



GR& DESIGN

Creative highlights from a 25 year career

Gavin Richardson



Since 2013 I have played a central role at Tesco, firstly contracting as acting Head of Design for Tesco.com before joining full time in 2015 as Creative Lead for their UK Marketing Communications team.

In that time I have built and led Tesco's in-house creative team that now delivers a vast range of multichannel work supporting our numerous seasonal and always-on campaigns.

The following pages showcase just a few highlights from my time at the heart of the UK's largest retailer.



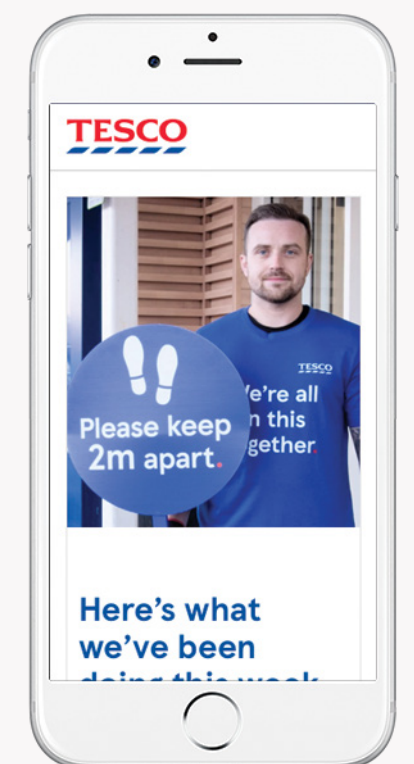
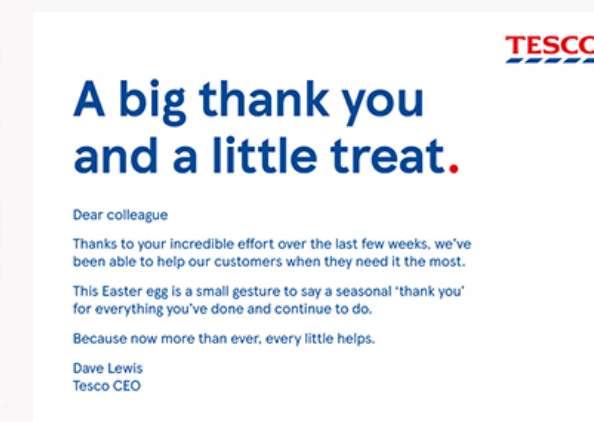
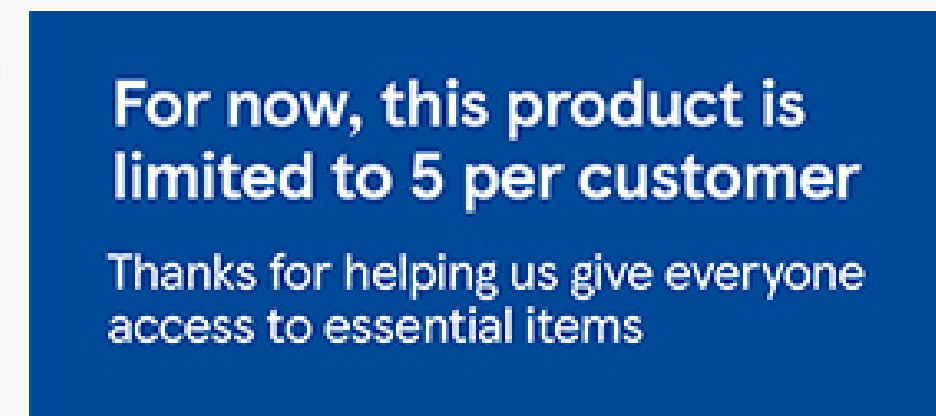
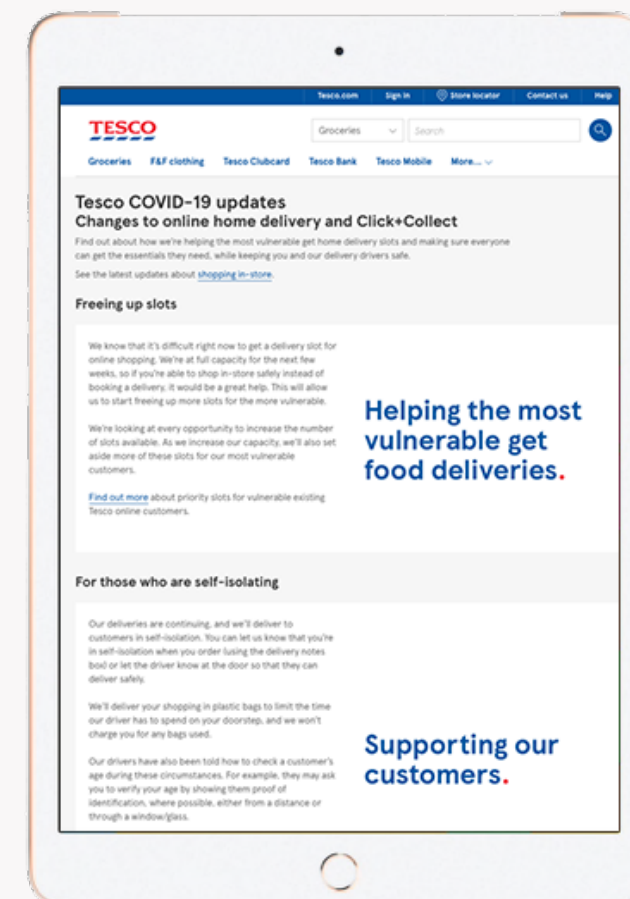


COVID-19 RESPONSE

Without doubt the work I am most proud of during my time at Tesco has been in our response to the COVID-19 outbreak.

Faced with urgent and unprecedented demand, in the first three months of the pandemic our Creative Services team delivered 50 online updates, 14 customer service emails and over 180 elements of Point of Sale, many of which were utilised by the pop-up Tesco stores at the emergency NHS Nightingale Hospitals commissioned to treat the sick.

As a result, it felt as though the work we produced truly made a difference and this was reflected in Tesco's brand perception, which has never been better.





PRIDE

Tesco has had a long association with the annual Pride parade in London, as an official sponsor in supporting the LGBTQ+ community.

Each year, we explore innovative and helpful ways to celebrate the event and my creative team play a central part in producing our multichannel comms to support across press, in-store and social media.



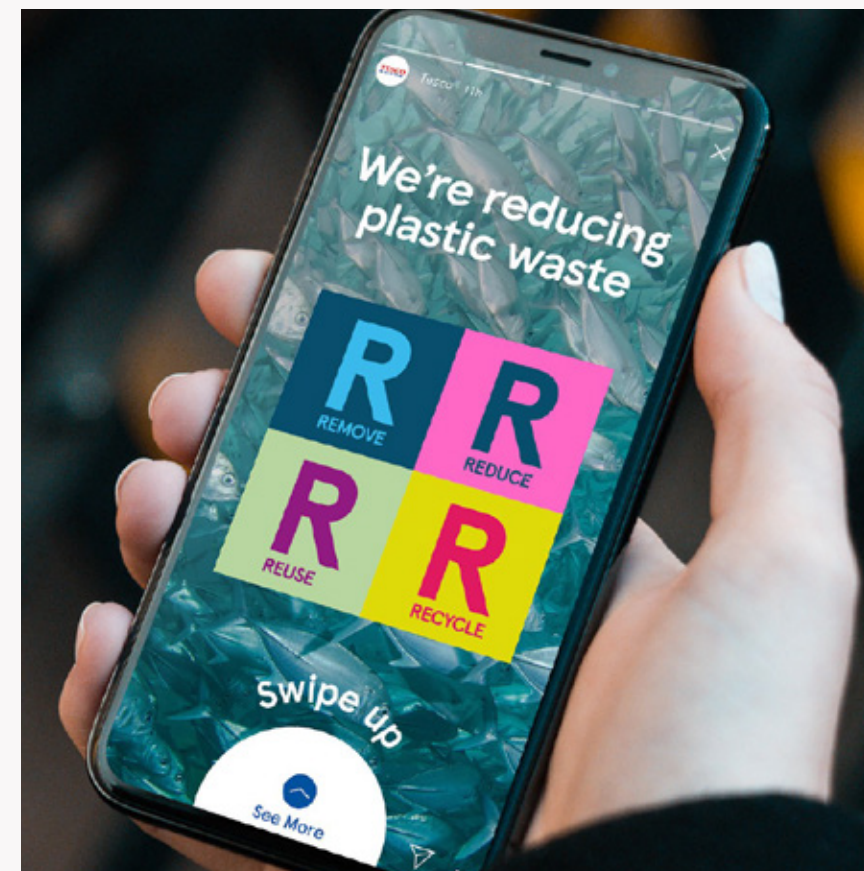
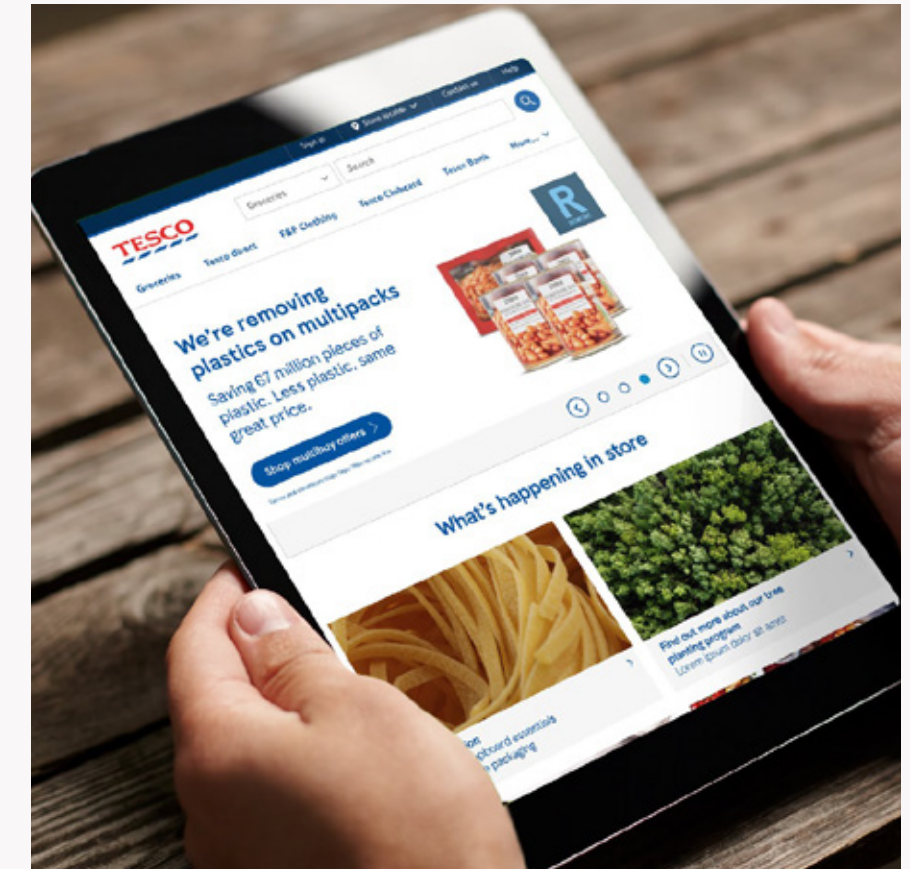


SUSTAINABILITY

As the UK's largest retailer, Tesco recognises we have a responsibility to lead by example in our response to the environmental challenges that face the country. One key endeavour has been to cut-down on single-use plastics both in our packaging and carrier bags. In 2020, we made a commitment to:

- **Remove** unnecessary packaging
- **Reduce** waste
- **Recycle** materials
- **Reuse** plastics where possible

Our team were tasked with bringing the campaign to life across numerous customer-facing touchpoints, both in-store and online.





