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TWCD

Thomas White | Creative Director
Creative Folio 23'

THE MEMORY BANK

We'll ask fans to upload their retro photos from days gone in the lead up to the retro ODI series, and collate them into the most extensive memory bank ever. We'll also use them to recreate iconic cricketing moments in collage style OOH placements.

As an extension, throughout the series, we'll encourage the public to upload photos to social with the hashtag #memorybank and create a collage using only photos from this series. Our headline will read: "Thanks for the memories."



INTEGRATED CAMPAIGN CREATIVE

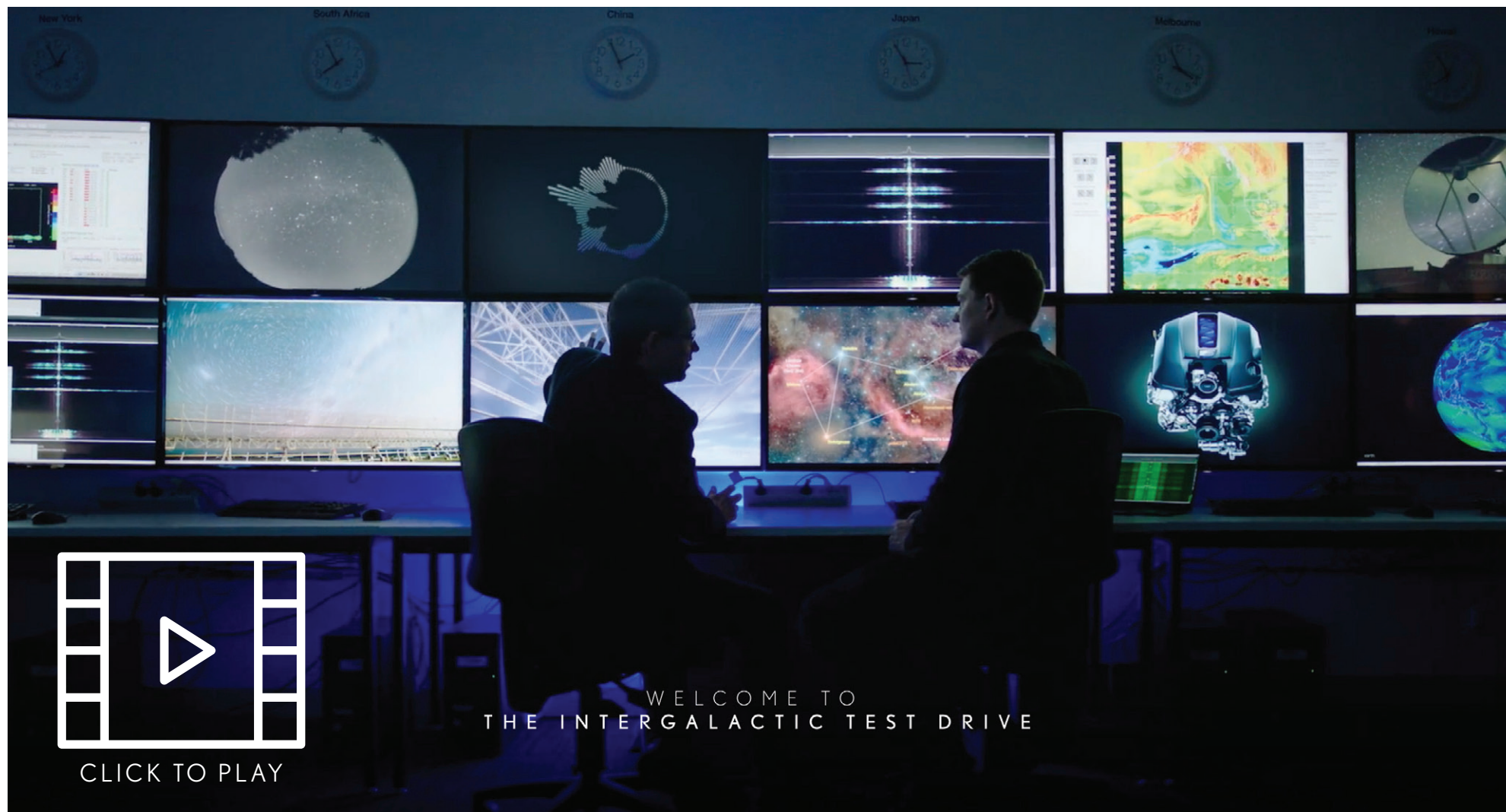


Upload your memories to the Memory Bank.

or use the hashtag #memorybank on social media

Get started





This script was written as a brand piece to promote the newly released Lexus UX.

Janken

The game of “Rock, Paper, Scissors” originated in Japan. “Janken”, as it is known, is entirely centred around the art and skill of anticipation. Culturally perfect for launching our brand world in a memorable way, with our UX at heart. The idea in this commercial is that we follow the story of a young woman who’s unbeatable at the game of janken. She’s a master of anticipation, and this story shows her infinite winning streak until she meets the UX.

We open on a young girl standing next to her older brother in front of two bedrooms.

They play janken to work out who gets the bigger one.

VO: She wins.

Fast forward a few years. She’s on the sofa watching a Japanese cartoon, we see her father change the channel to the news. They play janken. The TV switches back to cartoons.

VO: She wins.

