

Jakub  
Wachowski

portfolio '25

BRAND

CAMPAIGNS

& VISUAL SYSTEMS

# Few words about me

I design brand and campaign systems for environments where things move fast and conditions change.

My approach is shaped by hands-on work across different organizations, markets, and team setups - from early concepts to large-scale execution.

I focus on how ideas work in real-world conditions - across formats, teams, and operational constraints - while maintaining strong visual clarity.

I take concepts from early thinking through execution, making sure they stay clear, usable, and consistent at scale.



## How I work

- I design scalable systems alongside individual assets
- I think in rules, formats, and variants
- I balance creative ambition with operational reality
- I stay close to decision-makers and execution
- I take responsibility from idea to delivery





PROJECT

# Chicken Deals · 360° Campaign

ROLE

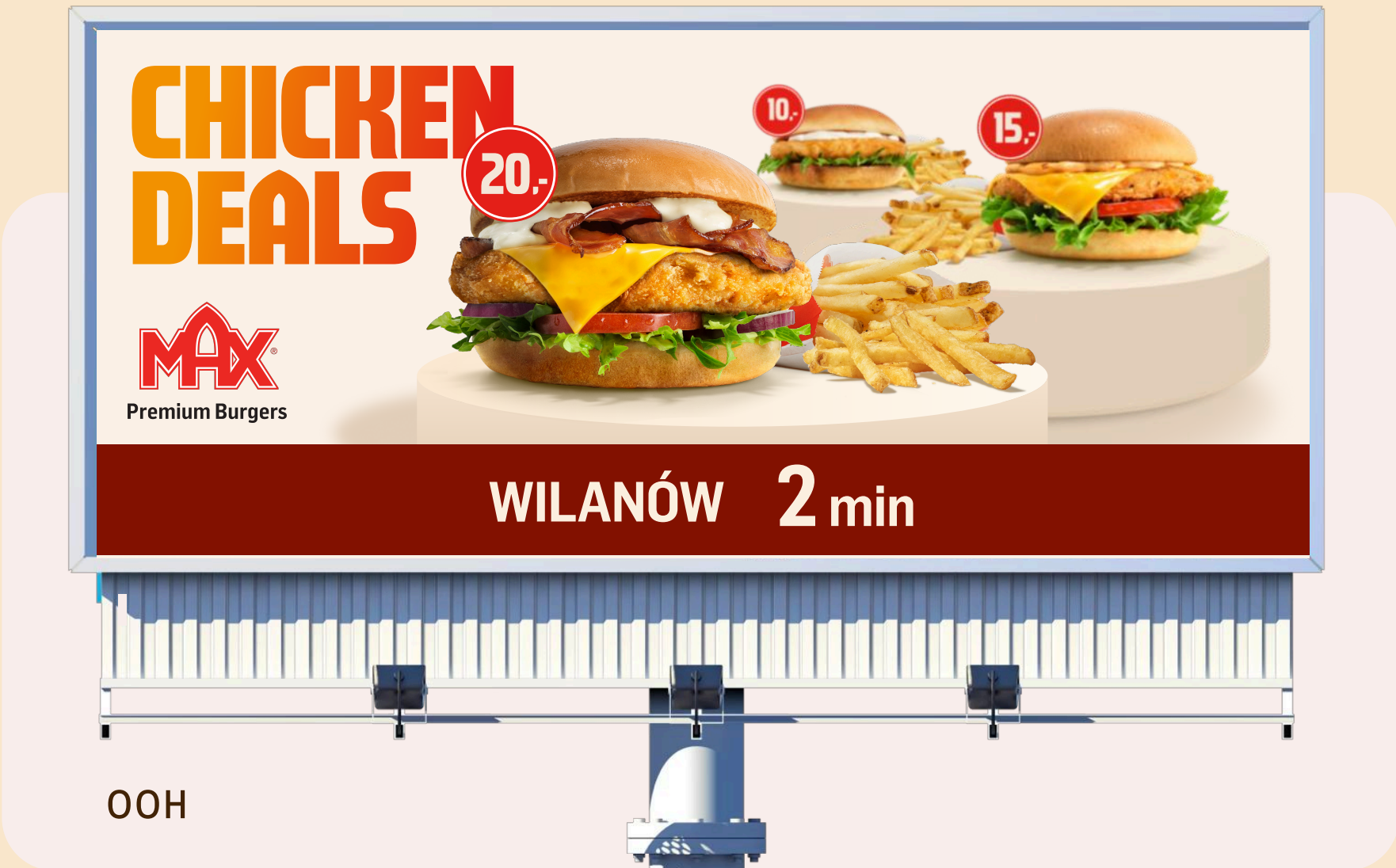
Campaign Lead · Visual & Brand Guardian · Copy & Rollout Owner

