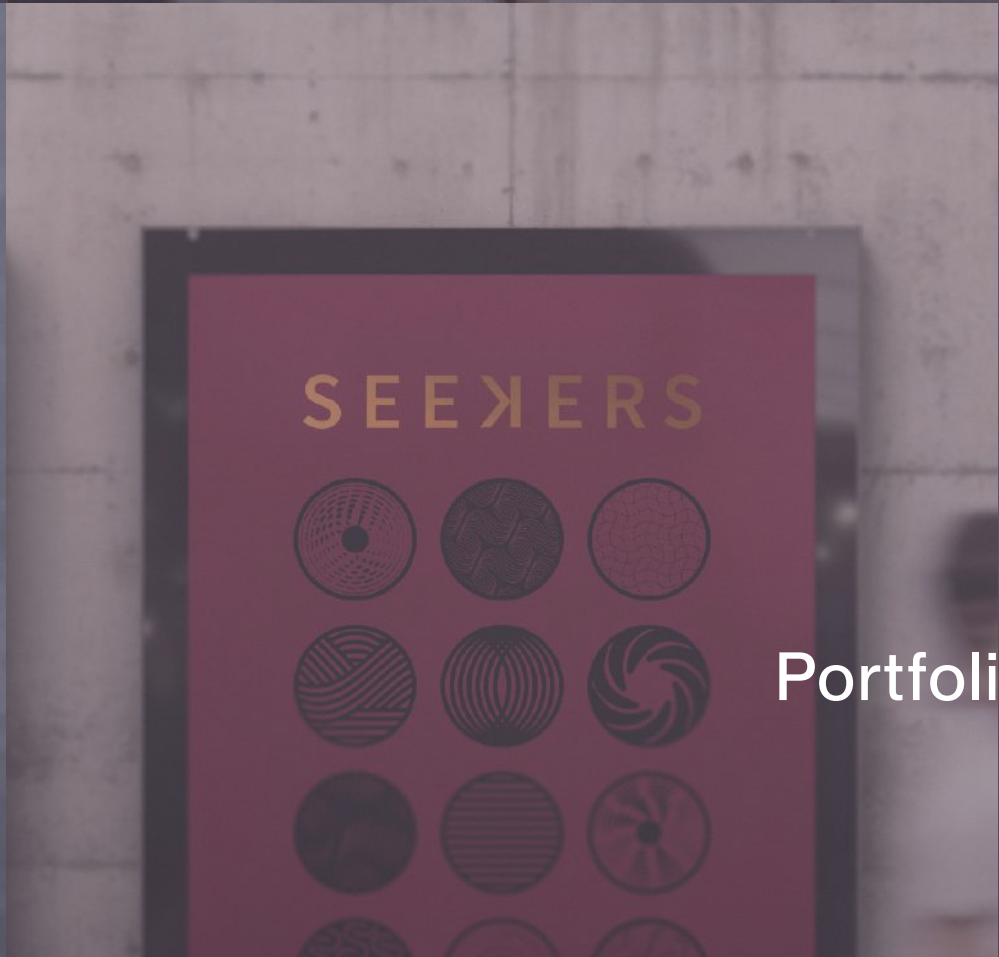




Lucky Lot.



Portfolio 2024

We are a lucky lot.

We are a creative and marketing consultancy. We make businesses and their brands distinctive and attractive.

A selection of our collaborations.



1

Killruddery

—Page 5



2

Seekers Spirits

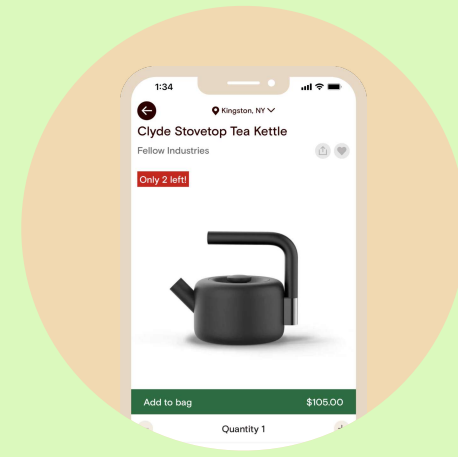
—Page 13



3

An Tairseach

—Page 20



4

Shop the Blok

—Page 27



5

Royal Hibernian
Academy of Arts

—Page 32

Project 01

Killruddery — Designing a place for a community to belong and grow in.

Client Industry:

Visitor Attraction

Project Focus:

Brand Identity, Wayfinding, Website Design
& Development, Photography & Styling

Developed **the brand vision and mission**

Evolved **the logo and brand architecture**

Refreshed **the visual world with language, styling and photography**

Helped **grow a heritage eco-attraction to welcome 200,000+ visitors annually**

Client

Killruddery is a great historic house of Ireland and a visitor attraction with public formal gardens and an events area offering garden-to-plate dining, farm produce and Irish products.

Challenge

Killruddery is also a family home. The owners were looking to personalise their story; to both express the soul and unique trajectory of a family-run business and to encourage visitors to feel both invested in and protective of a special conservation and community project.

Strategy

Unlike many Irish heritage houses that offer an archive and museum experience, we wanted to celebrate the vibrancy of family life at Killruddery: to promote collective occasion around hearth, table and in the great outdoors.

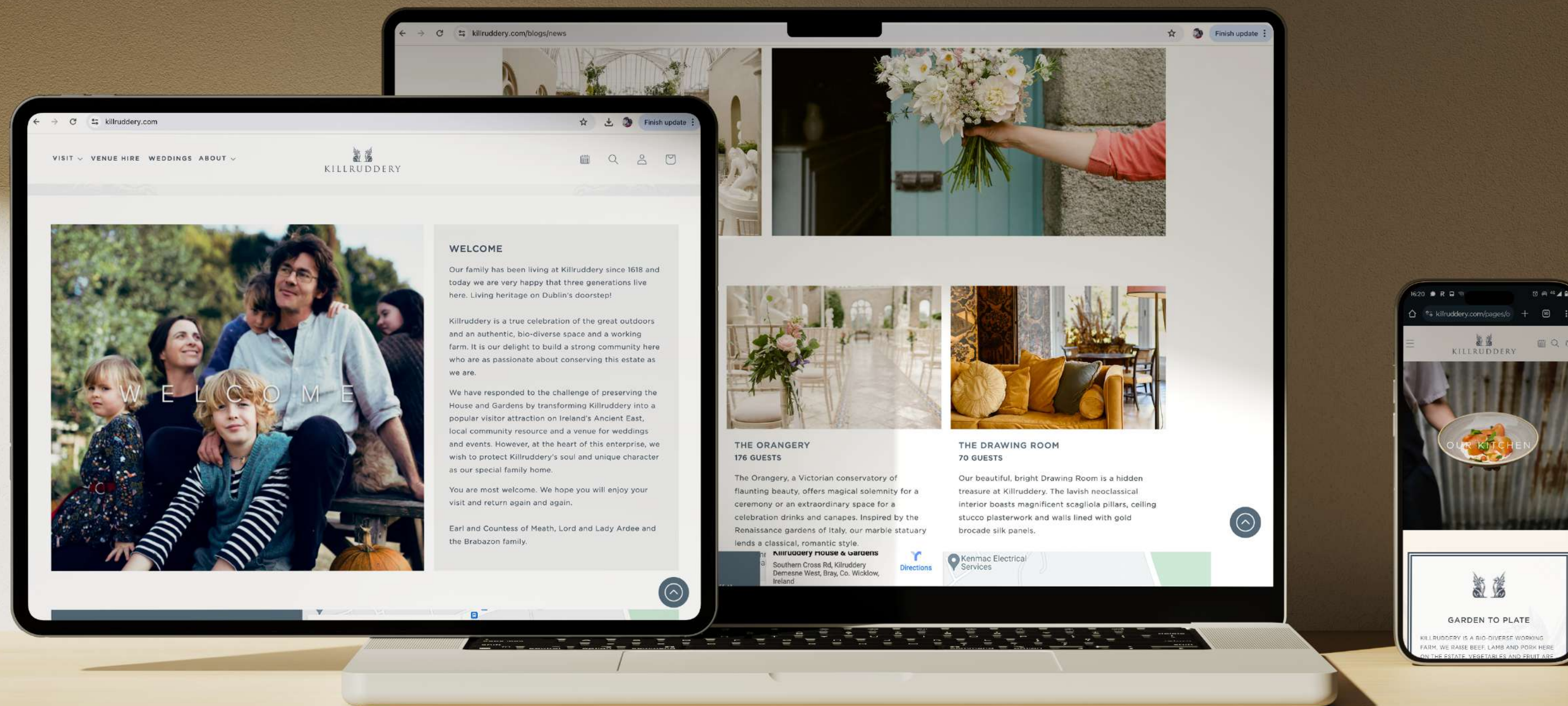
Impact

Our strategic and foundational work positioned Killruddery as an original eco-attraction in Ireland and a forerunner ethical brand - but more importantly it unified and differentiated the business, giving the owners and their team a clear mission from which to grow.

“Lucky Lot found and channelled our voice, whittling at ideas to help us develop and flourish; Co-Creation at its best!”

— FIONNUALA ARDEE, CEO,
KILLRUDDERY

Killruddery — Designing a place for a community to belong and grow in.



Website Content, Design & Development

Killruddery — Designing a place for a community to belong and grow in.



Art direction, photography & styling

Killruddery — Designing a place for a community to belong and grow in.