And as she grows up, she uses the game with her friends. We see her as a teenager, in the car with a few friends, in a battle over who gets to put their music on. She wins. Music begins to play.

VO: She always wins.

Fast forward again. She’s at home with her partner, standing in front of a blank wall. They’re both holding swatches. She has a bright orange card, her partner has a blue one. They play janken. The wall turns orange.

VO: She anticipates.

We see a montage of her hand continuing to win in different settings. Again and again.

VO: She knows before they know.

She’s out for sushi one night with a friend, and there’s one roll left. They play. She wins. Smiling, she grabs the roll.

VO: There’s nothing like her.

They walk outside, laughing together, as she walks into a gap between two parked cars next to the footpath. Headlights beside her ignite, startling her. She turns to face them. In front of her, are the gorgeous headlights of the all-new Lexus UX. In fright and anticipation, she instinctively raises a hand that forms a loose fist. We see a young man who owns the UX standing there with his Smart Card, he raises his hand to apologise.

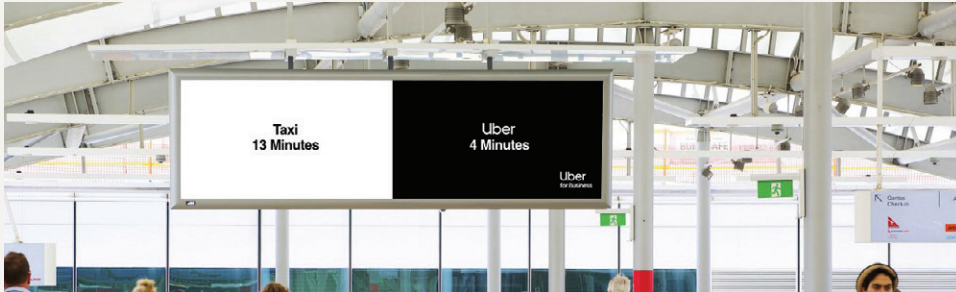
VO: Until now.

His hand looks like paper. Hers looks like a rock. Her anticipatory streak is finally over. She’s met her match. The Lexus UX.

VO: We’ve been expecting you.

Super: We’ve been expecting you.

End frame/logo: Lexus. Experience Amazing.



There's better things to do with your morning than wait here.

Uber Business.
Less time waiting.
More time working.

Uber

By integrating Uber into the inflight entertainment system for business travellers, it would allow a much more seamless transfer experience from the plane right into work, for business people who opted not to utilise this system, digital display around the airports could be used to compare waiting for a Taxi or an Uber.

Working session with team

Thu, January 5, 12:00pm – 12:50pm

Event details
Find a time

Where Forest-owl (7) Chromebox for meetings, Nara Deer (4) Chromebox for meetings, Brown Be
[map](#)

Video call [Add video meeting details](#)

Calendar Inga K

Description

1. Discuss last week's action items
 2. Assign owners for next steps

Guests Rooms

Search rooms

Show available rooms only

Suggested rooms

- 📅 Forest Owl (7) Chromebox for meetings
- 📅 Nara Deer (4) Chromebox for Meetings

Event color

Notifications

Email
10
minutes
✕

Notification
10
minutes
✕

Book an Uber

99 Macquarie Street → 82 Fitzroy Street
 1:12 Departure → 1:25 Arrival

UberX
 UberXL
 Comfort

Confirm Uber Comfort

Integrating Uber business accounts into the google calendar system will allow users to book Ubers in advance with all of the required information already prefilled. Taking into account current traffic and road conditions.

F SPORT FILTER

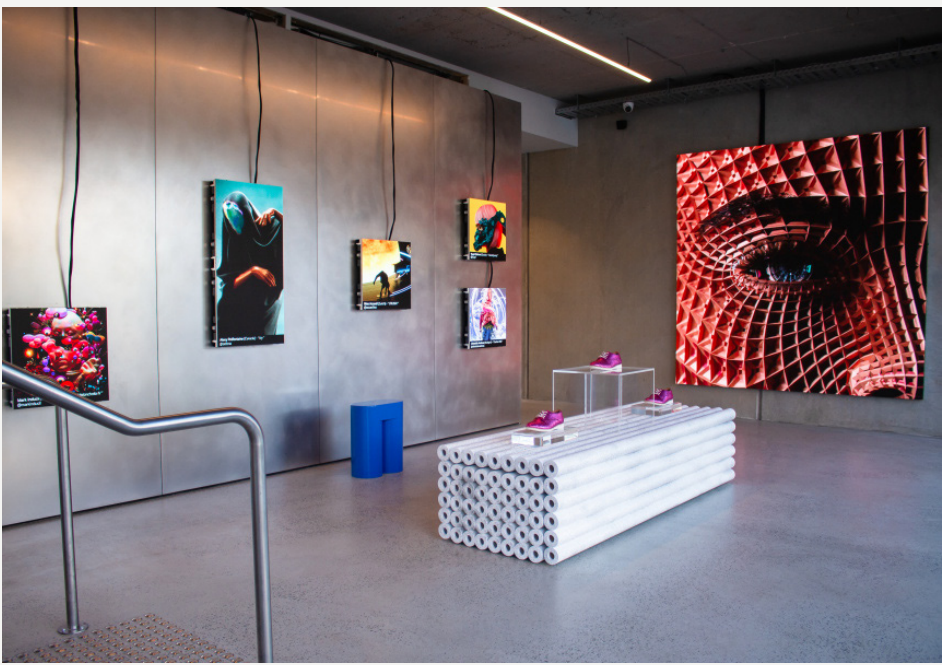
To educate Australians on F Sport let's create a filter that transforms existing Luxury model cars into their Lexus F Sport counterparts.

