

Lücy
Creative thinker & writer
with design skills.

I care about communicating effectively and creating
things that solve a problem or provide value.

Duolingo

Problem:

The best way to learn a new language is through immersion, but how do you immerse yourself in Spanish if you live in London?

Insight:

To develop a habit takes a minimum for 30 days.

Solution:

Duolingo integrates with popular services such as Netflix for a minimum of 30 days, immersing you in the language you're studying.



Duolingo partners with Netflix to include interactive Q&A's in their movies before proceeding to the next scene.

Penguin

Problem:

No book publisher has effectively engaged YA audience. Penguin wants to create content that'll entice Gen-Z to read.

Insight:

The book publishing industry doesn't market their authors like record labels do their artists or film studios do their movies.

Solution:

Elevate Penguin stories visually.

Develop visual trailers for their books from their blurb or specific scenarios in the books to entice YA readers to be interested.



Penguin

Problem:

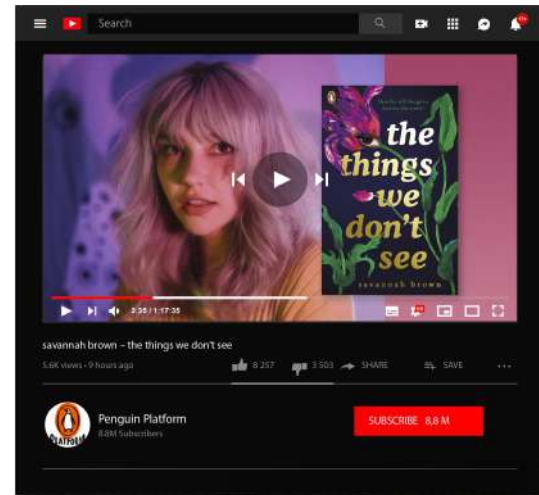
No book publisher has effectively engaged YA audience. Penguin wants to create content that'll entice Gen-Z to read.

Insight:

Gen-Z consume their content visually and watch shows with subtitles on even when it's in English.

Solution:

Penguin released audio & subtitled videos of their books so people can listen and read along to.



Just another blog

A space where I share my thoughts on ad campaigns and other interests, providing valuable information for fellow creatives/entrepreneurs.

Nº1 shouldn't concern themselves with Nº2.

Why Hertz shouldn't have responded to Avis.



Surreal Creative Thinking.

Benson & Hedges Gold Campaign.



MIDDLE TAR 10 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.
DANGER: Government Health Warning: CIGARETTES CAN SERIOUSLY DAMAGE YOUR HEALTH

Art Direction by Arian Waldie

I really enjoy the creative thinking process behind advertising.

I recently watched a talk by Creative Director and Author [Dave Trotter](#) via D&AD, explaining the creativity behind Benson & Hedges Gold Campaign.

SBTV x Superdry

Problem:

Superdry wanted to reconnect with their young customers through the music scene by showcasing the next-up artists on their stage at Field Day Festival 2018.

What I Did:

I filmed and creative directed performance videos of the artists backstage and had editors, edit on the day for immediate release.

I also developed the branding for their collaboration.

