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# **Sarah Jameson**

# **Portfolio**



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# Resume

**sarahannejameson@gmail.com**

## **Education:**

MSc - Advertising from TU Dublin

BA - TSM Major in French and Minor in History of Art from Trinity

College Dublin

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## **Profile:**

Wexford native. Strawberry lover, of course. Current advertising student at TU Dublin and aspiring Art Director. Big fan of cute illustrations.

## **Experience:**

I love to experience different fields. I have worked at music festivals, cultural events, a construction company and a language school. I believe that diverse experiences encourage creativity. They make you keep an open mind. They certainly have given me a unique outlook on life!

## **Skills:**

Thanks to TU Dublin, I have experience with the Adobe Creative Suite. I had to use them while working on various projects. I also have some experience in ProTools and AutoCAD. I can speak French thanks to my undergraduate studies.

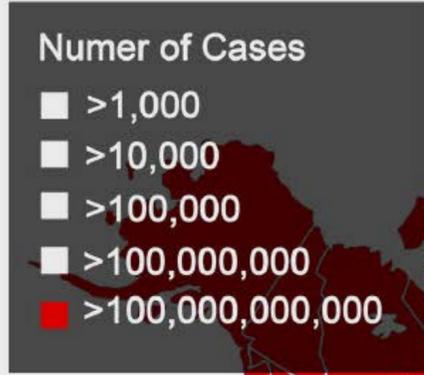
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# Project 1:

# News Brands Ireland

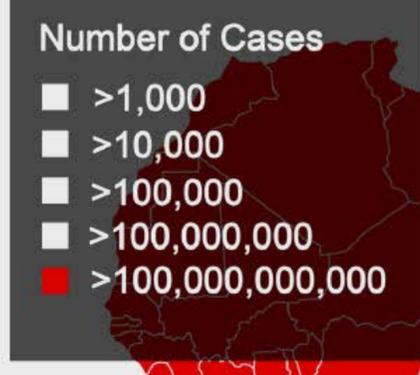
We created a campaign to highlight the importance of supporting independent journalism. As the COVID-19 pandemic unfolded, this became even more apparent to us. In my role as Art Director, I created visuals to show that the spread of misinformation is like a virus itself. It spreads uncontrollably across the Earth and causes great disruption.

# Print



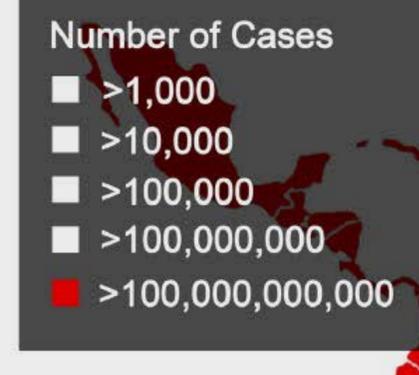
Misinformation is like a virus, and it can spread easier than you think. Make sure that you're getting the truth about COVID-19 by supporting independent journalism

GET THE **ACTUAL** STORY



Misinformation is like a virus, and it can spread easier than you think. Make sure that you're getting the truth about COVID-19 by supporting independent journalism

