



PORTFOLIO PREVIEW

www.lloydbcreative.com



Lloyd Bandonillo

Creative Leader & Brand Strategist

INTRODUCTION

I am an award-winning Creative Director and Brand Strategist with an established track record of creating, launching, extending, and growing global brands. I have strategically handled global brand portfolios throughout my leadership career, valued over **\$2B**. I have managed and supported diverse creative projects on behalf of Fortune 500 multinational entities. I have worked on such noteworthy brands as **World of Dance, Power Rangers, Disney, Paul Frank, Paramount, Warner Brothers, Saban Brands, Keebler and Hot Wheels**. I have an in-depth portfolio that highlights a diverse range of work: Style guides, print & direct marketing collateral, web/digital design, video content development, package design, p.o.p design, and brand development. I have a strong understanding of how digital, print, and social platforms are used in marketing and retail environments.

I'm a consumer-centric, imaginative, and conceptual thinker with a love of storytelling who pushes creative boundaries without sacrificing the business metrics and goals. I thrive in a fast-paced, entrepreneurial environment where my work directly impacts the creation of the brand and its performance. A real-time responder is in my **DNA**.

SKILLS



STRATEGY

Positioning
Messaging
Brand Architecture
Research / Consumer Insights



DESIGN

Visual Identity
Package design
Logos
Digital



ACTIVATIONS

Omni-Channel Campaigns
Photography + Video
Digital Experiences
Live Event Production

BRAND EXPERIENCE

I'VE DONE IT FOR THEM, I CAN DO IT FOR YOU.

I brings the same creative innovation whether you are a Fortune 500 level enterprise looking to innovate, or a scrappy, funded-startup looking to take the world by storm. One common thread always persists – I care deeply about the highest quality work, serious results, timely delivery and an ethical, transparent operating model with a splash of fun on the side.

CREATIVE METHODOLOGY

My creative methodology is holistic yet agile to respond to the ever-changing market.

PHASE 1 | Analysis, Discovery and Goal Setting

PHASE 2 | Planning, Creative Strategy Development and Ideation

PHASE 3 | Art Direction, Design Development and Production

PHASE 4 | Deployment, Monitoring and Optimization





CASE STUDIES & SAMPLES



CHALLENGE

Develop a segment line look for Razor's "Designer series" line that seeds the overall updated package initiative

STRATEGY

Remain relevant and top of mind by aligning with relevant brands in pop-culture that also align with Razor core values of:

Fun

Freedom

Innovation

RESULTS

RETAIL:

- Limited Edition TARGET exclusive **80%** sold out based on retail demands.

SOCIAL:

- Secured a total of **15** pieces of coverage in top-tier national outlets, including unique and syndicated coverage
- Total Impressions: **427,249,463**
- **Winner | Graphic Design USA Package design**

ROBBIE MADDISON | FLIPPIN OUT CAMPAIGN



Facebook

- Impressions: 3.6M
- Link Clicks: 350.3K
- Reactions: 2.1K
- Video Views: 1.2M

YouTube

- Video Views: 1.9M
- Comments: 372
- Likes: 9K

Instagram

- Impressions: 9.5M
- Link Clicks: 76.8K
- Reactions: 90K
- Video Views: 2.6M



RAZOR SONIC GLOW CAMPAIGN | E-COMMERCE, SOCIAL & VIDEO

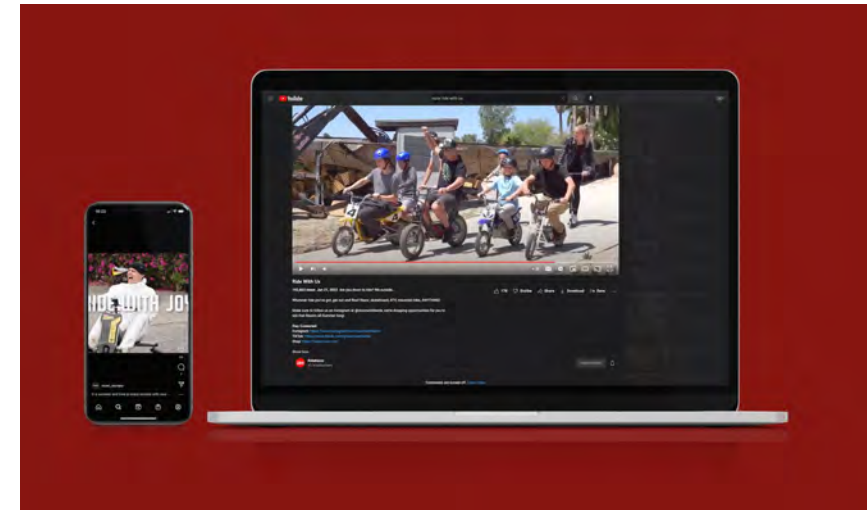
A composite image showing a desktop monitor, a tablet, and a smartphone displaying the Sonic Glow product page and social media content. The desktop monitor shows the product page for the "Sonic Glow Electric Scooter" with a price of \$249.99 and a "BUY IT NOW" button. The tablet shows a social media post for "SONIC GLOW" with a video player. The smartphone shows a social media post for "SONIC GLOW" with a video player. The background is a gradient of purple and blue.

