



John O'Driscoll

Although I work full-time as a commercials director, my communication skills are still called upon to work on various projects, ranging from doing ads for a Guantamo protest group, in the U.S.A. to a designing a letter head for a company that specialises in irrigation equipment.

Recent projects.





## "Remember those great Volkswagen ads?"

Office boys read them aloud by the water cooler. College kids recited them at campus parties.

They were the marketing conversation piece of the sixties.

To let the Beetle and its advertising pass on without a permanent record

seemed a crying shame.

For surely, no car was ever more loved, no advertising more admired.

In a way the two became indivisible.

The charming, honest advertising, became part of the charm and honesty of the car.

If you've ever owned a Beetle, if you've ever chuckled at a Volkswagen advertisement, or if you simply appreciate wit and style, you'll enjoy this book.

It's the tale of an ugly duckling that became an office pin-up.



ALFREDO MARCANTONIO DAVID ABBOTT JOHN O'DRISCOLL

MERRELL



"Remember those great Volkswagen ads?" 5th edition.

"Remember those great Volkswagen ads?" was first published in 1981. The book is the brain-child of Alfredo Marcantonio. I designed it. Alfredo was a client on the account at DDB, where I was an Art Director, making the ads. The book is now 34 years old and if you think that's ancient that's nothing - the ads in the book are over 60. Now that's what I call a long-running campaign. Go to [www.greatwads.com](http://www.greatwads.com)



# MAX

## THE FLYING SAUSAGE DOG



ILLUSTRATED BY  
**Arthur Robins**



Max the Flying Sausage Dog.

Max The Flying Sausage Dog was published in the summer of 2014. I co-wrote the story with copywriter Richard Kelley (Max was his dog), and I also designed the book. It's illustrated by the legendary children's book illustrator, Arthur Robins. Max is not just a book either - he already has his own website, a Facebook page and one day he may even have his own brand of dog food, 'app' game and wallpaper.



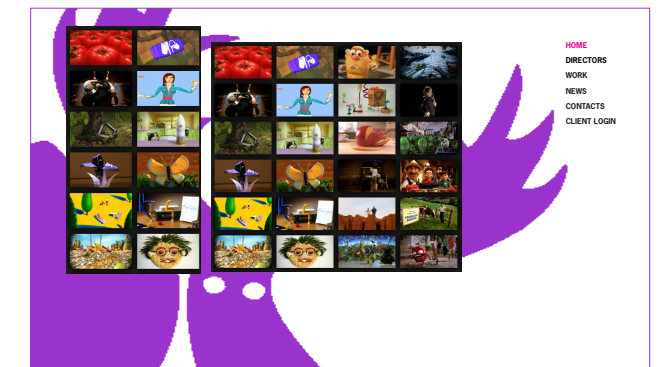
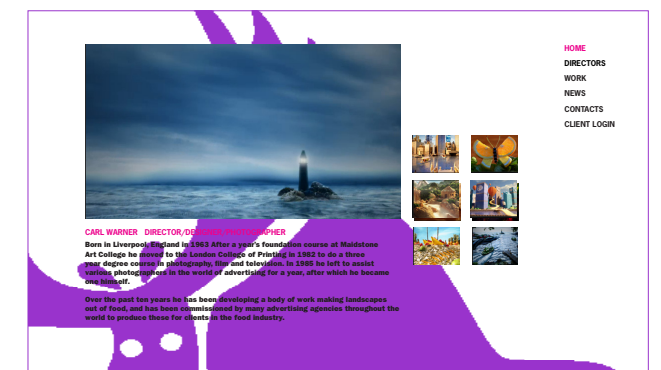
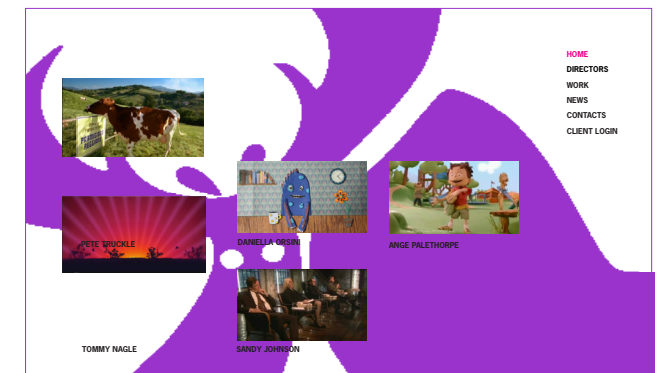
# booteze

THE STRUGGLE'S OVER

## Booteze

Booteze is the invention of avid skier Peter Levelle. Not being the spring chicken he once was, Peter has found it a bit of a struggle putting on his ski-boots when on his annual winter trip to the alps. A lightbulb moment occurred to Peter on the second morning of the holiday when he put a supermarket plastic bag in the boot to see if would help slide his reluctant foot in. Hey presto! It worked! Booteze was born. The product is more durable than a plastic bag as it is manufactured in near-indestructible plastic, while sporting a rather smart looking handle. Peter wanted a simple type-based logo to go on the product. That's it above. Booteze was launched last year through Snow\_Rock, a leading ski shop chain.





