

Alex Hilbourne

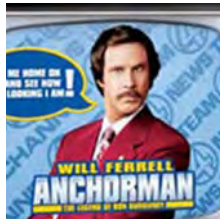
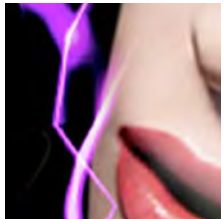
PORTFOLIO



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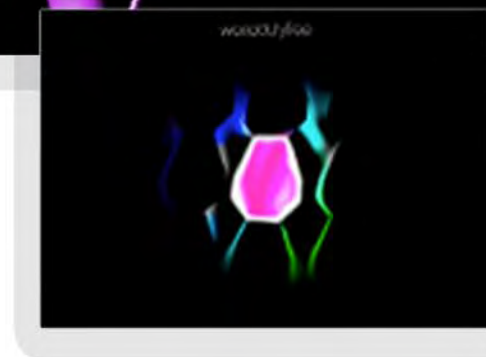
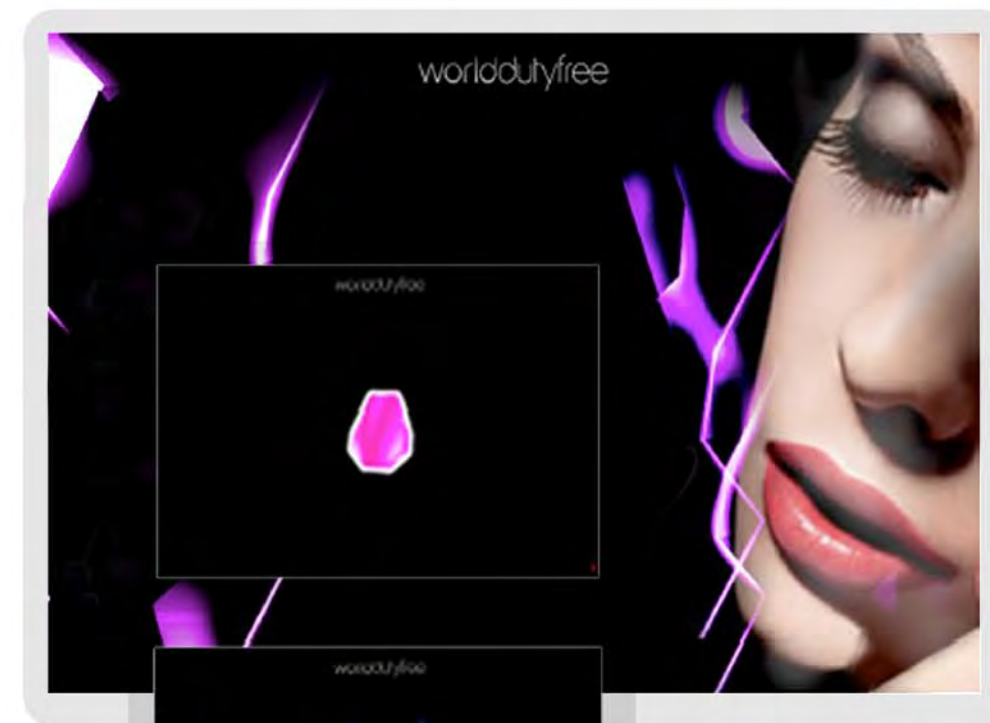


alex@summer-creative.co.uk



terminal 5

b2b branding



Client: World Duty Free

Brief: Create a brand look to entice potential 'high-end' shops to take retail space in terminal 5. Implemented as a microsite and brochure.

About: Taking a key element from T5, a close up of the centre piece liquid crystal display. This was used as a basis for creating a stunning and sophisticated brand design to sell the terminal retail space to upmarket retail brands.

Photoshop, InDesign & Illustrator

This screenshot shows the Nintendo UK website during a Black Friday sale. The top navigation bar includes the Nintendo logo, a search bar, and links for Consoles, Games, Brands, amiibo, Offers, and Cool Stuff. A prominent banner at the top reads "BLACK FRIDAY UP TO 80% OFF". Below this, there are several promotional tiles: "FREE MINECRAFT Wii U EDITION", "SAVE 30% amiibo + NFC OFFERS", "Mix 'n' Match 3 T-SHIRTS FOR £25", "OFFERS UP TO 80% OFF", "SAVE £16.98 YOKAI WATCH", and "FIGURINES UP TO 40% OFF". A "COMING SOON..." banner for Pokémon is visible at the bottom.

