



CLIENT  
ABSA

Emailers, Social media  
Product rollout  
Adverts

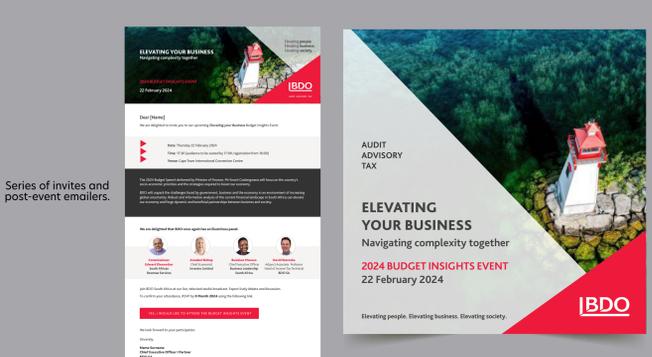
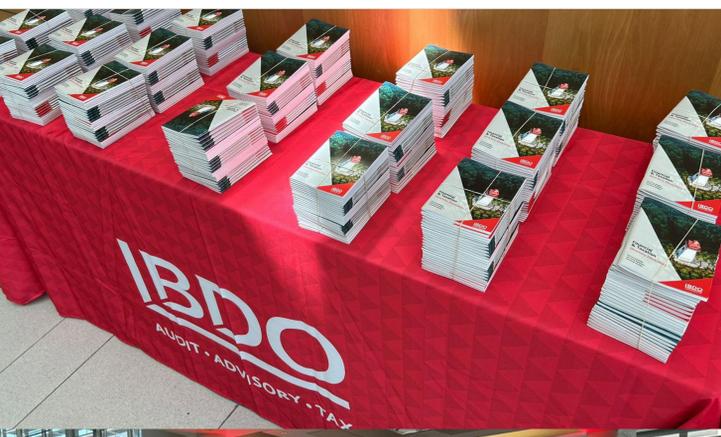
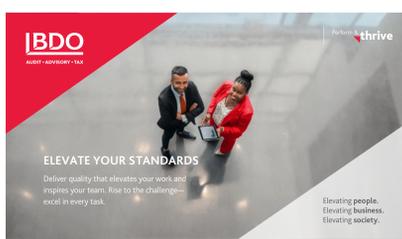
### Background

ABSA launched their Africanacity campaign on the heels of the newly updated ABSA logo and collateral revamp.

CATEGORY  
Visual identity  
Product rollout  
YEAR  
2024



## Lead & thrive



05 Travel IT - Emailer, eBanner, Screen

CATEGORY

Client  
BDO

Category  
Product launch, Logo

Year  
2023

BDO launched a new travel platform called *TravelIT*. This is to ensure an efficient travel experience for their staff.

The take here was to depict the digital aspect of this platform upon closer inspection of the pixels to reflect the seamlessness of the platform.



Digital banners



CATEGORY  
Product launch

YEAR  
2025

