

Design and Art Direction portfolio

Murray Allan

JANUARY 2014

Akzo Nobel

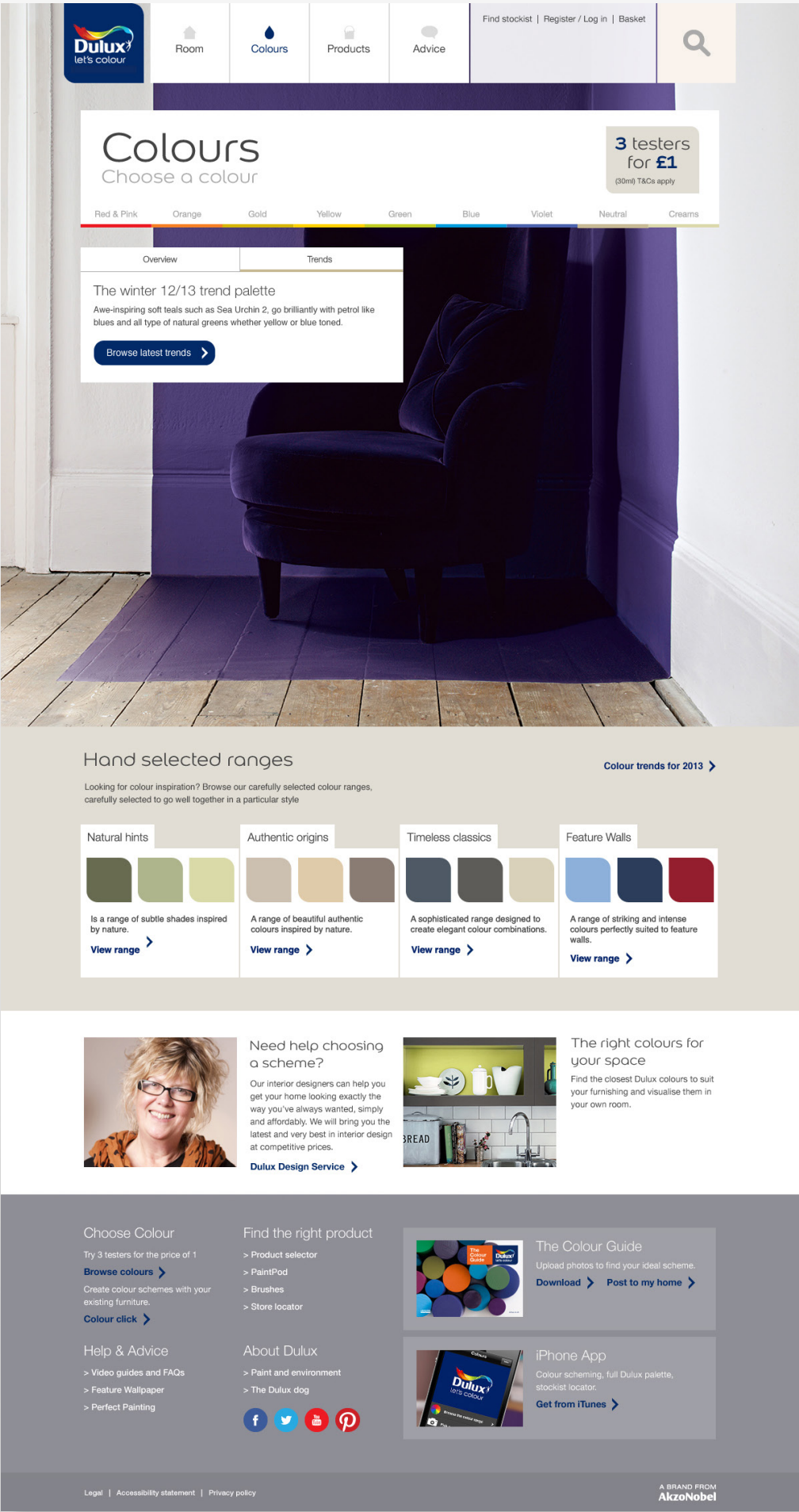
DULUX DIGITAL PROPERTIES
AnalogFolk, 2012/2013

In the summer of 2012, AnalogFolk pitched for and won the Akzo Nobel digital account – and I set the creative direction and led development of all of AN's digital properties.

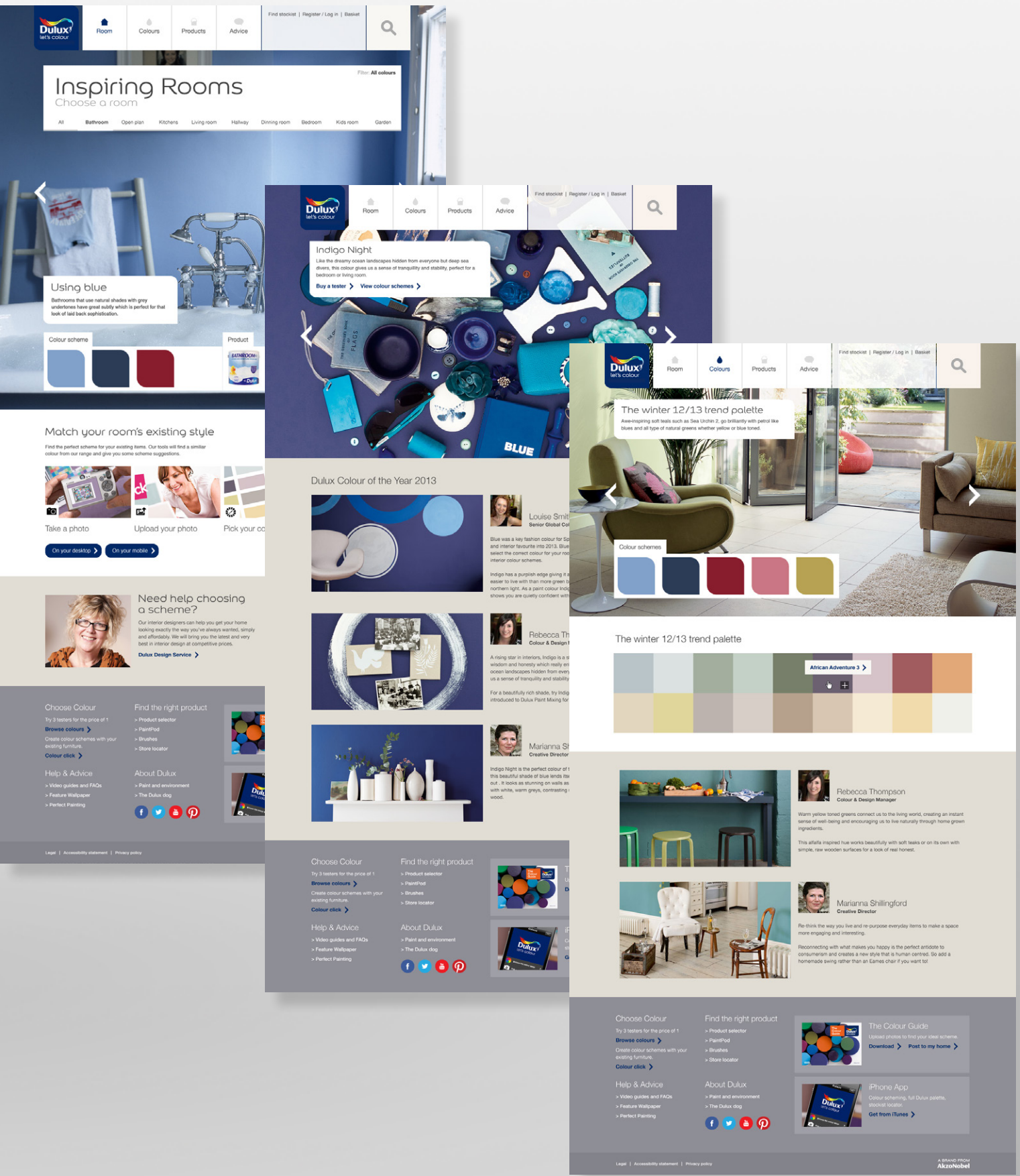
Dulux proved to be an exciting proposition, as their brand line – Let's Colour' lends itself so well to a digital expression. By threading design inspiration much deeper through the site at every level, I was able to introduce the idea that Dulux could be seen as a viable decorating partner – as opposed to a brand who simply sold paint. From there, it was easy to dial specific elements up or down where necessary in order to encourage the audience to make a few more bold choices through colour, thereby placing Dulux themselves as an altogether more exciting brand.

This activity covered the Dulux.co.uk site, social channels, a hub site to highlight their CSR activity – The Let's Colour Awards, and fed directly into both the above and below the line display advertising.