Art Direction, Photography & Styling



Brand identity

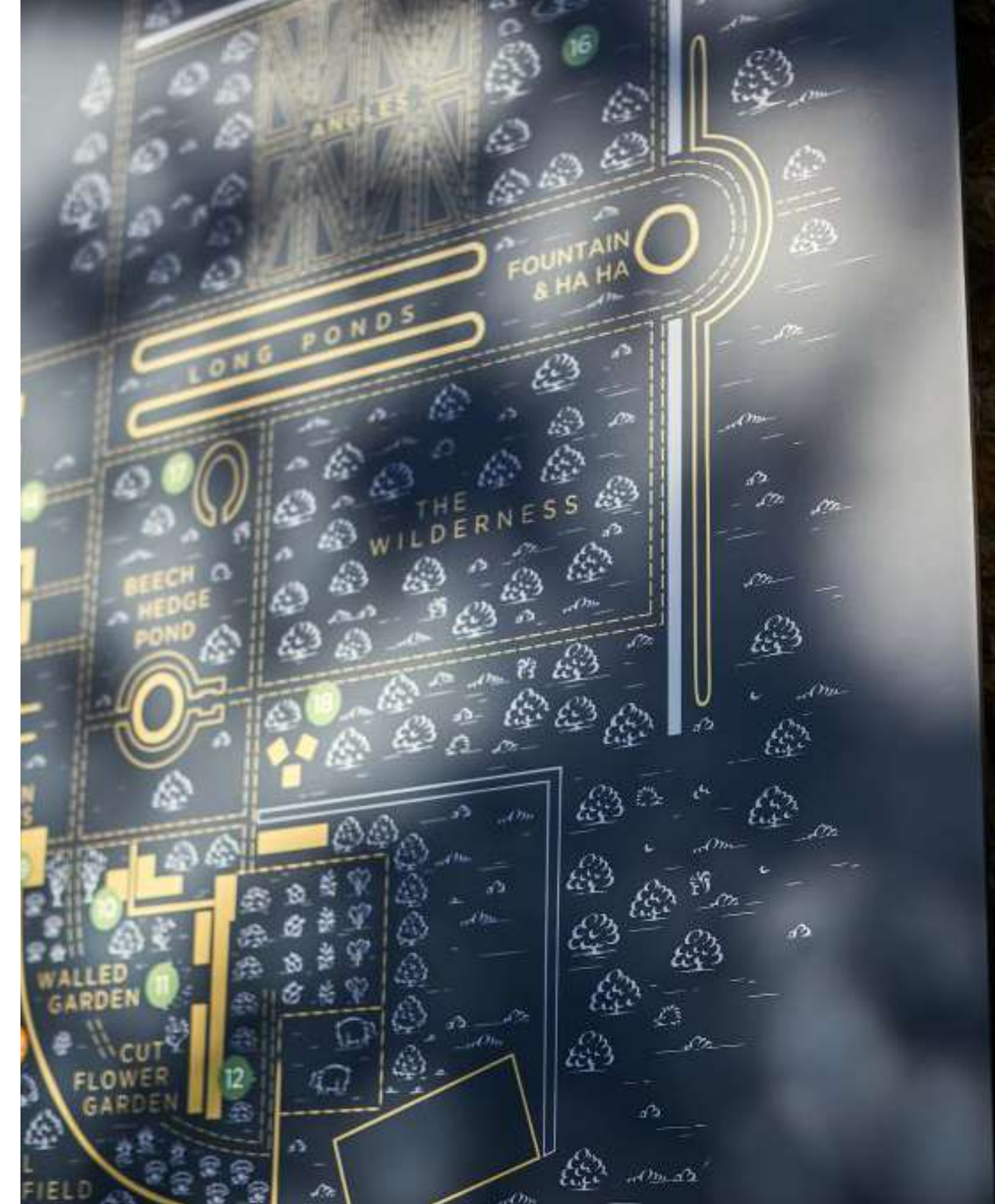
Killruddery — Designing a place for a community to belong and grow in.



Illustration for wayfinding & map design



Signage & wayfinding



Map design based on an historical map of the Estate

Killruddery — Designing a place for a community to belong and grow in.



Events Programme - Annually Produced with Bespoke Illustrations



Promotional Campaign Flyer

Killruddery — Designing a place for a community to belong and grow in.



Brand Stationery

Project 02

Seekers Spirits — Launching Cambodia's first premium craft gin brand.

Client Industry:

Beverage

Project Focus:

Brand Story & Mood, Brand Identity,
Packaging, Social Strategy

Developed a brand origin story and tone of voice

Evolved a new icon and visual assets to strengthen storytelling

Refreshed the Seekers Spirits brand palette and beverage packaging

Elevated the brand identity across retail environments

Client

Seekers Spirits is an artisanal gin distillery in Cambodia, handcrafted with a blend of 11 native botanicals foraged from local explorations. Seekers Spirit House is the first garden-to-glass distillery and tasting room in Phnom Penh.

Challenge

The company was planning a launch entry into priority export markets. They needed a more complex narrative for their brand and varied creative assets to enhance their design identity and reflect their origin story.

Strategy

To honour the mighty Mekong River and its influence, we started to map Seekers own exploratory routes along her banks. We devised a new compass and visual insignia, to guide customers on their own trail of discovery.

Impact

Our strategic work created new depths of storytelling for Seekers to build out their brand identity for international markets. The refreshed strap To Seek To Find connected their original identifying marks with our broadened visual world.

“The results are always excellent, with such close attention to detail.”

— TANIA UNSWORTH
FOUNDER, SEEKERS SPIRITS

Seekers Spirits — Launching Cambodia's first premium craft gin brand.

TO SEEK TO FIND

As wild buffaloes graze by its banks, where lotus flowers rise to the warm sun, the Mekong River connects all passing cultures in her currents.

MOTHER OF WATER

Verbal Identity

Seekers Spirits — Launching Cambodia's first premium craft gin brand.

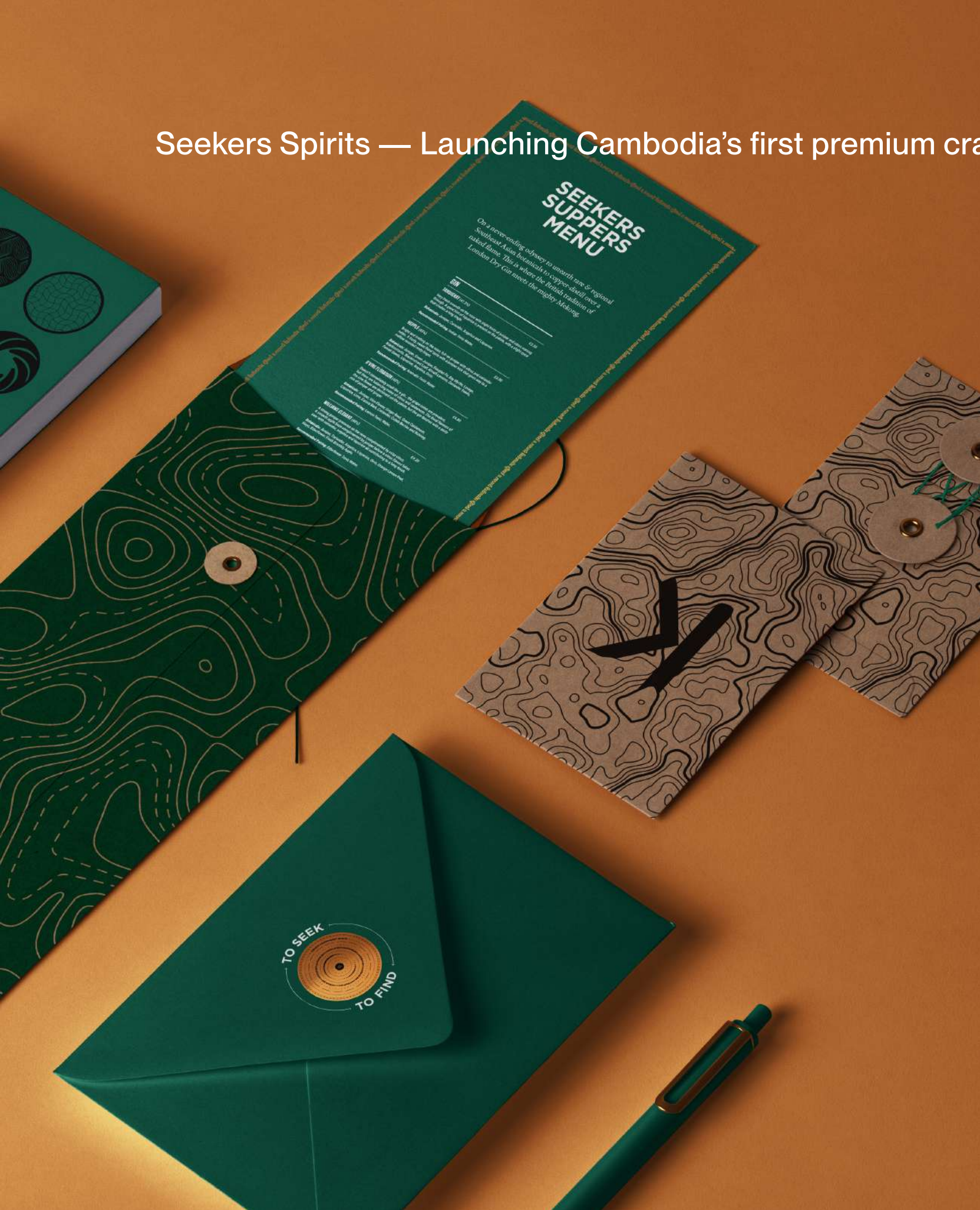


Art Direction



Packaging Design

Seekers Spirits — Launching Cambodia's first premium craft gin brand.



Collateral featuring The Whispering Circle



Brand Strategy: Mapping The Mekong



Brand Collateral Ideation

Seekers Spirits — Launching Cambodia's first premium craft gin brand.



Brand Strategy: To Seek To Find



Brand Collateral Ideation

Seekers Spirits — Launching Cambodia's first premium craft gin brand.



Beverage Packaging: Colour Palette

Project 03

An Tairseach — Evolving Ireland's premium eco-project.

Client Industry:
Eco Attraction

Project Focus:
Brand Strategy, Brand Architecture,
Design identity, Mood & Expression

Crafted a brand mission, values & characteristics

Designed a new brand to enable An Tairseach to speak to next generation audiences

Devised an authentic brand story to honour the founder's legacy

Established a brand expression to pivot around the power of wonder

Client

An Tairseach is a centre of learning, exploring the interconnectedness of humanity and nature. Inspired by Dominican traditions, this organic farm and Ecology Centre offers organic retail and an annual programme of Earth Literacy events.

Challenge

Founded by a group of Dominican Sisters in the 90s, the organisation recognised the need to reinvigorate their identity; to not only appeal to their local community but also reach new audiences.

Strategy

We wanted a powerfully emotional result, to build the business around its ability to awaken the sense of wonder in all people. At every touchpoint, visitors have a kindled awareness of their surroundings and the quality and interrelatedness of humans and nature.

Impact

With a new identity and brand toolkit, the organisation is ready to launch an on-the-pulse eco-organisation, community-building for a future where people of all ages can rally together to learn about, interact with and protect the natural environment.

“You captured the essence of who we are but, more importantly, of who we might be.”

— Paula Johnston, Executive Director, An Tairseach

Evolving Ireland's Premium Eco-Project.



AN TAIRSEACH

Brand Strategy & Storytelling

Evolving Ireland's Premium Eco-Project.

