

LOYALTY CARD SCHEME FOR WATERSTONES

Relaunching the loyalty card in 2018, picking up design notes of previous popular loyalty and stamp card schemes while creating a fresh look.



Waterstones *plus*

Rewarding Curiosity

Welcome to Waterstones Plus,
your new stamp and reward card.

Earn Plus Stamps as you spend, in our
bookshops and online - you'll find that
curiosity has never been more rewarding...



**CHOSEN BY BOOK LOVERS,
FOR BOOK LOVERS**

For the finest recommends delivered
straight to your inbox, opt in to our
Waterstones Plus emails.

Launches July 2018 - ask a bookseller for details

Upgrade Today to Our Brand New Loyalty Scheme



Rewarding Curiosity

How it works

- 1 Earn a Plus Stamp for every £10 you spend in our shops or online*
- 2 Every 10 Plus Stamps you earn adds £10 to your Plus Balance
- 3 Spend your Plus Balance in our shops or online, with no minimum redemption

Ask a bookseller or visit waterstones.com/plus
for more details

*Full terms and conditions of the Waterstones Plus and Waterstones Plus Student scheme are available at www.waterstones.com/plus/terms



*Get your rewards
in three ticks*

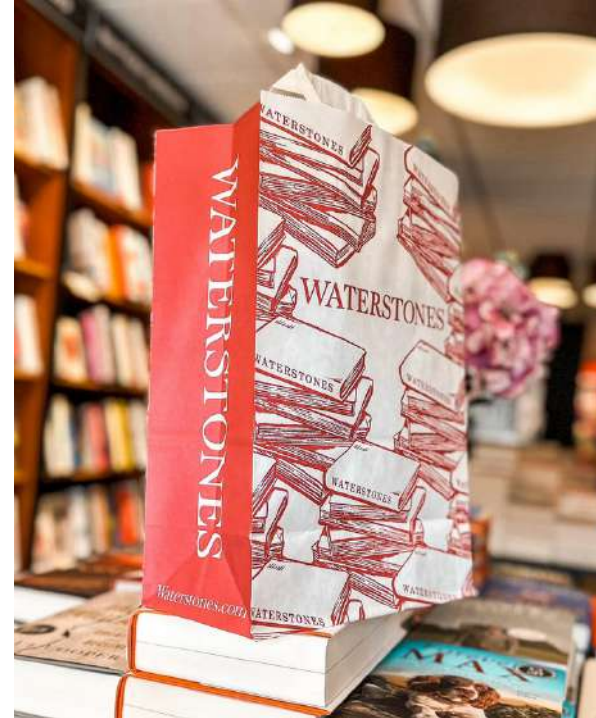
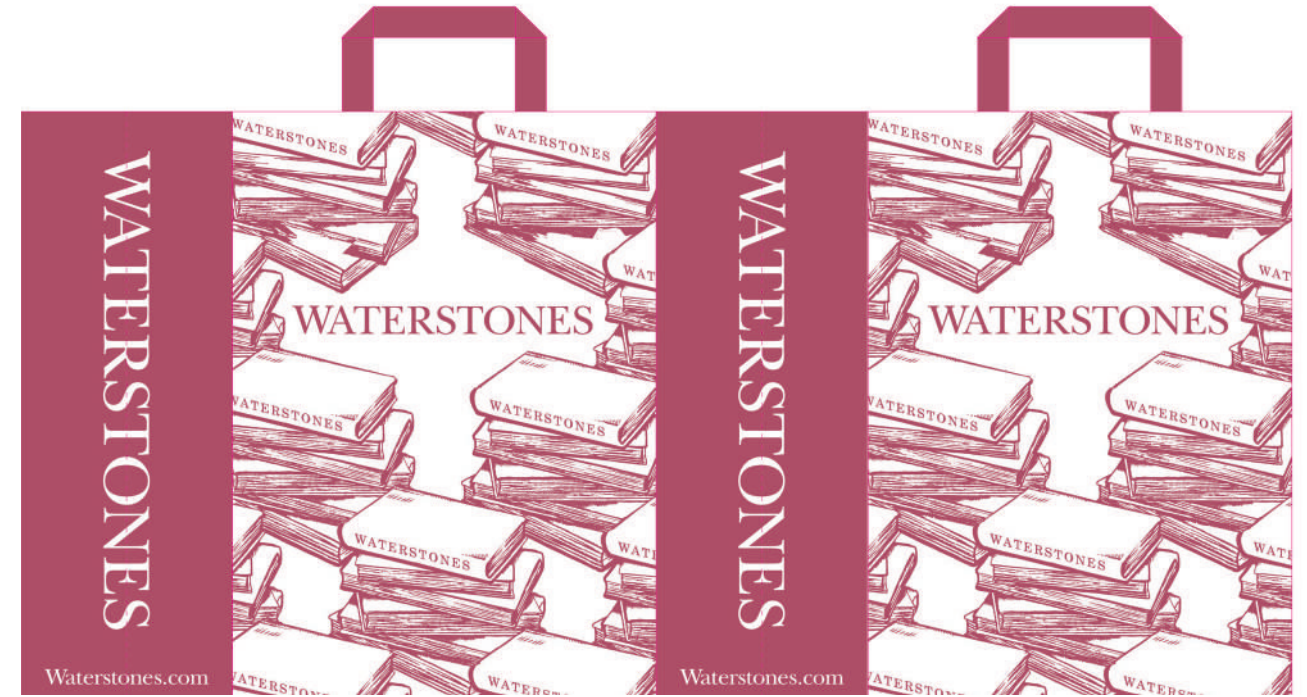
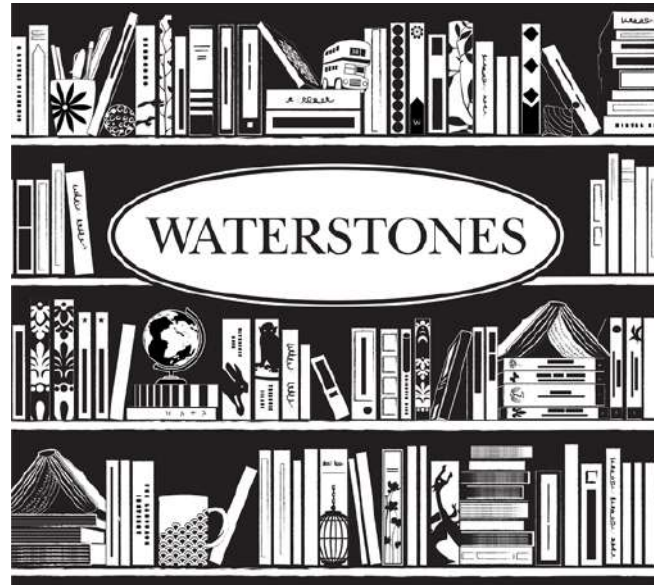
- Pick up a card from your local shop to collect plus stamps right away
- Follow the simple steps on waterstones.com/plus to register your card
- Check your inbox and validate your email to start redeeming



