



StarScribe Productions

PORTFOLIO EXAMPLES

video productions

Various corporate video projects for London and Sydney clients:



StLucy's School, Sydney

An emotional video profiling this special needs school as it appeals to corporates for \$3.5m renovation funding.



popStaff ~ RAC, London

The RAC leadership team show off their moves singing "Reach for the Stars".



The Interactive Wine Tasting Show, London

Branding and promotional video combining event videos and game information.



UBI World TV ~ TVCs

From anti-piracy to RAMS Home Loans and Muslim Aid Australia in multiple languages.





Design Projects

A selection of recent design and branding projects. Client: Various





StarScribe Productions

PORTFOLIO EXAMPLES

YooPlay

Tube cards and email Agency: Maverick, London

YOO GAME?

Get in the mood for England's matches against Switzerland and Croatia by playing the best football game on TV

Click [HERE](#) for your chance to win 2 tickets to see a top British team of your choice play in Europe next season. And as a reward for entering, we'll give you a code that allows you to play our fantastic football game 'Inter Soccer' for free.



YooPlay everyday.



O! YOO

Now we've got your attention, we can tell you about YooPlay. It's a new channel on digital TV that brings you the ultimate TV games experience. Choose from all kinds of games and compete with people up and down the country with 1,000s of prizes to be won.

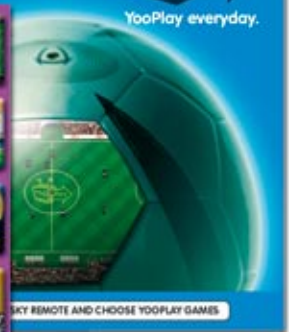
Press interactive on your Sky or Cable remote or go to channel 53 on Freeview.

Now all **YOU** have to do is get home.

get YooPlay on: SKY



YooPlay everyday.

SKY REMOTE AND CHOOSE YOOPLAY GAMES



ARE YOO GAME?

Then you're reading the right poster. It's all about YooPlay, the new channel on digital TV for the ultimate TV games experience. It beats game shows any day. Choose from all kinds of games and compete with people up and down the country - with 1,000s of prizes to be won.

Press interactive on your Sky or Cable remote or go to channel 53 on Freeview.

Now all **YOU** have to do is get home.

get YooPlay on: SKY



YooPlay everyday.




WOT YOO STARING AT?

I'll tell you what you're looking at. It's an advert for YooPlay, the new channel on digital TV that brings you the ultimate TV games experience. Choose from all kinds of games and compete with people up and down the country - with 1,000s of prizes to be won.

Press interactive on your Sky or Cable remote or go to channel 53 on Freeview.

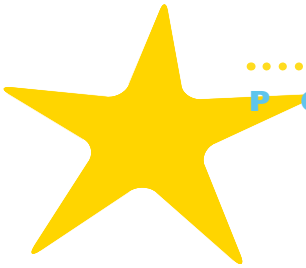
Now all **YOU** have to do is get home.

get YooPlay on: SKY



YooPlay everyday.





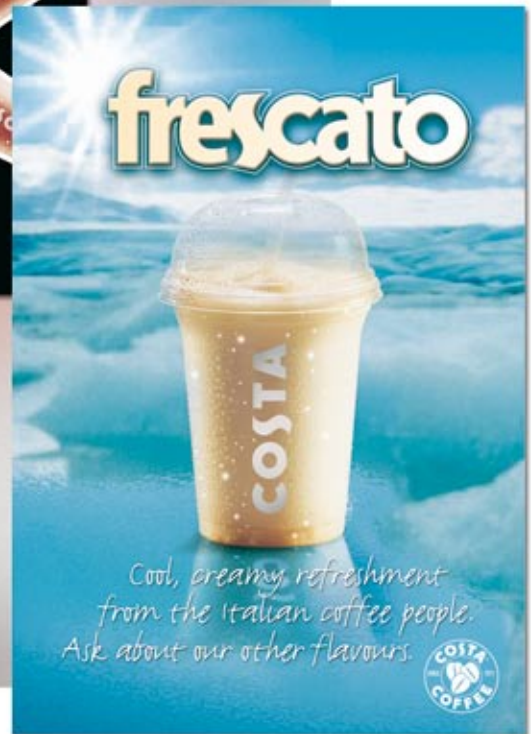
StarScribe Productions

PORTFOLIO EXAMPLES



Costa

Point of sale.
Agency:
Church, UK





Nokia

Web pop-ups, landing page & thank you screens. Agency: Meteorite, London





StarScribe Productions

PORTFOLIO EXAMPLES

Community newsletters and brochures

Council communications & school facility brochure. Agency: Meteorite, London



Wiltshire Robert Secondary School
St Joseph's Academy

'St Joseph's Academy is an improving school' - OFSTED June 2005.

