
P O R

T F O

L I O

Jacob Berg

jb@jacobberg.dk
+45 4077 9299

CALL ME FOR

Campaigns

Concepts

Storytelling

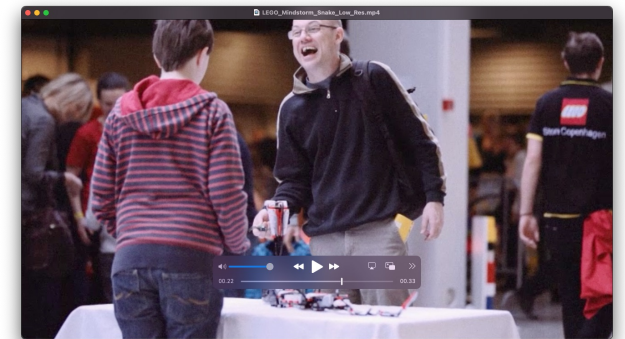
Copywriting

Directing

Content Production

(and everything in between)

BRAND ACTIVATION

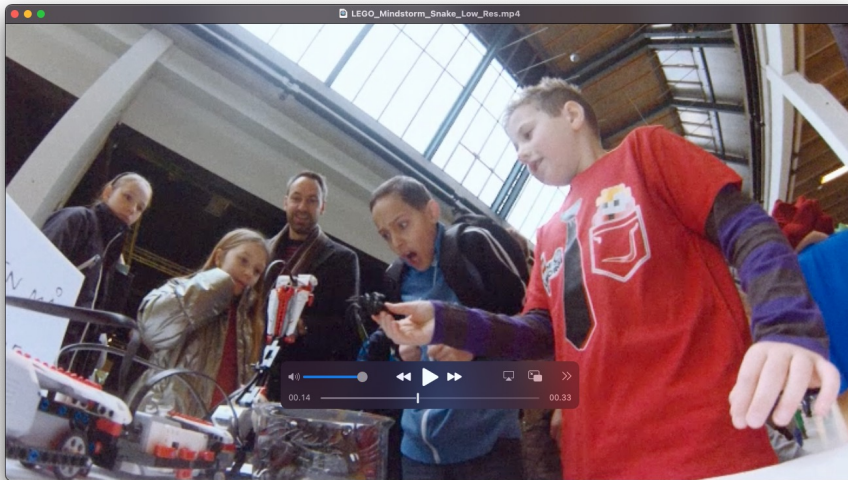
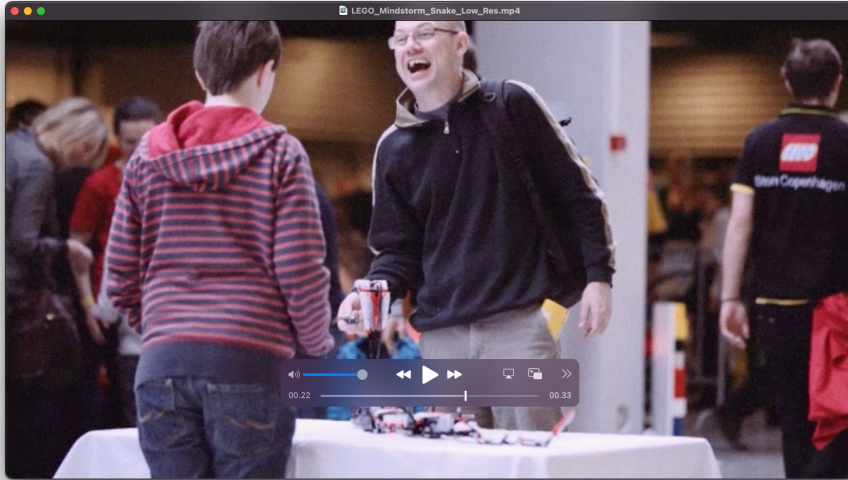


Ideation and concept development of the LEGO Masters TV show as part of the strategy to further activate the LEGO Brand following the global success of the LEGO Movie.



A LEGO Mindstorms happening at LEGO World in Bella Centeret with a mission to make more people aware of all the fun this unique programmable robotics kit has to offer.

Click to play



Development of LEGO's first-ever loyalty programme. The campaign ran across LEGO stores in Scandinavia and Benelux and resulted in an increase in turnover of more than 20% during the campaign period.



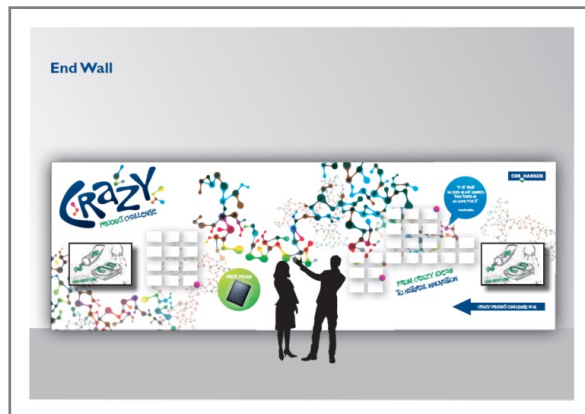
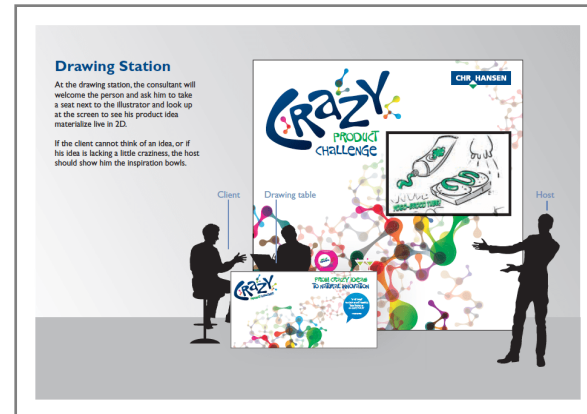
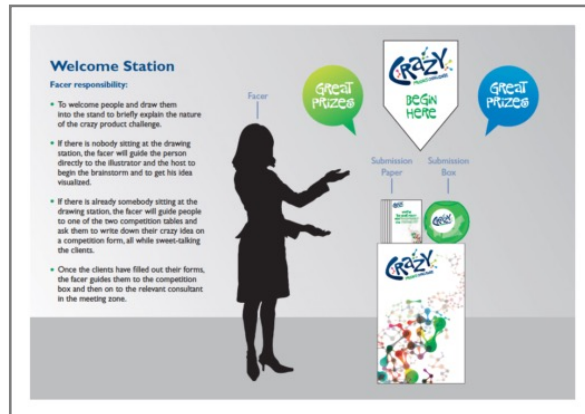
Concept for a new series of fun and visually engaging ice lollies for CoRo foods. The concept was adapted and launched within 9 months and has been running successfully for +6 years.