This screenshot shows the Nintendo UK website featuring Super Mario products. The top navigation bar is similar to the previous screenshot. A large banner at the top features the "SUPER MARIO" logo and characters Mario and Luigi. Below this, there are several product tiles: "SUPER MARIO MAKER", "MARIOKART", "PAPER MARIO", "amiibo", "BUILD YOUR OWN BUNDLE", and "COOL STUFF". A large banner for "SUPER MARIO RUN" is also present, with a QR code and a QR code for a "FREE DEMO" of Yo-Kai Watch. At the bottom, there is a grid of game covers for various titles including Mario Party, Super Mario 3D Lands, Super Mario Bros. 2, Super Mario Bros. U, Super Mario 3D World, Super Smash Bros. Brawl, Mario Party 10, Mario Party 11, Mario Party 12, Mario Party 13, Mario Party 14, Mario Party 15, Mario Party 16, Mario Party 17, Mario Party 18, Mario Party 19, Mario Party 20, Mario Party 21, Mario Party 22, Mario Party 23, Mario Party 24, Mario Party 25, Mario Party 26, Mario Party 27, Mario Party 28, Mario Party 29, Mario Party 30, Mario Party 31, Mario Party 32, Mario Party 33, Mario Party 34, Mario Party 35, Mario Party 36, Mario Party 37, Mario Party 38, Mario Party 39, Mario Party 40, Mario Party 41, Mario Party 42, Mario Party 43, Mario Party 44, Mario Party 45, Mario Party 46, Mario Party 47, Mario Party 48, Mario Party 49, Mario Party 50, Mario Party 51, Mario Party 52, Mario Party 53, Mario Party 54, Mario Party 55, Mario Party 56, Mario Party 57, Mario Party 58, Mario Party 59, Mario Party 60, Mario Party 61, Mario Party 62, Mario Party 63, Mario Party 64, Mario Party 65, Mario Party 66, Mario Party 67, Mario Party 68, Mario Party 69, Mario Party 70, Mario Party 71, Mario Party 72, Mario Party 73, Mario Party 74, Mario Party 75, Mario Party 76, Mario Party 77, Mario Party 78, Mario Party 79, Mario Party 80, Mario Party 81, Mario Party 82, Mario Party 83, Mario Party 84, Mario Party 85, Mario Party 86, Mario Party 87, Mario Party 88, Mario Party 89, Mario Party 90, Mario Party 91, Mario Party 92, Mario Party 93, Mario Party 94, Mario Party 95, Mario Party 96, Mario Party 97, Mario Party 98, Mario Party 99, Mario Party 100.

This screenshot shows the Nintendo UK website featuring a sale on new Nintendo 3DS consoles. The top navigation bar is similar to the previous screenshots. A large banner at the top reads "SALE NOW ON" with a Mario character. Below this, there are several promotional tiles: "UP TO £40 OFF NEW NINTENDO 3DS", "£279.99 £139.99 SAVE £140! + one selected game", and "FREE MINECRAFT Wii U EDITION WITH Wii U".

This banner promotes the Yo-Kai Watch game on Nintendo 3DS. It features the Yo-Kai Watch logo, a QR code for a "FREE DEMO", and the text "SCAN WITH YOUR NINTENDO 3DS".

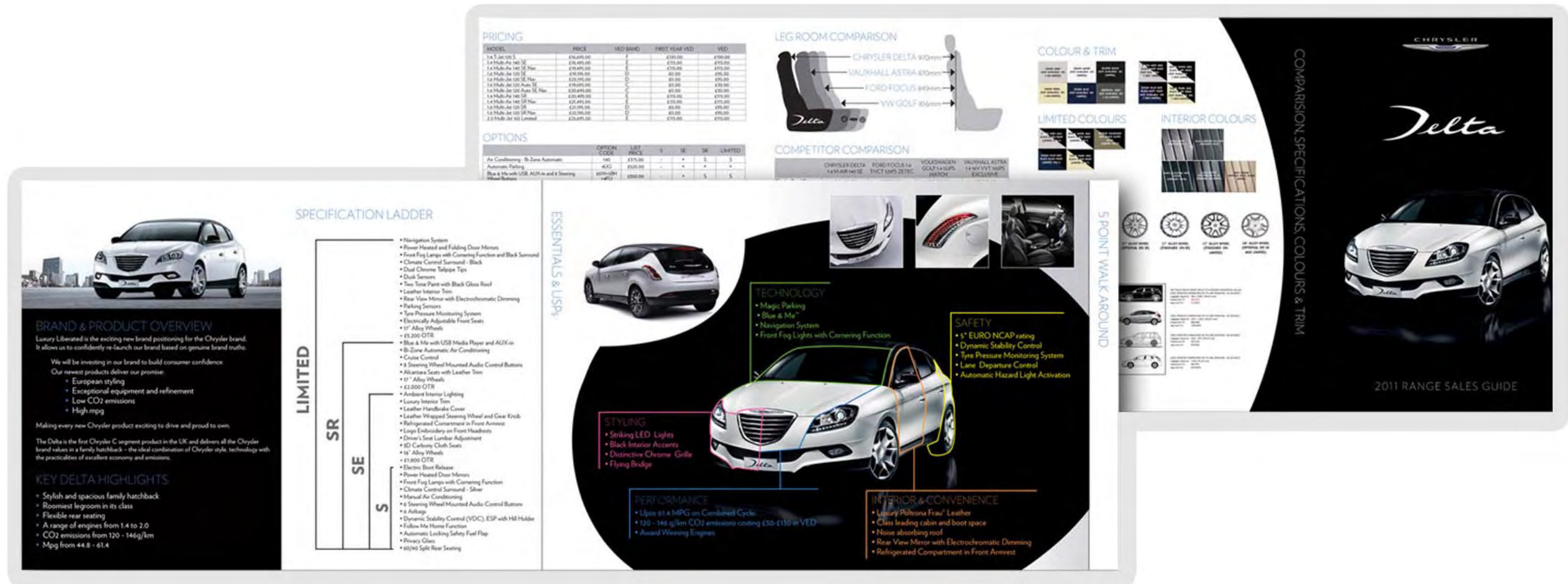


Client: Chrysler - Fiat Group

Brief: Design a dealer side brochure that promotes and reflects the stylish new Chrysler Delta.

About: In addition to reflecting the Chrysler Delta's stylish looks, the brochure had to clearly display and visually interpret technical information about the car. Examples of this are the five point walk around, specification ladder and the leg room comparison chart.