In September 2005, St Joseph's Academy is proud to be ranked 10th in the country in the 'Schools that make a difference' survey. This is a testament to the hard work and dedication of all staff and pupils at St Joseph's Academy.

Headteacher's message
St Joseph's Academy is committed to providing the best of school education for all its students. We have recently achieved a number of milestones, including being ranked 10th in the 'Schools that make a difference' survey. This is a testament to the hard work and dedication of all staff and pupils at St Joseph's Academy.

WOWIE
WIPING OUT WASTE ON THE STREET

Wiping out Waste on the street

Wiping out Waste in the home

Return your pledges today

WOWIE
WIPING OUT WASTE ON THE STREET

WOWIE
WIPING OUT WASTE ON THE STREET

Secondary Schools in Lewisham 2006-07

Arrangements for admission in September 2006
Closing date for applications is 21 October 2005

achieve more

Lewisham

WOWIE
WIPING OUT WASTE ON THE STREET

'Wiping out Waste is my business'

If you think your environment is as important as your business, then simply sign up to your pledge today to help your business become a WOWIE business.

My Business will:

- Reduce the amount of waste generated by my business
- Recycle all waste generated by my business
- Use energy efficiently
- Use water efficiently
- Use paper efficiently
- Use glass bottles and cans
- Use plastic bottles and cans
- Use metal cans
- Use food waste
- Use garden waste
- Use household waste
- Use electrical waste
- Use other waste

My School will:

- Reduce the amount of waste generated by my school
- Recycle all waste generated by my school
- Use energy efficiently
- Use water efficiently
- Use paper efficiently
- Use glass bottles and cans
- Use plastic bottles and cans
- Use metal cans
- Use food waste
- Use garden waste
- Use household waste
- Use electrical waste
- Use other waste

ENFIELD

WOWIE
WIPING OUT WASTE ON THE STREET

Wiping out Waste on the street

Wiping out Waste in the home

Return your pledges today

WOWIE
WIPING OUT WASTE ON THE STREET

WOWIE
WIPING OUT WASTE ON THE STREET



Price Waterhouse Coopers

Internal communications promoting client pitching facilities. Agency: Maverick, London

PriceWaterhouseCoopers

feverpitch* new issue 4

*connectedthinking

5 out of 5

And you can make it 10 out of 10 with our "Top Ten Pitch Tips"...

1. Call in the feverpitch* team
2. Annos unde viginti nebus exercit um privato con silio et privata impensa comparavi, per quem.
3. Omoem publicam a dom ina sione factionis oppres sam in libertatem vind omo blah omicavi?
4. Senatus decreta hono exercit um privato con silio et privata impensa rificis in ordinem:
 - Saurime • Adligt Planet • Hirtio concul / busconsu / tarem locum • sententiae
5. Accendae trib uens et impemum mihi dedit. Res publica ne quid detrimenti ceret, me propraeto.
6. Re simul cum consulis providere suscit: • Popul ua autem eem anno • Me coulem cum cos.
7. Utique bello cecidisset, et trumvirum rei publicae constituendae creavit.
8. Qui parentem meum trucidaverunt, eos in exilium expulsi iudicia legitima ultus eorum fanu postea.
9. Bellum interenta rei publicae vici bis acie. Bata terra et man civilia externaque toto in oe terrae.
10. Saepe pessi victorque omnibus veriam petantibus civibus peperci. Externas gentes.

