



ANDY
STANTON

AWARD WINNING BRAND
ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>

QUICK OVERVIEW>>>

SENIOR CREATIVE WITH 20+ YEARS
EXPERIENCE IN CREATING
SUCCESSFUL AND AWARD-WINNING
CAMPAIGNS IN BTL/ACTIVATION FOR
RETAIL/SHOPPER/BRAND EXPERIENCE
AND PROMOTIONAL MARKETING.

A CONCEPTUAL ART DIRECTOR
WITH PROVEN COPYWRITING
SKILLS. HANDS-ON APPROACH
FROM SCAMPS TO VISUALISING.
CLIENT FACING & RELISHES GETTING
STUCK INTO BRIEFS AND PITCHES
WITH A TRUE PASSION FOR
STRATEGIC AND CREATIVE
PROBLEM SOLVING.

BELIEVES ACTIVATION IS AN
APPROACH, NOT JUST PURELY AN
EXECUTIONAL DISCIPLINE.

PASSIONATE ABOUT THE UNIQUE ROLE
ACTIVATION PLAYS IN ALL ASPECTS
OF OMNICHANNEL COMMS.

MISCELLANEOUS >>

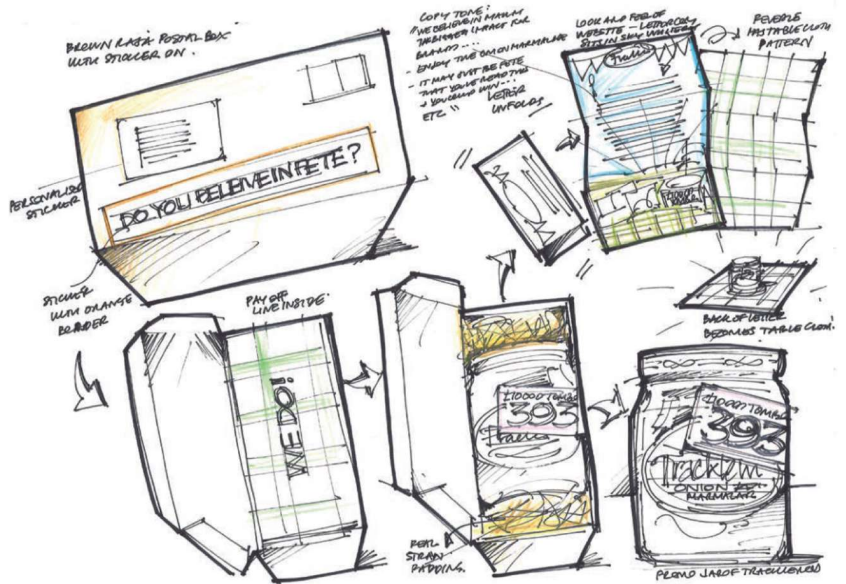
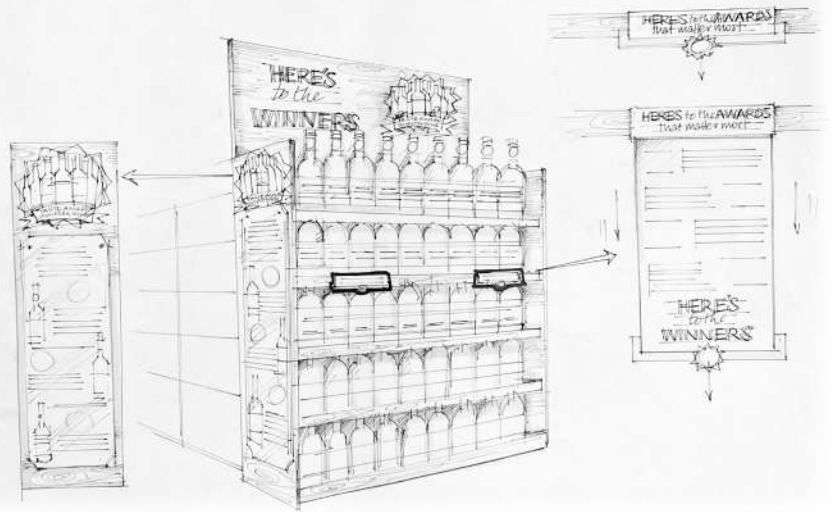
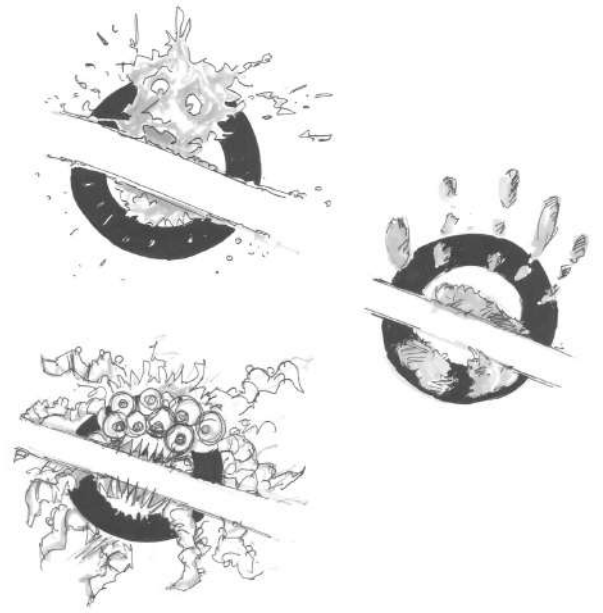
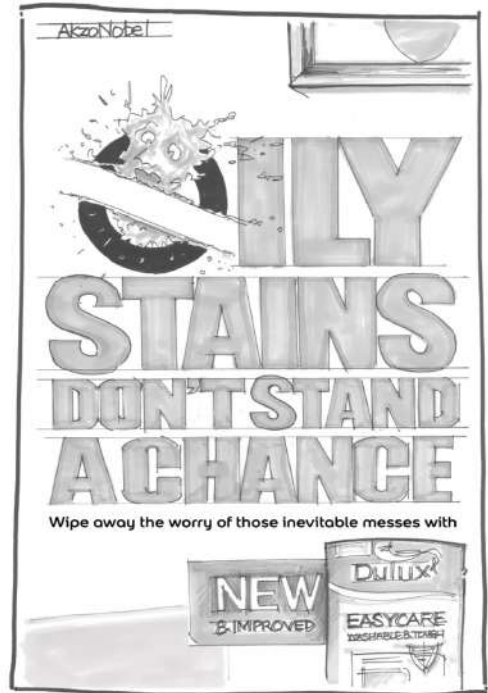
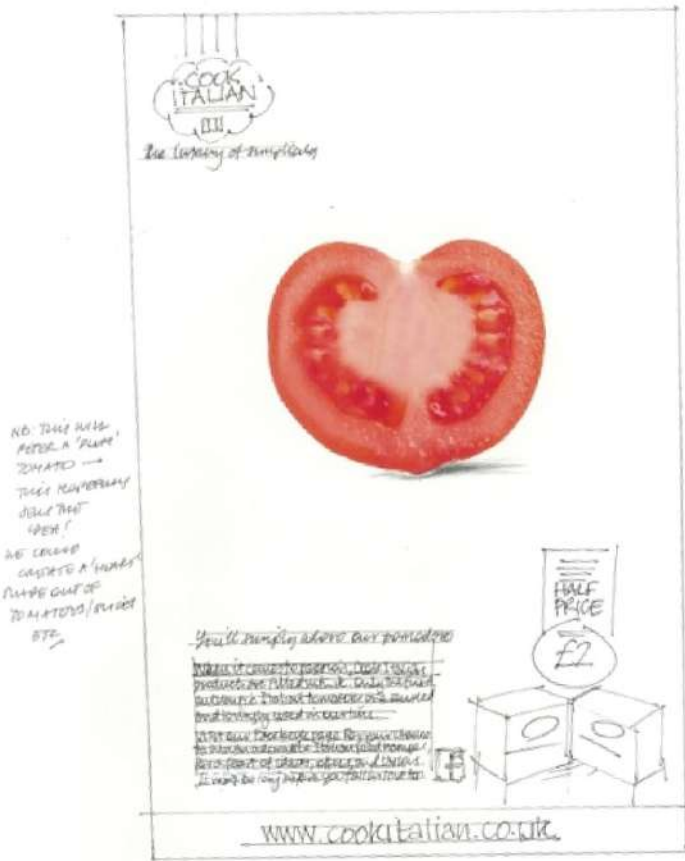
- > RUNS A GUINNEA PIG HOTEL
- > POLO MINTS MAKE HIM SNEEZE

.....

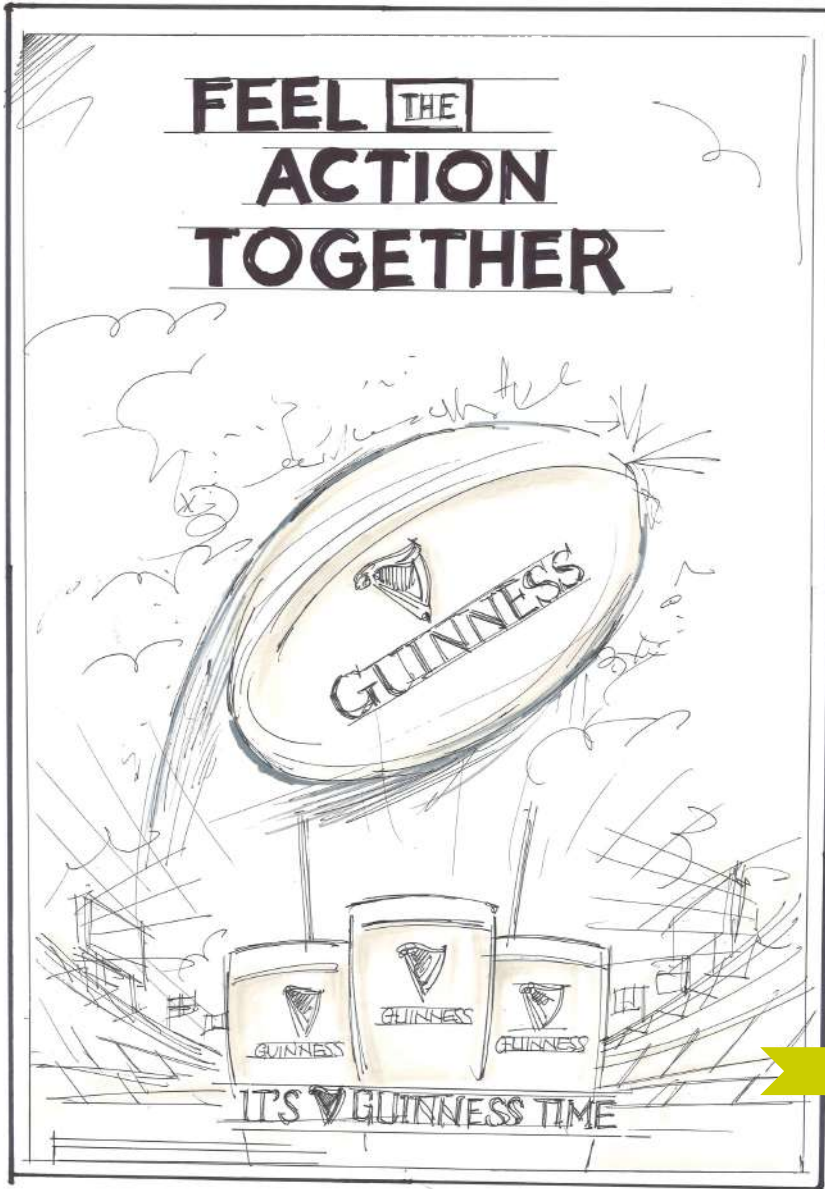
QUICK GLANCE AT SCALEABLE INCENTIVISED ACTIVATIONS I'VE CREATIVELY CONCEIVED & DIRECTED >>>



PEN/PAPER SCAMPS VISUALISATION >>>



OVERSEEING THE CREATIVE PROCESS FROM SCAMPS THROUGH ART DIRECTION TO FINAL HI-RES ASSETS >>>





COOK ITALIAN
Ingredienti Italiani
The luxury of simplicity.

