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Sunset Overdrive experience on Xbox One

**Client:** Xbox

**About:** This was a rushed project to support the US-based team in preparation for the launch experience for Sunset Overdrive.

The designs for this project had to be turned around within 24 hours, and needed to capture the crazy and outrageous style of the game.

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Xbox Live Subscription Redesign

**Client:** Xbox

**About:** Redesign of the Xbox Live subscription experience for Silver users. The goal was to make the pathway to purchasing Xbox Live subscription easier whilst still informing them of all the benefits of the service.

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Dead Space 3 experience on Xbox 360

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotion to launch Dead Space 3 on Xbox 360 in the UK and US. Working with key art provided by the game publisher and marketing department, an experience was built encompassing the latest trailers, screenshot gallery, DLC packs and the game demo.

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Mortal Kombat X experience on Xbox One

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotion to launch Mortal Kombat X on Xbox One in the UK, USA, France, Brazil & Mexico. A quiz was developed to inform and excite users about its brand new Faction game mode. The rest of the experience was used to upsell Mortal Kombat content on Xbox Video. This experience recorded over 120,000 clicks in the first day.

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Movie Matchmaker experience on Xbox

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was an experience for Xbox, where a decision tree quiz was developed to match the user with an appropriate film based on the answers they provided. They were then given the option to watch the selected film either on Xbox Video or on one of its supported streaming services.

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Iron Man 3 experience on Xbox 360

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotion to launch Iron Man 3 on Xbox Video in the UK and US. Xbox Video had an exclusive early access deal in place so this was the main reason behind the experience. There was also an exclusive interview with Robert Downey Jr and additional Iron Man content available in the Xbox Store.

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Trials Fusion experience on Xbox One & Xbox 360

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotional launch experience for Trials Fusion on Xbox One and Xbox 360 in the UK and US. Using key art provided by the game publisher and marketing department, an experience was built encompassing the latest trailers, purchase path, DLC packs and previous versions of the game.

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Daredevil experience on Xbox One & Xbox 360

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotion to launch Netflix's exclusive Marvel series 'Daredevil' on Xbox One & Xbox 360 in the UK, Brazil, Mexico, Canada and the US. Working with key art provided by Netflix, an experience was built encompassing a fan-based quiz, exclusive trailers and a screenshot gallery.

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FIFA 14 Promotion

**Client:** Xbox

**About:** Promotion for Xbox 360 and Xbox One to launch the Play Like a Legend feature on FIFA 14, which was exclusive to Xbox users. Users were required to upload their own in-game footage for a chance to win the competition. This promotion ran in five countries.

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Tomb Raider experience on Xbox 360

[VIMEO LINK](#)

**Client:** Xbox

**About:** This was a promotional launch experience for Tomb Raider on Xbox 360 in Europe. Using key art and video assets provided by the game publisher, Crystal Dynamics, the introduction was created from static images using After Effects and Trapcode Particular. The experience was built to excite the Xbox community for the latest reboot of the franchise; and it ended up being the most popular title in the series shipping over 8.5 million units.

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BMW Motorrad UK  
S 1000 RR  
2012 Model

The Ultimate Riding Machine

**RR**

**'THE S 1000 RR IS STILL THE IN-LINE FOUR SUPERBIKE TO BEAT.'**

YOU CAN'T BEAT AN OBJECTIVE OPINION. MCN SUPERBIKE TEST 11/01/12.

The journalists have put the new S 1000 RR to the test and now it's your turn. With an output of 193 hp, the new RR feels even punchier and lighter thanks to its more linear torque curve, clearer throttle responses and revised suspension geometry. New features include leaner and sharper bodywork, a restyled instrument panel with 'Best Lap in progress' and speed warning displays, optional heated grips, and a stunning range of new colours. Choose the Sport version with a winning combination of ABS, DTC Traction Control and gear-shift assist. Don't take our word (or MCN's) for how exhilarating it is - get down to your local dealership and put the new RR through its paces.

To find out more or book a test ride\* call 0800 777 155 or visit [www.bmw-motorrad.co.uk](http://www.bmw-motorrad.co.uk)

\*This offer is subject to approval from the retailer.



