

# Paul Vickers

Design Agency  
France

View the full portfolio at <http://www.thecreativefinder.com/paulvickers>

## Professional Experience and Curriculum Vitae

Corporate branding, product branding and packaging Creative Director with extensive international experience at six of the worlds leading agencies: Pentagram London, Design Solution London & Paris, Interbrand New York, Desgrippes Gobé Hong Kong & Tokyo, Dragon Rouge Paris. I have successfully built and led creative teams on award winning, strategic assignments for blue-chip clients in most of the world's major markets. Strong client facing and team mentoring skills. Proven professional track record.

## Previous Clientele

Coca-Cola China,  
Coca-Cola BonActive Hong Kong,  
CJ CGV Multiplex Cinemas Korea,  
Danone Jacob's Malaysia,  
Danone Splash of Fruit China,  
Dongwon Food & Beverage Korea,  
Lipton China,  
Pernod Ricard Martell China,  
Univera Korea/USA,  
Uni President China/Tiawan,  
Lotte Credit Card Korea,  
Philip Morris Japan,  
P&G Japan,  
SKII Japan.  
JPMorganChase USA,  
Alcan USA,  
MetalSite USA,  
BMW Financial Services USA,  
Hallmark USA,  
First USA Credit Cards USA,  
Coca-Cola Wines & Spirits/Stolichnaya Vodka USA,  
Acteon Group France,  
Carrefour France,  
Credit Agricole France,  
Dragées Martial France,  
Fazillac Noix France,  
Godard Foie Gras France,  
Kraft Europe/USA,  
Le Tanneur France,  
L'Usine Western Bakeries Saudi Arabia,  
Nestlé Waters France  
Oliver Grant France/Europe,  
Royal Geographical Society UK,  
Soco France,  
Tanneries Roux France,  
Thorntons Chocolates France.  
The European Commission at the Hague, Europe  
United Nations Copenhagen Climate Change Conference, Europe

## Awards and Accolades

Curriculum vitae  
Paul Vickers Creative Director

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Please kindly get in touch for portfolio works.

Feed | December 2012

## Good for... wine collection

Uploaded by: Paul Vickers  
Country: France  
Website: <http://www.paulvickersdesign.blogspot.com>

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The 'Good for...' wine collection for Vendange Wines plays on the optimal consumption moment for each wine. Good for laying down in your wine cellar, the labels are designed to be read horizontally.



The image shows five wine bottles standing upright. Each bottle has a yellow label with red text. The text on the labels, read vertically from top to bottom, is: 'GOOD FOR DRINKING RIGHT AWAY, LIKE NOW!', 'GOOD FOR LAYING DOWN FOR A YEAR OR SO...', 'GOOD FOR LAYING DOWN FOR 3 TO 5 YEARS...', 'GOOD FOR LUNCH OR DINNER TONIGHT?', and 'GOOD FOR TAKING TO THIS WEEKEND'S PARTY'. A sixth bottle is lying horizontally in front of the others, with its label reading 'GOOD FOR LAYING DOWN FOR A REALLY LONG TIME...'. A large red arrow points from the top of the fifth bottle down towards the horizontal bottle, indicating the intended reading orientation for the labels.

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Danone Jacob's Crackers  
Brand repositioning and revitalization



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helpdesk 656.227.2902, fax 656.227.0213

