

**Jake Cope**

Graphic designer  
and Creative

## Brief

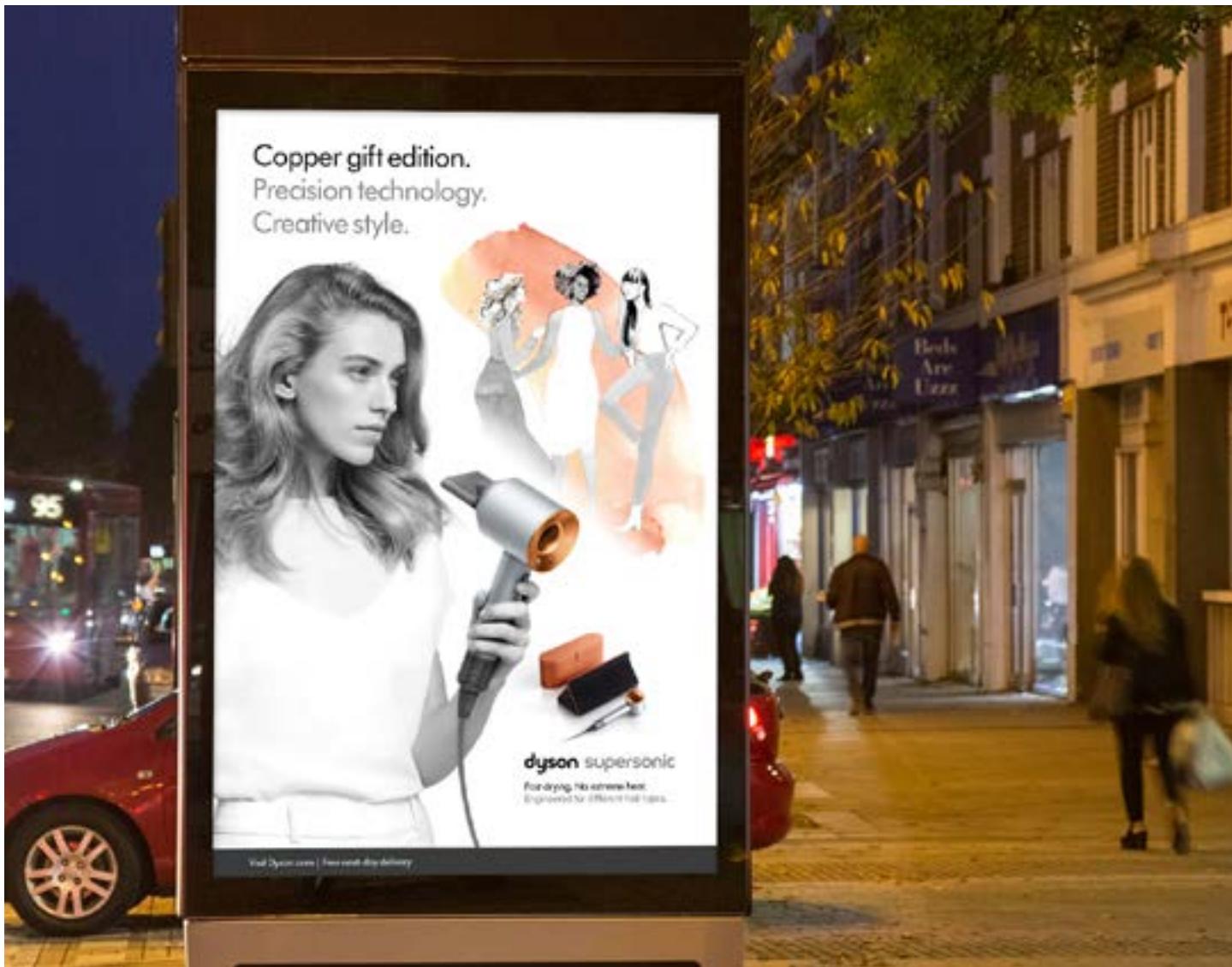
Create a campaign to promote the Dyson Supersonic hair dryer and Dyson Airwrap styler gift editions during the holiday season.

