

**OFF SCRIPT**



# PORTFOLIO

*Alexander Steyn*

*2017*







**N°6**

*BMW Connected Drive  
Campaign*



**N°12**

*Hakkiesdraad Mampoer  
Campaign*



**N°18**

*Boucher 500  
Illustration*



**N°20**

*Miami Vice  
Illustration*



**N°24**

*Just Milk  
Product Design*



**N°28**

*Hakkiesdraad Mampoer  
Product Design*



**N°6**

*Worde Of Mouth  
Brand Identity*



**N°34**

*Psycho Bish  
Brand Identity*



# CAMPAIGN

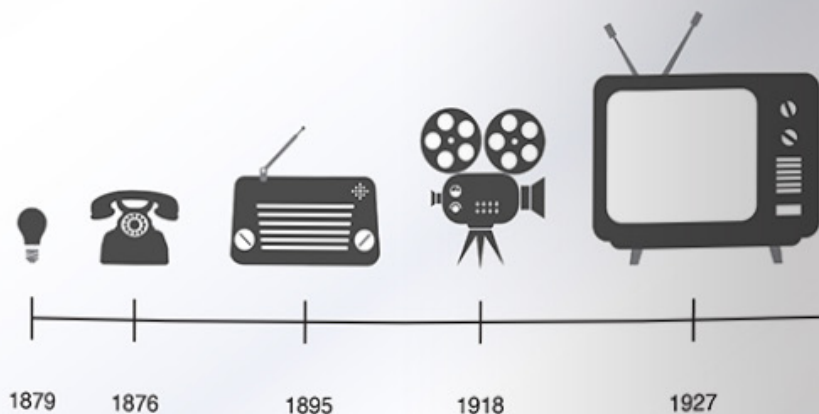
*Integrated Campaign and Design*

*“Above all, think of life as a prototype. We can conduct experiments, make discoveries, and change our perspectives. We can look for opportunities to turn processes into projects that have tangible outcomes. We can learn how to take joy in the things we create whether they take the form of a fleeting experience or an heirloom that will last for generations. We can learn that reward comes in creation and re-creation, not just in the consumption of the world around us. Active participation in the process of creation is our right and our privilege. We can learn to measure the success of our ideas not by our bank accounts but by their impact on the world.”*

BY TIM BROWN



## THE NEXT EVOLUTION. BMW ConnectedDrive.



Lane Change Assist, Night Vision, Heads Up Display and 3D Navigation.

These are just some of the advanced features of ConnectedDrive, designed to keep you constantly connected with the world around you. The advancements of the past to create an innovative future focus is important. Perfecting your world and sheer driving pleasure. The forefront of innovation.

ConnectedDrive



TODAY





## BMW CONNECTED DRIVE

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2017

*Illustration and Integrated Campaign*

### *Act 1, Scene 1*

*The Brief*

*To create a campaign highlighting BMW Connected Drive and its host of new and exciting features.*

