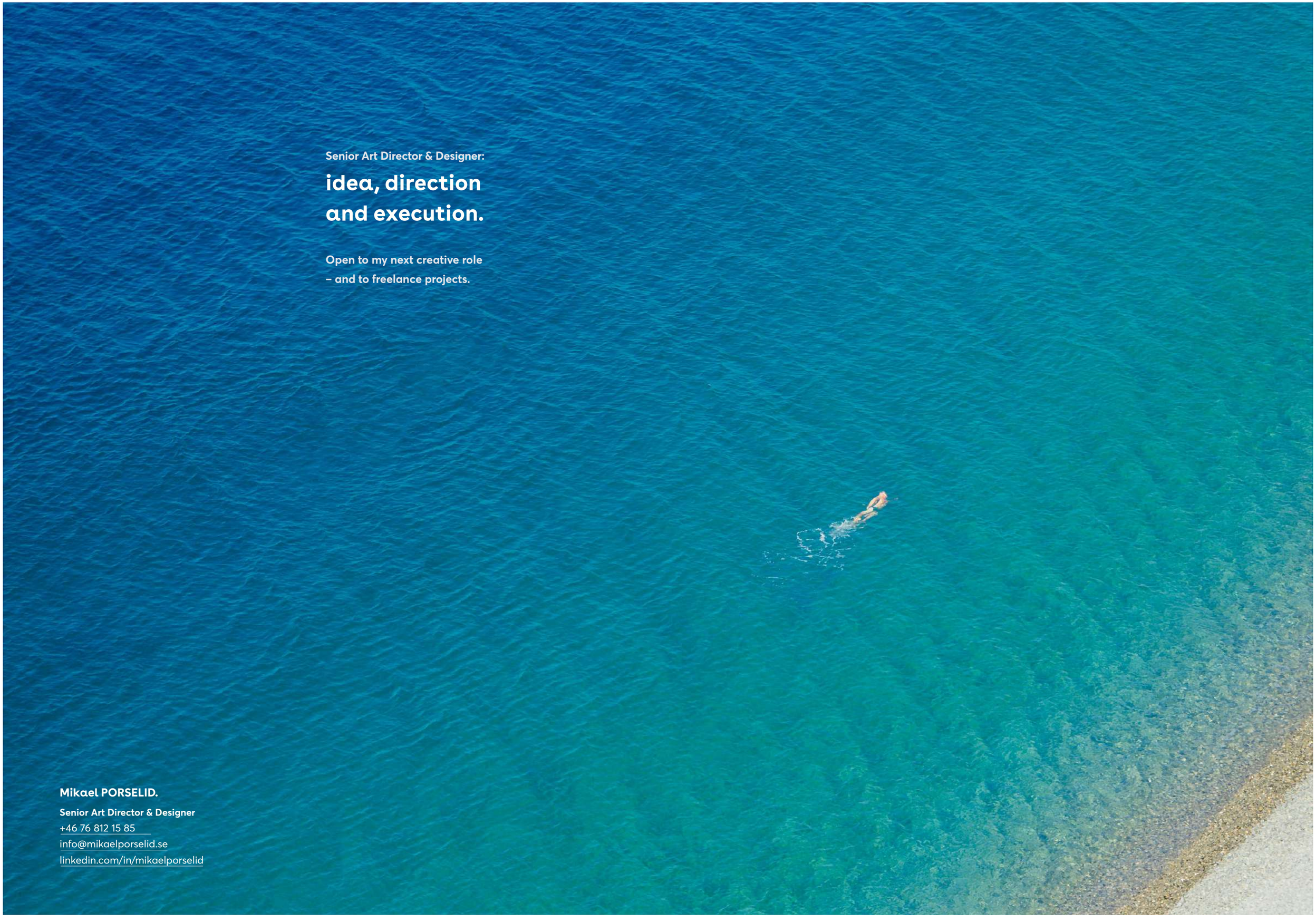

Senior Art Director & Designer:

idea, direction and execution.

Open to my next creative role
– and to freelance projects.

Mikael PORSELID.

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Storytelling | Film | Brand Communication

Bilförsäkring

a relationship beyond the product.

A story that moves insurance from product to part of everyday life.

challenge.

In autumn 2023, MG Bilförsäkring was launched as a new branded insurance offer. The brief was to create an approximately one-minute film presenting the partnership at a conference for managing directors at MG dealerships.

The production had to work with existing footage.

insight.