AN TAIRSEACH

1

**AN TAIRSEACH
WICKLOW**

1

2

**AN TAIRSEACH
ECOLOGY
CENTRE**

1

2

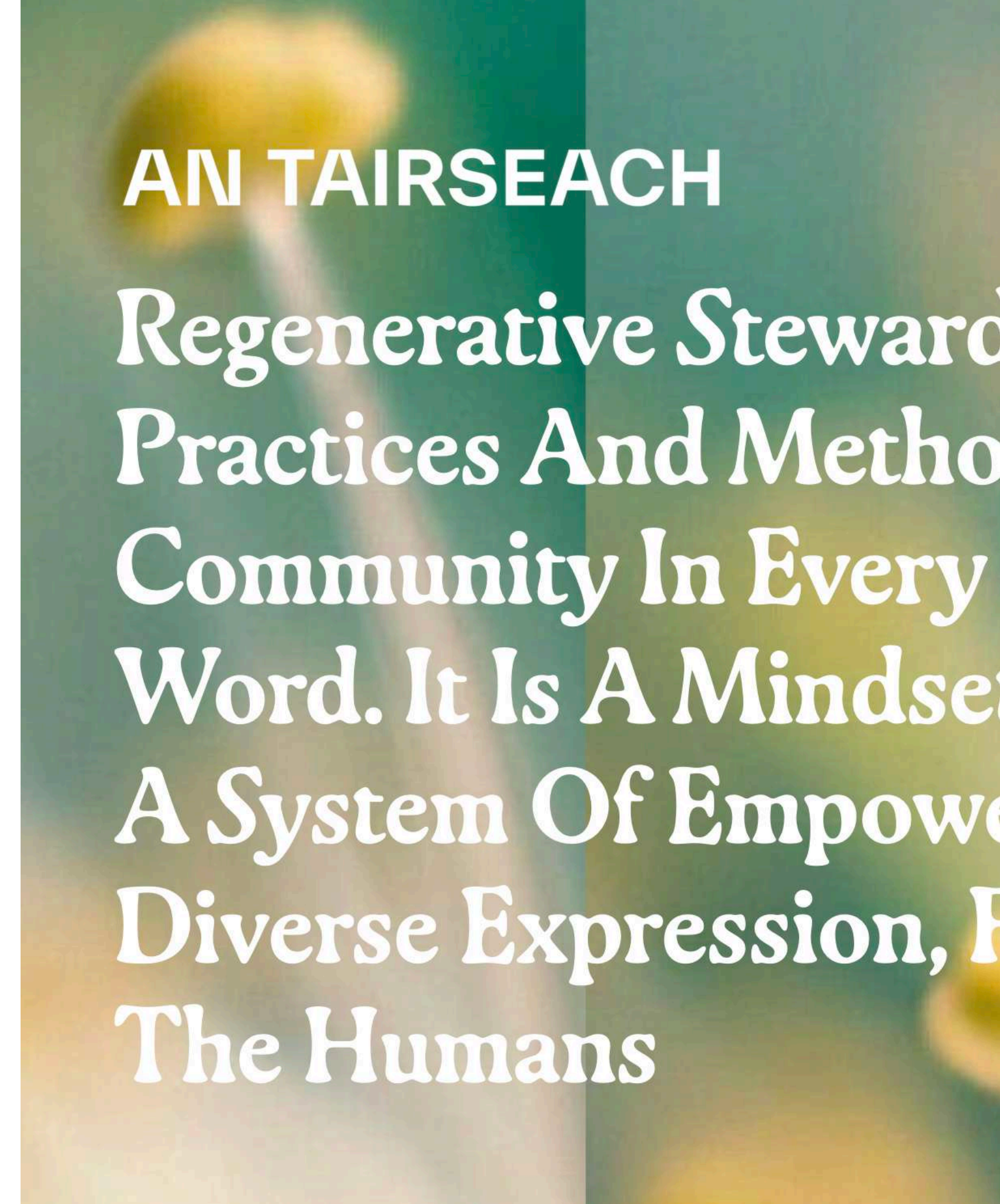
3

Versatile System for Brand Architecture



TKW Everett by Nolan Paparelli for Weltkern in 2021

Logo Font Detail



Organic Type Style

Evolving Ireland's Premium Eco-Project



Brand Expression

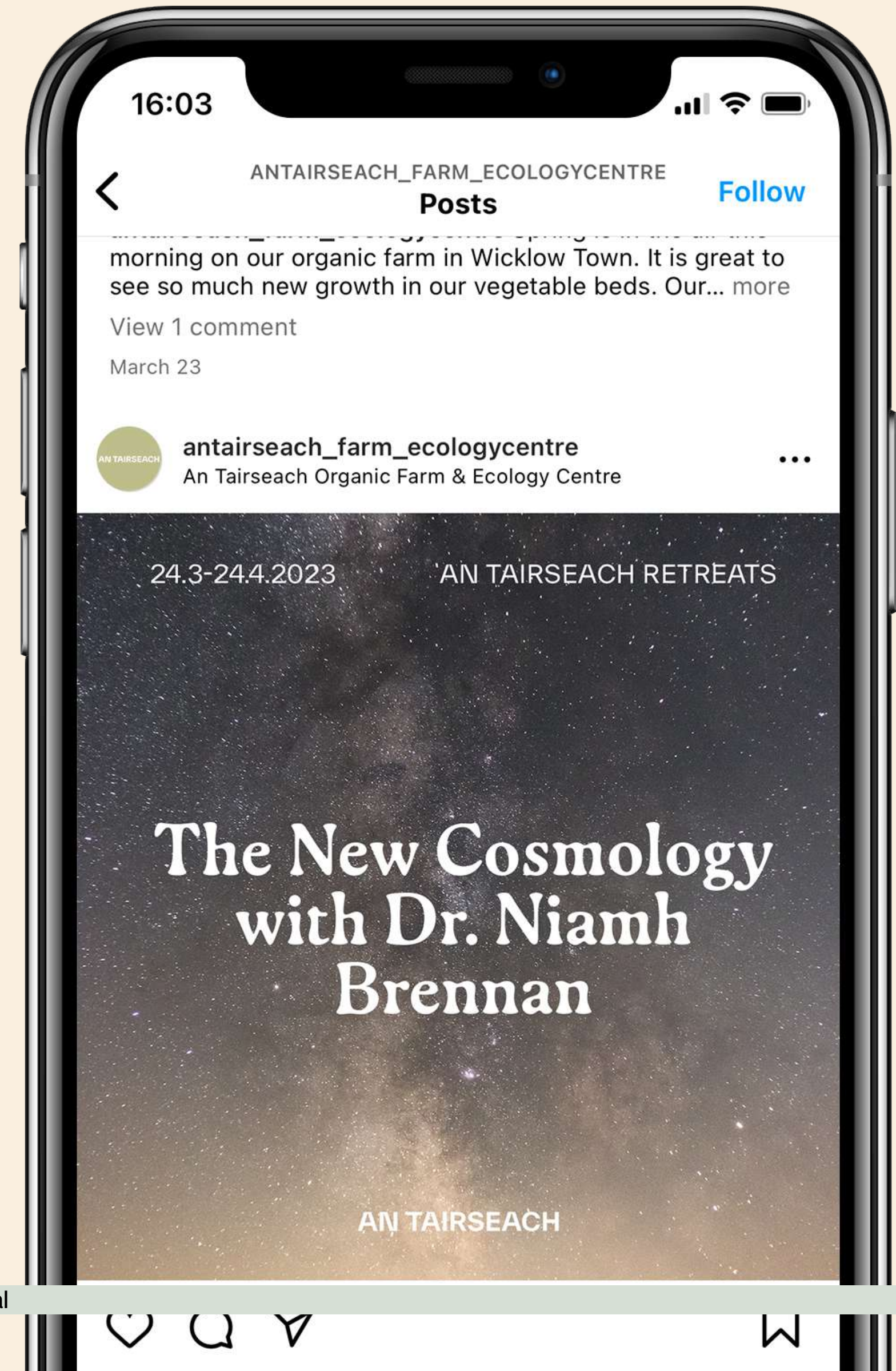


Brand Collateral

Evolving Ireland's Premium Eco-Project.



Photography Mood



Brand ID on Social

Evolving Ireland's Premium Eco-Project.



An Tairseach Teaming with Life

Brand Strategy & Campaign Direction

Shop the Blok — a tech start-up to take on the giants of retail.

Client Industry:

Tech. Retail

Project Focus:

B2C & B2B Marketing Strategy,
Go-to-Market, Sales Strategy, Biz-Ops



Tested the product-market fit via on and offline channels

Originated a marketing framework that united the product magic and the target user

Developed eye-catching comms to drive app installs

Applied operational best practice for a burgeoning start-up

Client

Shop the Blok had a bold idea - to reimagine online shopping in a way that broke shopper dependency on big box store and eCommerce giants, whilst enabling them to support their communities.

Challenge

Online retail is a mature category with entrenched players. For a young company, the first order of business was to establish a messaging framework and comms plan that could educate and excite users about a new way to shop.

Strategy

A start-up mentality to test-and-learn in a pilot market was implemented. We experimented with various channels, comms and creative to hone our understanding of who and where our target audience was..

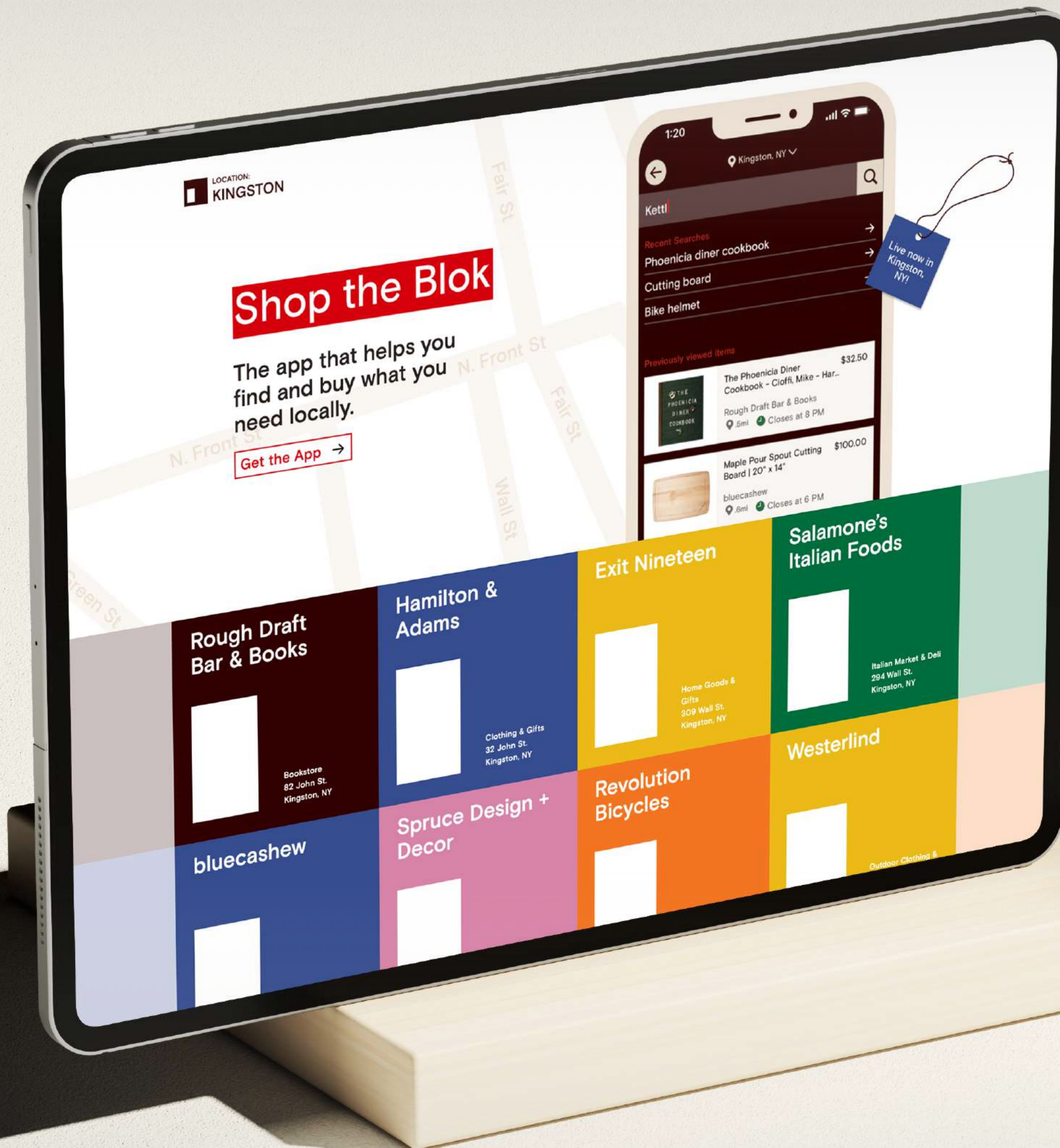
Impact

Shop the Blok went from an idea, to an app with users and orders. Downloads spiked across the app stores, interest grew and media impressions and coverage followed. Shop the Blok was ready to move beyond the confines of its test market.

