

CORPORATE CAMPAIGN COMICS, MANGA & CARTOONS



service

HSBC-VISA DEBIT CARD
MANGA BROCHURE

brief

To provide a multi-page Manga (English and Chinese) that creatively trains and aids staff to better understand and upsell the benefits of a Debit Card.

solution

A 32 page Manga based around a loving family, albeit with a father from Hell who marries a human. With no real concept of money in his mind, he gets to experience certain joys of family life with the use of his Debit Card.

When he's visited by hellspawned kindred and loses his card, he's fortunate to experience and appreciate the speed in which cards can be cancelled and illegal activity rapidly reported.

highlights

Strategic spot colours were featured throughout, bolstering the HSBC brand red. There was also a VISA specific adaptation, featuring their corporate gold in corresponding areas.



brief

To provide a multi-page comic that expresses the well organised humane work UNHCR carries out globally.

solution

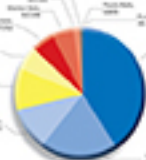
An 8 page Comic based around lives of two children's dolls, whose owners had suffered mixed fortunes.

Through the eyes of a Teddy Bear, the first story shows what unfortunately happens to a family that sought refuge without the aid of bodies such as UNHCR. The second story is told through the visage of a rag doll, whose owner had a much less arduous time, thanks to UNHCR.

The story concludes with the Bear finding a new home with the Doll and her family.

highlights

Meaningful character design as reference to the sorrowful reality of many unfortunate children from around the world. This comic was also accompanied by the production of an 8 page brochure of factual statistics.

[illegible][illegible]

brief

To create an encompassing concept of a western comic style, able to serve as an ongoing 'cool comic' story platform for the extremely high end timepiece brand.

solution

A 7 page Comic, based on pioneering research carried out by the brand.

Heavily steeped in sci-fi-fact action, there was also a philanthropic angle worked into the concept, demonstrating aspects of the client's broader vision - though the focal products are clearly aimed at societies elite, still LYTT Industries share major aspects of their cutting edge technology and research for the betterment of mankind in general.

Because of this unique position, areas of creativity were able to be stretched as no competitor has the social presence to better demonstrate the free spirit of ultra-modern, deep, impactful graphic novel storytelling.

highlights

Producing a concept that is literally able to stand the test of time!



service

PROCTER & GAMBLE (P&G)
REMINDER TRAINING
STRIP CARTOON SERIES

brief

To create a comical cast of archetypal workplace personalities, ideal for placing into varied situations which are often outlined during employee betterment training sessions.