COLLEAGUE NETWORKS

The Colleague Networks within Tesco aim to support and include every member of the workforce, regardless of race, creed, age, ability, gender, gender identification or sexual orientation. We have launched dedicated networks for communities throughout the business, including:

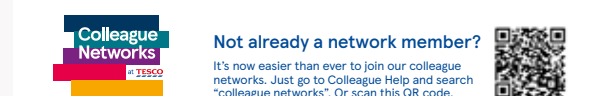
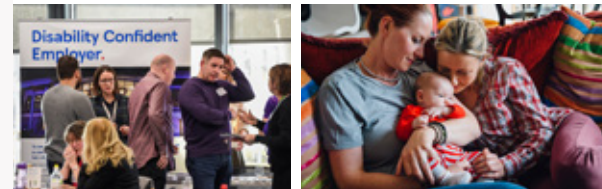
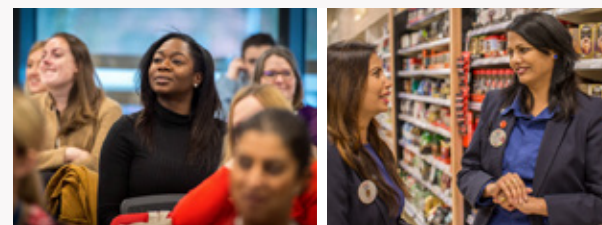
- Armed Forces
- BAME
- Disability
- LGBTQ+
- Women

Our in-house creative team supports these communities with the production of press ads and company-wide publications.



You do you.

Here at Tesco, we have a warm, welcoming and inclusive LGBTQ+ network. So whoever you are, however you identify, you have the opportunity to get on. And you can be confident that, when you show up to work, you can do you.





NEIGHBOURHOOD FOOD COLLECTION

The Neighbourhood Food Collection is part of Tesco's ongoing effort to encourage customers to donate long life food to charity. Since our first collection in 2012, we have collected over 84 million meals. This includes customer donations as well as the 20% top-up from Tesco and food donated to our permanent food collection points in-store.

My in-house creative team were responsible for designing and publishing the first online hub for the Neighbourhood Food Collection in 2013 and subsequent social media and in-store marketing materials.

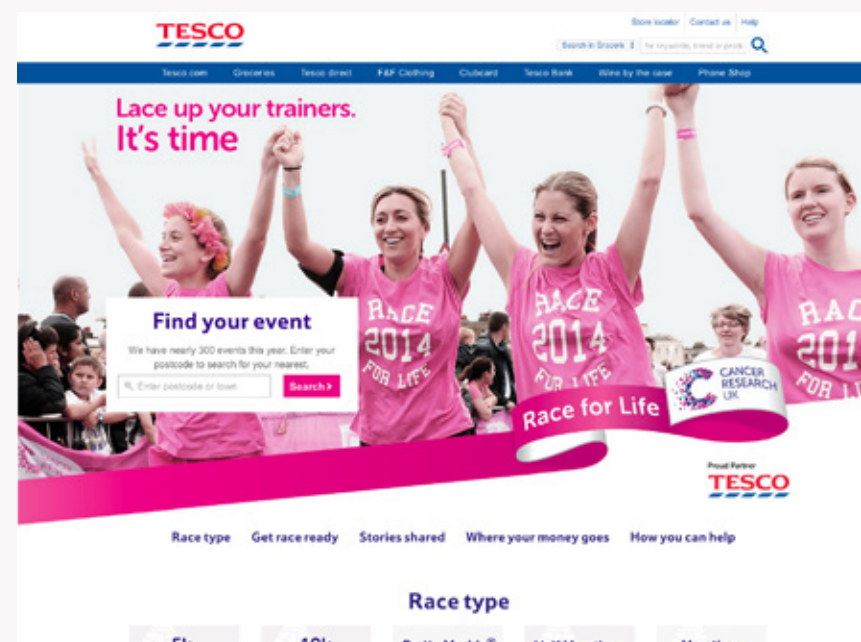




WEB OPS

My first position when I arrived at Tesco in 2013 was to head up the in-house Web Ops team, comprised of designers, front end web developers and trade managers responsible for the marketing content published to Tesco.com, Grocery Home Shopping and the Clubcard website.

This included flagship campaigns such as Love Every Mouthful (devised by Wieden+Kennedy), seasonal events and social activation such as Race For Life in partnership with Cancer Research UK.



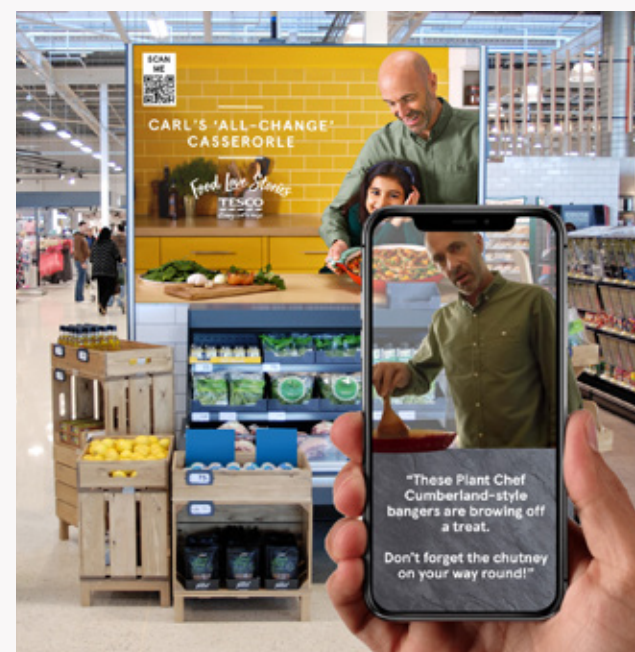


FOOD LOVE STORIES

One of Tesco's most celebrated campaigns in recent years has been Food Love Stories which launched in early 2017 and has remained always-on ever since. This award-winning campaign has been focused on reconnecting with our customers' personal relationship with food and celebrating quality.

My responsibility in this campaign was to work closely with our above-the-line agency BBH to ensure assets were created fit for purpose and devise guidelines to ensure that the campaign landed consistently and effectively across our digital channels.

Latterly, my team has been tasked with finding innovative new ways to re-energise the campaign in-store, where we are experimenting with new media such as floor projections and even augmented reality.



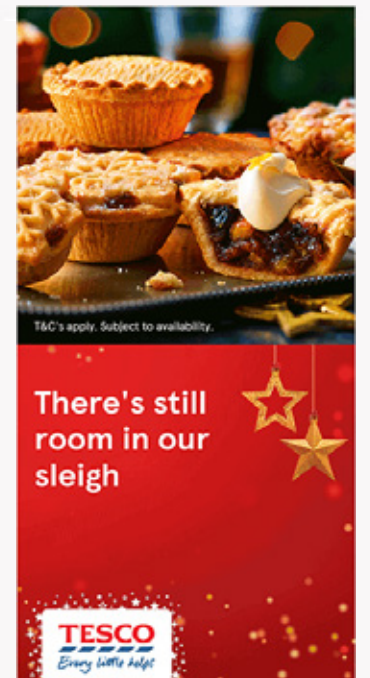
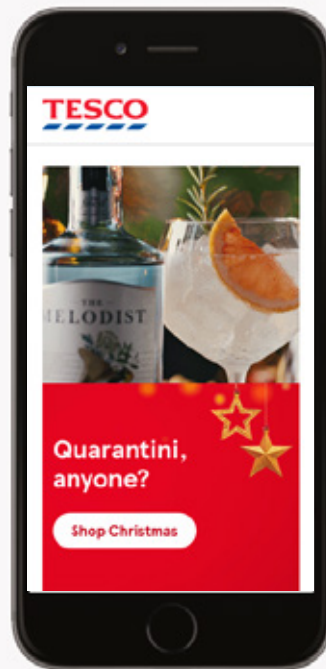
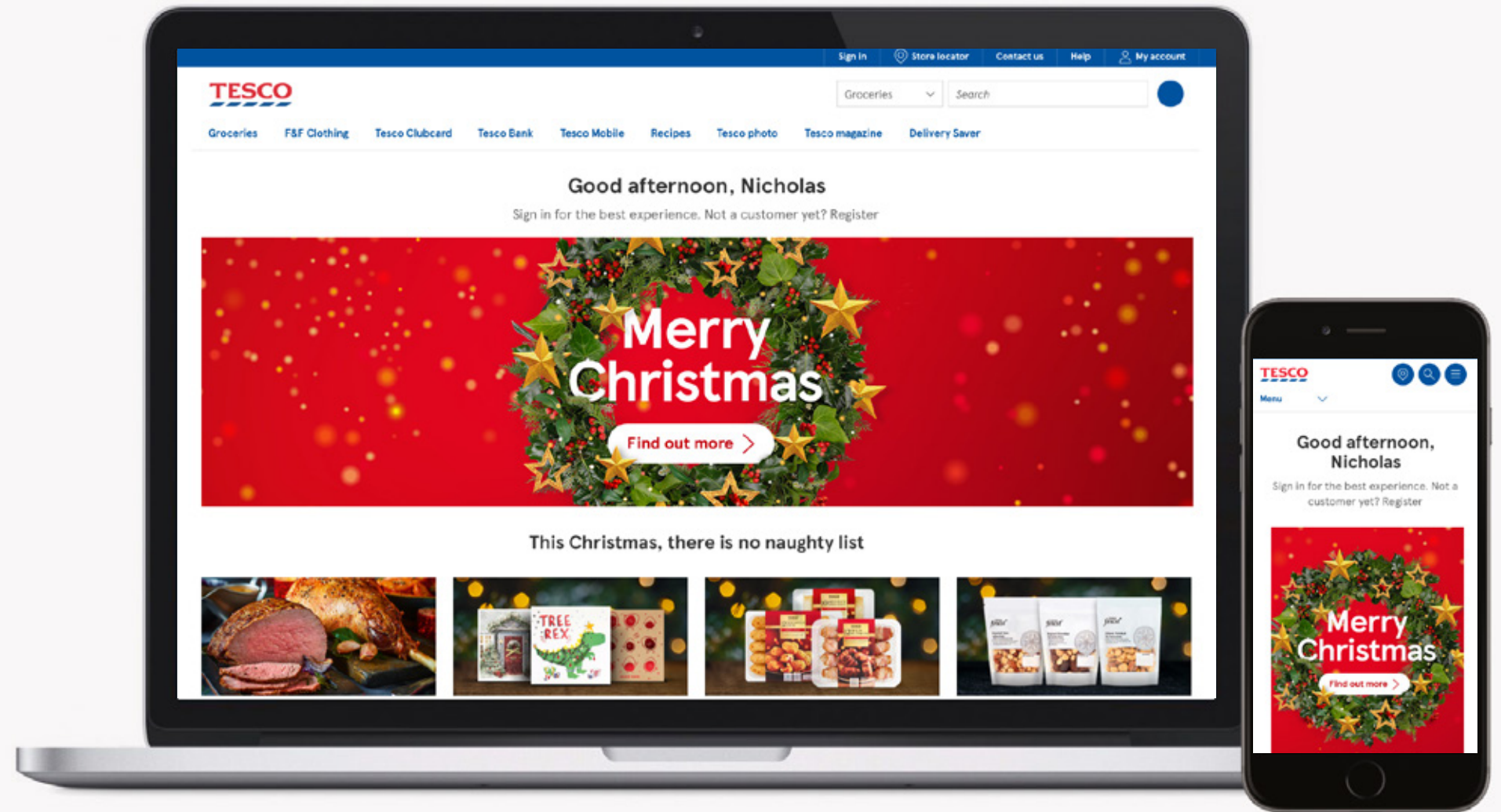


CHRISTMAS

Without doubt, Christmas is by some margin the most important seasonal campaign for Tesco and our preparations require an all-year-round effort.