“Lucky Lot’s strategic and operational input was transformative at such a vital time for the business.”

— CECILIA MASIELLO
FOUNDER, SHOP THE BLOK

Shop the Blok — Launching a tech start-up to take on the giants of retail.



Web Landing Page Design & UX


Shop the Blok — Launching a tech start-up to take on the giants of retail.

7 ways we help local shops thrive:

- Add an additional revenue stream**
Give new and existing customers an easy way to shop with you.
- Increase visibility**
We help shoppers looking for your products find you.
- The best terms around**
Free to join and no monthly fees. We charge just a 10% commission on each order.
- Get an online storefront quickly**
Our seamless inventory integration will have you selling online in minutes.
- Find a new king of customer**
Our shoppers are motivated to support local businesses.
- Sell your niche items**
Our shoppers can buy your entire product line.
- Be a part of something**
We may be new but our plans to help our community thrive.

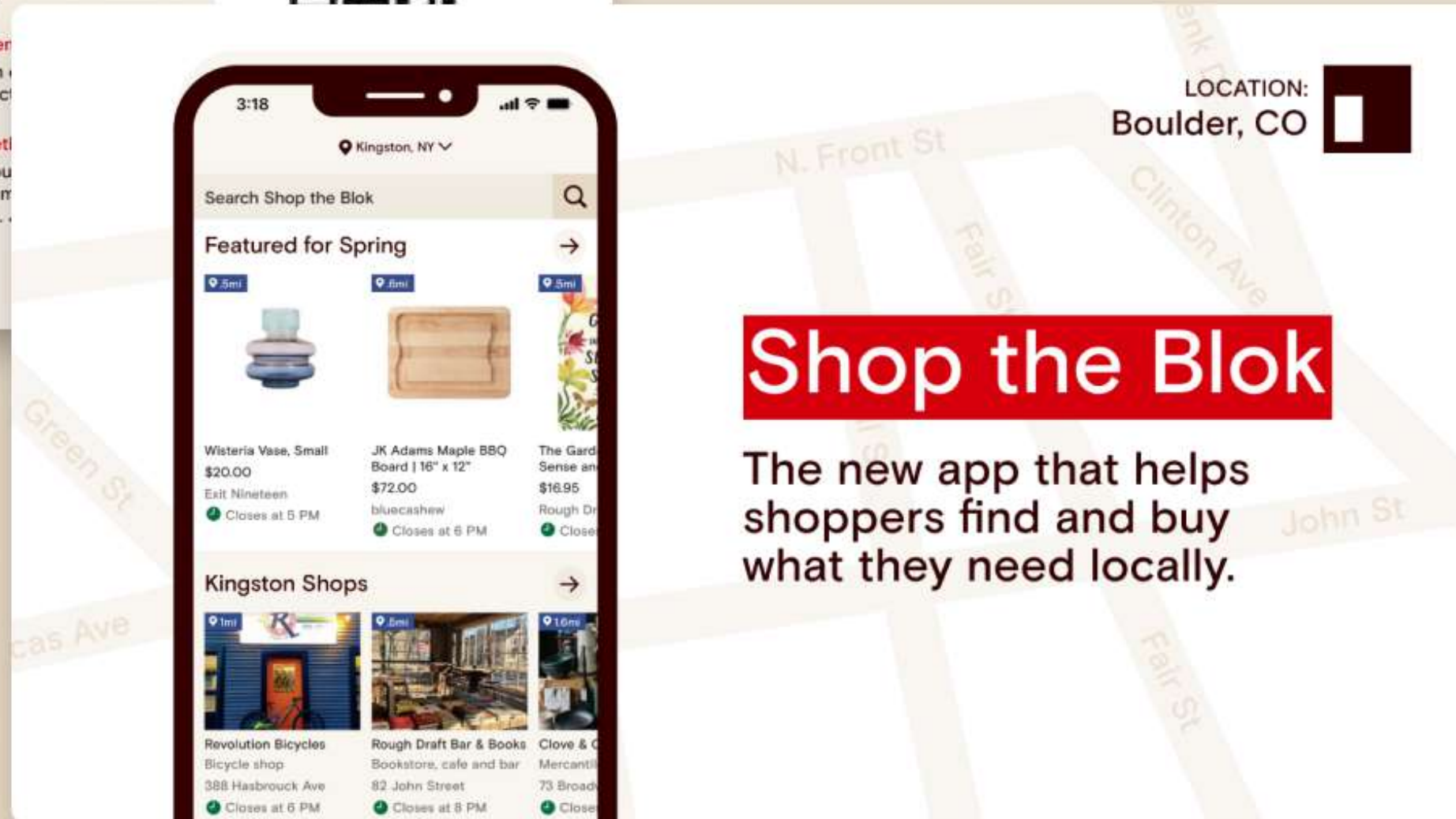
Ready to learn more?

Scan the QR to access our online resources.



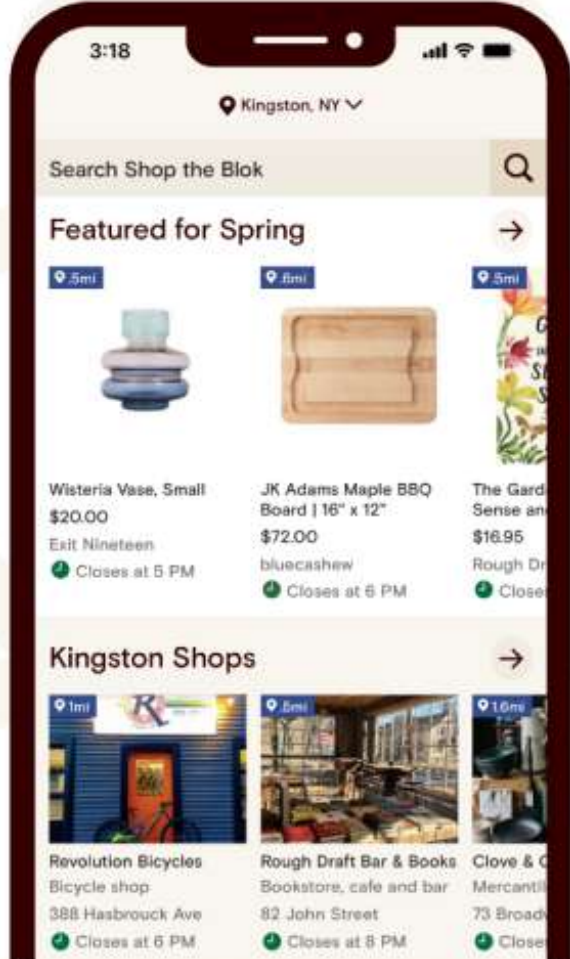
Shop the Blok
Boulder, CO

LOCATION: **Boulder, CO**





Shop the Blok

The new app that helps shoppers find and buy what they need locally.



Shop the Blok
Kingston, NY

Get the app, create an account and enjoy \$25. on us, to start shopping.

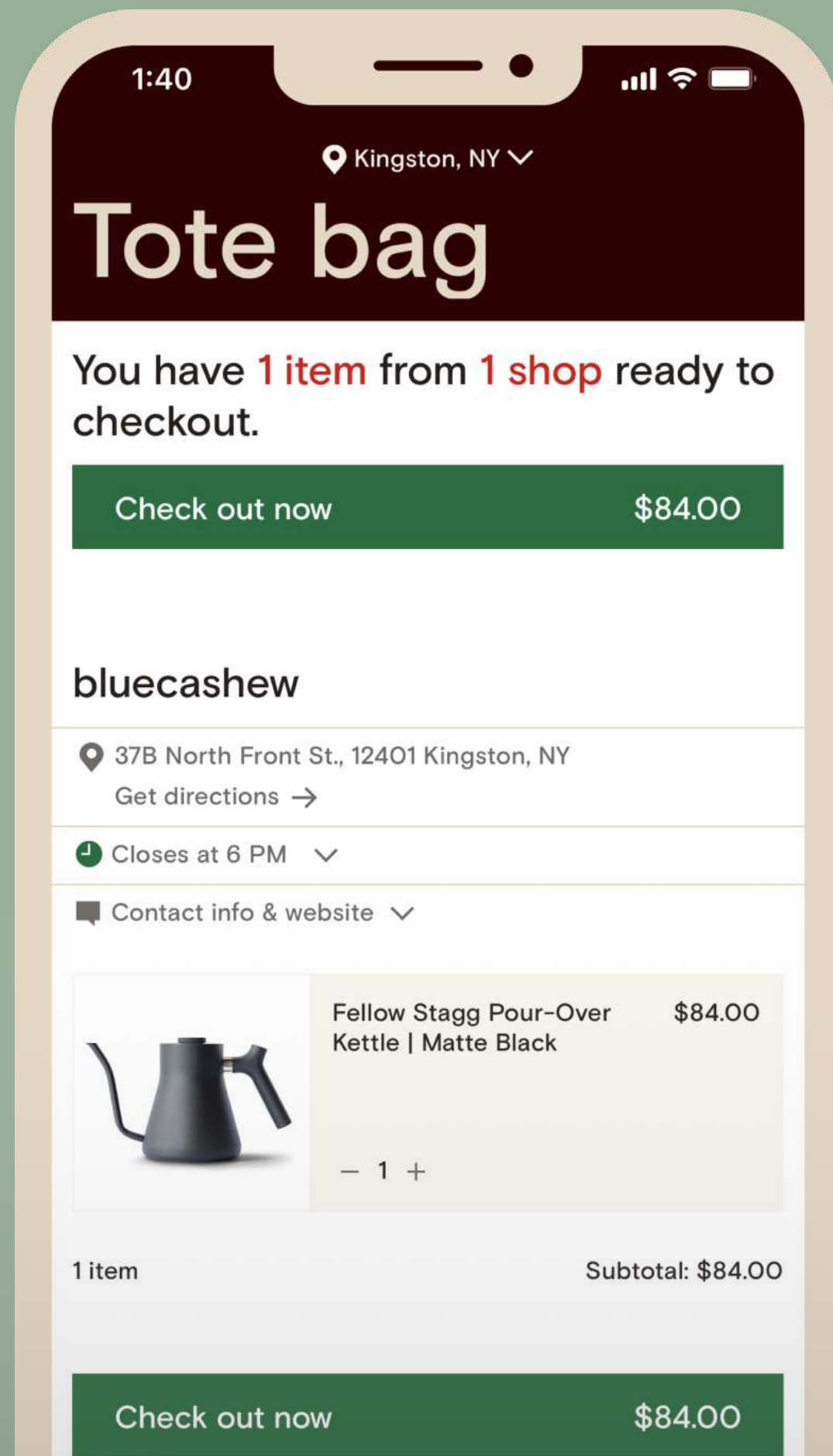


Bluecashew
Clove & Creek
Exit Nineteen
Revolution Bicycles
Rough Draft
Spruce
Salamonte's

