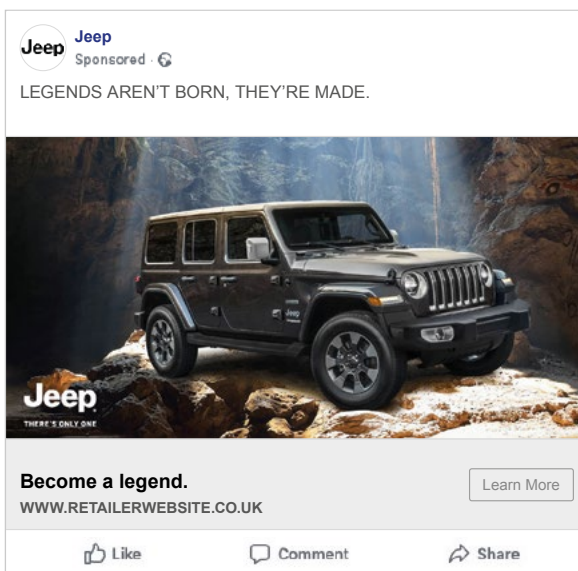




JEEP® 'LEGENDS'

An entire campaign, nationwide across all showroom graphics, online promotion, and dealer communications.




Web banners

Facebook post

All new Jeep Wrangler only £399 per month [View online](#)

LEGENDS AREN'T BORN, THEY'RE MADE.



Jeep
THERE'S ONLY ONE

LIVING LEGEND


All-new Jeep Wrangler

£399 per month with 0% APR*

Greatness can't be achieved immediately; it is earned.

Jeep® has learned from experience how to build the best SUVs for all manner of terrain and conditions. It is only from travelling far and wide, exploring the unknown for 75 years, that Jeep® has become the only true legendary 4x4.

No model embodies the Jeep® Legend status as perfectly as the rugged Wrangler. Over the years, owners have discovered that "Go anywhere. Do anything"® is a way of life, not just a slogan.



The all-new Jeep® Wrangler is the most capable Wrangler ever. It remains true to its heritage and combines its efficiency with sophisticated design and updates to deliver a vehicle ready for the future.

Adding to the appeal, the all-new Jeep® Wrangler is now available for just £399 per month with 0% APR*. Is the legend now within reach?

Discover more by contacting us on [phone number] or at [email address].

[FIND OUT MORE](#)

Official fuel consumption figures for the Jeep® Wrangler range mpg (l/100km) combined: 30.47 (9.2) to 25.7 (11.0). CO₂ emissions: 213 - 197 g/km. Fuel consumption figures determined on the basis of the new WLTP test procedure as per Regulation (EU) 2017/1347. CO₂ figures, based on the outgoing test cycle, will be used to calculate vehicle tax on first registration. Only compare fuel consumption and CO₂ figures with other vehicles using the same test cycle. *These figures may not reflect real-life driving conditions. **Using the accessories fitted (post-registration).

Consumer email



TIMELESS ADVENTURE

For over 75 years, Jeep, has been indelibly linked to freedom, adventure, authenticity and passion. Throughout our storied history, Jeep, vehicle owners have learned that Go Anywhere, Do Anything is a way of life, not just a slogan.

1940 The first Jeep Brand® 4x4 With war on the horizon, the U.S. Army solicited bids from 135 car makers for a light reconnaissance vehicle tailored to army specifications. Willy's-Overland delivered the prototype design in just 75 days.	1941-5 Willys MB The stuff of legend, the Willy's MB, its spirit forged by the fire of combat and honed in the heat of battle.	1950-52 The Jeep M38 After serving honourably in the Korean War, the M38 was popularised in the TV series M*A*S*H.	1953 Henry J Kaiser Henry J Kaiser buys the company for \$40.8 million. The company is rebranded Willys Motor Company.	1954 A civilian Jeep for the masses The CJ-5 was launched based on the Korean War M-38 A1.
1962 First luxury 4x4 SUVs The Wagoneer was launched to provide passenger-car styling and comfort with the benefits of 4WD.	1970 American Motors Kaiser Jeep sells the company to American Motors. The price was approximately \$75 million.	1979 Cherokee (XJ) Energy crisis leads to launch of smaller station wagon. The All-New Jeep Cherokee (XJ) provided a more fuel-friendly option.	1987 Chrysler Corporation American Motors was sold to the Chrysler Corporation.	1998 Daimler-Benz The German Daimler-Benz company merged with the Chrysler Corporation.
2008 Fiat S.p.A. Merged with the Fiat S.p.A. company.	2011 Fighting back Hit hard by the automotive crisis of 2008-10, Chrysler repaid its obligation in the bailout to the US Government.	2016 1.41 Million Units 1.41 million units sold worldwide. A record in the company's 75-year history.		

