

Interview Task

Concepts designed by Alex Walker-Wilson for DS Smith | June 2026



Hi DS Smith,

Thank you for giving me the opportunity to take on this creative challenge for the Mars + Marvel campaign.

Over the past 10 months at DS Smith, I've had the chance to work on some great projects, alongside a great team and within a company whose values I admire.

During this time, I've grown significantly as a designer, particularly in 3D visualisation, as well as improving my speed, efficiency, and time management.

For this brief, I'd like to share my concepts for:

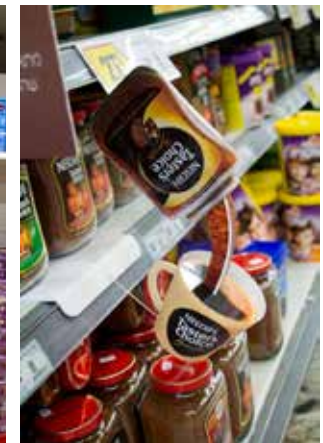
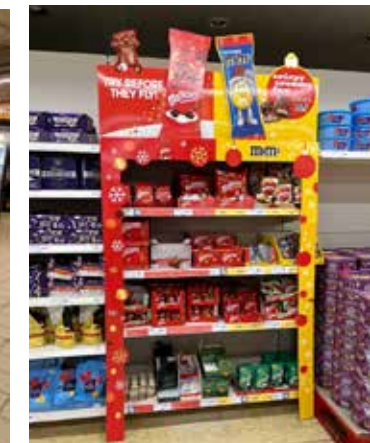
- A retail-branded FSDU
- A bespoke FSDU
- A WOW display featuring two half pallets
- Digital campaign assets
- In-store aisle touchpoints
- Additional activation ideas

I've really enjoyed working on this task and am proud of the progress I've made in Cinema 4D in just the past week. I'm especially pleased with the progress I've made in Cinema 4D over the past week, and I'd love the opportunity to continue building on my progress and contributing to the team's success in the years ahead.

I hope you enjoy these concepts.

Thank you.

Alex Walker-Wilson
alex.walker-wilson@dssmith.com



Third Touchpoint

A third touchpoint can be introduced when the criteria isn't met for a branded unit and a more complex message needs to be conveyed but cannot be using standard guidelines.
 You can also use a third touchpoint when an on-pack promotion cannot be shown as a 'Win' unit.
 Creative thought and consideration should be applied when placing assets onto the side panels as shown below.



Fully recyclable paper based

FSC certified corrugated board.

Rapid assembly



SAFE OPTION

Retains core assets



Easy to scan
QR placed at
comfortable
height



Clear large messaging
and navigation





Flat packed.
Easy to transport options



QR code roundel supplied
as a lug-on to stand out

Lug-ons used on core elements



Die cut header to emphasise
core elements



Amplify key visual used on QPs onto a large back drop



Larger than life characters



Core M&M'S brand yellow floor burst





Idea:

Seaside-themed photo board featuring a character cut-out, encouraging children to stop and have their **photo taken**. This naturally prompts parents to **take out their phones**, increasing engagement and creating a greater opportunity for **QR code scans**.

grab a pack for a chance to **win**
a heroic cruise adventure
plus a world of fun prizes to be won*

Note: character performers on-board vary. *UK & ROI, 18+. Purchase any promotional pack and enter at www.mms.com/marvel-select-your-country by providing your details and last four digits of the pack barcode. ROI entrants must answer a qualification question correctly. Enter between 22.04.2026 and 16.06.2026 for the chance to win a Disney Cruise Line trip for four people. Click here for full T&Cs and more details. Mars Wrigley Confectionery UK Limited, 3D Dundee Road, Slough, Berkshire, SL14LG. © 2026 Mars or Affiliates. © 2026 MARVEL © 2026 Disney and Ships' Registry: The Bahamas

Retailer homepage banners

Banners allow email campaign integration

scan to enter

m&m's | MARVEL

End frame of animation ends with QR code, linking directly to the competition site.

DAYS HOURS
13 03

Limited time prize messaging, countdown and urgency based.