Don't miss the good stuff

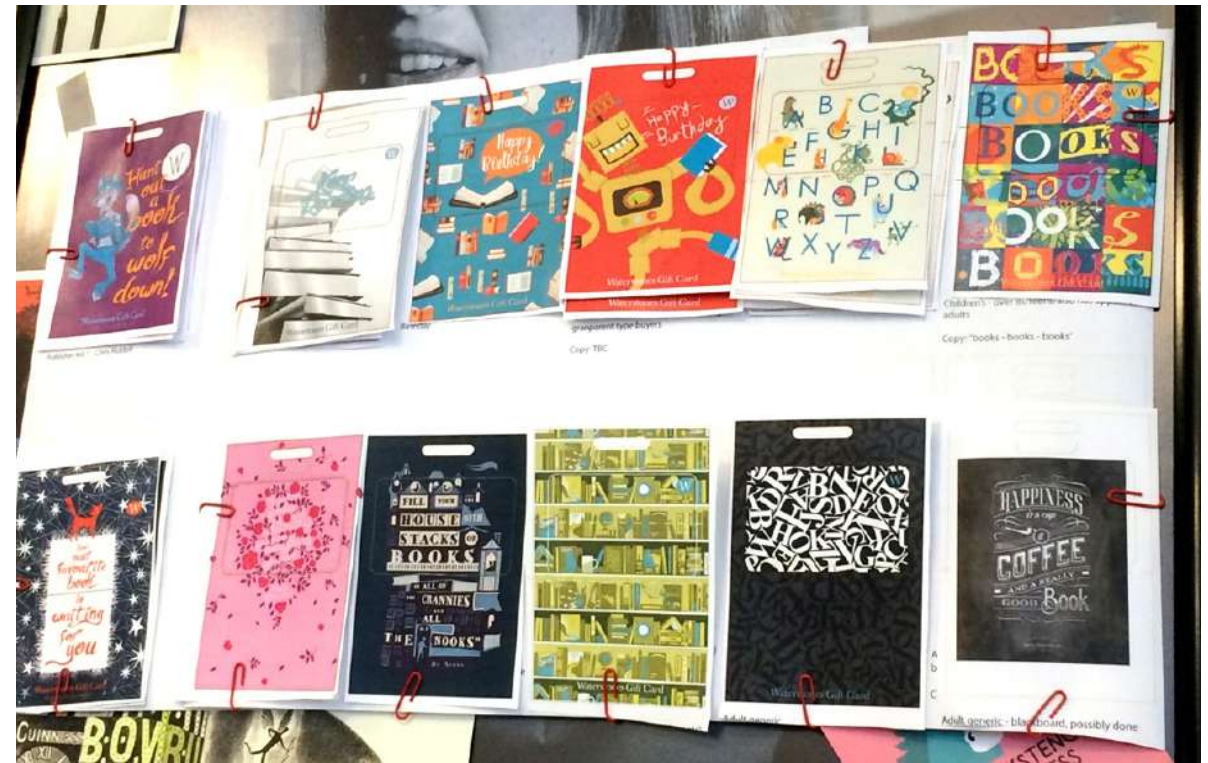
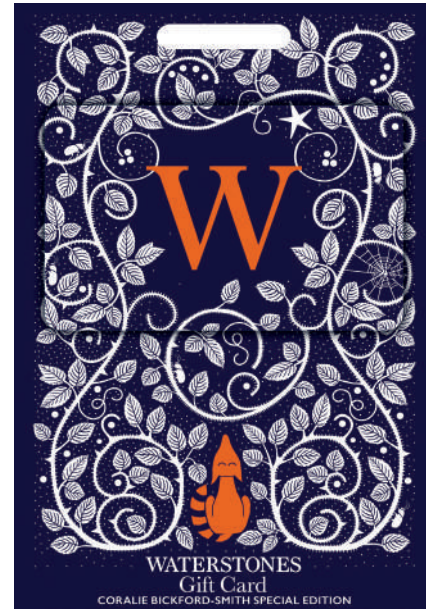
Remember to join our email programme for carefully selected reading recommendations, offers, signed and exclusive editions and prize draws. Built by book lovers, for book lovers.

WATERSTONES' STANDARD TOTE BAG & PAPER BAG

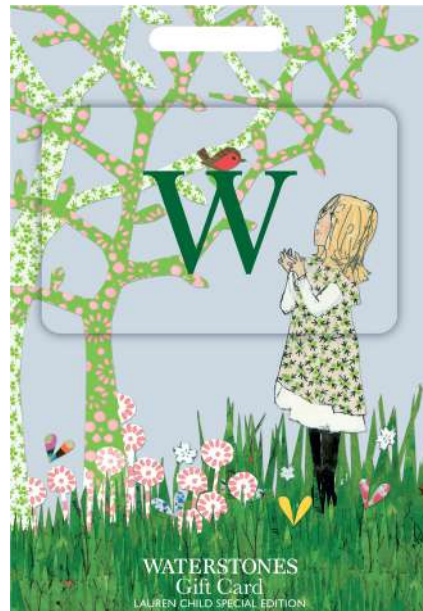


GIFT CARD RANGE

A full redesign of Waterstones' Gift Card offer, to have strong branding and a cohesive but flexible style guide.



