shortfolio

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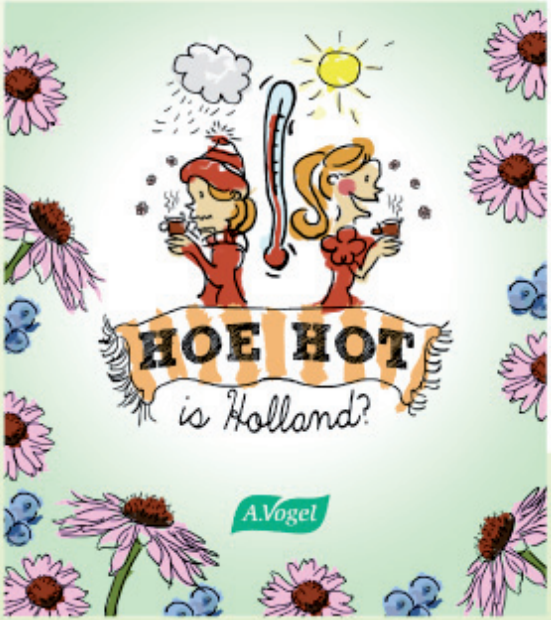

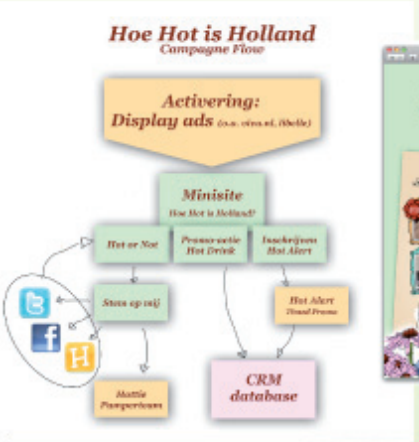

CLIFF! concepts and Evident for A. Vogel Echinaforce Hot Drink product introduction

Multichannel product introduction for anti-flu drink.

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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.

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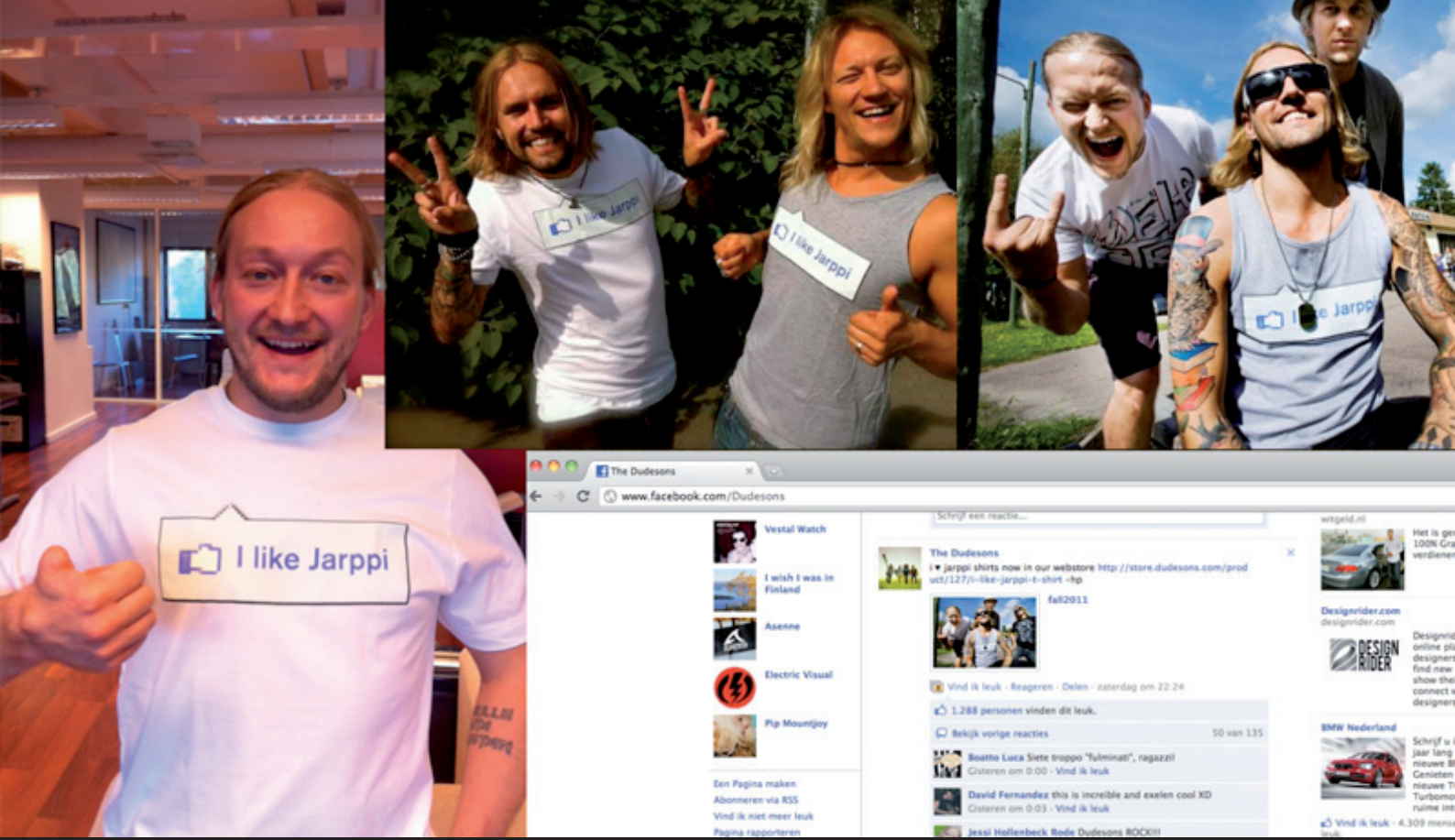

