

**David Judah Daniel** Art Director

David Judah Daniel Art Director

Please don't



A film to make people think twice about what they say



<https://vimeo.com/272200023>

David Judah Daniel Art Director

### Alison's story



A series of 5 fraud awareness films designed to highlight the different scamming techniques used by fraudsters



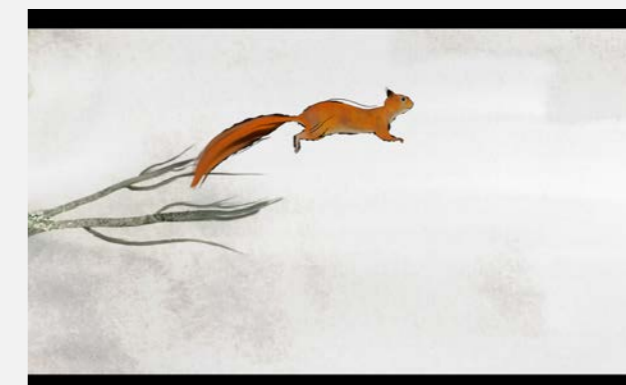
<https://m.youtube.com/watch?v=BV7B0vLtBbY>



Izzie's story



A series of 5 fraud awareness films designed to highlight the different scamming techniques used by fraudsters



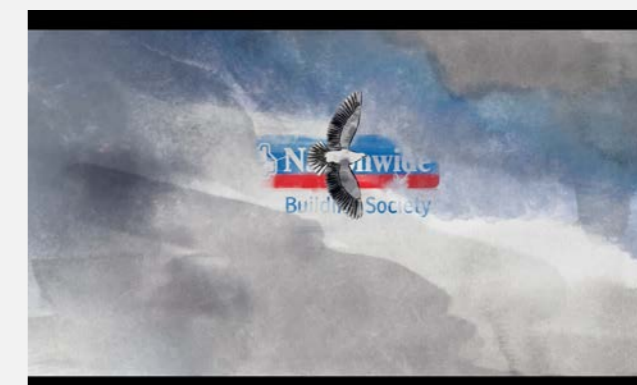
<https://m.youtube.com/watch?v=ZYibNjMonYA>



Walter's story



A series of 5 fraud awareness films designed to highlight the different scamming techniques used by fraudsters



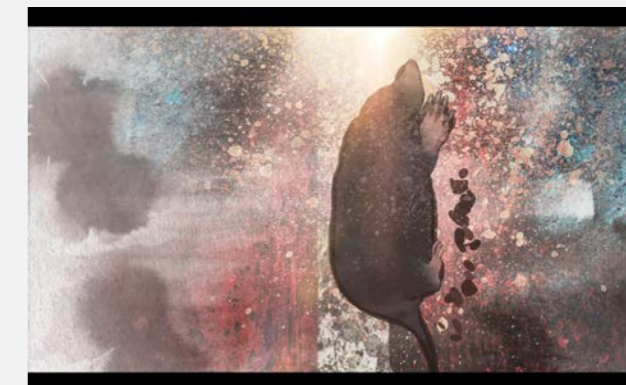
<https://m.youtube.com/watch?v=0i4RN2JV07Y>



Clive's story



A series of 5 fraud awareness films designed to highlight the different scamming techniques used by fraudsters



<https://m.youtube.com/watch?v=EWbOHTHlvE8>



## Clare's story



A series of 5 fraud awareness films designed to highlight the different scamming techniques used by fraudsters

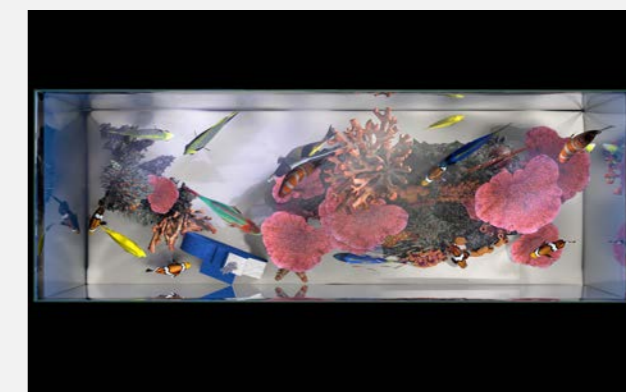
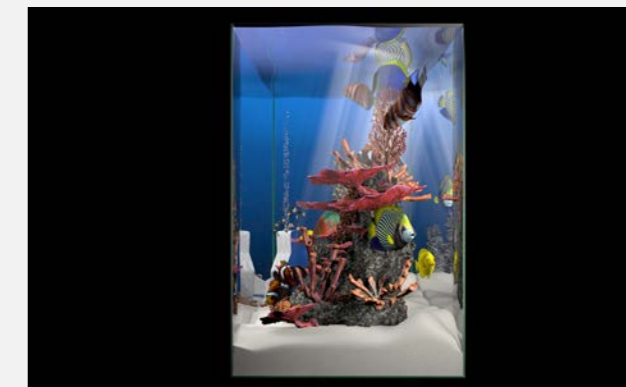
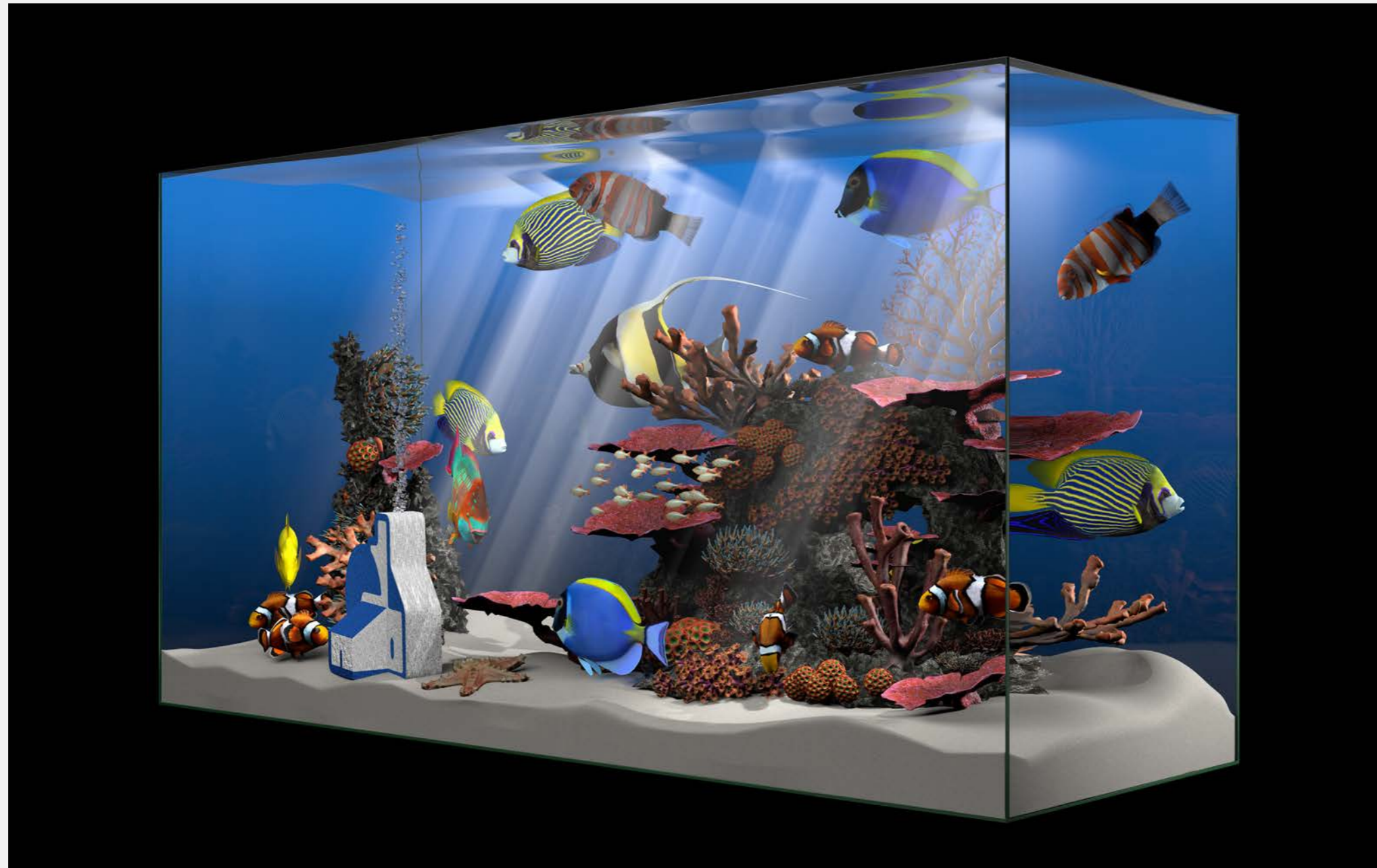


<https://m.youtube.com/watch?v=0b6Ftk640oc>



David Judah Daniel Art Director

## Home movers box



A cardboard box of essentials given to all Nationwide mortgage holders on the day they move into their new home. They would then tweet a photo of themselves with the box.