Photoshop, InDesign & Illustrator



regus
worldwide guideline manual



- Client:** Regus
- Brief:** Create a Regus Field manual for distribution worldwide.
- About:** The manual was designed to be as visual as possible by using icons and scenes to communicate the information. This was because only an English language version was requested and the document was to be used globally.

Photoshop, Illustrator & InDesign

30 GRESHAM STREET



Knight Frank



Knight Frank

30 GRESHAM STREET

A NOTE FROM THE SENIOR PARTNER To the DAWM, Samsung Life Investments and Samsung SRA Teams

I am delighted that we have been given the opportunity to present our thoughts in relation to the sale of your iconic asset, 30 Gresham Street.

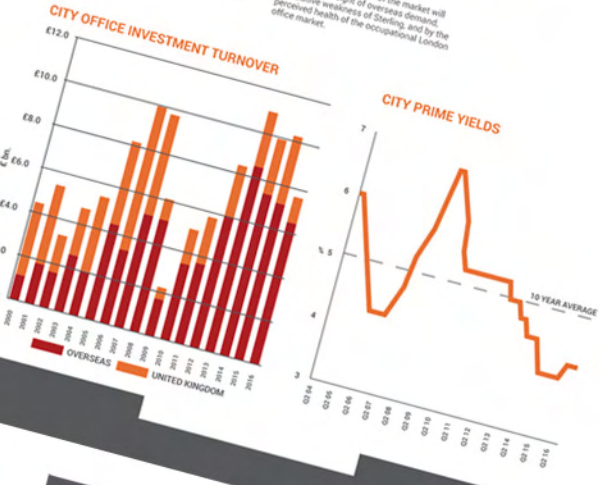
As a firm, we have had a long and successful relationship with the building, acting for you on the leasing side and also acting for investor/acquiring space within the building.

Stephen, Nick and Peter have assembled a senior team that is extremely well positioned to orchestrate a major global marketing campaign to capture and deliver the most aggressive global capital for this asset. I trust this document and the team's presentation next week, will demonstrate that the team have a fantastic track record in achieving ground breaking pricing and finding new sources of capital for such projects. Our global network continues to demonstrate its ability to collaborate effectively and efficiently.

This would be a highly prestigious instruction for Knight Frank and one I would continue to take a close interest in. I very much hope that we can work with you further on this outstanding asset, and trust through them we are appointed to act on this globally recognized landmark.

Yours sincerely

Alister Elliott
Senior Partner and Group Chairman



2. THE INVESTMENT MARKET

BREXIT VOTE IMPACT

The shock result in the referendum in June caused huge volatility in the London market, exacerbated by a flood of redemptions from the open ended property fund sector. The concern was short-lived. As investors and occupiers accepted the outcome and confidence began to return, demand was boosted by overseas investors taking advantage of the 15% fall in the relative cost of sterling. Combined with a shortage of available investment stock, prices have returned across London to their pre-referendum level and for some parts of the market, are now above that.

- Forecasts for rental growth in the market have been revised back, with headline rents expected to remain static throughout 2017 and 2018 and growth returning thereafter.
- Tenant incentives are increasing in some areas of the market, reducing net effective rents.
- The pipeline of office developments in the City remains very constrained by historic standards. Whilst 1.9m sq. ft. of speculative space was completed during 2016, only 0.8m sq. ft. of office space is currently under construction and due for completion in the next 3 years.
- Long run average take up of new and refurbishment space is 2.76 m sq. ft. per annum.

3. RENTAL PERFORMANCE - 'SELLING' THE RENT REVIEW

Knight Frank have an intimate knowledge of the property, market leading view on the City occupational market and a firm belief in the performance that this will deliver at the future rent reviews.

In a market where the press and other competitors are taking down the occupational market and predicting rental decline one of the key messages will be regarding our belief in the occupational market. This will help investors enhance returns through rental performance and future asset management opportunities.

Key to driving price will be convincing the market that there will be an uplift in the 2018 rent review. This must come from detailed analysis and explanation. No other agent has a better understanding of the occupational market and predicting rental decline one of the key messages. Despite some uncertainty in the occupational market, with some other agents predicting falling prime rents and increasing rent free periods, Knight Frank are positive about the outlook and have market leading rent growth forecasts.



We have outlined tenant incentives

Floor	Use
Level 8	Office
Level 7 (T)	Office
Level 6	Office
Level 5	Office
Level 4	Office
Level 3	Office
Level 2	Office
Level 1 East	Office
Level 1 West	Office
Ground	Office
Lower Ground	Office
Basement 1	Storage
Basement 2	Storage

KNIGHT FRANK GLOBAL OFFICE NETWORK

Large enough to be truly global, ...small enough to still talk to each other.