SCOPE

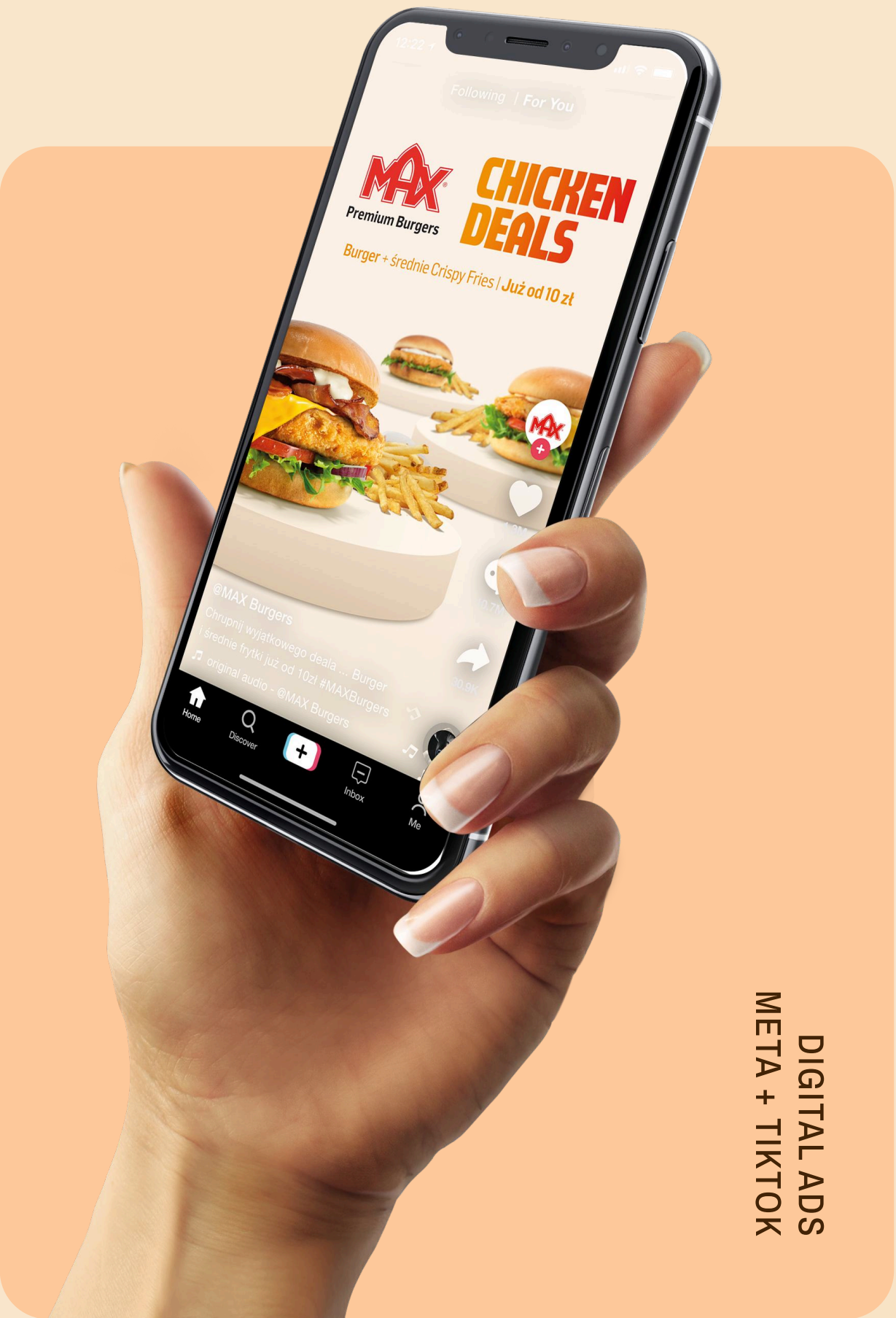
OOH · Kiosk · Digital · Performance Marketing

WHAT I DROVE

- Offer architecture, system logic and rollout readiness
- Visual key system + copy tuned for price communication
- Multi-format adaptations across channels