## Execution

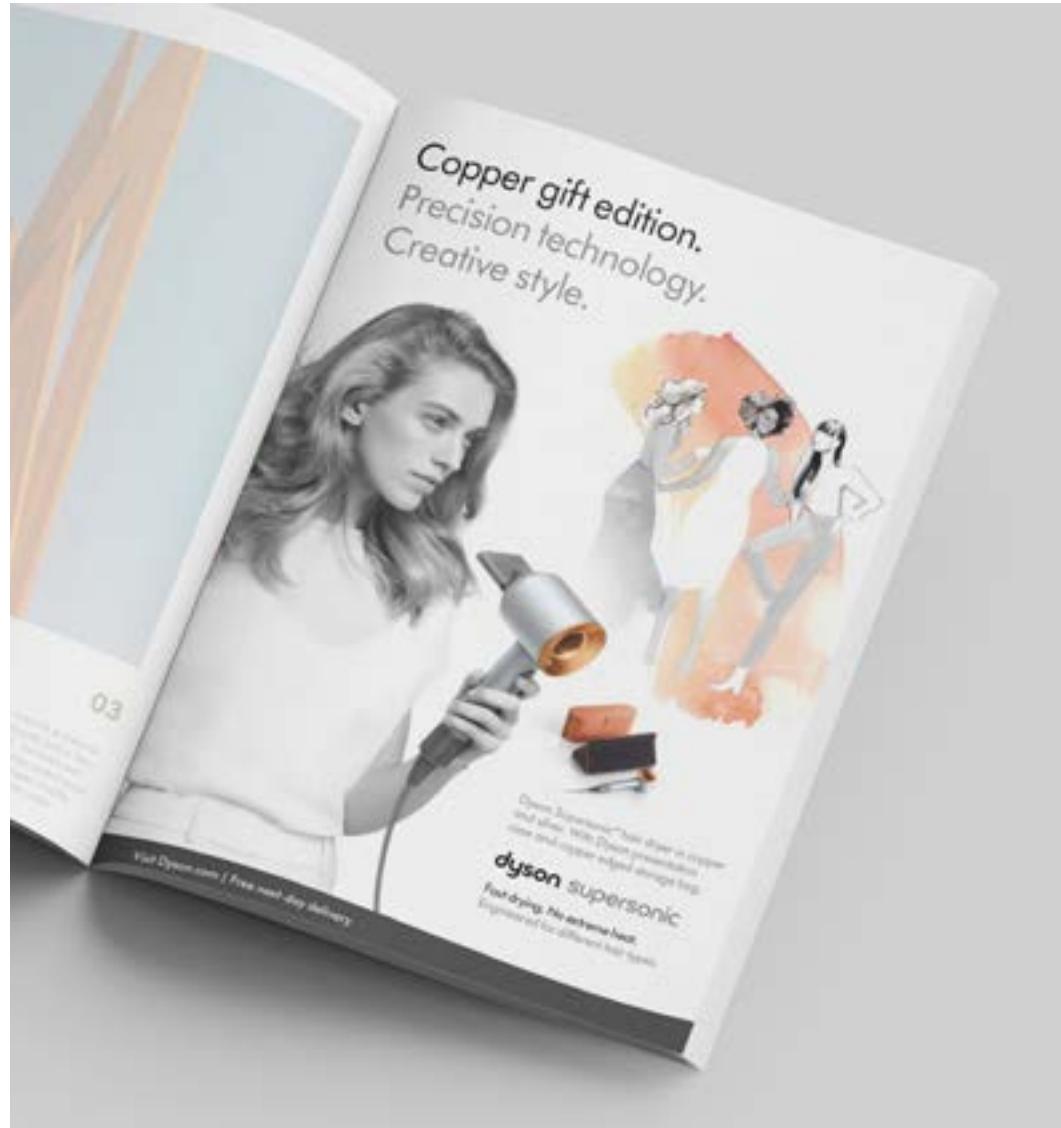
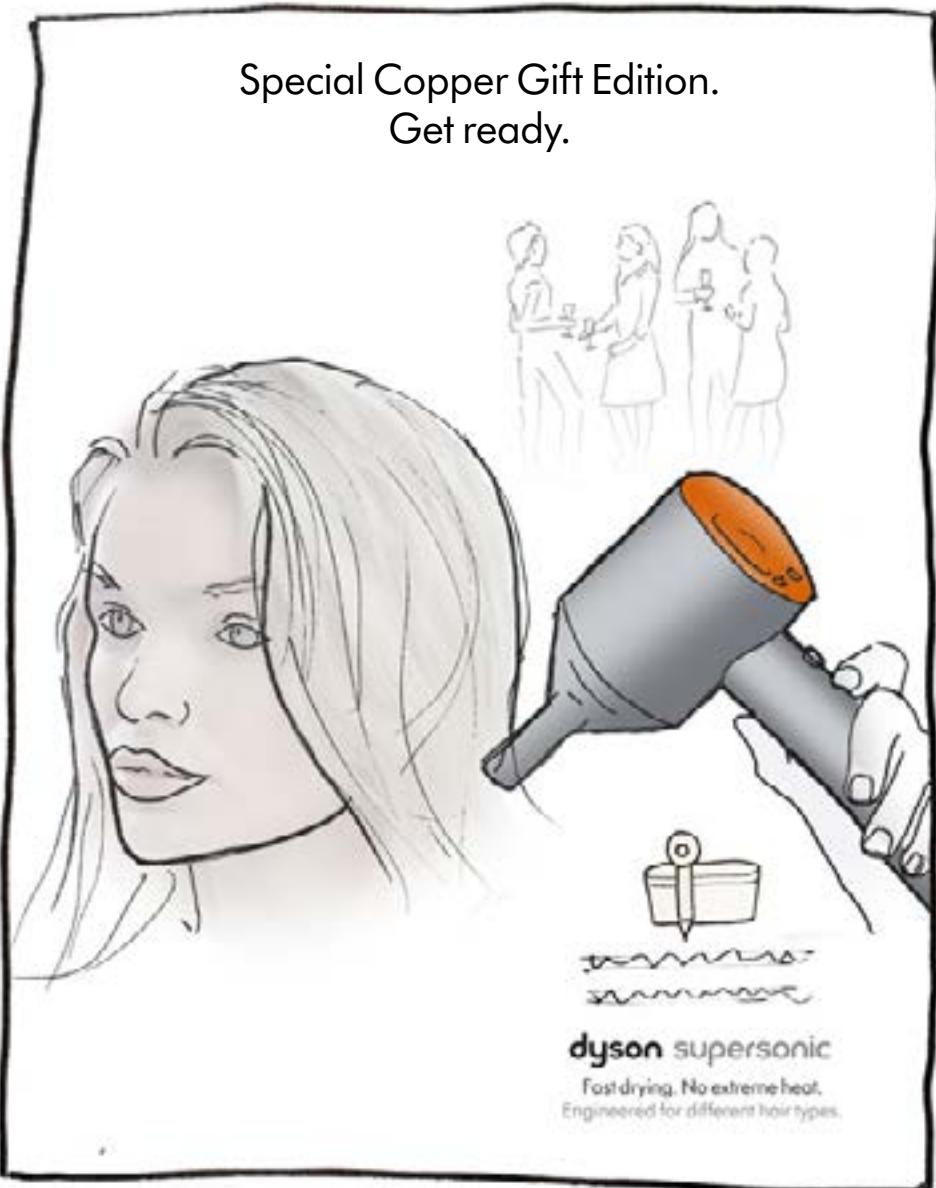
For this campaign we wanted to capture the joy of meeting up with friends and family, showing beautiful hair styled by Dyson. Using illustration to give the campaign a more human feel whilst giving a nod to the fashion world, we created a suite of assets across print, OOH, social and web.



