

A network diagram consisting of a central hexagon and a surrounding web of interconnected nodes and lines. The central hexagon is outlined in a dark red color and contains the name and title of the subject. The surrounding network is composed of light gray lines connecting various circular nodes, creating a complex, interconnected pattern.

Campbell Robinson

Senior Creative
Art Director

What excites me more than the work I've done,
is the work I'm yet to do.

**Cascade
Premium Lager**

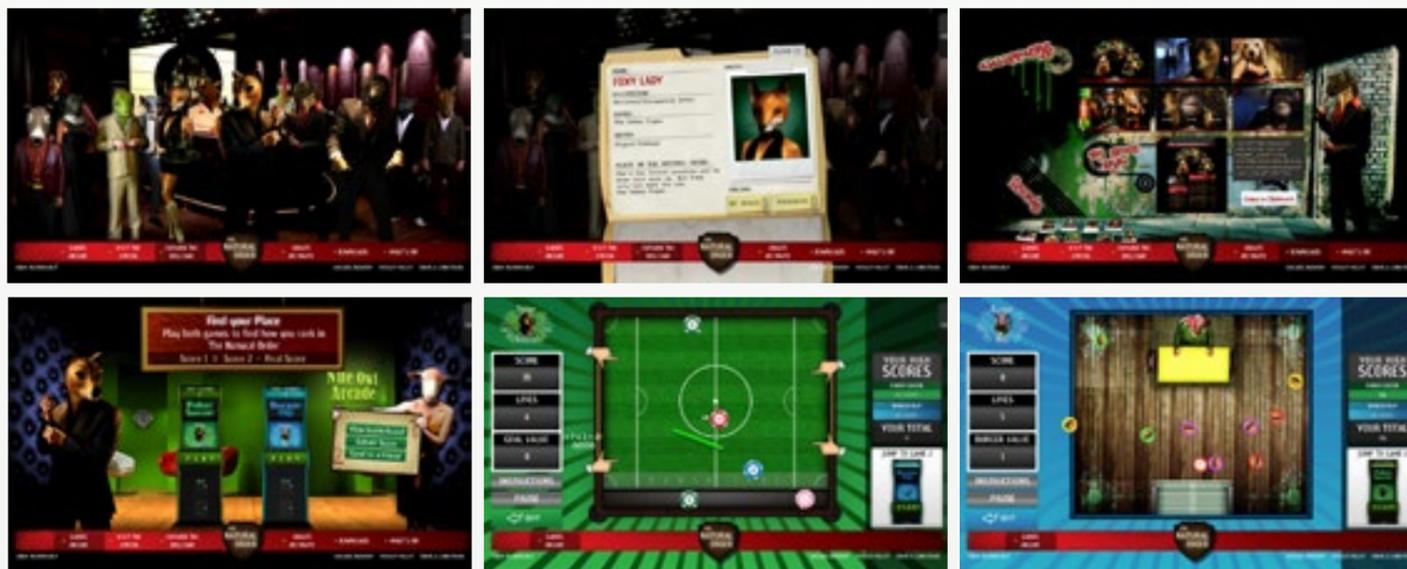
What better way to attract a new, younger target audience to the brand than by making them feel like the King of their Urban Jungle. Sales jumped after the launch of the 60" TVC/Cinema spot and kept climbing as the print, digital and other campaign elements rolled out.



TVC and cinema



Print and OOH poster



The Urban Jungle microsite allowed users to read more about main characters, download wallpapers, play games and visit a cinema to watch the commercial.



Print and OOH poster



10 second video OOH content

SKY
Catch Up TV

With more channels than any other Catch Up TV provider, Sky wanted to feature some of the big celebrities consumers were able to keep waiting. The campaign consisted of print and online content.



