

ALAN  
CLARKSON

[hello@alanclarkson.co.uk](mailto:hello@alanclarkson.co.uk)

(+44) 07969300666

## Coca-Cola

Two campaigns to promote Coca-Cola's offering as partner with the delayed UEFA EURO 2020 tournament.

Static and motion design for OOH, social and press created within a two week turnaround, with adaptability in mind at every stage.

The 'Winners' campaign was updated, localised and supplied overnight to the Coca-Cola Italy team, after the national team's victory - and was seen across the country the next morning.

**Coca-Cola**  
**1000s\* OF PRIZES TO BE WON**

**PICK UP A PACK IN STORE TODAY**

UEFA EURO2020

The winner scans QR code on promo pack or visit [coca-cola.com/football](http://coca-cola.com/football) & enter code under code from promo pack between 24.05-18.07.21 18h. EU18s need parental consent. Purchase & online req needs. Chance to win weekly prizes incl. Coca-Cola UEFA EURO 2020™ prizes till each bag. 1000s & Fan Kits, 20 Hisense TVs, 2x 85" Just Eat vouchers & 2x PS4 codes for football PES 2021. 10000 total. Prizes randomly allocated. 1st to enter online winning moment wins. No guarantee prizes will be won. Max 2 entries/day & 1 win/person/zip type. Bonus draw 1 Hisense TV & 20000 21. Each entry subject to availability while stocks last. Full T&Cs [coca-cola.com/football](http://coca-cola.com/football). Promoter: Coca-Cola UK. © 2021 The Coca-Cola Company. All rights reserved. COCA-COLA, COCA-COLA ZERO are registered trademarks of The Coca-Cola Company.