Also: What have we been up to?
The V&S Credentials Database – making YOUR life easier

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

PriceWaterhouseCoopers

feverpitch* let's connect

*connectedthinking

£300 Red Letter Day vouchers to all the winning teams

help card No. 1

Take the fever out of the pitch

feverpitch* let's connect

1. The Killer Slide is exactly that.
2. If you do nothing else – plan (even if it is only for 15 minutes).
3. Someone has to lead.
4. You need three wise men: leader, sector expert, local expert.
5. You must have a Project Manager – not the secretary.
6. Who really is your client? Make sure you understand their real issues.
7. Think like your competitor – what is the Killer Slide – give it away for free.
8. Less is more – but think about appendices.
9. Rehearse, rehearse, rehearse.
10. No feedback is no option.

And one final thought:
if there was only one message – what would it be?

feverpitch* is not about pitching
it's about a state of mind when you're selling

1. Pitching from you and the client

2. Planning, Alignment & Incentives

3. Pitching, rehearsing, rehearsing, rehearsing

4. Presentation (selling)

*connectedthinking

PriceWaterhouseCoopers



Eastern Energy and Alliance & Leicester

Consumer statement leaflet concept. Customer mailing. Agency: BHWG, London

Living Energy Savings. Offers. Lifestyle. **come...**

Inside this issue...

- 3 Enjoy low cost power after dark
- 5 Eco-friendly travel in the 21st Century
- 7 Lava lamps are hot again

Energy Savers...
Fit dimmer switches and use low-wattage long-life bulbs or fluorescent strip lights and before you know it, you're saving money on energy bills. It's that easy.

Did you know...
In 1905, it cost an average Victorian family just 50p to boil a kettle.

Enjoy low cost power after dark

low. So when the bill arrives, you're in for a pleasant surprise.
Better still, you can enjoy free access to Economy 7 - there is no installation cost. The standing charge you pay covers the cost of extra metering and administration.
And your savings will more than outweigh these costs.
For more details on the Economy 7 pricing scheme, or if you'd like to clarify the time of your low cost period so you can set your appliance time-switches, call our Customer Service Advice Line - you'll find your local number on page 00 or simply visit our expanded website.
www.eastern-energy.co.uk

Energy Savers
Fit dimmer switches and use low-wattage long-life bulbs or fluorescent strip lights and before you know it, you're saving money on energy bills. It's that easy.

Did you know...
In 1905, it cost an average Victorian family just 50p to boil a kettle.

Inside this issue...

PAGE 12-13: Lightheaded Facts
Lights in use - fantasy or fantastic reality?

PAGE 14-15: Current News
What you can expect from our new look website.

PAGE 16-17: Prize Draw
You could get free energy for a whole year!

PAGE 18-19: We're here to help
Important numbers to keep by the phone.

Now you can breathe easier

Take advantage of our overdraft
Those extra little (and large) expenses have a habit of popping up. And finding a way to meet all these unexpected commitments can be a breath away - especially when payday is still a few days away. That's when an authorised overdraft on your current account can give you the financial flexibility you'll need until payday comes.

Relief from unexpected expenses
An overdraft allows you to extend your finances when stretched.
So at the end of the month, you can pay that unexpected cost of an emergency car repair, enjoy a night out you didn't have planned for.
Your authorised overdraft costs just £10 per month, interest rate of only 0.99% per month (variable) (E.A. pay a monthly fee of just £8 when you actually use the overdraft, you won't need to pay another penny).

And for extra peace of mind
For a small monthly fee, you'll have added peace of mind with our Overdraft Protection Scheme. The cover will only cost you 72p per £100 of your overdraft limit per month.
You'll find the scheme is a simple but effective one that will make payments into your account for up to one year, if you can't maintain regular payments due to accident, sickness or unemployment.

Arranging an overdraft is simple
To apply for your authorised overdraft today, call us FREE on 0500 222 111. There are no forms to fill in so you can be on your way to taking more control of your finances sooner than you think.
You'll soon discover an authorised overdraft will give you the freedom to extend your finances when you need to most. So you won't have to put your life on hold when those unexpected expenses pop up.

