



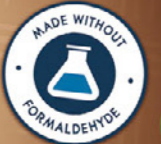
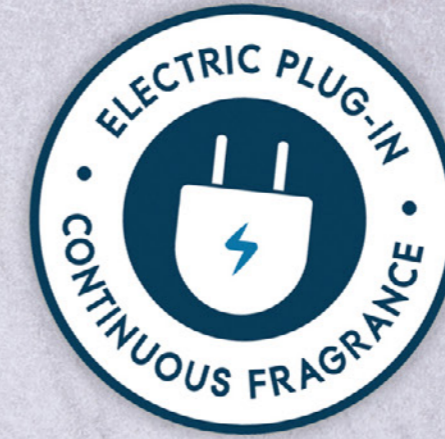


CLIENT: GLADE / SCJ

THROUGH TL EUROPE

▪ CAMPAIGN DESIGN

Concept | Key Visual Design | POS Design | Image Sourcing | Asset Design | Icon Design



CLIENT: GLADE / SCJ

THROUGH TL EUROPE

▪ CAMPAIGN DESIGN

Concept | Key Visual Design | POS Design | Image Sourcing | Asset Design | Icon Design



CLIENT: GLADE / SCJ

THROUGH TL EUROPE

▪ CAMPAIGN DESIGN

Concept | Key Visual Design | POS Design | Image Sourcing | Asset Design | Icon Design

# GRAPHIC DESIGN



CLIENT: GLADE / SCJ  
— THROUGH TL EUROPE —

▪ CAMPAIGN DESIGN

Concept development | Key Visual Design | POS Design | Bespoke Fixture Design | Asset Design | Icon Design



CLIENT: DUCK / SCJ

THROUGH TL EUROPE

▪ CAMPAIGN DESIGN

Concept | Key Visual Design | POS Design | Image Sourcing | Retouching | Icon Design

# GRAPHIC DESIGN



CLIENT: DUCK / SCJ

THROUGH TL EUROPE

■ CAMPAIGN DESIGN

Concept | Key Visual Design | POS Design | Image Sourcing & Manipulation | Asset Design | Icon Design

GRAPHIC DESIGN



CLIENT: DUCK / SCJ

THROUGH TL EUROPE

CHARACTER DESIGN

Concept | Image Manipulation | Image Sourcing | Asset Design | Icon Design | Retouching



# GRAPHIC DESIGN



CLIENT: MRS MEYER'S / SCJ  
— THROUGH TL EUROPE —

▪ EXPERIENTIAL & PROMOTIONAL DESIGN  
Concept | Visual Design

# GRAPHIC DESIGN



*Cono Sur*  
EXCEPTIONAL  
**WINES**  
CREATED IN  
BALANCE WITH  
**NATURE**

 The Sustainable Way

  
certified B  
be drinkaware.co.uk



CLIENT: CONO SUR  
— THROUGH TL EUROPE —

## ▪ CAMPAIGN DESIGN

Concept | Retouching | Asset Creation | Key Visual Design | POS Design | Image Sourcing

GRAPHIC DESIGN



CLIENT: JOHNNIE WALKER

— THROUGH TL EUROPE —

▪ CAMPAIGN DESIGN

Concept | Asset Creation | Key Visual Design | POS Design | Image Sourcing

# GRAPHIC DESIGN

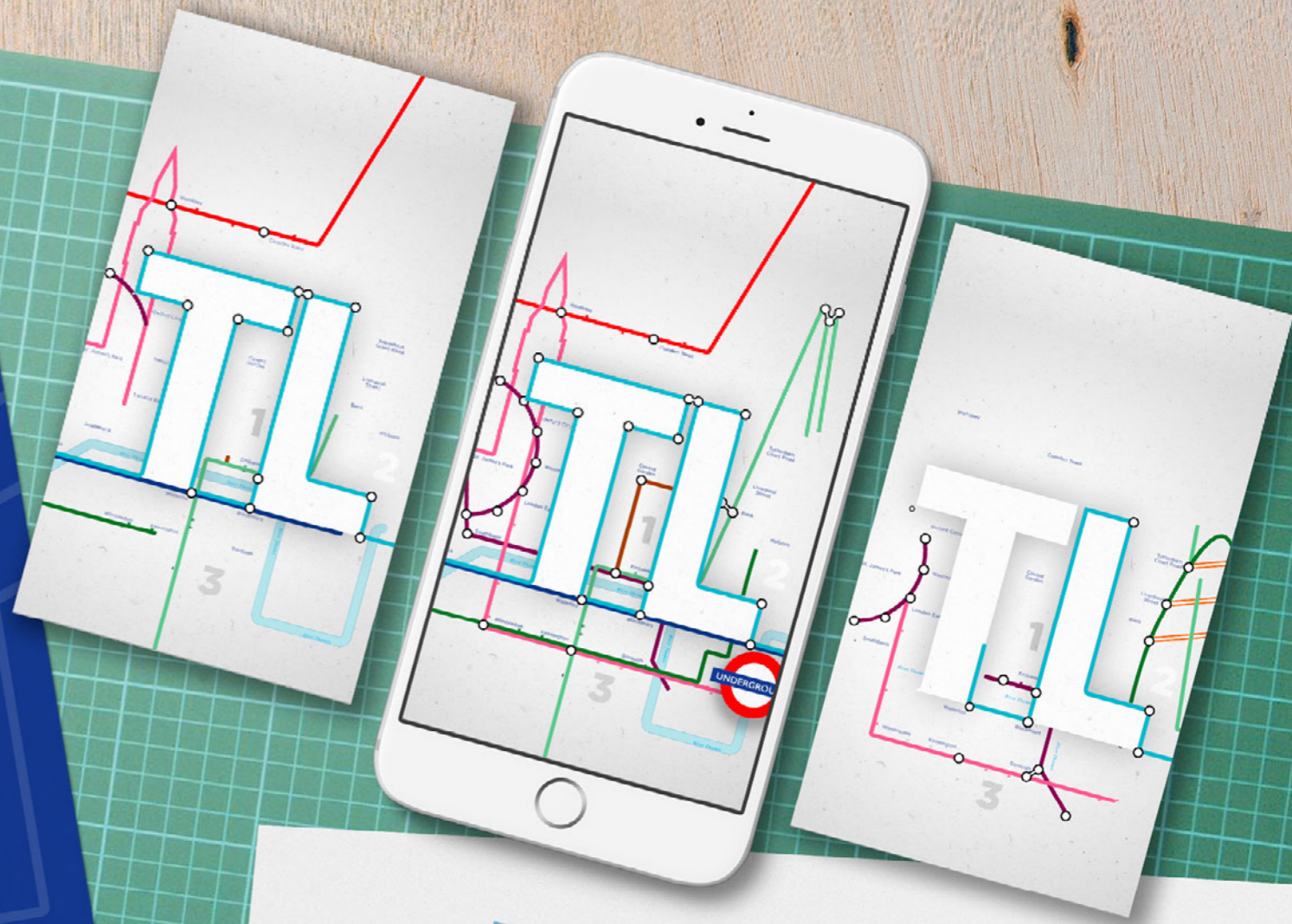
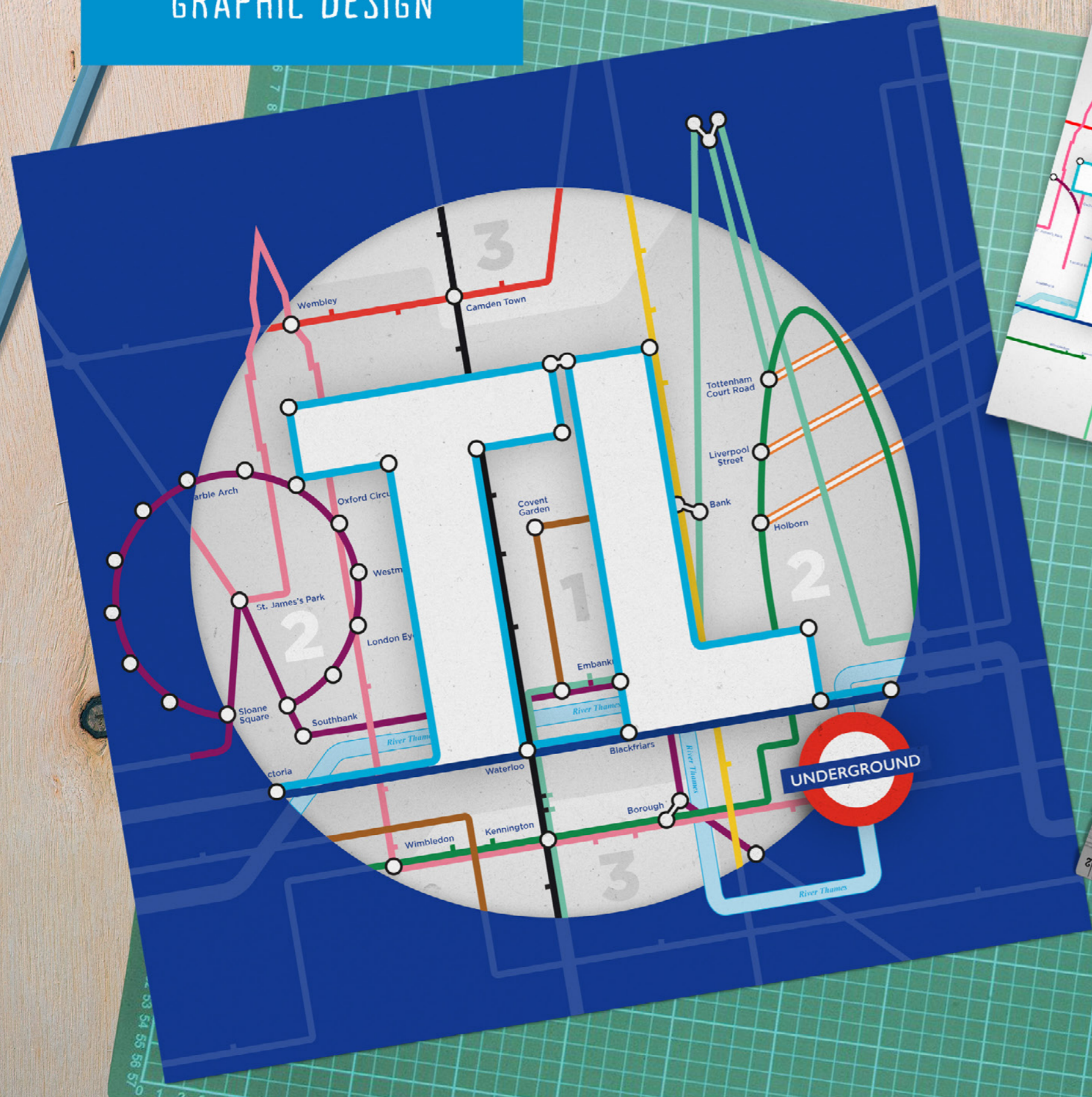