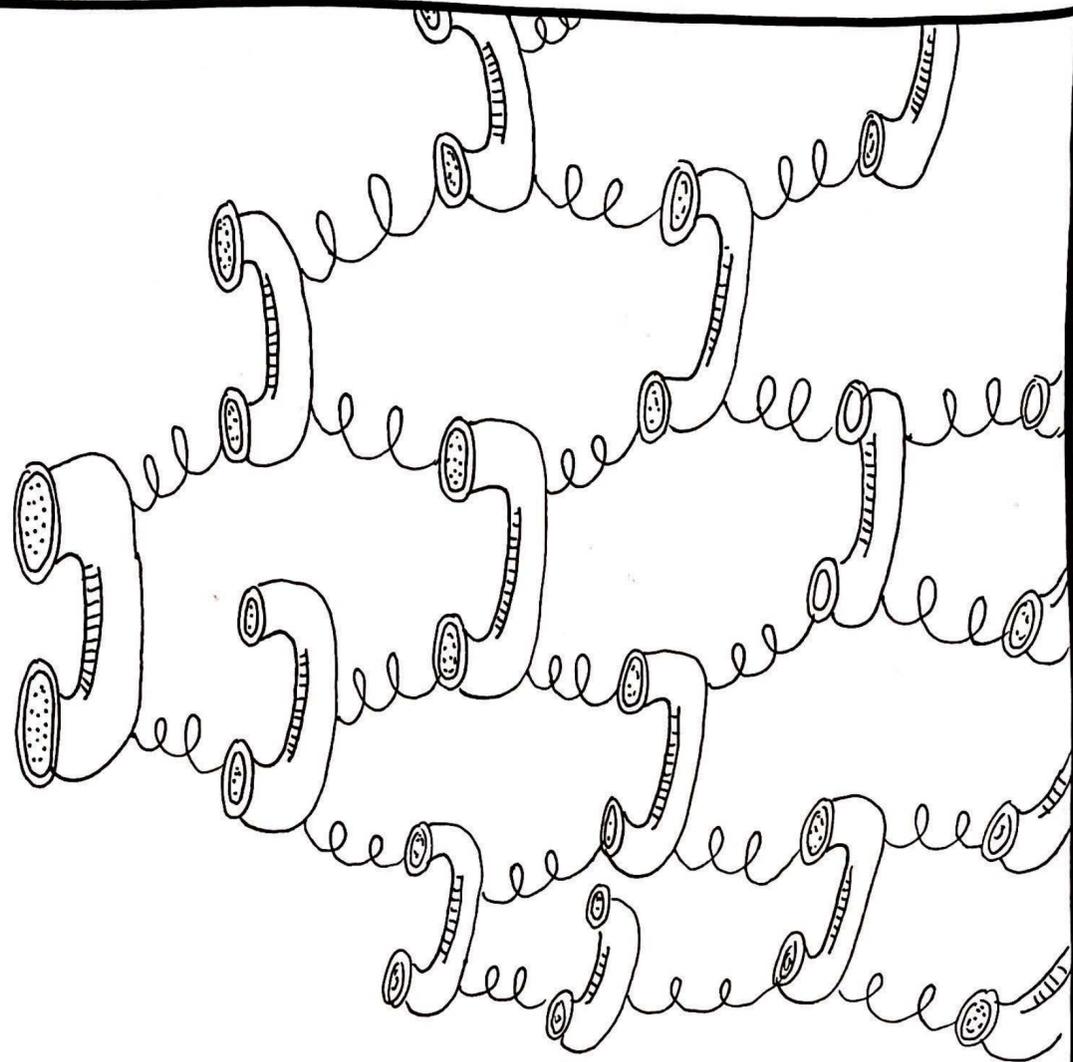
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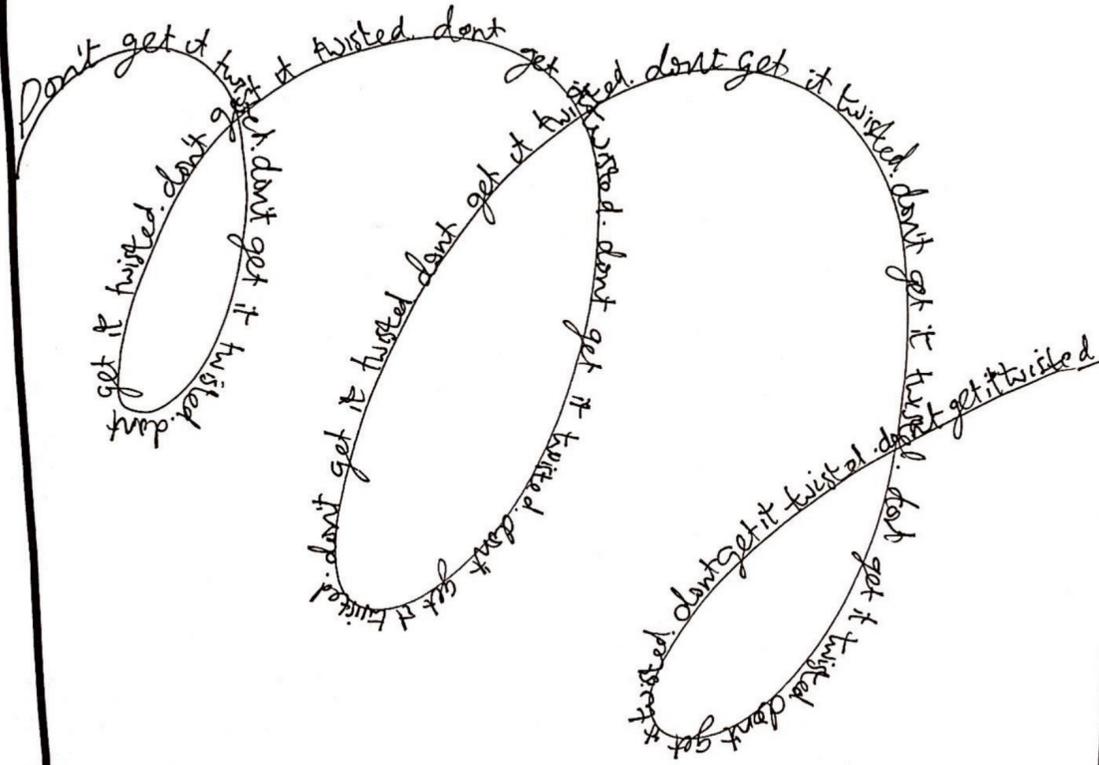
GET THE **ACTUAL** STORY