**Winners**

Grab that winner's feeling

**Coca-Cola**  
ZERO SUGAR  
UEFA EURO2020  
WINNERS



**Coca-Cola**  
ZERO SUGAR

**Win a Ball Give a Ball**

Pick up a pack for a chance to win a ball and donate another to StreetGames

**Coca-Cola**  
ZERO SUGAR

NO CALORIES

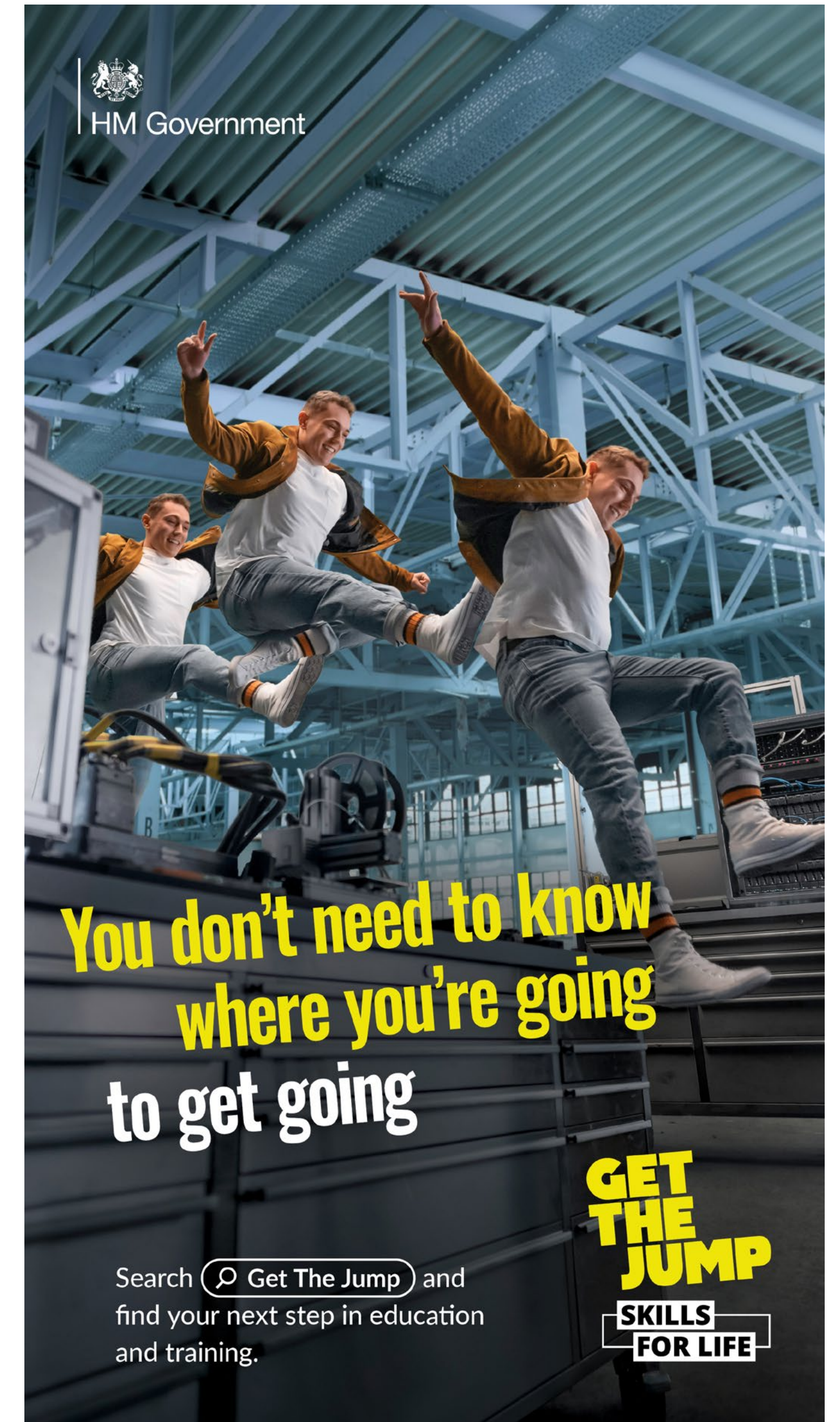
**UEFA EURO2020**

Enter code at coke.co.uk/euro2020 between 31.05.21 - 11.07.21. 16+ (U16s need parental consent). Purchase, internet access and online registration req'd. Be in with a chance to win a Coca-Cola UEFA EURO 2020™ football and also donate one to StreetGames in your region. 5,000 randomly allocated footballs available to be won instantly online with 5,000 to be donated to StreetGames between 31.05-11.07.21. First to enter on either winning moment wins. Max 5 entries/day and 1 win/person. No guarantee all prizes will be won in main promotional period. Bonus draw period for 10 Coca-Cola UEFA EURO 2020™ footballs & any other prizes left available to be won between 12.07.22-08.21. Excl. apply. Full T&Cs: coke.co.uk/euro2020. Promoter: Coca-Cola Great Britain, 1A Wimpole Street, London W1G 0EA. © 2021 The Coca-Cola Company. All rights reserved. COCA-COLA and COCA-COLA ZERO are registered trademarks of The Coca-Cola Company.

## Department for Education

Visual style development and design for the UK Government's 'Get The Jump' Skills For Life campaign.

Designed for messaging stand-out to both parents in traditional print formats, and to young people across disruptive fly-posting, and in motion on social media.





## Queer Britain / Madame F

Working with Justin Kemp, winner of the Queer Britain Art Award, to incorporate their illustrative work into a full rebrand and packaging design for Madame F Wine. Sales of the wine funded the opening of Queer Britain, the UK's first LGBTQ+ museum.



# Post Card

For Correspondence

Address Only

*On Active Service.*



*I'm safe and sound.  
Just landed in Boulogne and am  
awaiting orders. There's quite a few  
lads from Aintree in the battalion  
and I got chatting to some from  
Walford. We're all keen to get  
on with it and get back home  
George.*



## CWGC

For Commonwealth War Graves Commission, as part of their 'Who Lived On Your Street?' campaign for War Graves Week.

Design and branding for historically accurate postcards and stamps, home-printable commemorative plaques, and promotional assets for a large social media campaign.

Commonwealth War Graves Commission  
Today at 19:33 · 🌐

Bringing the people who lived on your street, back to your street.  
Follow the link, put your postcode in and discover who lived on yours.  
[#WarGravesWeek](#)

LET'S WELCOME THEM HOME

WAR GRAVES WEEK

CWGC.ORG [Learn More](#)

Like Comment Share

IMAGE COURTESY OF MIKE CONTRATTO AND FAMILY



# Costa Coffee

CRM Design Lead for Costa Coffee Club, with emails and messaging delivered to millions of customers every week.

Meeting the challenges to business during the pandemic, including a transition to 'Costa at Home' newsletter during lockdown store closures, 'First Ones On Us' reopening campaign, and the 2021 relaunch and redesign of the Costa loyalty offering.


**A FREE coffee**

**TO EVERYONE**

**WHO HAS MISSED US AS MUCH AS WE'VE MISSED YOU**

Download the Costa app to get your £3

**COSTA COFFEE**



**COSTA CLUB** 2 Drinks 5 Beans


FIND A COSTA VIEW MENU ORDER ONLINE

Say hello to our new **Frappé and Iced Latte** ranges

Mango Bubble Frappé

Chocolate & Oat Drink

Salted Caramel Frappé



<Name>, everything's brighter when you're sipping a Frappé or an Iced Latté. They taste of summer!

So join our frap party – with a Tropical Mango Bubble Frappé, Chocolate Fudge Brownie Frappé or Salted Caramel Frappé. Or smooth out your day – with a Chocolate & Oat Drink.

Say your tastebuds aren't tingling!

[See our summer menu](#)

## On the go? Go for these...

Grab a Strawberry & Cream Frappé in store to dive into on the beach. Pick



**COSTA CLUB** 2 Drinks 5 Beans

FIND A COSTA VIEW MENU ORDER ONLINE

**Our hunch?**  
You'll love an **M&S lunch!**

M&S Feta cheese, slow roasted tomato pasta salad

**COSTA COFFEE** Now Serving **M&S FOOD**

<Name>, lunchtimes just got a whole lot lovelier at Costa. Make sure you check out what M&S Food we have in store – you'll find some tasty surprises.

Why not tuck into something yummy and filling today? You really will be spoilt for choice. Here are a few suggestions, but head here for a **delicious range of M&S Food**.

