



Mark Jeater
PORTFOLIO

I am 6

I love thinking like a 6-year-old. Because everything is **WOW!** and **AMAZING!** It's where imagination knows no bounds.

I'm free to explore the world, whether it's making **DEATH-DEFYING** leaps between the armchair and the sofa over shark-infested carpet, becoming a **SUPERHERO** just by putting on a tea towel, and an empty toilet roll can a telescope or my rocketship.

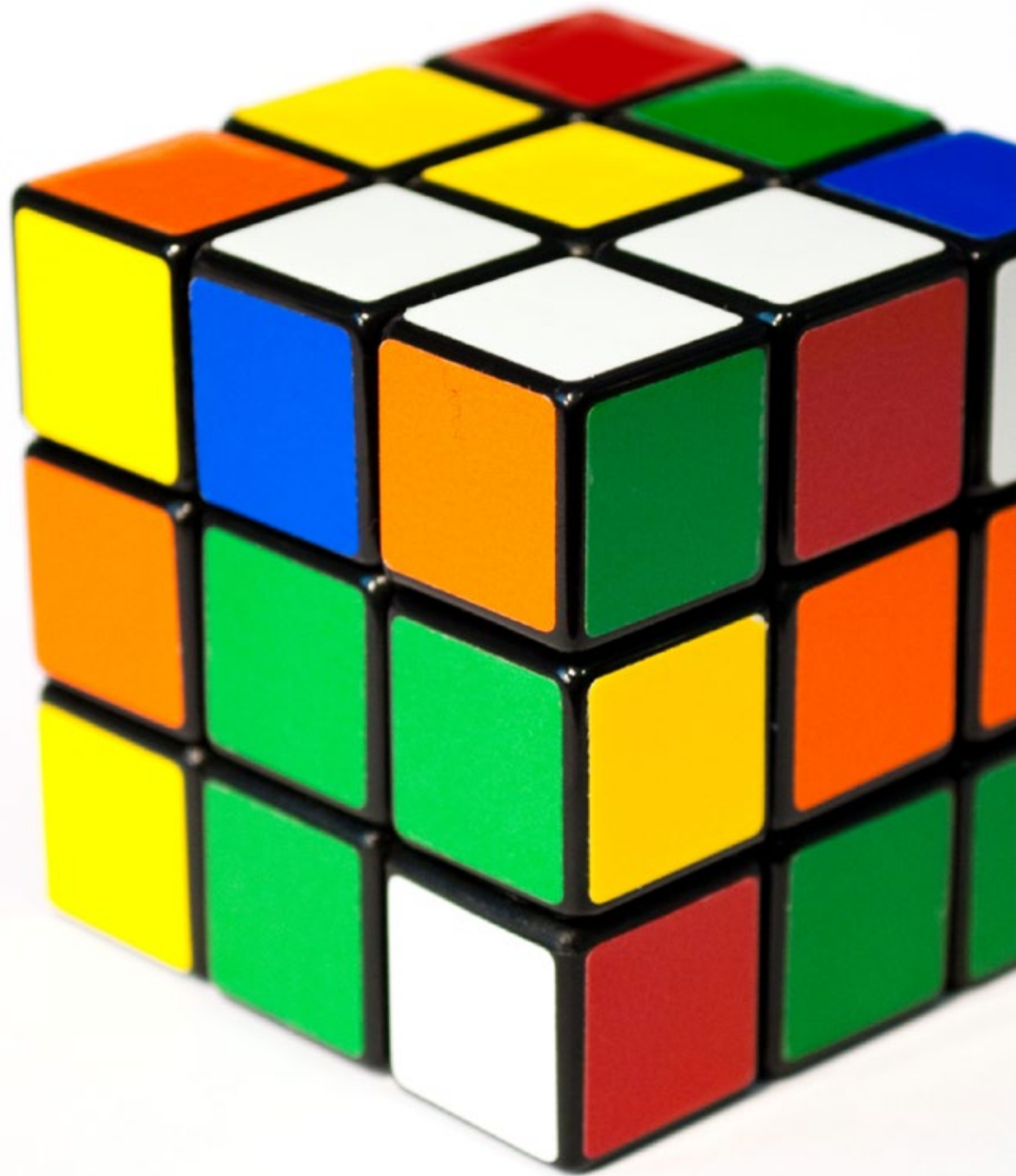
And, holidays last **FOREVER!**

I'll never lose that sense of wonder, it's what makes good design – **GREAT.**



mark seater
Superhero

Advertising



DIAGEO

The goal

Get people to consider premixed spirits in the home.