## Loose Moose

Loose Moose is a well-established animation company based in London's Soho. Glenn Holberton, CEO and owner, wanted a revamp of the website. Some years back Glenn had commissioned the moose illustration and had never had the opportunity to use it. I loved it and used it. Waste not want not.

WWW.ANNIEDARLASSON.COM

Annie Darlasson

After years of designing and making jewellery for herself, Annie decided to go into business. She asked me to design the graphics and put together a website. The site was going to be the shop window for her work so I advised her that she should fill it with photographs of her jewellery. As Annie's work reeks of quality it meant that the photographs should match her endeavours. Annie was working on a shoe-string and paying for a photographer was going to be out of the question, so I decided that the only person who could take the snaps cheaply and with some skill was myself. How modest! I borrowed a decent digital camera, set up a studio in the family kitchen and snapped away. How did I do? Have a look at Annie's site and see for yourself.





[www.odee.co.uk](http://www.odee.co.uk)



[www.anniedarlasson.com](http://www.anniedarlasson.com)



[www.greatvwads.com](http://www.greatvwads.com)

## Websites

Website design and development has played a major role in the promotion of my work as commercials director, designer and screenwriter. I've been fortunate to work alongside my longtime colleague Jemmy Gray, a leading website designer and developer. Our first challenge (thirteen years ago!) was to create the Volkswagen book website in a browser-friendly format. The next, to make the commercials on my website download as fast as possible. Check out more of our work on the following pages.

Some ads for America where I am reliably informed they still like to read long copy.



# Feed your family fresh vegetables for free. Yes, there is a catch.



The catch? *You* grow the vegetables in *your* own vegetable garden at Berkshire South Regional Community Center in Great Barrington.

Of course, we'll work with you.

In addition to giving you the vegetable plot, we'll supply the tools and the know how (Don Ward, yes, that Don Ward, has agreed to be our Project Advisor).

We've already brought in the top soil, so we're all set to go.

Right now the number of vegetable plots is limited - we've got just eight. So, it will be first

come, first served.

If you have a family that could do with fresh vegetables every day, or you are an individual that is willing to share your bounty, give us a call. Call John Parker at Berkshire South, his number is 413.528.2810, extension 30.

At Berkshire South our purpose is to find ways of enhancing the community's health and well-being.

Fresh ideas help.



Berkshire South Regional Community Center

Berkshire South Regional Community Center is in Great Barrington, Massachusetts, USA. My writing partner in the U.S., Ciaran McCabe, is their consultant adman. Ciaran and I have produced work together for three programmes run by this community. This ad was for a project that offered ground space for folk to grow their own vegetables.

# Why some of the best chefs in Berkshire County cook dinner once a week, volunteers serve it, and it's all for nothing.



It started, like a great many things, with one intention and then life intervened and changed everything. Well, not quite everything.

Our free Community Suppers began about 20 months ago at Berkshire South. Our purpose was to invite people to eat supper together and that way to get to know one another.

And it worked.

To begin with, our suppers offered Spaghetti and Meat Balls. Then someone had the idea of asking some of our local chefs to come to Berkshire South and cook dinner for the community once a month.

The response was amazing. The result was delicious, two and three course, gourmet dinners on the first Wednesday of every month. And there was no shortage of generous chefs offering to cook, nor volunteers to serve. So much so that we had to begin taking reservations, and, alas, turning people away.

That's what we mean by life intervening. Here in Berkshire County we have not been immune to the severe economic downturn. We all know people who have lost their jobs or had their work hours cut. We know our monthly dinners have helped. For some it is an opportunity to have a terrific meal, to get out and meet people in our community, for others it can also be the best meal of the month.

We've decided to do it 4 times every month. We're going to start with 2 in September, 3 in October and 4 in November and for the rest of the Winter.

We would love your help. If you feel like volunteering or want to help in other ways, please call Berkshire South - 528.2810. To quote one community member after volunteering: *Nothing ever felt so good.*



This campaign of three ads was for a supper club for locals of Great Barrington who can't afford to visit restaurants, other than those of the fast food variety. The dinners were held on a monthly basis and were cooked by leading chefs from the area.



# Persuading the Masiero brothers to cook for our Community Suppers at Berkshire South was easy.

## We know where they live.

That's Chris Masiero on the right, brother Matt on the left. The owners of Guido's Fresh Marketplace, six family-owned local businesses under one roof (two if you want to be picky), and as much a fixture in the Berkshires as, well, as Berkshire South. That guy in the middle is Paul, he owns Baba Louie's (3 locations - for now) - pizza to die for.