### Flavour packed



M&S BLT Sandwich

### Always moreish



M&S Feta Cheese, Roasted Tomato Pasta Salad

### Taste sensation



M&S Pork Sausage Roll

# NHS

Establishing consistent, clear and recognisable campaigns to convey often urgent messaging for NHS and Better Health.

Design for digital, motion, and print across a large amount of formats - alongside launch and upkeep of the NHS Design Toolkit, to be used by partners across the UK.



[111.nhs.uk](https://111.nhs.uk)

Get assessed and directed to the right place for you without leaving your armchair.

Use 111 online Help us help you





## Don't dismiss the early signs of a heart attack

A squeezing across the chest.  
A feeling of unease.  
It's never too early to **call 999** and describe your symptoms.

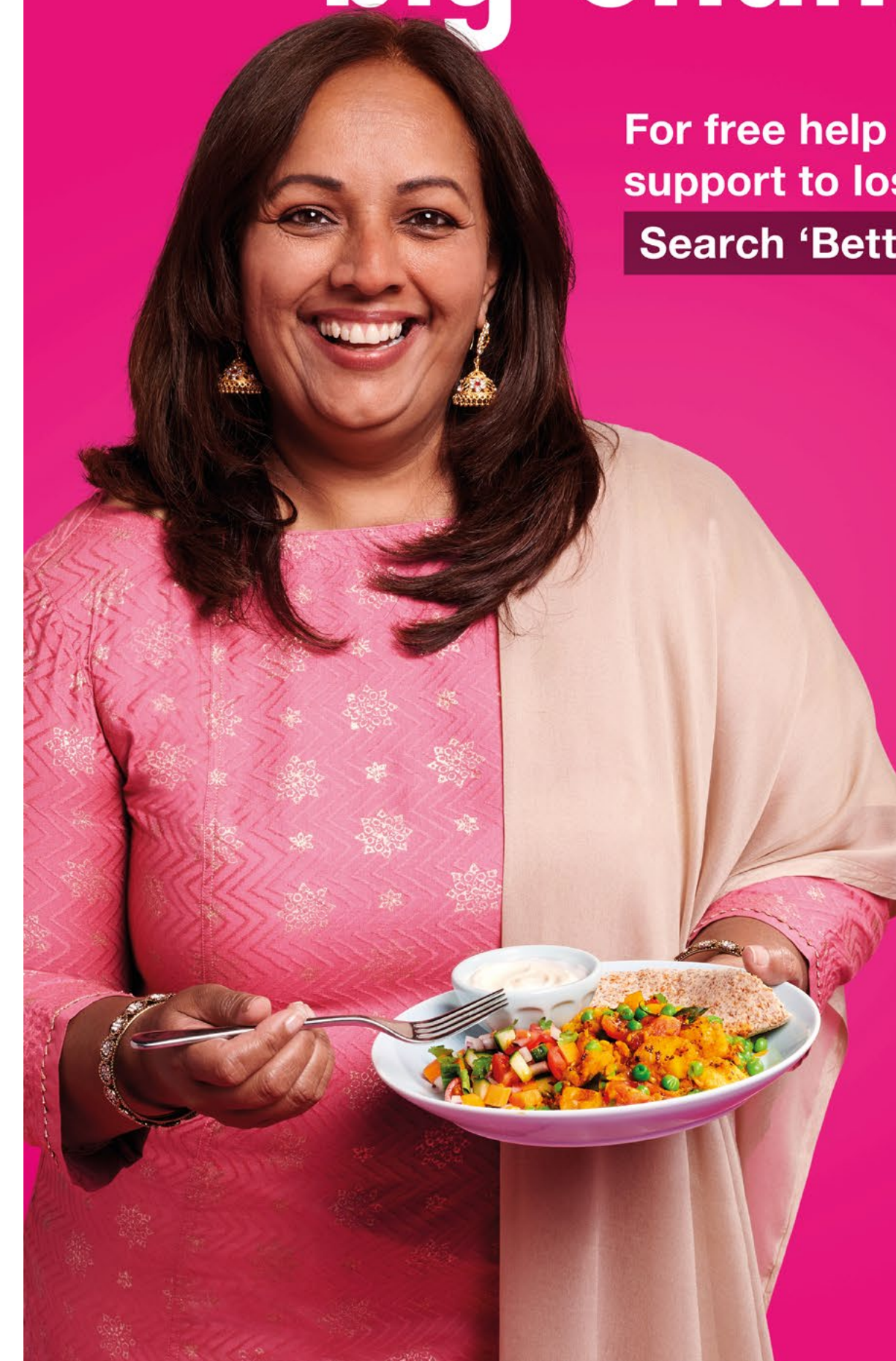
**Call 999** Help us help you

**Better Health** Let's do this



# Little swaps, big changes

For free help and support to lose weight  
Search 'Better Health'



**Thanks!**

If you liked these projects, it'd be lovely to meet you and chat through them (and other work) in greater detail.

You can reach me at:

**hello@alanclarkson.co.uk**

or on **(+44) 07969300666**