THE AMERICAS
5,340 PEOPLE
166 OFFICES
15 COUNTRIES

ARGENTINA / BRAZIL / CANADA
CHILE / COLOMBIA / COSTA RICA
DOMINICAN REPUBLIC / MEXICO
PERU / PUERTO RICO
THE CARIBBEAN / USA



CONTINENTAL EUROPE
1,020 PEOPLE
83 OFFICES
16 COUNTRIES

AUSTRIA / BELGIUM / CYPRUS / CZECH REPUBLIC / FRANCE / GERMANY / IRELAND / ITALY / MONACO / THE NETHERLANDS / POLAND / PORTUGAL / ROMANIA / RUSSIA / SPAIN / SWITZERLAND

ASIA-PACIFIC
4,970 PEOPLE
55 OFFICES
13 COUNTRIES

AUSTRALIA / CAMBODIA / CHINA
HONG KONG / INDIA / INDONESIA / JAPAN / MALAYSIA / NEW ZEALAND / SINGAPORE / SOUTH KOREA / TAIWAN / THAILAND

AFRICA
690 PEOPLE
23 OFFICES
10 COUNTRIES

BOTSWANA / KENYA / MALAWI / NIGERIA / RWANDA / SOUTH AFRICA / TANZANIA / UGANDA / ZAMBIA / ZIMBABWE

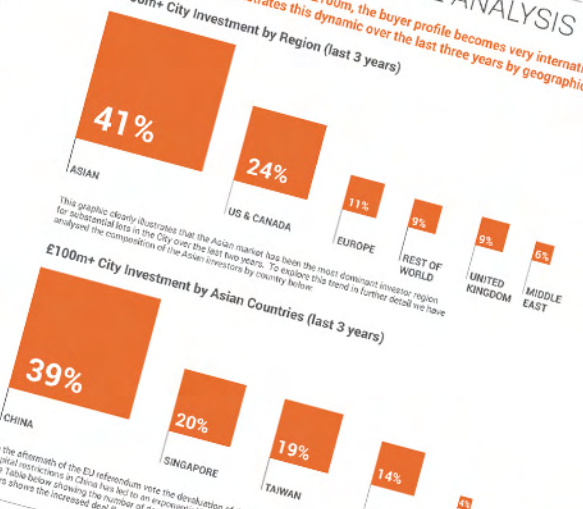
THE MIDDLE EAST
50 PEOPLE
3 OFFICES
2 COUNTRIES

THE KINGDOM OF SAUDI ARABIA
THE UNITED ARAB EMIRATES

411 OFFICES
59 COUNTRIES

7. PRICE AND FINANCIAL ANALYSIS

For substantial lots in excess of £100m, the buyer profile becomes very international in composition. The graphic below illustrates this dynamic over the last three years by geographical region.



KNIGHT FRANK GLOBAL DEMAND SURVEY 2017

IDENTIFIED GLOBAL INVESTMENT DEMAND FOR LONDON £41.5BN by stand alone



GREATER CHINA
EUROPE
UK
MIDDLE EAST
MULTI-NATIONAL

Client: Johnson & Johnson
Brief: Create a POS campaign to promote a free smoking cessation service at pharmacies and surgeries throughout the uk.

About: The campaign took a personable approach with clear, to the point messaging from identifiable characters. This was a departure from the previously clinical looking POS campaigns.

