

*ANNUAL
TWENTY
FIFTEEN*

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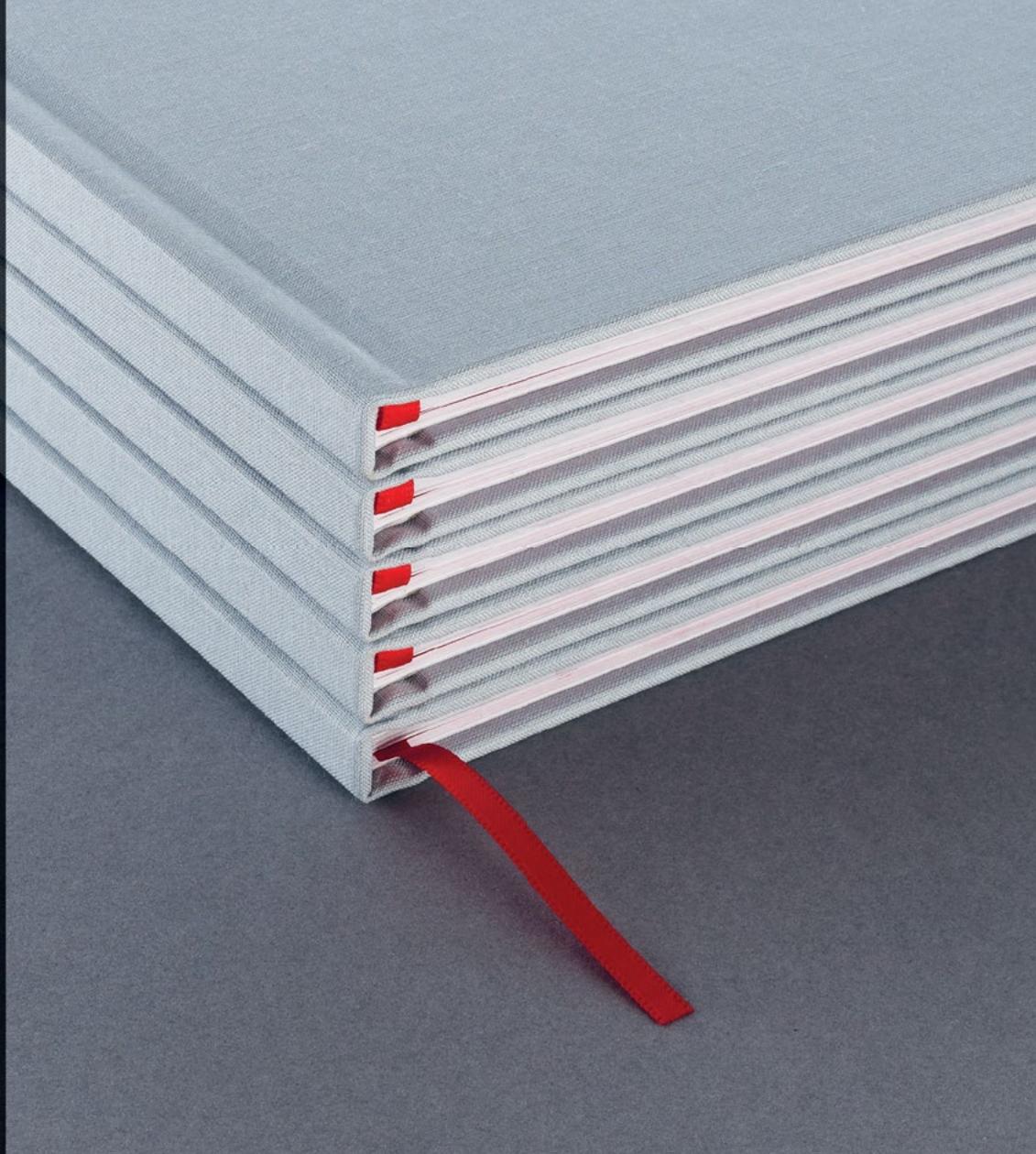
Ambrose Press:

Beautiful printing,

Exceptional colour
management,

Exacting production.

ambrosepress.co.uk



WELCOME

The Creativepool network continued to grow and flourish in 2014, a year which also saw a lot of change as Creativepool found its footing as a place for making connections and finding inspiration. This Annual comprises just a fraction of the best work that was posted to creativepool.com this year, work that was selected by a panel of judges that included some of the creative industry's biggest names.

This year, we've been joined by some of the most creative and innovative agencies in the world, including; WCRS, Dare, JWT, Unit9, Cheil Worldwide, Chi & Partners, Digitas Lbi, & DLKW, amongst others. We are also privileged to welcome some of the industry's top talent, with professional names such as William Bartlett, Helen Rush, Charlie Sells, Dane Whitehurst, Lisa Pritchard, Matt Edwards and Yann Caloghiris joining the fold. And that's just the tip of the iceberg.

The Annual showcases the vastly talented companies and individuals that can be found on our platform. In these pages you'll find work from Photographers and Digital experts to Illustrators and Product designers; just a small representation of the individuals and companies you'll find on Creativepool.

We hope that you will enjoy reading it as much as we enjoyed compiling it, and that you will share it amongst your friends and colleagues so they can enjoy it too. It's been a great year after all.

-
Michael Tomes
Founder

THREED

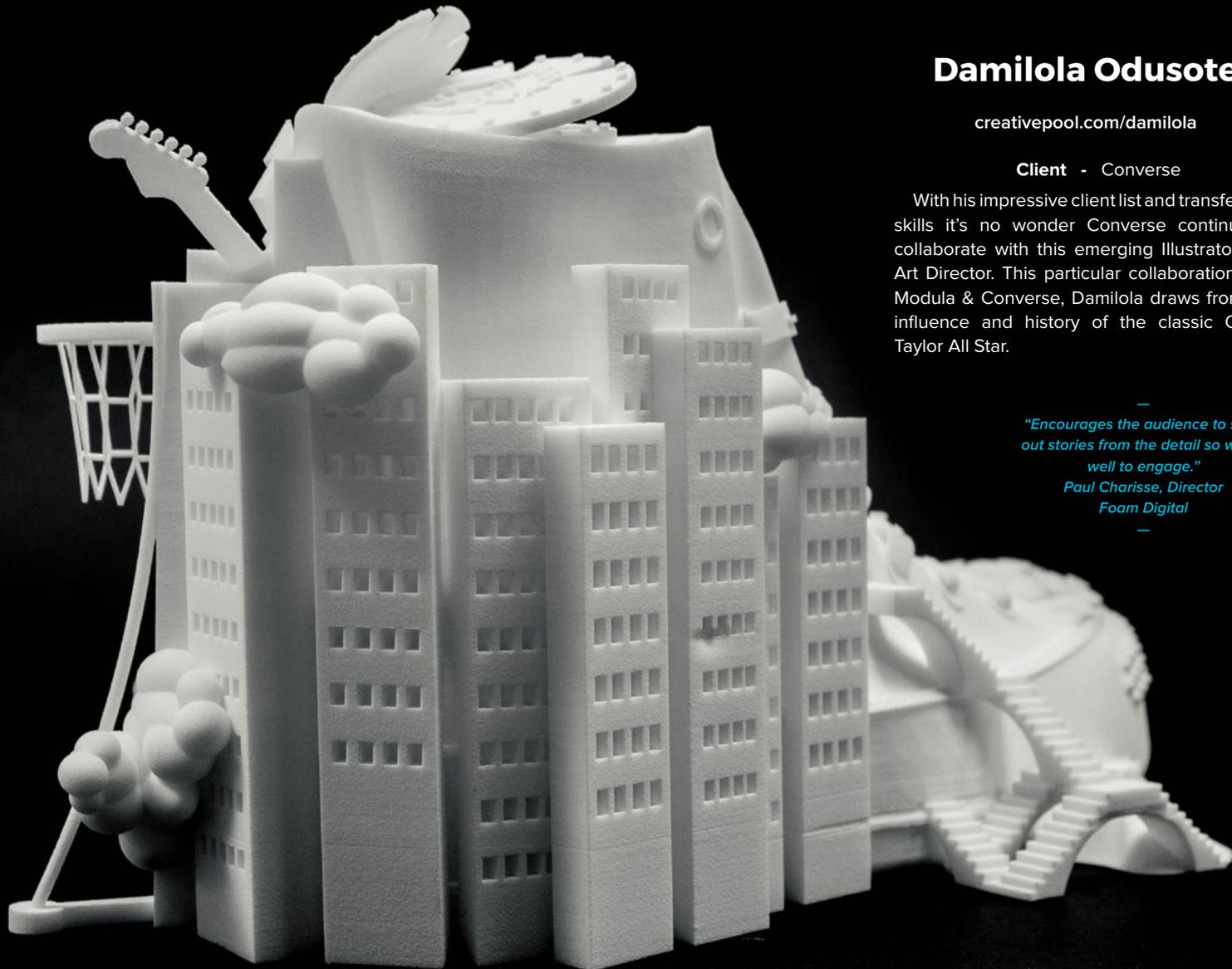


Inition

creativepool.com/inition

Client - Topshop

This multi-disciplinary production company is your go-to for creating immersive experiences utilising the latest in emerging tech. The goal was to open up the Topshop AW14 show to a wider audience. The only way to do so was to livestream through custom Oculus Rift HMD with Ricoh Theta headsets. The experience gave those sitting in the front row live social streams about the event. Success was gained through 1,500 virtual realities and global media attention.



Damilola Odusote

creativepool.com/damilola

Client - Converse

With his impressive client list and transferable skills it's no wonder Converse continue to collaborate with this emerging Illustrator and Art Director. This particular collaboration with Modula & Converse, Damilola draws from the influence and history of the classic Chuck Taylor All Star.

—
"Encourages the audience to seek out stories from the detail so works well to engage."

*Paul Charisse, Director
Foam Digital*
—

Elyarch

creativepool.com/elyarch

This London-based creative team have a long history of creating bespoke visual content. This time in the form of a short computer generated film about revival and hope, starring a flock of extinct butterflies in slow-motion. The setting is the Great Hall of the Queen's House (in Greenwich, London), the first truly classical Renaissance building to be erected in Britain. The film's symbolism captures the ability to reverse the cycle of extinction - we just need to care about the endangered species. The first step is to notice their beauty.

Madeit: Elitsa Dimitrova & Graham Macfarlane
Featured: National History Museum



—
"Well thought out aesthetic & very cohesive"
Stuart Aitken, Co-Founder, Axis Animation
—



Jelly London

creativepool.com/jellyLondon

Client - Kellogg's

Their French production crew, Blackmeal, worked closely with London creative agencies Isobar and Leo Burnett in creating these highly lifelike little characters. The "fruit of their labour" comes out in the meticulous facial expressions given to each berry in order to convey emotion to the viewer.

—
"Amusing and surreal with great character present in all the fruity bits"

*Paul Charisse, Director
Foam Digital*
—



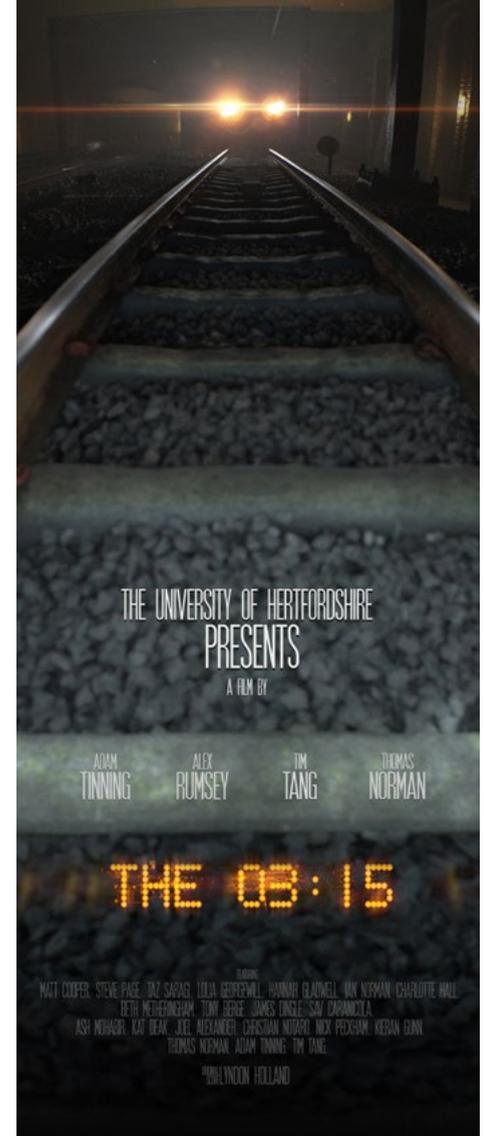


Tim Tang

People's Choice

creativepool.com/timtang

A powerhouse of talent coming straight out of the University of Hertfordshire. Adam Tinning, Alex Rumsey and Thomas Norman team up with Tim Tang (3D Generalist & Composer) to create this unfortunate incident on a late night train, which brought about a unanimous reaction from the judges and the community. A truly stand out piece.



