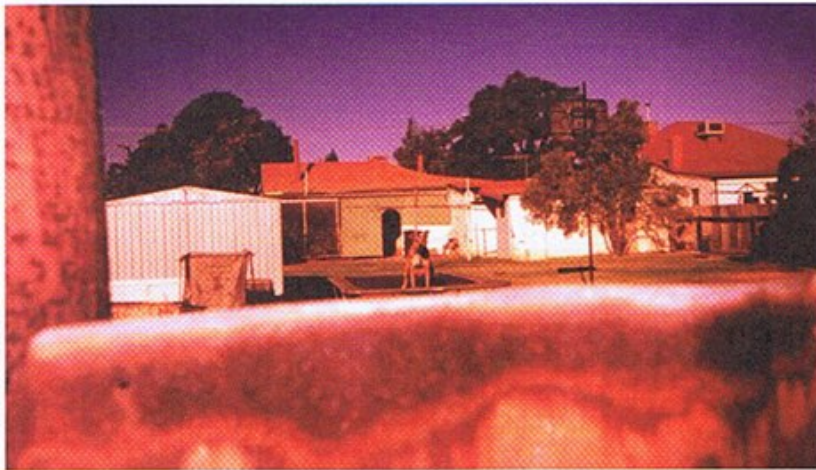


Text <Alan James>

→

Different LOOK!

Raleigh Paper's promotional piece for its new LOOK! range of papers asked a bunch of people around the country to show us how they view the world.



When Raleigh Paper wanted a sexy promo piece to push their new LOOK! range of papers, they roped in graphic designers Michael Christoffel and Todd Hansson at Gasket in Brisbane. Mike and Todd then pulled me in to work out the words. We had fun. And we reckon Raleigh got a pretty nice job. This is the story...
→ The paper promo is the graphic designer's big gig. Creative freedom and production potential. The opportunity to work for your industry and, well, strut your stuff to your peers. A prospect both exciting and a bit scary.
→ We needed to do something that would cut through the clutter for Raleigh, capture the imagination and enthusiasm of jaded graphic designers and art directors, and promote the qualities and potential applications of the LOOK! range of paper stocks.

→ We loved the name LOOK! and we wanted to do something that represented the product and reflected the identity, but without resorting to the obvious. We wanted to take an original, individual approach. We were initially inspired by a photographic essay/exhibition and a Milton Glaser paper promotion.
→ We recalled the story of a photographer who sent a bunch of single-use cameras to friends in various countries, asking them to take some snaps and pass it on. By the time the cameras came back, they'd travelled to some amazing places and met some amazing people. The images documented their journeys and were presented in a photographic essay/exhibition.
→ Then there was the *Search for Beauty* publication Milton Glaser did for Gilbert Paper in the early 90s. It's one of the few paper promos that has stuck in our minds and stayed on our shelves. Glaser asked graphic designers around the world - Barrie Tucker and Ken Cato among them - to complete a 'visual survey' and portray their ideas of beauty. They were asked to

specify a beautiful colour, object, letter, face, landscape and so on. The completed visual surveys formed the basis of the paper promo, with a strategy for the LOOK! book. We'd send single-use cameras to people we knew around the country. We'd ask them to each take a set number of pictures on set topics and then send the camera to someone else, somewhere else, to do the same. And so on.
→ Thirteen 24-exposure cameras were sent out with detailed instructions and prepaid express postbags. We didn't have the time or the money to send the cameras overseas, so we kept the destinations predominantly within Australia. One camera was sent to New Zealand. Each recipient was asked to take eight snaps - themselves, where they live, their neighbourhood, a favourite place, a favourite thing, something good, something not so good and a photo of their choice.
→ To our surprise/relief, all 13 cameras came back. We found pics of everything from newborn babies to dog poo, cars to guitars, newspapers to graffiti, ingrown



We found pics of everything from newborn babies to dog poo, cars to guitars, newspapers to graffiti, ingrown toenails to wedding rings, mountaintops to underwater.



toenails to wedding rings, mountaintops to underwater. And a few photos of floors from dropped cameras. The images came from all over the country – from Kalamunda to Kings Cross. Each camera made it to three people. All up, this produced 39 eight-image LOOK! compositions and a total of 312 images – less a few that didn't come out.