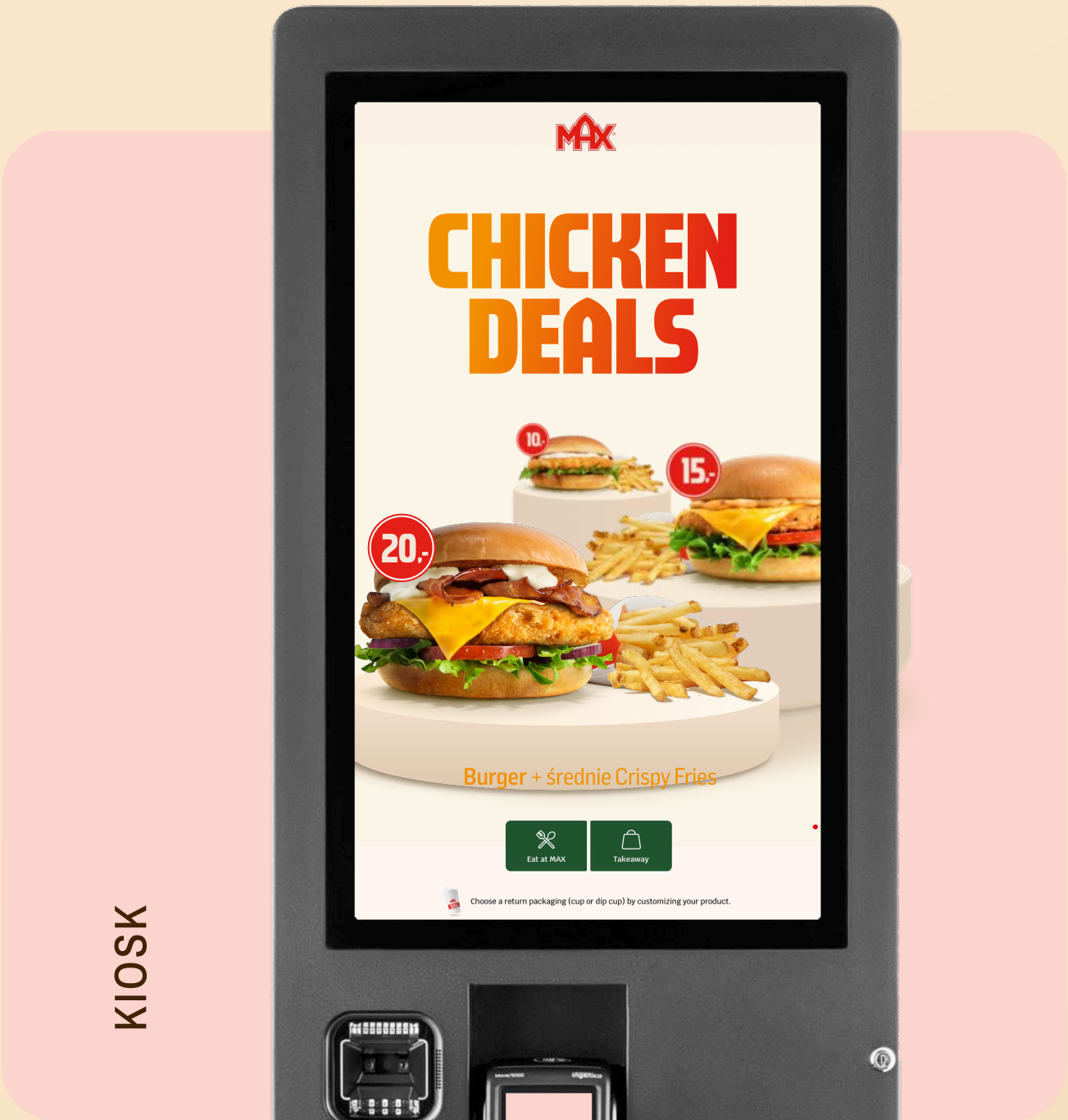
OOH



DIGITAL ADS  
META + TIKTOK



KEY VISUAL

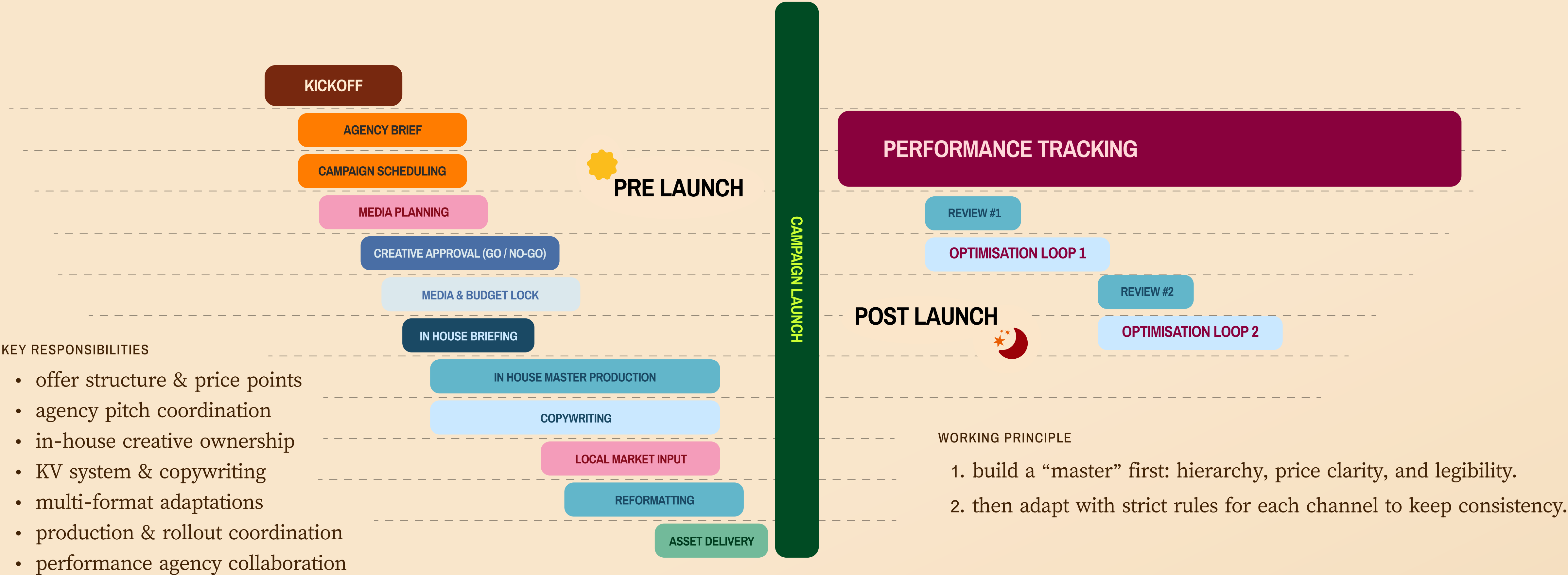


KIOSK



# Execution & rollout

The work was built as a system: one core message, consistent structure, then careful adaptation per format.







VARIANT: STARBUCKS | FORMAT: PB

PROJECT

# Wolt Polska First OOH Campaign

KFC · Pizza Hut · Starbucks

Wolt’s first large-scale outdoor campaign in Warsaw, delivered with global QSR partners.

ROLE

OOH & Campaign Design Ownership

SCOPE

Citywide OOH · Premium DOOH · Partner co-branding

CONTEXT

A partner-first campaign with strict brand requirements, built for public-space legibility and rapid rollout.

