





Pop Art do...**Conceptual**

Conceptual

Cross selling, and partnerships are key in raising awareness and generating sales, enhancing product lines or on a more sophisticated playing field they have combined technologies to create an entirely new experience.



Subway - Battle Subs



J2O - Concepts



Pepsi Max - Team Sport Karting



Fruit Shoot - Premium Items

Subway - Battle Subs

As part of a pitch for Subway an online game was conceptualised for one of the routes. The game was based on the strategy game 'Battleships' where players have to select squares to see if there is a direct hit. 3 direct hits in a row wins a prize.



PLAY BATTLE SUBS

PURCHASE ANY MEAL DEAL TO PLAY OUR ONLINE BATTLESUBS GAME & **WIN GREAT PRIZES**

DIRECT HIT: 100 XBOX

DIRECT HIT: 1 FORD FOCUS

DIRECT HIT: 50 iPads

DIRECT HIT: 1000's of SUBS

DIRECT HIT: 100 FITNESS TRACKERS

SUBWAY eat fresh.

SUBCARD HOLDERS GET AN EXTRA PLAY

VISIT WWW.BATTLESUBS.COM FOR DETAILS

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J2O - Concepts

J2O Illustrations were created to provide collateral for initial internal research at Britvic. From new drinks to experiential events and branded taxi rides.



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Pepsi Max - Team Sport Karting

Concept to bring the theatre of the karting experience using Pepsi Max as a brand partnership. Branded wall vinyls, floor media and table vinyls helped complement the driver's refreshment area.



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Fruit Shoot US - Premium Items

As part of the premium items developed for Fruitshoot US, a bmx bike was designed which encapsulated the new look and feel of Fruitshoot 'Made for adventures.' Other items included Fruit Shoot branded scooters, polo shirts, badges and stationery.



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Pop Art do...**Innovation**

Innovation

Great branding comes about through great innovation. If a customer loves J2O and trusts the brand, they are more likely to try other products offered. A logo and a product are only the tip of the iceberg—what lies beneath all brands is a vision and a degree of faith. Getting under the skin of the brand is vital to understand that vision.



Lipton - Buyer Box



Pepsi UEFA - Wholesale Pallet Display



Halloween - POS



J2O Midnight Amber - POS

Lipton - Buyer Box

Bespoke buyer boxes were created for Lipton for customer sell in. The box was designed to capture the essence of Sir Thomas Lipton's adventurous spirit & included a jam-jar glass, Lipton bottle, paper straw & perfect serve information.



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Pepsi UEFA - Wholesale Pallet Display

Pop Art visualised and designed a Pallet Display for wholesale. The unit plays to a football stadium feel but at the same time adhering to strict UEFA guidelines.



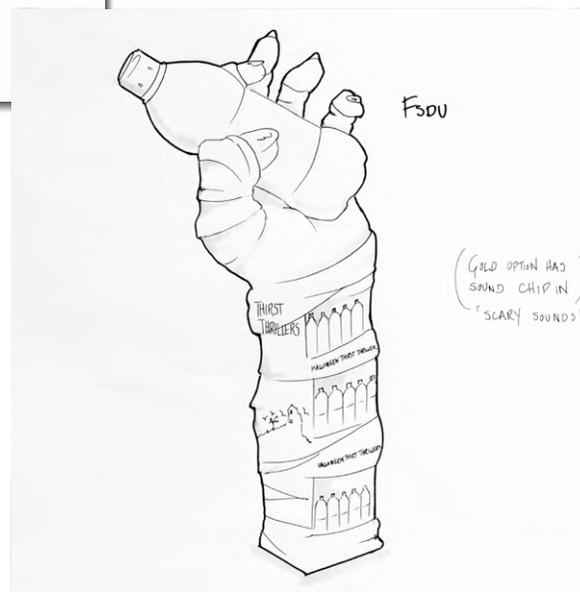
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Halloween - POS



Mwahahah...spooky stuff, some crazy creations by Pop Art to go in store at Halloween. From a coffin unit to a mummified hand FSDU they'll be sure to raise the dead!



