

*Proudly  
Creating  
High  
Quality  
Crap*

THE BEST WORK OF DIDI BOK & HEIN MEVISSSEN

## EXAMPLE

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# Hello

## *Didi aka Diederiekje Bok & Hein Mevissen*

This is a magazine all about Didi aka Diederiekje Bok and Hein Mevissen. ‘Two people, one creative mind.’ What is unique about Bok and Mevissen is their ability to engage the consumer with intelligent, beautiful, often funny, powerful and inspiring work and products. It is almost impossible to look at their work and not have some response.

Didi Bok and Hein Mevissen are true artist and change-makers. They stand at the peak of their profession. During the past 20 years, their creative output has been prodigious in quantity, far ranging in media and scope and consistent in excellence.

For their accomplishments, Bok and Mevissen have been awarded with Gold and Silver, at PromaxBDA, New York Advertising Award, Clio and the highest award in the Netherlands. Bok and Mevissen shape our world and their world, together. They leave their mark on everything from advertising, film, design, children books, toys, the most simple phone in the world, charity and more.

Their work has a unique style. Their sense of innovation is hugely original, their humor and their unassuming way of making creative work.

They are always looking for new daring different areas of excitement that will result in increased revenue.

They are specialists in visual communication with an emphasis on graphic design, interaction design and motion design. Their portfolio consists work of various – extremely diverse – clients and projects.

Bok and Mevissen worked for several international advertising agencies and brands as creative directors.

They created many international and national advertising campaigns including TV commercials, print campaigns and online campaigns. Bok and Mevissen worked for Ford, Audi, Volvo, Coca Cola, Bacardi, Bacardi Martini, Hyundai, Stimorol, Tetra Pak, MTV, Comedy Central, Channel 4, KPN, Quick, Volkswagen, Insurance Company ONVZ, Insurance Company a.s.r., De Amersfoortse, City of Amsterdam, Nike, Adidas, T-Mobile, Ben\*, T-Mobile, Levi's, Pepe Jeans, Diesel and more.



# PRODUCTS & BRANDS

*Creating, designing and producing their own Products and Brands*

It all started in 2004 when the creative master minds Bok and Mevissen decided to design and produce their own brands and products that they felt were missing from the marketplace.

Their mobile phone became “the thing to have to make phone calls”, also called the anti smart phone.

Over the years Bok and Mevissen launched more brands and products of their own.





*The first happy customers with the new golden John's Phone launch.*

# JOHN'S PHONE

*Creating the most simple phone*

Why make it all so difficult? Stop trying to complicate it all. The tendency to complicate things in it-self gives us lots of opportunities to come with simplicity! Simplicity it the key, from this point Bok and Mevissen started designing their phone. Bok and Mevissen wanted to make the most simple phone ever, easy to use in every way. This means not only easy buttons and a clear screen but also a very strong battery. A battery for one month, this makes it very comfortable to have this phone with you while travelling or just have it with you for

unexpected moments for calling. Another feature to make the phone simple: the phone should work worldwide. Where ever you are or go this phone makes it all easier for you. Besides all these important aspects of the phones technology, the phone should look totally different from any other phone. The design should be as simple as it can be in order to fulfill its promise, and for Bok and Mevissen it was essential to make a good-looking phone.

## JOHN'S PHONE KILLS THE SMART PHONE

### THE JOHN'S PHONE

With the growing popularity of smart phone , the John 's Phone came popular as the anti- smart phone. The John's Phone is the answer to the smartphone. It is the ' dumb' phone. We must remember why cellphones were created. To make and receive phone calls when not in your home. This is exactly what Bok and Mevissen had in mind when they designed this phone. They wanted to build a basic phone and they have accomplished their goal.



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### THE WORLD'S SIMPLEST CELLPHONE

John's Phone is limited to the most basic functions – calling and receiving calls. If you want to record someone's name and number there is an unique feature located on the back of the phone: it 's own paper address book and ink pen to write numbers down or notes.

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BASIC

John's Phone is designed to be a tongue-in-cheek 'basic backlash' by targeting users who do not want the flashy features of next-generation models. It also named as the anti-i Phone or dumb phone. Bok and Mevissen wanted the phone to have 'no frills and no unnecessary features such as a camera, text messaging and an

endless number of ringtones'. At a time when there is an abundance of choices and oppressive channels, they wanted to develop a simple gadget. It is also a useful phone while travelling, exercising or weekend sailing. You always reach for your close family and friends, so John's Phone is for when the rest of the world does not matter.

JOHN'S PHONE  
APP BOOKLETS

Besides basic and no nonsense John's Phone has an extra weighty brand value: humor.

There's always time and space for a good laugh which means that the brand doesn't take itself too seriously, only the products of the brand.

The humor is found in the graphic design of the phone and on the back there's a pop-open door which hides a paper address book, while a pull-out pen can be used to jot down numbers, make notes or play games like noughts & crosses. The John's Phone comes standard with an address book. There are more books available. Besides address books the creators made several other books for in the John's Phone, like the John's Phone map book of every city in the world, the John's Phone Atari game book and even the John's Phone Facebook.

They made every app into a book and reinvented the smart phone into a real basic phone.







## SIMPLE BUT EXCLUSIVE

This simple gadget became very popular,  
especially by Smart phone users.  
Its success was overwhelming

## BOK AND MEVISSEN INTRODUCE THE JOHN'S PHONE TO THE WORLD.

The creators of the John's Phone at the  
first launch in Gizmodo.  
Bok and Mevissen made the John's Phone  
a huge succes because of their marketing  
techniques.

John's Phone is named after their design/  
advertising company John Doe.

It is their favorite name and there is  
always a John to discover in their  
movies, commercials, stories or  
characters.



## STRAIGHTFORWARD

The creators believe in honesty  
and integrity, this should be at  
the core of design.  
And products should not be  
created as throwaways.  
The John's Phone is designed to  
have longevity and durability.





# Ollimania

*Proudly Serving Happiness*

Ollimania is a family of characters created by artists Didi Bok and Hein Mevissen. The Ollimania family is famous for being irresistibly cute and funny.

Each character is a trademark and has its own unique background, life and dreams, which are revealed during the Ollimania adventures in books and movies. The characters consist of simple round shapes and are designed by Hein Mevissen.

But it's more than just the simple, round graphic design' that makes the Ollimania characters a success with audiences.

Their childlike innocent mannerisms and bold foolishness is a brand of humor that translates to almost any demographic. The adorable funny characters are loved by all ages.

They give adults some license to play, to express a part of themselves that other parts of their lives may not allow.



# OLLIMANIA PRODUCTS

*Bok and Mevissen specialize in creating character-branded merchandis*

There is a full-range of Ollimania products featuring beloved original characters such as Olli, Moon Billie's, Sugar Mousey, Ari, John and more. From plush toys, bags, suitcases, stationary and clothing to Ollimania jewelry and cakes.

Olli is by far the biggest seller, but other characters like Sugar Mousey, John are doing great as well. And the Moon Billie's are growing in popularity. All of these characters are ridiculously cute. And both children and adult consumers buy up all product bearing the character logos of this distinctly Dutch creation. The Ollimania products range from mass market items to high-end consumer products and rare collectibles.





## OLLI PLUSH TOYS CONTAIN ONLY MATERIALS YOU REALLY LOVE

Olli is famous of being a 100% fake elephant and made out of fake elephant stuff.

