

PHILIP BROADHEAD

Freelance Designer

Brand • Digital • Campaign • Web

INTRO

I design brand, digital and campaign work for established organisations and growing businesses.

I'm comfortable leading projects from concept through to delivery, or stepping in to support existing teams where needed.

Roberts

Morphy Richards

HOPE
is all you need

STOVES

bellling

DAVIES SPORTS

 **FINDEL**

gls. Schools.
We get you.

Lec
MEDICAL

WORK

Stoves
Colour Boutique Campaign

Belling
Energy Saving Recipe Book

Roberts
Amy Winehouse Collaboration

Morphy Richards
Compact Espresso Machine

Stoves
Deluxe Range Launch



STOVES

COLOUR BOUTIQUE

The Brief:

Develop and lead the creative direction for a new colour range within the Stoves Deluxe collection, using research and nature-led colour stories to help customers understand each colour and choose with confidence.

My Role:

Creative Lead, responsible for defining the Colour Boutique brand direction, including the logo, colour palette, nature themes and delivering all supporting creative across website, roomsets, campaign, retail and point-of-sale.



BRAND DIRECTION

I built the Colour Boutique brand direction around pairing each colour with complementary nature imagery and materials.

This helped to give each colour its own character and ensured the range felt cohesive and considered across all applications.



Midnight Blue

Element:
The deep, endless night sky.

Represents:
A celestial connection, capturing the mystery and elegance of the stars.

A tall, dark blue stove with a black oven door and a stainless steel handle, set against a dark, starry night sky background.

Complementary materials:

A grid of eight circular material swatches: Deep Blue, Textured Glass, White Marble, Light Oak, Black Marble, Grey Oak, Grey Fleck, and Brushed Steel.

Garnet Red

Element:
The vibrant tones of autumn leaves, berries, and clay.

Represents:
A warm and inviting hue inspired by the richness of the harvest and natural landscapes.

A tall, vibrant red stove with a black oven door and a stainless steel handle, set against a dark red background with a subtle leaf pattern.

Complementary materials:

A grid of six circular material swatches: Walnut, Grey Quartz, Reeded Glass, Brushed Gold, and Light Oak.

Deep Marine

Element:
The depth of forested lakes or deep ocean waters.

Represents:
A rich and grounding colour inspired by the darker shades of natural water bodies.

A tall, deep teal stove with a black oven door and a stainless steel handle, set against a background of rippling water.

Complementary materials:

A grid of six circular material swatches: Chrome, Ocean Blue, Charcoal Grey, Brushed Gold, Light Oak, and Brown Oak.

ROOMSETS

The Colour Boutique roomsets were carefully composed using product imagery and refined background environments to create realistic kitchen settings.

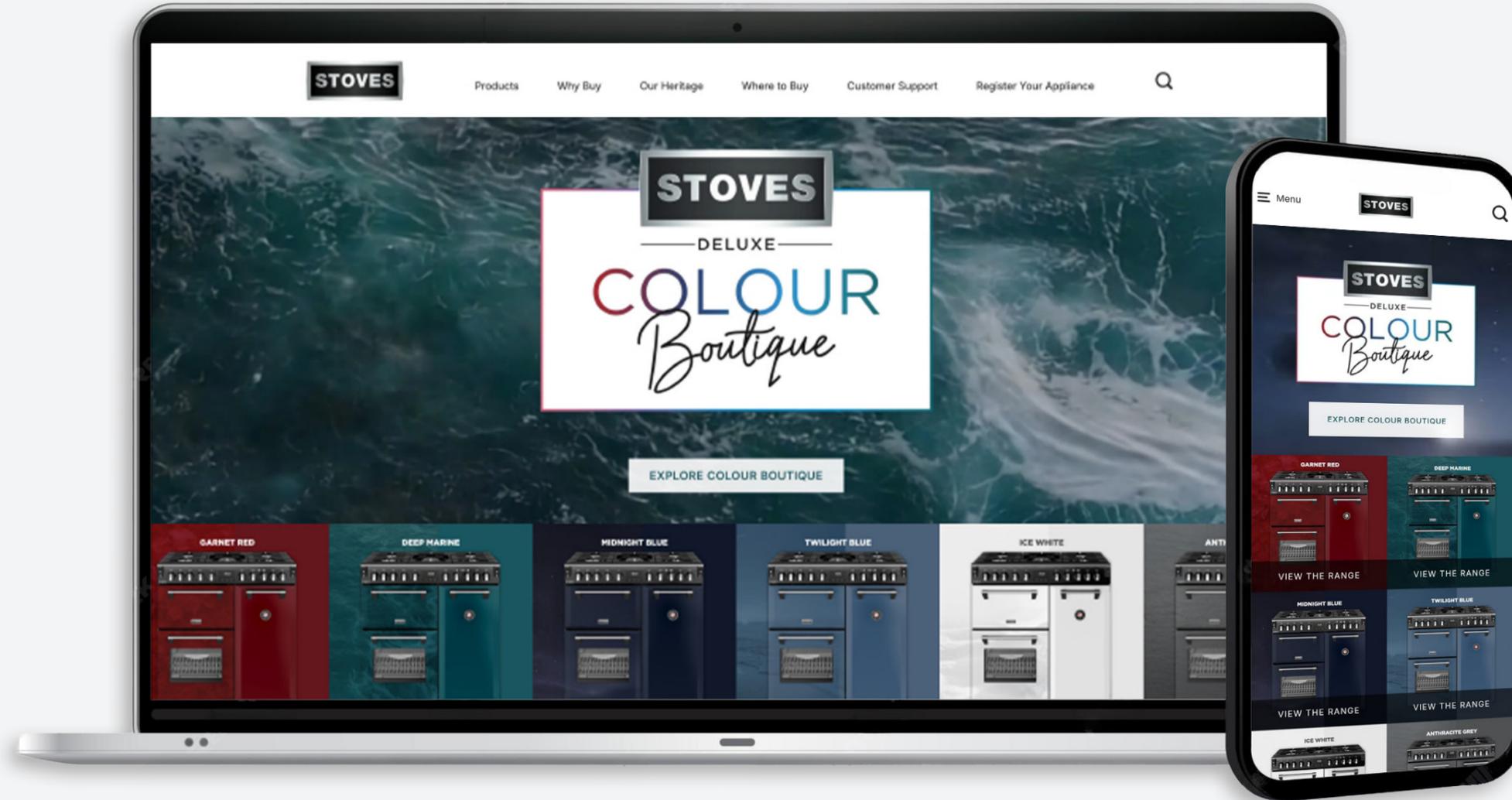
Each space was designed to demonstrate how the colours work alongside complementary materials and finishes.