JEEP® ‘LEGENDS’ Dealer communication presentation box and inserts



JEEP® ‘LEGENDS’ Showroom graphics for wall, floor and windows





BENTLEY

Bentley dealers' monthly newsletter



YouTube pre-roll video

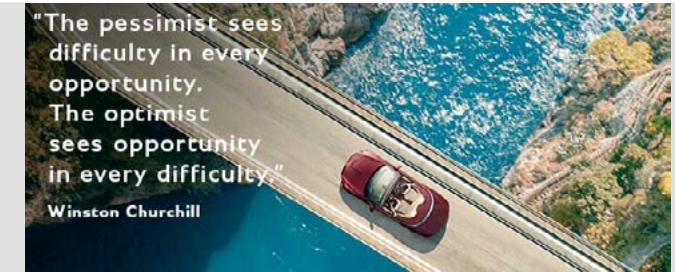
Animated online ad
(Google Display Network)

ALFA ROMEO GIULIETTA
FROM £299 PER MONTH,
PLUS £299 INITIAL RENTAL[^]

5 YEARS WARRANTY
+ ROADSIDE ASSISTANCE*

FIND OUT MORE

[^] Personal Contract Hire. Offer available on the Alfa Romeo Giulietta range. Model shown is Giulietta 2.0 170hp TCT Veloce MY19 (incl. metallic paint at £525 incl. VAT) £400 per month plus £400 initial rental. a) 8 month term, 6,000 miles p.a. Valid until 31/03/20. Subject to status. **LEASYS**® Terms and conditions apply.

CO-CREATION STUDIO
AT GENEVA

Our new Co-Creation Studio will give customers access to the guidance of their own dedicated Bentley Designer.

[FIND OUT MORE](#)
LAST POSSIBILITY
TO ORDER GTC W12
CONVERTIBLE
AS FIRST EDITION

The 1st Edition on GT Convertible W12 ends at the end of this model year (20MY). The last month for ordering would be March 2020 with no extension available.

NEW FACTORY FITMENT
OF CONTINENTAL
STYLING SPECIFICATION
AND UPDATE ON NET
PROMOTER SCORE 2020.

Find out how to order and how it can help your business.

[DISCOVER MORE](#)


WELCOME TO AAKASH

Aakash Yadav has joined the Bentley Europe team as a Sales Operations Intern



Mazda Dealer Marketing Service website slider



Online MPU ad

ALL-NEW MAZDA CX-30

%

AN OFFER FOR OUR TIMES.

Nothing to repay for 3 months.

0% APR* for up to 42 months.

Book a test drive* today, call us on 01234 567 890

DEALER NAME ANY TOWN ANYWHERE
101 – 121 Upper Long Street West, Long Town Business Park,
Verylongtownname XYZ 007
www.mazdadealername.co.uk

The official fuel consumption figures in mpg (l/100km) for the all-new Mazda CX-30 range: Combined 40.4 (7.0) - 47.9 (5.9). CO₂ emissions (g/km) 160 – 133. Figures shown are for comparability purposes; only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedures. These figures may not reflect real-life driving results, which will depend upon a number of factors including the accessories fitted (post-registration), variations in weather, driving styles and vehicle load. All figures quoted are derived from the latest WLTP test cycle. Retail sales only, subject to availability for vehicles registered between 01.06.20 and 30.06.20 at participating dealers. T&C apply. *0% APR Mazda Personal Contract Purchase available on all new Mazda CX-30 models. Duration of agreement: up to 46 months. Finance subject to status, 18s or over. Guarantee may be required. Mazda Financial Services RH1 1SR. Model shown: All-new Mazda CX-30 1800ps 2WD GT Sport. OTR price includes VAT, number plates, delivery, 12 months' road fund licence, first registration fee, 3 year or 60,000 mile warranty and 3 years' European roadside assistance. *Test drives subject to applicant status and availability. Details correct at time of going to print. Not available in conjunction with any other offer unless specified. Dealer legal entity name (as it appears on the FCA Financial Services Register), trading as xxxxx Mazda is a credit broker not a lender for this financial promotion. We can introduce you to a limited number of carefully selected finance providers and may receive a commission from them for the introduction.