Dulux.co.uk



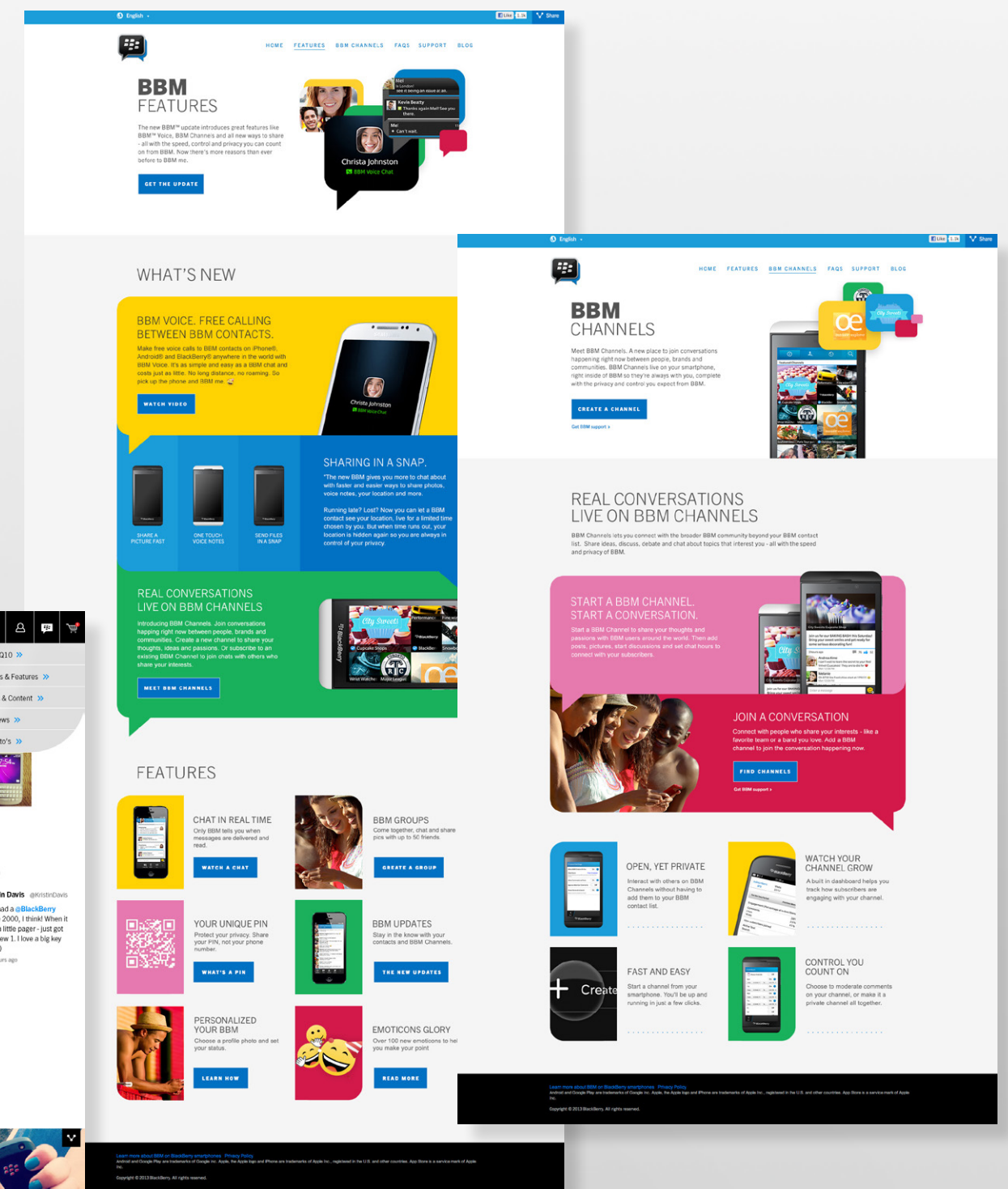
Inspiration



DIGITAL PROPERTIES
Razorfish, 2013/2014

As creative director at Razorfish, I oversaw the development of the .com mobile and desktop sites during one of their most testing times. As part of an international and pan-agency team (B1) I also provided strategic direction over guidance and governance on social strategy and campaign and product release calendars.

BlackBerry.com



E. Tautz

DIGITAL PRESENCE
Collective, 2010

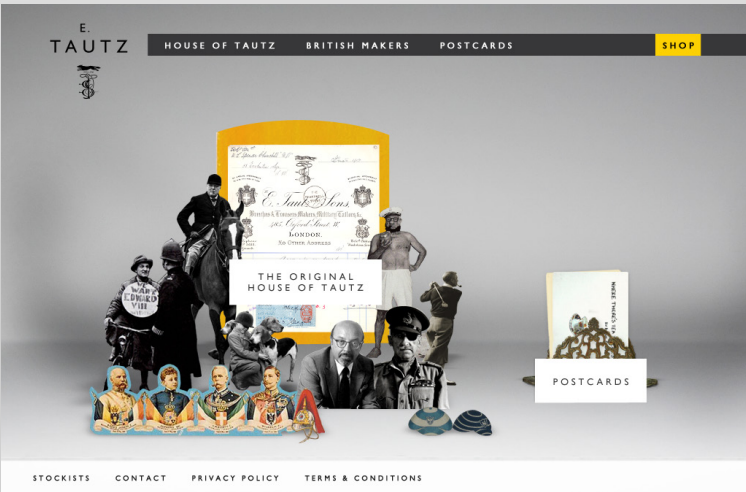
This highly successful fashion brand is the ready-to-wear range of Savile Row tailor Norton & Sons.

The brand was bought by Norton & Sons in the 1930s, and it originally supplied sporting and military goods to the royalty, as well as Winston Churchill, Cary Grant, David Niven and other prominent figures of the time. Having found some original paperwork in a trunk of the Norton & Sons basement, proprietor Patrick Grant decided to resurrect the brand, and to used it to sell high-quality mens' clothing made from locally sourced materials (within the UK).. He worked with Moving Brands to set a new logo and colour direction, and the new line was born.

With little or no web presence and a very tight budget and deadline (the British Fashion Awards) - a stealthy approach had to be taken toward spreading the name digitally.

Continued...

Etautz.com



Curating the characters



Paper prototyping



E. Tautz

DIGITAL PRESENCE
Collective, 2010

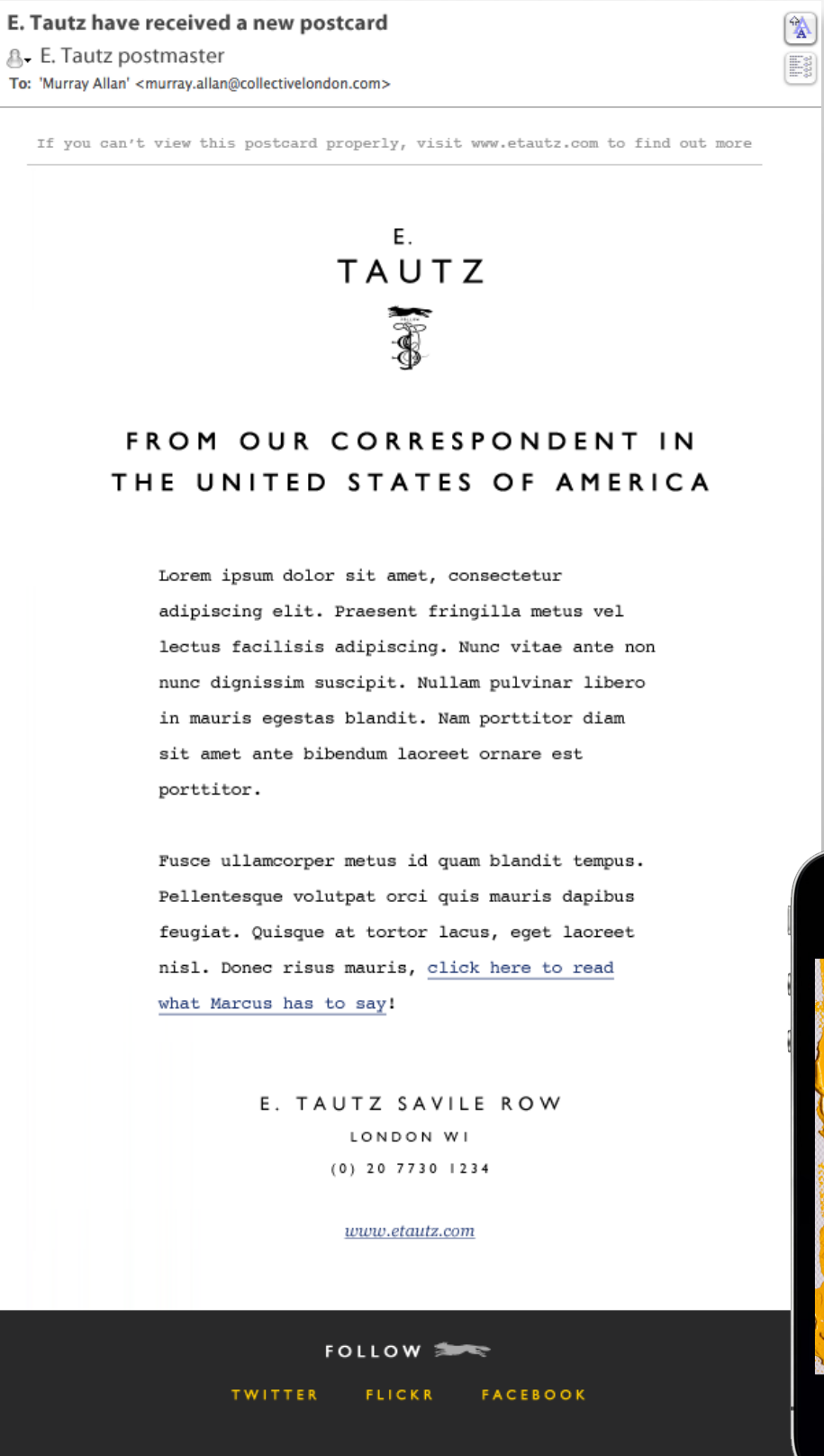
We developed the site over five days in an unused room at the Collective offices, plundering the local art shop for as much Tautz yellow paints as possible, and by using a photographer to shoot our environment. From there we carefully curated photographs that had been collected by Patrick over time to create Peter Blake styled montages, each telling a part of the company story.

The ‘Tautz Man’ ethos is to wear the right clothing for the right occasion.. Echoing that sentiment, we placed brand assets across appropriate digital locations (i.e. Flickr for the latest photo-shoots) in order to keep the site lean and focussed, and to work within the financial and time constraints..

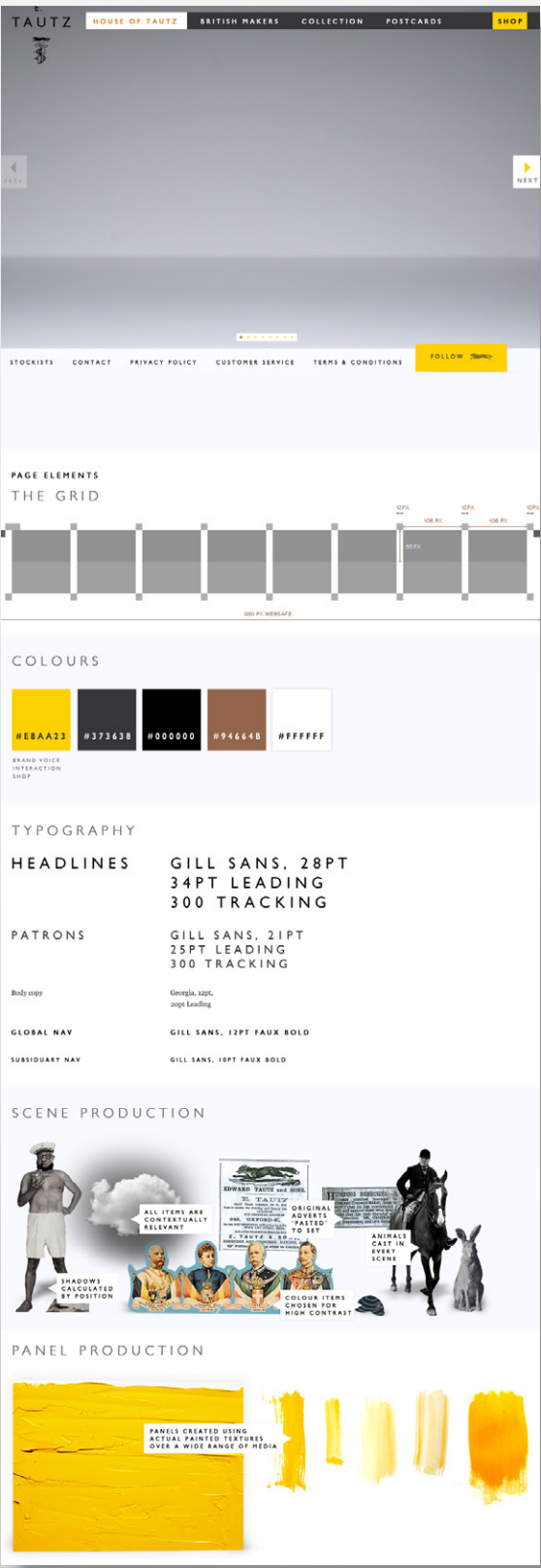
We liaised closely with Patrick to define a swift, responsive social media persona for him - now led through Twitter - and the site, social channels and shop all launched within weeks of starting the project.