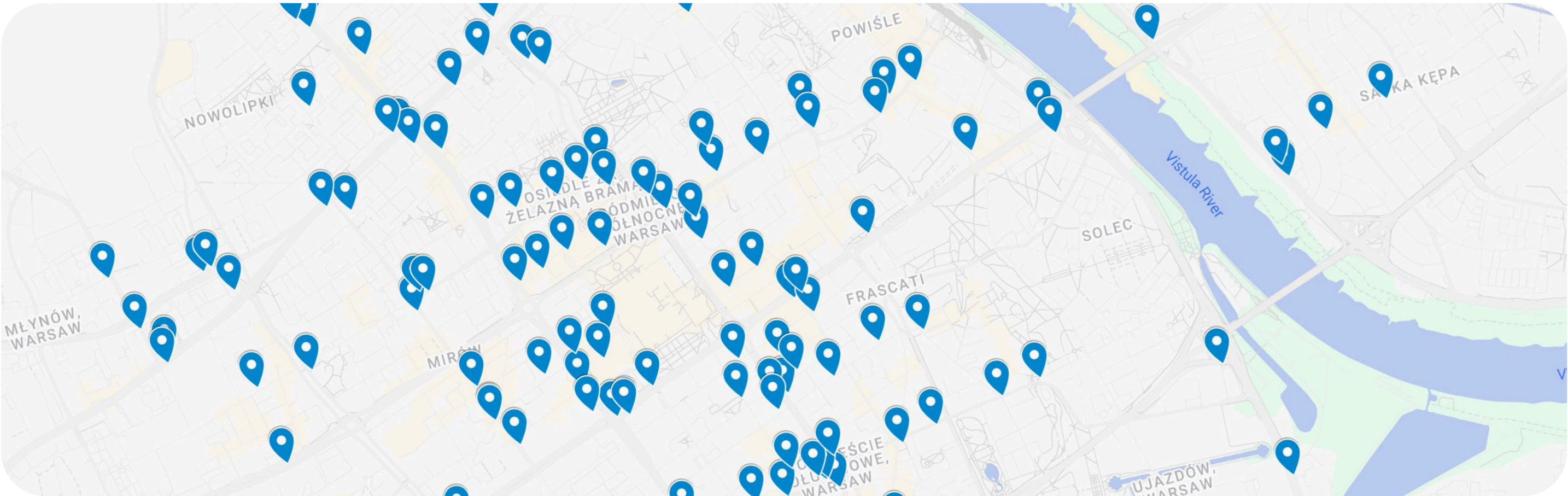
VARIANT: KFC | FORMAT: 6X3





# Media & placements

The plan focused on reach and impact: citywide coverage plus premium screens for frequency and salience.



230 PLACEMENTS COVERING HIGH TRAFFIC LOCATIONS

## HIGHLIGHTS

- full Warsaw city center coverage
- premium DOOH placements:
  - braughman LED Dw. Centralny
  - screen network Al. Jerozolimskie corner
  - metro ströer TriPlay
- strong FTU mechanic (100 PLN)
- partner-led creatives

## DESIGN CONSTRAINT

Multiple brand worlds in one frame required strict hierarchy, consistent spacing, and predictable CTA placement.



VARIANT: STARBUCKS | FORMAT: LED DOOH



VARIANT: STARBUCKS | FORMAT: LED DOOH



PARTNERSHIP PROMO - YUHO AS LEGIA PLAYER



## PROJECT

# Season-long brand partnership

## Wolt × Legia Warszawa

A bold, playful brand presence inside Poland's most iconic football club.

## ROLE

Creative lead & campaign owner

## CONTEXT

The goal was to introduce Wolt into the world of football in a way that felt natural, friendly, and unmistakably on-brand - without competing with the club's identity.

## CREATIVE IDEA

Instead of one-off executions, we built a recognizable visual character and a simple KV system that could live across the entire season.



# Creative system

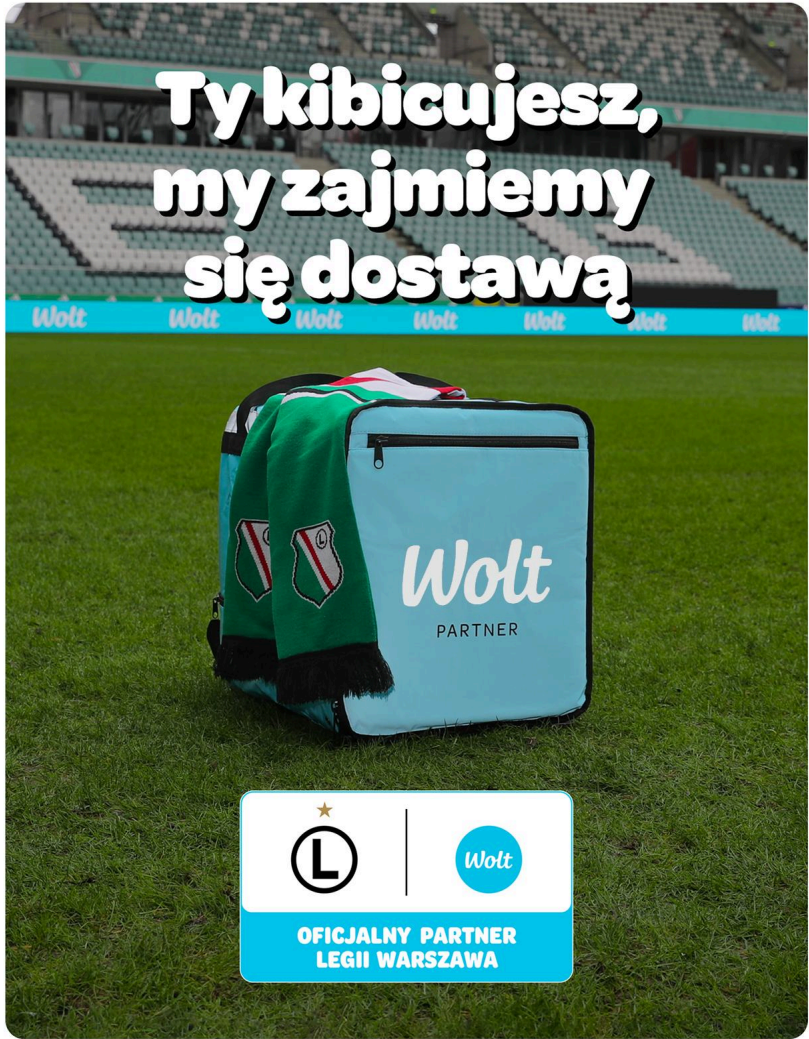
Built around one simple metaphor: *Delivery is a team sport.*

