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- Client:** Timberland, Inc.
- Business:** Retail: men's, women's and children's casual/sports clothing; outdoor equipment
- Target Market:** Upscale female consumers
- Strategy:** Full page double spread ads to promote women's spring line. Appeared in Vogue, Vanity Fair, and other luxe media.



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- Client:** Sun Trust
- Business:** Banking
- Target Market:** New customers, existing banking customers and previous customers
- Strategy:** This product is aimed at the local customer who wants a high degree of personal service when dealing with their bank. They prefer a streamlined approach to banking with very easy choices. The “Simplicity” concept telegraphs a “we’ll do it all for you” approach with clean graphics and spare, iconic imagery.

The series begins with positioning ads. The in-bank visual merchandising showcases several popular products for this audience.



Ad series for Checking, Credit Card and Online Banking Products

Client: Marriott Resorts

Business: Hospitality industry

Target Market: Corporate Meeting Planners

Strategy: Marriott's offshore resorts is based on the positioning tagline of "When you're comfortable you can do anything." It's aimed at stressed working individuals and couples who want to escape the pressures of corporate life, even on business trips.

A direct mail promo included a travel bag with attached airline-style luggage tags and brochure.



Room 715.

Wants to feel the water
instead of the
pressure.



WIN A FREE TRIP FOR TWO TO ONE OF
MARRIOTT'S OFFSHORE RESORTS.

WWW.MARRIOTT.COM

When you're comfortable you can do anything.



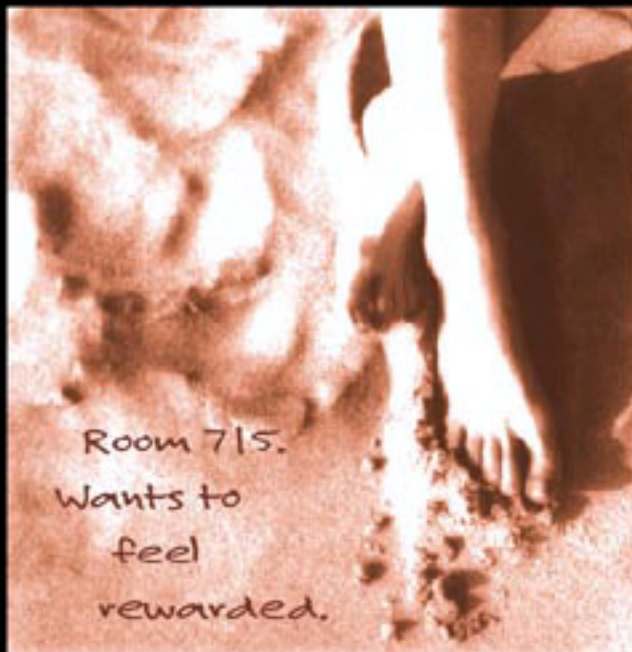
Room 715.

Wants to feel like she's died and
gone to a tropical island.

WIN A FREE TRIP FOR TWO TO ONE OF
MARRIOTT'S OFFSHORE RESORTS.

WWW.MARRIOTT.COM

When you're comfortable you can do anything.



Room 715.
Wants to
feel
rewarded.

WIN A FREE TRIP FOR TWO TO ONE OF
MARRIOTT'S OFFSHORE RESORTS.

WWW.MARRIOTT.COM

When you're comfortable you can do anything.



Room 1120.

Wanted to turn 125 room nights
into 7 days at the beach.

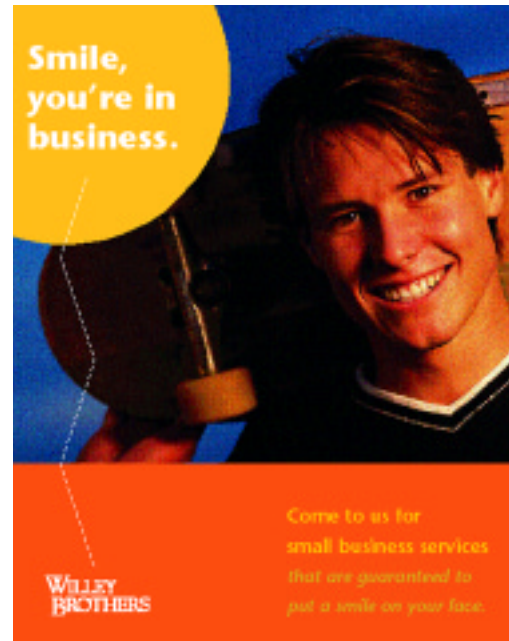
WIN A FREE TRIP FOR TWO TO ONE OF
MARRIOTT'S OFFSHORE RESORTS.

WWW.MARRIOTT.COM

When you're comfortable you can do anything.



Client: Willey Brothers
Business: Financial Merchandising and Branding
Target Market: Small banks
Strategy: This ad series was developed as part of a generic campaign the sales force could use to interest prospective clients. In addition to an introductory positioning ad, the series included representative bank products such as home equity loans, internet banking, checking, retirement planning, small business advice, and credit cards.



Client: TLC for Dogs

Business: Pet Care

Target Market: Multiple demographics within a 20 mile radius of Cambridge, MA.

Strategy: Reach neighborhood market niches by positioning a series of ads and ads and posters to appear in distinct neighborhoods. E.g. the "Cesar and Chavez" ads were targeted to politically conscious upscale Cambridge, MA neighborhoods. The "Zoolander" ad was targeted to the student population in the Harvard University area. The other two ads were cross marketed to all neighborhoods.

TLC for dogs
dog walking, sitting, and boarding



Just for the record, we know there is no substitute for a dog's own family, but TLC is about as close as you can get.

We treat your pet as if he or she is our own family.

Sit. Beg. Call us to schedule an appointment or find out more about our services.

TCLfordogs@aol.com
617-555-5555



Cesar and Chavez

TLC for dogs
dog walking, sitting, and boarding

How could you let me stay with anyone but TLC?



Lassie, Collie

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617-555-5555

TLC for dogs
dog walking, sitting, and boarding

I mean, they really 'get' me, you know?



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TCLfordogs@aol.com
617-555-5555



Zoolander, Airedale

TLC for dogs
dog walking, sitting, and boarding

I'll give it back if you let me stay with TLC.



Rover
Golden Retriever

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