Press Advert



**RR**

**'THE S 1000 RR IS STILL THE IN-LINE FOUR SUPERBIKE TO BEAT.'**

YOU CAN'T BEAT AN OBJECTIVE OPINION. MCN SUPERBIKE TEST 11/01/12.

For more information visit [www.bmw-motorrad.co.uk](http://www.bmw-motorrad.co.uk) or call us on 0800 777 155.




BMW Motorrad

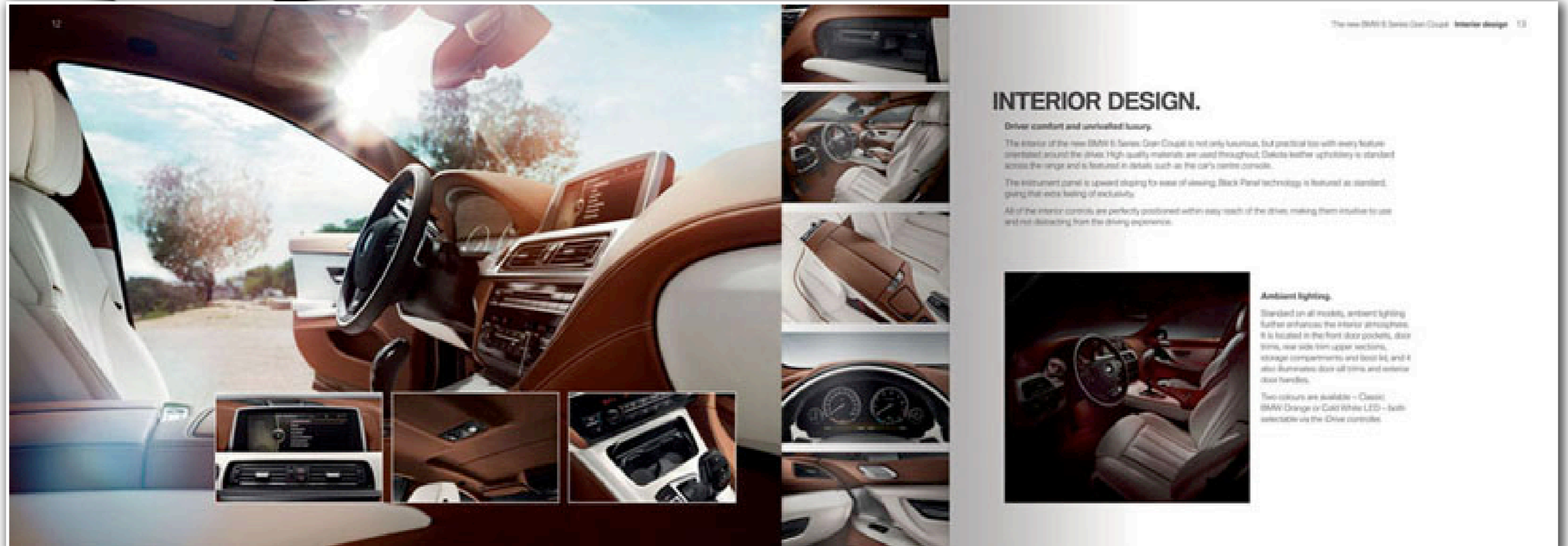
The Ultimate Riding Machine

Display Poster

**Client:** BMW Motorrad

**About:** Designed a press advert and display poster for showrooms to promote the new BMW S1000RR and its new 4 cylinder engine. Data capture was important so a QR code was used to encourage prospects to sign up for a test ride or a brochure.

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A5 Brochure

**Client:** BMW

**About:** Showroom sales brochure for the new BMW 6 series. The concept for the brochure was based on the theme of luxury and indulgence.

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Dealership WiFi Cards

Bayerische BMW 

#48HourTestDrive

 #TwitterDynamics

#ExclusiveOffers

#ServiceDiscounts

#IboughtmyBMWontwitter

## A LITTLE BIRD TOLD ME ABOUT 48 HOUR TEST DRIVES.



FOLLOW BAYERISCHE WHEREVER YOU ARE.

