



**Pete Gomori**  
Creative Director

# RPC Website / 2016

RPC, Law Firm of the Year 2014 & 2015, needed a new website that was commensurate with their expert standing and progressive, human and non-conformist brand position.

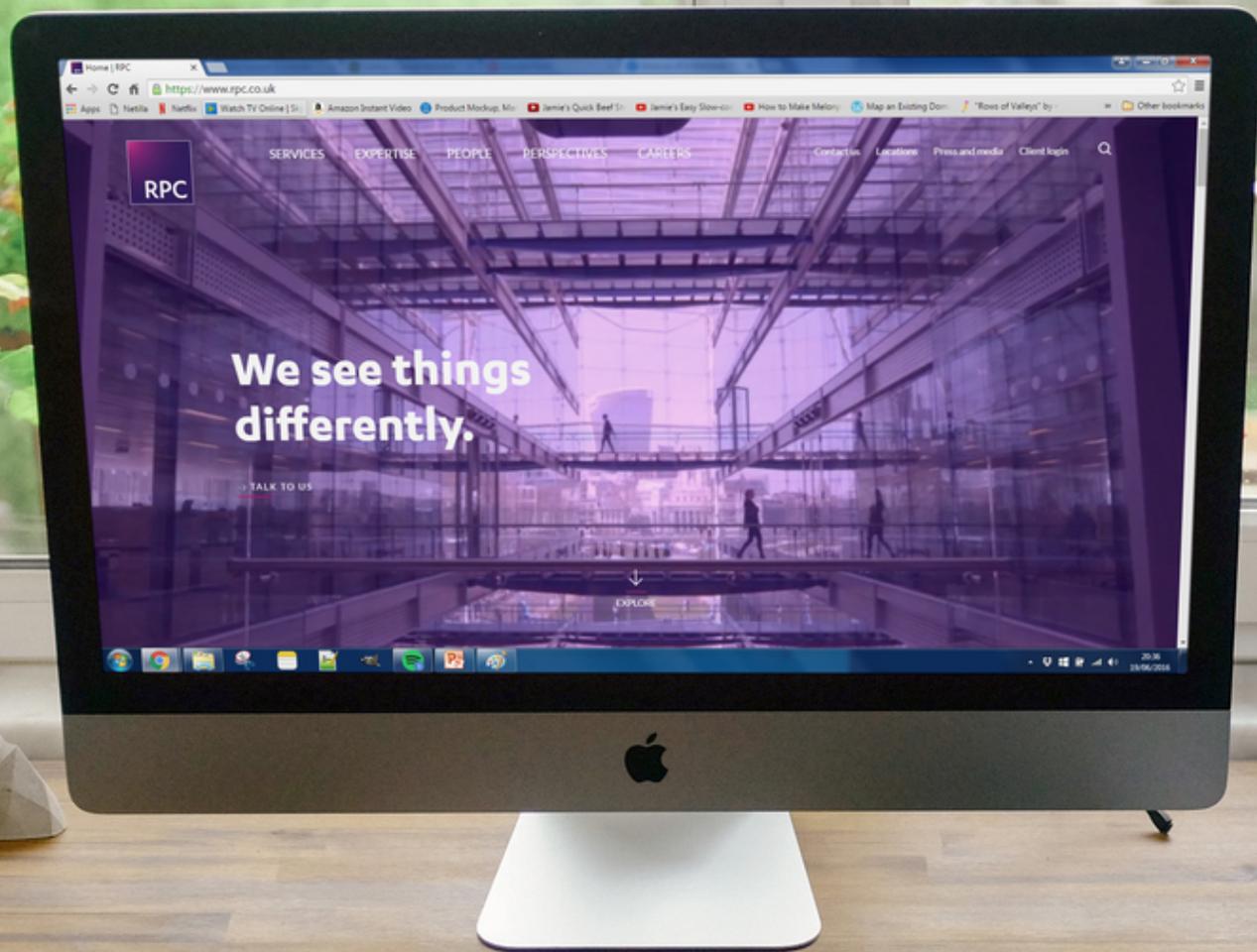
## The Pathfinder

We can present RPC as a company that uses all of its skill, knowledge and creativity to find those paths that the sheep don't find. You are the navigator, the Sherpa, helping your clients find their way to a better future. Don't follow the crowd. Navigate with intelligence and explore the alternatives. **There's more than one path in business.**

~

All of the design decisions for the site were based on this concept: a broken grid layout, a striking immersive homepage video, a variable homepage content display and language that spoke of exploration and different perspectives.