You'll simply adore our pomodoro
Straight from the heart, only the freshest, carefully selected Italian tomatoes go into our products. Visit our Facebook page and join the Cook Italian Tasting Club, for a feast of offers, suggestions and even a chance to win a bellissimo Italian food hamper. You'll soon be falling in love with all our other products too.

www.facebook.com/CookItalianUK
www.cookitalian.co.uk



AkzoNobel
Dulux TRADE

WIN INSTANTLY
including £5 Costa coffee Gift Cards

ASK HOW TO
WIN WIN
WITH DULUX TRADE
IN STORE TODAY

1000s OF PRIZES
TO BE WON

Full details visit
DuluxTradeWINWIN.co.uk



Dulux TRADE
AkzoNobel

WIN EVERY WEEK
including a brand new van worth £26,800

ASK HOW TO
WIN WIN
WITH DULUX TRADE
IN STORE TODAY

1000s OF PRIZES
TO BE WON

For full details visit
DuluxTradeWINWIN.co.uk

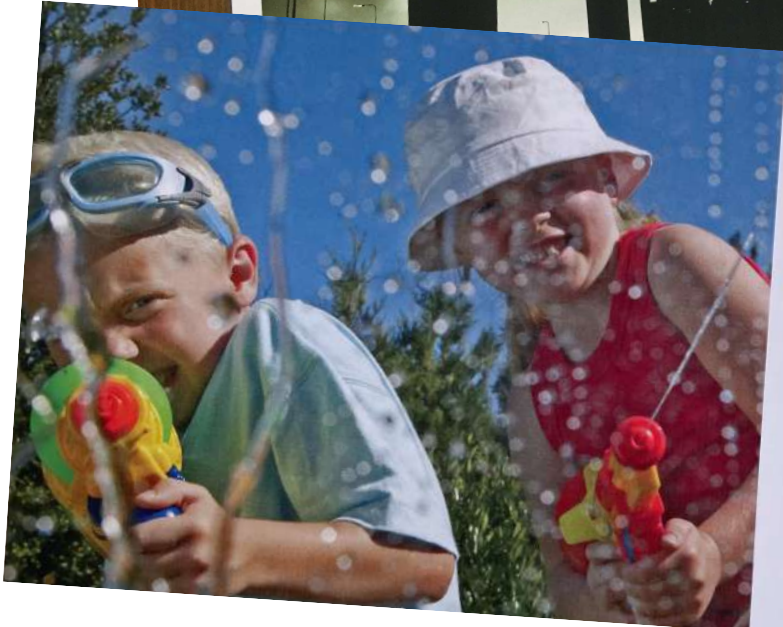
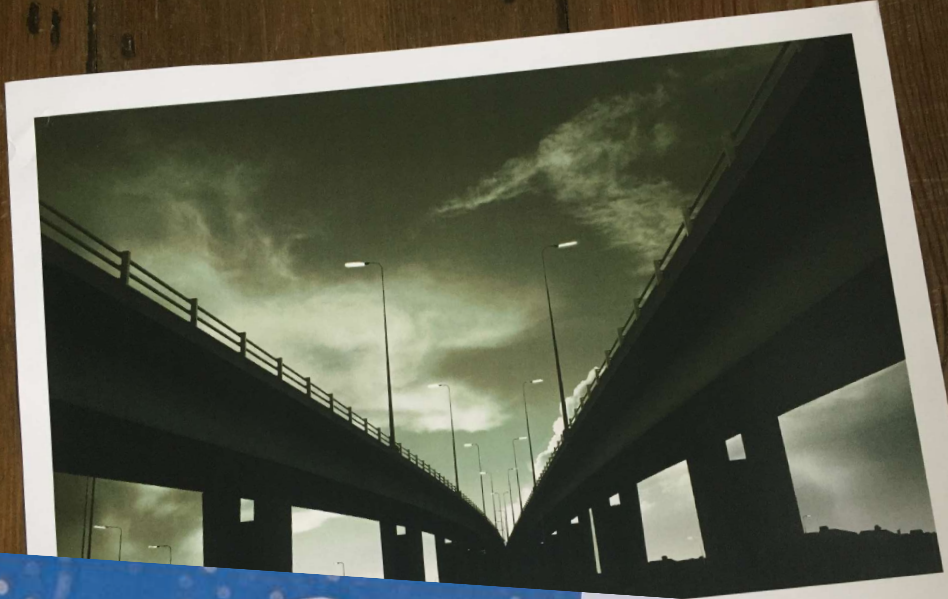


CATCH THE ACTION TOGETHER

GUINNESS

IT'S GUINNESS TIME

www.guinness.co.uk



Tasty relief for little squirts



For diarrhoea and dehydration

TESCO Cars .com

All cars sold are RAC inspected and approved



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Not rusty

You can sit back and relax when you buy from Tesco Cars

- Free Platinum RAC warranty
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IMPACT AT SHELF >>>

MEMORABLE
PRODUCT
BENEFIT
COMMS



MAKING COMPLEX CHOICE DIGESTIBLE



UNPOWERED PRODUCT BENEFIT DEMO (LENTICULAR)



RUM
FLAVOURED
BEER

Drink Responsibly. Captains Orders! The CAPTAIN MORGAN word and associated logos are trade marks. © Captain Morgan Rum Co. 2015. For the facts:

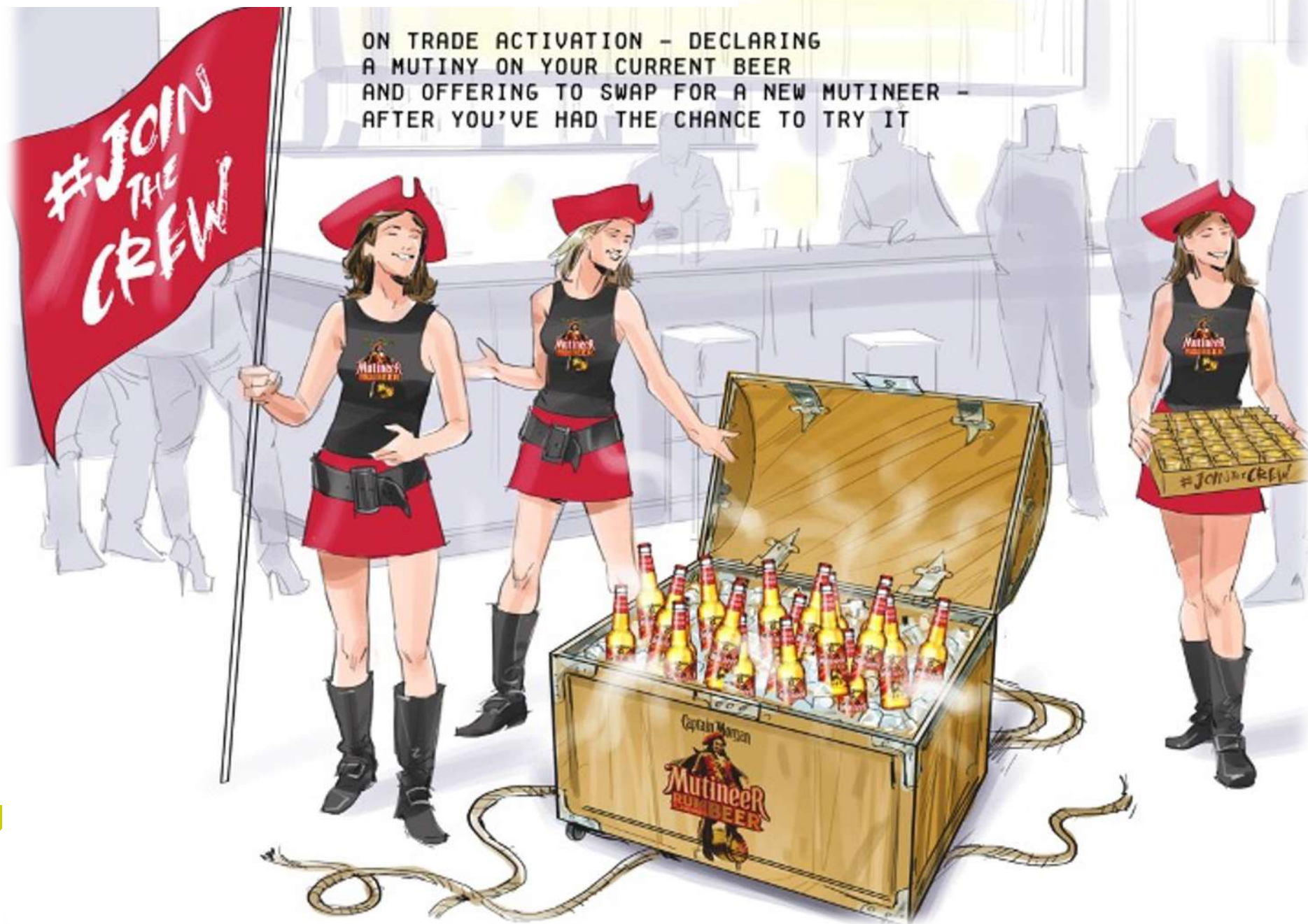
drinkaware.co.uk

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ITEMS >>>

ON TRADE - FACE TO FACE EXPERIENCE

ON TRADE ACTIVATION - DECLARING
A MUTINY ON YOUR CURRENT BEER
AND OFFERING TO SWAP FOR A NEW MUTINEER -
AFTER YOU'VE HAD THE CHANCE TO TRY IT



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ITEMS >>>

OFF TRADE - CHILLED FOYER DISPLAY



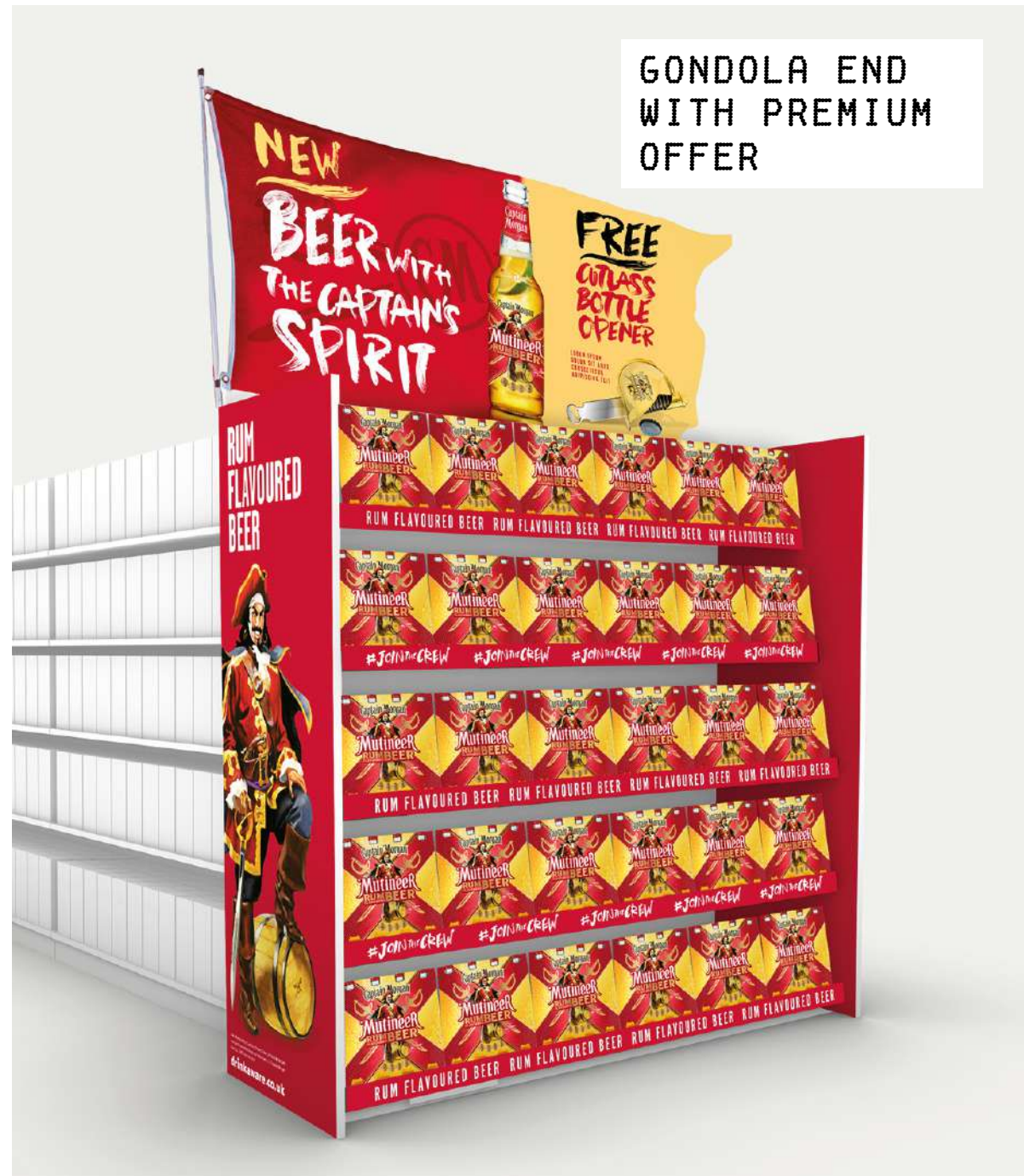
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ITEMS >>>

OFF TRADE

FSDU



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AWARD WINNING BRAND
ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>

OFF TRADE

BAY



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ITEMS >>>

'STOWAWAY' - HOME DELIVERY SAMPLING



ON TRADE - PREMIUM SERVE MERCH



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ITEMS >>>



RETAIL EASTER OCCASION PLATFORM

Make a
FEAST of
EASTER

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ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>

RETAIL EASTER OCCASION PLATFORM



RETAIL EASTER OCCASION PLATFORM



Seasonal Aisle Header



Seasonal Aisle Barker



Seasonal Aisle Fins



RETAIL EASTER OCCASION PLATFORM



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RETAIL OCCASION PLATFORM



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ITEMS >>>

butter-fly
to the
snack
aisle!

CHOMP!



The
NEW

CHOMP!

-IONS
of
SNACK
TIME!

our NEW Melty Hoops, Oaty Biccies, Butterfly Pops toddler snacks will encourage your little *CHOMP!*-ions to explore their senses & continue to try the best new foods for their tummies and in turn grow into the world's most beautiful butterflies.



Ella's
kitchen

eat
play
love

with the Very
Hungry
Caterpillar



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ITEMS >>>



melty hoops



CHOMPI

A YUM-VITATION to healthy snacking!

