



JOHN O'DRISCOLL

As well as working as a commercials director I am back on the tools as an art director.  
Check out the most recent work on the following pages and a few oldies further on.

#### THE LONDON DIABETES CENTRE

With esteemed copywriter Adrian Holmes and an imaginative client, David McClaren, we produced the following campaign for the London Diabetes Centre.

The media was a mixture of press, tube cards, cross rail underground posters and radio.

# 25% of people with diabetes don't even know they have it.

Diabetes is the fastest-growing health threat of our time. Make your next stop the London Diabetes Centre at 49 Marylebone High Street, and ask for our £99 complete one-hour diabetes risk assessment. We're widely recognised as the leading private diabetes clinic in the UK.



THE LONDON DIABETES CENTRE  
londondiabetes.com



Diabetes has been described as 'the fastest growing health threat of our time'. If you've been diagnosed as Type 1 or Type 2, why not get a second opinion from the London Diabetes Centre at 49 Marylebone High Street? We're widely recognised as the leading private diabetes clinic in the UK.



THE LONDON DIABETES CENTRE  
londondiabetes.com

# Type 1 diabetes? Type 2 diabetes? We believe there's Type You diabetes.

No-one's diabetes is the same. It's a condition that can affect the heart, the eyes, the kidneys and the nerves. But quite how it affects those things can vary considerably from person to person.

At 49 Marylebone High Street, you'll find a diabetes clinic that recognises this fact. We're the London Diabetes Centre, widely acknowledged as one of the leading private diabetes clinics in the UK. (See why at [londondiabetes.com/leading](http://londondiabetes.com/leading).)

Under one roof, we offer a wide-ranging

team of top specialists allowing us to devise for you a personalised diabetes treatment programme, so providing the best possible quality of life.

Cardiologists, ophthalmologists, dietitians, endocrinologists ... the scope of our in-house medical expertise is remarkable.

It all adds up to what we call 'joined-up' diabetes care.

You can find out more about our unique approach at [londondiabetes.com](http://londondiabetes.com). For Type You diabetes, it's really the only place to go.



THE LONDON DIABETES CENTRE  
[londondiabetes.com](http://londondiabetes.com)  
020 7467 5498

# A spoonful of our medicine makes the sugar go down.

Diabetes has been described as 'the fastest growing threat to our nation's health'.

But just as fast-moving is the rate at which medical science is finding new ways to combat this disease.

So where exactly do you go to find the very latest in treatment and care?

May we invite you to make your very own medical discovery: the London Diabetes Centre at 49 Marylebone High Street.

We're widely acknowledged as one of the leading private diabetes clinics in the UK. (See why at [londondiabetes.com/leading](http://londondiabetes.com/leading).)

Under one roof, we offer a wide-ranging team of top specialists allowing us to devise for you a personalised diabetes treatment programme, so providing the best possible quality of life.

Ophthalmologists, dietitians, cardiologists, endocrinologists ... the scope of our in-house medical expertise is remarkable.

It all adds up to what we call 'joined-up' diabetes care. You can find out more about our unique approach at [londondiabetes.com](http://londondiabetes.com).

Come and see us. We promise to treat you in the most delightful way.



THE LONDON DIABETES CENTRE  
[londondiabetes.com](http://londondiabetes.com)  
020 7467 5498



# Diabetes usually goes away of its own accord.

It's not for nothing that, left untreated, diabetes has been described as 'the end of the line'.

Without proper management, it can lead to a substantially higher risk of death from heart disease, kidney failure and hyperglycaemia.

So where do you go to get the latest in diabetes treatment and care? Perhaps you should make your next stop the London Diabetes Centre at 49 Marylebone High Street.

We're the country's leading private diabetes clinic, with more diabetes specialists than any other private clinic in the UK (see [londondiabetes.com/leading](http://londondiabetes.com/leading)).

We also offer a range of personalised treatment packages configured precisely to match your needs. For instance, there's our

£99 complete one-hour risk assessment, just to check whether you have any signs of diabetes, or your likelihood of getting it.