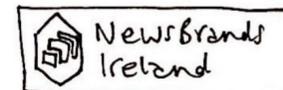
Misinformation is like a virus, and it can spread easier than you think. Make sure that you're getting the truth about COVID-19 by supporting independent journalism.

GET THE ACTUAL STORY



Misinformation is like a virus, and it can be spread easier than you think. Make sure that you're getting the truth about COVID-19 by supporting independent journalism.

GET THE ACTUAL STORY



# Activation

Telephone booths will be scattered around town. People will enter the booths out of curiosity and listen through the phone. They will hear outrageous news stories that are obviously fake. This will show how easy it is to transmit fake news.



# Project 2: Barclays Essential

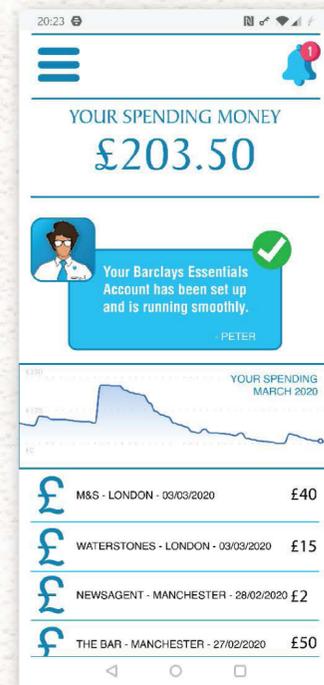
Money and mental health are closely linked. We wanted to make an application that makes saving easier for everyone. We decided to humanise the app with the birth of Peter, everyone's personal accountant. He advises and rewards the user depending on their spending habits.



# Revamped App

## APP FEATURES AND FUNCTIONS

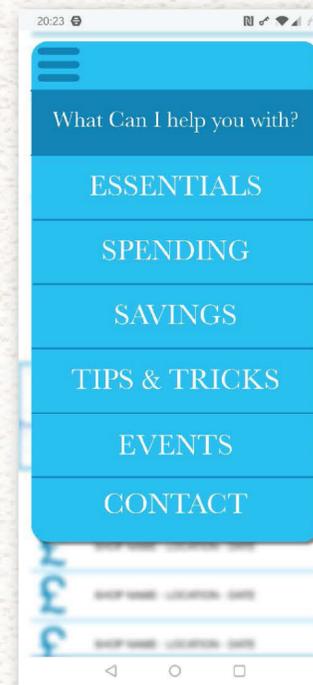
### HOME SCREEN



#### HOME SCREEN SHOWS:

- Funds available
- Reassuring message about the state of the essentials account
- Spending graph and information

### MENU



#### MENU SHOWS:

- All available pages
- Tips & Tricks links to Barclays savings blogs
- Events page links to in-branch workshops to teach users sound financial behaviour

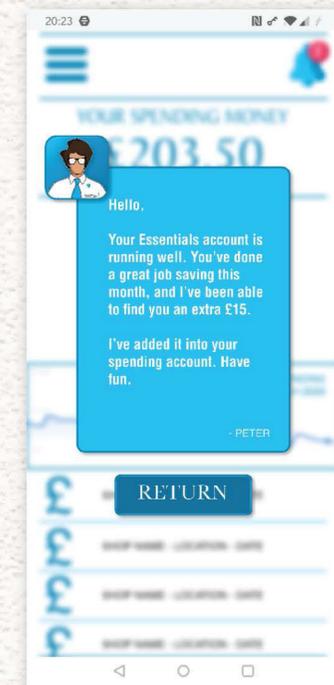
### SAVINGS



#### SAVINGS WORKS BY:

- Spending is rounded up to the nearest pound
- Excess spending is locked in a vault, allowing the user to save as they spend
- Vaults can be set to unlock at specific times or at specific values

### MESSAGES



#### MESSAGES FROM PETER:

- Give user extra funds found through excess funds in essentials account.
- Invitations to in-branch events
- General praise on savings ability
- Messages always take a warm and reassuring tone