The enemy

Beer and wine.

The solution

Perfect for the evening.

drinkaware.co.uk
for the facts



perfect
for the
evening

SMIRNOFF perfectly
mixed with cola



The SMIRNOFF word and associated logos are trade marks. © The Smirnoff Co. 2010

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for the facts



perfect
for the
evening

Gordon's perfectly mixed
with Schweppes Tonic



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The goal

To make Grand Marnier a choice for a longer drink rather than just a Liqueur.

The enemy

Liqueurs.

The solution

We positioned Grand Marnier as a feeling – Welcome to the sunset hour – that you look forward to relaxing with after a hard days work.



Available on the App Store

drinkaware.co.uk
for the facts

GRAND'O
1/4 GRAND MARNIER®
3/4 ORANGE JUICE & SODA
WATER. A SQUEEZE OF
LEMON, AND LOTS OF ICE.

WELCOME TO THE SUNSET HOUR
twist your evening with Grand Marnier, soda and orange

Grand Marnier®

grand-marnier.com

The Grand Marnier word and associated logo are registered trade marks of Société des Produits Marlier-Lippold.
App Store is a service mark of Apple Inc., registered in the U.S. and other countries.



Available on the App Store

drinkaware.co.uk
for the facts

GRAND GINGER
1/4 GRAND MARNIER®
3/4 GINGER ALE. A SQUEEZE
OF LEMON AND LOTS OF ICE.

WELCOME TO THE SUNSET HOUR
twist your evening with Grand Marnier and ginger ale

Grand Marnier®

grand-marnier.com

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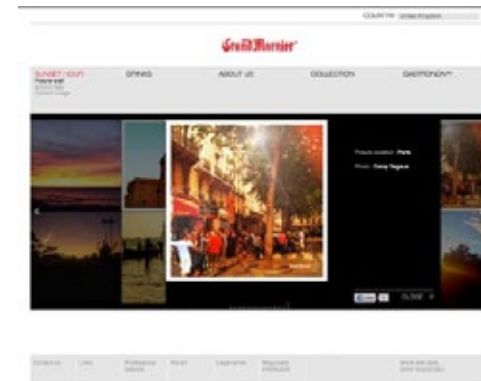
6 Sheet