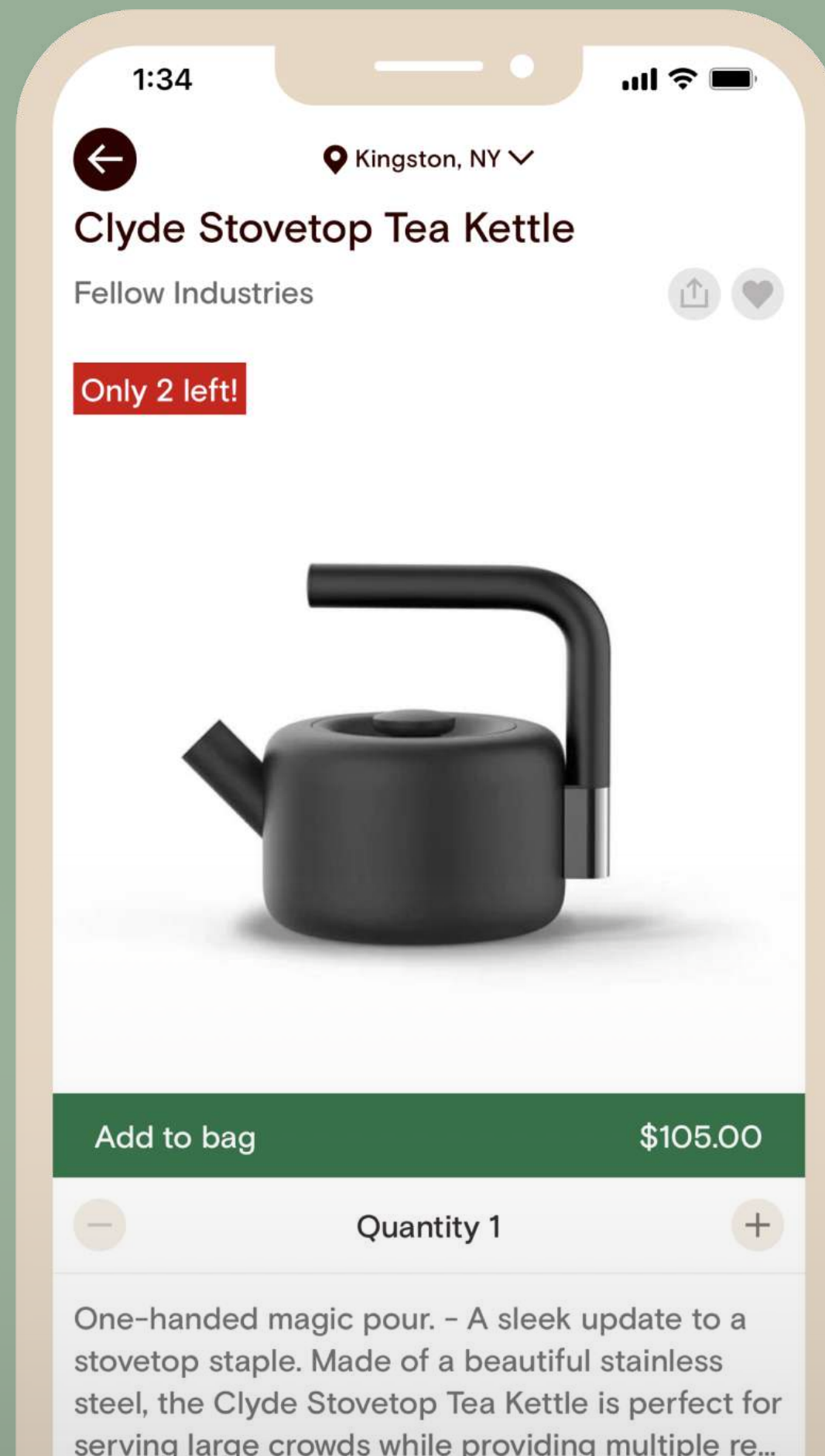
Print Media: Direct Mail at Launch

Shop the Blok — Launching a tech start-up to take on the giants of retail.