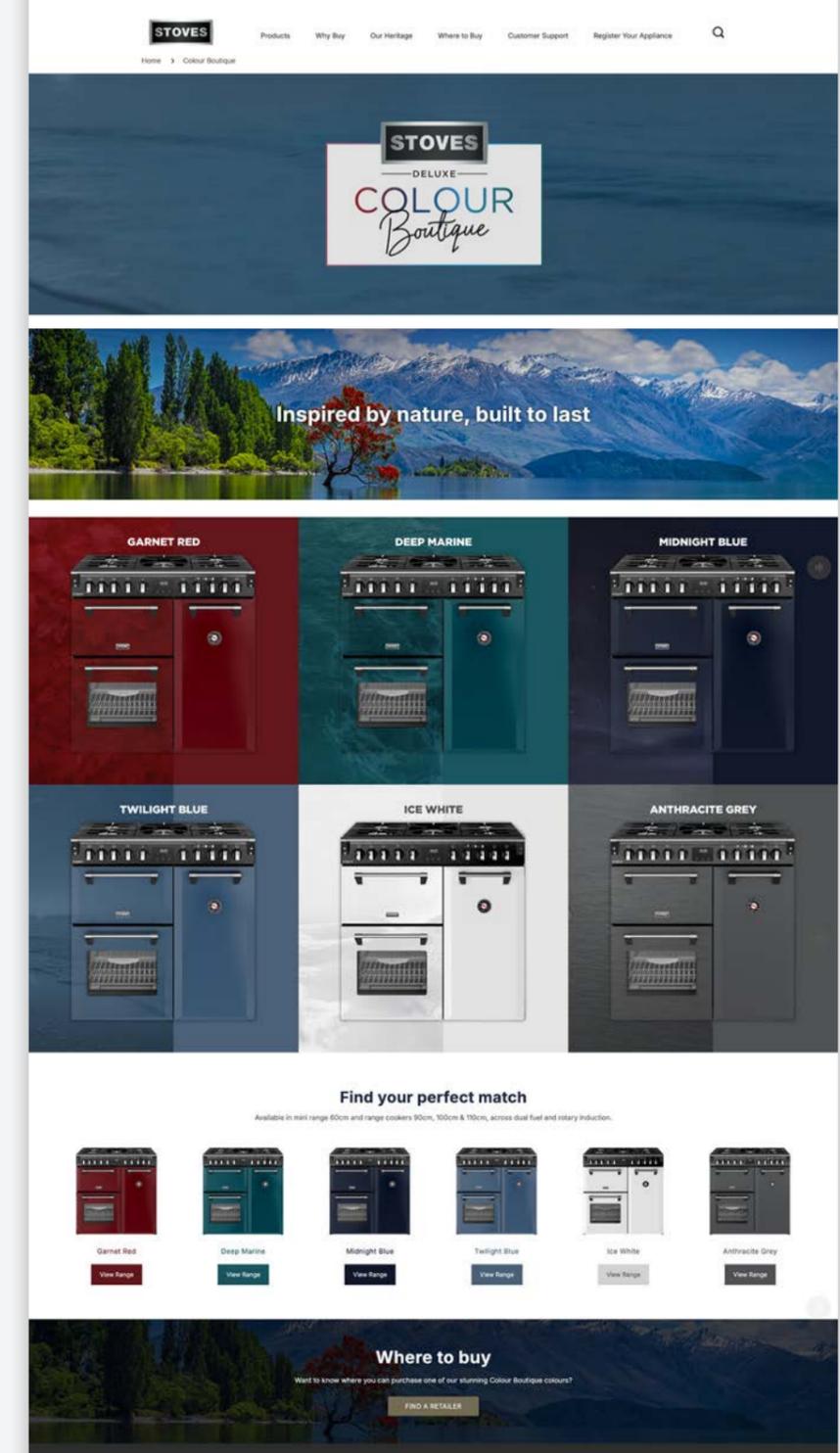
WEBSITE

The Colour Boutique website brought colour stories, roomsets and product information together, guiding users from inspiration through to product selection.

I designed and built the Colour Boutique experience within the Stoves website, creating custom layouts and motion to bring the range to life.

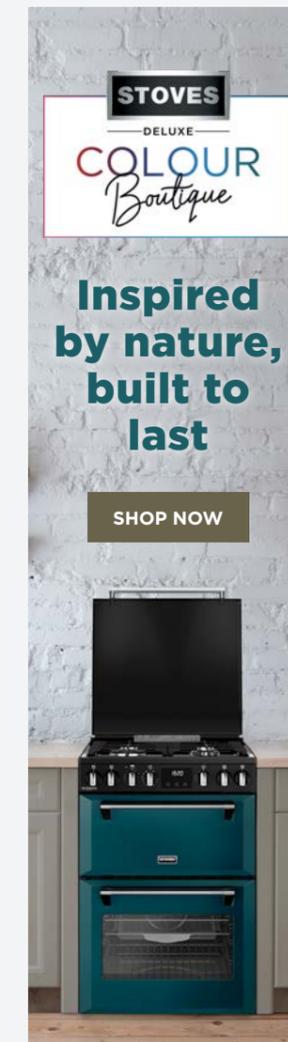
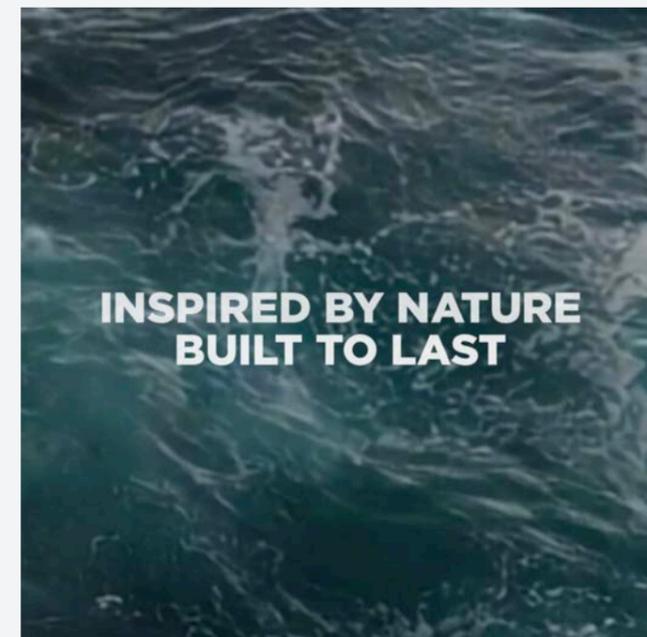


stoves.co.uk/colour-boutique



CAMPAIGN, RETAIL & POS

I led the rollout across campaign, retail, social and point of sale, ensuring consistency from launch assets through to in-store materials.



BELLING

ENERGY SAVING RECIPE BOOK

The Brief:

Design a digital recipe book for the Belling brand, focused on energy-saving cooking.

