

**ANDY
VEIRO**

PORTFOLIO

REFERENCES

Some of the brands I have worked with.



Skrill

woolroom
THIS IS WHAT HAPPY FEELS LIKE


ArcelorMittal



 ARTS COUNCIL
ENG. AND
Supported using public funding by
**ARTS COUNCIL
ENGLAND**

 **BRITISH
CANOEING**

Butlin's

ANDY VEIRO
PORTFOLIO

01 | CLIENT
BAVARIA

02 | PROJECT
Poster Campaign

03 | DESCRIPTION
Promoting the launch of Bavaria pilsner on-draught in UK bars, for the first time in their history, a full outdoor poster campaign was activated at 49 key locations in Manchester. All part of an fully integrated comms campaign.

04 | ROLE
Concept, design, art direction



ANDY VEIRO
PORTFOLIO

01 | CLIENT
BAVARIA

02 | PROJECT
Integrated Campaign

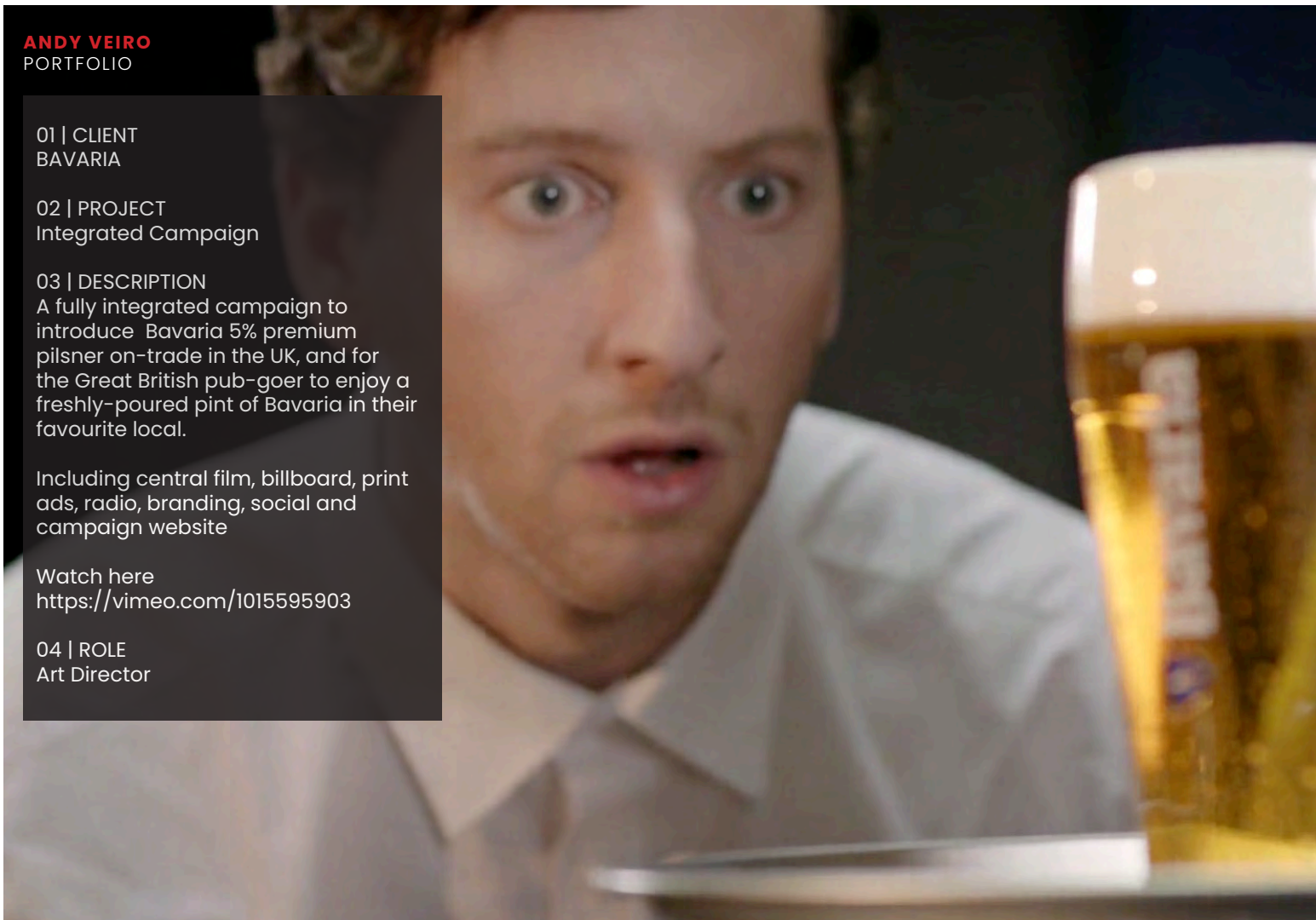
03 | DESCRIPTION

A fully integrated campaign to introduce Bavaria 5% premium pilsner on-trade in the UK, and for the Great British pub-goer to enjoy a freshly-poured pint of Bavaria in their favourite local.

Including central film, billboard, print ads, radio, branding, social and campaign website

Watch here
<https://vimeo.com/1015595903>

04 | ROLE
Art Director