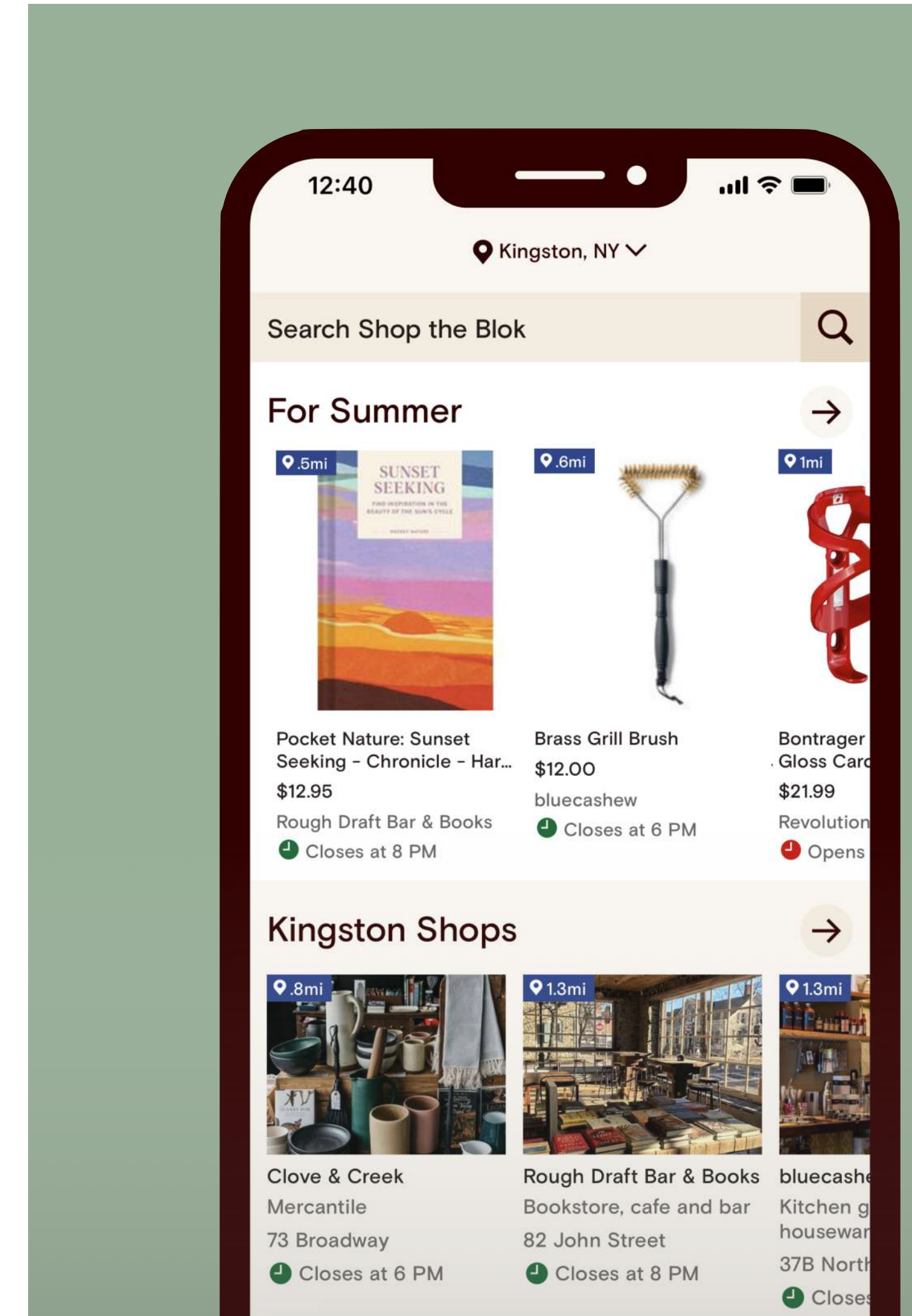
Consumer App: Cart



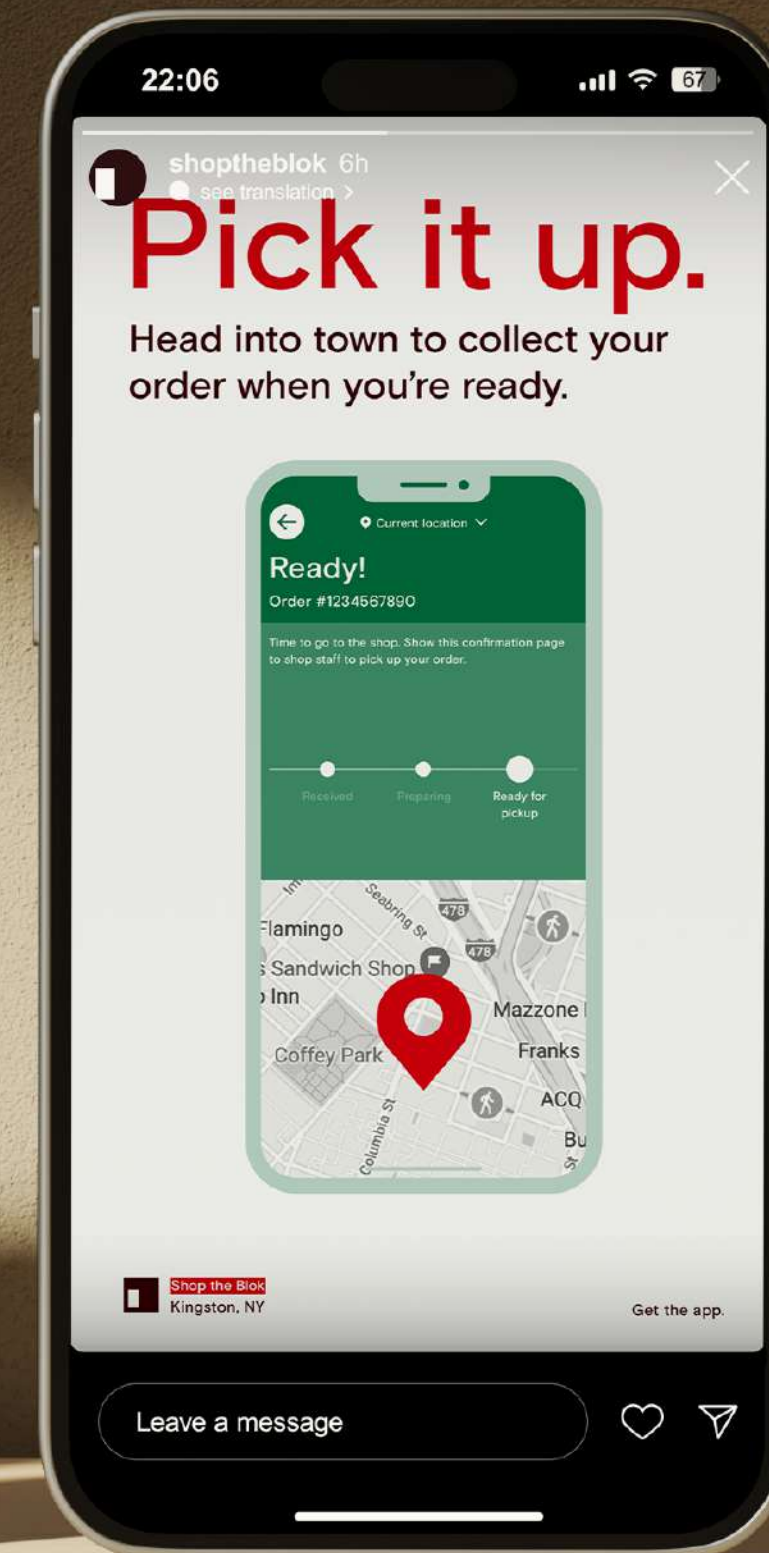
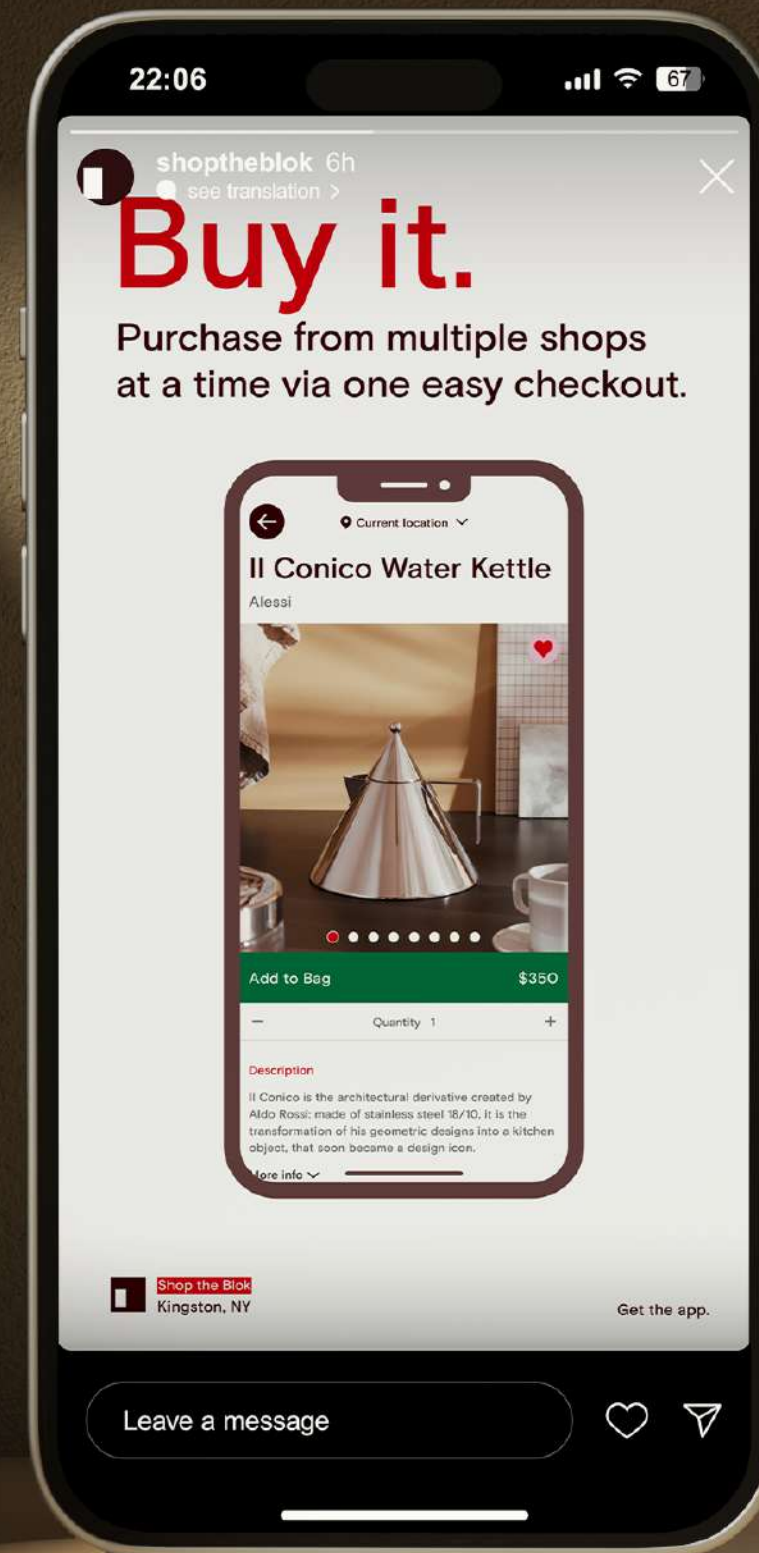
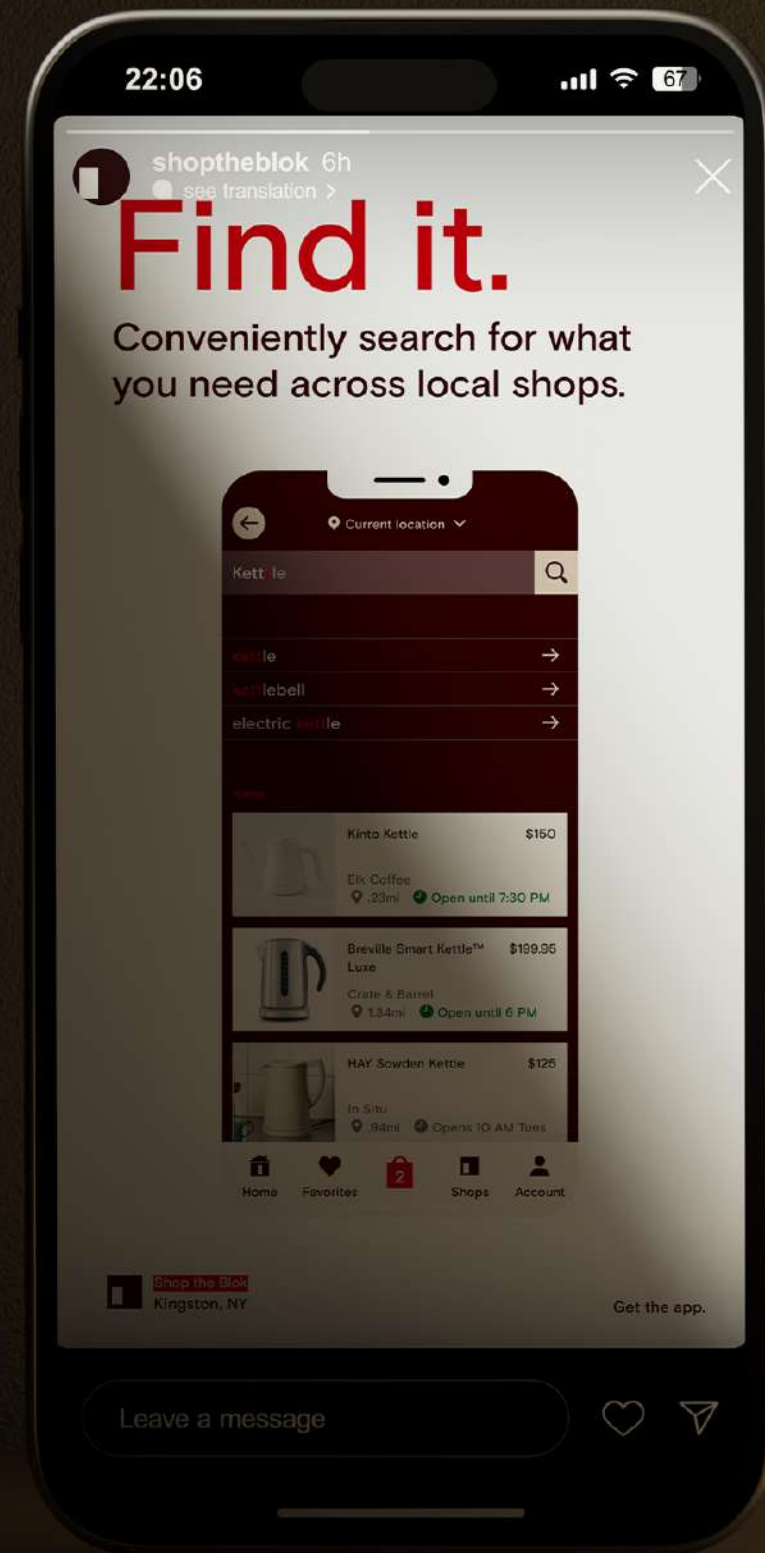
Consumer App: Product Page



Consumer App: Homepage



Shop the Blok — Launching a tech start-up to take on the giants of retail.



Project 05

Royal Hibernian Academy of Arts — Repositioning Ireland's oldest art institution for the next 200 years.

Client Industry:
Public Art Gallery

Project Focus:
Brand Strategy, Brand Architecture,
Design identity, Website Design &
Development

Repositioning Ireland's oldest art institution for the next 200 years.

Strategised a brand mission and vision

Refreshed the brand identity for its bicentenary celebrations

Future-proofed & developed a new launch digital platform

Designed a brand toolkit to work across multi-platform demands

Client

Through roving monarchs, famine, insurrections and Irish independence, the Royal Hibernian Academy of Arts has lived 200 years like an Olympic flame. With a mission to support artists, the artist-led organisation stages free public exhibitions and provides training in the visual arts.

Challenge

Although Ireland's oldest art institution has survived the tumult of history, the group needed an agile strategy to establish the organisation as Ireland's principal public arts gallery for the future.

Strategy

Fast approaching its bicentenary, we launched a repositioning exercise, creating a refreshed identity and new vision to establish the charity as a transnational leading light of visual culture.

Impact

Our cross-discipline team updated the RHA's brand, reintroducing the organisation's full title. We designed a new and energetic visual world culminating in a new-launch website: a robust testament to Ireland's Powerhouse of the Arts.

“I am absolutely thrilled with all that we achieved and the rigorous work behind our new digital platform.”

— Rebecca Gale, Marketing Director, RHA

Repositioning Ireland's oldest art institution for the next 200 years.

ROYAL HIBERNIAN ACADEMY of ARTS
15 ELY PLACE, DUBLIN 2, DUBLIN 2
RHAGALLERY.IE

RHA
ROYAL HIBERNIAN
ACADEMY of ARTS

— SUMMER
SEAN SCULLY
ELEUTHERA
10 MAY—27 JUNE

RHA
ROYAL HIBERNIAN
ACADEMY of ARTS

Royal Hibernian
Academy of Arts
SEAN SCULLY
Eleuthera
10 May—27 June

RHA
ROYAL HIBERNIAN
ACADEMY of ARTS

15 ELY PLACE
DUBLIN 2
RHAGALLERY.IE

Repositioning Ireland's oldest art institution for the next 200 years.



Coat of Arms Refresh

Royal Hibernian Academy of Arts

A New Typeface
For The Gallery
That Extra Detail
Always Noticed

Typeface: Archia [Various Weights]

0123456789—&

Web Primary Font

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Repositioning Ireland's oldest art institution for the next 200 years.

Lucky Lot. In Conversation

HISTORY — A BACKDROP

"no historic organisation exists in the present tense... It is the only surviving mass-statement of our ancestors, And it changes inversely to its inhabitants. It is old when they are young, And when they grow old it has become amazingly and shiningly Young again." ¹

Historically Dublin has always been a hybrid place, a melting pot and sometimes a collision point for Viking, Gaelic and Anglo-Norman settlers, for New English and Ulster Scots, Huguenot and Jewish immigrants. Many would say that the city's singularity, both within Ireland and globally, is a result of this hybridity. ²

I wish to place the RHA and its inception firmly in the context of Dublin, a hybrid city.