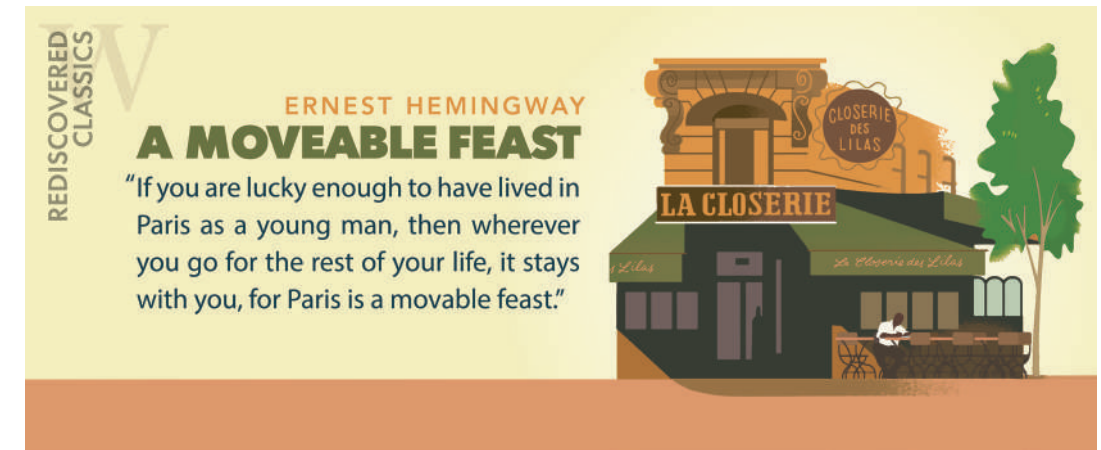
Range in development



'REDISCOVERED CLASSICS' CAMPAIGN

Designing the logo and style guide for a campaign championing titles from 20th century publishing.

This campaign was led by 3x1 meter banners, one seen in use below



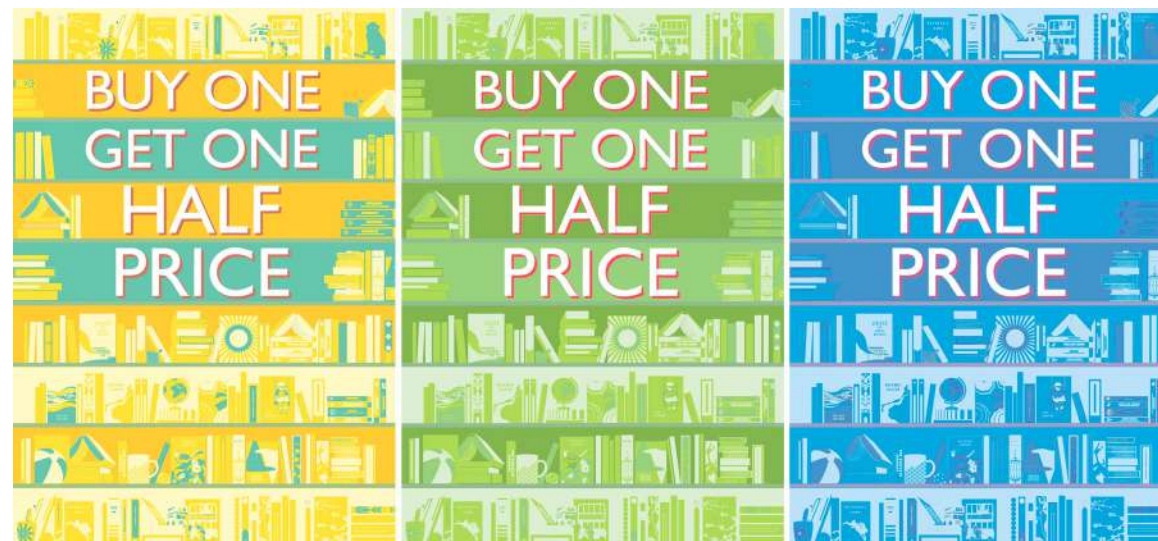
SEASONAL CAMPAIGNS

I created design suites for each season, each with several strands (adults' children's, value, book prizes, holidays etc).

These were used across both physical and digital platforms, in a wide range of formats and variations.

To the right, a few elements from one campaign showing how a core style guide was used across different iterations