Dear

Parents, Grandparents and Guardians of older Little ones. You're ALL invited to join us for very special playdates with our NEW healthy, sensory (and most importantly -YUMMY) snacks for children over 12 months old along with our NEW 'taste-buddy' - The Very Hungry Caterpillar.



oaty biccies

What?

our NEW Melty Hoops, Oaty Biccies, Butterfly Pops snacks will encourage little CHOMP!-ions to explore their senses to continue to try the best new foods for their tummies!

butterfly pops



Why?

We want to help your own hungry caterpillars develop how they Eat. Play. Love. and in turn grow into the world's most beautiful butterflies.

When?

Available at retailers nationwide

NEW



eat play love

with the Very Hungry Caterpillar

CHOMPI

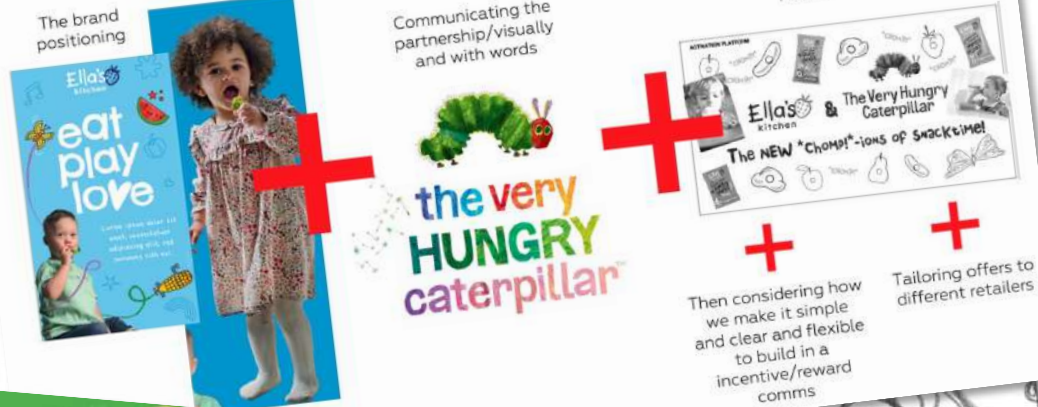


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ITEMS >>>

SNACK-TIVATION PLATFORM - STRATEGIC OVERVIEW/CTA VARIATION/RETAILER FOCUS

Translating the activation platform to fit within it



Strategic Comms overview



ATTRACT
Highlight the key snack line that proposition to parents

INTERACT
Encourage parents to get their kids to explore/sensor-ally

ACT
Activate parents with an engaging incentive for their child

RE-ENACT
Remind parents of the range to try and further incentivize

CTA VARIATION

YOU'D BUTTERFLY TO THE SNACK AISLE!

EXPLORE ALL THREE TODAY!

V1 FREE SNACK-TIVITY WITH EVERY PACK

V2 WIN SENSE-ATIONAL PRIZES & FREE SNACK-TIMITIES!

HAVE YOU TRIED THEM ALL YET?



RETAILER EXCLUSIVE

The NEW *CHOMPI*-IONS of SNACK TIME!

GRAB YOUR *CHOMPI*-IONS! SNACK PACK! FOR ONLY £XXX

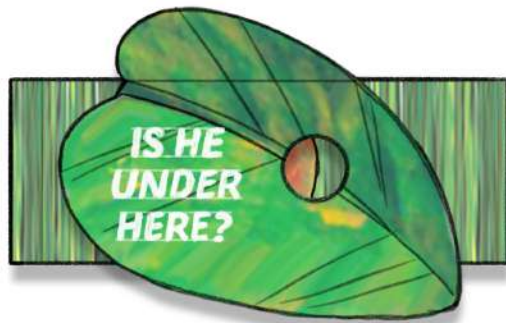
Contains 3 x Ella's Kitchen Multi-packs!

PLUS GET IT PERSONALISED AT OUR SNACK STATION FROM XX.XX.XX

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SNACK-TIVATION - INTERACTIVE POS



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ITEMS >>>

FINAL KEY VISUAL



AT FIXTURE



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AWARENESS EXECUTION IN ASDA

The billboard features two product bags on the left. The orange bag is labeled 'Ella's Kitchen THE VERY HUNGRY CATERPILLAR cheese + pickle butterfly pops' and 'I'm organic'. The pink bag is labeled 'Ella's Kitchen THE VERY HUNGRY CATERPILLAR strawberry + apple oatly biccies' and 'I'm organic'. Both bags include '12+' age suitability, 'play + explore' icons, and '5x BOG' (buy one get four free) offers. A large, colorful caterpillar cutout is positioned in the center, and a large butterfly cutout is in the top right. The background is blue with the text 'the chOmPions of snAck time' in a playful font. At the bottom, it says 'Ella's kitchen + the very HUNGRY caterpillar' and includes the 'ERIC CARLE' logo. The bottom edge of the billboard has a grass border.

RETAILER ACTIVATION -
INTERACTIVE WINDOW

Miele

REVEAL THE MAGIC

**SCAN
TO PLAY**



RETAILER ACTIVATION -
INTERACTIVE WINDOW

Miele

Miele

**REVEAL
THE
MAGIC**

SCAN
TO PLAY



PASSERS BY WERE PROMPTED TO
SCAN QR CODE AND CONTROL
VACCUUM CLEANER AROUND THE
SCREEN LIKE A SCRATCH CARD

Miele

**USE YOUR
FINGER ON
YOUR PHONE...**



**SCAN
TO PLAY**



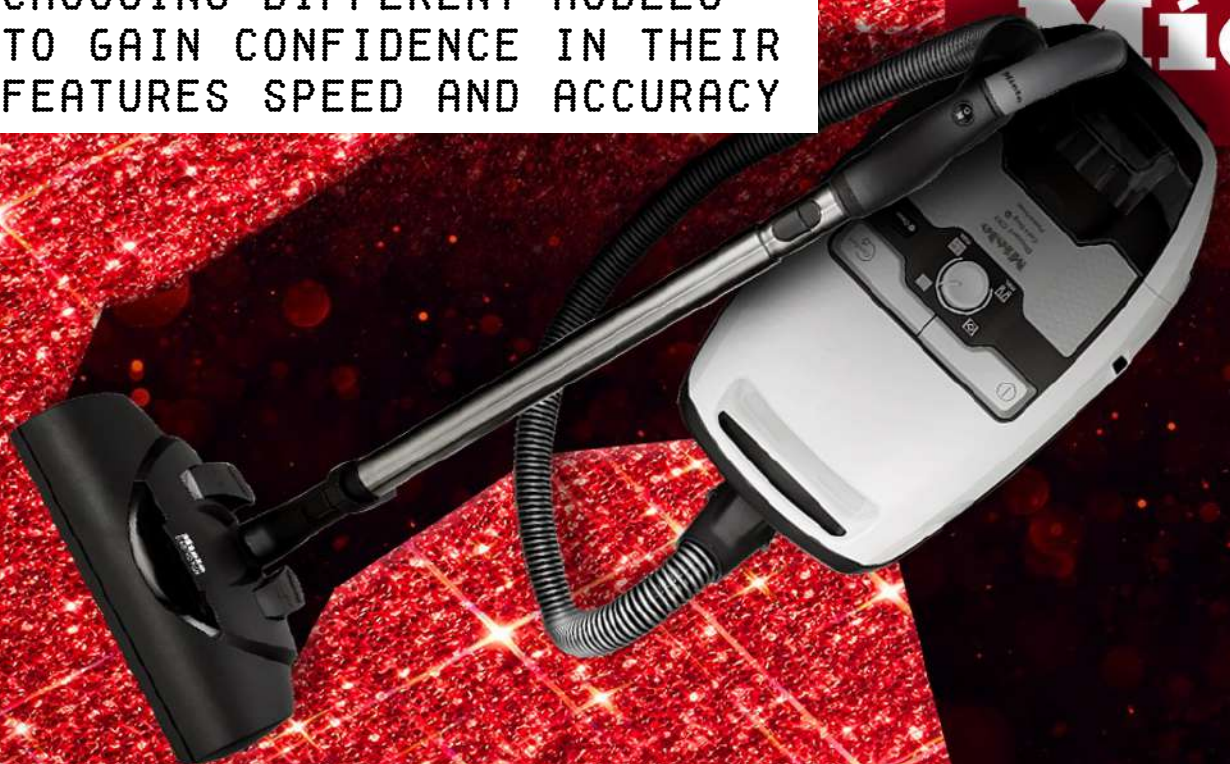
**TO REVEAL
OUR PRIZE**



CHOOSING DIFFERENT MODELS
TO GAIN CONFIDENCE IN THEIR
FEATURES SPEED AND ACCURACY

Miele

14sec



OPAQUE OLED SCREEN BECAME
TRANSPARENT REVEAL WINNING
PRIZE IN WINDOW ITSELF

Miele



LOOPING SCREEN SAVER



HOW TO PLAY + SHOPPER PARTICIPATION PORTLE VIA QR



PRODUCT CHOICE



COUNTDOWN TO PLAY



GAMEPLAY



GAMEPLAY



LOWER REWARD TO DRIVE FOOTFALL @NEWSLETTER SIGNUP + FPD ENTRY



WINDOW INSTANT REAL PRODUCT REVEAL VIA TRANSPARENT OLED SCREEN



SHOPPER TOOLKIT - POSTER

Dulux let's colour

AkzoNobel

Simply Refresh

Get it done in 1 COAT

NEW

LESS PAINT*
MORE COVERAGE*
QUICK TO ENJOY!

Dulux Simply Refresh ONE COAT

Simply Refresh ONE COAT

*Terms and conditions apply, please visit Dulux.co.uk/ocguarantee. When Pure Brilliant White is used over dark colours, an additional coat may be required to achieve the desired finish. Less Paint needed compared to two coats of Dulux Matt. More Coverage compared to Dulux Matt.

CAR PARK BANNERS

Dulux let's colour

AkzoNobel

Simply Refresh

Get it done in one

1 COAT GUARANTEE

NEW

Dulux Simply Refresh ONE COAT

Simply Refresh ONE COAT

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AT SHELF

Dulux let's colour

AkzoNobel

Simply Refresh

Get it done in one

1 COAT GUARANTEE

LESS PAINT*
MORE COVERAGE*
QUICK TO ENJOY!

Simply Refresh

*Terms and conditions apply, please visit Dulux.co.uk/ocguarantee. When Pure Brilliant White is used over dark colours, an additional coat may be required to achieve the desired finish. Less Paint needed compared to two coats of Dulux Matt. More Coverage compared to Dulux Matt.

SHOPPER TOOLKIT - AISLE END HOT SPOT

NEW

LESS PAINT*

MORE COVERAGE*

QUICK TO ENJOY!

Simply Refresh

It's done in 1 COAT GUARANTEED

Dulux

Simply Refresh ONE COAT

Sapphire Solute™

MATT for walls & ceilings

1 COAT GUARANTEE*

LESS PAINT*

MORE COVERAGE*

QUICK TO ENJOY!

Simply Refresh

1 COAT GUARANTEE*

Simply Refresh

PICK UP A TESTER TODAY

AkzoNobel

*Based on comparative testing against other Dulux paint formulations. Coverage and drying times may vary. See product label for full details. © 2014 AkzoNobel. All rights reserved. Dulux and Simply Refresh are trademarks of AkzoNobel. Simply Refresh is a registered trademark of AkzoNobel. All other trademarks are the property of their respective owners.

SHOPPER TOOLKIT - RETAILER DIGITAL & SOCIAL

Dulux
let's colour

NEW

Simply Refresh

Get it done in one

1 COAT GUARANTEE*

AkzoNobel

DISCOVER MORE

Terms and conditions apply

Dulux
let's colour

NEW

Simply Refresh

Get it done in one

1 COAT GUARANTEE*

AkzoNobel

DISCOVER MORE

Terms and conditions apply

Dulux
let's colour

Simply Refresh

Get it done in one

1 COAT GUARANTEE*

AkzoNobel

Dulux
let's colour

NEW

LESS PAINT*
MORE COVERAGE*
QUICK TO ENJOY!

*Terms and conditions apply, please visit Dulux.co.uk/acguarantee

AkzoNobel

Dulux
let's colour

Simply Refresh

ONE COAT

1 COAT GUARANTEE*

AkzoNobel

AVAILABLE IN STORE

DISCOVER MORE

Dulux
let's colour

NEW

Simply Refresh

Get it done in one

1 COAT GUARANTEE*

AkzoNobel

DISCOVER MORE

Terms and conditions apply

BRAND EXPERIENCE IN SHOPPING CENTRES

YANKEE CANDLE®
SNOW GLOBE WONDERLAND
collection

Creating a magical Snow Globe Wonderland to shopping centres across Europe at Christmas

GIANT SNOW GLOBE FEATURED PRODUCT AROMAS AND SOCIAL SHAREABLE PHOTO OPPS & DRIVE TO STORE

IN STORE ACTIVATION
FEATURED SCAN
SHAKE & WIN
MOBILE MECHANIC

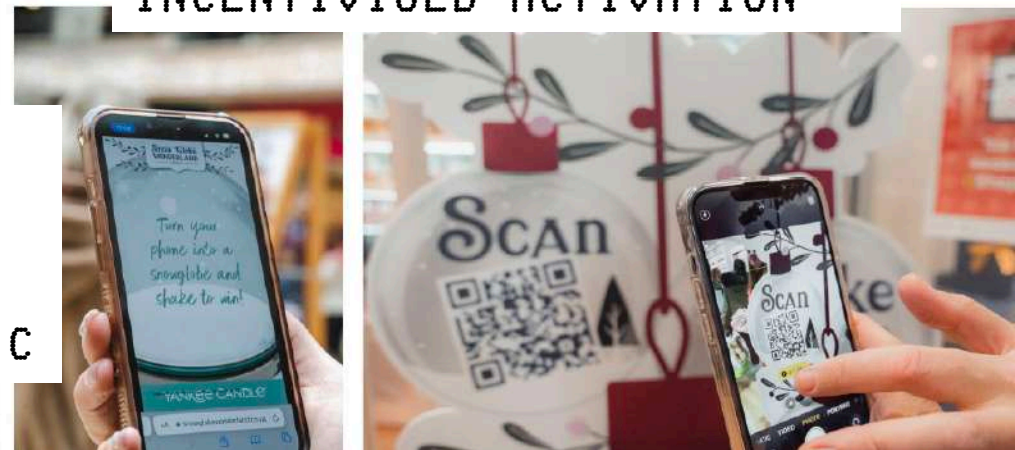
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ITEMS >>>



...SUPPORTED BY IN
INCENTIVISED ACTIVATION



BRAND ACTIVATION



BRAND ACTIVATION

THE CAFE DIRECT CONTAINER HOUSE REFLECTED THE ECOLOGICAL & ETHICAL PHILOSOPHY OF THE BRAND.