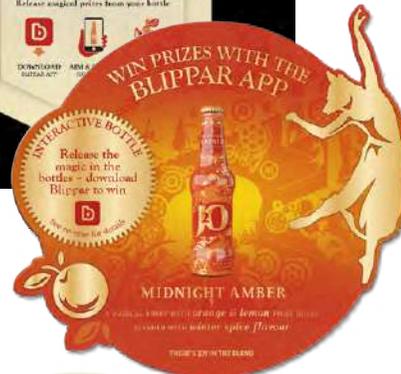
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J2O Midnight Amber - POS



For the launch of J2O Midnight Amber Pop Art developed some stunning POS that linked beautifully to the fairytale theme of the 2 new variants. A back bar carousel display plus other POS made sure the launch went off with a fairytale ending.



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Pop Art do...**Photography**

Photography/Art Direction

The detail counts, added value and attention to detail is what makes your brands stand out to the consumer.



Purdey's - Alcohol Serve



NRB - Portfolio



J2O Spritz - Outdoor Media



Taste Of Summer 2

Purdey's - Alcoholic Serve

3 separate alcoholic serves were shot for Purdey's. Each shot was developed to have the 'made in front of you' appeal, refreshing and full of flavour.



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NRB - Coffee Book Shoot



Each shot was meticulously designed, directed, and shot in a truly obsessive manner. The key ingredients to the perfect serve, and items relating to the demographic, were all arranged in a 'knolled' fashion (Knolling is the process of arranging related objects in parallel or 90 degree angles as a method of organization). Each brand has its own individual flavour, style and dedicated consumers.



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J2O Spritz - Outdoor Media

Pop Art designed, directed and produced J2O's Spritz campaign nationwide. 6 and 48 sheet posters were delivered to thousands of sites across the UK supported with digital media over the summer period.



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Taste Of Summer 1 & 2

Following on from the original Taste Of Summer designed by Pop Art we were briefed to develop a new look for Taste Of Summer 2. We retained the same logo lock-up but with a fresh new summer feel to the photography.



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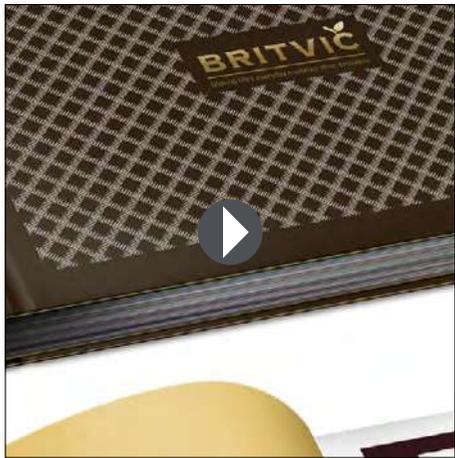




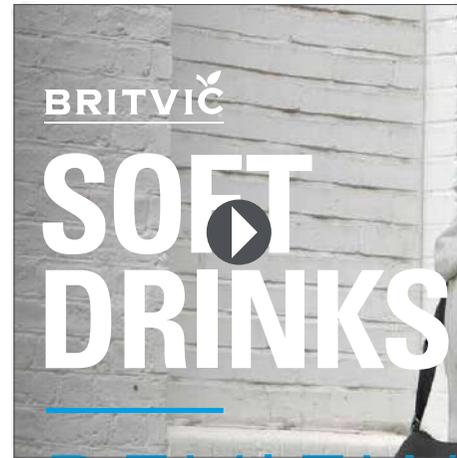
Pop Art do...**Design & Artwork**

Design & Artwork

Quality and attention to detail are vital, plus adhering to brand guidelines provide a consistent look and feel and brand recognition.



NRB - Coffee Book



Britvic - Soft Drinks Review



Teisseire - Recipe Folder



Drench - Victoria Street Station Graphics

NRB - Coffee Book

To produce a hardback trade sell in book, highlighting the premium NRB (non returnable bottles) brands offered by Britvic. There were 10 brands to capture, Pepsi Max, Teisseire, Ballygowan, Britvic Tonic Water, Britvic Ginger Ale, Lipton, Purdeys, 7Up, J2O Spritz & J2O Garden Rose.



