



advertising + promotion 2000 - 2007

say hello: arcd@gm02.co.uk

zac speed - print advertising

Full print advertising campaign for the Australian MX press. Zac Speed is an Australian product development company producing MX protection

www.zacspeed.com.au

client Zac Speed
agency arcd_studio
roles Art Direction, copy writing and production



EVOLUTION
WAITS FOR NO-ONE
 ALL IN ONE PERFORMANCE

EXO-TEC SP-3
 IN STORES NOW / WWW.ZACSPPEED.COM FOR MORE INFORMATION

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zac
 SPEED



EXO-TEC SP-3
EVOLUTION
WAITS FOR NO-ONE

PROTECTION
 Polycarbonate chest plate
 Articulating pack shield
 Armrest suspended shoulder guard
 Bioluminescent padding
 Removable, adjustable bicep guards
 Adjustable, pivoting shoulder guards

HYDRATION
 Insulated weave covered tube with Grunge-Guard
 3ltr. taste free, Source reservoir
 Glass-Like™ antibacterial inner surface
 Hi-Flow Z-Valve™ with dirt shield cap
 Insulated reservoir storage

FUNCTION
 1680D ballistic nylon shell + water resistant zippers
 Side pocket concealed compression shock cords
 Multi-compartment outer pocket
 Shark Fin™ airflow back padding
 Removable tool roll with clear zippered parts pocket
 Backpack strap conversion kit included

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zac
 SPEED

rusure - creative pitch

Advertising concept developed to win sponsorship for Nuit de la Glisse European Actions Sports film tour

client Nuit de la Glisse
agency arcd_studio
roles Creative Concept, Art Direction and Copy Writing



i) double page print ad



ii) single page print ad

surf europe magazine

Promotional event flyer for award winning pan-european surf magazine.
Published monthly in English, French, German, Spanish and Portuguese

www.surfeuropemag.com

client Surf Europe Magazine
agency Action Sports Media
roles Art Direction and Design