Tyrion might be ready, but he'll just have to wait until you are. Keep the biggest stars waiting with Sky Catch Up TV. #SkyCatchUp #SkyAtlantic #Waitingwaiting



147

912 comments 31 shares

Like

Comment

Share

Social media content

sky LIVING
Hannibal: Season 3

Keep the biggest stars waiting with Sky Catch Up TV.



There's catch up TV, and there's Sky Catch Up TV. Bringing you more channels than any other provider, the most talked shows start whenever you want them to - at no extra cost with any Sky TV bundle. So, what are you waiting for?

Join today call 08442 000 000 or visit sky.com/catchup



Believe in Better

Print

SKY
Catch Up TV

sky Sky
19 February · 🌐

Alison isn't getting ready for a hot date, she's just waiting patiently for you to turn her on. Keep the biggest stars waiting with Sky Catch Up TV. #SkyCatchUp #SkyAtlantic #Waitingwaiting

sky ATLANTIC

The Affair: Season 2



👍 159

297 comments 69 shares

Social media content

sky ATLANTIC
Ray Donovan: Series 3



Keep the biggest
stars waiting with
Sky Catch Up TV.



There's catch up TV, and there's Sky Catch Up TV. Bringing you more channels than any other provider, the most talked shows start whenever you want them to - at no extra cost with any Sky TV bundle. So, what are you waiting for?

Join today call 08442 000 000 or visit sky.com/catchup

sky

Believe in Better

OOH poster

**National
Australia Bank**

How do you create awareness for a new bank account designed for children? Make the bank branches more child friendly. Running as ambient and print, this campaign for the new Smart Junior Saver Account raised more than awareness with greater than targeted account openings in the first four weeks.



Ambient: a child's step was placed at high traffic ATMs to highlight the new account



Ambient, print and branch poster

Matchbox

To a Matchbox driver, roads are anything and everything. Using this simple yet powerful insight helped extend Matchbox's awareness amongst children and their parents. Running as outdoor posters just before school holidays saw a healthy increase in sales.



OOH poster



Print and OOH poster

Whiskas Cat Food

As a range of inferior generic products entered the market, Whiskas wanted an awareness campaign to bring attention back to the brand as the chunkiest and freshest cat food on the market. It's so good, it's not just cats who'll love it.



DPS and OOH poster



Print and OOH poster

McAfee

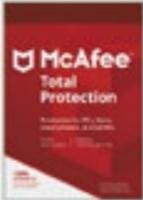
Cyber security is an important topic for many yet most shy away from it because it's perceived as scary, confusing and incredibly daunting. Through simplifying the message and using a recognisable visual element, this campaign made the subject of cyber protection more approachable and, dare I say, likeable.



McAfee
Together is power.

Like to KO cyber threats?

For £27.00, your year's subscription to McAfee's award-winning Total Protection lets all your devices fight back against all types of cyber attacks. Search 'McAfee Total Protection' to find out more.



OOH poster



Like to feel more secure online?



Arm the whole family with McAfee's award-winning Total Protection and feel secure knowing it's keeping your children safer online, securing your identity and transactions, as well as preventing malicious programs spreading viruses across everyone's devices.

For only £27.00, a subscription to McAfee Total Protection provides a year of protection for unlimited devices.

Search 'McAfee Total Protection' to find out more.

McAfee
Together is power.

Print and OOH poster

McAfee



McAFEE

17,563 followers
Promoted

With a range of products designed to give maximum security to you and your client's data. You're in safe hands with McAfee. <https://bit.ly/2LDu95M>



LIKE BETTER DATA PROTECTION?



LIKE TO KO CLOUD THREATS?



LIKE TO CHOP OUT MALWARE?



McAfee™
Together is power.

