


Portfolio.

My name is Daniel Steven Jones. I'm an Art Director from Denmark, with a passion for craft, execution and detailed work. Besides A.D. i do work such as graphic design, illustration and more.

Here's a collection of a few of my works.


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The Air We Never Sold

The air we never sold is a campaign that focuses on making engagement through giving back.

Out Of Home

Our main deliverables was three print ads. Each one placed in a modified outdoor. We mounted an air tank to the side of the outdoor, to give back to the people passing by the ad. Each one fit for the specific position of the ad. Fill your basketball right next to the court, top up your tires when biking through the city, or fill your favourite floaties when spending a day by the beach. Pringles' got you covered.



Activation

Our activation takes the goodwill of pringles to Denmark's biggest summer festival. Supplying air to the festival goers. Whether it's for their air mattress, for activities or simply to cool down in the summer heat.



So-Me and more



Creative team

Daniel Steven Jones
Victor Ghaznawi
Julie Hermann

Glitch!

Glitch! is a brand that sells 3D printed gummies. At first you may think: what in the world even is a 3D printed gummy?

Long story short; Glitch! sells a single piece of candy. Designed as a monster from a distant galaxy.

The brands goal is to let children play. To create a brand that uses 3D printing technology to create endless possibilities of shape and form.

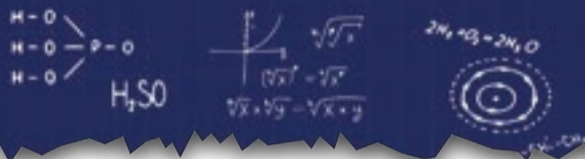
Manifest

All candy is basically the same.
Empty calories and empty words.
The same shapes and the same colors... Zzz

Not in a million years!

We believe that candy should never be the same!
No, we believe that candy should be extraordinary -
mind-boggling!
That every bite is a unique experience
only excising in this time and space!

A one of a kind marvel created only for you,
to devour, collect, trade or even play with.
The sky is the limit! Wait that doesn't sound right...
Not even the sky is the limit!



Brand story



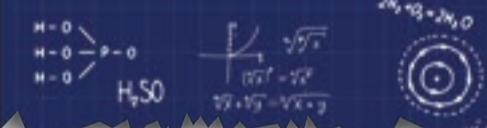
Dr. Scientist was putting the finishing touches on his most evil plan yet.

So, you might be wondering:
How do you carry out the sweetest revenge on children that humanity has yet to witness? Will he abolish summer vacation forever? Make it so hot that there is never white for Christmas again?

No! He will annihilate all the candy that exists in the ENTIRE MULTIVERSE!

But wait! A glitch took place! Portals appeared, and while you are reading this, candy-monsters from all parts of the multiverse are escaping through the portals.

If you spot any candy-monsters, make sure to catch them before Dr. Scientist!



Product design & world building

Glitch presents a large and immersive universe. All of these candy monsters are scattered across the universe and Dr. Scientist is eager to catch them.

The design is playful and absurd inviting children to use their boundless imagination

One of our main focuses was to create the packaging. To make it fun and engaging. We wanted it to stand out on the shelf.

To keep it fun and playful, but to use a modern slightly diffused colour pallet to keep it up to date.

Activation

Glitch will host "print-your-own" events, allowing kids to learn about 3D printing, and use their imagination to create their own candy monsters. Along with this Glitch! creates three limited edition comic books, further explaining the lore of Dr. Scientist and the monsters of distant galaxies.

These comics are meant to engage costumers and create a community revolving around the Glitch! universe.



Creative team

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Victor Ghaznawi
Julie Garcia

The win is in the detail

Trivial Pursuit is the original trivia game. Their long time success gives them a high recognition value.