My responsibility for Christmas, and all our seasonal campaigns, is twofold:

1. To work with brand teams and agencies to develop guidelines and assets that are fit-for-purpose to bring the campaign to life across throughout our communications
2. To then ensure that my team executes our comms briefs (across numerous channels, both on and offline) consistently and correctly in line with the standards set out in the guidelines



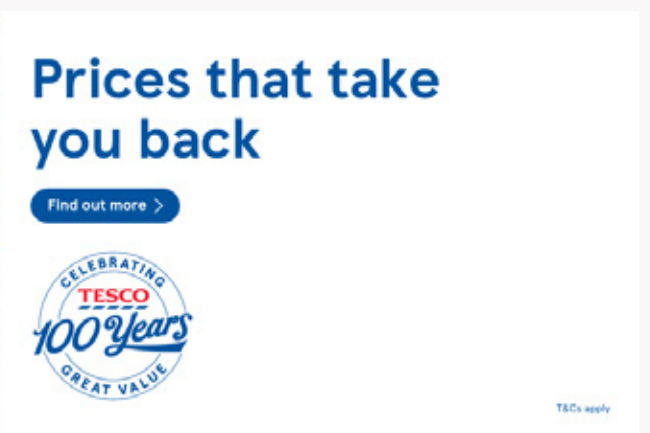
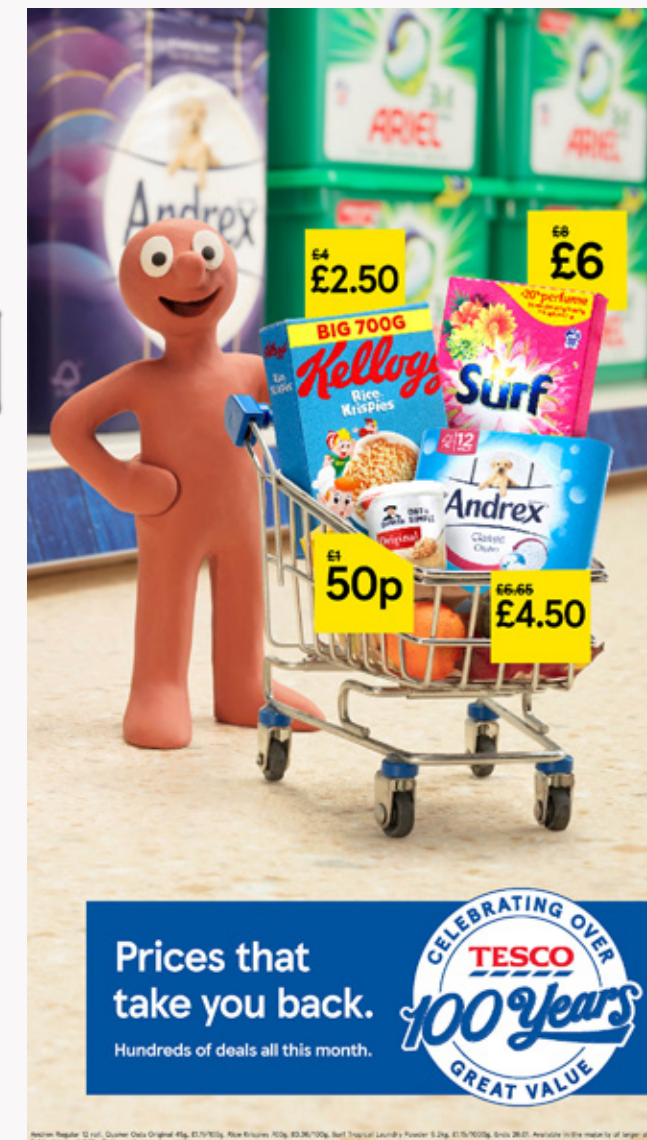
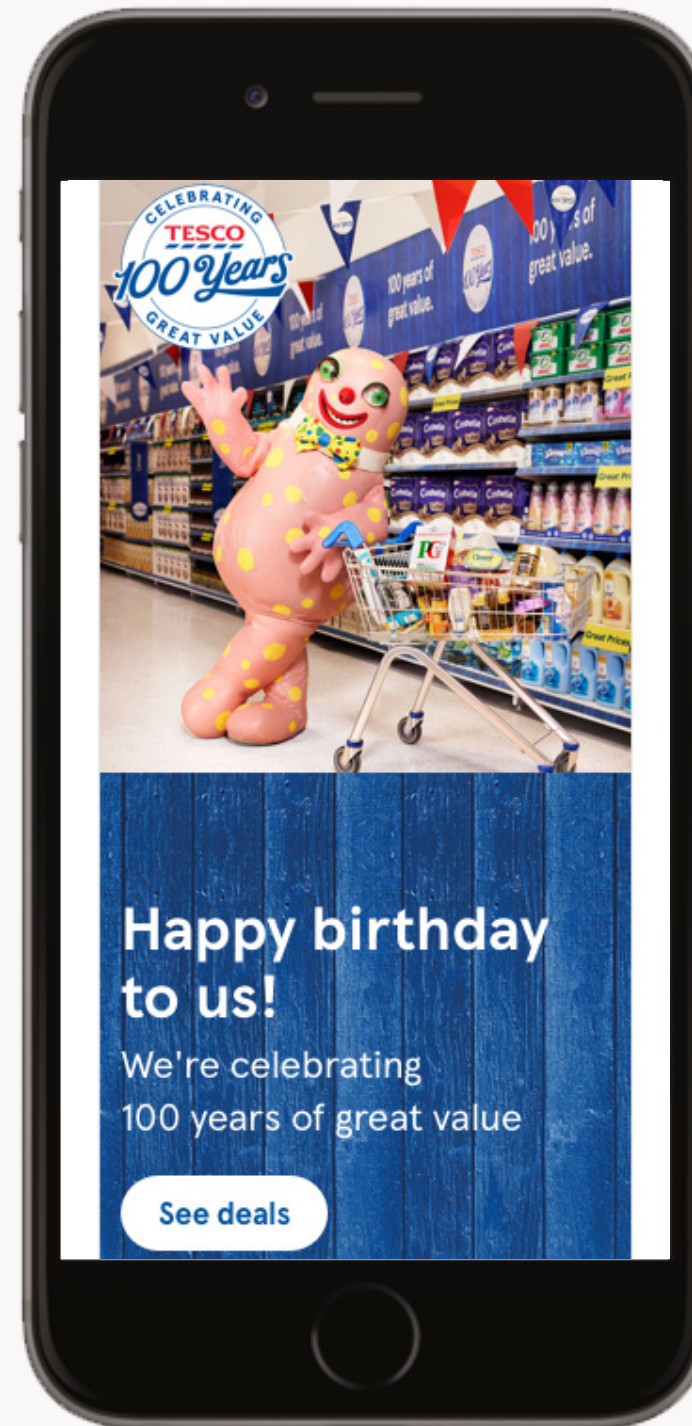


CENTENARY CAMPAIGN

In 2019, Tesco marked its centenary with a campaign that pulsed throughout the year, celebrating 100 years of great value.

Working with our above-the-line agency BBH, the campaign was driven by promotional offers with 'Prices that take you back' visualised by introducing British cultural characters from the last century such as Mr Blobby, Morph and Rollergirl.

My challenge was to ensure that the campaign was realised consistently and impactfully across our owned channels such as email, social and in-store smartscreens.

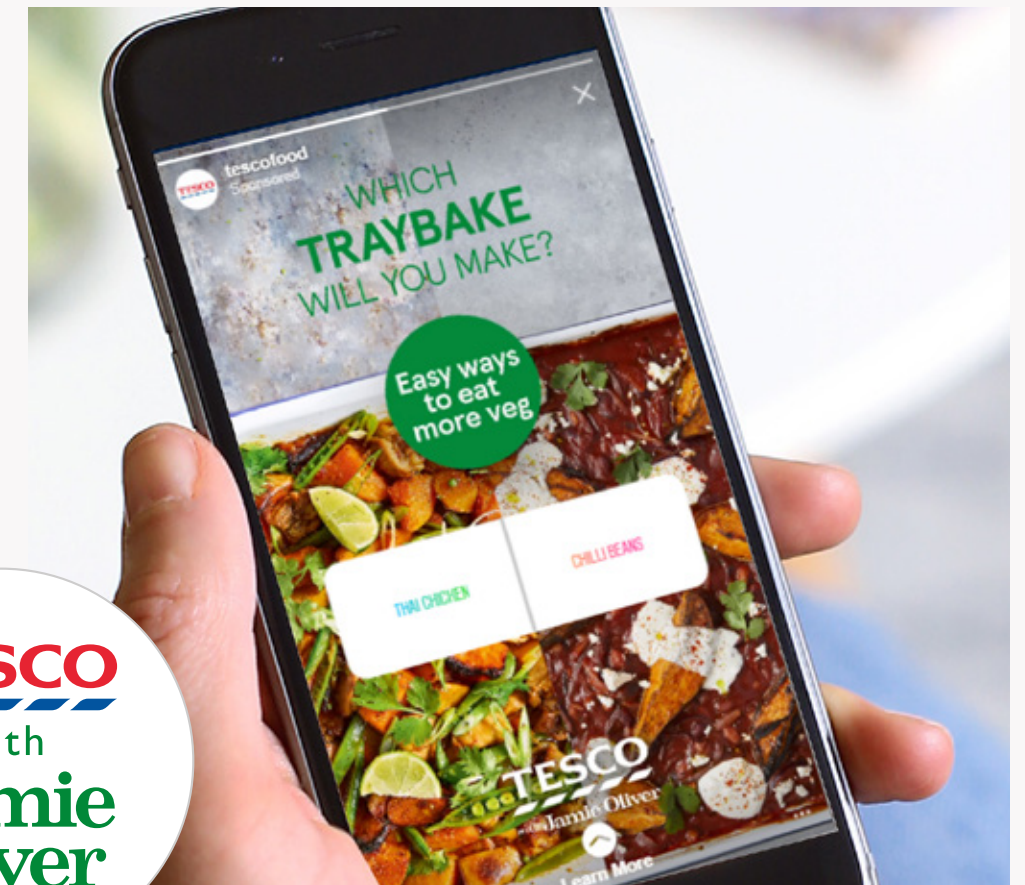




JAMIE OLIVER PARTNERSHIP

Over the past two years, Tesco have entered a partnership with Jamie Oliver who takes the helm in our Health communications, encouraging customers to eat more veg and introduce 'healthy little swaps'.