If you have already been diagnosed, but feel you would like a second opinion, £395 buys you a consultation with the country's leading experts in the field. They will confirm the diagnosis, and check whether you are getting the very best treatment options available to you.

Then there's our gold standard package called the 'London Diabetes Centre Protocol'. For £950, you will receive an even wider range of tests, and we'll advise you about a specially tailored programme of care to help you enjoy the optimum quality of life.

Come and talk to us. You'll soon see why we've won the maximum 5-star rating from the independent Doctify review site.



THE LONDON DIABETES CENTRE  
[londondiabetes.com](http://londondiabetes.com)  
020 7467 5498



# Diabetes? Maybe you should read this ad while you still can.

Leaving diabetes untreated can turn out to be rather more than just short-sighted.

Diabetic retinopathy is now the leading cause of blindness in working-age adults. And like diabetes itself, it's on the increase.

So where do you go to get the latest in diabetes treatment and care?

Perhaps you should make your next stop the London Diabetes Centre at 49 Marylebone High Street.

We're the country's leading private diabetes clinic, with more diabetes specialists than any other private clinic in the UK (for more details see [londondiabetes.com/leading](http://londondiabetes.com/leading)).

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020 7467 5498



## With diabetes, it's not just your life that can be cut short.

Frankly, the statistics are enough to take your breath away, too.

Last year, the UK estimated total of lower leg, foot or toe amputations due to diabetes reached an appalling 8,500. And this year, the number is set to be higher still.

So where can you find the very latest in diabetes treatment and care?

We suggest you might seriously consider the London Diabetes Centre at 49 Marylebone High Street.

We're the country's leading private diabetes clinic, with more specialists than any other private clinic in the UK (see [londondiabetes.com/leading](http://londondiabetes.com/leading)).

And you'll find we offer a range of personalised treatment packages ranging from £99 to £950, configured precisely to match your needs.

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THE LONDON DIABETES CENTRE  
[londondiabetes.com](http://londondiabetes.com)  
020 7467 5498



# Avoid this line if at all possible.

Diabetes takes you to places you really don't want to go to.

In fact, it's been described as 'the fastest growing threat to our nation's health'.

So what's the best route to finding the latest in diabetes treatment and care?

Perhaps you should make your next stop the London Diabetes Centre at 49 Marylebone High Street.

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We also offer a range of personalised treatment packages configured precisely to match your needs.

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whether you have any signs of diabetes, or your likelihood of getting it.

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THE LONDON DIABETES CENTRE  
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# Some advice if you think you've got diabetes. Miss the next train.

Never mind 'next train approaching'. You could say the same about diabetes.

New figures show that the number of people diagnosed with diabetes has more than doubled in the last twenty years.

No wonder it's been described as 'the fastest growing threat to our nation's health'.

Without proper management, diabetes can lead to a substantially higher risk of death from heart disease, kidney failure and hyperglycaemia.

And there's an increased danger of leg amputation and blindness, too.

By now you might be thinking: where do I go to get the very latest in diabetes treatment and care?

Perhaps you should make your next stop the London Diabetes Centre at 49 Marylebone High Street.

We're the country's leading private diabetes clinic, with more specialists than any other private clinic in the UK (see [londondiabetes.com/leading](http://londondiabetes.com/leading)).

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Incidentally, for 49 Marylebone High Street, alight at Baker Street.



THE LONDON DIABETES CENTRE  
londondiabetes.com  
020 7467 5498



# Should've gone to the London Diabetes Centre?

Leaving diabetes untreated can turn out to be more than just short-sighted.

Diabetic retinopathy is now the leading cause of blindness in working-age adults. And like diabetes itself, it's on the increase.

So where do you go to get the very best in diabetes treatment and care?

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#### SIMPLICITY CREMATIONS

Along with Adrian Holmes and strategist Seamus O'Malley, we created a campaign for a new brand of cheaper cremations.

Yep, what a subject, Yep, what a challenge.

The tone of voice developed whispered "Reverence with a touch of irreverance"

The work consists of TV, railcards and radio commercials.



TV CAMPAIGN THREE 20 SECOND COMMERCIALS



Man

"I hate going to funerals, that's why am not going to mine."

