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FOR  
SALE

FOR  
PROMO  
ONLY



NEW  
DIRECTIONS  
IN  
PROMOTIONAL  
DESIGN

Edited & Published by  
Viction:ary

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Published and distributed by  
viction:workshop ltd.


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viction:workshop ltd.

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Edited and produced by viction:workshop ltd.

Concepts & art direction by Victor Cheung

Book design by viction:workshop ltd.

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Second Edition

ISBN 978-988-17328-2-8

Printed and bound in China

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# FOR E WORLD

BY  
DEMIAN CONRAD  
—  
DEMIAN CONRAD  
DESIGN

It has now been a few years that I contribute regularly to viction:ary activities and what I find astonishing is their sensitivity to synthesise and give back to us a great vision of the contemporary graphic design scene. It looks as if they are watching the world's production from a privilege skyscraper.

Promotion has always been a key point for all kinds of trade and cultural sharing. It empowers your idea, or your meme, and spreads it out as much as you can. In fact, I prefer to



think in term of multiplication and variation. Living in a saturated market, it is really difficult for a brand to stand out, and even if you try to attract people by creating strange and different designs, like colouring a cow in purple as Seth Goldin said, it does not mean that you are going to hit the point or pass the deal. Personally, I strongly believe that a good promotion is based on the right setting of your communication and right choice of the values to share with your audience.

A good example, when I was approached by the Lausanne Underground Film and Movie Festival for the pitch, I had to make a clear statement which did underlined my qualities. During the meeting, when I was serving an Italian Mocha coffee, I also served three chocolate rabbits with their heads chopped off and laid down on the plate. Suddenly the committee started to laugh and connected with me. In that moment some important information passed, the understanding, the underground culture, the lateral thinking and the joy of life.

Promotion should be done on several levels, but more you resonate in values and pertinence to your audience, the more your will create a long term anchor.

This book is a great tool to understand better how people around the world connect in brilliant ways regarding and supporting their own culture. The beauty of promotions is in the desire to share our passions and our dreams.



There is an age old saying that 'you only get one chance to make a good impression'. That ideology may be short and sweet, but it truly is the best way to encompass everything within this book's pages. Creating an impact through visual design is something many of us do on a daily basis, communicating different messages to people we may never have met before, or who may never have heard of us before. From invitations to graduation shows, exhibitions and events, through to portfolios to postcards, they all share a few very important things in common. This first one is simple, any promotional piece must create a memorable impression. Most people are inundated daily with all kinds of communications, so it's crucial that your

# FOR WORD

BY  
MARK GRAHAM  
—  
ILOVEDUST

think in term of multiplication and variation. Living in a saturated market, it is really difficult for a brand to stand out, and even if you try to attract people by creating strange and different designs, like colouring a cow in purple as Seth Goldin said, it does not mean that you are going to hit the point or pass the deal. Personally, I strongly believe that a good promotion is based on the right setting of your communication and right choice of the values to share with your audience.

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piece stands out from the crowd. However, creative design alone is only half the battle! In order to create maximum stand-out in a world saturated with promotional pieces, combining creative design with intelligent thinking is key to creating something that is truly memorable. So not only does it have to look amazing, for the information contained within to be retained, it must communicate a relevant message that resonates with its intended audience. And it's how you combine the two that's the tricky part!

Every promotional item has an 'expiry date', in that it can excite the market for one moment and vanish the next - as soon as something more exciting comes along to steal the limelight. So in order to

create a great promotional item, you need to ascertain just what it is that you need that item to tell people. It's almost irrelevant what your promotional piece is to be used for - the concept is fundamentally the same. Whether you are looking to attract new business, invite people to your design show, or raise awareness of you or your product - you must ensure you give people a good reason to do so. Include this within your piece and let the design do the talking. Show people why should they come and see your show, or try your new product, or work with you. And most importantly, show them what you do is different from your competitors. A great promotional piece will do this, because it addresses that very question before it's even been asked.

A good example of a great promotional piece that worked really well for us was the perfect fusion of great design and clever thinking. On our first trip to the Nike Campus in Portland, when we first started working with Nike, we wanted to take along something that would really stand out. So we produced 30 specially designed posters that featured the history of Portland, including memorable places within the city (thank you Google!) in the original ilovedust style. The posters got a great reception and when you walk around campus today, you can see a few of these framed in people's offices. People remember us just from that one screenprint, not just because it looked cool, but also because it was a well thought-out an idea that resonated with the people of Portland.