Last January they got together to cook our free Community Supper. Well, they've agreed to come back and do it again.

This delicious second Annual Masiero Community Supper (we haven't told them about that annual bit yet) will take place on January 12.

So what, exactly, is a free Community Supper?

Our Community Supper is just one of the many great programs at Berkshire South. Started about 2 years ago, the purpose was to invite people to eat supper together and that way to get to know one another.

They began life as a simple Spaghetti and Meat Ball dinner. For the past 18 months some of the best chefs in Berkshire county,



led by Tommy Lee and Dan Smith, have provided delicious one, two and three course dinners.

And, they're free.

At first just once a month, our Community Suppers are now held four times every month.

All aided and abetted by an amazing group of volunteers to see to it that the suppers run smoothly.

Here in Berkshire County we have not been immune to the severe economic downturn. We all know families who have been affected, people who have lost their jobs or had their work hours cut. We are delighted that our free Community Suppers, and our moving up to 4 a month, has helped.

Now, here's the bit you've been waiting for. We do need your help.

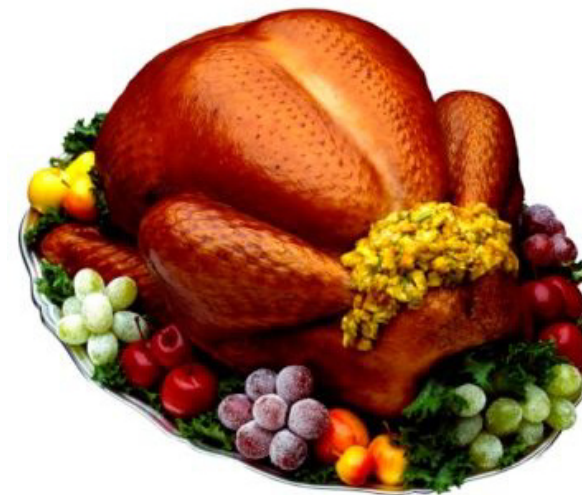
If you would like to cook, or volunteer to help serve, or help in other ways (yes we accept cash donations) please call Berkshire South at 413.528.2810.

We'd like to think it's an offer you can't refuse.



THIS PAGE MADE POSSIBLE BY THE GENEROSITY OF THE SHOPPER'S GUIDE. HELPING TO BUILD COMMUNITY FOR 43 YEARS.

# Giving Thanks. For What?



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We've decided to do it 4 times every month. We're going to start with 2 in September, 3 in October and 4 in November and for the rest of the Winter.

We would love your help. If you feel like volunteering or want to help in other ways, please call Berkshire South - 528.2810. To quote one community member after helping: To begin with, our suppers offered Spaghetti and Meat Balls. Then someone had the idea of asking some of our local chefs to come to Berkshire South and cook dinner for the community once a month.

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The response was amazing. The result was incredible, two and three course, delicious dinners on the first Wednesday of every month. And there was no shortage of generous chefs offering to cook, nor volunteers to serve. So much so that we



This contentious headline never made it past the client, (wonder why!). So the copy here is just gobbledygook. The occasion was a lunch for locals who couldn't afford to celebrate Thanksgiving Day.



GUANTANAMO

## Someone had to do something about it. Buz Eisenberg did.

On June 14, 2010, at 7:30 pm, attorney Buz Eisenberg will be speaking in the Mounument Mountain Regional High School Auditorium to benefit the Free Legal Clinic of South Berkshire County.

Since 2004 Buz Eisenberg has represented 5 Guantanamo detainees, has visited the detention camps 17 times, traveled to the Middle East, Europe, and dozens of trips to Washington, D.C.

On November 19, 2009, U.S. District court Judge Gladys Kessler ruled in an 80 page opinion that his client, Fahri Saeed bin Mohammed, had been illegally detained at Guantanamo by two Presidents. In addition, the court ruled that evidence procured by torture, even years after the torture had

occurred, is inadmissible in federal court.

Mark your calendar, on Monday, June 14, at 7:30 pm, attorney Buz Eisenberg will speak in the Monument Mountain Regional High School Auditorium.

Admission is \$10.00. Seniors: \$8.00. Students \$5.00

We would advise calling today to reserve your seat as we are expecting a large turnout for Attorney Eisenberg. Call the Free Legal Clinic of South Berkshire County, Inc. at 413.854.1955 for reservations.

All donations are gratefully received, checks should be made out to CHP-FLC and sent to Free Legal Clinic of South Berkshire County, Inc., 4 Pleasant Court, Great Barrington MA 01230.