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Britvic - Soft Drinks Review

Pop Art designed, art-worked, printed and delivered 500 copies of the annual Soft Drinks Review all in the space of a week. The review also has an online presence creating a bigger reach to Britvic's customers



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BRITVIČ

Teisseire - Recipe Folder

Pop Art designed a recipe folder, 13 separate recipe pages, stickers and 'polaroid shots' for Teisseire. The recipes were required to have a handwritten feel, with notes, smudges and coffee stains with the stickers, and polaroids put on separately to retain a rustic look.



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Drench - Victoria Street Station Graphics



A complete takeover was designed and art-worked to support the launch of Drench's new look and feel. 31 large scale graphics were produced to showcase the new flavours over the summer period.



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Pop Art do...**Digital**

Digital

Most brands use digital design to promote and engage with their customers in a variety of formats. Digital is simple to measure, produces real time results and creates a far greater exposure for your brand.



Fruit Shoot US - Halloween Video



J2O Spritz - Digital



Robinsons - Wimbledon Launch

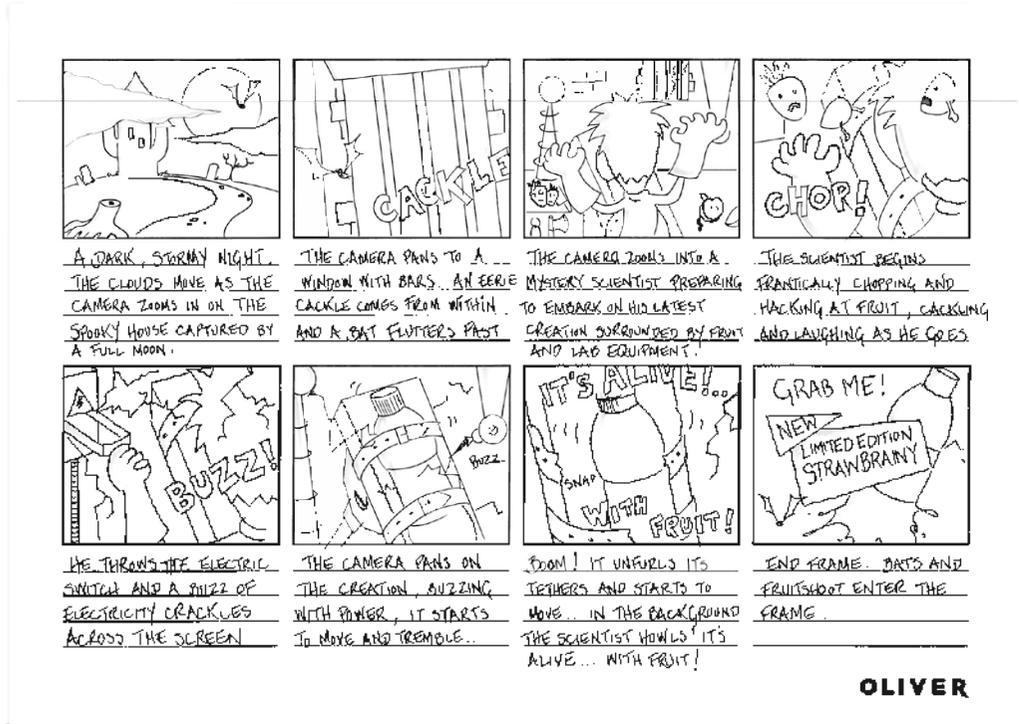


J2O - Social Media

Fruitshoot US - Halloween Strawbrainy Video



Pop Art we're briefed to create a series of videos for the limited edition Strawbrainy flavour. Pop Art worked with our central resource team in London directing animators, voice overs artists and copywriters to develop a truly tantalising video for social media. The results were frightening!



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Play video - if you dare!

J2O Spritz - Digital

To support J2O Spritz outdoor media campaign, Pop Art designed and produced digital for facebook. The video was promoted to a reach of 7.5 million users nationwide.