# Our most valuable assets

1. **People** - Our most valuable asset is our people. We have a diverse and talented workforce that is committed to excellence and innovation. Our employees are the heart of our organization and are responsible for our success. We invest in their development and provide them with the resources they need to thrive.

2. **Technology** - We are a technology-driven organization and our most valuable asset is our state-of-the-art technology infrastructure. We invest heavily in research and development to stay at the forefront of the industry. Our technology enables us to deliver exceptional customer experiences and drive operational efficiency.

3. **Brand** - Our brand is one of our most valuable assets. It represents our commitment to quality, integrity, and customer satisfaction. We have built a strong reputation over the years, and our brand is a key differentiator in the market. We continue to invest in our brand to maintain its relevance and appeal.

4. **Customer Relationships** - Our most valuable asset is our long-term relationships with our customers. We have built a loyal customer base through our commitment to excellence and personalized service. Our customers are the foundation of our business, and we work hard to ensure their satisfaction and loyalty.

5. **Financial Resources** - Our financial resources are one of our most valuable assets. We have a strong financial foundation and a proven track record of profitability. This allows us to invest in our business and pursue growth opportunities. We maintain a conservative financial strategy to ensure long-term sustainability.

6. **Operational Efficiency** - Our operational efficiency is one of our most valuable assets. We have optimized our processes and streamlined our operations to reduce costs and improve productivity. This allows us to offer competitive pricing and maintain healthy profit margins.

7. **Industry Expertise** - Our most valuable asset is our deep industry expertise. We have a long history of success in our industry, and our employees have extensive knowledge and experience. This expertise allows us to anticipate market trends and respond effectively to challenges.

8. **Partnerships** - Our most valuable asset is our strategic partnerships. We have built strong relationships with key industry players, suppliers, and distributors. These partnerships provide us with valuable insights, resources, and access to new markets.

9. **Regulatory Compliance** - Our most valuable asset is our commitment to regulatory compliance. We have a robust system in place to ensure we meet all applicable laws and regulations. This helps us maintain our reputation and avoid costly legal issues.

10. **Community Impact** - Our most valuable asset is our positive impact on the community. We are committed to social responsibility and have implemented various initiatives to support local charities and improve the quality of life in the communities we operate in.

11. **Market Position** - Our most valuable asset is our strong market position. We are a leader in our industry and have a significant market share. This gives us a competitive advantage and allows us to influence the market.

12. **Customer Feedback** - Our most valuable asset is our customer feedback. We actively seek and listen to our customers' opinions and suggestions. This feedback helps us identify areas for improvement and make data-driven decisions.

13. **Employee Engagement** - Our most valuable asset is our high employee engagement. Our employees are motivated, committed, and take pride in their work. This leads to higher productivity and better customer service.

14. **Product Quality** - Our most valuable asset is our high-quality products. We have a rigorous quality control process in place to ensure that every product we deliver meets the highest standards.

15. **Customer Retention** - Our most valuable asset is our high customer retention rate. Our customers stay loyal to our brand because of the consistent quality and service we provide.

16. **Operational Resilience** - Our most valuable asset is our operational resilience. We have a robust disaster recovery plan in place to ensure that our operations continue even in the face of unexpected challenges.

17. **Customer Satisfaction** - Our most valuable asset is our high customer satisfaction scores. Our customers are happy with our products and services, and this is reflected in our positive reviews and ratings.

18. **Employee Retention** - Our most valuable asset is our high employee retention rate. Our employees are loyal and committed to our organization, which helps us maintain a stable workforce.

19. **Customer Loyalty** - Our most valuable asset is our loyal customer base. Our customers are dedicated to our brand and are likely to continue purchasing from us in the future.

20. **Operational Excellence** - Our most valuable asset is our operational excellence. We have a culture of continuous improvement and strive for the highest standards in everything we do.

21. **Customer Experience** - Our most valuable asset is our exceptional customer experience. We go above and beyond to ensure that our customers are satisfied and delighted with every interaction.

22. **Employee Development** - Our most valuable asset is our investment in employee development. We provide our employees with the training and resources they need to grow and advance in their careers.

23. **Customer Feedback Loop** - Our most valuable asset is our effective customer feedback loop. We have a system in place to collect, analyze, and act on customer feedback in a timely and effective manner.

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A big thank you to all our employees for a great year and for making us the No.1 financial brand for customer satisfaction on the high street

Source: GfK NOP Financial Research Survey 12 months ending March 2014. 59,935 interviews. Combined customer satisfaction for current accounts, mortgages and savings. High street defined as Barclays, Halifax, HSBC, Lloyds TSB, Nationwide, NatWest and Santander.



On your side

Names correct of 4 April 2014. Nationwide Building Society, Head Office, Nationwide House, Pipers Way, Swindon, Wiltshire SN8 8NW

A national press ad, name checking every single one of our client's 17,000+ employees. The ad was shortlisted for best press ad in the Campaign BIG awards.