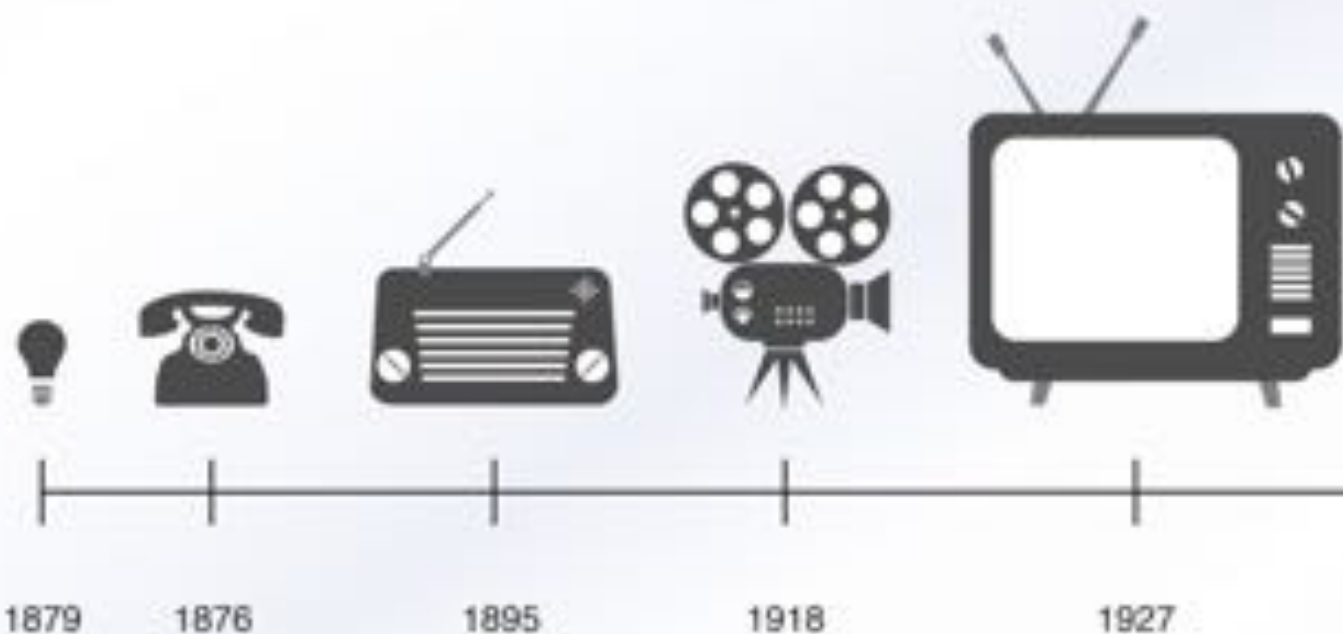
### *Execution:*

*Rather than just highlighting the new features of Connected Drive, This campaign revolves around the evolution of technology throughout the decades. Moving from the first technological advancements , eventually leading to the next evolution.*

*Being the new BMW series with Connected Drive.  
(The Next Evolution)*

# THE NEXT EVOLUTION.

**BMW ConnectedDrive.**



**Lane Change Assist, Night Vision, Heads Up Display  
and 3D Navigation.**

These are just some of the advanced features of ConnectedDrive, a system designed to keep you constantly connected with the world around you. Taking the advancements of the past to create an innovative future focused on what is important. Perfecting your world and sheer driving pleasure. The forefront of innovation.

ConnectedDrive

BMW



Sheer  
Driving Pleasure



TODAY





## BMW CONNECTED DRIVE

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2017

*Illustration and Integrated Campaign*



# BE BOLD



HAKKIESDRAAD

**MAM  
POER**

/Mam: power/

Noun

1. A uniquely South African alcoholic spirit that could knock out a horse. Despite the potency and burn, you can taste the fruity nature of the drink while you're slamming back your beer as a chaser. Not knowing if it was actually smooth, or if it was just your brains way of compensating for the fire burning down your throat.

## HAKKIESDRAAD MAMPOER

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2017

*Integrated Campaign*

### *Act 2, Scene 1*

*The Brief*

*To create an award winning campaign for the Loerie Awards.*

### *Execution:*

*Mampoer (South African Moonshine) is known for its intense burn and sharp after-taste. As well as its immediate side effects and dangerous qualities. These characteristics were used to create a campaign that would not only show the new design of the product but also reinforce its position as a local recreational drink that can stand up to its international competitors.*

*That's if you're brave enough...*

*(Dare to Mampoer)*





## HAKKIESDRAAD MAMPOER

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2017

*Integrated Campaign*





# ILLUSTRATION

*Advanced Illustration and Design*

*“Illustrators create meaning and communicate stories, messages of emotions to an audience. This process is essentially based on the personal creative expression, the pure pleasure of translating images into words and ideas. The illustration is defined as the development, the explanation, the decoration, the enhancement of the text. The illustration is therefore much more than just the literal translation of the text”*

BY MAX WIGAN









## BOUCHER 500

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2017

*Anti Rhino Poaching Initiative*

***Illustration***



# MIAMI VICE





## MIAMI VICE

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2017

*Advanced Illustration*



# PRODUCT DESIGN

*Logo and Packaging Design*

*“Innovators have to be open. They have to be able to imagine things that others cannot and be willing to challenge their own preconceptions. They also need to be conscientious. An innovator who has brilliant ideas but lacks the discipline and persistence to carry them out is merely a dreamer... But crucially, innovators need to be disagreeable... They are people willing to take social risks - to do things that others might disapprove of.”*