CLIENT: THE SINGLETON  
— THROUGH TL EUROPE —

• CAMPAIGN DESIGN

Concept | Retouching | Key Visual Design | POS Design

# GRAPHIC DESIGN



CLIENT: TRACYLOCKE EUROPE

IDENTITY DESIGN  
Concept | Design

CONTROL NARRATIVE



THE GREAT OUTDOORS

Individuals, lockdown represented a time of them from experiencing the world... they want to take that... will be willing to spend more to see and visit the places they've missed in the last two years. Visiting more exotic locations, avoiding cities instead opting for more rural locations.

"Young people will lead the international travel market's post-pandemic revival, looking for the fun, social experiences they have missed. They're willing to spend more on travel than they have in the past."



Insights

product that has the best protection for them



"DEET" is the most effective and best studied insect repellent currently on the market. This substance has a remarkable safety profile after 40 years of worldwide use.

DOORS

spent in the outdoors has had a big impact. Across Europe reports of spending time gardening, playing in the garden or doing physical activities outdoors has resulted in a higher connection with nature.



THE GREAT OUTDOORS

Whilst the pandemic had us locked down one thing that it reinvigorated was our love for the outdoors. Throughout Europe citizens started to seek outdoor spaces like never before. The number of people visiting parks, beaches, marinas, dog parks, plazas and public gardens skyrocketed.

Change in people visiting public spaces:  
**77%** increase in visitors across Italy  
**90%** increase in visitors across France

INSIGHTS

Travellers need to understand that these vector borne diseases are incredibly dangerous.

- 700,000** People die of mosquito borne diseases every year, making it the most deadly disease in the world (more than 50 times than humans)
- 17%** Of all infectious diseases in the world are vector-borne diseases
- 219 million** Cases of malaria each year & 400,000 deaths as a result
- 3.9 billion** People are at risk of Dengue fever, across 125 countries with 90 million cases a year

INSIGHTS

And to help them decide they rely on expert advice:

**27%** of parents seek professional advice before purchasing insect or pest repellent

**AUTAN DEFENSE** TRADE NARRATIVE

Date: 27.05.21

THE IMPORTANCE OF THE PHARMACY FOR REPELLENTS

Shoppers in pharmacies have very set behaviours when it comes to choosing insect repellent:

- Shoppers have built trust in their pharmacy and rarely always visit the same pharmacy
- 84% of shoppers always visit the same pharmacy
- Expert advice is the key driver for the shopper
- 55% of shoppers look to their pharmacist to recommend the right insect repellent for them and their family
- Variety matters when it comes to selecting the right product
- 38% of shoppers visit the pharmacy because they have a wide variety of pest control

OUR RANGE

SCI launched in 522 an exclusive to pharmacy sub-brand called Autan Defense, with a dedicated portfolio to cater to most pharmacy shoppers needs such as sensitive skin, naturality, kids and strong protection.

However, some important shopper needs were not fully served by our existing portfolio...

Strong Protection

Gentle Protection

INSIGHTS

It seems that insect repellent is a must but, for many European parents, chemicals aren't the answer.

- 86%** of Europeans are worried about the chemicals present in everyday products that they use
- 81%** of parents in Italy pay a high amount of attention to the ingredients used in products they buy for their children

How SC Johnson can help

Turnaround the category behaviour and drive proactive purchases from all consumers, especially those not in the category with a bug problem by:

- ONE** Shift the category from problem-solving to an emotional space highlighting how consumers can enjoy family time with pests off their mind.
- TWO** Build relevance in a wider range of occasions, extending every moment at home to recruit new and existing shoppers.
- THREE** Educate consumers on the advantage of prevention over reaction to drive new purchase habits and behaviours.

Shoppers that are bothered by pests need a trigger

Pest control is often left off the shopping list until after it is needed.