**Print/00H**

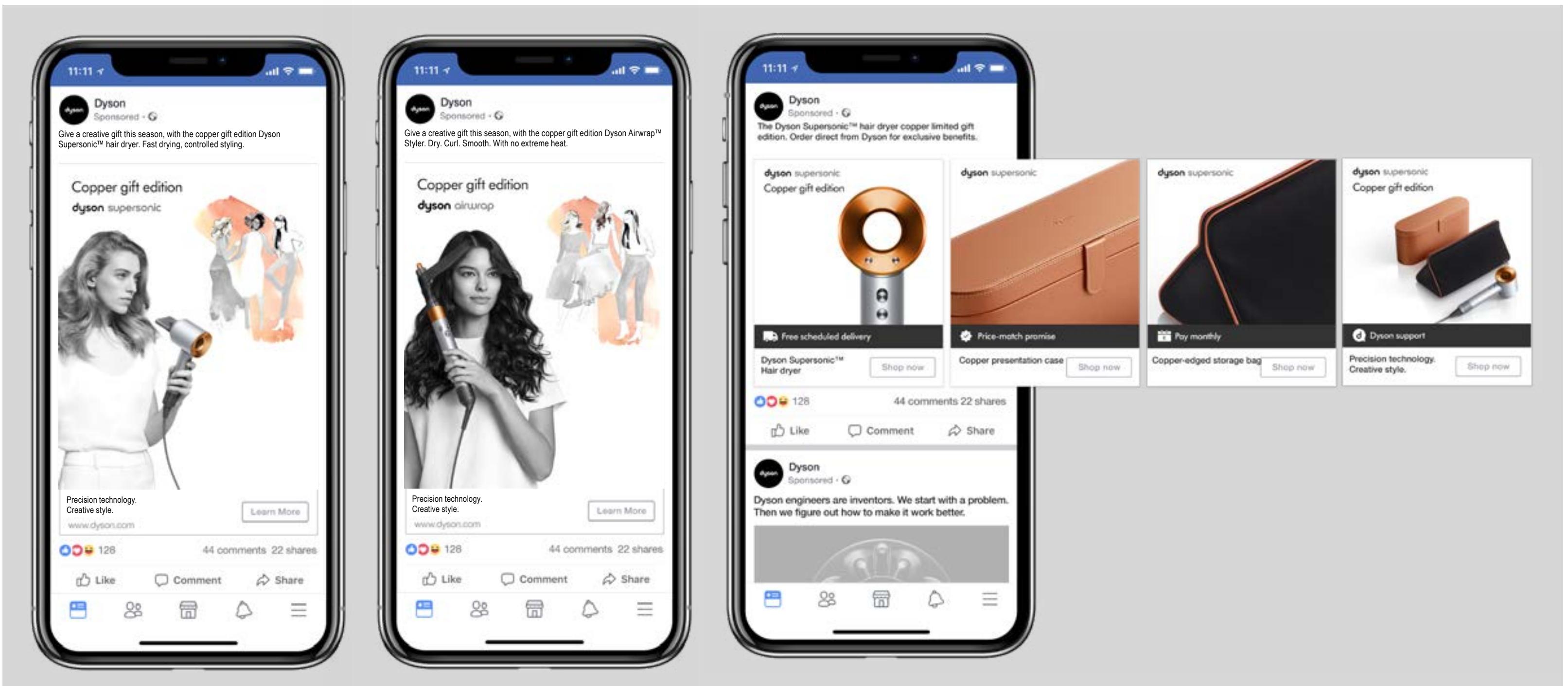


**Print/00H**



## Dyson Holiday campaign

### Social



## Brief

Launch the Dyson Supersonic Professional Edition, targeting salon professionals.

## Execution

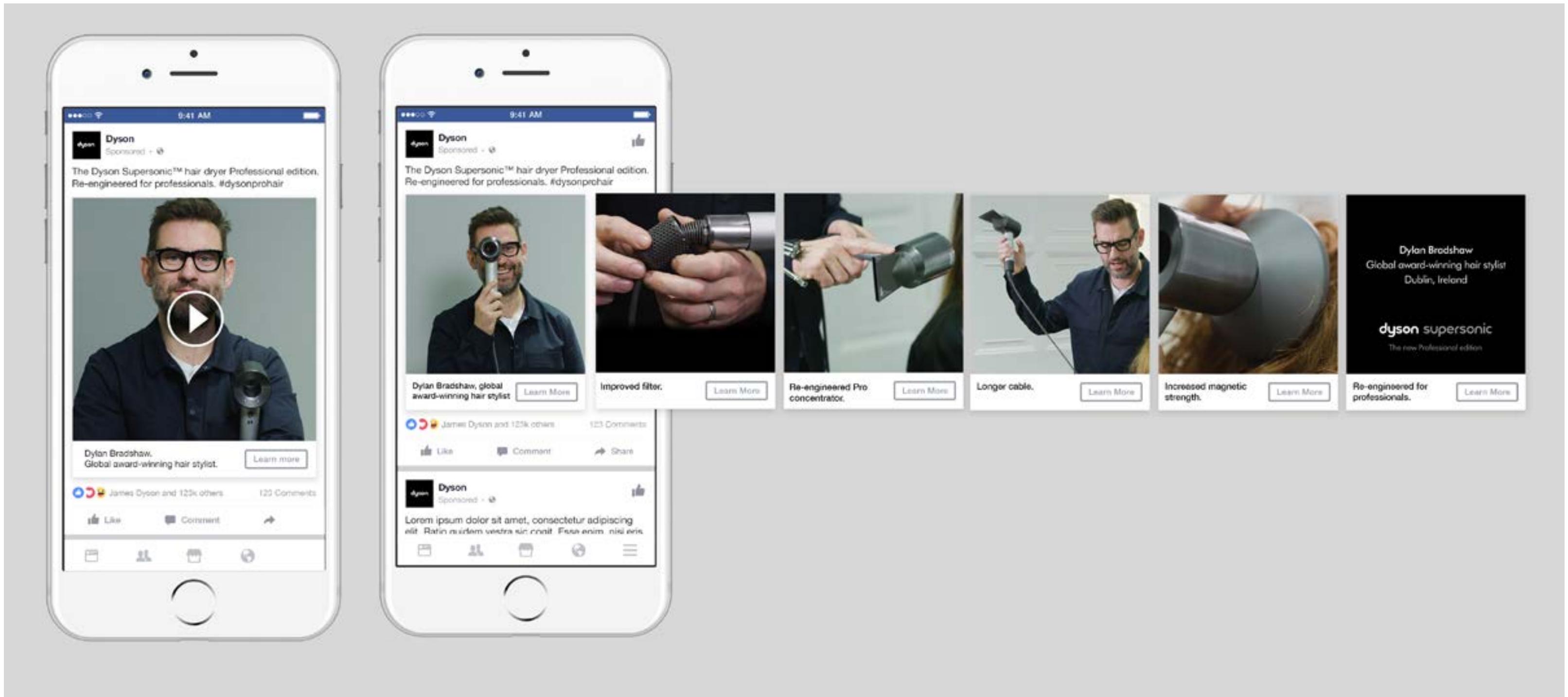
This global campaign featured bespoke messaging tailored for professional stylists across print, digital, social, and film. We built brand advocacy by showcasing real stylist testimonials, emphasizing how the machine's advanced technology enhances workflow and performance.