**PROTECT YOUR
BUSINESS TODAY.**

[Learn More](#)

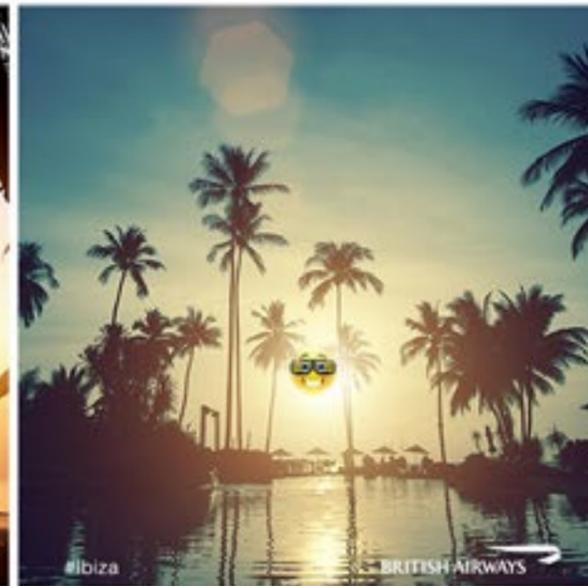
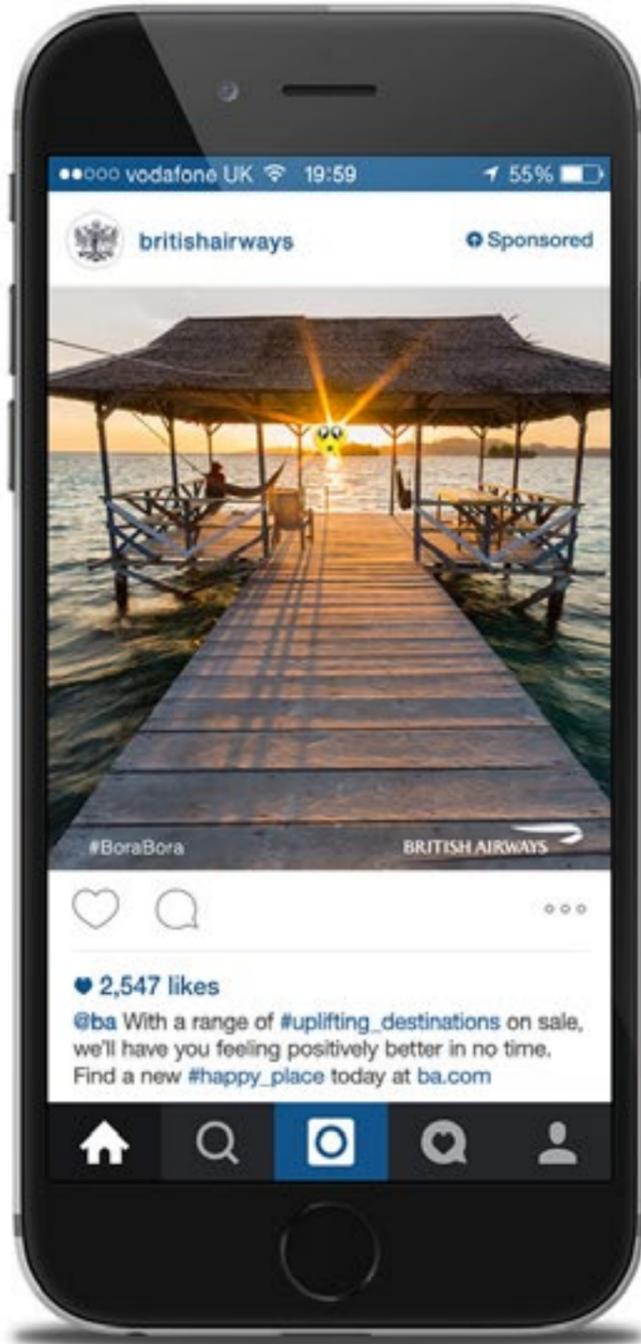
84 Likes · 19 Comments

Like Comment Share

Social media carousel

British Airways

Mixing emojis with incredible destination images turned a potentially missable post into a rewarding and shareable campaign.