I was tasked with devising a brand toolkit to ensure that our Jamie Oliver comms were delivered consistently across our channels, out of home, in-store and online.



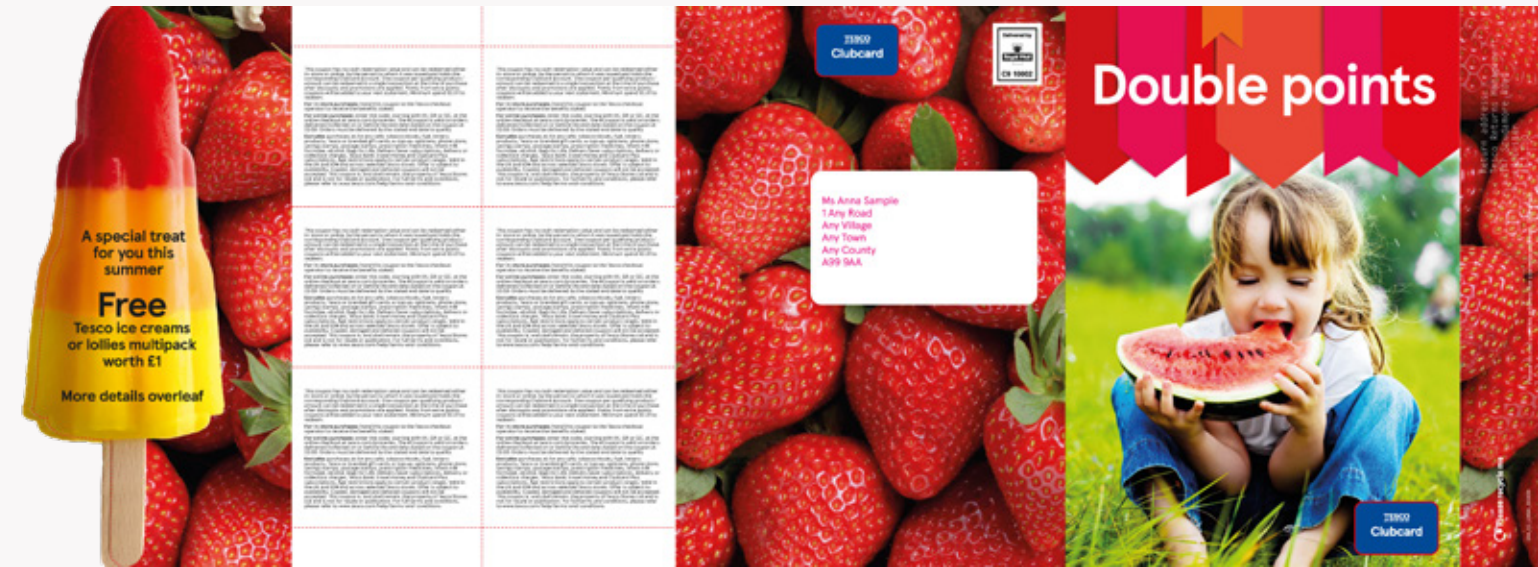


DIRECT MAIL

One of the fastest-growing areas of activity that the Tesco Creative Services team supports is Direct Mail.

Since bringing all Direct Mail creative resource in-house in 2018, we have produced literally hundreds of mailers both for Tesco ourselves and for third party brands, briefed into us from Dunnhumby who are responsible for all commercial branded comms within Tesco's owned estate.

With my team continuously innovating and making improvements, our Direct Mail production is a story of continued success with our mailers consistently driving uplift in sales and redemption rates.





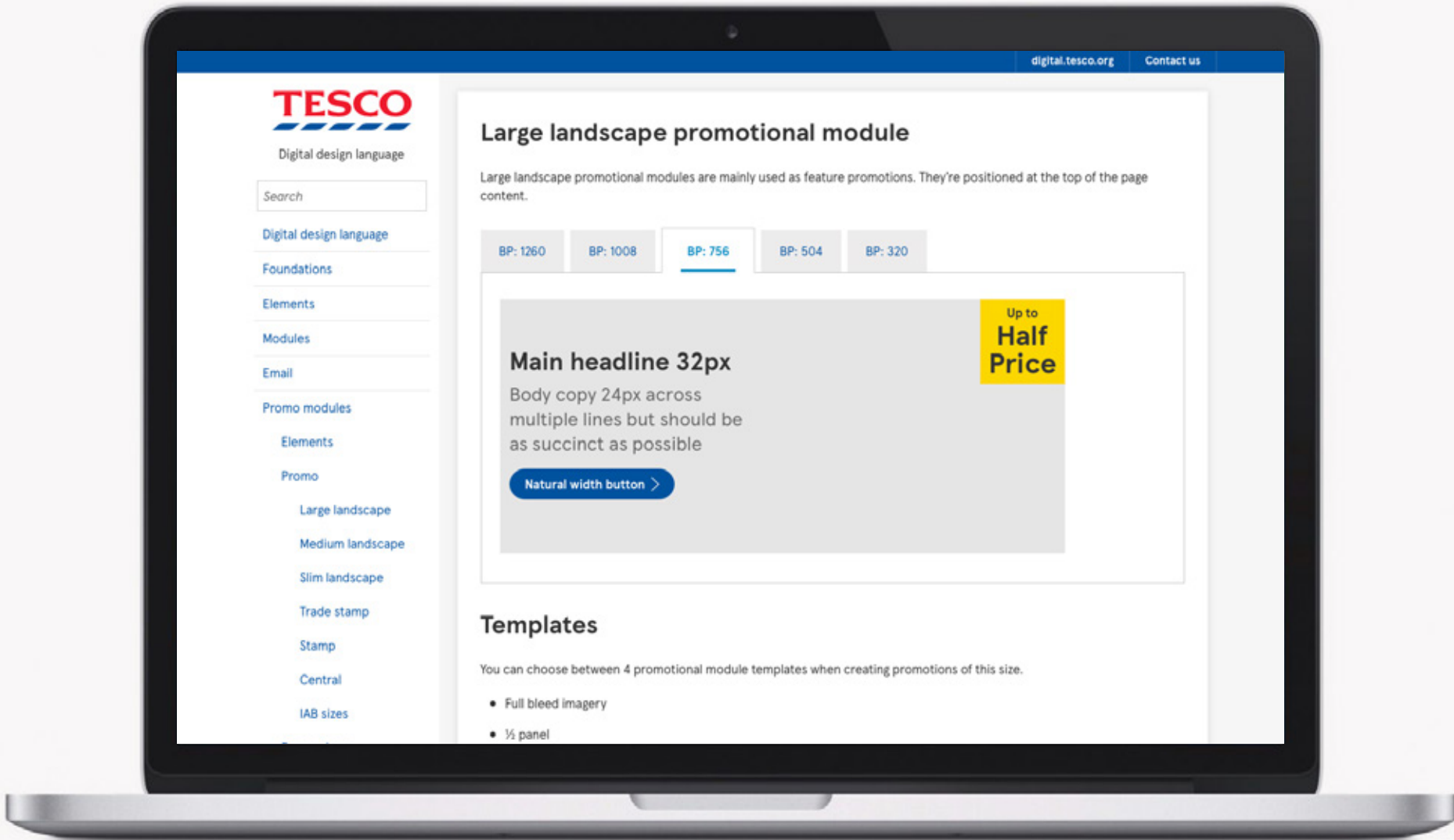
DIGITAL DESIGN LANGUAGE (DDL)

One of the most important projects I have been involved in at Tesco is the creation of our Digital Design Language (the DDL).

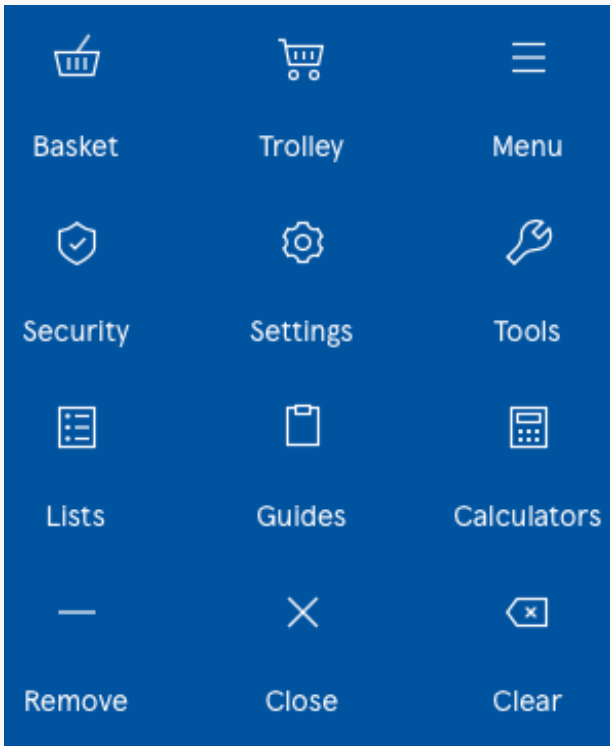
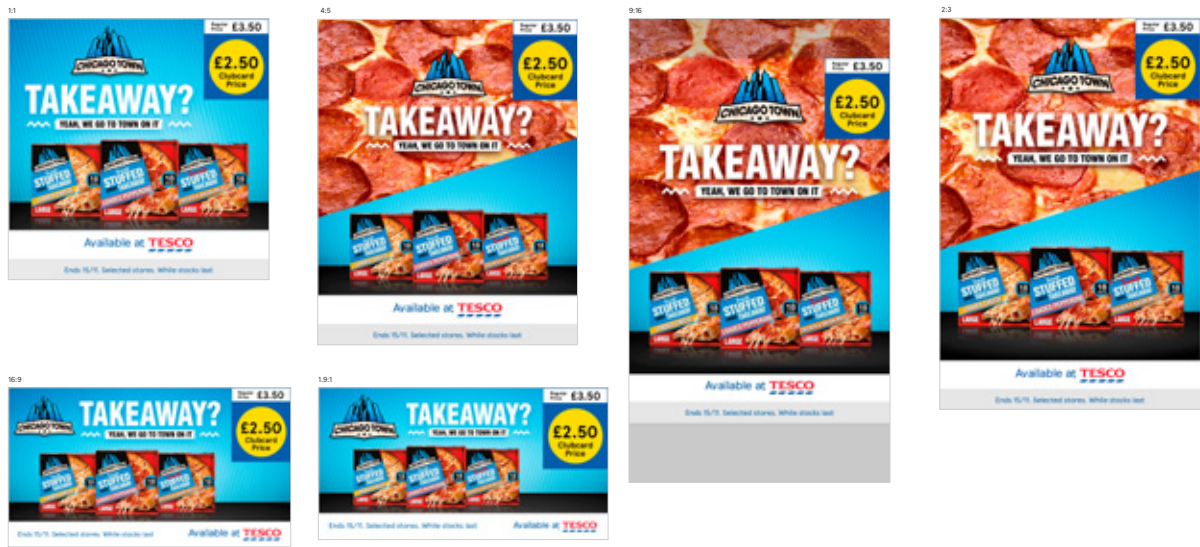
By 2015, Tesco had amassed in excess of 200 websites and 60 apps, each developed by independent teams working in silo, resulting in enormous disparity in visual execution.