DELIVERED ON A LORRY TO FESTIVALS & OTHER SAMPLING VENUES.

THE **CAFÉDIRECT**
we are the growers
CONTAINER HOUSE

Discover your favourite & spill the beans...

100% FAIRTRADE!
AWARD WINNING PREMIUM COFFEES
50% OF PROFITS REINVESTED INTO GROWING COFFEES

WAYNE HEMMINGWAY WAS COMMISSIONED TO DESIGN ELEMENTS OF THE INTERIOR.

TRIAL WAS ENCOURAGED. SHARING ONLINE GAVE SHOPPERS THE CHANCE TO WIN AN TASTE ADVENTURE HOLIDAY TO PERU.



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ITEMS >>>

BRAND ACTIVATION



A greener commute

Sainsbury's has worked with Transport for London to make sure there are even more Barclays Cycle Hire bikes for you to use

Sainsbury's

Levi ROOTS

PUT SOME MUSIC IN YOUR GLASS

Hey Everyone,
SHOW US SOME LOVE and Help us raise money for COMIC RELIEF today!

Collect as many of my Special Levi notes as possible to fill up our Glass totaliser.

If we fill the Glass up to the top We Will Donate £2,000 to Comic Relief.

SO, C'mon! Put some music in our Glass!

One Love!!!

Levi ROOTS

30

£10

PLAY & WIN

£10

£10

£10

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GRAB A GRAND EXPERIENCE

Sainsbury's

£10



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CREATIVE DIRECTOR

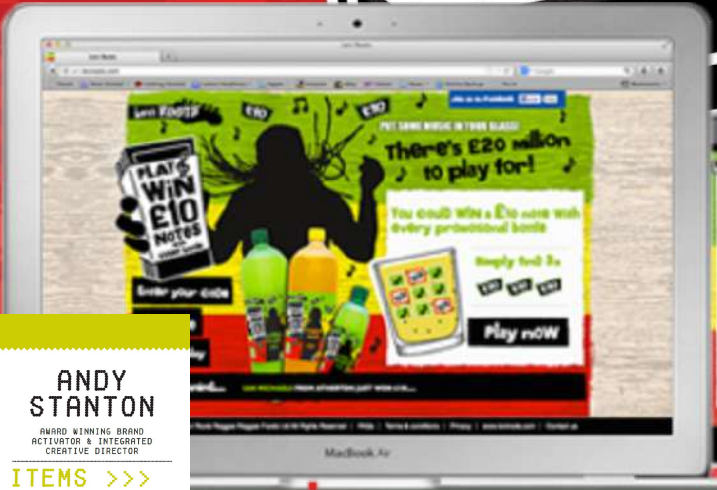
ITEMS >>>

SUPPORTING INCENTIVISED ACTIVATION ON PACK

**PLAY &
WIN
£10
NOTES**
With
EVERY bottle



GAMIFIED MOBILE EXPERIENCE



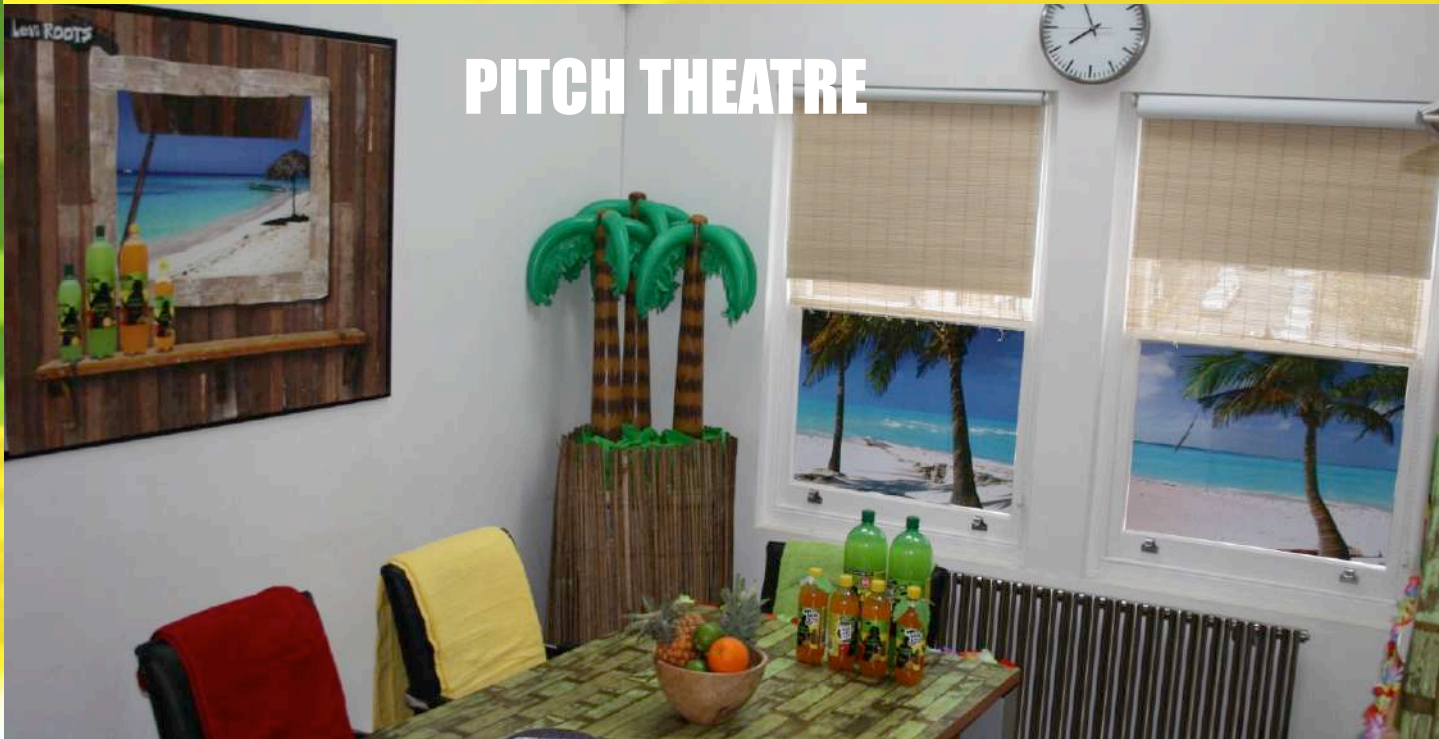
**FIND 3 MATCHING
SYMBOLS FROM 9
TO WIN A
REAL £10 NOTE**



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CAMPAIGN AMPLIFICATION



BRAND EXPERIENCE IN SHOPPING CENTRES



ONLINE MIX & SHARE EXPERIENCE



INCENTIVISED ACTIVATION PRIZE DRAW



FEATURED TOUCH SCREEN MUSIC & VIDEO MIXABLE JUKE BOXES & LARGE SCREEN



CHILLED SAMPLING

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INCENTIVISED ACTIVATION

Kellogg's[®] Back to School Breakfast



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WATCH - [HTTPS://WWW.ANDREWSTANTONITEMS.COM/KELLOGGS](https://www.andrewstantonitems.com/kelloggs)

IN STORE LAUNCH ACTIVATION



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ITEMS >>>

THE ON PACK ACTIVATION



THE PREMIUM



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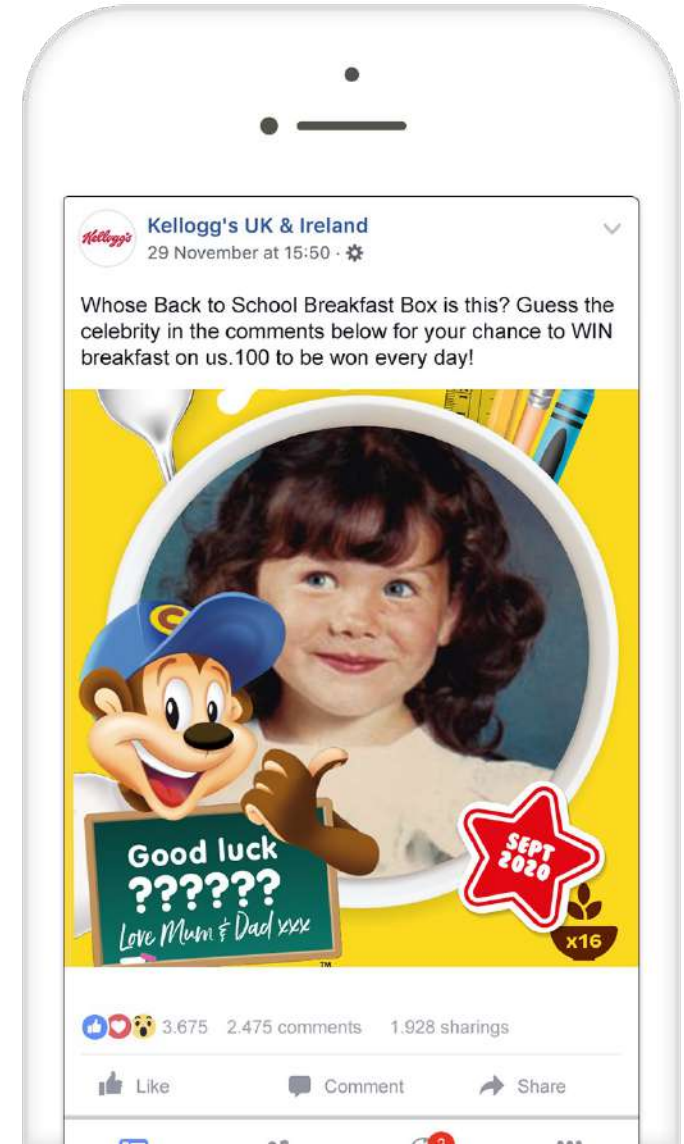
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ITEMS >>>

RETAIL FOYER DISPLAY ENCOURAGING SOCIAL SHARING



SOCIAL ENGAGEMENT



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ITEMS >>>

INCENTIVISED ACTIVATION



A jolly effective 35% increase in sales!

