>Served on Taste the Difference sourdough toast. Top with Scottish smoked salmon for £3 extra</small>	£2.00		
Scottish oat porridge 1375KJ - 326kcal <small>With a choice of honey, golden syrup, fruit compote, blueberries & banana or nut & osain granola</small>	£1.80		
Breakfast omelette 2016KJ - 608kcal <small>With 1 hash brown and baked beans. Choose any two fillings cheese, ham, tomato or mushrooms</small>	£4.00		

Great for the kids

Porridge 859KJ - 204kcal <small>With blueberries or sliced banana</small>	£1.00
Scrambled egg on toast 784KJ - 185kcal <small>Add beans, sausage or a vegetarian sausage for 60p extra</small>	£1.10

For full nutritional information on any of the meals please ask a colleague.
Allergy information for information about specific allergens in each product, please ask a colleague to refer to the Product Information Guide. Because of the way products are handled, it's possible that additional allergens may be present in any item.
Products on the children's menu do not contain artificial colours, flavours or preservatives. For allergen information, please ask a colleague to refer to the Product Information Guide.

Served until 11.30am

Menu board

Hot & Tasty Meals & Snacks

Fresh salmon fillet 2038KJ - 466kcal <small>Served with herb buttered baby potatoes and a side salad</small>	£6.00	Hot chicken or beef baguette 2125KJ - 520kcal <small>With a pot of gravy</small>	£3.50
Spicy bean burger 2564KJ - 613kcal <small>Served with sweet potato fries and a side salad</small>	£5.30	Hot baguette <small>Bacon 3479KJ - 588kcal • Sausages 2893KJ - 689kcal Vegetarian sausages 2575KJ - 612kcal</small>	£3.00
Bigger breakfast 4040KJ - 966kcal <small>2 fried eggs, 2 sausages, 2 rashers of bacon, 2 hash browns, fresh tomato, baked beans, flat mushroom and a slice of toast</small>	£6.00	Omelette 2164KJ - 528kcal <small>Served with a salad. Choose any two fillings from cheese, ham, tomato or mushroom</small>	£3.75
Bigger halloumi breakfast 3396KJ - 813kcal <small>2 fried eggs, 2 slices of halloumi, 2 hash browns, flat mushroom, fresh tomato, baked beans and a slice of toast. Or try switching halloumi to vegetarian sausages</small>	£5.00	Sweet potato fries 3524KJ - 851kcal	£1.70
Sweet potato katsu curry 3529KJ - 837kcal <small>Served with rice and edamame beans</small>	£5.50	Chips 3075KJ - 399kcal	£1.40
Steak and red wine gravy pie 4057KJ - 976kcal <small>Served with mash, peas and gravy</small>	£6.00	Jacket or Sweet jacket potato With side salad	£4.50
Hand battered cod & chips 4016KJ - 971kcal <small>Served with peas or mushy peas</small>	£5.50	Prawn majonnaise 1845KJ - 439kcal	£3.75
Sausage and mash 2754KJ - 665kcal <small>3 sausages with mash, peas and gravy</small>	£5.00	Coronation chicken 2153KJ - 516kcal • Tuna & sweetcorn 3028KJ - 433kcal	£3.65
Yorkshire ham, egg and chips 3164KJ - 755kcal	£5.00	Vegetable chilli 3055KJ - 392kcal	£3.30
Cottage pie Served with peas and gravy 1810KJ - 413kcal	£4.50	Grated cheese 2283KJ - 558kcal • Baked beans 1837KJ - 437kcal	£2.75
Beef lasagne With side salad 2207KJ - 527kcal	£4.50	Butter 1299KJ - 309kcal	
Mediterranean vegetable lasagne 2 With side salad 1568KJ - 374kcal	£4.50	Soup of the day <small>With roll and butter. Switch to a gluten free multiseed roll for an extra 30p</small>	

Per full nutritional information on any of the meals please ask a colleague.

Hot meals served from 11.30am

Menu board



Suncare from

£3.50

- ✓ 5 star UVA protection
- ✓ Dermatologically tested
- ✓ Non-greasy
- ✓ Water resistant



SUN PROTECT
by Sainsbury's

MOISTURISING SUN SPRAY

FSDU

Free cash withdrawals

Visit us at sainsburysbank.co.uk

Sainsbury's Bank

ATM Artwork



Header board

EXCLUSIVE

Christmas food to order

For your ultimate festive centrepiece

Taste the Difference free-range traditionally dressed game-hung turkey

In store or online at Sainsburys.co.uk/ChristmasFood



Header board

EXCLUSIVE

Christmas food to order

For the best buffet showstoppers

Taste the Difference pork, chicken & stuffing layered pie

In store or online at Sainsburys.co.uk/ChristmasFood



Header board

EXCLUSIVE

Christmas food to order

For the best buffet showstoppers

Taste the Difference dressed poached side of salmon

In store or online at Sainsburys.co.uk/ChristmasFood



Header board

EXCLUSIVE

Christmas food to order

Delicious festive trimmings

Taste the Difference 6 pork, apple & Armagnac parcels wrapped in bacon

In store or online at Sainsburys.co.uk/ChristmasFood

Bespoke signage

I was asked to create various pieces of bespoke signage. Here are some examples.



Window vinyl



Basket filler



Pull up banner



Window vinyl after installation



Basket filler after installation



Pull up banner after installation

Annual reports

Tasks included, creating page layouts whilst liaising with the design team, creating graphs, creating tables, flowing copy, using incopy to create assignments and general amends to different reports. Here are some examples I created and worked on.

CHIEF EXECUTIVE OFFICERS STRATEGIC REVIEW

Perform, Transform, Innovate

Working back to 2009 as a year of good performance and significant strategic progress. We accelerated our organic revenue growth and held our operating margin broadly steady, while at the same time making important investments to ensure the future prosperity of the Adecco Group. We continued to generate strong cash flow and made further significant capital returns to our shareholders. It was a year in which our strategic agenda of 'Perform, Transform and Innovate' came to life, with concepts first introduced in last year's Annual Report moving from planning phase to implementation phase. As our strategic programmes scale up through 2018 and 2019, we look forward to updating our stakeholders with details of their significant anticipated returns.

At our Capital Markets Day in September 2017, we laid out our vision for the future of our industry and for the Adecco Group. It is a future in which we expect continued growth to demand for our core services and an increasing sophistication in the way that we deliver those services. We have also identified attractive adjacent markets, in which we have begun to build positions, expanding our breadth of solutions by applying our core capabilities to new areas.

By capitalising on the megatrends that are shaping the world of work, we will create more value for our clients, help more people into work, and do so more efficiently than our peers. All this combining to generate leading total shareholder returns.