Sonic Glow Electric Scooter
\$249.99
BUY IT NOW

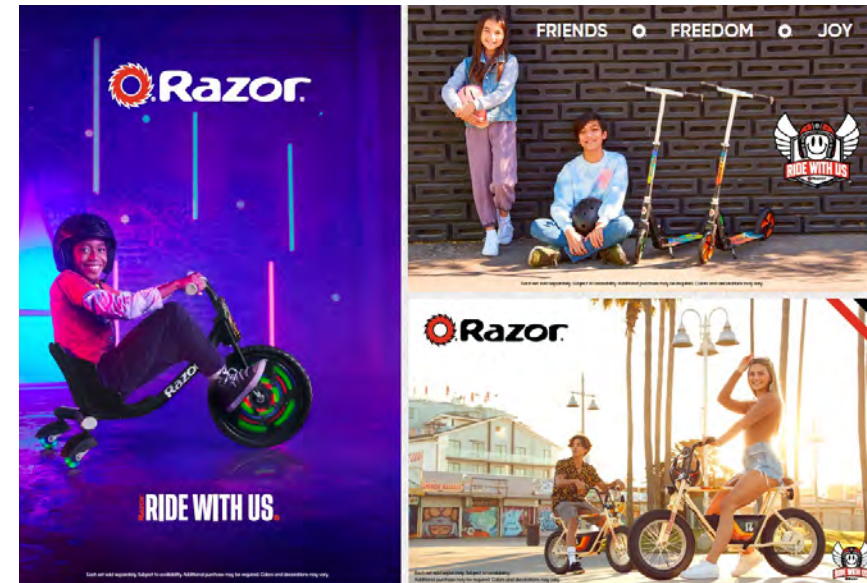
ROLLING MUSIC SHOW
SONIC GLOW
A ROLLING MUSIC MACHINE

CLICK HERE TO WATCH!

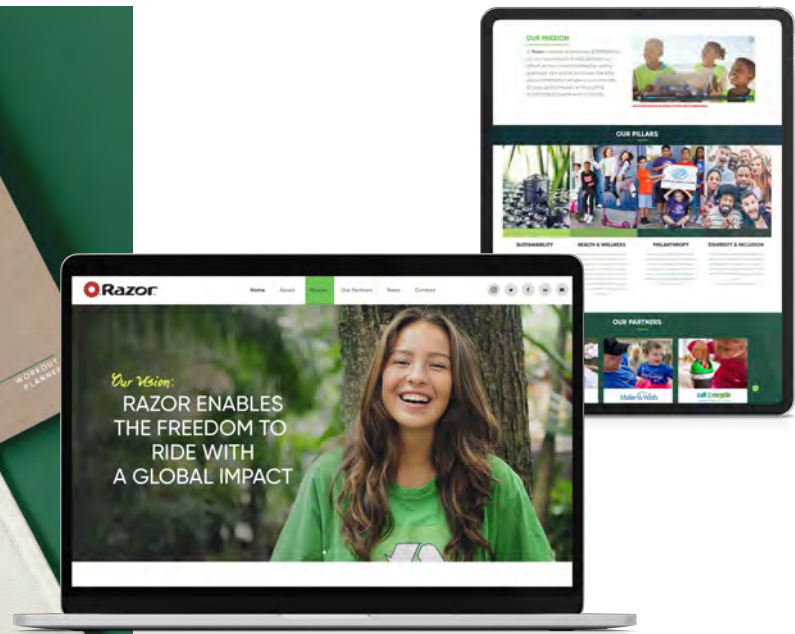
RAZOR RIDE WITH US CAMPAIGN STYLE GUIDE | E-COMMERCE, SOCIAL & VIDEO



[CLICK HERE TO WATCH!](#)