Foodshow activation



Impact on shelves



Promotional microsite



£10,000 TOMBOLA
397
NINE
SEE TRACKLEMENTS JARS FOR DETAILS

Unique code inside fixaform
1A2B3C4B



£10,000 TOMBOLA!
336
SIX
SEE TRACKLEMENTS JARS FOR DETAILS

POS

Tracklements

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ITEMS >>>

SAMPLING & INCENTIVISED ACTIVATION AT HAMPTON COURT



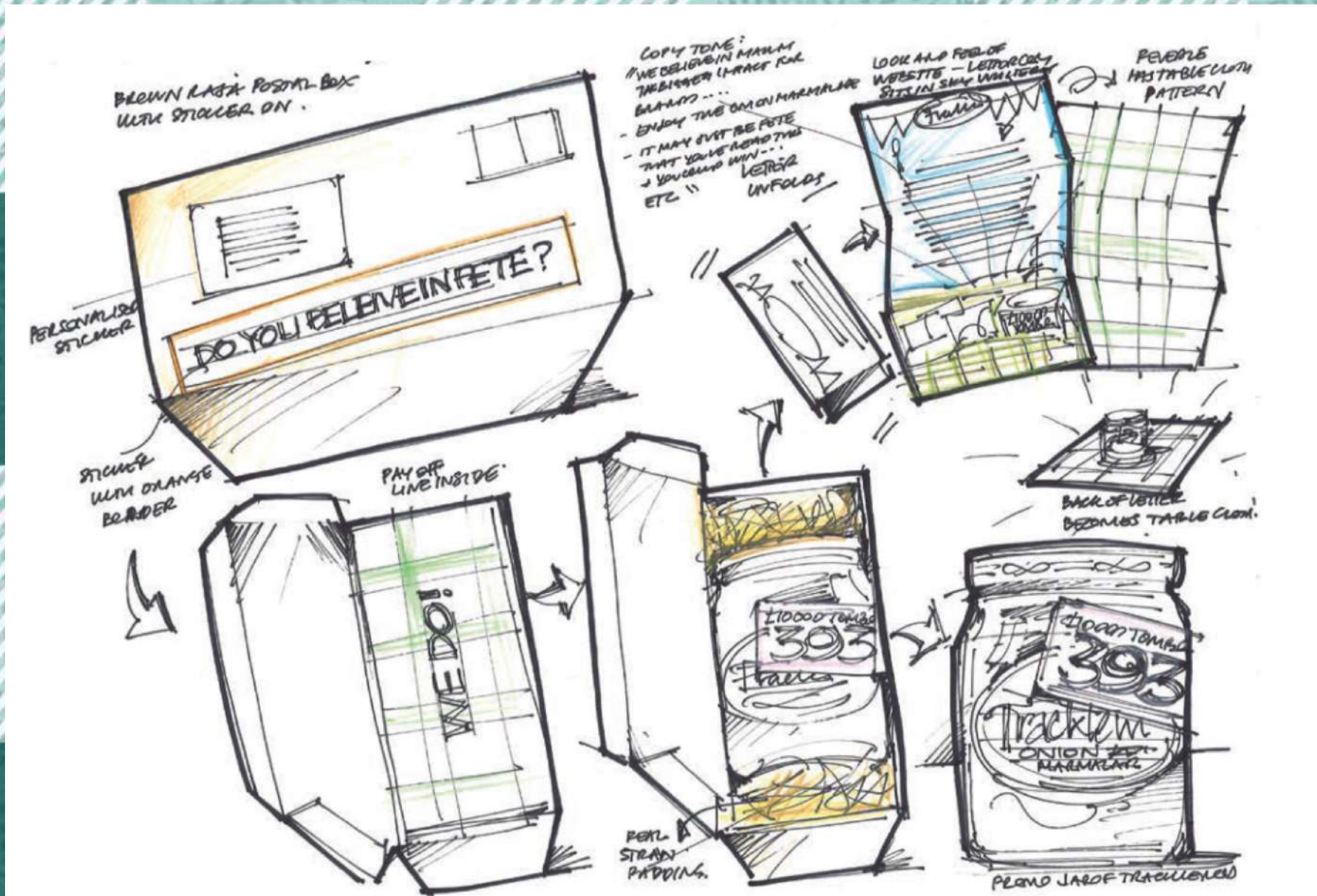
PRIZES:

- £500 Cash
- Picnic Rugs
- Subscriptions to BBC Good Food
- Deli Hampers
- Garden Games
- ...and more!

ENTER THE UNIQUE CODE FROM YOUR JAR AT WWW.TRACKLEMENTS-TOMBOLA.CO.UK TO FIND OUT INSTANTLY IF YOU HAVE WON!

PEEL HERE For full details

RETAILER BUYER DM COMMS



ACTIVATION CAMPAIGN

AN INNOVATIVE SALES PROMOTION WITH 360 SUPPORT CELEBRATING THE IMPORTANT ROLE OF RAIN FOR THE BRAND - SUPPORTED BY THE MET OFFICE AND GOOGLE MAPS.

WIN
£10*
EVERY DAY IT RAINS

CONSUMERS WERE SIMPLY ASKED TO PREDICT THE LOCATION OF THE NEXT BRITISH DOWNPOUR - TO WIN 10 QUID!



WIN
£10*
EVERY DAY IT RAINS
AND SAVE ££'s ON RAINY DAY FUN

WIN
£10*
EVERY DAY IT RAINS
AND SAVE ££'s ON RAINY DAY FUN

WIN
£10*
EVERY DAY IT RAINS

LED BY A BRIGHT AND IMPACTFUL PACK DESIGN.

SUPPORTED BY ATL, ONLINE & IN STORE POS 700,000 TOOK PART WITH OVER 1 MILLION PREDICTIONS.

ANDY STANTON
CREATIVE DIRECTOR
07918 674 229
ITEMS >>>
>> PROMOTIONAL ACTIVATION SPECIALIST
>> OMNI-CHANNEL SHOPPER COMMS
>> CONCEPTS//ART DIRECTION//COPY



CAMPAIGN AMPLIFICATION

THE BRAND'S EXISTING FACEBOOK FOLLOWERS WERE ENCOURAGED TO SHARE NEWS OF THE PROMOTION TO RAINY DAY PRIZES.

ONLINE ADVERTISING WAS MADE DYNAMIC AND LOCALISED TO ENCOURAGE PURCHASE & PREDICTIONS BASED ON LOCAL MET OFFICE WEATHER FORECASTS.

An innovative sales promotion celebrating the importance of rain to the brand. Led by a bright and impactful promotional pack design and supported ATL online & in-store. Consumers were simply asked to predict the location of the next British downpour to win £10 cash.

TO FUEL CONVERSATION EVERY PREDICTION WAS SHARED TO TWITTER & FACEBOOK FRIENDS.



It's raining tenners! Ad campaign is costing crisp firm a packet

By PAUL HARRIS FOR THE DAILY MAIL
UPDATED: 18:41, 2 November 2010



It's raining salt 'n' vinegar in Nottingham.

There's smoky bacon falling on London; prawn cocktail in Devon; and, naturally, Worcester sauce all over Worcester.

Across the country, punters are cashing in on a potato crisp promotion to do what the Met Office sometimes seems to have so much trouble with - predicting whether, where and when it's going to rain.

But the challenge is proving so popular (some say blindingly easy) that Walkers is facing a £million bill for prize money.



PR GENERATED BUZZ DURING ONE OF THE UK'S WETTEST AUTUMNS ON RECORD. BUT AS THE PROMOTION WAS INSURED, IT WAS ONLY GOOD FOR SALES.



INCENTIVISED ACTIVATION

RETAIL MEDIA



'BE IN TO WIN' EASTER SHOPPERS AWAITED THE LINDT GOLD BUNNY CAR ON THEIR DOORSTEP WITH HOLIDAY PRIZES.

FACEBOOK AND TWITTER UPDATED WHEREABOUTS OF LGB CARS

CAR USED 'GBPS' TECH TO 'HEAR' JINGLE OF LINDT GB BELL

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ACTIVATION PLATFORM



WATCH - [HTTPS://WWW.ANDREWSTANTONITEMS.COM/FLORETTE](https://www.andrewstantonitems.com/florette)

DISRUPTING THE P2P



CHILLED FSDUS



WEATHER DYNAMIC PUSH TEXTS

DOORDROP



'PINSPARATION CODES'



BBC GOOD FOOD DIGITAL TAKEOVER

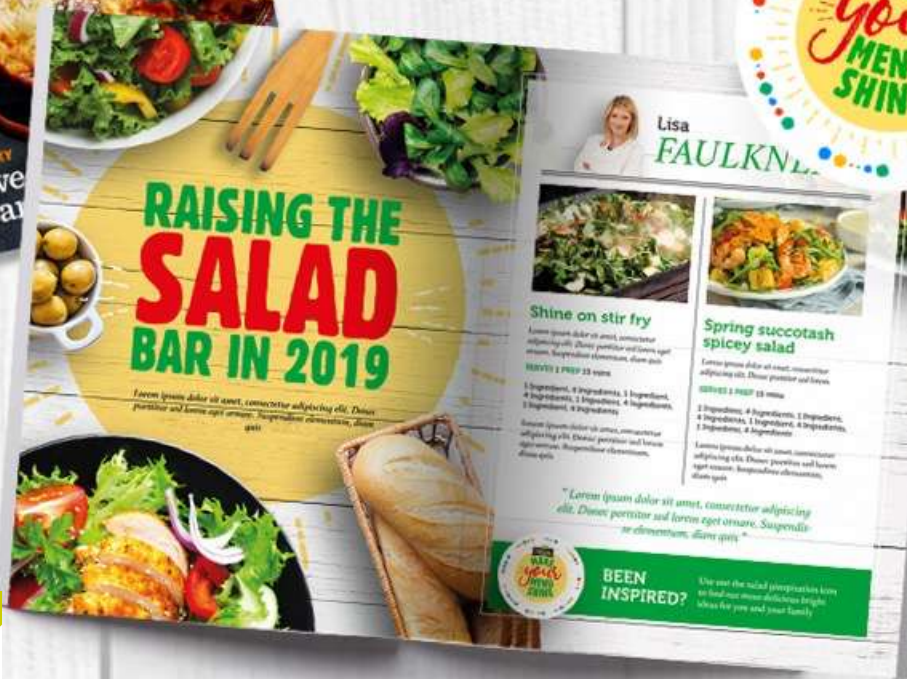


ATM MEDIA AND COUPONING

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AWARD WINNING BRAND ACTIVATOR & INTEGRATED CREATIVE DIRECTOR

ITEMS >>>



PARTNERSHIP ADVERTORIAL



**SALAD
BRIGHTENS
EVERY MEAL**

**SALAD
BRIGHTENS
EVERY MEAL**

**SALAD
BRIGHTENS
EVERY MEAL**



LEARN ABOUT LEAVES

 ROCKET	 LAMBS LEAF	 LOLLO ROSSO
 RADICCHIO	 ROMAINE	 MIZUNA

DISRUPTING THE P2P



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ITEMS >>>

INCENTIVISED ACTIVATION

6 KitKat, Yorkie and Aero bars were equipped with GPS tracking devices.

They looked and sounded like normal bars.

Once activated a helicopter crew scrambled to locate the lucky winner...

...and give them £10,000, there and then.



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CREATIVE DIRECTOR

ITEMS >>>

WATCH - [HTTPS://WWW.ANDREWSTANTONITEMS.COM/KITKAT](https://www.andrewstantonitems.com/kitkat)

CAMPAIGN AMPLIFICATION

facebook Search for people, places and things

Kit Kat · We Will Find You 2012

GPS ENABLED PACK?

WE WILL FIND YOU WITH **£10,000 IN 24 HRS** **£12,000 IN ROI**

Discover a GPS bar Activate We will find you in 24 hours

There are still 6 x £10k bars out there!
Find one and We Will Find You in 24 hours.
Even if you don't find one, you could win £10. Click below to enter your on-pack code.

CLICK HERE FOR YOUR CHANCE TO WIN 1 OF 1000s OF CASH PRIZES

The screenshot shows a Facebook post for the 'We Will Find You' campaign. The ad features a yellow helicopter, several candy bars (Kit Kat, Yorkie, Aero, Kit Kat Chunky), and a large graphic of a target. The text 'GPS ENABLED PACK?' is in a yellow circle. The main headline is 'WE WILL FIND YOU WITH £10,000 IN 24 HRS' and '£12,000 IN ROI'. Below this, there are three icons: a hand holding a bar, a target, and a bar with a price tag. The text 'Discover a GPS bar', 'Activate', and 'We will find you in 24 hours' is next to these icons. At the bottom, there is a blue button with a plus sign and the text 'CLICK HERE FOR YOUR CHANCE TO WIN 1 OF 1000s OF CASH PRIZES'. The background is red and blue with a target pattern.



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ITEMS >>>

SHOPPER ACTIVATION PLATFORM

COMMISSIONED ILLUSTRATION BY RENOWNED BOLLYWOOD ARTIST

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ITEMS >>>



SERVE UP SMILES THIS DIWALI!



INCENTIVISED ACTIVATION

Dulux TRADE AkzoNobel

ASK HOW TO **WIN WIN** WITH DULUX TRADE IN STORE TODAY

WIN INSTANTLY including £5 Costa coffee Gift Cards

WIN EVERY WEEK including a brand new van worth £26,800

1000s OF PRIZES TO BE WON

Terms & Conditions apply. Full details visit DuluxTradeWINWIN.co.uk

WINDOW POSTER

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CREATIVE DIRECTOR

ITEMS >>>

FOYER TOTEM

Dulux TRADE AkzoNobel

ASK HOW TO **WIN WIN** WITH DULUX TRADE IN STORE TODAY

1000s OF PRIZES TO BE WON

WIN INSTANTLY including 25% off Dulux Academy Training Courses

For full details visit DuluxTradeWINWIN.co.uk

AT SHELF LEAFLET

Dulux TRADE AkzoNobel

WIN EVERY WEEK including £5,000 of Dulux Trade paint

ASK HOW TO **WIN WIN** WITH DULUX TRADE IN STORE TODAY

1000s OF PRIZES TO BE WON

For full details visit DuluxTradeWINWIN.co.uk

INCENTIVISED ACTIVATION

COUNTERTOP FLIP CHART

Ask for your **WINWIN** envelope in store today when you buy Dulux Trade*

For full details visit www.DuluxTradeWINWIN.co.uk

*Terms & Conditions: 18+ UK residents. Open 01/02/21 - 31/03/21 or while stocks of 100,000 promotional envelopes last. Purchase of 5L Dulux Trade paint from a participating merchant to enter. Internet access required to enter prize draw. Each entrant is entitled to a maximum of one Win Win envelope in one day and one per sales transaction. All envelopes contain an instant win prize or 25% discount off the cost of Dulux Academy training courses. Instant Prizes: 10,000 £5 Greggs vouchers, 10,000 £5 Costa vouchers, 5,000 M&S £10 vouchers, 2,000 £15 Great British Pubs vouchers, 1,000 £20 Love2Shop vouchers, 72,000 25% Dulux Academy gift card available. Gift cards are within each Win Win envelope. Prize draw: Visit www.DuluxTradeWinWin.co.uk directly or via the QR code link in the Win Win voucher for prize draw entry for weekly prizes of x3 Graco Sprayers £2,498.39 (inc VAT), x4 £5,000 Dulux Trade Paint account credit and x1 Transit Courier van worth £26,800. Only one entry into the prize draw required and permitted. Entrants will automatically be entered for each week's prize draw. Retain receipt and win win envelope. Prize draw winners must claim prize within 7 days.