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GUANTANAMO

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These three ads were for the Free Legal Clinic of Great Barrington, when they invited Buzz Eizenburg - who's no shrinking violet in defending human rights - to speak for their benefit. Why three ads all with copy repeating the same thing? Well, writer Ciaran McCabe wanted to make sure the people of the town got the message, so he cajoled all the local press titles to run the ads for free, and even printed them out as hand-bills and distributed them himself. Did they work? If you call receiving hate mail and being abused in the street for the ads being seen as anti-American, along with packing out the meeting hall, they sure did.

# Have you heard the one about the lawyer who worked for free?

Get the answer to that question and learn more about The Free Legal Clinic of South Berkshire, Inc., by joining us at our Lasagna Dinner on April 14 at Crissey Farm in Great Barrington.

It's just \$10 for adults and \$6 for children for the delicious Lasagna Dinner and we're holding a Silent Auction.

Enter it on your calendar before you forget.

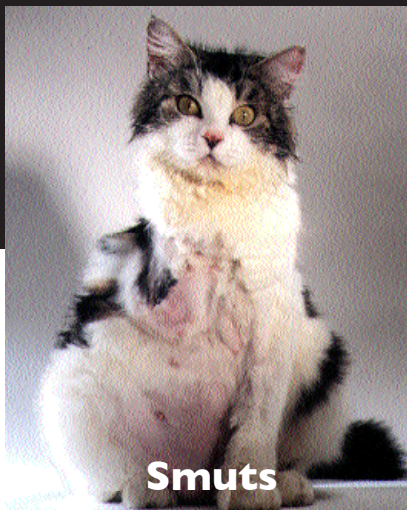
**The Free Legal Clinic of South Berkshire County, Inc. Lasagna Dinner and Silent Auction**  
**Wednesday, April 14, 5:00 pm - 8:00 pm**  
**Crissey Farm - behind The Brewery in Great Barrington Call for reservations 413.854.1955**

The following ads were for the Free Legal Clinic of Great Barrington. The ad on the right announced its inception and its first meeting, which was to be followed by a delicious lasagne supper and auction. The colour scheme of the ad is quite striking don't you think? Copywriter's idea!

The R.S.P.C.A.



# NEEDED. FOSTER HOME FOR WAR VETERAN.



Smuts went to war with an enemy he was never going to conquer. A Rottweiler. Now almost fully recovered, but battle scarred for life he needs somewhere temporary to live so he can finish off his convalescence.

Please ring us on 07710 294 180 to give Smuts, and other old soldiers like him, a home.

**THE RSPCA FOSTERING SCHEME. TEL. 07710 294 180.**  
GIVE A CAT ANOTHER LIFE.

## CATS ONLY HAVE NINE LIVES. WRONG. IT'S NINE AND A HALF.



Fostering a cat that's been abandoned, orphaned or rescued, gives it another chance at life and something else it may temporarily need. A home.

**THE RSPCA FOSTERING SCHEME. TEL. 07710 294 180.**  
GIVE A CAT ANOTHER LIFE.

## PERMANENT HOME WANTED FOR OLD FOOTBALL.



Ollie wasn't quite FA specification but good enough for the bunch of lads who fancied a kick about. Now fully recovered he needs a permanent place to live. Please ring us on 07710 294 180 and give him and others like him a home.

**THE RSPCA FOSTERING SCHEME. TEL. 07710 294 180.**  
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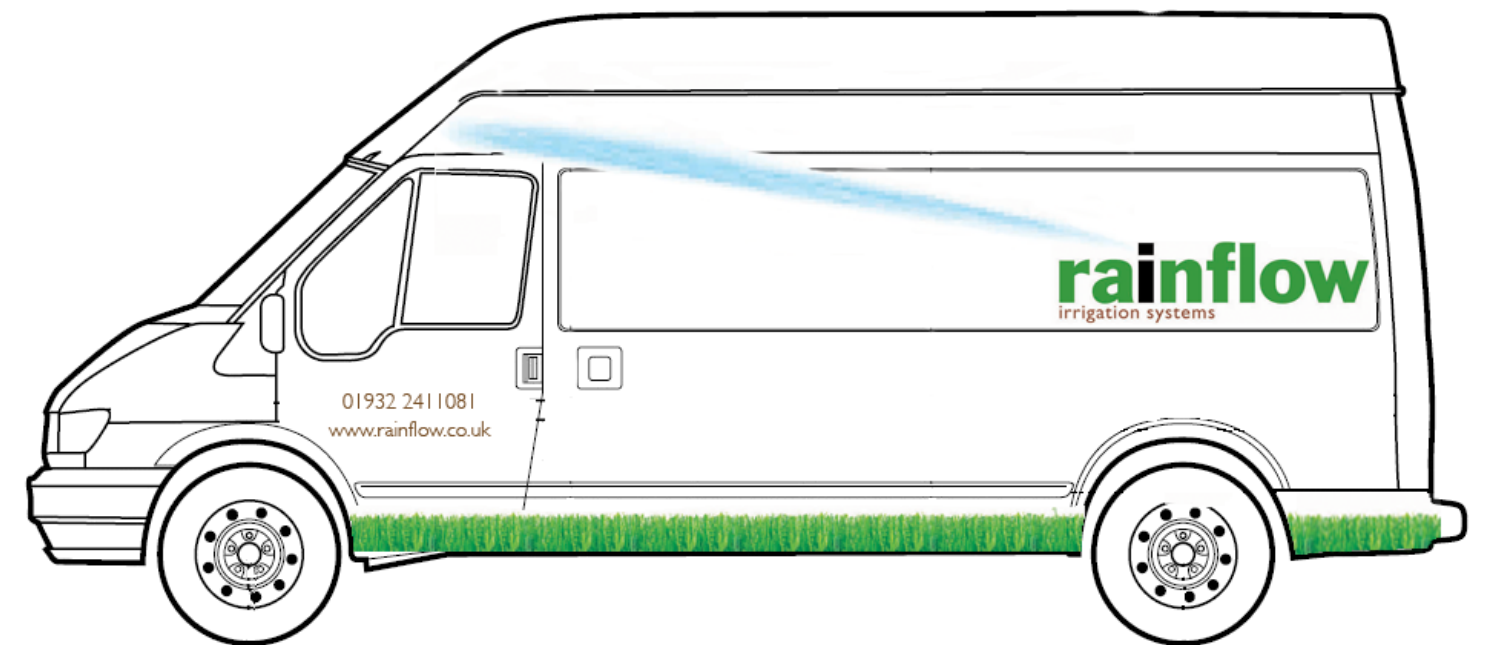
RSPCA Battersea