The trend towards greater flexibility of work is increasing. Employees recognise that in a rapidly changing world agility is key. Digital models of workforce organisation are giving way to more fluid structures that emphasise having the right skills, not necessarily the right individuals in the right roles. Individuals are seeking greater variety and autonomy in their careers, leading a re-ignite the freelancer population and growth of the gig economy. At the same time, society needs to ensure that flexibility also comes with the security that all workers and businesses require. These trends play to the core strengths of the Adecco Group, as an expert in flexible labour solutions. They also open up new opportunities. For example, during 2017, to expand our solutions for the gig economy, we launched VYSS, the first online marketplace built specifically for freelancers and larger enterprises. Co-created with Microsoft, VYSS will allow the Adecco Group to tap into the growing freelance economy, which is a rapidly expanding market. Leveraging our more than 50 years of experience in HR solutions, we have created a platform that is best in class for compliance with complex regulatory requirements, and that offers unique benefits to freelancers.

Talent scarcity is another clear outcome of the megatrends, as real knowledge of people and an ageing workforce combine to create substantial skills mismatches. These trends also create an urgent need for staff workers whose skills have become less relevant, with many

The trend towards greater flexibility of work is increasing. Employees recognise that in a rapidly changing world agility is key.

Our investment story

Global megatrends are changing the world of work

Employees will work when, where and how they work, doing the work that matches their skills, interests and compensation needs. Employees will employ workers to meet carefully defined needs, through a broad range of relationships across all skill levels.

We are reshaping the world of work, reorganising ways of working, and developing and acquiring new capabilities. We provide innovative solutions that enable employers to flexibly manage their workforces and employees to flexibly manage their careers, while safeguarding security for all in the labour market.

We are the leading global provider of HR solutions, yet we have less than a 2% share of the total addressable market for flexible and permanent HR solutions. Strong synergies and expanding our service offerings will allow us to grow revenues even if economic growth remains modest.

By combining data, technology and talent, we increase our value to clients and candidates and strengthen our competitive position. Digitising our processes reduces our cost to serve, and improves our capital efficiency. This will help us to expand our operating margin and generate strong cash flow.

Also during 2017, the Group entered into a partnership with Hys Systems, the creator of Hys, an AI-enabled platform that is being integrated into the Group's solutions to automate certain activities, screening and interviewing candidates, significantly boosting consultant productivity.

Based on the megatrends, and given our ability to respond and adapt to the changing landscape, the long term outlook for our industry and the Adecco Group is positive. However, we must not be complacent. We will continue to actively transform our business to strengthen our leadership position. Our long term strategy is thus formulated precisely to build on the progress made during 2017 and harness the opportunities of the future.

As 375 million employees (44% of the global workforce) ready to switch roles by 2030. The Adecco Group already helps more than 800,000 clients find new roles every year, and these services are likely to remain in high demand at the same time. We believe there is also a tremendous opportunity to be part of the solution to skills shortages, helping ensure young people for the workforce (e.g. through the G40 apprenticeship programme and our new agency apprenticeship solution) and helping workers gain new skills as they progress through their careers.

Digitalisation, big data and advances in artificial intelligence are also transforming the staffing and recruitment industry itself, presenting opportunities to both enhance our traditional services and create new value-added solutions. The Adecco Group is taking the lead, with a comprehensive suite of digital platforms and solutions. For example, during 2017, the Group created Adis, a mobile first, on- and off- platform for employers looking for temporary staff for short assignments. Adis brings the Group's services to clients that could not previously be well-served from a traditional branch-based solution, such as the hospitality and events industry. Developed in partnership with Hys, Adis illustrates how we are bringing together the best of the HR solutions industry with the best of the technology industry, to provide improved solutions for clients, candidates and associates.

The Adecco Group - 2017 Annual Report 7

MAKING THE FUTURE WORK FOR EVERYONE - TRANSFORM

"This year, we will roll out Grow Together more widely, launching new pilots and scaling the programme out across our business."

Q. What will your branch network and headcount look like in the future?
A. In 2017, Grow Together more widely... We are working the way we deliver our core services from a purely branch-based system to a more shared delivery. Of course, that local visibility and presence is still vital, especially for smaller customers, but we're moving to fewer, big branches. These branches will act as hubs for higher value interactions with clients and candidates, such as onboarding, career advice, CV workshops and training. We are automating and centralising many of the administrative tasks that used to be handled in local branches, so we are able to increase the ratio of consultant headcount to support staff. We will have more colleagues in their facing role and they will be empowered by the best technology. The Adecco Group is built on the human touch, after all, and the attitude and passion of our teams will continue to set us apart from the rest.

Q. What have been the key learnings and outcomes of Grow Together so far?
A. In 2017, Grow Together more widely... We have seen productivity improvements and higher HRs in these pilot areas, which is encouraging. The year, we will roll out Grow Together more widely, launching new pilots and scaling the programme out across our business. We're taking our time to make sure we get it right. It's crucial that we don't just give our consultants the right tools for their jobs, we need to inspire and help them recover their work processes. Of course, we can improve productivity by a few percentage points with better tools, but the real step change comes from optimising each aspect of how we do our work.

Q. How does Grow Together and the Transform agenda relate to Innovation?
A. Without a doubt, Grow Together... In the most important driver as we seek to strengthen our performance over the next three to five years. It is fundamental to our efforts to transform our business. Grow Together and Innovation go hand in hand. We are embracing innovation as a major part of our transformation. In fact, some of the tools we are using to improve productivity and our client and candidate experience started out as ideas in Adecco Group X, our digital incubator. By driving better performance and transforming our business, Grow Together will help us to become the most innovative HR solutions partner in the world.

"Grow Together is the most important driver as we seek to strengthen our performance over the next three to five years."

Report on change in the business landscape (Germany)

Significant work on consolidation and productivity increase in our middle office activity

2017 Achievements

- Significant work on consolidation and productivity increase in our middle office activity
- Launch of the JDWIN initiative to drive post-merger integration and job roles in the General Staffing field
- New branch/Hub model piloted
- Specialised job profiles created to improve client focus

Off to a strong start

As the last leg to join Grow Together in 2017, the USA and UK team focused on leading transformation agenda.

2017 Achievements

- Successful rollout of leading AI based talent technology in our candidate management processes
- Early rollout of a new front office and applicant tracking system to drive effectiveness and efficiency
- Further deployment of Lean Management in our middle office locations

The Adecco Group - 2017 Annual Report 19

virgin atlantic Annual Report 2017

The Virgin Atlantic experience

Group at a glance

Working together to provide a unique experience

virgin atlantic

We have a simple goal - by being uniquely Virgin Atlantic, we want to be the airline most loved by our customers. We are achieving this through realising the full potential of our transatlantic Joint Venture with Delta Air Lines, Inc (Delta), maximising opportunities with Virgin Holidays, as well as empowering our people with the right skills and tools to deliver that unique Virgin Atlantic experience.