ANDY VEIRO
PORTFOLIO

01 | CLIENT
NALC AUCTIONS

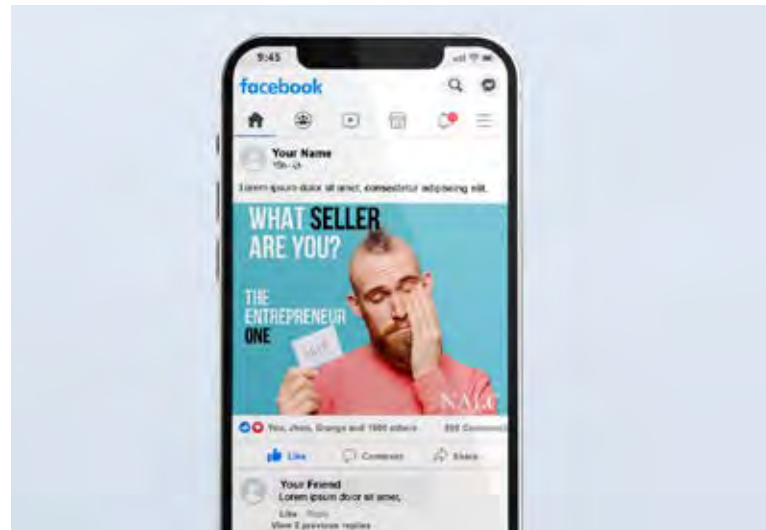
02 | PROJECT
ADVERTISING CAMPAIGN 2022-2023

03 | DESCRIPTION

Created an ad campaign based on caricatures of the target market personas I had put in place previously. The first part of the campaign would target potential sellers of properties followed by buyers and investors. Campaign will coincide with a new website which is in progress.

04 | ROLE

Strategy, art direction, design, website ux & design



ANDY VEIRO
PORTFOLIO

01 | CLIENT
SALIX HOMES

02 | PROJECT
Branding for Employee Event 2022

03 | DESCRIPTION
Tasked to produce branding for the first Employee Event in 2 years, which would express the future outlook for Salix Homes.

04 | ROLE
Branding, design

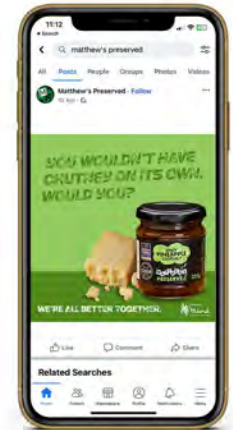


01 | CLIENT
MATTHEW'S PRESERVED

02 | PROJECT
Re-introduce the brand

03 | DESCRIPTION
To remind the consumers of Matthew's Preserved award winning chutneys and jams and to introduce them to a new audience we retold the story of the founder Matthew and the reasons of how his chutneys and jams came about.