V/O

If you'd prefer a funeral that's an all together simpler affair talk to Simplicity Cremations.

Simplicity. Making funerals less of an undertaking.



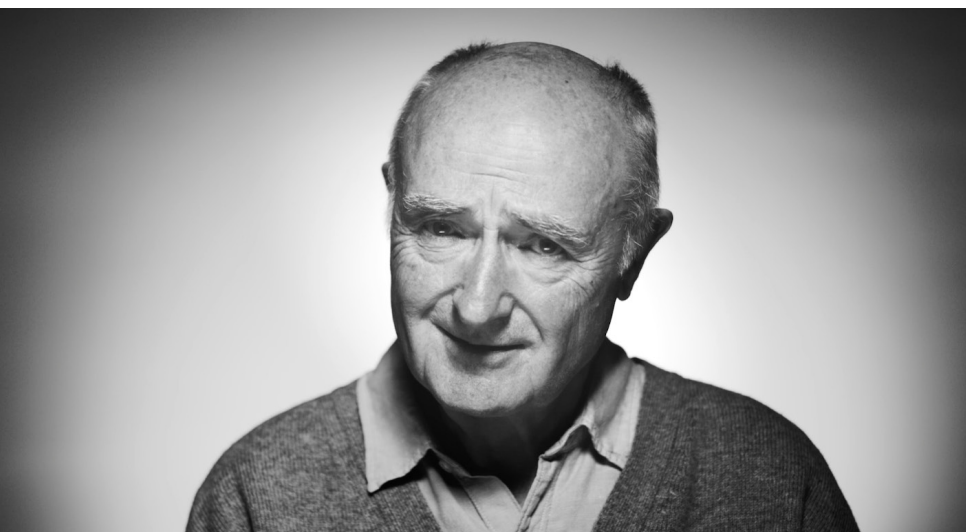
Woman:

"I want my funeral to be a grand affair. To be exact, £1,395."

V/O

If you'd prefer a funeral that's an all together simpler affair talk to Simplicity Cremations.

Simplicity. Making funerals less of an undertaking.



Man

"Personally, I find all those pallbearers a bit of a carry on."

V/O

If you'd prefer a funeral that's an all together simpler affair talk to Simplicity Cremations.

Simplicity. Making funerals less of an undertaking.

RAILCARD CAMPAIGN

"I hate going to funerals.  
That's why I'm not going to mine."

Looking for a funeral service with a little less ceremony? Go to [www.simplicity.co.uk](http://www.simplicity.co.uk)

 Simplicity  
Cremations  
Making funerals less of an undertaking.



"I want my funeral to be  
a grand affair.  
To be exact, £1,395."

Looking for a funeral service with a little less ceremony? Go to [www.simplicity.co.uk](http://www.simplicity.co.uk)

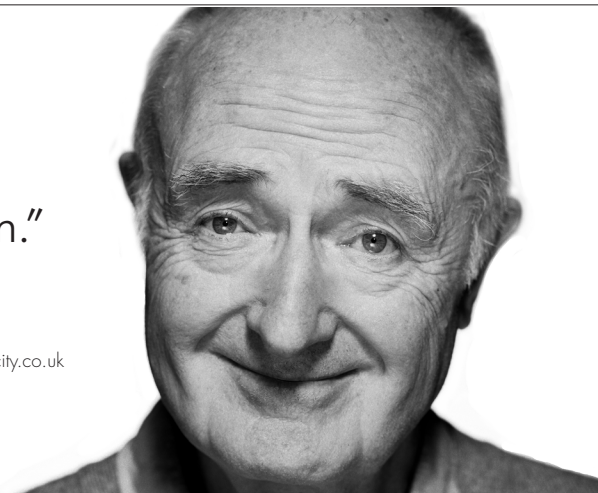
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"Personally, I find all those  
pallbearers a bit of a carry-on."

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 Simplicity  
Cremations  
Making funerals less of an undertaking.