A full guide to etiquette according to Tautz has also been wire-framed, ready to be developed for smart phones.

E-mail



Styleguide



Production



Citi Prestige

SITE DESIGN Critical Mass, 2011

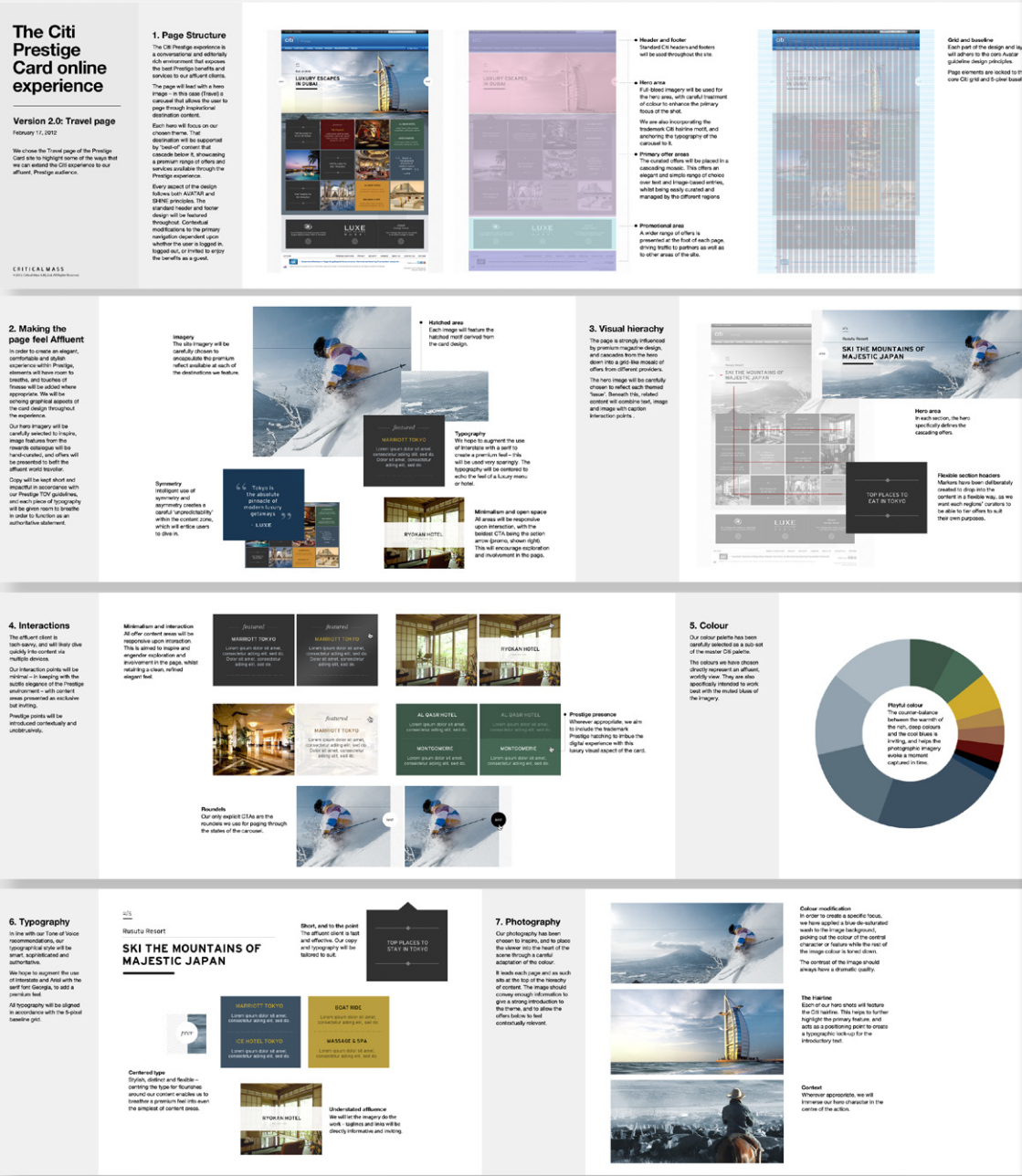
The new Citi Prestige card is Citi Group’s affluent card. It is solely targeted at account holders with over \$250,000 of assets under management (AUM) by Citi, and it provides a wide-ranging array of benefits including concierge service, five-star travel services and premium brand affiliations including Gucci, Bally and Aquascutum.

The card also provides Progressive Points, which are calculated against your AUM, and length of tenure with the bank.

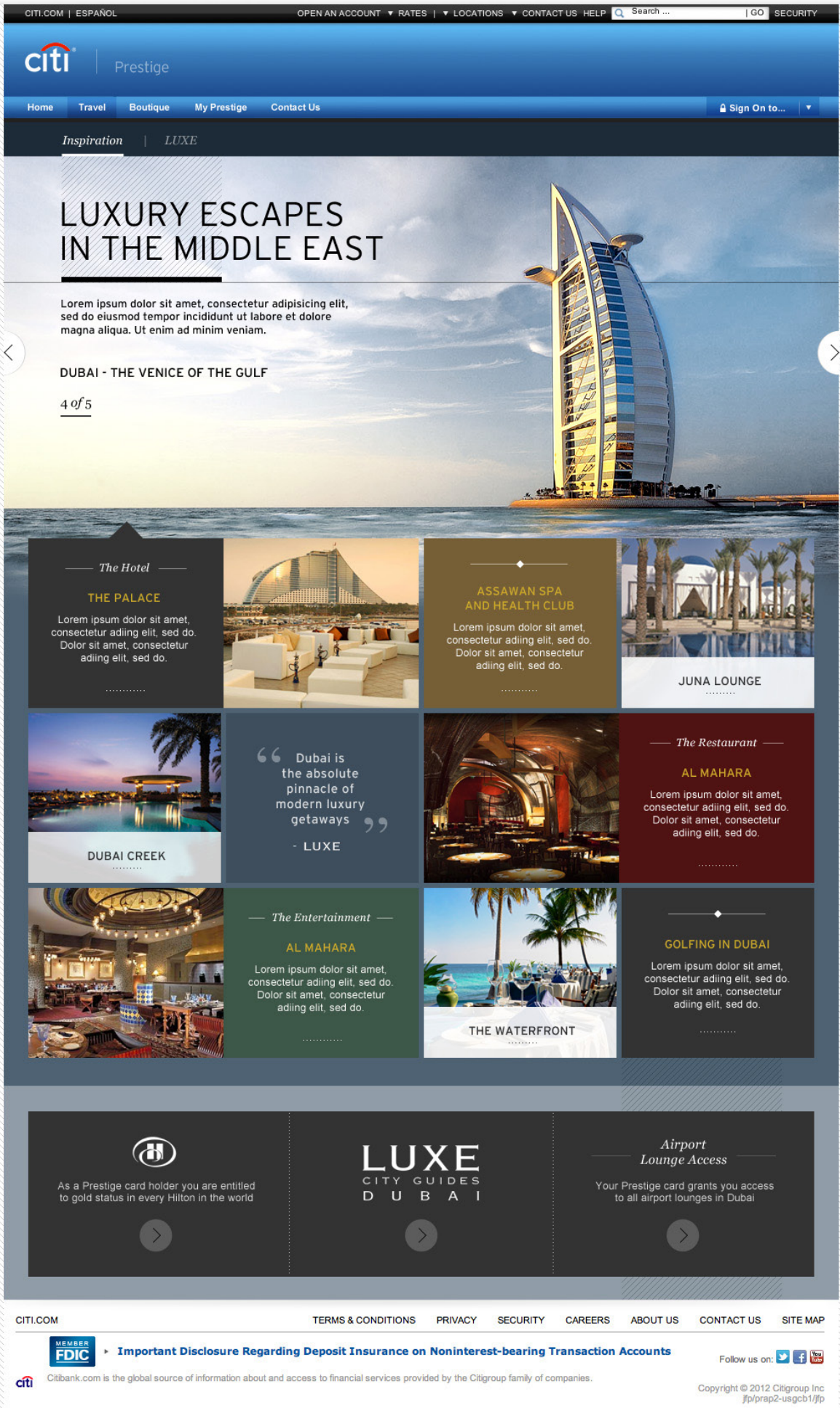
Knowing that our affluent users are early adopters to tablets and other high-end mobile devices, we proposed to create a Prestige Club with editorial-style features that showcase the offers and services available. The users will be able to manage their points as they accrue, and be shown how those points apply to offers contextually.

The branding for this piece is set to lead the ATL communication going forward.

