



s h o r t f o l i o

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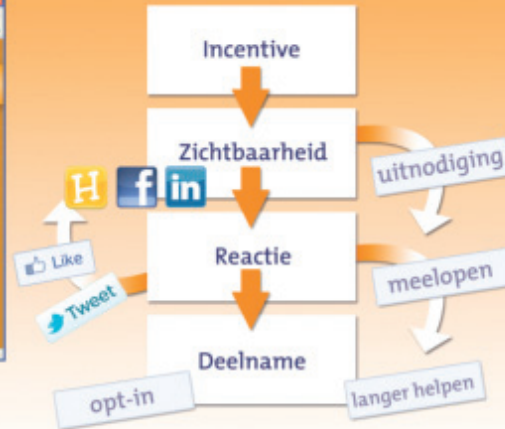
Hoe Hot is Holland Campaign Flow



CLIFF! concepts and Evident
for A. Vogel
Echinaforce Hot Drink
product introduction

Multichannel product introduction for
anti-flu drink.

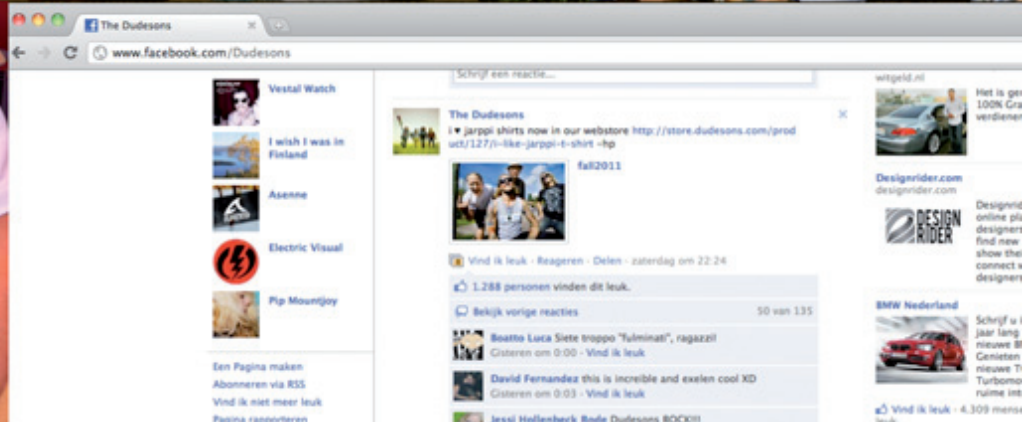




Roel Susan via ICATT
for Oranje Fonds
Orde van Maxima
social campaign

Strategy and Design for Social
campaign, set to make Oranje Fonds
volunteers visible, and give their friends
the opportunity to join them.



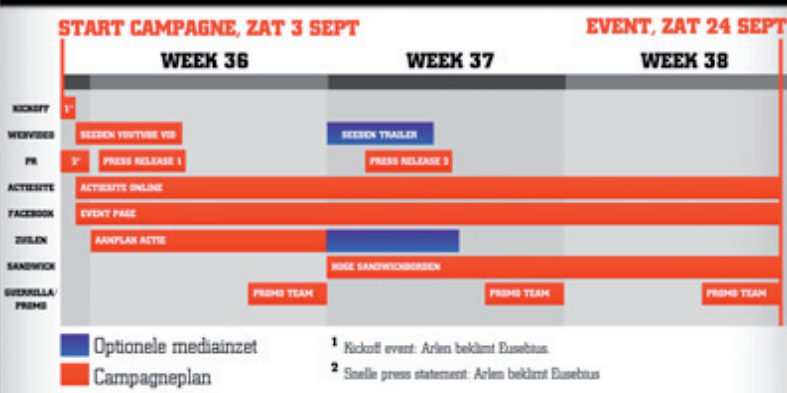


CLIFF! concepts
for Rabbit Films
I like Jarppi shirt viral

Shirt Design for Finnish television series
the Dudesons, featuring a thumbsless like
button, to complement the Dudesons'
thumbsless stuntman Jarppi



CAMPAGNEPLANNING



CLIFF! concepts
for Mountain Network
Arnhem Klimt
Event

To get people to discover sports
climbing, you have to bring them a
simple but disrupting message to their
everyday experience.



Simplemeasures

A seamstresses' calculator on the iPhone



CLIFF! concepts and Evident
for Simplicity
Simplemeasures App

to boost the sales of sewing patterns we
devised this app, in which users can take
measurements, browse patterns, send
previews and make in-app purchases.



Dit is Huis-aan-Huis van PostNL

Ze is het beste medium van Nederland.

Ze helpt je je doelen te bereiken.

Als je in haar gelooft, brengt ze je succes en rijkdom.

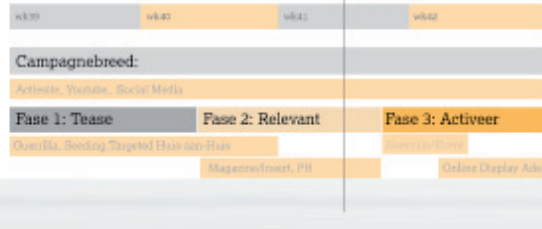
Ze zorgt dat je succes hebt met vrouwen, of als je wil met mannen.



Mediaselectie & Planning

Voor deze campagne gaan we media extreem lokaal inzetten. We maken hierbij o.a. gebruik van de Effie uitreikingen, waar de doelgroep al de juiste state of mind heeft.

Effie uitreikingen 2011
12 oktober



Geloof in mij



CLIFF! concepts
for PostNL
The best Medium of Holland
B2B promotion

PostNL wanted to make Unaddressed mail more appealing to agencies as a medium. To make agencies listen, we first had to stall them to get their attention.





ID&T
FULL-ON



CLIFF! concepts and PXL industries
for ID&T
ID&T Full-on
mobile framework

Rich media apps have no good ROI for
big accounts, unless you devise a clever
framework.