WHAT IT INCLUDED

- a modular KV adaptable to stadium, city & digital
- real players and real couriers as equal heroes
- clear visual rules for fast, repeatable formats
- content designed to work live, not only look good

RESULT

The system allowed multiple teams to produce assets quickly, while keeping one consistent, recognizable look throughout the season.



PARTNERSHIP REVEAL PROMO

OPERATIONAL NOTE

This partnership required tight timing and fast approvals - many assets were produced and published live, around matchdays and stadium activations.



## PROJECT

# North Macedonia Launch

## ROLE

Campaign owner

## CONTEXT

Market entry launch for North Macedonia.

The objective was to quickly build brand awareness, communicate value and drive first orders - while keeping global Wolt consistency with local relevance.

## CREATIVE IDEA

*Pre-launch → launch → conversion.*

A phased approach:

- **Pre-launch:** build curiosity and announce Wolt's arrival
- **Launch:** bold, playful brand takeover across key touchpoints
- **Post-launch:** strong incentive (30% off first 3 orders) to drive trial





# A bold market entry

Playful, high-visibility executions introducing Wolt to Skopje.



PROGRAMMATIC ADS

WHAT IT INCLUDED

- Digital
  - pre-launch assets
  - launch assets
- Partner-branded creatives
- OOH executions
  - Print
  - DOOH
- Full double-decker bus branding in Skopje