STEP OUT OF YOUR
**COMFORT
ZONE**

Mike Campau blends 3D & photography to
create stunning imagery



Created with
 **MODO**

For more of Mike's incredible work, visit
www.mikecampau.com

**THE
FOUNDRY.**
thefoundry.co.uk/modo

ADVERTISING



FINS PARK

Now delivering to North London from just £1.



Morrisons.com



WHITECH

Now delivering to East London from just £1.



Morrisons.com

DLKW Lowe

creativepool.com/dlkwlowe

Client - Morrisons

One of the most recognizable OOH campaigns from 2014. The “Up Your Street” pun-loving campaign features seven well known London neighbourhoods playfully featuring a food product to launch Morrisons new home delivery service. Simple, straight forward, no-nonsense advertising.



—
“Lends panache and life
to an object” Jeff Kling
CCO, Fallon
—



BBH

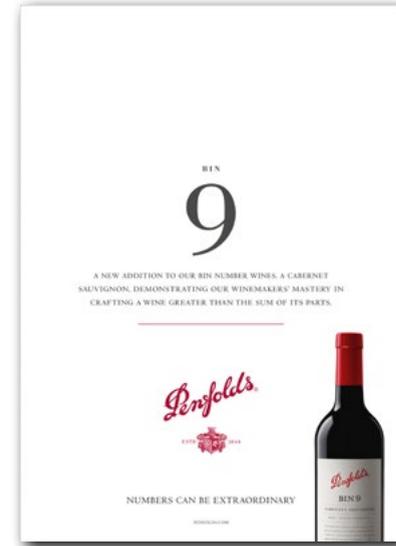
creativepool.com/bbhondon

Client - Axe

Why hold back for Friday when you can have Axe Wednesday? BBH, who need no introduction, came with the strategic insight to encourage men to use Axe not only for special occasions but for the everyday. High production value, strategic thinking and strong execution all add up to a masterfully composed campaign. As they say: when the world zigs, zag.



THE 'CURSE OF THE NINTH' WAS A LONG-HELD SUPERSTITION
AMONGST THE WORLD'S CLASSICAL COMPOSERS. IT DECREED THAT
A SUCCESSFUL TENTH SYMPHONY WOULD ALWAYS ELUDE THEM.



Leagas Delaney

People's Choice

creativepool.com/leagasdolaney

Client - Penfolds

Leagas Delaney were tasked to develop a brand idea that builds an emotional connection between luxury consumers and Penfolds. The idea had to drive advocacy and be naturally embedded in a luxury lifestyle. The inspiration for the idea is Penfolds 'Bin Wines', which is expressed in numbers, as are the cellaring and the drinking window. The numbers are used to unlock the stories and mystique behind the Penfolds brand, which is associated with remarkable provenance and a winemaking philosophy that has been upheld for generations.



JWT London

creativepool.com/jwttalent

Client - Kenco

A powerful reminder for a big brand by one of the oldest agencies in the UK. JWT continues to pioneer campaigns that are both contemporary and captivating. Here, they push the ethical brand message for Kenco beyond mere sustainability, with an effort to make a real difference in people's lives.

"Many 'improve the world' ideas fall down because the product is a bit of a bolt on. Here we have a strong idea that is both strongly connected to the Kenco brand as well as helping some of the world's most vulnerable people."

Matt Edwards, CEO, WCRS





WCERS

creativepool.com/WCERS

Client - British Army

30 years of brand building experience are proven by WCERS's ability to consistently deliver work people care about. This multi-channel campaign for the British Army, exposes the many unsung roles the Army performs which impact people in the UK, Kosovo, and the Philippines.

—
"Slick and dramatic"
Luke Mugliston, CEO, *The Gate*
—



TOP 14 FROM TWENTY FOURTEEN

01

Apple & TBWA went through a breakup.

02

Her Majesty The Queen made her first tweet.

03

Scotland almost broke off from the UK.

04

It was the year of the beard.



Image Credits: Lil Bub, Apple, DLKW, Cécile Debise, Alberto Gregorio

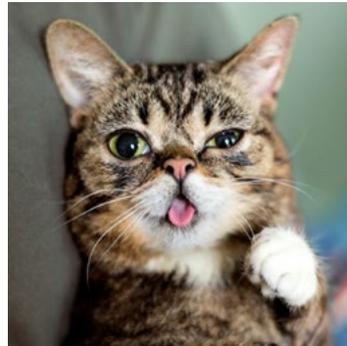


08

Wearables gained traction.

06

Cats took center stage.



10

Snapchat & Instagram made their first foray as advertising platforms.

07

Taxi companies fought.

05

Top agencies worldwide published their news direct to our Magazine.

09

Our Salary Survey established key benchmarks for the industry.

14

Oh, and Creativepool won a bunch of awards: Onrec, Webby, W3, Davey, Lovies, Digital Impact, & NORA.



11

Selfridges launched their £40 million website.



12

Razorfish acquired one of the coolest offices ever.

13

We dumped buckets of ice on some celebrities.

ALL MUSIC
EVERY MEDIA
ENDLESS CREATIVE
POSSIBILITIES...

ricall
music licensing

ricall.com

Providing music supervision to
the creative industry since 1998

BRANDING



Elmwood

People's Choice

creativepool.com/Elmwood

Client - Cow & Clover

Having won more Design Effectiveness Awards than anyone else in the history of the scheme, it's no surprise to see Elmwood here. When two native New Yorkers needed help with their community-oriented restaurant there was only one place to turn. Rustic and sophisticated, the final product brings a new approachable destination to the Brooklyn neighborhood.

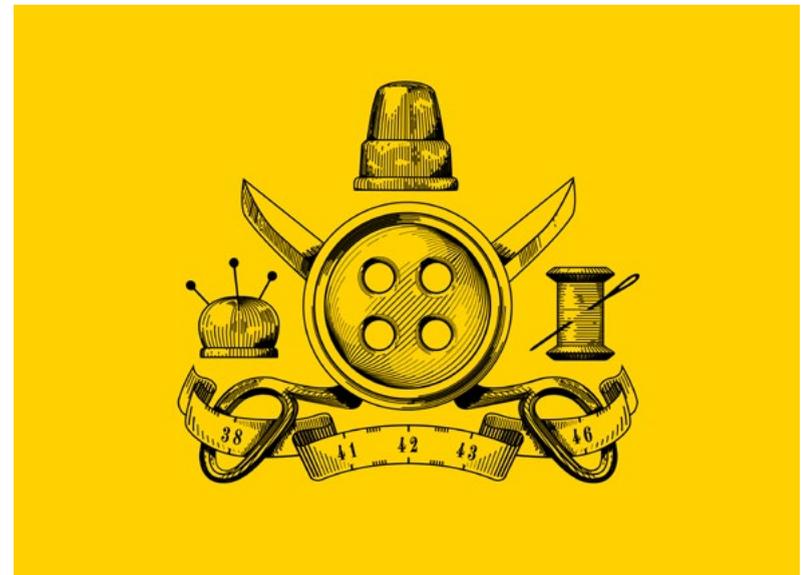


Bold Stockholm

creativepool.com/boldstockholm

Client - The Shirt Factory

Perfection, finish and quality has been the hallmarks of The Shirt Factory for over 25 years. So when they wanted to invigorate their brand, it was inevitable they chose Bold, the top Swedish design agency. The project was all-encompassing, including a new logo, signage and packaging. A crest made of tailoring equipment paired with a strong yellow colour, injects a youthful tone to the new identity.





Foke Studio

creativepool.com/fokestudio

Client - Hophurst Brewery

Creating well thought-out, balanced, cohesive designs is what this small independent studio does best.

Hailing from Manchester, Foke team up with Hophurst, a pioneering brewery from Wigan Borough. The dream was to create an identity that was crafted with the same conscience as their beer. And the visual presence from Bottle to Tablet I am sure made them proud.

*"Cleverly looks contemporary
and traditional."
Sophie Lutman
CD, Lambie-nairn*



—
*"I'm a sucker for minimalist design."
Dan Howarth, CD, Interbrand*
—



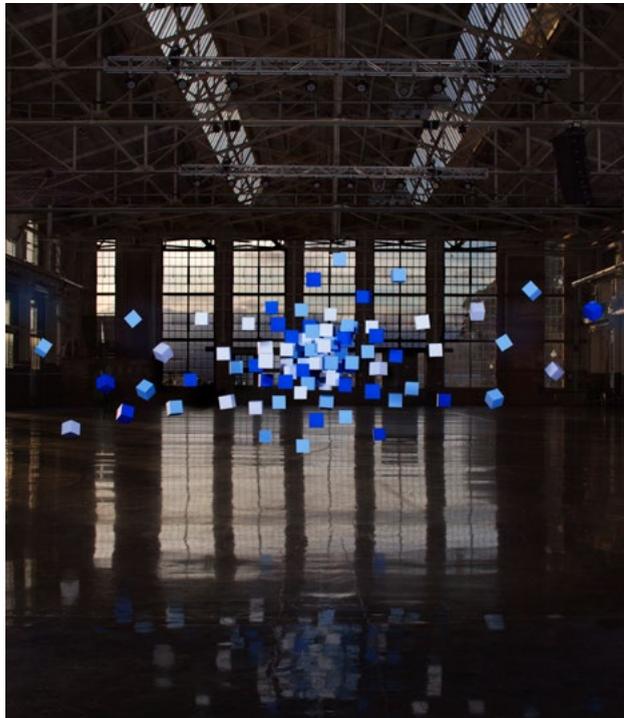
Tim Jarvis

creativepool.com/timjarvis

Client - The Pressery

Tim is an active creative director specialising in brand identity, print and information design. By reflecting pure values of The Pressery, Tim was able to conquer the task of creating an image that really stood out in the emerging whole foods market. By directing a beautiful photography story, it was the bow on top of a perfect branding package.

Featured: Kinfolk, Monocle, Wallpaper & national press



1DA

creativepool.com/1DA

Client - City & Guilds

1DA were asked to create an identity that demonstrated the breadth of City & Guilds' products and cut through the noise of a cluttered category. Their answer is Release Clouds, a handmade multimedia platform that introduces its vocational products and services in seasonal batches at key times each year. 1DA channelled an identity with clever branding across digital and print.