BY MALCOLM GLADWELL





SUPERIOR

SKIM



## JUST MILK

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2017

*Product Design*

### *Act 3, Scene 1*

*The Brief*

*To create an award winning campaign for the One Show Awards.*

#### *Execution:*

*Just Milk is a superior, high end milk product. Using the hexagonal bottle design, the product is made to stack on top of each other and fit in-between each other not only to aid in transportation to and from the distributor but also improve overall store display and help with issues such as display space and noticeability.*

*Each variant of milk is shown through 3 different*





## JUST MILK

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2017

*Illustration and Product Design*





BUCHANAN'S BLENDED AND DISTILLED POT STILL  
WHISKY

THE SILENT TRUTH TO BATTERY ACID THAT  
IRONICALLY SOOTHES THE SOUL WHILE  
ROCKING THE TASTEBUDS AND TICKLING THE  
THROAT. BUT ENOUGH FOR A DECENT SLEEP  
AND READY FOR THE AFTER PARTY.

That is if you're really honest  
Bare in Rumples



PRODUCED AND BOTTLED IN  
SCOTLAND

## HAKKIESDRAAD MAMPOER

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2017

*Product Design (re-branding)*

### *Act 4, Scene 2*

*The Brief*

*To create an award winning campaign for the Loerie Awards.*

### *Execution:*

*Mampoer (South African Moonshine)*

*The logo and packaging has been designed and re-worked in order to bring it to a more modern setting, not only giving it a personality that matches with the products distinct taste and dangerous side effects, but also bringing through the concept into each flavour and bottle design.*

*[body copy]*

*“The closest thing to battery acid that ironically soothes the soul, while rocking the tastebuds and tickling the throat. Hot enough for a second date and ready for the after party.*

*That’s if you’re brave enough?”*

*(Dare to Mampoer)*









# BRANDING

*Logo and Identity creation.*

*““There’s the whole Buddhist thing about the essence of a bowl being its emptiness - that’s why it’s useful. Its emptiness allows it to hold something. I guess that means that design must talk about something else. If you make design about design, you’re just stacking bowls, and that’s not what bowls are for.””*