All Olli plush toys are ready to cuddle up with your little or big cutie and give them a lot of warmth and fun. There are four different sizes of the Olli plush toy.

The most popular Olli plush toy is the one with the plush turd behind him.

Olli's turd is famous. He is a real character in the Ollimania family.

His fame brings lots of good fortune, but also moments of solitude.

Fortunately, he feels lonely all the time. Being left behind and not cared about. But being a plush turd behind Olli is a good thing and makes him very wanted.



## OLLI COLLECTIBLES ARE TOY-LIKE IN SIZE AND APPEARANCE

Olli collectibles provide its fans with a way of collecting toys and art at the same time. Olli is no ordinary elephant. To some, he's a familiar cartoon character from childhood.

To others, he's the hottest thing in fashion and collectibles. The Olli collectibles are never meant to be played with by children; they are designed with adults in mind.

Almost always produced as limited edition, small run items.



## SUGAR MOUSEY TOY

This Sugar Mousey plush toy is a great gift for girls. The Sugar Mousey character is cute and everyone all around the world can relate to. This small, pink mousey is distinguished by her hopeless romantic dreams, her blue blow at the end of her tail and the presents of her two large front teeth. She is full of dreams and always busy getting things done perfectly, but often it doesn't work out how she wanted it. She never gives up. Girls any age love Sugar Mousey.



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# Ollimania books

*Telling stories and creating adventures.*

Bok and Mevissen are one of the best selling authors of children's books in Europe.

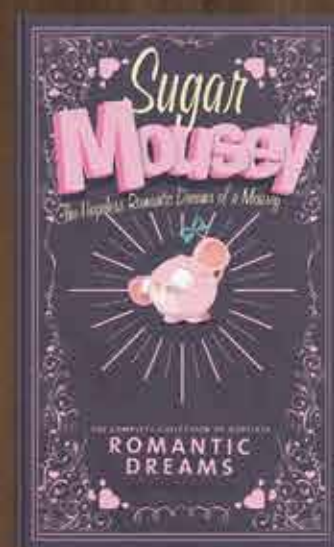
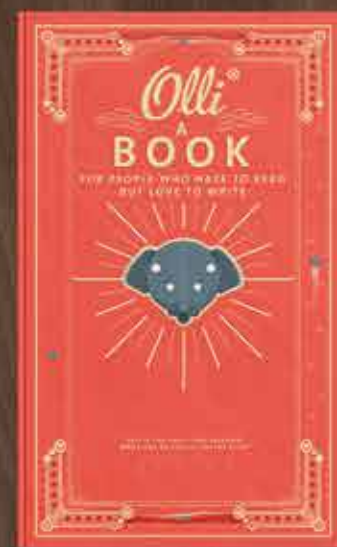
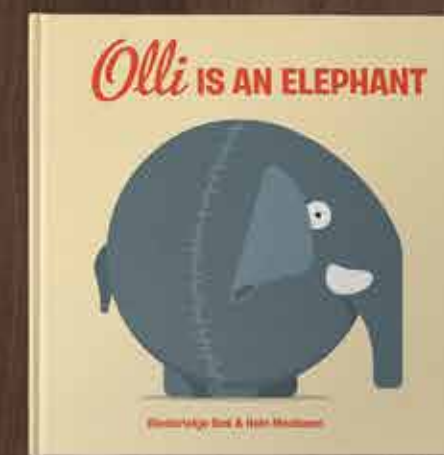
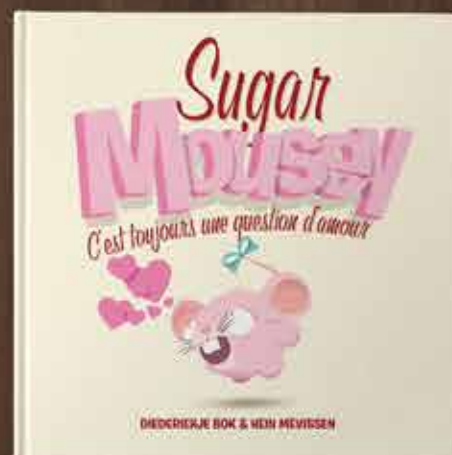
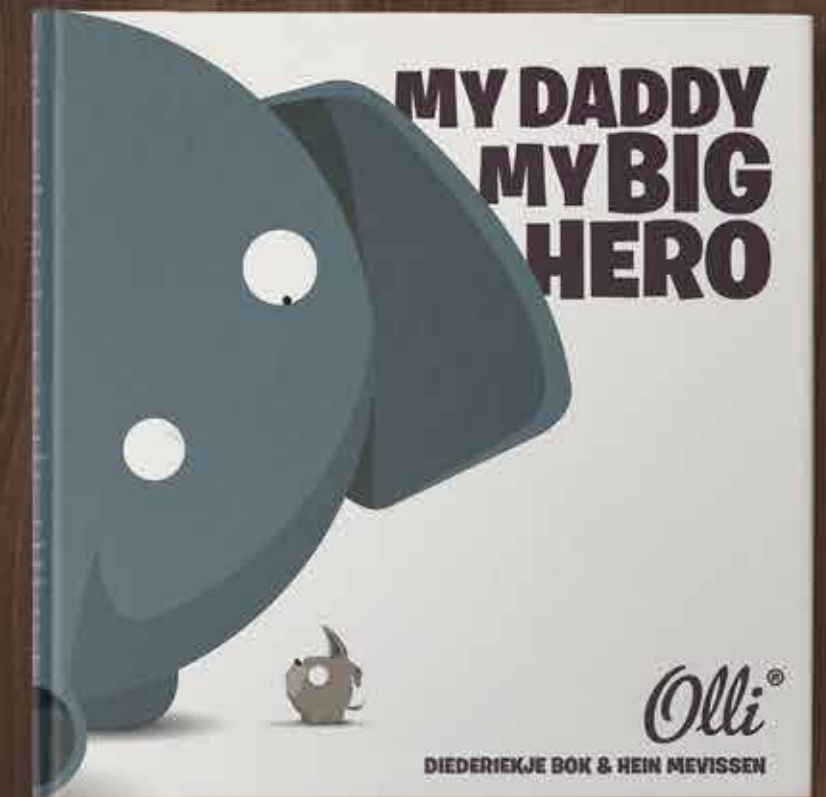
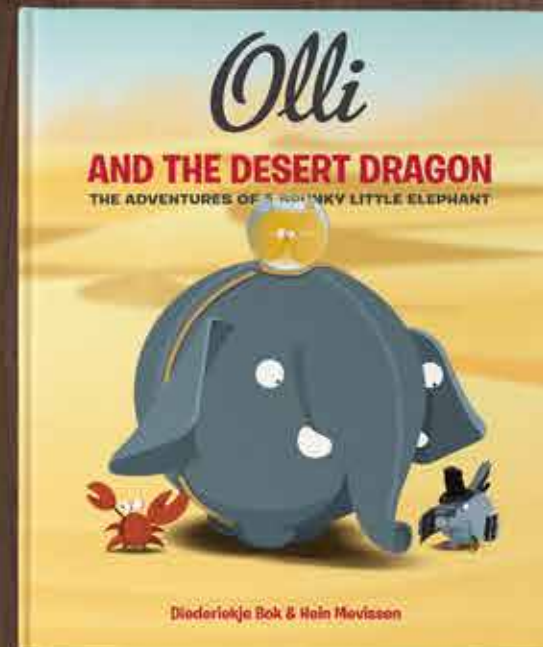
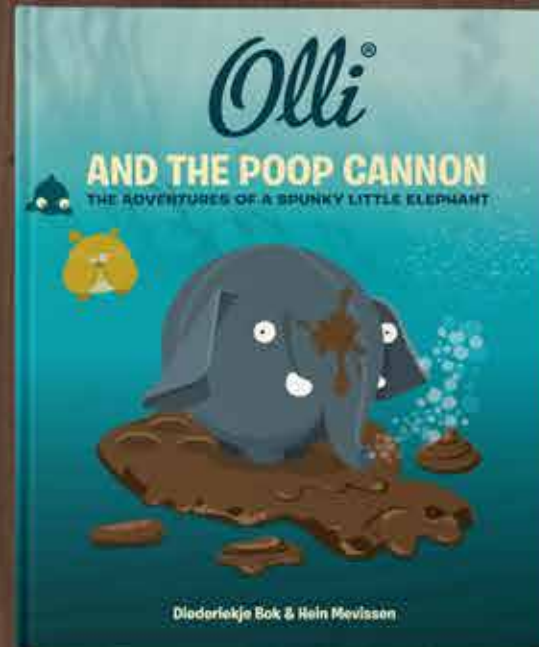
The books inspire children's curiosity, creativity, friendships and imagination.