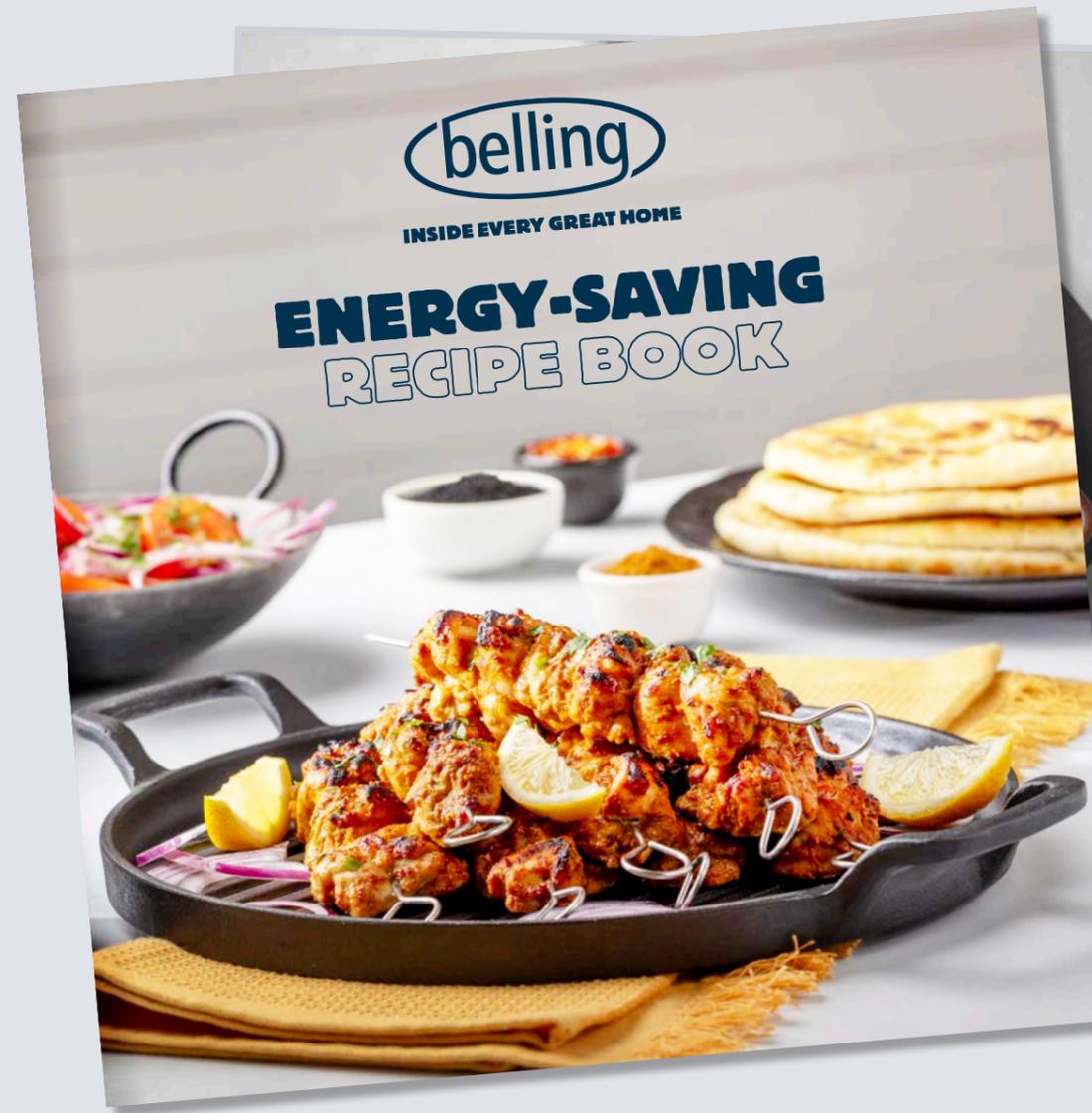
My Role:

The recipe book was developed from concept through to final artwork.

I defined the layout and visual direction, working closely with the brand manager and photographer throughout.

The final creative was rolled out across social, POS and digital.





BELLING'S ENERGY-SAVING RECIPES

- | | | | |
|---|---|---|--|
| SUNDAY ROAST TRAYBAKE |  7 |  9 | CHICKEN TIKKA KEBABS |
| ROAST TOMATO AND SPINACH ORZO 'RISOTTO' |  11 |  13 | MOROCCAN SAUSAGE AND CHICKPEA TAGINE |
| THAI GREEN PRAWN CURRY WITH ZINGY JASMINE RICE |  15 |  17 | GIANT DOUBLE CHOCOLATE CHEWY COOKIE |
| SPICED SHEPHERDESS PIE |  19 |  21 | CHIPOTLE, MIXED BEAN, AND RED PEPPER STEW |
| RESCUED VEGETABLE AND TURKEY RAGU |  23 |  25 | TACO BEEF AND BEAN CHILLI TRAYBAKE |

WHAT'S INSIDE?

Belling has been at the heart of British kitchens for more than a century, so we know the importance of cooking and enjoying food together as a family. With energy bills and the cost of living on the rise, we've created a book full of delicious, nutritious, budget-friendly recipes to cook and enjoy as a family. Each recipe has been specially-created as a lower-cost version of much-loved traditional dishes, designed to cost less through energy-saving cooking methods. Cooking amounts to around 34% of annual electricity used in our homes, so the costs to cook and reheat meals can add up quickly over the course of 12 months. For example, a traditional roast dinner can take two hours or more to make, but our version comes together in just 40 minutes and uses 62% less energy. We'd love to see your takes on our low-energy recipes. Tag us in them on Instagram and we will share our favourites - use @BellingUK and #BellingLowEnergy.

ROAST TOMATO & SPINACH ORZO

TIME SAVED 16 mins
ENERGY SAVED 15.26p

SUNDAY ROAST TRAYBAKE

Chicken thighs are succulent, economical, and cook in less time than a whole chicken. This traybake recipe is packed with flavours by rubbing thyme, garlic, and lemon-infused oil over the chicken skin. Cooked up in one tray, this Sunday roast traybake saves on time, energy, and washing up!

ENERGY SAVED 1hr 4 minutes 61p

INGREDIENTS
Lemons, Thyme and Garlic Roast Chicken
8 chicken thighs, skin on, bone-in
Salt and black pepper
1 small lemon
1 egg (whole)
2 cloves garlic, crushed
100g vegetable oil
Roast Vegetables
500g small new potatoes, scrubbed and halved lengthways
300g carrots, scrubbed and cut into halves
200g parsnips, peeled and cut into halves
1 medium red onion, halved, peeled and cut into wedges with the root intact
100g frozen garden peas, defrosted
Stuffing
100g pig sage and onion stuffing
20g butter, softened
To serve
Homemade chicken gravy

TIP
Try wrapping the chicken thighs in bacon as an alternative to the lemon and thyme.