The birth of the organisation in the Georgian period was nearly 200 years ago, in 1823. St Stephens Green had only recently become a park and the Irish Parliament just commenced works to widen, pave and clean Dublin's cobbled roadways and granite pavements, lit by gaslight.

New ornamental bridges were springing up to connect the Liffey's banks and across them walked increasing numbers of impoverished migrants, fleeing visitations of famine. We see the retired lane off Thomas-street, its signs, the Dublin merchant buildings of Castle Street owner-occupied with bookbinders, saddlers, haberdashers, armourers, taverns. Leeches and lancets were in fashion. We see organised insurrections, subsequent tumults and King George IV's earlier visit with a brigade of knights: Dublin was just starting to flourish towards

IN CONVERSATION: APRIL 2021 © Lucky Lot 2021 | Confidential and Proprietary

Lucky Lot.

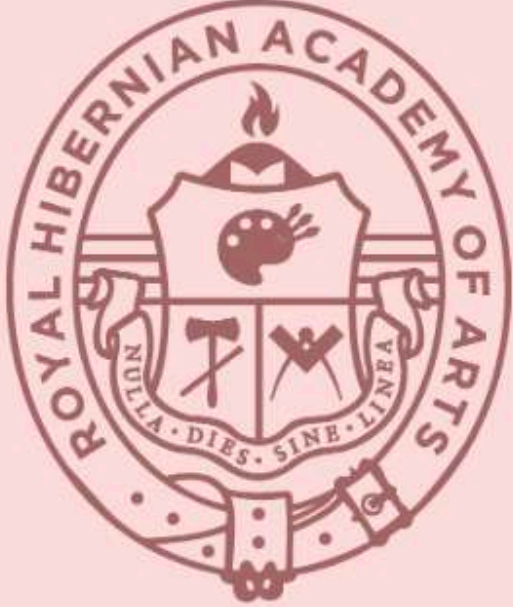
eat and shop, for students to once again contemplate and study and for artists to practice and create in the sanctums of its studios. A diverse and participatory community has grown around this culture, around this "collecting point, this hub, where there is exchange of artistic ideas and personalities." ¹⁶ The gallery's curatorial team diligently continues to both "seek out the next evolution of talent" and "seed their practices" ¹⁷, "whether it's for exhibition there or not." ¹⁸ Their attention launches careers. The rotating exhibitions guarantee a Babel of individual moods and tastes among viewers on any given day. The RHA has its sights on expanding its studios and residency capacity. The influence of the Academy itself, "the artist's voice" ¹⁹, is set to be extended and further democratised by an increase and diversity in its Members - a motion currently in process - and their participation in the School.

"I'm so sentimental about the people and the space." ²⁰

Acceptance begins in the family. Both Members and artists speak of an especial affection for the RHA. For both, this organisation has recognised their merits, enrolled him or her amongst its 'family': there is life long gratitude. For Turner, the RA was 'his mother': he loved social meetings with his 'brother artists' and even left money in his will to provide an annual dinner. It seems interesting to see the RHA extending this powerful 'gift of acceptance and legacy' - of inclusivity to every artist and visitor, to every Friend and employee, offering a home, a community, an anchor for the love of art. ²¹ An open invitation.

IN CONVERSATION: APRIL 2021 © Lucky Lot 2021 | Confidential and Proprietary PAGE 9

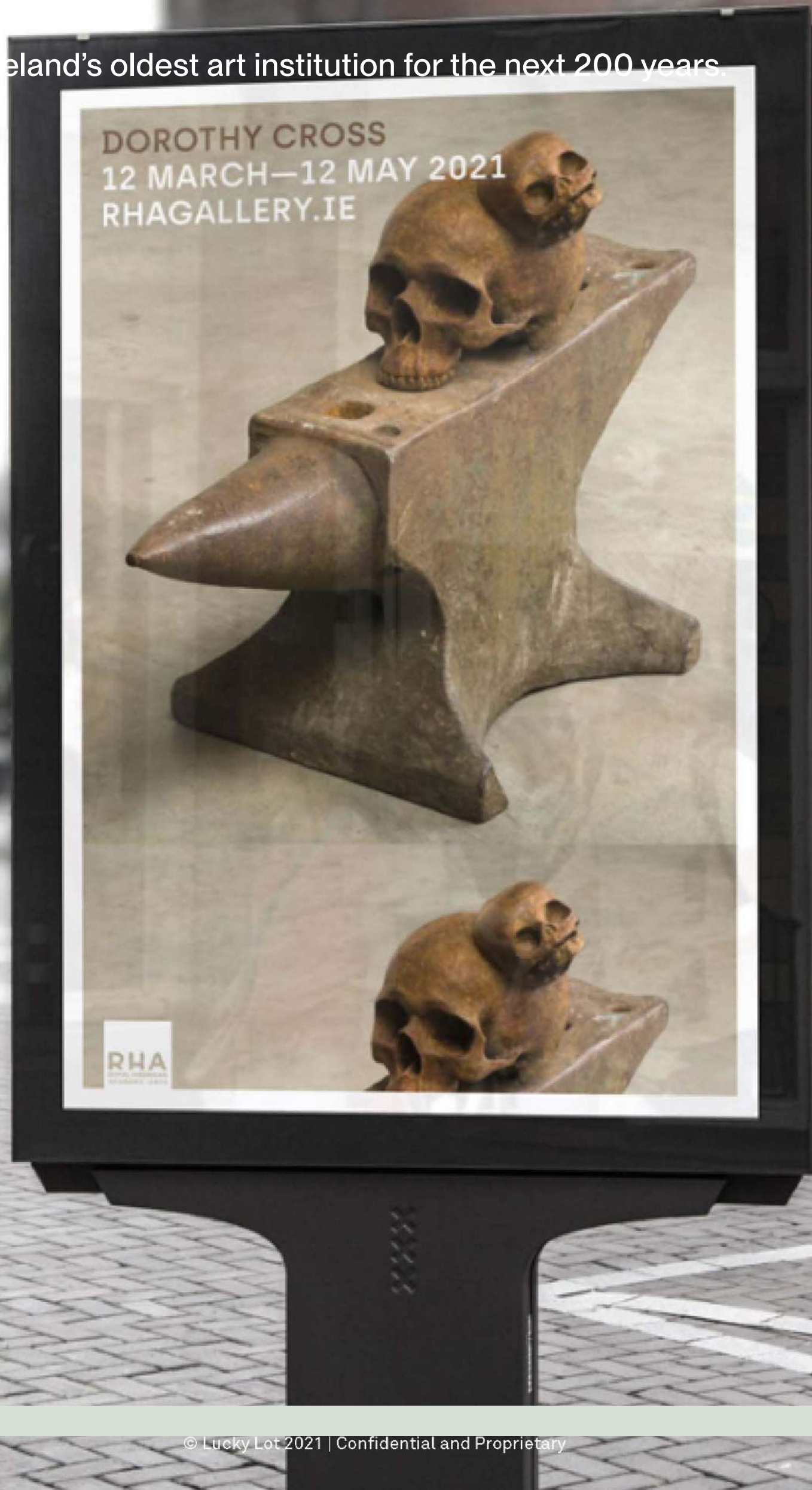
RHA
 Friendly
 Impressive
 VITAL
 INVITING
 Welcoming
 Electric
 Nuclear
 Inventive
 UNEXPECTED
 Perseverant
 EXCELLENT
 Pertinacious
 Surprising
 Regenerating
 Longevity
 OCCASION
 Community
 Exciting
 Energetic
 Enthusiastic



The RHA is Ireland's powerhouse of the Arts, steered by an artist-run academy of our time.

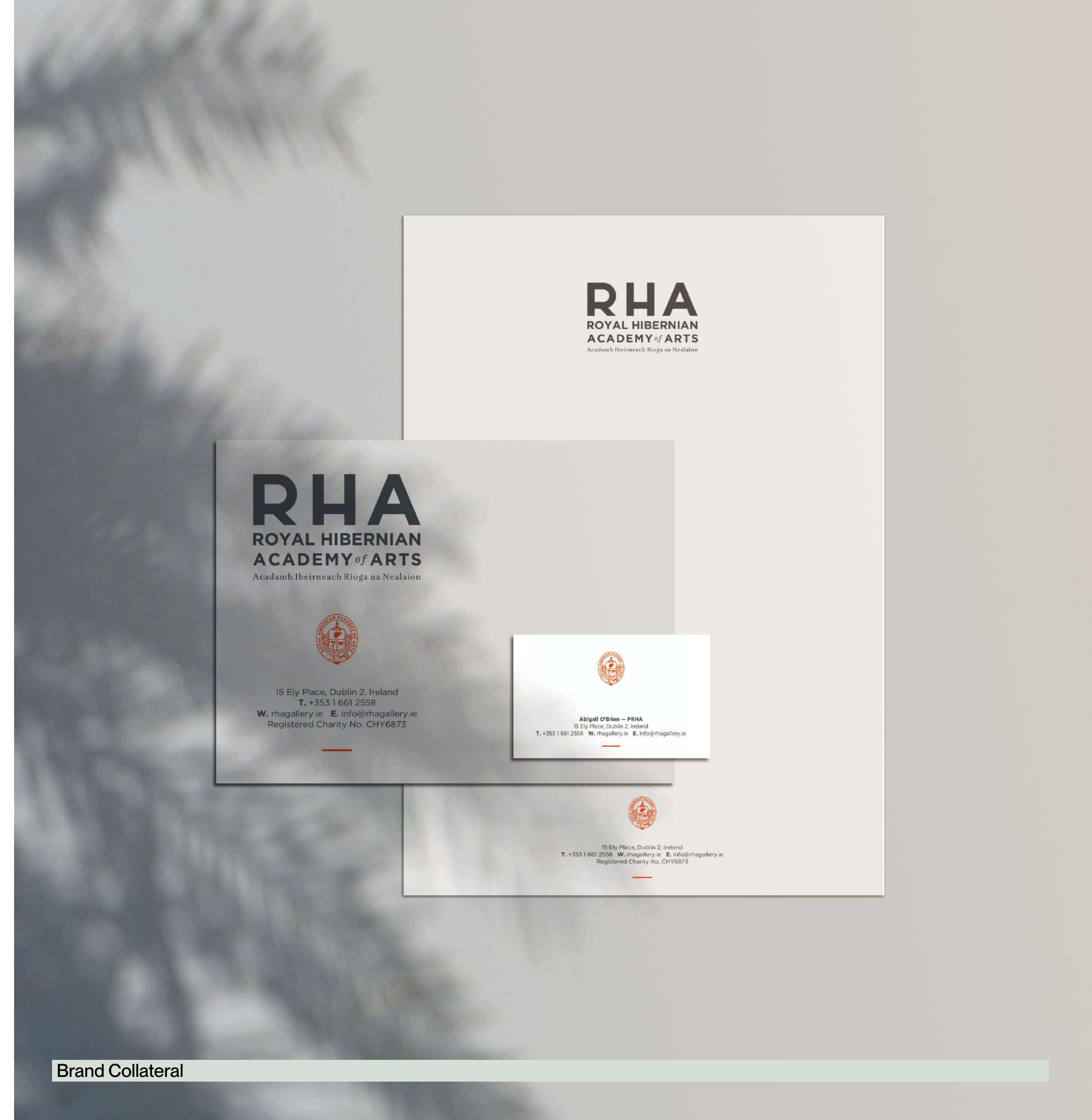
Our mission is to support artists. We stage free public exhibitions and provide artist-led training in the visual arts.

