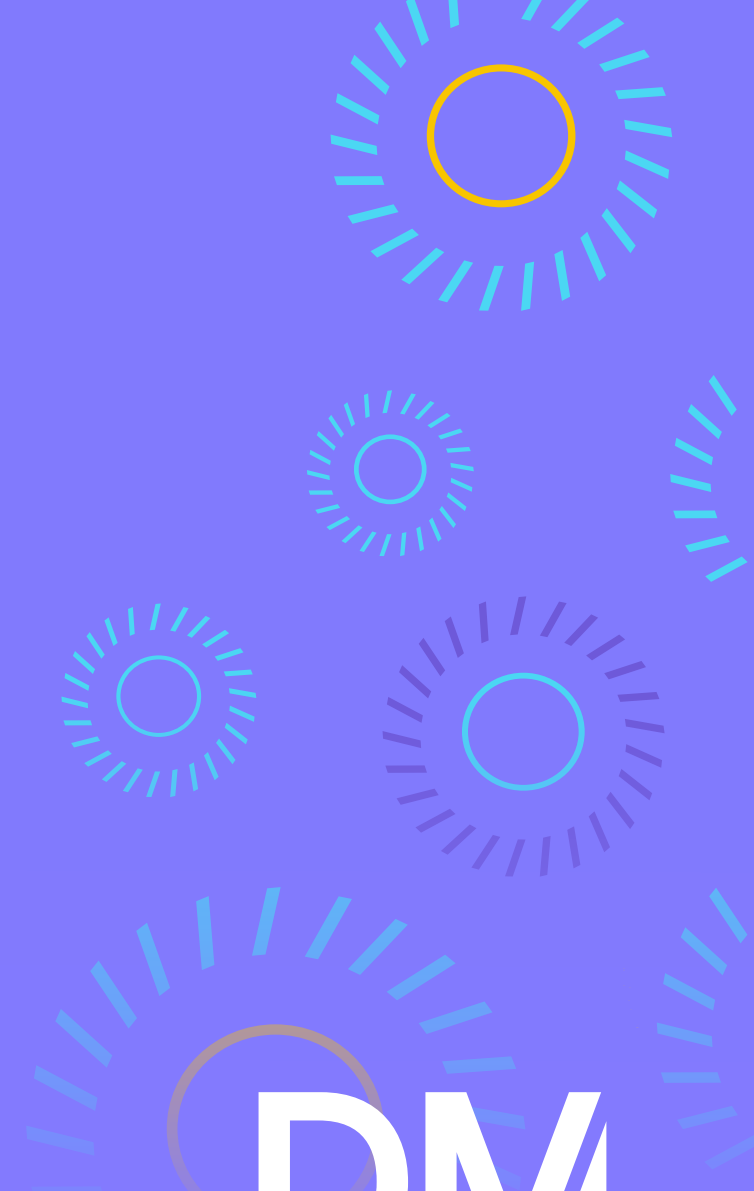
