

PROMOTION



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江苏工业学院图书馆
藏书章



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(CLOCKWISE FROM TOP LEFT)

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CHARLES S. ANDERSON DESIGN CO.

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INTRODUCTION

All graphic design is, in its own way, a form of promotion: Posters, corporate identity programs, direct mail campaigns, product packaging, product design, exhibit design, brochure design, letterheads and business cards, restaurant menus and matchbooks.

This volume of the *Design Library* series presents the best of recent promotional design and provides not only an overview of the most creative promotional material of the decade, but also a collection which defines the "umbrella" industry of graphic design.

Every design created today must be given special consideration: Every T-shirt and ticket stub makes a statement and is an important factor in how a product, service, event, or company will be perceived by the consumer. Everything related to a product or service functions as a promotional piece.

As a designer, knowing what your client wants to communicate is just a small part of creating a successful promotional campaign. A great promotion will not only generate the desire or need for a product, but will create a thirst for the actual promotional piece. Grateful Dead ticket stubs, Absolut Vodka posters, Black Dog Bakery T-shirts, Hard Rock Cafe paraphernalia, and Disney toys and clothes have all become just as desirable as the products and places they were designed to promote. A great promotional piece not only gets a second look or makes a sale—it has a life of its own.



FROM TOP RIGHT

According to illustrator Adam Cohen, the unusual format of this illustrated cube, mailed in a simple white box, never fails to catch the attention of prospective clients. "I've received letters and phone calls from people who have seen it and want one," says Cohen.

DESIGN FIRM ADAM COHEN ILLUSTRATOR
ART DIRECTOR/DESIGNER/ILLUSTRATOR ADAM COHEN
CLIENT ADAM COHEN ILLUSTRATOR

This card and gift of a custom-designed sweatshirt went out to clients and vendors over the holidays. As wearable art, the sweatshirt helped to increase visibility for Shimokochi Reeves. "We do this as our holiday promotion every year," says firm principal Anne Reeves. "People love them."

DESIGN FIRM SHIMOKOCHI/REEVES
ART DIRECTOR/DESIGNER MAMORU SHIMOKOCHI, ANNE REEVES
CLIENT SHIMOKOCHI/REEVES



FROM TOP LEFT

It's hard to ignore or forget this exuberant assortment of goodies, hand-assembled in a custom package and sent to potential and existing clients as a holiday greeting.

DESIGN FIRM MODERN DOG
ART DIRECTOR/DESIGNER ROBYNNE RAYE,
 MICHAEL STRASSBURGER
ILLUSTRATOR MICHAEL STRASSBURGER

"Pentagram Papers" is a series of promotional brochures that the design firm sends on a regular basis to prospective and existing clients. This particular mailer, focusing on skeletons, was sent around Halloween.

DESIGN FIRM PENTAGRAM
ART DIRECTORS JOHN MCCONNELL, WOODY PIRTLE
DESIGNER WOODY PIRTLE
PHOTOGRAPHER BILL WHITEHURST
ILLUSTRATOR STEVEN GUARNACIA
CLIENT PENTAGRAM



FROM TOP LEFT

This multicomponent mailer, promoting a national youth convention, arrived in a colorful box that opens to reveal a die-cut brochure and collection of postcards.

DESIGN FIRM SAYLES GRAPHIC DESIGN
ART DIRECTOR/DESIGNER JOHN SAYLES
ILLUSTRATOR JOHN SAYLES
CLIENT OPEN BIBLE CHURCHES

Designed to promote a sales incentive trip, this screw-post bound brochure was mailed in a custom-designed box.

DESIGN FIRM SAYLES GRAPHIC DESIGN
ART DIRECTOR/DESIGNER JOHN SAYLES
ILLUSTRATOR JOHN SAYLES
CLIENT NATIONAL TRAVELERS LIFE



A series of swim meets sponsored by Dupont requires a coordinated package of various promotional materials that are mailed to national as well as local media.