SHOP NOW

Keen's Curry Powder

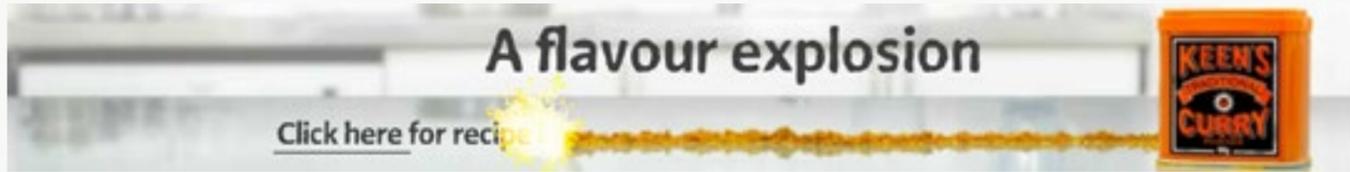
Keen's re-energised their communications to shake off it's 'the brand your Mum uses' image to capture a younger more adventurous target audience.



[Click here for recipe ideas](#)

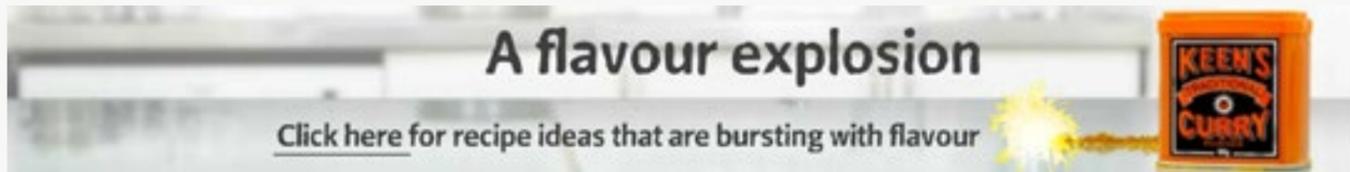


[Click here for recipe ideas](#)



A flavour explosion

[Click here for recipe ideas](#)