Original thinking - it works, it really does.

& SMITH

A+B STUDIO

A2/SW/HK

AAD

ALEX TROCHUT

ALEXANDER LIS

ANGUS MACPHERSON

ARTIVA DESIGN

ASYLUM

B&W STUDIO

BLOW

CATALOGUE

CATARINA CARREIRAS

CLASEBCN

COLLECTIVE APPROACH

COMMANDO GROUP AS

COMMUNE

DEMIAN CONRAD DESIGN

DESIGNBOLAGET

DHNN (DESIGN HAS NO NAME)

DONNA WEARMOUTH

EVERYTHING DESIGN

GOODMORNING TECHNOLOGY

HAT-TRICK DESIGN

CONSULTANTS LIMITED

HAWAII DESIGN

HELLO MONDAY

ILOVEDUST

JOHNSON BANKS

KANELLA

LLOYD & ASSOCIATES GMBH

MAGPIE STUDIO

MARC&ANNA

MARK BROOKS GRAPHIK DESIGN

MASH CREATIVE

MATTHEW HANCOCK

MELVILLE BRAND DESIGN

MIKA NASH

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NERVOUSWETHANDS

NOOKA INC.

NOUS VOUS

OSCAR DIAZ STUDIO

PAPERLUX GMBH

PLOTZ

REKLAM2010, BECKMANS COLLEGE

OF DESIGN

RESEARCH AND DEVELOPMENT

ROANDCO, THE COMPANY &

COLLABORATIONS OF

ROANNE ADAMS

ROB SCHELLENBERG

RUIZ+COMPANY

SAMANTHA ZIINO

SEBASTIEN LORDEZ

SEESAW DESIGN

SMEL

STUDIO LIN

STUDIO ROUND

STUDIOMAKGILL

SUSANNE DUNKEL

THREE & CO.

TOKYO PISTOL CO., LTD.

TOUCH BRANDING

TURNSTYLE

UNDERLINE STUDIO

VBG

WATARU YOSHIDA

ZOO STUDIO S.L.

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## INDEX

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### DIRECT MARKETING

If skillfully crafted, direct mailers would be more than just a fact sheet. Through creative and art directions, not only do these ads introduce noteworthy features of new products, but also inspire needs, desires and arouse interest in a certain topic that customers could hardly imagine or realise on their own.



### SEASONAL GREETINGS

Can something undesirable be regarded as a thoughtful gift? Sent out as an expression of gratitude or regards, seasonal greetings are definitely something more than a freebie or some anonymous surprises that expects nothing in return. Regardless, it is a lighthearted way to re-connect to your clients.



### SELF PROMOTION

Self-promotional items are literally a designer's CV. Naturally expected to represent one's competence to produce visually powerful and effective designs, it takes a designer's every single resources to create the maximum impact, something remarkable and appealing out of a limited budget before they get any deal.



### EVENT CAMPAIGNS

Created mostly for one-off functions, event identities and announcements immerse recipients into the atmosphere prior to their presence in the event. Vivid and informative, they explain the values of being a part and raise awareness of what is happening in town. But most vital of all, they intrigue and draw attention.



### BRAND COMMUNICATIONS

Every business requires a brand. It is what a consumer needs to identify a service provider among the many; and how business positions itself. From corporate stationery to brand books and annual reports, the approaches aim to communicate visions, make promises and parallel beliefs from multiple aspects.