RAZOR CSR BRAND DEVELOPMENT



RAZOR ISTA PACKAGE STYLE GUIDE

USAGE

LOGO & ICON MISUSE

- DO NOT rotate the logo & icon.
- DO NOT distort or warp the logo in any way.
- DO NOT change the logo's colors.
- DO NOT scale icon when attached to logo.
- DO NOT move the position of the logo & icon.
- DO NOT display the logo as an outline.
- DO NOT display the logo with limited legibility.
- DO NOT add special effects to the logo.
- DO NOT lighten the logo.

BOX BLACK:
#0000
#2A2A2A

RAZOR USA

LOGO RATIO

Razor logo & icon width can vary based on the height of the package.
Bleed around the logo varies from 0.5" to 1"

5" SMALL (0.5" margin)
7" MEDIUM (0.5" margin)
11" LARGE (1" margin)

RAZOR USA

CUSTOMIZED

A variety of ISTA packaging can also be designed around the product segments. This is an opportunity to create specialized packaging for delivery and store programs. Thank and say hello to our product designers and creative team.

RAZOR USA

ISTA Package Guidelines

LAST UPDATE: 12/2022

INTERNAL USE ONLY | DO NOT DISTRIBUTE

MAINLINE MEDIUM & LARGE ISTA PACKAGE LAYOUT

1. RAZOR LOGO
2. TRADE DRESS
3. SEGMENT LOGO (OPTIONAL)
4. PRODUCT NAME
5. PRODUCT IMAGE ILLUSTRATION
6. AGE GRADE & ICONS
7. LEGAL CALLOUTS & WEBSITE ADDRESS
8. LEGAL PANEL
9. SHIPPING ICONS
10. SIDE PANEL ARTWORK
 - OPTION 1 - PRODUCT IMAGE
 - OPTION 2 - RAZOR PATTERN
11. TOP PANEL
 - OPTION 1 - PRODUCT IMAGE
 - OPTION 2 - RAZOR PATTERN
12. BOTTOM PANEL
 - PRODUCT LOGO

TRADE DRESS RATIO - 16% of the height of the box

40% OF WIDTH OF BOX

NOTE: Additional legal copy as required per requirements

RAZOR USA

ADULT MEDIUM & LARGE ISTA PACKAGE LAYOUT

1. RAZOR LOGO
2. BORDER & BACKGROUND
 - BORDER: 0.5" FROM THE EDGE OF THE DIE LINES
3. SIDE PANEL ARTWORK
 - OPTION 1 - PRODUCT IMAGE
 - OPTION 2 - RAZOR PATTERN
4. PRODUCT NAME & DESCRIPTOR
5. PRODUCT IMAGE (ILLUSTRATIONS)
6. AGE GRADE & ICONS
7. WEBSITE ADDRESS
8. SHIPPING ICONS
9. LEGAL PANEL
 - *NOTE - some items require separate label art
10. TOP PANEL
 - OPTION 1 - PRODUCT IMAGE
 - OPTION 2 - RAZOR PATTERN
11. BOTTOM PANEL
 - RAZOR LOGO
 - PRODUCT LOGO OPTIONAL

40% OF WIDTH OF BOX

RAZOR USA

LIFESTYLE PHOTOGRAPHY | CREATIVE DIRECTION





POWER RANGERS

CHALLENGE:

The Power Rangers franchise is 25 years old and needs to meet multi-generational fans and consumers.

STRATEGY:

Establish new Power Ranger brand strategies to invigorate and expand new retail licensor opportunities.

RESULTS:

- Developed new franchise logo to be used across all consumer touchpoints: entertainment, social and consumer products goods.
- Developed distinct segmented consumer products style guides to provide differentiated visual languages for licensee partners
- Grew and maintained licensed partner growth of **125%**
- Supported the growth of the **\$900M** franchise.