STAFF FACING
INFO AND
PROMPTS ON
REVERSE

HOW DECORATORS CAN TAKE PART IN OUR EXCITING WINWIN PROMOTION. AkzoNobel
FROM 15TH FEB - 31ST MARCH 2021.

STEP 1 Buy a 5L can of Dulux Trade
STEP 2 Hand the decorator a sealed promotional envelope as shown
STEP 3 Inside reveals the instant reward

STEP 4 They visit the promotional website by scanning the QR code inside or by visiting www.DuluxTradeWINWIN.com to enter the weekly prize draw.

WIN PRIZES INSTANTLY via WINWIN envelopes...

- £20 Love2Shop Giftcard
- £10 M&S Giftcard
- £10 British Pub Giftcard
- £5 Costa Coffee Giftcard
- £5 Greggs Giftcard
- 25% OFF Dulux Academy Courses

WIN PRIZES EVERY WEEK via a weekly prize draw...

WEEK 1 (01st Feb-07th Feb 2021) 1x £5,000 of Dulux Trade paint paid via credit note added to trade account of chosen branch
WEEK 2 (08th Feb-14th Feb 2021) 1x Graco Classic S 395 PC Stand Sprayer Machine with Graco HVL P TurboForce II Spray Machine
WEEK 3 (15th Feb-21st Feb 2021) 1x £5,000 of Dulux Trade paint paid via credit note added to trade account of chosen branch
WEEK 4 (22nd Feb-28th Feb 2021) 1x Graco Classic S 395 PC Stand Sprayer Machine with Graco HVL P TurboForce II Spray Machine

WEEK 5 (01st March-07th March 2021) 1x £5,000 of Dulux Trade paint paid via credit note added to trade account of chosen branch
WEEK 6 (08th March-14th March 2021) 1x Graco Classic S 395 PC Stand Sprayer Machine with Graco HVL P TurboForce II Spray Machine
WEEK 7 (15th March-21st March 2021) 1x £5,000 of Dulux Trade paint paid via credit note added to trade account of chosen branch
WEEK 8 (22nd March-28th March 2021) 1x Dulux branded Transit Courier van worth £26,800

*Win a prize in our weekly draws by entering their details on our promotional website with a picture of their purchase receipt. NB: By entering once they will be in every draw thereafter until the final draw on 03 March 2021.

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ITEMS >>>

INCENTIVISED ACTIVATION



INSTANT
GIFT
CARD
PRIZES



SEALED
PRIZE
ENVELOPE



WEEKLY GRAND PRIZES

GLOBAL SHOPPER TOOLKIT



OILY STAINS DON'T
STAND A CHANCE



AkzoNobel

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CREATIVE DIRECTOR

ITEMS >>>

SHOPPER
COMMS LED
TO ATL
CAMPAIGN
(NOT THE
OTHER WAY
ROUND!)

SHOPPER
COMMS
TOOLKIT
CREATED
FOR
MULTIPLE
MARKETS

ATL 'MEATBALL ARMEGGEDON'



INITIAL FOCUS ON THE PROBLEM



AND CREATIVELY FLEXIBLE EXECUTIONS

LEADING TO ICONIC COMMS DEVELOPED
ATL AND FOR INTEGRATED IDENTITY



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CREATIVE DIRECTOR

ITEMS >>>

THERMOGRAPHIC
INK INFO
LEAFETS LET
SHOPPERS FEEL
THE ENGAGE WITH
THE PROPOSITION



COMMS ALONG P2P
TAILORED TO
SHOPPER MINDSET

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CREATIVE DIRECTOR

ITEMS >>>

EMBOSSED 'SPAGHETTI SPLAT' EFFECT ON EDUCATIONAL PRODUCT USAGE BARKER/WOBBLERS

Dulux
let's colour

WIPE AWAY
THE WORRY OF LIFE'S
UNAVOIDABLE
MESSES

AkzoNobel

RELAX!
Now even a tomato sauce disaster won't be the end of the world!

WITH Dulux Easycare

WITHOUT Dulux Easycare

Dulux EASYCARE KITCHEN & BATHROOM
walls and ceilings
eggshell cream
✓ Washable
✓ Stain-resistant
✓ Easy to clean

Dulux EASYCARE WASHABLES TOUGH
walls and ceilings
maternal white
✓ Washable
✓ Stain-resistant
✓ Easy to clean

Dulux EASYCARE KITCHEN
walls and ceilings
eggshell cream
✓ Washable
✓ Stain-resistant
✓ Easy to clean

The advertisement features a large, realistic splat of tomato sauce on a grey surface. A handprint is visible in the background, suggesting the source of the mess. The text 'WIPE AWAY THE WORRY OF LIFE'S UNAVOIDABLE MESSSES' is written in a bold, sans-serif font across the middle. To the right, a circular inset shows two close-up comparisons: one with a green checkmark and the text 'WITH Dulux Easycare' showing a clean surface, and another with a red 'X' and the text 'WITHOUT Dulux Easycare' showing a stained surface. Below this, a can of Dulux Easycare Kitchen paint is shown. The AkzoNobel logo is in the top right corner.

GLOBAL STRATEGIC APPROACH TOOLKIT



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CREATIVE DIRECTOR

ITEMS >>>

Touchpoint: Gondola End



Touchpoint: Generic Barker with W&T stain focus wobbler



CAMPAIGN LOOK
AND FEEL

Colour Creation.

Redefined.



NEW Dulux Technology,
your client's perfect colour every time

TOOLKIT APPLICATION



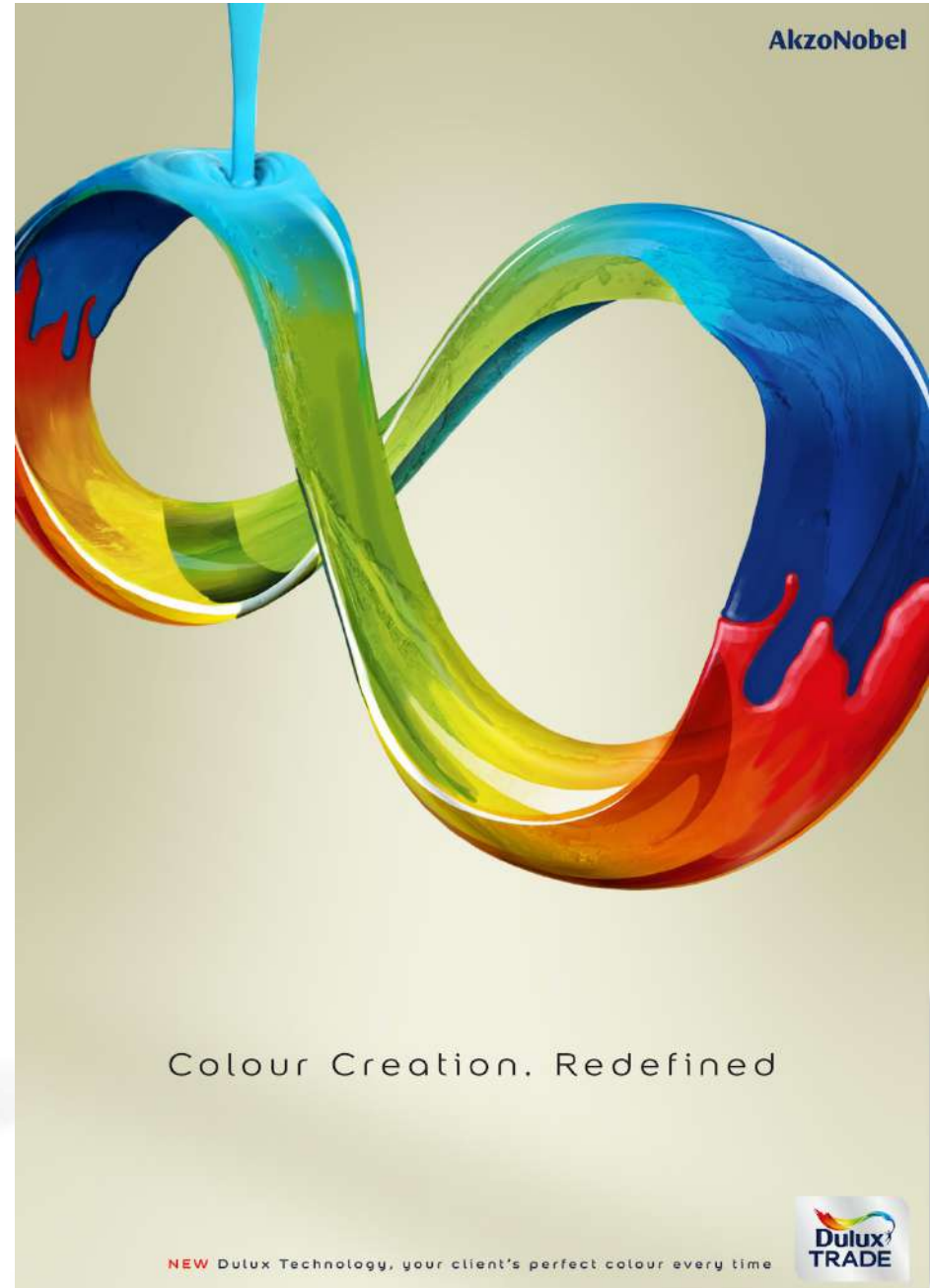
Excellent results
Perfect matches
Incomparable consistency



Bespoke colour names
Unique colour codes
Personal colour ID



Creative choices
Scan once
for multiple products
Easy repeat orders



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ITEMS >>>

DIGITAL INFINITY ASSET



COLOUR BLOCKS



BARKER WITH PAINTED CHIPS



SALES TEAM PRESENTER



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CREATIVE DIRECTOR

ITEMS >>>

EVENT PREMIUMS



EXPLORE a new immersive depth of colour.
ACHIEVE unrivalled colour matching.
EXPERIENCE incomparable colour consistency.

CAMPAIGN

There's fast.
Then there's
Gigafast.

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ITEMS >>>

WATCH [HTTPS://WWW.ANDREWSTANTONITEMS.COM/VODAFONE](https://www.andrewstantonitems.com/vodafone)

The future is exciting. Ready?

 **vodafone**

The Vodafone Gigafesto
Speed is exciting and we want the nation to feel it.

Experience the excitement of Vodafone Gigafast Broadband with **speeds increasing the one you're used to up to 900Mbps.** And it's on its way to your street.

So imagine...

Experiencing the increased velocity of streaming the latest thrilling entertainment to all your home devices simultaneously.

Feeling the extra rush of being thrust back in your sofa after downloading the latest HD movie in mere moments.

Sensing the viral wind rushing faster through your hair as you put the pedal to the metal on your gaming chair.

So, brace yourself and prepare to **launch into uncharted speeds** of home broadband because there's fast and there's Gigafast.

The future is exciting. Ready?

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CREATIVE DIRECTOR

ITEMS >>>

HIGH STREET FACE TO FACE INTERACTION AND SIGN UP



GIANT ROUTER ON BACK OF VAN

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ITEMS >>>

FACE TO FACE ENGAGEMENT



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CREATIVE DIRECTOR

ITEMS >>>

The future is exciting. Ready?



HIGH SPEED EVENT
(CAMPAIGN CONCEPT
AS PRESENTED)

GIGAFAST FEEL THE SPEED EVENT



MODULAR AND SCALABLE

FEATURES ENGAGEMENT
WITH MORE DEPTH AND
MAKING SPEED MORE
EXCITING

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CREATIVE DIRECTOR



ITEMS >>>

HIGH SPEED BROADBAND HOTSPOT AT COMMUTER HUBS

Search for 'VGBSpeedspot'
to try Gigafast FREE

Feel the speed of
Vodafone Gigafast
Broadband here

NEW Vodafone Gigafast Full Fibre Broadband direct
to your home, with connection speeds of up to 900Mbps

vodafone.co.uk/gigafast/speedspot

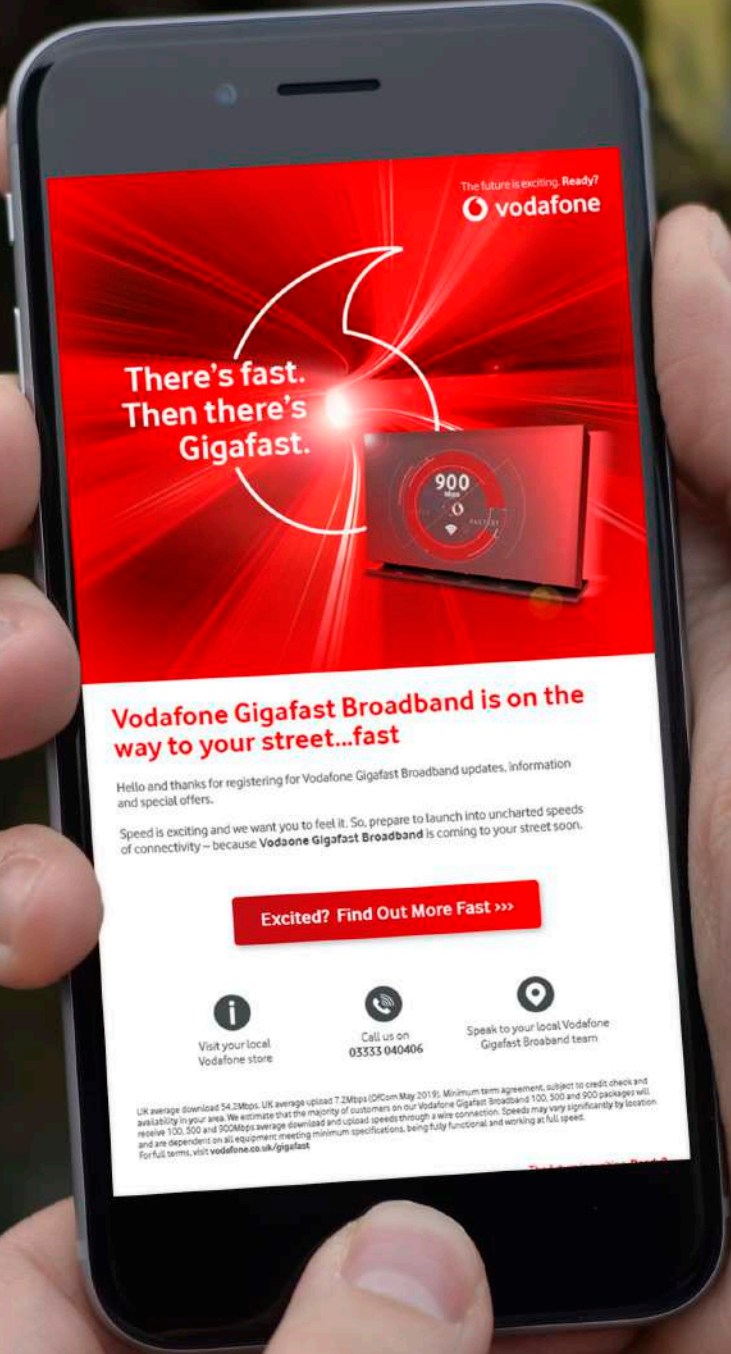
The future is exciting. Ready?