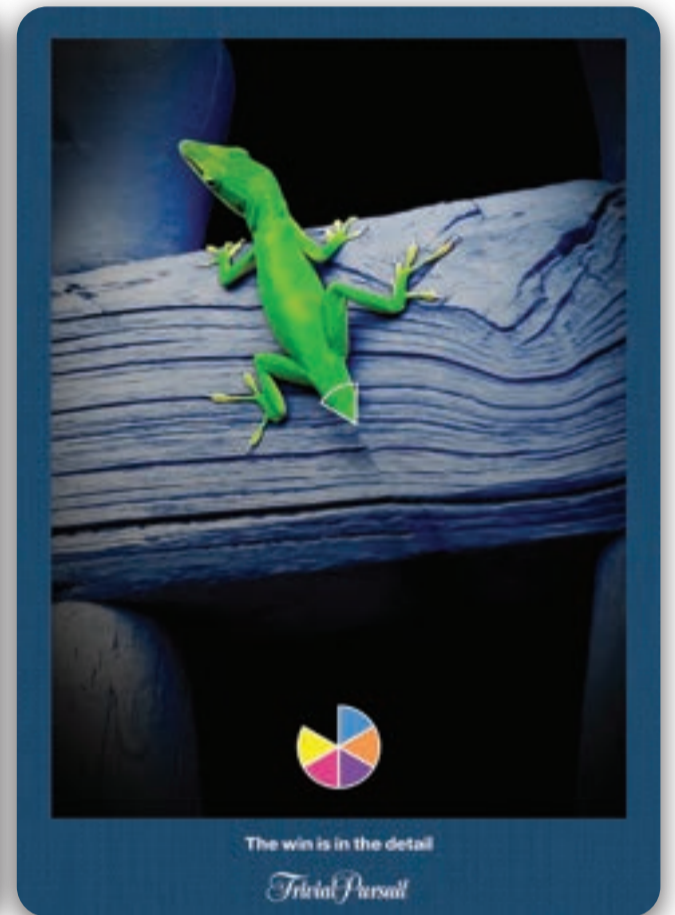
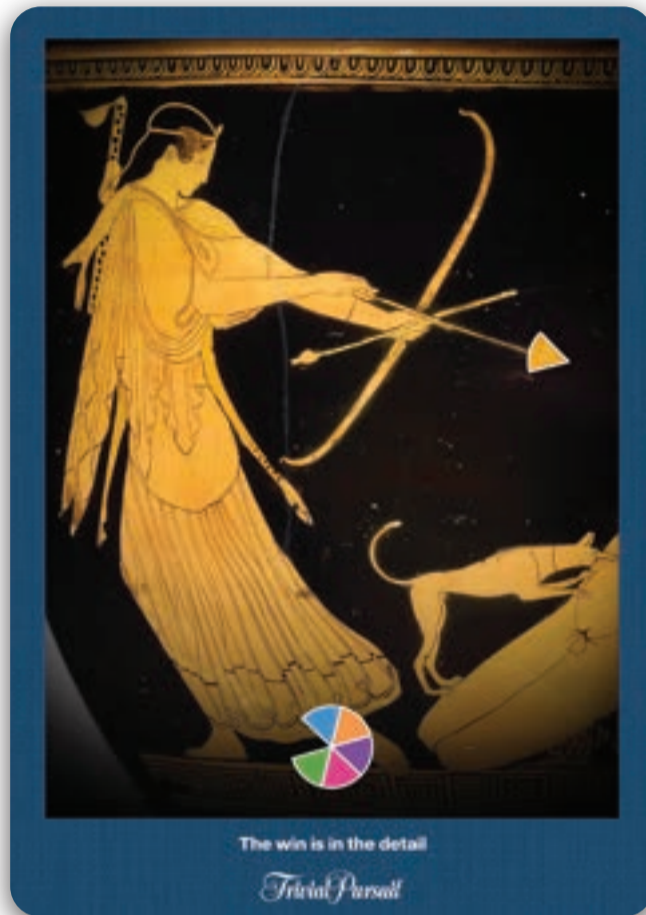
Our campaign is build on a key insight from the target audience.