The idea was to shift the perspective from product to relationship. A wedding became the starting point for the story, creating a natural connection between the people, the car and the insurance.

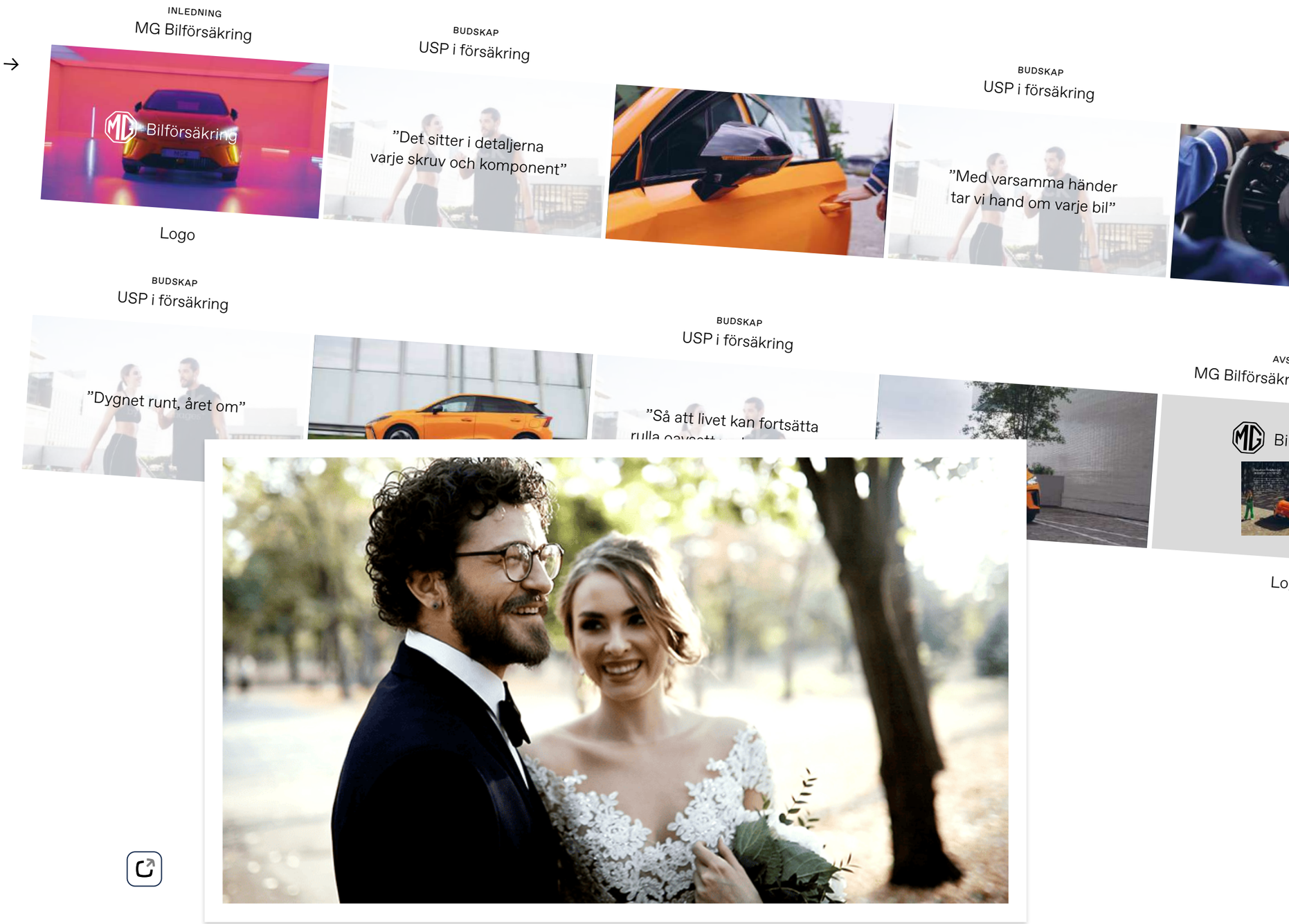
execution.

The film was built from existing MG footage, combined with licensed wedding sequences chosen to work visually with the MG material.

Copy was developed by *Caroline Nylander*. I was responsible for selection, editing, image treatment, typography, ending and music, and produced the film in After Effects.

impact.

The film received very positive feedback at the presentation. After the conference, MG confirmed that it would also be used by its dealerships.