# TVC and Social

## 30 SEC TVC & SOCIAL

### EXECUTION 1: SKY DIVE



**INT. PLANE -DAY**  
Close up shot of a man looking nervous



**INT. PLANE -DAY**  
Close up shot of a man looking nervous



**EXT. PLANE -DAY**  
The man goes to jump out of the plane.  
(V/O): Spend your time looking for adventure



**EXT. SKY -DAY**  
As the man happily skydives down, we see PETER fly on screen with him  
(V/O): Let Peter worry about the essentials



**BUMPER**  
LOGO + CTA appear on screen  
CTA: Download the PETER app on IOS or Android  
  
(V/O): Download the Peter money manager app today

### EXECUTION 1: NEW LOOK



**INT. DRESSING ROOM -DAY**  
medium shot of a woman posing in a new outfit



**INT. DRESSING ROOM -DAY**  
montage shots of the woman trying on different outfits



**INT. DRESSING ROOM -DAY**  
  
(V/O): Spend your time looking for your new look

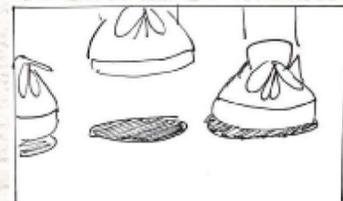
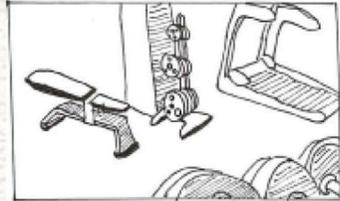


**INT. DRESSING ROOM -DAY**  
PETER appears on screen, holding up two of the exact same ties he's always seen wearing.  
(V/O): Let Peter worry about the essentials



**BUMPER**  
LOGO + CTA appear on screen  
CTA: Download the PETER app on IOS or Android  
  
(V/O): Download the Peter money manager app today

**EXECUTION 3: GYM CLASS**



**INT. GYM - DAY**  
ESTABLISHING SHOT

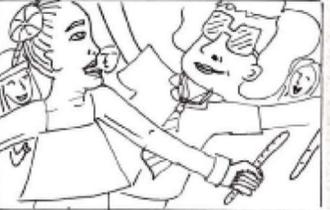
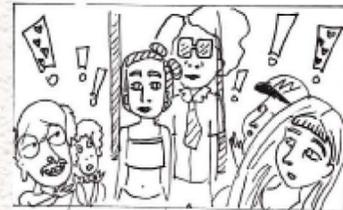
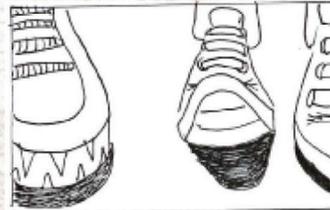
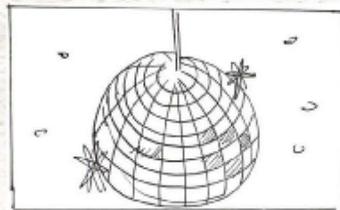
**INT. GYM - DAY**  
The gym instructor counts down her class

**BUMPER**  
close up of stomping feet  
  
(V/O): Spend your time trying out the new gym class

**BUMPER**  
Pan up and we see Peter is taking part in the class  
(V/O): Let Peter worry about the essentials

**BUMPER**  
LOGO + CTA appear on screen  
CTA: Download the PETER app on IOS or Android  
  
(V/O): Download the Peter money manager app today

**EXECUTION 4: NIGHTCLUB**



**INT. NIGHTCLUB - NIGHT**  
ESTABLISHING SHOT  
Close up on disco ball, pan down to the crowd

**INT. NIGHTCLUB - NIGHT**  
ESTABLISHING SHOT  
Close up on disco ball, pan down to the crowd

**INT. NIGHTCLUB - NIGHT**  
A woman enters the dancefloor  
(V/O): Spend your time having fun

**INT. NIGHTCLUB - NIGHT**  
Peter and the woman dance with glowsticks and neon lights  
(V/O): Let Peter worry about the essentials

**BUMPER**  
LOGO + CTA appear on screen  
CTA: Download the PETER app on IOS or Android  
  
(V/O): Download the Peter money manager app today

Spend your time trying  
out that new gym class



Download the Peter App today and  
start your Barclays essentials account



**Spend your time  
trying out a new look**



**Download the Peter App today and  
start your Barclays essentials account**



**Spend your time  
having fun**



**Download the Peter App today and  
start your Barclays essentials account**



# Project 3: Creme Eggs



Creme Egg is a fun and creative brand. We wanted to make a campaign that reflected its quirky and slightly mad nature. We considered the art and creative world. Historical paintings are striking and people fly far to see them. They can also be quite serious in subject matter. So it was decided to combine the fun of Creme Eggs and the popularity of certain paintings to bring to life the 'Unleash the Creative' campaign.