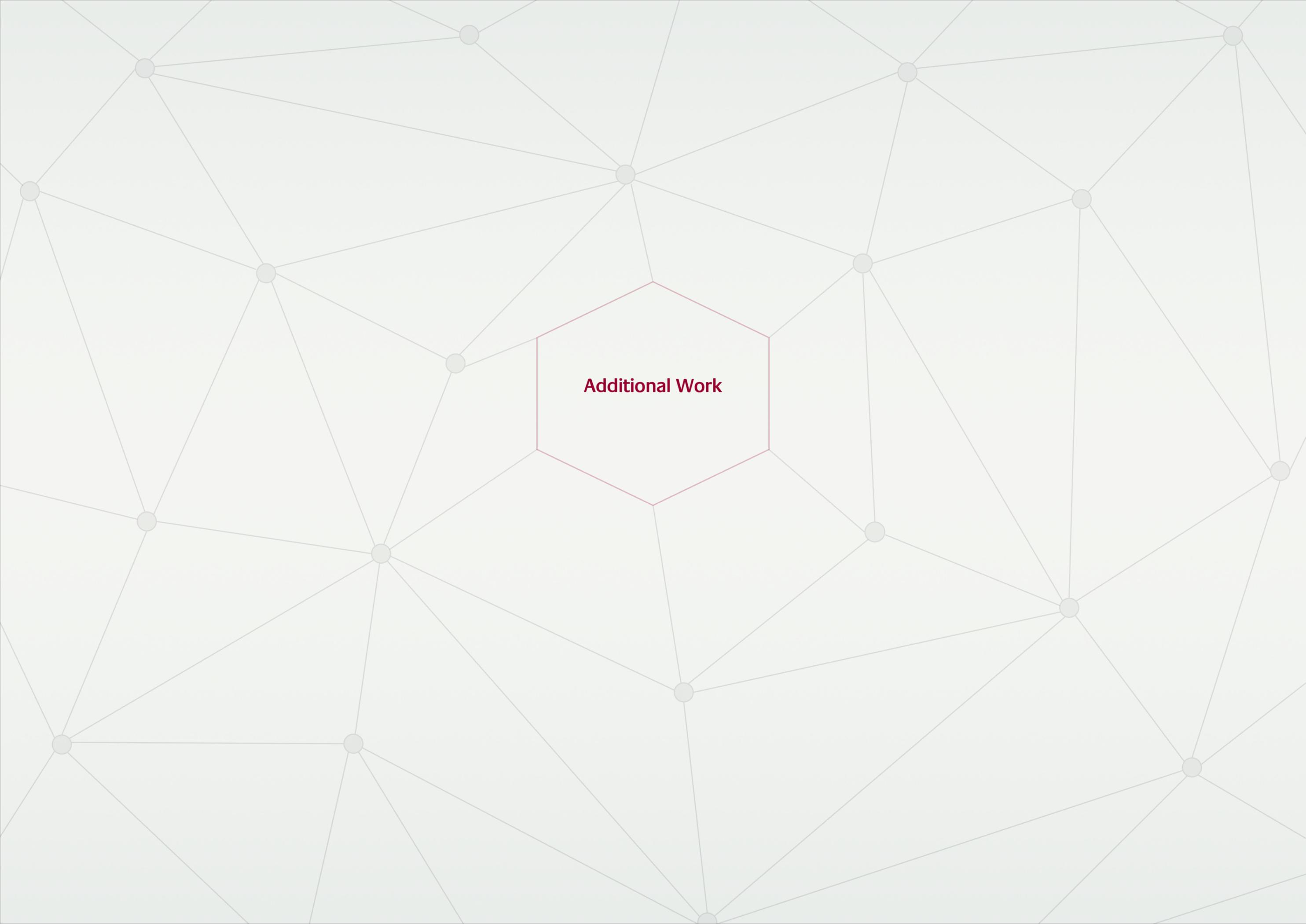
A flavour explosion

[Click here for recipe ideas that are bursting with flavour](#)

Animated MPU and leaderboard



Print and OOH poster



Additional Work

Sky Go
(proactive idea)

Sky Go lets people watch TV, sports and movies wherever you are. To dramatise this, set up projectors to play Sky content on clouds. These are placed in high traffic areas around evening peak time to gain maximum awareness.



Projections in high foot traffic areas around London



Print and OOH

My background in photography is why these are two of my most favourite mediums. I love reducing my concepts down to their purest form, making them as visually commanding as possible. I have an enormous amount of experience covering all aspects of printed materials from ideation to signing off finished art, not to forget all the bits in-between.



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bilingual**

Berlitz
www.berlitz.com



Nothing but fruit.

For a naturally delicious snack pick Goulburn Valley.



sky
BOX SETS

**Bring the family
together this Halloween
with Sky Box Sets**

Upgrade to Sky Box Sets and everyone can enjoy watching every episode of their favourite shows forever.

Call 08442 764 980 or search 'Sky Box Sets'.