Design vernacular exploration



The Travel Hub



Citi Mortgage

STRATEGY AND SITE DESIGN
Critical Mass, 2011

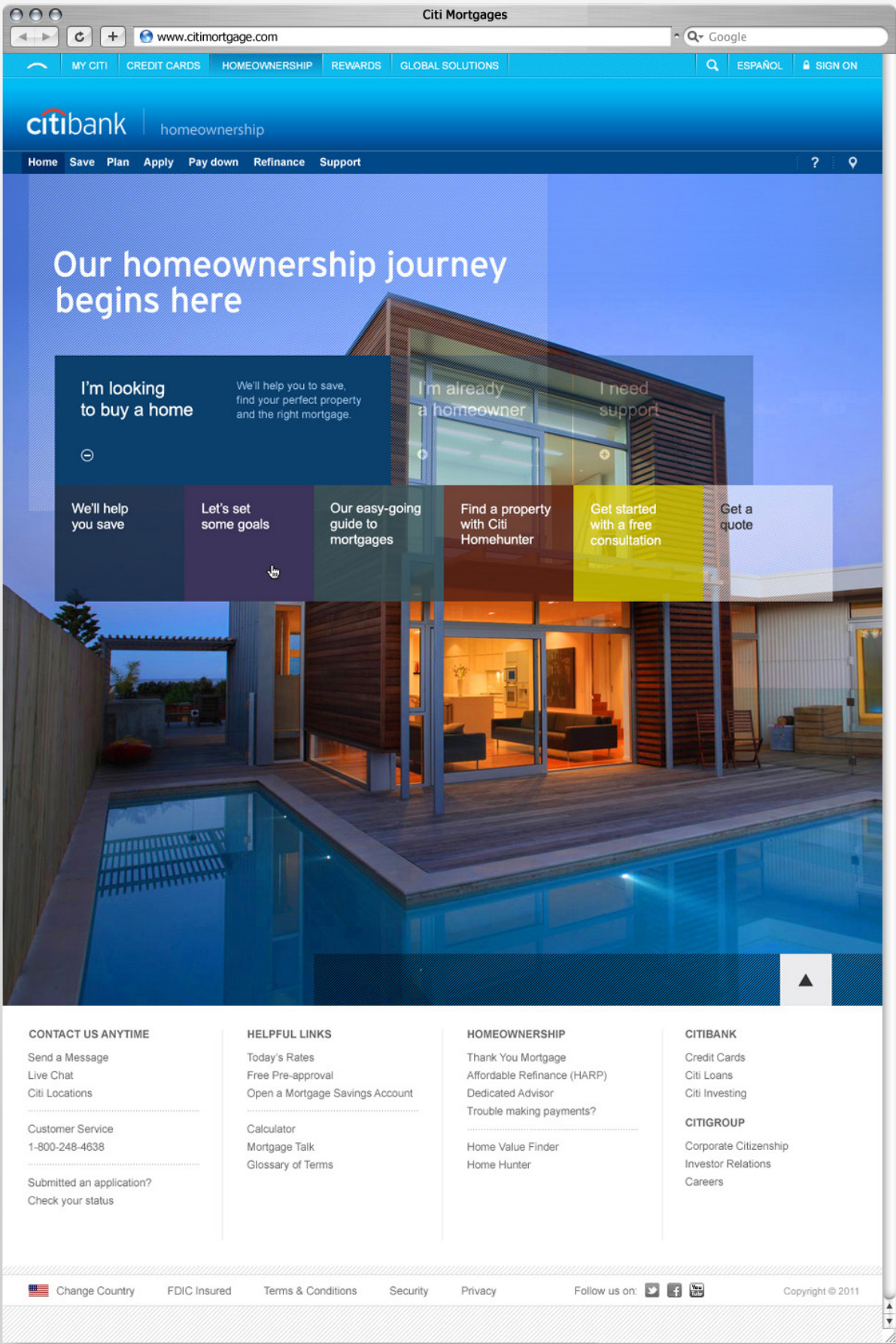
The Citi Mortgage programme is an 18-month engagement that began with a detailed re-appraisal of how the home buying process works in the US.

Following the subprime crisis, Citi found that many US citizens didn't trust them and felt that the bank represented an old guard of financial institutions that were core to the loss of many peoples' savings.

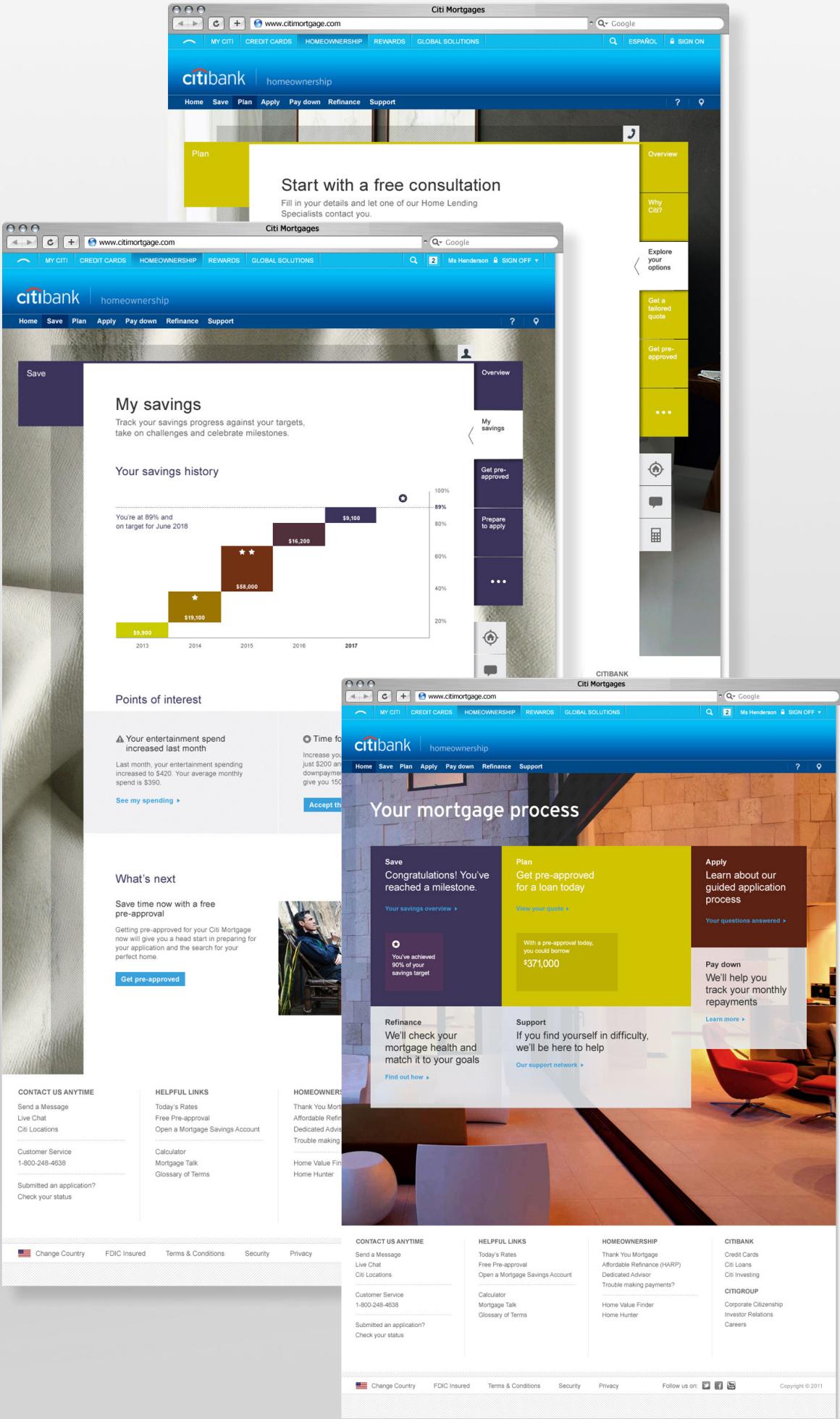
This site initiative is based upon the foundation that Citi should feel more responsive and relational, much like many of their European counterparts. Their intention is to become the first bank that helps you track your mortgage or loans as easy as you may track a pizza delivery. Four rounds of consumer research fed into a master strategy, which generated guiding principles for user experience and design.

With deep tones and evocative imagery, this responsive site is built for a tablet-forward audience, and aims to set a standard in America for clarity, warmth and ease of use.

Citi Mortgage Homepage (secondary navigation)



Detail pages



Akzo Nobel

CUPRINOL.CO.UK
AnalogFolk, 2012/2013

The Cuprinol.co.uk site design and development ran concurrently to that of Dulux.co.uk - as it was a client requirement to have both properties ready for the Spring bank holidays - the pivotal time of the year when the public are inspired to freshen up their homes,

In this instance, a base set of brand guidelines had been developed by Springetts, which focused very much on deep greens, pack-shots and the master logotype itself.

My role at AnalogFolk was to create a full extended digital expression of these, and to bring to life their core brand premise of 'Brighter Outsidess' on-screen.

By making the pages playful using diorama-like scenes, and immersive with careful use of parallax and animation we surprised both ourselves and the client by making an online presence that was packed full of the brand's core character, and with it - intrinsically inspirational,. This branding extension has since fed back into their above the line activity.

Cuprinol.co.uk



Subsidiary pages



Sebastian Professional

SOCIAL MEDIA STRATEGY
Critical Mass, 2011

This premium fashion hair styling range was born in the 1970s, and has been synonymous with quality and results backstage at catwalk shows and photo-shoots ever since.

Having been bought by P&G in 2004, the brand has been through some tricky patches, but weathered the storm to become respected by a new generation of fashion and beauty fans.

With sebastianprofessional.com as the only existing digital presence, P&G asked us to create a social media strategy that was accessible to all, yet retained an authentic exclusivity. They wanted the Sebastian Professional to start conversations, but also to validate and answer direct questions from their audience.

Continued...



Sebastian Professional

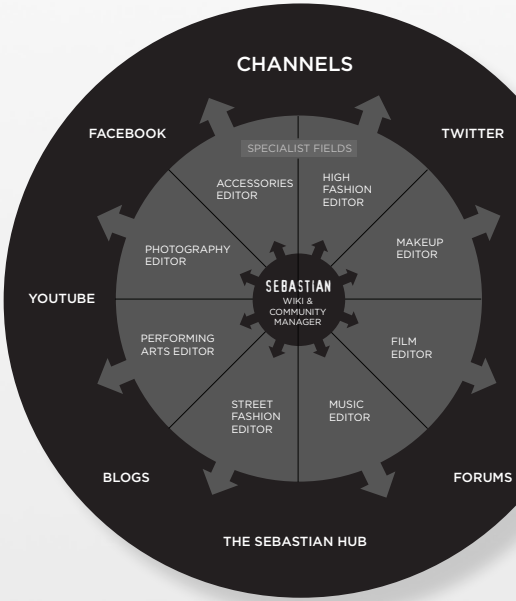
SOCIAL MEDIA STRATEGY
Critical Mass, 2011

We first defined a ‘sphere of influence’ giving Sebastian an authentic voice with which to address their audience.

