



HANNAH LAWRENCE

PORTFOLIO

HELLO

Point Creative can assist you with all things graphic design, from creating the perfect logo to designing your first billboard ad.

This portfolio will give you a taste of my previous work and what we could achieve together.

I'M ON POINT FOR...

- BRANDING
- PACKAGING
- IMAGE EDITING
- VIDEO
- PRESENTATIONS
- BROCHURES
- LEAFLETS
- DIGITAL & PRINT ADS

BRANDS I HAVE WORKED WITH...

St
James's
Place

Century
21

Stonebridge

Deloitte.

BCG
BOSTON
CONSULTING
GROUP

Mother
& Baby

ice
Institution of Civil Engineers

IMI
INSTITUTE OF THE
MOTOR INDUSTRY

Superdrug

next

T.K. maxx

Dune
LONDON

JEROME RUSSELL
Bblonde
THE UK'S NO.1 BLONDING BRAND

THE
SCOTTISH
FINE SOAPS
COMPANY

S
SHEARER
CANDLES
— SINCE 1897 —

K
KELLY HOPPEN

Glas
wegin

K—NG'S
INCH—
SINGLE MALT SCOTCH WHISKY

BIG
PEAT
SMALL BATCH
ISLAY BLENDED MALT
SCOTCH WHISKY

McQUEEN

PROJECT

01 BBLONDE ADS & ADVERTORIAL

2023/24

As the in-house graphic designer for Jerome Russell, I prepared all artwork for print ads, advertorials and OOH ads. Here is a selection of ads for Bblonde and Bstyled. The advertorial in the centre was for a full page in the Metro. The bottom left JPLEX advert was designed for Superdrug's instore magazine, available across their c800 stores nationwide.

The bottom right image shows a 48-sheet ad designed for the London Underground. The campaign ran in January 2024 across 8 high "shopping traffic" tube stations. The campaign messaging and style was also supported digitally across our website and social media platforms, and also with an FSU across Superdrug stores carrying the same imagery and messaging.

✓ PRINT AD & ADVERTORIAL DESIGN

Developing engaging messaging and eye-catching graphics for print ads and advertorial.

✓ LARGE SCALE PRINT

Understanding the requirements for large scale print, and developing easily digestible content for short dwell-time engagement.



Collaborated with Marketing Manager, Commercial Director and Head of Sales



AT HOME GLOW UPS

Extend time between salon appointments with Jerome Russell's Bblonde range. The decision to be blonde is certainly a commitment, considerably maintaining your desired tone without compromising the health of your hair can be time consuming, not to mention costly. With many of us lightening the pace straight now, you may be considering ways to extend time between salon visits in favour of DIY solutions to try at home.

As the UK's No.1 Blonding brand*, Jerome Russell Bblonde® has the experts for every stage of blonding. They have created a whole range of salon-quality products to keep your blonde hair looking fresh and healthy, without the need for regular appointments with your stylist. Here are their top picks to use you through the summer months...

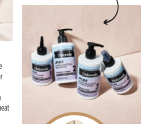


All home blonding & highlighting
The Bblonde Maximum Blonding and Highlighting Kits contain everything you need to go blonde at home. Bring either your all-round hair or selected highlights up to 5 shades lighter.

See transformations here: [@bblondehair](#)



Hair Resilience
Restore the health of your hair with Jerome Russell's JPLEX Bond Repair range. The four-step treatment penetrates the hair's core, repairing damage caused by processing and styling, leaving the hair feeling wonderful, soft yet strong and truly resilient.



Summer Lightening
Jerome Russell's Heat Activated range lightens with the heat from the sun or styling tools. The Blonding Brush and Lightening Spray are formulated with Bond Building Technology and have heat protection built in.

Toning Made Easy
Bblonde Toning Drops are a game changer for maintaining cool blonde tones at home. Instantly remove unwanted brassy and yellow tones by mixing into your usual shampoo or conditioner in the palm of your hand. Bblonde Toning Drops are gentler than many purple shampoos so you can avoid compromising the health of your hair, whilst customising the intensity of your tone.



REAL LIFE RESULTS
Transform your hair with Jerome Russell's Bblonde range. To find out more and discover when you can buy Bblonde products, visit [Bblondehair.co.uk](#)

JEROME RUSSELL Bblonde



PROJECT

02

COLORBOMB HAIR MASKS

2024

Developed by Jerome Russell, Colorbomb is a range of colour depositing hair conditioning masks.

The full range incorporates 4 tones designed for blondes, alongside 3 daring brights: Violet, Ruby and Berry Red.

Designed to compete with ranges like Glaze, Josh Wood and Bleach London, we knew we needed a pack with high contrast for on-shelf standout, and a fuss-free, confident and unapologetic attitude.

I was involved with the development of Colorbomb from start to finish, from logo design to creating pitch decks for leading retailers.