## Print/00H

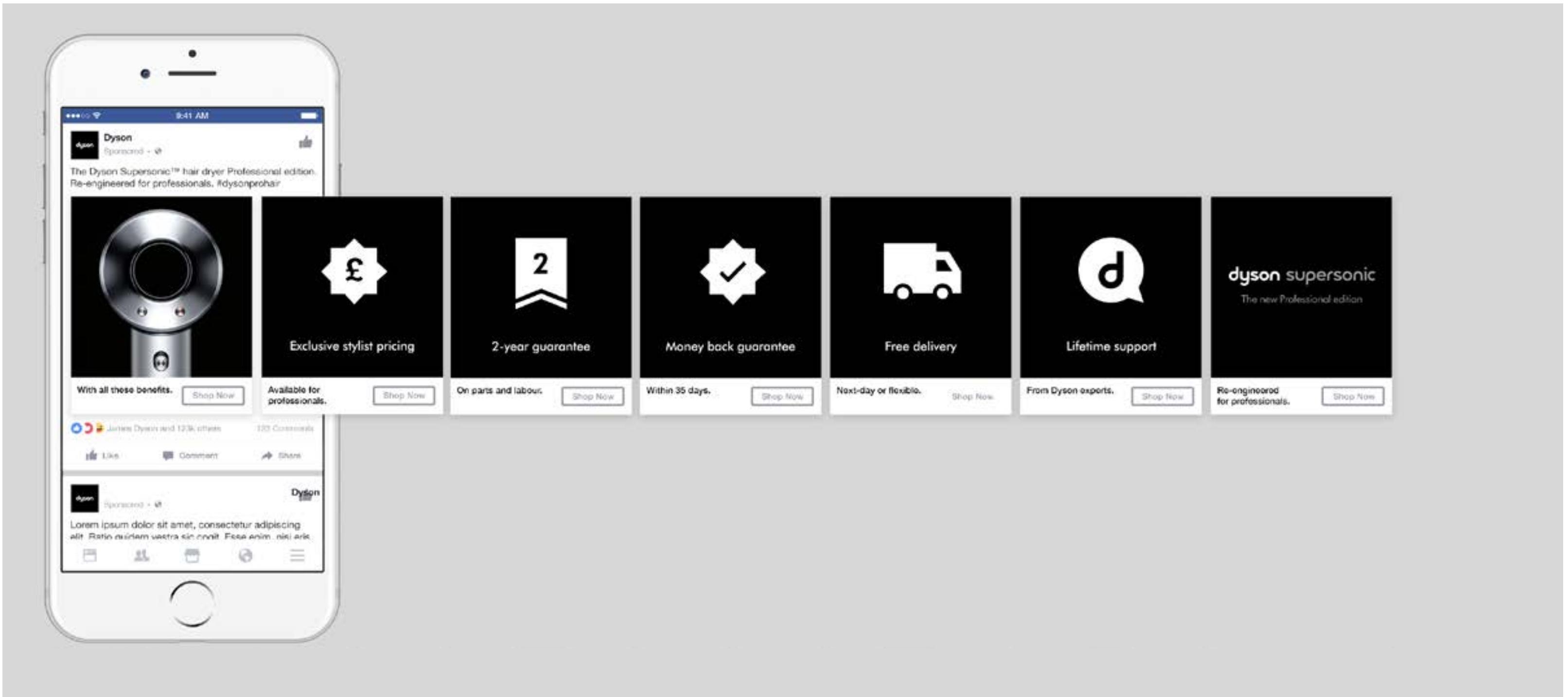


## Social



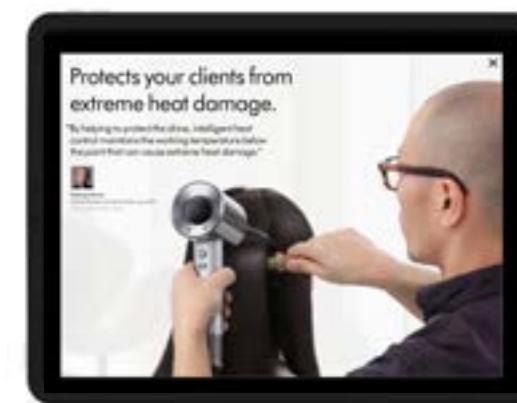
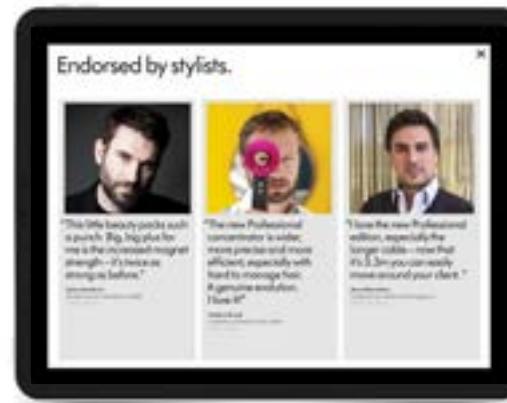
## Professional Edition launch campaign

### Social



## Professional Edition launch campaign

B2B



## Brief

Launch the Dyson Supersonic blue and 23.75k gold limited edition.

## Execution

We wanted to highlight the craft and expertise involved in the gilding process used to manufacture the new Supersonic colourway. Through film and photography we captured the gilding process, and how it was applied to the hair dryer.



Dyson Blue and Gold campaign

**Print/00H**



Dyson Blue and Gold campaign

## Print/00H



Dyson Blue and Gold campaign

## Imagery



# Dyson Blue and Gold campaign

Web



Page promises Free next-day delivery Dyson Price Promise Monthly payments

### Engineer meets artisan

In-hand gilded in-gold leaf, the Dyson Supersonic™ hair dryer 23.75k gold leaf perfectly blends engineering precision with artisan craft.

**Learn. Understand. Refine.**

With layers of gold, each around 0.1 micrometres thick, hand gilding is a delicate craft. Dyson sought the expertise of master gilder, Karen Halswood, to teach our engineers to test through failure not ultimately through practice – the skills needed to gild the Dyson Supersonic™ hair dryer.

**More than just red.**

For us, the first step of a process is just as important as the end. Take the colour of the 'Gloss' paint. The specific red hue retains traditional gilding materials. It is intended to reveal some of its colour base tone, giving each gold leafed face a distinctive patina.

**The perfect size, every time.**

Before gilding, an adhesive carrier tape is applied onto the surface. Dyson engineers rigorously tested the thickness, spread and drying time of this tape, in order to ensure the ideal conditions for gold leafing.