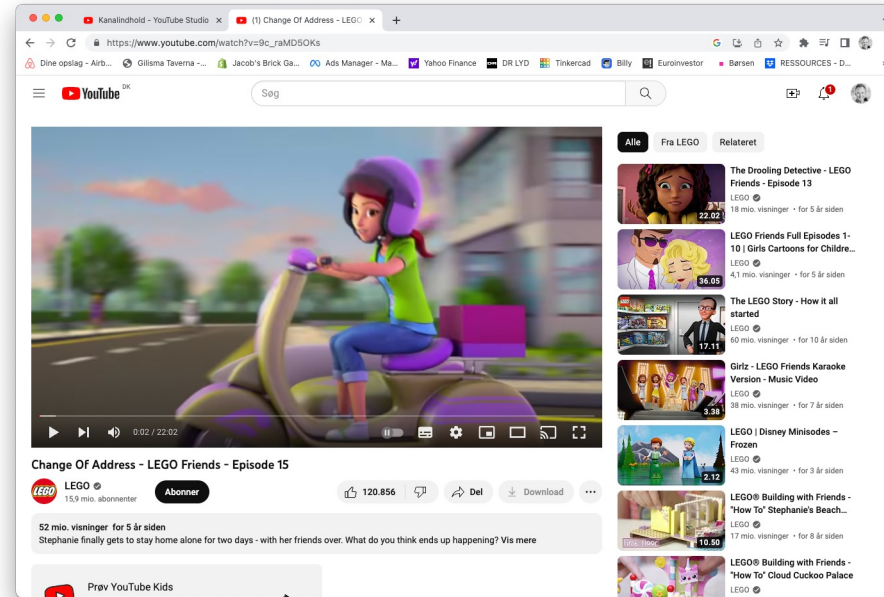
Click to play



Concept for Chr. Hansens stand at the world's biggest food ingredient expo in Germany. The goal was to inspire customers to involve Chr. Hansen early in their food development process. Result: +150 HQ leads

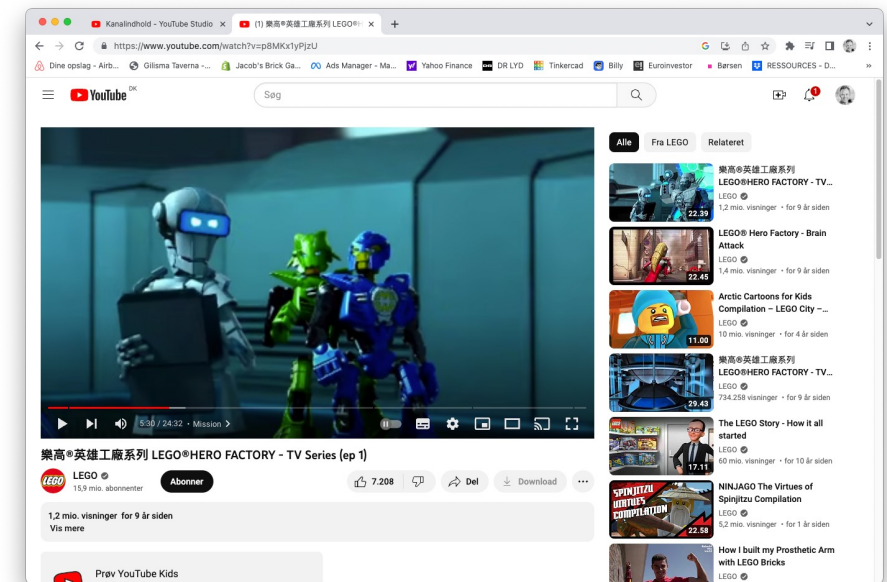


STORY RY ELL ING



Click to play

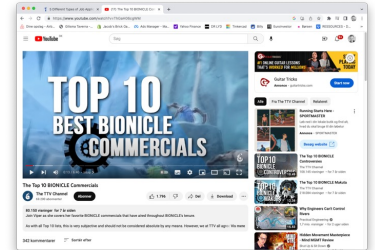
Head of story for the LEGO HERO Factory TV special, directed by Jørgen Klubien and produced by Advance and Ghost..



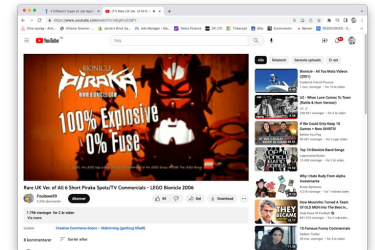
Click to play

Head of story for the LEGO Friends TV launch episode.

Head of Story and Senior Creative on the marketing of Bionicle, one of LEGO's most successful and profitable IPs for 7 consecutive years. We produced everything from TVCs and books to songs and online games.



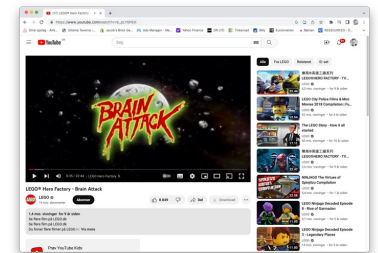
Click to play



Click to play



Head of Copy, Story and Creative Production on all marketing activities for LEGO Hero Factory, LEGO's no. 1 construction theme.