RADIO

Simplicity 60 sec radio  
Music throughout. Read by a man:

*I, being of sound mind and body,  
Do hereby wish to make clear  
I don't want a fancy funeral  
With the world and his wife all there*

*I don't need a brass-handled coffin  
What a terrible waste of good oak  
Please book me a simple cremation  
Come the day when I finally croak.*

*I've no need for solemn pall bearers  
Or any such grand carry-on  
And I've heard that those shiny black limos  
Can end up costing a ton.*

*My very own plot in a graveyard  
Is an extra I really don't need  
It'll just give my poor old descendants  
One more thing to water and weed.*

*So I say to my sons and my daughters,  
And my darling adorable wife.  
Don't waste all your cash on my passing,  
But spend it instead on your life.*

MVO: [Simplicity.co.uk](http://Simplicity.co.uk). Making funerals less of an undertaking.

Simplicity 70 sec radio  
Music throughout. Read by a woman.

*When I go, I'd like to go quietly  
If it makes no difference to you  
No fancy funereal arrangements  
No fuss, no great big to-do.*

*No need for a team of pall-bearers  
Or stony-faced top-hatted man  
No hearse, or shiny black Daimlers  
Or flowers spelling out 'Goodbye Nan'.*

*I don't think a choir or an organ  
Played any big part at my birth  
So they probably don't need to be there  
When I come to depart this good earth.*

*I see there are more fancy options  
That I'm also unlikely to pick  
A brass-handled solid teak casket  
Is one box I surely won't tick.*

*I've heard about direct cremation  
Which to me makes all sorts of sense  
Straight off to a quiet crematorium  
By-passing much needless expense.*

*So these are my funeral wishes  
Keep things simple, hang on to your cash  
And then you'll have something to spend on  
That all-nighter farewell Nan bash!*

MVO: [Simplicity.co.uk](http://Simplicity.co.uk). Making funerals less of an undertaking.

# “I want to run a charity. But first I need the legs.”

My name's James Bertrand and I'm a 19 year old student. My left leg was amputated when I was a baby. My right leg is frankly anything but right.

All my life I've been told how brave I've been, but this is a cry for help.

To fix my legs, I need to have a very expensive operation.

And there's only one surgeon in the world who can do it. I've already raised £52,000 myself. Will



you help me to raise the final £10,000?

When I'm back on my feet, I'll be starting a new charity for kids who, like me, need a bit of a leg up.

It's going to be called **AMP**. Short for amputee, obviously.

But those three letters also stand for 'Anything Made Possible'.

That's been my personal mantra all my life, because the last 19 years haven't exactly been a stroll in the park.

You'll see what I mean if you visit my website. Or go straight to my Just Giving page (address for both below

Thanks so much.



james.amp@gmail.com - Just Giving page at <https://www.justgiving.com/crowdfunding/jamesbertrand>

AMP

Adrian Holmes and I created this poster for a young man called James Bertrand. Read James's own words. His determination speaks for itself.

#### DAVID ABBOTT SAID

The website on the following page is about the life and times of David Abbott.

David is considered the most highly regarded creative ad man in the history of British advertising.

His skills as a copywriter, his stature as a creative director and his business acumen made Abbott Mead Vickers into the U.K.s most successful agency.

The site is in book form, divided into chapters, where in each one David talks about his journey from his early life until the day he retired.

I created it along with George Boyter, a fellow enthusiast of great advertising. Site was developed by Jemmy Gray.



# DAVID ABBOTT SAID

The last ever interview with one of the greatest copywriters, recorded in 2013



*"Many copywriters claimed the blood of Bill Bernbach ran in their veins, but only David Abbott would pass a blood test."*

Tony Brignull.

David Abbott was an example to all, not only in his strategic thinking, his business acumen and his writing, which remained his first love, but also for the manner in which he did it, with modesty, integrity and honest hard graft.

He learned directly from Bill Bernbach and David Ogilvy, matched their influence and passed on the wisdom to all who were prepared to listen and those who were fortunate enough to work under his Creative Directorship at DDB London,

French Gold Abbott and Abbott Mead Vickers.

He has more D&AD entries, over a longer period of time, than any anyone else in advertising.

This site is the result of an interview that was conducted in 2013 a year before David's untimely passing.

It contains clips and the direct transcript from the interview in chapter form.