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Robinsons - Wimbledon Launch



To take the campaign to another level Pop Art social planned and created a whole series of reactive content around Wimbledon, including Judy Murray fun videos and facebook competitions to win Wimbledon tickets. The social team posted content during big games with large viewership to make the brand prominent during big occasions.



We achieved the top UK trend on Twitter twice on the first day of Wimbledon, only brand linked to Wimbledon to trend on Twitter.

Total video views :
719,219

Twitter paid reach:
3,240,000 (cost £35,912)

Twitter organic reach:
18,924,848 (5.8x paid), therefore the equivalent of £208,289 media spend for free.

The Top 100 FMCG brands on Social (2014) Robinsons is at #22 for the first time ever!



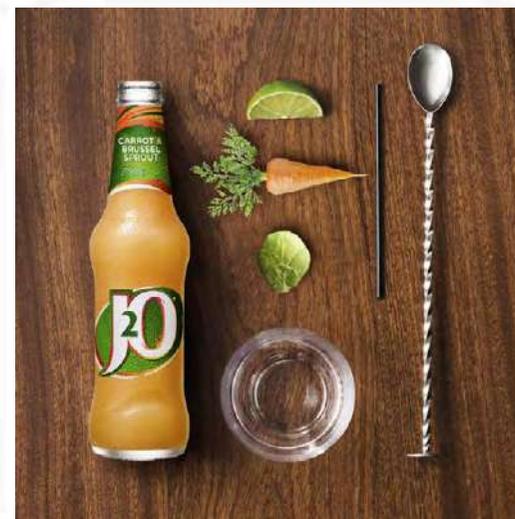
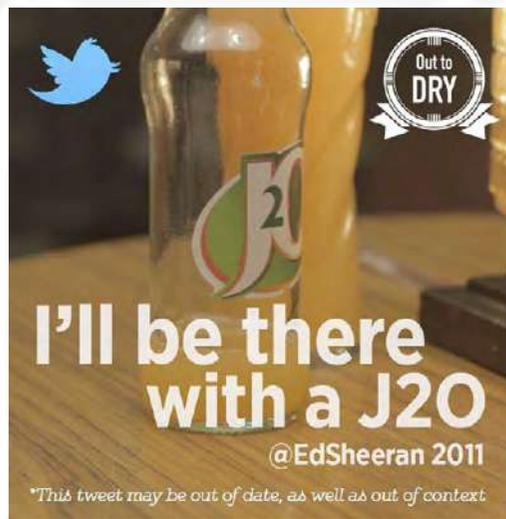
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J2O - Social Media



J2O was on a major brand perception change as it targeted the credible 25-35 demographic, which means content creation is key to its strategy. J2O content in 2013 had on average 25 posts per month, mainly borrowed or copy content (poor FMCG practice) Now all content and media is created by Pop Art Social & in December 6 videos were created and had an organic reach of 60,000 changing brand perception with quality content



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Pop Art do...**Activation**

Activation

Eye catching, innovative displays drive sales and help retailers increase foot fall.