LCD Screen – video



Trade film – video



Website



iPhone app



B O R D E A U X



The goal

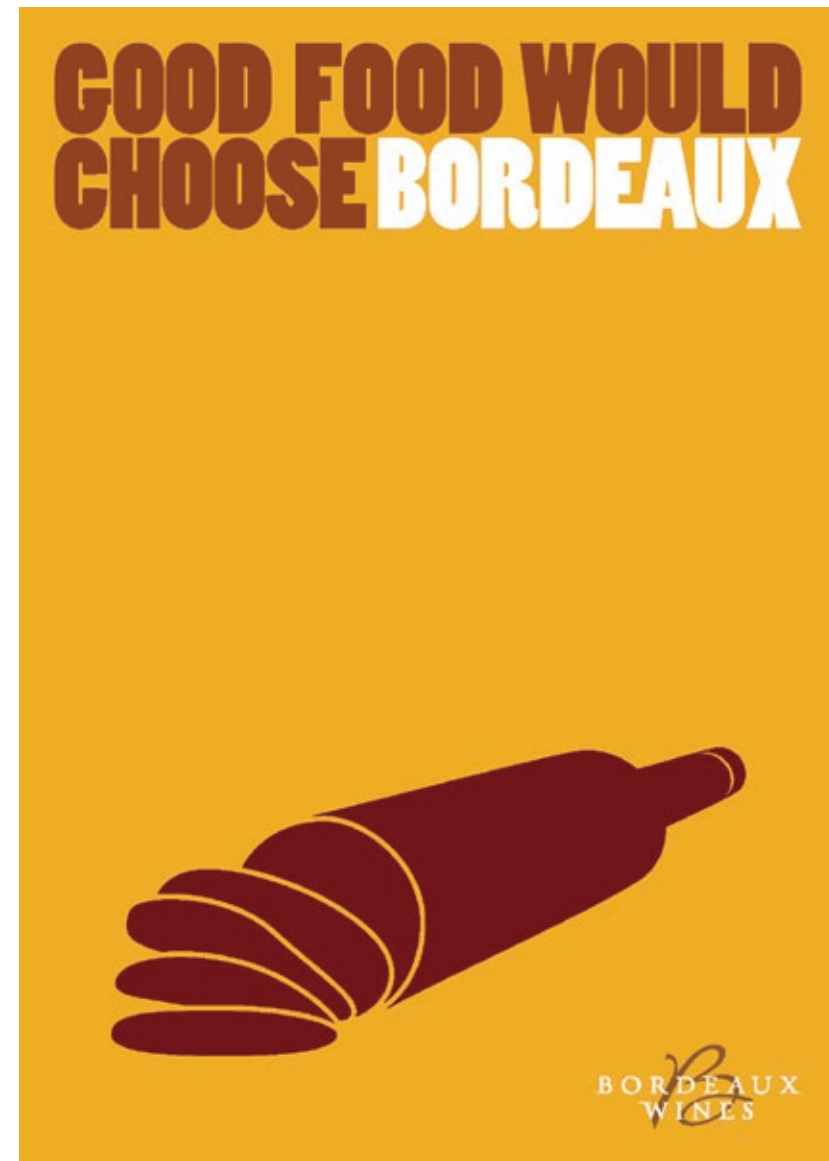
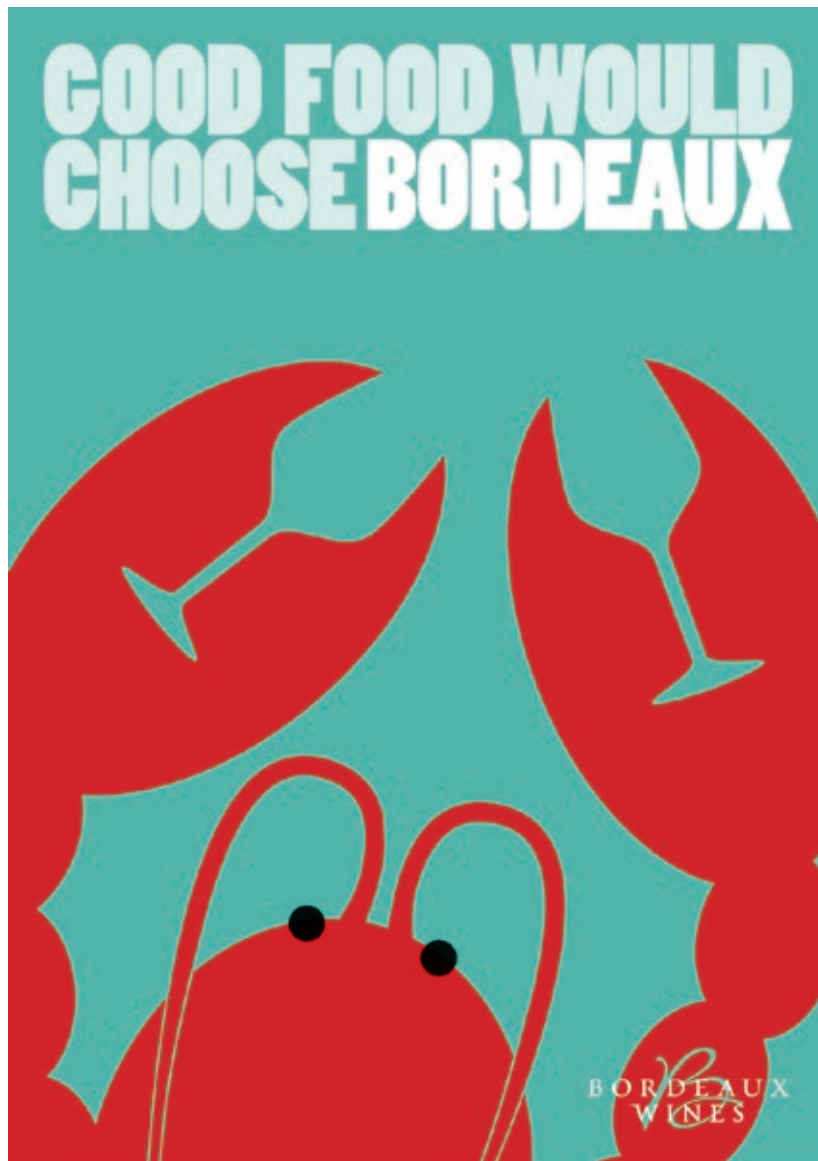
Make it easier for wine drinkers to choose Bordeaux.