Working closely with UX and UI specialists around the business, over the course of 18 months, we devised a robust and fully functional design framework, setting standards for common components such as type, buttons, iconography and colour.

This was published to an online toolkit for all our digital properties to follow, ensuring brand consistency across Tesco’s websites, emails, offsite media and apps.



4.6 What good looks like (Clubcard Prices tagged)



easyGroup

Between 1999-2011 I worked at easyGroup, for Stelios, the founder of easyJet.



Ultimately as Head of Design for the brand I played a central role in the development and launches of his numerous subsequent 'easy' ventures such as easyInternetcafé, easyHotel and easyCruise.

The following pages demonstrate the enormous range of sectors and media that we explored as a brand and my contribution to it as a designer.

My challenge was to make it all look easy...



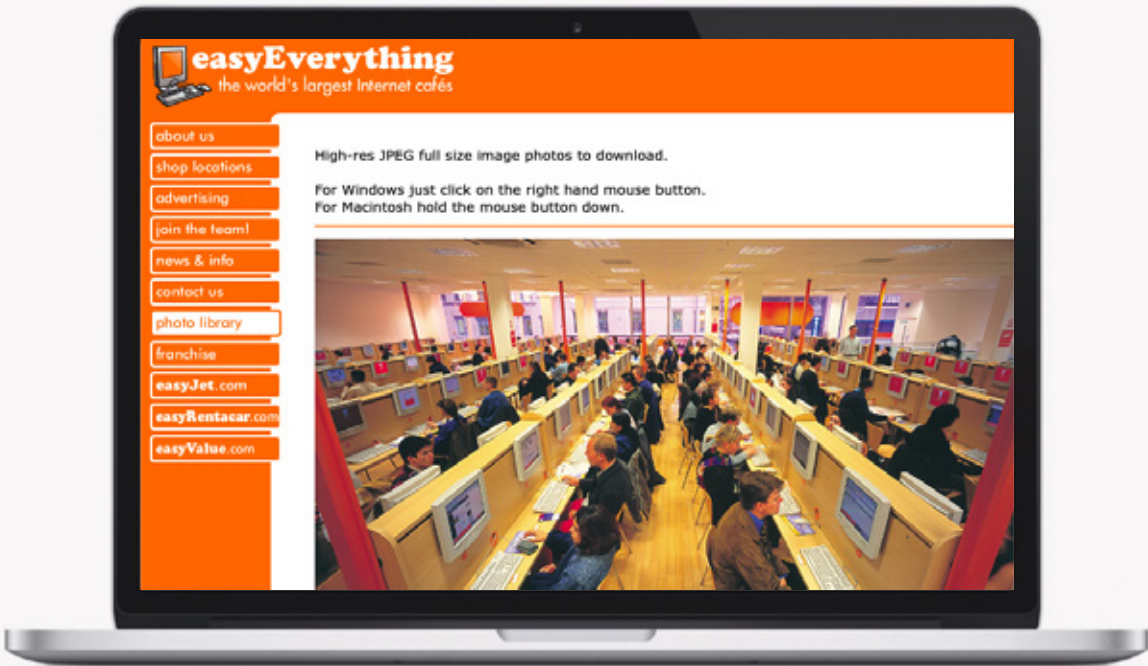
easyEverything

LONDON LAUNCH

Stelios' first new venture following the launch of easyJet was easyEverything, the chain of the world's largest Internet cafés.

Hired in 1999 initially as easyGroup's sole in-house designer, I was tasked with building the easyEverything.com website and developing a heavyweight outdoor and press campaign to launch our first London stores.

The first easyEverything cybercafé opened its doors opposite Victoria Station in June 1999 and, offering high speed Internet access 24 hours a day for just £1 an hour. It immediately reached capacity with queues of hundreds of eager customers trailing round the block.



easyEverything

EUROPEAN STORES

The success of the London launch of easyEverything prompted the rapid expansion of the chain, firstly to Manchester, Edinburgh and Glasgow, and then into almost every major city in Europe.

To support this rapid growth, I was given the opportunity to recruit a small in-house design team to execute our launch campaigns in each location.

One aspect of the expansion that I particularly enjoyed was the opportunity to draft hand-drawn artists impressions of our new stores as we sought planning permission from the local authorities in each city.



easyInternetCafé

NEW YORK LAUNCH

easyEverything's European cybercafés paled by comparison however with the opening in 2000 of our New York store in Times Square.

With over 800 PCs offering high speed broadband connectivity 24 hours a day for \$1 an hour, easyEverything immediately entered the Guinness Book of Records as the largest Internet café in the world.

Such a large store required a large presence and I was challenged with designing a heavyweight outdoor and press campaign across the city to support the launch.

Additionally I was briefed to design the store signage, requiring bright lights and animation in keeping with the neighbours in Times Square. Costing over half a million dollars to produce, this became my most expensive piece of work to date!



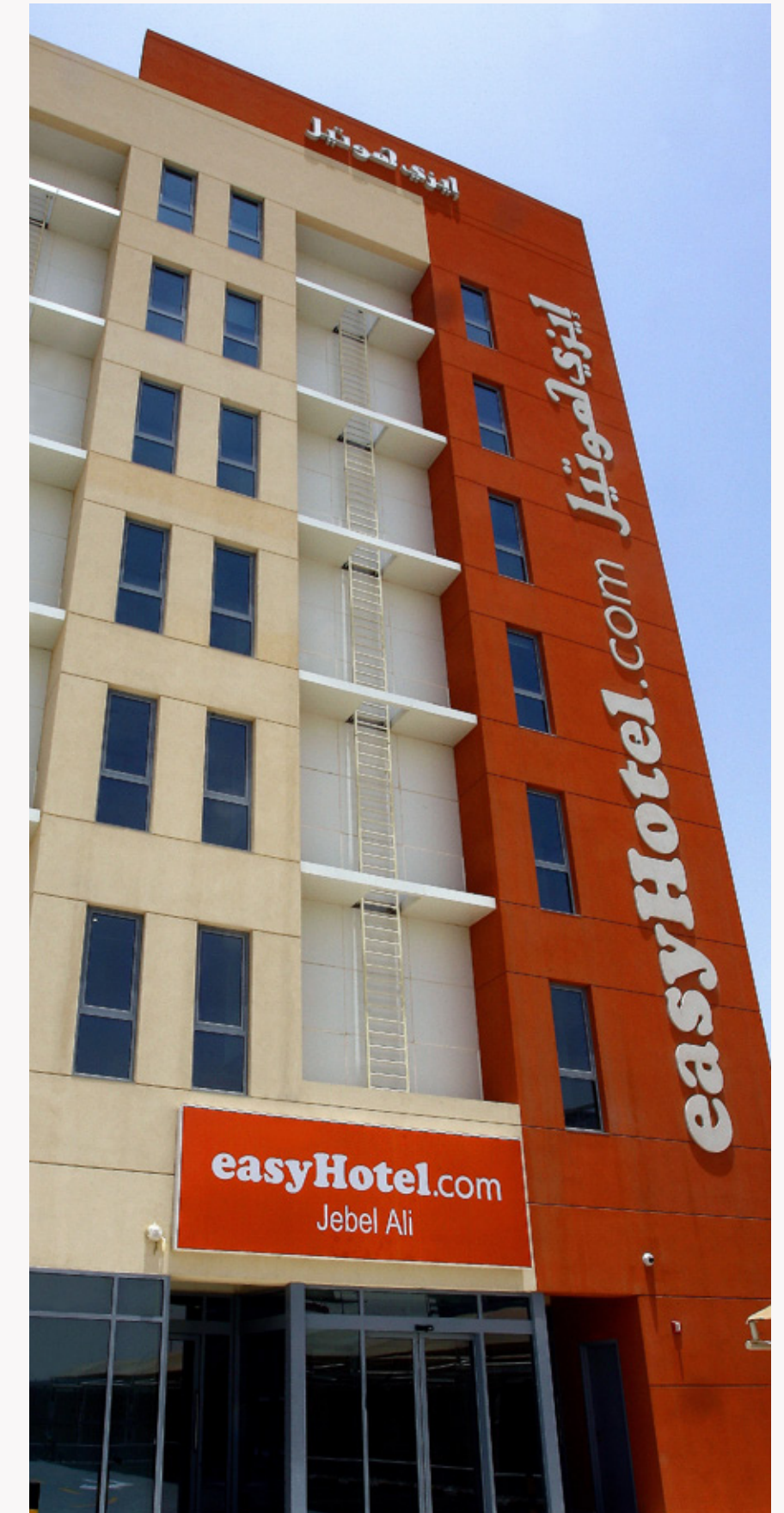
easyHotel

FRANCHISE EXPANSION

The next easy venture, easyHotel first opened it's doors in 2005 with a number of Central London locations, offering great value, low cost accommodation.

The model proved popular and easyHotel became the first easy venture to expand through franchising, throughout Europe and to locations as far flung as Dubai.

I was responsible for supporting all aspects of easyHotel's design – from interior decoration to advertising. Latterly, as easyHotel's franchisees launched elsewhere, I provided brand consultancy to ensure their visual design was executed to meet our standards.



easyBus

“THE BACK END OF A BUS”

easyBus was a natural brand extension for Stelios, offering low cost transfers to-and-from the airports easyJet flew to.

I was responsible not only for the design of our press and outdoor advertising but also the livery of the buses themselves.

I distinctly remember Stelios remarking that my work now officially ‘looked like the back end of a bus!’ ...I never quite lived that down.



Take the easyBus
to the airport

Book NOW to
SAVE
up to
50%
on October'10 to March'11 airport transfers

You can now book
online from £2 single
all the way up to
March 2011

**BOOK EARLIER
SAVE MORE**

easyBus.co.uk
low cost airport transfers

Gatwick • Luton • Stansted 

Central London
to/from the airport

MORE THAN
300,000
SEATS

just **£2**

Luton ✈ Stansted ✈
Gatwick ✈

easyBus.co.uk
low cost airport transfers

24 HOUR SERVICES, EVERY 20 MINUTES 

We're painting
Gatwick Airport
...orange!