Britvic - Halloween POS



Eds Diner Tender



Fruitshoot Mini Mudder - POS

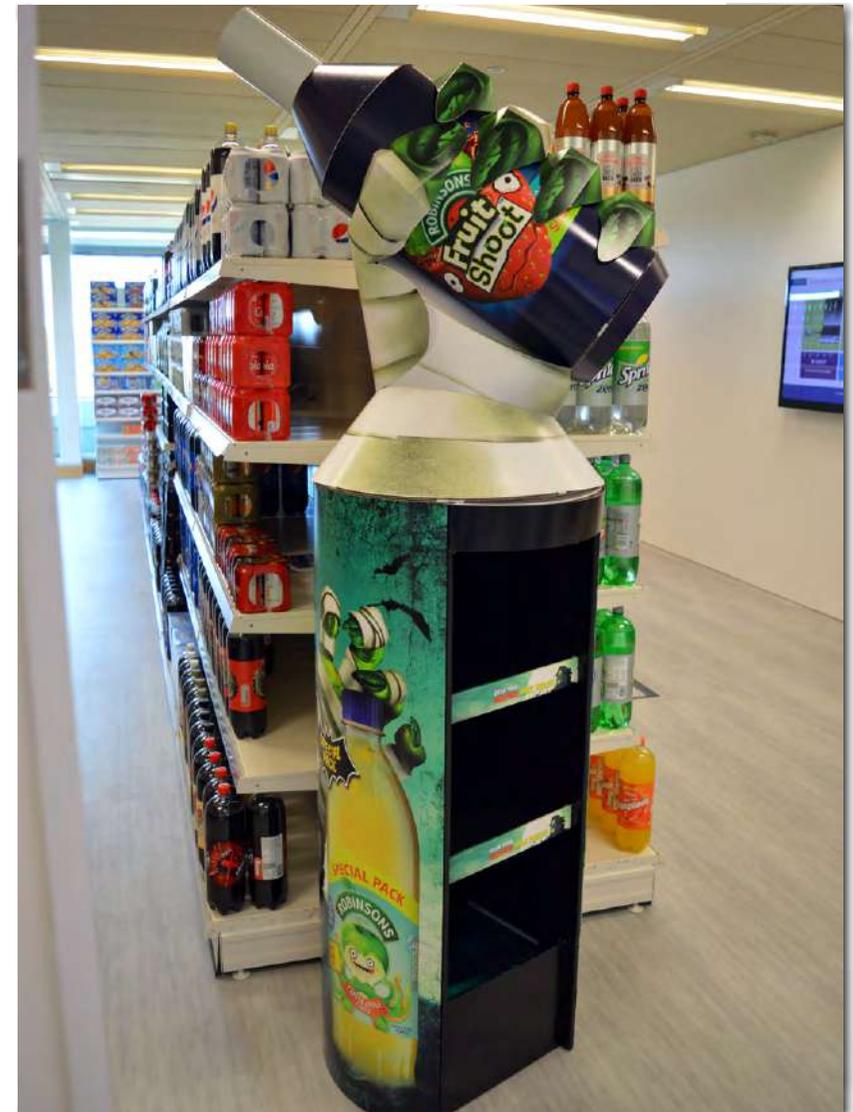


Robinsons - Wimbledon

Britvic Halloween - POS



The challenge was to create eye catching POS for Britvic's portfolio of Halloween drinks whilst increase shop-ability. The solution was to add value to the customer experience by engaging the customer with striking displays that parade the fun of Halloween. As well as the standard items we produce we designed 2 fantastic FSDU's one in the shape of a coffin and another emulating a 'mummies' hand holding a bottle.