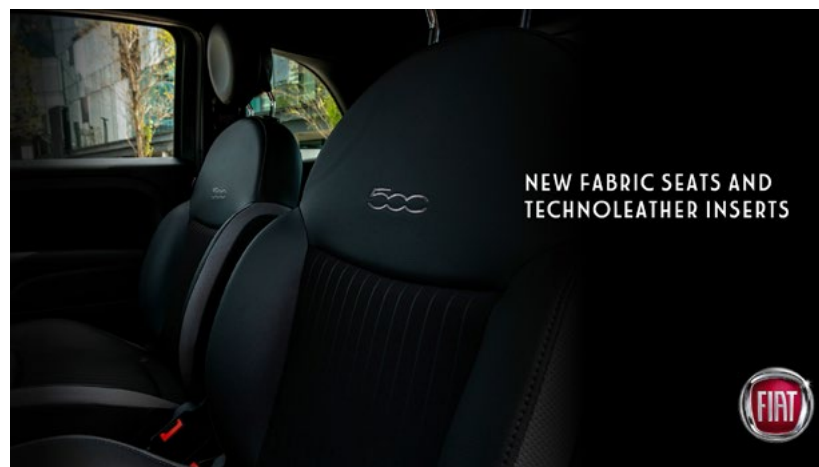


Dealer web banner



Animated online ad
(Google Display Network)

YouTube pre-roll video



Declare your independence with the Fiat 500 now available with a tempting PCH offer [View online](#)

TIRED OF GREY? GO YOUR OWN WAY!

AVAILABLE FROM

£189 | £189

INITIAL RENTAL MONTHLY PAYMENTS*

[FIND OUT MORE](#)

Dear [First name]
The Fiat 500 is for life enthusiasts who want to go their own way, break from the herd and express their own style.

The Fiat 500 is bold from top to the tyres, magnetic in every detail.

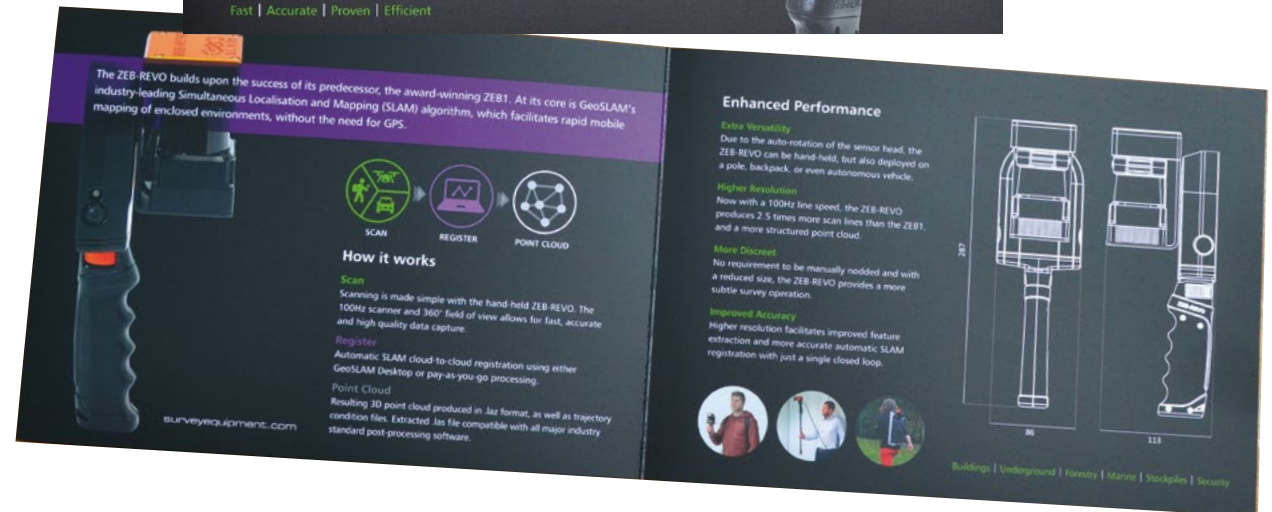
- LED Daytime Running Lights
- 15" alloy wheels
- Rear parking sensors
- 7" Touchscreen Radio with Bluetooth®, USB, Aux-in and DAB
- Apple CarPlay® and AndroidAuto™ connectivity

If you're ready to break from the herd...