I wrote and designed this campaign for a cat fostering scheme which was being set up from RSPCA Battersea. As the scheme was outside the remit of head office I didn't have to follow any guidelines in design and content. The ads were used as mini-posters and hand bills. I am pleased to say that both cats and all the kittens found nice homes but have to report that Ollie quickly leaves the room whenever hears the *Match of the Day* theme tune when the programme comes on telly.

Design.

**rainflow**  
irrigation systems

Rainflow Irrigation Systems is the trading name of Liam Rasberry  
17 Riverside Road Hersham Walton on Thames Surrey KT12 4PE Tel: 01932 241081 VAT No. 102 5874 33  
www.rainflow.co.uk



### Rainflow Irrigation Systems

This letterhead and van design for Rainflow - an irrigation installation company specialising in watering posh gardens - was developed from the design of a proposed website. The idea for the site was that the letter 'i' - which happens to look like a sprinkler when set in the Franklin Gothic typeface - would pop up on a white background and begin to spray water. The rest of the letters of Rainflow would then appear, and grass would start to grow up from the bottom of the screen. This ambitious piece of animation was too expensive for my client to consider, so we decided it would make a great letterhead and graphics for his brand new white van.

ATLANTIC ARCHITECTS

Atlantic Architects Ltd. Strand House 22-24 Great Strand Street Dublin 1. Tel: 01 817 3702 architects@odl-atlantic.com www.atlanticarchitects.ie  
Directors: Chris Jones, Dip.Arch.MRIAI Kevin Doherty, Dip Arch.



Atlantic Architects Ltd

Atlantic is a leading Irish architectural practice. Its founder, Chris Jones, an eminent academic, planned to open a school of architecture in Galway on the west coast. The plan floundered because of bureaucracy (or the lack of it), so Chris decided to open a practice of his own in Dublin instead. I suggested he gave his newly-formed business the name he originally planned for Galway, and make all parts of his corporate design involve an image of the Atlantic ocean.