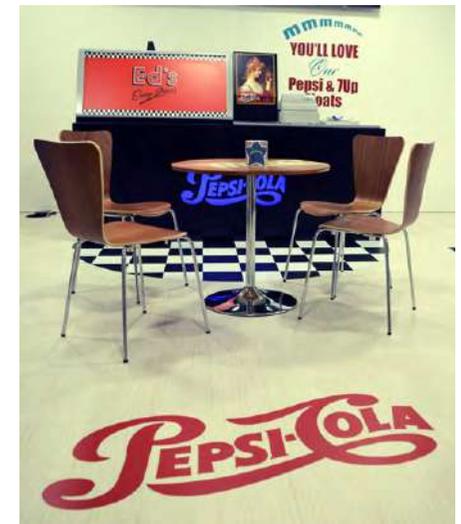
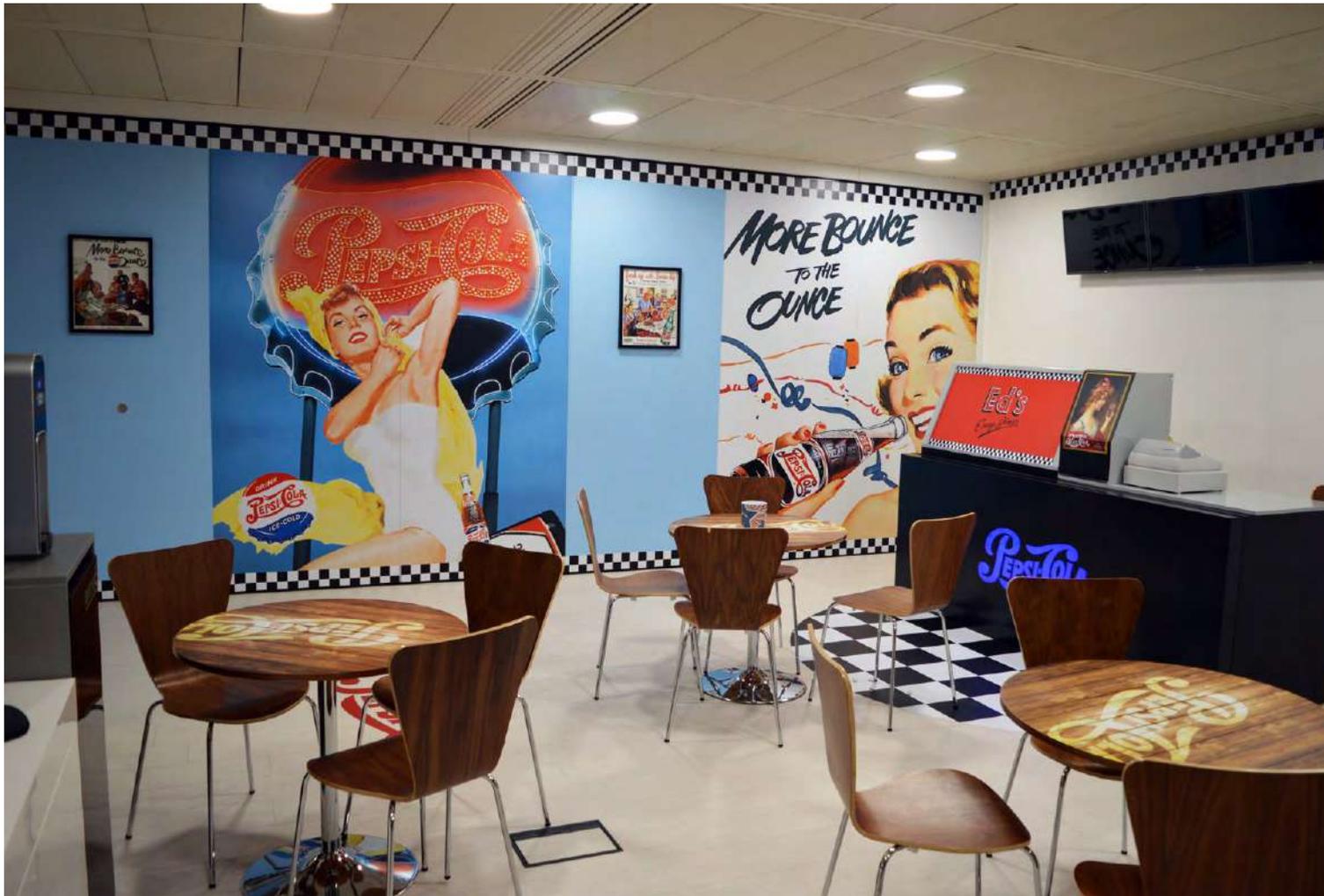


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Ed's Diner - Tender

As part of the Ed's Diner tender Pop Art designed and produced a reproduction of how Britvic brands could complement the look and feel in Ed's Diners. From window vinyls to backlit signage every minute detail was catered for.



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Fruitshoot - Mini Mudder POS

As support for the Fruitshoot Mini Mudder Pop Art designed and produced more fantastic POS. In store displays were designed to convey the look and feel of obstacles to help tie in the campaign.



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Robinsons - Wimbledon Launch

To coincide with the launch of Wimbledon, Pop Art designed and produced unique POS that lives and breathes SW19 including an umpires chair FSDU and a 5ft Robinsons bottle made from tennis balls.



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Thank you