## CHAPTER INDEX

Click on each heading to watch a short video or read the transcript about David's life and times in advertising. Or follow the whole story by clicking the 'next' button at the bottom of the page.

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## IN THE BEGINNING



CLICK ON PICTURES TO FOR DETAIL AND TO ENLARGE

"I was born in Hammersmith Hospital in October, 1938, my Mother was up from Wales, she used to work for my Father, in my Father's shop which was in Shepherd's Bush, on Goldhawk Road, near the market, it was called the British Walk Round Stores, and at one time my Father had five (5) of them around that area of West London, but when the war came he had to surrender four (4) of the leases because you couldn't get staff, and you couldn't get insurance. He didn't go to war because he had TB as a boy, and was unfit, but he was a fire warden, and a lot of my early memories are to do with the war, and we were bombed, and my Father moved us out to the suburbs. We were then, I was one of those evacuee children that went down to Devon, and I remember Devon, I was about five (5) then, walking home from school in the snow, finding it unbearable, and crying. But I had two brothers, brought up in the suburbs, and I had a very nice ordinary childhood.

After the war came back from Devon and settled back into suburban life, my Father used to go up and down to the shop, my brothers all I went to local schools, except for one period when I bullied, begged my parents to send me to boarding school. There was no experience of boarding school in the family, and my parents didn't want me to go, but I nagged them, the reason was that I had got caught up in reading books about boarding school life, all the comics at the time were Champion and Hotspur, I read all those every week, and I read Tom Brown's School Days, Fifth Formers and Benedict's all the Billy Bunter saga, and I just got it into my head that I wanted to try boarding

school, and just went onto my parents, and eventually they gave in, I remember my Father going to the library and looked at a book called Preparatory Schools of Great Britain, and picked a school. And so off I went, it was a great disappointment and it was a very bad school as it turned out, and after a year, I suppose I must have been nine (9) and a bit, and I stayed there for about a year, and I eventually came to my senses and told my parents I was wasting my time, and wasting their money. I came back and went to local schools and eventually ended up doing my A levels at a Grammar School, and I did pretty well, and won a scholarship to Oxford. There is a break between taking your exams in January and going up in October, and during that time I was waiting, we found out that my Father had got terminal cancer, and my Mother and the Doctor, for some reason decided that they were not going to let my Father know that it was terminal, they thought that psychologically he wouldn't be able to cope with it, and so there was a conspiracy that life had to go on as normal. My Father's business, the shop, was running out of steam, and he hadn't been there, because he had been ill for sometime, it was running down, it was obvious that it wasn't going to survive, and it was obvious to me that I was unlikely to spend 3 years at Oxford, so I went up to Oxford for one term, just a wreck really, I couldn't study, I thought what was the point really, I was really upset about my Father dying. So he died the following June and my Mother wanted me to go back, so I went back, I hadn't studied, and I failed, I left, and had to get a job."



CLICK TO PLAY CLIP





www.odee.co.uk



www.anniedarlasson.com



www.greatvwads.com

#### OTHER WEBSITES.

Website design and development has played a major role in the promotion of my work I've been fortunate to work alongside my longtime colleague Jemmy Gray, a leading website designer and developer. Our first challenge (nearly twenty 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.

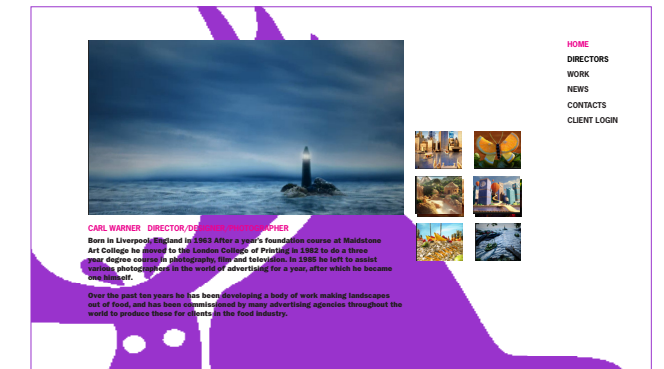
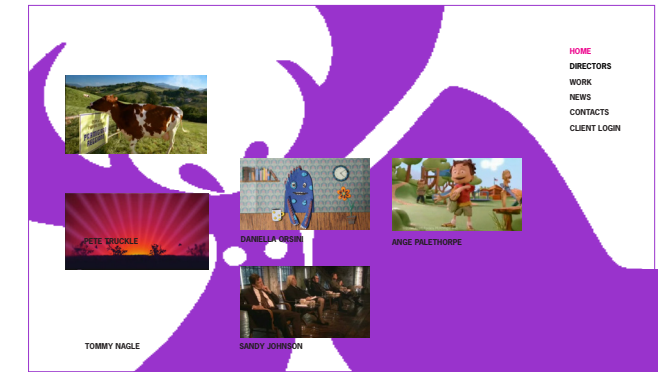
WWW.ANNIEDARLASSON.COM