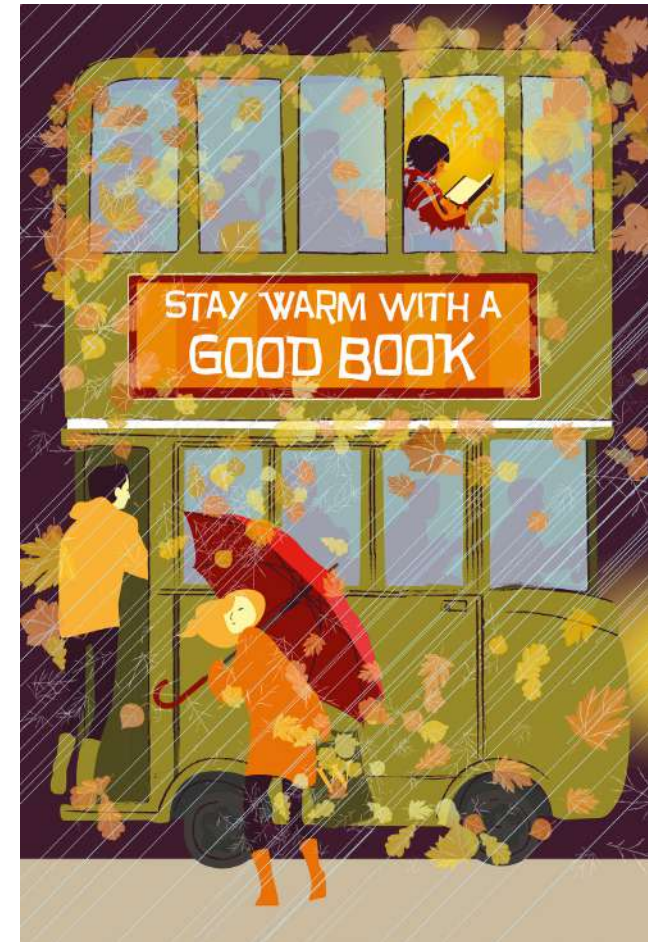
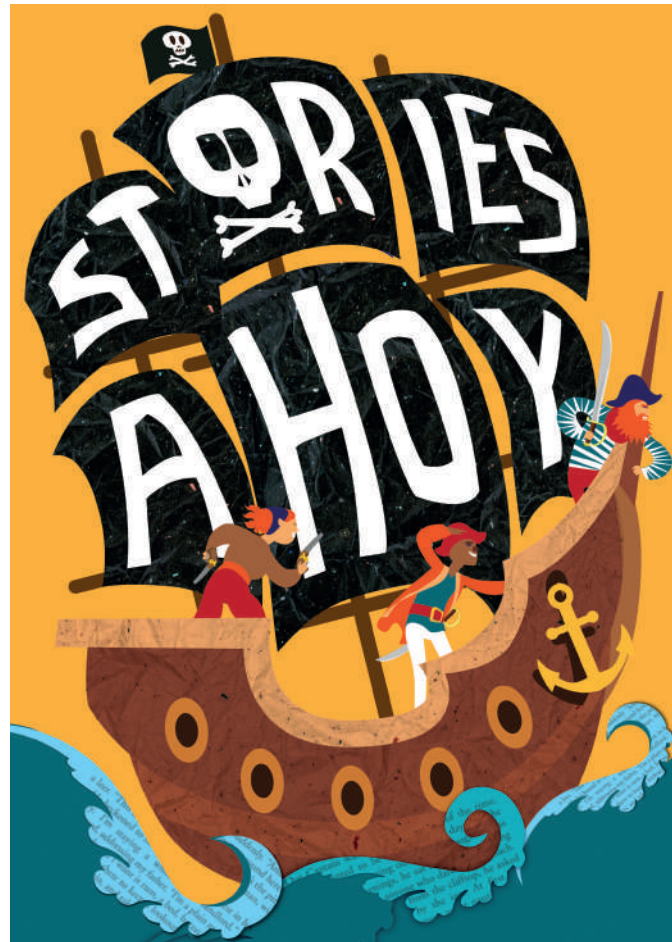
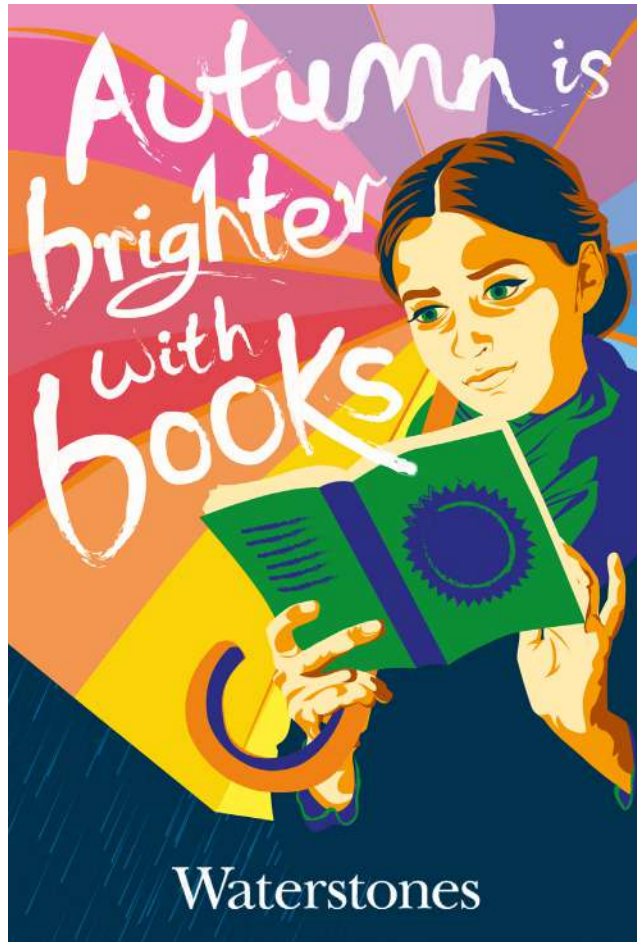
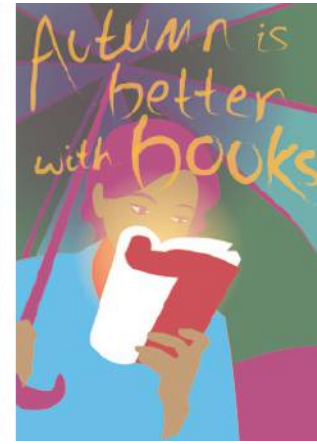
An overview planning document



