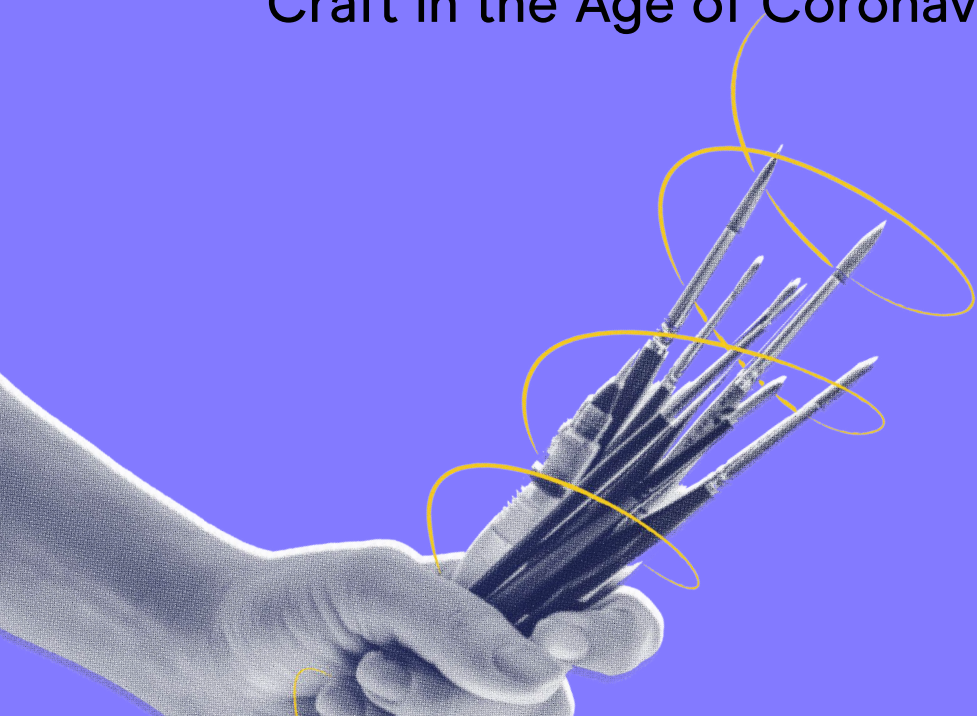


Great

British

Creativity

Craft in the Age of Coronavirus



DM
Data &
Marketing
Association
A

The background of the entire image is a solid purple color. Scattered across this background are numerous light bulbs. Some are shown in full, while others are partially cut off by the edges. The light bulbs are depicted in a halftone or dithered style, giving them a textured appearance. Some bulbs have short yellow lines radiating from them, suggesting they are glowing or have just been turned on.

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, Fitton and Morgan used manipulated lyrics to spread the message of the importance of staying at home and social distancing.

How did Sound Advice take off?

Morgan 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, Morgan wanted to do something different.

That's when he reached out to long-time collaborator 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?

Morgan, who provided creative direction, made the positive, impactful design; Fitton 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, Morgan 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," Morgan said. "All you really need is a good idea."

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

[Morgan](#) and [Fitton](#) 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 Morgan for access to the illustrator files.

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