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 was myself. 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.



HOME  
DIRECTORS  
WORK  
NEWS  
CONTACTS  
CLIENT LOGIN



## 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.

BOOKS





## "Remember those great Volkswagen ads?"

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

They were the marketing conversation piece of the 60s.

To let the Beetle and its advertising pose 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, become part of the charm and honesty of the car.

If you've ever owned a Beetle, if you've ever checked out 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'BRIEN COLL

MERRELL



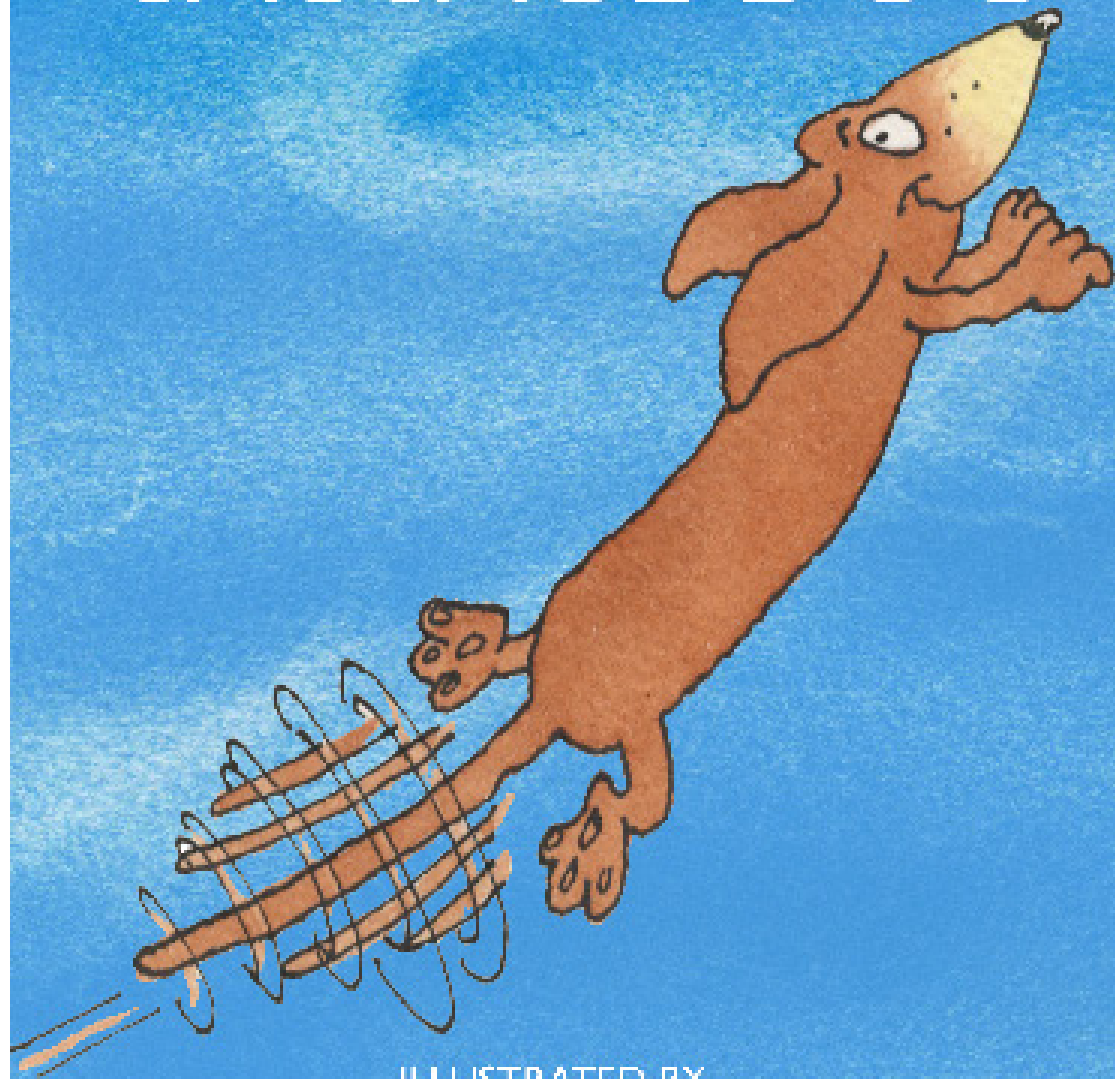
## "REMEMBER THOSE GREAT VOLKSWAGEN ADS?" 5TH EDITION

"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 37 years published 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.



### CIARAN MCCABE AND DOPE

For many years I collaborated transatlantically making ads and commercials with copywriter Ciaran McCabe in the U.S.

Ciaran was a serious do-gooder in the correct sense of the words, meaning he 'did good' for everyone especially those in need. A young lady called Jennifer was one of them.

Jennifer, in her own words, is a 'junkie'. After being in and out of rehab she came to a conclusion that she had to do something other than keep scoring heroin so she set up DOPE (Discussing Our Personal Experiences) and asked Ciaran to help with some publicity and design a logo.

Being his art director here in the U.K. he asked me to help.

The following ads were to run for free in the local media in South Berkshire, Massachusetts.

Jennifer loved them but they never saw the light of day. The problem was that the committee she set up to help her hated them. In their minds they were too strong. Ciaran was not amused.