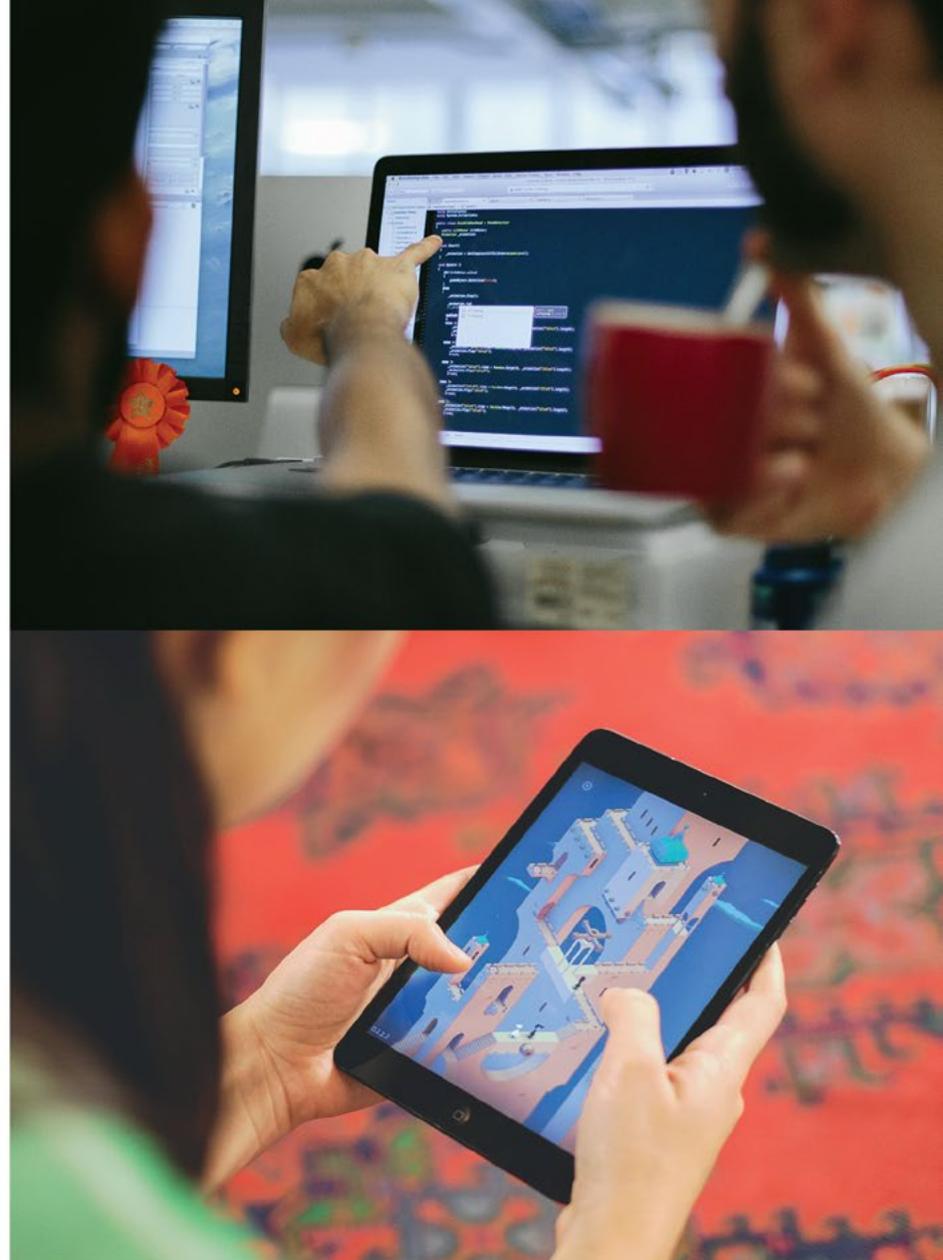
We're a digital product studio based in London, New York, Malmö and Sydney. ustwo is always looking to make a difference, and we're proud to have the best design and engineering talent in the industry.

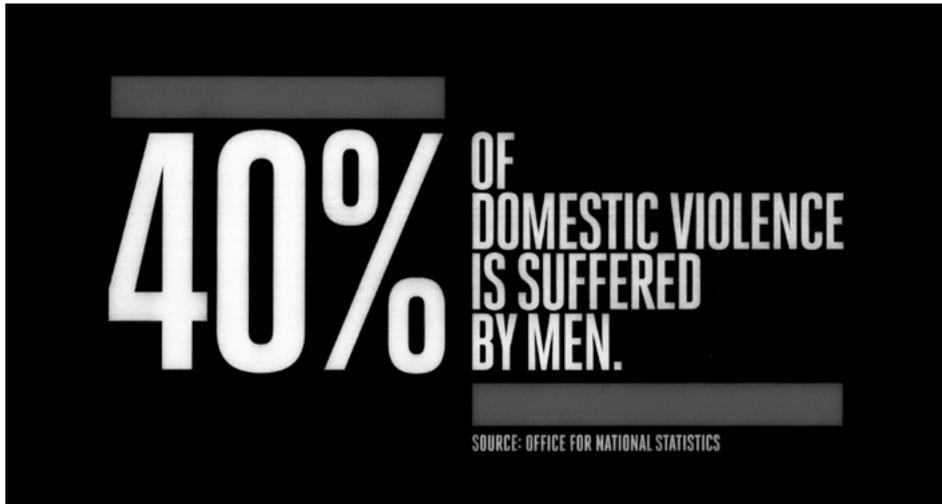
For us it's about creating opportunity for all, whether it's with the innovative work we do for our clients, our award-winning own IP or by launching new and exciting companies.

Get in touch to find out how we create games like Monument Valley, industry-defining mobile banking products, automotive apps and disruptive new companies like smart music ticketing app DICE.



ustwo.com





DIGI-



Dare

creativepool.com/DARE

Client - ManKind Initiative

Dare's brief was to raise awareness for the ManKind initiative, a charity supporting male victims of domestic abuse, by challenging society's perceptions of domestic violence and gender equality. The inspiration behind this project came from the epic Solange and Jay Z brawl that hit the web like a tidal wave, so they asked themselves... What if the roles had been reversed? Would we still be laughing? This spark created an international debate about how we view violence and gender equality. Not to mention their limited budget and zero media spend.

Featured: Telegraph, Daily Mail, Grazia, Vice, Campaign, BuzzFeed, Channel 7 Aus, Harpers Bazaar, & more worldwide press

#DammeCold

Coors
LIGHT

YOUR MANKLES FROZE?

Dear Jean Claude, I have gotten close to the ice cold refreshment of a Coors Light. I once entered a penguin enclosure in mid length trousers - BIG mistake. Air as cold as a snowman's breath froze my mankles stiff, as 80 penguins approached, their little peckers going... snap snap snaaaaaaap. That, Jean Claude, was closer to cold. Yours truly, Dave from Burford

SHARE YOUR STORY AND YOU COULD WIN A DAMME COLD REWARD
Van Damme
ClosesttoCold.co.uk

Coors LIGHT
COLD ACTIVATED BOTTLE
100% NATURAL FLAVOR

VCCP Partnership

creativepool.com/vccp

Client - Molson Coors

Coors inspired VCCP to hire martial artist, Jean Claude Van Damme, to start the Damme Cold Revolution from inside your computer. For years he has been trying to find your weird and wonderful stories of cold. (Yes, there were a lot of nipples!) The best were read aloud in a dramatic reading for Spotify listeners.



Imagination

creativepool.com/Imagination

Client - Rolls Royce

Dynamic agency Imagination set out to represent the supreme qualities of the Rolls Royce brand, shifting perception towards cool, modern luxury and making it accessible to all (and not just those who can afford to purchase). Transforming business through creativity is what Imagination does best. The agency's ethos is clearly displayed through this multi-channel, multi-sensory interactive journey through 9 different rooms in the iconic Saatchi Gallery. Results? 15,207 exhibition visits. 2,463 app downloads. and 57,000 unique page views.





B-Reel

creativepool.com/breel

Client - Samsung

B-Reel teamed up with their friends at Cheil to build a remarkable installation of unexpected everyday products and possibilities. They brought us on a journey to the future at the Fuori Salone aka Milan Design Week for tech giant Samsung. Harnessing the skills of construction partners Fraser Randall, they translated the vision down to the last tee, in order to create this fully immersive piece of digital art spanning 21 m long and 4 m high. This year will be epic for them, no doubt.

"Imaginative and bold use of product, brand and the physical space." James Deeley, CSD, Amaze



Nice and Serious

People's Choice

creativepool.com/niceandserious

Client - The Guardian

The Guardian asked Nice and Serious to bring to life the story of Palm Oil in an in-depth, interactive way. Do you know what Palm Oil is? And the Supply Chain? If not, you probably don't want to. It has an unhealthy relationship with major issues such as deforestation, habitat degradation, climate change, animal cruelty and health concerns. And somehow it's found its way into 50% of household products. Nice and Serious are known for their remarkable films and animations, which bring this potentially dry subject back to life. The end result is award-winning, hard-hitting and stays with you for a long while afterwards.

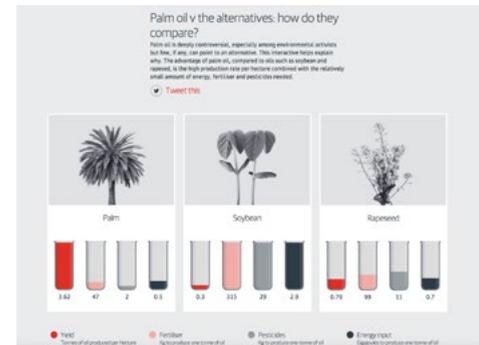


ALTERNATIVES

Palm oil v the alternatives: how do they compare?

Palm oil is being controversial, especially among environmental activists but how, if any, can palm oil be an alternative. This interactive helps explain why. The advantage of palm oil, compared to oils such as soybean and rapeseed, is the high production rate per hectare combined with the relatively small amount of energy, fertilizer and pesticides needed.

[Tweet this](#)



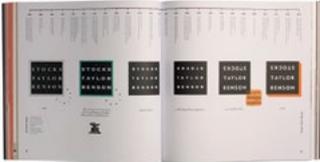
**YOUR
TARGET
AUDIENCE**

**IN ANY
LANGUAGE**



Stocks Taylor Benson

creativepool.com/stockstaylorbenson



GRAPH-



The brief was to create a brochure to celebrate 25 years of design by branding agency Stocks Taylor Benson. The brochure mapped out the studio's journey through a typographic A to Z, showcasing all the work they've done for their clients along the way. Each letter introduces their favourite typefaces, leading the reader through the years with a bit about STB's history and work. A unique keepsake, the brochure is on mixed stock and has been lovingly crafted with foil block, die cutting and a bespoke postal box.



WAX

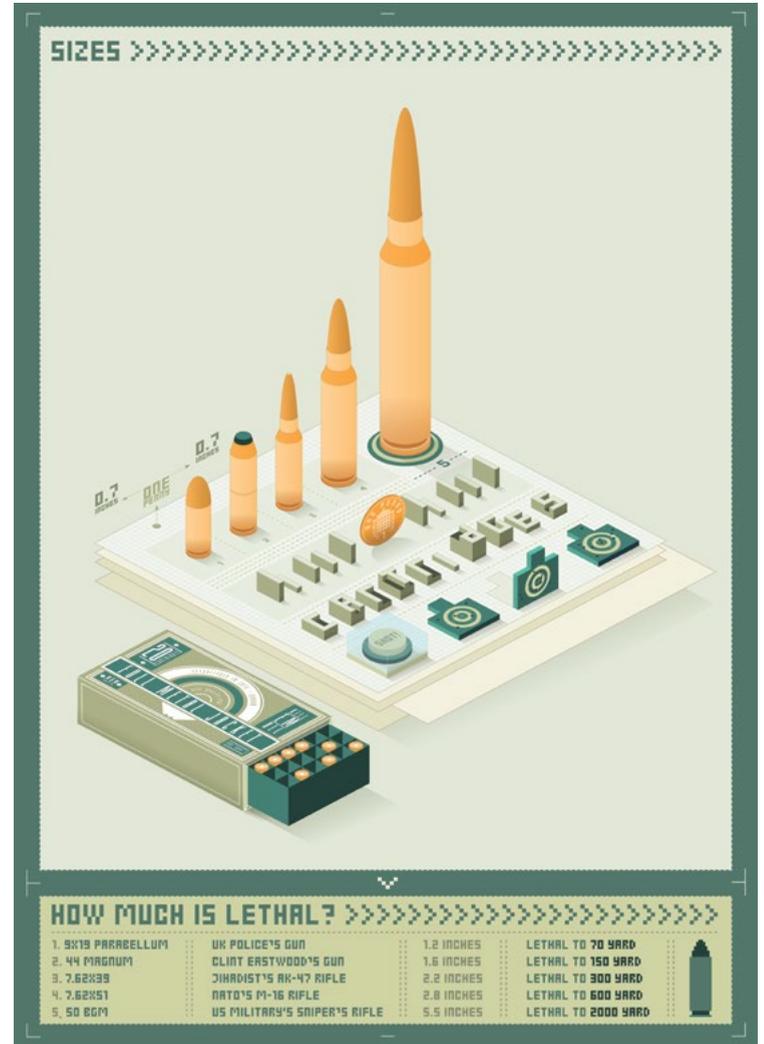
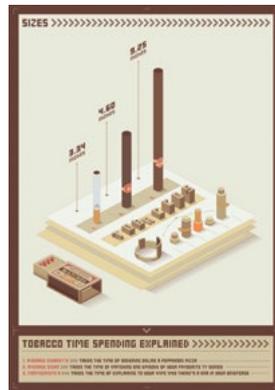
creativepool.com/wax

Client - CSPD

It'd normally be a fusty stack of paper, but to engage members of the disability charity CSPD in celebration of their 40th anniversary, Calgary-based WAX managed to fit all the data of the Annual Report on balloons! Balloons are such a celebratory icon it seems like the perfect way to present dense content.