METHOD
Preheat the oven to 220C/Fan 200C/Gas mark 7.
Meanwhile, place the chicken thighs on a plate, pat dry with kitchen paper and season with salt and black pepper. Zest the lemon, then add the lemon zest to a bowl with the thyme, garlic and oil, and mix well until combined.
Put the prepared chicken, skin side up, into a large roasting tin then rub the lemon thyme oil evenly over the skin of each chicken thigh, using your hands.
Wash your hands, then toss the potatoes, carrots, parsnips and red onion in a large bowl with 1 tbsp vegetable oil and season with salt and black pepper. Place the vegetables into the gaps around the chicken thighs, then roast on the middle shelf for 15 minutes.
Meanwhile, to make the stuffing balls, empty the sachet of sage and onion stuffing into a bowl, add boiling water as directed on the packet instructions, and butter if desired, then mix well. Leave to stand for 5 minutes, then roll into 12 evenly sized stuffing balls. Wet your hands to prevent the stuffing from sticking.
When the chicken and vegetables have been cooking for 15 minutes, pop the stuffing balls into the tray and continue to cook for a further 25 minutes, until the chicken skin is crisp and golden and the vegetables tender and roasted. When the traybake has about 3 minutes left to cook, add the peas to the roasting tray. Return to the oven for 2-3 minutes until the peas are hot.
Serve the traybake on warm plates, with a drizzle of your favourite homemade chicken gravy.

TACO BEEF & BEAN CHILLI TRAYBAKE

TIME SAVED 52 mins
ENERGY SAVED 49.61p

ROBERTS

AMY WINEHOUSE COLLABORATION

The Brief:

To support the launch of a limited edition Roberts x Amy Winehouse collaboration through delivered through a digitally led campaign.

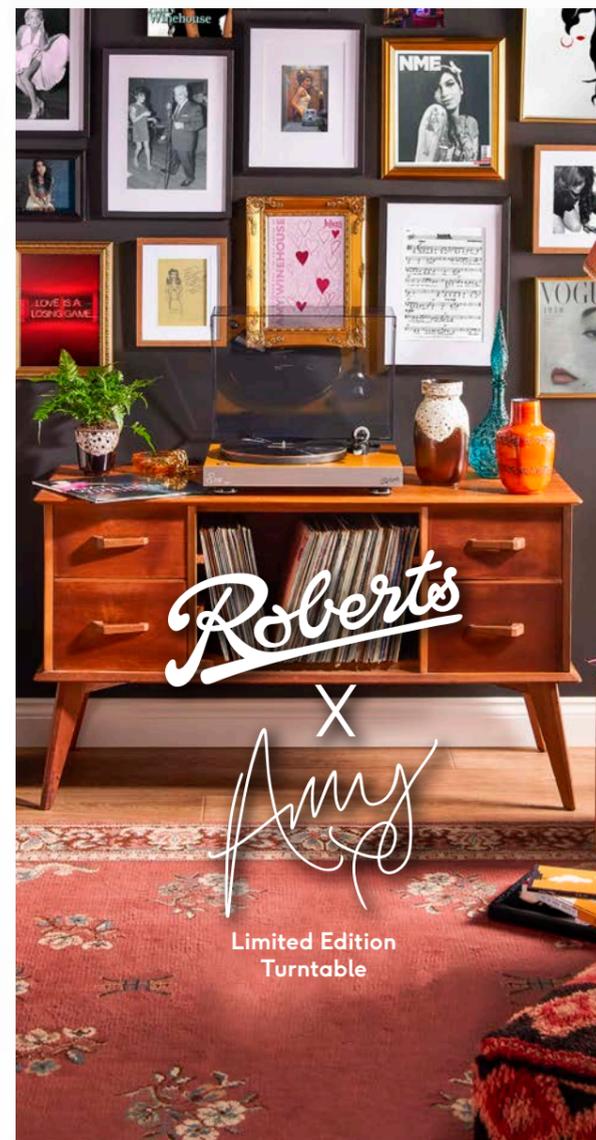
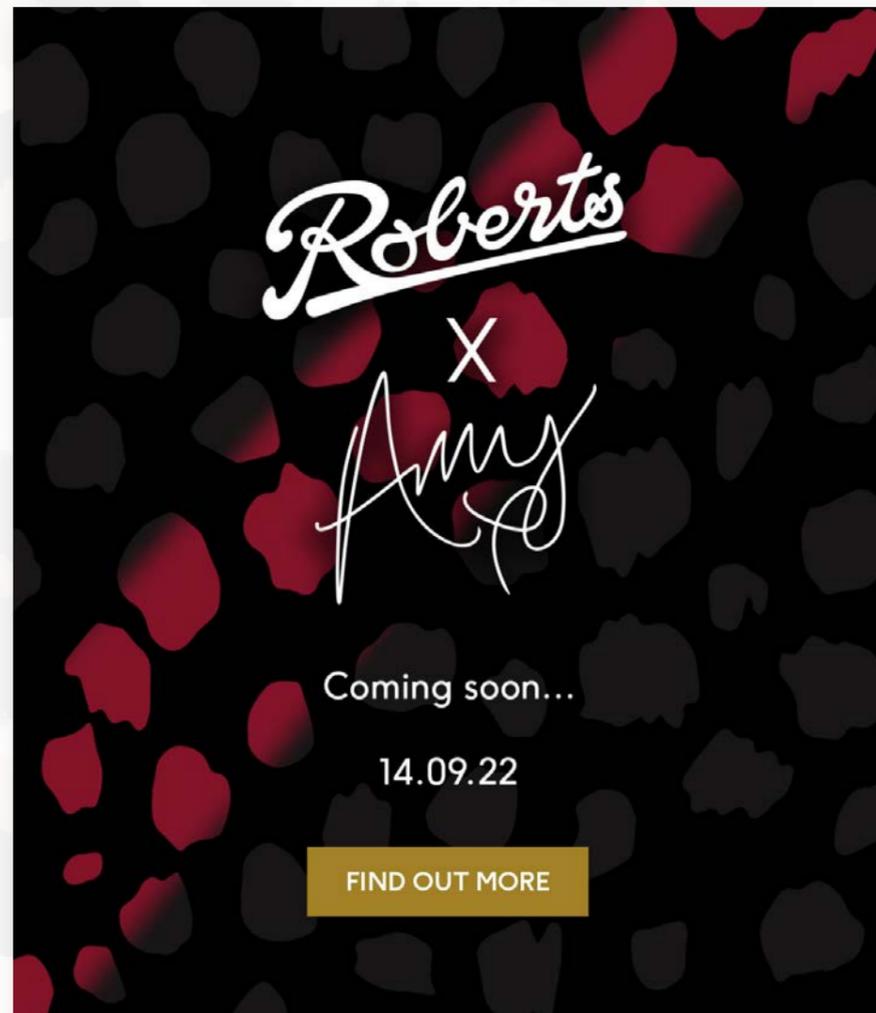
My Role:

Working closely with the Art Director and CPM, I led the digital design, applying the creative concepts across web, email and social, with supporting print activity.