Click to play →



A small selection of the many LEGO Hero Factory assets.



GAME DESIGN SIGN



Bezzewizzer Studio

63 followers

1w • 🌐

♣️♠️SETUP♥️ has launched. SETUP is launching around the globe with exceptional PR results already. The review by leading Danish newspaper Politiken sums up why we believe this game is a future classic!

🌟 Maximum
6/6 review score!

😍 Love
for the design & gameplay!

🗣️ Saying
we've hit our target audience perfectly!

Thank you to game designer [Jacob Berg](#) for excellent collaboration on SETUP.

SETUP achieves the impossible [in a classic genre], it is nothing less than perfect for the target audience.



POLITIKEN

SETUP adeptly combines the familiar and new with a tight, simple & Scandinavian design.



POLITIKEN

SETUP beats [rivals in the genre] with better game design, layout, time span and the balance of luck vs skill.



POLITIKEN

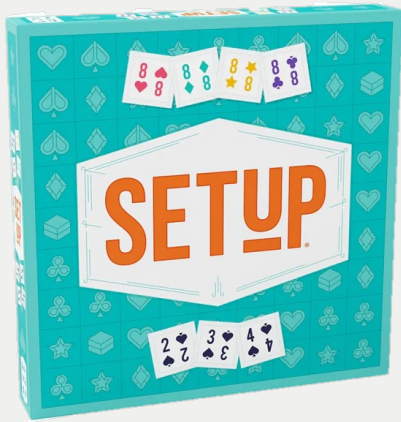
SETUP is challenging and teasing with games shorter than others [in the genre] so you always think 'just one more'.



POLITIKEN

🌐 You and 14 others

3 comments · 7 reposts



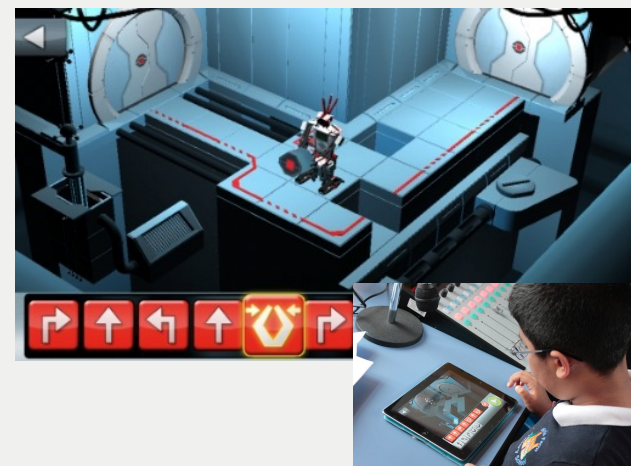
Distributed worldwide
by Bezzwerwizzer



Distributed worldwide
by Yulu Toys



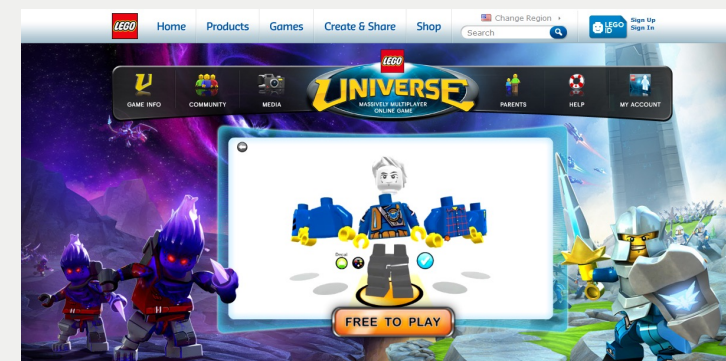
Distributed worldwide
by JBG



'Fix The Factory'
App Game for LEGO



Online Game for LEGO w.
Cartoon Network

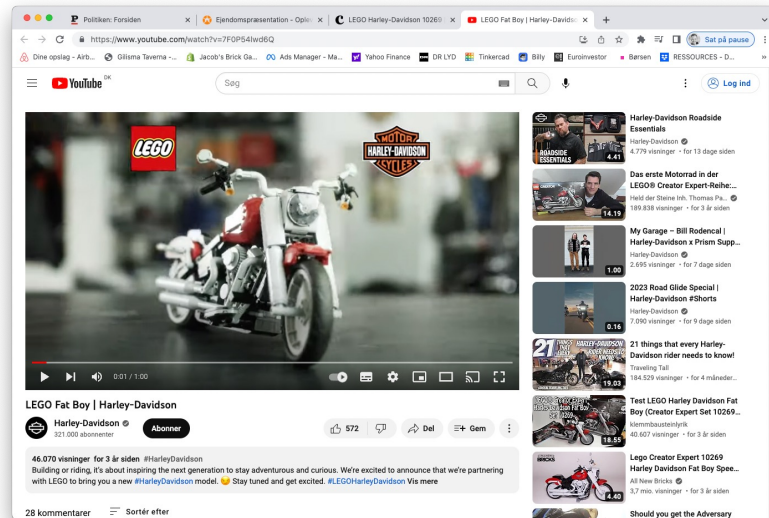


MMOG for LEGO

D I R
E C T
I N G

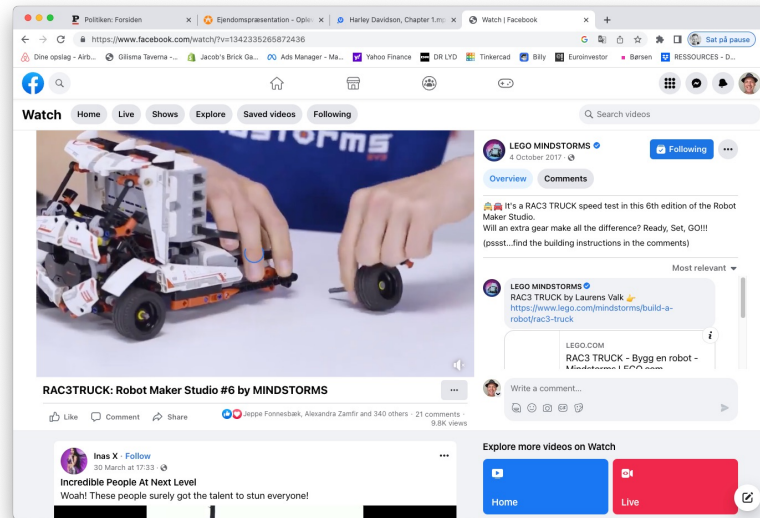


Writer and director of more than 20 video productions for LEGO, ranging from a collaboration with Harley Davidson to a brand video about LEGO's global sustainability efforts turning to bio plastics.