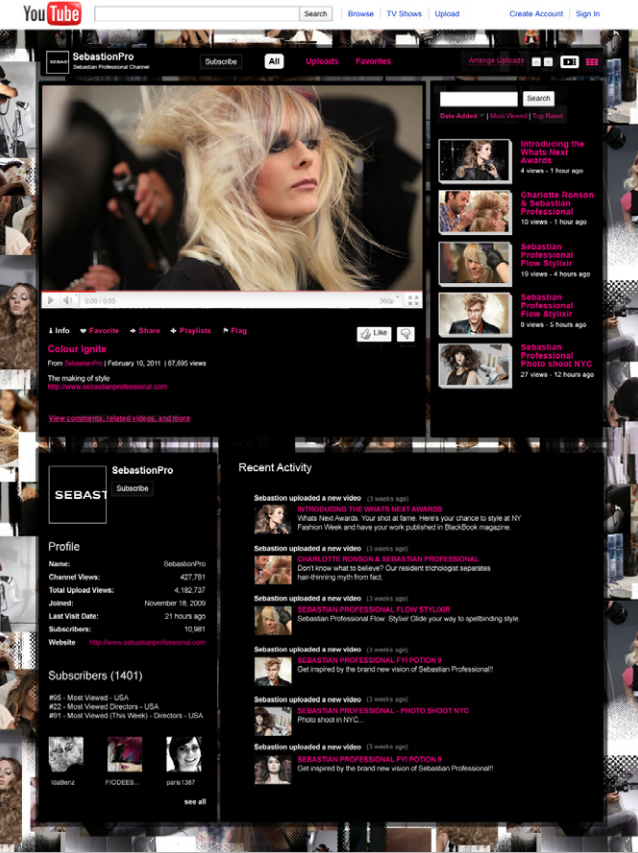
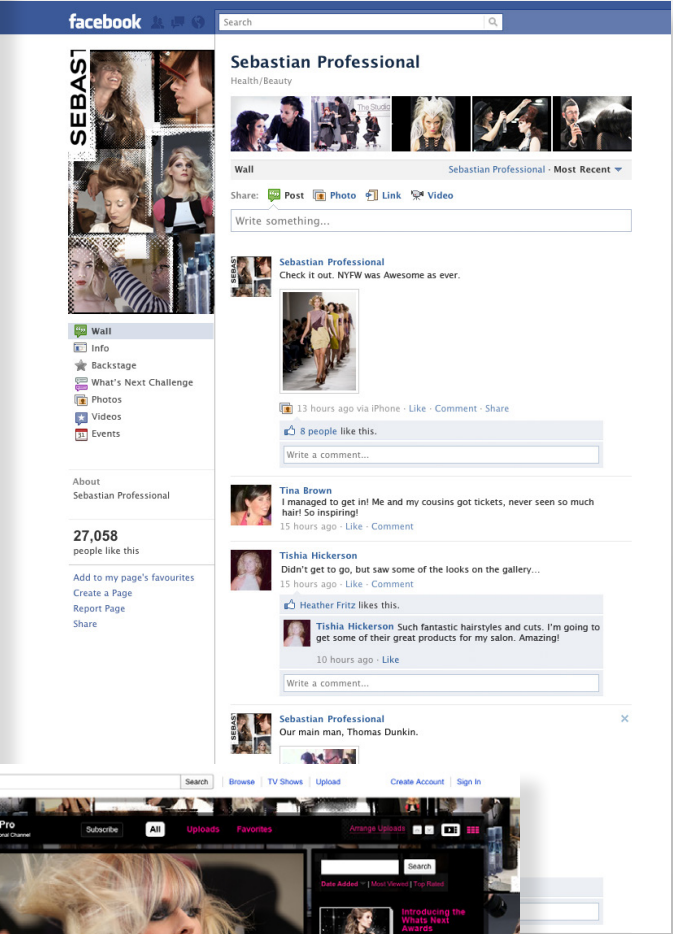
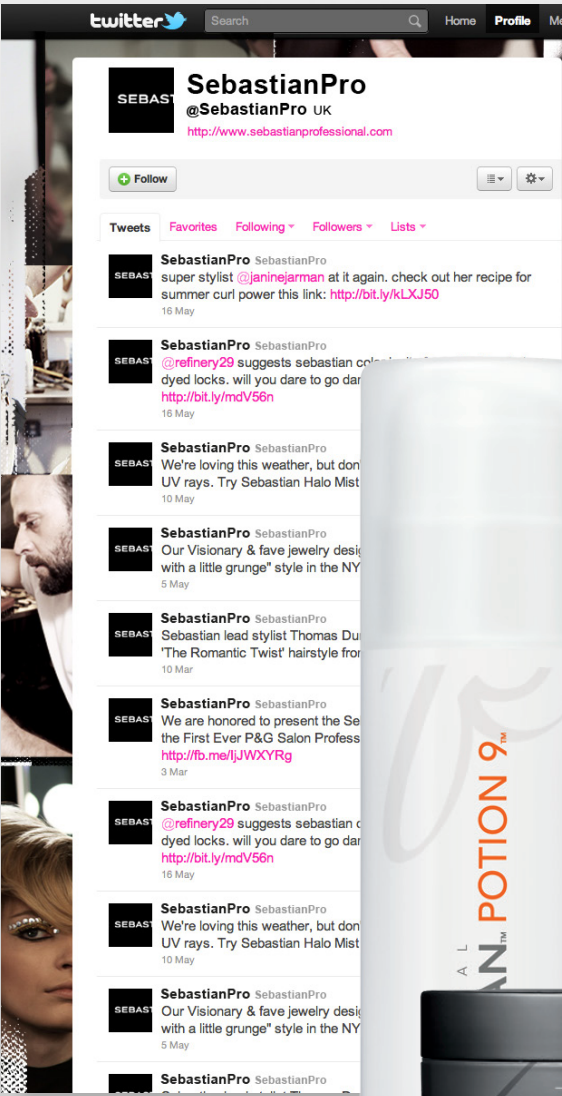
This created an opportunity for P&G to engage stylists and beauty bloggers to act as ‘spotters’ of exciting, relevant stories for Sebastian channels. These posts were moderated through a CMS, and released over a time-tabled schedule that mapped to Sebastian’s above the line campaign calendar.

In tandem, we worked closely with LA-based agency SelectNY, to plan the Infinite Possibilities campaign shoot featuring Sebastian’s design team.

The shoot was tailored to feed into all ongoing social media placement, and provided a wealth of immersive behind-the-scenes footage to inspire stylists and consumers.



Social Media Hub



Honda CR-Z

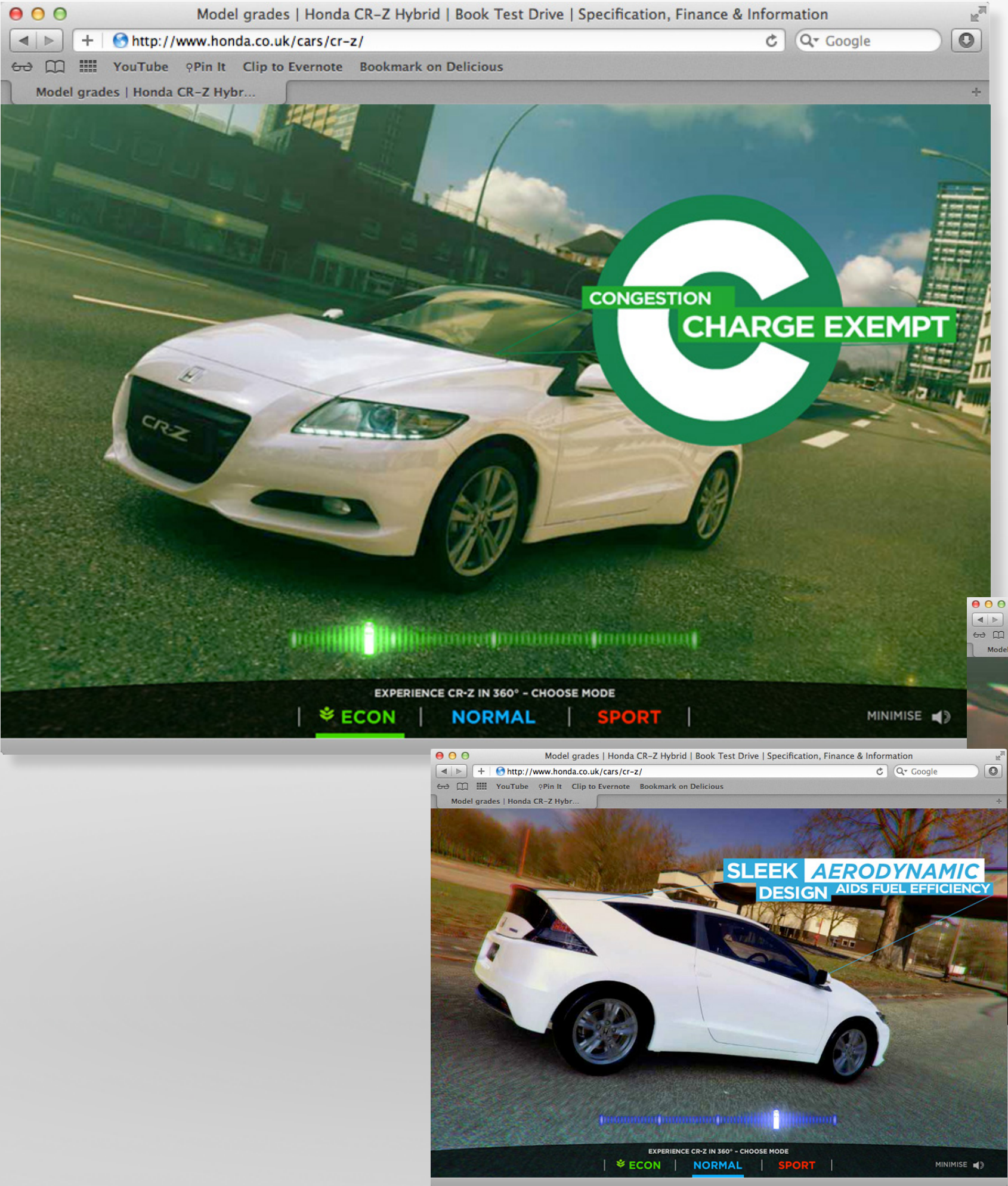
IMMERSIVE 360 °
Collective, 2010

Honda Europe were launching their latest hybrid engine car, the CR-Z. The CR-Z has three modes, Econ, Normal and Sport, each playing on a different balance of the electric and petrol motors.