—
"An extremely imaginative piece, with a great sense of humour for a difficult subject."
—
Glen Taylor, CD, STB

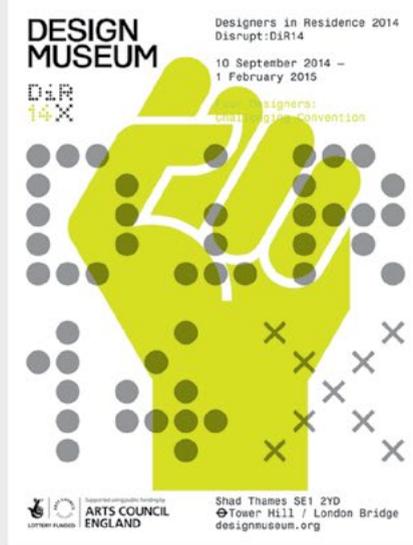




Matteo Ruisi

creativpool.com/matteoruisi

Matteo created a series of infographic posters that humorously explain size differences between items of the same kind. Dynamic typography and isometric style come together in a visually pleasing mix of colours and shapes to create a harmonious composition that clearly displays how some things ... aren't as big as others.



Hold

People's Choice
creativepool.com/WeAreHold

Client - Design Museum

Designing for Design Museum is a feat in itself. Alexander Goulet, Marketing Manager of the Design Museum had this to say about the Designers in Residence posters “Hold bring a great blend of creativity, collaboration and speed of delivery to the table. As changes occurred with the exhibition, they were able to respond quickly with a flow of ideas.”



Luke James

creativpool.com/wengles

Client - Conaco

We wish we could have seen Conan O'Brien's reaction when he saw his silhouette sculpted out of his own initials. Unfortunately Conan was unavailable to comment. We can say however the movement and rendering of the little TVs hypnotise us into this double decade celebration.



NEW BUSINESS IS GOOD BUSINESS

At The Future Factory we work with agencies in the creative industries to help them win new clients and grow their reputation.

There are other consultancies out there, and we're not quite the biggest, or the oldest, but as a wise man once said: it's not the size, it's what you do with it that counts.

In 2014 alone, our two biggest pitch wins totalled over £3.5 million.

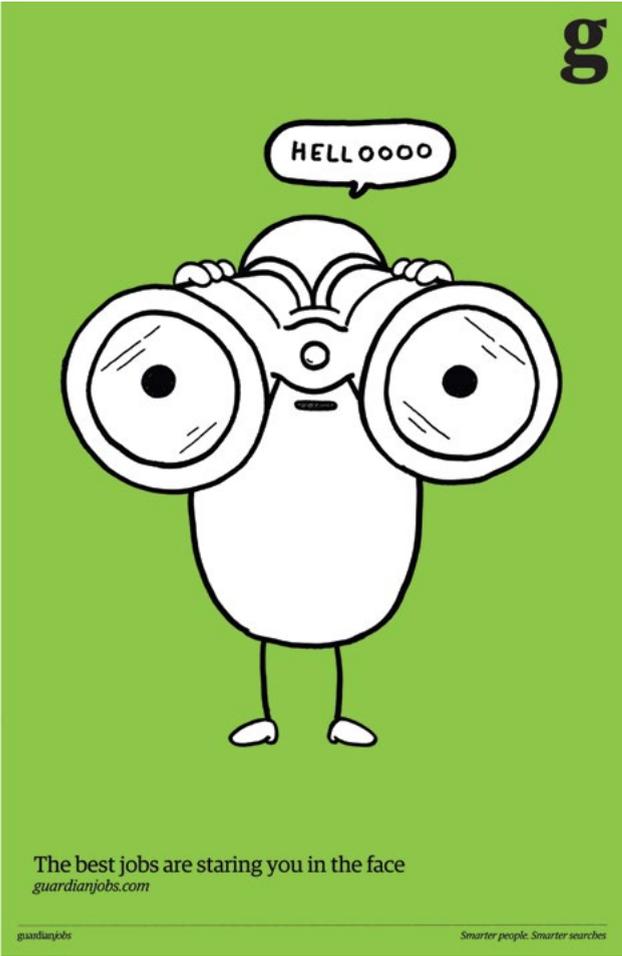
We aim to take the pain out of lead generation and new business. Approaching our work with the care, consideration and attention as you would if you had the time to do so.

If you feel that your current new business efforts could be more proactive or if you fancy stepping things up a notch, you know where to find us.



www.thefuturefactory.co.uk

ILLUSTRATION

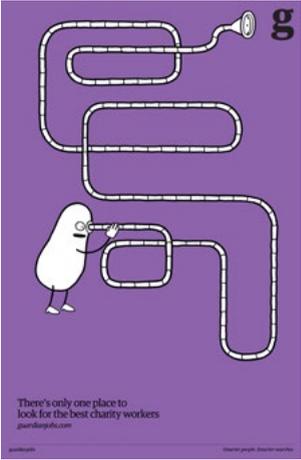


Agency Rush Represents AI Murphy

creativepool.com/agencyrush

Client - Guardian Jobs

AI has our hearts. "Partial to a fab ice lolly every once in a while", he's influenced by great masters like Neil Young and Eric Morecambe. He also holds the prestigious award "Illustrator Most Likely To Go To The Pub Late By Himself". And not to mention first prize in every category of the AI Murphy Illustration Awards which he has hosted for 33 years running.





EW Agency Represents Eiko Ojala

creativepool.com/EWagency

Eiko combines the architectural influences from his father with his educational study of Interior Design to give him a unique viewpoint as an illustrator. He often works with 3D to create these portraits that look like works of paper sculpture. And the judges agree, one of the most unique illustrators from 2014.



Harvey Dormer

creativepool.com/harveydormer

A parody of himself, Harvey looks to music, science and film for inspiration in his works. We were particularly drawn to his consistent style throughout his portraits of famous film stars, seen here in his immortalisation of the late, great Philip Seymour Hoffman.





Javier Puyou

People's Choice

creativepool.com/jilipollo

Jilipollo, as we like to call him, struck our interest from the start of 2014 and never stopped. Which is why, if you have noticed, we chose him to create our epic invite for the first exclusive Pool Party last summer. His unique perspective and keen eye for details will always keep us hungry for more... a legend in the making.

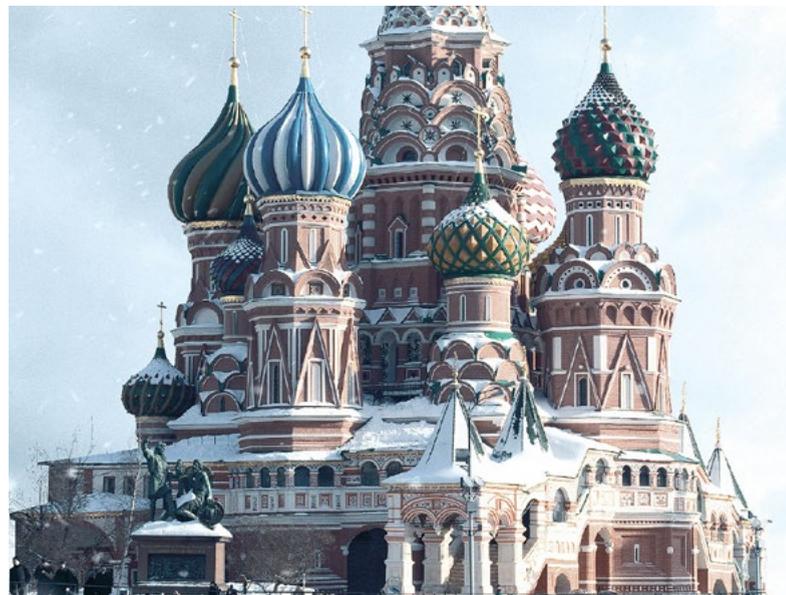


JSR Agency Represents Carioca Studio

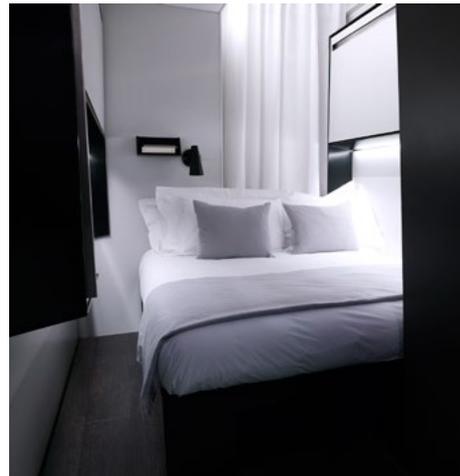
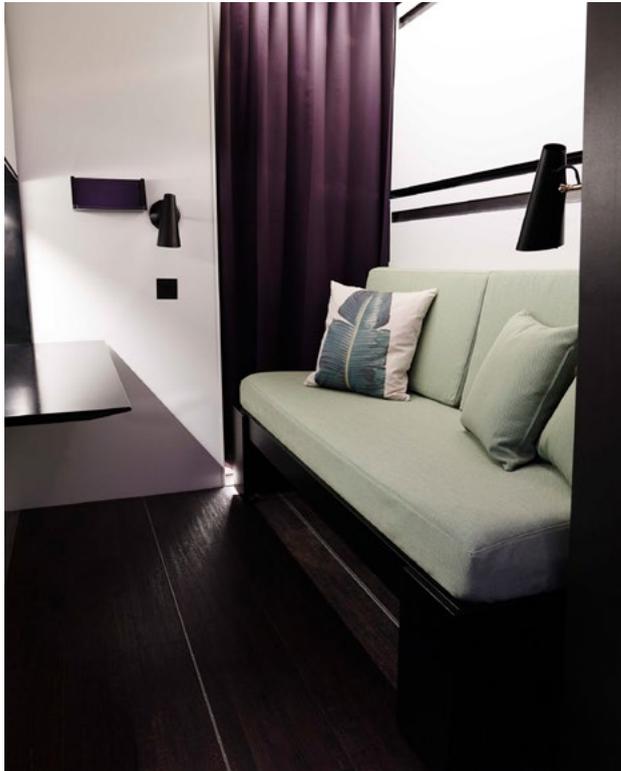
creativepool.com/jsragency

Client - Schusev State Museum of Architecture

Currently ranked #2 in the world for CGI by Lurzer's Archive, the award-winning studio has developed their own style that has been sought after by advertising clients throughout Europe, Russia, China and the world.



INTERIOR



Tangerine

creativepool.com/tangerine

Client - Snoozebox Holdings

The brief for Snoozebox would have given many designers sleepless nights. But the Design Council recommended tangerine (knowing its team positively thrives in tight corners and small spaces).