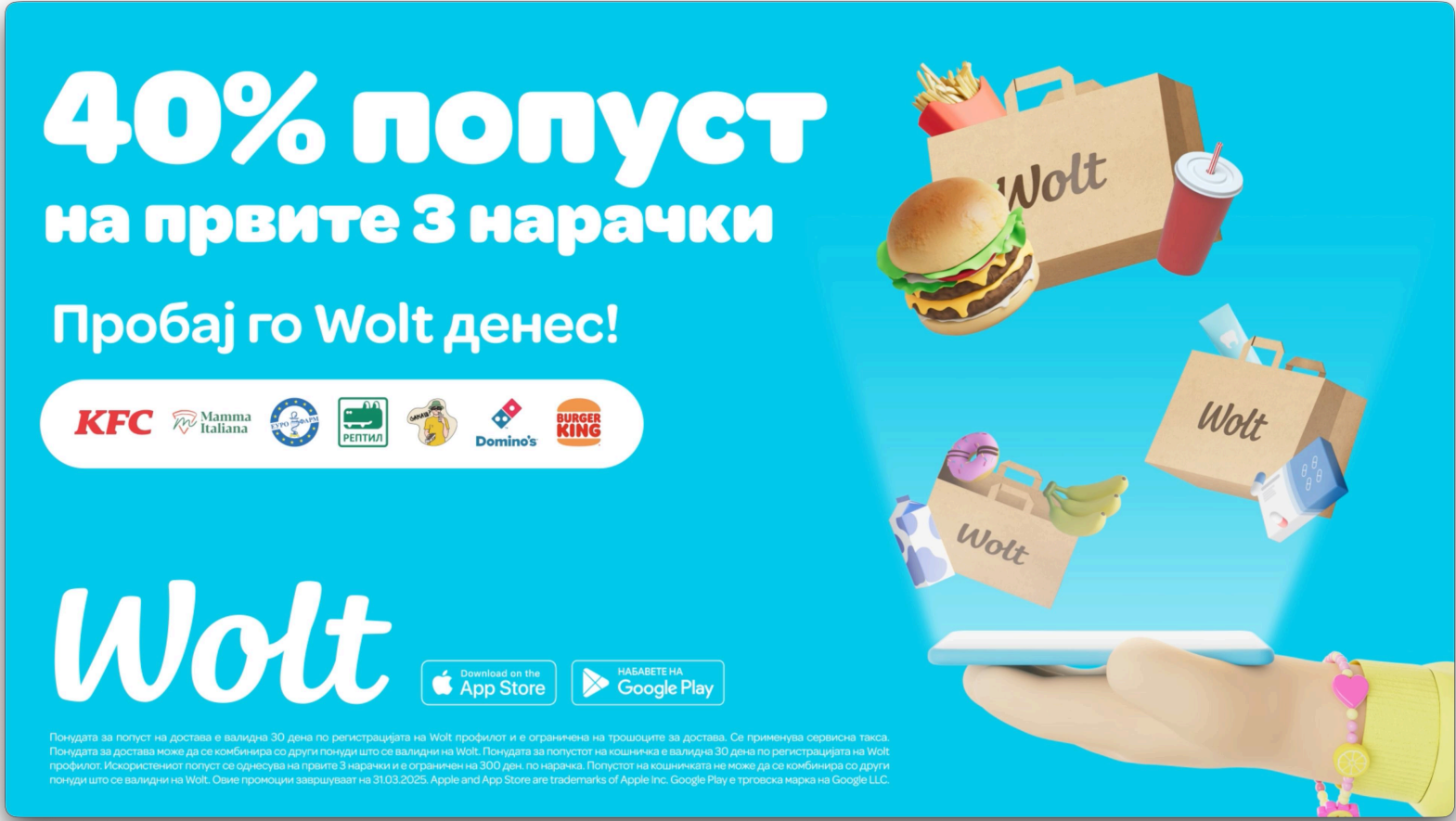
RESULTS

A fast, high-impact launch combining strong local visibility with a clear conversion message - allowing multiple teams to produce assets quickly while maintaining one consistent, recognisable brand system.

BRANDED DOUBLE DECKER BUS IN SKOPJE



“YOUR NEW FAVOURITE APP”



PARTNER BRANDED UA ASSETS



CREATIVES SHOWCASE

# brand partnerships

Wolt · McDonald's

CZECHIA FMX PROGRAMME

**30% sleva  
na první  
objednávku**  
bez poplatků za  
dopravu.

**DOPRAVA ZA  
0 Kč**





**Wolt** |   
McDelivery

Akce platí pro nové zákazníky na Woltu.  
Platí 14 dní od první objednávky. Nesahnuje  
servisní poplatky. Nelze kombinovat s jinými  
akcemi. Vztahuje se i na podniky s vlastní  
dopravou. Platí do 31. 3. 2025.

**Wolt** |   
McDelivery

**Drwal  
Powróciť**



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BURGER DRWALA LAUNCH

**Wolt** |   
McDelivery

**McNuggets® 9 szt.  
+ duże frytki**

**20 zł**



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SEASONAL COUPON PROMO 1

**Wolt** |   
McDelivery

**2 x BigMac®  
+ 2 x małe frytki**

**35 zł**



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SEASONAL COUPON PROMO 2



CAMPAIGN SHOWCASE

# mother's day

ROLE

Creative lead & campaign owner

CONTEXT

Mother's Day is a high-intent, emotionally driven moment, often decided last minute.  
The goal was to make gifting simple, relevant and fast - while supporting key business partners.