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Behavioural Communication | Campaign | Behavioural Impact

Bilförsäkring

risk behind everyday life.

A concept that makes an invisible risk tangible – in a situation where consequences are otherwise easy to ignore.

challenge.

The brief was to create an email for Kia Bilförsäkring customers that made recipients reflect on the seriousness of using a phone while driving.

The email was part of ongoing customer communication with advice and support connected to car ownership.

insight.

Phone use behind the wheel is a behaviour many people recognise and easily normalise. By comparing it to driving under the influence, the behaviour became concrete, emotionally charged and harder to ignore.

execution.

Together with copywriter *Anna Steen*, I developed the concept around the comparison between a glass of wine, driving and phone use.

I was responsible for the visual expression, image selection and layout, where the conversation, the car and the phone created a direct and intuitive understanding of the risk.

impact.

The concept sparked a reaction but was not used. Kia decided to stop the email because the reference to alcohol was considered too sensitive in communication linked to driving.

The idea shows how a normalised risk behaviour can be made tangible through an unexpected and deliberately challenging comparison.



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Concept | Campaign | Brand Communication

SUBARU FÖRSÄKRING

where the adventure continues.

A visual concept that positions insurance around the audience's lifestyle and need to keep moving.

challenge.

The brief was to create an advertising concept for Subaru Försäkring for the customer magazine All The Way. The communication needed to highlight the benefits of an insurance offer specifically developed for Subaru and its owners.

insight.

Instead of putting the car at the centre, I started from the audience's lifestyle – active, exploratory and close to nature. The focus shifted from product to person: from the car itself to the life it makes possible.

This allowed the role of the insurance to shift from the car itself to what it helps the owner continue doing.

execution.

The visual concept was developed in line with the Subaru brand, with a deliberate decision not to show any specific car model. This allowed the communication to speak to all Subaru owners, regardless of model or model year.

Images were selected and retouched in Photoshop and prepared for print in InDesign. Copy was developed by *Anna Steen* in close dialogue around the idea and context.

impact.

The concept was published in All The Way and positioned Subaru Försäkring with a shifted focus – from the car and its features to the owner's lifestyle.

By not tying the communication to a specific model, the expression could appeal to all Subaru owners, regardless of model or year.

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All The Way 2018 – 19







Concept | Retail | Activation

insurance gets a face.

A concept that makes an abstract product concrete – in a physical context.

challenge.

The brief was to define the expression for If's partnership with Royal Enfield, both digitally on if.se and physically at dealerships, fairs and events.

The communication needed to follow If's guidelines while being clearly rooted in Royal Enfield's brand and audience.

insight.

The expression needed to balance both brands without either taking over. The image selection had to create recognition and broaden the image of the motorcyclist.

execution.

The visual expression was shaped through imagery that worked within If's framework while remaining relevant to Royal Enfield. A woman was chosen as the recurring lead image, broadening the representation of Royal Enfield's audience.

For dealerships and trade shows, I developed roll-ups, flags and a tabletop display designed as a motorcycle helmet box. Messaging and copy were developed by *Ulrika Lovén*. I was responsible for retouching, image treatment and print-ready artwork.

impact.

The material was used at Royal Enfield dealerships as well as at fairs and events to present the partnership with If.

The helmet package drew attention and made it possible to discover several messages by turning and opening the sides of the box.

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Motorcycle Fair – Elmia, Jönköping
23–25 January



A success for If at the Motorcycle Fair.

If was present at the Motorcycle Fair in Jönköping. A total of 850 visitors came to our stand, says Magnus Klys, who organised If's activities. The result was a large number of booked consultations, insurance policies sold on the spot and quotes provided.

Information Design | Design Systems | Customer Communication

clarity around the right protection.

A modular system for insurance documents that makes information easy to find, scan and understand – and the solution easy to maintain.

challenge.

The brief was to develop a shared template for insurance documents across 13 automotive insurance brands, covering new policies, renewals, changes and cancellations.

Each brand also needed to retain its own visual identity.

insight.

Insurance documents contain information that must be included, but still needs to be easy to find, read and understand.

The solution therefore had to start from the recipient's needs and create a clearer structure for the content.

execution.