04 | ROLE
Brand strategy, marketing campaign, social media



ANDY VEIRO
PORTFOLIO

01 | CLIENT
EVOLVE

02 | PROJECT
Branding & naming

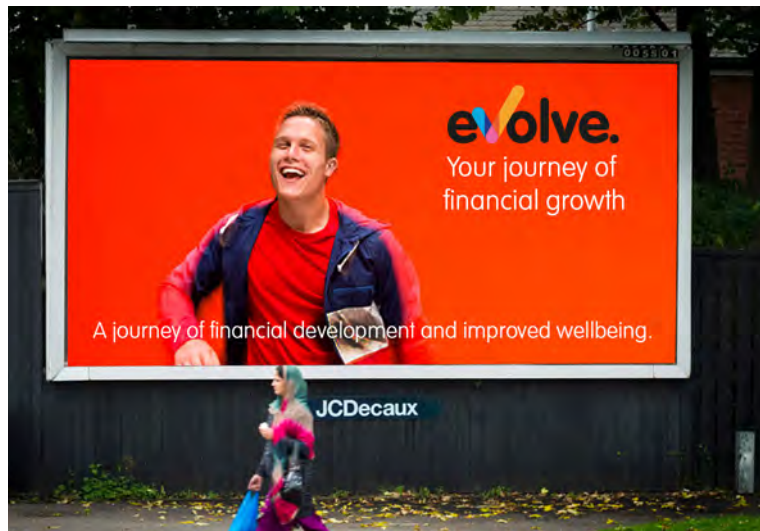
03 | DESCRIPTION
Evolve a financial wellbeing company with a mission to improve financial education, build resilience and reduce financial stress for employees. The company was changing and wanted their name and branding to reflect that journey.

04 | ROLE
Branding, design



evolve.

Your journey of financial growth



ANDY VEIRO
PORTFOLIO

01 | CLIENT
DOMEQ

02 | PROJECT
Rebrand

03 | DESCRIPTION

To create new branding, not just a new logo but a lock up to tell a new compelling brand story, to give a sense of their personality and values. Create consistency across all their touch points and to position Domeq as a market leader.

04 | ROLE

Design, strategy, copywriting



ANDY VEIRO
PORTFOLIO

01 | CLIENT
BAVARIA BEER

02 | PROJECT
Print Ads

03 | DESCRIPTION

To tell Bavaria's story, and to reinforce the brand as a premium proposition for the consumer, a brand awareness print campaign was implemented, which included media space in Empire, GQ, Wired, Mens Health, Esquire and Q magazines.

04 | ROLE

Concept, design, art direction



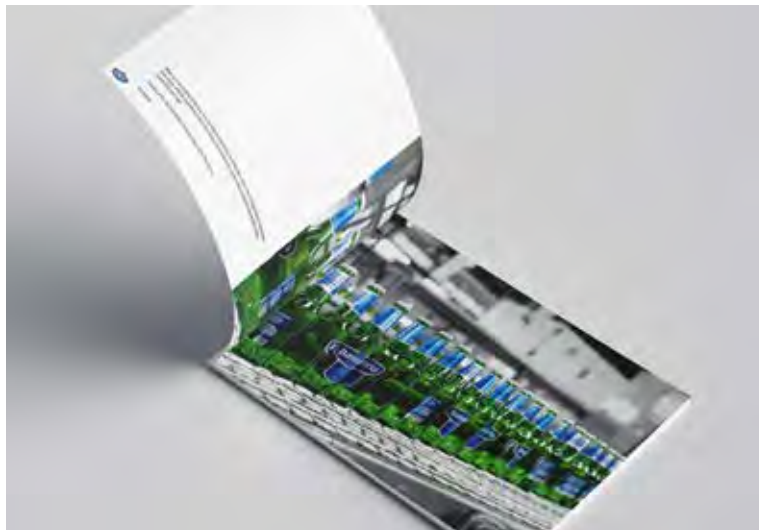
ANDY VEIRO
PORTFOLIO

01 | CLIENT
BAVARIA BEER

02 | PROJECT
Brand Book

03 | DESCRIPTION
A comprehensive brand book to tell the story of Bavaria's rich heritage since 1719 as a still family run global beer brand and encompassing its past, its present and its future.

04 | ROLE
Design, copywriting



01 | CLIENT
BAVARIA

02 | PROJECT
YouTube Ad Campaign

03 | DESCRIPTION
Bavaria's rather unique position of independence for a beer brand of its size was pinpointed from the start, so to establish an identity and tone of voice that stood out from the crowd, a collection of characters were created that personify Bavaria and their independent approach to life.

Watch here
<https://vimeo.com/351590609>

04 | ROLE
Concept, script, art direction

ent Since 1719.



ANDY VEIRO
PORTFOLIO

01 | CLIENT
WOOLROOM

02 | PROJECT
Rebrand and Reposition

03 | DESCRIPTION
A reworking of the woolroom branding, logo, lock up and identity to work alongside the new long-term strategy of them being a premium producer of natural comfort.