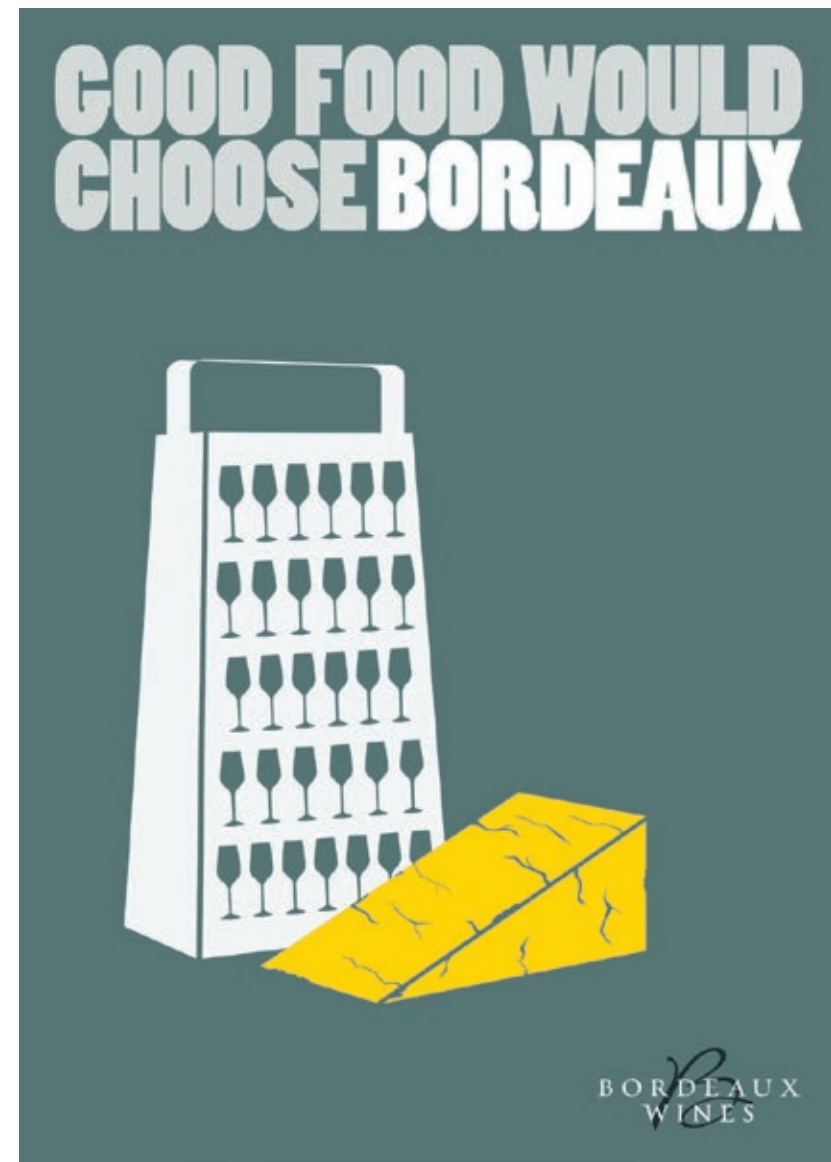
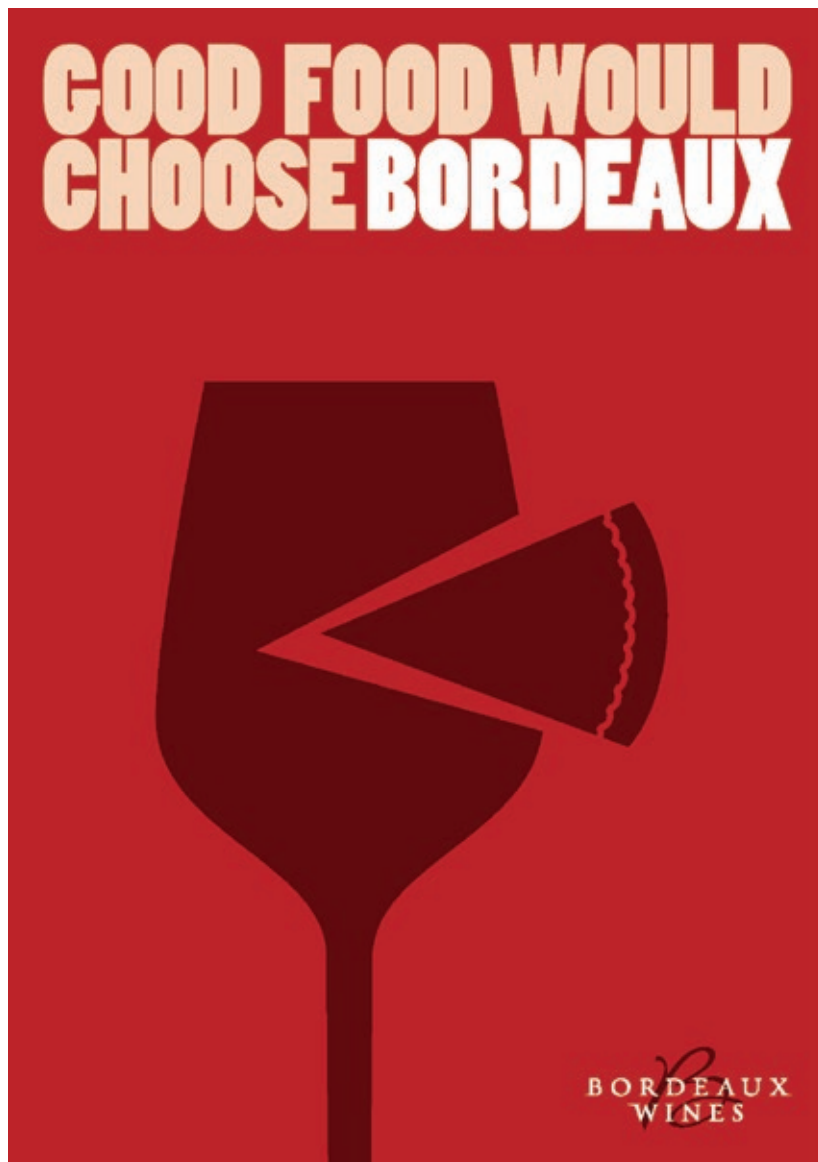
The enemy

