

Even This One

Big ads. Small print. New formats. One shared responsibility.



Brief received during my internship. Concept, art direction and the executions shown here were developed independently afterwards as a speculative portfolio project.

AI-assisted illustration production and copy development.

The smallest detail. The biggest look.

Concept mockup - illustrative context, not a documented media placement.



Three formats. One responsibility.

Selected outdoor executions

Even the small print.

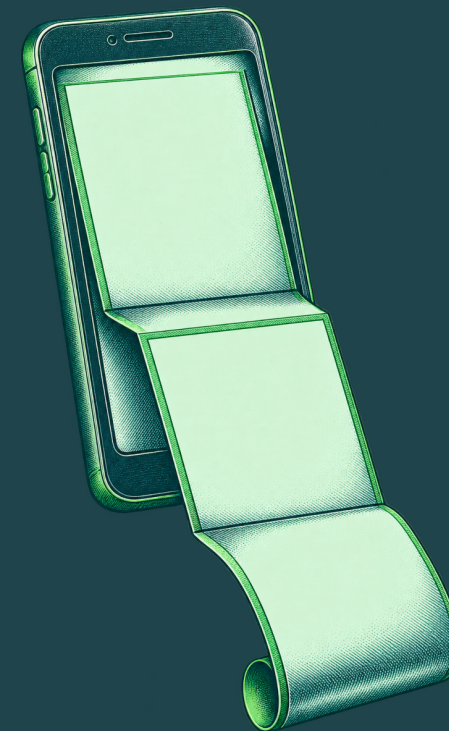


We set and enforce standards for
commercial ads in Ireland.



Keeping ads up to standard
Adstandards.ie

New format. Same rules.



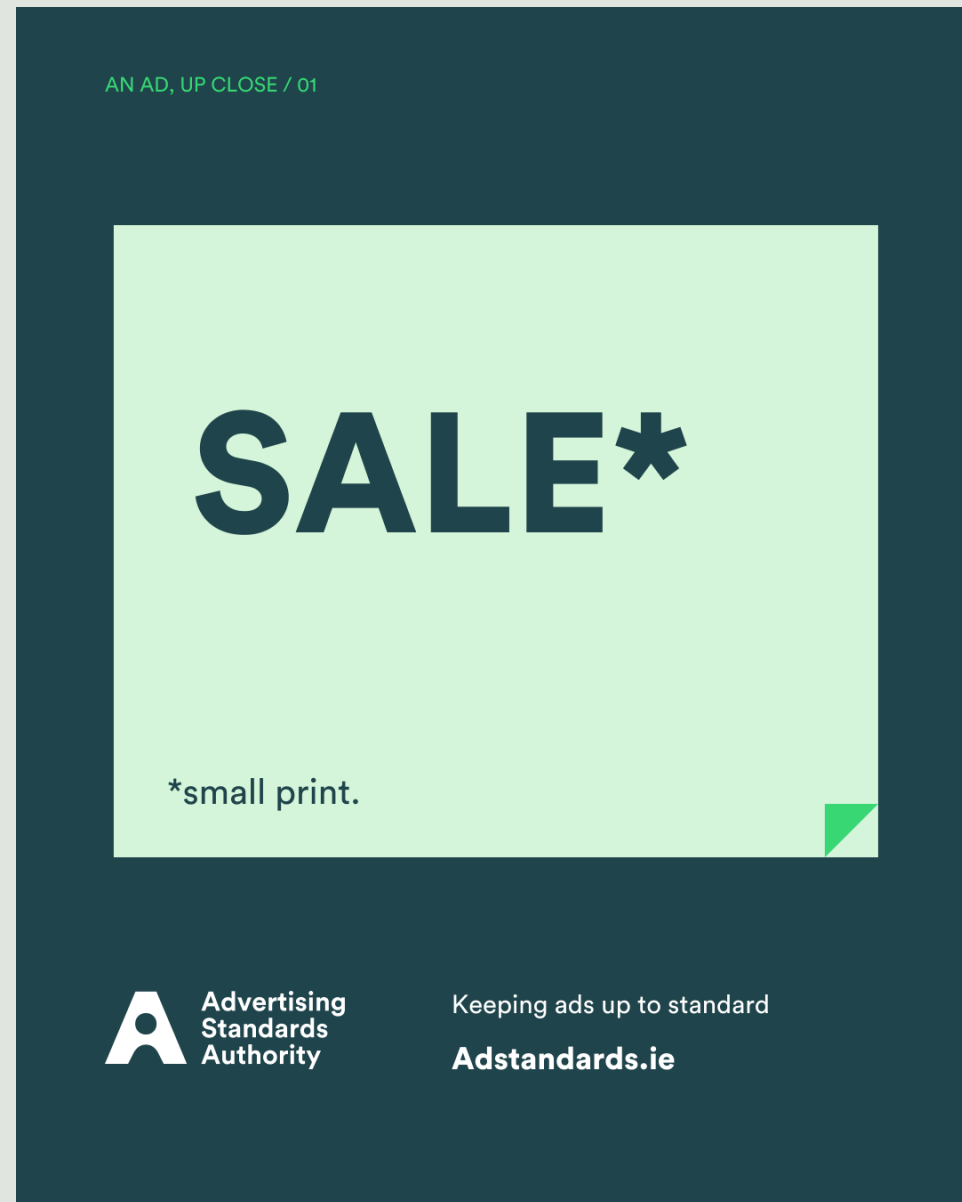
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The small print

A three-card social story



Big claims

A three-card social story

AN AD'S BIG CLAIM / 01





Advertising Standards Authority

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AN AD'S BIG CLAIM / 02



*Only the type.



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AN AD'S BIG CLAIM / 03

**Big type.
Not proof.**



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Advertising Standards Authority

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