BRAND & ENTERTAINMENT

Refreshed franchise Power Rangers brand identity and logo system



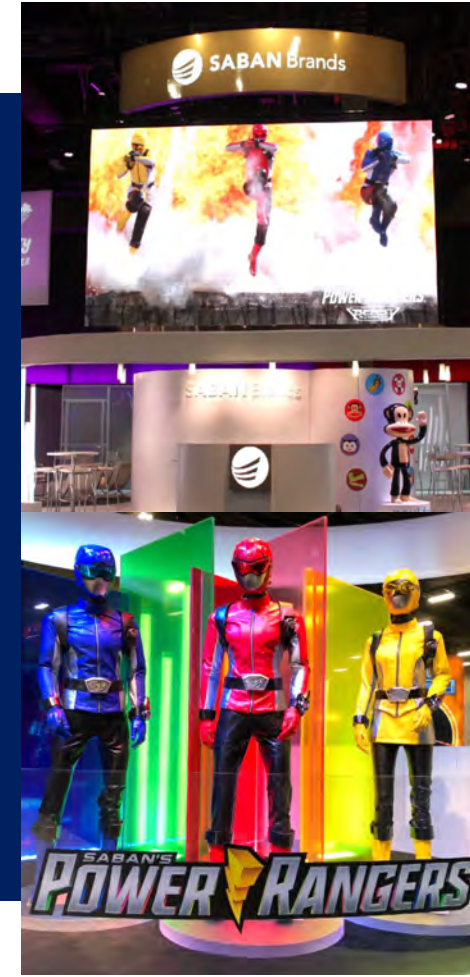
CONSUMER PRODUCTS

New consumer products style guides to support multi-generational fans and licensees



RETAIL

New package designs that incorporates sub brand system for retailers and licensees



EXPERIENTIAL

Tradeshaw to showcase new brand strategies and align with brand partners

POWER RANGERS | NEW BRAND IDENTITY

FRANCHISE LOGO DEVELOPMENT
26TH SEASON TV SERIES LOGO - BEAST MORPHERS

OBJECTIVE: AS THE PROPERTY MOVES INTO IT'S 26TH YEAR, THE FRANCHISE SEEKED TO REFRESH THE POWER RANGERS IDENTITY WITH A NEW BRAND & SEGMENT LOGOS.

KEY ROLE:

- DRIVE CREATIVE DIRECTION WITH INTERNAL CREATIVE TEAM, SOUND ENGINEERS AND VENDORS
- EXECUTIVE PRESENTATIONS
- BUILD KEY RELATIONSHIPS WITH HASBRO