Creative concept – video storyboard – video and photo art direction – video guidelines – brand articulation – creative direction – copywriting



# First Mile Website / 2016

First Mile are revolutionising recycling and making it easier for businesses to save the planet. Their text-heavy and uninspiring website didn't reflect their innovative nature and personality.

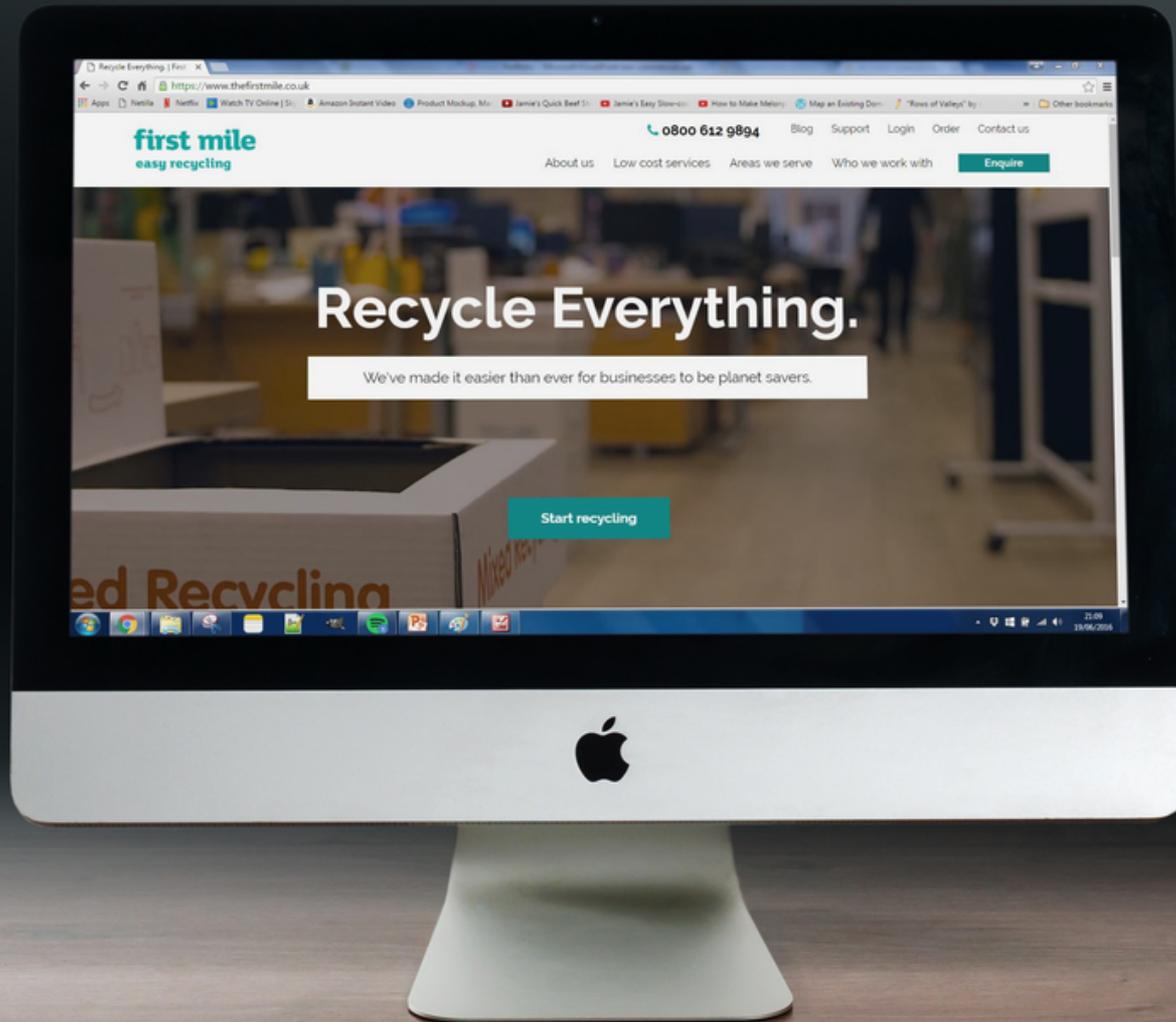
## Let's Do This

Waste makes us mad. And businesses make a lot of it. But we can make the world cleaner and greener, and you can be part of the solution. This is your call to adventure, your moment to make a difference. And it turns out, it's easy. At First Mile we have a mission to save the planet. All you have to do is let us collect your rubbish.

~

To inspire and energise potential customers, the site was designed to make the most of striking imagery and simple but compelling statements. A minimal design scheme and brutal simplicity of information made for a site that has transformed their user experience.

Creative concept – video concept – video and photo art direction –  
creative direction – copywriting



**first mile**  
easy recycling

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# Recycle Everything.

We've made it easier than ever for businesses to be planet savers.

Start recycling

Recycling



## MoneyFarm ATL Campaign / 2016

MoneyFarm have disrupted the investment market place with their new online investment service, which is designed to be impartial, tailored and accessible. They needed to launch in the UK with an above the line brand campaign.

### Expect More

Some people are comfortable with what they get from the status quo - with received wisdom - but others are always looking forward and striving for something better. We weren't satisfied with the options for investors, so we created a new system. **Your money hasn't been working hard enough for you.** But there is an alternative.

~

The spirit of 'expecting more' - both financially and from the service - was expressed in this launch campaign through famous quotes featuring short-sighted predictions and the powerful MoneyFarm blue.

Creative concept - creative direction - copywriting

**Television won't last  
because people will soon  
get tired of staring at a  
plywood box every night.**

Darryl Zanuck, 20th Century Fox, 1946.

Lorem ipsum dolor sit amet, at graeco placerat nam, sea no singulis adolescens. Eu mea quem aequo saperet, eu mea detraxit dissentiet, soluta verterem legendos mea no. Brute epicurei te sit, at veri legimus salutandi eam. Uou nibh wisi dictas ne, mea ne docendi recteque, qui quaeque senserit ea.