04 | ROLE
Design, strategy



ANDY VEIRO
PORTFOLIO

01 | CLIENT
WOOLROOM

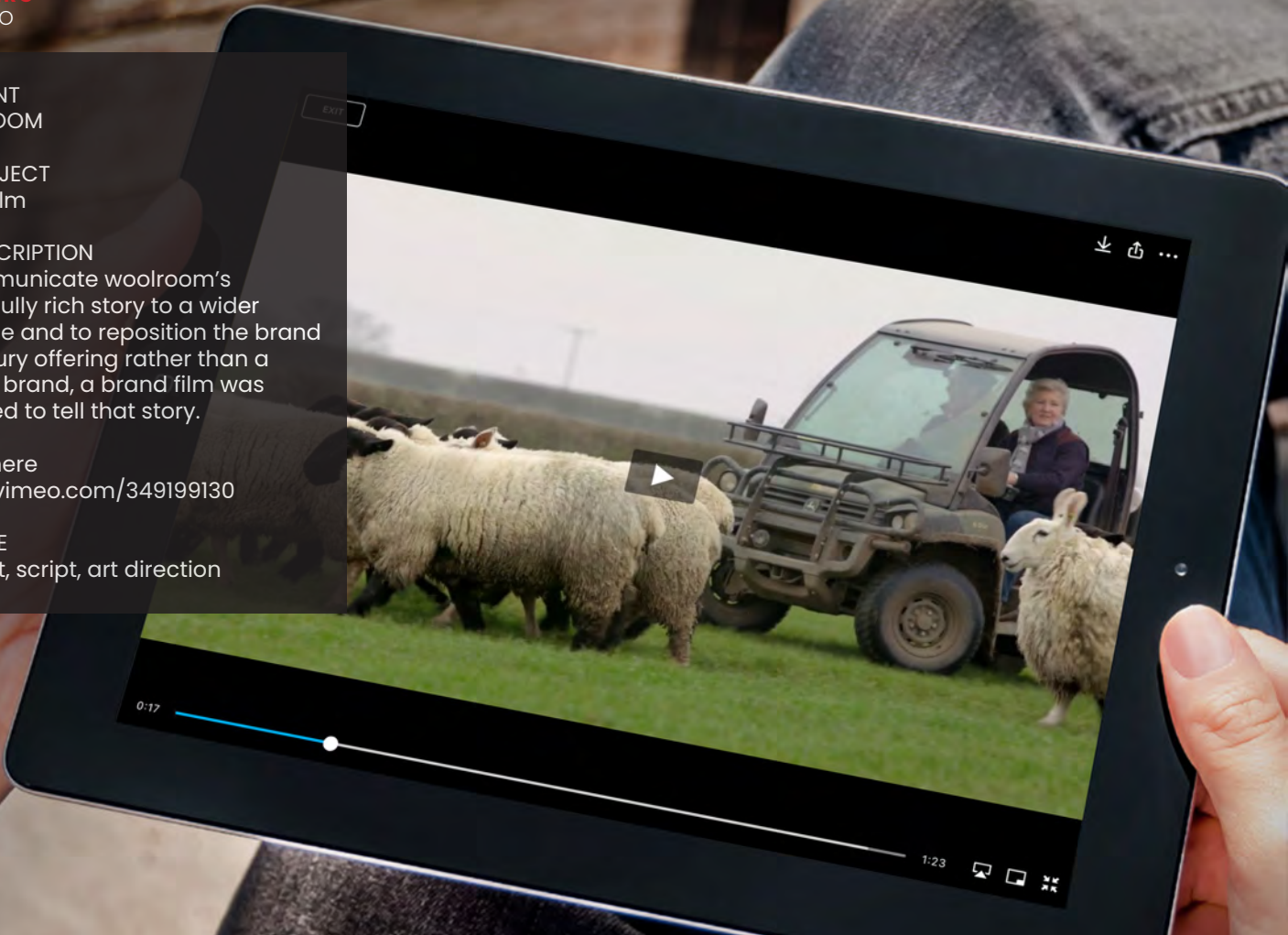
02 | PROJECT
Brand Film

03 | DESCRIPTION

To communicate woolroom's wonderfully rich story to a wider audience and to reposition the brand as a luxury offering rather than a solution brand, a brand film was produced to tell that story.