Repositioning Ireland's oldest art institution for the next 200 years.



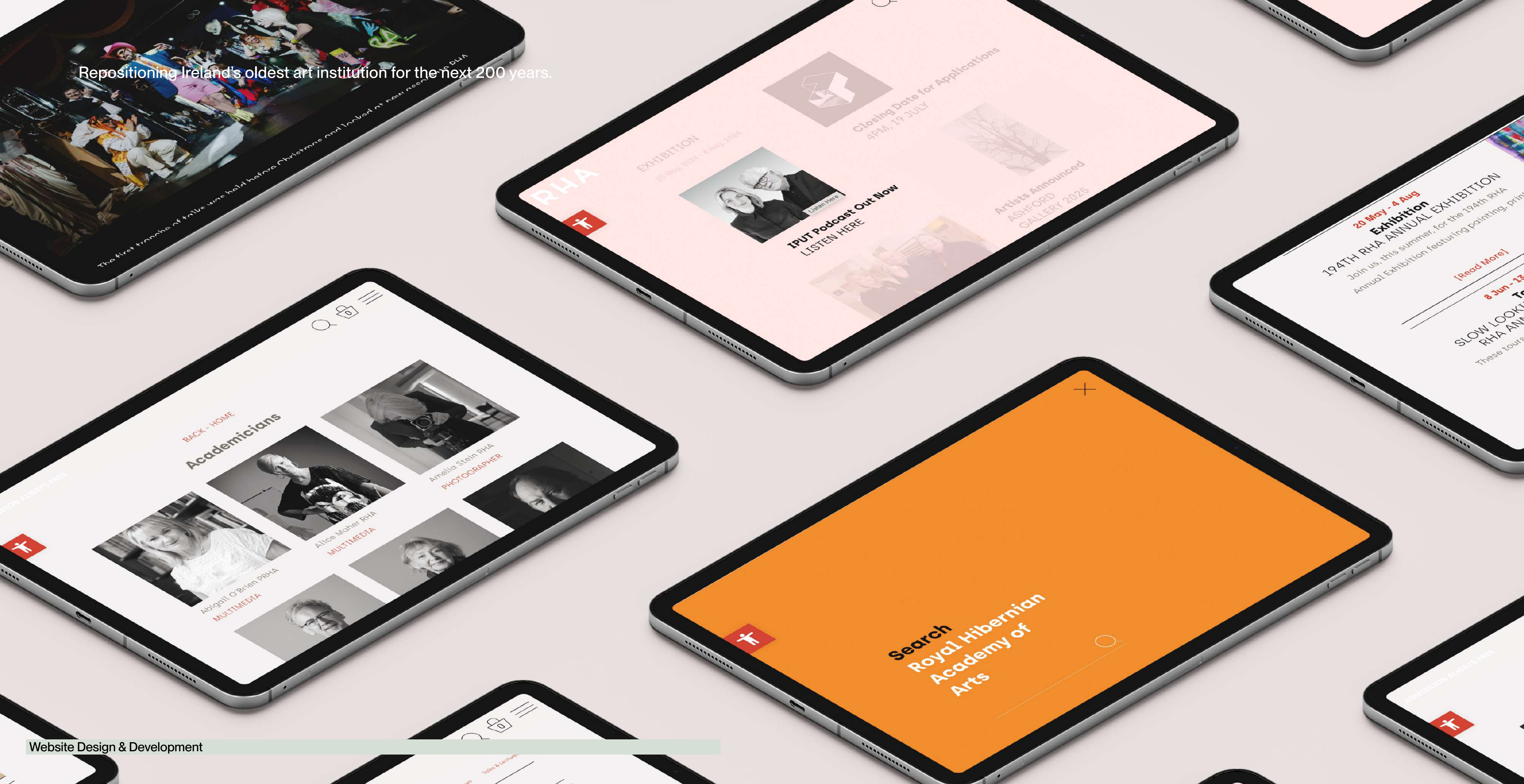
Logo Application

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Brand Collateral

Repositioning Ireland's oldest art institution for the next 200 years.



Website Design & Development

Epilogue

Get to know us.

We Are A Lucky Lot.

We Are...



Henry Jones



Emelia Jones

We Are A Lucky Lot.

Emelia Jones Creative Director, Dublin

Hey Emelia, can you introduce yourself?

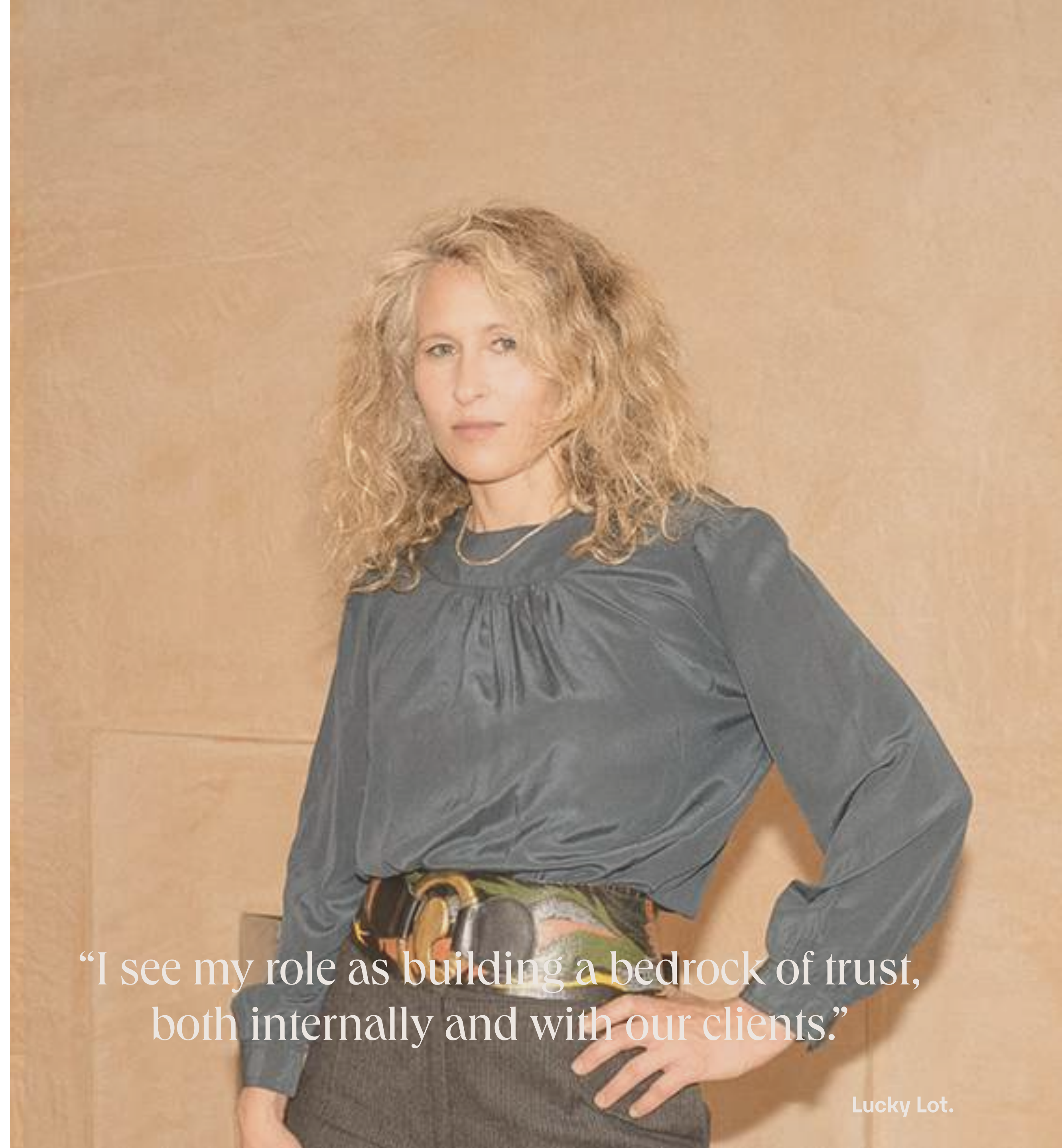
My name's Emelia Jones; I'm 45 years old, born and bred in London: after some years spent in East Africa, I'm now an Irish resident - and I'm a creative director.

It's a title that's often shrouded in ambiguity, especially as people take so many different routes to get into creative direction. Can you demystify that a bit and shed some light on how you got to where you are?

My background is as a writer. Following an M.Phil in Creative Writing & Publishing in 2002, I moved into commercial business writing and playwriting. It was Web's 00s heyday and I found myself writing for site layouts that had been designed with very little storytelling direction. I also met brands thirsty for a customer-driven strategy and online community, yet without a firm grasp of their own origin story. This interface of visual, verbal and interactive worlds for brands - unearthing a core expression to inform unique and memorable visual identities - is where I began to dig, and what later propelled me to start my own agency in 2010.

The internet says that around 12.6% of creative directors globally are female. Are you proud to stand amongst the few?

My approach with Lucky Lot has always been to have equal footing with my team. I see my role as building a bedrock of trust, both internally and with our clients. There is no command-and-control sensibility here. Lucky Lot collaborations are a form of creative ensemble; it's really all about listening carefully to make sure we are all working in harmony.



“I see my role as building a bedrock of trust, both internally and with our clients.”



“This is what great marketing does - here at Lucky Lot, we help turn consumers into fans.”

We Are A Lucky Lot.

Henry Jones Marketing Director, New York

Henry, how does your background in music influence your work today?

Identifying, cultivating and nurturing fanbases was the biggest part of our job as marketing managers for bands and artists. This is the exact thing any type of business craves the most... fans. Consumers are fickle, price sensitive and bad-mouth you. Fans are loyal, they spend and they eulogise you. This is what great marketing does and it's what we specialise in here at Lucky Lot — we help turn consumers into fans.

You've also worked for big tech and on global accounts. You've not been afraid to leave successful ventures and move on to new experiences?

I've worked with marketing budgets in the low hundreds and in the tens of millions. I'm interested now to use my experience and skills to help people and organisations that don't necessarily have access to - or want - the big, traditional agency model. Marketing can often have its biggest impact at the very beginning so I love to get in early and help instil the right strategy, tactics and mindset that'll serve a client longterm.

Based in New York, what is your day-to-day like?

Running Lucky Lot's US office from here feels like the perfect companion HQ to Dublin; Brooklyn has such a rich creative history it's a little intimidating but I feel energised by it, too. I joined my sister as a co-partner in 2023. Together, we've created the type of agency we would like to work for and work with. We cultivate a kind, compassionate, creative and energetic environment with each other and our clients. That leads to great work but leaves time for life's important things as well.