**SEASONAL CAMPAIGNS
(CONT.)**

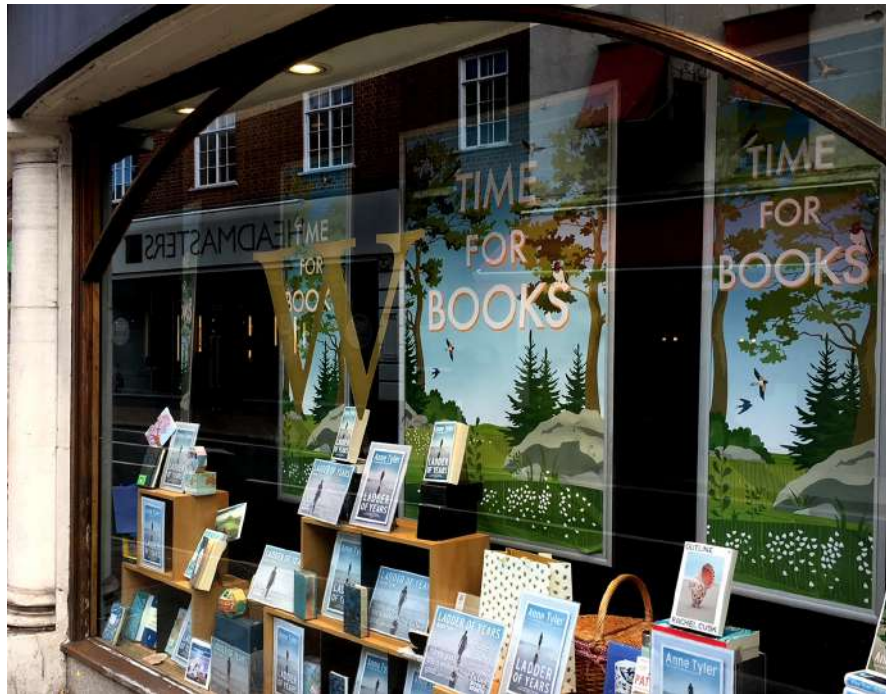
Four examples of lead posters from seasonal campaigns.

Also shown for each are some development sketches.