Taking the three streams as a basis, we created three 360 ° panoramas using a motion control rig in different locations around London. These were then pieced together, and a 3D model of the car was composited into the scene.

From there we added specific graphic and typographic call-outs based upon the modes and other technical aspects of the car to create an immersive and informational interactive piece.

This was used as the home page throughout the initial six-month phase of the car launch.



BBC Online

2016 VISION STRATEGY
Critical Mass, 2011

BBC came to us in 2011 and asked a difficult question:

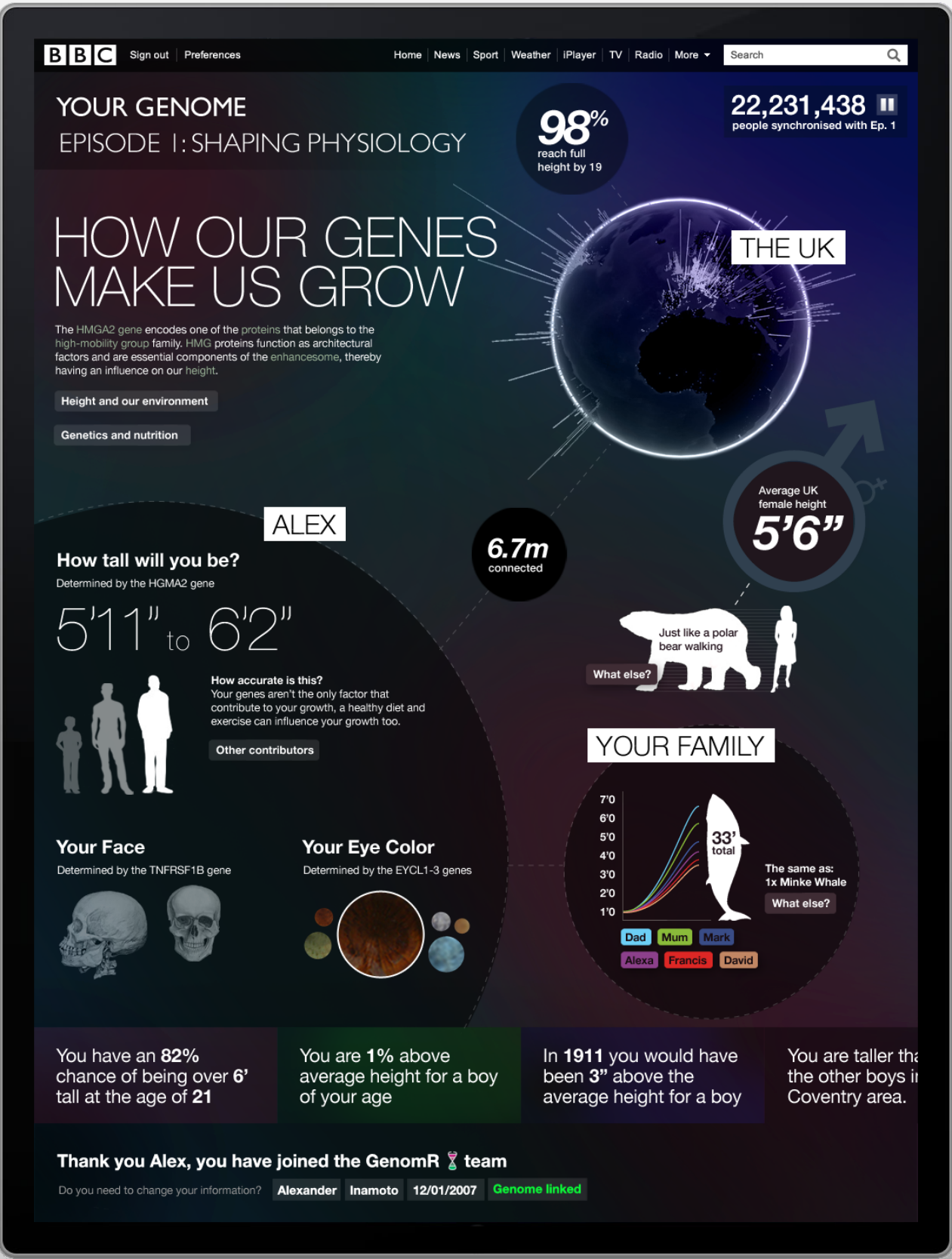
“What will the state of BBC online be in five years time?”

In order to answer it, we had to think deeply about the rapid development of technology, and the exponential changes in user behaviour based upon those developments. What will seem natural to the 21-year-olds of 2016 ? What will people demand of a unique global content provider?

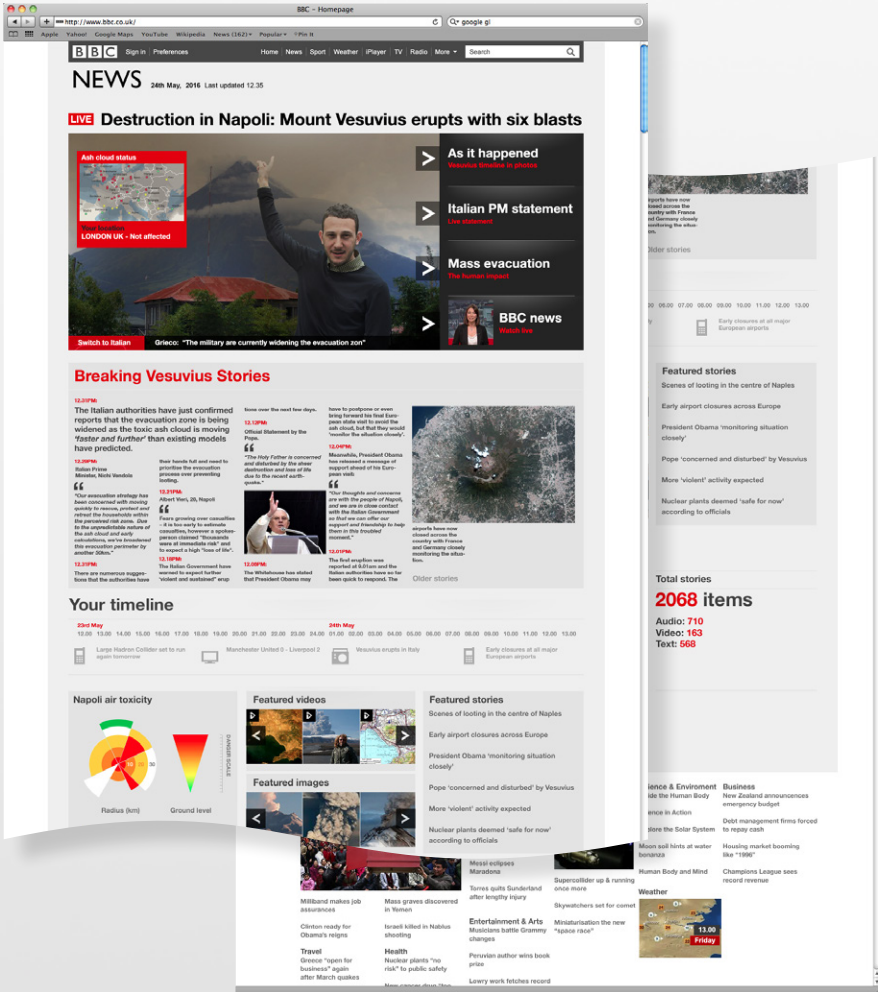
We also needed to bear in mind the structural and financial changes that the corporation was going through.

We broke our response down to the three core Reithian principles that the BBC was founded on. To inform, educate, and entertain. Each of these pillars was explored to show how the user would be in further control of their content in 2016, and in many ways explained how those users would help to create their own BBC digital experiences.

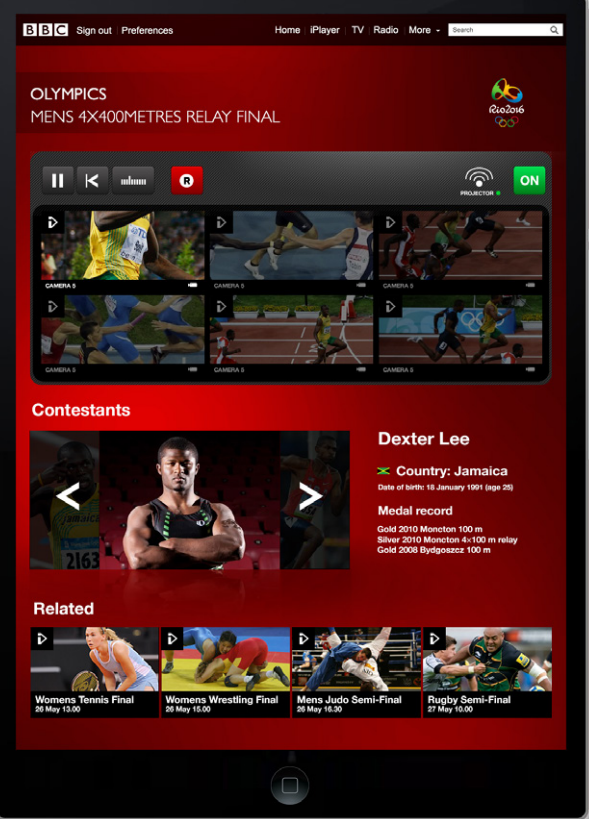
BBC Cross-channel ‘Educate’ concept



BBC News ‘Inform’ concept



BBC News ‘Entertain’ concept



BBC Audiences

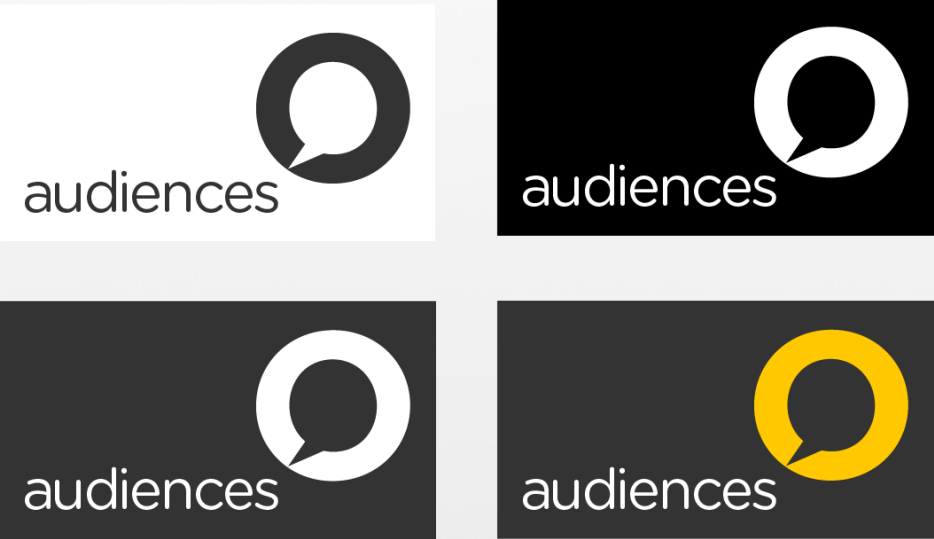
BRANDING AND SITE
Tui Interactive Media, 2007

BBC Audiences is a division of the BBC internal network that analyses viewer, listener and subscriber statistics in order to accurately assess their popularity and effect. One of its main functions is to collect data that feeds into a central system so that programme commissioners can move forward in providing a diverse range of content for the public to enjoy.

