

JAMES DENNING



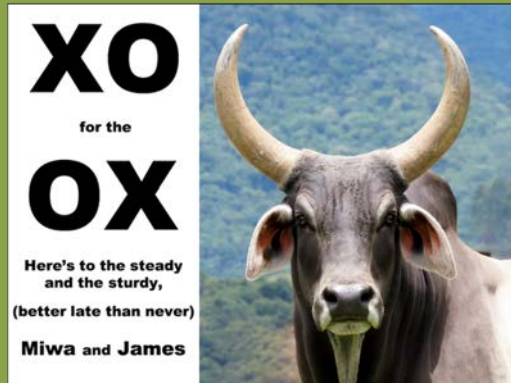
IT'S THE YEAR OF THE ...  
LUNAR NEW YEAR CARD

AN ORIGINAL COPY PORTFOLIO

# JAMES DENNING

Working with rats and pigs can be a challenge.

Ever since my partner asked for help with her Lunar New Year cards in 2016, I've been lead copywriter for the holiday creative team. Cover images are shown below, with full cards on the slides that follow.



# JAMES DENNING

2021 – Year of the Ox

What do you do with an ox? They aren't immediately funny, their only pop-culture reference is a hundred-year-old frontier story about logging, and how they get to be oxen isn't a lot of fun for them. They plow and they work. Which isn't flashy, but hadn't we had enough of that for a while? Then, I noticed something from every time I'd signed a letter with multiple Xs and Os...

**XO**

**for the**

**OX**

**Here's to the steady  
and the sturdy,**

**(better late than never)**

**Miwa and James**



# JAMES DENNING

## 2020 – Year of the Rat

Except for NYC's beloved Pizza Rat (respect), the only loveable rodents are under staggering amounts of copyright protection (hello Mickey, hello Templeton from Charlotte's Web). No one likes a rat, which is where this homage to DBB's Volkswagen ads from the 1960s begins.



## They can't all be dragons.

Or horses, rabbits or even dogs for that matter. Sometimes, you get a rat.

And what's wrong with that? Rats are survivors. Fast, clever, tough. You put a rat in a maze and while everyone else is banging into dead ends, they get the cheese. You need something eaten - or even gnawed through - you get a rat. And in times like these, you could do worse. Yeah, their tails ain't sexy and

there was that whole plague thing, but that was a long time ago and it was partly Europe's fault anyway for getting rid of all the cats, for which, by the way, the rats still thank you. For all the medical experiments since then, well, you're welcome. Just remember that without "rat", you don't have

rationale or even vibrato. If every dog has their day, every rat can have their year. So, here's to them. You can think what you want about rats - they'll still be, well, everywhere - and as for your opinion, you know exactly what part of themselves they could give about it.

## Happy Year of the Rat!

Cheers,  
Miwa and James

# JAMES DENNING

**2019 – Year of the Pig**

Pigs are (sometimes) adorable, but what do you say about being piggy that anyone really wants to hear? Eat up? Roll in your mud? Be tasty? We decided to keep it short and...



**HAPPY YEAR OF THE PIG!**

**Keep it curly!**

**Miwa & James**

# JAMES DENNING

**2018 – Year of the Dog**

Dogs are perfect and dogs are a handful. After all that 2017 was, the least we could ask of 2018 was that it not make a mess when we weren't looking.

**Who's a GOOD year?  
Are you a good YEAR?  
Yes YOU are!  
Such a *good, good year!*  
(please don't pee on anything)**

**HAPPY YEAR  
OF THE DOG!**

**All best wishes for 2018,  
Miwa and James**



# JAMES DENNING

## 2017 – Year of the Rooster

After 2016, it wasn't time to be chicken. It was time to be bold, maybe a little rude, but we had a point to get across.



# JAMES DENNING

## 2016 – Year of the Monkey

Not that we take any blame for 2016, but we had no idea what we were getting into when we suggested this to everyone.



It's the Year of the Monkey!

Act accordingly.

All best for 2016,  
Miwa and James



# JAMES DENNING



[james.denning@outlook.com](mailto:james.denning@outlook.com)

[www.jamesdenning.com](http://www.jamesdenning.com)

818.625.0948