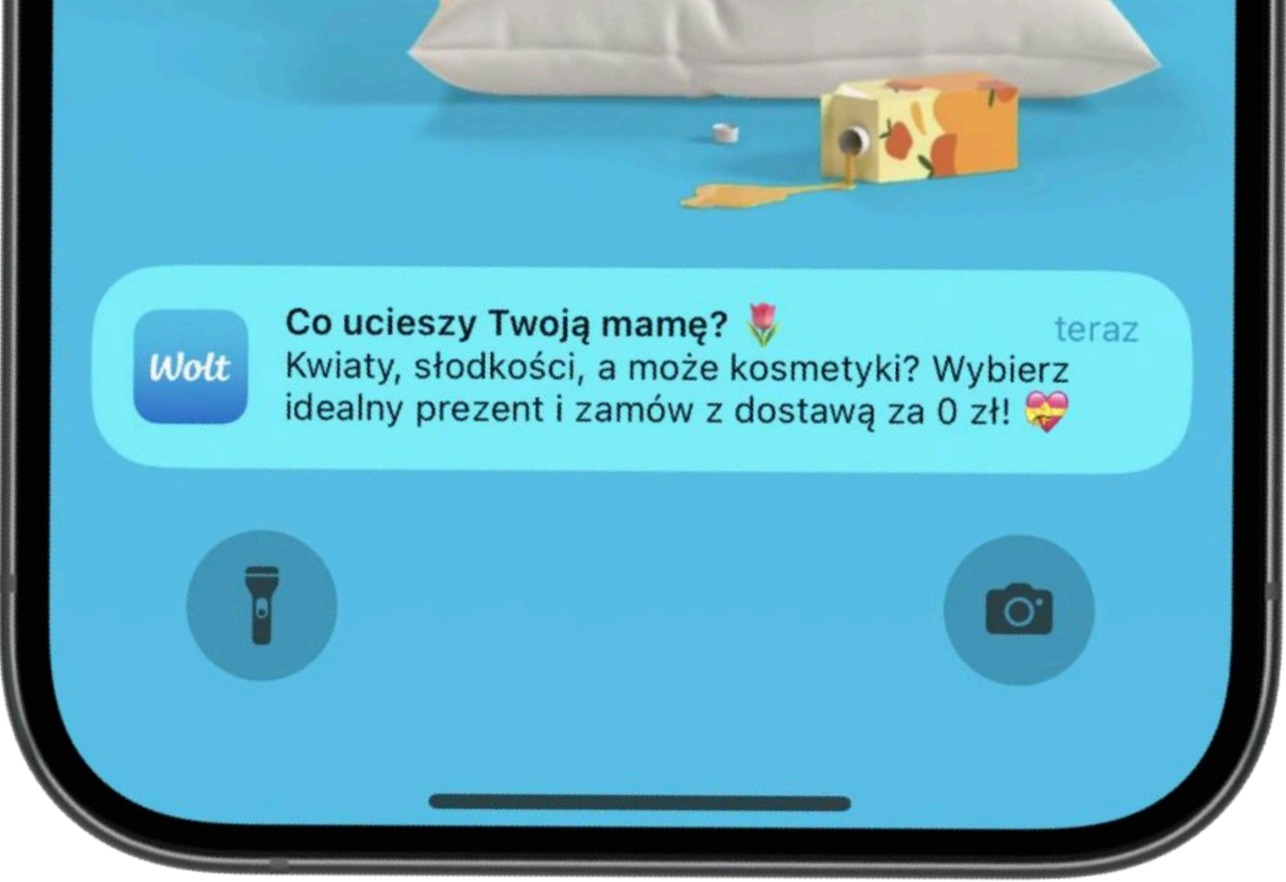
CREATIVE IDEA

*An exceptional day deserves an effortless gift.*

A practical, care-focused approach: help users quickly choose something their mum would truly enjoy and get it delivered on time.

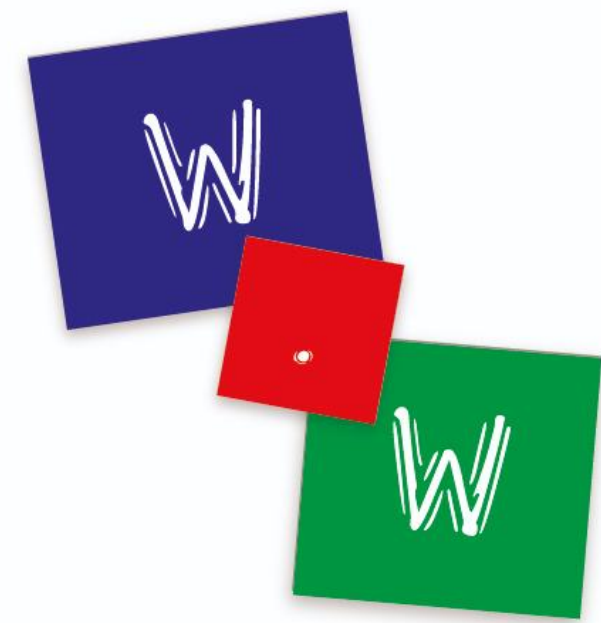
EXECUTION

- Hero visuals for in-app placements
- CRM copy (push & in-app) aligned with the core idea
- Dedicated Mother's Day homepage setup
- Curated categories and partner selection based on Business Development recommendations





# Let's work



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# *together*