i) 2 col flyer design



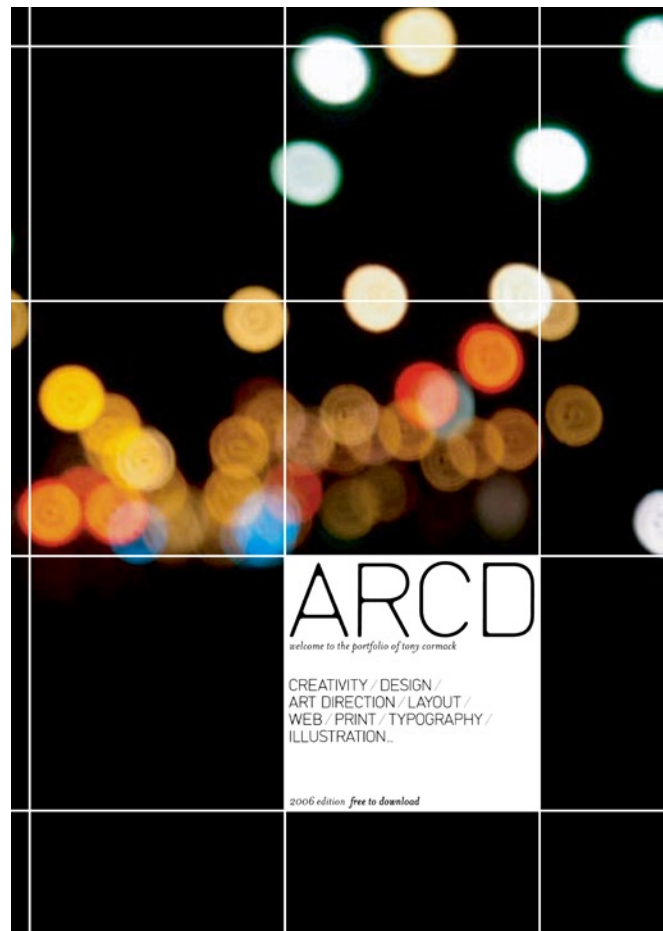
ii) detail

arcd_studio

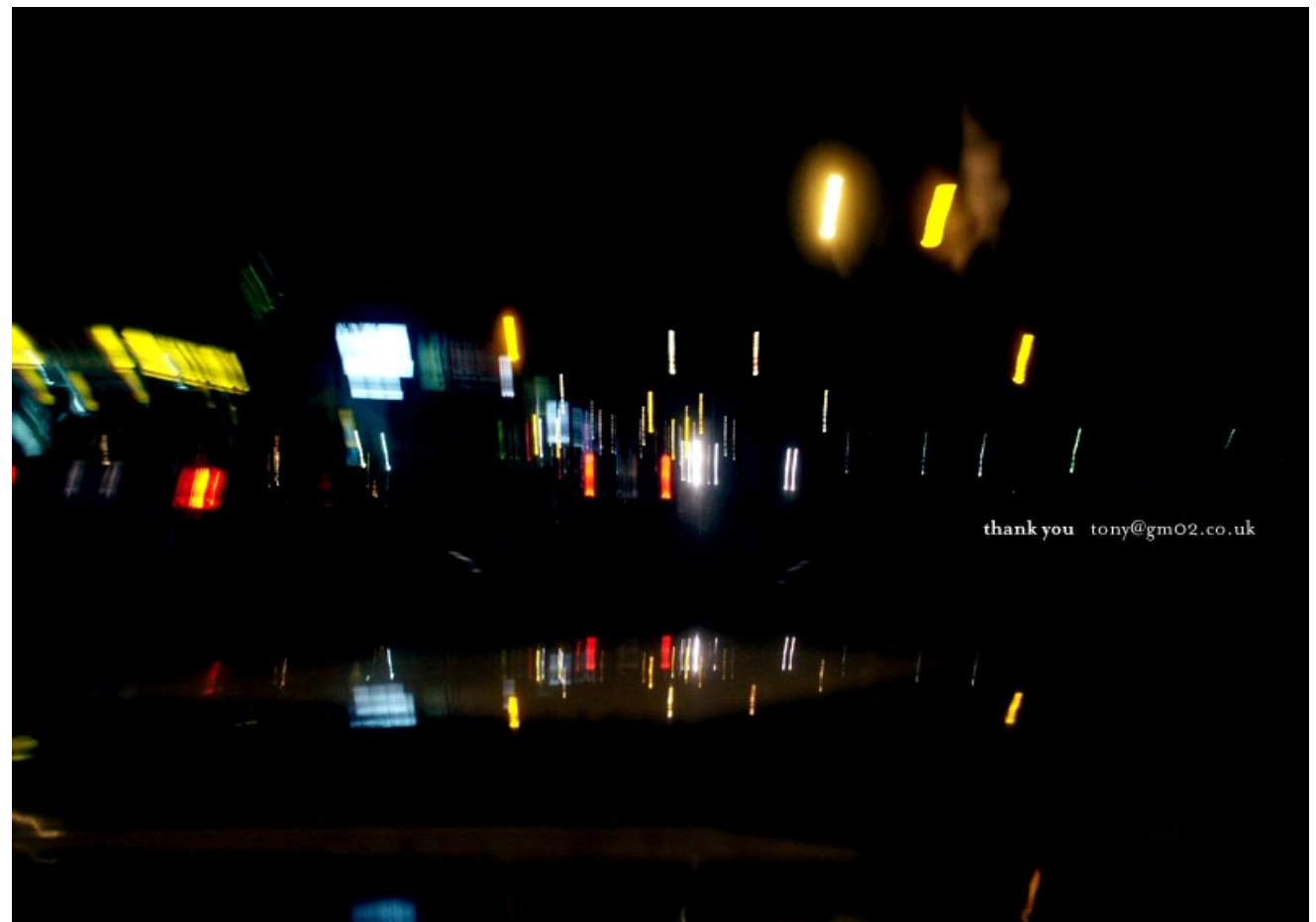
Self promotional material for arcd_studio from 2005/06

www.gm02.co.uk

client arcd_studio
agency arcd_studio
roles Art Direction, Type Design and Photography



i) front cover



ii) back cover - gatefold

*thank***u**

want to get in touch?
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