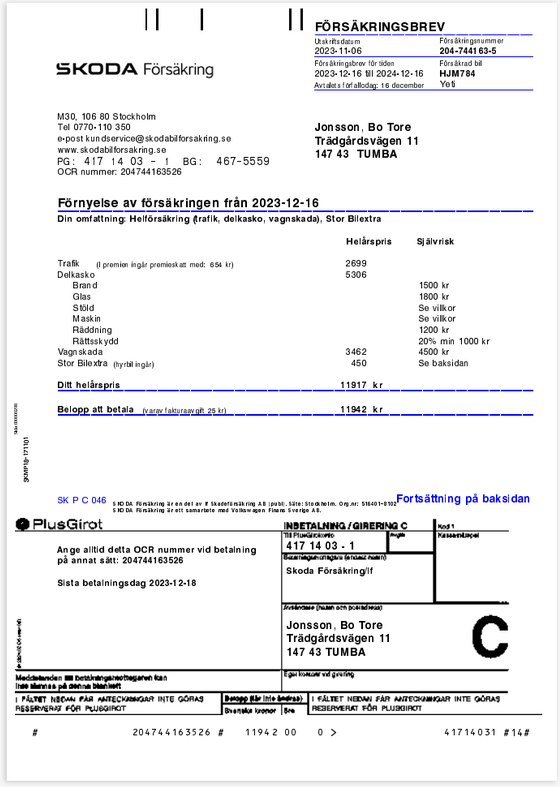
I developed a modular structure where content was organised into blocks with defined rules. Information was prioritised through hierarchy, typography, spacing and content levels.

The shared framework could be used across all brands, with colours and typefaces adapted to each brand.

impact.

The result was a scalable template that made administration, maintenance and further development easier across brands.

For the customer, it made the insurance document easier to find, scan and understand.



SKODA Försäkring

FÖRSÄKRINGSBREV

Utskriftsdatum 2023-11-06
Försäkringsnummer 204-7441 63-5
Försäkringsbrev för tiden 2023-12-16 till 2024-12-16
Försäkrad bil HJM784
Avtalets förfallodag: 16 december Yo6

M30, 106 80 Stockholm
Tel 0770-110 350
e-post kundservice@skodabilforsakring.se
www.skodabilforsakring.se
PG: 417 14 03 - 1 BG: 467-5559
OCR nummer: 204744163526

Jonsson, Bo Tore
Trädgårdsvägen 11
147 43 TUMBA

Förnyelse av försäkringen från 2023-12-16
Din omfattning: Helförsäkring (trafik, delkasko, vagnskada), Stor Bilextra

	Helårspris	Självrisk
Trafik (I premien ingår premieskatt med: 654 kr)	2699	
Delkasko	5306	
Brand		1500 kr
Glas		1800 kr
Stöld		Se villkor
Maskin		Se villkor
Räddning		1200 kr
Rättsskydd		20% min 1000 kr
Vagnskada	3462	4500 kr
Stor Bilextra (hyrbil ingår)	450	Se baksidan
Ditt helårspris	11917 kr	
Belopp att betala (Varav fakturaavgift 25 kr)	11942 kr	

SK P C 046 SKODA Försäkring är en del av If Skadeförsäkring AB (publ). Säte: Stockholm. Org.nr: 516401-8102. SKODA Försäkring är ett samarbete med Volkswagen Finans Sverige AB. Fortsättning på baksidan

PlusGirot

Ange alltid detta OCR nummer vid betalning på annat sätt: 204744163526

Sista betalningsdag 2023-12-18

INBETALNING / GIRERING C
Till Plusgirokonto: 417 14 03 - 1
Mottagare: Skoda Försäkring/If
Kod 1: C
Betalningsavsändare (Namn och postadress)
Jonsson, Bo Tore
Trädgårdsvägen 11
147 43 TUMBA
Egen kontonr vid gyrering