Some Ollimania books are more for adults, like the books of Sugar Mousey and the dog John. Although the characters of Ollimania appeal to all ages, the bulk of the fan base is teenager and adults. Although all Ollimania characters are so cute and cozy that parents love to buy Ollimania stuff for their newborns.



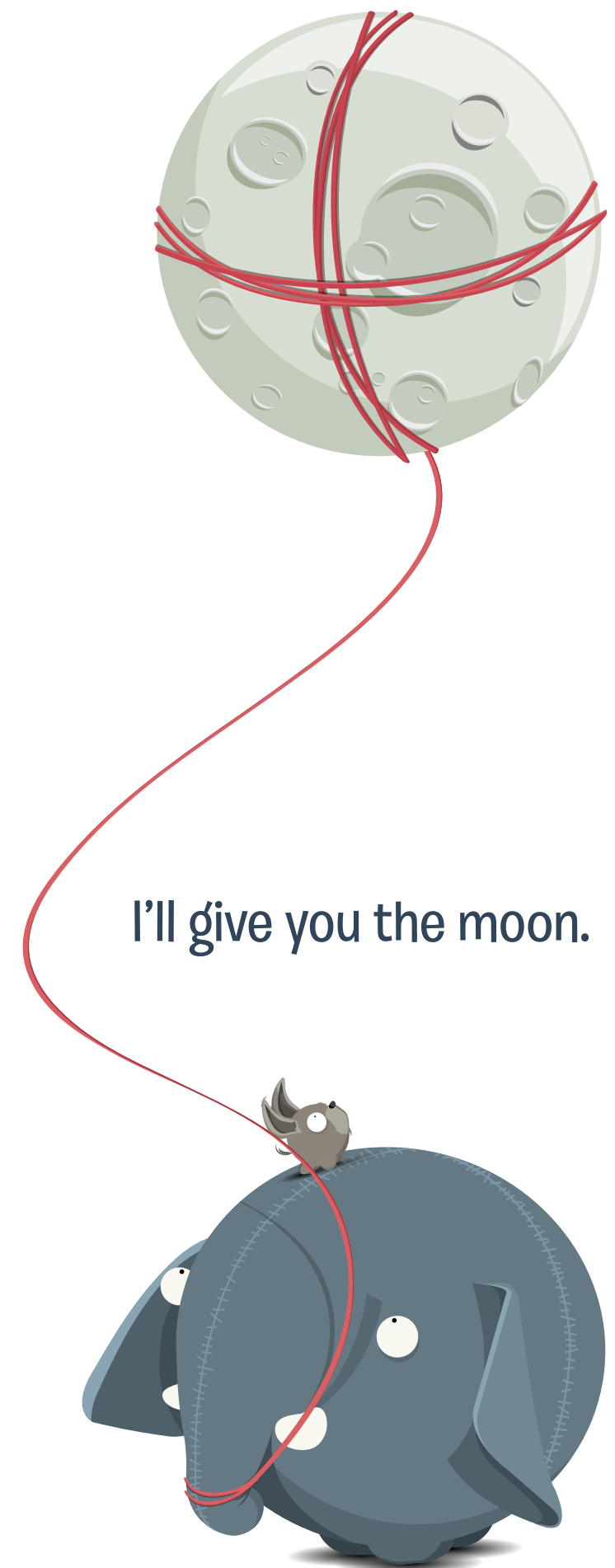
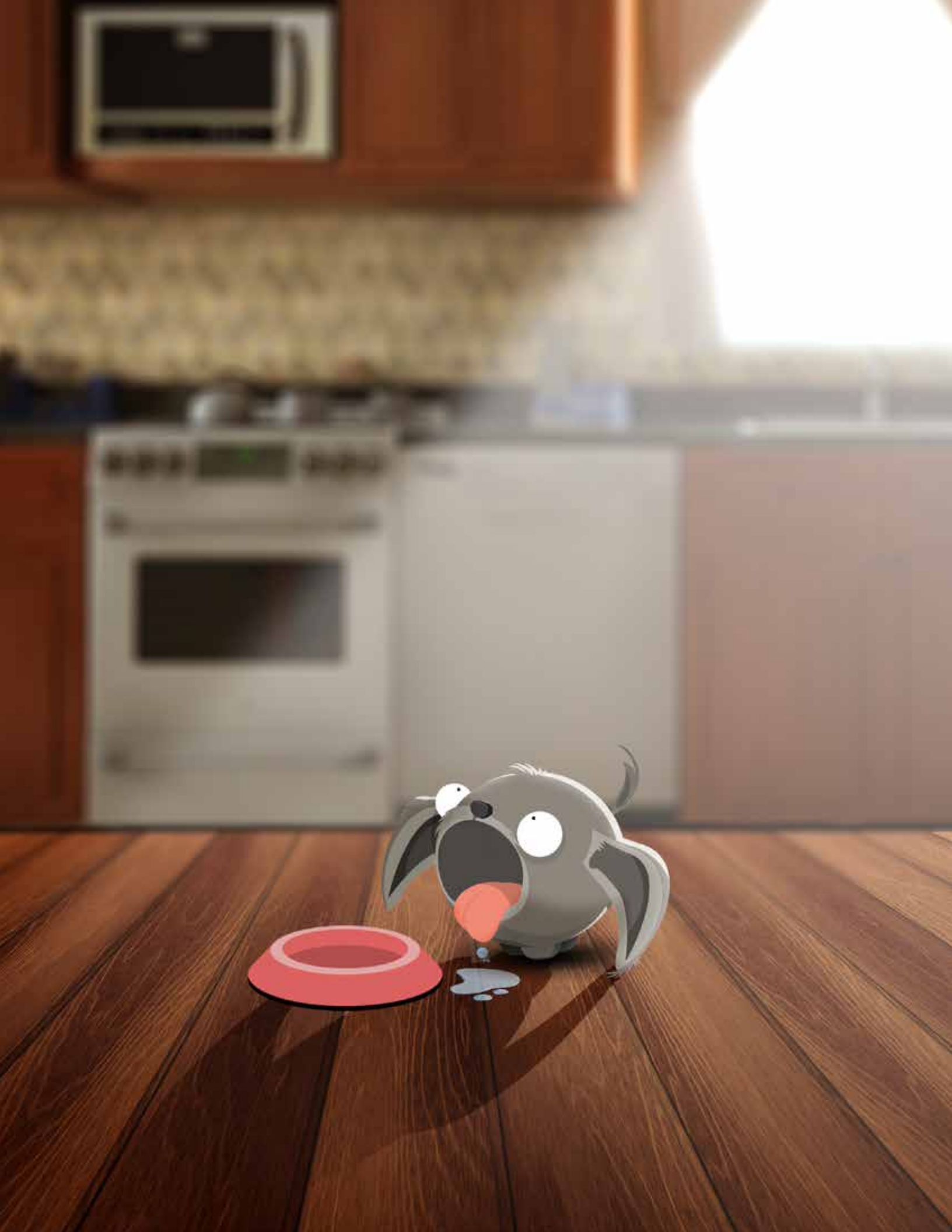
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Books published from Ollimania  
by Didi Bok and Hein Mevissen.