✓ PRODUCT DEVELOPMENT

Determined USP callouts & marketing claims

✓ PACKAGING DESIGN

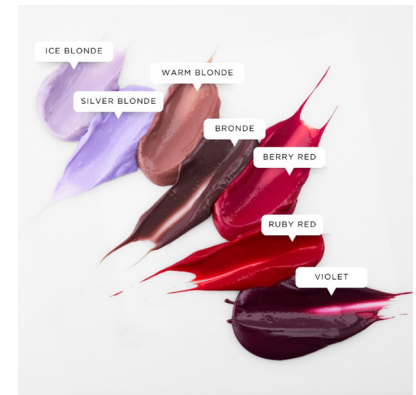
Designed logo, pack layout, callout roundels & edited hair swatches to match test samples

✓ SELLING TOOLS

Created high spec physical mock-ups & sales presentation to pitch to Superdrug



Collaborated with Marketing Manager, Commercial Director & Product Development Executive



PROJECT

03 SUPERDRUG RETAIL DISPLAYS

2023/24

During my time at Jerome Russell, I designed many in-store retail display systems for major retail chains & supermarkets such as ASDA, Savers, Morrisons, Boots & Tesco, but most frequently, for Superdrug.

Here is a selection of designs created for Superdrug, including 2 aisle fins, a freestanding display unit & a blip tray front. Each would be displayed across the majority of the chain's c800 stores nationwide.

The messaging often had to align with their seasonal focusses or promotional periods. These designs also had to comply with Superdrug's strict brand & promotional guidelines.

✓ POINT OF SALE DESIGN

Striking the right balance of educational and promotional content, and displaying both in a really eye-catching way

✓ BRAND CONSISTENCY & COMPLIANCE

Designing for one of the UK's leading beauty retail chains meant knowing what promotional graphic assets to employ and the correct way to display them in line with the brand guidelines.



Collaborated with Marketing Manager, Commercial Director and Head of Sales



PROJECT

04 BBLONDE CHARCOAL KIT 2023

Bblonde is the UK's number one bleaching brand, offering hair bleaching kits & aftercare products. The brief for this project was to develop a new bleaching kit to enter the brand's core product range based on the new trend of charcoal bleaching. Charcoal bleaching allows the user to achieve a cool, icy blonde tone.

The pack design needed to have consistency on shelf with the existing range, with clear differentiation to similar competitor product offerings.

✓ PRODUCT DEVELOPMENT

Determined USP callouts & marketing claims, created promotional wording

✓ PACKAGING DESIGN

Designed outer box & pack sachet designs

✓ SELLING TOOLS

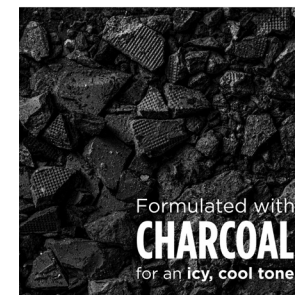
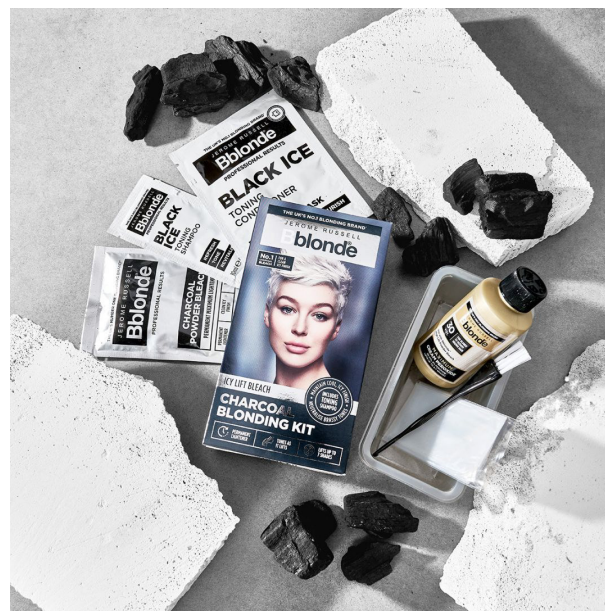
Created high spec mock-ups & sales presentation to pitch to Superdrug

✓ PROMOTIONAL ASSETS

Created digital promotional assets for Superdrug.com, Amazon and Bblonde website & social channels



Collaborated with Marketing Manager Commercial Director & Product Development Executive



JEROME RUSSELL
Bblonde®
THE UK'S NO.1 BLONDING BRAND

Product shots & promotional tiles developed for Superdrug.com, Amazon and our own website and social media channels.



PROJECT

05 SCOTTISH FINE SOAPS BROCHURE

2022

Scottish Fine Soaps required a digital brochure to send to their trade customers.

With no internal marketing function at that time, the main challenge was to gather all necessary photography, assets and information required to create something truly beautiful that would do their wonderful product ranges justice.

Alongside the design of the brochure, this project required a lot of image editing in Photoshop and sourcing of appropriate stock imagery. Each section also required some copywriting to cover each ranges features and benefits.

I'm so proud of the finished result! To view the full brochure, please click here.