Highlights

- 5.3m passengers** from this year, down 0.1m year on year
- £2.7bn total revenue**, 1% down year on year
- NPS** Net promoter score improved by 5pts year on year
- Joint Venture** offers over 200 destinations between the UK and the US, providing 50% more of UK-US capacity. We announced our intention to launch an easyJet transatlantic Jet Venture with Air France-KLM and Delta Air Lines
- Employees** 9,822 people across the Group
- OTP** We achieved our on-time performance (OTP) metrics, including 70% of flights arriving within 15 minutes of schedule, 2.3% down compared to prior year
- Fleet** We became the first carrier in Europe to offer Wi-Fi across our entire fleet
- Network** We are the first airline to offer an accessible inflight entertainment system for customers with sight loss 10A330 Upper Class seats refreshed
- Network** Added new routes from Manchester
- Network** Launched new daily service to Seattle
- Network** Extended Flybe codeshare to Heathrow, and Jet Airways codeshare to our transatlantic flights

virgin atlantic cargo

Virgin Atlantic's international cargo operations is focused on delivering consistency and reliability for its customers across the globe. The offering spans general freight, express courier, automotive, pets, perishables and pharmaceuticals over 500 destinations.

Highlights

- 230.5m kilograms** of cargo transported
- Launched new Pharma Zone** at Heathrow to serve pharmaceutical markets

Highlights

- Winner of three British Travel Awards and two Silver Awards**, voted by UK consumers
- Customers** 380,000 in 2017, 15% growth year on year
- Online** 41% growth year on year in online distribution mix
- Retail** Opened a further 4 in-room retail store in Cardiff and our new concept store in Stoneing
- NPS** score increased by 3pts year on year reflecting higher customer satisfaction
- Departure Beach** Launch of the world's first Departure Beach, due to open May 2018
- Experiences** Launched the HOLIDAYS campaign - 'It's not where you go, it's what you do' - the largest new product launch in our history
- Inclusivity** Launched single parent holidays and introduced a new policy to address captive dolphins and whales
- Inclusivity** Supported the Caribbean with the recovery effort and helped to regenerate tourism following Hurricane Irma

1. As at 31 December 2017

2. Virgin Atlantic Annual Report 2017

Virgin Atlantic Annual Report 2017 5

Chief Financial Officer's review continued

Operating costs

Airline operating costs before exceptional items have successfully reduced year on year by £30.5m, driven by lower fuel prices (including the cost of hedging) and improved operating efficiency.

We have removed over £20m of cost from the business since 2015 through flexible savings and further tactical cost activity. Airline unit operating cost also significantly improved by 2.9% year on year.

Fuel costs

On a unit basis, fuel costs fell by 5.7%, driven primarily by further unravelling of hedging losses and improved fleet efficiency, as we added one new Boeing 787 aircraft. This equates to a 30% increase in average Brent Oil from \$44.6 / bbl in 2016 to \$58.0 / bbl in 2017.

Non-fuel costs

Our underlying non-fuel costs were 0.3% higher than in 2016, mainly driven by an increase in cargo direct costs as a result of increased revenue.

We had planned for a small capacity reduction in 2017, but as a result of the industry-wide engine supply issues relating to Rolls Royce Trent 1000 engines, our capacity was 2.2% lower than in 2016. We took the decision to not significantly reduce fuel costs in reaction to the temporary engine supply issues in 2016, and to provide opportunities for future profitable growth.

We had planned for a small capacity reduction in 2017, but as a result of the industry-wide engine supply issues relating to Rolls Royce Trent 1000 engines, our capacity was 2.2% lower than in 2016. We took the decision to not significantly reduce fuel costs in reaction to the temporary engine supply issues in 2016, and to provide opportunities for future profitable growth.

Aircraft costs

We took delivery of one new Boeing 787 and retired one A350 aircraft during 2017, taking our total Boeing 787 fleet to 10, representing over one third of our fleet. We entered into an operating lease for the new Boeing 787 aircraft brought into service in 2017. To further support operational resilience, we have also purchased two A350-900 aircraft previously leased to us.

Cash flow and financing

Our net cash generated from operations of £10m and financing activities of £3m were offset by £50m of cash outflow from investing activities in 2017. This was primarily due to our investment in our new long term plan, as well as our investment in our new long term plan, as well as our investment in our new long term plan.

Virgin Holidays

Virgin Holidays made a profit before tax and exceptional items of £15.5m. This is a £15m year on year decrease due to the impact on consumer demand of a new working combined with additional costs caused by hurricane disruption in the Caribbean and the United States.

Cargo revenue

The market remains competitive for cargo, but we have seen trading conditions improve in certain markets, most notably the UK where there was solid growth in demand for exports of perishable, electronics, automotive and pharmaceuticals. The US remains challenging, with demand growing much slower than supply. This is putting continuing pressure on price.

Departure Beach

Launch of the world's first Departure Beach, due to open May 2018

Experiences

Launched the HOLIDAYS campaign - 'It's not where you go, it's what you do' - the largest new product launch in our history

Inclusivity

Launched single parent holidays and introduced a new policy to address captive dolphins and whales

Inclusivity

Supported the Caribbean with the recovery effort and helped to regenerate tourism following Hurricane Irma

Our total cash remains robust with close to £200m cash in the Group at the end of 2017. Total cash (including restricted cash) fell £74m compared to last year. While the decrease in cash positions is in part due to spending performance, half of the change is as a result of foreign exchange translation.

Our net debt has increased by £25m compared to last year, with over half of the movement due to an increase in the share of the share and revenue. We are increasing to invest in the long term growth of the business specifically in operational health, cause and Virgin Voyagers, our US outbound holiday company.

Our net debt has increased by £25m compared to last year, with over half of the movement due to an increase in the share of the share and revenue. We are increasing to invest in the long term growth of the business specifically in operational health, cause and Virgin Voyagers, our US outbound holiday company.

Outlook

2018 is expected to be another challenging year, as we continue to practice strong cost control as we conclude our flexible programme and include details of our revenue initiatives as well as our planned expanded transatlantic Jet Venture with Air France-KLM and Delta. We are confident that the combination of these factors will help us to maintain and continue to build a solid platform for future success.

We will be launching our new long term plan, as a successor to Plan 10 in 2018 which will include details of our revenue initiatives as well as our planned expanded transatlantic Jet Venture with Air France-KLM and Delta. We are confident that the combination of these factors will help us to maintain and continue to build a solid platform for future success.

Tom Mackay
 Chief Financial Officer
 14 March 2018

20 Virgin Atlantic Annual Report 2017

Virgin Atlantic Annual Report 2017 21

Report front cover

Report spreads

Annual reports

Tasks included, creating page layouts whilst liaising with the design team, creating graphs, creating tables, flowing copy, using incopy to create assignments and general amends to different reports. Here are some examples I created and worked on.

THE MINING LIFECYCLE

INPUTS
RESOURCES
 The Group's mining operations depend on a range of key inputs such as energy, water, labour and fuel. The measurement of these inputs has a significant impact on operating costs and the sustainability of mining operations, making the long-term supply of key inputs a critical part of the business.

EXPLORATION
 To ensure the sustainability of its mining business in the long term, the Group must focus on expanding its mineral resource base. The Group undertakes exploration activities in Chile and abroad, with particular focus on the Americas. Exploration programmes in Chile are generally carried out in partnership with other companies in order to benefit from their local knowledge and experience.

