

Portfolio

Sarah Bath

Implementation Designer & Brand Guardian

 07581 070 243  sbath.creative@gmail.com  [sarah-bath-robins](#)

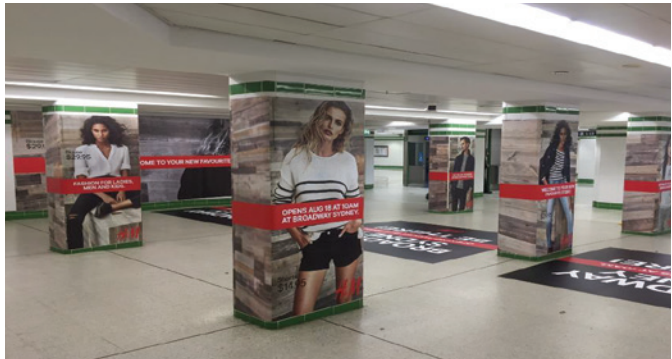


Meta - OOH

Madrid Bus station takeover using the Meta innovations campaign creative. The station takeover was over 13 bus shelters using 38 artworks and a number of DOOH.

I worked closely with multiple stakeholders using the localised messaging to populate the site. To achieve client sign-off, I created a site overview. Which I used to walk the client through each of the placements and explain possible obstructions and

any angles that may need to be considered. This is helped the client visualise the space and rearrange any of the priority messages.

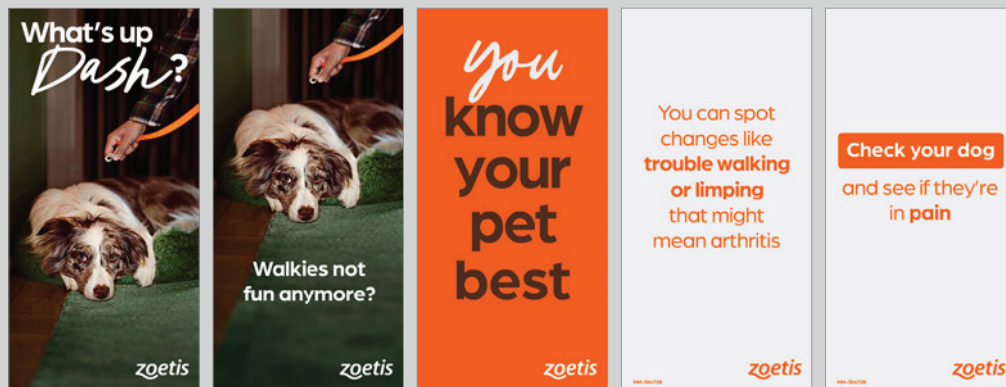


H&M - print

H&M is a high street fashion brand which is present in 64 different countries. H&M advertise across all medias to increase brand awareness.

Some examples used are: out of home, press ads, point of sale, vehicle wraps or station dominations.

It is important that across all media the brand is consistent and kept with in the guidelines for the over all brand and the specific campaign guidelines.



English Master (EN)



German (DE)



Polish (PL)

Zoetis Osteoarthritis - Digital transcreation

We were supplied with English masters, which were assessed for localisation. During this stage, I identified that the animated handwritten font used for the pet's name and the word "you" was not editable.

This element was used across multiple channels.

To prepare for localisation, I established a workflow that accommodated video, digital, and print assets.

I collaborated with the video team to finalise and sign off the assets in isolation, exporting a GIF

for animated content and a PNG for static usage.

These final exports were then implemented across all asset types to ensure consistency.



English Master (EN)



German (DE)



Italian (IT)



Polish (PL)



Klarna “That’s smooth”- Video transcreation

We were supplied with the English US edit and assets to prepare for localisation. However, during the preflight checks, we discovered that the clean edit did not include a clean shot of the dog tag. It was important to ensure that the localised edits

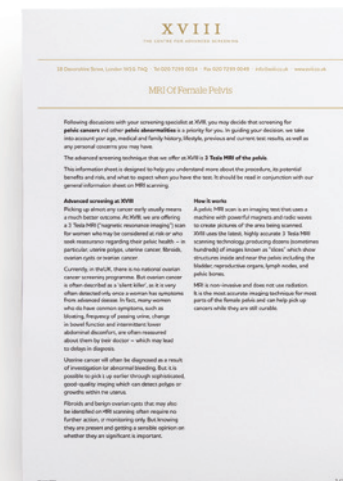
retained the textures, shadows, and highlights visible in the supplied file to maintain realism.

Together with the video editor, we worked to mask out the text on the supplied clips and replicate the original details in the localised assets, ensuring they

were ready for use in the live versions. Additionally, we followed the brand guidelines to implement the correct typesetting.