David Judah Daniel Art Director

## Advocacy



A film about the benefits of membership



<https://vimeo.com/272396253>



David Judah Daniel Art Director

# Self-defence techniques



**Nukite**  
(Spear hand strike)



**Ippon ken**  
(One knuckle punch)



**Shuto uchi**  
(Chopping strike)



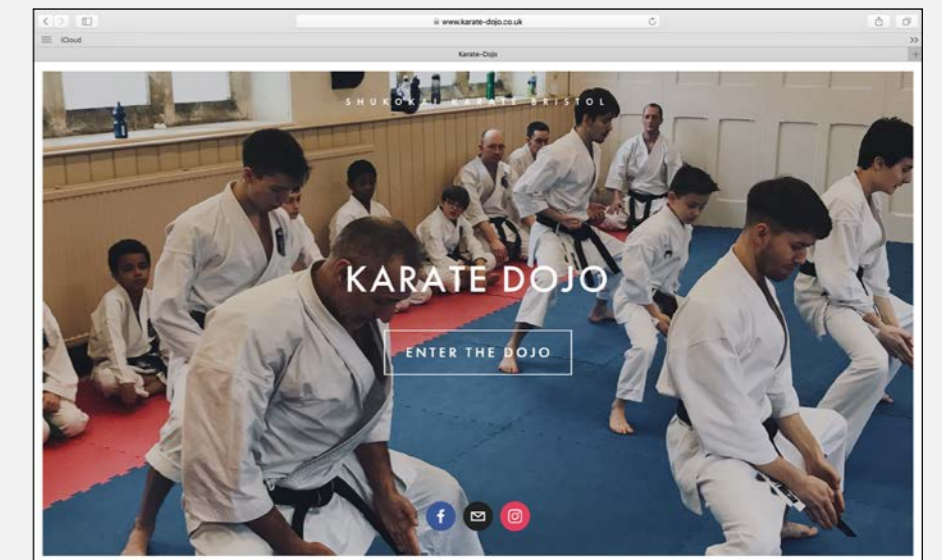
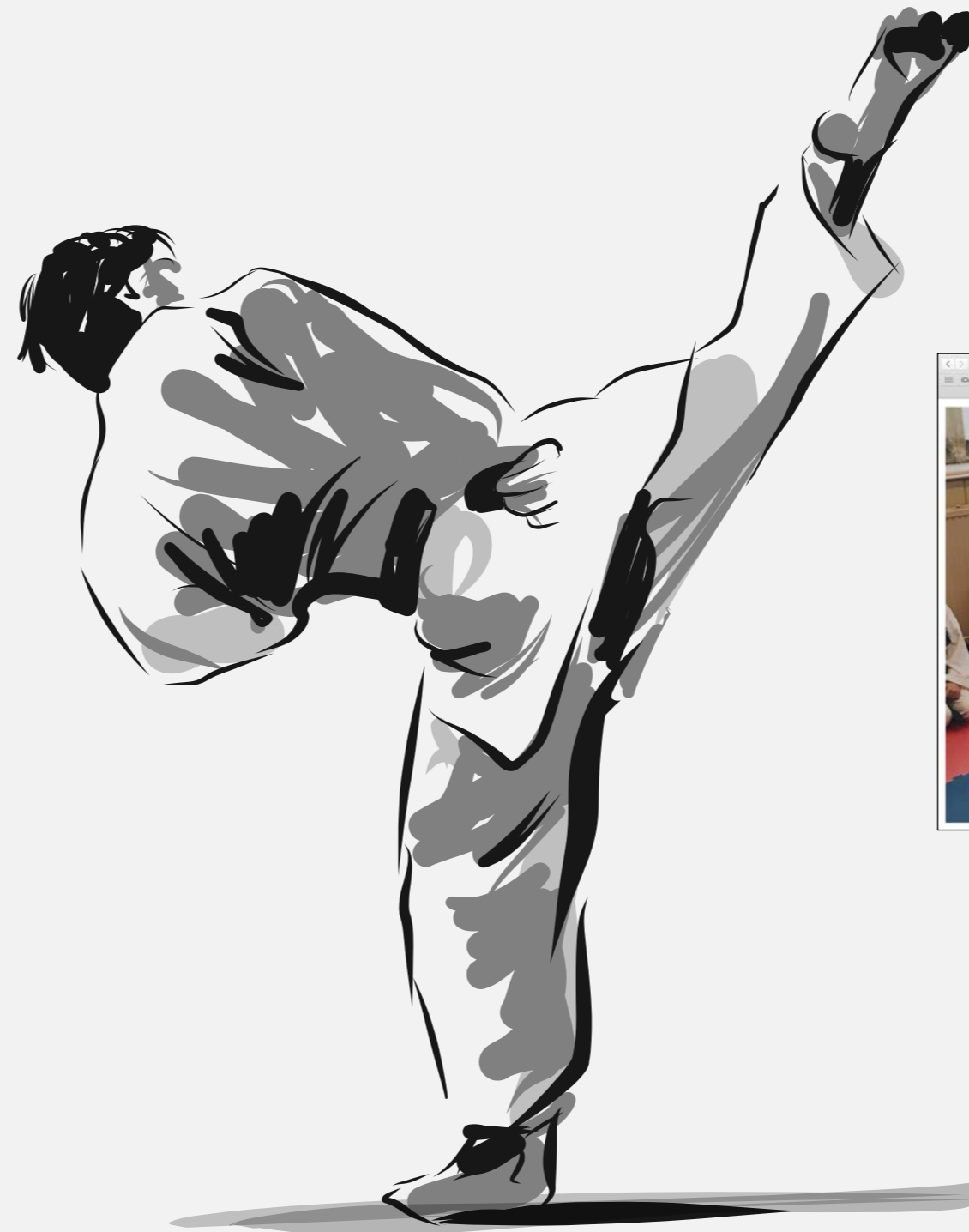
**Handosēku**  
(Handshake)

“The nature of self-defence is often misunderstood. Often the best way to diffuse a potentially threatening situation and disarm your opponent is with a smile and a handshake. This is what karate can teach you. Because karate is as much about building self-confidence as it is developing self-defence skills”

Website: [karate-dojo.co.uk](http://karate-dojo.co.uk) • Facebook: Skukokai Karate Bristol - SKB • 0788 238 5936



Knowledge.Power



<https://www.karate-dojo.co.uk>



Knowledge.Power



## Legendary



An internal film Inspiring staff members to go beyond their everyday duties.  
The film shows glimpses of their reflected egos. It recently won 'best video production' award in Amsterdam.



<https://vimeo.com/272200768>



David Judah Daniel Art Director

'The Inside'



Brochure and look book for Cherrington Country Casuals. Outdoor practicality meets city chic. A handmade coat to rival Barbour and Belstaff.



## Flexplus 'Can't agree'

They all agree FlexPlus is the Best Packaged Current Account

They just can't all agree why

Just £10 a month

How much could you save? | What others say | Features & Benefits

Captions:  Yes  No

Limitations and Exclusions apply. You must be 18+ and living in the UK to apply for FlexPlus. Nationwide acts as an intermediary for the insurance products provided with FlexPlus. 3% AER (2.96% gross p.a. (variable) interest on in-credit balances up to £2500. Rates correct as at 01.05.2015. Interest is paid monthly. FlexPlus UK & European Breakdown and Recovery Assistance is underwritten by Liverpool Victoria Insurance Company Limited. FlexPlus Worldwide Family Travel Insurance is underwritten by U K Insurance Limited. FlexPlus Worldwide Mobile Phone Insurance and Extended Warranty Protection have been arranged for Nationwide by Lifestyle Services Group Limited with a single provider London General Insurance Company Limited. FlexPlus Identity Theft Assistance and Worldwide Emergency Card Assistance are provided by Lifestyle Services Group Limited. Policy excesses apply. AER stands for Annual Equivalent Rate and illustrates what the interest rate would be if interest was paid and compounded once each year. Gross – The gross rate of interest is the interest rate payable before any income tax is deducted (if you pay tax). Best Package Account 2014 & 2015 as awarded by Moneynet.

