



Filmmaker +
Graphic Designer

Kasper Kane | Portfolio

Filmmaker and Graphic Designer

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Clients





Red Rock Deli

WORK:	RED ROCK DELI SOCIAL
AGENCY:	SOAP
DATE:	13/04/2017

Red Rock Deli was an exciting and challenging brand to work with as the bar for quality was set very high and we were always trying to push the bar even higher. However, it was through this, that some of my proudest and most creative work was produced.



Smiths

WORK: SOCIAL MEDIA CONTENT
AGENCY: SOAP
DATE: 4/02/2016

I have worked on multiple social accounts over the years and having the opportunity to work with Smith, an Australian classic was definitely a highlight. The brand's main objectives was to incite nostalgia through it social content and remind their audience of the brand's original flavours.

Smith has a long standing history and is a traditional chip brand, however they have embraced new trends and are quick to follow.





Sunbites

WORK:	SOCIAL CONTENT
AGENCY:	SOAP
DATE:	08/12/2016

Sunbites have a wide range of products that vary from one another. The main audience for Sunbites were the MGBs (main grocery buyers), so targeting had to be broad. The product range included snacks for children and adults, so a lot of the creative had

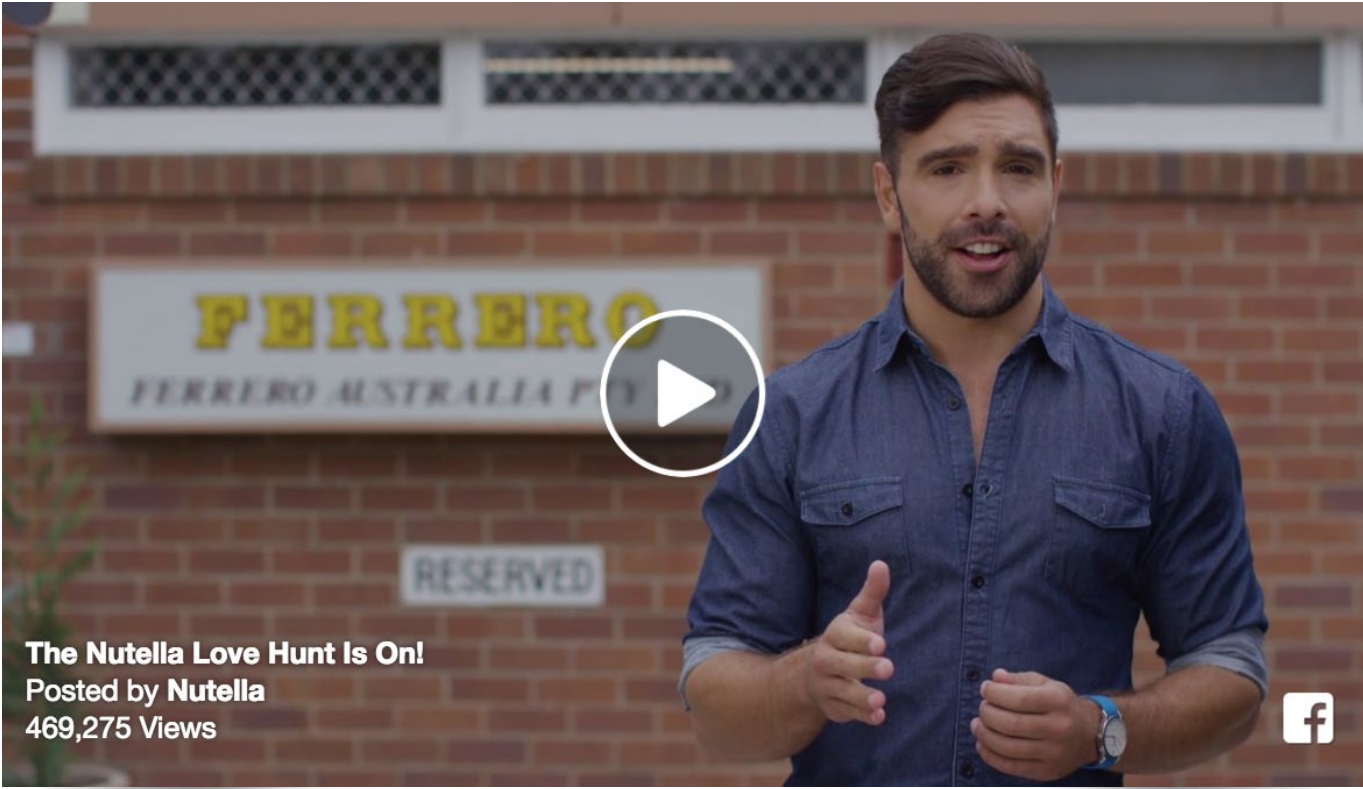
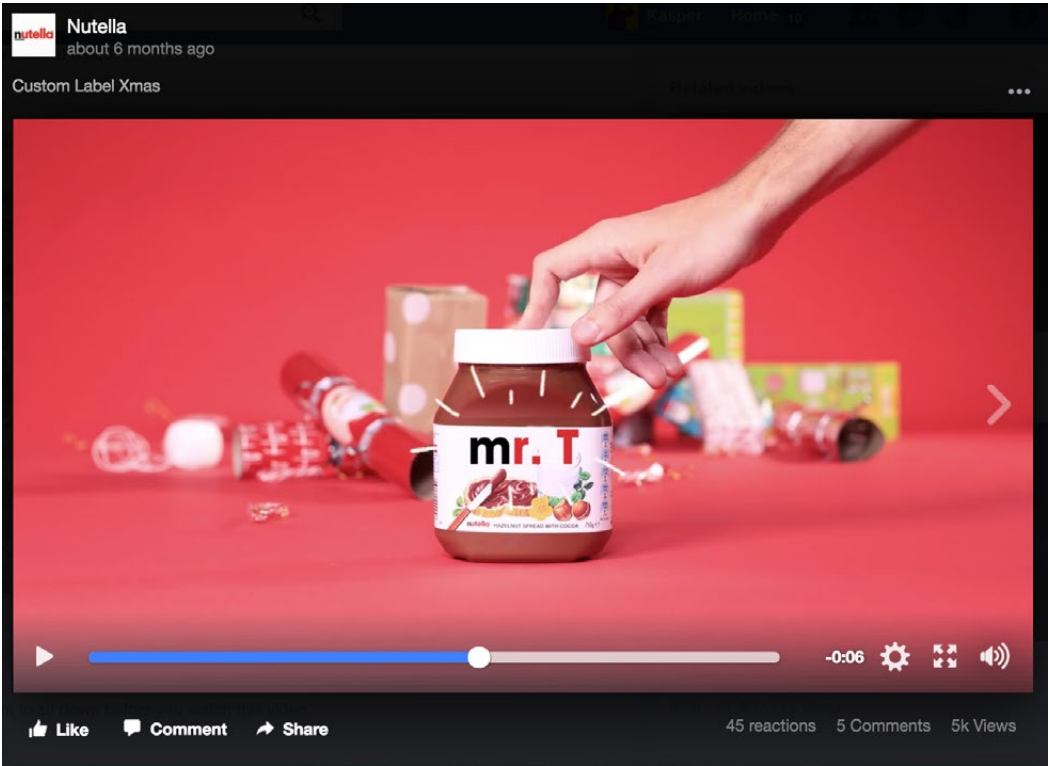
to appeal to both these distinct groups. The creative strategy was focused around quirky and comedic characters to position the brand in a 'not-so-serious' demeanor.



Nutella

WORK:	PETBARN DIGITAL
AGENCY:	SOAP
DATE:	09/03/2017

My two main projects with Nutella was the Nutella Love Hunt and the stop motion animations for Christmas. The Love Hunt was a series of three videos providing clues to viewers to find and win prizes. The stop motion animations were focused around customisable gifts during the Christmas holiday season.



Xbox

WORK: KIDS PITCH + FANFEST

AGENCY: SOAP

DATE: 15/11/2016

In terms of budget, Xbox was one of my biggest client. The brand focused on larger social campaigns and aimed to target users throughout the steps of the purchasing process.