DESIGN FIRM MIKE QUON DESIGN OFFICE
ART DIRECTOR MIKE QUON, L. STEVENS
ILLUSTRATOR MIKE QUON
CLIENT DUPONT



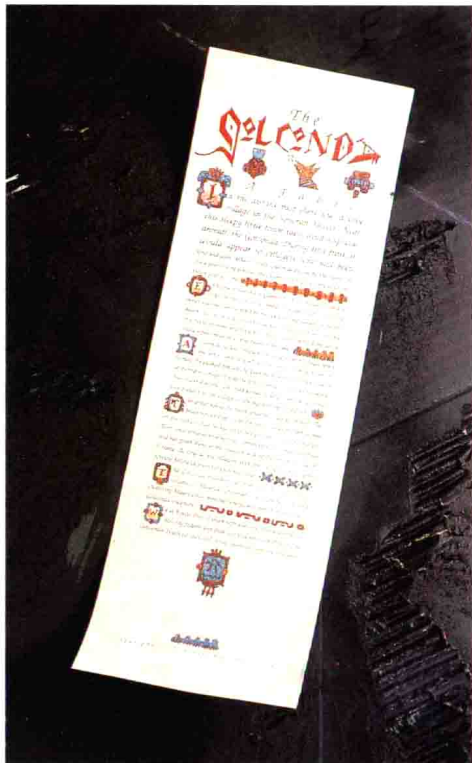
FROM TOP LEFT

A move to a new studio presents an opportunity for a promotional mailing. This piece's accordion folds and unique graphics encourage additional exposure as a stand-up display. "We've won numerous awards with it," says firm principal Anne Reeves, citing additional promotional mileage this recognition brought.

DESIGN FIRM SHIMOKOCHI/REEVES
ART DIRECTOR/DESIGNER MAMORU SHIMOKOCHI, ANNE REEVES
CLIENT SHIMOKOCHI/REEVES

A message of holiday "Cheer" is literally depicted in this memorable promotion for a well-known photographer. "We wanted to promote him in a different way," says firm principal Forrest Richardson, who says this mailing stood out from the more mundane "portfolio" pieces photographers typically send out.

DESIGN FIRM RICHARDSON OR RICHARDSON
ART DIRECTOR/DESIGNER DEBI YOUNG MEES
COPYWRITERS VALERIE RICHARDSON, DEBI YOUNG MEES
CLIENT RICK GAYLE STUDIO INC.



TOP RIGHT

WYD traditionally sends an annual self-promotion with a summer theme to existing and prospective clients. This self-promotion includes a bee that actually hums when it's whirled overhead. Firm principal Frank Oswald says the piece generated goodwill and prompted many thank-you calls from clients. A year later, "We're still getting requests for bees," he says.

DESIGN FIRM WYD Design, Inc.
ART DIRECTOR RANDALL SMITH
DESIGNER/COPYWRITER SCOTT KUYKENDALL
CLIENT WYD Design, Inc.

ABOVE AND TOP LEFT

The Golconda, a mythological creature Boelts Bros. created, serves as the basis for this promotional holiday mailing which includes a recounting of the Golconda legend and a ceramic miniature as a keepsake. "A fable was written," says principal Jackson Boelts, "and it was sent out in its own little wooden pen."

DESIGN FIRM BOELTS BROS. DESIGN, INC.
ART DIRECTOR/DESIGNER ERIC BOELTS, JACKSON BOELTS, KERRY STRATFORD
CLIENT BOELTS BROS. DESIGN, INC.



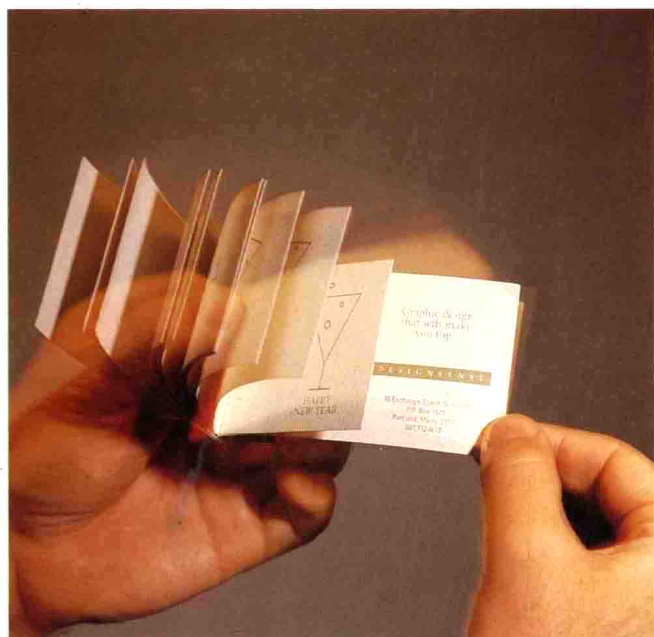
This well-coordinated promotional mailing, consisting of custom-packaged coffee, a greeting card, and special shipping boxes and labels, celebrates the Chinese Zodiac's Year of the Rooster. "We picked up a few clients and additional business from current ones as a result of this mailing," says firm principal Raymond Yu.