**43%** of purchases are pre-emptive (1)

Shopping trips are triggered by key moments of receptivity (2)

- Seeing and reacting to pests
- Change in the weather and more time outdoors
- Seeing others using and monitoring pest control
- Traveling away from home

Shoppers that are bothered by pests need a trigger

"When I start to see the cockroaches moving freely on my kitchen floor, that is the clear sign that the product is needed. I usually have some in stock for these situations, it's not good to be without it as you don't know when they will be back either"

PEST CONTROL TRADE NARRATIVE

"In the list of components, I look for the most natural ingredients! Non-toxic especially. I hope to find proof of a healthy product for humans and the environment."

"When I use it, I want to see them die right away, that's how I can be sure it is working"

It can feel like a compromise for shoppers

With all these potential levers it can be difficult for a consumer to find exactly the right product for them. They often feel like they're having to make a compromise, and this impacts the health, experience and safety of themselves or their family.

"Consumers' search for increased efficacy and environmental or safety concerns do impact the shopper journey and generate tensions."

"I want something that works quickly but does not harm my pets or family. The emotional need for protection makes this an important decision - one that I cannot afford to get wrong."

# GRAPHIC DESIGN

### Product Comparison Chart

	Autan® Defense® Gentle	Autan® Defense® Plant Based	Autan® Defense® Plant Based	Autan® Defense® Tropical	Autan® Defense® Tropical	Autan® Defense® Extreme	Autan® Defense® Long Protection	Autan® Defense® Kids	Autan® Defense® Pediatrics	Autan® Defense® Tick	Autan® Defense® Afterbite
<b>Description</b>	Up to 48h protection against common & tropical mosquitoes. With hydrating substances.	Up to 48h protection against common & tiger mosquitoes. Eucalyptus based active ingredient.	Up to 48h protection against common & tiger mosquitoes. Eucalyptus based active ingredient.	Up to 88h protection against common mosquitoes, 68h against tropical & tiger mosquitoes. Tropical, heavy wooded and lake areas.	Up to 104h protection against common, tropical and tiger mosquitoes. For a worry-free night.	Up to 104h protection against disease transmitting mosquitoes. Ideal for travelling to destinations infested with mosquitoes and ticks.	Up to 104h protection against common, tropical and tiger mosquitoes. Long-lasting daytime protection.	Up to 48h protection against common and tiger mosquitoes. For use on children aged 2 years and up. Dermatologically tested.	Up to 48h protection against common and tiger mosquitoes. For use on children aged 1 year and up.	Up to 12h protection against ticks. Protects from ticks that may carry Lyme Disease.	Rapid cooling relief from mosquito and horsefly bites. For use on children aged 6 months and up.
<b>Form</b>	Pump Spray	Pump Spray	Lotion	Pump Spray	Pump Spray	Pump Spray	Pump Spray	Gel	Pump Spray	Pump Spray	Gel
<b>Active Ingredient</b>	Icaridin (10%)	Citriodiol (10%)	Citriodiol (10%)	Icaridin (25%)	Icaridin (10%)	DEET (50%)	Icaridin (10%)	Icaridin (10%)	IR3535 (20%)	Icaridin (25%)	
<b>Common Mosquitoes</b>	✓ (up to 48h)	✓ (up to 48h)	✓ (up to 8h)	✓ (up to 8h)	✓ (up to 10h)	✓ (up to 10h)	✓ (up to 10h)	✓ (up to 4h)	✓ (up to 8h)	✓ (up to 10h)	✓ (up to 10h)
<b>Tiger Mosquitoes</b>		✓ (up to 6h)	✓ (up to 8h)	✓ (up to 6h)	✓ (up to 10h)	✓ (up to 10h)	✓ (up to 10h)	✓ (up to 4h)	✓ (up to 8h)	✓ (up to 10h)	✓ (up to 10h)
<b>Tropical Mosquitoes</b>	✓ (up to 48h)			✓ (up to 6h)	✓ (up to 10h)	✓ (up to 10h)	✓ (up to 10h)			✓ (up to 10h)	✓ (up to 10h)
<b>Spring Flies</b>		✓ (up to 3h)	✓ (up to 3h)	✓ (up to 7h)	✓ (up to 12h)	✓ (up to 3h)	✓ (up to 12h)		✓ (up to 12h)	✓ (up to 12h)	✓ (up to 12h)
<b>Hulping</b>		✓ (up to 3h)	✓ (up to 2h)		✓ (up to 20h)	✓ (up to 20h)	✓ (up to 20h)				
<b>Protects Against</b>				✓	✓	✓	✓	✓	✓	✓	✓
<b>Ticks</b>					✓	✓	✓	✓	✓	✓	✓
<b>Dengue</b>					✓	✓	✓	✓	✓	✓	✓
<b>Yellow Fever</b>					✓	✓	✓	✓	✓	✓	✓
<b>Malaria</b>		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>West Nile Virus</b>	✓				✓	✓	✓	✓	✓	✓	✓
<b>Lyme Disease</b>						✓	✓	✓	✓	✓	✓

**Tropical Mosquitoes (Anopheles Mosquitoes)**  
Known universally as the "Malaria Mosquito" because this species is considered to be the primary vector of the disease. A variety of Autan Defense sprays offer protection from these mosquitoes.

**Ticks (Ixodes Ricinus)**  
They inhabit a wide geographic region. Refer to the table on the reverse of this leaflet to discover the best way to protect against these ticks.

May transmit diseases such as: Tickborne Encephalitis virus and Borrelia Burgdorferi s.l. causing Lyme borreliosis.

**Distribution:** They inhabit a wide geographic region, from Portugal to Russia and from North Africa to Scandinavia.

Trust Autan® Defense® for long-lasting protection.



### How to apply repellents

- Apply other products before your insect repellent.
- Spray 15-20cm from your skin.
- Be generous when applying.
- Avoid your eyes and mouth.
- Don't apply to cuts, wounds or sunburnt skin.
- For children, apply it manually.
- Reapply as often as your repellent suggests.

Always follow the instructions on the label.



**Common Mosquitoes (Culex Mosquitoes)**  
They typically bite at night, both indoors and outdoors. They prefer avian hosts but will bite humans. Ask your pharmacist for advice on which Autan Defense spray would offer you the best protection from these mosquitoes.

May transmit diseases such as: West Nile Virus, Western/Eastern Equine Encephalitis.

**Distribution:** From the tropics to temperate regions, these mosquitoes are found all over the world except in extreme northern latitudes.

### FAQs

**How do mosquitoes find me?**  
Mosquitoes use multiple cues to detect you, including body heat and chemicals in your breath and perspiration. Also dark coloured clothing retains heat, and in turn is more likely to attract mosquitoes than light coloured clothing. Variations in your body's chemistry can make you more or less likely to attract mosquitoes than others.

**Why do mosquitoes bite me?**  
Most types of mosquito need blood in order to develop their eggs. However, out of approximately 3,000 species of mosquito, only a small minority bite humans. The rest rely on blood from animals to reproduce.

**When am I most likely to get bitten?**  
Many mosquitoes are most active at dawn and dusk.

**How do repellents work?**  
Effective insect repellents have an active ingredient that interferes with the receptors on a mosquito's antenna and deters them from landing on the skin and biting.

**Why are my mosquito bites itchy?**  
The itchy red bump is your body's reaction to the mosquito's saliva. It injects its saliva as an anticoagulant (blood thinner) when it bites you, so it can keep feeding as long as it needs to.