Using their native curiosity to make them engage using simple OOH.

The print ads main idea was to use gamification.

Each picture serves a question. A subject which is specific to one of the six categories known from the board game.

The "cheese" or triangle is positioned highlighting the key fact that will lead you to solving the "puzzle", and eventually victory.



Activation

The campaigns activation is a collaboration with "Kulturnatten". A cultural festival in the city centre of Copenhagen. The festivals target audience aligns perfectly with Trivial Pursuits.

The activation is a family friendly city walk.

Each of the walks locations hold a question and a clue.

Upon collection all the answers the participants will invited to Bastard Café a popular board game café in the heart of Copenhagen.



Creative team

Daniel Steven Jones

Victor Ghaznawi

Julie Hermann

AD-TWISTER

PROBLEM

GEN Z IS TIRED OF BEING FORCED FED WITH NON-RELEVANT ADS WHEREVER THEY GO.

INSIGHT

THEY ARE A GENERATION OF NATIVE CONTENT CREATORS, AND WANT TO BE IN CONTROL OF THE CONTENT THAT SURROUNDS THEM.

IDEA

TWISTER IS SETTING UP A SCREEN AT PICCADILLY CIRCUS THAT ALLOWS PEOPLE TO TWIST THE ADS FROM THE BILLBOARD ON THE CORNER OF COVENTRY ST. AND HAYMARKET. WE MAKE THIS POSSIBLE BY USING VIDEO GENERATIVE AI.

WHY?

BECAUSE BY GIVING THEM THE CONTROL, OUR AD BECOMES RELEVANT AND ENSURES A MEMORABLE AND SHARABLE TWISTER EXPERIENCE.

DID YOU KNOW?

ACCORDING TO DENTSU'S ATTENTION ECONOMY, PEOPLE ONLY REMEMBER 1 OUT OF 400 ADS.

ARE WE TOO *DELULU?

WE KNOW THIS MIGHT SEEM LIKE A STRETCH IN TERMS OF BOTH LAW AND TECHNICAL POSSIBILITIES. **BUT ACTUALLY ITS NOT ;)**

BY THE TIME THAT THIS BOARD WAS MADE, THERE IS NO LAW PROHIBITING US FROM MAKING THIS IDEA. **WE DONT SHOW ANY BRAND LOGOS, PRODUCTS OR REAL FACES,** WHICH MEANS WE DONT BREAK ANY EXISTING COPYRIGHT LAWS.

THE EVOLUTION OF **AI IS PRETTY DAMN IMPRESSIVE AT THIS POINT** AND IS ONLY GETTING BETTER AS WE SPEAK. WE USED *PIKA LABS* AND *RUNWAY* TO MAKE THE AI GENERATED VIDEOS, PRESENTED IN OUR CASEVIDEO. THEY ONLY TOOK US 60 SECONDS TO GENERATE, AND THAT WAS FROM A LOUSY SCHOOL COMPUTER.

A YEAR AGO WE ONLY HAD A TERRIFYING VIDEO OF WILL SMITH EATING SPAGHETTI. NOW WE ARE ABLE TO CREATE WHAT YOU HAVE SEEN IN OUR CASEVIDEO. IMAGINE WHERE WE ARE IN JUST 1 YEAR? AND ON A MORE POWERFUL COMPUTER... HOLY MOLY!

* TRANSLATION FOR NON-GEN Z'ERS: *DELULU* IS SLANG FOR WHEN A PERSON IS BEING DELUSIONAL

AD-TWISTER

Creative team

Daniel Steven Jones

Victor Ghaznawi

Victoria Hale

Heart-to-Heart

FACT:
According to WWF and wildlife scientists, the Sumatran orangutans in Indonesia are critically endangered.

OBSERVATION:
The Indonesian government however are claiming that the population of Sumatran orangutans are increasing, while clamping down and silencing scientists and media around the world.

PROBLEM:
The neglect of the Sumatran orangutans make the citizens unaware about the urgency to save them.