DESIGN FIRM PANDAMONIUM DESIGNS
ART DIRECTOR RAYMOND YU
DESIGNERS RAYMOND YU, ERIN KRONINGER
PHOTOGRAPHER STEVEN H. LEE
CLIENT PANDAMONIUM DESIGNS



This self-promotion artfully packages a variety of logo jobs. The distinctive outer mailer echoes the simplicity of its contents yet is eye-catching enough to catch a recipient's attention. "This promotional package put us on the map and helped me establish my business," says firm principal Carlos Segura.

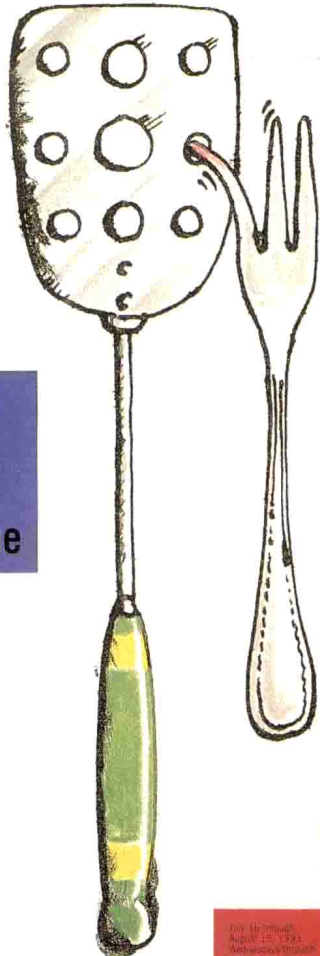
DESIGN FIRM SEGURA INC.
ART DIRECTOR/DESIGNER CARLOS SEGURA
ILLUSTRATOR CARLOS SEGURA
CLIENT SEGURA INC.



Sent to clients and prospects as a holiday greeting, this animated, hand-assembled flip book shows the metamorphosis of a simple line sketch of a Christmas tree (at the opening) into a New Year's champagne glass (at the end). "People kept it," says designer Dan Howard. "It keeps our name in front of our clients."

DESIGN FIRM DESIGNSENSE
DESIGNER DAN HOWARD
CLIENT DESIGNSENSE





TheaterWorks

Frankie and Johnny in the Clair de Lune

a comic romance by Terrence McNally

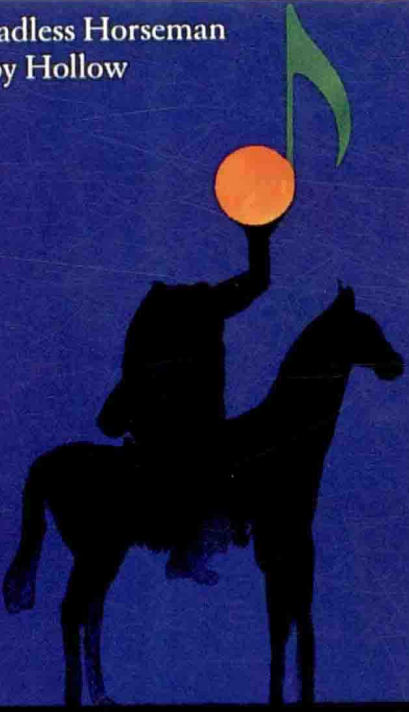
TheaterWorks Theater
will now show
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Tickets: \$15
Students & seniors \$10
Saturdays all events \$18