### COMMON TYPES OF MOSQUITOES

There are over 3,000 different species of mosquito on Earth. The most common ones you are likely to encounter are the Culex, Anopheles and Aedes Mosquitoes. And when it comes to ticks the most common is the Ixodes Ricinus.

**Tiger Mosquitoes (Aedes Albopictus)**  
Named for their striped appearance, Tiger Mosquitoes may carry a range of diseases. Explore the table on this leaflet to find several sprays designed to protect against Tiger Mosquitoes.

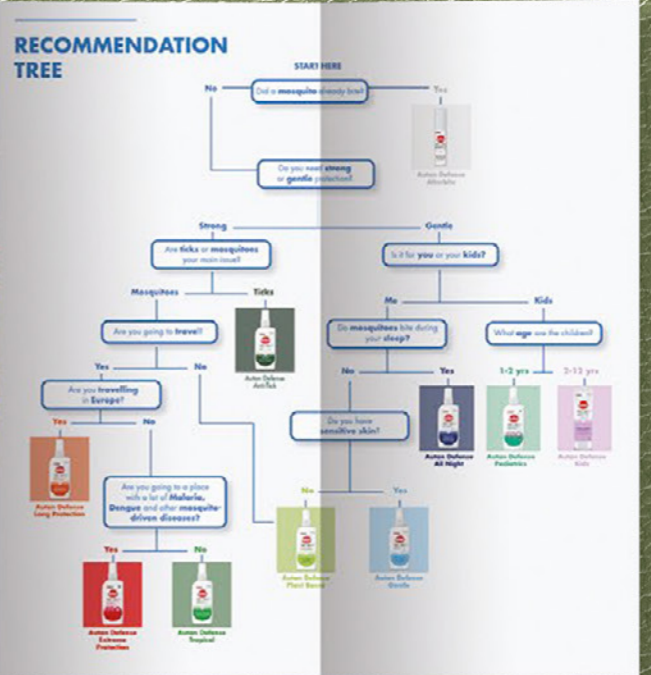
May transmit diseases such as: Zika, Chikungunya, Yellow Fever, Dengue.

**Distribution:** They originated in Africa, but are now found in tropical, subtropical and temperate regions throughout the world.

**Tropical Mosquitoes (Anopheles Mosquitoes)**  
Known universally as the "Malaria Mosquito" because this species is considered to be the primary vector of the disease. A variety of Autan Defense sprays offer protection from these mosquitoes.

May transmit diseases such as: Malaria.

**Distribution:** They inhabit large areas of Africa, South Asia, Southeast Asia, parts of Central and South America, The Caribbean, The Middle East and Oceania. All these regions are areas where Malaria transmission occurs.



### FAQs

**How do mosquitoes find me?**  
Mosquitoes use multiple cues to detect you, including body heat and chemicals in your breath and perspiration. Also dark coloured clothing retains heat, and in turn is more likely to attract mosquitoes than light coloured clothing. Variations in your body's chemistry can make you more or less likely to attract mosquitoes than others.

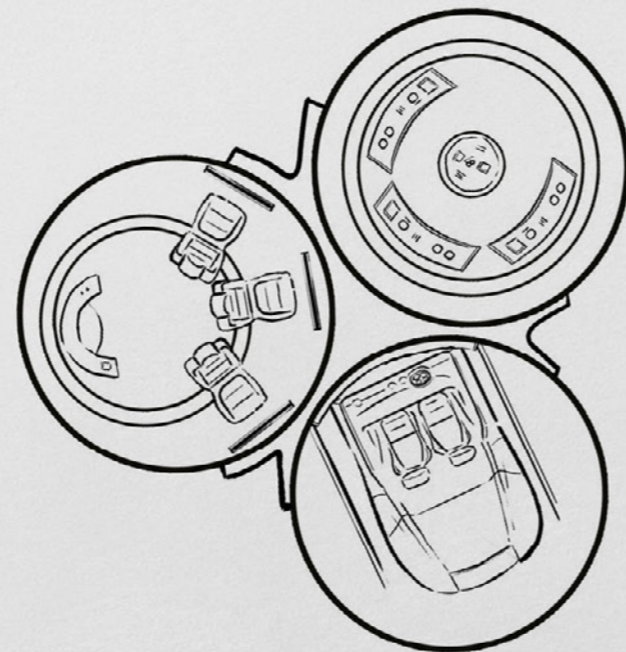
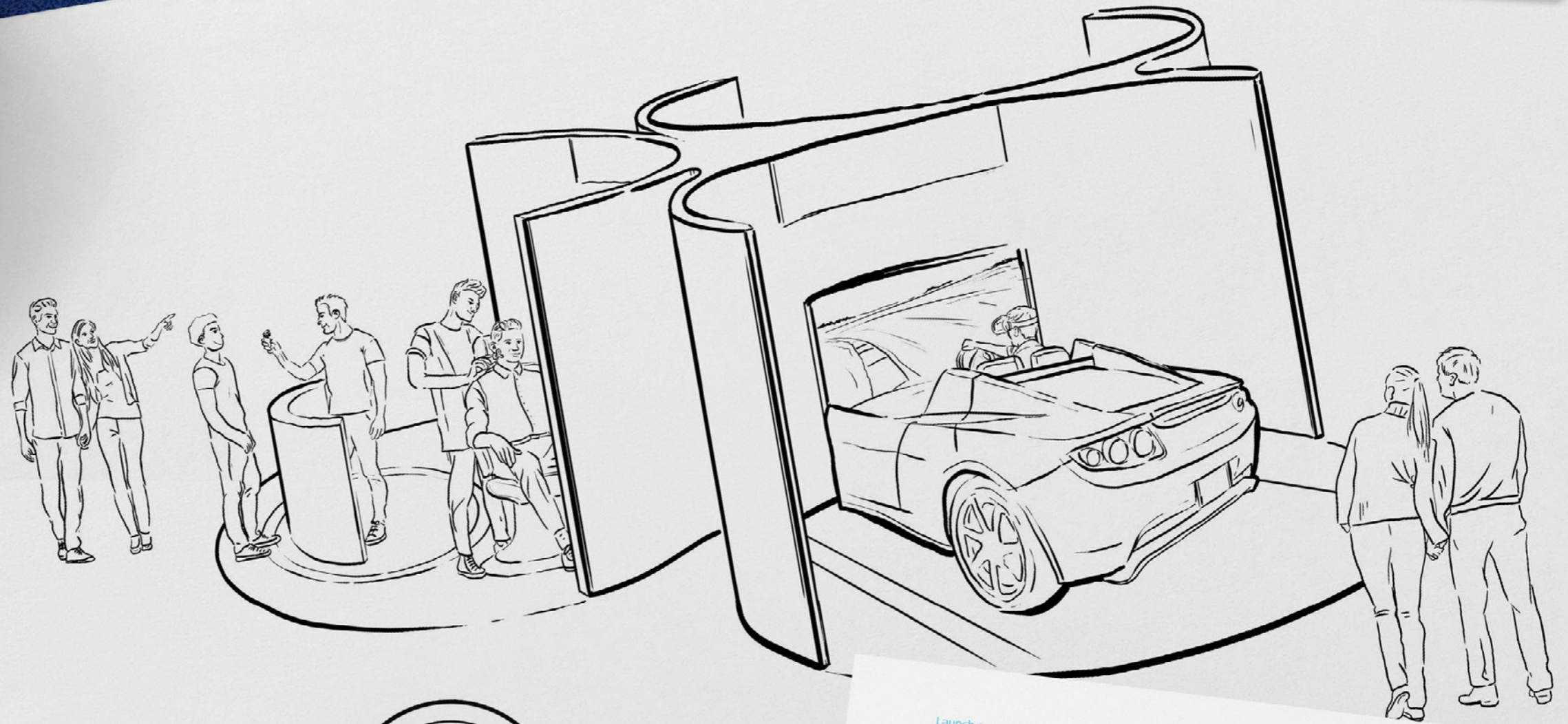
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**When am I most likely to get bitten?**