**OLLIMANIA CARTOONS**  
 The Official Ollimania Facebook page surprises a legion of fans daily with small Ollimania cartoons on their timeline.











Olli, the beloved cartoon icon is created to serve happiness. Each Olli event features a big Olli, interactive exhibits, animation, art, photo opportunities, event-exclusive collectibles and much more.

# Ollimania Store

## *Thousands line up for Ollimania's Grand Opening*

Ollimania's first store proved to be a huge success. It is the first Ollimania Pop Up Store exclusively selling the stuffed Olli toy that sold out within two hours of opening its doors. The Ollimania Pop Up Store is unique and eco friendly designed by Bok and

Mevissen. The whole shop is made entirely from reused wood and has made a big impact with its gigantic innovative cube-shape.

This cool pop-up store is a magnet for shoppers and passersby's.



Thousands of consumers lined up at the Ollimania Pop Up Store and hopes of buying the stuffed Olli toy. Unbelievably, it sold out of its entire stock within just two hours of being open.



Ollimania has struck celebrities and ordinary folks alike, from 5-year-olds to 45-year-olds, from suburbs to affluent neighborhoods, from pop-up boutique to art and design museum.



This unique store sells and exhibits Olli toys in an eco-friendly environment. The whole shop is made entirely from reused wood and has made a big impact with its gigantic innovative cubby's.





*Hospital's director opened the Olli statue. The director is so proud to have the first giant Olli statue in Holland. Olli will ease the pain and fear associated with the hospital environment. Olli is here to give a smile to us all.*

# CHARITY

## *Giant Olli is donated to the Children's Hospital*

Bok and Mevissen feel very strongly regarding giving to charities: Ollimania is always involved with giving back to the community. They work with local charity organizations as well as collaborating on common projects, fund-raising and social activities. In 2013 Ollimania saved a historic Zoo. In 2015 Bok and Mevissen donated a huge Olli statue to the Children's Hospital. Every day Olli makes little patients and their families happy. Bok and Mevissen see Ollimania as an opportunity to make a direct positive change in our community and around the world.

### OLLI IS AMBASSADOR SAILING KIDS FOUNDATION.

Beginning of 2016 Olli was welcomed as the Sailing Kids' newest Ambassador in Europe. The Sailing Kids Foundation organizes sailing holidays for seriously or chronically sick children, young adults and their families. The Sailing Kids Foundation is honored to have Olli as the ambassador because he is a beloved cartoon character who has been capturing the hearts and imagination of children in Holland and more European countries with his friends, known as Ollimania friends. And Olli speaks to children and young adults in a language they understand. Olli's growing cross-generational appeal has a positive influence with children, their parents and families and with teachers around the world.

*All staff members at the hospital welcome the famous Olli.*







# THE MAILBOX OF OLLIMANIA

*The mailbox of Ollimania is not an ordinary mailbox.*

It travels around Children's hospitals and Special Kids Events to give kids and special kids in need a chance to mail Ollimania. The mailbox is not only a fun object, it also gives kids an opportunity to express themselves and make them aware that dreams will come true if you make an effort. Bok and Mevissen are overjoyed when they can make bucket

list dreams come true, when Bok and Mevissen found out that one of the favorite bucket list items of kids was writing Olli a message, they came up with this special mailbox.

Kids send Ollimania all kind of stuff like letters, drawings, poems but also their wishes.



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# From The Supermarket

*Buy it and it's yours*

In 2004, Bok and Mevissen launched their first brand, 'From The Supermarket', which included various types of products, such as water, juice, music, books, tabloid, T-shirts, scooters and toys.

The brand tells it like it is: contrary to its competitors. 'From The Supermarket' doesn't make promises it can't keep.

The brand is focused on honesty and simplicity rather than exclusivity or provenance, with wording on the label 'buy it and it's yours'.



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Belying the simplicity of the product itself, the packaging for each product is unique and stylish.' Why not do it prefect and great, it doesn't cost more.'

It is easy to recognize their work. Bok and Mevissen work hard

and take every step in their jobs seriously. But they always make time and space for a good laugh

and perfection. Whatever it is they make, packaging design, logo's or a commercial, they get the most out of it.







## LEATHER

Toni Electroni is a scooter that is yours, and yours alone.

This white leather Toni Electroni is unique. It is one of the limited editions of the Toni Electroni collection.

You don't just purchase a Toni Electroni you commission it.

Every Limited Edition Toni Electroni is unique to its owner.



# Toni Electroni

*Electric scooter*

In 2006 Bok and mevissen launched the first vehicle  
From The Supermarket, the Toni Electroni.

It is a scooter that makes a whole lot of sense.  
It is not a source of urban pollution, in terms of both  
emissions and noise. The Toni Electroni is green, clean and  
safe. Above all this great design makes you want to have it  
and drive  
it all day long.







# FILM & COMMERCIALS

*Creating, producing and directing films, commercial and animation.*

Didi Bok and Hein Mevissen have written and directed numerous successful short films and award winning commercials. They write, direct and produce their films, commercials jointly. However on some projects Hein received sole credit for directing and Didi for producing.

Bok and Mevissen's nontraditional methods accompany a quirky style, demonstrated in many Comedy Central, MTV campaigns like 'Günther', 'Rocket Bros.', featuring 'bizarre characters, such as a giant 100% fake elephant and beer drenched aliens. Their humorous MTV spots won many creative awards, as did a Dutch Insurance Campaign. Yet Bok and Mevissen do deviate from its offbeat style when needed, creating and producing beautiful films for Adidas, Lada, KPN telecom, Lexus Toyota, T-mobile, I Amsterdam, Bacardi and more.





CENTRAAL BEHEER | COMMERCIAL *Produced, Directed*



TOYOTA | COMMERCIAL *Produced, Directed*

CENTRAAL BEHEER | COMMERCIAL *Produced, Directed*



BEN© T-MOBILE | COMMERCIAL *Written, Produced, Directed*







# COMEDY SHORTS

BIN LADEN THE MUSICAL | FUNNY OR DIE *Written, Produced, Directed*







# THE FAKE ELEPHANT

OLLI | MUSICAL SHORT *Written, Produced & Directed*

# ALIEN AT YOUR DOORSTEP

SMITH CHIPS | COMMERCIAL *Produced & Directed*







# BAD LUCK

DUTCH INSURANCE COMPANY | COMMERCIAL *Written, Produced, Directed*







# MTV SHORTS



ROCKET BROS. | MTV SHORT *Written, Produced, Directed*



BRASSBAND | MTV SHORT *Written, Produced, Directed*



GUNTHER | MTV SHORT *Written, Produced, co-Directed*

JUST LIKE DADDY | MTV SHORT *Written, Produced, co-Directed*







# ANIMATION

*Making characters come to life*

Bok and Mevissen are always looking for new daring different areas of excitement that will result in increased revenue.