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A1 Poster

Bayerische BMW 


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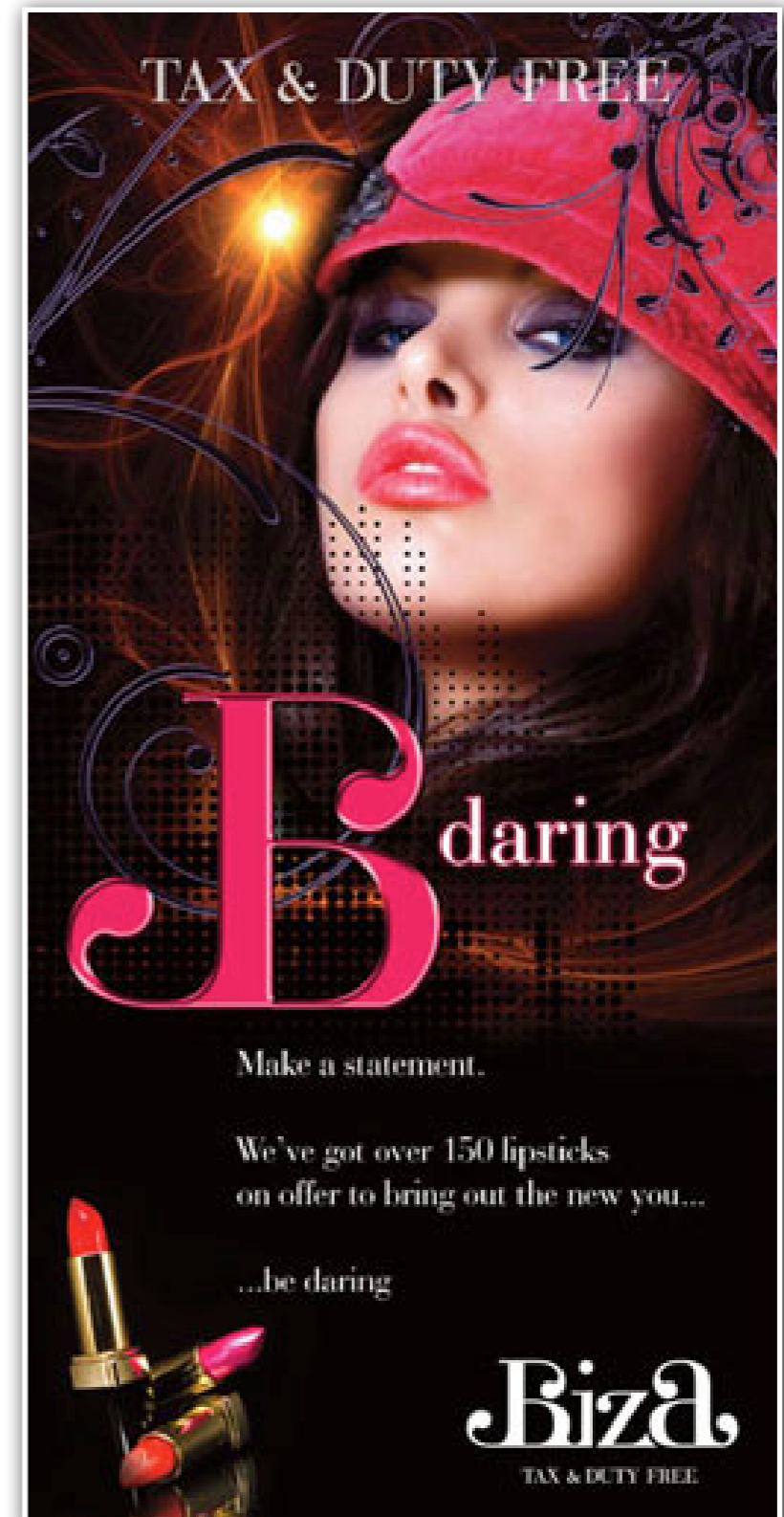
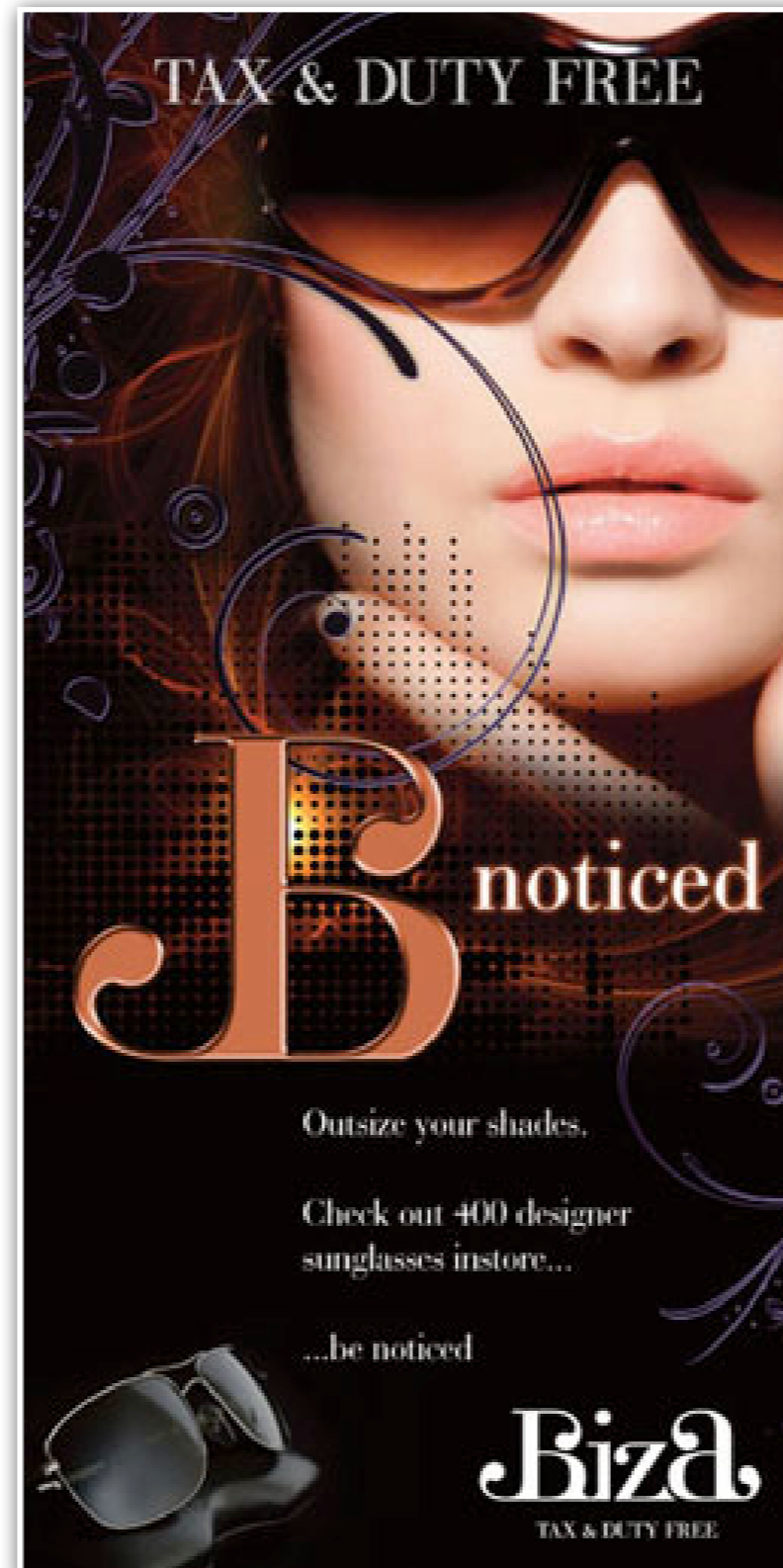
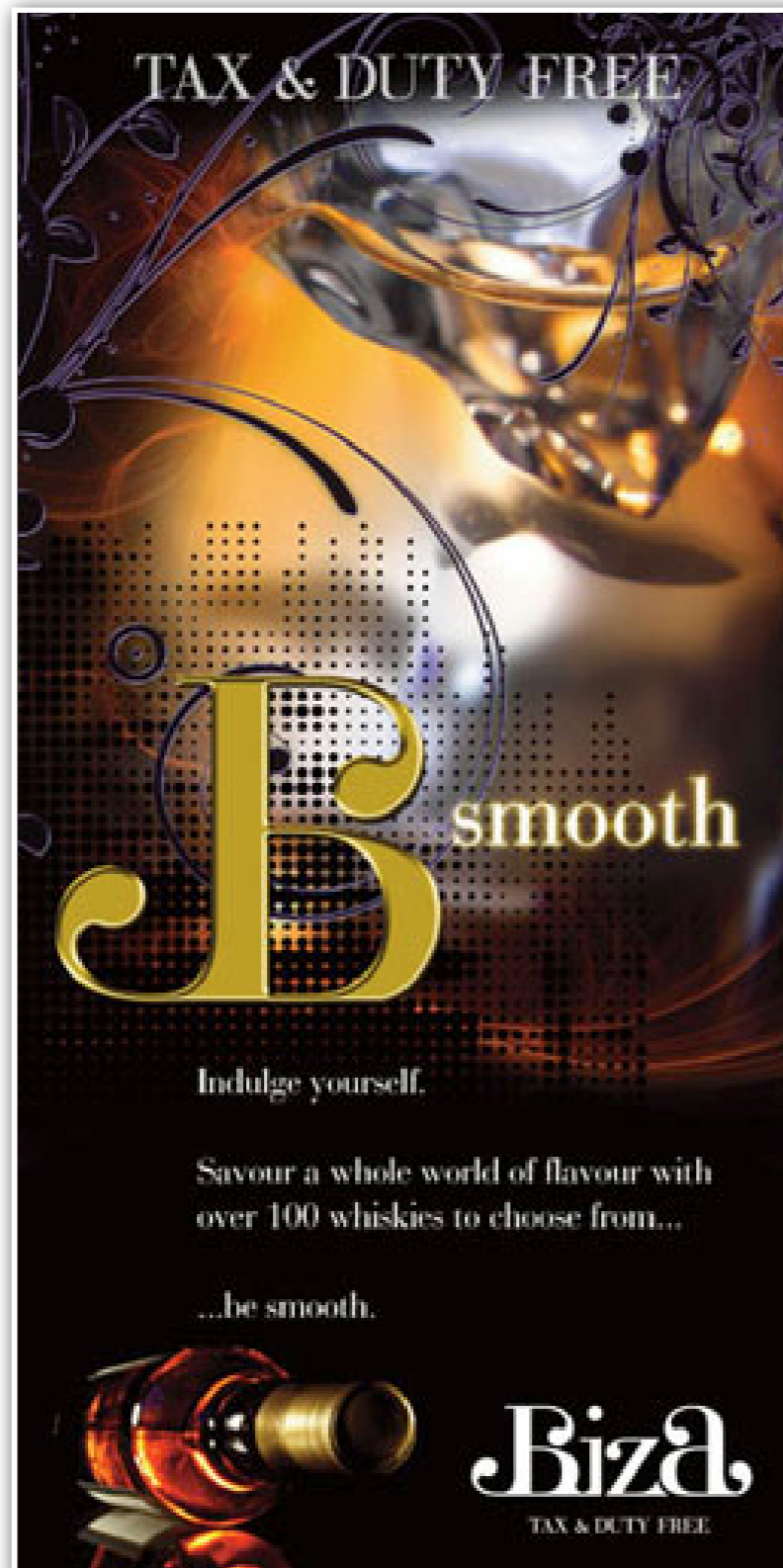
 @BayerischeBMW  
 facebook.com/BayerischeBMW  
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A1 Poster