The Fanfest activation was a 5-day event to promote the release of four new games, and my role was to oversee the event from start to finish, working with the videographers to ensure we captured the footage need and a wrap up video was released to celebrate the launch with Xbox fans who were unable to attend the event.

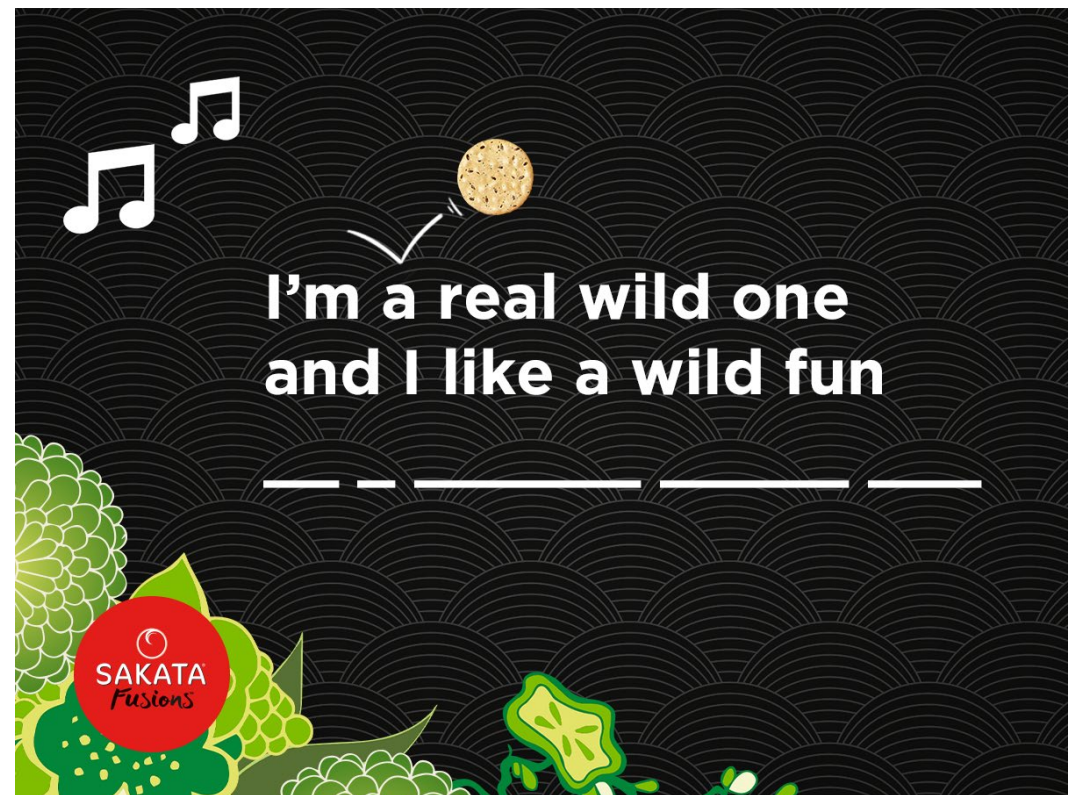




Sakata

WORK: VIDEO AND SOCIAL CONTENT
 AGENCY: SOAP
 DATE: 22/10/2016

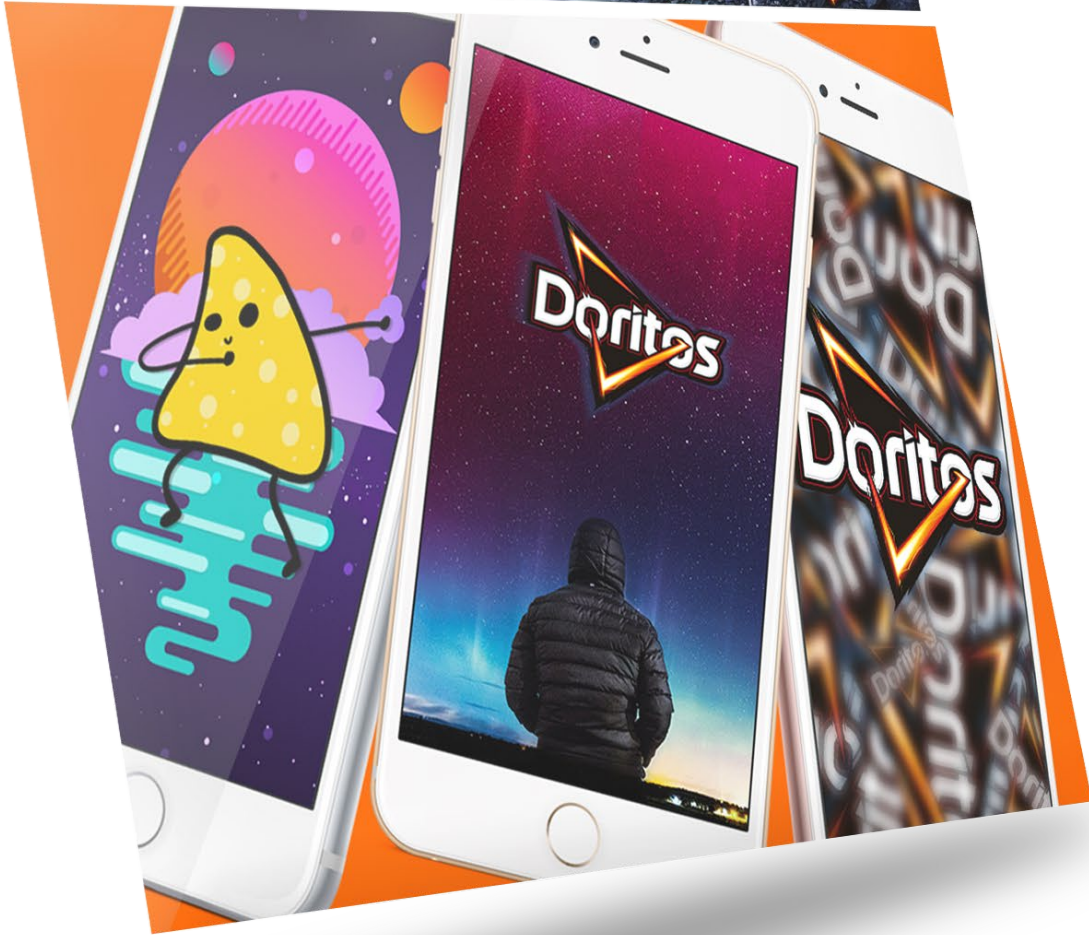
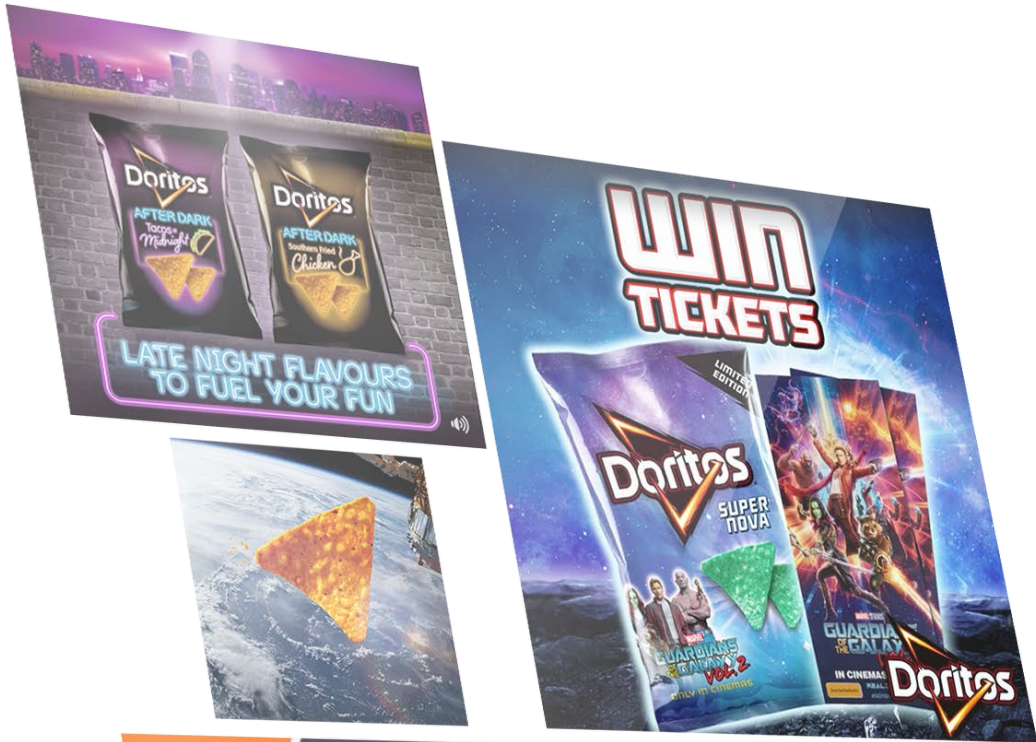
Sakata's Fusion range was the principal focus for its social campaigns. We focused on creating ideas that would bring to life Sakata's unexpected flavours. One of my favourite projects while working with Sakata was the Street Karaoke. It involved getting two strangers to karaoke together.