BY FRANK CHIMERO



Nordest  
of mouth



## WORDE OF MOUTH CREATIVE

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2016

*Logo and Branding*

### *Act 6, Scene 1*

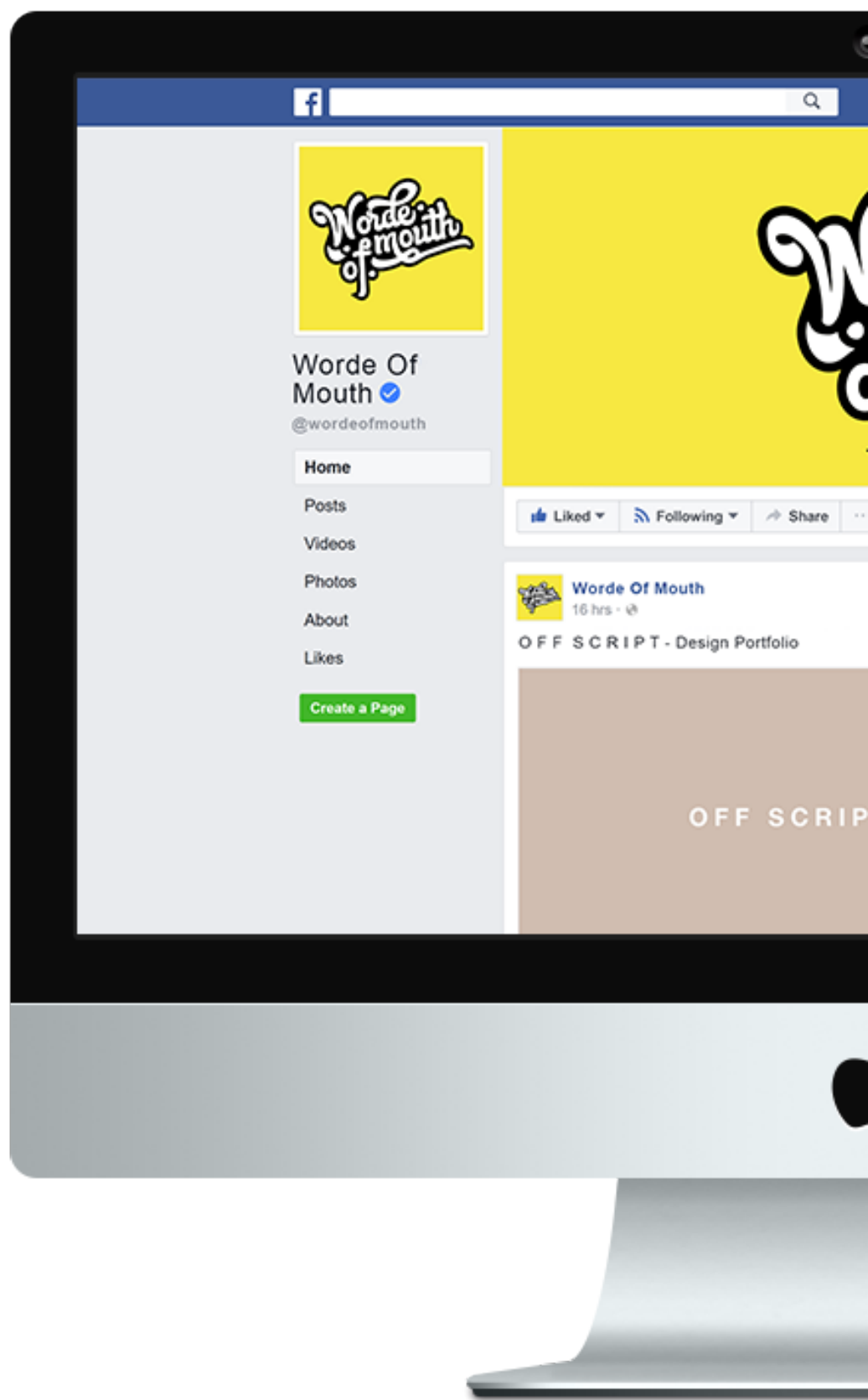
*The Brief*

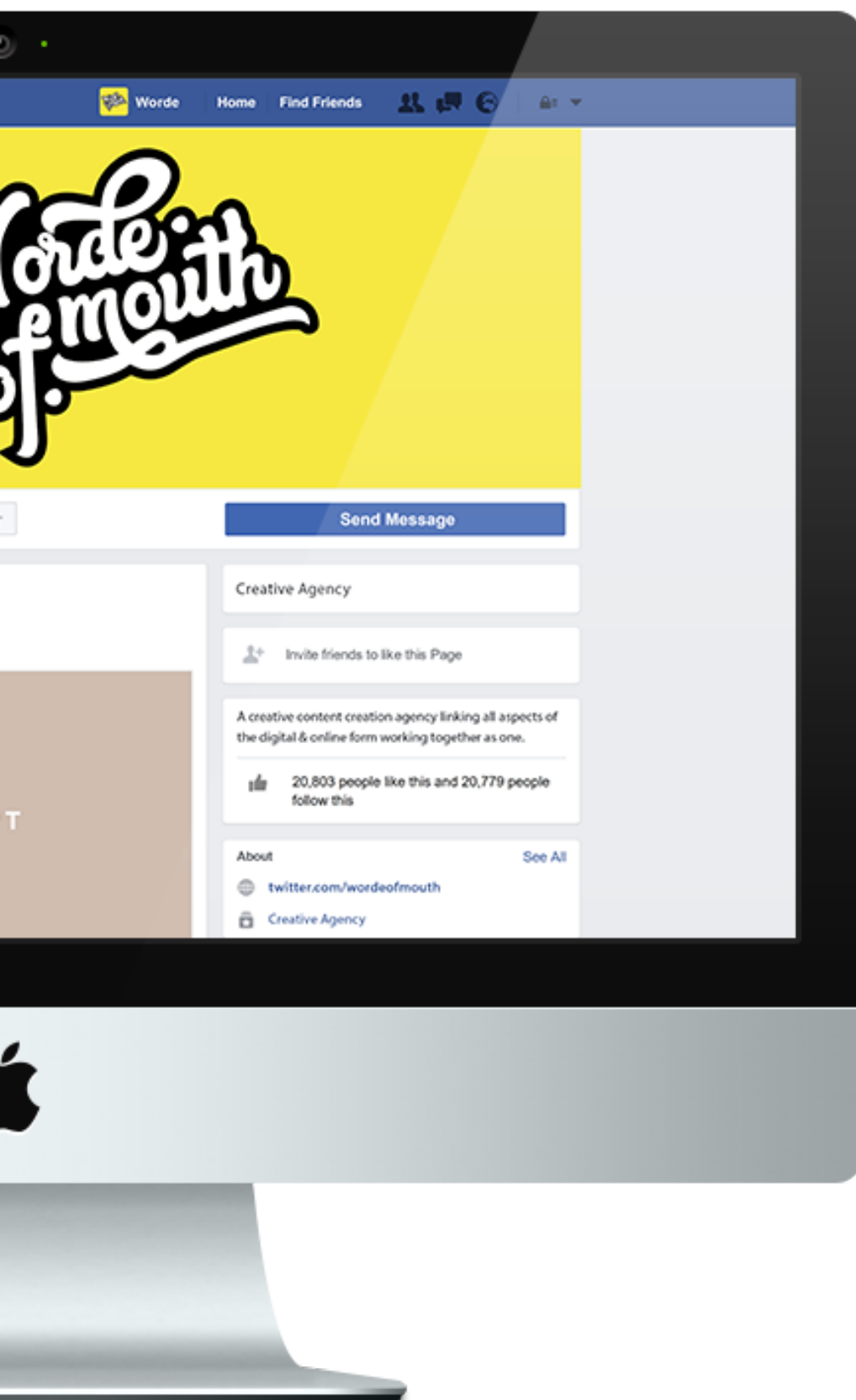
*Design a logo for a digital marketing agency.*

*Execution:*

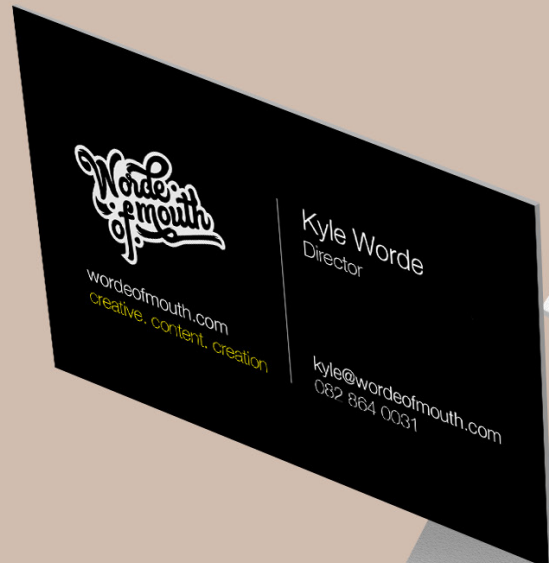
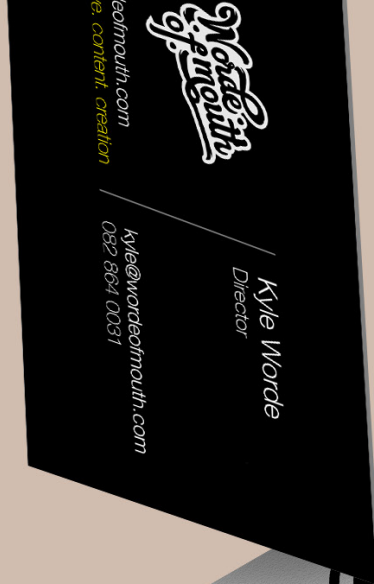
*Being a start-up creative agency, Worde of Mouth needed to show its diversity not only in handling it's various clients - each with a host of different needs, but also its fun a quirky side which comes as a bonus when moving away from the larger scale agencies.*

*The hand Illustrated typographic logo gives Worde of Mouth a fun and creative flare.*