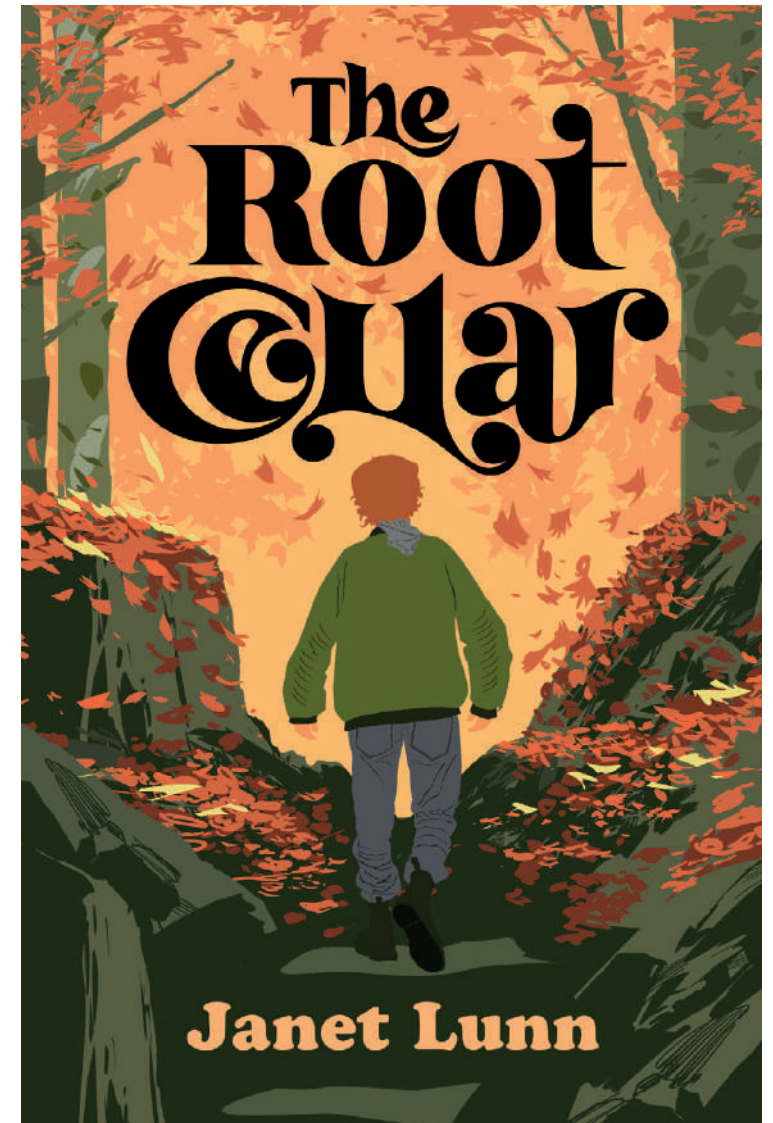
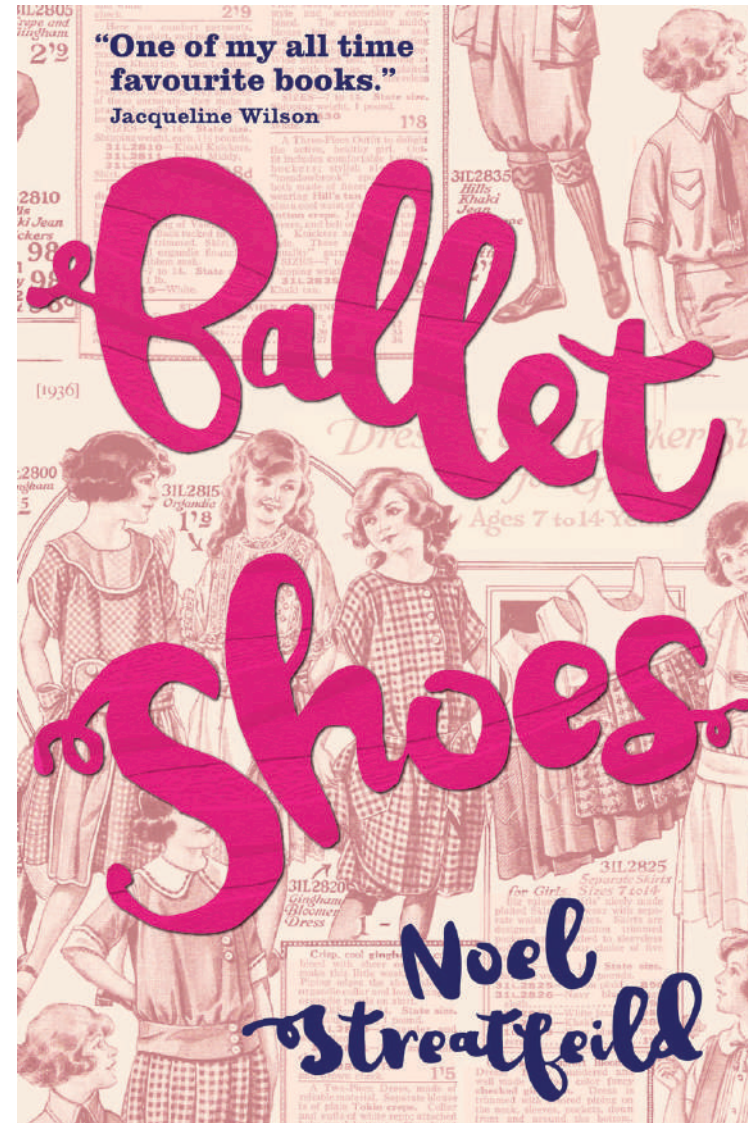
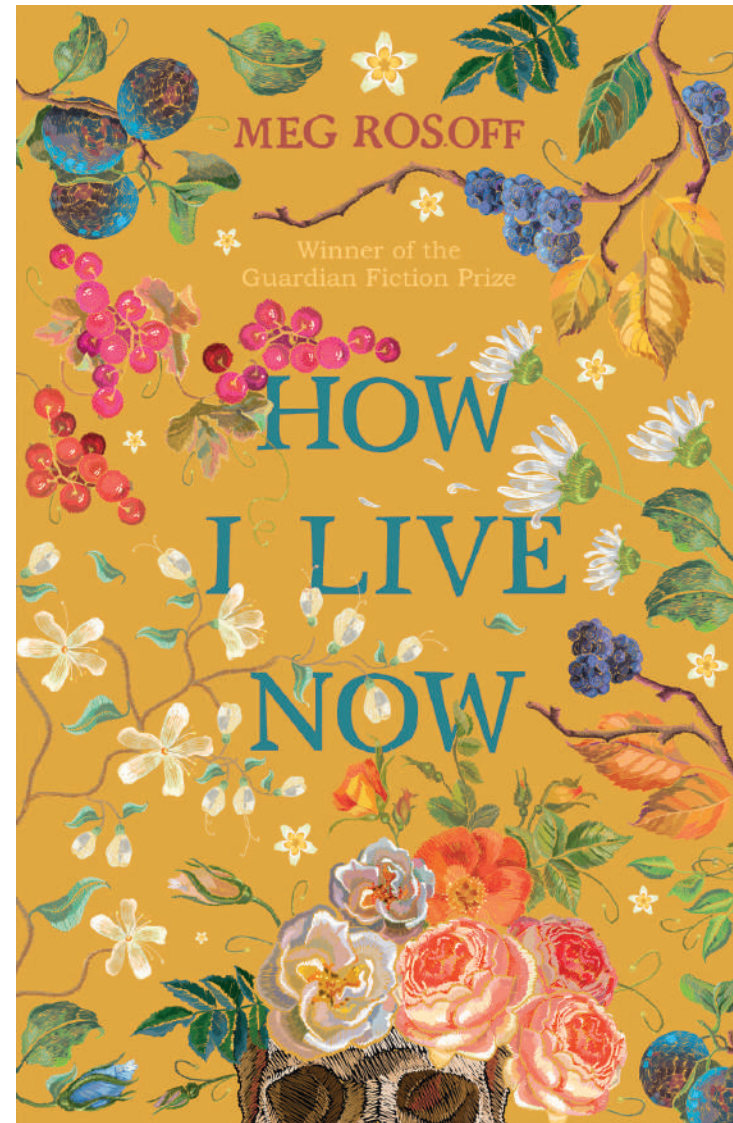
SEASONAL CAMPAIGNS (CONT.)