**The horse is here to stay  
but the automobile is only  
a novelty—a fad.**

4.58pm Friday, 1903, President of the Michigan Savings Bank.

*If only Mr President had had sounder advice he might have been able to take better advantage of the investment opportunity he had.*

*If only he'd had MoneyFarm on his side, a new enhanced investment advisory fund that has re-engineered every element of the investment process to increase certainty, clarity and reward.*

NO MORE IF ONLYS

**Remote shopping,  
while entirely feasible,  
will flop.**

Time Magazine, 1966

Lorem ipsum dolor sit amet, at graeco placerat nam, sea no singulis adolescens. Eu mea quem aequo saperet, eu mea detraxit dissentiet, soluta verterem legendos mea no. Brute epicurei te sit, at veri legimus salutandi eam. Uou nibh wisi dictas ne, mea ne docendi recteque, qui quaeque senserit ea.

**"The horse is here to stay but the automobile is only a novelty—a fad."**

President of the Michigan Savings Bank, 1903

Do you put up with the status quo or are you looking for a better way to invest?  
Join MoneyFarm to get an investment (SA managed free of charge. Visit [moneyfarm.com](http://moneyfarm.com) and enter code FREEISATUBE.

moneyfarm  
Expect more

**Short platforms**  
Some doors in this car do not open at certain stations

Please listen for announcements or check information displays

## Foundation for Future London Website / 2015

The Foundation for Future London are the charity fundraising for the transformative Olympicopolis project in East London. This high profile organisation needed a web presence to reflect the new brand and mission.

### Let's Create

How do you define quality of life? Does it come from wealth? Is it wifi on the underground and a grande frappucino for every citizen? Or is there something else? London can be a busy, demanding place to live. But in amongst all the hectic buzz, there's a magic that makes it the most amazing city in the world. Let's distil that magic and redfine city life around it. Let's take the best of creativity, inventiveness, culture and energise a community around it. **Let's create future city living – together.**

~

A contemporary and bright design was brought to life by a narrative style homepage that explained the story of the organisation. The design was intended to look optimistic, energetic and trustworthy.