New world wines.

The solution

Good food would choose Bordeaux.







The goal

To convey that hand cooked crisps taste better than the mass-produced ones.

The enemy

Walkers.

The solution

A range of posters that showcased the ingredients constructed from handprints to highlight that Kettle chips were hand cooked.



The hand cooked chip.



The hand cooked chip.

BULLRING BIRMINGHAM

The goal

To advertise the quarterly changes to the centre and showcase the new Spiceal Street food court.

The enemy

Boring Shopping centres and multi-chain fast-food restaurants.

The solution

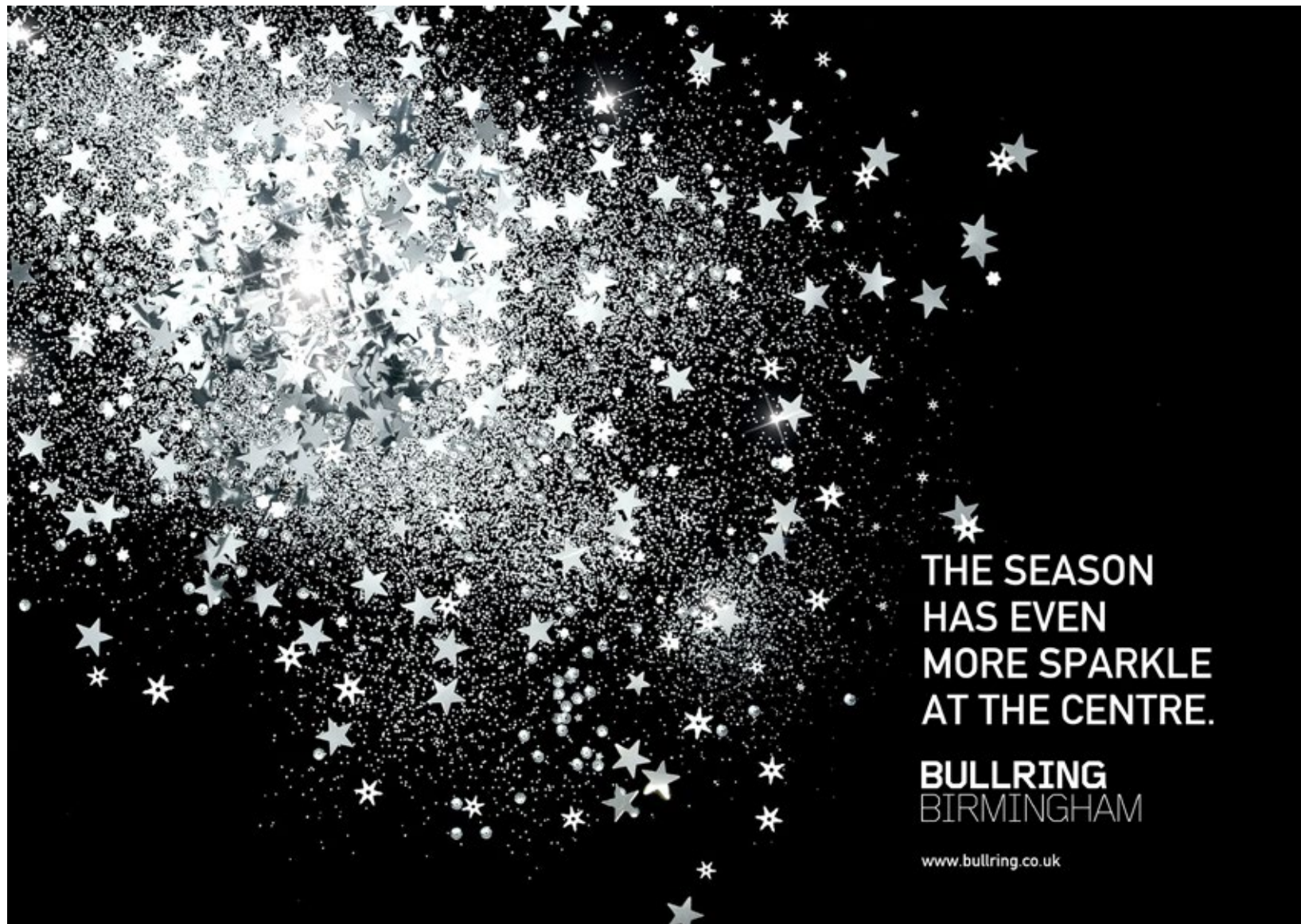
To illustrate that the Bullring was the centre of Birmingham.



FOOD IS ABOUT
TO GET EVEN
MORE EXCITING
AT THE CENTRE.

SPICEAL STREET
BULLRING
BIRMINGHAM

www.bullring.co.uk





Here I am with my brother Ian

He wanted to become
a fireman and I wanted
to be a designer

It just goes to show that
dreams really do come true!

mark Teater