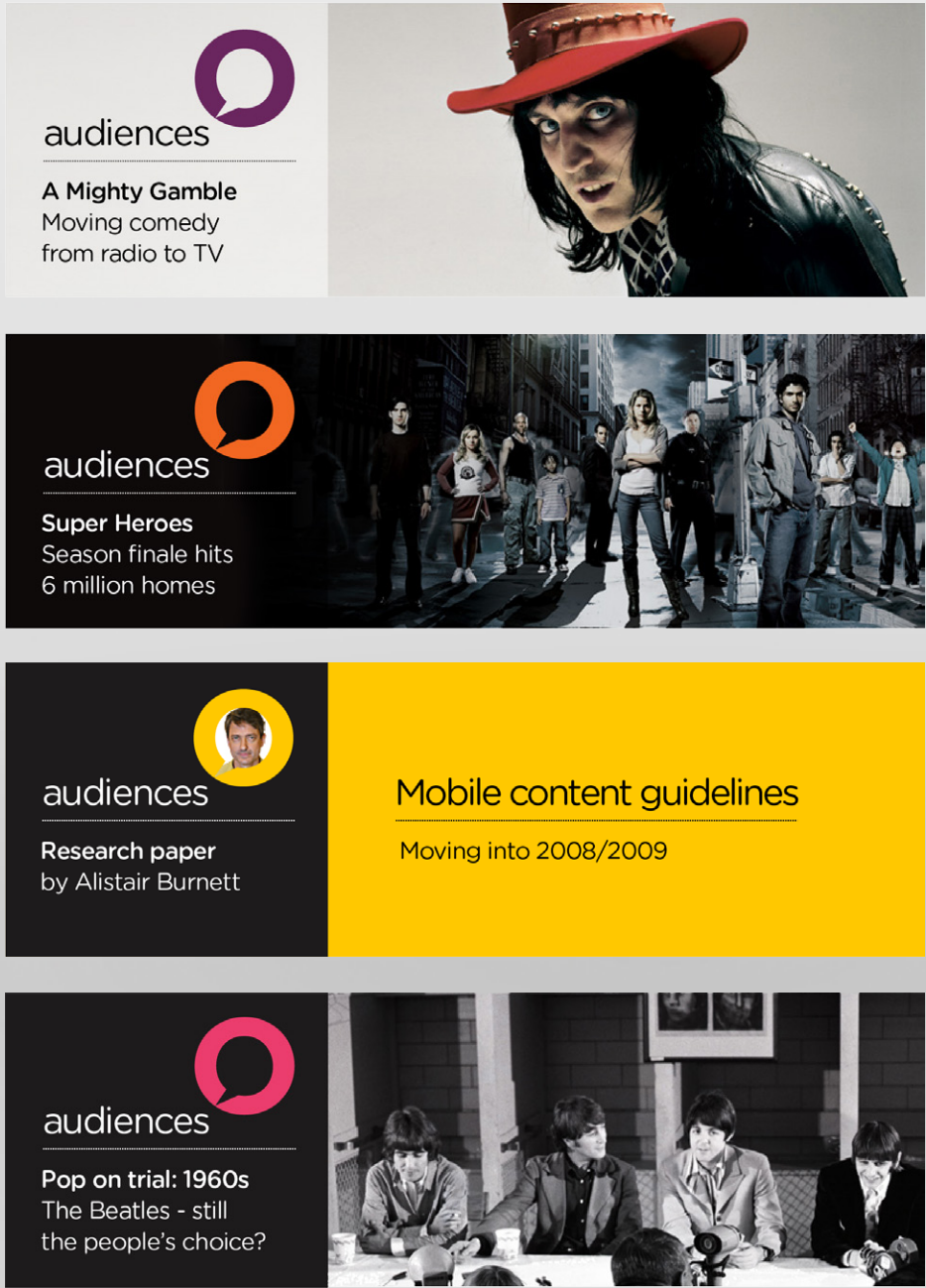
The department's work is very wide-reaching, and reaches nearly every office of the BBC. I created the logomark based on their strength, the good that internal conversation can create, and was able to colour code the different channels that they worked across so that people could instantly recognise what applied to them.

It is used across all internal communications now, and formed the basis of the styleguide that I used for their live statistics website.

Master logotype



Channel and report headers



Wordmark (custom kerning)
Gotham Rounded Book 31pt

Report headline
Gotham Bold 23pt

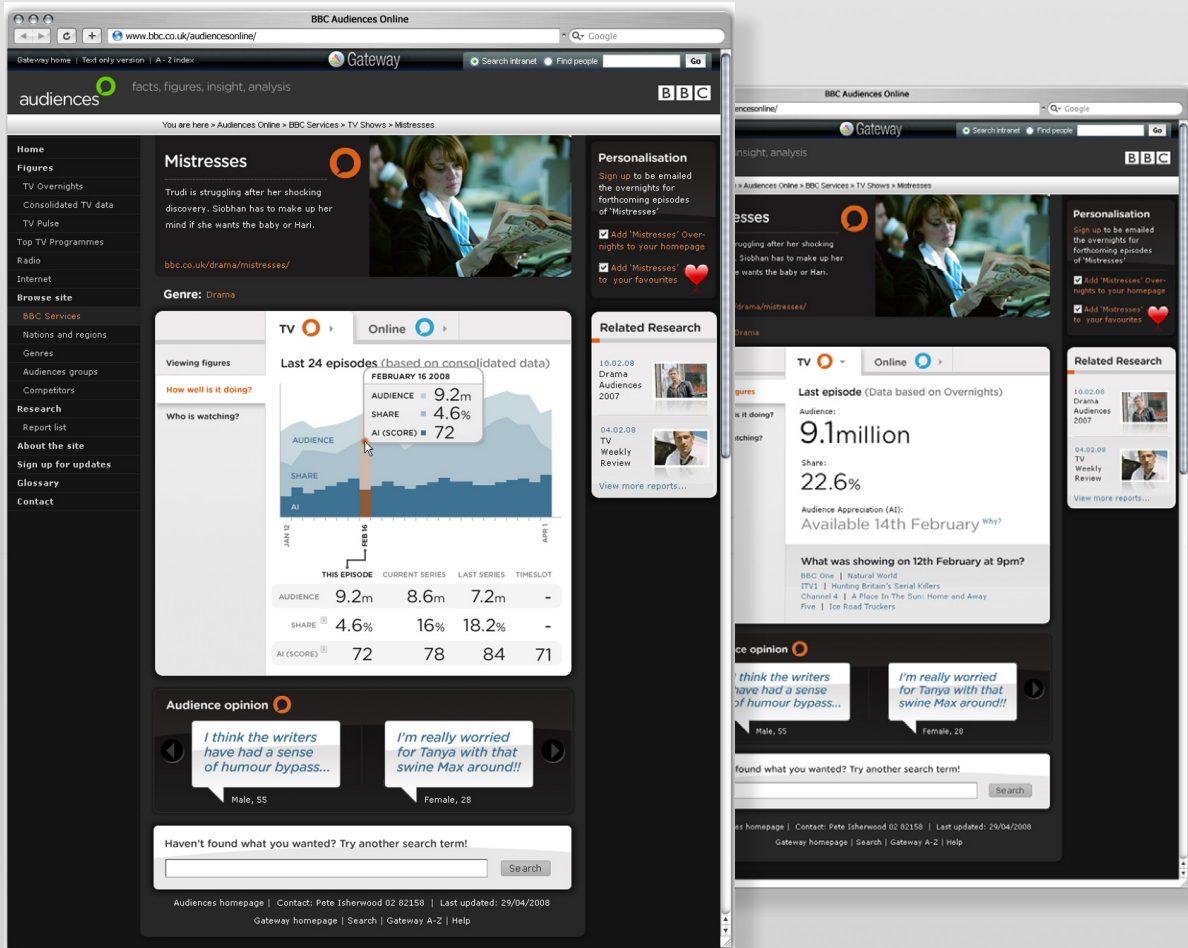
Report title
Gotham Rounded Bold 17pt

Author/descriptor
Gotham Rounded Book 17pt

Channel identifiers



Site examples



Lloyds TSB

2014 DISCOVERY STRATEGY
LBi, 2009

Back in 2009, my team at LBi were asked to provide their recommendations on how we envisaged digital banking would be in five years' time.

Over an intensive four-week period, we developed personas with extended life journeys, and built several different types of future-facing banking tools that would suit business and personal users across a range of age groups.