solution

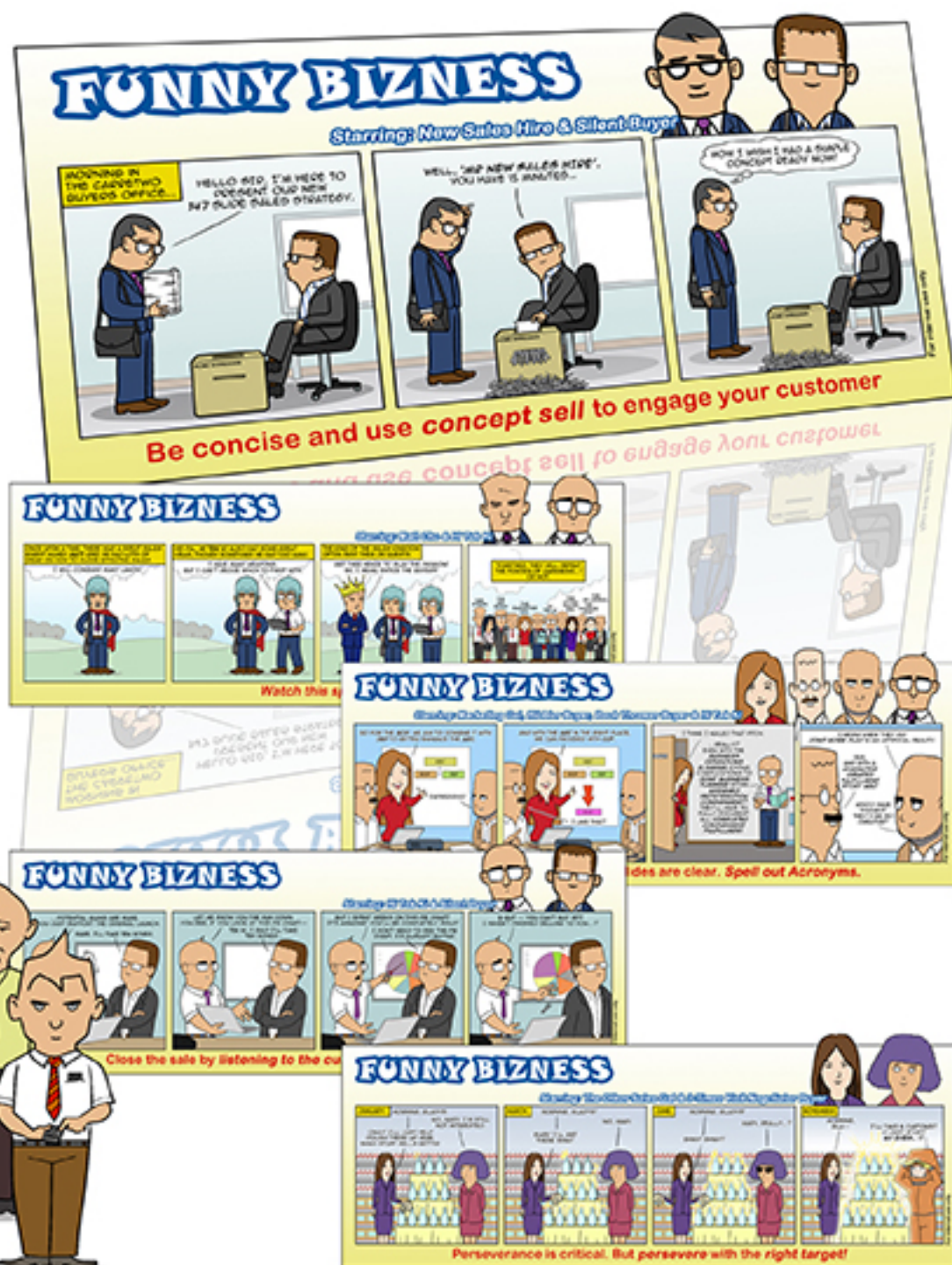
12 colourful and varied strips, loosely based on true life characters of distinct personality types.

Great concentration and extensive meetings were required to ensure just the right balance was struck. All cartoons were stark email reminders to staff who would have attended training in the previous subject matters.

A major problem confronting the client was staff retention of what has been taught. With the old adage firmly in mind, "make a person smile, and they'll never forget you", a range of ironic and satirical jokes were generated, all incorporating key buzz phrases regularly used internally by P&G.

highlights

Finding satire in what can often be quite mundane situations and subject matter - hallmarks of traditional strip cartoonism!



brief

To adapt a school play into a Manga, focusing on the school's core values and expressing them in a creatively entertaining, clear and concise way.

solution

Teaching the school's playwright how to generate a 'comic script' was the first suggestion - with a key focus of spreading and sharing knowledge, it was a quite enjoyable experience to empower the teachers with knowledge of how to get the best out of their prior hard work, albeit now on a new and alien platform.

Character designs were adapted accordingly, and story elements adjusted also.

The concept and story was in many ways improved - as Manga has much less in the way of limitations when coming to areas such as casting and set design layouts.

highlights

From Stage To Page - an accolade to indeed be proud of. Over 1,000 copies were distributed, bringing much joy to its readers - story extension exercises were also added at the back for further exercises in student and story interaction.



service

UNILEVER POINT-OF-PURCHASE
AND ONLINE MARKETING
IMAGERY AND GIF ANIMATION

brief

To illustrate and GIF animate Manga influenced art pieces, each with colour coordinated female figures, reflecting the various moods of the hair care product range.