3-5 years
 See page 20 for more information

EVALUATION
 Once a project has been approved by the Board, construction begins. This stage requires significant input of capital and resources, and effective project management and cost control measures a project's success or failure.

5 years
 See page 21 for more information

CONSTRUCTION
 Once a project has been approved by the Board, construction begins. This stage requires significant input of capital and resources, and effective project management and cost control measures a project's success or failure.

2-5 years
 See page 22 for more information

EXTRACTION
 The Group's four operations in Chile are Los Pelambres, Cerro Verde, Antamina and Collahuasi. The world class Los Pelambres and Cerro Verde mining operations have long life copper reserves and produce significant volumes of gold, silver and molybdenum by-products. All of the Group's mines are managed in a safe, healthy and environmentally sound manner, with safety and health as key elements of operating efficiency and a top priority for the Board and management team.

20+ years
 See page 23 for more information

OUTPUTS
 The Group's mining operations produce significant volumes of copper, gold, silver, molybdenum and zinc. These products are sold to a range of customers, including industrial, institutional and retail investors. The Group also produces a range of by-products, including molybdenum concentrate, silver concentrate and zinc concentrate. These products are sold to a range of customers, including industrial, institutional and retail investors.

MARKETING
 The marketing team builds long-term relationships with the analysts and fabricators who purchase the Group's products, with approximately 70% of output going to fabricators. As well as copper, Los Pelambres and Cerro Verde produce significant volumes of gold, molybdenum and silver as by-products. Gold and silver are sold for industrial and electronic applications and in jewellery making. Molybdenum is used to produce steel alloys.

PROCESING
 The Group mines both copper sulphide and copper oxide ores, which require different processing routes. Los Pelambres and Cerro Verde Concentrators blend sulphide ores in order to reduce the energy required for flotation. This concentrate is then shipped to a smelter operated by a third party and converted to copper metal.

CONCENTRATES
 Concentrators produce concentrates with increased sulphur content, crushed, piled into heaps and then leached with sulphuric acid, producing a copper solution. The solution is then processed through a solvent extraction and electrowinning ("SX-EW") plant to produce copper cathodes, which are sold to fabricators around the world.

CORE VALUES
 Sustainability Safety and health Respect Innovation Excellence Forward Looking

Notice of Annual General Meeting

Notice is hereby given that the 2018 Annual General Meeting of Schroders plc (the 'Company') will be held at 31 Gresham Street, London EC2A 3DF on Thursday, 26 April 2018 at 11.30 a.m. to transact the following business:

Resolutions
 To consider and, if thought fit, pass resolutions 1 to 17 as ordinary resolutions and resolutions 18 and 19 as special resolutions.

Annual Report and Accounts
 1. That the Directors' report and the accounts of the Company for the year ended 31 December 2017 be received and adopted.

Final dividend
 2. That a final dividend of 79 pence per share on the ordinary shares and on the non-voting ordinary shares as recommended by the Directors be declared payable on 3 May 2018 to shareholders on the register on 23 March 2018.

Remuneration report
 3. That the remuneration report (other than the remuneration policy) as set out on pages 62 to 67 and 76 to 79 of the Annual Report and Accounts for the financial year ended 31 December 2017 be approved.

Election and re-election of Directors
 4. That Sir Damon Buffin be re-elected as a Director.
 5. That Michael Dobson be re-elected as a Director.
 6. That Peter Harrison be re-elected as a Director.
 7. That Richard Jones be re-elected as a Director.
 8. That Robin Buchanan be re-elected as a Director.
 9. That Brian Davies be re-elected as a Director.
 10. That Nadia Goss-Custard be re-elected as a Director.
 11. That Ian King be re-elected as a Director.
 12. That Julia Pearce be re-elected as a Director.
 13. That Philip Muldoon be re-elected as a Director.
 14. That Bruno Schwabe be re-elected as a Director.

Auditors
 15. That Ernst & Young LLP, Chartered Accountants and Statutory Auditors, be appointed as auditors of the Company to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting at which accounts are to be presented to the Company.

Authority to allot shares
 16. That the Directors be authorised to exercise all powers of the Company to allot equity securities up to an aggregate nominal amount of £5,000,000, such authority to expire at the conclusion of the next Annual General Meeting of the Company after the passing of this resolution (whichever is earlier) (unless previously renewed or varied by the Company in general meetings, save that the Company may before such expiry make an offer or enter into an agreement that would or might require equity securities to be allotted after such expiry and the Directors may also allot equity securities in pursuance of such an offer or agreement as if the authority conferred hereby had not expired).

Notice of general meetings
 17. That a general meeting other than an Annual General Meeting may be called on not less than 14 clear days' notice.

By Order of the Board
 Graham Staples
 Company Secretary
 16 March 2018

Explanatory notes to the resolutions
 Resolutions 1 to 17 will be proposed as ordinary resolutions and resolutions 18 and 19 as special resolutions.

Resolution 1 - Annual Report and Accounts
 For each financial year the Directors are required to present the Directors' report and the accounts of the Company to shareholders.

Resolution 2 - Final dividend
 The payment of the final dividend of 79 pence per share in respect of the year ended 31 December 2017, which is recommended by the Board, requires the approval of shareholders in general meeting.

Resolution 3 - Remuneration report
 Under section 423 of the Companies Act 2006 (the 'Act'), the Directors must prepare a remuneration report detailing the remuneration of the Directors and containing a statement by the Chairman of the Remuneration Committee. The Act also requires that a resolution be put to shareholders each year for their approval of that report. This is an advisory resolution only.

Resolutions 4 and 5 to 12 - Election and re-election of Directors
 Following changes made to the UK Listing Rules in May 2014, companies with a shareholder or shareholders who (when acting in concert, exercise 30% or more of the voting rights of a company) at a general meeting, are required to enter into a binding agreement with that shareholder or shareholders. This is intended to ensure that the parties to the agreement comply with certain independence provisions in the Listing Rules. Accordingly, on 14 November 2014, the Company entered into an agreement (the 'Relationship Agreement') with a number of shareholders who own or control 108,523,711 ordinary shares (47.93% of the Company's ordinary shares (based on adjusted voting rights)). In these circumstances, the UK Listing Rules require the election or re-election of any Independent Director by shareholders to be approved by a majority of both:
 1. the shareholders of the Company; and
 2. the independent shareholders of the Company that is the shareholders of the Company entitled to vote on the election or re-election of Directors and who are not party to the Relationship Agreement.

Resolutions 13 to 15
 The Company has decided that all Directors should retire and stand for re-election by shareholders annually. Accordingly, Resolutions 13 to 14 deal with the Directors retiring and standing for re-election and biographies for each Director standing for re-election are set out below.
 Sir Damon Buffin, 55, was appointed Chairman in April 2016, having been Chief Executive since November 2011. He is Chairman of the Nominations Committee. He first joined the Board as a non-executive Director in April 2011. Prior to joining Schroders he was Chief Executive of Morgan Grenfell Group and a member of the Board of Managing Directors of Deutsche Bank AG. He is a member of the President's Committee of the Confederation of British Industry.