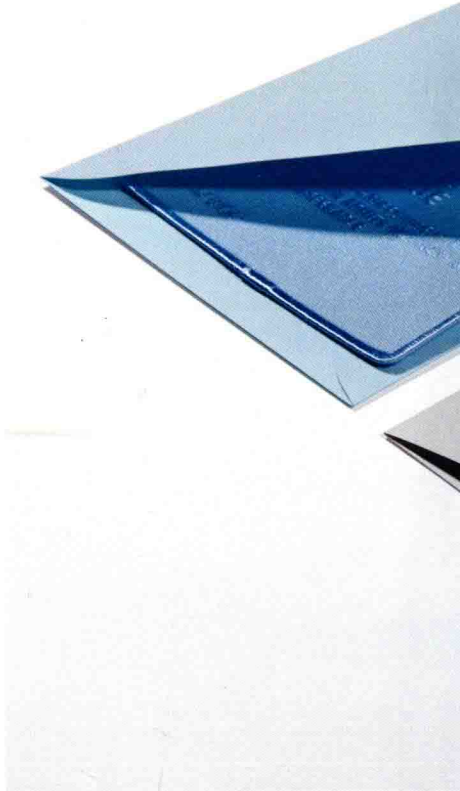


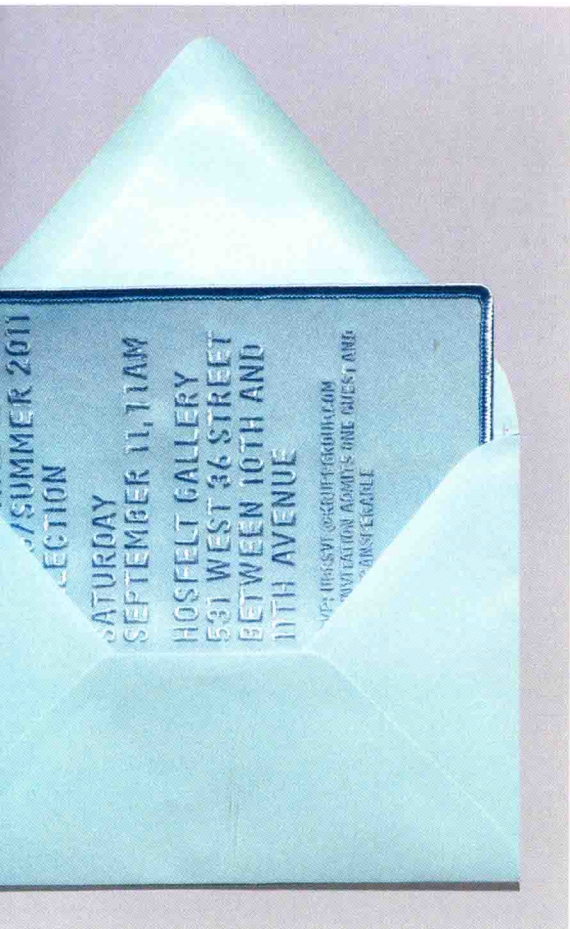
## SWEATING TEASER

► ■ Sweating teaser came as Nervouswethands started building up his name when he stepped into the business world of design. The name of the practice was thought to be the designers' best representation, for the tense and passion that underlaid his creations. It was somehow one of his favourite ideas of sending something similar to serial killer clues, which also bore clear reference to the practice's name. Inside the pack were two gloves with which he used to draw, a card and some other else. ■ ◀

© Design: Nervouswethands







## UB INVITATIONS

► The invitations to United Bamboo's fashion shows in 2011 challenged Studio Lin's inventiveness within the frame of a standard size envelope and tight budget. The results were two durable solutions that make references to respective seasonal themes. Designed for United Bamboo's spring/summer collection was an iron-on badge with shiny embroidered types and a blue colour scheme reminiscent of a bright day on the ocean. For the fall/winter show was a piece of magnet inspired by the collection's mod and androgynous motif. ◄

© Design: Studio Lin // Client: United Bamboo



## UNITED BAMBOO SPRING/SUMMER 2011 COLLECTION

**SATURDAY  
SEPTEMBER 11, 11AM**

**HOSFELT GALLERY  
531 WEST 36 STREET  
BETWEEN 10TH AND  
11TH AVENUE**

**RSVP: UBRSPV@KRUPPGROUP.COM  
THIS INVITATION ADMITS ONE GUEST AND  
IS NON TRANSFERABLE**

SHI/EIDO





## PARIS A/W 2009



■ PLOTZ's 2009 A/W collection was about a sensuous stimulation aroused by the unsettled motion in the apparently quiet river with a little poetic sense. Inspired by the theme, River Filled with Stories, PLOTZ assembled a complex, composed of a USB drive and a pen, as a gift pack given out at fashion fair, Rendez-Vous Femme, held in Paris. Using an egg carton to hold the items in place, the pack was also bound and tagged with strips, explaining the stories behind the collection and the brand itself. ■

© Design: PLOTZ