Sourced from Florence, Italy, 23.75k gold leaf has been chosen for its colour and texture. At approximately 300 micrometres thick, each leaf is extremely delicate and must be applied by hand. Five leaves are used on each product, which are then lacquered together to form a smooth, even finish.

A ring of gold.

Sourced from Florence, Italy, 23.75k gold leaf has been chosen for its colour and texture. At approximately 300 micrometres thick, each leaf is extremely delicate and must be applied by hand. Five leaves are used on each product, which are then lacquered together to form a smooth, even finish.

**Gold meets blue.**

Each gold leafed face is fitted onto a Dyson Supersonic™ hair dryer body. Finished in Dyson blue, it comes with color-matched styling attachments. The set is completed with a presentation case, coloured the same red as the Gesso primer used during the gilding process.

### dyson supersonic

£000.00

Add to basket

Read an independent review

Customer reviews (0) Write a review

Fast replacement service & expert repair

Delivery options

**Care tips**

The Dyson Supersonic™ hair dryer 23.75k gold leaf features real gold leaf, applied by hand using traditional gilding techniques. In order to retain the texture of this layer, we have chosen not to add a top coat or lacquer. As such, the gold leaf is delicate and should be treated with care. Through use, some of the red base colour may become visible beneath the gold. This is intentional and designed to reflect the colours seen in gilt artefacts. It should not be considered a defect, but rather something that makes each hair dryer unique to its owner.