The result is funny, memorable and shows that Creme Eggs bring out the fun in people and in things usually considered seriously.

## Creme Egg TV Ad Storyboard



Ad opens on a struggling artist in his studio. He looks down and unmotivated.



As the scene progresses we hear a rustling noise and see an unknown hand reach out and hand him a box of creme eggs.



He takes one out and we hear him bite into a creme egg. He suddenly gets a surge of motivation and creativity. He leaps up and starts to gather supplies around the studio.



In the next scene, he starts to paint. We hear the sound of brush strokes. At first it looks as though he is recreating a famous Van Gogh. However, there's a twist.



The creme eggs have made him so happy that he was inspired to recreate famous works of art, as though they too had enjoyed a creme egg. This scene shows the original Van Gogh transforming into the artist's creme egg recreation.



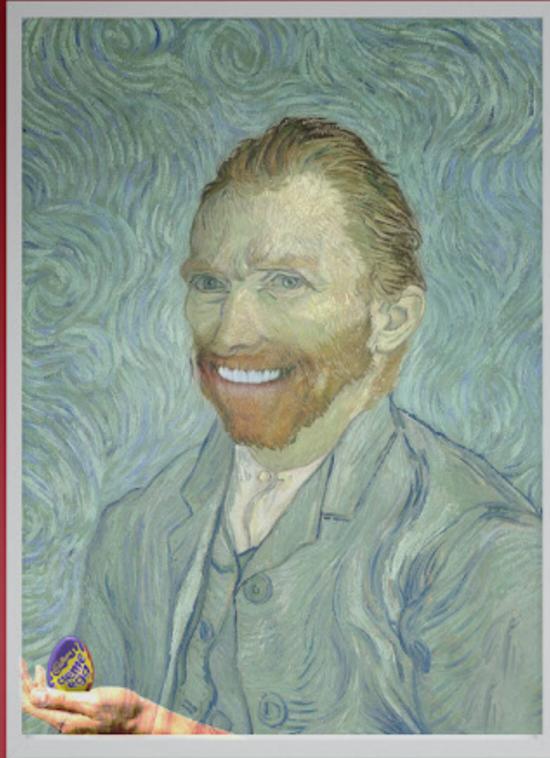
The scene cuts to an art exhibition. We hear the sounds of a crowd and photos being taken. We see many other recreated paintings, smiling with their creme eggs. The artist stands proudly beside his work while photographers shoot the event. The ad fades to the creme egg logo while a voiceover says