Photoshop, InDesign & Illustrator

Posters



Scratch Cards



Leaflet



Certificates



Health Benefit wheel



Counter POS



Range card



Money Box



johnson and johnson

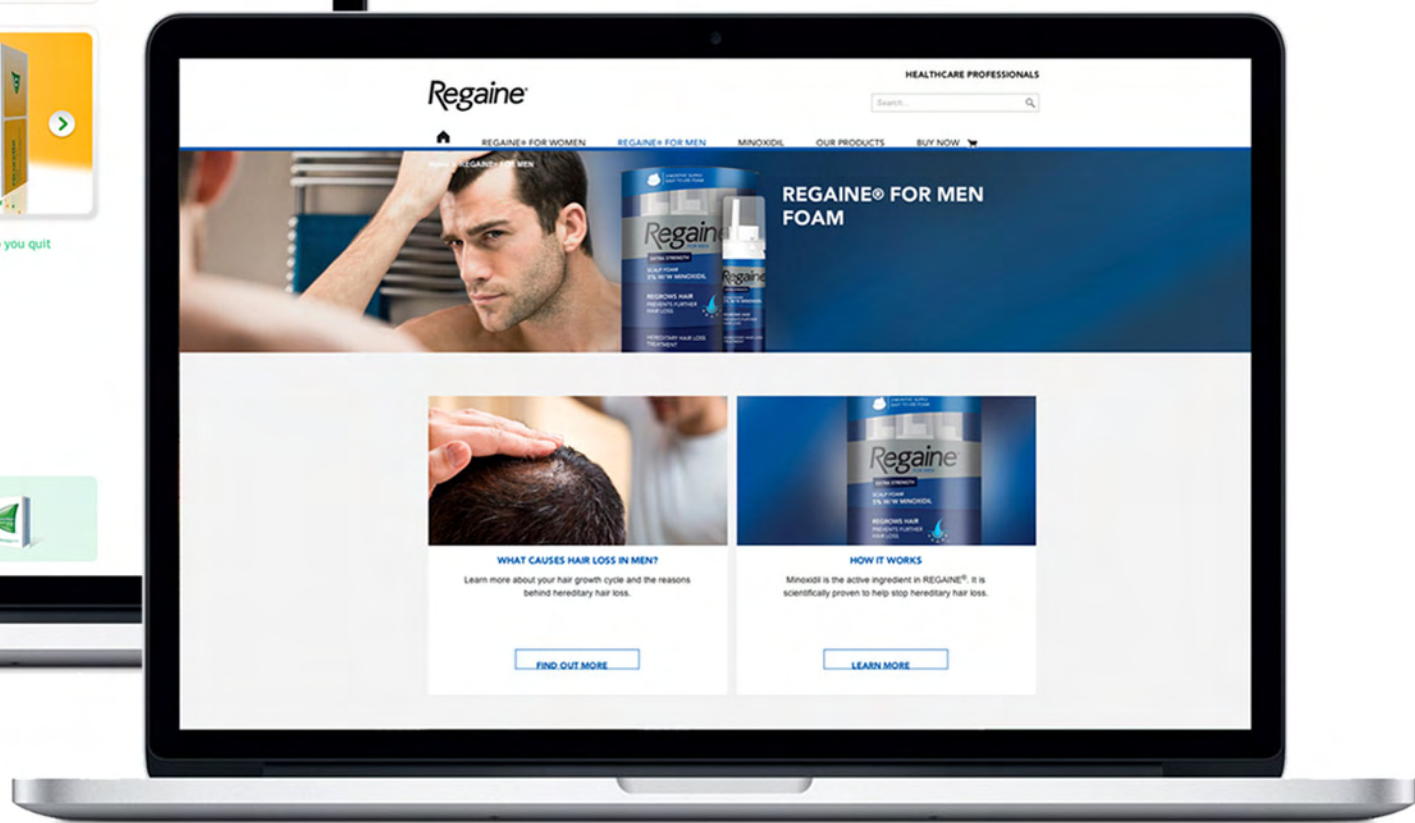
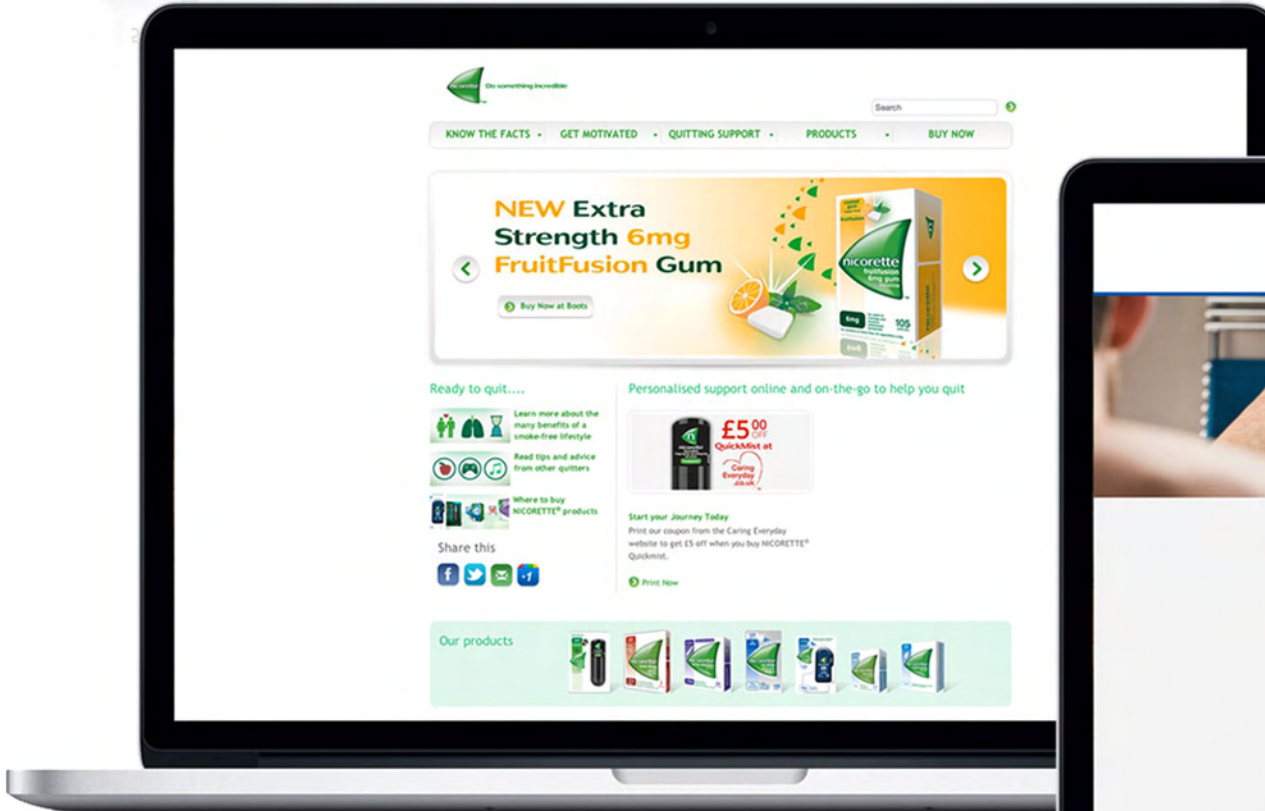
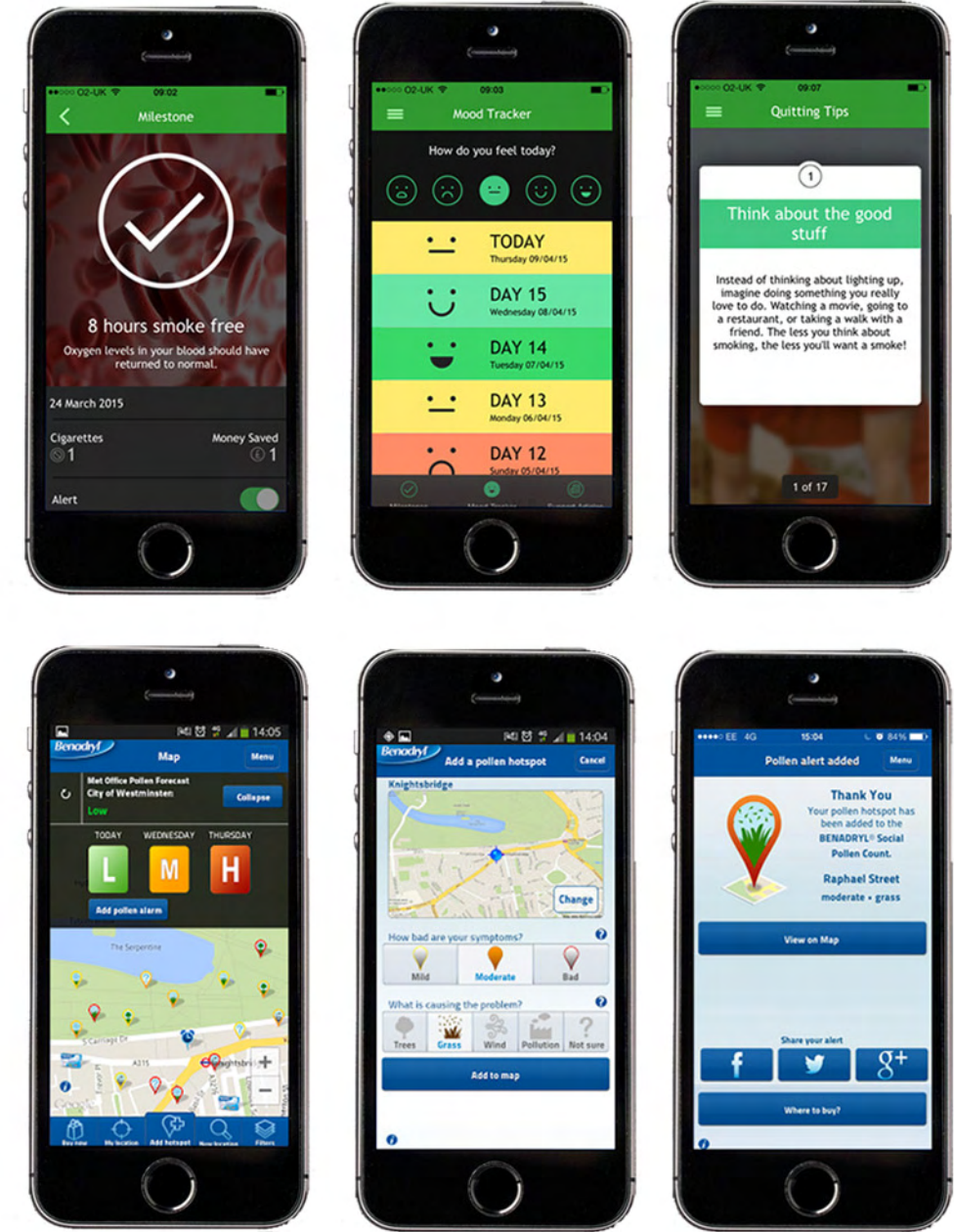