CLIENT: AUTAN / SCJ  
THROUGH TL EUROPE

■ BROCHURE/LEAFLET DESIGN  
Concept | Visual Design | POS Design | Image Sourcing | Asset Design | Icon Design

# VISUALISATION



CLIENT: PHILIPS  
THROUGH INITIALS

▪ VISUALISATION ILLUSTRATIONS

Design | Digital Illustration



# VISUALISATION

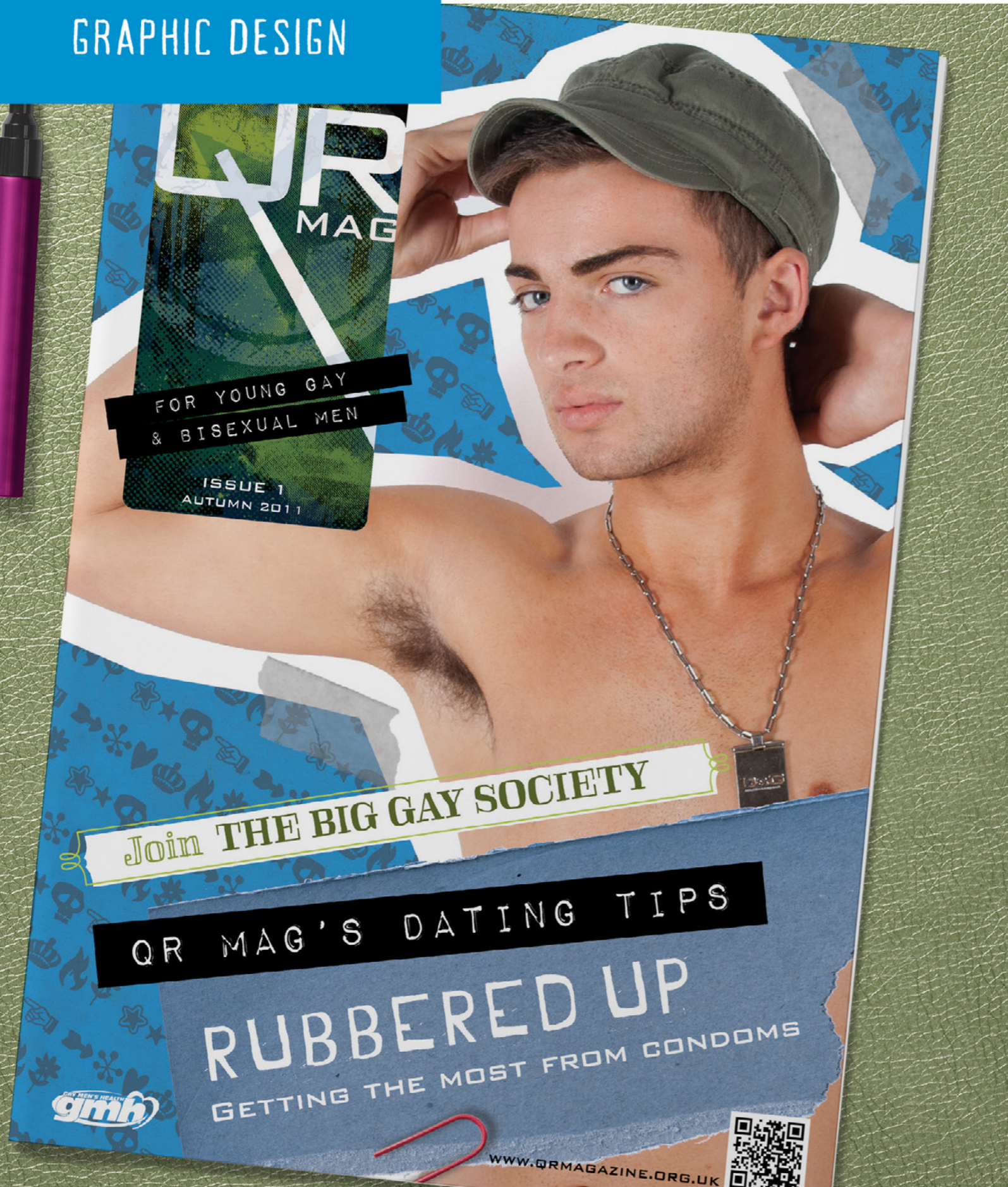


CLIENT: TWININGS  