TEASER & LAUNCH

Early campaign creative introducing the collaboration ahead of launch, including teaser email and homepage banners.



CAMPAIGN ROLLOUT

The campaign was rolled out across print, email and social.

Landing pages, Amazon A+ content and retailer banners were also produced as part of the wider campaign.



Roberts
x
Amy

In a collaboration that sees a percentage of profits going to the Amy Foundation, we're celebrating the life and legacy of one Britain's most beloved musicians, Amy Winehouse.

Inspired by the outfit Amy Winehouse wore to perform at the 2008 Brit Awards, the reimagined Revival iStream 3L is an expression of the artist's iconic style.



Leopard print front. Paired with red back panel. And engraved Amy logo.

AVAILABLE WHILE STOCKS LAST
robertsradio.com



Limited Edition Release
A statement of iconic British sound and style, the iStream 3L x Amy Winehouse is now available.



"We're delighted to be commemorating Amy's life and career whilst raising funds for the Amy Winehouse Foundation."
- Jane Winehouse



"Roberts was very close to Amy's heart and truly expressed her retro style."
- Jane Winehouse



Leopard print front paired with red back panel and engraved Amy logo add stand-out style to the iStreamL's impressive sound and features.



Roberts x Amy

The Limited Edition Roberts iStream 3L x Amy is a statement of iconic British sound and style.

In collaboration that sees a percentage of profits going to the Amy Winehouse Foundation*, we're celebrating the life and legacy of one Britain's most beloved musicians, Amy Winehouse.

[FIND OUT MORE](#)



We're paying homage to Amy's life and legacy with the release of 500 Limited Edition Revival iStream 3L designs.



Inspired by the outfit Amy Winehouse wore to perform at the 2008 Brit Awards, the reimagined Revival iStream 3L is an expression of the artist's iconic style.



Bold leopard print front, deep red back panel, and engraved

MORPHY

ESPRESSO COMPACT COFFEE MACHINE

The Brief:

Launch the Morphy Richards Compact Espresso Machine across digital and ecommerce.

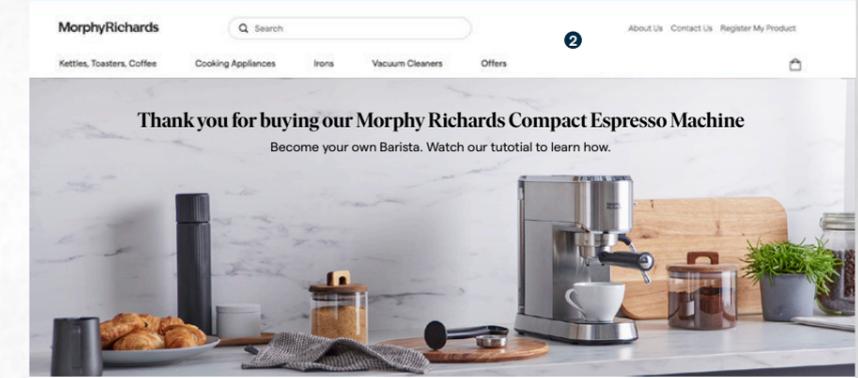
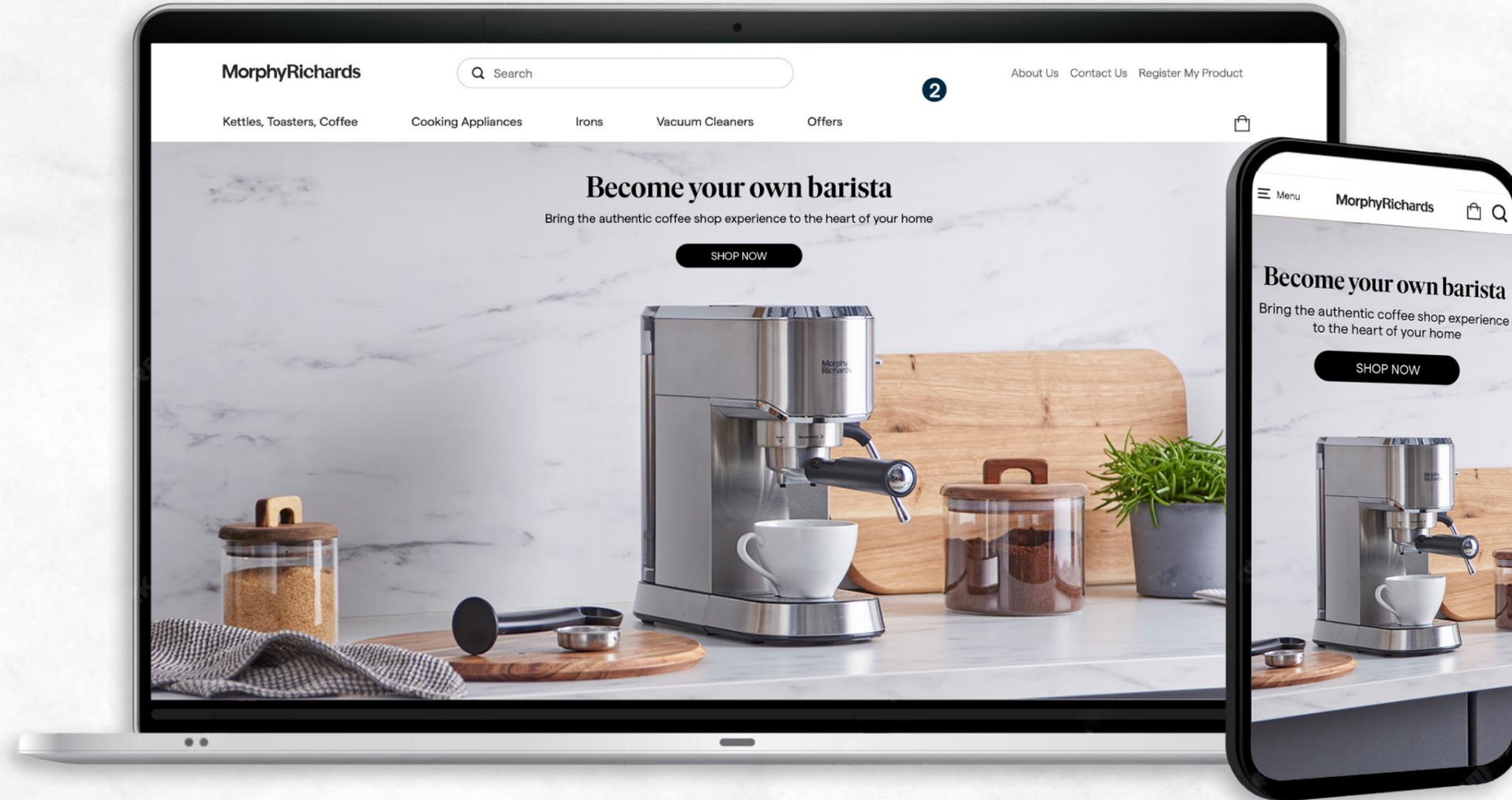
My Role:

Working with the Brand Manager and an external agency, I created the digital and ecommerce assets used across the website, email and Amazon.