After delivering the localised files to the markets, the client requested that we also correct the typesetting

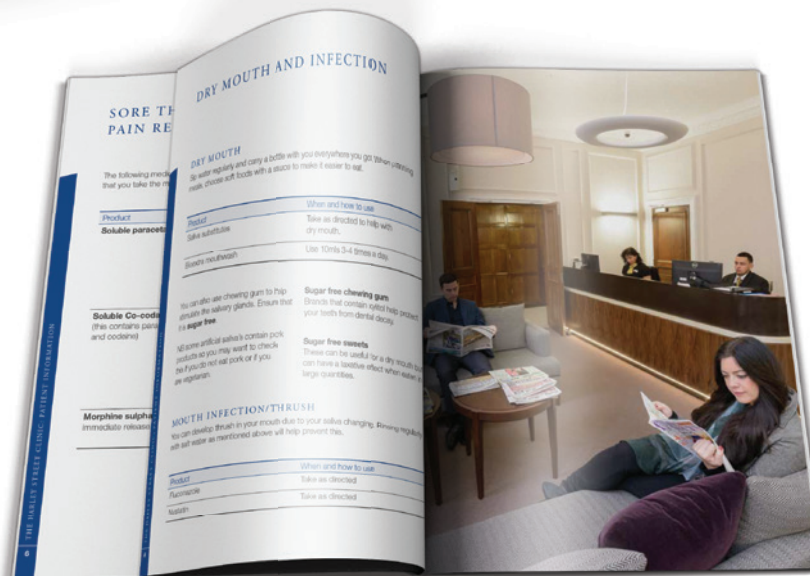
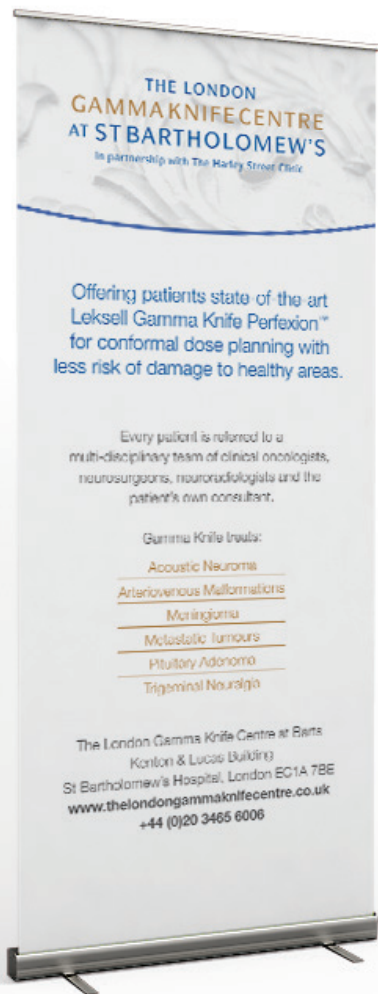
in the original supplied English master file, bringing it in line with brand guidelines, as it was originally too open.



XVIII Specialist Screening Centre - print and digital

XVIII is a bespoke sophisticated medical screening facility associated with The Harley street Hospital. Here are a selection of printed and digital media.

These examples were put together following the guidelines and using the existing assets.



The Harley Street Clinic - print

These information books are handed out to patients pre/post-op or as a promotional material.

The news letter is sent out quarterly to GPs, updating them on services and seminars.

To ensure consistency and speed formats that are regularly used such as these booklets; templates have been created, including brand colour swatches and paragraph styles.

The other elements have been created to brief strictly following the brand guidelines.



LeapFrog - print

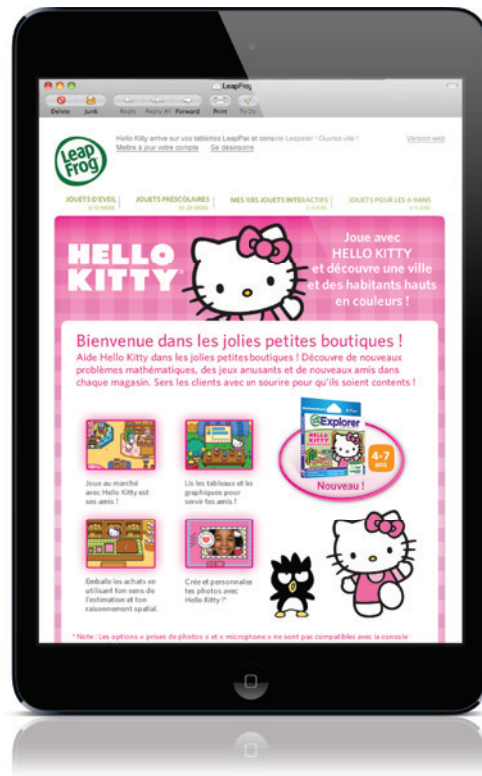
As brand guardian I was in charge of consistency and design for LeapFrog across a rang of platforms.

