

ROB FRANKLIN

CREATIVE MERCHANDISE





Beanie hat



Spray can drinks bottle



Pin badges

I have completed many Gift With Purchase projects for Sony for their various video game releases over many years, this one being InFAMOUS 3 - Second Son.

The process for each of these projects is very similar in that I have to do extensive research into each release, including watching trailers, researching the plot of the game, investigating prequels if applicable, the target consumers including age range etc and what GWP was offered before and for similar titles.

From this research I can create a detailed overview as to what products are most appropriate and within budget. These products are then branded and a catalogue with price breaks is created for Sony to select from.

I work closely with account managers, Sony themselves and factories around the globe to ensure the products are briefed, prototyped, manufactured and tested to the required high standard.

ABOUT THESE PROJECTS

This is a selection of GWP projects I have worked on for Sony.

Due to competition rules, projects of this type are not given solely to one agency so quite often concepts that I have worked on have been farmed out and manufactured by other suppliers.

However, in each case shown I have stated the game, platform and products which were taken from my initial concept work and were developed directly with Sony either by the agency I was working for or another outside vendor.



Uncharted 3 - PS3

All the products shown were chosen from my initial product presentation to Sony.

The shoulder bag was developed by myself and manufactured by Giftpoint Ltd.



Resistance 3 - PS3

All the products shown were chosen from my initial product presentation to Sony.

The rucksack and hip flask were developed by myself and manufactured by Giftpoint Ltd.



Infamous 3 - PS4

All the products shown were chosen from my initial product presentation to Sony.

The beanie hat was developed by myself and manufactured by Giftpoint Ltd.

CONAIR®

ABOUT THESE PROJECTS

The basis behind any promotional campaign is to add value to your product, reward your loyal customers and also attract new ones. Gift With Purchase is a key area to achieve these goals and Christmas is often the best time to attract a new consumer base as people are increasingly likely to spend more on a gift for a loved one.

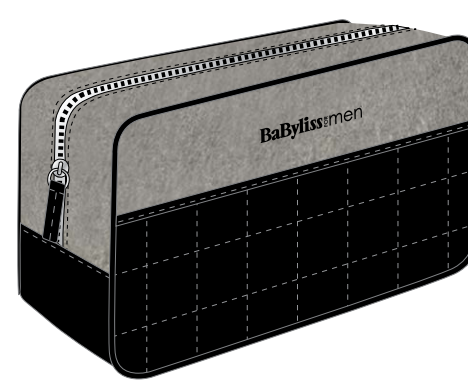
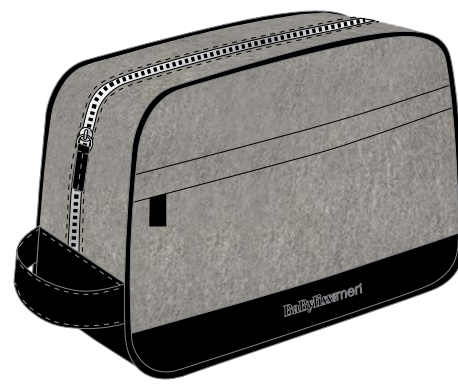
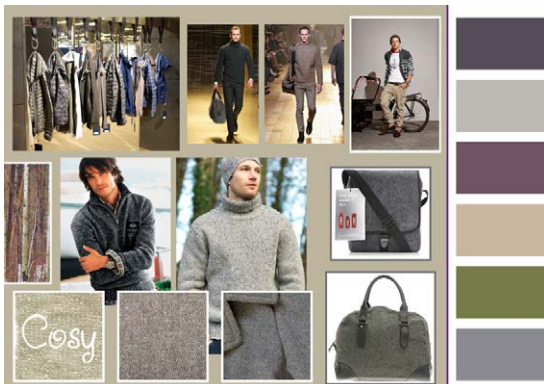
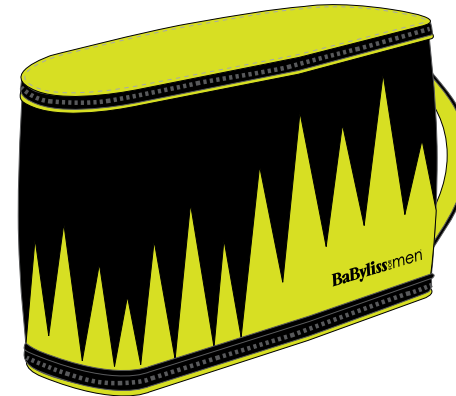
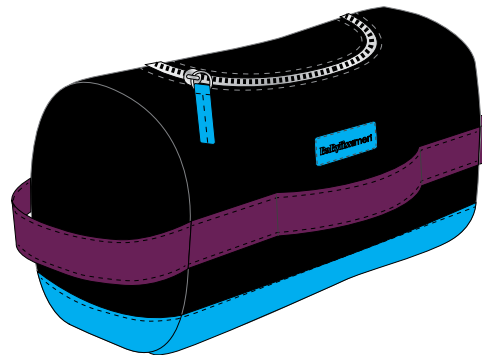
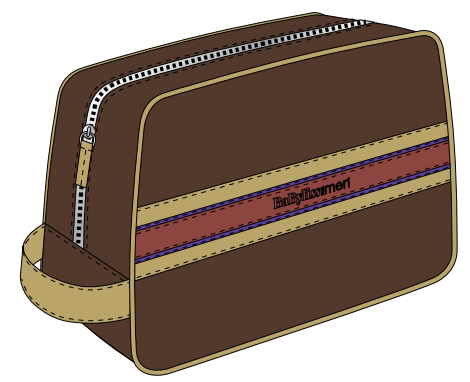
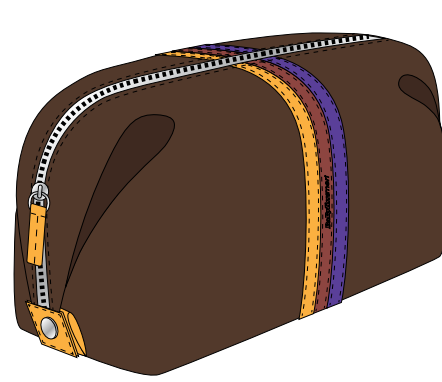
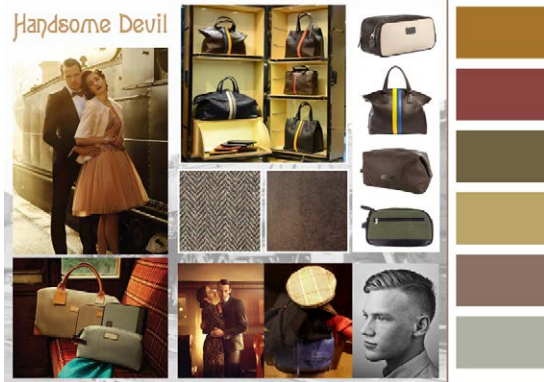
I have been involved in many promotional campaigns for Conair and their brands over many years for both their women's and men's ranges, mainly Babyliss.