WEBSITE LAUNCH

Homepage banners and a dedicated landing page were created to support the launch, presenting the espresso maker and its key features across desktop and mobile.



Become your own barista

The steam wand lets you become your own barista, brewing the perfect consistency every time for that authentic coffee shop feel. Hipster haircut not included.

Complete cappuccino control

Just fill with with ground coffee and then the Perfect Brewing Controls put your squarely in the driver's seat, giving you complete control to create creamy froth for your cappuccino or steam your milk for a flat white.



AMAZON A+ & PRODUCT DETAIL CONTENT

Amazon A+ content and PDP imagery were created to clearly communicate product features and benefits at the point of purchase.



Detachable

Large milk and water tanks save the constant change over, and they detach for a quick clean

Morphy Richards



Cupheater

Keeps your coffee cups nice and warm

Morphy Richards



Morphy Richards



Morphy Richards



Preheat in Under 90 Seconds

Prepped and ready to pour for when you need that express espresso.

Morphy Richards



Beverage Variety

Choose between cappuccino, latte, or espresso.

Morphy Richards



STOVES

DELUXE RANGE LAUNCH

The Brief:

Launch the Stoves Deluxe collection, introducing FreedomFLEX™ zoneless induction, through a multi-channel campaign that clearly communicated the product's key features while reinforcing the premium positioning of the brand.

My Role:

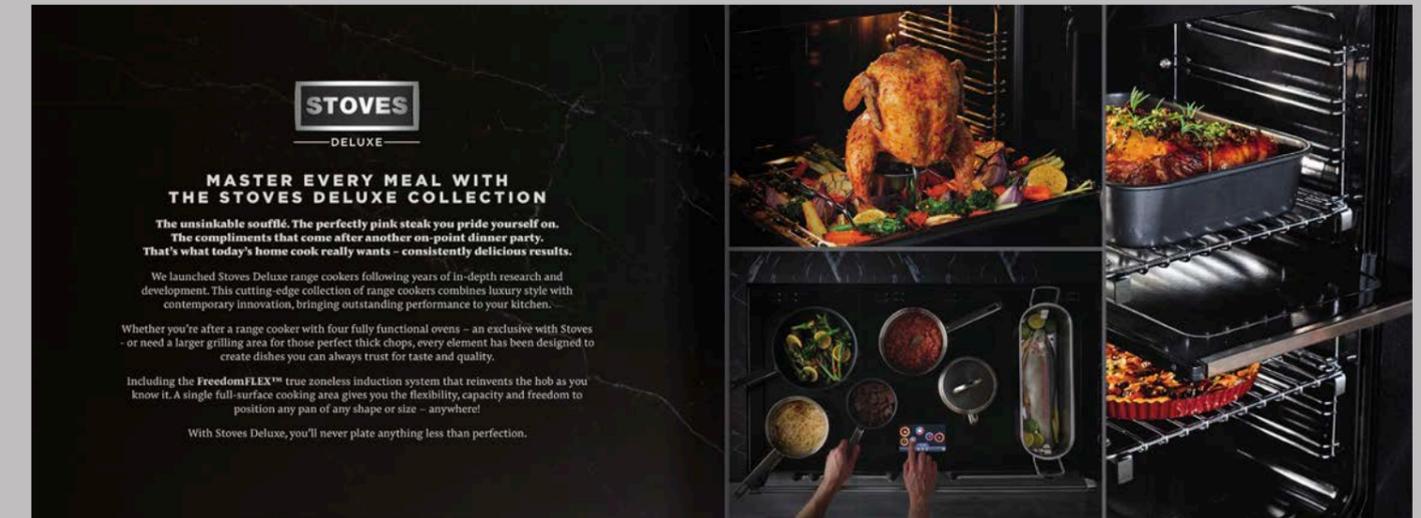
Creative Lead, responsible for defining and delivering the Deluxe campaign across brochure, digital and retail.



BROCHURE

Designed to support the Deluxe launch, the brochure introduced the range through structured layouts and premium photography.