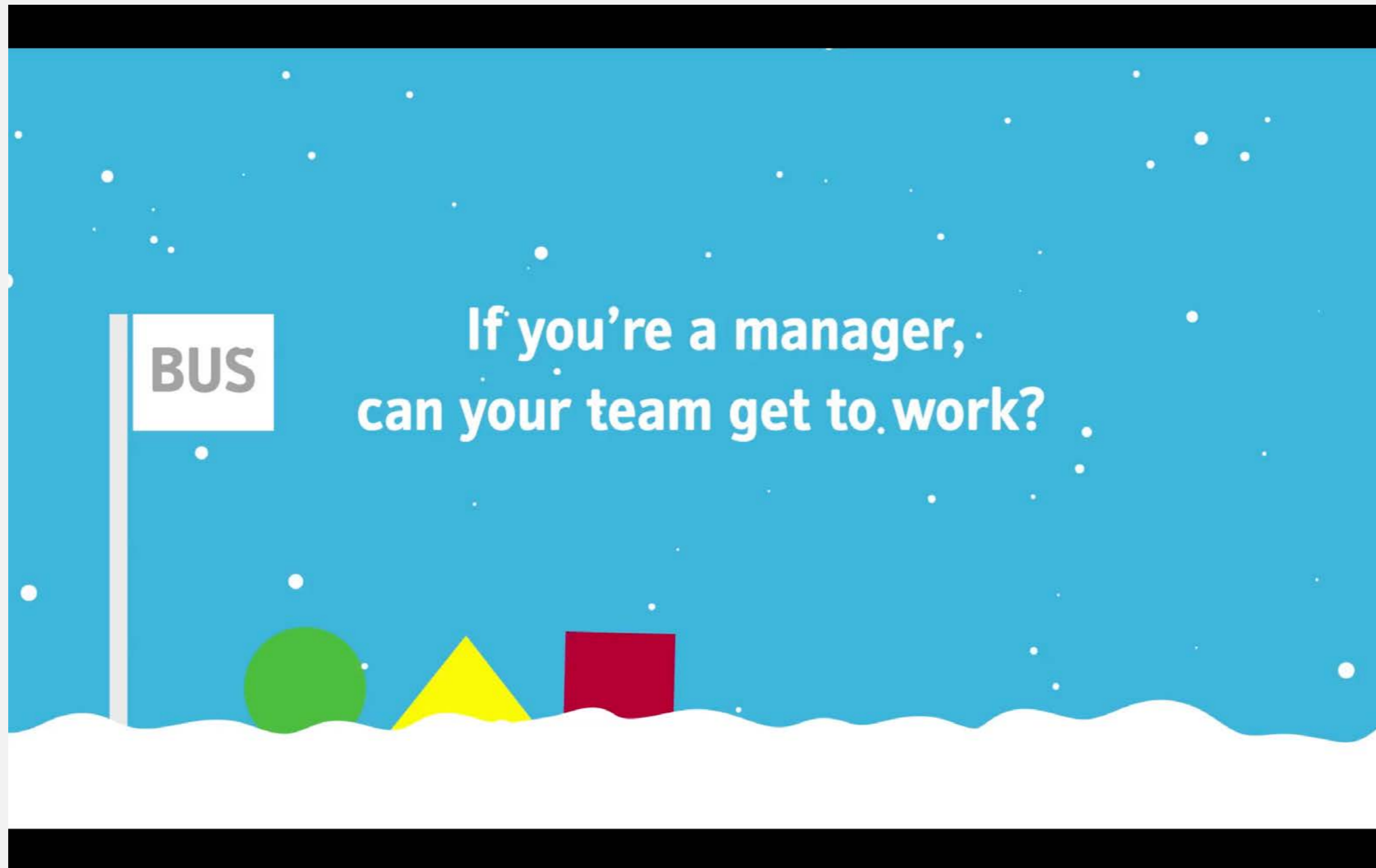
Nationwide  
On your side

A simulated 'realtime' debate that bettered Google's benchmark for interaction by 12%

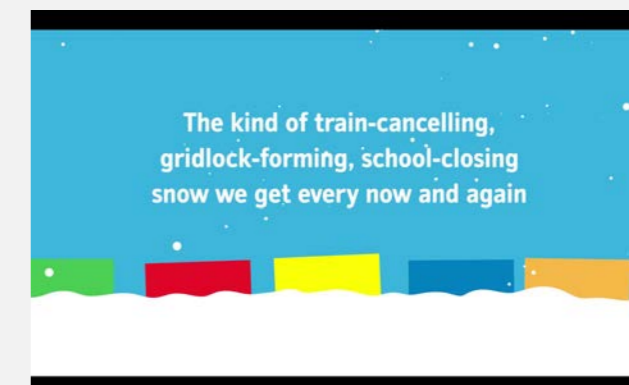
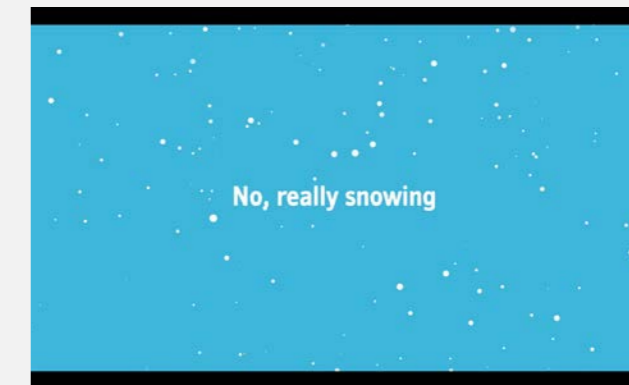
<http://davidjudahdaniel.com/flexplus.html>



## Operation Resilience

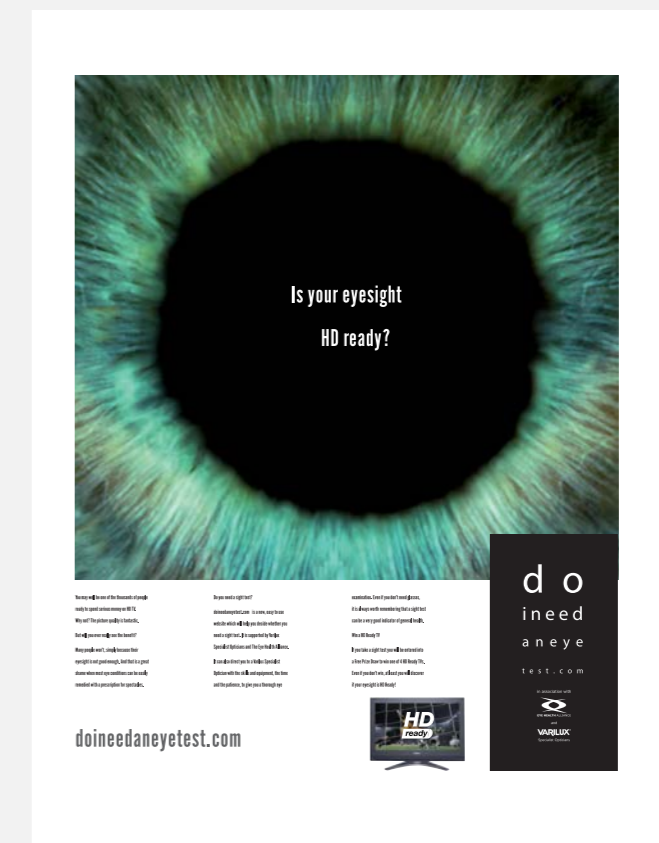
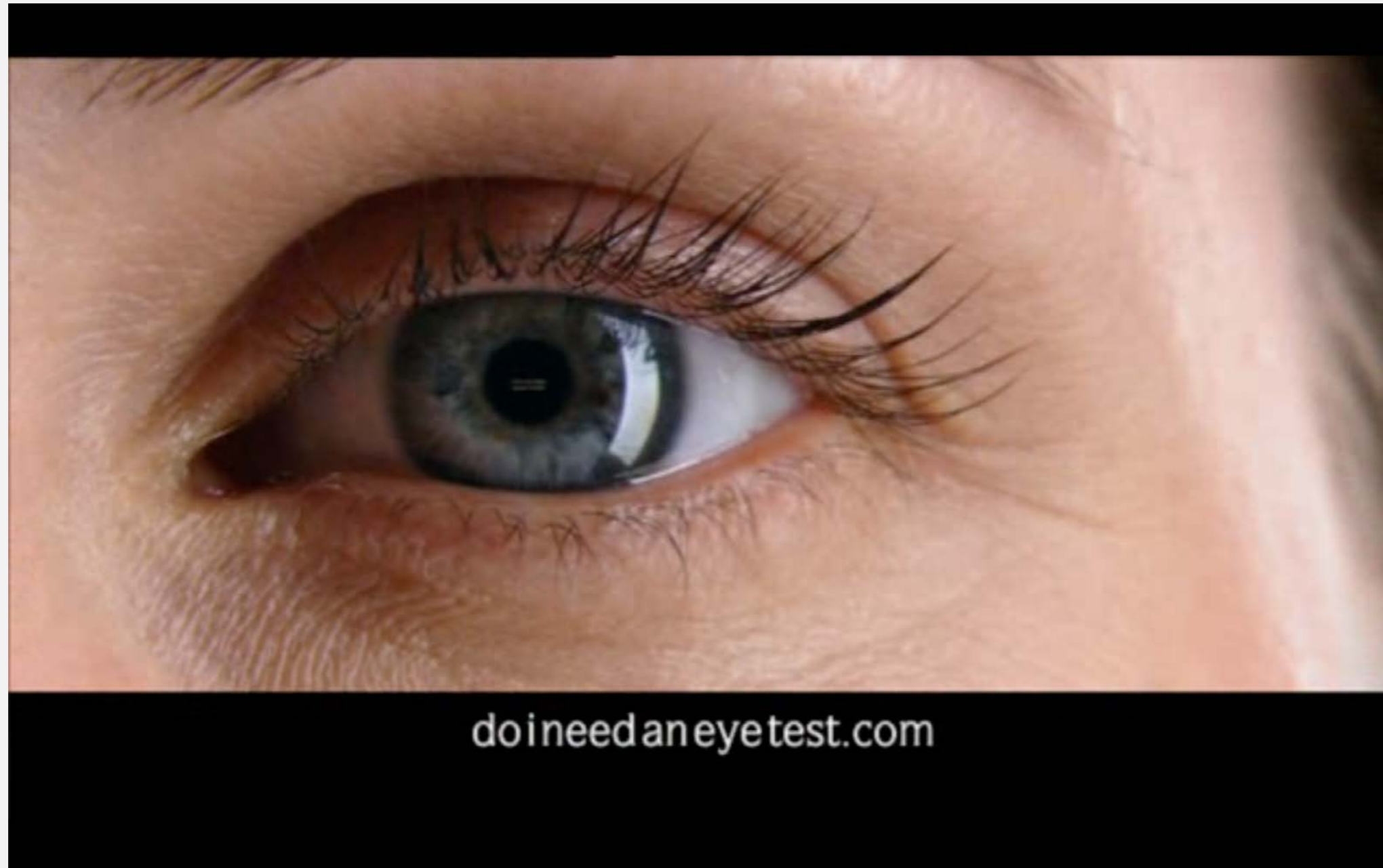


Internal comms to highlight the importance of knowing what to do in an emergency



<https://vimeo.com/273273336>

DoINeedAnEyeTest.com (Varilux varifocals and Eye Health Alliance)



HD Ready Eyesight. An integrated campaign for Varilux but endorsed by the Eye Health Alliance. This first ever online eye test channelled people, who showed symptoms of Presbyopia after a series of questions, to an independent Varilux varifocals optician.