SOLUTIONS DRIVEN CUSTOMER FOCUSED

Annual Report and Accounts 2017

Strategic Report
 Key Performance Indicators

Focusing on PROFITABLE GROWTH

We monitor progress against the delivery of our strategic goals using five financial and two non-financial key performance indicators (KPIs). Each KPI measures certain elements of the strategy, as indicated by the relevant strategy icons (see page 8). An element of the Executive Directors' remuneration is linked to two KPIs: adjusted earnings per share growth and economic profit. Our strategy focuses on profitable growth that is sustainable over the medium to long term and therefore we consider how we have performed over a number of years, showing the KPIs for the last five years.

A number of the KPIs are adjusted operating metrics as we believe these are the primary indicators of the performance of the business as they exclude foreign exchange movements and the impact of acquisitions and disposals. See Note 2 to the Financial Statements, page 153, for a reconciliation between adjusted and reported figures.

Even in years where like-for-like sales growth has been low, the Group has maintained an operating margin in the mid-teens and achieved good cash conversion of operating profit. The Group has also generated significant economic profit throughout the period.

Financial measures

Like-for-like sales growth
 Like-for-like sales growth (%)

Adjusted operating margin
 Adjusted operating margin (%)

Adjusted earnings per share growth
 Growth in adjusted EPS (%)

Economic profit
 Three-year aggregate economic profit (€m)

Accident incidence rate
 Reportable accidents per 1,000 employees

Adjusted operating margin
 Adjusted operating margin is a measure of improving profitability in our business and is defined as adjusted operating profit as a percentage of reported sales. Adjusted operating profit excludes certain items.

Cash conversion
 We focus on cash generation and use cash conversion as a KPI as we believe cash represents an effective measure of the quality of our earnings. Cash conversion is defined as adjusted operating cash flow as a percentage of adjusted operating profit.

Energy efficiency
 Energy efficiency makes a significant contribution to environmental sustainability and helps us to reduce our operating costs.

Economic profit
 Economic profit is the annual result derived from deducting a capital charge (applied to average capital employed) from adjusted operating profit, aggregated over a three-year period.

Accident incidence rate
 We are committed to ensuring the health, safety and well-being of our people and monitor how we are performing by measuring work-related accidents or ill health resulting in lost time in excess of one day (per prior to 2017, three days).

Robust financial PERFORMANCE

Financial Review

We delivered like-for-like increases in both sales and operating profit. Cash conversion met expectations and our balance sheet remains robust.

Adjusted operating performance

	2017	2016	Change	Like-for-like change
Operating Sales (€m)	1,525.6	1,345.8	13%	6%
Operating profit before Project Liftup costs of €15.6m (2016: €12.9m)	238.3	204.0	17%	14%
Operating profit before Project Liftup costs (%)	15.6%	15.2%	0.5pp	1.1pp
Operating profit (€m)	223.5	200.8	11%	8%
Operating margin (%)	14.7%	14.9%	(0.2pp)	

Reported sales bridge

	2017	2016	Change
Sales	1,525.6	1,345.8	13%
Operating profit (€m)	182.4	38.3	>100%
Operating margin (%)	12.0%	2.8%	9.2pp

Adjusted operating profit bridge

	2017	2016	Change
Adjusted operating profit	223.5	200.8	11%
Operating profit before Project Liftup costs	238.3	204.0	17%
Project Liftup costs	(14.8)	(3.2)	(11.6)