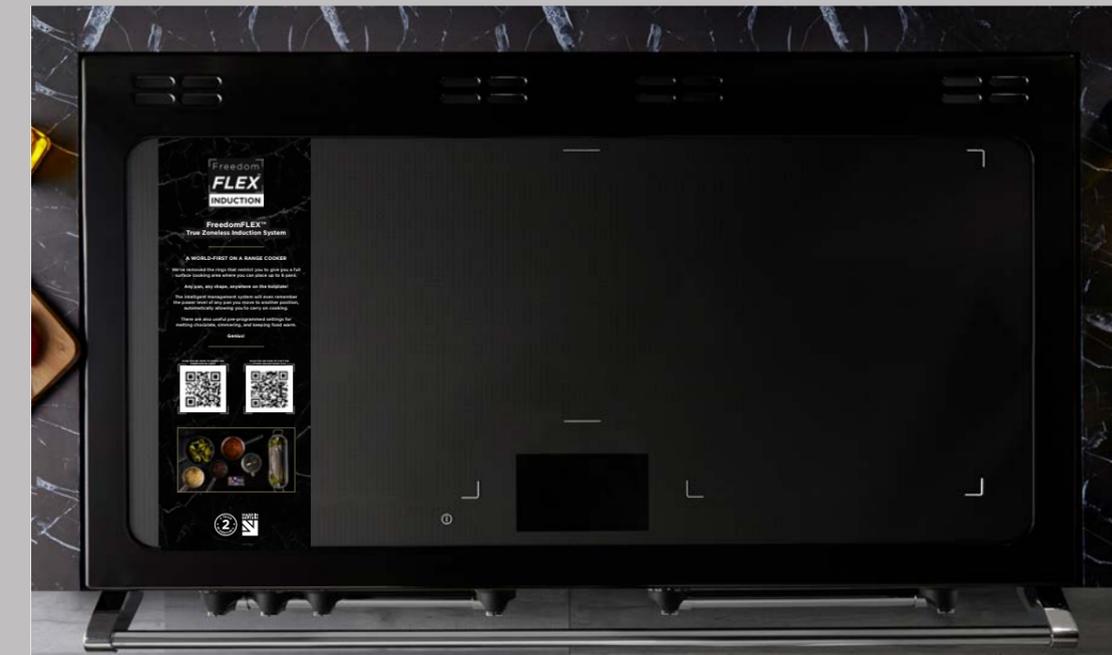
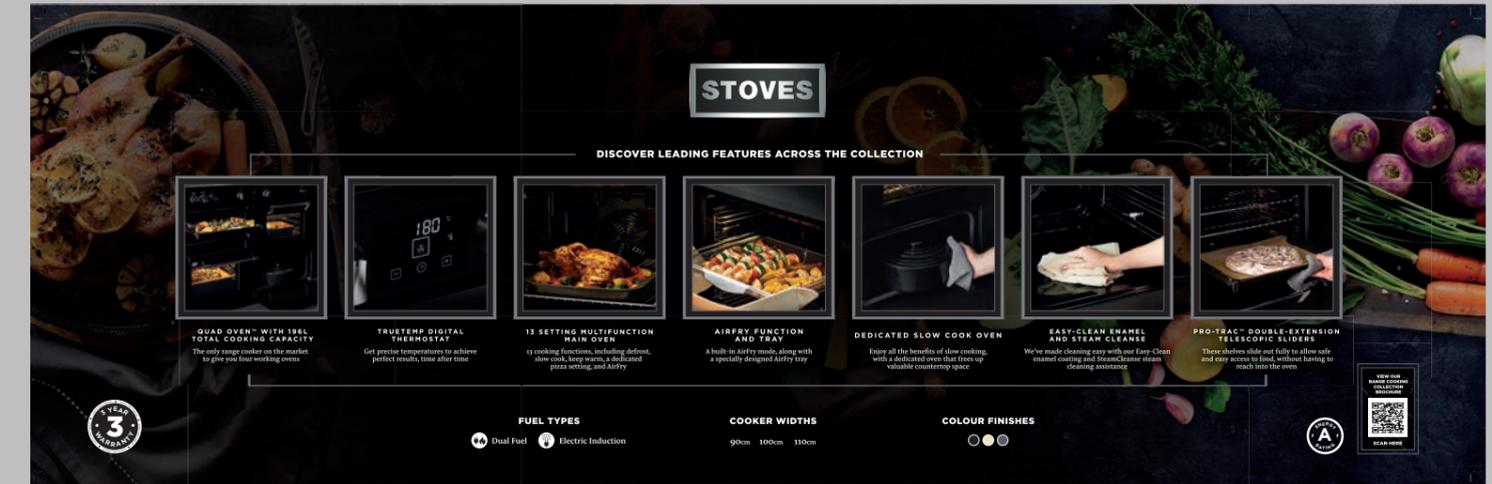
I developed the document from concept to final artwork, later refining the layout system to accommodate the full range cooker collection.



POINT OF SALE

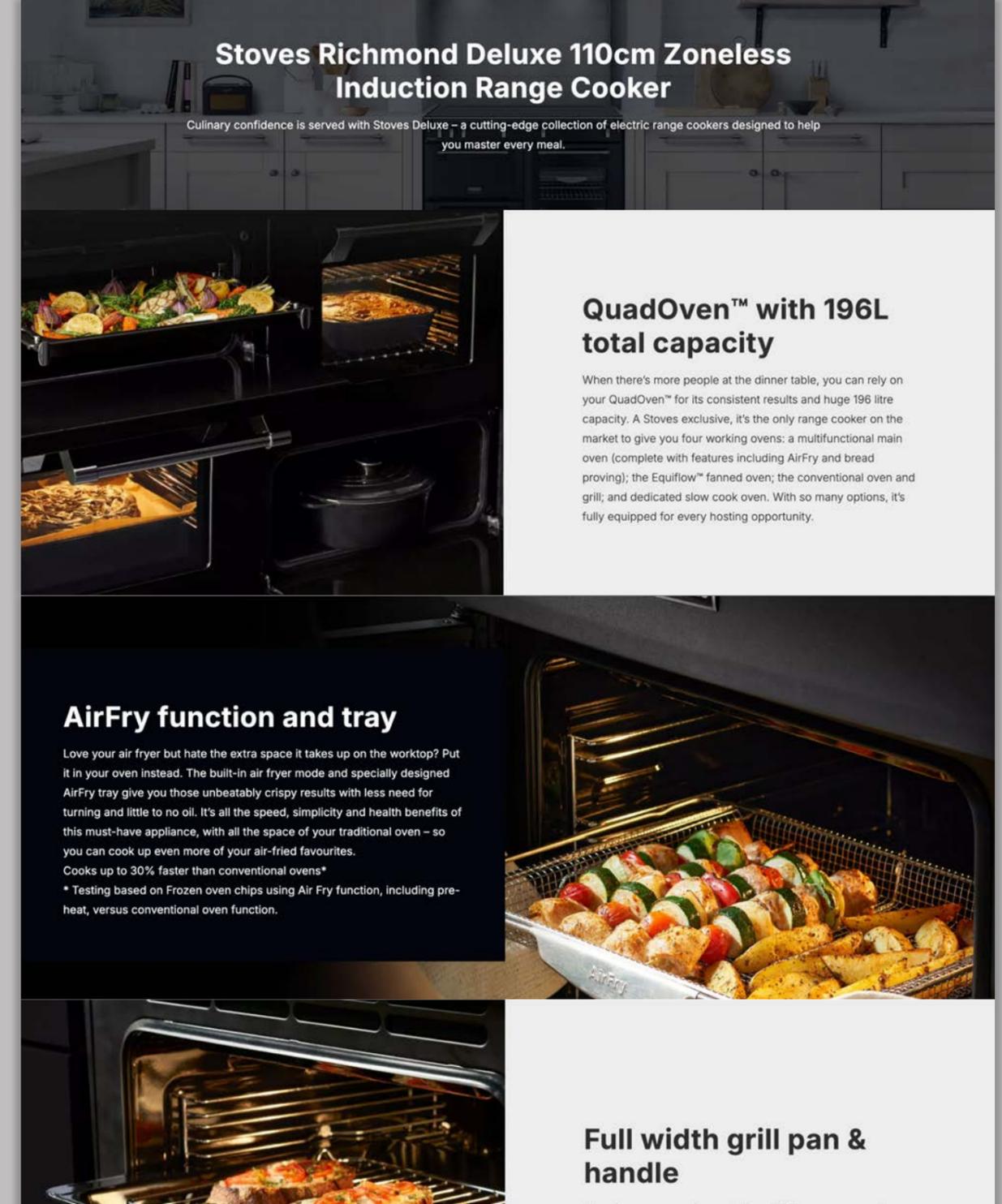
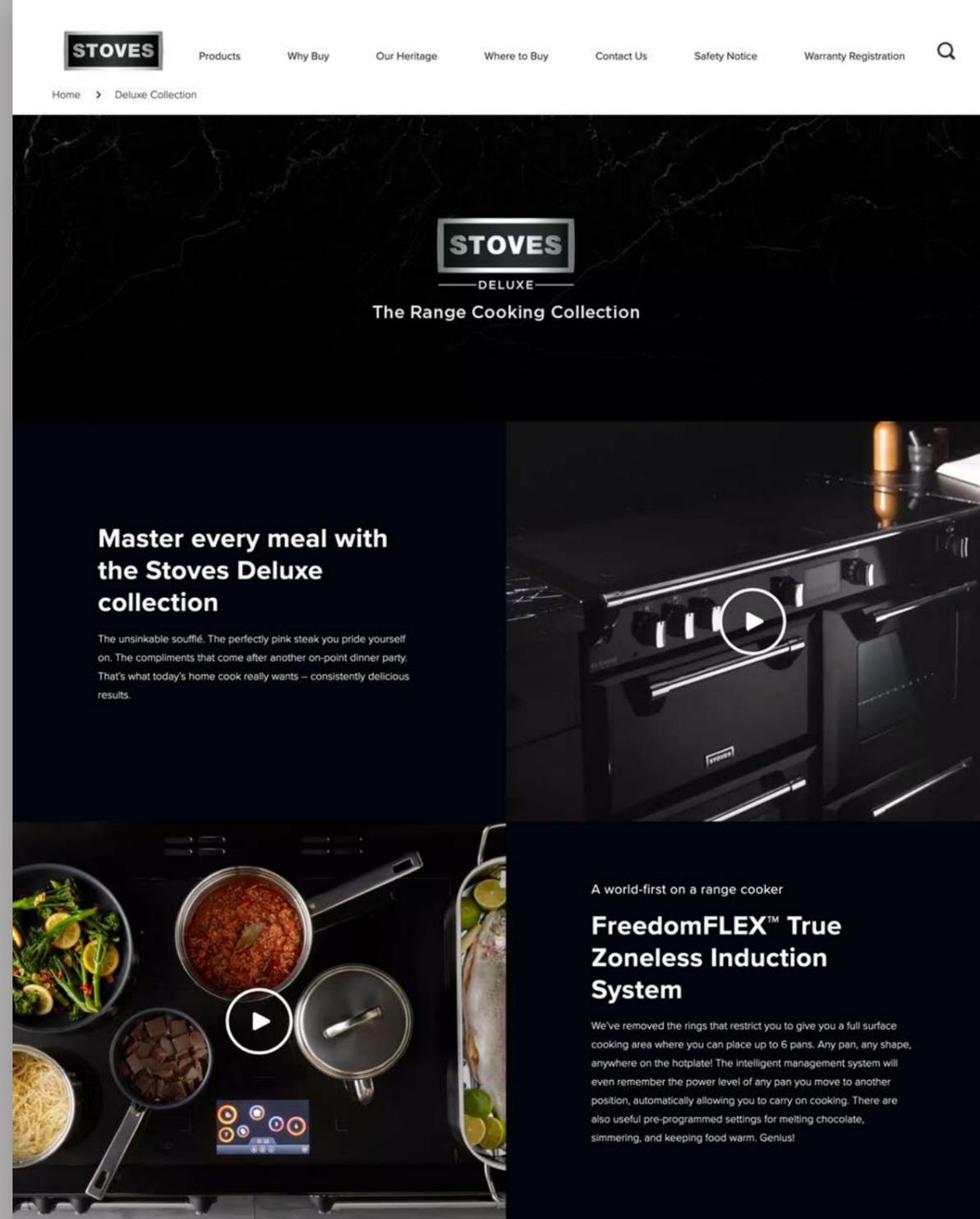
In-store POS units and backboard designs were developed to communicate key features and maintain campaign consistency across retail environments.