THROUGH INITIALS

• VISUALISATION ILLUSTRATIONS

Design | Digital Illustration

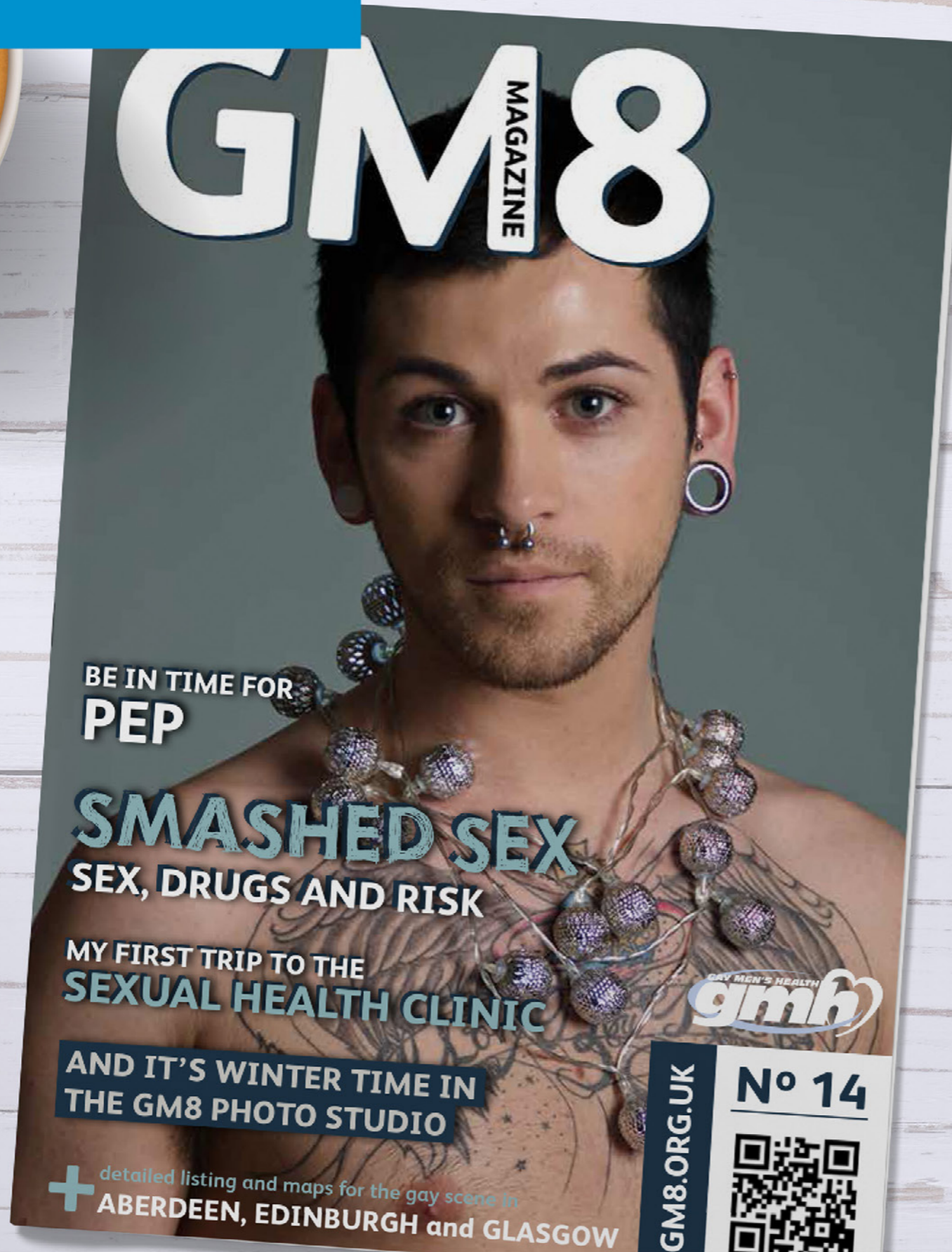
# GRAPHIC DESIGN



CLIENT: QR (GAY MEN'S HEALTH)

■ MAGAZINE DESIGN

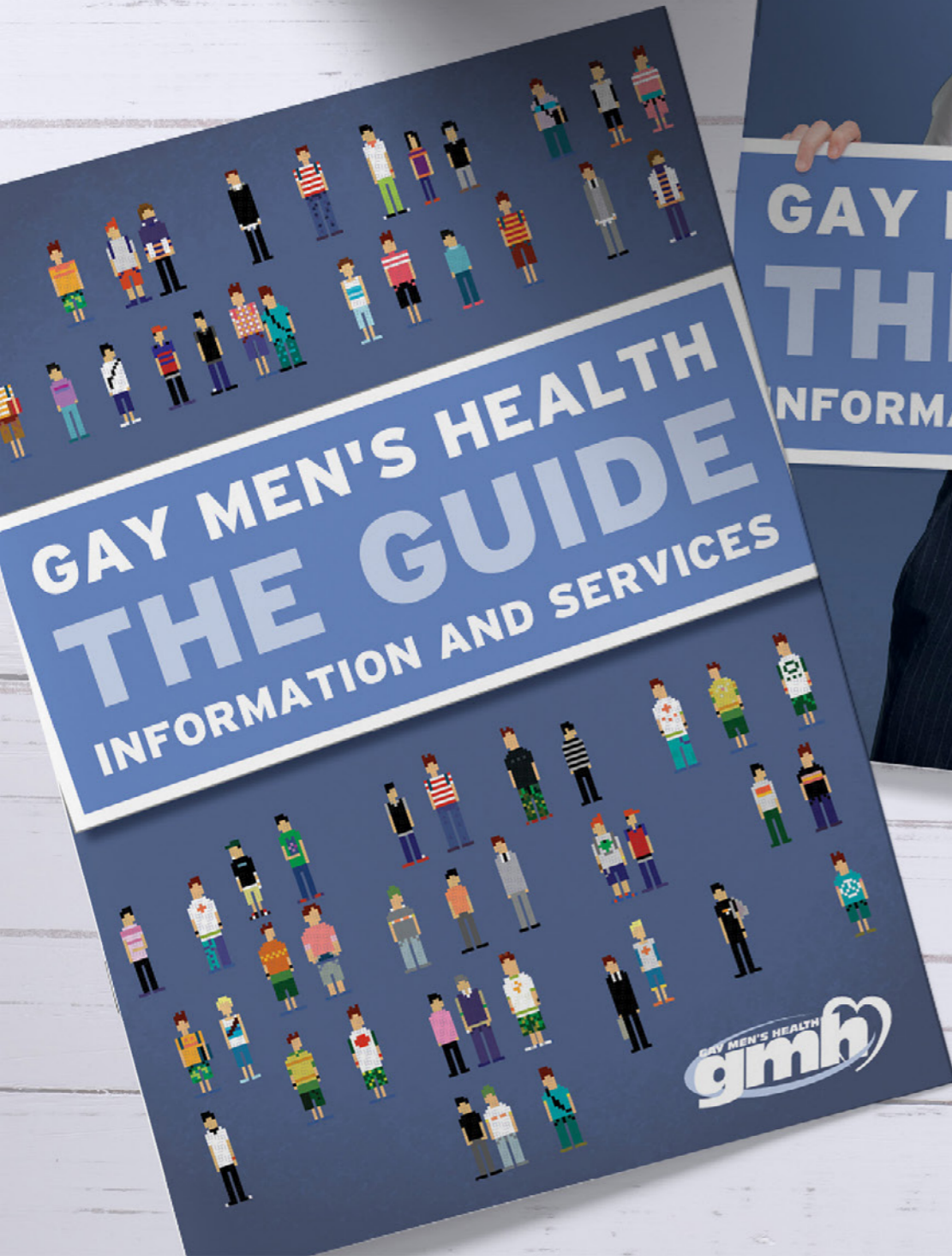
Cover Design | Layout Templates | Layout Design | Photoshoot Production | Retouching



CLIENT: GMB (GAY MEN'S HEALTH)