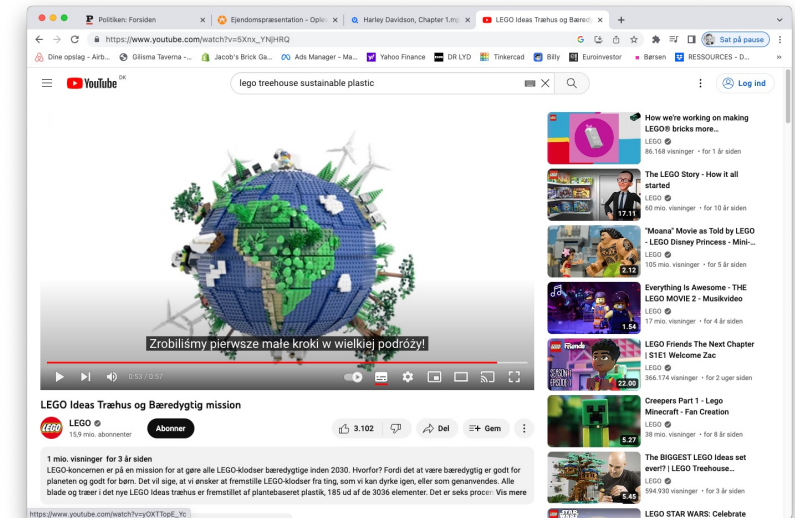
Click to play

Script + Directing of LEGO Harley Davidson collaboration



Click to play

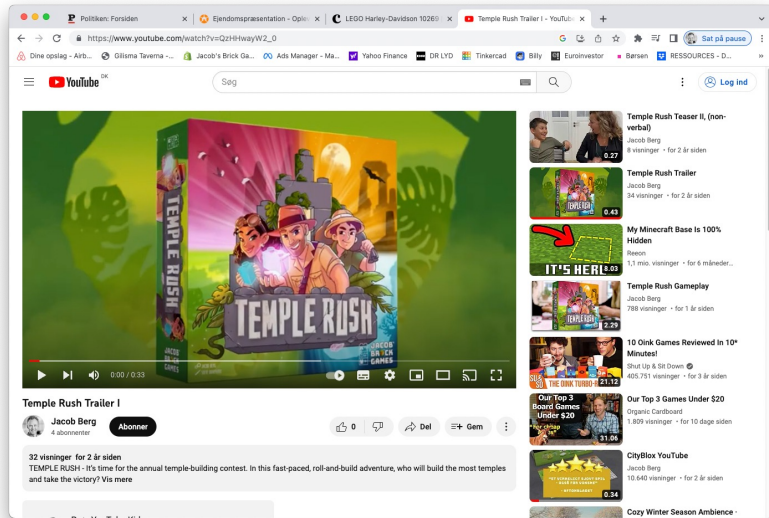
Script + Directing of 12 SoMe videos for LEGO Mindstorms



Click to play

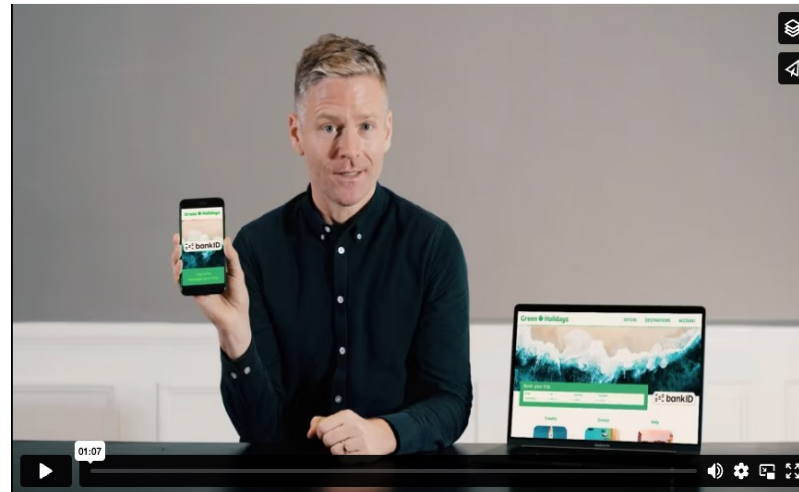
Script + Directing of SoME video for LEGO.

Writer and director of various teaser videos, tutorials and case videos for clients such as Advance, Cripto, JBG, Danfoss, Copenhagen Fur etc.



Click to play

Script + Directing of trailer video for the game Temple Rush



Click to play

Script + Directing of 12 tutorial video for Cripto.



Click to play

Script + Directing of CoRo Case video.