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glenfiddich

multibrand taster stand



Client: William Grant & Sons

Brief: Create an air-side tasting stand to promote William Grant & Sons Whisky. Interchangeable between five different whisky brands and portable so it can be easily transported around the world for use in global, air-side, world duty free stores.

About: Taking the tasting experience one step further was important to create a brand lifestyle experience. The idea being that you walk into the brand and sample the whisky. This was done by creating a scene within the stand that relates to each brand and is also identifiable with the target audience.

Photoshop, InDesign & Illustrator

tesco
head office redesign project

Transit Area - Stair well

Top Floor



Middle Floor



Bottom Floor



Team Area - Finance



Reception



Canteen



Tea Point

Project Space



Heritage area

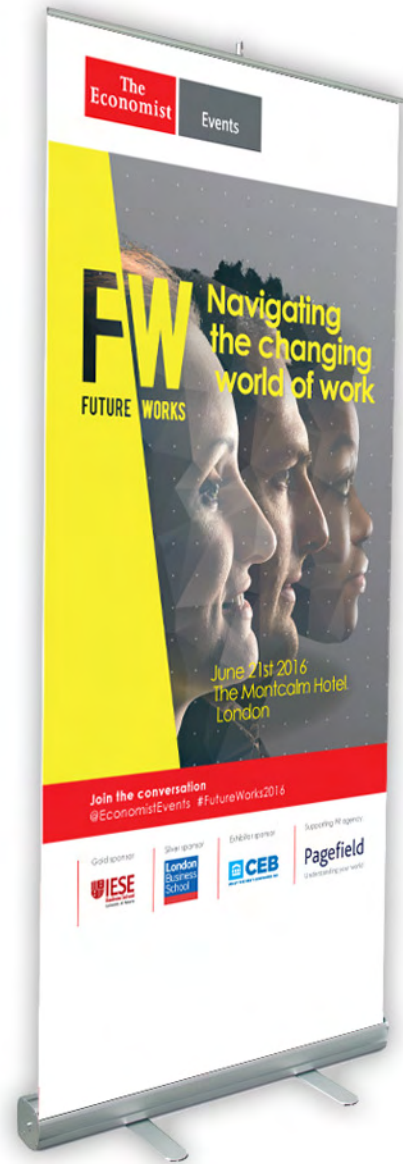


External Navigation



Internal Navigation

economist



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November 29th-30th 2016, London

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THE DIGITAL TRANSFORMATION ROUNDTABLE DINNER

September 29th 2016
Stockholm

Sponsored by
Hewlett Packard Enterprise

The Economist Events

THE ENERGY SUMMIT 2016

Powering progress in a climate of change
10th November 2016
The HAC, London



Client: Fiat

Brief: Create a Fiat dealer incentive brand style and marketing materials.

