



JANE DUNNET
Designer & Illustrator

HENDERSON GREETINGS



I wore a few hats during my time at Henderson Greetings. I also had many different responsibilities. Illustrating, designing and versing cards were all part of the deal, and if I wasn't designing the card myself, I would browse agencies for illustrators to purchase work from. My role also included liaising with suppliers and peering over shelves in news agencies to study customers' buying patterns.

Verses that got approved:

FRONT: Happy Anniversary

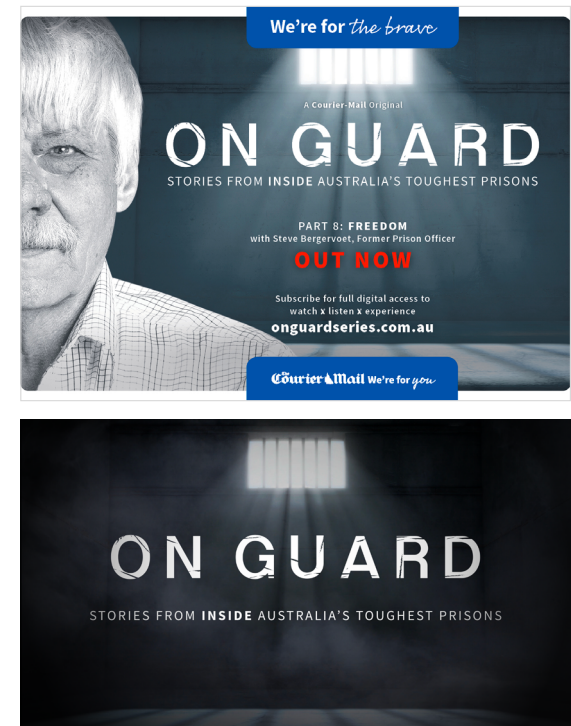
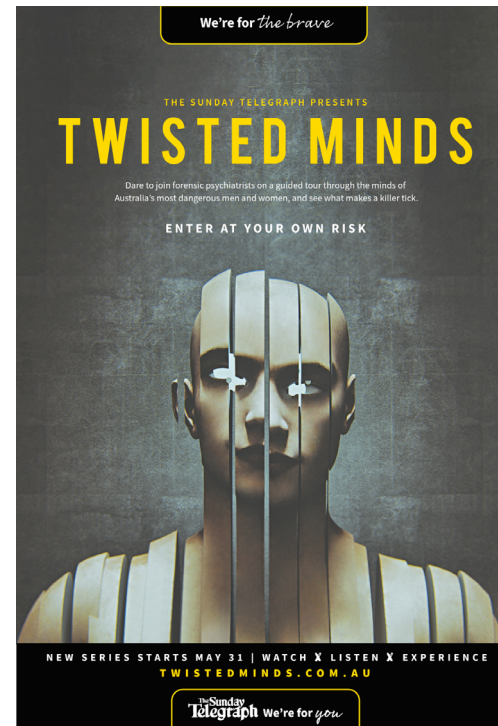
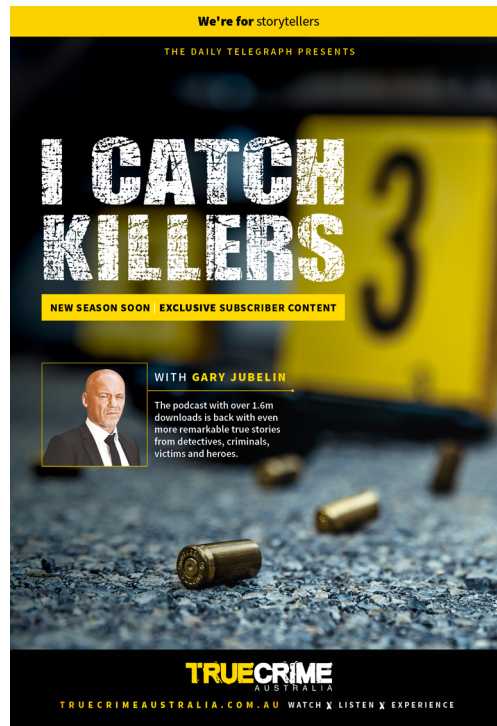
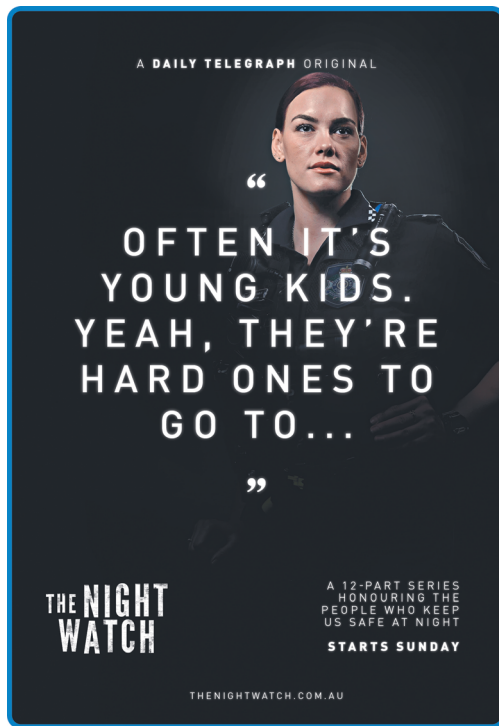
INSIDE: You're my sun and my moon, and after all this time you still make me swoon.