Meddelanden till betalningsmottagaren kan inte lämnas på denna blankett

I FÄLTET NEDAN FÅR ANTECKNINGAR INTE GÖRAS RESERVERAT FÖR PLUSGIROT

Belopp får inte ändras! Svenska kronor Öre

I FÄLTET NEDAN FÅR ANTECKNINGAR INTE GÖRAS RESERVERAT FÖR PLUSGIROT

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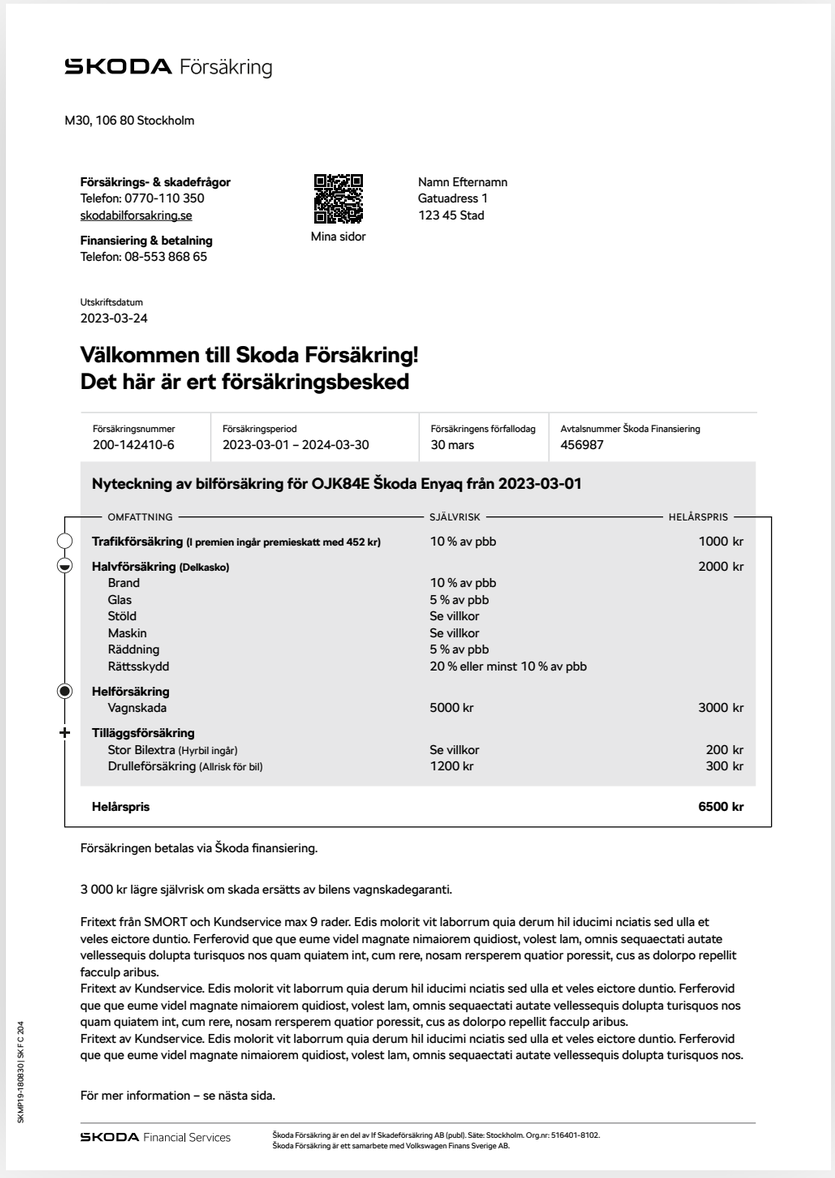

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skodabilforsakring.se

Finansiering & betalning
Telefon: 08-553 868 65

Mina sidor

Namn Efternamn
Gatuadress 1
123 45 Stad

Utskriftsdatum
2023-03-24

Välkommen till Skoda Försäkring! Det här är ert försäkringsbesked

Försäkringsnummer	Försäkringsperiod	Försäkringens förfallodag	Avtalsnummer Škoda Finansiering
200-142410-6	2023-03-01 – 2024-03-30	30 mars	456987

Nyteckning av bilförsäkring för OJK84E Škoda Enyaq från 2023-03-01

OMFATTNING	SJÄLVRISK	HELÅRSPRIS
Trafikförsäkring (I premien ingår premieskatt med 452 kr)	10 % av pbb	1000 kr
Halvförsäkring (Delkasko)		2000 kr
Brand	10 % av pbb	
Glas	5 % av pbb	
Stöld	Se villkor	
Maskin	Se villkor	
Räddning	5 % av pbb	
Rättsskydd	20 % eller minst 10 % av pbb	
Helförsäkring		
Vagnskada	5000 kr	3000 kr
Tilläggsförsäkring		
Stor Bilextra (Hyrbil ingår)	Se villkor	200 kr
Drulleförsäkring (Allrisk för bil)	1200 kr	300 kr
Helårspris		**6500 kr**

Försäkringen betalas via Škoda finansiering.

3 000 kr lägre självrisk om skada ersätts av bilens vagnskadegaranti.

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För mer information – se nästa sida.

SKMF19-180830 | SK F C 204

SKODA Financial Services

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