The product was a portable hotel room offering outstanding accommodation right at the very heart of the action; a sophisticated, private space for people attending an outdoor music festival or sporting occasion.



Checkland Kindleysides

[creativepool.com/ChecklandKindleysides](https://www.creativepool.com/ChecklandKindleysides)

—
*“A really imaginative
take on the new
English countryside.”*
Vicky Richardson
Director,
British Council
—

Client - Hunter

A very ordinary and familiar product needs to be offset with exciting presentation, and this is a masterful example. CK tackled what must have been an interesting brief with a difficult brand to create an interior that displays both modern and heritage elements of Hunter.

Chris Colville-Walker

creativepool.com/chriscolvillewalker



Client - Jonathan Saunders

Chris Colville-Walker is a superstar Creative Director working with fashion, lifestyle and luxury brands. Chris set out to provide art direction for a wide range of Jonathan Saunders projects, including fashion installations, invitations and books.





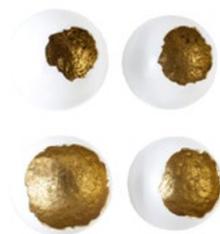
Green Room

creativepool.com/greenroom

Client - Converse

Green Room created an enticingly chaotic 'multi-channel' space for the Pro-Direct Sports store, combining objects, media and light within the store's flexible grid system. It's packed with technology to make it an immersive digital destination for football fanatics.

Madeit: Duncan Spence



Phillips Collection

People's Choice

creativepool.com/phillipsco

Client - Jura 1984 Vintage

Designed for the Dann Foley Lifestyle collection, the Broken Egg Wall Art became an immediate best seller. Sold in sets of 4, these over-sized eggs create a dramatic wall display. Crafted from artisan-grade resin and finished in smooth pearl white and a textured gold leaf, each of the 4 eggs has a different sized cracked opening. Fill them with floral or let them stand alone - it doesn't matter which, since giant broken eggs will stand out in any home.

PACKAGING



“One of those projects that makes the hairs on the back of your neck stand resolutely on end.” Dane Whitehurst
CD, Burgopack



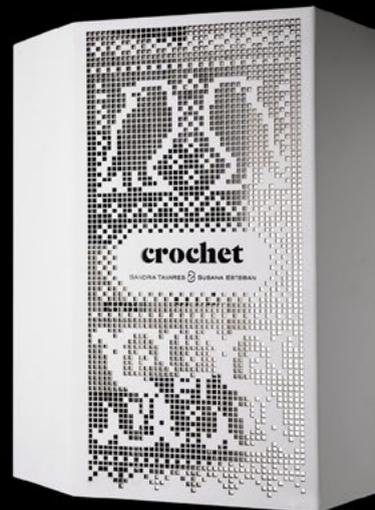
Client - Jura 1984 Vintage

George Orwell's 1984, itself written on the isle of Jura, gives JKR the perfect excuse to break the rules of whisky packaging with some memorable storytelling through a clever combination of two- and three-dimensional elements. The packaging is deep, haunting and multi-layered, the relationship between George Orwell's book and the product framed cleverly. We think it's double plus good, and very [REDACTED]!

Madeit: Melissa O'brien

JKR

People's Choice
creativepool.com/jkr



João Miranda

creativepool.com/walkingfearless

Client - Esteban & Tavares, Lda.

Crocheted wine labelling makes for an original concept, here taking the name semi-literally - artfully using texture and pattern to reinforce the brand. The concept is transferrable between touchpoints and media, offering plenty of room for future development and special editions. It's a beautifully paced, tactile and desirable package that does a lot of good for the image of Douro Valley wines.

Madeit: Rita Rivotti, João Miranda, Pedro Roque
Agency: Rita Rivotti, Wine Branding & Design



Lewis Moberly

creativepool.com/lewismoberly

Client - Waitrose

Lewis Moberly set out to create a private label to challenge established brands, and came up with a pared-back approach to cutting through the noise of supermarket produce. They're ingredients, plain and simple, what else need the label say?

"Simple idea executed beautifully across an extensive and diverse range of products"

Lucy O'Brien
Senior Designer, Kinneir Dufort



Bluemarlin

creativepool.com/bluemarlinbd

Client - City of London Distillery

City of London Distillery (COLD) opened in 2012, marking the return of gin distillation to The City after a two-century absence. Inspired by the strength of gin's heritage in London, entrepreneur and distiller Jonathan Clark saw an opportunity to create a brand for his own super premium one-shot gin. Masters of brand design Bluemarlin stepped in. The design capitalised on the distillery's location within the city known as the Square Mile. London's streets are screen printed directly on the round bottle reflecting both the premium and historic aspects of the brand's personality. The design is then finished with hints of red from the City of London crest and the distiller's signature that break up the monochrome palette while further communicating the superior quality of this distinctly London gin.

Pearlfisher

creativepool.com/pearlfisher

Client - Patrón

Pearlfisher captured the essential simplicity of Roca Patrón tequila. By elevating the already-premium brand with *artesanal* finishes, it preserves the brand's DNA whilst looking rustic and sophisticated. The introduction of

the rope and medallion on the bottle reference the process used to make the spirit and build a link to the brand's heritage. Delicate details within the heavy glass bottle relate subtly to the hand-crafted production process of the product.





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PHOTOGRAPHY

Mark George Represents Clive Booth

creativepool.com/markgeorge

Clive Booth is a photographer and filmmaker. He's known for his distinctive style of selective focus in natural, available, continuous and found light which gives his work an artistic, impressionistic, atmospheric, intimate and ethereal quality.



Morgan Lockyer Represents Richard Wadey

creativepool.com/morganlockyer

Richard Wadey, winner of the AOP Photographer's Award, is a star on the stacked roster of Morgan Lockyer. Boasting clients such as Eurostar, Thompson, and Bell & Ross. He has shot in over 70 countries from the Arctic to Antarctica, and his keen eye for lighting helps him to stay on the international awards radar.





Dan Bannino

creativepool.com/danbannino

Dan says - "With this series my aim was to capture the beauty that lies in this terrible constriction of diets and deprivation, giving them the importance of an old master's painting. I wanted to make them significant, like classic works of art that are becoming more and more weighty as they grow older. My aim was to show how this weirdness hasn't changed since the 15th century."



Andre Elliot

creativepool.com/andreelliott

Acoluthic Redux is actually a revision of his earlier project (called simply 'Acoluthic'). Andre used 3 different coloured lights with various filters and a lit background to achieve the bold colors. Each photo in this series, Andre says, sets out to “convey a different state of mind”. The bold colors and shadows were inspired by the dizzying after-image people see when looking away from a bright light source.



Elayne Barre

People's Choice

creativepool.com/elaynebarrephotography

POOL PARTY

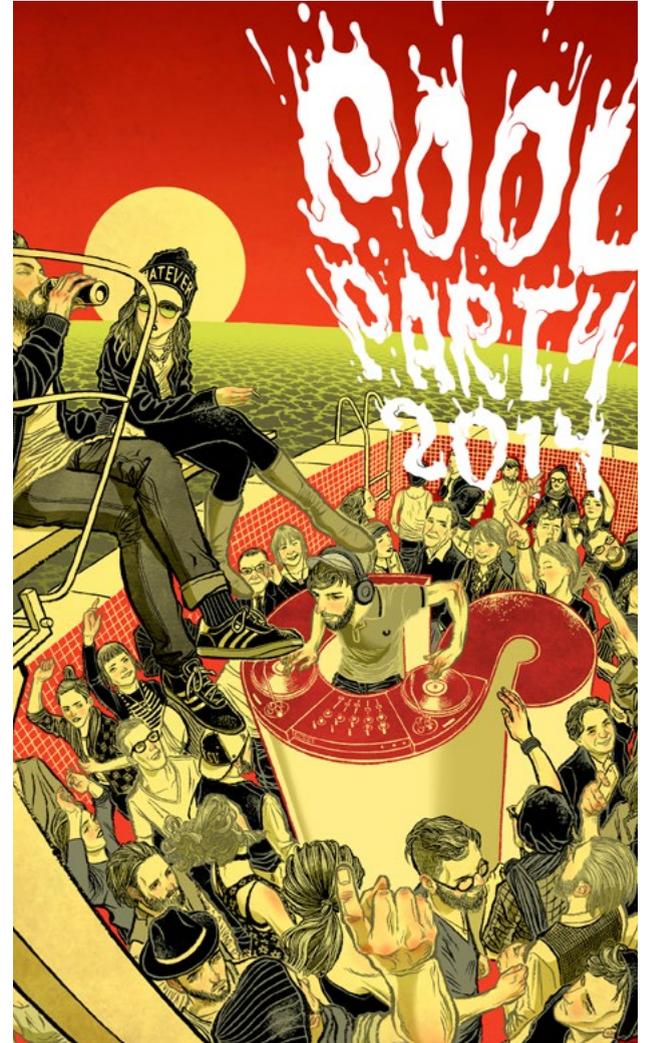


In September 2014, Creativepool and friends took over Shoreditch. The cream of the UK creative industry arrived in branded Ubiquitous Taxis that turned into a photo booth. They were greeted with a champagne reception, top djs, 3D printing, a photo gallery, and left with goody bag swag.

It was a long summer of seemingly endless events. Countless hours of talks. Too many meetups. Dry conference meetings.

The Pool Party is for you to let your hair down and hang out with colleagues, friends and clients in an open environment. With free drinks and quirky dancing.

2014's Pool Party had guests from Ogilvy, BBH, Leo Burnett, DigitasLbi, AKQA, Tangent Snowball and Karmarama.



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PRODUCT



Suck UK

People's Choice
creativepool.com/suckuk

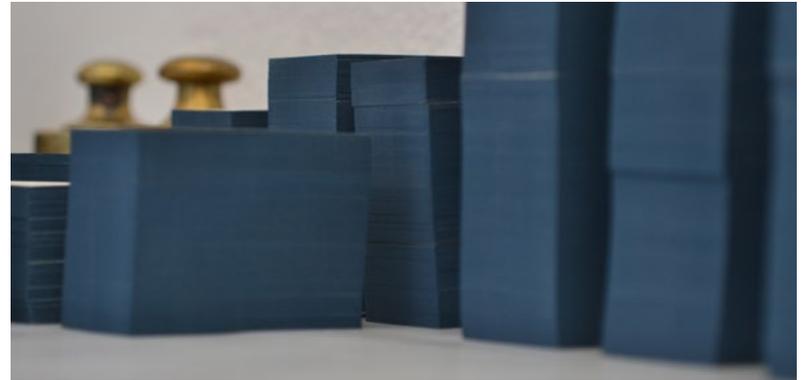
Combining organic materials with technology isn't easy, and nor is getting people to take would-be trash out of their bin and put it pride of place their bedside table. Suck UK have managed both, though, whilst also challenging the practicality of traditional candlelight. The Rechargeable Bottle Light is simple, practical, commercial, and highly imaginative.

Madeit: Steve Gates

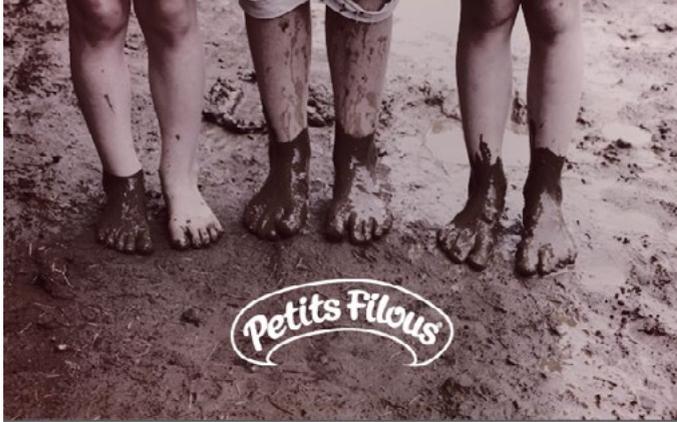


Maurizio Piacenza

creativpool.com/ilpiac



How exactly do you modify the Gregorian standard we've all been using since February of 1582 A.D.? Well, you're going to have to innovate! Maurizio understands this well, and created this perpetual calendar - one you can reuse from year to year. It's gorgeous, the print design tacitly compels you to touch it. Letterpress is used to great effect on Fedrigoni stock, and the calendar was well-finished with the use of a chrome pivotal point.