SOLUTION:
A typography led campaign spreading awareness on this urgent issue giving the citizens a tool to demand change from the government.



We chose Orangutan Outreach as the brand behind the campaign. Orangutan Outreach is an organization dedicated to saving and preserving Orangutans in Indonesia. → **ORANGUTAN OUTREACH**

Touchpoints



Digital

Our main asset in the Heart-to-Heart campaign is this digital billboard. It displays the Indonesian lullby "Nina Bobo" as well as a call to action, "Scan this billboard and help us save the last 13.846 Sumatran orangutans."

The billboard is placed at Merdeka Square in Jakarta - one of the busiest spots in the Indonesian capital. When people walk by, they will be able to scan the billboard and sign a petition to help put pressure on the government by demanding change. When people engage with the billboard the heartbeat relaxes for a moment

Non-traditional

As a non-traditional touchpoint, we put our typoetry campaign on a defibrillator in Ragudan Zoo in Jakarta. We place this right next to the Sumatran orangutan enclosure as an installation the visitors of the Zoo can interact with. You simply scan to learn about how to save the orangutans - just like the billboard.

The defibrillator becomes a symbol of our purpose with this campaign - reviving the hope for the species.

It displays both the poem and a CTA saying "Scan this defibrillator and help us save the last 13.846 Sumatran orangutans."



FRONT



BACK



Physical

For the physical element of this campaign, we wanted to target the Indonesian government directly. This is why we created a more activistic asset - making sure our message will come across clear and non-ignorable.

We place 13.846 beating hearts (one for each of the Sumatran Orangutans left in nature) in front of the Indonesian House of Representatives. These will beat and sound like real hearts making this stunt even more provocative.

The back of the heart displays CTA "Scan this heart and help us save the last 13.846 Sumatran orangutans."


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Det Bliver Ikke Mere Metal

Banedanmark står overfor en stor udfordring. Deres image ligger i bunden hos både den brede befolkning samt vigtige fagfolk. Fagfolk som de skal bruge for at skabe et moderne og bæredygtigt jernbanenet i Danmark. Derfor lød briefen på at skabe både en imagekampagne og en rekruteringskampagne målrettet IT-specialister og ingeniører. Som led i vores research, opdagede vi et studie fra Cambridge University, udarbejdet af David M. Greenberg, der påpejede et mærkværdigt overlap mellem ligenetop denne faggruppe og Heavy Metal musik. Dette ledte os til et kontekstuel samarbejde med Copenhell, hvor vi ved at målgruppen befinder sig. Desuden skaber kampagnen én frisk og overraskende midlertidig identitet til Banedanmark, som drager på metalens nyligt popkulturelle interesse. Kampagnen bliver udfoldet med print annoncer, so-me reklamer og en activation der giver metalheads muligheden for at stifte bekendskab med Banedanmark. Altsammen i kulturens ånd.