→ The project and selected images were documented in the LOOK! book – beautifully presented on the new Raleigh stock. (All of the images will ultimately be displayed on the Raleigh web site – <www.raleighpaper.com.au>.) We worked to the theme 'we all look different and we all look at the world differently'.

→ Our client, Rod Williamson, marketing manager at Raleigh, gave us a good, clear brief and great support and freedom, while keeping the lid on the production. And

he seems pretty happy that the LOOK! book captures the product for our intended market.

→ "The big deal for LOOK! is it's a quality product at an affordable price. There's nothing on the market that looks and feels this good at this price level. Like we say in the brochure, "You can look good for a lot less with LOOK!". And, like the brochure, there's more to LOOK! than initially meets the eye. You appreciate something new every time you pick it up. The brochure will get the message out there – this is a special product; there's nothing else like it."

→ In the grand tradition of the paper promo, the LOOK! book uses a swag of printing and embellishing techniques: four-colour process, PMS overprinting, wet and dry trapping, trio-tones, clear foiling and funky-clunky hand-assembled metal binding.

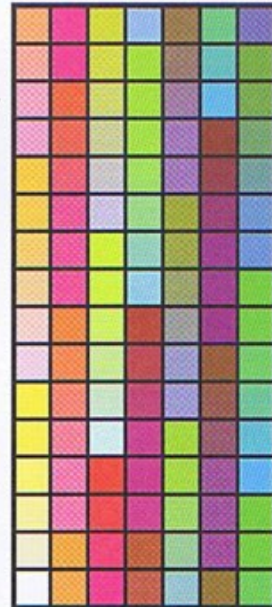
→ The LOOK! book was printed by ABC Printing on a Kamori Lithrone six-colour press. Print management was by Bruce Thomas at Fine Print. Prepress by Colour Chiefs. (All in Brisbane.) And the

photography was by 39 unpaid shutterbugs of varying abilities from around the country – including Mike, Todd and me, and my 85-year-old Nan in Maroochydore.

→ The LOOK! range of uncoated stocks comes from the Nordland Mill in Germany – home of Novatech and Nordset. Ultra-smooth and brilliant white, LOOK! offers a high quality presentation at a highly competitive price. The super-calendered finish delivers excellent ink holdout for an uncoated stock.

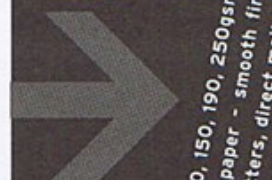
→ So you'll look good for a lot less with LOOK! The stock is ideal for annual reports, corporate profiles, brochures, catalogues, prospectuses, newsletters, posters and stationery, in fact any project where you need a quality product without a premium price. ●

Contacts: Michael Christoffel on christoffel@iprimus.com.au
Todd Hansson on plazma@gil.com.au
Alan James on al@aletal.com.au
<www.raleighpaper.com.au>



pages: 07/08/09/10/
71/72/73/74/75

LOOK!



NAME OF STOCK: Look! WEIGHT: 120gsm OTHER WEIGHTS AVAILABLE: 100, 110, 150, 190, 250gsm SHEET SIZE: 455x650mm, 650x910mm, 720x1020mm TEXTURES/COATINGS: Uncoated paper - smooth finish COLOUR: White APPLICATIONS/USES: Annual reports, brochures, prospectuses, newsletters, newspapers, direct mail and digital INKJET/LASER COMPATIBLE? Yes (testing is recommended to confirm) RALEIGH PAPER MANUFACTURER: Nordland Paper Mill (Germany) 9558 0500, QLD (07) 3632 9500. WEB SITE: <www.raleighpaper.com.au>