Doritos

WORK: SOCIAL VIDEO CONTENT
AGENCY: SOAP
DATE: 10/05/2017

Doritos used its social channel as the primary medium to communicate new product launches. The brand was for the bold, and neither its flavours nor its creative was any less. During my time, I worked to launch Doritos and Guardian of the Galaxy partnership as well as their day to day social content.



Optus Facebook

WORK: FACEBOOK CONTENT

AGENCY: EDGE

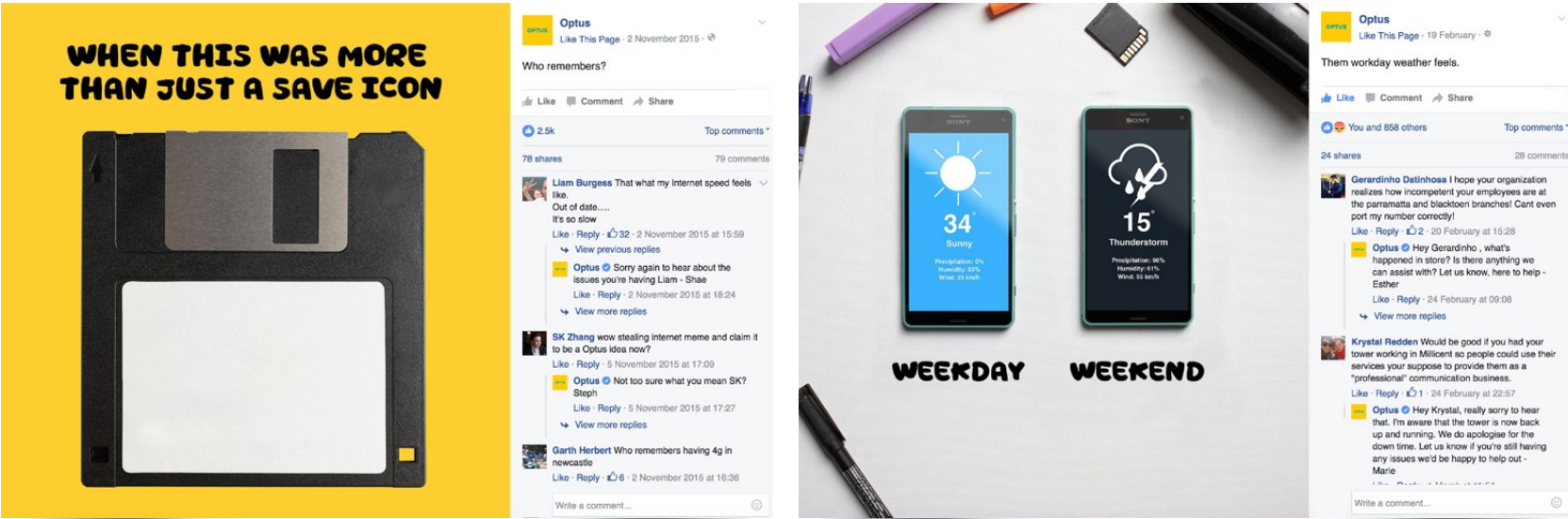
DATE: 4/1/2016

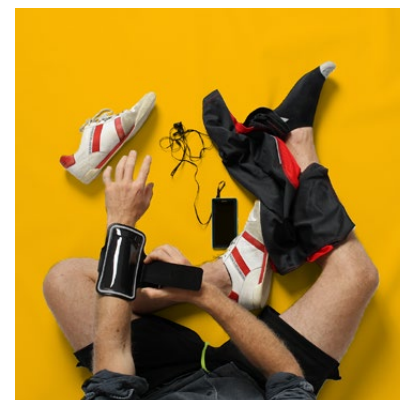
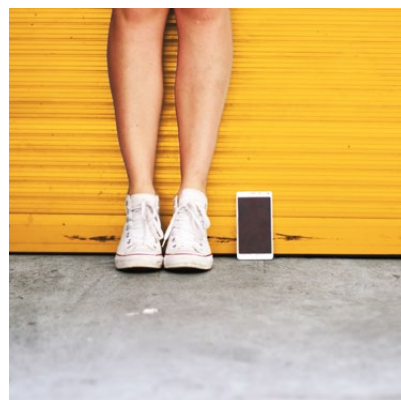
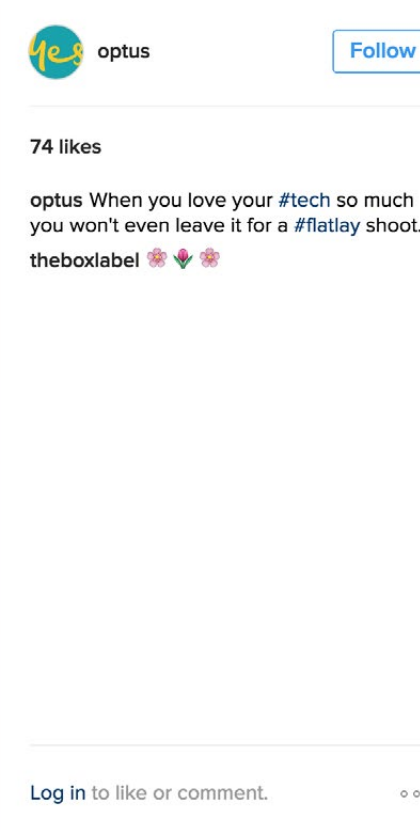
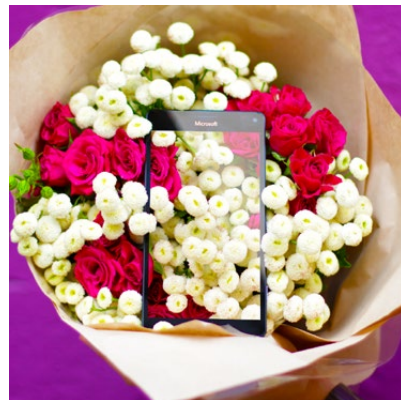
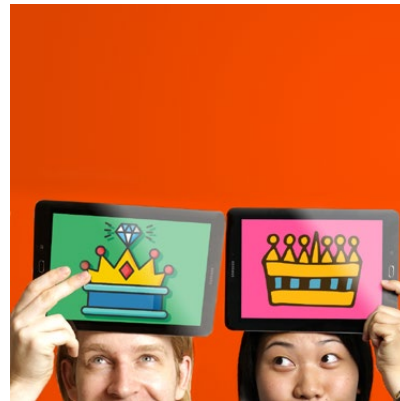
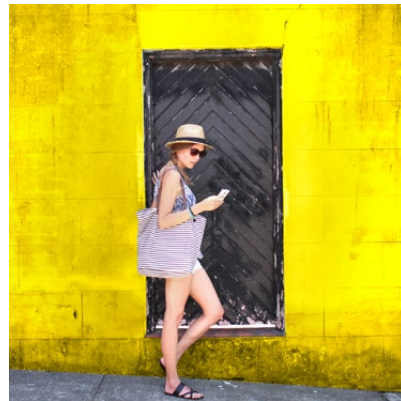
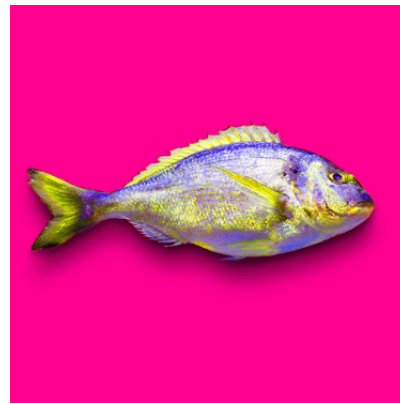
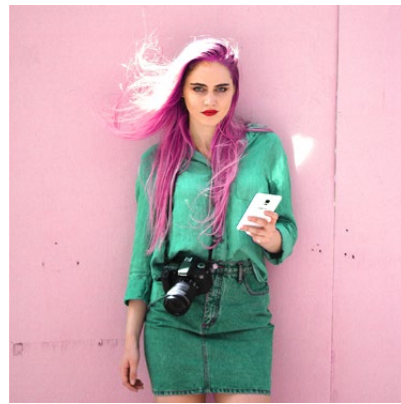
Optus had briefed me with the task to create engaging content yet revolve every creative post around technology and mobile devices, to drive their sales. I created modern-day ‘Meme’ style posts tied with ‘First world problems’ and nostalgia as they seem to perform the best. It was beneficial