## WORDE OF MOUTH

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*2016*

*Logo & Branding*



## PSYCHO BISH

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2017

*Logo Design*

***Act 5, Scene 1***

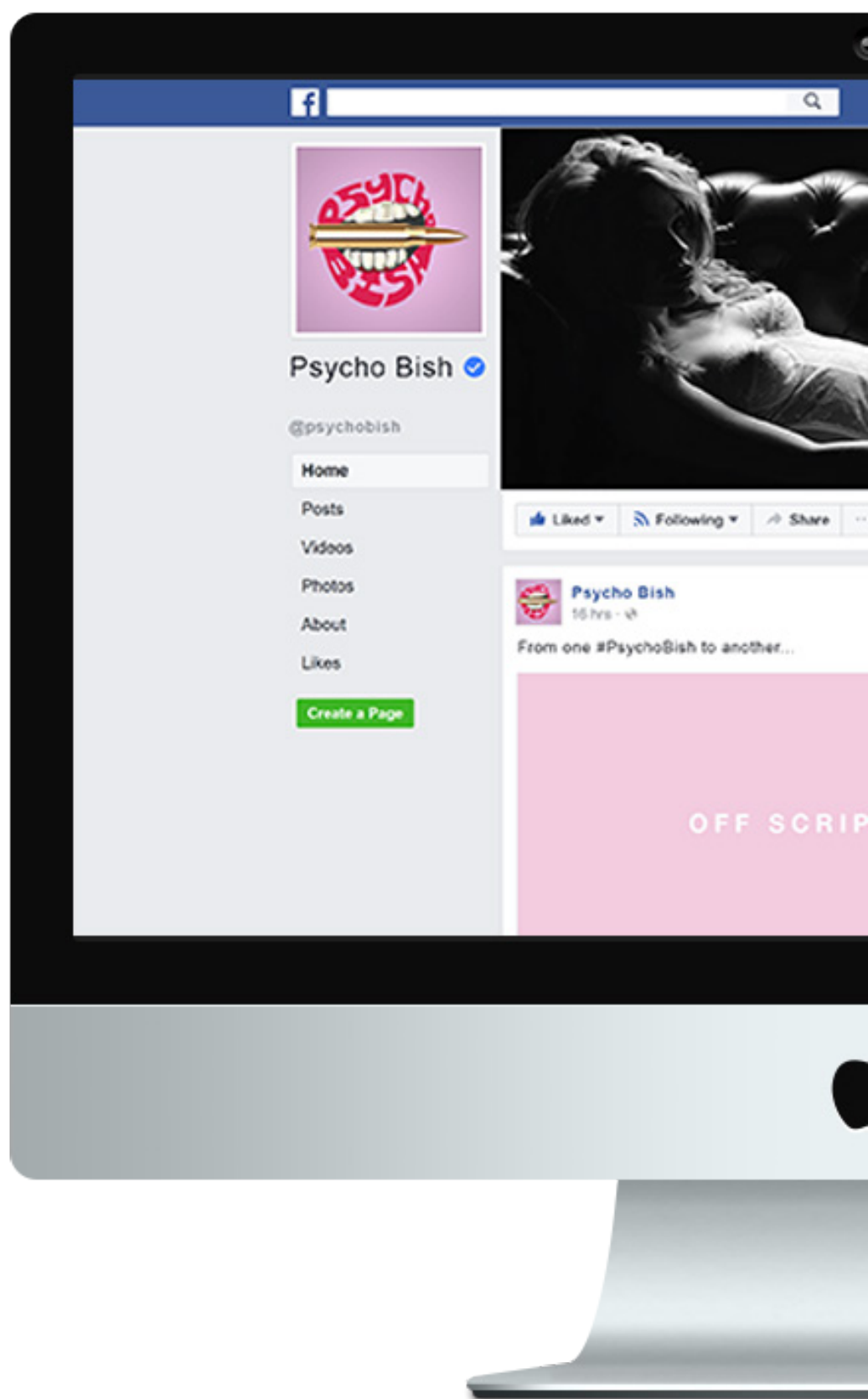
*The Brief*

*Design a logo for a social media content and influencer account.*

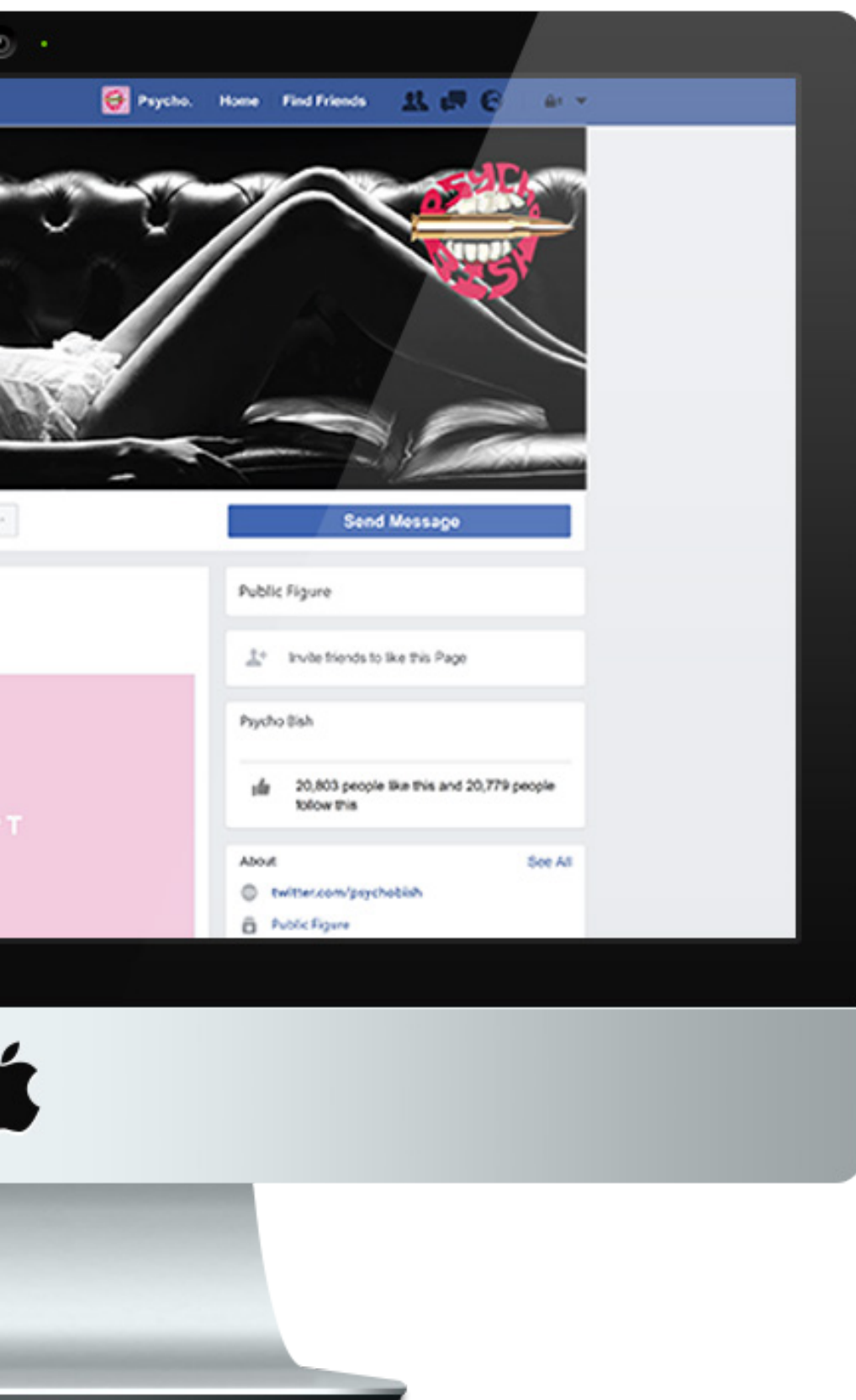
***Execution:***

***Psycho Bish, an account run by charismatic and somewhat crazy women who speak their truth and live their best lives while sharing their experiences along the way.***

***Illustrating the power of words and knowing when to bite the bullet.***











## PSYCHO BISH

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2016

*Logo Illustration & Branding*