**'help unleash the creative with creme eggs'.**

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# Event Activation

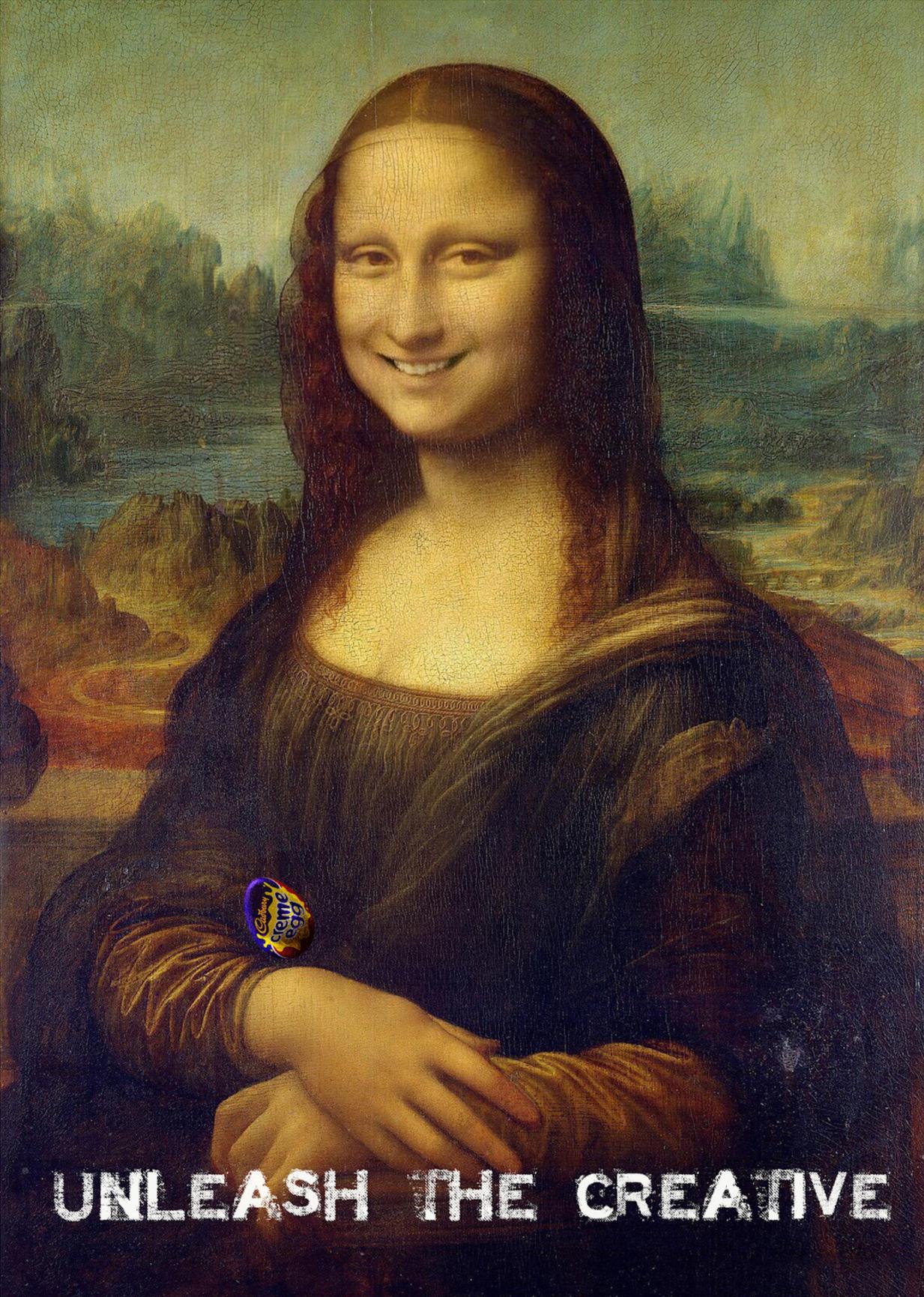
Art gallery exhibition showing well-known painting with Creme Eggs hidden within. People will be able to visit the gallery to have a true creative experience.



# 48-sheet



# Print



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# Project 4: Audible

I was tasked with promoting Audible's 30-day free trial. I focused on the benefits of Audible rather than the features in a cute and compelling campaign.

# Print

No Hands, No Problem



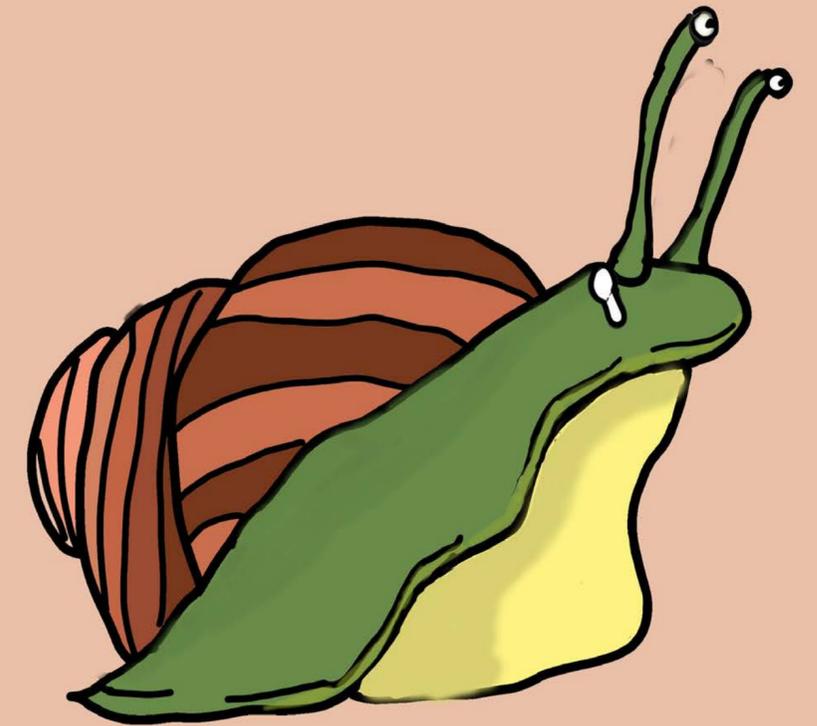
30-day Free Trial  
**audible**  
an amazon company

No Hands, No Problem



30-day Free Trial  
**audible**  
an amazon company

No Hands, No Problem



30-day Free Trial  
**audible**  
an amazon company

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# Project 5: Pieta House

We were asked to design a campaign to get people to donate to Pieta House. We used poetry and images together to convey the feeling of spiralling into despair and hopelessness.