to watch feedback instantly flow in once the posts go live, reading the unfiltered, unbiased and sometimes uncensored opinions that fans of the page shared as they provided valuable insights into the minds of Optus customers.



Best performing creative static post





Optus Instagram

WORK: INSTAGRAM CONTENT
 AGENCY: EDGE
 DATE: 27/10/2015

Working on Optus' Instagram account gave me a breath of fresh air, creatively speaking. I had the resources and means of a typical big client and the creative youth of Instagram to drive their content from corporate sponsored posts about products to fresh "Instagram worthy" little pieces of art and design.

Analytics showed the best performing posts. It was proven that colourful and bright content receives the most engagement, thus most of my work for Optus catered for this.



Petbarn

WORK:	PETBARN DIGITAL
AGENCY:	EDGE
DATE:	09/02/2016

Petbarn had a variety of briefs. I created infographics, social posts across all channels, videos and motion graphics. The content I created for Petbarn reached millions of users and received hundreds of thousands of Likes, Comments and Shares. I am proud to have this work in my portfolio, as a client they provided diverse range of challenges and opportunities, including working with animals and children.



Petbarn FBH

WORK:	'FOR BETTER HUMANS' SERIES
AGENCY:	EDGE
DATE:	10/10/2015

For Better Humans is an incredible series I created for Petbarn. It was based on the company's motto that pets create better humans.

Over a period of 4 months I interviewed, filmed and photographed pet owners at various parks across Sydney, with a range of incredibly heartfelt and inspiring stories coming from these experiences.



PETBARN

petbarn

Follow

128 likes1w

petbarn "People walk past and say, 'What a cute dog!' and I ask them, 'Are you talking about me, or Eve?' It always makes them laugh. I'm Eve's third owner. Her first was a young chap who went overseas and couldn't keep her. Then another lady in Enmore had her, but Eve didn't get on with her other dog. They were going to put Eve up on the internet to find an owner, but then I decided to take her with me. I've never bought a dog – they've always found me. It's so good having Eve around. I lost my wife, June, last year, so I'm on my own now. Eve sleeps on the bed with me, and she watches every move I make. I've only got to be missing for a little while and she's after me!" John with 10-year-old Eve #ForBetterHumans #dogsofInstagram #dogs #cute #love

ashie_the_silky So sweet!

sunnythecutepoodle Sweet story! John &

Log in to like or comment.



PETBARN

Petbarn

Page Liked · 2 June · Edited ·

"The bouncy black one is Riley, he's a Staffy cross Ridgeback. I inherited him from an ex-girlfriend. Jasper is a Staffy cross Kelpie (or Rottweiler, I'm not sure), and I got him about a year ago. I got a dog because – it sounds sad, but it's not – after breaking up with my girlfriend I missed having a dog, so I went and found one. Now I have both! It's nice coming down to the park, and hanging out with people. We spend a lot of time here. At the weekend we go on adventures, or to the beach or for a walk somewhere, which I probably wouldn't do if you didn't have a dog." – Nick with Jasper and Riley #ForBetterHumans

LikeCommentShare

1.2k16 shares38 comments

Floyd Staffordshire Heart warming story!Wishing you three a long happy life together... Yes rescue dogs are the best..I wouldn't be with out my happy fun loving rescue Staffordshire Bull Terrier "Bon Scott" ❤️



PETBARN

petbarn

Follow

138 likes4w

petbarn "Maxi was a rescue dog from the RSPCA, and I've had her for just under a year. She ended up in the RSPCA and in very bad condition. I'm from Ireland and I had a dog over there – as I got more settled, found a partner and knew I was going to stay here, I really wanted to get a dog. Instantly when we saw Maxi we fell in love with her. She was perfect." – Shar with Maxi the rescue dog #ForBetterHumans #dogsofInstagram #dogs #love #cute

animalyser 🌸🌸🌸🌸🌸

jodiebostonandblaze Yay! ❤️

Log in to like or comment.

IS YOUR PET THE BEST PET IN THE WORLD?

We're looking for cute and lovable pets to feature in some exciting videos for Petbarn. Do you have an unusual pet? Have you got a dog who's been a rescue? Or do you simply want to show your pet off to the world?

FOR BETTER HUMANS

PETBARN

GET IN TOUCH!

If this sounds like you, we'd love to hear from you!

Email XXXXXXXXXX with a description about you and your pet and why you'd love to be involved! Must be able to travel to the city.

IS YOUR PET THE BEST PET IN THE WORLD?