Verses that did not:

FRONT: What's the hardest part about choosing your bridesmaids?

INSIDE: Getting a boyfriend. Congratulations on your engagement!

TRUE CRIME



News Corp's True Crime Australia platform is home to some of Australia's most popular True Crimes series and podcasts.

A key area of my role has been to develop the true crime brand and ensure our content holds its own amongst the likes of Netflix and HBO in market. These campaigns have had huge success, exceeding targets in the early stages. Since the conceptual phase, my creative has come to life across a range of media channels.

My part:

- Logos
- Image retouching
- Print & digital
- Overseeing social ads
- TVC storyboards
- Out of home



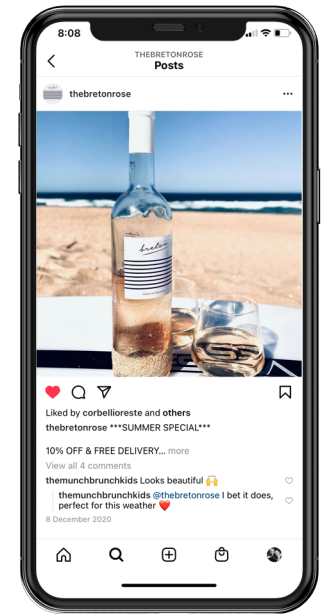
THE BRIEF:

Elevate the Vogue Codes brand from previous years by dialing up the tech look and feel. Add some pink.

With Barbie as a new sponsor, the pink was an addition I was happy to make. Under my direction, this print creative was then adapted to our digital spaces with a glitch effect applied to all animated ads.

My part:

- New look
- Creative lead
- Print & digital ads
- Briefing motion graphics
- Event collateral



My part:

- Logo
- Branding & creative development
- Image retouching
- Promotional printed material
- Social media imagery
- Taste testing (unofficial role)

WAG DOGGY DAYCARE



Boutique dog houses

Not your average kennel! In between playtime, dogs nap comfortably in our custom-built houses. Sweet dreams of chasing cats await...



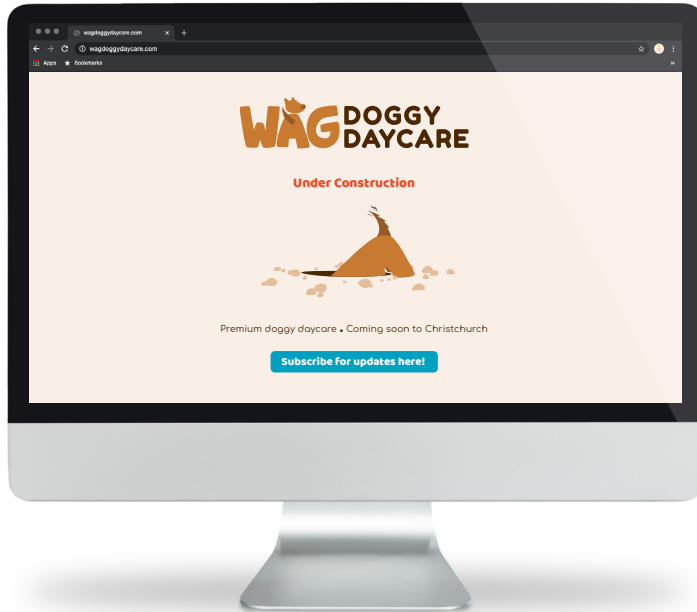
1:6 staff to dog ratio

At Wag we have the best staff to dog ratio in Christchurch, so you can rest assured your dog will get all the love and attention they deserve.