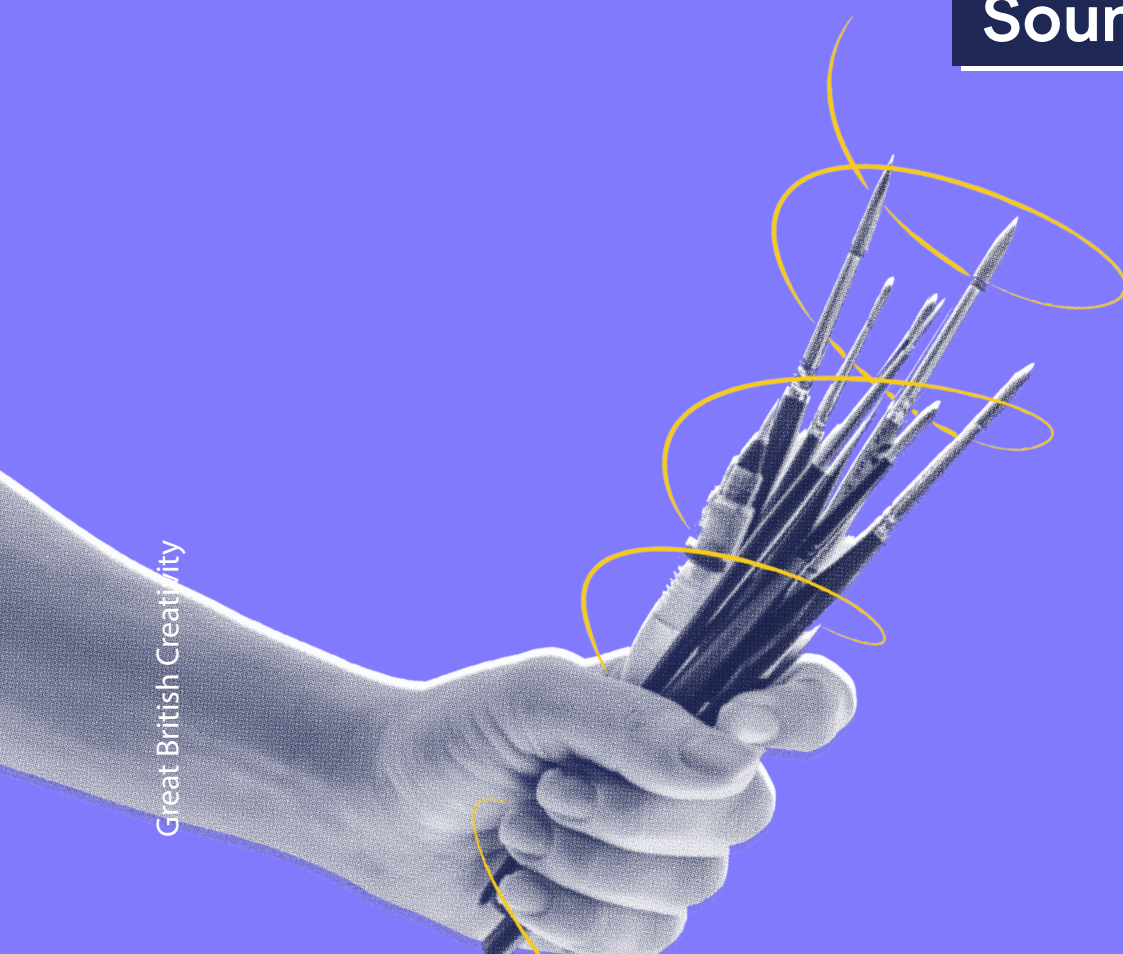