sky
Believe in Better

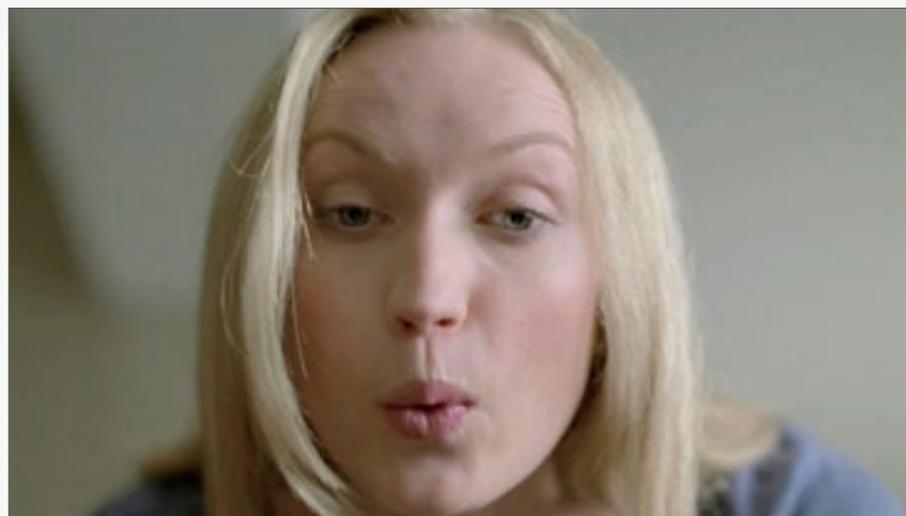
TV and Cinema

I've been fortunate enough to create and develop ideas for many different brands covering a number of product and service categories. Giving me a solid understanding of all areas of creating and producing exciting moving image spots. And, as other media channels, including social, become more and more moving image focused, my experience could prove invaluable.

Click play button to start the fun.



Annie's Lane Wine



McCain Frozen Vegetables



Intralot Lucky 5



McCain Healthy Choice



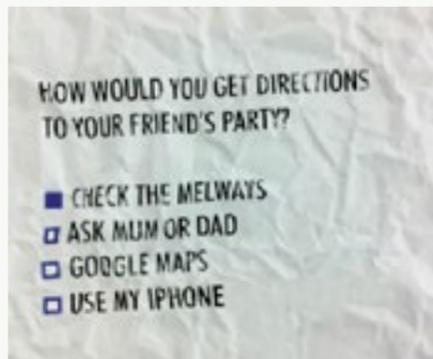
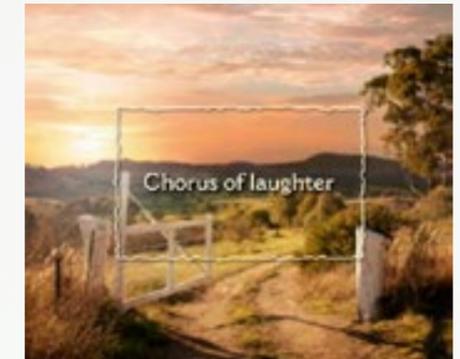
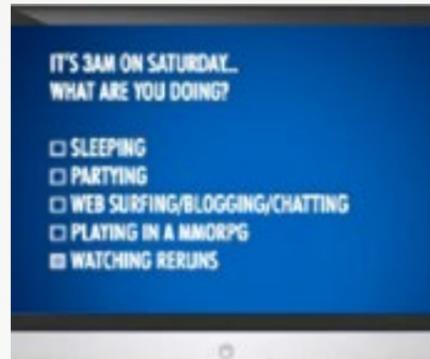
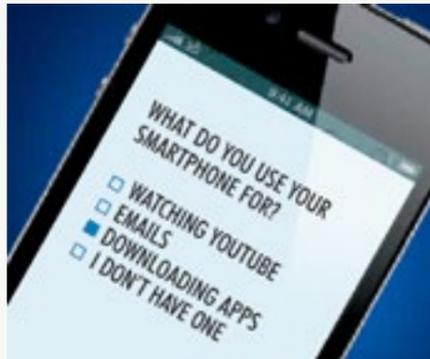
National Australia Bank Home Loan



