

SELECTED WORK



# creative

## PORTFOLIO

BY MATT HOCKEN

# contents

## IDEATION

Ideas I've enjoyed dreaming up. Big, crazy and image led.

I can do small and simple too.

## CAMPAIGNS

Catching and holding people's attention is a difficult business. This collection of campaigns do both.

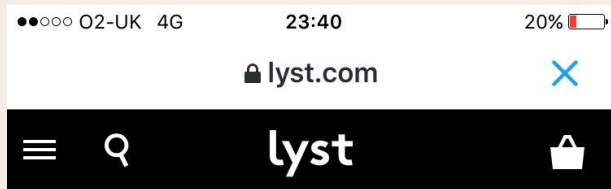
## COPY

Words bring me joy is writing. Precisely placed copy, with depth, paired with beautiful designs and images.

A photograph of three women walking their dogs on a rooftop. The woman on the left is wearing a black top and a light pink skirt. The woman in the middle is wearing a floral shirt and denim shorts. The woman on the right is wearing a light pink top and white pants. They are walking several dogs, including a French Bulldog, a small white dog, a dachshund, and a long-haired dog. The background shows a cityscape with buildings. The word "ideation" is overlaid in a large, white, serif font in the center of the image.

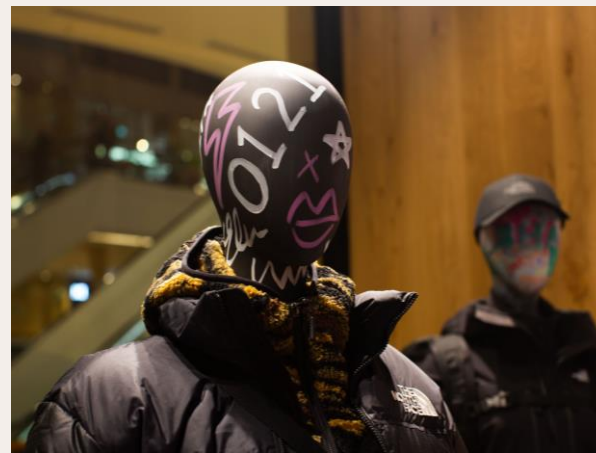
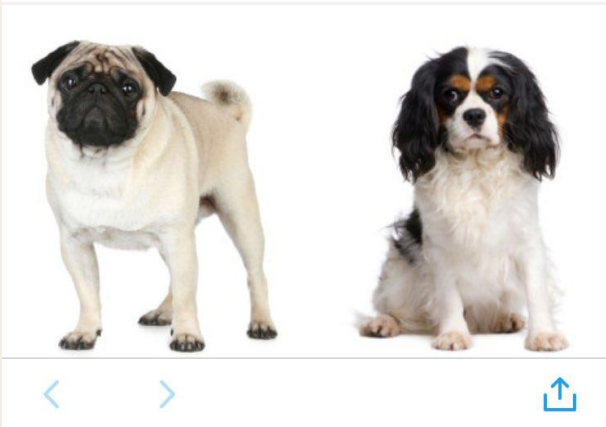
ideation





## Dogs

From Dachshunds to Great Danes, Pugs to Poodles, shop Lyst's exclusive new selection of live dogs- one of a kind accessories guaranteed to make an impact. The new Canine Collection comprises 33 different dog breeds, from petite XS puppies to oversized companions, in a choice of six wearable colourways. Find the right dog to match your wardrobe from our curated selection of breeds that are as stylish as they are loveable.







campaigns





Let's talk and make a difference to Women's Health





Uncomfortable for the opposition.

copy



# WARM ON YOUR BODY. EASY ON THE PLANET.

A lightweight and packable adventure essential, every ThermoBall Eco is made with 100% recycled insulation. The new collection has given the equivalent of 3.6 million plastic bottles new life this season.

**THERMOBALL ECO**  
MONITORING PRIMALOFF





1. PLANT ME


2. USE ME

3. ANY WAY YOU WANT ME



# BOREDROOM

Come to the table  
for conversations  
we won't get bored  
of having



**THIS IS HEALTH**


# TICK TOCK

TIME'S UP

**WOMEN'S HEALTH IN THE WORKPLACE. BENEFITS ALL. LET'S MAKE A CHANGE.**



# IT'S ALL GONE TITS UP


**new balance**  **WE ARE ENGLAND CRICKET**  
OFFICIAL KIT SUPPLIER



**Made for fans,  
not followers**



**CHESTERTONS POLO**  
IN THE PARK

*For London's Finest*



thank  
you