The spread above is a layout from the Argos main catalogue. Layouts created for new Argos catalogue pages, set the style for that season.

Demo Unit

This is a demo unit for the LeapReader. The unit is set up in stores such as Toys R Us and Smyths.

This unit encourages customers to try the product out, watch clips and see other books that are available for the LeapReader.



LeapFrog - digital

The web banners are part of a campaign, promoting one of LeapFrog's top selling toys, Read with Me Scout, an interactive cuddly toy.

The two emails are promoting software and apps available for the LeapFrog multimedia devices, such as the LeapPad Ultra.



SOUTHERN FRENCH BESTSELLERS

XV, Millegrand, Cabalié and more – just £6.99 a bottle

Southern French Bestsellers

WINE	12 BTL	6 BTL	3 BTL
CHANTE-CLAIR	£33.88	£17.94	£9.97
DOMAINE GINESTIERES	£33.88	£17.94	£9.97
CABALIÉ	£33.88	£17.94	£9.97
LE XV DU PRESIDENT	£33.88	£17.94	£9.97
JOSEPH CASTAN	£33.88	£17.94	£9.97
CHATEAU MILLEGRAND	£33.88	£17.94	£9.97

Chante-Clair
Vin de France
Henri Sabard's 'Red Rooster'
is just the kind of juicy chamer
you'd be served in a little village
bistro in southern France.
Great on its own, perfect with
cassoulet. 12% alc. To 2014.
£33.88 12 btl. **CH365001**
£17.94 6 btl. **CH365002**
£9.97 3 btl. **CH365003**

Domaine Ginestières
Merlot 2011, Or 100%
Having made his name in St-
Emilion, Claude Gino is back in
his native south with more
acclaim – and a Gold medal –
for this pure, smooth, plummy
Merlot. 13.5% alc. To 2014.
£33.88 12 btl. **CH362002**
£17.94 6 btl. **CH362003**
£9.97 3 btl. **CH362004**

Cabalié 2011
Clos Cabalié GGP
Made in a style reputed to have
fortified conquering Romans –
and this new vintage has already
won over the show judges. Rich,
fruity and wonderfully smooth –
a triumph. 14% alc. To 2014.
£33.88 12 btl. **CH367002**
£17.94 6 btl. **CH367003**
£9.97 3 btl. **CH367004**

Le XV du Président
2011, Clos Cabalié GGP
The big red that makes the north
move! Le XV is sourced from
old vines here: from the hottest
slopes – and combines
succulent dark fruit and immense
power. 15% alc. To 2015.
£33.88 12 btl. **CH367002**
£17.94 6 btl. **CH367003**
£9.97 3 btl. **CH367004**

Joseph Castan Merlot
2011, Or 100%
The acclaimed Castan family have
been at the forefront of southern
French quality viticulture –
underpinned by this warming,
gently spicy and richly fruity Merlot.
13.5% alc. To 2014.
£33.88 12 btl. **CH364004**
£17.94 6 btl. **CH364005**
£9.97 3 btl. **CH364006**

Château Millegrand
Mouton Grande Réserve
2010, Mirevalle AOC
Gold-medal-winning, new-vintage
release from a proudly acclaimed
family estate in the Languedoc.
Classic Mirevalle at a great-value
price. 13% alc. To 2017.
£33.88 12 btl. **CH362002**
£17.94 6 btl. **CH362003**
£9.97 3 btl. **CH362004**

SPECIAL ADD-ON DEAL
Cabalié 10th Anniversary

We are marking 10 years of Cabalié success with
a very special, one-off bottle – and you'll save £11
when you add three bottles to the Southern French
Bestsellers collection. Full tasting notes and details
of Cabalié 10 on page 12.

WINE	12 BTL	6 BTL	3 BTL
CABALIÉ 10	£110.85	£55.43	£27.71

£7.39 a bottle **SAVE £11**

14 Discover 100s more wines online

Call 0845 194 7700 or go to laithwaites.co.uk

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Laithwaites - Layouts

Here is a selection of direct mail resources for the mail order wine company Laithwaites. This includes catalogues, personalised mailing and promotional inserts which use a variety of different printing techniques.

The pages above use a bold navigation as well as styled photography. Ensuring that it hangs together and stands out as a feature section the catalogue.



Laithwaites - retouching

The brief for this shot was to produce the feel and illusion that the product is in New Zealand, captivating the feel of a summer outdoor lifestyle.

The client requested that we use a background image and drop the product in, to give this feel, keeping photography costs down.