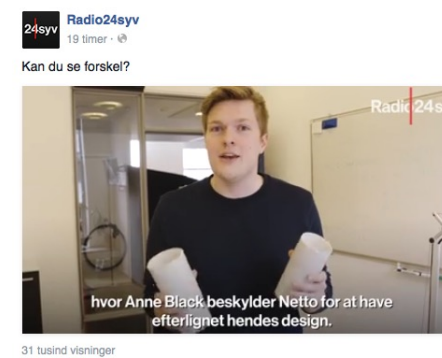
S O C
I A L
M E D
I A



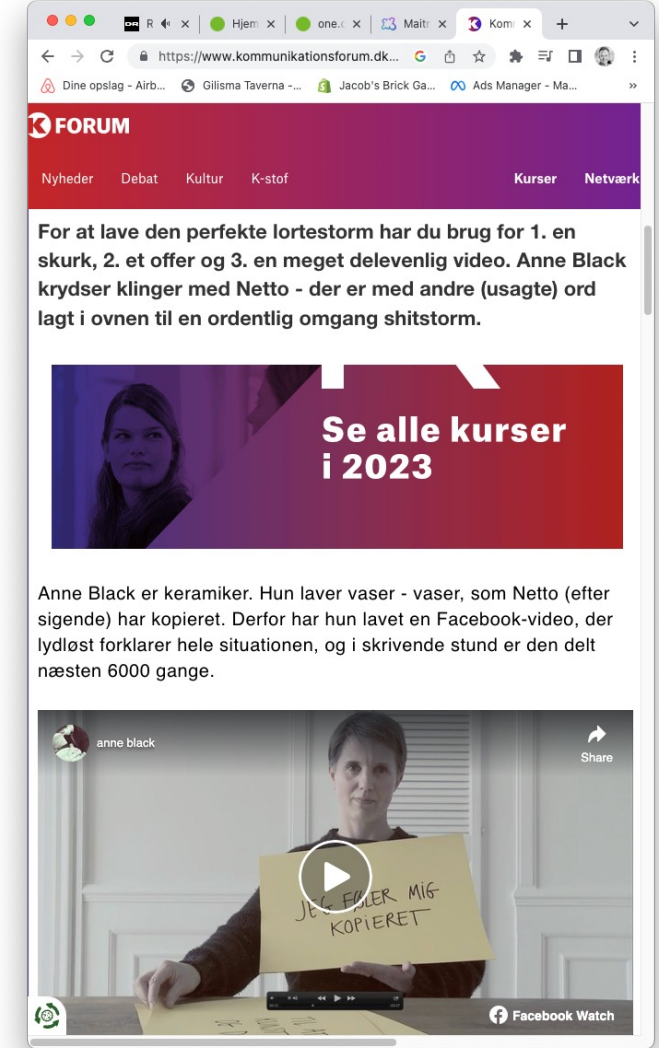
Idea, execution and production of SoMe video for Anna Black that went viral and lead to nationwide coverage in the media of her copy-right infringement case against Netto.



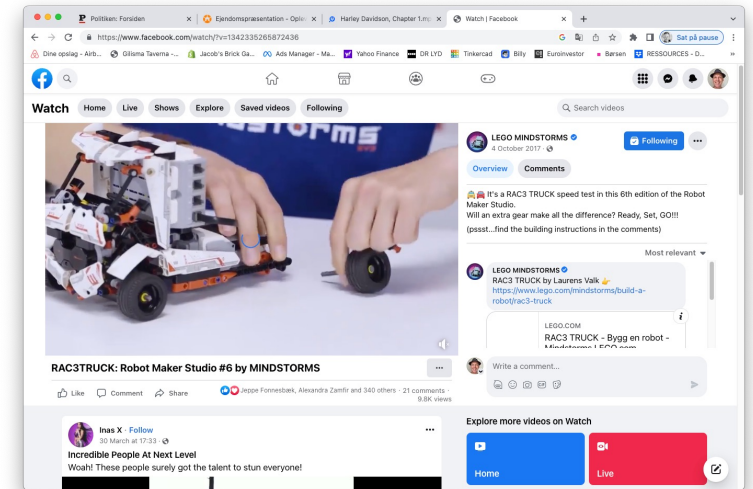
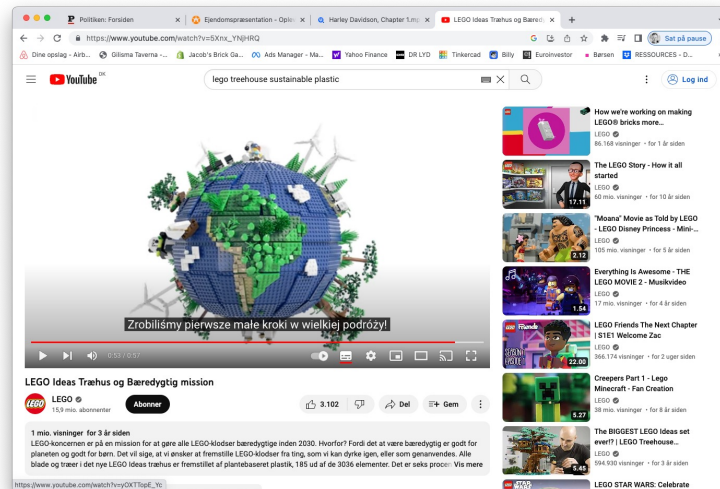
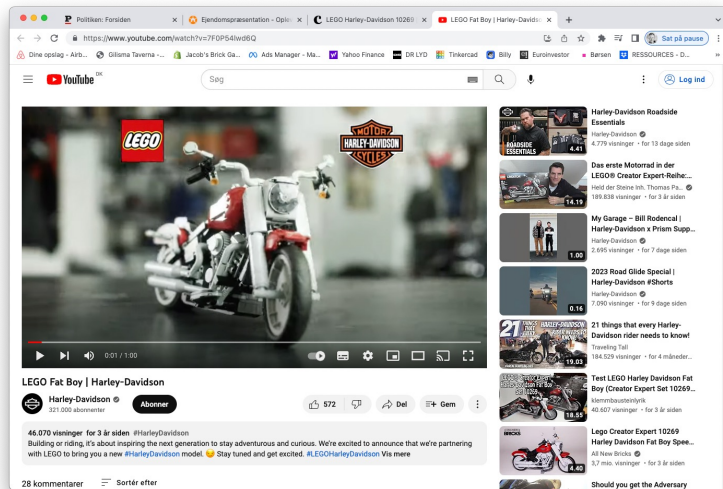
Click to play



"The perfect Viral campaign." - TV2



Idea, script and creative production of a wide range of Social Media content for LEGO which has generated more than 1,500,000 views.



Danish & English Copywriting for the Social Media content for Royal Copenhagen.