• MAGAZINE DESIGN

Cover Design | Layout Templates | Layout Design | Illustration | Retouching



CLIENT: GAY MEN'S HEALTH

• CORPORATE DESIGN

Concept | Image Sourcing | Layout Design | Photo Manipulation

ART DIRECTION

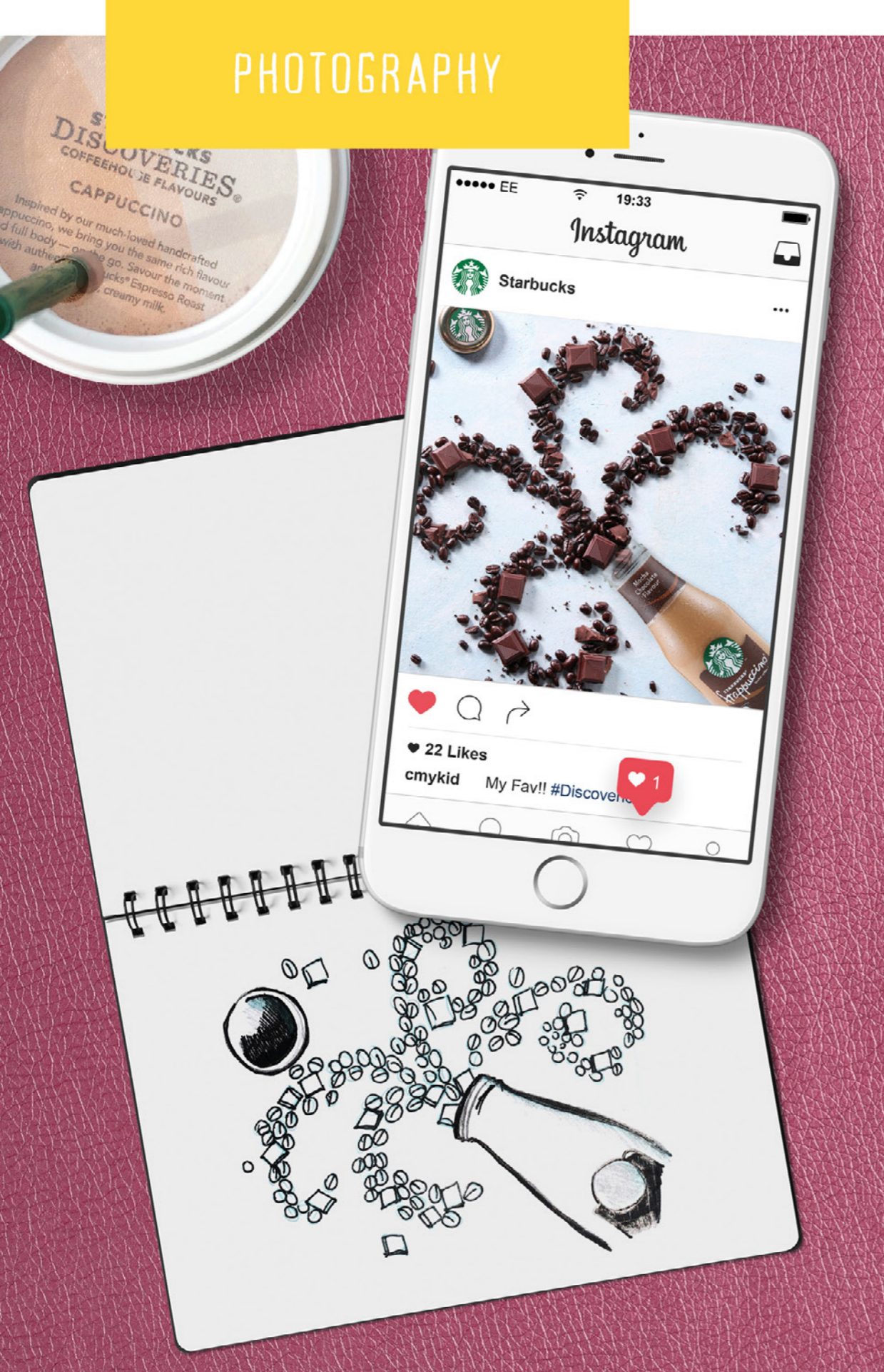


CLIENT: STARBUCKS  
THROUGH OLIVER

FOOD PHOTOGRAPHY

Food Styling | Art Direction | Retouching

# PHOTOGRAPHY



CLIENT: STARBUCKS  
THROUGH OLIVER

▪ SOCIAL PHOTOGRAPHY

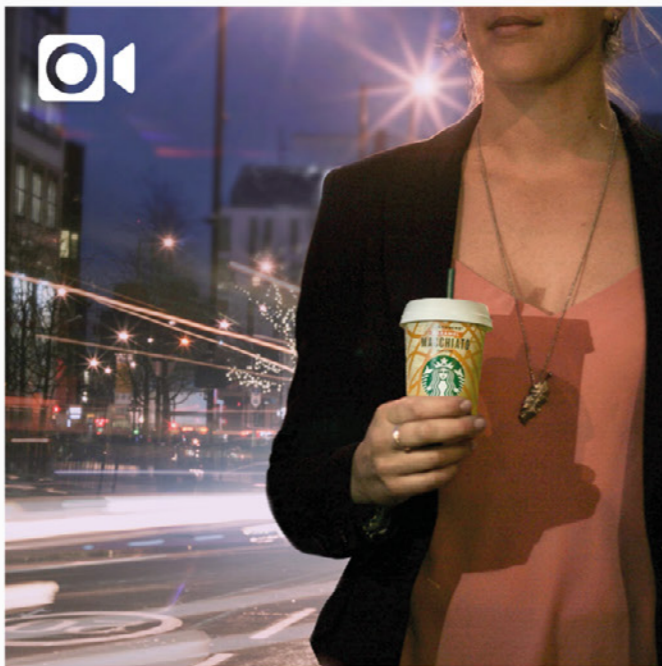
Concept Development | Photography | Editing | Animation Creation | Retouching



starbucks Follow

1,324 posts 13m followers 2,044 following

Starbucks Coffee ☕ Inspiring and nurturing the human spirit – one person, one cup, and one neighborhood at a time. like2b uy/starbucks

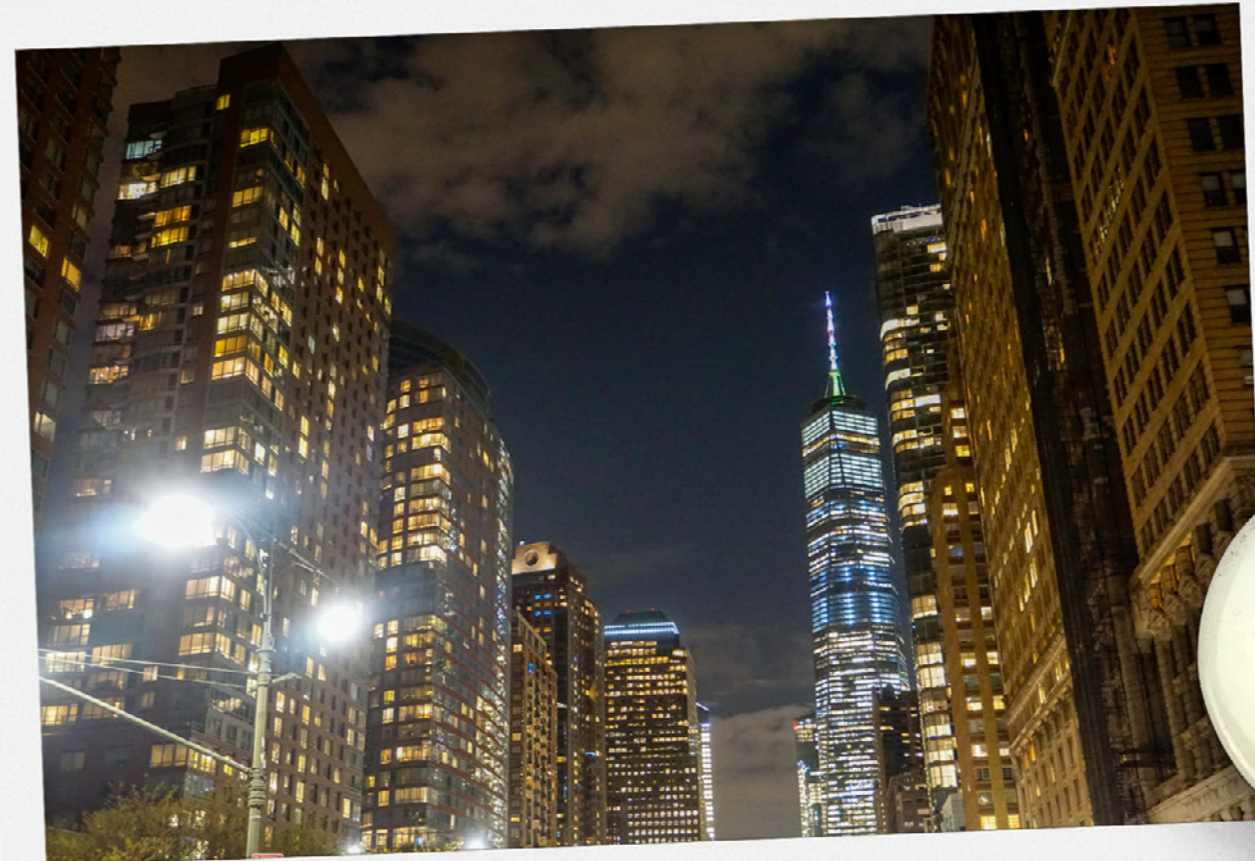


CLIENT: STARBUCKS  
THROUGH OLIVER

▪ SOCIAL PHOTOGRAPHY

Concept Development | Photography | Editing | Animation Creation | Retouching

# PHOTOGRAPHY



PERSONAL PROJECT

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▪ CITYSCAPE PHOTOGRAPHY

Photography | Editing | Retouching



# ILLUSTRATION

Try a **non-alcoholic spirit** that likes a night out as much as the other drinks at the bar. With cardamom, pomelo and a kick of caffeine, you won't call an Uber just yet.