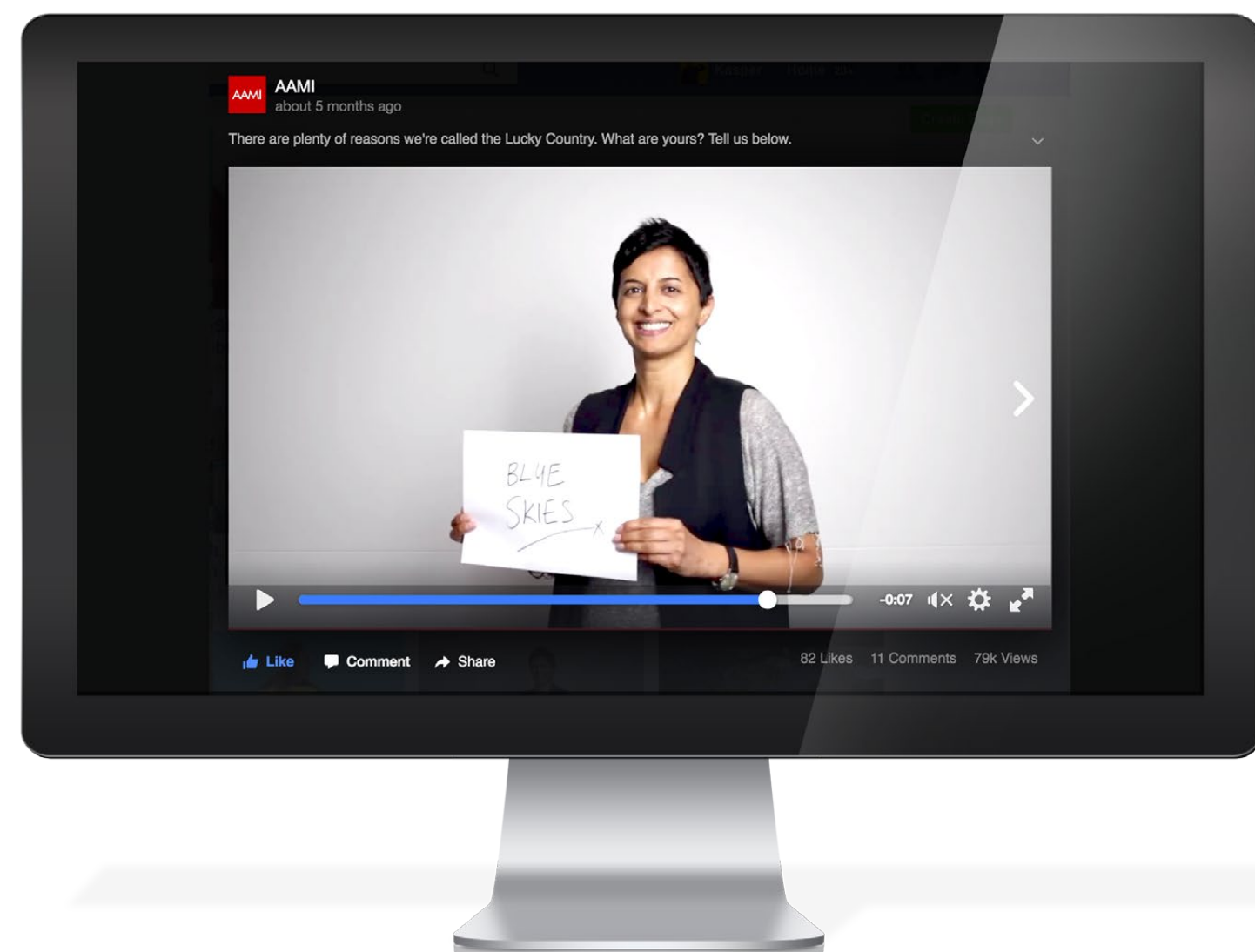
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PETBARN

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AAMI

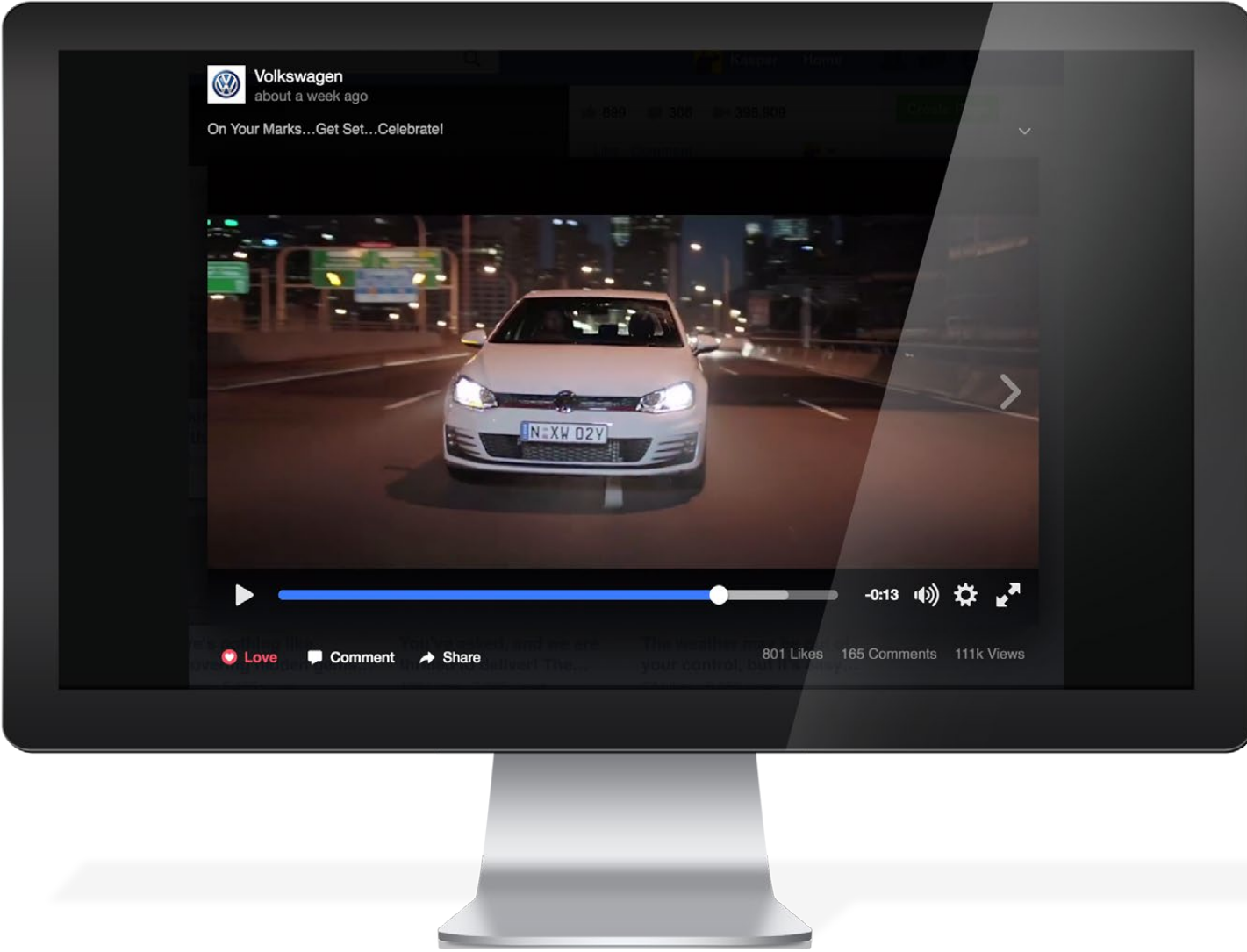
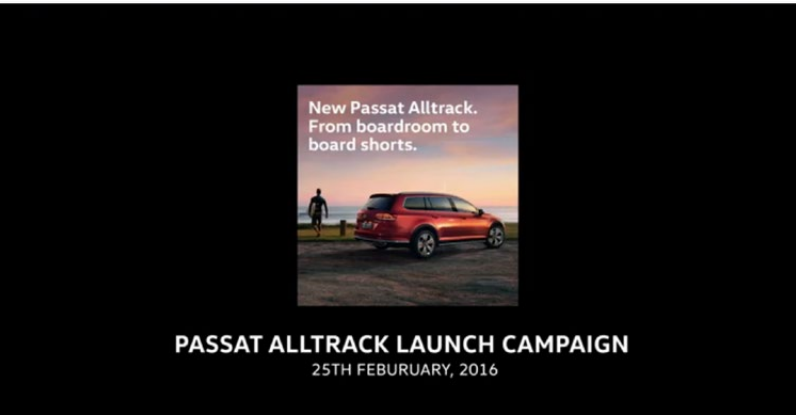
WORK: SOCIAL CONTENT
AGENCY: EDGE
DATE: 03/11/2015

Working for an insurance company almost always sounds boring to a creative. AAMI proved to be a fantastic client and were very receptive to our ideas, approving most of concepts within 2-3 revisions and letting us have creative control - I loved the relationship and content I created

for the client and I think the work showcases that.

My 'Lucky Country' video essentially went viral on AAMI's Facebook page - it had a 450% increase in engagement and received almost 80,000 video views from fans of the page.





Volkswagen

WORK: VIDEO / MOTION GRAPHICS
AGENCY: EDGE
DATE: 22/02/2016

During my time at Edge, Volkswagen launched their new vehicle, the 'Passat Alltrack' in Australia. The account manager requested that I come onto the project to create assets, videos and motion graphics to help the in-store sales team at VW achieve their sales targets.