✓ IMAGE EDITING & SOURCING

Photoshopping existing brand product and lifestyle shots to make as impactful and attractive as possible. Sourcing appropriate stock images and vectors to bring the brochure to life.

✓ BROCHURE DESIGN

Developing a document that looked beautiful and communicated all the brand and product USPs in a concise and easily digestible format.



Collaborated with Sales Manager



PROJECT

06 NATURALS HOME FRAGRANCE 2020

Shearer Candles wished to develop a new natural range of soy wax candles, that used sustainably sourced fragrance and packaging.

The collection comprised of three different fragrance ranges, each presented in three-wick candle, scented tin candle, scented diffuser and diffuser oil refill.

Working alongside the Head of Product Development, I was responsible for the logo and packaging designs. As the Design & Brand Marketing Manager for Shearer Candles, I was then also solely responsible for the design & creation of all trade and consumer facing promotional materials for this range.

✓ CREATION OF BRAND STYLE & BRAND ASSETS

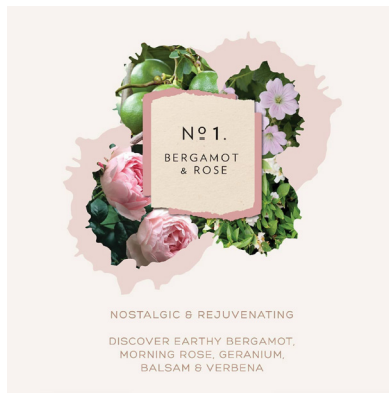
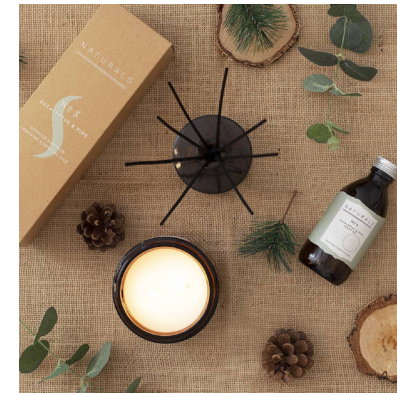
✓ PRODUCT DEVELOPMENT & PACKAGING DESIGNS

✓ SELLING TOOLS

Assisting with professional photoshoots & taking some supporting photography, image editing, developing all trade selling materials and all consumer facing promotional materials both print & digital



Collaborated with Head of Product Development & Head of Sales



PROJECT 07 CANDLE BROCHURE 2022

In the Summer of 2022, Shearer Candles wanted to level-up their trade brochure for the Autumn/Winter period ahead.

Until that point, the existing catalogue format had been a rather clinical A5 booklet that listed every product SKU, dimension and burn time. It was felt the new brochure should have a more luxury feel; less information and focus more on creating a vibe for each collection and the benefits of the brand itself.

This required “moodier” lifestyle photography and a new format with a luxurious “toothy” paper quality. QR codes would then take the customer to more in-depth information on each range (please note, these links are now redundant).

Please click here to view the full brochure.

✓ PHOTOGRAPHY & IMAGE EDITING

I staged the majority of the shots in the brochure at home with a limited selection of backgrounds and props, making this a very cost effective part of the project.

✓ BROCHURE DESIGN

Designing layout for brochure and copywriting for each range.



Collaborated with Commercial Director & Sales Manager



PROJECT

08 VIDEO & EVENT PRESENTATION DESIGN

1. MOTHER & BABY AWARDS 2024

I developed an animated Keynote presentation to support the run show. This included operating the content on site. The video gives you an idea of the event and a some of the Keynote created.

2. ICE PRESIDENT'S ADDRESS 2024

This Keynote presentation was required to support the ICE President's initial address speech. The content was a mixture of still images, video timelapses & diagrams. I also operated the content on the day. The video gives you an idea of the event & the graphics created.

3. SHEARER CANDLES BRAND INTRO VIDEO

This short brand introductory video needed to give a flavour of the various candle collections as well as promote the brand's heritage and values.

4. SHEARER CANDLES PRIVATE LABEL VIDEO

Shearer Candles required a video which promoted their private label offering. With a very limited budget, we couldn't shoot any new footage professionally, so the video combines stock footage, footage from the brand archive, and any new content was shot on mobile phones or by recording screen activity.

5. WRAP UP VIDEO FOR AM AWARDS 2024

The client wanted to create a video to be played as guests were leaving the event. Budgetary constraints meant there wasn't actually a videographer taking footage at the event, so we needed to use a combination of footage from the previous year & stock. The challenge being that we wouldn't be able to show any guest's faces too clearly or for too long. Please note, the video I have linked to has been shortened.

6. IMI AWARDS 2024

In early 2024, I worked with the IMI to create an animated Keynote presentation to support the run of their awards event. This includes operating the content on site in line with the show script. The video gives you an idea of the event and a some of the Keynote created.



HANNAH LAWRENCE

07969044692

hello@point-creative-design.co.uk