Reported sales bridge

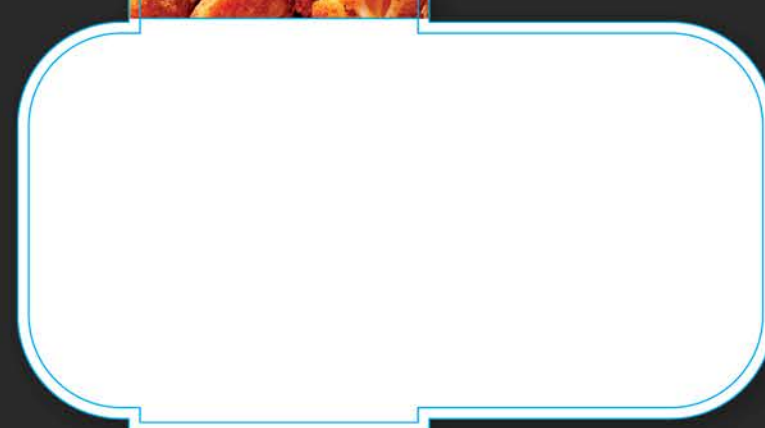
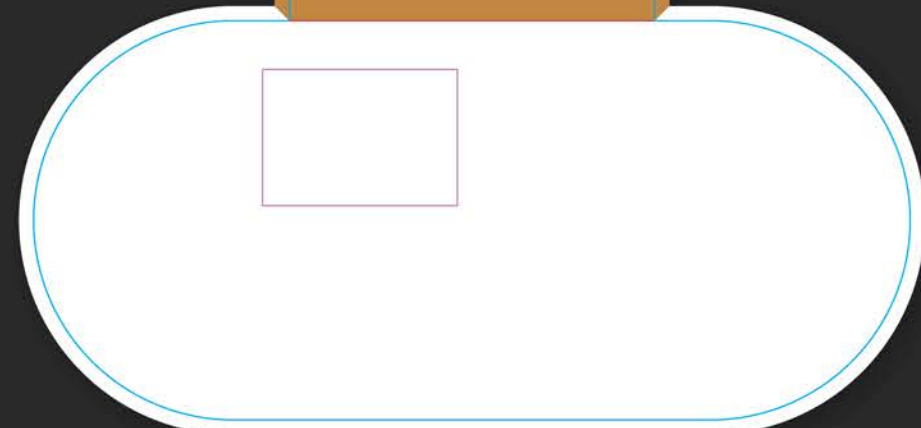
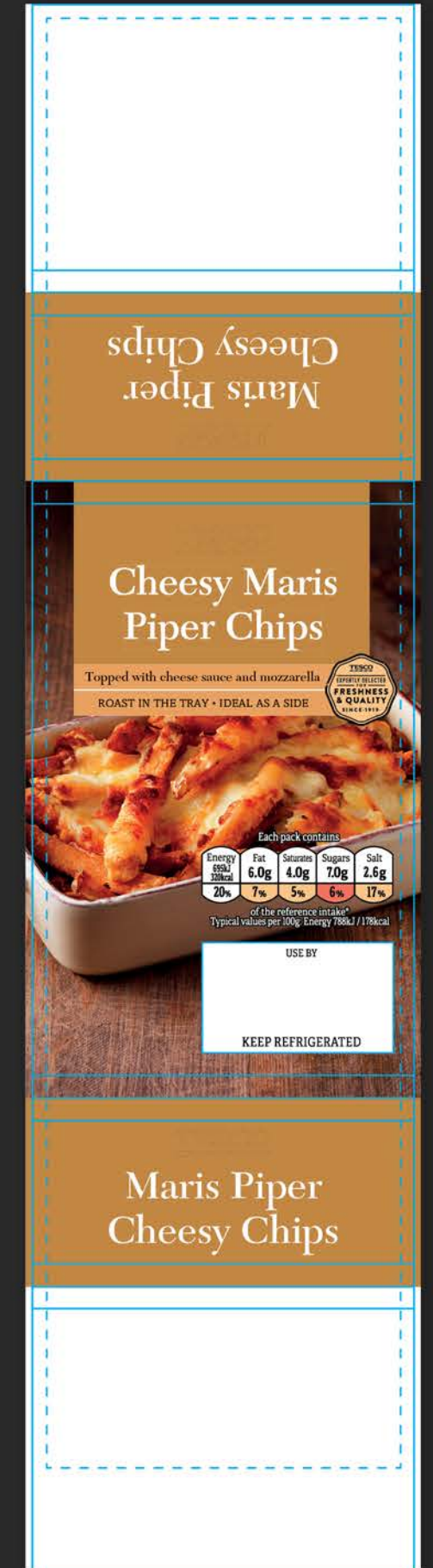
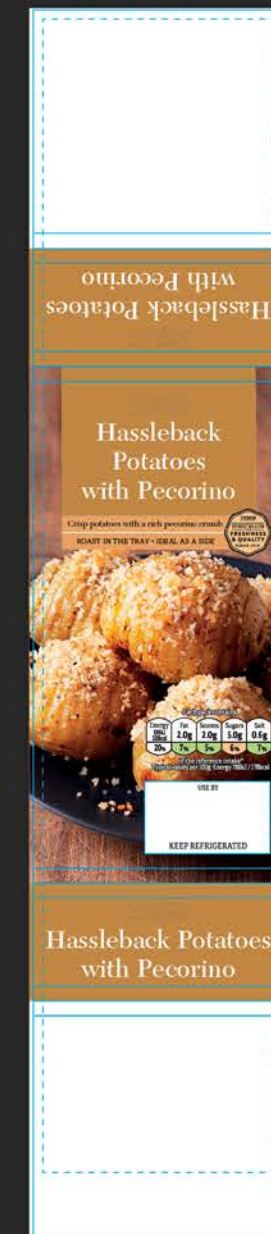
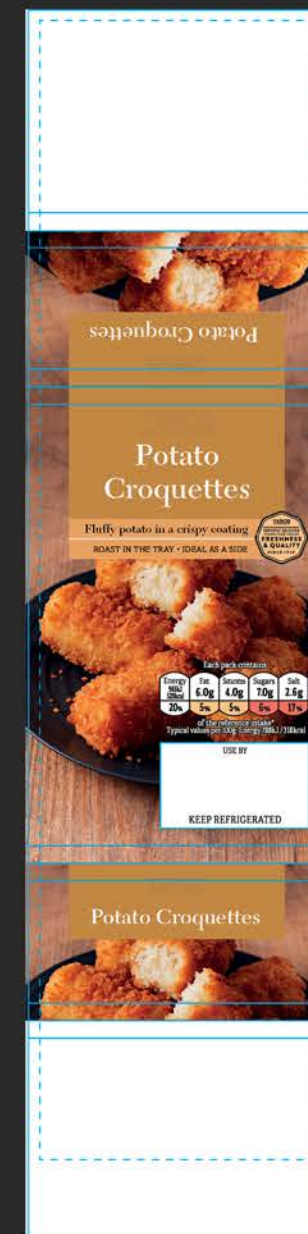
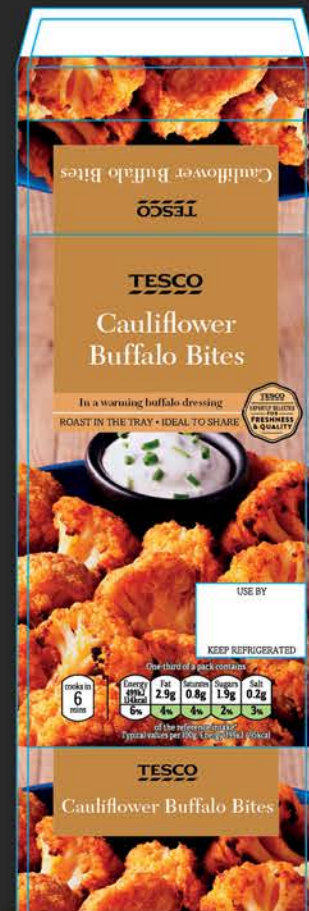
	2017	2016	Change
Sales	1,525.6	1,345.8	13%
Gross profit	882.5	802.5	10%
Adjusted operating profit before acquisition-related items	223.5	200.8	11%
Impairment of goodwill and other acquisition-related items	(1.0)	(11.3)	10.3
Bargain purchase on acquisition	(41.0)	(41.0)	0.0
Amortisation and impairment of acquisition-related intangibles	(19.5)	(26.9)	7.4
Depreciation of acquisition-related fair value adjustments to tangible assets	(0.7)	(0.2)	(0.5)
Net acquisition-related costs and fair value adjustments	(64.2)	(101.1)	36.9
Operating profit	182.4	38.3	144.1
Profit on disposal of businesses	(100.0)	(100.0)	0.0
Net gain/(loss) on revaluation of short-term inter-company loan balances	1.3	(1.3)	2.6
Net bank interest costs	(4.0)	(4.0)	0.0
Unwinding of discount factor on deferred and contingent consideration	(0.7)	(0.7)	0.0
Net interest cost on pension plan obligations	(0.1)	(0.1)	0.0
Other finance costs	(0.1)	(0.1)	0.0
Profit before tax	278.4	218.4	60.0

Report front cover

Report spreads

Packaging

I was asked to create some food packaging labels. Here are some examples.



Various food packaging labels

Press & flyers

I was asked to create some press adverts and flyers. Here are some examples.

Protect your energy price
e-on

Enjoy 12 months' peace of mind

Get a quote
eonenergy.com
0333 202 458

Acepero mo velibus nasaestrum ellorenimpor as molorae. Tur re eliquat. Sequam relumqui as eturbis quatur reptiae ptiumquas ex es parum vo lore volorum suntio. Ihil magnitatem nobis sitas ex et lamrerum ra sam et

Press advert

Fix your energy price

Enjoy 12 months' peace of mind, and award-winning customer service too. Plus, switch today you could save up to £200.

Get a quote
eonenergy.com
0333 202 458

Protect against the unexpected
e-on

Accepto mo velibus nasaestrum ellorenimpor as molorae. Tur re eliquat. Sequam relumqui as eturbis quatur reptiae ptiumquas ex es parum vo lore volorum suntio. Ihil magnitatem nobis sitas ex et lamrerum ra sam et

Press advert

Protect your energy price
e-on

Switch today and you could save up to £200

Fix your energy price and you'll get 12 months' peace of mind, and award-winning customer service too.