CLIFF! concepts for Rabbit Films
I like Jarppi shirt viral

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

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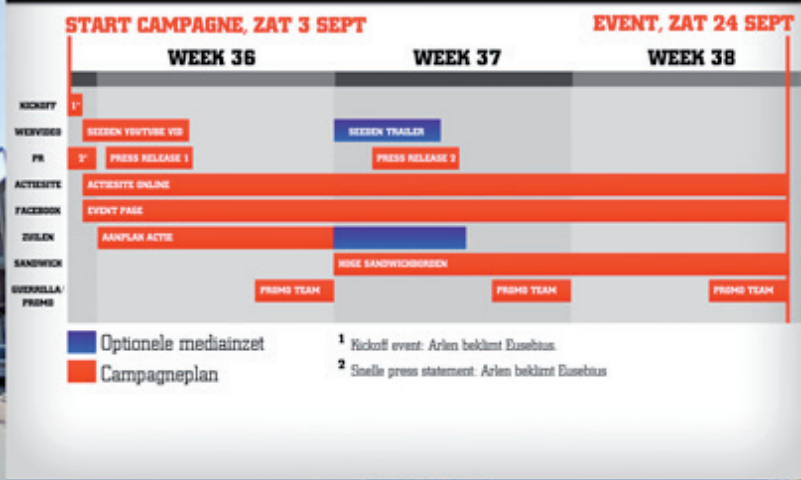
CAMPAGNEPLANNING



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.

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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 patttens, send previews and make in-app purchases.

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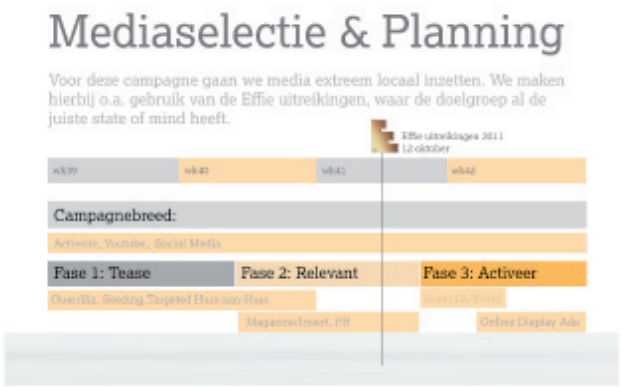

CLIFF! concepts
for PostNL
The best Medium of Holland
B2B promotion

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

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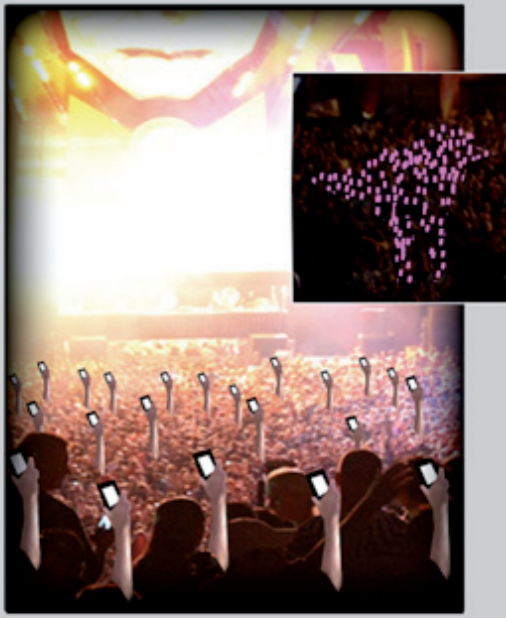
ID&T
FULL-ON



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.

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