OLD FRANCHISE LOGO



FRANCHISE LOGO SIZZLE DEBUT | NEW YORK TOY FAIR



POWER RANGERS PRESCHOOL | CONSUMER PRODUCT STYLEGUIDES



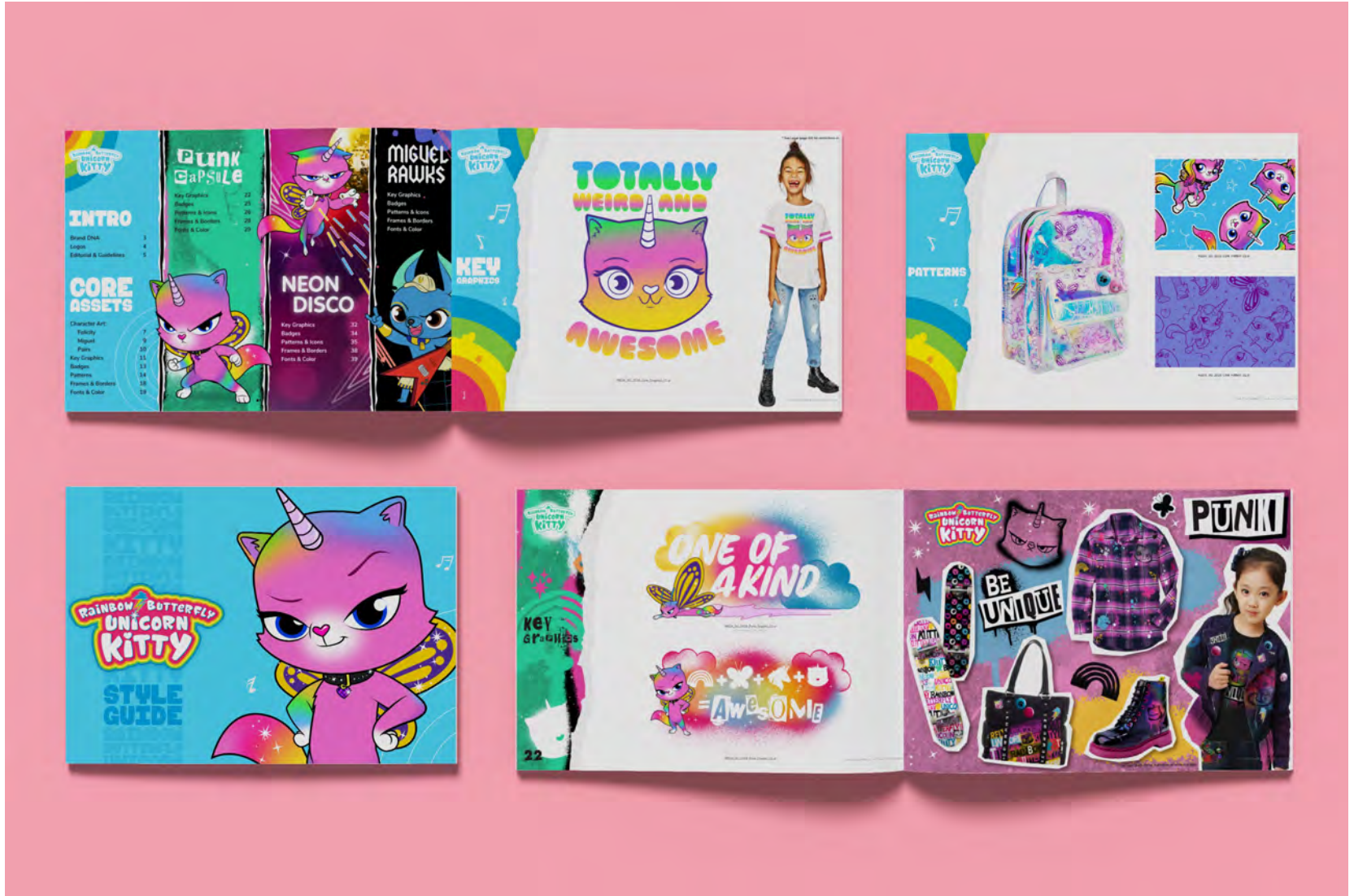
POWER RANGERS | CONSUMER PRODUCT STYLEGUIDES | EVERGREEN



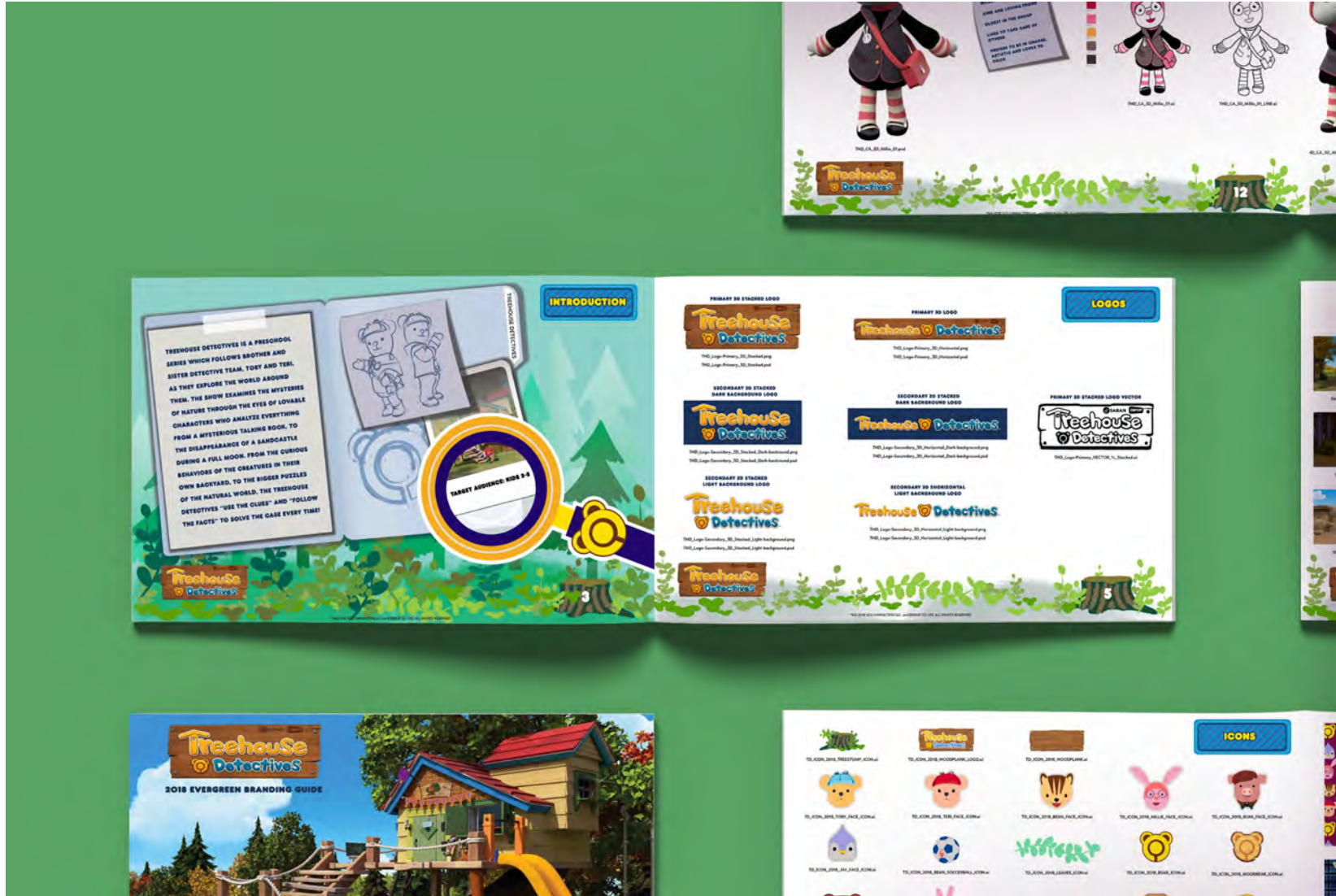
CHARACTER STYLE DEVELOPMENT



RBUK | CONSUMER PRODUCT & PACKAGING STYLEGUIDES



TREEHOUSE DETECTIVE | CONSUMER PRODUCT STYLEGUIDE



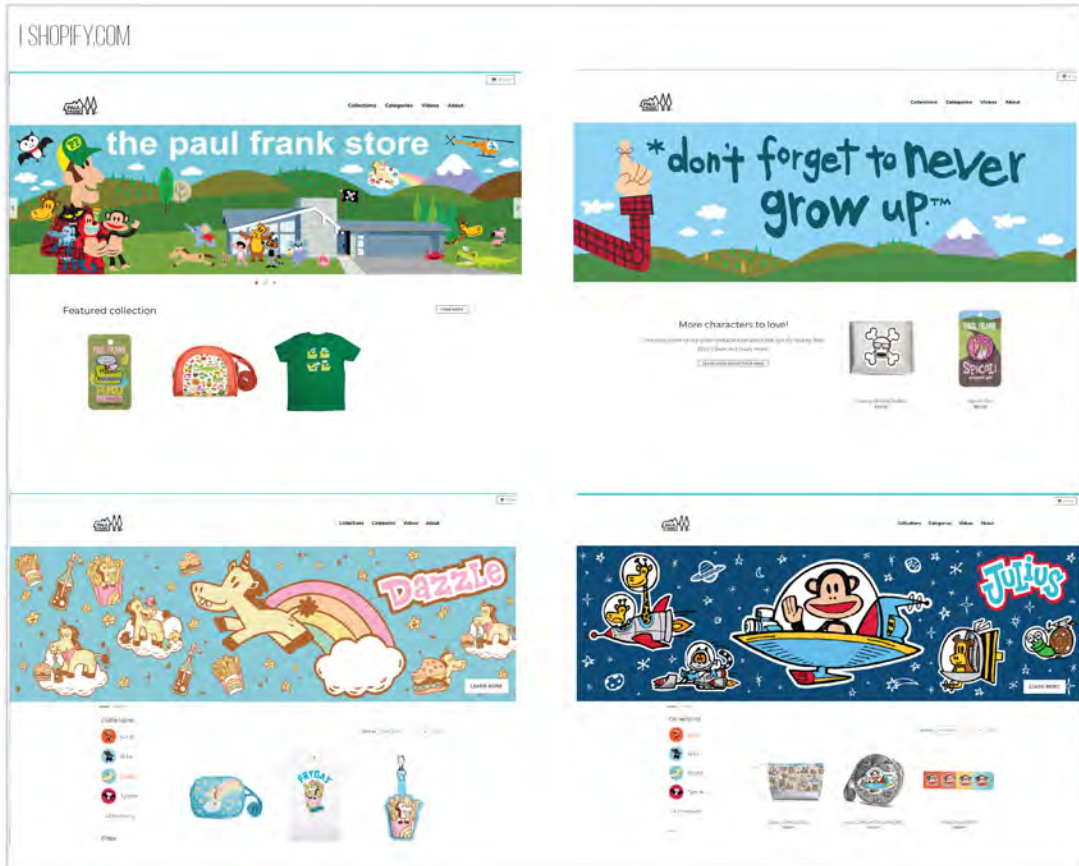
KEY ART

PAUL FRANK RETAIL PROGRAMS

OBJECTIVE: MANAGE TEAM TO HELP DEVELOP 2018 RETAIL PROGRAM AND MARKETING INITIATIVES

KEY ROLE

- MANAGE CREATIVE DIRECTION WITH INTERNAL TEAM AND VENDORS
- PARTNER WITH PAUL FRANK & RETAIL TEAM FOR CREATIVE STRATEGY PROGRAM



ADDITIONAL CPG DESIGN EXPERIENCE



OUTDOOR AND POINT OF SALE



CONSUMER PRODUCT STYLEGUIDES



ADDITIONAL DESIGN EXPERIENCE



GDUSA
GRAPHIC DESIGN USA
2016 American Package Design Awards Winner



ADDITIONAL DESIGN EXPERIENCE



DIGITAL AND TRADITIONAL ILLUSTRATIONS



WORLD OF DANCE[®]

WORLD OF DANCE FITNESS

CHALLENGE