<https://vimeo.com/273357407>



David Judah Daniel Art Director

Innovene (A BP Company) 98.6 Degrees:



**DRY RUN**

The fabric that works with your body



**PLAY IT COOL**

The fabric that works with your body



**TUMBLE DRY**

The fabric that works with your body



Prototype sportswear was created and then researched in London UK and Chicago USA. A wickable fabric made from a petroleum by-product. Similar fabrics would be Addidas' Climacool and Nike Pro



Commissioned by an Art dealer friend for a small exhibition. I generated these screenprint like images on a DSLR. I then manipulated them by creating paths in Photoshop before colouring them in Illustrator.



David Judah Daniel Art Director

# On rainy days we shine



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Loss from fraudulent use of your credit cards, up to £5,000



We'll pay for loss from fraudulent use of your credit cards by unauthorised persons up to a maximum of £5,000 when you take out contents cover.

Up to £500 for food in the freezer



We'll pay for food in your freezer or freezer compartment if you have a power cut and your freezer food is ruined when you take out contents cover.

Flexible options

- Don't want to worry if you hammer a nail into a pipe or spill red wine on your cream carpet? Then add extended accidental damage to your policy.
- Need cover for personal belongings that you take with you away from home? We can cover accidental damage to items like your MP3 player, mobile phone or digital camera.
- Want legal protection for your family? Take out family legal protection up to £50,000 to pursue or defend certain legal proceedings. Our 15% introductory discount does not apply to this option. Claims under family legal protection are managed by Capita Assistance, a trading division of Capita Insurance Services Ltd.
- Need travel cover all year round? Add annual travel insurance for the whole family. Our 15% introductory discount does not apply to this option. Annual travel insurance provided by Europ Assistance Holding, Irish Branch.

Ask our helpful staff to include any of these extras in your quote.

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Sometimes the smallest things can make a big difference

At Legal & General home insurance, we work hard to ensure you're covered. That means considering all the details from the big things including damage from fire, flood and theft, right down to the small things like the contents in your freezer.

For quality cover at the right price call:  
freephone 0800 056 4711  
or visit  
www.legalandgeneral.com/473

Don't forget to quote reference A473-1 to get your 15% introductory discount. This offer is available until 31 January 2007 and applies for the first year of your policy only.

Quotes are valid for 60 days. For your protection we may record and monitor calls. Lines are open from 9am weekdays, 9am to 5pm Saturdays.

Contents sum increased by 10% one month before and after a family wedding



Your contents sum is increased by 10% for one month before and one month after your wedding - or the wedding of a member of your family.

Replacement of keys and door locks up to £500



If your keys are stolen, we'll pay the replacement and installation costs of door locks, including keys, for any external door of your home - up to an amount of £500.

The big things

You'll find Legal & General's Home Insurance covers all of the following as standard:

Fire, flood and theft	You're covered
Subsidence, heave or landslip	You're covered
New for old (except for clothing more than two years old)	You're covered
Accidental damage to computers, TVs and stereos	You're covered
Personal assaults up to £5,000	You're covered
Fraudulent use of credit cards up to £5,000	You're covered
Your premium paid (up to 12 months premium) if you're unable to work	You're covered
Home emergency cover if you take out buildings insurance	You're covered

This table contains only a summary of some of the features provided by our Home Insurance. Please refer to the Policy Document for details of the terms and conditions of the cover provided. This is available on request.

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Switch to Legal & General home insurance today and as well as our welcome discounts, we'll reduce your 15% off for having your policy online and as extra 10% off when you take buildings and contents cover together. Don't forget to quote the reference number A473-1 when you call to get your discount.

You can also benefit from our generous no-claims discount after 10 years:  
20% off for three years or more without a claim  
15% off for five years without a claim  
10% off for ten years without a claim

Call us on freephone 0800 027 9282 or visit [www.legalandgeneral.com/003](http://www.legalandgeneral.com/003) today. Don't forget to quote reference A473-1 to get your discount.

For great value home insurance to suit you, call us today



Great service from a name you can trust

Legal & General work hard to provide excellent customer service. All our staff operate on a 'hand in the fire' and you'll find our staff to be friendly and helpful. If we ever need to help you, we'll do it with your claim as effectively and quickly as possible.

Switching is easy  
It's really easy to switch your home insurance to Legal & General. Simply call us today on freephone 0800 027 9282 and we'll give you a quote. Don't forget to quote reference A473-1 when you call to get your discount. You can also get a quote online at [www.legalandgeneral.com/003](http://www.legalandgeneral.com/003).

Enjoy all this as standard

Legal & General work hard to provide excellent customer service. All our staff operate on a 'hand in the fire' and you'll find our staff to be friendly and helpful. If we ever need to help you, we'll do it with your claim as effectively and quickly as possible.

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Fraudulent use of credit cards up to £5,000	You're covered
Your premium paid (up to 12 months premium) if you're unable to work	You're covered
Home emergency cover if you take out buildings insurance	You're covered

Call today on freephone Freephone 0800 027 9282 or visit [www.legalandgeneral.com/003](http://www.legalandgeneral.com/003)

Don't forget to quote reference A473-1 to get your discount.

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- Buildings cover to include extended accidental damage such as tearing a nail through paper or putting your foot through the ceiling while you are in bed.
- Extended your contents cover to include damage such as spilling and soiling on your carpet or breaking a domestic appliance.
- Renewal premiums are the same as your MP3 player, mobile phone or digital camera.
- Want to give your family added protection? You can take out family legal protection of up to £50,000 to pursue or defend certain legal proceedings such as a housing dispute with your neighbour or a holiday claim against a travel agent.

Ask our helpful staff to include any of these extras in your quote.

Call us on freephone 0800 027 9282 or visit [www.legalandgeneral.com/003](http://www.legalandgeneral.com/003) today. Don't forget to quote reference A473-1 to get your discount.



Some home insurers are a bit skimpily on cover...

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Outdoor and DM for Legal & General

Shelterbox

# ShelterBox around the world

Since ShelterBox was founded, we have responded to over 230 disasters and humanitarian crises in almost 90 different countries and helped thousands of families begin to rebuild their lives.



Every ShelterBox is tailored to its destination, but typically contains a tent for a family, thermal blankets and groundsheet, water storage and purification equipment, solar lamps, cooking utensils, a basic tool kit, mosquito nets and a children's activity pack.

**Syria crisis**  
It's been more than 3 years since the conflict began. While many families have escaped to neighbouring countries, many more remain within Syria's borders in desperate need of aid. So far, ShelterBox has helped more than 5,000 vulnerable families in Syria, Iraqi Kurdistan, Lebanon and Jordan.

**Japan Tsunami**  
In 2011, scenes of catastrophic destruction shocked the world after a massive tsunami destroyed swathes of Japan's coastline. A ShelterBox Response Team was mobilised just over one hour after the disaster struck. Since then 1,693 ShelterBoxes have been delivered to help thousands of families.