Craft in the Age

of Coronavirus #1

Sound Advice

Great British Creativity



DM
Data &
Marketing
Association **A**



SOUND ADVICE

**A FEW WISE WORDS FROM SOME
OF THE WORLD'S MOST ICONIC
MUSICIANS.**

**(SORRY GUYS, WE HAD TO CHANGE
THE LYRICS – PLEASE DON'T SUE US.)**

#SoundAdvice

**Artwork and words
that are made for
each other**

To help stop the spread of the pandemic, Simon Morgan, Founder of Bread and Butter, and Copywriter Ben Fitton created Sound Advice, the perfect – and in the age of the coronavirus, less common – marriage of copy and graphic execution.

**GOD GAVE TOILET
ROLL TO US**

**GAVE TOILET
ROLL TO US**

**THERE'S ENOUGH
TOILET ROLL HERE
FOR EVERYONE**

Even Kiss agree that toilet roll > rock 'n' roll
right now. Be kind, don't hoard [#BeARollModel](#)

From Louis Armstrong to Lady Gaga, Ben and Simon used lyrics to spread the message of the importance of staying at home and social distancing.

How did Sound Advice take off?

Simon saw the opportunity to do some good when a friend shared a brief from the **United Nations**, calling out to creators to help stop the spread of the coronavirus. But unlike the more common formulaic use of blues he'd seen from other creatives responding to briefs for the pandemic, Simon wanted to do something different.

That's when he reached out to long-time collaborator Ben Fitton.

**THERE'S A STARMAN
WAITING IN THE SKY**

**HE'D LIKE TO COME
AND MEET US**

**BUT HE'LL WAIT
UNTIL JULY***

***AT LEAST, HERE'S HOPING...**

If you can't be 2 miles high, at least
stay 2 metres apart **#KeepYourDistance**

**NO YOU CAN'T,
NO YOU CAN'T,
NO YOU CAN'T
TOUCH OR POKE
YOUR FACE
(IF YOU DID YOU
MIGHT GET COVID)**

Lady Gaga says #FingersOffYourFace

**ALL THE PEOPLE
SO MANY PEOPLE
AND THEY ALL GO
HAND IN HAND**

**WHICH IS DANGEROUS, AS GATHERINGS
OF MORE THAN TWO PEOPLE SHOULD
BE AVOIDED AT ALL COSTS.**

**Great advice, Blur. Shame about the lyrics
#ApartLife**

What were the challenges?

Simon, who provided creative direction, made the positive, impactful design; Ben crafted the copy. But it wasn't easy finding an eclectic range of lyrics that, by and large, were universally known, lent themselves to being manipulated a little to make sense for the coronavirus, and treaded the delicate line between having a bit of fun and not making light of a very serious situation.

Why music, why not famous quotes from films or books?

You definitely could make this work across a lot of different mediums, Simon said, but music is more accessible; it transcends so many different barriers. "I don't listen to Lady Gaga," he said. "But I know that song."

What's your advice for other creatives looking to do something similar?

"Don't be shy and have a go," Simon said. "All you really need is a good idea."

"Use your connections if you have them," Ben said. "The more you can make it a team effort, the better the final result will be."

Simon and Ben hope others will share the project or recreate their own to help spread the message; we're in this together.

If you'd like to use the design, fonts, and colours from Sound Advice to recreate your own project, head to www.breadandbutter.cc/sound-advice, where there's a link to contact Simon for access to the illustrator files.

You can also check out Sound Advice on [Instagram](#).

About the

Great British Creativity

Campaign

This campaign shines a light on one of UK business' most valuable resources.

Through keeping our community up to speed on the finest, fiercest examples of copywriting, design, and art direction in the marketing industry, we aim to raise awareness of creativity's often overlooked importance in brand-customer relationships.

Our on-going campaign research helps us to better understand how consumers view creativity in relation to their interactions with brands; our virtual events, both for professionals and young talent, offer expert-led insights on creativity in business; and our content, from editorials to podcasts, inspires creatives to push the boundaries of their craft and gives them the tools and resources to do so.

Led by an advisory board formed of industry leaders, we ensure that our themes and objectives remain relevant to the industry they represent.

Join us in the fight for creative work and talent to be recognised, respected, and celebrated; join us in the fight for the power of the word and beyond.

Find out more at dma.org.uk/greatbritishcreativity.

About the DMA

The Data & Marketing Association (DMA) is the driving force of intelligent marketing.

Guided by our customer-first principles enshrined in the DMA Code, we champion a rich fusion of technology, diverse talent, creativity, research, and insight to set standards for the UK's data and marketing community to meet in order to thrive.

We deliver this mission through a fully integrated classroom-to-boardroom approach that supports you, your team, and your business at every stage of your development.

Through DMA Talent, we create pathways for the next generation of marketers; our world-class training institute, the Institute of Data & Marketing, delivers learning to corporations and individuals; and through the DMA, we deliver advocacy, legal, and compliance support, as well as research, insight, and a packed events calendar.

With more than 1,000 corporate members, we are Europe's largest community of data-driven marketers.

www.dma.org.uk