### Direct from Dyson

3-year guarantee subject to terms and conditions

Free next-day delivery and free return

Dyson Price Promise guaranteed save

Monthly payments in accessible use

Are you an owner?  Find the right tool  Find the right part  Get help for your

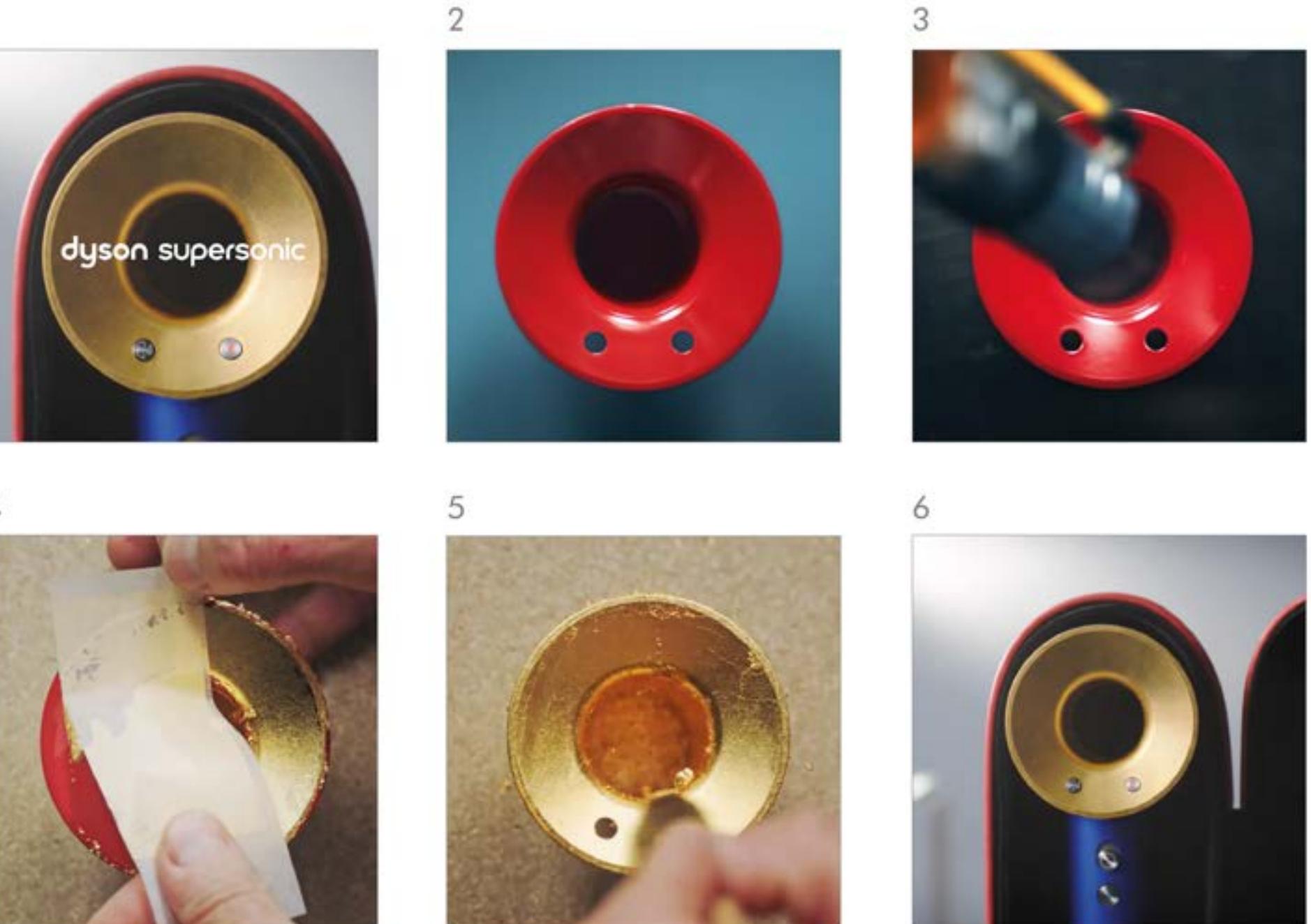
## Film

**Dyson Supersonic™ blue and gold**  
'Process' Social film

Using footage from our full 'story' film - we focus on the faceplate of the Dyson Supersonic as it passes through the entire gilding process - keeping the faceplate fixed in frame.

The grid contains 15 small images with the following captions:

- Open on shot of Gilder applying final sheet of gold leaf, hand leaves shot.
- Title appears on screen
- Setting the Supersonic gold standard
- Cut to unpainted - plain faceplate.
- Here we see red paint being applied by hand. Jump cuts until full faceplate is painted.
- We see the paint dry in timelapse, next a robot arm comes into shot and applies adhesive.
- Now we see the first layer of gold leaf being applied - showing the first leaf real-time, and the rest timelapse / sped up.
- A second layer of gold leaf is applied - again could play with timelapse / sped up.
- A robot applies adhesive - could try and mimic how we show hands in frame
- We see the second layer of gold leaf applied.
- Hand enters shot and picks up faceplate - camera stays fixed on the faceplate
- We see a hand come in and place onto finished product.
- Slow zoom from face to reveal full product.
- When product reaches hero shot - freezes
- End on slight angle of product to reveal blue colours of sides. EF.