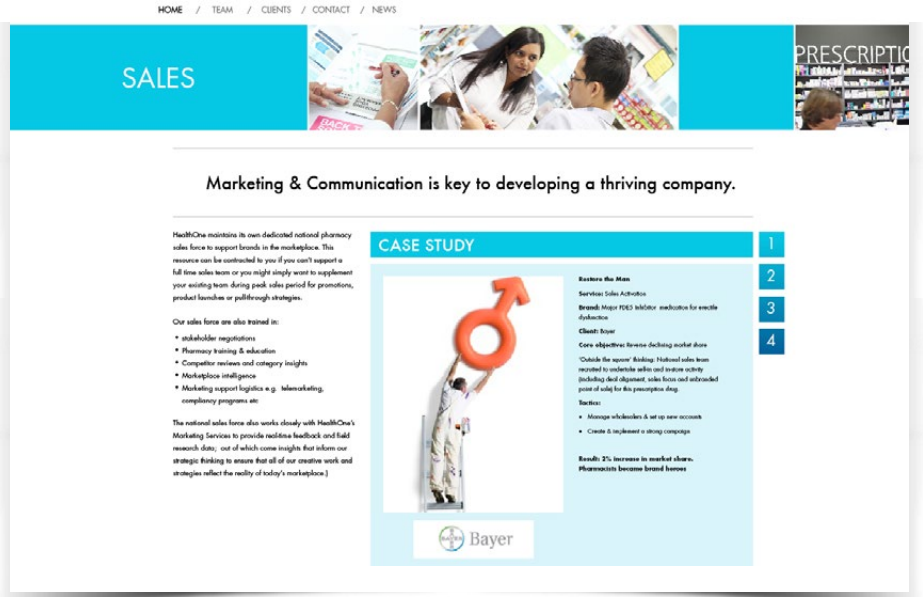


HealthOne

WORK: LOBBY ART / WEBSITE
AGENCY: HEALTHONE
DATE: 11/07/2012

HealthOne is a leading Australian healthcare activation company with extensive go-to-market knowledge.

Working as a graphic designer I had the opportunity to design the in office lobby art and the company's website.



https://www.youtube.com/watch?v=jfL_uQ3EPGo



Cure Brain Cancer Foundation

WORK:

TVC & ONLINE MEDIA

AGENCY:

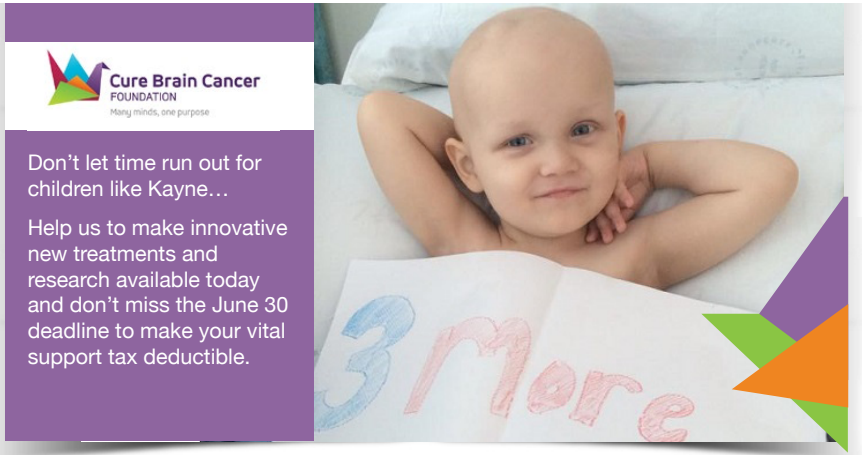
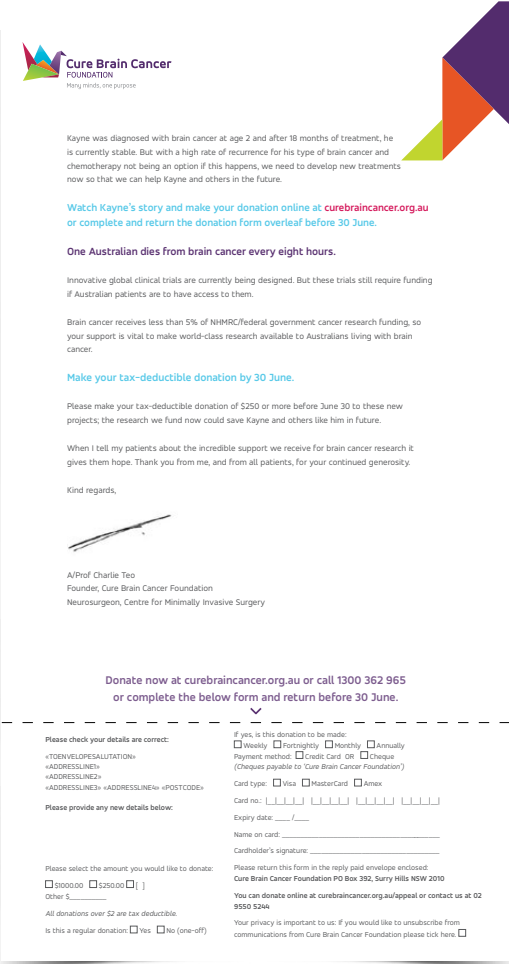
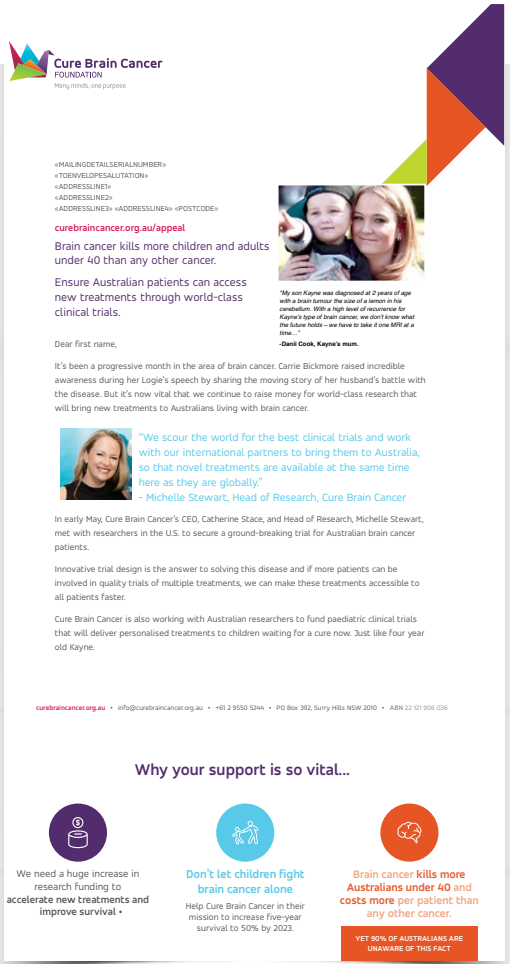
FREELANCE

DATE:

3/06/2015

In 2015 I was contracted by 'Cure Brain Cancer Foundation' to direct and produce a free-to-air television commercial and online media

content. The 30second TVC aired on Channel 7 between June and December 2015 seen by millions of Australians. Part of the brief was to develop an EDM (Electronic direct marketing) alongside lift letters and monthly subscription letters to raise funds / awareness of brain cancer.





Glaxosmithkline

WORK: CONVENTION STAND / STAND ART
 AGENCY: HEALTHONE
 DATE: 12/04/2013

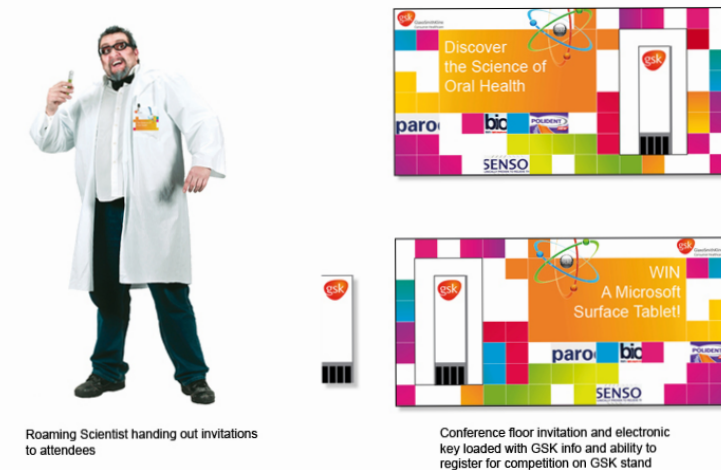
The Brief: GSK oral care stand at the Australian pharmacy professional conference (APP). The stand concept had to be visually powerful, informative and aligned with the GSK oral health category management proposition.

