Lücy
Creative thinker & writer with design skills.

I care about communicating effectively and creating things that solve a problem or provide value.
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.
**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.
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.
A space where I share my thoughts on ad campaigns and other interests, providing valuable information for fellow creatives/entrepreneurs.

I really enjoy the creative thinking process behind advertising.

I recently watched a talk by Creative Director and Author, Dave Trott via D&AD, explaining the creativity behind Benson & Hedges Gold Campaign.
SUPERDRY x SBTV

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.