How it works

When you hold your phone up to a Luxury car, everything from the wheels, to the headlamps, to the grille will transform to F Sport, through your phone screen. We could even add in interior elements, like the steering wheel, display and seats. To get this in to the world, we'll send the filter out in an eDM to customers who have an older Luxury model, encouraging them to take advantage of F Sport time.



Rollie Nation - In-store Design + Gallery Curation



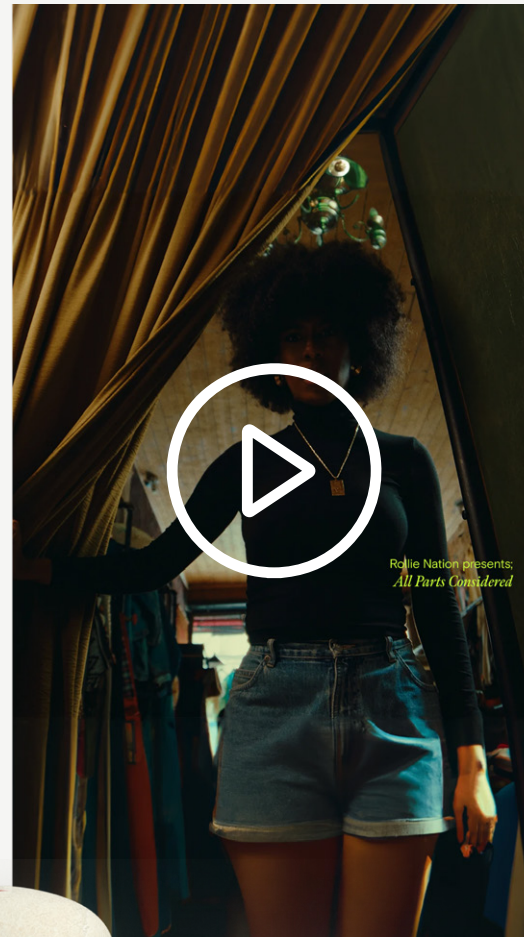
Eco - Plastic Bottles



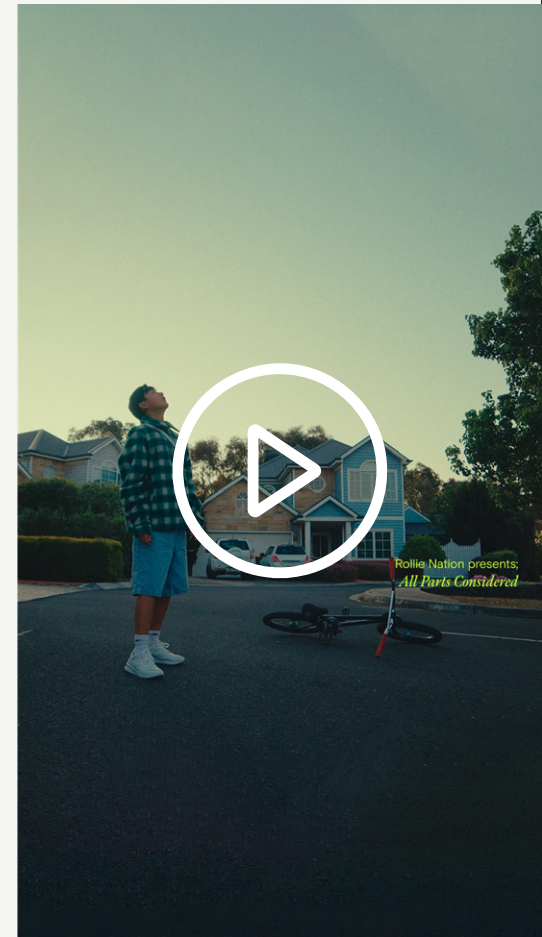
Eco - Coffee Shop



Eco - Thrifting



Eco - Powerlines



Rollie Nation - Eco By Rollie



Concept / Creative Direction

Rollie Nation Presents
All Parts Considered.