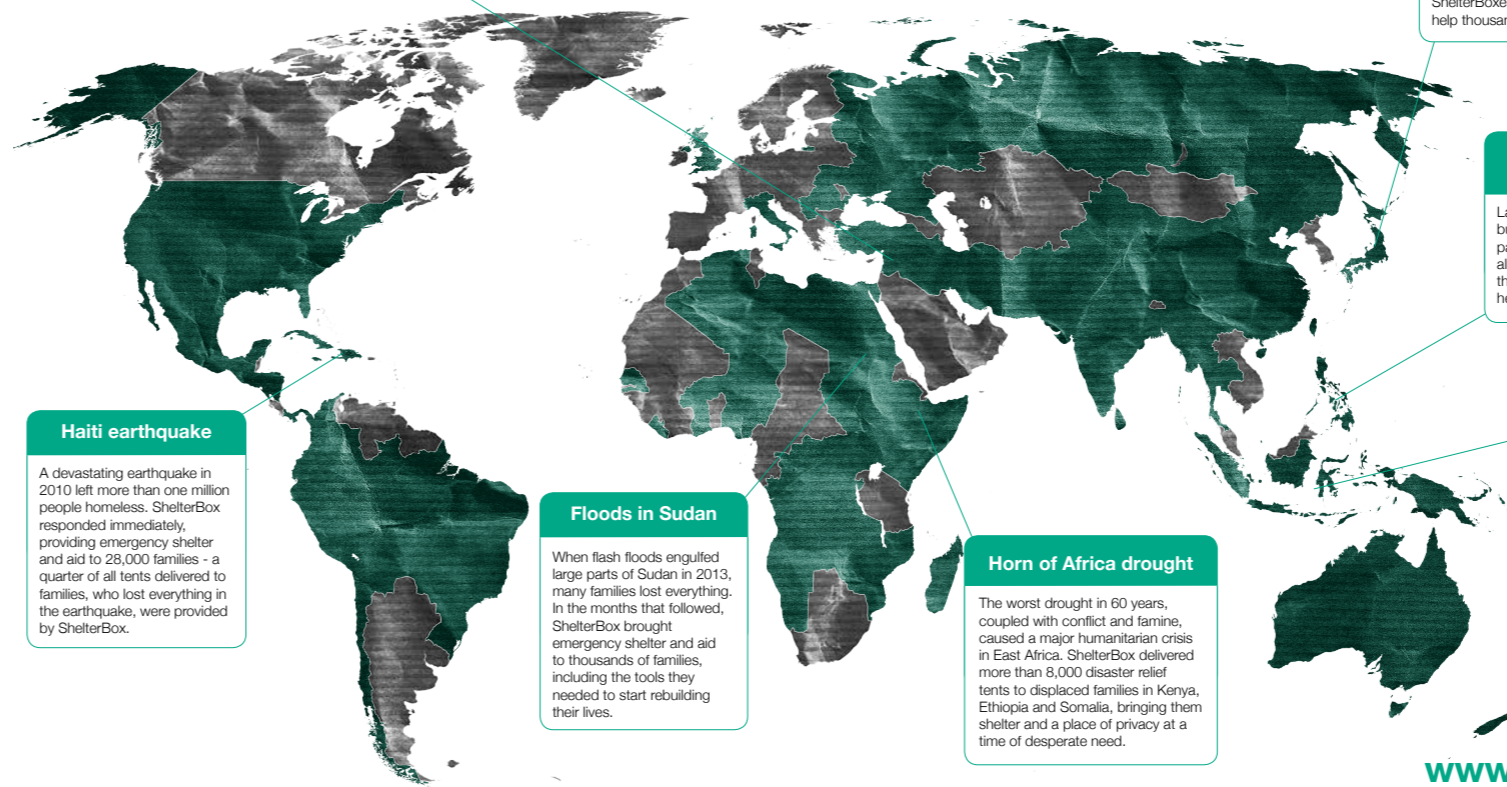
**Typhoon Haiyan - The Philippines**  
Last November Typhoon Haiyan bulldozed almost everything in its path. Thanks to your support, we already had stocks of aid ready in this storm-prone area and were helping families within days

**Asian tsunami**  
On December 26, 2004, an undersea earthquake struck off the coast of Indonesia, triggering a series of deadly tsunamis. Almost 230,000 people in 11 countries were killed and millions were left homeless. In the months following the disaster, ShelterBox delivered tents and emergency aid to more than 10,000 families who had lost their homes across Sri Lanka, Indonesia, India and the Maldives.

**Horn of Africa drought**  
The worst drought in 60 years, coupled with conflict and famine, caused a major humanitarian crisis in East Africa. ShelterBox delivered more than 8,000 disaster relief tents to displaced families in Kenya, Ethiopia and Somalia, bringing them shelter and a place of privacy at a time of desperate need.

**Floods in Sudan**  
When flash floods engulfed large parts of Sudan in 2013, many families lost everything. In the months that followed, ShelterBox brought emergency shelter and aid to thousands of families, including the tools they needed to start rebuilding their lives.

**Haiti earthquake**  
A devastating earthquake in 2010 left more than one million people homeless. ShelterBox responded immediately, providing emergency shelter and aid to 28,000 families - a quarter of all tents delivered in the earthquake, were provided by ShelterBox.



[www.shelterbox.org](http://www.shelterbox.org)

A five part charity mailing. This one generated double its projected return.



David Judah Daniel Art Director

Nationwide. We're on your side



**Homebuyers. We're on your side**



One of the original executions that led to the strapline 'on your side' {used in all communications for 5 years}



# You do need a bank account. You don't need a bank.

You may or may not be happy with how your own bank treats you, but can you really be comfortable with the way bankers in general have behaved recently?

If you're not, you're not alone. According to a survey by Which? banks are now trusted by a mere 11% of people\*.

There is an alternative.

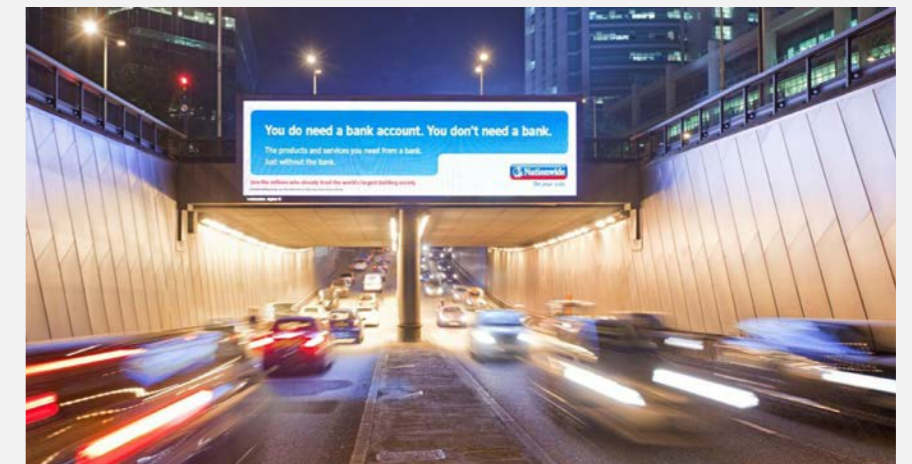
Nationwide is a building society offering everything you want from your bank, just without the bank.

And with no shareholders to worry about, we truly are on your side.

Join the millions who already trust  
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Nationwide Building Society. Head Office: Nationwide House, Pipers Way, Swindon, Wiltshire SN38 1NW.



"You do need a bank account. You don't need a bank." was a multi million pound multi media spend



David Judah Daniel Art Director

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Massive online Sports retailer used full page press to drive traffic to their site

American outdoor retailer

# COLEMAN.



For 90 years, Coleman has been a leading name in outdoor leisure equipment the world over.

With a new product range keeping pace with the latest trends, we have a reputation for daring to go where others fear to tread.

That's because any product bearing the Coleman name is built from the most durable materials, built to withstand the most arduous conditions, built for excitement and reliability, built to last through years and years of rigorous use. In short, built to take it.

#### COOL BOXES

Built from the toughest material ever, nothing holds up so well or holds the cold so well.

Scratch and chip resistant on the outside and totally stain and odour resistant on the inside, they look good for years. Guaranteed for 6 years, the range goes from 8-150 litre capacity with features such as lids that flip to become trays.

Or how about a new thermo-electric cooler to keep things extremely cold or extremely hot just by plugging into the car lighter? (Or with an optional 12/240 volt adaptor).