Animation is one of their favorite ways to to express the individuality and amplify uniqueness of a brand.

Bok and Mevissen are fond of animation and storytelling. However, they are great storytellers themselves and animation can push brands , with universal stories and striking visuals designed to captivate and engage any audience.

Bok and Mevissen made many animation commercials for their own brands and for other brands.



*2 D hand – drawn animation*

## BOUNCING BUDDY FOR MTV

With this 2D hand-drawn animation Bok and Mevissen aim to keep hand-drawn animation alive.

Even though, aesthetically, Hein prefers hand-drawn animation, he still loves the medium of CG animation. Hein loves the subtle nuance in the character performances, the incredible effects and the freedom in the cinematography.



*Stop Motion*

## MTV LOGO IDENTS

Another type of animation Bok and Mevissen like to use is stop-motion. They made 20 short MTV commercials such as the old days from the 80s, back when the channel was so simple and not a reality TV channel. Every one of their commercials tells a short story like a fairytale.



## SAMMY SAYS

Sammy Says is a doll stop-motion comedy animation. Sammy Says is not only very funny, it's the sharpest comedy exactly what MTV deserves.

In all the 90 Sammy Says episodes, Sammy likes to share his own wisdom. Sammy is a cute innocent naïve looking doll. He is famous for being a straightforward, foul mouthed, wildly political incorrect, immoral little monstrosity doll.



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# CHARACTER DESIGN

*The design of characters for film and books*

Bok and Mevissen love animation and they are fascinated with conceptualizing and making characters in 2 D and 3 D design for brands, films, commercials, or any other animated production.

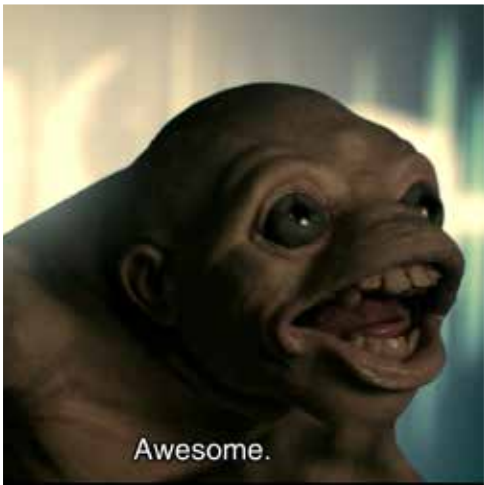
Together they create the characters and think about the personalities and looks of each character.

Hein Mevissen is the illustrator and graphic artist who translate all the characteristics into likeable characters.

He uses tradition media to draw the initial design of their characters.

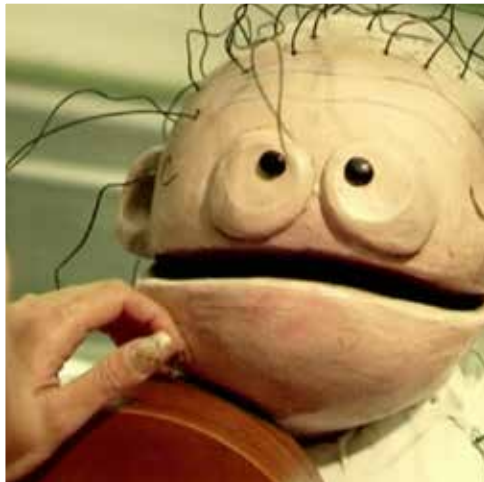
Bok and Mevissen have a big family of characters in their portfolio.





## FUNNY PRANKS BY DRUNK ALIENS COMEDY CENTRAL

Bok and Mevissen created a campaign for Comedy Central where beer drenched Aliens run their own Comedy Central Channel in space. Their only goal in life is to come up with the most hilarious prank. The more insane the better the ratings are. The Aliens play all the pranks and practical jokes on humans, who take most things in life too seriously. These Aliens drink non-stop, talk by burping and they love everything what God forbids.



## TRAILER TRASH PUPPET 'DUELING BANJO'

Trailer Trash is a MTV campaign, created by Bok and Mevissen. This redneck hillbilly puppet imitates and performs the classic banjo pickin' scene from the movie Deliverance. The appeal of this redneck hillbilly puppet is simple, he is not pretty. It is refreshing to see advertising that doesn't preach to us with models or beautiful actors. It is especially refreshing to see MTV drop its guard telling us what it is about through misfits who we can all relate to. Or, at least, people we can genuinely laugh at. Too strange, too different, too weird.

## CHRIS THE SNOWFLAKE AND MORE SNOWFLAKES

For a MTV winter campaign Bok and Mevissen created and designed thousands of snowflakes, which were featured in many different Claymation's spots. Every snowflake had its own unique characters and expression. Chris is the leader, but has the same characteristics as the others. The snowflakes are pure joy, they love parties and jokes. They can be selfish, but also willing to work together toward a common goal. They're hysterical, energetic, noisy, and wonderful all at once. They communicate using their own language that's understandable to them and maybe a few people who have longstanding relationships with them.



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## SAMMY

Meet Sammy, the guru of MTV. Sammy is a doll and he is sweet and innocent looking, but his sayings and wisdoms are straightforward and comes with a sarcastic sense of humor that makes him a good comedy character. Sammy is known for his particular self – made wisdoms and widely politically incorrect humor. He's offensive, inconsiderate, straightforward, prejudiced, and bold — and that's why we love him. With his crossed eyes, adult voice, he is a very convincing wise doll. Sammy has a lot of wisdom to share and MTV gives him the opportunity to spread his wise words all around the world.



Hein Mevissen has an outstanding ability to pick out a great cast also if the cast includes characters like puppets, robots, dolls or CG animated cartoons. With his graphic, art direction background Hein knows exactly what kind of characters he needs to make the spots great. That's why Hein loves to design the characters and many set pieces like this steampunk style spaceship.