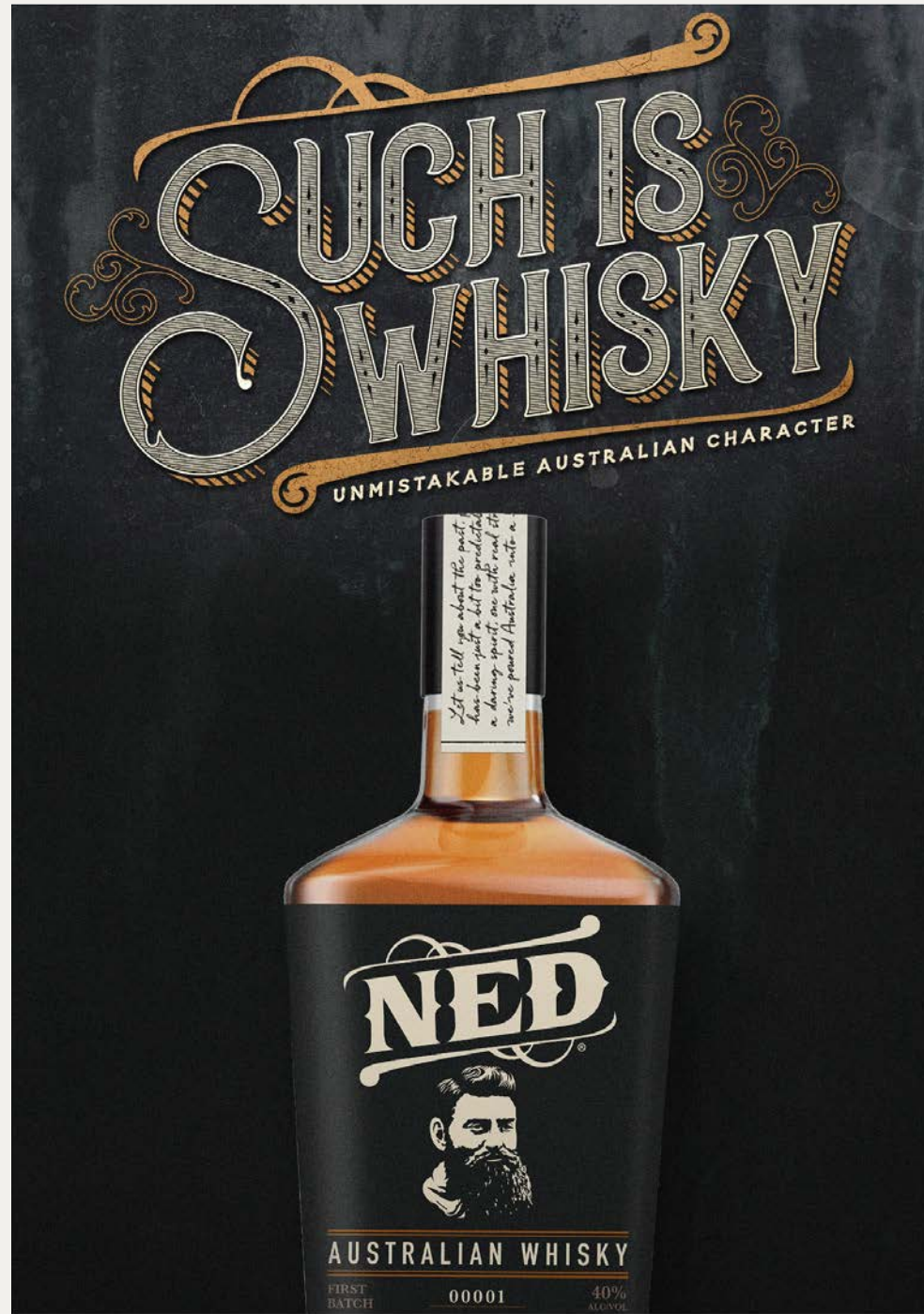
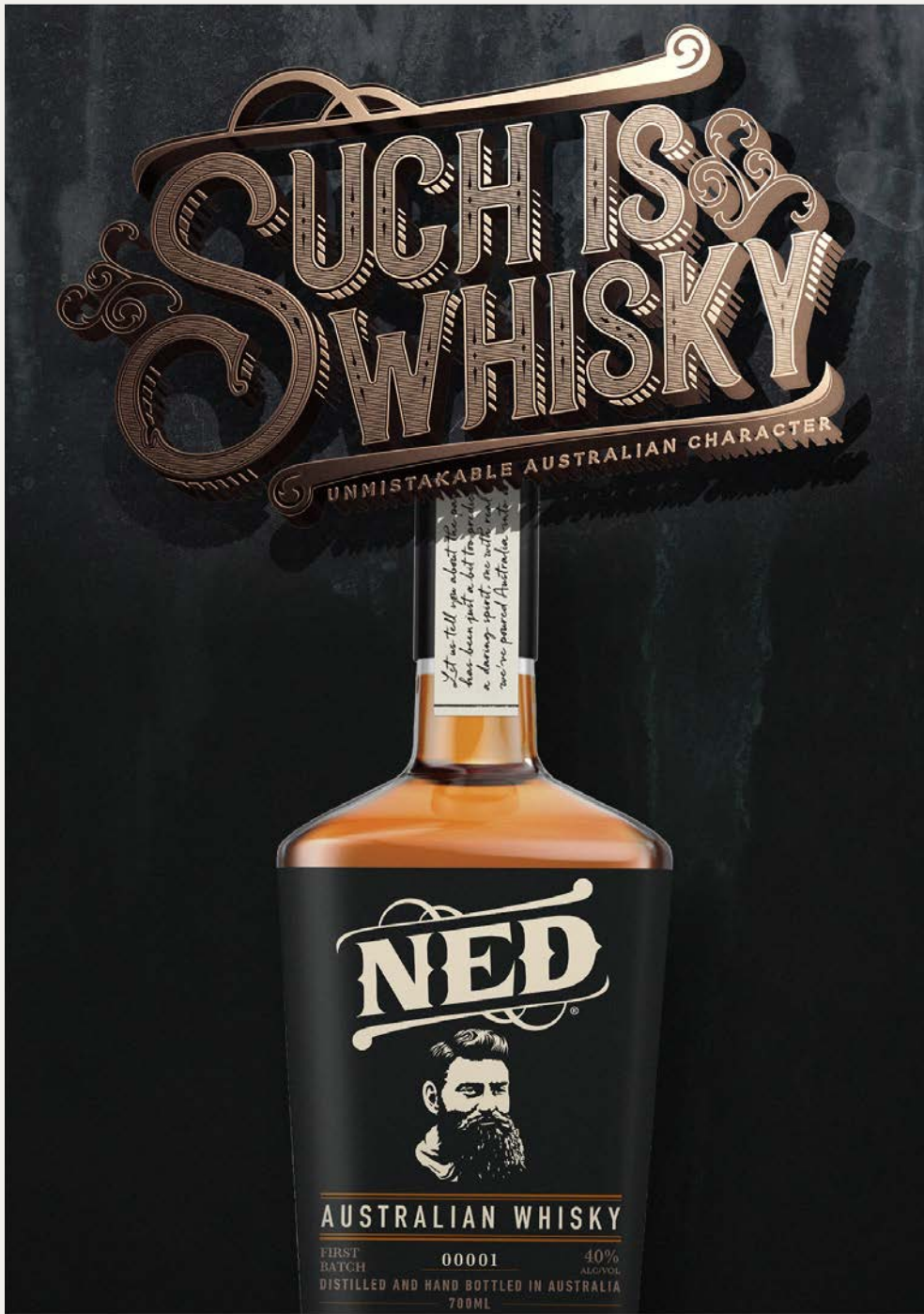
FEATURING RE-DESIGNED **WEEKENDER** AND **DERBY** STYLES
MADE **MINDFULLY** BY **ROLLIE NATION** WITH **RE-USED, RECYCLED** AND **REIMAGINED**
MATERIALS AS A FIRST STEP TOWARDS A MORE **SUSTAINABLE FUTURE.**