0500 222 111

Give yourself more breathing space

GIRO

GIRO

Mr A B Sample
Charities Direct Mail
Mansel Lane
Caversham
Reading
RG4 7JN

09993

POSTAGE FREE
ROYAL MAIL
143288

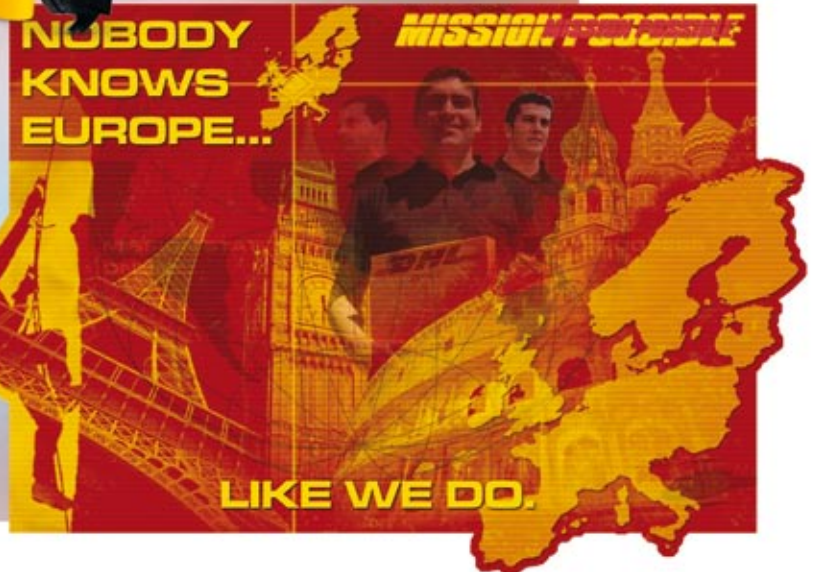
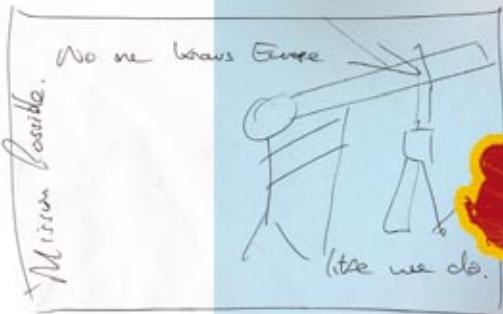


StarScribe Productions

PORTFOLIO EXAMPLES

DHL Worldwide

Internal communications and event materials. Agency: Maverick, London





Rough concept style

Various concepts for Bristol & West. Agency: Ping Communications, London





Selfridges ~ 2005 Christmas Beauty Book (45 pages)

Target audience: 25-55 year old female readers of the weekend broadsheet and tabloid papers. Agency: In-house

A modern twist for young hearts

Miss Dior Cherie captures all the promise and beauty of a new generation. Sparkling strawberry top notes lead to a sweet heart of violet, pink jasmine and popcorn. A legend in the making for the new Dior girl by John Galliano. *(Price detail.)*

...only skin deep.

Introducing Boss Skin – the new male skincare range from Hugo Boss that scrubs, nourishes and protects.

Quality skincare that includes a Smoothing Face Scrub, Perfecting Skin Serum and Instant Moisture Gel, combine to deliver high performance, low maintenance skincare for all men, all skin types. This isn't vanity – it's good skin sense. *(Price detail.)*

A supernatural experience. A mystery unravels from another world...

Introducing Alien. The incredible, enigmatic new fragrance by Thierry Mugler:

Strange, exotic, beguiling, Alien is an unforgettable fusion of woody, amber and solar floral notes. The bottle, resembling the precious stone Amethyst, is as distinctive as the scent itself – multi-faceted, striking, timeless.

Fire your imagination. Surprise your senses with the new and mystical. *(Price detail.)*

Classic fragrance love affairs...

Je Reviens Couture. True to its name, Je Reviens Couture has returned. This beautiful vintage scent of rare spices and blossoms, has been rebottled in a breathtaking midnight blue glass. *(Price detail.)*

Arpege. From one of the most famous perfume houses in the world comes this extraordinary fragrance of precious flowers. A scent that truly envelopes the senses...

First by Van Cleef & Arpels. As luxurious as silk on bare shoulders, this lively, twinkling fragrance of rich floral notes is still capturing hearts 29 years on. The triumph of femininity. *(Price detail.)*

Joy by Jean Patou. Rare Bulgarian roses are just some of the exquisite ingredients that make up Joy's symphony of scents. Elegance and opulence in one magnificent fragrance. *(Price detail.)*



TKMaxx ~ Seasonal Internal Newsletter (14 pages)

Target audience: Head Office and store staff nationwide. Agency: In-house

Eco Chic

TKMaxx goes green with the first Jute 'Bag for Life' in UK retail stores!