PETITS FILOUS GALOSHES

In an age where child obesity is a current and reoccurring news and constant worry for parents, Petits Filous have become a strong brand promoting healthy products.

This case study looks into the possibility that Petits Filous can expand into new markets in product form. To encourage children to explore the outdoors, in the process increasing physical well being and an active, healthy lifestyle. Whilst keeping the essence and brand values which Petits Filous are renowned for.



Filipe Almeida

creativepool.com/filipealmeida

Client - Petits Filous

This is what a brand willing to experiment looks like. BMT Landon's, Filipe Almeida chose colouring synonymous with the fromage frais, and the product design contributes to an admirable cause - encouraging children to explore the outdoors, increasing physical wellbeing and promoting an active, healthy lifestyle. This is achieved whilst retaining the essence and brand values Petits Filous are renowned for, with well thought-out material choices and helpful, practical features to aid usability.





Phillips Design Studio

creativepool.com/phillipsdesignstudio

—
"The fixed widths give a balanced, well designed outcome that would look great in a traditional or contemporary space."
Richard Colvill, CD, Turn-Key
—



Concrete, copper and walnut make for an interesting contrast in colour, temperature and tactility. The LUNA collection is six pieces of bold, urban furniture inspired by cycles of the moon that create a richly-textured centerpiece in any space.

Madeit: See Design Studio



Jonathan Montague

creativepool.com/jmontague

Client - British Gas

For British Gas, Jonathan replicated a new interactive Pre-Pay Smart Monitor as well as designing the Pre-Pay smart cards themselves. Jonathan masterfully utilizes Cinema 4D, Photoshop and InDesign in this visualisation that looks indistinguishable from the real thing.



“Creatives hate the word brainstorm”

Billy Faithfull, Executive Creative Director at WCRS

The “Black Cab Interviews” are a series of interviews where we take celebrated individuals from the creative sector on a cab ride around London, some to work, some on their way to a pitch, some just on a little jaunt around this fabulous city. The interviews are intended to be in depth and candid, giving the interviewee a place to talk about the industry, themselves and the place they work.

“I’m in the mental rental business”

Will Awdry, Creative Director, Big Fish

“The Creative Director vs. The Creative”

Ann Wixley, Creative Director at OMD UK

“Take a leap and scare yourself”

Laura Jordan Bambach, President of D&AD

PUBLISHING



People of Print

creativepool.com/peopleofprint



The printers' printers. Delicious colour. Big, bold images printed on pleasingly tactile stock with gorgeous editorial design really making the most of the medium. Content spans from Kickstarter to Suicide Girls to Zut Alors and Lazy Oaf (an inexhaustive list!), and Heretic Studio have been commissioned to hand-screen print 500 limited covers. What's not to like?



Sara Osorio

creativepool.com/saraosorio

A super-fun project inspired by Ustwo's Monument Valley, Gloom aims to improve learning skills and emotional development in the formative childhood years with the creation of recreational and

creative spaces conceived from graphic communication. Executed with vast amounts of coolness, brand elements are applied to stationery and web, making for a rounded and well-presented result.

Yuko Sugimoto

creativepool.com/yukosugimoto

Client - Petri(e) Inventory 64

Yuko is a multi-disciplinary designer with a genuine love for all aspects of visual communication. Yuko worked on the very first issue of an annual fashion & culture magazine called 'Petri(e)Inventory 64', and designed and oversaw the entire magazine's creation from illustration to layout and curation of content. She's exactly the kind of talent you need to create a jaw-dropping publication.





Mário Rodrigues

creativpool.com/mariorodrigues

A composition of vibrant colours and pleasing typefaces make Mario's Flama magazine scream in staunch opposition to banality. The transdisciplinary magazine covered Typography, Illustration and Photography, and projected its intentions boldly with strong typographical elements and striking visuals.





Anthony Chapman

People's Choice

creativpool.com/anthonychapman

Anthony breathes fresh life into XO magazine's visuals. The colour pallet juxtaposed pastels with mono pages, and he redesigned the layout of the magazine entirely.

Further, his implementation of a strong editorial voice kept XO in line with possible competitors whilst remaining appealing to the already loyal readership.



Monotype

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The history of typography: Chapter Two.

First, we enabled the widespread use of many of the 20th Century's best-loved typefaces. Today, we're creating thousands of hinted Web fonts that ensure amazing type fidelity in any browser. What will we do next to help content look great on paper and on the Web?

monotype.com/typereinvented

TYPOGRAPHY

Karoshi

People's Choice

creativpool.com/karoshi



—
*“Swiss modernist style meets Brazil.” Paul Shaw
Editor, Codex Studios*
—



With this world cup calendar, Karoshi invented a well-conceived campaign celebrating type, information design and football with slick execution and colour pallet. Attractive, solid layouts executed well along with a fun and interactive idea giving the World Cup the energy injection that it warrants.

HEY
night owl

—
"Illustrative and a bit cheeky by nature."
- Louise Sloper
—

IS it
REALLY LATE
OR
REALLY EARLY?

MIRROR,
MIRROR,
IN THE LIFT,

Face37

creativepool.com/face37

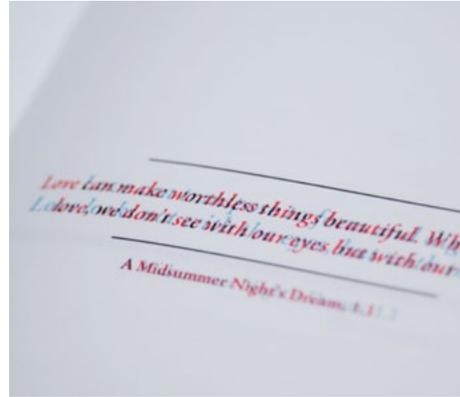
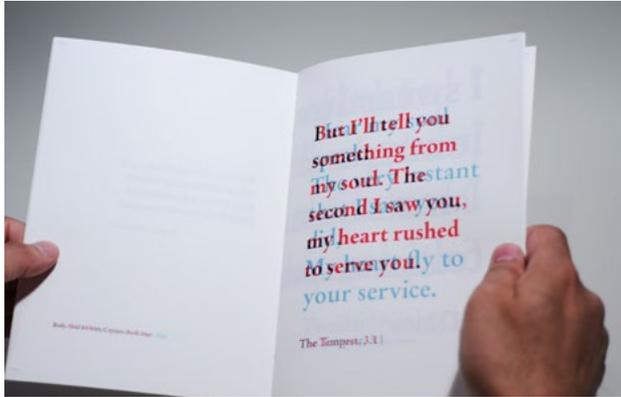
Client - Whitbread

As the old saying goes, 'you can only make a short, boring trip in a lift interesting by using exciting fonts'. An adage liberally applied by Face37 here with well-set type appropriate to their messages, which are illustrative with fabulous pacing to the animations. The lift's messaging itself is 'smart', too, knowing what day it is, what time you got in and even how dang good you look.

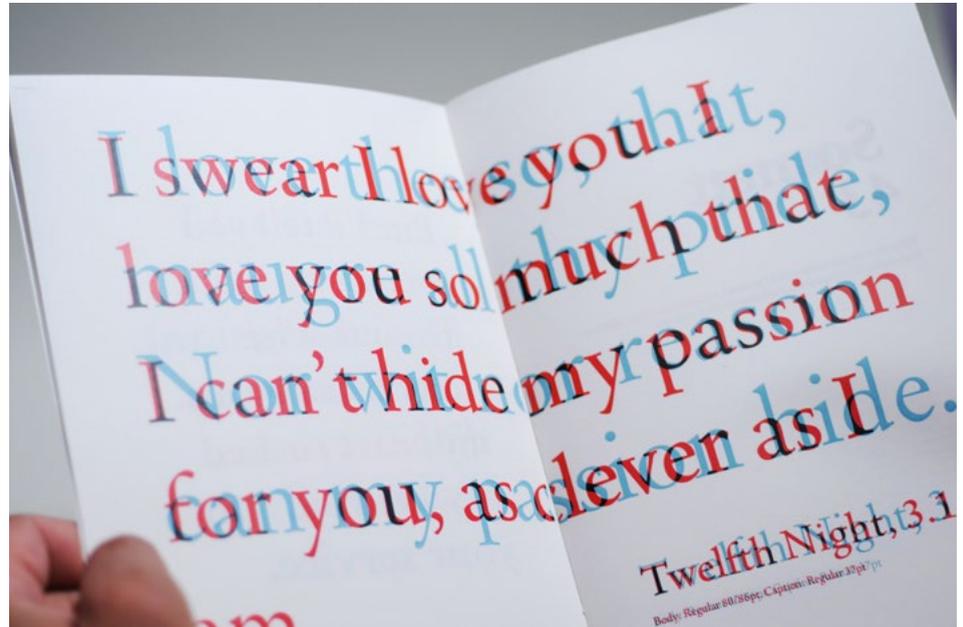
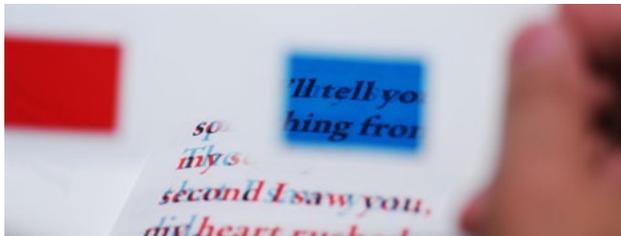
Vivek Mehta

creativepool.com/vivekmehta

Vivek's 'types of love' is a simple and clever reaction to many modern foundries showcasing online specimens over print. The included 3D glasses make sense of the overlapping types (Renaissance-inspired Agmena in red and Stempel Garamond in blue), revealing literature from The Bard himself.



—
"Too few foundries still showcase print specimens leaning more to online, this piece of collateral brings a new meaning to the medium." James Fooks-Bale CD, Monotype





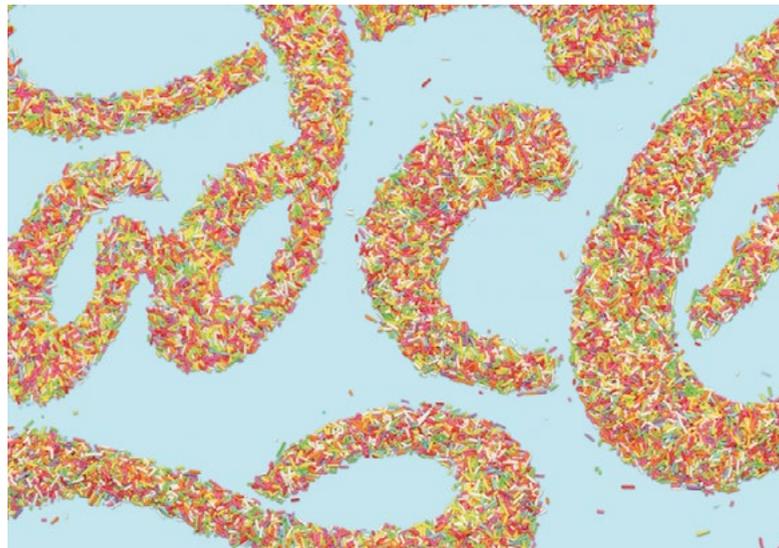
Jelly London Represents Alison Carmichael

creativepool.com/jellyLondon

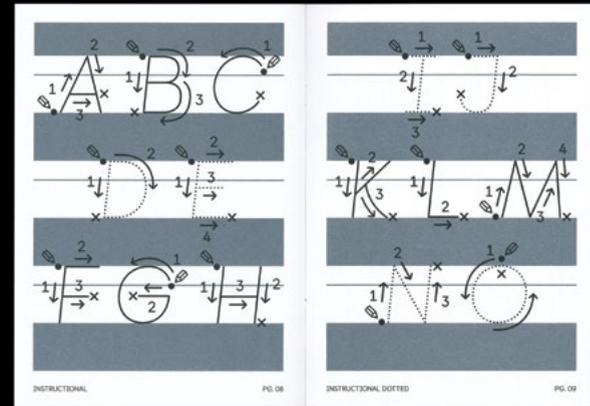
Client - VivaWomen!