Rollie Nation - Eco By Rollie
Design + Creative

rollie

the Beautiful bunch*
beautiful flowers | city | beautiful people





WELCOME TO
F1 DERLAND
 A PLACE WHERE
 MAGIC HORSES
 ARE REAL.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE IT
 RAINS CHAMPAGNE.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 FAIRY DUST IS EDIBLE.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 THE BEST SEATS
 AREN'T SEATS.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 THE BASS DRIVES
 AS FAST AS THE CARS.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE THAT EXISTS
 IN THE CLOUDS.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 GLASSES ARE MADE
 OF LEATHER.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 YOU CAN SURF
 WITHOUT WATER.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

MELBOURNE

WELCOME TO
F1 DERLAND
 A PLACE WITH
 120 MILLION
 EYES WATCHING.

FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH

WELCOME TO
F1 DERLAND
 A PLACE WHERE
 WINGS AND HALOS
 HAVE BEEN
 REENGINEERED.

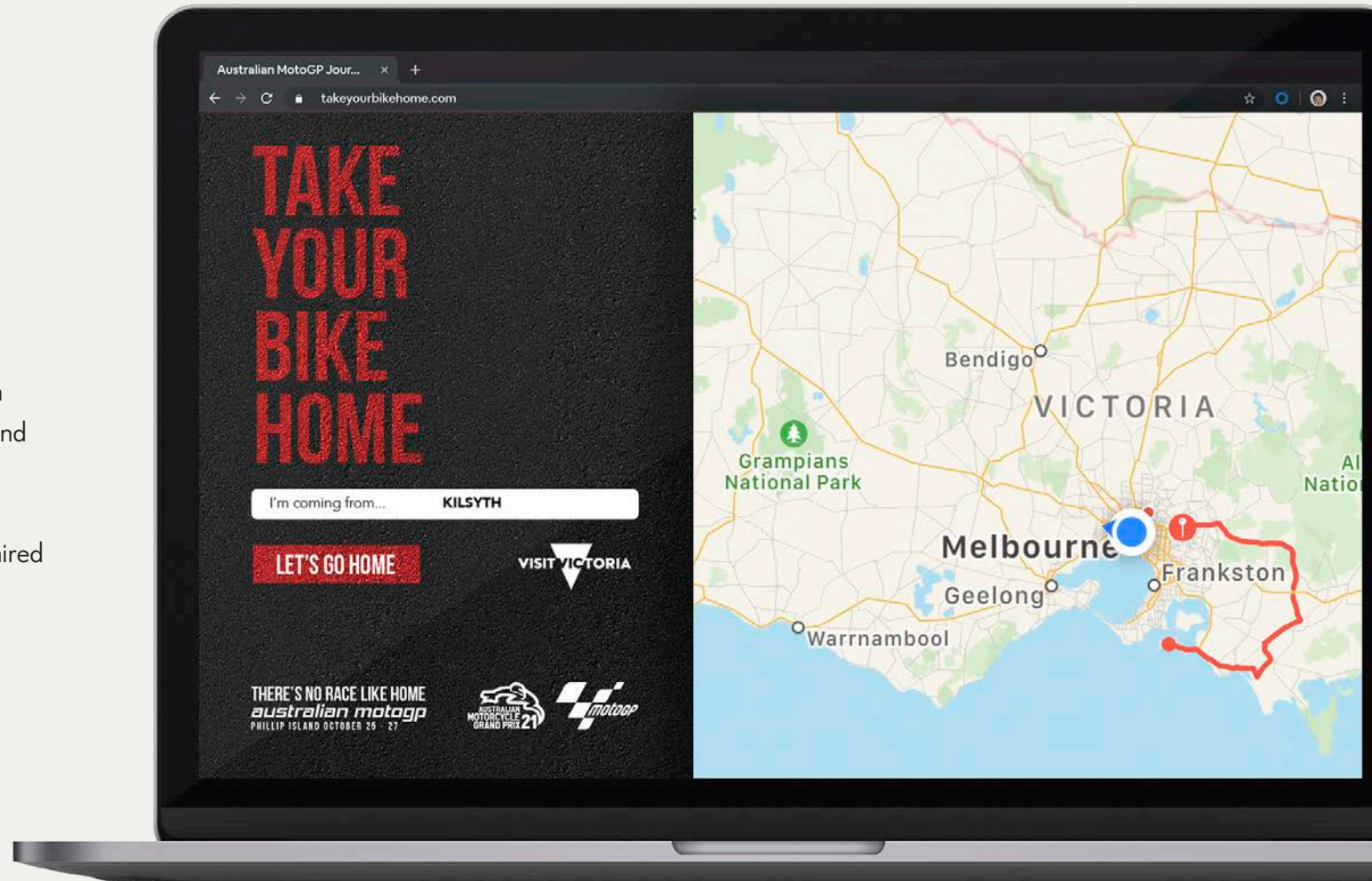
FORMULA 1
 ROLEX
 AUSTRALIAN
 GRAND PRIX
 22-24 MARCH