Did you know the average person uses 300 plastic bags a year?

That's a mind-boggling 1.75 million bags that clog our waterways, kill wildlife, crowd landfills – and take hundreds of years to decompose.

Say hello to Jute – the ultimate goodie bag.

This Autumn, TK Maxx launches the first Jute Bag for Life in UK retail stores.

Available in two funky designs, the fashionable tote-style Jute bag will retail for a tiny £2 and replace the existing TK Maxx 'bags for life'.

So just what is Jute?

Jute is a natural fibre which is farmed using traditional methods in India and Bangladesh. As well as providing employment and income for some of the world's poorest people, Jute is kind to the environment too. When you throw a Jute bag away, it breaks down naturally, putting precious nutrients back into the earth where it came from.

It's simple. Jute looks good, feels good and does good. It really is the ultimate goodie bag. And it's enough to make other retailers go green with envy.

The new Jute bags will be available in a third of all TK Maxx stores this September before they launch UK-wide in XXX.

It won't be long before the rest of the UK's retailers jump on the Jute bandwagon – but we're proud to say, TK Maxx got there first.

Trend Watch – The hottest looks of the season.

This Summer, we couldn't get enough of wedges and hippy chic. So what's sizzling on the catwalks this Autumn? Maxx Faxx has the lowdown on the high street trends...

Black is back. Draped, soft fabrics. A great antidote to Summer's wispy boho look.

A Russian revolution. Full skirts, elaborate embroidery, panelling and sumptuous plum-coloured velvets...

All that glitters. Think elaborate, eye-catching beadwork, studding and sequin details.

Metallic style. A huge look this season – lots of golds, tarnished coppers and space-age silver.



Garnier ~ Summer magazine mailing

Garnier Summer magazine product mailing
 Target audience: Customer database of 700,000. Agency: Publicis

Hello and welcome to Summer!

This is the time to break out of your wintry shell, peel away those layers and prepare to bask in the long, hot days of Summer.

Chilled drinks, sunkissed skin, stunning barely-there fashion... But if you think you'll need weeks, or even months to gear up for the warm days ahead, think again.

Garnier is here to help. And inside these pages you'll find everything you need to give your body, your hair, your skin and even you – a sizzling Summer makeover. It's fun, it's easy and best of all it's fast. So don't fret. Summer may be only weeks away, but when it's here you'll be ready to step out and show it all off.

So sit back and relax with your exclusive Summer edition of the Garnier magazine. Happy Summer, Nicky O'Brien. Garnier

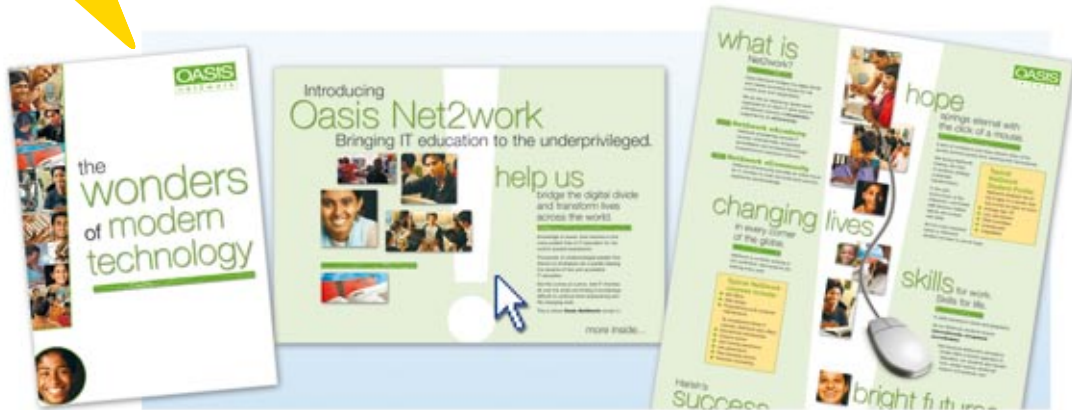
Go for it.