Purpose-built facilities

Our daycare venue has been designed to give your dog a structured and stimulating experience, alternating between nap and play.



THE BRIEF:

Create a logo and brand identity for a Christchurch-based doggy daycare that appeals to premium customers without compromising playful personality.

Wag Doggy Daycare, launching in August 2021, is a unique doggy daycare experience that caters to pooches with personality. As a freelance project, I have been able to go off-leash and create this brand from scratch; a dog-lover's dream branding campaign. My involvement in this brand covers everything from creative development, logo, imagery, all branding and copywriting.

AMERICAN EXPRESS delicious. MONTH OUT

AMERICAN EXPRESS
delicious.
MONTH OUT

THE MOST DELICIOUS MONTH IS BACK

Is et offic tem aut molupta voloribus es
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MAY 1 - 31

BOOKNOW DELICIOUSMONTHOUT.COM.AU

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CITY OF SYDNEY • AMERICAN EXPRESS • RE5Y • Daily Telegraph | Sunday Telegraph

DEALS OF THE DAY

Mark your diaries! American Express delicious. Month Out is here, and it's bigger than ever. This is a snapshot of offers that are guaranteed to get you eating out in Sydney this May. We can't wait to see you there!

LOBSTER TALES AT MERIVALE
This is one for the books. Order a lobster for any participating Merivale restaurant, including Ben's, Felix, Mimi's, Uccello and Mr Wong to name a few, and receive a lobster passport with a stamp. Collect four stamps during May and receive a \$200 Merivale voucher. Snap to it! May 1-31.

SUNDAY SESSIONS AT ALBERTO'S LOUNGE
End the weekend in a bang with a spritz, baklava morning on to a special four-course shared menu (20th April only), and a special lunch menu (21st April only). There is a line-up of DJs to provide the tunes and you get one of the best sitting experiences on any given Sunday. May 2-10, \$120 for a spritz, \$60 per person for a shared menu.

ULTIMATE RAMEN CHO CHO SAN
Following Cho Cho San's seating ramen courses at last year's delicious. Month Out, the popular Pottery Point spot is bringing back bowls of the warming noodles. But barbeque, wagyu are limited. May 1-31, \$120 per person including a drink.

DELICIOUS LEGENDS ROCKPOOL BAR & GRILL
For one night only, Rockpool hosts a very special delicious. Legends. Produce Dinner, celebrating the Produce Awards Trophy Winners and Gold Medalists whose delicious produce shapes the menu at Rockpool. May 25, \$175 per person for food menu, \$225 with wine pairing.

RAISE THE BAR AT BENNELONG
The Benchmark Bar Menu is back! Enjoy the best small plates from around the world. Chef Peter Gilroy and Rob Corbelli with a share style menu of Sydney rock oysters, and slow-baked, cured meats and the world famous benchmark lamb. Wednesday-Saturday dinner, Sunday lunch, May 1-31, \$80 per person.

30 PER CENT OFF FOOD BENTLEY GROUP
Take your pick from Bentley Bar & Restaurant, Merivale, Yellow, Citrus and Rio Paga + Wine - and receive 30 per cent off your total food bill. May 1-31.

YUM! CHA SERIES SPICE TEMPLE
Pasta dishes made in a cornucopia at Ciccibella in Bondi and Paramatta. Sip a glass of wine with your pasta preference and say yes to happy. Mondays in May, \$55 including a glass of wine.

ADD A LOBSTER TO YOUR RAMEN ORDER AT CHO CHO SAN
Add a lobster to your ramen order at Cho Cho San. May 1-31, \$120 per person including a drink.

YUM! CHA SERIES SPICE TEMPLE
Pasta dishes made in a cornucopia at Ciccibella in Bondi and Paramatta. Sip a glass of wine with your pasta preference and say yes to happy. Mondays in May, \$55 including a glass of wine.