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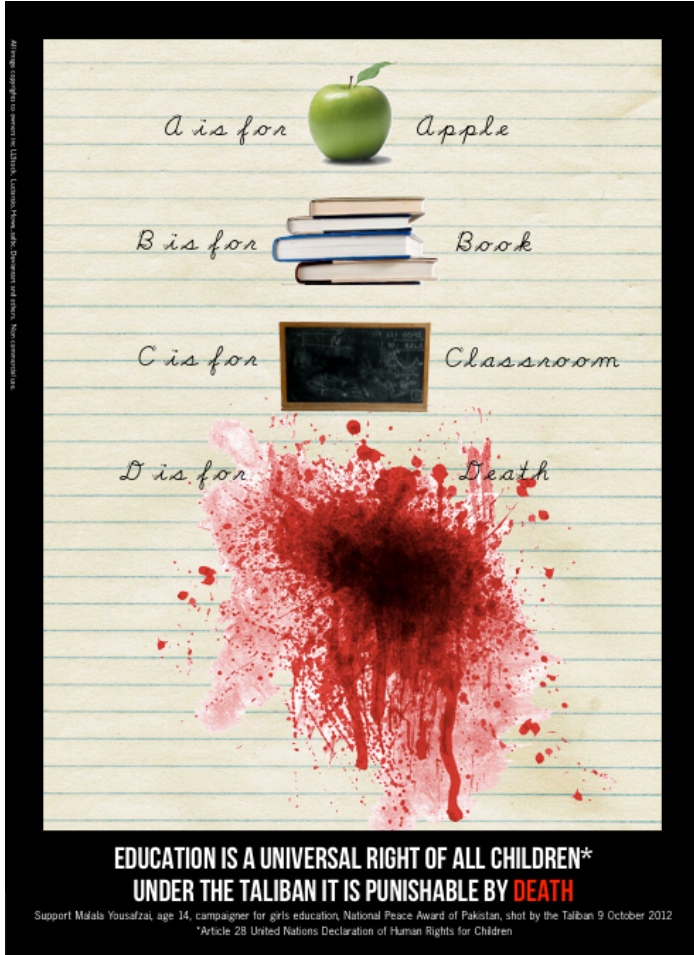


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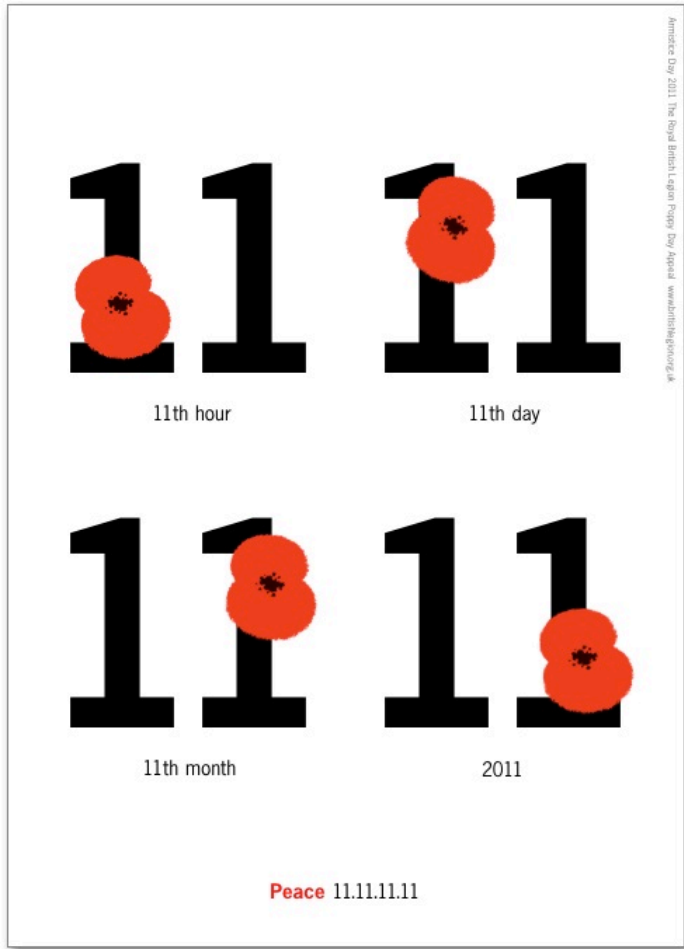


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Award winning strategic design,  
corporate branding, product branding  
and packaging by Paul Vickers



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Strategy Innovation Branding Packaging Visual Communication

visionary  
thinking