McCain Twin Pack

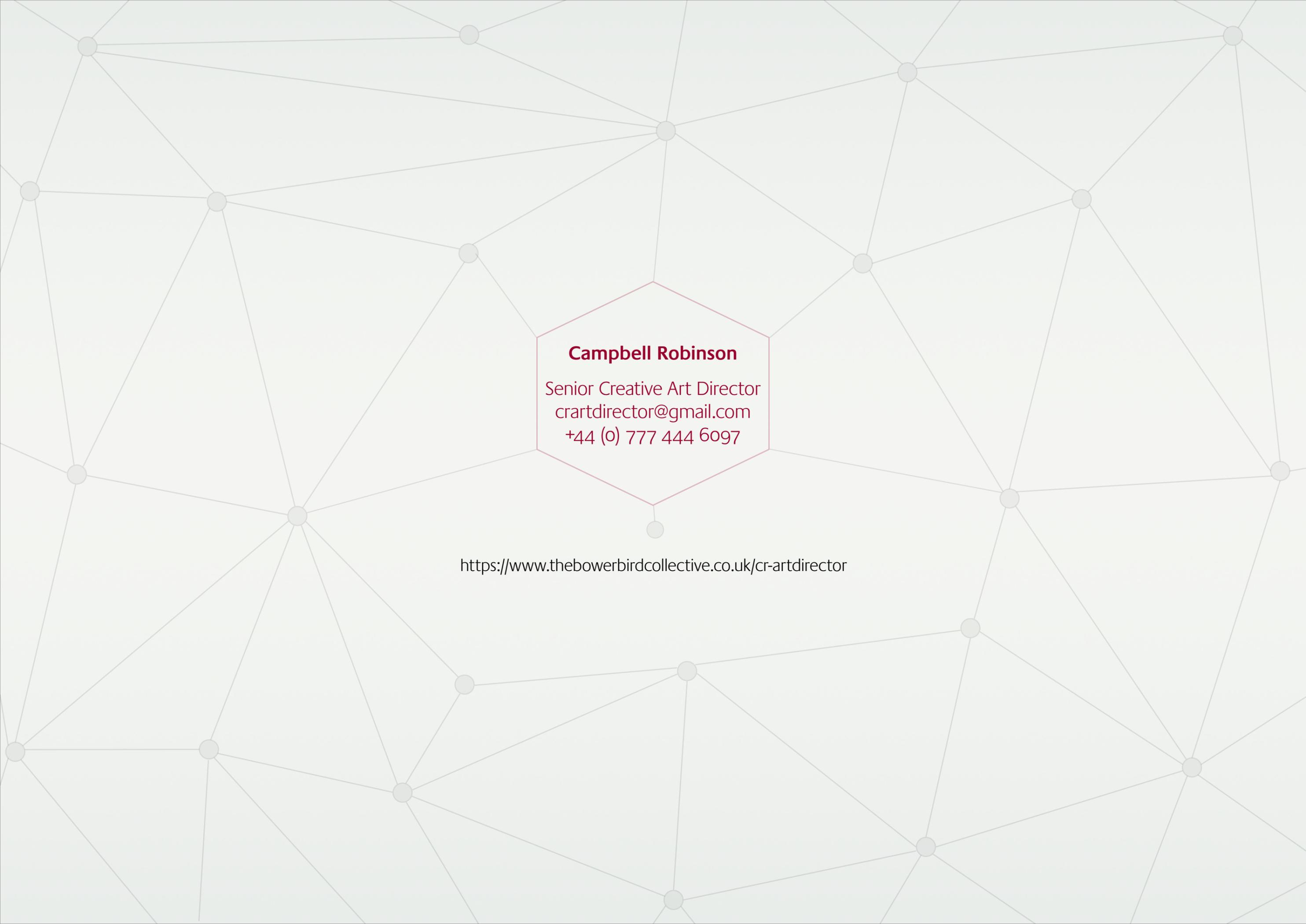
Digital

Creating work for the digital space is great fun. There's so many opportunities to generate impactful and exciting work which other mediums can't deliver. And with technology changing it's exciting to think what is possible.



This engaging interactive MPU and leaderboard ideas was developed to attract high school leavers to discover whether they would be compatible with Victoria University's new computing course.

As part of Annie's Lane 'Imagine' campaign, a series of MPU executions ran to support the cinema ad and entice viewers to dream about all the possibilities such a beautiful scene conjured up.



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