 **Royal Copenhagen**
26. januar kl. 09.01 · 🌐

In blomst, form, design, decorations, and brushstrokes meet in harmonious union to evoke the natural grace of a flower on every piece of porcelain. Soft reinterpretations of the decorations of the historic Blue Flower pattern from the 1800s come to life like three-dimensional jewels on crisp porcelain in angular shapes.
Explore blomst <https://blomst.royalcopenhagen.com/en>



👍❤️👏 84 1 deling 3,3 tusind visninger

👍 Synes godt om 💬 Kommenter ➦ Del 📷

 Din kommentar ... 😊 📷 GIF 🗨️

 **Royal Copenhagen** · Follow
16 March · 🌐


The blue decorations of blomst are created by the Dutch artist, Wouter Dolk, and are interpretations of the decorations from one of Royal Copenhagen's oldest dinner services, Blue Flower from 1778. The design of blomst unites Royal Copenhagen's passion for flowers with new shapes and three-dimensional brushstrokes, breathing new life into the characteristic, cobalt blue decorations of Royal Copenhagen 💙

Glassware by @akuaobjects
Photo @philip_messmann




👍❤️👏 142 1 comment 7 shares

👍 Like 💬 Comment ➦ Share 📷

 **Royal Copenhagen** · Follow
3 April at 13:44 · 🌐

Create a lush, blue table setting for the upcoming spring gatherings 💙

[#tablesinbloom](#) [#spring](#) [#springcollection](#) [#easter](#) [#eastereggs](#) [#porcelain](#) [#eggs](#)
[#royalcopenhagen](#) [#porcelain](#) [#heritage](#) [#tableware](#) [#dinnerware](#) [#tablesetting](#) [#tablescapes](#)



👍❤️👏 134 1 comment 7 shares

👍 Like 💬 Comment ➦ Share 📷

V I S
U A L
I D E
N T I
T Y

Basic logo definitions

Basic logo

The logo is composed of two elements, the text "esoft" and the orange shutter (logo symbol).

To clarify communication when referring to sections of our logo, we have labelled the different parts.

Logotype

The company name, esoft, is referred to as the "logotype" – a unique, custom-designed typography.

The logotype can never be used without the symbol.

Symbol

The orange "shutter house" is referred to as the logo symbol.

The lgo symbol can be used on its own as a graphical element, i.e. the "quality stamp".



New corporate ID and brand guide for ESOFT, one of the world's leading real estate image-service companies. The new ID was implemented worldwide based on the brand guide.

ESOPT LOGO GUIDE | 3

Corporate Design Elements

Basic logo definitions

Basic logo
The logo is composed of two elements, the text "esoft" and the orange shutter (logo symbol).

To clarify communication when referring to sections of our logo, we have labelled the different parts.


Logotype
The company name, esoft, is referred to as the "logotype" – a unique, custom-designed typography.

The logotype can never be used without the symbol.


Symbol
The orange "shutter house" is referred to as the logo symbol.

The logo symbol can be used on its own as a graphical element, i.e. the "quality stamp".

Logotype



Symbol



ESOPT LOGO GUIDE | 4

Corporate Design Elements

Logo variants


The Esoft logo is available in different variations for different needs.

cmymk
Color system for offset printing.

Pantone
A system of premixed print colors.

rgb
Screen color system.

esoft logo positive
esoft_logo_cmymk.ai
esoft_logo_pantone.ai
esoft_logo_rgb.ai
esoft_logo_rgb.png



esoft logo negative
esoft_logo_cmymk.ai
esoft_logo_pantone.ai
esoft_logo_rgb.ai
esoft_logo_rgb.png

ESOPT LOGO GUIDE | 5

Corporate Design Elements

Logo and productnames


When there is a need to put a product name together with the logo, use the following simple rules:

Product name is set with lower caps, same X-height as logotype.

The product name is set in our corporate font Mark Light, and color is 50% black.

Product name is put in distance X from the logo - with the dash in the middle.

The height of the separating line is 1/4 X from the top and bottom of the x-height.



ESOPT LOGO GUIDE | 11

Corporate Design Elements

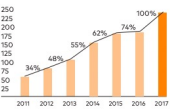
Secondary brand colours

The secondary colours may never be prominent and should always be used together with Esoft orange. It is recommended that the secondary colours are used in graphic applications such as diagrams and tables or for PowerPoint graphs.

When comparing companies or competitive products, always use 100% Esoft orange to represent Esoft.

Remember, the total colour palette can always be expanded by shading the colours.

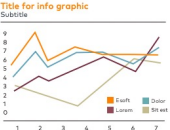
Title for info graphic
Subtitle




Title for info graphic
Subtitle



Title for info graphic
Subtitle



Title for info graphic
Subtitle



Never
Use a print of this page as visual colour reference.
Always
Use an original Pantone® Colour Guide as visual colour reference.

ESOPT LOGO GUIDE | 9

Corporate Design Elements

Primary brand colours

Esoft uses three basic colours in its design programme:

Esoft orange
Esoft grey
White

Basic rules
The colour systems described in this guideline should always be used.

The colours may vary slightly depending on the materials on which they are to be used.

Colour variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

Never
Use a print of this page as visual colour reference.

Always
Use an original Pantone® Colour Guide as visual colour reference.

esoft orange

Pantone CP	C: 000	M: 040	Y: 100	K: 000	R: 255	G: 130	B: 000	HTML: FF8C00
------------	--------	--------	--------	--------	--------	--------	--------	--------------

esoft grey

Pantone CP	C: 095	M: 042	Y: 054	K: 047	R: 007	G: 049	B: 049	HTML: 072B31
------------	--------	--------	--------	--------	--------	--------	--------	--------------

White

C: 000	M: 000	Y: 000	K: 000	R: 255	G: 255	B: 255	HTML: FFFFFFFF
--------	--------	--------	--------	--------	--------	--------	----------------