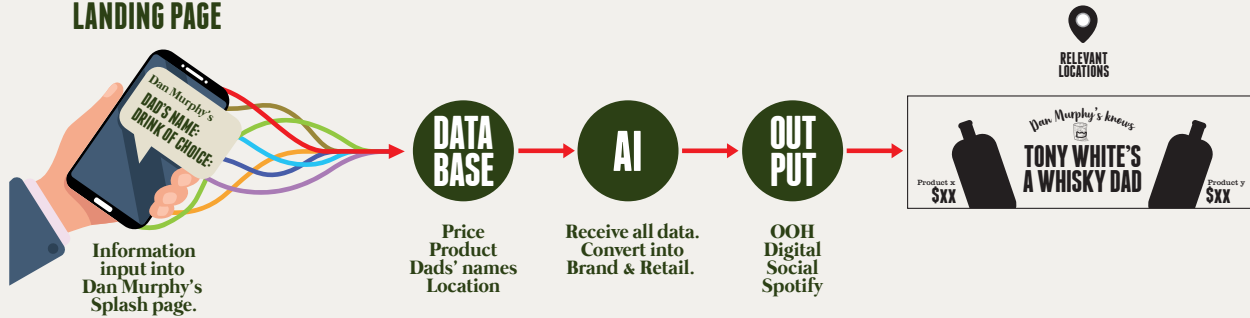


TAKEYOURBIKEHOME.COM

In partnership with Visit Victoria, we'll create a whole bunch of tailored routes through rural and scenic Victoria to take riders to all corners of the state on their way to the big race on Phillip Island. Riders in the same areas can also be paired together so no one rides alone.



LANDING PAGE



This Father's Day,
Dan Murphy's want's to celebrate every dad.
So help us celebrate yours by letting us know
two simple things about him

Dad's Name:

Dad's drink of choice:

Gifting price range:

Dan Murphy's

There's more to discover in our My Register. [Go here >](#)

Dan Murphy's

Get your phone to see pricing and availability

My Dan Murphy's [Sign In Register](#)

00:00 In your cart [View Cart >](#)

Shop by Products

Starboard

Current Offers

SEARCH 1000'S OF PRODUCTS BY NAME, TYPE OR REGION

LOWEST LIQUOR PRICE GUARANTEE*

METRO DELIVERY IN UNDER 2 HOURS

FREE PICK UP IN 30 MINUTES

Dan Murphy's knows
TONY WHITE IS A WHISKY DAD

STARWARD TWO FOLD \$69 700ML

STARWARD MALT WHISKY \$99 700ML

This Father's Day

GET DAD SOMETHING HE'LL ACTUALLY LIKE

Dan Murphy's

This Father's Day

DISCOVER A SIX PACK

HE DOESN'T HAVE TO WORK FOR

Dan Murphy's

This Father's Day

GET DAD SOMETHING SMOOTHER

THAN MOISTURISED SKIN

Dan Murphy's

This Father's Day

GIVE HIM SOMETHING MORE COMPLEX

THAN CRIME NOVELS

Dan Murphy's

This Father's Day

GIVE DAD SOMETHING COZIER

THAN NEW PYJAMAS

Dan Murphy's

This Father's Day

GIVE DAD A GIFT THAT HITS HARDER

THAN MORE GOLF BALLS

Dan Murphy's

This Father's Day

GET DAD SOMETHING MORE CLEAN CUT

THAN ANOTHER SHAVING KIT

Dan Murphy's

This Father's Day

FIND DAD SOMETHING NEATER

THAN SHOE SHINE

\$189.00 PER BOTTLE

Dan Murphy's

This Father's Day

GIVE HIM SOMETHING MORE AROMATIC

THAN NEW COLOGNE

\$24.00 PER BOTTLE

Dan Murphy's



Account / Log-in

My TAC Data Drive is a separate application from the current My TAC app. It allows you to create a personalised account to use the services of Data Drive.



Menu Bar

Navigation within the application is user friendly, with an easy to use menu bar accessible from any screen but the Data Drive itself.



Data Drive

This interface allows drivers to activate the Data Drive service.