I have included mood boards to show trend research in respect of colours, themes and materials as well as bag styles and accessories. Bags are a popular choice for Babyliss, as a set including a hairdryer, diffuser and brushes etc would fit within the bag and that would then fit neatly in a box for merchandising in store.

Over the next 4 slides are examples of some projects I have completed for them for both women and men.











SOAP & GLORY ABOUT THIS PROJECT

I have worked on several projects for Christmas giftsets for Soap & Glory for both their men's and women's ranges.

This involved liaising with Soap & Glory's marketing team over their proposed giftset range and ensuring that the Gift With Purchase or packaging fitted in with their own unique style.

These jobs involved product development and management, branding and artworking.



L'OCCITANE
EN PROVENCE

ABOUT THIS PROJECT

I have worked on several projects for L'Occitane. Their promotional campaigns run throughout the year not just for the Christmas gift market.

L'Occitane often offer an incentive to purchase in department stores and these are some examples of these as well as some giftsets.

L'Occitane provided the artwork and I was entrusted to provide bag designs and ensure the styles complimented each other.

These jobs involved product development and management, branding and artworking.

BULL DOG & TOPMAN

GIFTSET MERCHANDISE AND PACKAGING



TOPMAN



OTHER BRANDS

MERCHANDISE AND PACKAGING



KEY BRANDS WORKED WITH



SONY

CLINIQUE



L'ORÉAL
PARIS



benefit
SAN FRANCISCO



ST.TROPEZ

CONAIR®



SOAP & GLORY™



TOPMAN

L'OCCITANE
EN PROVENCE



TONI & GUY™



Barry M™

“ Rob is a great designer, but more than that he’s very client focussed and will work on a job until it is perfect in their eyes. Personable and professional, he’s a valued contractor to Genius Marketing. ”

Emma Humphrey, MD (Genius Marketing)

ROB FRANKLIN

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PORTFOLIO

If this work has whetted your appetite you can see more examples of my work on my website including:

Résumé
Branding & Identity
Print, Digital Media & PowerPoint
Packaging