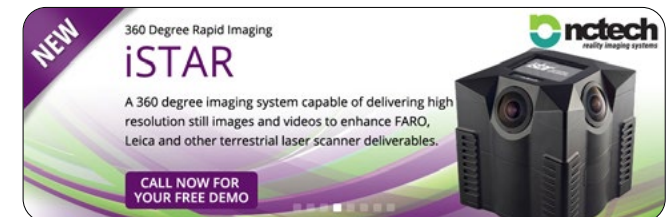
Trade show exhibition stand graphics



Individual product brochure



Web banners





Are You Listening? festival

A large, award-winning music festival in Reading. I was asked to help grow the festival brand by designing and producing all of the marketing material, both in print and online, as well as the programme and souvenir merchandise.



Full festival souvenir programme



Festival beer clip

Souvenir festival tote bag



HEAVY POP, READING MENCAP AND FRIENDS PRESENT...

in aid of **Reading mencap**
The local voice of learning disability

SATURDAY 27th APRIL 2019

READING

- Second line-up announcement -

BAD SOUNDS • FLAMINGODS • GENGAHR
JOHN KENNEDY • KRAFTY KUTS • PHIL TAGGART
(from Radio X) (DJ) (from BBC Radio 1)

ALDWORTH PHILHARMONIC ORCHESTRA • BIG LAD • GENTLY TENDER
MADONNATRON • OUR GIRL • ROZI PLAIN • SK SHLOMO
THE KEEP CATS • THE MENSTRUAL CRAMPS • TVAM
WORKIN' MAN NOISE UNIT • WILLIE J HEALEY

ARBORFIELD MILITARY WIVES CHOIR • BORJAD LUIS • CATGOD • DEATH OF THE MAIDEN
EAT DADDY EAT • HONEY MOON • KILL COMMITTEE • LONGDAYLATENIGHT
PEERLESS PIRATES • PENELOPE ISLES • STATS • THE AMAZING TIGER BAND
TIGER MENDOZA • TYPICAL HUNKS • WANDERING WIRES • ZOOFAN

+ more acts still to be announced
areyoulistening.org.uk
 AYLFEAT (#aylfest)

VENUES
 MILK 18+ • OAKFORD SOCIAL CLUB† 18+ • PURPLE TURTLE 18+ • RISING SUN ARTS CENTRE† 14+
 SAINT LAURENCE CHURCH 14+ • SOUTH STREET ARTS CENTRE 14+ • SUB 89 14+ (under 16 with an adult)
Entry to venues is by wristband only except † which will also offer limited single entry by £5.00 donation on the door.

£22.50 Advance (Tier 3)	£17.50 Teen Advance (Strictly 14-17 years old)	Online tickets from: areyoulistening.org.uk readingarts.com wegoftickets.com	Limited £20 Advance physical tickets from: But Is It Art? • Milk Fox & Hounds (Caversham) Truck Store (Oxford)
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Your wristband grants access to all of the venues on the day, subject to capacity and age restrictions. Line-up subject to change. Proof of age may be required. Reading Mencap charity number: 1118287 readingmencap.org.uk

Reading mencap
The local voice of learning disability

Girls Against

SHOCKER

Festival poster

Facebook/Twitter header

richardlucas

rich@rjlucas.co.uk • 07786 305899

ARTROCKER

Artrock Magazine Ltd

I designed and produced Artrock Magazine in print, monthly, for 12 years before migrating to a fully interactive mobile digital version..

As well as the design, marketing and branding of Artrock Magazine itself, I worked on a number of 'partnership' projects with Levi's, Converse, Original Penguin, Olympus and Deezer.



Digital Magazine Awards
FINALIST





Sitemaster Supplies Ltd: Greenmaster Brochure

B2B A4 20pp brochure given to architects and housing developers to showcase a range of items specifically grouped together to meet government Sustainable Housing legislation.

I was responsible for a lot of photography on this, including the cover.