VivaWomen! exists to inspire, support and promote women in advertising. Alison's colourful and tongue-in-cheek interpretation of the exhibition title is very cleverly composed with an outstanding final piece as the result. Apparently this isn't the first time Alison has played with her food, as she's previously used ketchup and shampoo (among other raw ingredients) to make her iconic handcrafted typography.

*"A sugary-sweet delight! Executed wonderfully."
Louise Sloper, Head of Design, Chi & Partners*



The Castledown Type Family: Cursive Variant



One,
Two, Three,
Four, Five, Six

Colophon Foundry

creativepool.com/colophonfoundry

Independent type foundry Colophon were originally commissioned to create Castledown, a bespoke typeface for Castledown Primary School, but the project grew into a broader demographic by expanding the type into a family. It inspires children to pick up their pens, pencils and brushes and express themselves with their hands whilst being clean, functional and totally appropriate to the commission. And there's a fun cursive variant representing early learning handwriting thrown in.

VIDEO



Neon

creativepool.com/neon

Client - Woolmark

Woolmark asked boutique creative agency Neon to make a short film describing the different stages in the wool production process, from the fleece to the finished garment. They came up with the simple idea of showing the journey from the wool's point of view in this video, entitled 'Lost & Found'. As the rest of the fleece is industrially processed, we follow its adventures – and its transformation.

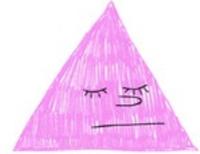
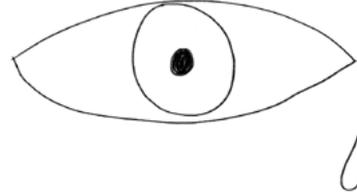


Kode Media

creativepool.com/kodedia

Kode is an international, award-winning video production company defined by making the everyday extraordinary. In this short they team up with Cornetto Films to produce a feature correlating drawings and dreams. Tune-in to find out how two young lovers correspond through sending their hopes and dreams through the future.





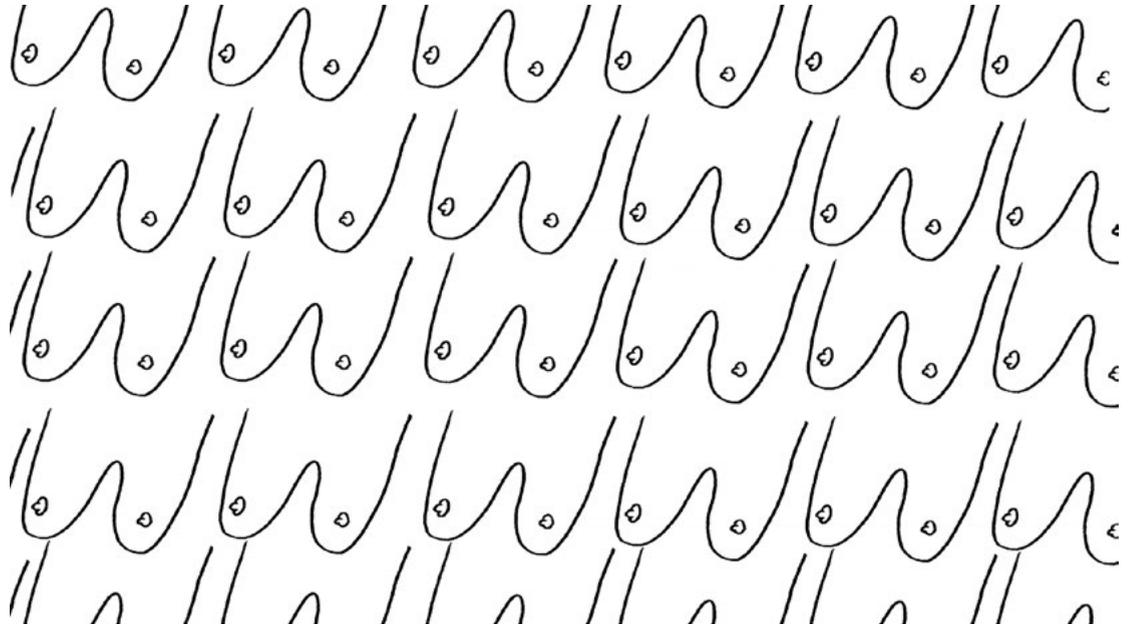
Mr. Castro

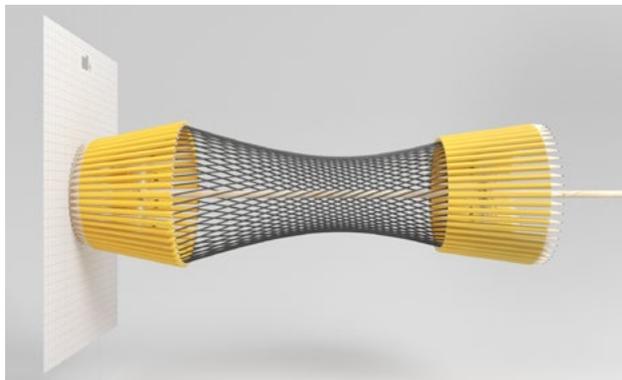
creativepool.com/thatcastrochap

Client - Scottish Mental Health Film Festival

How do you talk about mental health in a non-typical way? You catch their attention with a strange rant about boobs that actually turns out to be insightful, informative and damningly true. Mr Castro proves you can tell an impactful story - the everyday stresses of being a male in 2015 - whilst retaining humour and brevity in the narrative.

—
"A bit of a wake up call. I am not used to hearing monologues about boobs and Jews before I have had my coffee. Entertaining & Intriguing"
Trevor Robertson, Owner, Quiet Storm
—





—
“It lured me into wondering what
was going to happen next”
Trevor Robertson
Owner, Quiet Storm
—

Pandayoghurt

creativepool.com/pandayoghurt

Client - D&AD

Pandayoghurt designed the opening title sequence, title slates and idents for the 2014 D&AD awards - no small task! The result is a playful and very watchable video leveraging art, installations and engineering to create 3D and impactful designs luring you into wondering what happens next.

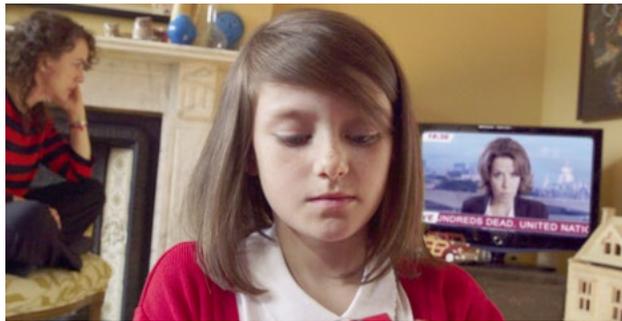




Unit9

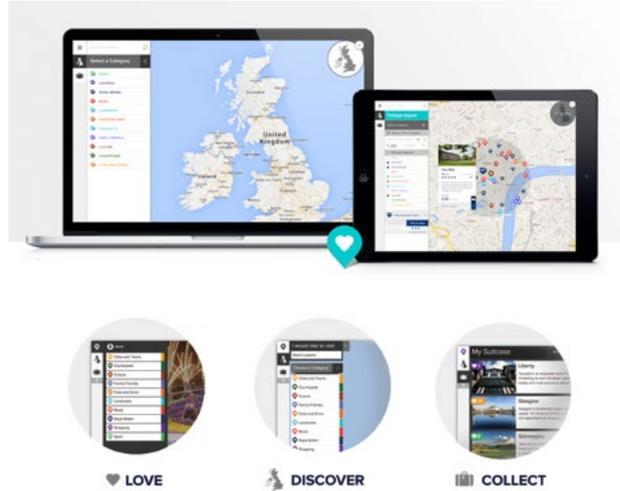
People's Choice

creativepool.com/unit9



21 million YouTube views in 5 days, the results speak for themselves. A visually captivating story expressed through imagery of a child's carefree life. It develops on a sharp pivot to the realities of the rest of the world, and puts Western kids in the place of the children suffering from war in their own countries. A powerful message delivered in an unexpected and direct way.

WEB



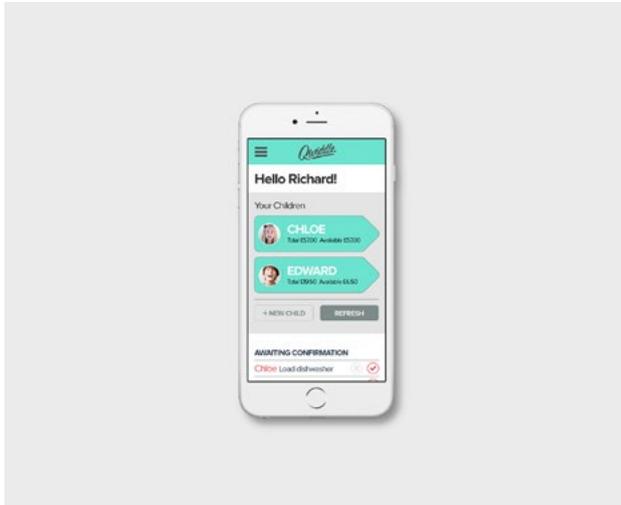
Brand42

creativepool.com/brand42

Client - VisitBritain

Creative Agency Brand42 got in touch with VisitBritain. They wanted to help them to maintain the hype they were gaining from their growing fanbase by creating an interactive platform to help visitors plan their trips to Great Britain. The result? LoveWall, a platform to give trendy city breakers and adventurous trekkers alike a place to declare their love for a vast selection of British destinations, landmarks and events - all in beautiful HD quality. A glowing review from Phillip Taylor, VisitBritain's head of marketing, says that B42 "demonstrated a perfect mix of creativity and technology to deliver both an inspirational and informative experience". Nailed it.





—
“A great example of how a brand can now influence and be reflected in UI design. Good use of colour to draw attention to key actions, and the clear interface layouts should make for a fluid user experience on mobile devices.”

Dominic Williams, CD, Fat Media

—



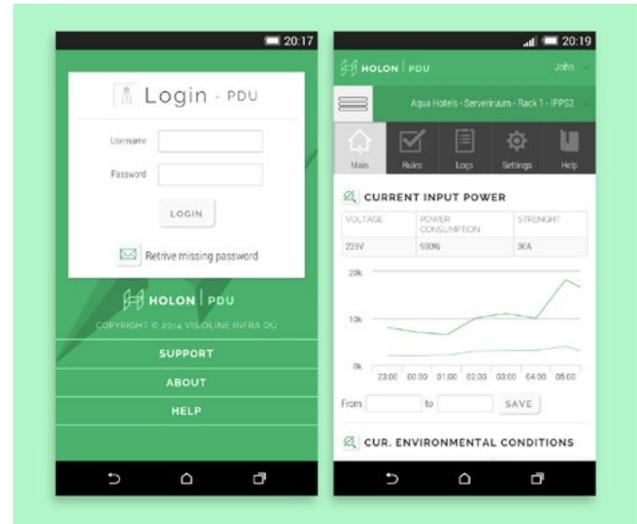
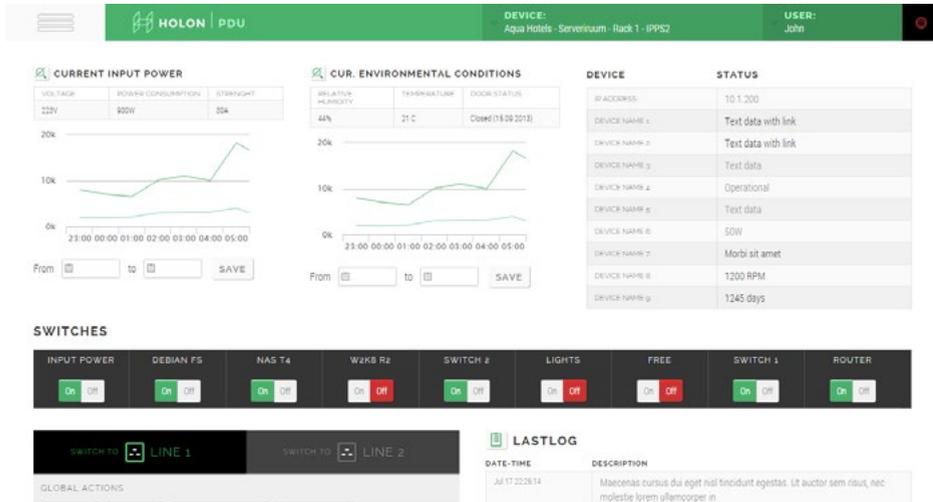
Strawberry

People's Choice

creativepool.com/strawberry

Client - Qwiddle

Qwiddle is the ‘online piggy bank for children’, whose lofty goal is to help kids learn good money habits for life. Strawberry gave them a wonderfully responsive website with good, clean design that’s well executed using smart use of colour to draw attention to key actions. It makes for a super-fluid experience on mobile devices.