Integreret kampagne
2. års eksamen

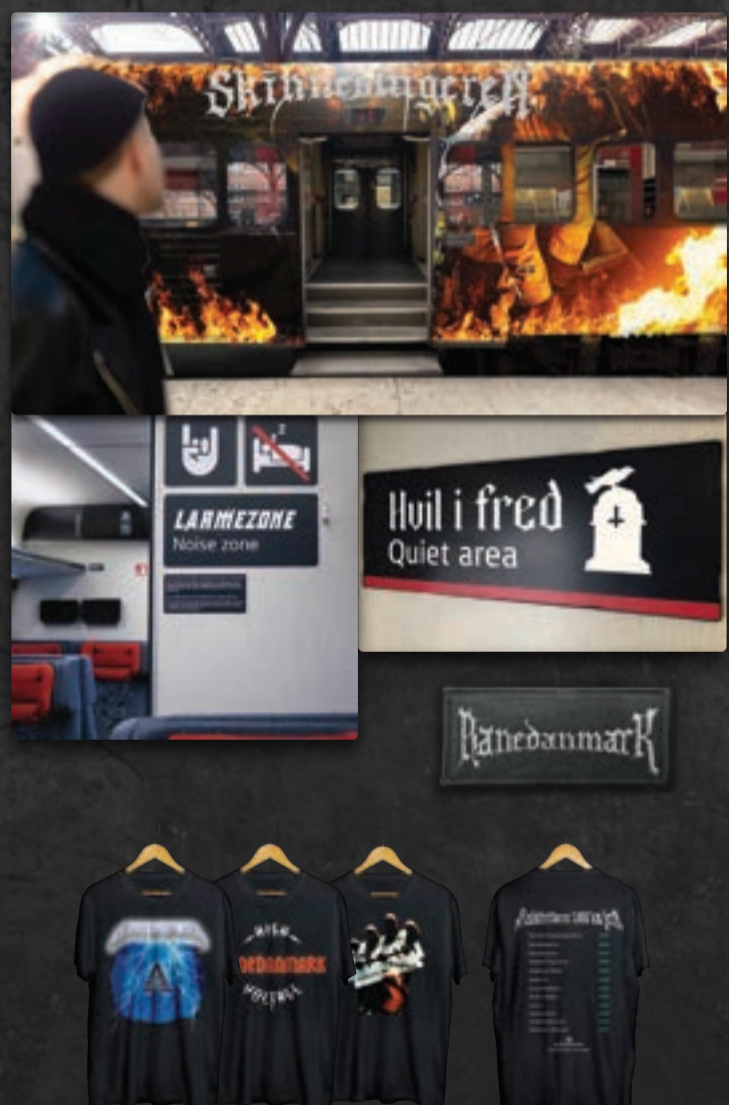
 BANEDANMARK × DMJX
Det bliver ikke mere metal

Daniel Jones & Victor Ghaznawi
KK22-25
2024

Print & SoMe



Activation & Merch



Creative team

Daniel Steven Jones
Victor Ghaznawi

About.

I'll try to keep this short, as I believe people are best understood in person as opposed to online.

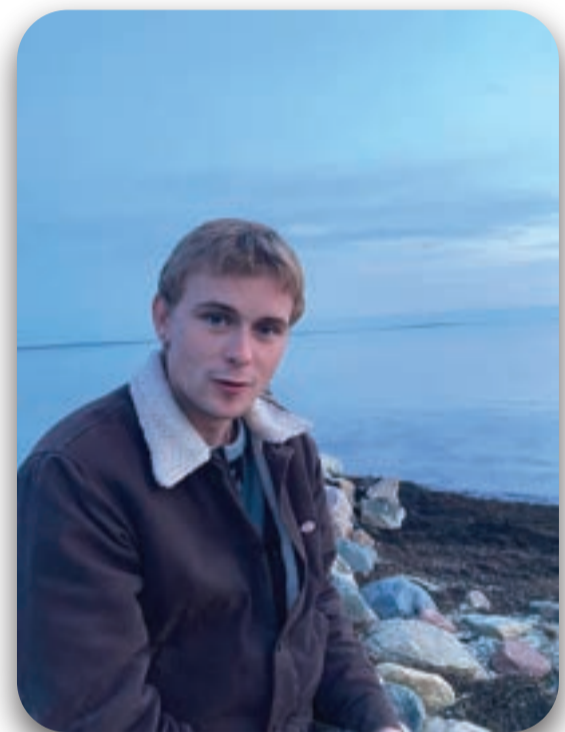
Early in my life I found a life-changing spark in all things subcultural. Skateboarding, music and art gave me a deeply rooted love for street culture and DIY ethics.


Lessons learned from these cultures help me navigate through all aspects of life.

Whether it's funding and establishing 770 square meters of concrete skatepark, creating crew videos or recording and producing music.

I learned that you'd be amazed of the lengths that passion, hard work and love for your friends can take you.

Oh, I also learned to fall. This comes in handy more often than you'd think.



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