Images of seasonal campaign work in use.

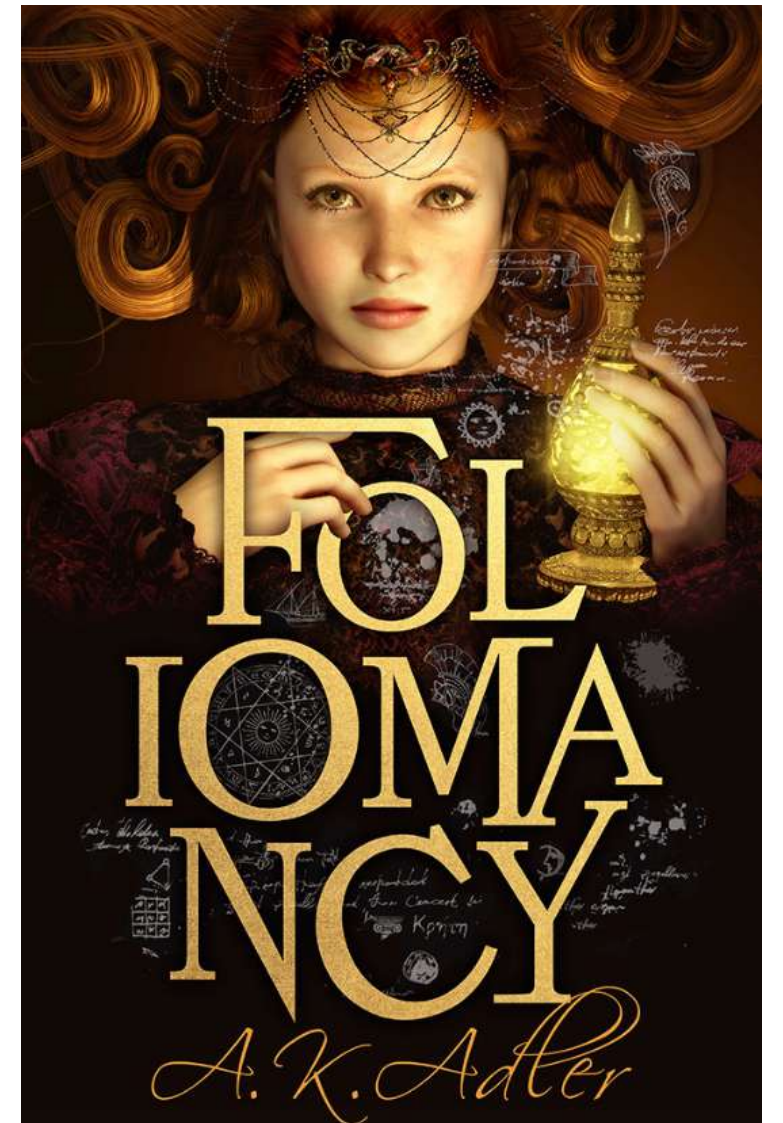
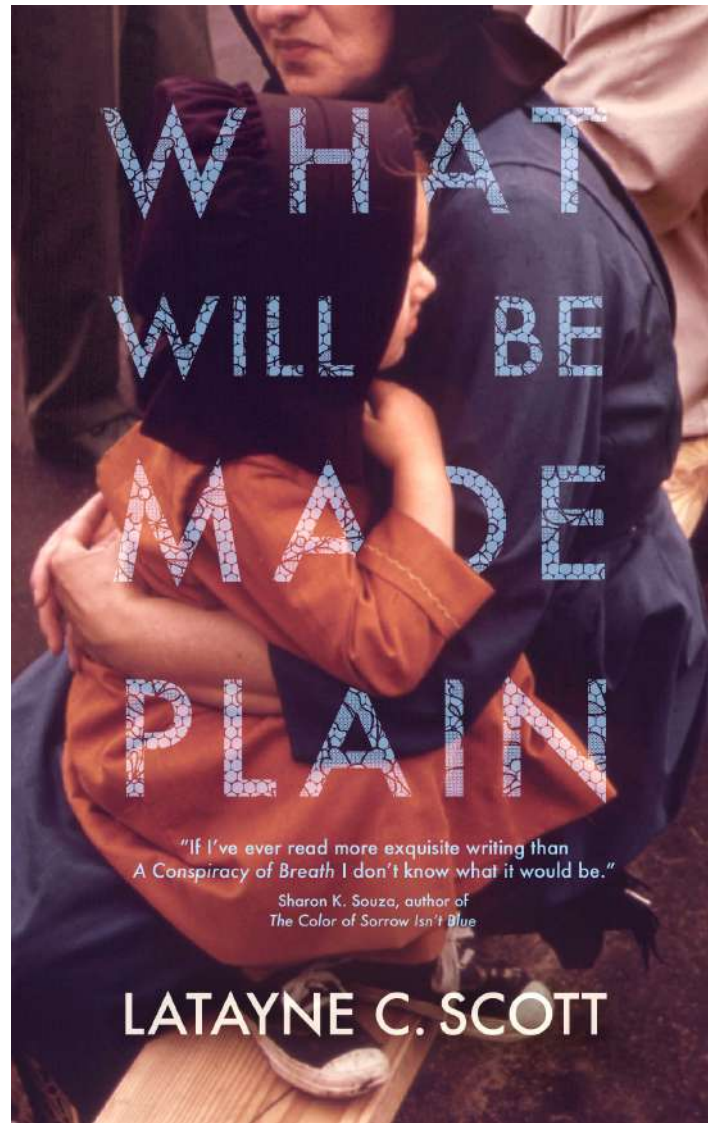
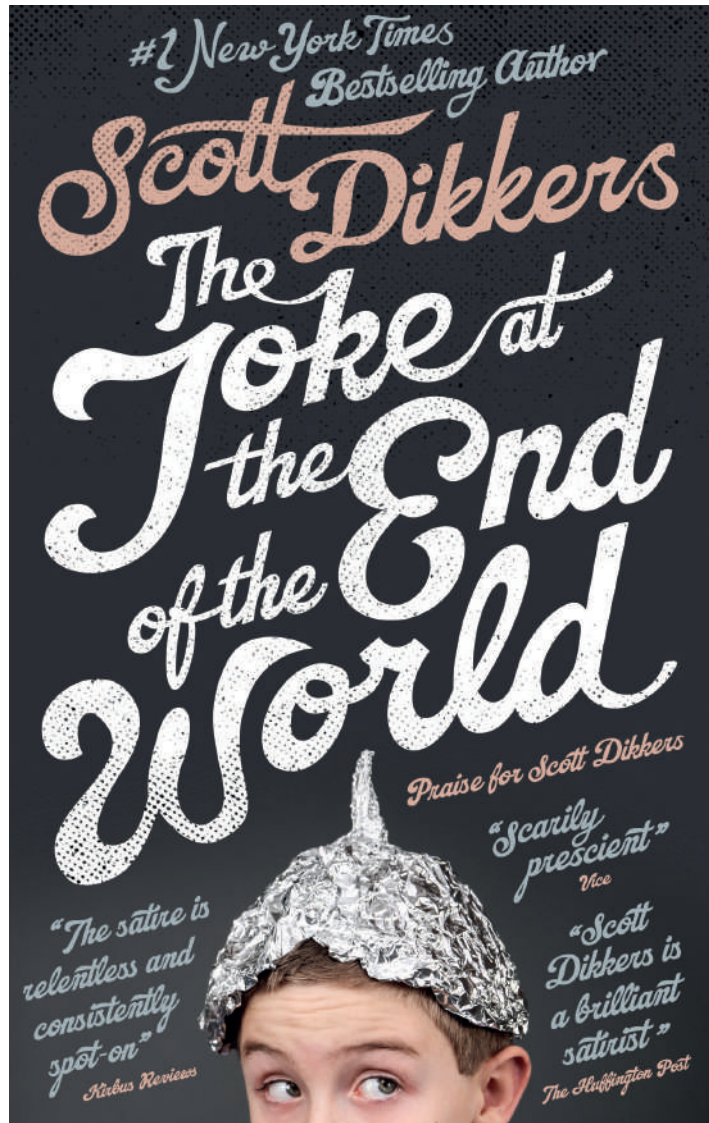


BOOK COVERS

Led by typography, colour and carefully chosen imagery, to communicate a sense of the contents, and its target audience, at a glance.