These ads for DOPE were the last work Ciaran and I did together before he passed away and are here in memory of his unerring desire to always do the right thing.

**“I don’t look it  
but I’m a junkie.**

**We don’t all look like  
Keith Richard.”**

**Jennifer, heroin addict.**

D.O.P.E. which stands for Discussing Our Personal Experiences, an online forum is now live at Berkshire South Regional Community Center every Tuesday evening from 6:45-8:00 PM.

Addiction is having a significant impact on our community and we have an opportunity to learn from one another to create positive change for our future.

The purpose of this weekly community

addiction discussion group is to come up with solutions to the heroin and substance abuse epidemic in Berkshire County and in the country nationwide.

It is hoped that all will come together: addicts, families, friends, teachers, doctors, politicians, police officials,

**DOPE**  
**HOPE**

therapists and anyone interested in learning more about the terrible disease of addiction. We will share, discuss inspire,encourage and bring light to the voice of addiction and recovery in our community.

We look forward to seeing you there on Tuesday.

Any questions please call Berkshire South at 413.528.2810, extension 14.

15 CRISSEY ROAD GREAT BARRINGTON, MA 01230 PHONE: 413.528.2810 FAX: 413.528.5260 E-MAIL: info@berkshiresouth.org

**“Today we are not  
junkies.**

**Tomorrow we  
might be.”**

**Sally and Geoff, heroin addicts.**

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**“Once a junkie.**

**Always a junkie.”**

**David, heroin addict.**

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**What sort of  
organisation calls  
itself DOPE?  
We do.  
We’re junkies.**

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DESIGNS.