I met Glaxo Smith Kline's brief for a bright and colourful kiosk to showcase the brand, but by thinking outside of the box I delivered a new and innovative way for the business to be noticed. By having the kiosk workers dress as scientists and oral hygienists, potential clients were immersed in a fun and quirky environment when visiting the kiosk.

Concept: The Science of Oral Health (Take away)



Concept: The Science of Oral Health (Stand Invitation)

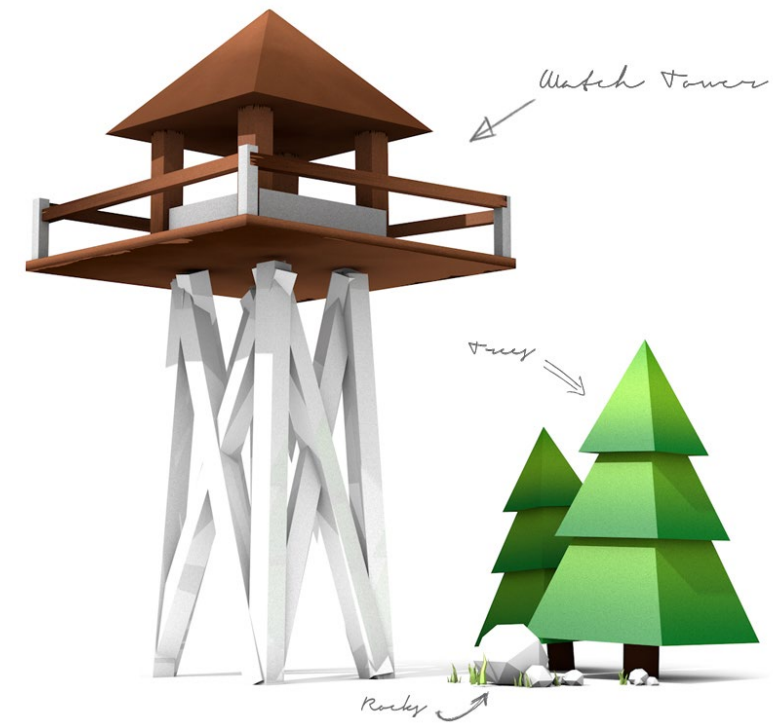




3D Modelling

WORK:	LOW-POLY SCENE CREATION
AGENCY:	N/A
DATE:	16/08/2014

While studying film, I wanted to expand my skillset beyond the traditional. While surfing the net one day I discovered the fascinating art form of 'Low-Poly', meaning low polygons. I picked up a program called Cinema 4D by Maxon and after getting comfortable with the software I pursued my newfound passion for everything low poly!



Lysaght

WORK:	PRODUCT CATALOGUE
AGENCY:	HEALTHONE
DATE:	23/04/2012

Working with Australia's premier manufacturer of steel building products both for residential builders and contractors, I created A4 print ads and brochures for their showcase.

I created the adverts and brochures so that Lysaght would be kept in front of the competition. Lysaght is not just competing domestically but internationally and I wanted to help the business lead on the global stage of construction building products.





ENERGESSE



Session agenda.

Sub heading

- History of Energesse
- Personal Background
- Science of Energy
- The future of Energy medicine
- Opportunities to benefit Springfield community and health city
- Exploratory brainstorm



Energesse

WORK: REBRANDING MATERIALS

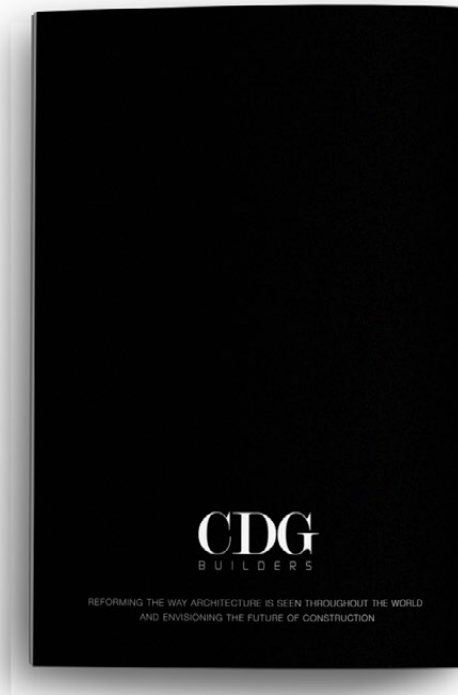
AGENCY: FREELANCE

DATE: 17/05/2013

Energesse is a leading healthcare firm who specialise in analysing insights to improve patient and consumer experiences in healthcare and wellness. During my time freelancing for Energesse I completely redesigned the company's logo; using motifs from nature and minimalist

elements, I was able to create an easily recognisable brand for the company. My intention for this job was to develop a new and differentiated identity so that consumers, investors, and competitors would know exactly what Energesse represents.





CDG Builders

WORK: PORTFOLIO MAGAZINE

AGENCY: FREELANCE

DATE: 26/01/2014

CDG builders are specialists in modern and contemporary refurbishments of high-rise commercial properties.

The design brief was for a contemporary portfolio that reflected the interior design that the company specialised in.

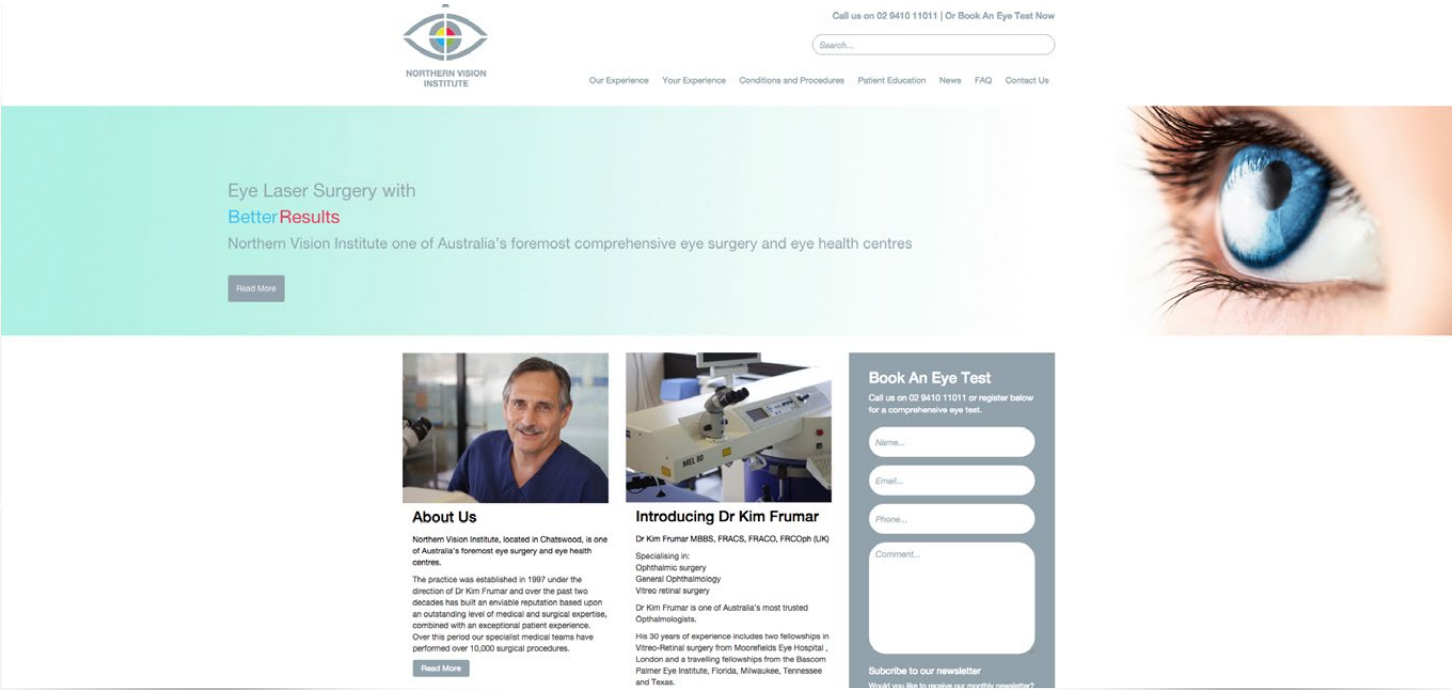


Northern Vision Institute

WORK: REBRANDING
AGENCY: FREELANCE
DATE: 02/01/2015

In January 2014 Northern Vision Institute hired me to refresh their brand identity. I was briefed to create a new look for the entire company. I created logos, websites, business cards, flyers, EDM's, letter heads, sign art, post-it notes and even did all the photography for the website.