**Client:** BMW

**About:** Material produced to encourage social media use and to inform customers how they can benefit from using it.

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Large Display Poster

**Client:** BIZA Airport Shopping

**About:** Alpha Retail launched 'BIZA' as a new airport shopping experience. The challenge was to design stand-out airport posters and entice travellers with great airport tax and duty free propositions.

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Aluminum Folder



Merchandise Page



iPad Screens

**Client:** McLaren

**About:** Design of merchandising catalogue that would be used in the McLaren showrooms as a selling tool. The folder was made from brushed aluminum with an embossed McLaren logo on the front, and the interchangeable inserts were done on a high end board with a matt laminate. I also designed the screens for an iPad version of this catalogue.

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Inside Folder



Carbon Fibre Front

**Client:** McLaren

**About:** Design of a customer folder to hold documentation relating to their purchase. The front cover was made with a carbon fibre effect, and an embossed logo revealing the sleek curves of the MP4-12C. This was a more unusual design with pockets on both sides of the fold. The folder was very well received.

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**MP4-12C:  
FORMEL 1™ TECHNIK  
ERLEBBAR GEMACHT.**

Nichts ist vergleichbar mit einem Fahrzeug-Chassis aus Karbon – ein faszinierendes Erlebnis.  
Atemberaubend schnell mit aussergewöhnlicher Dynamik auf der Rennstrecke und auf der Strasse.  
Entwickelt von einem der erfolgreichsten Formel 1™ Teams aller Zeiten.



**VEREINBAREN SIE EINE PROBEFAHRT.**

<p><b>McLAREN DÜSSELDORF</b> Kontakt: Jens Nothelfer / Bastian Löhmann Tel: 0211 24 812 004 Email: info@dusseldorf.mclaren.com www.dusseldorf.mclaren.com</p>	<p><b>McLAREN FRANKFURT</b> Kontakt: Rainer Dör Tel: 069 42 694 060 Email: info@frankfurt.mclaren.com www.frankfurt.mclaren.com</p>	<p><b>McLAREN HAMBURG</b> Kontakt: Felix Kleist Tel: 040 59 100 100 Email: info@mclaren-hamburg.de www.hamburg.mclaren.com</p>
<p><b>McLAREN MUNICH</b> Kontakt: Christian Vilhauer Tel: 089 14 334 900 Email: info@mclaren-muenchen.com www.munich.mclaren.com</p>	<p><b>McLAREN VIENNA</b> Kontakt: Klaus Nemeth Tel: 0043 1740 20 3200 Email: info@mclaren-vienna.at www.vienna.mclaren.com</p>	

Gesamtverbrauch l/100km: innerorts 18,5, ausserorts 7,8 l/100 km, kombiniert 11,7. CO2-Emissionen: kombiniert 279 g/km (Messverfahren nach EU-Norm).

German Press Advert

Flash Web Banner



**Client:** McLaren

**About:** Material to promote McLaren dealerships and the new MP4-12C. The German Ad advert used a QR code to take prospects to a promotional video. The flash banner was designed to promote the new Singapore showroom, as well as the new car.