Creative concept – Creative direction



FOUNDATION FOR  
**FUTURELONDON**  
The Olympians' charity

HOME STORIES CONTACT DONATE

Our journey to FutureLondon  
has started, and everyone's invited

## The Murder Bag Digital Campaign / 2014

Published by Penguin Random House, The Murder Bag was the first book in a series by best-selling author Tony Parsons. A tense crime thriller, it follows the story of D.C. Wolfe in gritty present day London.

### Wolfe Hunt

Walk in the shoes of D.C. Wolfe. Explore the locations from his story, follow the clues, discover secrets and step into his adventure.

In environments inspired by the explorable interior locations on Google Maps Street View, users were able to look around the hero's world and engage in a treasure-hunt style experience. The concept was brought to life with 360 degree photography and Easter egg Spotify playlists for each location.

Creative concept



## Metro Video Campaign / 2014

Metro, a daily international newspaper published in 24 countries, commission a report about their readership every year. They wanted to draw attention to it and make it newsworthy in itself.

### Welcome to the Metropolis

The Metropolitans are a diverse, progressive and fascinating demographic. Bring their feelings to life through the visual metaphor of the Metropolis: an animated city made of flat paper-style characters and buildings. Allow users to travel the streets, visit different people, see statistics brought to life through stories and visuals rather than just facts and figures. Turn your numbers into narrative and make something worth watching for your audience.

~

Metro were able to commission four videos that used the quirky flat animation style and brought to life statistics through a light-hearted script.

Creative concept – Scriptwriting



## Arts Council England Website / 2016

The Arts Council had a new vision for their organisation, characterised by their 'holistic case for the arts', a campaign focussed on all the benefits of culture to society and the economy. Their website needed to reflect this and be visually updated.

