

Jessica Gough

case study: Carling

Carling wanted to follow up it's award winning "You know who your mates are" campaign with something to fit in the digital world. The Apple iPhone was taking off at about the same time. In fact it was still such a new medium that 3rd party aps were not yet supported on the phone - you had to 'jailbreak' it. We waited until it was officially legal to launch this ap and it was received with HUGE success. It quickly became the number one downloaded ap in the iTunes store.

I was responsible for all of the art work. I commissioned a still life photographer to help me with many of the shots and to achieve the multi-layered different components we would need in order to make a realistic 'virtual' pint. I myself took a camera round to a few pubs in order to gather some of the textures and assets I would need to construct the bar / pub scenario. Once I felt I had all the necessary tools to get on with the work I constructed the scenes in Photoshop, paying careful attention to lighting and shadows of the objects.

I worked closely with two Swedish developers from Illusion Labs in order to fulfill all of their technical requirements.

The work has won various awards including a Campaign magazine award and a silver cyber Cannes Lion.