Supporting assets included door hangers, hob stickers, door window elements and retailer banner adaptations.



LANDING PAGE & DIGITAL CONTENT

The Deluxe landing page structured key innovations and features into a clear, guided experience. Enhanced PDP content supported the range at point of purchase, ensuring consistency across the customer journey.

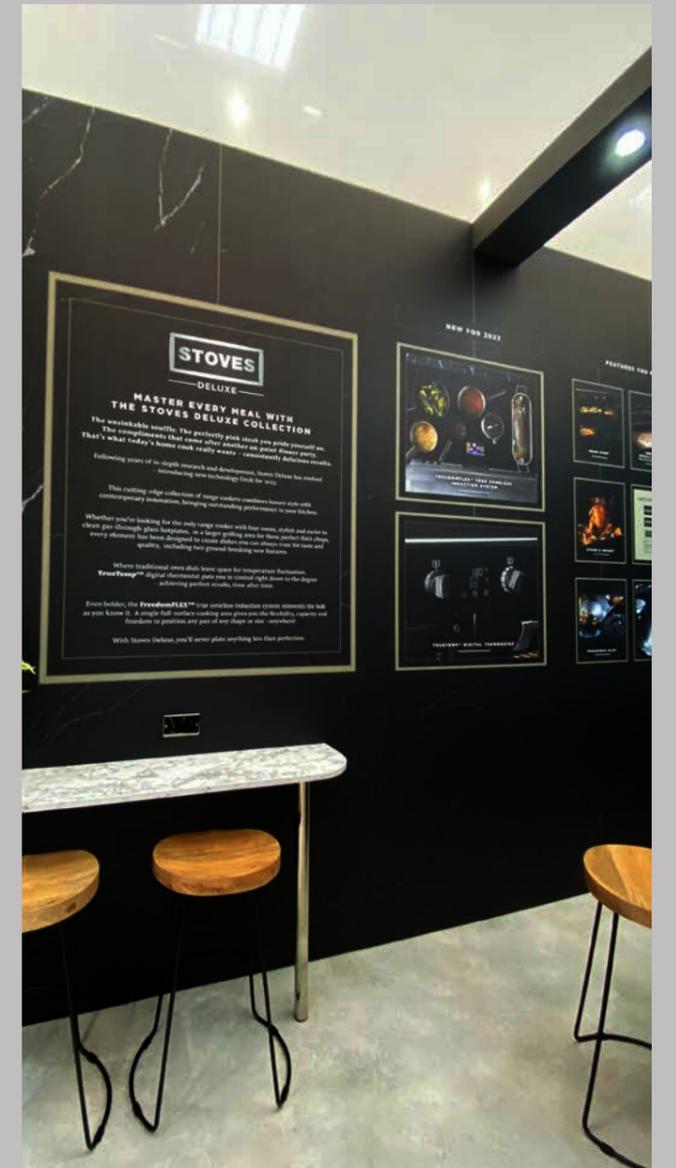


EXHIBITION STANDS

For the trade show, I designed a dedicated enclosed space for Deluxe, creating a more focused setting to demonstrate the range.

The room allowed the team to walk retailers through key features and innovations in a controlled environment, while keeping the look and feel consistent with the wider campaign.

The presentation area formed part of a larger exhibition stand, which also featured Belling and was designed in full as part of the same project.



Thank you for taking the time
to look through my work.

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