Exclusive to Tesco
Find your nearest participating store.

grab a pack for a chance to **win**
a heroic cruise adventure
plus a world of fun prizes to be won*

exclusive to TESCO

Note: character performers on-board vary. *UK & ROI, 18+. Purchase any promotional pack and enter at www.mms.com/marvel-select-your-country by providing your details and last four digits of the pack barcode. ROI entrants must answer a qualification question correctly. Enter between 22.04.2026 and 16.06.2026 for the chance to win a Disney Cruise Line trip for four people. Click here for full T&Cs and more details. Mars Wrigley Confectionery UK Limited, 3D Dundee Road, Slough, Berkshire, SL14LG. © 2026 Mars or Affiliates. © 2026 MARVEL © 2026 Disney and Ships' Registry: The Bahamas

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Like Comment Share

Paid social across Instagram, Facebook and TikTok



Encourages photos to be taken, which prompts people to take out their phones, more likely to scan QR

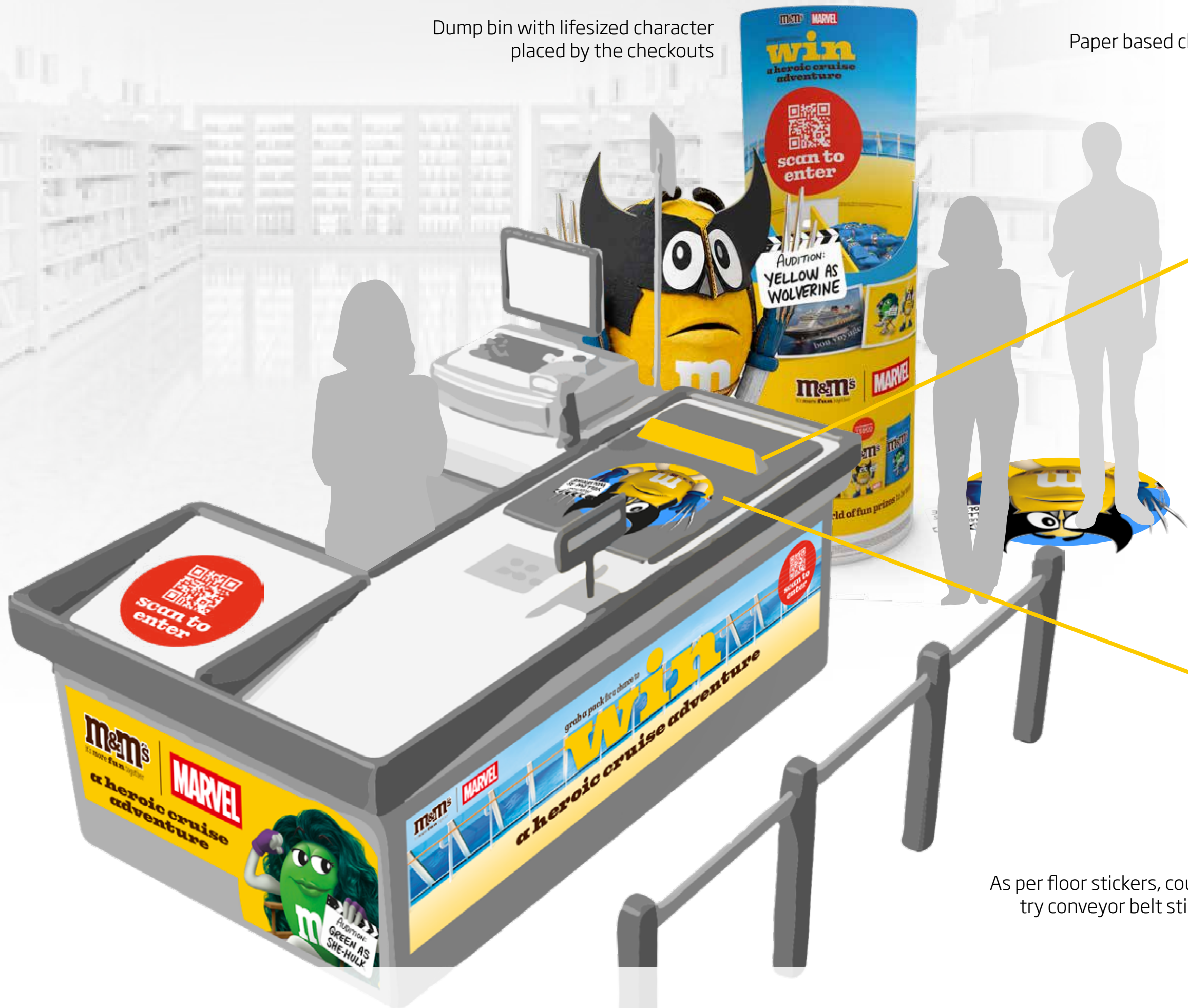


Life-size character made from cardboard



Dump bin with lifesized character placed by the checkouts

Paper based checkout dividers



As per floor stickers, could we try conveyor belt stickers?



Together with DS Smith, we can deliver
a fully integrated retail activations
that drive awareness, shopper conversion and
strengthens brand affinity for Mars and Marvel

Thank you!