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Flash Web Banner



Press Advert

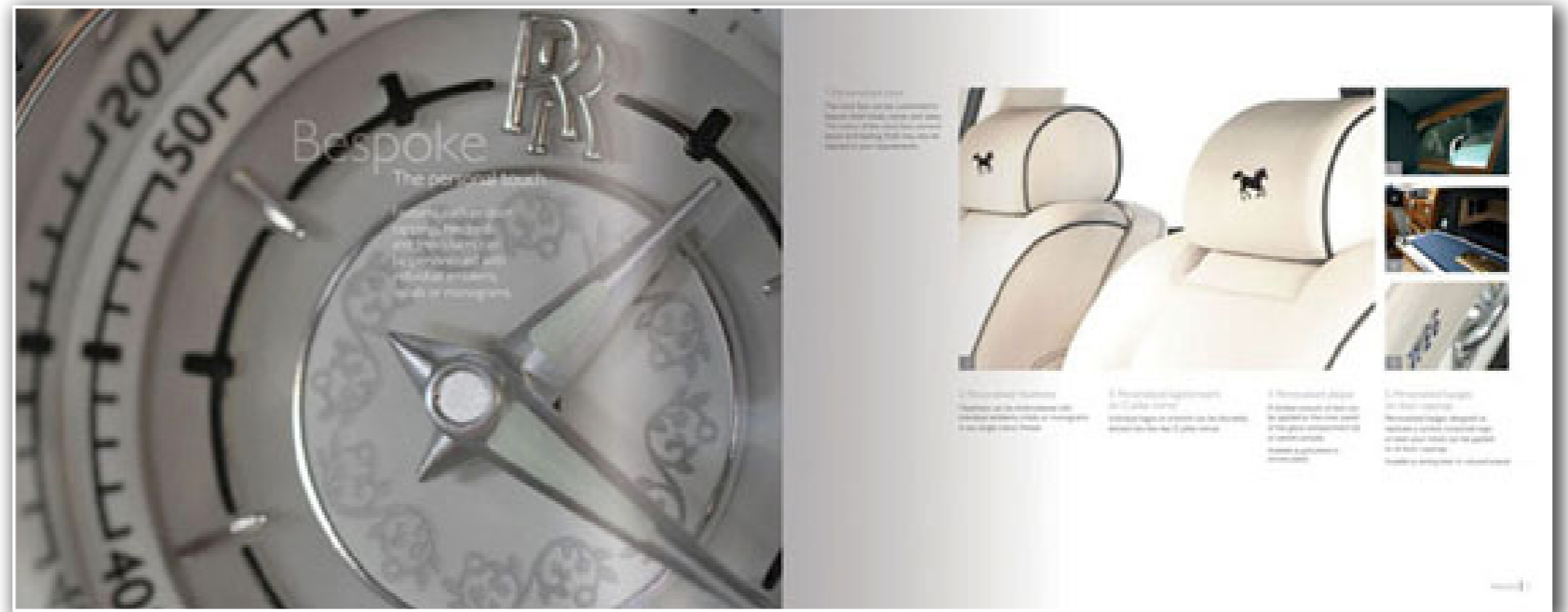


Poster

**Client:** BMW

**About:** Olympics branded sales material showcasing the new BMW 1 Series and 3 Series cars. The Flash web banner was used to promote a special preview event for the new 3 Series.

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A5 Brochure

**Client:** Rolls-Royce

**About:** Design of aftersales brochure to showcase the range of accessories available for Rolls-Royce cars. A 32-page brochure was developed which showed which features would be available on which model. The international customer profile dictated that English would not always be the first language, so copy had to be kept to a minimum.

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**Client:** Rolls-Royce

**About:** This Rolls-Royce Phantom II Launch Pack was provided to dealerships to help them with their launch activities. The pack included The Phantom Family launch overview, event guidelines, event samples, Phantom reference guide, product highlights, prospecting toolkit and a USB card containing hi-res imagery of the Phantom Family.

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New Website Launch

**BMI** Mount Alvernia Hospital  
THE CONSULTANTS' CHOICE

*cosmetic surgery*  
**IS MORE THAN SKIN**  
**DEEP**

**OPEN EVENING**  
MONDAY 21ST NOVEMBER, 7.30PM

Cosmetic surgery isn't just about changing your appearance, it goes deeper than that. Treatment can give you new self-confidence as well as a new look, but it's not always right for everyone. The key thing is that you have all the information you need to decide whether it's best for you.

At BMI Healthcare, the UK's number one private hospital group, we always make sure you've asked yourself, and us, all the important questions before you go ahead with a procedure. You can choose your own consultant surgeon who will personally support you through your journey from the initial consultation right through to aftercare.

To find out if cosmetic surgery is right for you, visit [www.bmicosmetic.co.uk](http://www.bmicosmetic.co.uk) or call us on 0800 096 2906.

BREAST ENLARGEMENT • TUMMY TUCK • BREAST LIFT • FACE LIFT • LIPOSUCTION

Marie Claire Advert

**Client:** BMI Healthcare

**About:** Cosmetic Surgery Re-launch. The campaign included creative concepts, national press insertions, regional collateral, optimised online flash adverts, a micro-site, PPC & SEO.

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YOU'RE IN SAFE HANDS.  
TALK TO OUR WOMEN'S HEALTH EXPERTS AT BMI.

At BMI Healthcare, we have over 70 hospitals and healthcare facilities nationwide.  
With more than 700 consultants in the various specialties concerning women's health, taking that first step to expert advice is easy.

Call 0800 157 7764 or visit [www.bmihealthcare.co.uk](http://www.bmihealthcare.co.uk) to find out more including details of your nearest hospital.

**BMI Healthcare**  
THE CONSULTANTS' CHOICE

CONSULTANT CARE • PRIVATE ROOMS • NO LONG WAITING LISTS • LOW INFECTION RATES • ACCESSIBLE PRIVATE HEALTHCARE

Advert



WHO DO LONDONERS CHOOSE FOR GREAT PRIVATE HEALTHCARE?

**BMI** The King's Oak & Carell Hospitals  
THE CONSULTANTS' CHOICE

BMI THE KING'S OAK HOSPITAL • BMI THE CARELL HOSPITAL



**WHY CHOOSE BMI HEALTHCARE?**

BMI Healthcare is the UK's leading private healthcare provider, with over 70 hospitals and treatment facilities nationwide.

By investing in state-of-the-art equipment and specialist centres dedicated to the treatment of a range of complex medical and surgical conditions, BMI Healthcare is proud to deliver some of the best clinical outcomes for patients across the UK.