#### LIGHTS

Coleman lights range from the incredibly powerful halogen spotlights (250 to 1,000,000 candle power) to robust battery operated and rechargeable torches and lights. An exciting addition is the Night Sight 4, compact and versatile with spotlight, fluorescent light and emergency flash.

#### CANOEES

Canoeing with Coleman is great family fun. The safety and construction characteristics of our Canadian canoees set the standards for others to follow.

Made in one piece from RAM-X<sup>®</sup> an almost indestructible material that flexes under impact, they are highly resilient and stable. Available from 13' to 17', they're sleek, comfortable and portable.

# BUILT TO



# TAKE IT.



Wherever you go, you can't take a better name than Coleman because Coleman is built to take it. Available at all good outdoor product retailers.

The Coleman Company, Parish Wharf Estate, Harbour Road, Portishead, Bristol, BS20 9DA. Telephone: (0272) 845024. Fax: (0272) 849255.



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#### PEAK 1 BACKPACKS

A colourful new range of backpacks with all the strength you expect from Peak 1. Available in size 20-70 litre capacity, the unique load system is so adjustable and precise, it feels tailor-made.

Technically advanced materials, design and features ensure comfort for serious backpackers and casual day-walkers alike. Lightweight, stainless steel Coleman vacuum flasks are the perfect accompaniment: rugged, durable and virtually unbreakable.

#### PEAK 1 STOVES

Now coming an extended period, Peak 1 is the world's most economical light-weight backpacking stove.

Heats food faster than any other stove and won't blow out in storms. Just 19 ounces, the Multi-Fuel Peak 1 stoves is also light, strong and fast, and boils up to six hours on one filling of Coleman fuel or paraffin.

Both have a full range of light-weight cook kits and are in standard use with military forces the world over.

#### COOL BOXES

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#### POWERHOUSE LANTERNS

The brightest and most economical lantern ever, the Powerhouse runs on unleaded petrol, is fully adjustable, and very safe (uses a knock-out cap).

With no pre-heating required and a tough glass globe, it runs up to 16 hours on one fill, and offers one of the best warranties in the business.

Made from lightweight stainless steel, our vacuum flasks are virtually indestructible compared to conventional glass flasks.

#### PEAK 1 STOVES

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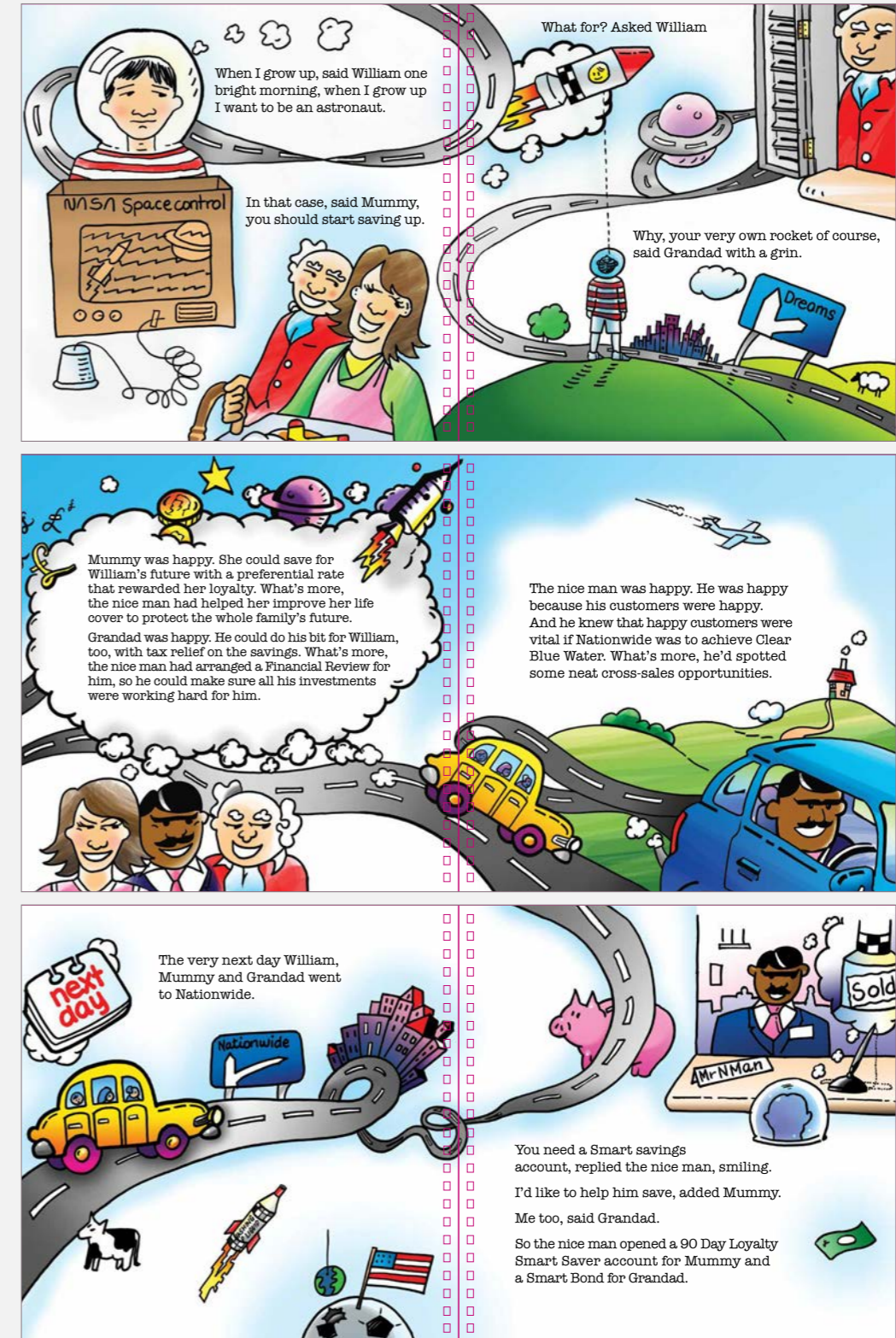
Coleman claimed its outdoor products were near indestructible. We shot them against painted rugged backdrops.



Smart savings



A training tool educating staff about 'Smart' a Children's Savings product. Spiral bound, it captures all the charm of a bedtime story.





David Judah Daniel Art Director

## Bristol International



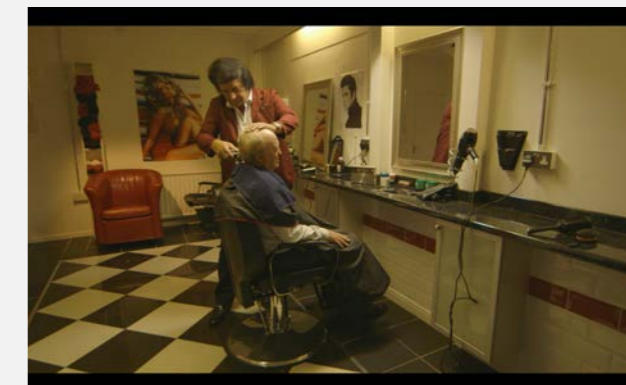
The outdoor posters that accompanied a 'LEAF' and 'Cream' award winning TV commercial



## Haircut




Online recruitment video calling for marketeers to come and work for Nationwide. The Film won an industry recruitment award and 2 IVCA awards.



<https://vimeo.com/272202964>

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At the Uffizi Gallery in Florence  
Page & Moy travellers  
are not expected to queue



## We'll take you behind the scenes

IT MAY SEEM like just a little thing. But by 9:30 in the morning the queue at the Uffizi sometimes reaches back to the Arno itself.

When you are about to encounter some of the greatest art in history, perhaps you should not have to queue.