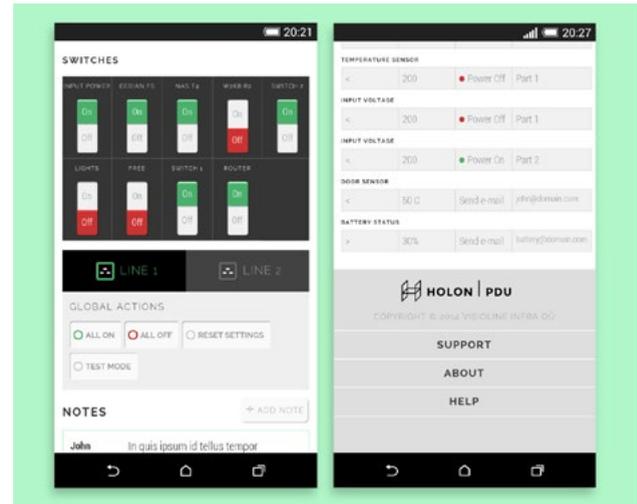


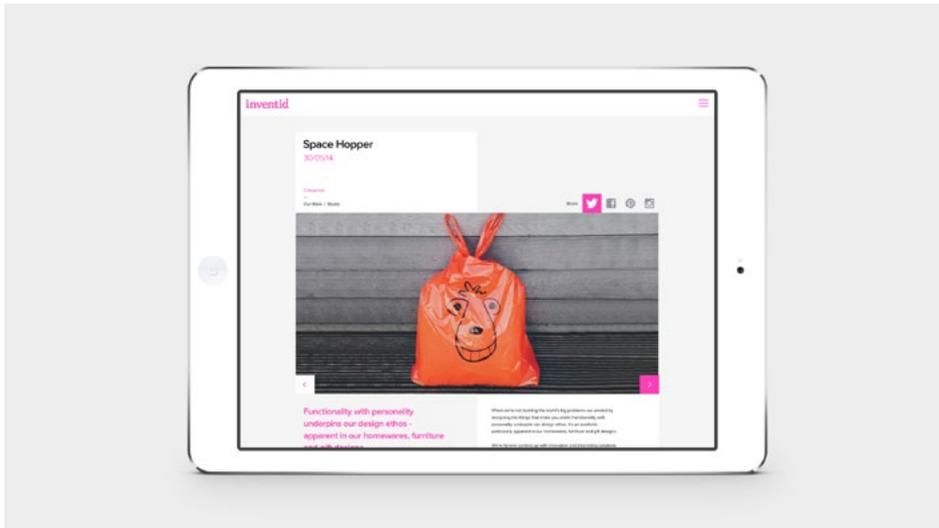
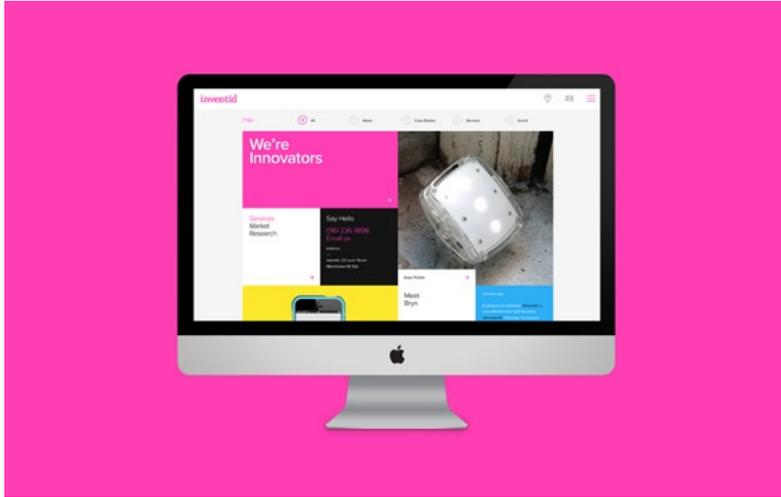
Magnus Kallas

creativepool.com/magnuskallas

Client - Holon PDU

An electric block management utility in need of clear UI, UX and branding? Magnus Kallas brings his immense talent to the Holon PDU with a fantastic UI for a complex interface. The brand travels consistently through every element using beautiful iconography. Clean design aids a seamless transition between screen sizes, ultimately achieving an easy way to understand dense data.

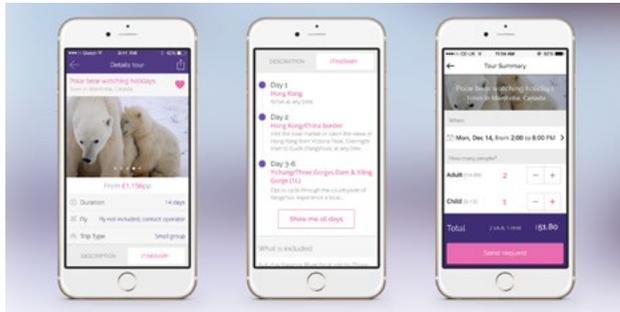




Nine Sixty

creativepool.com/ninesixty

Nine Sixty was tasked with designing and building a website reflecting the passion and creativity of innovation and design consultants Inventid. The fabulously responsive website that came out of their brief is well executed using cutting edge interactive features such as ajax filtering and animated rollover and transitions, to beautiful effect. It's stunning.

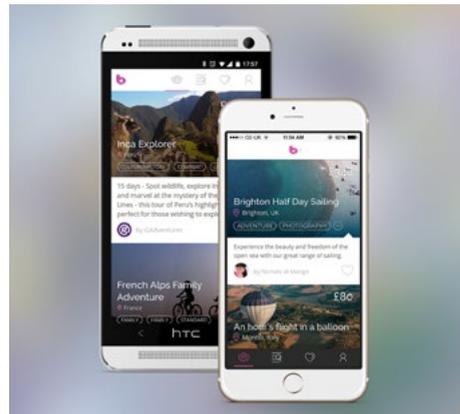


Client - Belocal

Michela's stunning branding and imagery brings to life Belocal, AirBnB for travel guides. Belocal puts travelers in touch with independent guides around the world. The result is an excellent tie-up between physical and digital collateral.

Michela Tannoia

creativepool.com/MichelaTannoia



JUDGES

THREE D

Stuart Aitken
Co-Founder & Creative Director
Axis Animation

Paul Charisse
Senior 3D Animation Lecturer
**Foam Digital / University of
Portsmouth**

William Bartlett
Creative Director
Framestore

Phil Heys
Creative Director
FITCH London

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Executive Creative Director
LIDA

Alastair Hutchison
Creative Director
TMW

Colleen DeCourcy
Global Executive Creative Director
Wieden+Kennedy

Matt Edwards
CEO
WCRS

Luke Mugliston
CEO
The Gate Worldwide

Jeff Kling
Chief Creative Officer
Fallon

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Dan Howarth
Digital Creative Director
Interbrand

Darren Whittingham
Co-founder and Group Chief
Creative Officer
StartJG

Sophie Lutman
Creative Director
Lambie-nairn

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Executive Creative Director
BrandOpus

Stuart Radford
Creative Director
The Partners

DIGITAL

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The Partners

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adam&eveDDB

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VCCP

James Deeley
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Amaze

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Imagination

GRAPHIC

Robbie Dale
Creative Director
1000heads

Glenn Taylor
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Stocks Taylor Benson

John Treby
Director
Cubiqdesign

Chris Tymon
Creative Director
Toast Design

Anthony Gibbs
Design Director
Framestore

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Co-founder
Handsome Frank

Helen Rush
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Agency Rush

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The Artworks Inc.

Charlie Sells
Founder
Jelly London

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TILT Studio

Vicky Richardson
Director of Architecture Design &
Fashion
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Burgopak

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Managing Director
Osborne Pike

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Partner
Pemberton & Whitefoord

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Senior Designer
Kinneir Dufort

Mary Lewis
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Lewis Moberly

JUDGES

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Founder
Mutton Bones

Lisa Pritchard
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LPA

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Studio Make Believe

Dan Formosa
Co-Founder
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Jason Goodman
CEO
Albion

Richard Colvill
Creative Director
Turn-Key

Andrew Knowles
Co-founder and Chairman
JKR

Geri Allen
Creative Director - Head of Digital
Imaging
Framestore

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PubMatic

Ben Steers
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Fiasco Design

Terry Shortland
Managing Bespoke & Beautiful
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Moore a division of DG3

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Editor, Codex: Studies in Letter-
forms

Rob Gonzales & Jonathan Quainton
Creative Director
Sawdust

Louise Sloper
Head of Design
Chi & Partners

James Fooks-Bale
Creative Director
Monotype

VIDEO

Trevor Robertson
Owner
Quiet Storm

Dave Dye
Head of Art & Creative Director
Mother

Matt Seiler
Global CEO
IPG Mediabrands

Martin Flavin
Creative Director
Five By Five

WEB

Dez Derry
CEO
mmadigital

Dave Ward
Creative Director
Realise

James Edwards
CEO & Founder
BPI Agency

Dominic Williams
Creative Director
Fat Media

Simon Gill
Chief Creative Officer UK
DigitasLBi

Mark Deepprose
Creative Director
Jelly Fish

THANK YOU

It is with great pleasure that we extend our sincere thanks and appreciation to our panel of judges, the involved agencies, brands, organizations and sponsors for their generous support and help with the Creativepool 2015 Annual. We'd also like to thank all the companies and individuals who submitted their work and all of this year's nominees.

The level of high quality work on Creativepool is outstanding. It repeatedly amazes and humbles us. How do we say thank you? We placed 12,000 copies of this book in the hands of Cannes Lions Delegates, and 3,000 on the desks of top agencies around the world.

Finally, a huge congratulations to the finalists who made it into this year's edition. May your hard work pay off in the coming year.

And next year?

Stay tuned for the announcement of 2016 Annual Submissions.
Opening Early October 2015



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Editor

Alexandra Schott

Graphic Design

Mário Rodrigues

Cover Artist

Mário Rodrigues

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Jan Janetka

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Zoe Perriam

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RISK
MANAGEMENT
ENVIRONMENTAL
SOCIAL
GOVERNANCE
DIVERSITY
AND
INCLUSION
CORPORATE
CITIZENSHIP
CYBERSECURITY
DATA
PROTECTION
ARTIFICIAL
INTELLIGENCE
BLOCKCHAIN
CLOUD
COMPUTING
INTERNET
OF THINGS
BIG DATA
ANALYTICS
MOBILE
APPLICATIONS
DIGITAL
TRANSFORMATION
EMERGING
TECHNOLOGIES
INTEGRATION
AND
COLLABORATION
AGILITY
AND
RESILIENCE
SUSTAINABLE
GROWTH