NOW to both
Gatwick South & North Terminal
to/from Earl's Court

from **£2**

**BOOK EARLY
SAVE MORE**

easyBus.co.uk
low cost airport transfers

24 HOUR SERVICES, EVERY 20 MINUTES 

easyCruise

REBRANDING

easyCruise first launched in 2006, offering tourists the opportunity to visit the French and Italian Riviera at low cost. However, the business initially struggled with no-frills brand connotations working against us.

As such, the following season the route relocated to the Greek islands and Stelios briefed me to rebrand the livery, toning down the orange (once unthinkable) in favour of a more premium look and feel.

The same styling was then applied to our marketing communications.



menu

Our pizzas just £5.59 per single pizza

El Stel
Pepperoni, Ham, Onion, Green Peppers & Mozzarella cheese.

Double Pepperoni
Pepperoni, more Pepperoni & Mozzarella cheese.

Supreme Chicken
Chicken Breast, Red & Green Peppers, Mushrooms, Cheddar & Mozzarella cheese.

Volcano
Chilli Beef, Green Peppers, Onions, Red Chilli Rings & Mozzarella cheese.

5 Cheesy
A delicious blend of Mozzarella, Monterey Jack, Mature Cheddar, Emmental & hard cheeses.
For Tomato Filled Crust add 85p

Hawaiian
Smoked Ham, Pineapple, Mature Cheddar & Mozzarella cheese.

HOT DEALS

2 pizzas **£9.95**
3 pizzas **£14.50**
5 pizzas **£22.95**

For Tomato Filled Crust add 85p per pizza (available on 5 Cheesy Pizza only)

Sides, Desserts & Drinks

Sides, desserts & drinks vary by location. Please check website for more information.

Order round the clock

ORDERING TIMES
Place orders anytime for deliveries online @ www.easyPizza.com

DELIVERY TIMES VARY
Delivery times depend on location. Check website for details.

DELIVERY CHARGES
ONLY ONE CHARGE PER DELIVERY
Delivery charges vary from £1. Orders of 6 pizzas or more will incur an extra delivery charge.

Order online @
www.easyPizza.com

easyMusic

DIGITAL MUSIC REVOLUTION

easyGroup played it's part in the digital revolution in music, partnering with Wippit for the launch in 2007 of easyMusic.com, promising to undercut rival digital music stores with MP3 tracks from top artists available from just 25p each.

I was responsible for designing a print and digital display campaign to launch the service.



FREE MP3S

We are giving you **£5** towards your first album purchase at **easyMusic.com**.

It's this simple...

1. Logon to the Internet at **easyInternetcafé** (self-service Vending Machines in-store)
2. Go to **easyMusic.com/cafe**, create your account and you will instantly have a fiver credited to spend on any album of your choice. Albums start from just £4.95 so don't miss out!

*Offer applies to album purchases at the following store only. Whilst users may purchase music at **easyMusic.com**, files cannot be downloaded in-store.

@ easyInternetcafé
9-16 Tottenham Court Road

1st DESTINY'S CHILD
Destiny's Child
#1s


FRANZ FERDINAND
Franz Ferdinand
You Could Have Had It So Much Better

MARIAH CAREY **GREATEST HITS**
Mariah Carey
Greatest Hits

OASIS
Oasis
Don't Believe The Truth


from Stelios &
easy.com
more value for less!

TOP ARTISTS



download from just
25p per track @
easyMusic.com

TOP ARTISTS
at
ROCK BOTTOM PRICES!!!



download from just
25p per track @
easyMusic.com

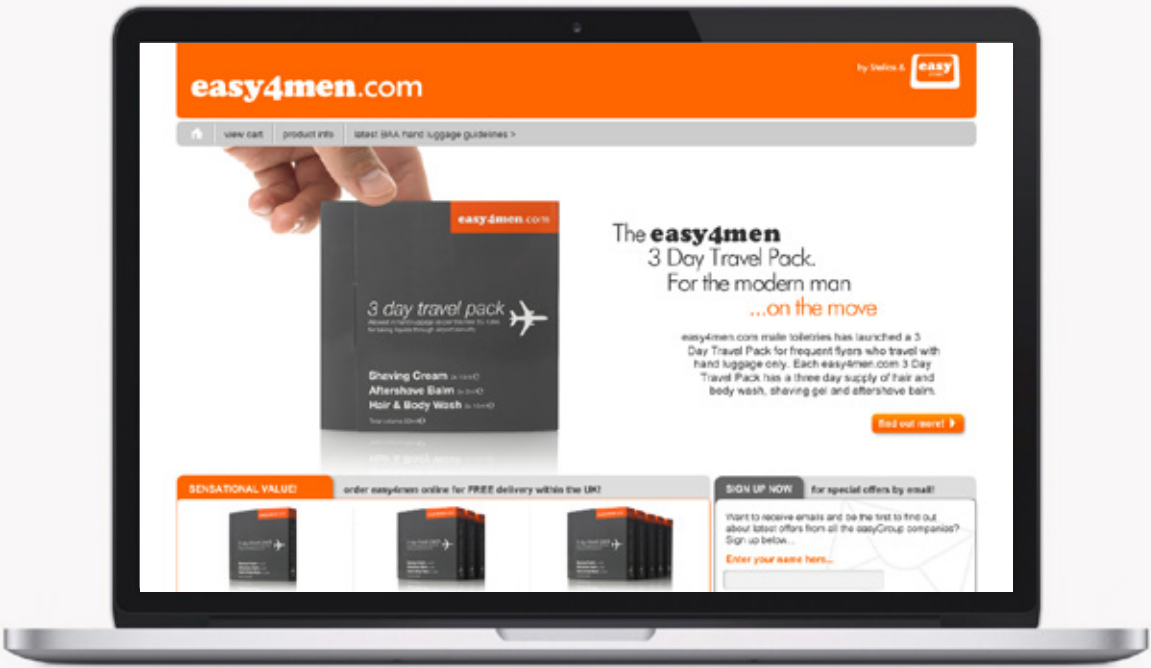
easy4men

PRODUCT DEVELOPMENT

One of easyGroup’s most innovative ventures was our 2008 adventure into the world of men’s toiletries with the development of easy4men.

Necessity breeds invention as they say and, following restrictions brought in following 9/11 meaning that only limited liquids could be brought onboard aircraft, Stelios hit upon the idea of creating a sachet pack containing shaving foam, hair and body wash, that would be permitted in hand luggage.

I was firstly briefed to design the packaging and then my first e-commerce website as the product was to be sold online and at Boots.



easyOffice

B2B COMMUNICATIONS

Another of easyGroup's successfully franchised businesses was easyOffice.co.uk, offering serviced office space throughout the UK.

To support the launch in 2009 my team and I were briefed with creating an ongoing B2B campaign, advertising the brand not only to clients but also to potential franchisees.



FROM STELIOS & 

Serviced offices in the heart of
Glasgow



Offices now available to rent from only **£99** per week (+VAT)

BOOK NOW!

☎ 0141 206 5300
Lines open 9am-5pm daily, or book online @
easyOffice.co.uk

from Stelios & 

Flexible office solutions in
Canary Wharf
South Quay

Rent from only **£89** per week (+VAT)



HURRY! BOOKING NOW!

☎ 020 7536 8669
Lines open 9am-5pm daily, or book online @
easyOffice.co.uk

from Stelios & 

An **unbeatable** place to do business...



easyOffice, Angel House,
225 Marsh Wall, London. E14 9FW

Stelios says...

"Looking for affordable office space at the heart of London's financial centre? ...No problem."



- ☑ rooms available for individuals or groups
- ☑ flexible terms from as little as **£89 a week***
- ☑ newly refurbished offices
- ☑ broadband internet access
- ☑ portable flexible phone deals
- ☑ meeting room hire

DON'T DELAY! BOOK ONLINE TODAY!

easyOffice.co.uk



BRAND CONSULTANCY

Latterly, easyGroup became more active in brand licensing – with startups often seeking to leverage the ‘easy’ name and our reputation for great value to energise their business. Such was the case with easyGym which launched in 2011.

As easyGroup’s Head of Design, I was tasked with overseeing our licensees’ visual representation of the business, ensuring that their communications met our standards.



Contract & Freelance

After 12 years at the heart of one of Europe's best known brands, in 2012 I took the big leap into self-employment and went solo to become a Design & Creative Consultant.

Whilst I had greatly enjoyed my time at easyGroup, I felt the time was right to spread my wings and try using other colours.

It turned out to be one of the best decisions I ever made and, over the next 18 months or so, I had the opportunity to work on a wide array of projects for clients ranging from household-name brands to startup ventures.

It was an exciting experience and the following pages cover just a few highlights.





PORSCHE

LAUNCH EVENT

Brought in by Brainstorm Communications based in Buckinghamshire in 2012, I was firstly contracted to design and develop experiential materials for their UK launch in Birmingham of their new Boxster 505 range.

A fantastic opportunity to shift gears from the world of low cost enterprise to work on a truly premium brand.