For tickets call 827-7229

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The Headless Horseman of Sleepy Hollow

World Premiere
of Jon Deak's composition
based on Washington Irving's
American Classic.
Mstislav Rostropovich
conducting the
National Symphony Orchestra
and the Manchester String Quartet

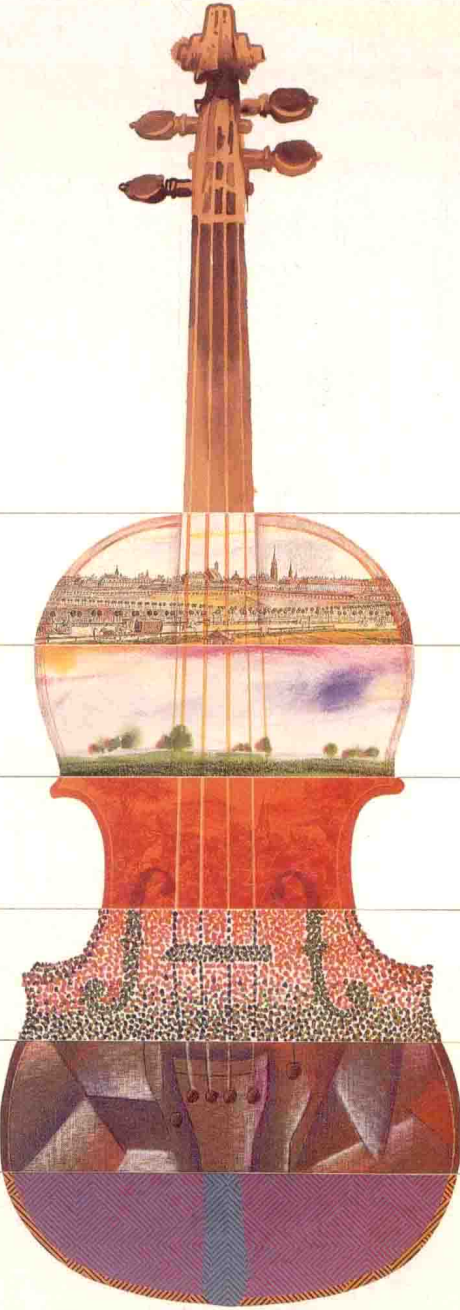
Commissioned by the
Merck Company Foundation in 1991
in celebration of the centennial
of Merck & Co., Inc.

Manchester String Quartet:
Hyun-Woo Kim, violin
Jane Bowyer Stewart, violin
Nancy Thomas Bittner, viola
Glenn Garlick, cello

Kennedy Center Concert Hall

January 30 and February 1, 1992
8:30 pm

February 4, 1992
7:00 pm



Manchester String Quartet

A Concert Series tracing the history of the String Quartet

Hyun-Woo Kim, violin
Jane Bowyer Stewart, violin
Lynne Edelson Levine, viola
Glenn Garlick, cello

NIH Concert Series made possible by a grant from The Merck Company Foundation

All concerts are free and begin at 12:30 pm in Masur Auditorium Building 10, NIH Medical Center

For further information contact the NIH Visitor Information Center (VIC), 496-4713