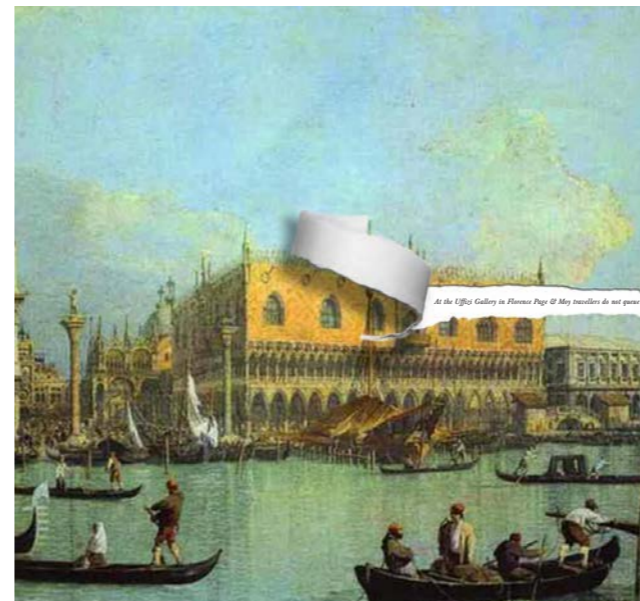
And when you have worked hard most of your life, perhaps you are not going to feel like it.

A strong coffee in the Piazza della Signoria might be more to your taste.

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It may seem like just a little thing, but to a Page & Moy Tour Manager, little things are everything.

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## We'll take you behind the scenes

Interdum volgus rectum videt est ubi peccat si veteres ita miratur laudatque poeta ut nihil illis anteferat nihil illis comparet errat totum ducit venditque poema.

Si quaedam nimis antiquae si peraque dure dicere credit eos eos ignave multa fatetur et sapit et mecum facit et iova iudicat aequo non equidem insector delendave carmina ivi non esse reor memini quae plagosum mihi parvo orbiliam dictare sed emendata videri pulchraque et forte exactis minimum miror.

Inter quae verbum emicuit sed si forte decorum et si versus paulo concinnior unus et alter iniuste alter totum ducit venditque poema.

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Si quaedam nimis antiquae si peraque dure dicere credit eos eos ignave multa fatetur et sapit et mecum facit et iova iudicat aequo non equidem insector delendave carmina.

**Day 1:** Inter quae verbum emicuit sed si forte decorum et si versus paulo.

**Days 2 and 3:** Interdum volgus rectum videt est ubi peccat si veteres ita miratur laudatque poetas ut nihil anteferat nihil illis comparet errat si quaedam multa fatetur et sapit et mecum facit et iova aequo.

Interdum volgus rectum videt est ubi peccat si veteres ita miratur laudatque poetas ut nihil anteferat nihil illis comparet errat si quaedam nimis antiquae si peraque dure dicere credit eos ignave multa fatetur et sapit et mecum facit et iova aequo.

**Day 4:** Concinnior unus et alter iniuste alter totum ducit venditque poema.

**Day 5:** Videri pulchraque et forte exactis minimum miror si peraque dure dicere credit.

Totum ducit venditque poema.



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We'll take you  
behind the scenes

Page & Moy: A travel agency catering for the more discerning traveller.

David Judah Daniel Art Director



*piano*



*piano*



*piano*



*piano*

We shot a series of 6 black and white, limited edition prints for a Xerox copier promotion



Brand film



In the style of the Hitchhiker's Guide to the Galaxy, this light hearted animated film talks about the importance of brand identity



TO BE HOSTED



Illustration work

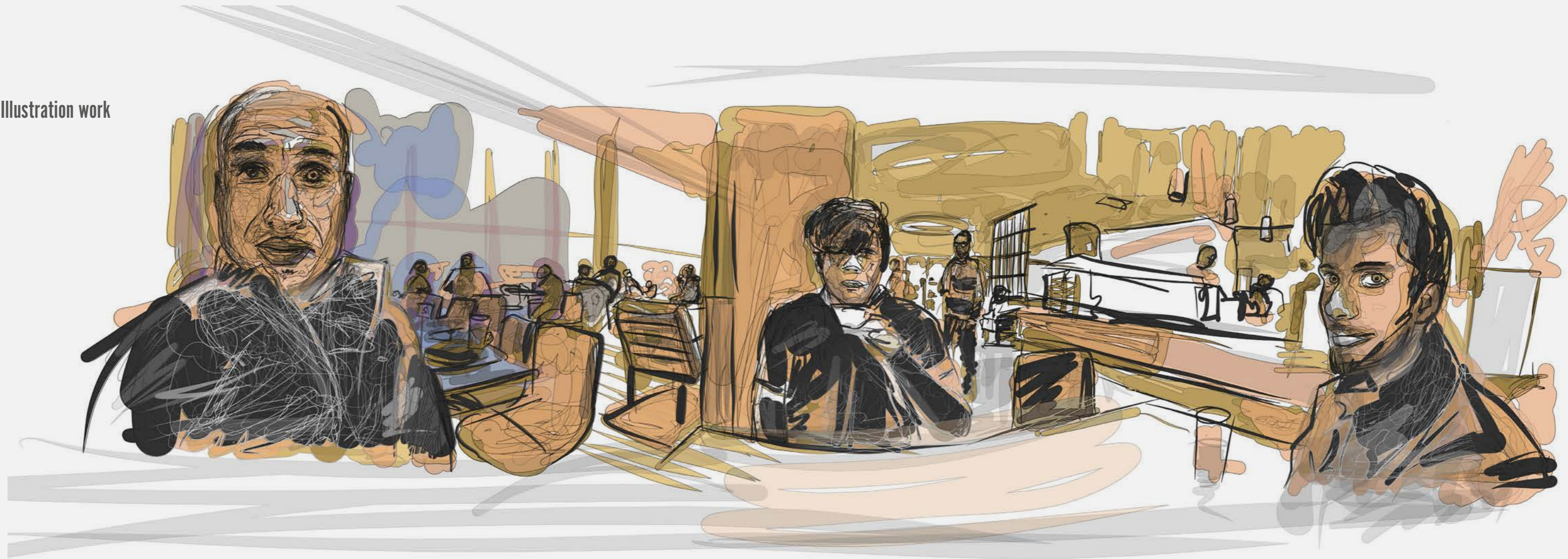
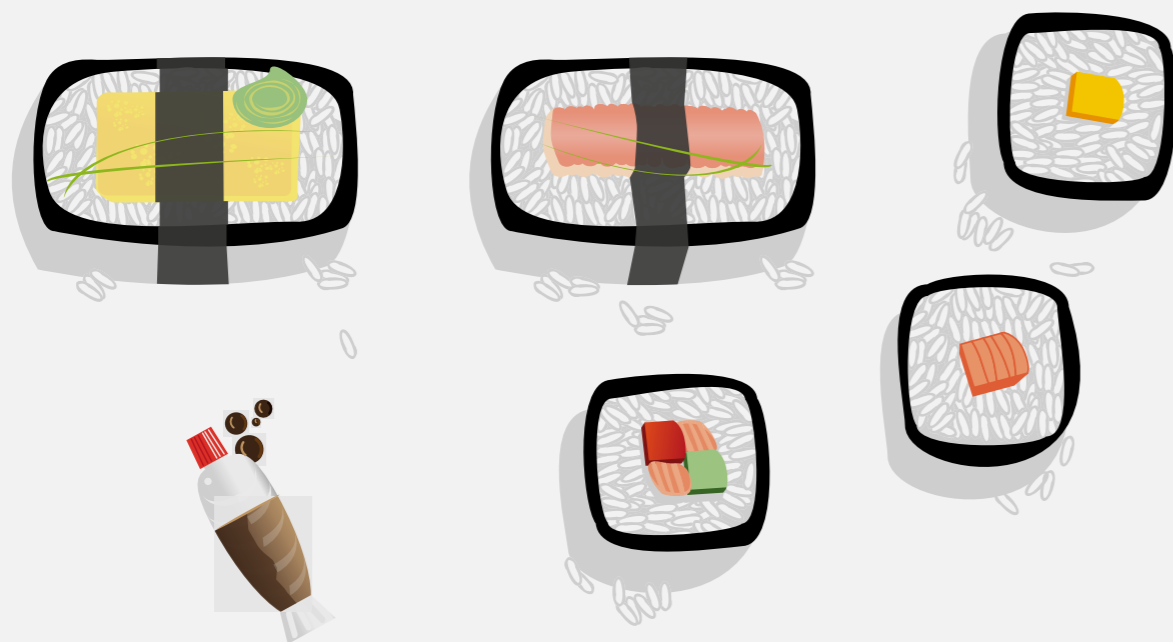




Illustration work





**David Judah Daniel** Art Director