Watch here
<https://vimeo.com/349199130>

04 | ROLE
Concept, script, art direction



ANDY VEIRO
PORTFOLIO

01 | CLIENT
SKRILL

02 | PROJECT
Digital Brand Ad

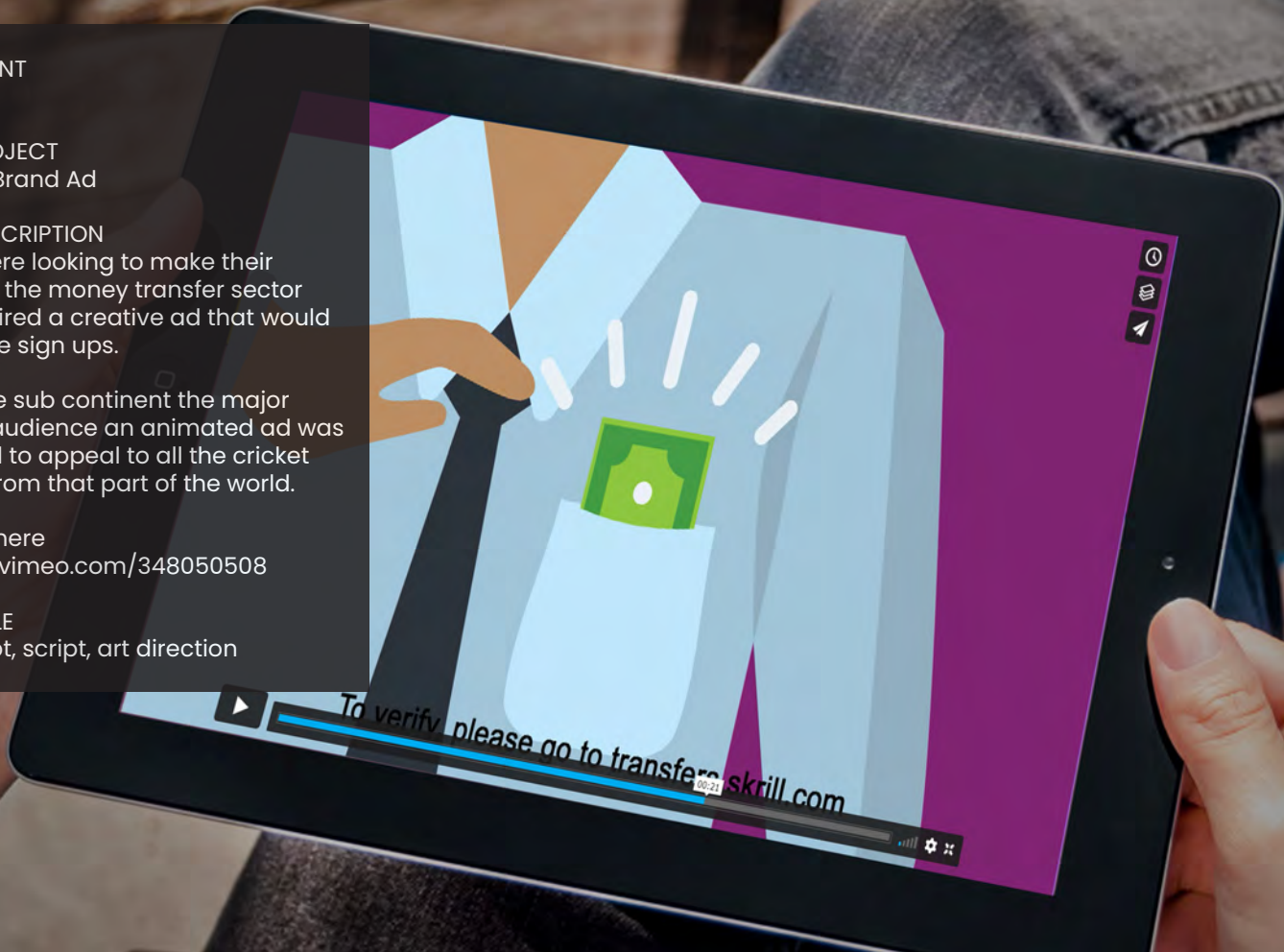
03 | DESCRIPTION

Skrill were looking to make their mark in the money transfer sector so required a creative ad that would increase sign ups.

With the sub continent the major target audience an animated ad was created to appeal to all the cricket lovers from that part of the world.

Watch here
<https://vimeo.com/348050508>

04 | ROLE
Concept, script, art direction



ANDY VEIRO

andyveiro@gmail.com

m. 07980 016075