About: The incentive winner would receive 2012 Olympics holiday hence this being the inspiration for the promotion. I started by creating a logo to represent the 'Fiat Games' which had a clean, victorious feel as this represents both the games aspect and the fact an incentive is to be won. I created a clean brand environment that used strong imagery of Olympic sports which had a sense of speed, dedication and professionalism, all qualities the incentive winner would need to possess.

Photoshop, Illustrator & InDesign

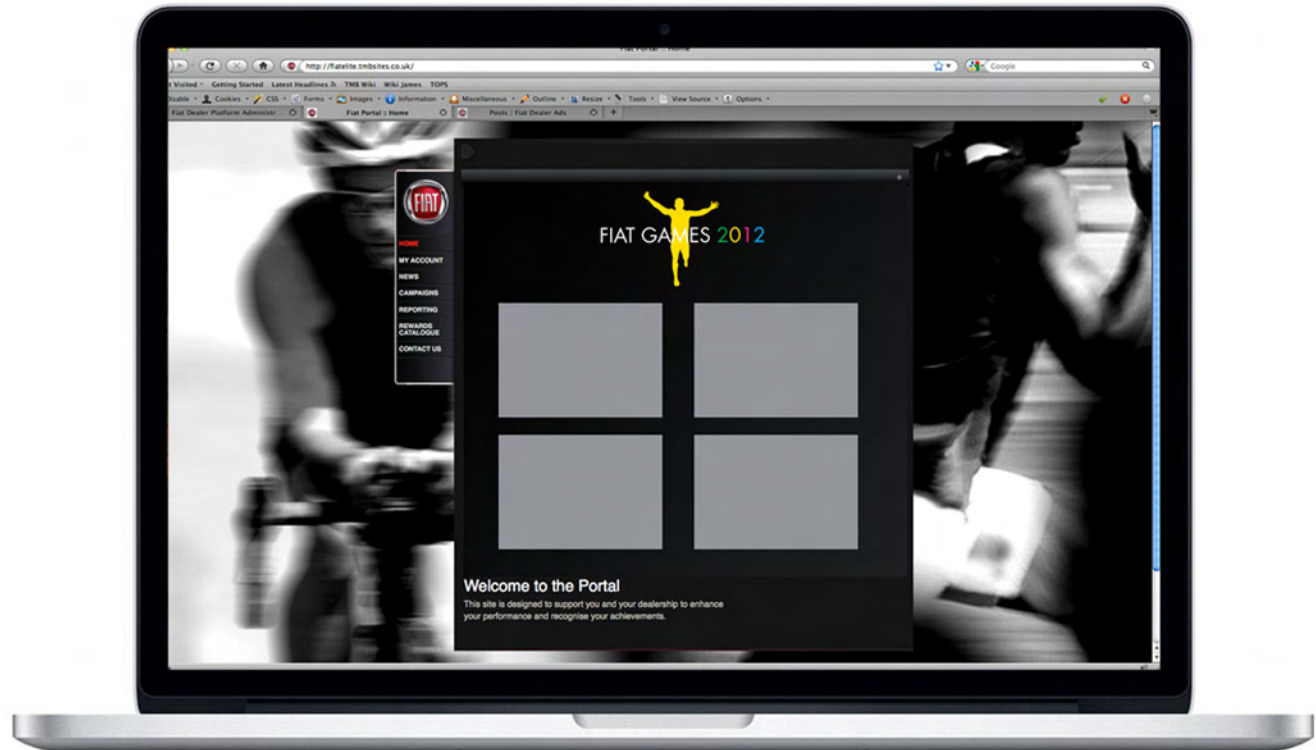


Client: Fiat Professional

Brief: Design FSDU's to promote Fiat Professional offers.

About: I introduced the photographic concept of keys to a new car being teased at the viewer and worked for a number of reasons. Firstly, the promotional message is held on the key fob. Secondly, because the realistic photographic style spoke directly to the viewer and also complimented the existing illustrative Professional Days logo.

Photoshop, Illustrator & InDesign



jeep

dealerside adverts

Bright lights, big deal



The stylish new Jeep® Compass available from £199 a month and with 0% APR

THE JEEP COMPASS FROM £199.00 A MONTH WITH INTEREST FREE FINANCE (28% DEPOSIT REQUIRED)

 HORSHAM CAR CENTRE,
ROFFEY CORNER, CRAWLEY ROAD,
HORSHAM, WEST SUSSEX, RH12 4HG.  www.jeep.co.uk

FUEL CONSUMPTION FIGURES FOR THE COMPASS RANGE IN MPG (L/100KM): URBAN 25.0 (11.3) - 38.3 (17.4), EXTRA URBAN 40.4 (17.0) - 52.3 (25.4), COMBINED 32.8 (18.4) - 44.3 (19.1). CO2 EMISSIONS IN G/KM: 199 - 241. Model shown is a Jeep Compass 2.0 Sport 4x4 at £21,000 on the road, which includes without subsidy petrol at £0.88, 51 months cash fuel lease, full registration fee and VAT 0%. Dealer's price. Dealer's price is based on a deposit of £1,999. All payments of £199.00 are subject to a 28% deposit of £1,999. With Dealer Finance you have the option to return the vehicle and not pay the full amount, subject to the vehicle not being involved in an accident. Annual mileage charge of 10p per mile for exceeding 10,000 miles per annum in the agreement will apply in great conditions. Finance subject to credit. Representative only. Finance available on new Jeep Compass models, registered between 1st July and 31st June 2015. In participating dealers only. Jeep Group Finance Services, PO Box 100, Leeds LS11 3BB. We work with a number of dealers to provide finance to our customers, including Chrysler Group Finance Services. In participating dealers only. Chrysler Group Finance Services, PO Box 100, Leeds LS11 3BB. Prices and features correct at time of going to press (05/15).