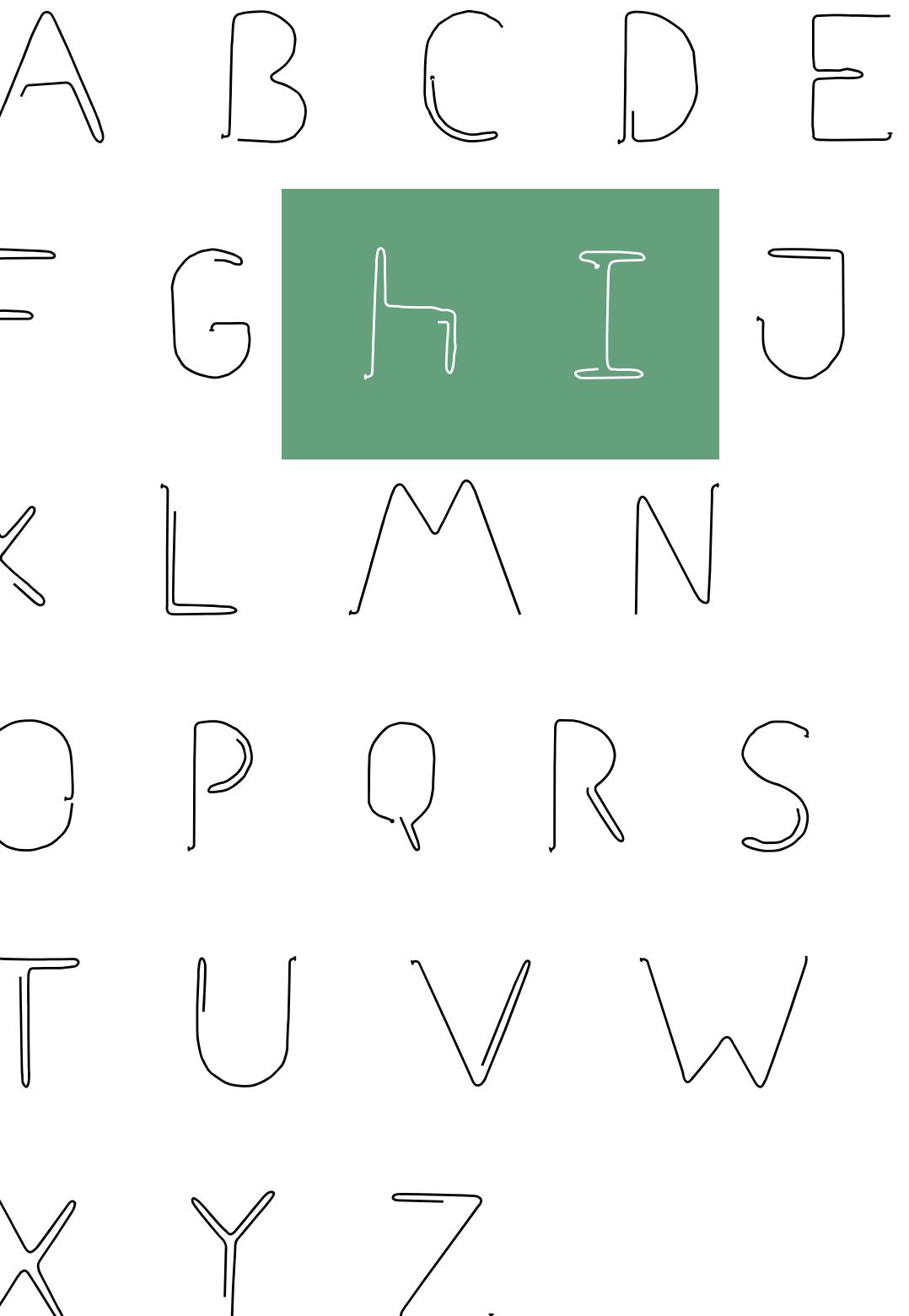


## Brief

Put an old bike wheel to good use;  
design a typeface using one spoke  
per letter.

## Execution

This self-imposed creative challenge pushed me to explore unique letterforms within strict constraints, resulting in a distinctive and unconventional type design.



## Brief

Develop a campaign to launch Bristol's new vintage bicycle festival, The Gert Lush.

## Execution

As a freelance designer, I handled concept development, illustration, copywriting, and final artwork for posters, the website, and other marketing materials. I've been the festival's creative partner since its inception in 2019, working closely with Patrick and the team.