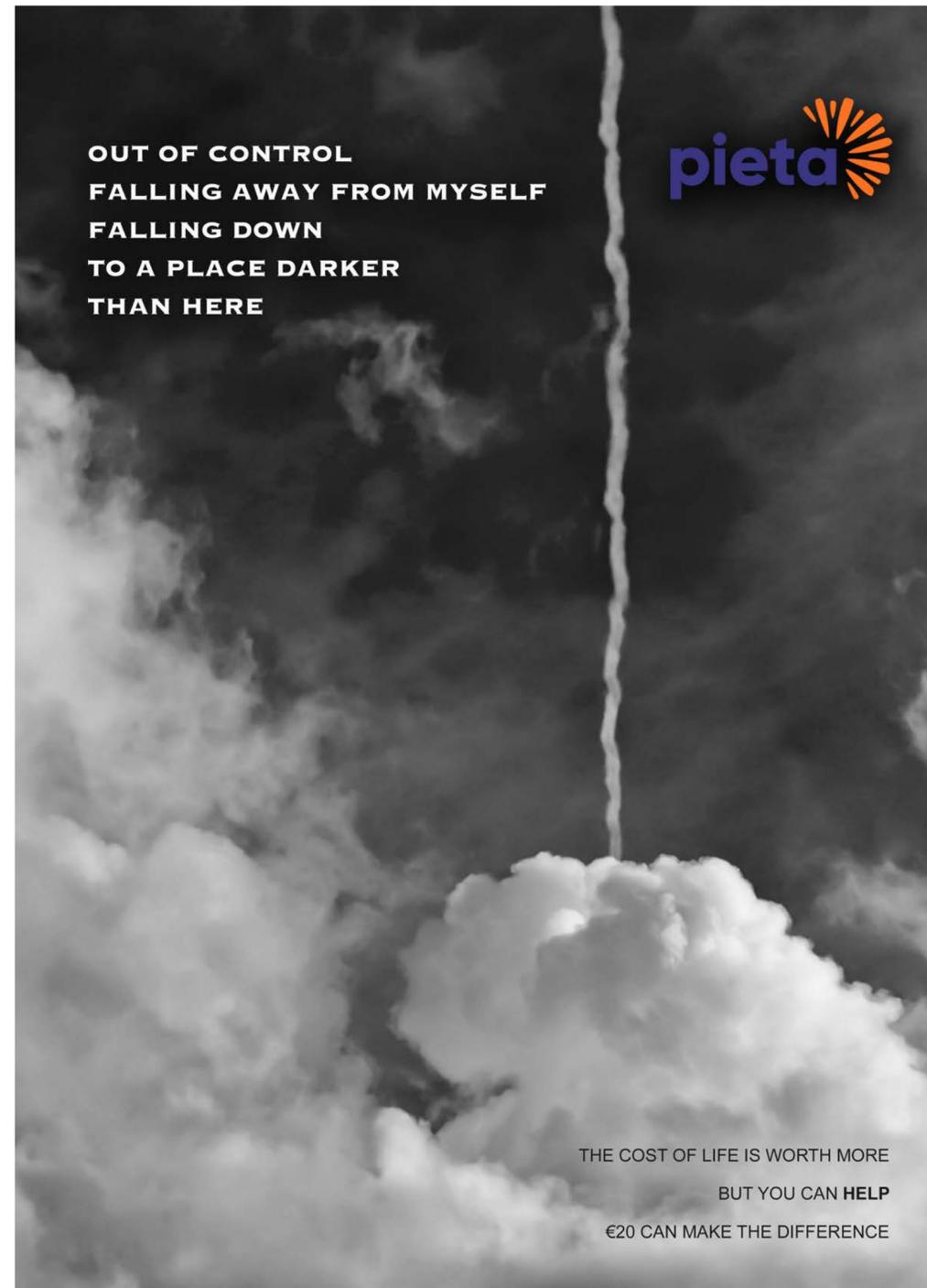
# Print



**pieta** 

I AM A DRIED UP RIVER  
A BURNT OUT FOREST  
THERE IS NOTHING LEFT  
AND I JUST CAN'T BEAR IT

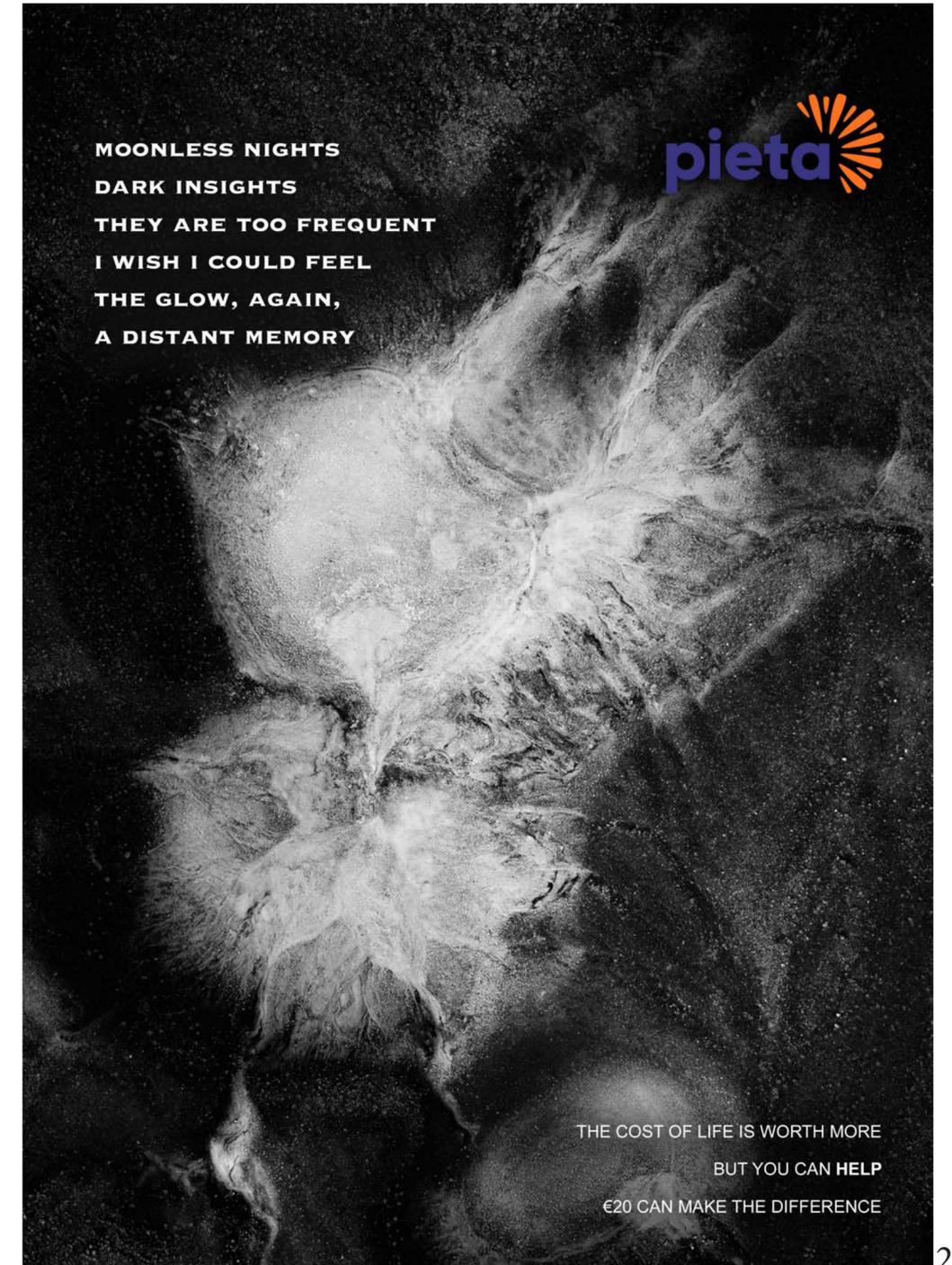
THE COST OF LIFE IS WORTH MORE  
BUT YOU CAN **HELP**  
€20 CAN MAKE THE DIFFERENCE



**pieta** 

OUT OF CONTROL  
FALLING AWAY FROM MYSELF  
FALLING DOWN  
TO A PLACE DARKER  
THAN HERE

THE COST OF LIFE IS WORTH MORE  
BUT YOU CAN **HELP**  
€20 CAN MAKE THE DIFFERENCE



**pieta** 

MOONLESS NIGHTS  
DARK INSIGHTS  
THEY ARE TOO FREQUENT  
I WISH I COULD FEEL  
THE GLOW, AGAIN,  
A DISTANT MEMORY

THE COST OF LIFE IS WORTH MORE  
BUT YOU CAN **HELP**  
€20 CAN MAKE THE DIFFERENCE

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**Thank you  
for you time!**