I am proud of the work I created with Northern Vision Institute, it is exciting to see my work come to life from concept to reality.





Modern Witches

WORK: CROWD-FUNDING CAMPAIGNING MATERIALS

AGENCY: FREELANCE

DATE: 06/01/2015

Modern Witches and Paganism was a crowd funding campaign put together by a friend of mine. She hired me to create an identity for the whole campaign. I designed all of the branding material and also the websites / crowd-funding page layouts.

Modern Witches and Paganism in Aus



3 TOTAL SHARES

f SHARE

3

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Modern Witches and Paganism in Australia is a film that explores the diverse lives and ideologies of Witches and Pagans including Druids, Shamans and many other nature-based beliefs in our contemporary Australian society. The film will give an insight into what goes on behind the closed doors of covens and other Pagan groups which usually remain secret.

<http://www.modernwitchesdocumentary.com>



Abbotsford, NSW

\$0 of \$18k

Raised by 0 people in 1 day

Donate Now

SHARE ON FACEBOOK



Created February 11, 2015
Brittany Mccowan

BE THE FIRST TO GIVE!

Donate Now



This was a special project for me, I got to work closely with a friend, I learned the unique relationship that forms when friendship transforms into professionalism.





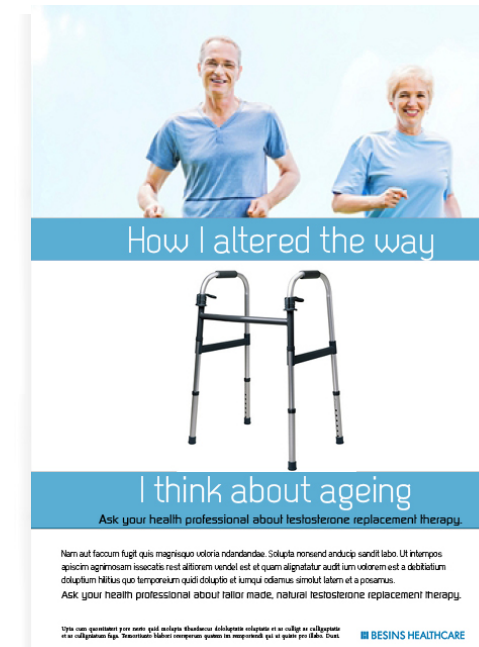
AndroGel

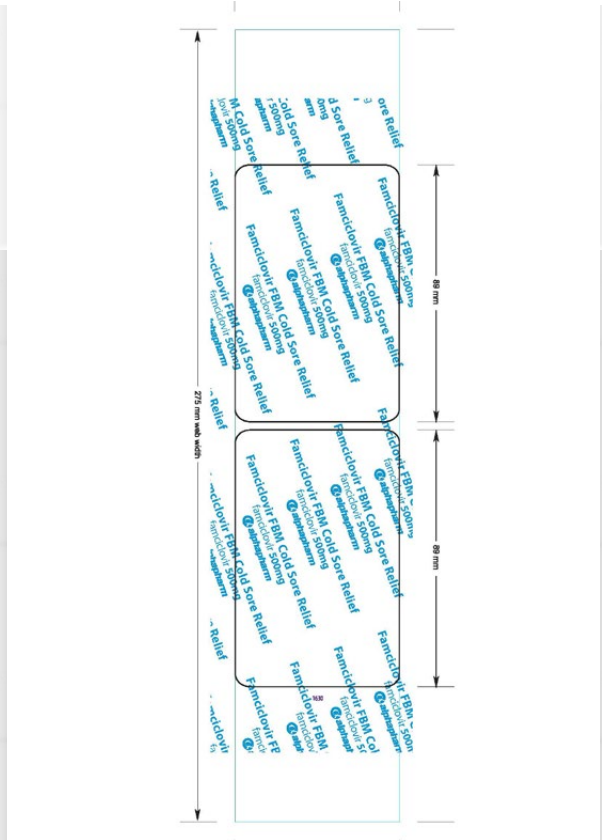
WORK: CONCEPT WORK FOR CLIENT BREIF

AGENCY: TO YOUR HEALTH

DATE: 03/07/2014

While working for To Your Health, a Thai pharmaceutical advertising company, we received a brief from Besins Healthcare. They briefed us to develop stronger communication between AndroGel and the consumer. AndroGel is the #1 treatment for testosterone deficiency syndrome (TDS) globally.





Famvir

WORK:	PACKAGE AND FOIL ART
AGENCY:	HEALTHONE
DATE:	22/09/2012

This was an opportunity for me to showcase my abilities at creating foil art and packaging for various products, creating the packaging for Famvir's medicinal products. Being able to promote Famvir's brand and product was crucial to gaining immediate consumer excitement. I created this package art while looking at the product itself, knowing that I wanted

to the product to not only be different but to stay within the style guide. I can create new innovative designs at an extremely fast pace all while using my knowledge about branding to create package art to keep up with an ever changing consumer landscape.



Goats Milk.

Its a top performer for customers with dry, itchy or sensitive skin



Goat
The nature of good skin care

Goats Milk

The Environmentally friendly alternative for Dry, Itchy and Sensitive skin



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Goats Milk skin care, made from the natural goodness of Australia.



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The nature of good skin care

GoatTM

WORK:	PITCHING PIECES
AGENCY:	FREELANCE
DATE:	13/11/2012

Goat's Campaign was a conceptual project that I pitched to a client to showcase their range of goat milk products. These products included skin and hair care products, such as shampoo and conditioner. I created several different concepts for the client and presented a wide range of advertising routes that could be taken when reaching potential customers.



BSC

WORK: INSTORE PROMOTIONAL

AGENCY: HEALTHONE

DATE: 4/12/2012

Working closely with the BSC team I created the visuals for this in store promotional effort. I wanted to create an eye-catching visual that was enticing enough to pull people off the street and buy the products that were being offered in store. I worked on this project from concept to finish within a small team of people.

The visuals I created for these promotional tools were to tell people

about the products offered but also express a feeling of health and fitness. I created these visuals so that potential customers already had an idea about what BSC had to offer before they even set foot inside the store.



App Space

WORK:	APPLICATION UI
AGENCY:	FREELANCE
DATE:	17/01/2014

Curiosity usually gets the better of my creativity. While researching application development I challenged myself to create the concept for an IOS application.

I'm a huge fan of bold bright colours, I am proud of how this project turned out. Fingers crossed I befriend an application developer.



Make everyday use...
-beautiful



Find thousands of community
made apps



Go online

A whole network of designers

Comment, like and share your favourite designs. Contests are held daily, judge or upload your own designs straight to the App Space network.

Be yourself

3 Different vibrant colours



Designs made and produced by Kasper Kane.
App Space is a concept brand for Kasper Kane's 2014 portfolio.
Please visit www.KasperKane.com for more info.





**Filmmaker +
Graphic Designer**

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