The secret of bold, sexy women doesn't only lie in a great new haircut or sleek couture – it comes from within. It's an attitude. A state of mind. And here's your brief guide to finding the bold woman in you – and letting her out!

Stand up straight! A good posture can work wonders for your figure and confidence. Push your chest out, pull in those tummy muscles, hold your head high and walk proud. You'll look taller, more self-assured and significantly reduce the chances of backache as well.

Take longer strides! Little steps are for kids. You shouldn't be afraid to take long, confident strides. Remember to fully extend your front leg as you walk – walking with bent knees is the equivalent to slumping your shoulders! So, walk long, proud and slowly – a slower pace actually conveys strength and attitude.

Do something bold everyday. Propose to your significant other. Bungee jump. Give a speech. Learn to ride a motorbike. Go skinny dipping. The list is endless and the results – invigorating! Try it for a week and feel the difference in you.



Oasis Trust ~ UK ~ Net2Work IT donations

UK-based charity for the homeless and underprivileged. Operations active worldwide. Target audience: Donors and sponsors database of 30,000

The wonders of modern technology

Introducing Oasis Net2work. Bringing IT education to the underprivileged.

Knowledge is power. And nowhere is this more evident than in IT education for the world's poorest populations. Thousands of underprivileged people from – Mexico to Zimbabwe are currently reaping the rewards of free and accessible IT education. But this comes at a price. And IT charities all over the world are finding it increasingly difficult to continue their empowering and life-changing work. This is where Oasis Net2work comes in.

help us bridge the digital divide and transform lives across the world. more inside...

What is Net2Work?

Oasis Net2work bridges the digital divide and creates promising futures for the world's poor and marginalized. We do this by resourcing 'grass roots' organizations to teach IT skills using an international network of eAcademies supported by an eCommunity;

Hope springs eternal with the click of a mouse.

A lack of confidence and hope prevent many of the world's poorest people from reaching their full potential. But during Net2work training, the lives of students undergo a dramatic transformation.

In the safe environment of the classroom, committed staff discover hidden talents and nurture new skills. But the most important lesson a Net2work student can learn is one of hope.

bright futures begin with education – and your support

Some of the world's most underprivileged young people are literally only a mouseclick away from changing their poverty-stricken paths. All they need is a modem, a PC, dedicated teaching staff – and you. Your support could take the form of:

- Financial support
- Gifts in Kind – IT hardware
- Volunteer help

Why not contact us on 020 7450 9000, email enquiries@net2work.org or visit our website at: www.net2work.org



personal ~ the best of my Travel Diaries

Taking my one-woman show – the virgin club – to the Edinburgh Festival 2004:

Some women go their whole lives not really knowing if their husband truly, really, I mean deeply, deeply, deeply loves them. I don't have this problem.

Six weeks before we got on a plane bound for Edinburgh, Kym volunteered to dress up as the world's largest hot pink vibrator.

In lieu of a big advertising budget, our vibrator would give the virgin club a unique stand-out factor at the Edinburgh Festival. We grew so close to the biggest member of the virgin club, we gave him a name – Weapon of Mass Debating (or WMD for short).

WARNING: It's almost impossible to talk about WMD without slipping in some innuendo – see, I've done it already, believe me it's unintentional. I mean, who has the energy to keep that up.

Kym's first attempt at putting on his costume almost ended in tears – and a shopping trip for a glass eye. But after a few more attempts, the costume was up and ready to show off. When we took to the streets one sunny Sunday, the Fringe office weren't amused. And within seconds of arriving on the Royal Mile (a cordoned-off street with stages, street performers and dozens of people with thousands of fliers!), WMD and I were swooped on. She was a Fringe Steward with a radio mic and an attitude.

'I'm sorry you can't be here.'

'What? Why?'

'This is a family day.'

'So we can't be here today, or ever?'

'Ever.'

'What? Why?'

'The Fringe upholds family values.'

'But he's a big, jolly pink thing!'

'He's a penis.'

'Actually, I'm a vibrator.' I could sense Kym's temper rising.

'So where can we stand?'

'Outside the barriers is fine.'

'Outside the barriers? People will still see him.'

'But you'll be outside of the Fringe jurisdiction.'

Some major butt covering was clearly afoot. But Kym bit his lip. I bit mine. And we moved behind the barrier. And that's where we stayed.