# booteze

THE STRUGGLE'S OVER

## BOOTEZE.

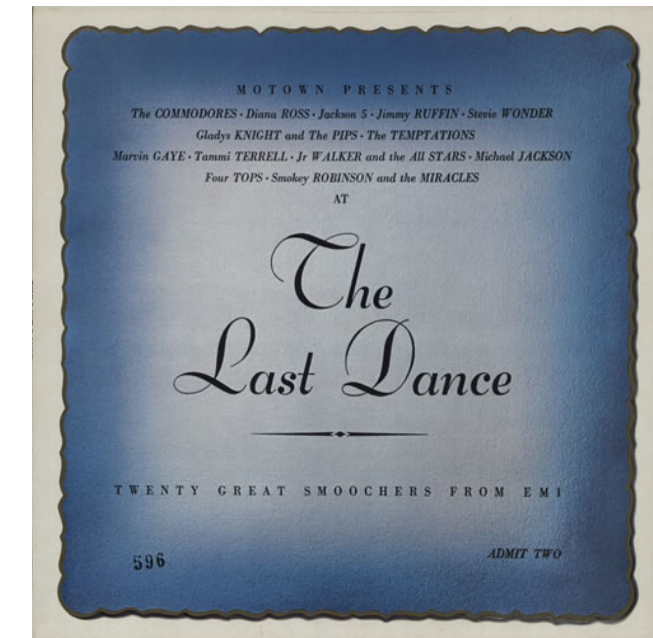
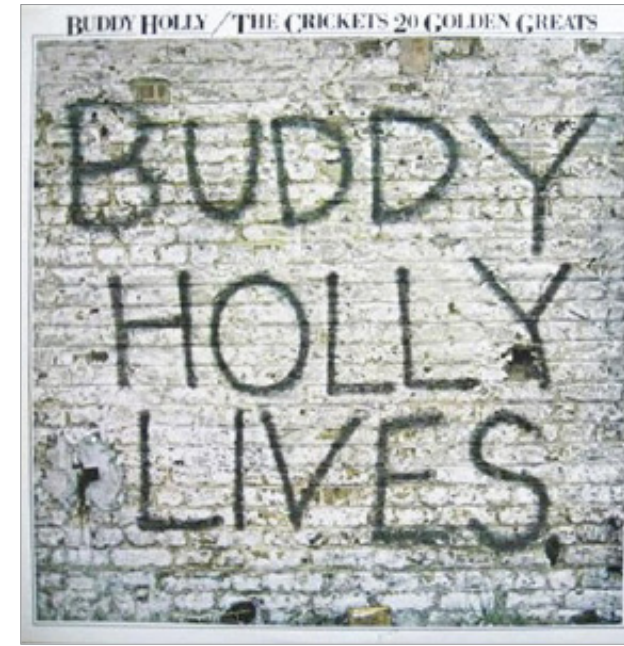
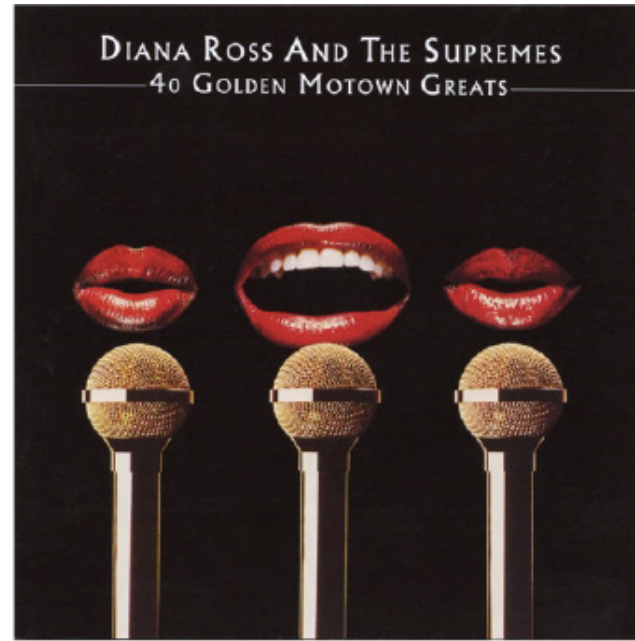
Booteze is the invention of avid skier Peter Levelle. Not being the spring chicken he once was, Peter has found it a bit of a struggle putting on his ski-boots when on his annual winter trip to the alps. A lightbulb moment occurred to Peter on the second morning of the holiday when he put a supermarket 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.



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 was 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.





#### THE '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 ropey). It would seem that they, along with the music, survived the test of time and are considered collectors items.



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