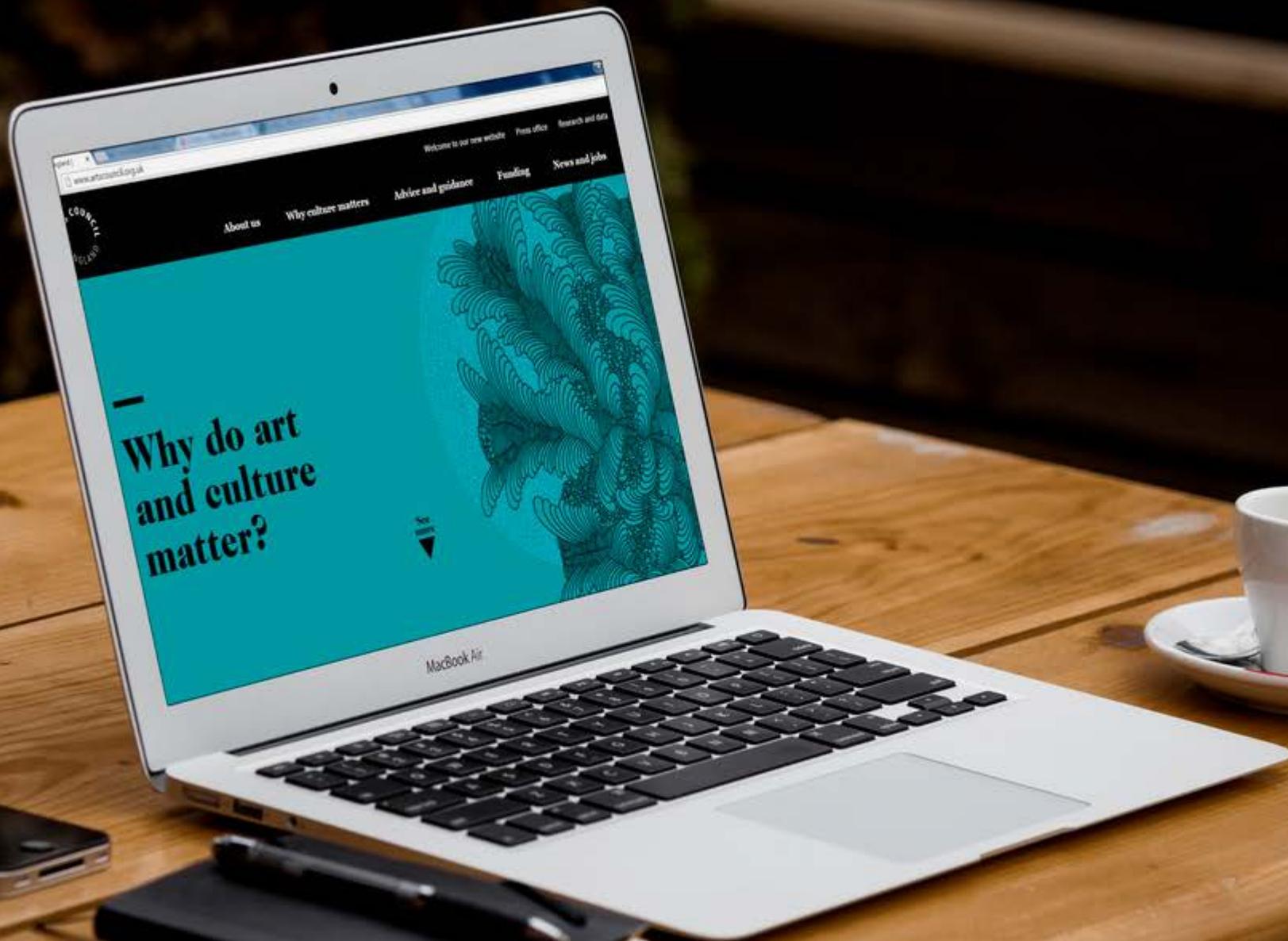
### The Catalyst Manifesto

Instead of trying to do everything on the homepage, just do one thing brilliantly and with impact. Tell the story of what Arts Council England do, how and why, in a striking, vibrant and compelling narrative. Make sure you win the battle for their hearts before their minds. Use the homepage as a kind of manifesto – a bold, creative, passionate statement about your role as a cultural catalyst.

~

We worked with the Arts Council's brand agency to create a design that makes them seem less corporate, more creative and proud of the work they do.

Creative concept – creative direction



www.artscouncil.org.uk

Welcome to our new website Press office Search and data



About us Why culture matters Advice and guidance Funding News and jobs

# Why do art and culture matter?



MacBook Air



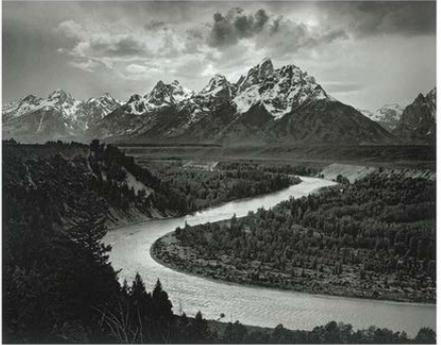
## Tate and museum posters

I worked on campaigns for major exhibitions at Tate as Marketing Manager and the National Maritime Museum as Head of Marketing, always pushing our designers and agencies to produce striking creative work. I was also responsible for all copy, for example naming exhibitions or creating campaign lines like #spaceisawesome

NATIONAL MARITIME MUSEUM

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ROYAL MUSEUMS GREENWICH

# GABRIEL OROZCO



19 January – 23 April 2011

[www.tate.org.uk](http://www.tate.org.uk)  
● Southwark

TATE MODERN

NATIONAL MARITIME MUSEUM

# Visions of the UNIVERSE

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#spaceisawesome

ROYAL MUSEUMS GREENWICH

## Creative Workshops

I run creative workshops for clients, where we look into the “why” of what they do, not the “what”, and codify or redefine their brand position. This then can lead into creative ideation work around anything from logo design to illustration or campaign concepts.



## Side projects

In my spare time, I let my brain loose on slightly odd side projects.

Flash Fiction

[petegomoriwriting.tumblr.com](http://petegomoriwriting.tumblr.com)

Longer Stories

[tablo.io/pete-gomori](http://tablo.io/pete-gomori)

Adcast: Adverts for things that don't exist and probably shouldn't

[www.soundcloud.com/butnoneofthismakesanysense](http://www.soundcloud.com/butnoneofthismakesanysense)

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