World of Dance was looking for help to further leverage their brand to revenue with a non-existent budget. Reviewed, audited, identified and develop plan of action.

STRATEGY

- Audited, evaluated and developed price strategy, inventory and plan for new business and sponsorship opportunities.
- Developed Brand ID and GTM Strategy for new business unit, World of Dance U-Jam.

RESULTS

- Developed Brand ID and Go To Market Strategy and produced campaign for World of Dance's new fitness venture, World of Dance U-Jam.
- In under 2 years, secured **\$3 Million** in revenue from licensing, sponsorship and strategic partnerships.
 - \$250,000 in new sponsorship Year 1.
 - Pitched and secured 3-Year **\$5 Million** Multi-Year, Global Merchandise Licensing Deal and Strategic Partnership.
 - Developed and secured strategic partnership with the NBA's Dallas Mavericks to produce 30 in-game experiences and community events per season.
 - Warner Brother Records: "Love Someone" by Lukas Graham from 'The Purple Album' Launch.





WORLD OF DANCE
U-Jam
FITNESS
MONTHLY INSTRUCTOR CAMPAIGNS

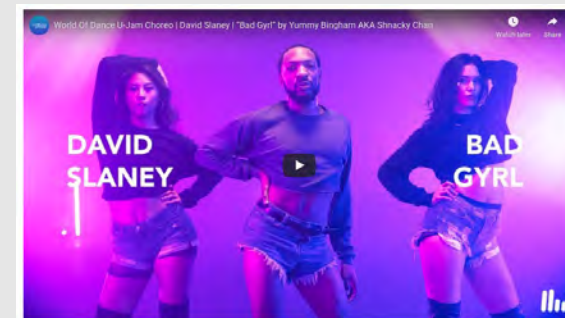
TARGET:
Drive awareness to instructors and students to the new content - lessons, videos, instructor only media and classes

KEY ROLE:
Drove all creative vision and strategy. Photoshoot direction, art direction and design.

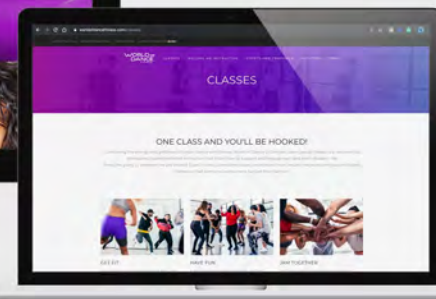
[CLICK TO SEE VIDEO](#)



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LET'S CONNECT

Please visit my website to see more:

www.lloydbcreative.com

The role of a Creative Leader is not to have all the right solutions. The Creative Leader's responsibility is to build a culture where ideas can be heard and valued. It's not about a single voice; instead, it's the sum of the whole, which creates the solution.

A photograph of three men in conversation. The man in the center is wearing a white jacket with a logo and a signature on the sleeve. The background is dark with blue and pink lighting.

Thank You

FOR YOUR ATTENTION

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