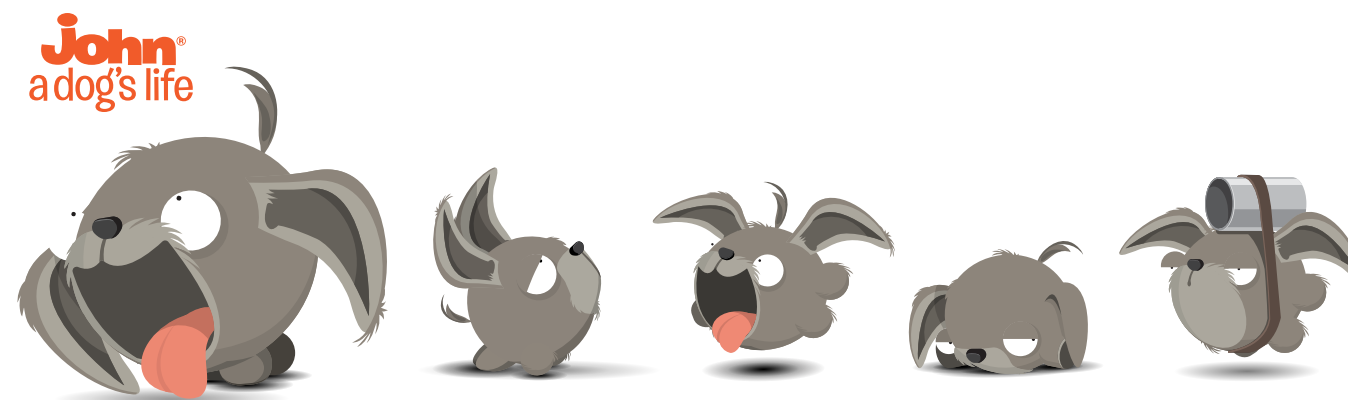
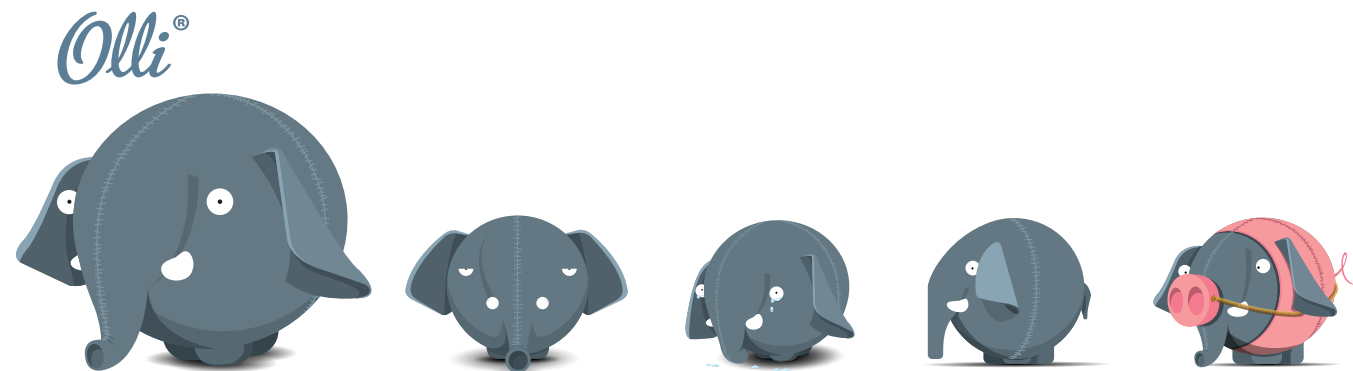
## RACCOON

Mevissen use tradition media to draw the initial design of the characters and set pieces. Sometimes Mevissen created hundreds of sketches before he is satisfied with the design. When it comes to directing business , Hein is extremely talented. Everything he creates is thought out well. This raccoon character Hein designed for a German Electronica Campaign



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# OLLIMANIA CHARACTERS

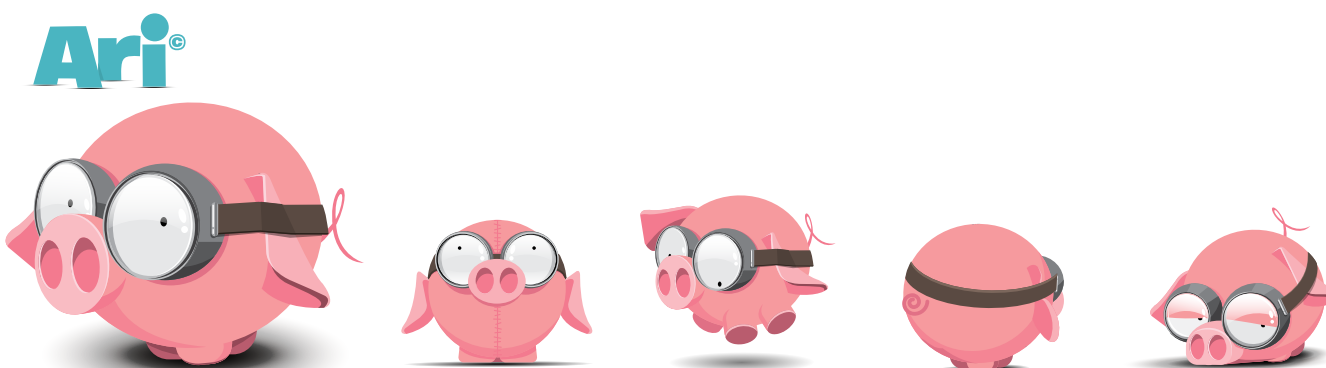
*Making characters come to life*



All the characters of Ollimania: Olli, Sugar Mousey, John the Dog, Ari the Pig, the Poo of Olli, Snippi the Cat, Kor the Crab, Grubbi the Bear, Arnold the fish, Sugar Bitch, Balloon Boy and the Moonbillies are created and produced by Didi Bok and Hein Mevissen. Didi is a writer and Hein is a designer and director. All the Ollimania characters have a very cuddly and are clearly 100% fake animals. They are all made out

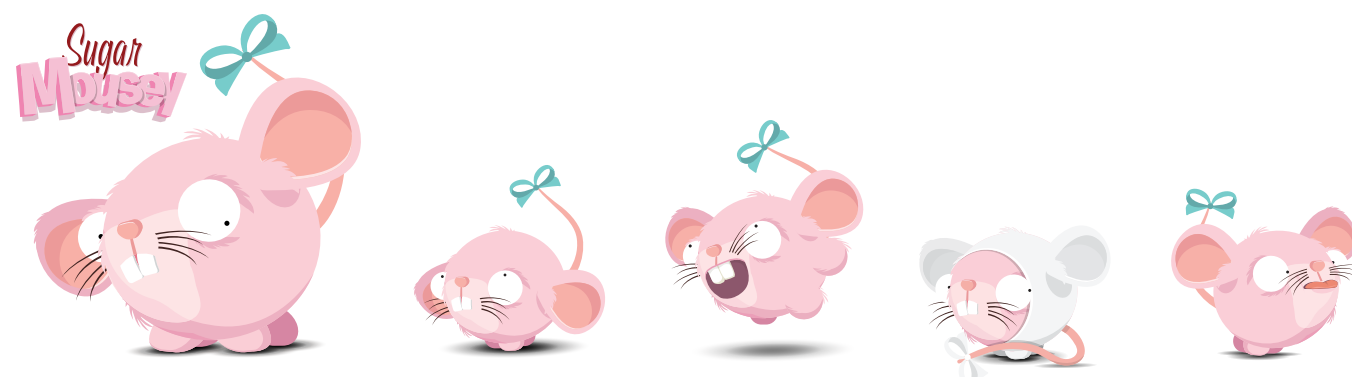
of only materials you really love. Every Ollimania character looks very cute but has a fundamental flaw, a defect of the character, that makes them human in a way and makes them even more lovable.

Each Ollimania character is trademarked and has its own unique background, life, dreams, product-merchandise collection, books, Facebook page and fans.



Like Olli, all the Ollimania characters are very cuddly and are clearly 100% fake animals. They are all made out off only materials you really love. Every Ollimania character looks very cute but has a fundamental flaw, a defect of character, that makes

them human in a way and makes them even more loveable. There are more characters and many more to come... There are many more characters to discover, if you are interested please check [www.ollimania.com](http://www.ollimania.com).







JODOSHIMARO  
is the flying fish and represents  
Water From the Supermarket.