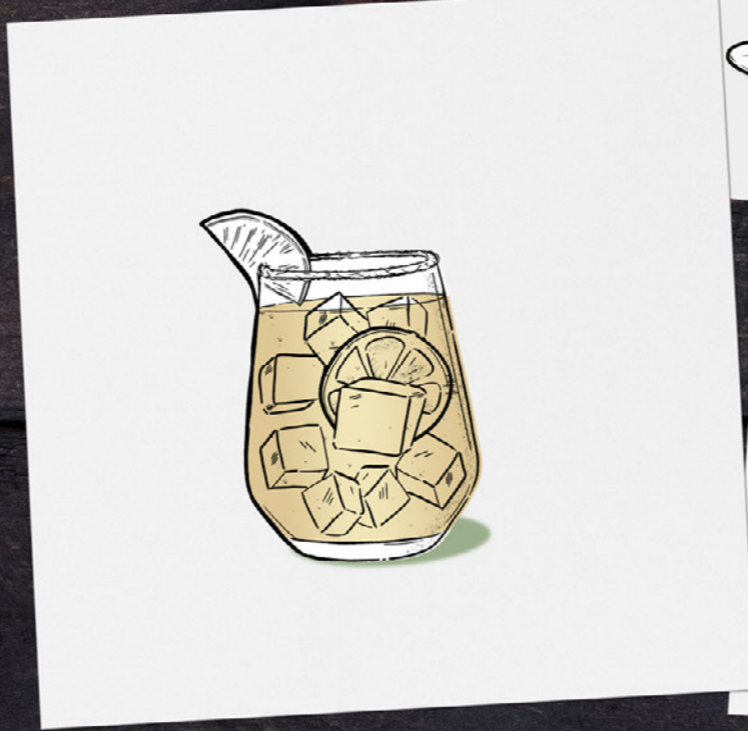
 <p>£X.XX <b>Mon Ami</b> AMI AMI, TONIC WATER &amp; ICE.</p>	 <p>£X.XX <b>Gimlet</b> AMI AMI, LIME JUICE &amp; SIMPLE SYRUP, GARNISHED WITH FRESH LIME.</p>
 <p>£X.XX <b>Paloma</b> AMI AMI, GRAPEFRUIT JUICE, LIME JUICE, AGAVE SYRUP &amp; SODA WATER, GARNISHED WITH FRESH GRAPEFRUIT, LIME, SALT.</p>	 <p>£X.XX <b>El Diablo</b> AMI AMI, CASSIS, GINGER BEER &amp; LIME JUICE, GARNISHED WITH MINT.</p>
 <p>£X.XX <b>Spritz</b> AMI AMI, ALC-FREE WINE, STRAWBERRY JUICE, TONIC &amp; ANGIUSTURA BITTERS, GARNISHED WITH LEMON.</p>	 <p>£X.XX <b>Bees Knees</b> AMI AMI, LEMON &amp; HONEY SYRUP.</p>
 <p>£X.XX <b>Clover Club</b> AMI AMI, LEMON JUICE, SUGAR SYRUP &amp; FRESH RASPBERRIES, GARNISHED WITH FOAM AND RASPBERRY.</p>	 <p>£X.XX <b>Old Cuban</b> AMI AMI, LIME JUICE, CUBAN SYRUP, SODA &amp; ANGIUSTURA BITTERS, GARNISHED WITH MINT.</p>

**AMI AMI**



# LIGHTS OUT

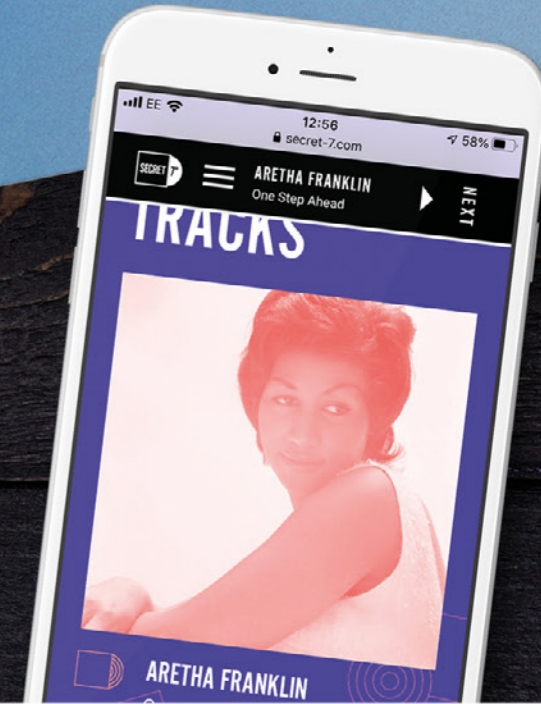
**ZERO ALCOHOL and a CAFFEINE KICK**



CLIENT: DIAGED / AMI AMI  
— THROUGH TL EUROPE —

■ ILLUSTRATIONS  
Concept | Digital Illustration

ILLUSTRATION



COMPETITION ENTRY - SECRET 7"

▪ **ALBUM COVER DESIGN**  
Concept | Digital Illustration



# RETOUCHING



CLIENT: THE SINGLETON  
— THROUGH TL EUROPE —

• **RETOUCHING**  
Retouching

# RETOUCHING

MAKE THE MOMENT

# MAGNIFIQUE PURPLE IS ALWAYS IN SEASON

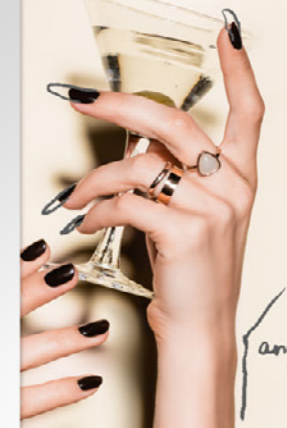


CHAMBORD BERRY SPRITZ

3 PARTS PROSECCO × 2 PARTS CHAMBORD × 1 PART SODA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLAM EGEL SCETERISQUE FELIS, EU LABORIS METUS. VESTIBULUM MATTIS (ECTUS EULSMOD LACINIA PORTA.

OFFICIAL PARTNER OF  
LONDON  
FASHION  
WEEK



- CHECK TONALITY & SKINTONE
- CREATE CONSISTENT WARM GOLD TONE
- THE POSITIONING/ANGLE OF THE HAND IS AWKWARD

CLIENT: CHAMBORD  
THROUGH HAYGARTH

RETOUCHING

Retouching | Design | Asset Creation

THANK YOU

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SERGE KELDERS

GRAPHIC DESIGN & ILLUSTRATIONS

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