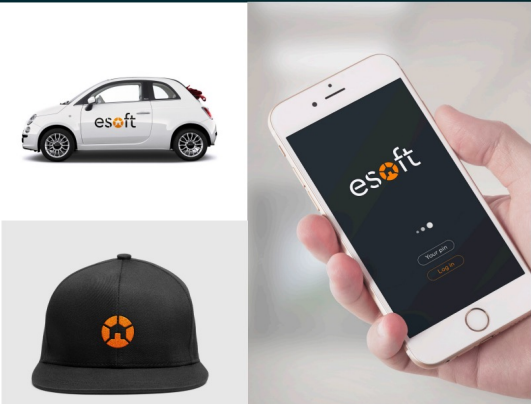
ESOPT LOGO GUIDE | 12

Corporate Visual Identity

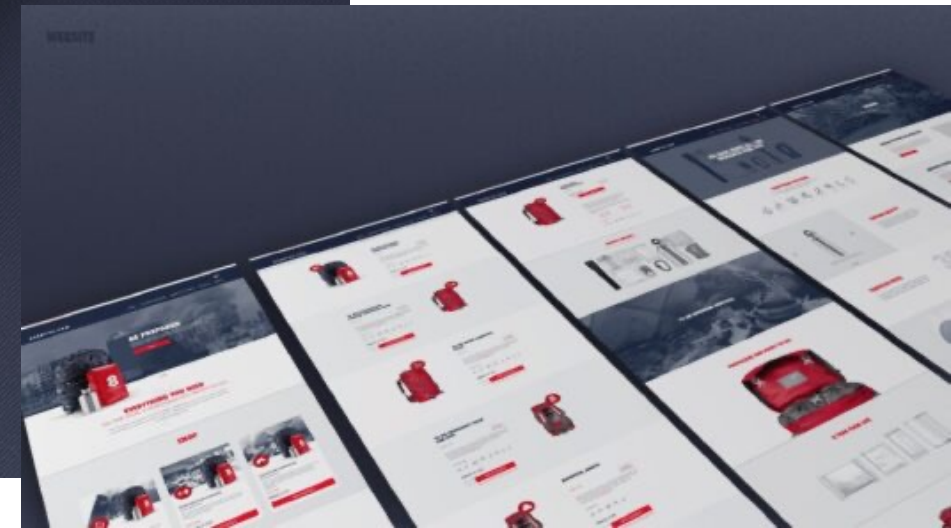
Inspirational items

Examples of how to work with the graphic identity across div. media.

The examples also show the potential use of our symbol.



New visual identity for the German company, Ready24, that specializes in backpacks and supplies for emergency situations.



Corporate Identity for the German-based language app, LanguagePocket

LANGUAGE POCKET – LOGO FOR SCREEN / WEB · RGB



RGB



Language Pocket Logo_YB_RGB.ai



Language Pocket Logo_YB_RGB.ai



Language Pocket Logo_YW_RGB.ai

BLACK / WHITE



Language Pocket Logo_B_RGB.ai



Language Pocket Logo_WB_RGB.ai



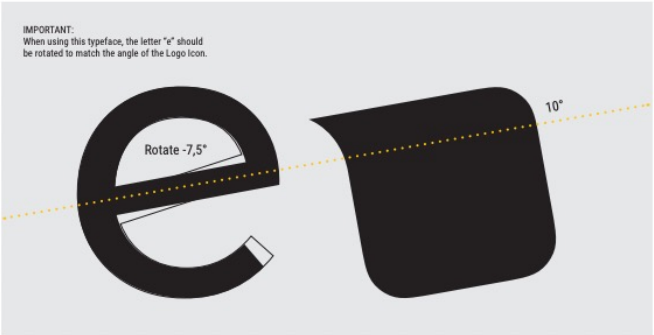
Language Pocket Logo_W_RGB.ai

LANGUAGE POCKET – LOGO TYPEFACE

Montserrat Alternates - Regular
This typeface should only be used for writing the logo
Kerning: Optical - Tracking: 0

Language
Pocket

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæøå
1234567890



LANGUAGE POCKET – VIDEO



Logo and intro screen
Yellow background with animated Language Pocket logo.
VO: Language Pocket



Language and level
Logo icon animated and language and level appear.