THE NEW JEEP® COMPASS



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For more information please call us on **0123 456 7890**

OFFICIAL FUEL CONSUMPTION FIGURES FOR THE JEEP® GRAND CHEROKEE RANGE IN MPG (L/100KM): EXTRA URBAN 39.2 (7.2), URBAN 27.4 (10.3), COMBINED 34.9 (8.3). CO2 EMISSIONS 218 G/KM. Car featured is a Grand Cherokee 3.0 CRD Overland in Silver metallic. £44,445 on the road, which includes 12 months road fund licence and first registration fee. Vehicle shown for illustration purposes only. Alloy wheel styles may vary. Prices and features correct at time of going to press (05/15).





THE JEEP COMPASS FROM £199.00 A MONTH WITH INTEREST FREE FINANCE (28% DEPOSIT REQUIRED)

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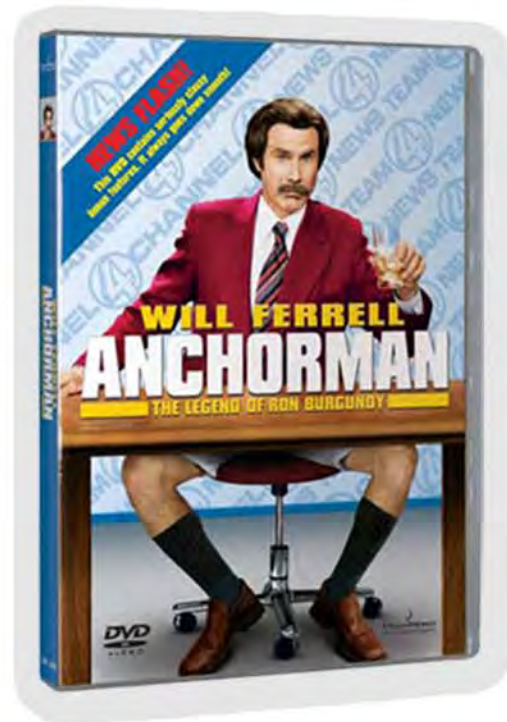
Client: Jeep - Fiat Group

Brief: Create a series of adverts promoting the new Jeep Compass 0% finance offer.

About: There were ten approved concepts in total. I wrote the copy as well as conceiving and producing the designs. The client favoured the London Wheel concept as Jeep are trying to promote the Compass as city run around and not just back country off-roader.

Photoshop, Illustrator & InDesign

home entertainment
dvd packaging and pos



Client: Universal Pictures International

Brief: Create the international artwork style guide for the Anchorman DVD worldwide release.

About: The client wanted a total redesign for the worldwide release of Anchorman and supplied only a time code and images. DVD packaging design, advertising and POS needed to be created. When approved, the design went onto a download site for the territories to download.

Photoshop, Illustrator & Quark



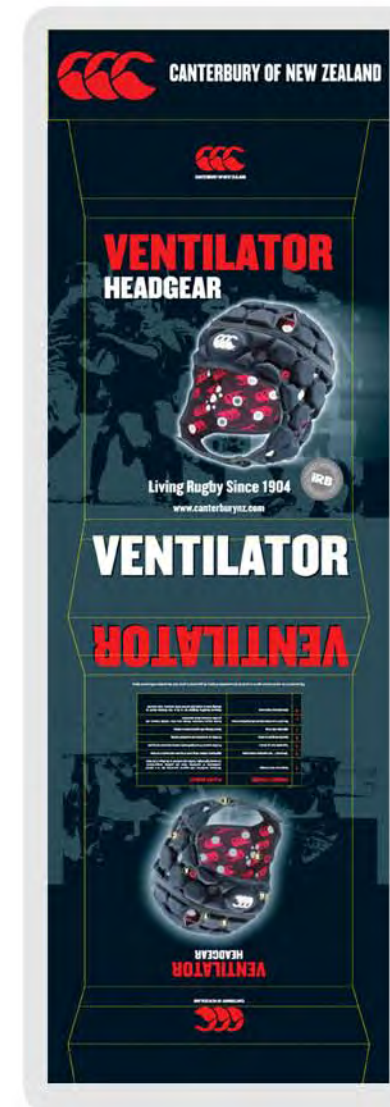
Client: Universal Pictures

Brief: Create the Citizen Kane 'Special Edition' DVD packaging.

About: To give the packaging a 'special feel' I used a spot UV news print on the background with silver foil titles and the images were a duo tone including 877 silver.

Photoshop, Illustrator & Quark

sport branding



- Client:** Canterbury of New Zealand
 - Brief:** Rebrand (then implemented as an in-store retail tool kit).
 - About:** Complete rebrand across packaging, POS, brochures and advertising. The existing brand look was very stagnant so the approach was to add movement, power and excitement with the use of movement blurs on player photography and blurs of colour around products.
- Photoshop, Illustrator & Quark



- Client:** RFU - England Rugby
 - Brief:** Design the RFU England Rugby style guide
 - About:** The illustrations are part of the England Rugby style guide and interpretations of the England Rugby rose logo. Each rose uses a texture synonymous with the sport - grass, mud and the leather of a rugby ball.
- Photoshop