MOUNT TERRIBLE

PINOT NOIR  
JAMIESON VICTORIA

750 ml

14.0% alc



MOUNT TERRIBLE

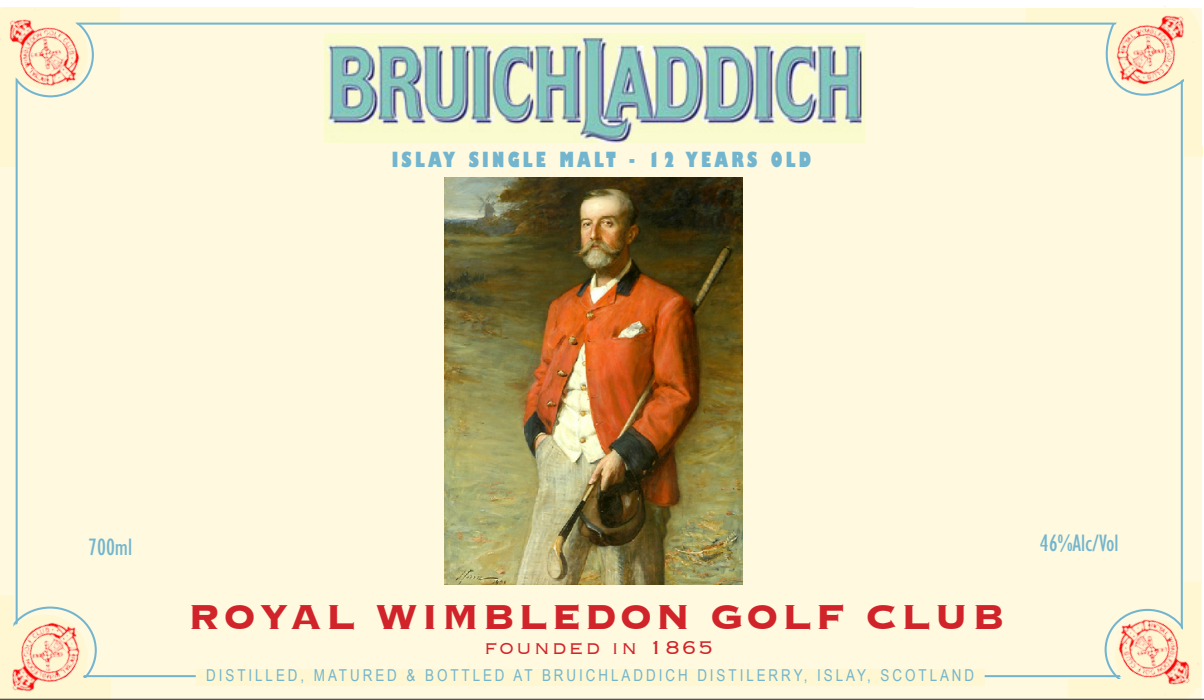
PINOT NOIR  
JAMIESON VICTORIA

750 ml

14.0% alc

## Mount Terrible

Mount Terrible is a small vineyard in the state of Victoria, South Australia. The brief was to re-design the label for their red wine, but while I was at it I thought I'd design one for their white too. Silly boy. It would seem that John, the vineyard owner, only grew the pinot noir grape, which is only grown for red wine, and that was all he produced. I suppose that's what happens when your client lives on the other side of the world. (By the way, the bird on the label is a lyrebird, which is famous for its superb ability to mimic natural and artificial sounds - better than any parrot!)



RWGC

The Royal Wimbledon Golf Club in Surrey struck a deal with Bruichladdich - a Scottish distillery that produces a very fine malt whisky - to make it the only establishment where the fine spirit could be bought. I designed two labels - one incorporating a portrait of the first club secretary, Henry Lamb, and another with an image of the snow-covered 12th hole. No prizes for guessing which one the club members preferred.



**IMPORTANT NOTICE**

This document describes the intention to form a Company to make a British feature film called '3 Johns' aimed at an international market.

3 Johns is in the final stages of development and will be exclusively available to the Company, which will be called 'Three's Company Productions Limited'.

It is a comedy genre film, specifically aimed at the 16-35 market, and will be made on a total budget of £1.5 million. The financial package of the film will include other sources of finance and payment deferrals, the levels of which depend on the amount raised.

It is intended that Three's Company Productions Ltd will be a qualifying company under the Enterprise Investment Scheme (EIS), so that any investors who are UK tax payers can benefit from the tax reliefs available to them under that scheme, including 20% income tax relief and up to 40% capital gains tax relief.

It is intended to produce a private Information Memorandum, which will only be distributed to people like you, who are known to the Directors of the Company and who have expressed an interest in investing in the Company.

If you would like to receive a copy of this Information Memorandum or the script, please contact Stephen Malt at the address shown at the end of the document.

**THE COMPANY**

Will:

- Produce and own 3 Johns, financing at least 51% of the budget;
- Aim to recoup its contribution and realise revenues;
- Provide exit options for Shareholders;
- Distribute dividends;
- Arrange participation events for Shareholders.

**EIS TAX RELIEFS**

- Income's Tax Relief** - of up to 20 percent on investments of up to £200,000 (£400,000 per married couple.)
- Capital Gains Deferral** - an individual can defer payment of a capital gains tax liability arising on a capital gain made within the three years immediately preceding investment or within the year following investment. There is no limit on the amount of the gain that can be deferred.
- Capital Gains Tax Exemption** - on the disposal of the shareholding after 3 years.
- Inheritance Tax Relief** - 100% inheritance tax business property relief once shares held for two years.

	Amount Invested	Tax relief	Net cost to you
(i) Investor claiming EIS income tax relief	£10,000	£2,000	£8,000
(ii) Investor claiming EIS CGT deferral	£10,000	£4,000 (available when the investment is realised or ceases to qualify)	£6,000
(iii) Investor claiming EIS income tax relief and CGT deferral	£10,000	£2,000 (income tax relief) £4,000 (CGT - available when the investment is realised or ceases to qualify)	£4,000

Under current UK legislation you will not have to pay any UK tax on profits made from the sale of the shares which have qualified for income tax relief if you sell them after three years.