New Zealand

Unrivalled intensity, purity and 'flavour for money'

"I know you love your NZ Sauvignon so I've found you another little beauty. Credentials, character, flavour and value ... the real deal! Don't miss out."

And I promise to keep great wines coming your way. New finds like Duck 'N' Pheasant opposite, plus fresh releases from old friends like Jane Hunter, the Seifrieds and Chris and Phil Rose. I've also secured an allocation of the most famous name in NZ wine - Cloudy Bay. Treat yourself ... it really is as good as they say.

The world's best 'flavour for money'!

You probably know about Tony Laithwaite's 'Discover Better' philosophy - if you spend just a little bit more on a wine, you enjoy a huge increase in quality and flavour. No other wine nation demonstrates this better than New Zealand.

I may be biased, being from this neck of the woods, and I do spend a lot of time with the people you'll read about on the following pages. But put it to the test. Order some mouthwatering Marlborough Sauvignon, siltken Otago Pinot or elegant bubbly ...

And I promise you unrivalled character, purity, intensity and value for money. Get some great New Zealand wines in your rack for Spring and Summer.

Dan Parrott
Dan Parrott, New Zealand Buyer

NEW ZEALAND WINE
PURE DISCOVERY

NEW from Mr Marlborough himself ... thrilling Sauvignon Blanc - JUST £7.49!

Duck 'N' Pheasant is a Marlborough Sauvignon from elsewhere for £7.49. BUT it won't taste like this. And it won't come from a lovely little independent cellar. And it won't be made by an innovative genius like Art Morris. When I was charged with finding you something different, fantastic-tasting and at a great price. And beat the competition at every step. I tried others, but Art is 'your man on the ground who gets things done'. He's known as 'Mr Marlborough' thanks to his contacts, knowledge and the way he gets the absolute best from all the grape-growers.

Quite simply, it's the best Marlborough Sauvignon £7.49 will buy. You've plenty of lemon, lime and peach flavours allied to loads of zip and zing. It's the perfect all-rounder for Spring, and proof that not all lower-priced Marlborough Sauvignon tastes the same. Enjoy! 12% Vol. To 2015.

Duck 'N' Pheasant Sauvignon Blanc 2011, Marlborough	12.000	C2850001
Case of 6	£44.94	B0850001
Bottle	£7.49	

YOURS FREE
(Excludes Post & Packing - see page 11 for details)

NEW LAUNCH
SAVE £30

ORDER NOW ON 0845 217 9122 sundaytimeswineclub.co.uk

Layouts

The shot was successfully placed into the layout with the live page elements creating a strong image lead spread that fulfilled the briefs image requirements.



Peel Outlet/ Lowry Outlet - digital

The two Peel Outlet locations Lowry Outlet and Gloucester Quays are styled differently but strongly reflect one another:

These emails and banner are promoting up coming events, products and participating stores, throughout promotional events.



8 MARYLEBONE PASSAGE INFO@ATTICUSCREATIVE.CO.UK
LONDON W1W 8EX ATTICUSCREATIVE.CO.UK
T. +44 (0)20 7580 0645

To whom it may concern,

Sarah Robins worked under my direct supervision as a creative art worker at Atticus. During this time she has been involved in a broad range of print and digital projects showing a high competency in all aspect of art working.

Throughout Sarah's time at Atticus she has proven to be dedicated and highly conscientious. Very easy to get on with and demonstrating an ability to fulfil her role both individually and collaboratively. She has a brilliant attitude, willing to learn and will happily get involved in new and challenging tasks.

I highly recommend her to any organisation looking for a talented, hard-working creative art worker.

Regards

Sanjay Chauhan
Director



FOX
KALOMASKI
CROSSING

48 Fitzroy Street, London W1T 5BS
tel +44 (0)20 7691 8090
email info@fkclondon.co.uk
web fkclondon.co.uk

FKC Limited
Registered in England,
No. 3002551 at
48 Fitzroy Street,
London W1T 5BS

TO WHOM IT MAY CONCERN

RE: Sarah Robins

Sarah worked at Fox Kalomaski Crossing as a creative artworker between summer 2013 and March 2014. She was employed to work predominantly on the Leapfrog Toys account which involved large, complicated design projects such as brochures, emails and exhibition stands. However, she did work on some of our other clients from time to time as well. Sarah always worked diligently and was dedicated to producing the best possible work. The Leapfrog work was often quite demanding in terms of requirements and timescales, but Sarah always applied herself to the task and always delivered, working late, when necessary, to get the job done.

Sarah is a lovely, fun person to work with and has quite a quirky sense of humour when you get to know her.

I would have no hesitation in recommending her for employment, especially on projects heavy in detail like catalogues and brochures.

Yours sincerely

Sean Parklin
Head of Creative