 **vodafone**

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CREATIVE DIRECTOR

ITEMS >>>



The future is exciting. Ready?
vodafone

There's fast.
Then there's
Gigafast.



Vodafone Gigafast Broadband is on the way to your street...fast

Hello and thanks for registering for Vodafone Gigafast Broadband updates, information and special offers.

Speed is exciting and we want you to feel it. So, prepare to launch into uncharted speeds of connectivity – because **Vodafone Gigafast Broadband** is coming to your street soon.

Excited? Find Out More Fast >>>



Visit your local Vodafone store



Call us on **03333 040406**



Speak to your local Vodafone Gigafast Broadband team

UK average download 54.2Mbps. UK average upload 7.2Mbps (Ofcom May 2019). Minimum term agreement, subject to credit check and availability in your area. We estimate that the majority of customers on our Vodafone Gigafast Broadband 100, 500 and 900 packages will receive 100, 500 and 900Mbps average download and upload speeds through a wire connection. Speeds may vary significantly by location and are dependent on all equipment meeting minimum specifications, being fully functional and working at full speed. For full terms, visit vodafone.co.uk/gigafast

ANDY STANTON

AWARD WINNING BRAND
ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

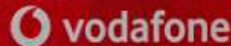
ITEMS >>>

Vodafone Gigafast Broadband has arrived in Stirling



Vodafone Gigafast Broadband is now delivering connection speeds of up to 900Mbps to Stirling
Order fast vodafone.co.uk/gigafast

The future is exciting. Ready?

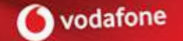


Plans of 100Mbps, 50Mbps and 40Mbps available. Speeds vary depending on your beam. Images shown are for illustrative purposes only. 18 month agreement subject to credit check, acceptance and availability in your area. We estimate that the majority of customers on our Gigafast 900 package will receive 900Mbps average download and upload speeds through a fibre connection. Terms at www.vodafone.co.uk/gigafast

Feel the speed of
Vodafone Gigafast
Broadband today



The future is exciting. Ready?



Qui officid quodis expliqui ommissit et hillaccus et, core, cum remporia volent vellace restis eius aut aliciantiam, ommo blaborumqui temporibusam quunt renime voluptate because...

there's fast. And there's Gigafast

Take the Gigafast Speed Challenge Win 1 of 5 High Speed experiences

Cienecto reserum rest la duntia dento molorest, aperspediae mos es ut quunditor aspriet fugiam, cum ressum ut re minvel ius velicim endest lanisquia quias repelluapt laborerum volorro te debatur? Qui officid quodis expliqui ommissit et hillaccus et, core, blaborumqui temporibusam quunt renime voluptate ellorios eosa conem volo.

Cienecto reserum rest la duntia dento molorest, aperspediae mos es ut quunditor aspriet fugiam.



So why switch to Vodafone Gigafast Broadband?

- Cienecto reserum rest la duntia dento molorest
- Qui officid quodis expliqui ommissit
- Reserum rest la duntia dento molorest
- Renime voluptate ellorios eosa conem volo

Find out more
vodafone.co.uk/gigafast



Speak to your local Vodafone Gigafast broadband team



Call us on 0333 064046



Visit your local Vodafone store

Come on Reserum rest la duntia dento

Snap and share Reserum rest la duntia dento

Unlimited Reserum rest la duntia dento

How quick Reserum rest la duntia dento



The future is exciting. Ready?



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ITEMS >>>

AB10 COMMUNITY NEWSLETTER
FROM THE RIVER TO THE RAILWAY LINE

Brace yourself for Gigafast Garthdee...

The future is exciting. Ready?
vodafone

Summer 2019 Issue 1

Garthdee Newsletter

GARTHDEE COMMUNITY COUNCIL

Welcome to the winter edition of the Community Council news brochure, the AB10, and since the summer edition we have been extremely busy representing the community, addressing numerous issues that impact our wider community, supporting individuals who live here to ensure their concerns were raised and their problems resolved.

It's been a period where the importance and existence of the Community Council has been evident and highlighted, we have played a pivotal role in ensuring our communities wishes and views have not been ignored amongst the decision makers of the city.

BUS STOP ON GARTHDEE ROAD. SUCCESSFUL OUTCOME!

For several years Garthdee Community Council has argued strongly that the bus stop that was moved into RGU's zone Garthdee Road must be reinstated, or at very least a comparable position should be found that satisfied both the needs of the students and those of the residents who found it difficult to get off the bus within RGU.

There were particular problems faced by the elderly, those with disabilities, the most vulnerable and young people, and Garthdee Community Council maintained the pressure on all concerned to enter negotiations and urged all parties to find a solution to the problem.

Issue 2

...full fibre broadband direct to your home

The future is exciting. Ready?
vodafone

There's fast. Then there's Gigafast.

Register your interest
vodafone.co.uk/gigafast

Find out more inside

The future is exciting. Ready?
vodafone

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ITEMS >>>

RETAIL FIXTURE

OUR HERITAGE

Since 1931 Dulux has had a strong heritage in both quality and dedication to delivering the most innovative colours for today's home.



HERITAGE

DURABLE LUXURY

OUR COLOURS

The 112 beautiful shades have been expertly curated by Dulux colourists and are displayed to ease colour selection.

PALE TONES



PUT YOUR PALETTE TO THE TEST



DEEP TONES



MID TONES



DOORS & SKIRTINGS



WHITES



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ITEMS >>>

PREMIUM
AESTHETIC POS



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ITEMS >>>

RETAIL
FIXTURE



SHELF DIAGNOSIS



Scan for professional advice
on the best product for you.

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ITEMS >>>



THERE
FOR YOU

LEMSIP

FREE COLD & FLU ADVICE

Scan for professional advice on the best product for you.

How can I help?
Tell us your symptoms

1 Scan the code 2 Tell us your symptoms 3 We'll suggest a solution

1 Scan the code 2 Tell us your symptoms 3 We'll suggest a solution

LEMSIP MAX COLD & FLU Lozenges
Paracetamol & Hydrocodone
Paracetamol
Contains Paracetamol

Strepsils Honey & Lemon Lozenges
2.4 Disinfectant alcohol, Amylmetacresol
24 Lozenges

LEMSIP COUGH FOR DRY COUGH & SORE THROAT
24 Lozenges

THERE FOR YOU

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CREATIVE DIRECTOR
ITEMS >>>



GLOW WITH PRIDE

GET YOUR HANDS ON LIMITED EDITION 6 NATIONS GLASSES IN BARS AND CLAIM YOURS FREE WITH 12 PACKS OF GUINNESS IN STORES NATIONWIDE. WHO KNOWS, COME KICK OFF, YOUR GUINNESS COULD REALLY LIGHT UP THE MATCH.

LUCKY GUINNESS DRINKERS' PINT GLASSES WILL BEGIN TO GLOW WITH PRIDE AT THEIR SUPPORT FOR THEIR NATION DURING MATCHES AT THE 2017 6 NATIONS TOURNAMENT AND WIN A UNFORGETTABLE PRIZE FOR YOU AND YOUR TEAM MATES.

GUINNESS  RUGBY
MADE OF MORE

LIMITED EDITION PROMO GLASSES FEATURED A REMOTED ACTIVATED LIGHT IN BASE.

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CREATIVE DIRECTOR

ITEMS >>>

ON TRADE ACTIVATION



CORE OFF TRADE THEME & CTA & KEY VISUAL ASSETS CREATED.



SALES & BANTER DRIVING 'LINE OUT' 4 PINT CARRY TRAY CREATED WITH RUGBY ROLES FOR EACH OF MATES.

DISRUPTIVE POS INCLUDING 'RUGBY POST' PUB ENTRANCES.



SIMPLE 'ROLE PLAY' CONVERSATION-STARTING BEERMATS.

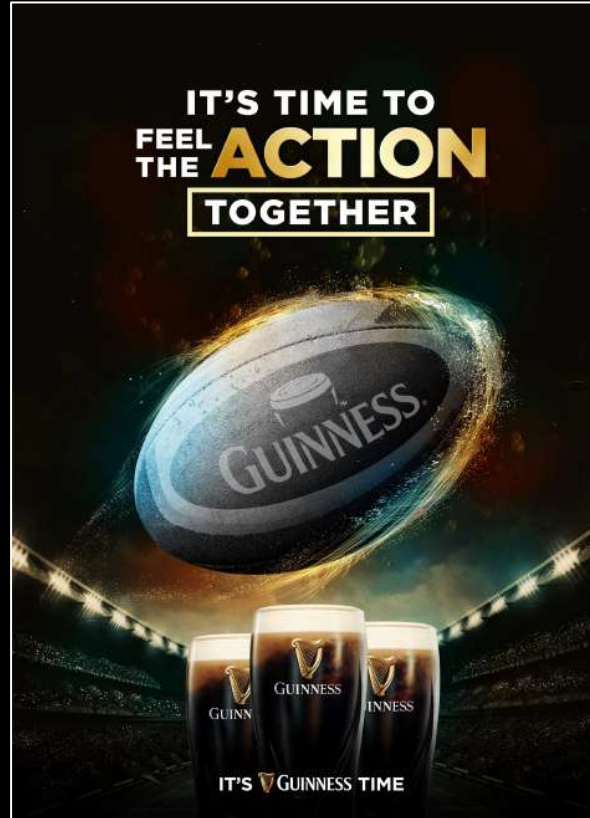
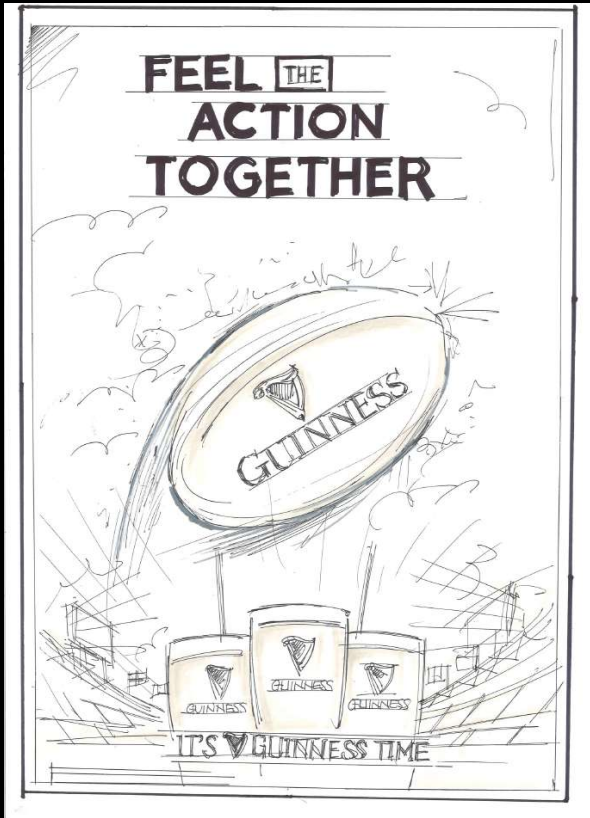
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ITEMS >>>