**INVESTMENT PERIOD**

To retain the EIS tax relief investors must hold their shares for at least three years. At that time shareholders will be consulted as to the Company's future.

**Minimum Investment per individual: £10,000**

**Minimum Subscription level: £600,000 (Maximum £1,350,000)**

**Subscription dates: 10th April 2005 - 31st July 2005.**

**Expected Income**

Income is expected to accrue to Three's Company Productions Ltd in the form of production fees and a majority share of the film receipts, sales of TV rights, DVD sales and merchandising income on a world wide basis.

**WHY A LOW BUDGET BRITISH COMEDY FILM?**

Comedy, as a genre, has a wide appeal to the core age group of 16-35 year olds and to the international market. Screen Daily has reported the UK box office takings for 2004 as £838.7m and comedy has the lion's share of this market as shown below:

Breakdown of Cinema Attendance by Genre:

- Comedies 38.5%
- Action 12.5%
- Animated Films 9.4%
- Drama 8.7%
- Sci-Fi 4%
- Horror 3.5%
- Thrillers 2.8%

(Source: UK Film Council)

Below are some recent examples of the Box Office returns achieved by low budget British comedy films:

Year	Film	Budget	World Box Office
1997	The Full Monty	\$3.5m	\$257,848,020
1998	Waking Ned	\$3m	\$55,257,450
2003	Bend It Like Beckham	\$5m	\$74,580,371
2004	Shaun of the Dead	\$5.5m	\$29,069,100*

\*Source: Box Office Mojo and The Motion Picture Association

The above figures are theatrical takings only - television, video and DVD sales would vastly increase the income of the film.

The low budget nature of 3 Johns should permit the Company to recoup its costs and start making returns quickly.

**WHY THREE'S COMPANY PRODUCTIONS LTD?**

The Directors have impressive track records which combine extensive experience in the film industry with specialist knowledge of launching successful EIS companies.

**The Board**

The Directors of the Company will include:

- Stephen Malt** Managing Director with 15 years experience in the film and television industry.
- Simon Delaney** Director with 20 years experience in the film and television industry.
- Caroline Levy** Producer with 15 years experience in the film and television industry.
- Robert Jarman** Company Director with extensive EIS experience.

**Contact:**

Stephen Malt  
Three's Company Productions Ltd.  
The Studio  
21 Cabal Road  
London SW11 2PR  
Tel: 020 7228 5228  
Mob: 07957 169124  
e-mail: stephen@threeed.com

## 3johns

The 3johns was a comedy script to be produced under a tax-break offered by the last government. The producer and director asked me to design a logo and brochure for the presentation given to the great and the good at the British Film Institute. Unfortunately, the Government decided that the deal was far too beneficial to investors, and consequently the deal was scrapped, and the film was never made.





Plungefilms have moved.

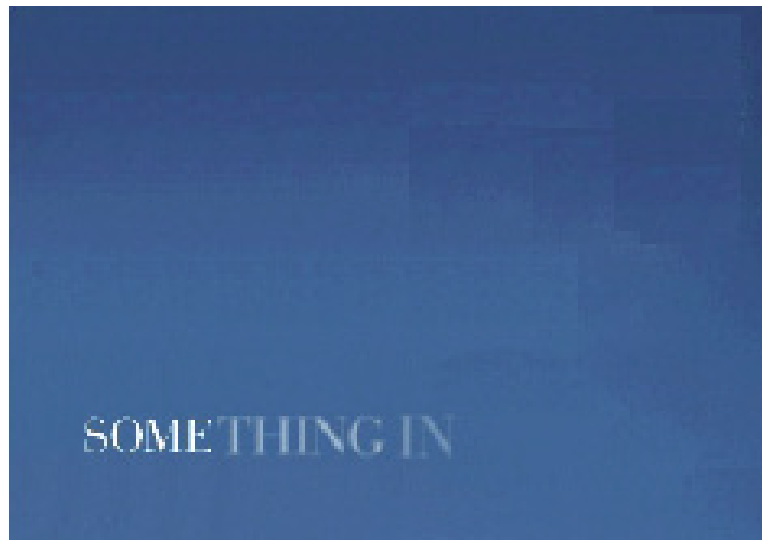
We are now at 2nd Floor, National House, 60-66 Wardour St, London W1F 0TA

Our new phones numbers are: 44 (0)20 3214 0000 Fax: 44 (0)20 3214 0007  
and our e-mail and web address stay the same: [info@plungefilms.com](mailto:info@plungefilms.com) [www.plungefilms.com](http://www.plungefilms.com)