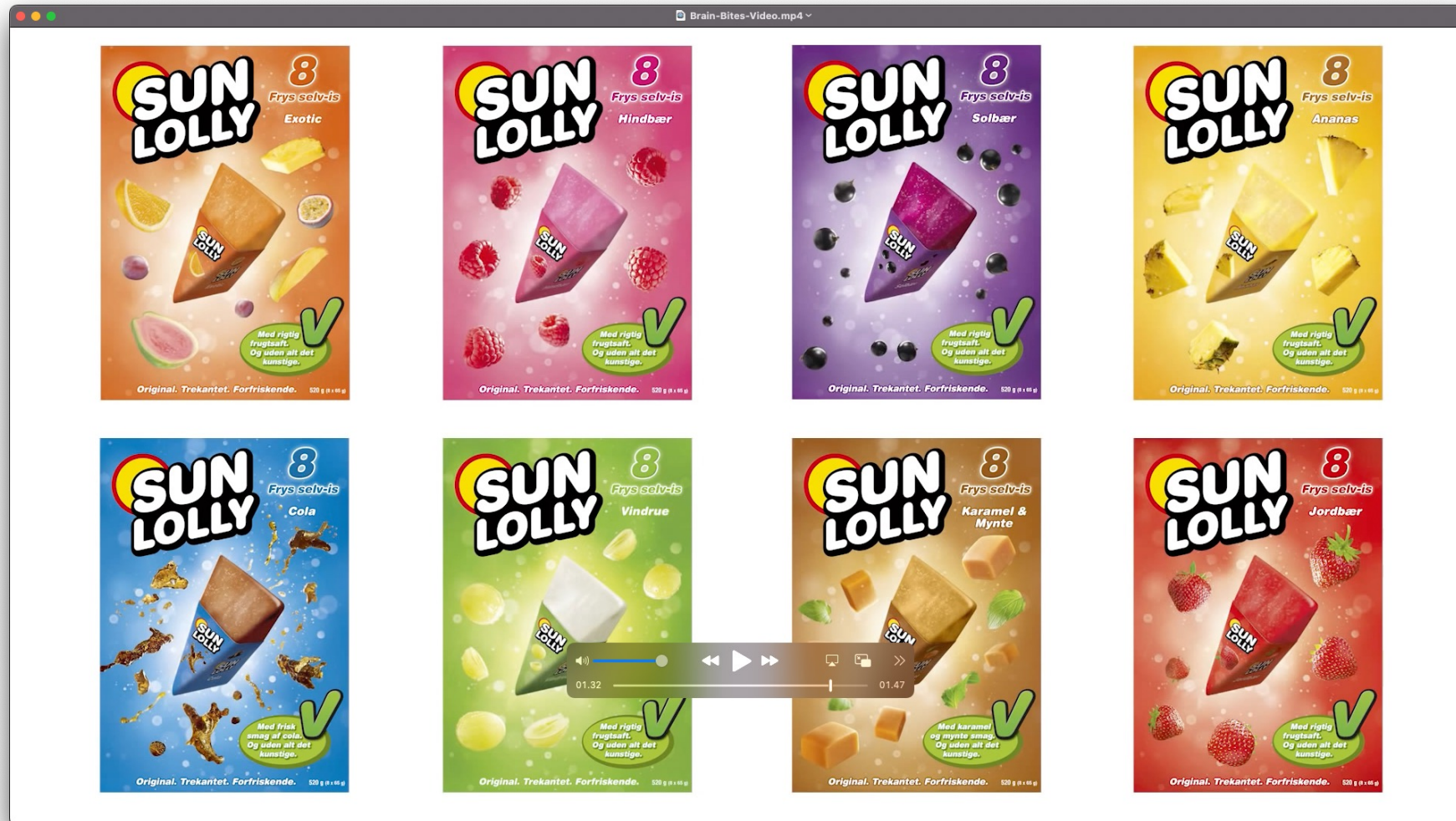


Vertical example
Picture in the left side and two text boxes in the right side.
Logo in bottom right side.



Horizontal example
Picture in the top and two text boxes below.
Logo in bottom right side.

New visual identity for CORO Foods ice-olly product line.



**P R I
N T**



Print campaign for Sunquick in the Middle East and North Africa.



Danish and English copy for the Eva Solo product catalogue

WINE GLASSES

A GLASS FOR EVERY TASTE

A wine glass isn't just a glass. Because our noses play such a pivotal role in wine tasting, the shape and design of the glass has a profound impact on the bouquet and flavour. This, in combination with an elegant and aesthetically pleasing look, is what makes for the perfect glass. Welcome to the mouth-blown Eva Solo wine glass series.

A SUBLIME EXPERIENCE

Wine drinking should be sublime. There's an elegance in enjoying the delicate floral notes on your palate. At Eva Solo, we know that the best way to savour the experience is to drink from the highest quality wine glasses. And the highest quality glasses are mouth-blown. No other technique gives the glass such an elegant and unique finish. It's a sublime design for a sublime experience.

SYRAH

Eva Solo Syrah is designed for powerful, dark-bodied wines such as Shiraz, Cabernet Sauvignon, Merlot, Rioja, and Syrah.

BOURDEAUX

Eva Solo Bordeaux is tailored for dry and tannic wines. We're talking Bordeaux, Cabernet Sauvignon, Merlot, Rioja, and Syrah.

BOURGOGNE

This glass is designed for the most elegant and velvety wines, including Pinot Noir, Burgundy, Chardonnay, and Pinot Noir.

RIESLING

White wines with high mineral and peachy aromas will feel right at home in Eva Solo Riesling, which is particularly well-suited for Riesling wines, with their delicate balance of acidity and sweetness.

SAUVIGNON BLANC

Light and dry white wines should be served in Eva Solo Sauvignon Blanc. Classic and white Burgundy are among the classics, as is Sauvignon Blanc.

CHAMPAGNE

Eva Solo Champagne is the ideal choice for enhancing the bubbles, aromas, and flavour of any sparkling wine, from Champagne to Cava and Cremant. Available as coupe and flute glasses.

THE RIGHT ANGLE

The angled rim on each Eva Solo wine glass is no accident. Nor is it a result of the designer's fancy. The angle has been carefully designed to enhance the bouquet and character of each wine while adding a unique touch of elegance to the glass. It's the choice of a true wine connoisseur.

SHAPED TO THE INDIVIDUAL WINE

The many different wine grapes available today can be traced back to a few common ancestors. While made from these grapes can be divided into two main categories of taste, the bowls of Eva Solo wine glasses have been designed in collaboration with a specialised team of sommeliers to match these categories. The result is a series of glasses that perfectly match each individual grape variety, depending on whether the wine should be served and the volume of the pour.

BOTH THE WINE AND THE PERSON WHO DRINKS THE WINE WILL BENEFIT FROM THESE GLASSES

LINE EXTENSION

BERRY RED

#1 THE INSPIRATION

This joyful colour is inspired by the delicious summer berries that open at the height of Scandinavian summer.

#2 SAFE TO GO

The 100% leak-proof To Go Cups are easy to carry and safe to keep in your bag. They keep your hot beverages warm for up to six hours.

#3 CHOOSE TO RE-USE

The drinking bottles come in two versions - Myflavour with a fruit spear and the classic drinking bottle without a spear. Add your own fruity flavour or enjoy your summer drink as nature.

To Go Cups keep liquid warm up to 6 hours

100% leak-proof

Use again & again

BPA-free



#1 BREW AND GO

Brew your favourite tea directly in the cup. Pour the tea into the removable filter, add water and brew to taste, and you're ready to go.

#2 STAYS HOT

Thanks to the cup's double thermos walls, your tea will stay hot even after hours on the road.

#3 SMART DESIGN

The teacup is 100% leak-proof and the open-click lid makes the cup easy to use. Remove the filter and use the cup for coffee and other beverages.

Removable tea filter

100% leak-proof

Keeps warm for up to 6 hours

C O N

T A C

T

jb@jacobberg.dk
+45 4077 9299