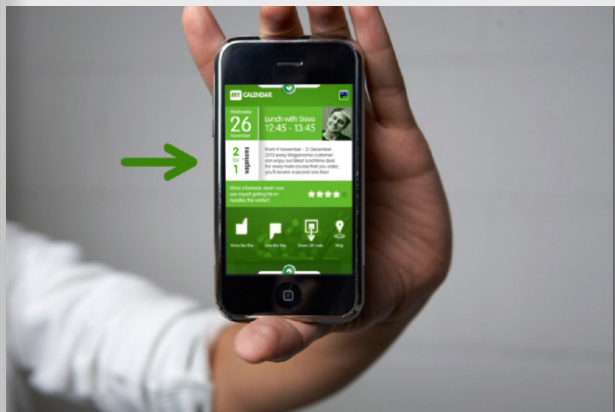
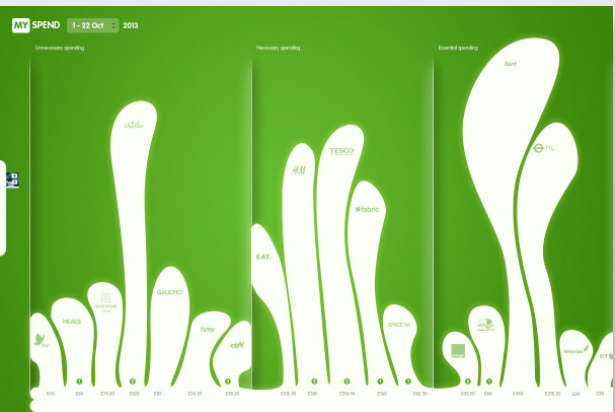
Our insight and findings were so well received that they directly launched the Lloyds Money Manager programme, taking the envisioned functionality through to development and launch in 2011.



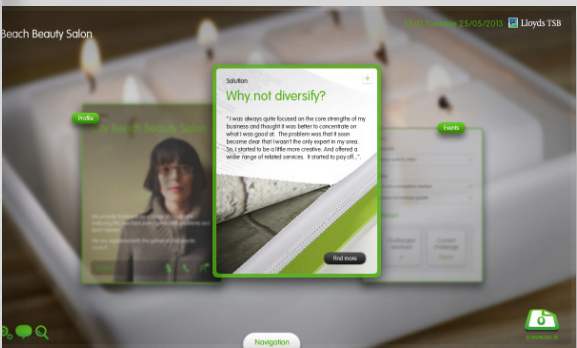
Personas and moodboarding



Mobile: Teenage bankers



Multi-channel : Business advisor



Big build

SITE DESIGN
LBi, 2009/10

Marks & Spencer

As the recession kicked in, M&S were falling behind in online sales, at a time when other e-tailers were succeeding. This project kicked off a long engagement with M&S, overhauling the entire sales area. It placed them as one of the most successful UK online retailers - and won awards for UX.

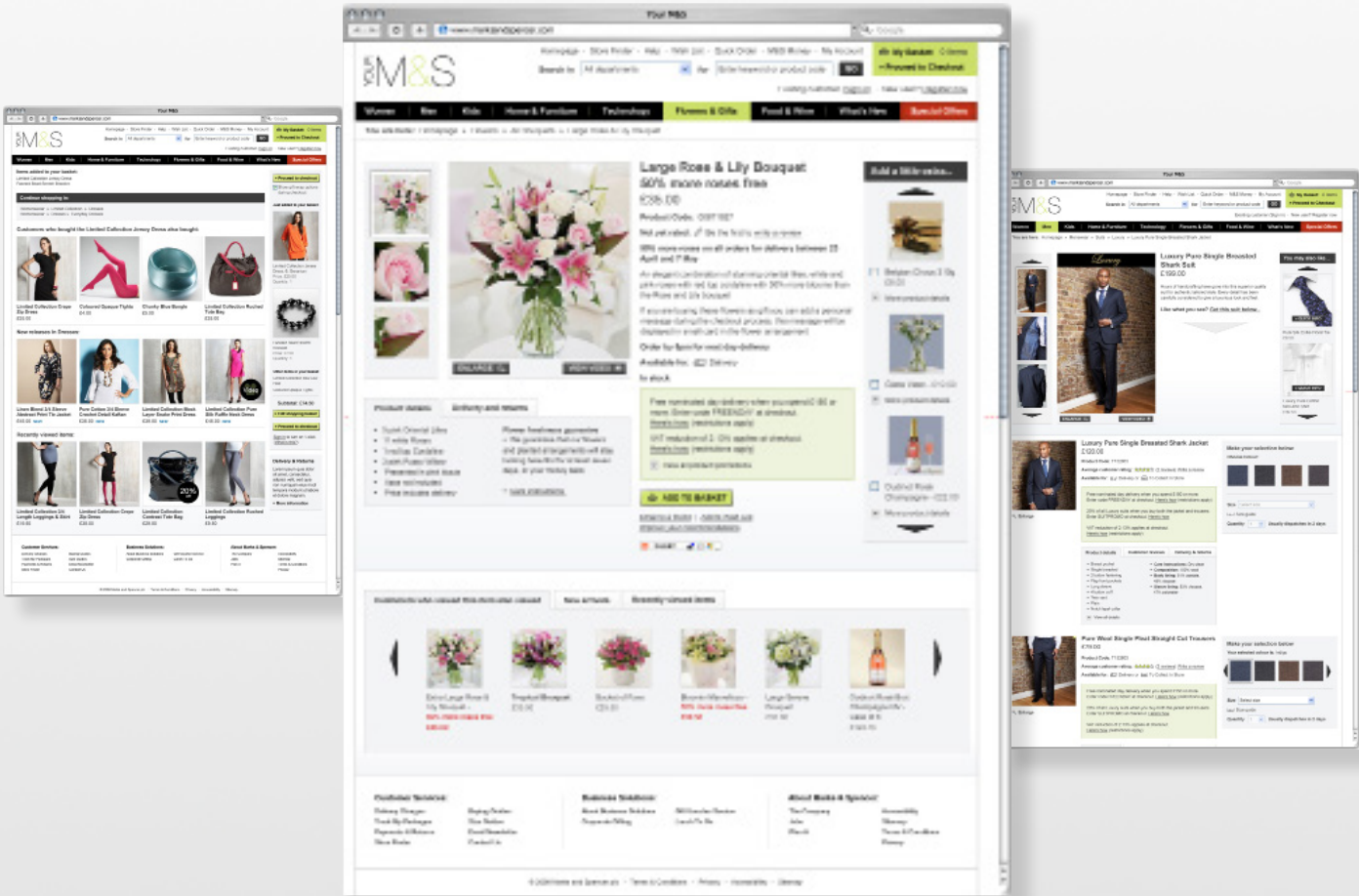
BT Business

This site was developed over 8 weeks at LBi. With over 1000 products, many of them being abstract services, BT Business needed an engaging new website with an ownable brand to distinguish it from their retail arm. The new look was so successful that it now leads BT Business’ ATL activity.

Lloyds TSB Online Banking

The Lloyds banking experience was re-designed fully during my time at LBi, using 410 templates over 18 months to re-define their digital presence. That is - to this day - a great success, and has become a powerful digital extension to the ‘For The Journey’ value proposition.

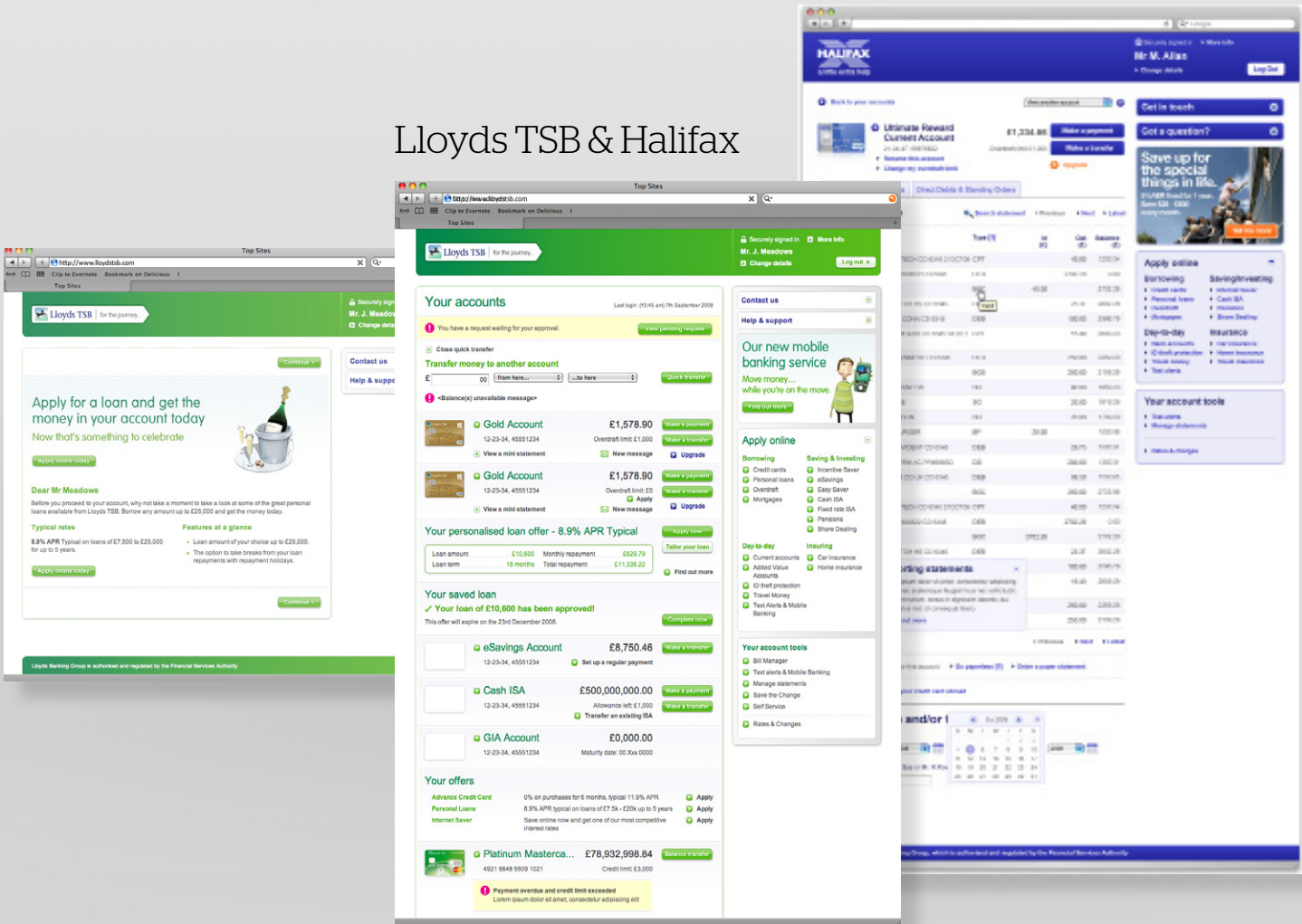
Marks & Spencer



BT Business



Lloyds TSB & Halifax



Thank you.
Any Questions?