AMEX CARD MEMBER OFFER GET 20% BACK, UP TO \$25*
Save the offer to your eligible American Express® Card from 30 April 2021 and enjoy a 20% credit each time, up to \$25 back, when you spend at participating American Express delicious. Month Out businesses between 30 April - 31 May 2021. Limited to the first 75,000 Cards to save the offer. *T&Cs apply. Find out more at amex.com.au/delicious.

HIT LIST
Head to one of Sydney's famous precincts to find even more reasons to head out this May - take a look at their vibrant plans below.

THE BIG FEED CHIN CHIN
Your time is busy but get more fun with Chin Chin's new Food May menu with a twist. With seasonal produce, it's great for South East Asian families for a feast to remember. May 1-31, \$60 per person.

PASTA E VINO CICCIBELLA
Pasta dishes made in a cornucopia at Ciccibella in Bondi and Paramatta. Sip a glass of wine with your pasta preference and say yes to happy. Mondays in May, \$55 including a glass of wine.

THE WORLD OF DANLING SQUARE
Go on a food journey to Darling Square's 30 plus restaurants inspired by some of the world's top Asian cuisines. From ramen to Japanese and more Chinese dishes at DQSR, there's a small point of view to try. Pick up your Darling Square passport and get a stamp for every restaurant you visit. You'll be able to see the passport to win a prize when you return to Darling Square.

HIDDEN GEMS AT THE ROCKS
Sydney's historic district has a vast array of dining experiences. Choose and play, and enjoy a great day out. The Rocks is a great place to visit. Pick up your Darling Square passport and get a stamp for every restaurant you visit. You'll be able to see the passport to win a prize when you return to Darling Square.

FLAVOUR PLAYGROUND DANLING HARBOUR
This city's playground will be serving up more delicious food and drink at Darling Harbour through May. There will be a lot of delicious food and drink to enjoy. Pick up your Darling Square passport and get a stamp for every restaurant you visit. You'll be able to see the passport to win a prize when you return to Darling Harbour.

TOP ALIEN PRODUCE BARANGAROO
The beauty of Australia is on all month long at Barangaroo. Get involved in a community with top chefs and get through the many gastronomic pleasures of the festival.

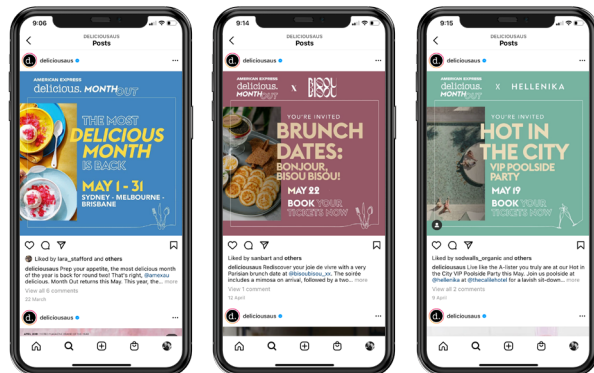
VIRTUAL MASTERCLASSES
Planning on staying in? Check out our free virtual Masterclass Series featuring the best in the biz. Tune in via Facebook Live and Instagram Live on the right.

THE ULTIMATE BURGER WITH THE HARRY'S CREW
Join the Harry's Crew for a virtual Masterclass Series featuring the best in the biz. Tune in via Facebook Live and Instagram Live on the right.

JUST DESERTS WITH MICHAEL JAMES
Join Michael James for a virtual Masterclass Series featuring the best in the biz. Tune in via Facebook Live and Instagram Live on the right.

THE ART OF PASTA MAKING WITH NINO ZOCCALI
Join Nino Zoccali for a virtual Masterclass Series featuring the best in the biz. Tune in via Facebook Live and Instagram Live on the right.

ASIAN FLAVOURS WITH LOUIS TIKARAM
Join Louis Tikaram for a virtual Masterclass Series featuring the best in the biz. Tune in via Facebook Live and Instagram Live on the right.



THE BRIEF:

Create a brand identity for American Express delicious. Month Out 2021.

The creative concept I developed has been rolled out across print, digital, social and on large format flags. Once the creative direction was established it was a joint effort bringing this campaign to life across Sydney, Brisbane and Melbourne.

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