Get a quote
eonenergy.com
0333 202 458

Accepto mo velibus nasaestrum ellorenimpor as molorae. Tur re eliquat. Sequam relumqui as eturbis quatur reptiae ptiumquas ex es parum vo lore volorum suntio. Ihil magnitatem nobis sitas ex et lamrerum ra sam et

Press advert

Your 'Yeesss! saved again' tariff

Save over £100 on average*

Switch to Go Online 1 Year

- ✓ Online Exclusive
- ✓ Protect your energy prices
- ✓ Award winning service

Discover the right tariff for you
To get a quote, visit
eonenergy.com/switch

e-on

*Saving quoted is calculated for dual-fuel customers on unrestricted meters, using the national average price across all regions of standard variable tariffs, just in respect of payment or other discounts, of large suppliers at Ofgem typical domestic consumption and switching to E.ON Go Online 1 Year, paying by fixed monthly Direct Debit, managing account online with paperless billing and receiving a Dual Fuel discount. Not available to prepayment customers.

A5 flyer front

Discover the right tariff for you today

- Save over £100 on average***
- Tracks below average market price***
- No exit fees**

Your 'Yeesss! saved again' tariff
Switch to Go Online 1 Year

Your 'One less thing to think about' tariff
Switch to Cap and Track

Your 'Let's talk in 2 years' tariff
Switch to Fixed 1 or 2 Year*

Get a quote today
Visit eonenergy.com/switch
Call 0333 202 458

e-on

*Saving quoted is calculated for dual-fuel customers on unrestricted meters, using the national average price across all regions of standard variable tariffs, just in respect of payment or other discounts, of large suppliers at Ofgem typical domestic consumption and switching to E.ON Go Online 1 Year, paying by fixed monthly Direct Debit, managing account online with paperless billing and receiving a Dual Fuel discount. Not available to prepayment customers.

*We use the Energy Retail Price Index™ created by Energylink to track the energy market and calculate average market price. This is calculated for residential customers using Ofgem typical domestic consumption at medium use and prices are reviewed quarterly. Dual Fuel customers paying by fixed monthly Direct Debit only.

*Not available for prepayment customers.

A5 flyer back

Out of home advertising

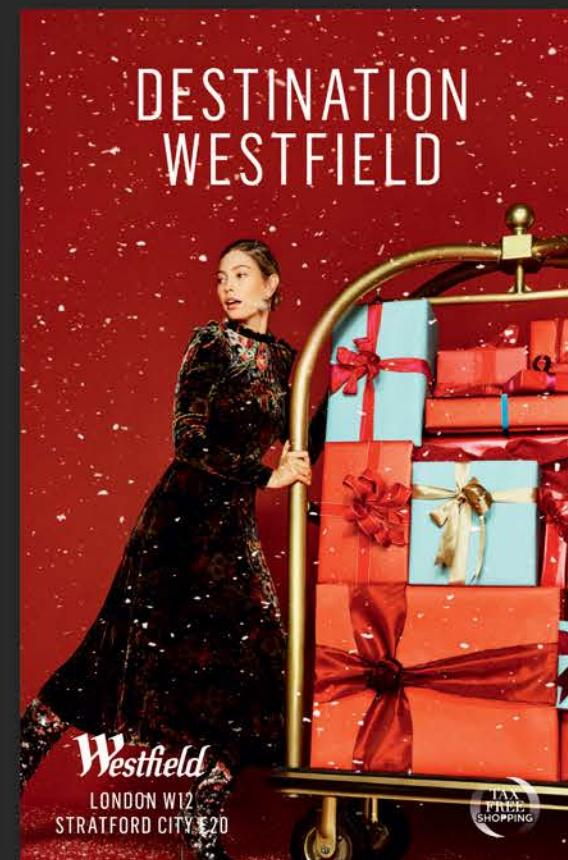
I worked on the Westfield Christmas advertising campaign. This involved creating many different artwork elements for out of home advertising. Here are some examples.



Taxi artwork in situ



Bus artwork in situ



Press advert



Taxi artwork



Taxi receipt



Taxi receipt in use



Bus artwork

In-store advertising

I worked on the Westfield Christmas advertising campaign. This involved creating many different artwork elements for in-store advertising. Here are some examples.



Escalator side



Round decal



Lift door artwork in situ



Lift door artwork



Small door decal



Large door decal

Advertising hoarding & window vinyl

I was set the task of creating artwork from an existing creative for advertising hoardings and window vinyls. Here are some examples.



Picture of hoarding after installation



Hoarding artwork left



Hoarding artwork right



Window vinyl artwork



Window vinyl artwork in situ



Window vinyl artwork



Window vinyl artwork in situ

POS & press

I was asked to create many different POS elements and press adverts, as well as some digital gif banners. Here are some examples.



Gif banner



Trade advert



Window banner



Shelf barker



FSDU graphic



E-newsletter

POS & press

I was asked to create many different POS elements and press adverts. Here are some examples.

MOVE MORE WIN MORE

100s OF PRIZES EVERY DAY

any 2 for **£2**

Lucozade SPORT

Tough Goals Sport fitbit charge 2. PUREGYM

DOWNLOAD THE LUCOZADE SPORT APP NOW

Download on the App Store GET IT ON Google Play

UK 18+. No purchase necessary. 5000 steps/other exercise = 1 entry between 1.5.17 - 25.7.17. 1 prize per day. 200 daily prizes (Fitbits to drink bottles), 1 weekly prize if entered 3 days in a week (event tickets for 2). Max 10 entries per day + 1 bonus with purchase. Full T&Cs: lucozadesport.com. Google Play and the Google Play logo are trade marks of Google Inc. Apple and the Apple logo are trade marks of Apple Inc. App Store is a service mark of Apple Inc. Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. LUCOZADE, LUCOZADE SPORT and the Arc Device are registered trade marks of Lucozade Fibersa Sanitary Limited. ©2017 Lucozade Fibersa Sanitary Ltd. All rights reserved.

Shelf barker

MOVE MORE WIN MORE

WITH THE #1 SPORTS DRINK IN THE UK

- LUCOZADE SPORT IS WORTH **£107M** WITH **73%** SHARE OF THE SPORT CATEGORY
- SUPPORTING **£3.5M** CAMPAIGN TO GET THE NATION MOVING
- ACTIVATION INCLUDES ON-PACK, OOH, DIGITAL, & IN-STORE

100s OF PRIZES EVERY DAY

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STOCK UP NOW **DOWNLOAD THE APP**

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A4 Trade advert

MOVE MORE WIN MORE

100s OF PRIZES EVERY DAY

any 2 for **£2**

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Shelf strip

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100s OF PRIZES EVERY DAY

any 2 for **£2**

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Chiller fin

POS & press

I was asked to create many different POS elements and press adverts. Here are some examples.