## Plunge Films

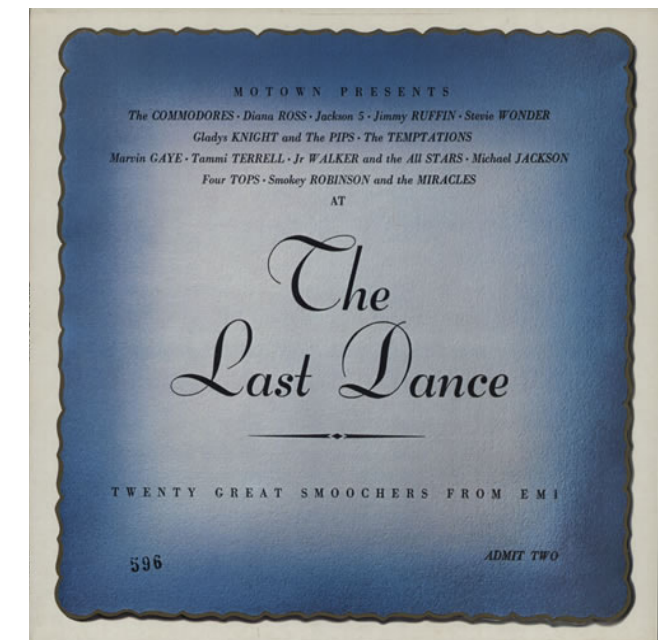
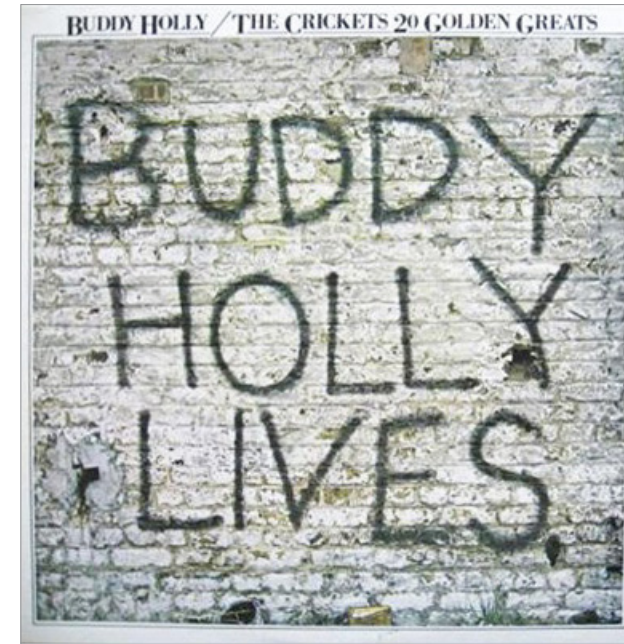
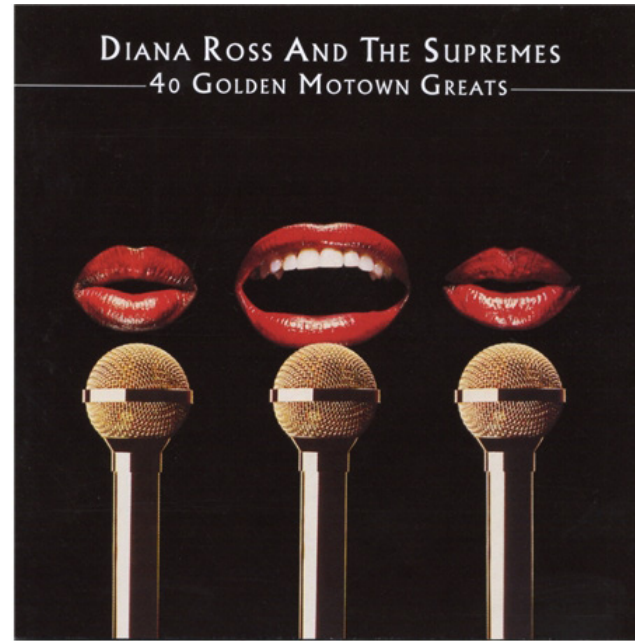
Plunge Films, a production company specializing in TV commercials, got so successful they had to move from their cramped offices to more spacious ones in another part of London's Soho. This was their moving card.





## Something in the Air

Along with writing partner, David McGrath, I co-wrote a screenplay about a Viagra factory which was to be built on the west coast of Ireland. It's a romantic comedy called Something in the Air. The story was optioned by Madonna's film company, Maverick. We actually got paid for our efforts, and even went to Hollywood for 'meetings'. Unfortunately, the movie never got made. Show business, eh? Opposite are the opening frames for the website link we made for the pitch. (I can supply the link. It's fun.)



A blast from the past

I designed these album covers for EMI when I worked as an art director at the legendary CDP. For some reason or another I failed to keep any of the albums for posterity. Out of curiosity I Googled the titles and found these images (that's why they look a bit ropery). It would seem that they, along with the music, survived the test of time and are considered collectors items.

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