# CARTOON CHARACTERS

*Making characters come to life*

Hein Mevissen loves cartoons, creating and designing characters. He is always exploring all possible options for creating the look and appeal of a character. It all begins with a blank sheet of paper or tablet screen. “There are new cartoon characters that are coming out daily. It is important that the character you create can adapt to the changes in the world”

In 2004 Hein Mevissen designed character icons for the band From The Supermarket.

Mevissen captures the right look to support the emotional core of the character, defines who the characters are and fit the promise of products.



ENNIMYSHIMARO

is the angry fish and represents  
Wine From the Supermarket.

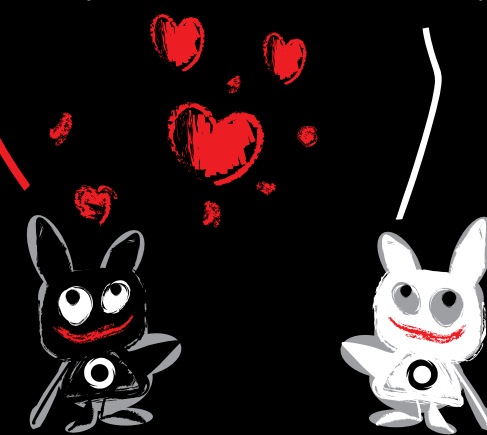


PIGGYMARO

is the flying pig and represents  
Music From The Supermarket.

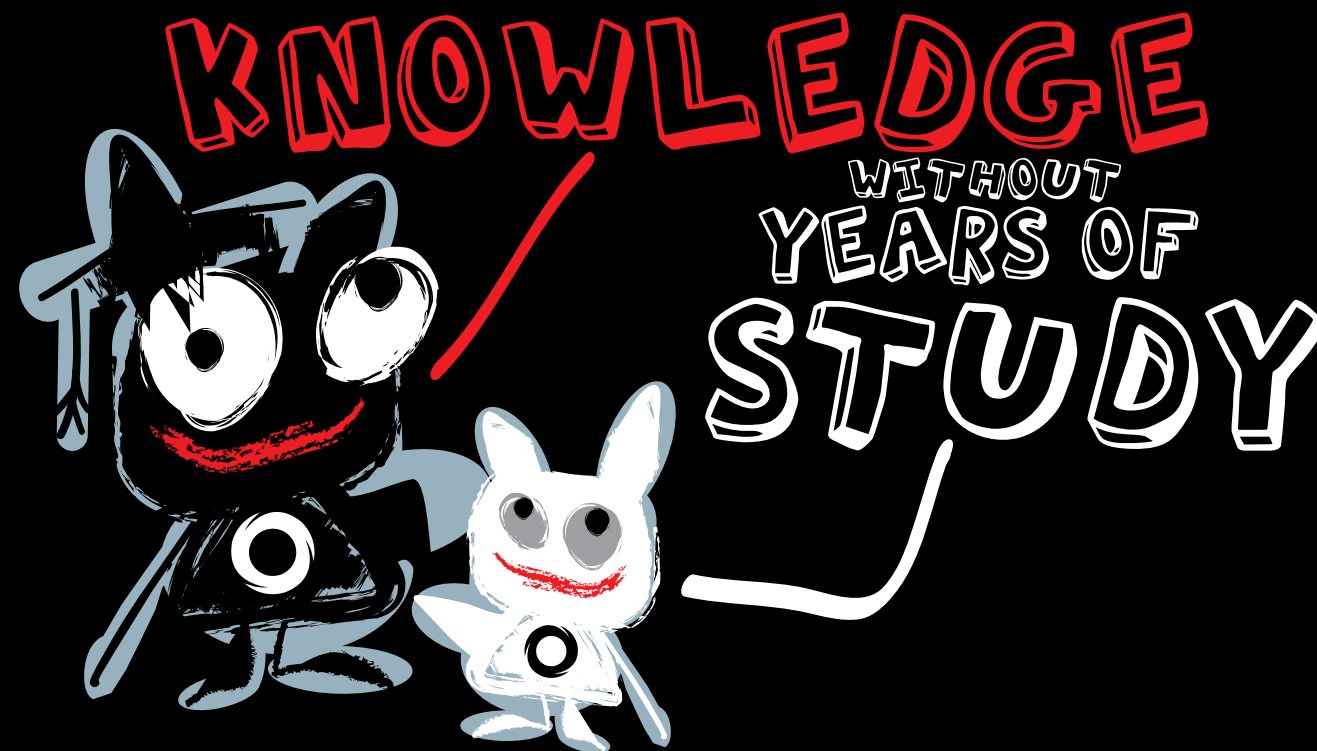


DATES  
WITHOUT  
THE SMALLTALK



## COCO COLA ZERO

For a Coca Cola Zero campaign Bok and Mevissen created two black and white Bunnies characters. Together the bunnies represent the promise of “Great Coke Taste, Zero Sugar”.







# LOGO, PRODUCT AND PACKAGING DESIGN

*Creating every visible expression of a brand or product*

Bok and Mevissen have not only received public acclaim for their amazing building brands and designs they have also proved to be accomplished storytellers, architects and product designers. The visual identity created by Bok and Mevissen for the Dutch Leading Telecom Company and Internet Provider KPN a fine example of durable corporate design. KPN asked Bok and Mevissen to create not only a new name and visual identity that reflects the new product 'TV on demand', also create and design, products and packaging. The main priority was to create a completely new look equipped for future markets while at the

same time recognizing the heritage.

The logo is as flexible and interactive as the product itself. It is daring and radical. But most important the design is playful, accessible and simple. Bok and Mevissen are very good in simplifying. A good example is the design of the remote control device, it is easy to use.

The logo is not only a great simple attractive image. The green buttons of the logo are functional, you use these buttons to control your TV.



## HARDWARE DESIGN

Instead of a standard black box, Bok and Mevissen designed all the products white and added some humor to it by hidden jokes in the software.

The design itself is not only aesthetic and playful. The fresh white 'happy' product helps the consumer not be afraid to buy and try this new product.





# PACKAGING AND A SHOE

Knowing how to make a product stand out amongst all the others on the shelves can be hard, but Bok and Mevissen create and design packaging that appeal to the masses.



## OLLI'S PLUSH IN FOOTBALL NET PACKAGING

Olli is as round as a football and a lot of football fans have Olli as their mascotte.

This Olli plush toy is packaged in a football net. It is very easy and it is incredibly handy. You can carry your Olli having your hands free.



## WATER FROM THE SUPERMARKET

Water typically comes in a plastic bottle. But this water comes in a cardboard box. It's still just water, but it's different than anything else on the market, and it's sure to grab your attention.safe and sound.



## A LUNCHBOX WITH A STORY

A special Olli menu for kids and adults at the ZOO. An Olli story is told all around the packaging. Plus happy Adventures to get you excited for break time, This lunch box is eco friendly and easily to open and close to keep your treats safe and sound.



JOHN’S PHONE PACKAGING

This packaging is incredibly playful, yet still simple. And draws instant attention from viewers who are curious about who the product is for. Sometimes simplicity is key, and that holds true in this packaging. To fulfill its promise of the world’s simplest phone the John’s Phone also needed a simple packaging. A simple box, no nonsense, what you see and read is what you get. The box is small, everything is in there - the phone with address book and pen, headset and charger. The more compact something is, the easier it is to store and transport



JOHN DOE SHOE

Retro Soccer Sneaker for “Quick”.  
The Sneaker brand Quick commissioned Bok and Mevissen to design a new sneaker. Quick established in 1905 was the first Dutch sports brand that made soccer shoes. Many famous Dutch soccer players like Johan Cruyff started their career with Quick shoes. The shoe Bok and Mevissen designed combines the heritage of soccer and the hype of retro style sneaker.  
As this is a sneaker and not a soccer shoe, it is a shoe for all the John Doe’s.  
The John Doe Sneaker is a shoe recommended by famous people who want to stay anonymous. It is truly a John Doe shoe. Sneaker collectors who own a good amount of retro models like Nike Adidas, and Reebok, were in line for these limited edition John Doe soccer shoe.