Pallet wrap header



Trade advert



Pallet wrap mockup



Pallet wrap front



Pallet wrap sides



Trade advert



Shelf barker



Trade advert

POS

I was asked to produce many different POS elements. Here are some examples along with the below image which shows stores where they should display the window poster.



Hanging board



Window poster



Large shelf talker



Car park banner



Window poster in situ

Visualising

I was supplied with the POS elements on the right and asked to drop them on to the below computer generated image to show them in situ.



Supplied artwork shown in situ

Win a new Peugeot 2008 Crossover

Tesco Baby Club and Peugeot are giving you the chance to win the perfect family car.

Enter today via Twitter @TescoBabyClub or tesco.com/babyclub

WIN

Aptamil™ Growing Up Milk with Pronutra+

Features a unique blend of ingredients to keep your toddler's diet with key nutrients including iron to support normal cognitive development and Vitamin C to support bone development.

www.apamil.co.uk

Not available for all our customers there is a limit of 4 units per customer on Growing Up Milk powders.

See www.apamil.co.uk for more details.

Discover even more online Tesco.com

Baby & Toddler Event

This way

Save 1/3

Selected Pre-school Toys
see shelf edge for details

TESCO LOVES BABY **TESCO LOVES TODDLER**

Discover even more online Tesco.com

Supplied artwork

Baby & Toddler Event

Go to aisle to see our great offers and prices in store today

Buy 1 get 1 free

All Pampers Essential Pack Nappies
see shelf edge for details
Discover even more online Tesco.com

£1

Huggies Pure Baby Wipes
see shelf edge for details
Discover even more online Tesco.com

£7.50

Huggies Pure Baby Wipes 9x64
see shelf edge for details
Discover even more online Tesco.com

Windows

Burton were one of my regular clients, I was always called upon to update the window posters each season as shown in the visuals on this page.



3 Panel window visuals



1 Panel window visual



3 Panel window visuals



1 Panel window visual



1 Panel window visual

Outdoor signage

I was set the task of producing various elements of signage for Sport Relief games as well as producing in situ visuals. Here are some examples.



Signage elements in situ



Different signage elements

POS

I produced different artwork elements for Budgens and Londis accounts. Here are some examples.



Shelf talker



A3 Poster



A3 Poster



A3 Poster



4 Page voucher tear off booklet front and back



4 Page voucher tear off booklet inside

POS & press

I was given special projects and asked to create artwork for various types of product posters. This helped develop my skills for retouching and comping different products to look like they are from one shoot.



Ooops ...we did it again!

available in-store now

CIMAROSA

The Cimarosa World Wine Collection is an award winning range of wines exclusively available from Lidl. Some of the finest wines from South Africa, Australia, California and Chile have been specially selected for your enjoyment. Whether you like deep fruity reds or fresh crisp whites you are bound to find the perfect choice for any occasion.

Also, from the 25th August you can pick up a Cimarosa wine carrier in-store, choose any 6 bottles of red, white or rosé wine and save a further £2 at the till.*

Get A Further £2 OFF

South African Chardonnay Colombard
• 13.5% vol.
• 75cl

"The sort of wine that South Africa produces so effortlessly. Dry, fresh, fruity and mouth. As easy to drink without food as with."
R. Bampfield

84 GOOD

3.79 Each

South African Pinotage
• 14% vol.
• 75cl

"Pinotage is a grape that is only grown in South Africa, where it produces distinctive, full-bodied reds with good sweetness of fruit and, often, a warm, earthy character."
R. Bampfield

83 GOOD

3.99 Each

South African Merlot
• 14% vol.
• 75cl

"Sweet fruit, flavoursome, fair flesh and some freshness to balance. Pretty sound effort."
R. Bampfield

85 VERY GOOD

4.29 Each

Chilean Cabernet Sauvignon
• 13% vol.
• 75cl

"Chile produces delightful Cabernet Sauvignons, with crisp blackcurrant fruit and pleasing briskness of flavour. This is dry, fruity and refreshing, with no heaviness."
R. Bampfield

83 GOOD

3.69 Each

Chilean Pedro Jimenez
• 13% vol.
• 75cl

"Pedro Jimenez may not be one of the best known grape varieties, but it is proving itself to be quite a find. This is fresh, dry, zesty and flavoursome - it makes for very easy, refreshing drinking."
R. Bampfield

84 GOOD

3.99 Each

Chilean Merlot
• 12.5% vol.
• 75cl

"Merlot has proved wonderfully successful in Chile, precisely because it produces dry, easy-drinking reds such as this. Now mature, drink on its own or with red meats."
R. Bampfield

82 GOOD

3.89 Each

Australian Shiraz
• 14% vol.
• 75cl

"Australia produces this style of Shiraz so effortlessly. Sweetly fruited, notes of spice and oak, but overall simply flavoursome and eminently drinkable."
R. Bampfield

84 GOOD

3.99 Each

Australian Cabernet Sauvignon
• 13% vol.
• 75cl

"Brisk, dry, flavoursome style of Cabernet. As so often with wines made from this grape, best drunk with food, such as grilled meats and hard cheeses."
R. Bampfield

83 GOOD

4.29 Each

Australian Chardonnay
• 13% vol.
• 75cl

"This is a good example of how Australia has moved away for the big, oaky blockbuster of yesterday. Dry, not too heavy and refreshing, very versatile and easy drinking."
R. Bampfield

85 VERY GOOD

3.99 Each

Richard Bampfield
Master of Wine

Richard Bampfield has worked in the wine business for over 30 years. For the last 12 years, he has run his own business specialising in wine public relations, corporate wine events and trade consultancy.

Richard is one of only 280 Masters of Wine in the world, a title which sets high expectations and which demands that his knowledge of the wine business and wine tasting remains fully up to date. Richard has tasted and reviewed our award winning Cimarosa range and above are a fine selection of our favourites which prove quality wines don't have to break the bank!

100 Point Rating System

This system of rating wines was first used by Robert Parker in The Wine Advocate and is used by many critics and in wine competitions around the world.

A mark below 70 means a below average wine, 70 - 79 is an average wine, 80 - 89 indicates a wine that is good to very good, and 90 or over means an outstanding wine. In practice, wines scoring in the low 80's are sound, and a score in the high 80's indicates something special.



Over 250 own brand Award Winners and still counting...



Awards wrap spread

Filtering out the competition!

Our Putinoff vodka out-performed big brands such as Belvedere, Finlandia, Skyy and many more big names - and at less than £10 it is incredible value for money!
International Spirits Challenge 2012



Filtering out the competition!

Our Putinoff vodka out-performed big brands such as Belvedere, Finlandia, Skyy and many more big names - and at less than £10 it is incredible value for money!
International Spirits Challenge 2012









Just when you thought it couldn't get any better it does!

We've now distilled our Putinoff an amazing 5 times!!!

To see more award winning products visit www.lidl.co.uk

Putinoff Vodka, 500ml, 40% vol. drinkaware.co.uk for the facts

Award press advert

Thanks for your time