



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

Pitches





The goal

To secure the £1.6bn advertising concession for the London Underground.

The enemy

Clear Channel and JCDecaux.

The solution

We created presentation box that covered all the aspects of the bid and even built a full-size mockup of a tube platform where the client could see all of the future improvements in the advertising for the London Underground, from cross-track projectors and LCD displays to assorted advertising furniture.





The goal

To secure the advertising concession for Arriva buses.

The enemy

Clear Channel and JCDecaux.

The solution

We created a bid box that detailed our goals and strategies.





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