solution

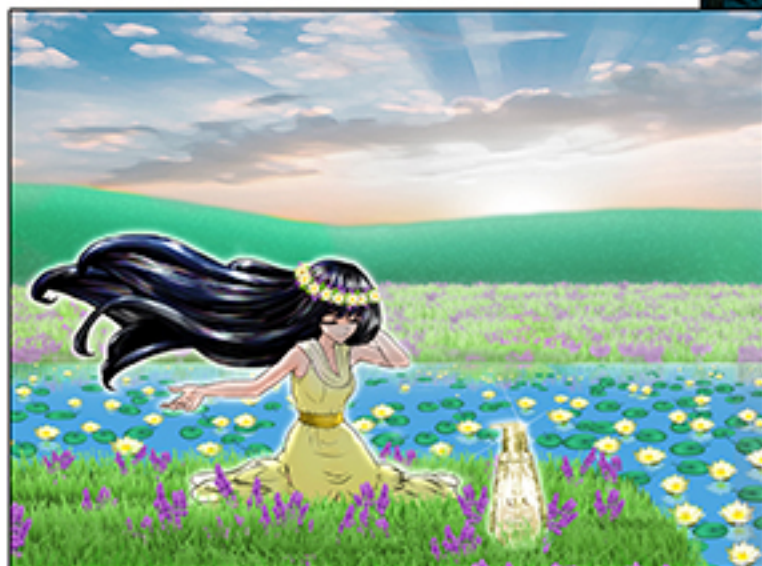
Deploying specialist Manga artists, and cutting edge digital imaging to craft varied characters, landscapes and environments.

Though unstipulated, complete backstories were theorised for each art piece, enabling more personality to be induced into each female figure.

Major attention was paid to environmental aspects, as these were just as important as the central figures, and indeed product pack shots

highlights

Generating GIF animation of just the all important hair was a unique challenge - balancing between still and moving detail is never easy, so when achieved, always will remain as a major testimony to a studio's skillset and capability.



brief

To make staff members look like retro superheroes - reminiscent of Superman - traditional mammoth efforts which had been put into assignments over the past 12 months.

solution

Calling on the skills of an experienced superhero artist, which are not easy to find, as drawing action stances and muscles are arguably the toughest forms of general comic art.

The use of shading and hatching gives the characters the classic feel of powerful superhero characters. Extreme adherence to detail also has each character looking very much like the real life persons represented.

And the graphic design presence makes for complete fun yet hard hitting mini-poster gifts.

highlights

Mixing & matching a myriad of costumes of not just some of the world's most popular superheroes, but even those of the lesser known. This is close to a dream assignment for many a comic artist!



briefs

Drawing fun images of staff members in familiar or fictional environments, capturing unique aspects of their individuality.

solutions

Making sure we capture the true smile of each subject, the first and most obvious aspect of detail to establish is WHY the caricature is being issued.

While taking this onboard, it's essential to always address any potential sensitivities, and have the client gently ensure that certain creative routes can indeed be satisfactorily explored.

Any major props that may be required are typically requested from the outset.

highlights

Knowing that someone somewhere is smiling as a result of something we've crafted from scratch - its sole purpose indeed being of appreciation to a given individual, and the celebration be punctuated by pictorially induced laughter and happiness!



briefs

Subjects ranging from romantic weddings, hospital etiquette and town council planning, to Para-Olympic squads, celebrities and mascots, these can all be part of far reaching campaigns that require great characters and concepts.

solutions

Nothing is ever designed without strong adherence to what the client requires. The first step is always the fundamental concept.

After that is decided, then focal characters and figures can be designed as scripts and displays are master minded.

Careful production steps are always shared with clients - Concept - Script - Character Design - Penciling - Inking - Colouring - Lettering - Output.

highlights

Every assignment is unique. Rarely are two projects exactly the same - and this is why typically we experience many unique and joyous times with partners and clients!



briefs

Putting Fun into Productivity! From the boardroom to the shop floor, workers of all persuasion are faced with daily pressures of which they need regular relief from.

solutions

A way to maintain a good and positive mental balance is to embrace creativity. Laughter, stories and visual art are great sources - from simple cartooning and caricaturing, to powered-up comic characters and unique card games of adventure and wild fantasy -

Included are formulated drawing exercises that reaffirm positive process thinking while relieving stress, visual communication team card games that stimulate group creative problem solving, engaging drawing activities that both relax and sharpen the mind, and simple and effective elements of storytelling which aid in broad communication.

highlights

FunPro is easily scalable and tailored to many specifics - being able to often release unsuspected talent within any given workforce is an unrelenting and joyously purposeful goal! 