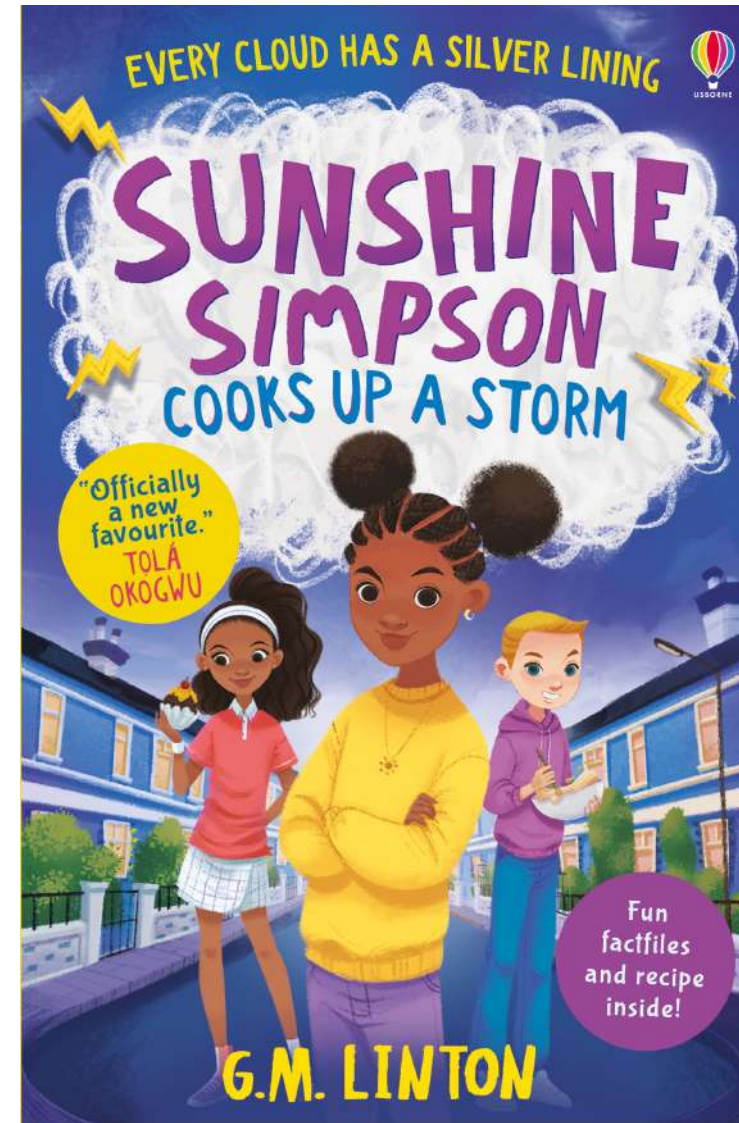
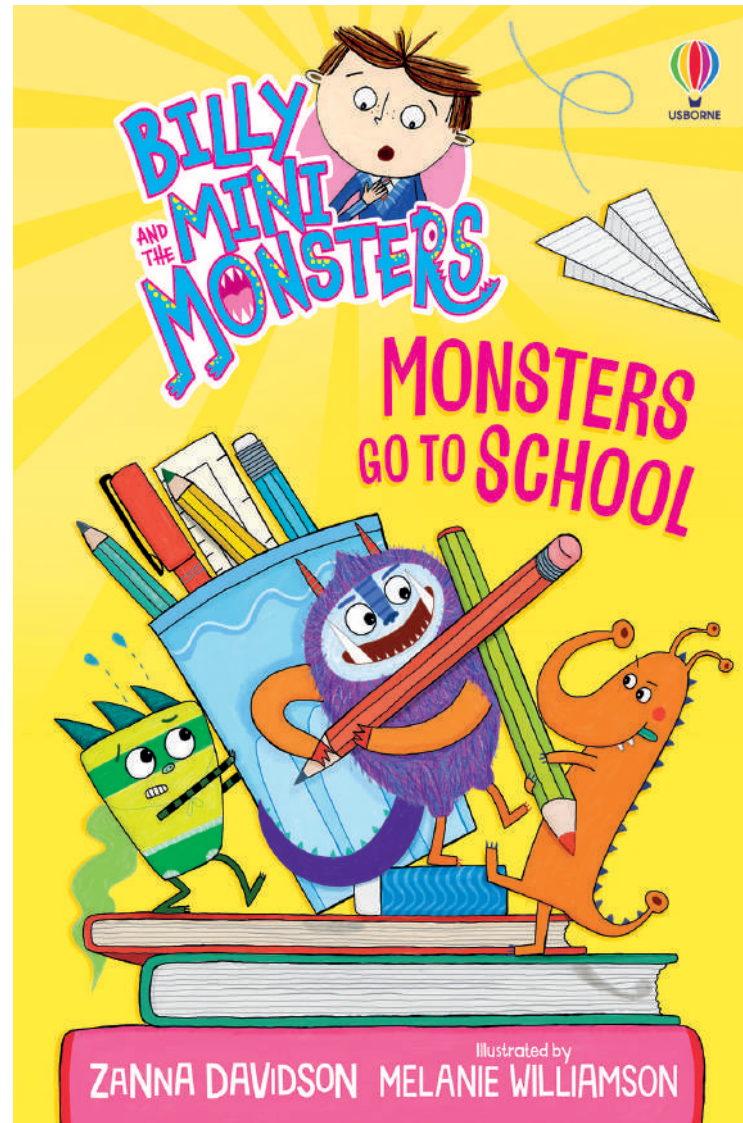


BOOK COVERS (CONT.)



BOOK COVERS

For younger readers, these covers lean into a sense of branding.



INTERIOR BOOK SPREADS

Presenting information in a clear, engaging way for children's non-fiction titles.

A development sketch with the final below