Once the Data Drive service has been enabled, the phone will reject any incoming calls, texts and notifications - via the Do Not Disturb function already available on the smartphone.

Once activated the application will begin to assess your driving habits and ability, in real time.



Profile

Once you have created an account, Data Drive will compile all information obtained from your drive history. It will be compiled into an easy to use overview, displaying your driver map, last drives, ranking, leaderboard position, data earned - and more.

Drivers will have the ability to create their own personal profile where they can monitor improvements whenever they feel.

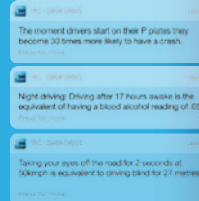


Post-drive Stats

Following the completion of the Data Drive function, drivers will be presented with an overview of the most recent trip. Drivers will see their journey assessed based on factors such as the chosen route, and traffic conditions they may have encountered along the way.

The map will indicate areas in which your drive needs improvement, as well as provide tips related to your specific drive - based on situational geolocation data.

The application will also send push notifications tailored to your most frequent drives, age group, individual driving habits, as well as general safety information and recommendations.



Leaderboard

Let's see who's the best. The application leaderboard allows drivers to compare their driving skills to their friends, as well as Victoria-wide.



RESPECT WOMEN CALL IT OUT

To end family violence we need to recognise how it starts. It starts with a lack of respect for women. Whether it's just a joke or a passing remark, when a mate says something about women that you think isn't right, let him know about it. Speak up.

Staying silent means you accept what he said, and he gets away with it. You don't have to say much, just something.



SEXIST BEHAVIOURS

- Discrimination based on gender
- Sexist jokes
- Female leadership and assertive personality traits being treated differently



SEXUAL HARASSMENT

- Assuming someone should play a particular role because they are female
- Repeated and unsolicited advances or physical contact
- Discussion of others' sexual activities and sexual roles outside of a personal context
- Manipulating others into submissive roles



SAYING SOMETHING PUBLICLY TO THE PERSON ABOUT THEIR BEHAVIOUR

REPORTING THE BEHAVIOUR

SAYING SOMETHING PRIVATELY TO THE PERSON ABOUT THEIR BEHAVIOUR AFTERWARDS

GIVING SUPPORT TO THE PERSON WHO WAS TARGETED AFTERWARDS

MAKE A LIGHT-HEARTED COMMENT TO TRY TO STOP THE SITUATION

DISAPPROVING LOOK OR POINTED SILENCE



This ladder presents the steps towards calling out sexist behaviour. Saying something is better than nothing, but if you are confident in doing so, and the situation suits, you should aim for actions higher up the ladder.

PRECURSORS TO VIOLENCE

- Possessiveness of others and language around ownership of women
- Controlling others and limiting their freedoms
- Shouting and other threatening behaviours

VIOLENCE

- Violence (includes slapping, hitting, grabbing wrists, pushing and pulling)
- Evidence of prior physical violence (eg. bruises and scratches)



ON AVERAGE ONE WOMAN A WEEK IS MURDERED BY HER CURRENT OR EX-PARTNER

ONCE YOU REALISE HOW SIMPLY IT CAN START, IT'S TIME TO START CALLING IT OUT

1 IN 5

Australian women have experienced sexual violence.



25%

of Australian women have experienced physical violence since the age of 15.

For help, or someone to talk to, go to: vic.gov.au/familyviolencesupport

Safe Steps 1800 015 188

Mens referral service 1300 766 491

VICTORIA FREE FROM FAMILY VIOLENCE



Why kids need out-of-home care to 21

While most young Australians today live at home with their parents until well into their 20s, government funding for those in state care stops at just 18.

Unless their carers are willing to bear the cost of looking after them, it means vulnerable young people who have already had difficult lives, often suffering physical and emotional abuse, are left to fend for themselves.

Whats the challenge?

In the first 12 months alone.



35%

have stayed in five or more places, struggling to find a safe and secure place to live.



46%

of males and 22% of females will be involved with the justice system.



29%

will be unemployed. Around three times the national average.



28%

will become parents.

Arrests are reduced from 16.3% down to 10.4%



Homelessness is halved, from 39% down to 19.5%

Hospitalisation is cut by a third, from 29.2% down to 19.2%

Education engagement is tripled from 3.6% up to 9.0%

Alcohol & drug dependence is slashed, from 15.8% down to 2.5%

Solution
Dialite Access Economics Report

Public Perception

via Reachtel Survey

87.8%

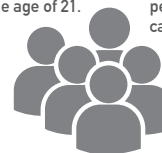
of Australians believe that all young people deserve a place they call home to at least the age of 21.

76.2%

of Australians would support a change to the foster care system for young people to remain in care until 21.

82%

of Australians believe their state / territory governments should be doing more to assist young people leaving care, to prevent homelessness, unemployment etc.



Cost Benefit



for every extra \$1 spent on extending out-of-home care to 21, society benefits by \$2 in reduced crime, mental health care, hospitalisation and drug dependency.

thehomestretch.org.au



Behaviour Change.

A DECEMBER — TO REMEMBER ONE MONTH. ONE CHANCE.