Excellent patient satisfaction results reflect our unrivalled reputation for consistently providing high quality care to our patients throughout their journey with us.

You're in safe hands with BMI Healthcare.

"98.9 % of our patients rated their overall quality of care as good, very good or excellent!"

**A CLEAN BILL OF HEALTH.**

The last thing you should be worrying about when you go into hospital for a procedure is whether you develop an infection such as MRSA bacteria in your bloodstream. At BMI The King's Oak and Carell Hospitals, we ensure that our strict infection measures and clinical procedures minimise the chance of infection.

- Rigorous cleaning schedules
- Strict hand hygiene protocols
- Decontamination of equipment between patients

BMI Healthcare Private Limited. The 98.9% percentage using the most rigorous set of percentage using the most rigorous set of standards. Satisfaction is based on the most rigorous set of standards.

A5 Door Drop

**Client:** BMI Healthcare

**About:** Development of a new concept with a memorable visual style that gave BMI the standout and it needed. 'Safe Hands' succinctly summarises the BMI promise, while a unique illustration style gave the campaign a warm, inviting tone

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Conference Welcome Pack

**Client:** CA Technologies

**About:** Design and execution of delegate material for the partner conference held in New York. Items produced were plastic folder, welcome letter, agenda and name badges.

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Bespoke Paper Bag



Sales Magazine

Client: Toshiba

About: Toshiba wanted to do something different, so I designed a 'lads mag' for their predominatly male dealers! It was delivered with a cup and sachet of coffee so it could be read at their leisure. In a fun way, it informed the dealers of new hardware, software and the Carbon Zero scheme.

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Double Sided Postcard



Email Design

**Client:** McLaren

**About:** Hand written postcards and Microsoft Outlook templates were designed and produced for dealerships to be able to inform customers of when they could expect delivery of their new MP4-12C.

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The ultimate experience

The event should aim to deliver a truly Rolls-Royce experience, to surprise and delight the guests. Attention must be given to even the smallest details to achieve the standard that prospects and customers will expect and appreciate.

To make an event seamless, it is important to allow a Phantom time for the organization of the event and one person should lead the planning team. It is vital that everyone involved (internal team, agencies, suppliers) fully understands the purpose of the event, as well as their specific role, so regular team briefings should be scheduled.

Where possible, prospects and customers may be offered and taken to the event in a Phantom to experience the vehicle first-hand. Brand/CHOs should be playing on the in-car entertainment system and brochures or dealership contact details should be easily accessible within the car.

Someone from the dealership should visit the venue before the event takes place to check for potential traffic, access, parking, placement of car and entry issues for guests.

Catering and service staff should be carefully selected and clearly demonstrate the standard of service expected in most cases, it is advisable to provide the caterer with a specific briefing and/or schedule a tasting session.

Campaign positioning

A new creative concept

Since launching Phantom in 2003, Rolls-Royce Motor Cars has really grown as a brand. Historically, model photography focused singularly on the car, in an environment that was not location or situation specific. The positioning of the brand was about presence and impact in the marketplace. It concentrated on the properties of the vehicles and the statement they made about their owners.

With the introduction of additional vehicles to the Phantom Family, this positioning developed further, becoming increasingly human, more location specific, and began to consider the ownership experience.

The launch of Phantom Series II marks maturity of the Rolls-Royce Motor Cars brand in an increasingly changing marketplace. The brand has evolved to focus on its strengths, bringing storytelling to the fore of how we communicate.

For this reason photography now uses people in real life settings, in specific locations, with the aim of encouraging the consumer to envisage themselves in the car in that situation. It is not just about creating interest in the car, but a desire to have a given lifestyle that the car uniquely presents.



Phantom Series I imagery



Phantom Series II imagery

**Client:** Rolls-Royce

**About:** The Phantom Family Launch event guidelines were designed to offer practical advice and tools to help dealers plan and execute this prestigious launch. The aim was to highlight key factors that can elevate an event to become an authentic Rolls-Royce experience.

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A1 Poster



A1 Poster

**Client:** MINI

**About:** Posters to launch the new MINI Roadster. The campaign theme for the Roadster was 'Rockstar' which tied in with the national campaign.

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