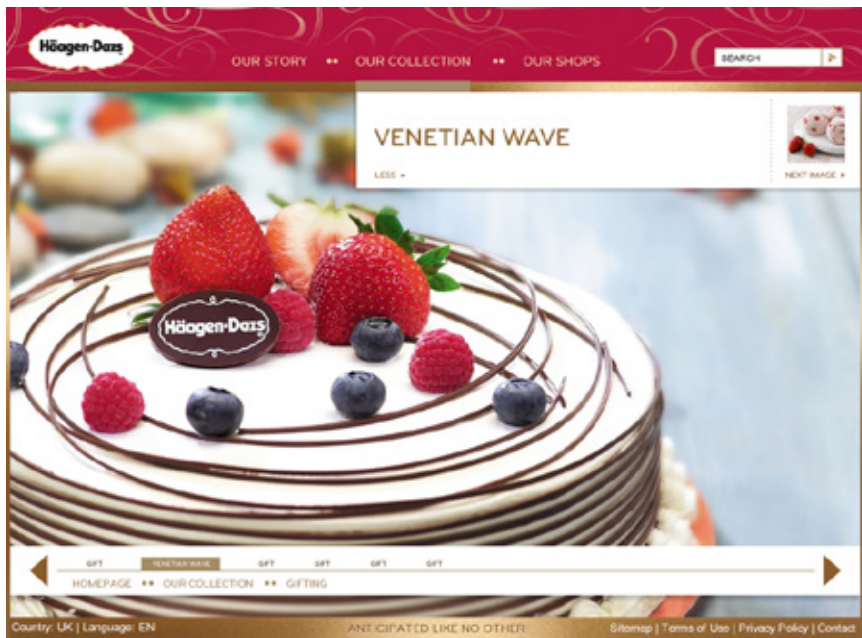
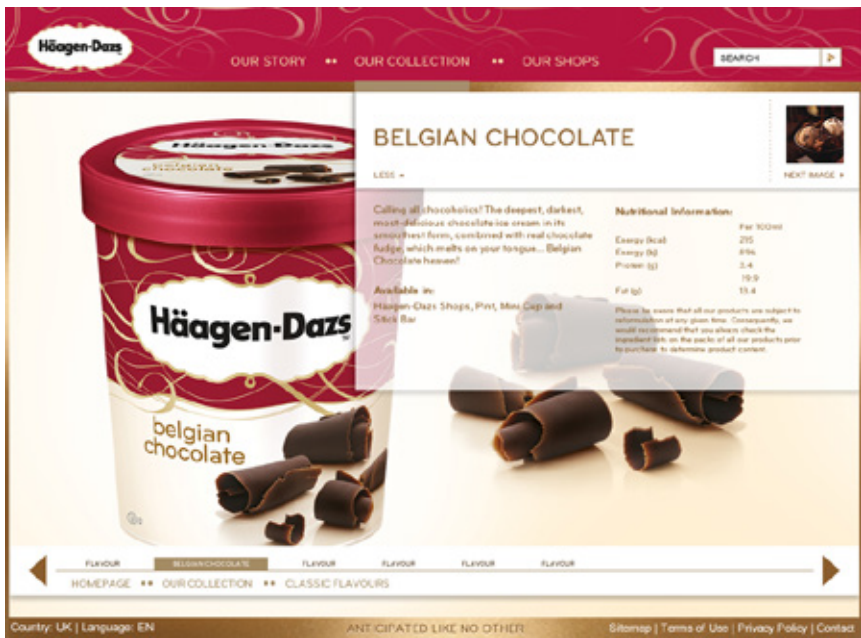
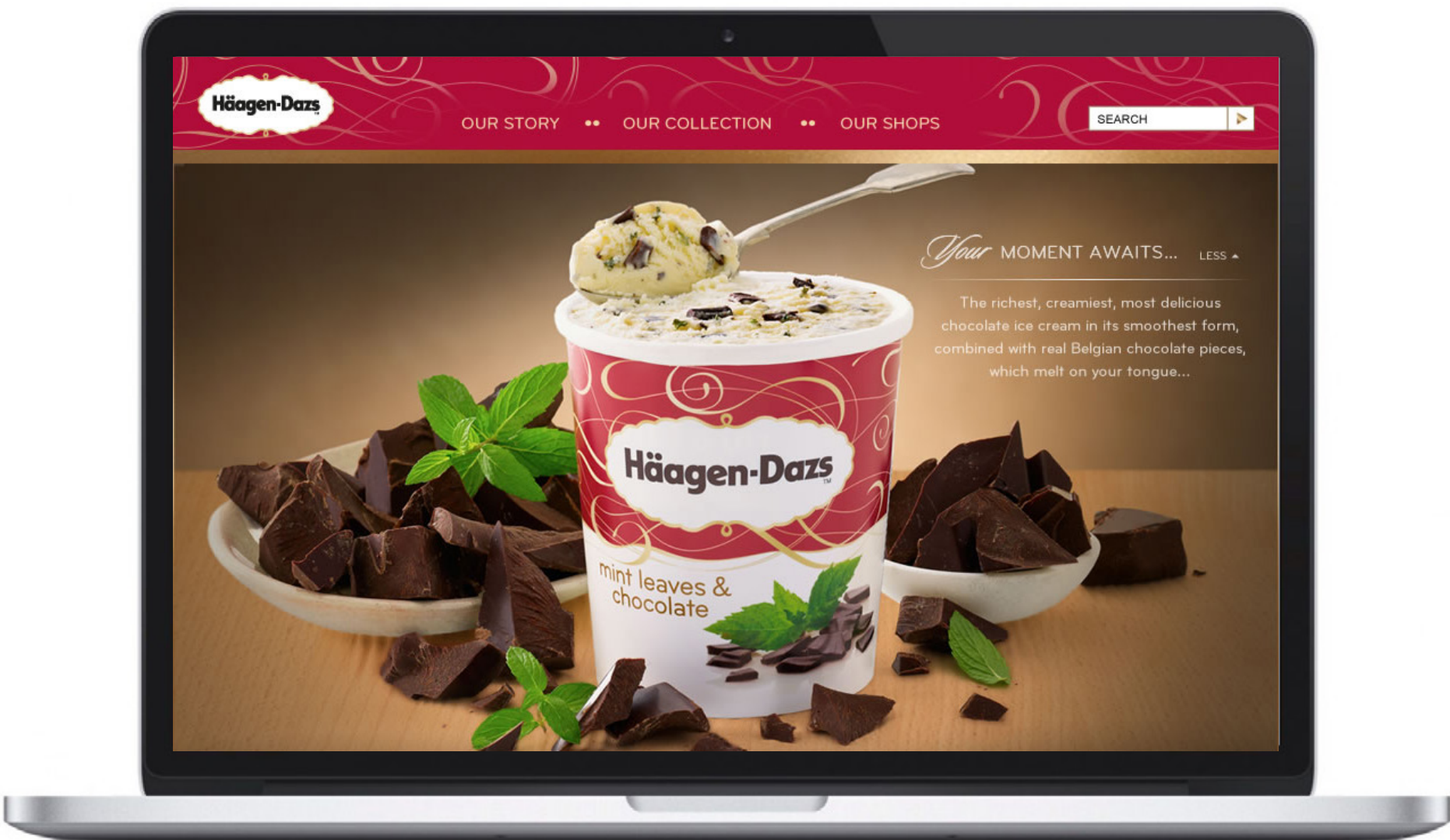




UX DESIGN

Still at Brainstorm Communications, I switched accounts to help develop the redesign of the Häagen-Dasz global website.

Focusing primarily on user-journeys the project gave me valuable hands-on UX experience and allowed me to use some of the tastiest photography I had ever worked with!



WHITBREAD

BREWER'S FAYRE

Later in 2012, I was contracted by BBH at their Milton Keynes Studio to help develop local marketing creative for clients from their Whitbread account, such as Brewers Fayre.



**COMING
SOON**

brewersfayre.co.uk

**Brewers Fayre
XXX**

**Come and preview
a NEW buffet
experience.
The food's on us!***

We're training hard to prepare for our grand opening, and we'd like to invite you to come and tuck into our generous buffet, free of charge!*

You'll be helping us test our restaurant to its limits so we can make sure everything's perfect by the time we officially open. We're sure you'll find something for everyone, and it's all you can eat too. You'll only need to pay for your drinks.


We're holding an exclusive preview event on

at

Demand will be high, so it's essential that you book your place to attend. Just email your details to xxx@whitbread.com or call 07956 310177, and we'll confirm your reservation.

We look forward to welcoming you to Buffet Place soon!

brewersfayre.co.uk



WHITBREAD

BEEFEATER GRILL

With BBH I was also tasked with helping develop Point Of Sale materials for Beefeater Grill, one of the many Whitbread brands.

**REWARDS
WITH MORE
BITE**

**BEEFEATER
GRILL**
— The Reward Club —

**EAT OUT, COLLECT POINTS
ENJOY THE REWARDS**

beefeatergrill.co.uk/rewardclub

Terms and conditions apply. Please see in restaurant for details.

**FREE BOTTLE OF
SPARKLING ROSÉ***

When you book our Celebration Menu before 19th November 2012
For every 6 guests, when dining from our Festive Celebration Menu
between 20th November and 13th December

BOOKINGS NOW BEING TAKEN

*Terms and conditions apply. Please see reverse for details.



**REWARDS
WITH MORE
BITE**

**BEEFEATER
GRILL**
— The Reward Club —

**EAT OUT, COLLECT POINTS
ENJOY THE REWARDS**

beefeatergrill.co.uk/rewardclub

Terms and conditions apply. Please see in restaurant for details.

**EAT OUT, COLLECT POINTS
ENJOY THE REWARDS**

**BEEFEATER
GRILL**
— The Reward Club —

beefeatergrill.co.uk/rewardclub

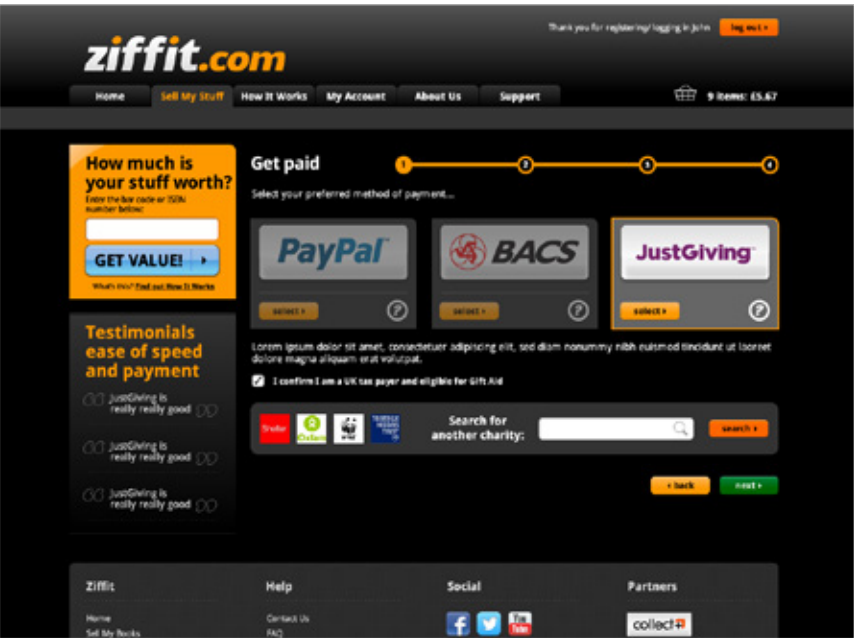
Terms and conditions apply. Please see in restaurant for details.



BRANDING A STARTUP

Ziffit.com was launched in 2013 by World Of Books and incentivises customers to trade in their unwanted books, games, DVDs and CDs for cash.

I was contracted directly to devise the brand identity and design the front end for their new e-commerce site.



Making music

Alongside my day job, for over 30 years I have banged the drums.

In that time I have played in quite a few bands, performing hundreds of gigs up and down the country at music venues and festivals, and have released several independent albums.

As a designer, I often end up lending my skills to the groups I play with, creating logos, websites, album sleeves and promotional materials.

The following pages are something of a labour of love...



COLVEX

I am a founding member of Colvex, a three piece alternative rock band that plays powerful original material across a variety of styles.

In 2012 we released our self-titled début album worldwide via Apple Music, Amazon and Spotify. This was followed up in 2017 with the release of our Last Man Standing EP along with an accompanying music video.

Throughout my time with the band I have been responsible for the design of all our sleeve artwork and promotional materials for our live shows at venues and festivals across the country.





Latterly, since 2016 I have played drums for 80s covers band, Six Go Mad with whom I regularly perform at clubs, pubs and social functions... it's tremendous fun.

Again, I designed the band logo and our new website, going live in Summer 2021.



THE SECRETS

My first serious band The Secrets formed in the mid 1990s and to say that it became an obsession would be putting it mildly.

We wrote, recorded and performed relentlessly at college bars, music venues and festivals. In the short space of just six years we self-produced and released three independent albums.