CONCEPT SCAMP

MAC VISUAL CONCEPT



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ITEMS >>>

VISIBILITY OUTSIDE THE PUB

A FRAME CHALK BOARD



RUGBY STADIUM ENTRANCE TUNNEL



WINDOW DECAL



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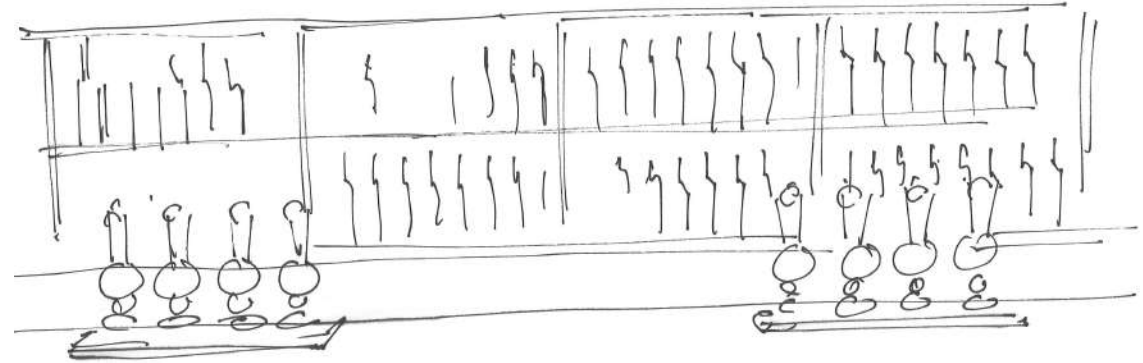
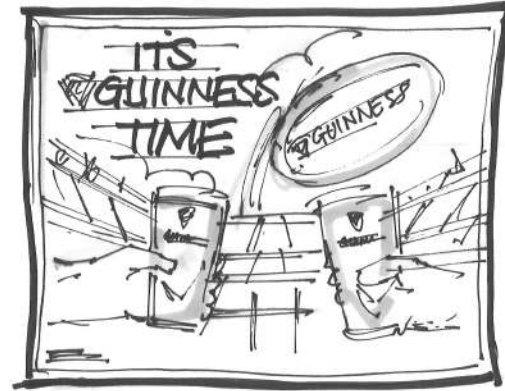
ITEMS >>>

VISIBILITY INSIDE THE PUB - AT BAR

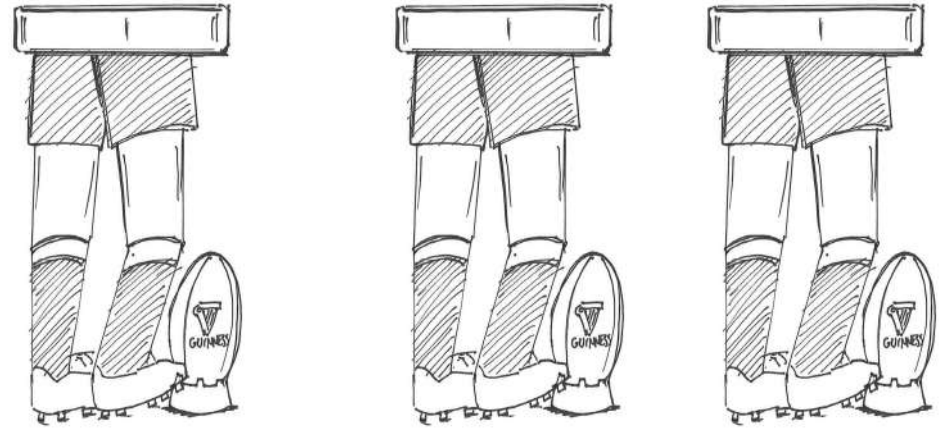
BAR RUNNER



BACK OF BAR BANNER



STAFF T-SHIRT



NOVELTY RUGBY PLAYERBAR STOOLS

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ITEMS >>>

ON TRADE ACTIVATION PREMIUM



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ITEMS >>>



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CREATIVE DIRECTOR

ITEMS >>>



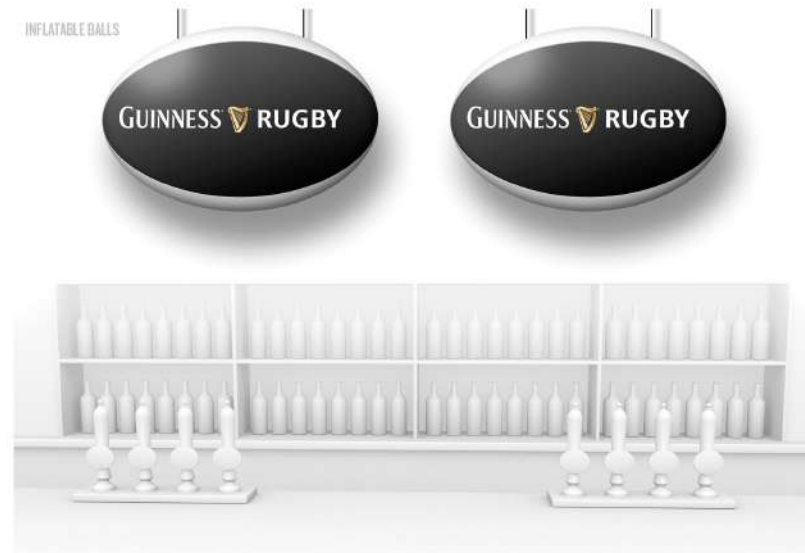
ON TRADE TOOLKIT

BAR STAFF T SHIRT



BACK

INFLATABLE BALLS



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ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>

ON TRADE TOOLKIT



ANDY STANTON

AWARD WINNING BRAND
ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>

ON TRADE TOOLKIT



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CREATIVE DIRECTOR

ITEMS >>>



The luxury of simplicity.



You'll simply adore our pomodoro

Straight from the heart, only the freshest, carefully selected Italian tomatoes go into our products.

Visit our Facebook page and join the Cook Italian Tasting Club, for a feast of offers, suggestions and even a chance to win a bellissimo Italian food hamper.

You'll soon be falling in love with all our other products too.



 www.facebook.com/CookItalianUK

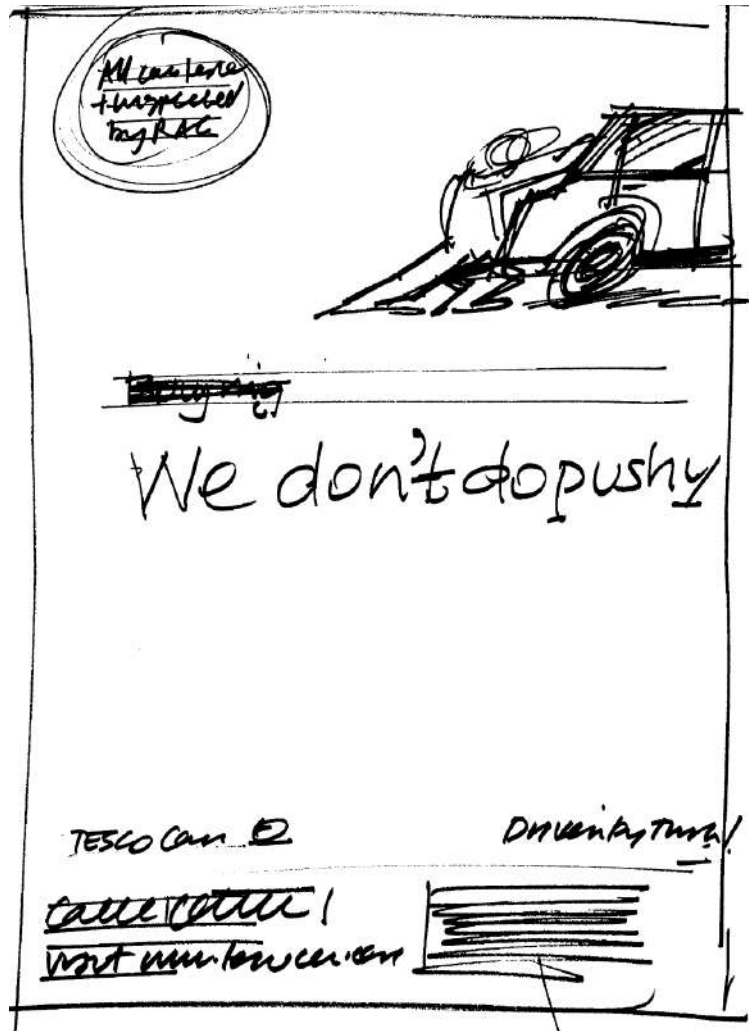
www.cookitalian.co.uk

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ITEMS >>>





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ITEMS >>>

TESCO Cars  .com

All cars sold are RAC inspected and approved



We don't do pushy

But we do help you make an informed buying decision

- No pushy sales teams
- A personally named adviser allocated to every buyer
- No jargon, just independent inspection reports by the RAC
- Free Platinum Warranty and 2000 Clubcard points



Visit [tescocars.com](https://www.tescocars.com)



Introducing our Liquid Methodology

Uniquely blended sales and brand experience solutions

Liquid is our intelligent methodology that blends data science, people and digital services into the perfect solution for your brand. As fluid as the name suggests, Liquid allows you to execute responsive sales and brand experience programs, letting your brand investment flow to where there's room to grow.

Let's Talk

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ITEMS >>>

WATCH - [HTTPS://WWW.CPM-INT.COM/LIQUID-METHODOLOGY](https://www.cpm-int.com/liquid-methodology)

B2B DIRECT MAIL



ANDY STANTON

AWARD WINNING BRAND
ACTIVATOR & INTEGRATED
CREATIVE DIRECTOR

ITEMS >>>



ACTIVATION VIA INTERACTIVE BILLBOARD & CONTENT



...do we have to have a kebab every Friday?

INTRODUCING
Bio & Me
IN ESTIN-MOAN-IALS

AMY, 28, CLAPHAM

WATCH HER
TUMMY TALK



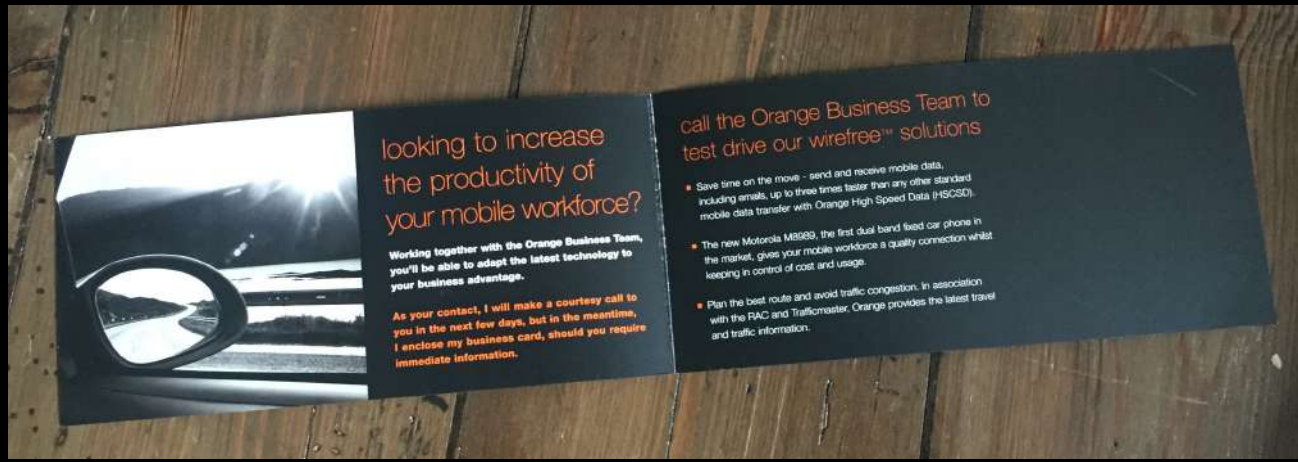
BRAND TOOLKIT



APPLIED TO
NUMEROUS
SALE COLLATERAL
& B2B DM



EVENT COLLATERAL



PHOTOGRAPHIC
ART DIRECTION



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PHOTOGRAPHIC
ART DIRECTION



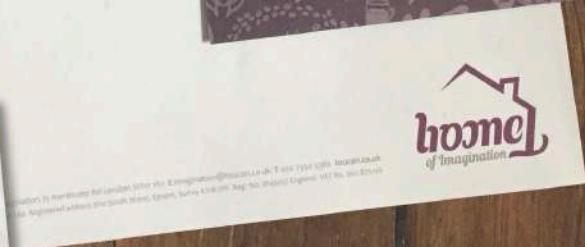
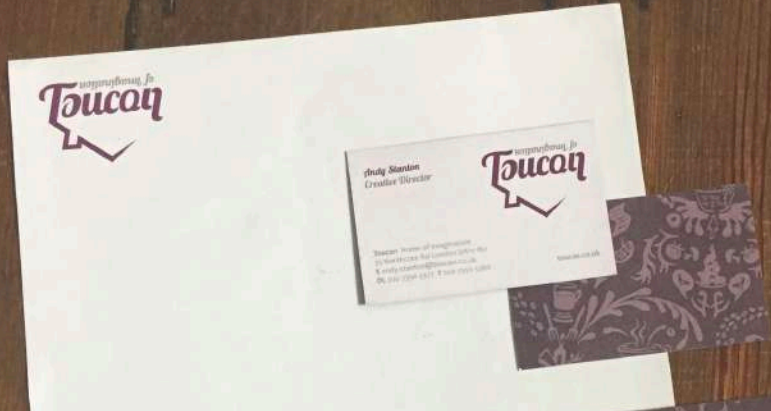
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of Imagination
Τουσαση

DESIGN & ART DIRECTION



LAUNCH MAILER

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ook around our new website. Just pop it in your computer and





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*** THANKYOU FOR SHOPPING ***
***** WITH ME TODAY *****

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