IS 300 LUXURY
\$57,888*

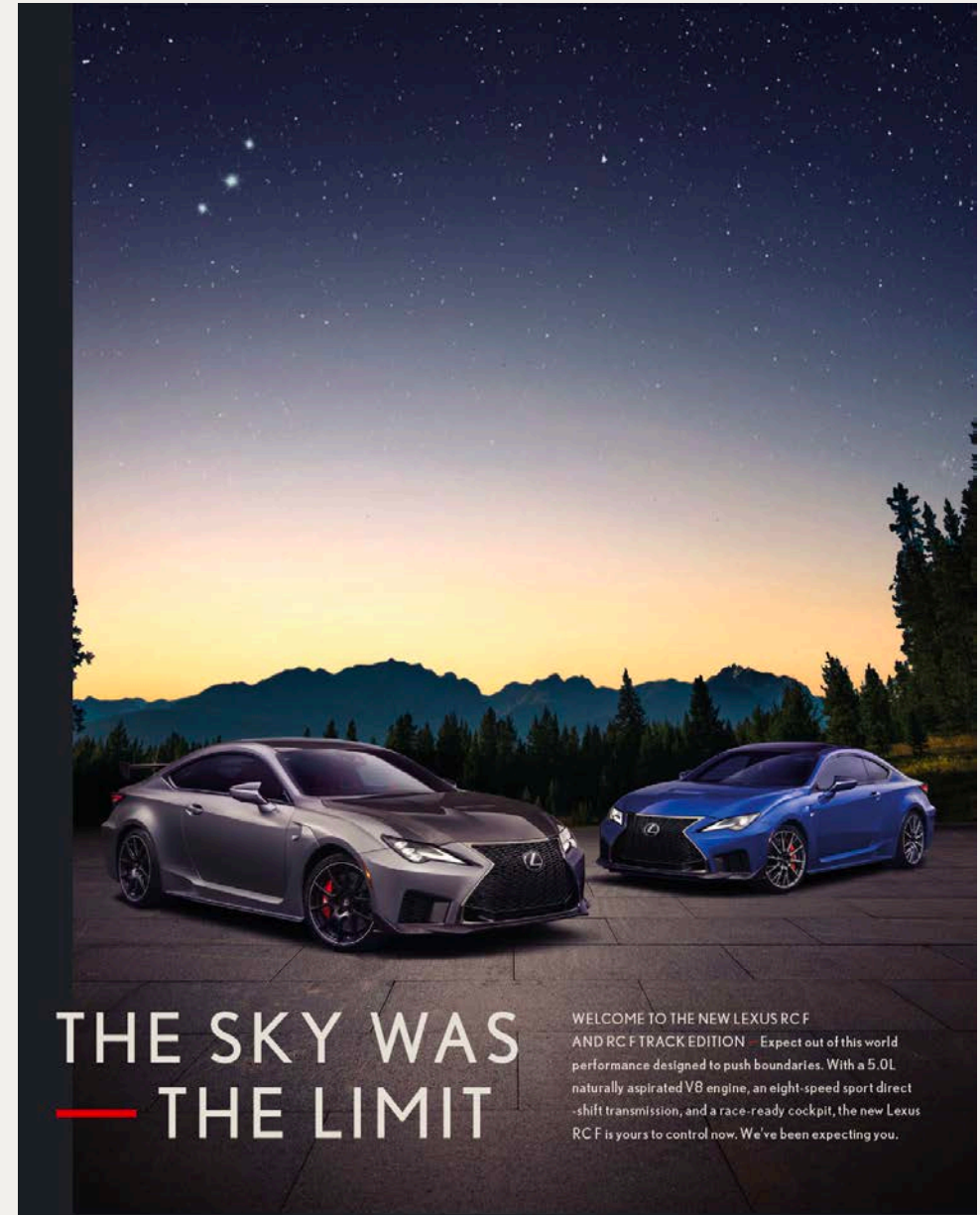
RX 300 LUXURY
\$69,888*

CT 200h LUXURY
\$39,888*

— ENDS DECEMBER 31

LEXUS OF DUBBO | 2-12 Bourke Street, Dubbo | PH 6881 8346 | lexusofdubbo.com.au

*Offer available on IS 300 Luxury, RX 300 Luxury and CT 200h Luxury only purchased from 1/12/2018 and delivered by 31/12/2018. Cannot be used in conjunction with the Lexus Corporate Programme. Lexus reserves the right to extend any offer. Recommended drive away prices shown includes 12 months' registration, 12 months' compulsory third party (CTP) insurance, a maximum dealer delivery charge, stamp duty and Luxury Car Tax (LCT) (if applicable) and premium paint. At participating dealerships.



THE SKY WAS — THE LIMIT

WELCOME TO THE NEW LEXUS RC F AND RC F TRACK EDITION. Expect out of this world performance designed to push boundaries. With a 5.0L naturally aspirated V8 engine, an eight-speed sport direct-shift transmission, and a race-ready cockpit, the new Lexus RC F is yours to control now. We've been expecting you.

VISIT YOUR LEXUS DEALER TO BOOK A TEST DRIVE TODAY.

LEXUS OF PORT MACQUARIE | 181 Hastings River Dr, Port Macquarie
PH 6583 9122 | lexusofportmacquarie.com.au



*Overseas RC F Track Edition (left) and RC F With Enhancement Pack 1 (right) shown. Australian specifications may vary. Due to limited quantities produced, customers need to check RC F Track Edition availability with their local Lexus Dealer.



BEER CONCEPTS

Say g'day!

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info@thomaswhitedesign.com