I designed our album sleeves and the band also gave me my first experience in designing websites.

However, for all the dedication and effort, we only ever managed to achieve local success and in 2000 we decided to call it a day. It was great while it lasted...



Drawing & Painting

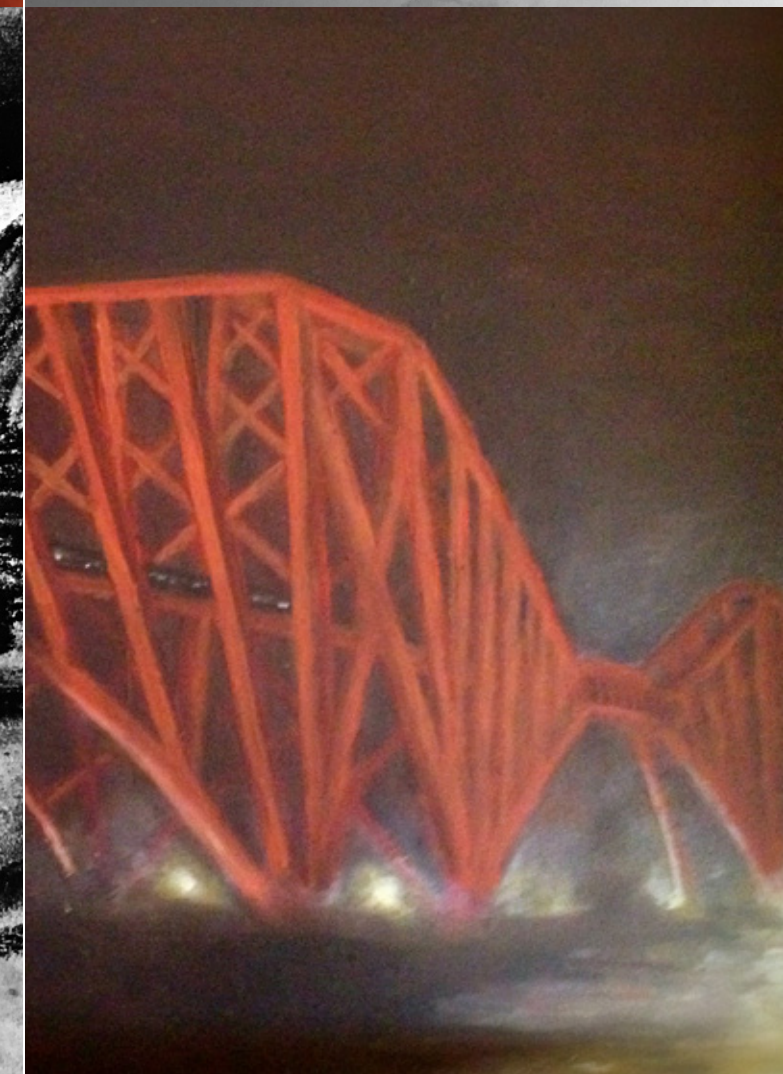
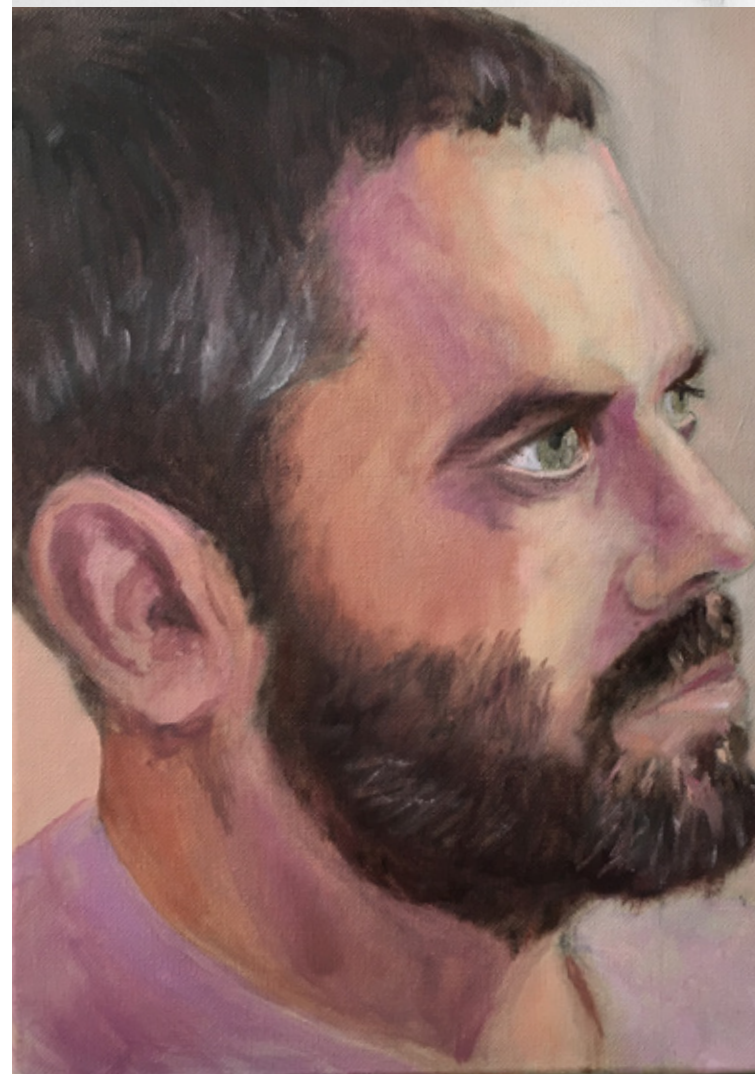
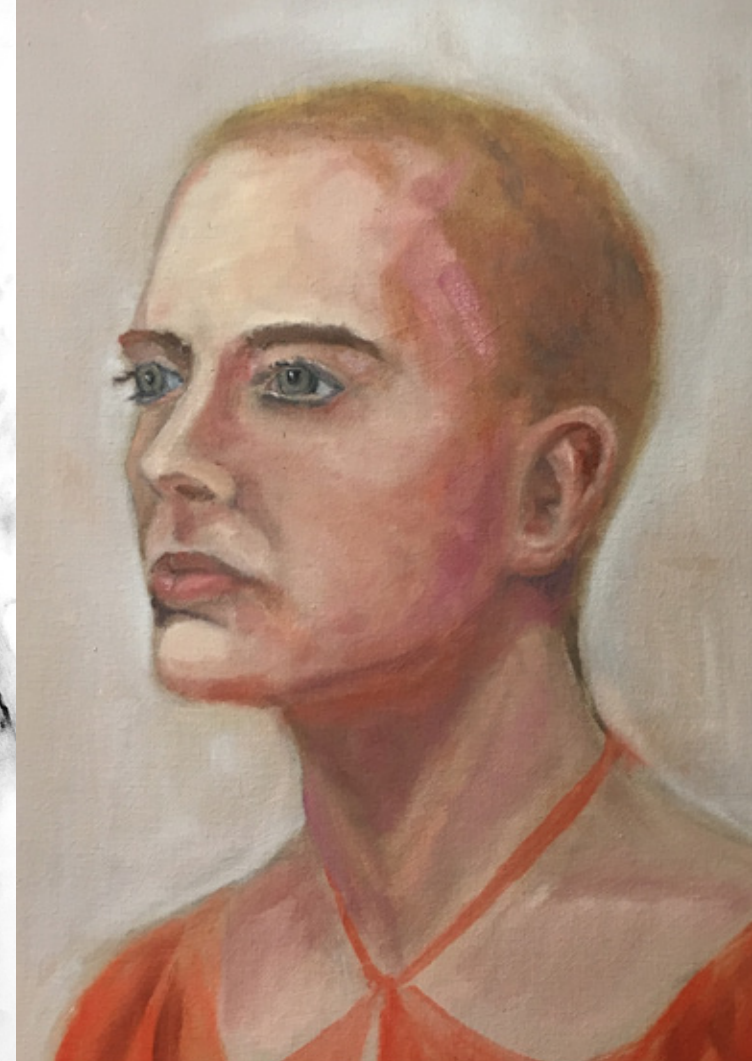
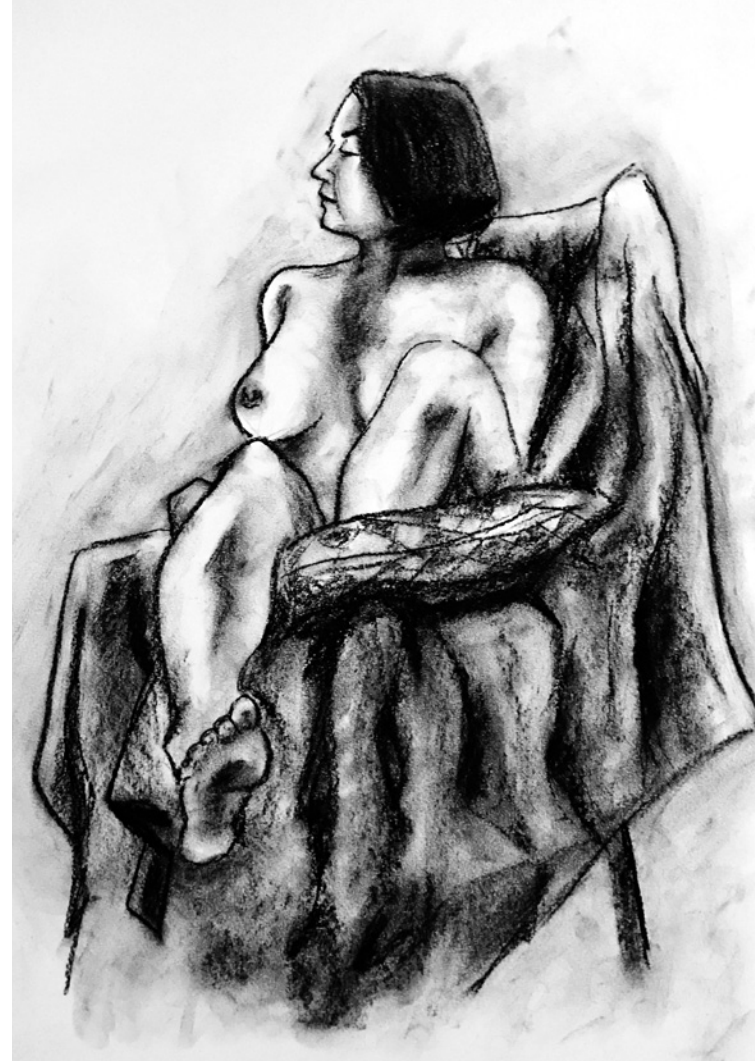
Behind everything, my one lifelong passion has been creating art.

Since childhood I have drawn and painted and by the time I left school, the only place I wanted to be was at art college, and in 1992 I was lucky enough to be accepted at Central Saint Martins College of Art & Design.

There I found drawing to be my doorway into the world of design and from there I moved onto the University of Hertfordshire to achieve my degree in Iagemaking & Design.

I still dabble to this day, occasionally attending courses and evening classes to keep my hand in and improve my technique.

When all else fails, a pencil and paper work just fine...



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