# GRAPHIC DESIGN

*Making brands visible*

Hein Mevissen is a designer, illustrator and Award-winning commercial short filmmaker, director, and he is also known for his graphic design work for logos and corporate identities for a variety of brands.

As a director Hein Mevissen creates sumptuous, intricately designed worlds full of oddball characters, and he does so with an unmistakable visual style. It is his second nature to think visually. And creating designing logo's for companies and organization is a passion he still likes to do.

As a young boy, age 9, Hein designed his first logo for a tile factory.

Since then he specialises in graphic design, typography, print making, logo design and illustrations and he never stopped with graphic design.

Hein deisgned many logo's for an impressive client list, which includes KPN, asr insurance company, The Post Online, emerge, Tetra Pak, John's Phone and more





ASR LOGO

*Logo and corporate identity design.*  
*Dutch insurance company*



LOLA LOGO

*Logo design*  
*International Fashion magazine*



FLIPBOOK LOGO

*Logo design*  
*Flipbook company*



SICK MONKEY LOGO

*Logo design*  
*Clothing brand*



THE POST ONLINE LOGO

*Logo design*  
*Dutch news website*



KPN TV LOGO

*Logo and corporate identity design.*  
*Dutch telecom company*



JOHN'S PHONE LOGO

*Logo and corporate identity design.*  
*John's Phone company*



MR PRESENT LOGO

*Logo and corporate identity design.*  
*Merchandise company*



RE LOGO

*Logo and corporate identity design.*  
*Amsterdam historic building foundation*



EMERCE LOGO

*Logo design*  
*Dutch ecommerce magazine*



COMBAT BABY LOGO

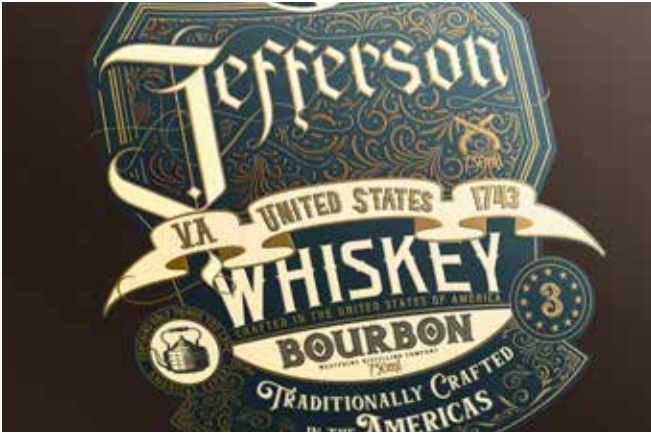
*Logo and corporate identity design.*  
*Baby clothing.*



TALL TED LOGO

*Logo and tv show for MTV*  
*Television channel*





WHISKEY BRAND

Logo and corporate identity design.  
Jefferson Whiskey (Local)



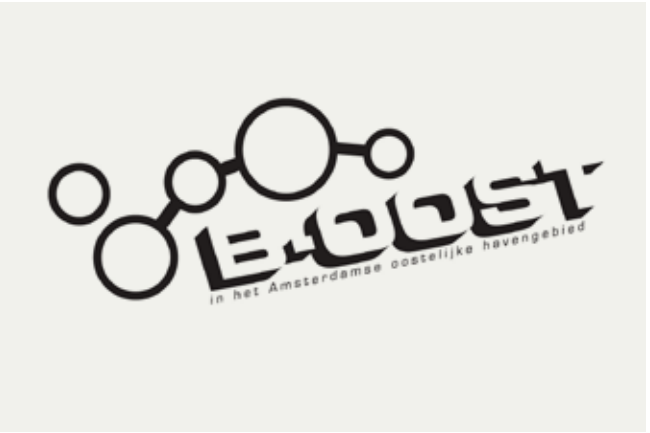
QUICK LOGO

Logo design  
Campaign logo for Quick



APPMAP LOGO

Logo design  
Appmap app



B-OOST LOGO

Logo design for Amsterdam festival



WILD BILL  
Logo design Production company



LAW FIRM LOGO  
Logo and corporate identity design.  
Souther Law Firm



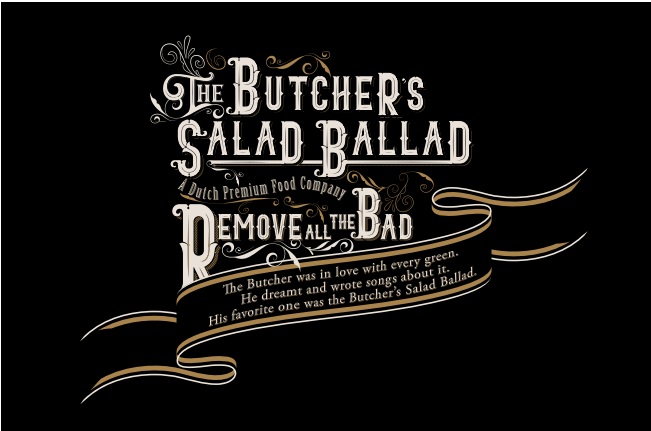
GERMAN TV MERCHANDISE LOGO  
Logo and design for a humorous campaign for German television.



LOGO DESIGN FOR PRINT COMPANY  
Logo and corporate identity design.



CONSTRUCTION COMPANY LOGO  
Logo and corporate identity design.  
Amsterdam historic building foundation



RESTAURANT IDENTITY  
Logo and corporate identity design.



BILL'S PHONE COMPANY LOGO  
Logo launch for new Dutch telecom operator.



BOKERS AIR LOGO  
Logo for production company.



# NO ENDING ...

Endings are tricky things, it is the moment to pull the threads together and leave the reader with an inspirationally and emotionally satisfying finish. But there is no finish line. As Bok and Mevissen say:  
creative minds don't have endings. Creative minds have no ending....

So this booklet leaves you with no finish and only hunger for more to see.

Tons of ink has been spilled to give you a brief look at the creative output of Bok and Mevissen. If you have any comments or if you want to know more, please do not hesitate to contact them at [mania@ollimania.com](mailto:mania@ollimania.com).

It was my sincere pleasure to introduce you to Didi Bok and Hein Mevissen and to show some of their amazing work.

- Sam Stewart -

*Stewart is a marketing specialist and journalist. He is the author of a few books, including the national best-seller, "Big Balls and How to create great work for ..."*  
*He is a strong believer in freedom. "A community, a person, an organization that puts freedom before equality will get a high-ranking degree of both."*

*Stewart engages with his fans at events and email. The frequent asked questions at events to him is: How to make your marketing work better? His answer is simple: It's not something that should simply be delegated to publishers, advertisers, or PR specialists. That's because your best marketing comes from the creating itself. You have to create something others love in the first place Marketing works really well when you create value for others. When you make someone's life significantly better, that's an experience that ends up getting shared with others. There's no better marketing than that.*