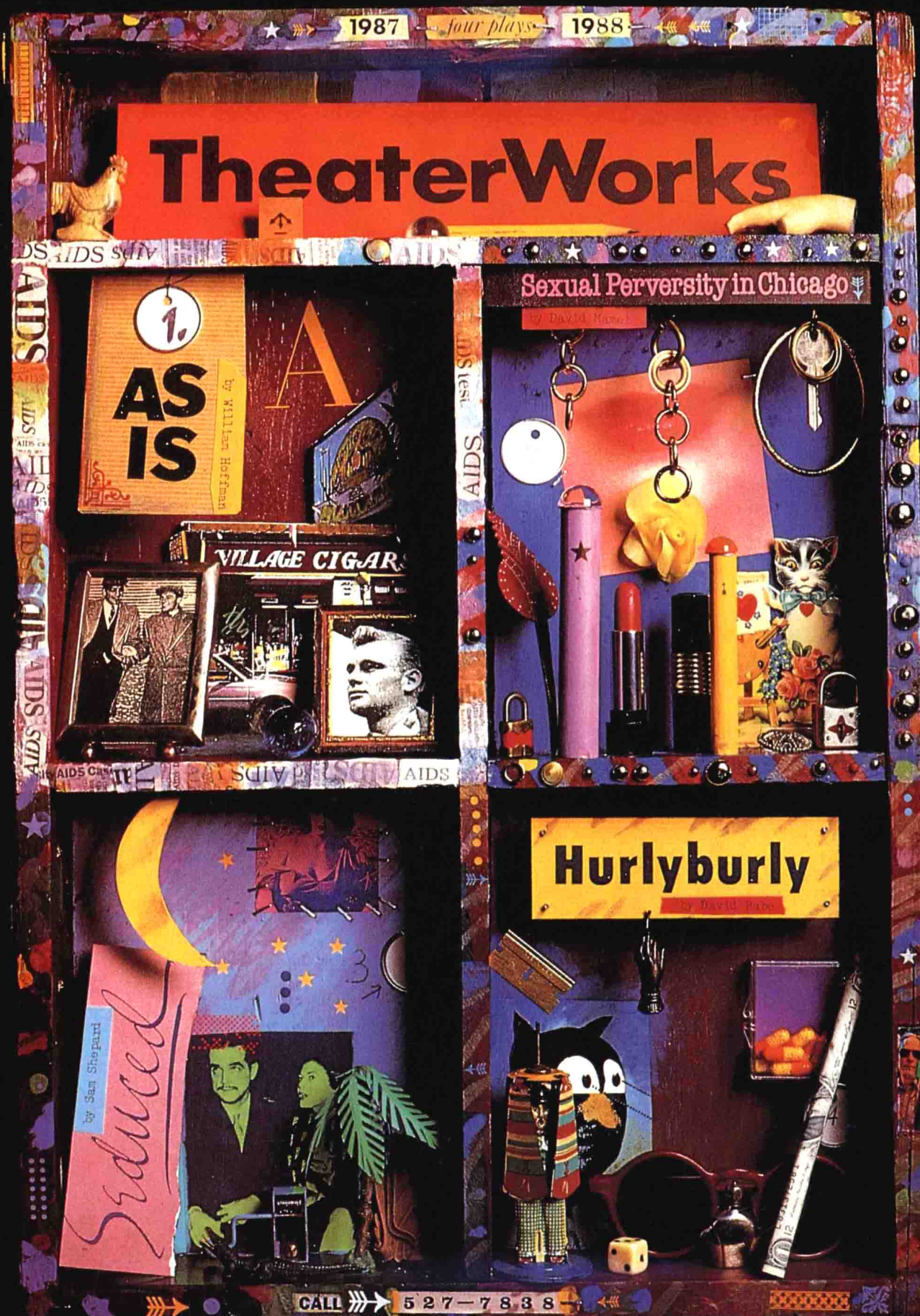
Friday 1/5	Classical Period
Monday 3/5	Romantic Period
Monday 4/2	Nationalism
Monday 4/30	Impressionism
Monday 5/14	Early 20th Century
Friday 6/1	Modern & Contemporary

CLOCKWISE FROM TOP LEFT

EVENT FRANKIE AND JOHNNY IN THE CLAIR DE LUNE
 DESCRIPTION OF PIECE(S) POSTER
 DESIGN FIRM PETER GOOD GRAPHIC DESIGN
 ART DIRECTOR PETER GOOD
 DESIGNER PETER GOOD
 ILLUSTRATOR PETER GOOD

EVENT MANCHESTER STRING QUARTET
 DESCRIPTION OF PIECE(S) POSTER
 DESIGN FIRM PETER GOOD GRAPHIC DESIGN
 ART DIRECTOR PETER GOOD
 DESIGNER PETER GOOD
 ILLUSTRATOR PETER GOOD

EVENT HEADLESS HORSEMAN
 DESCRIPTION OF PIECE(S) POSTER
 DESIGN FIRM PETER GOOD GRAPHIC DESIGN
 ART DIRECTOR PETER GOOD
 DESIGNER PETER GOOD
 ILLUSTRATOR PETER GOOD



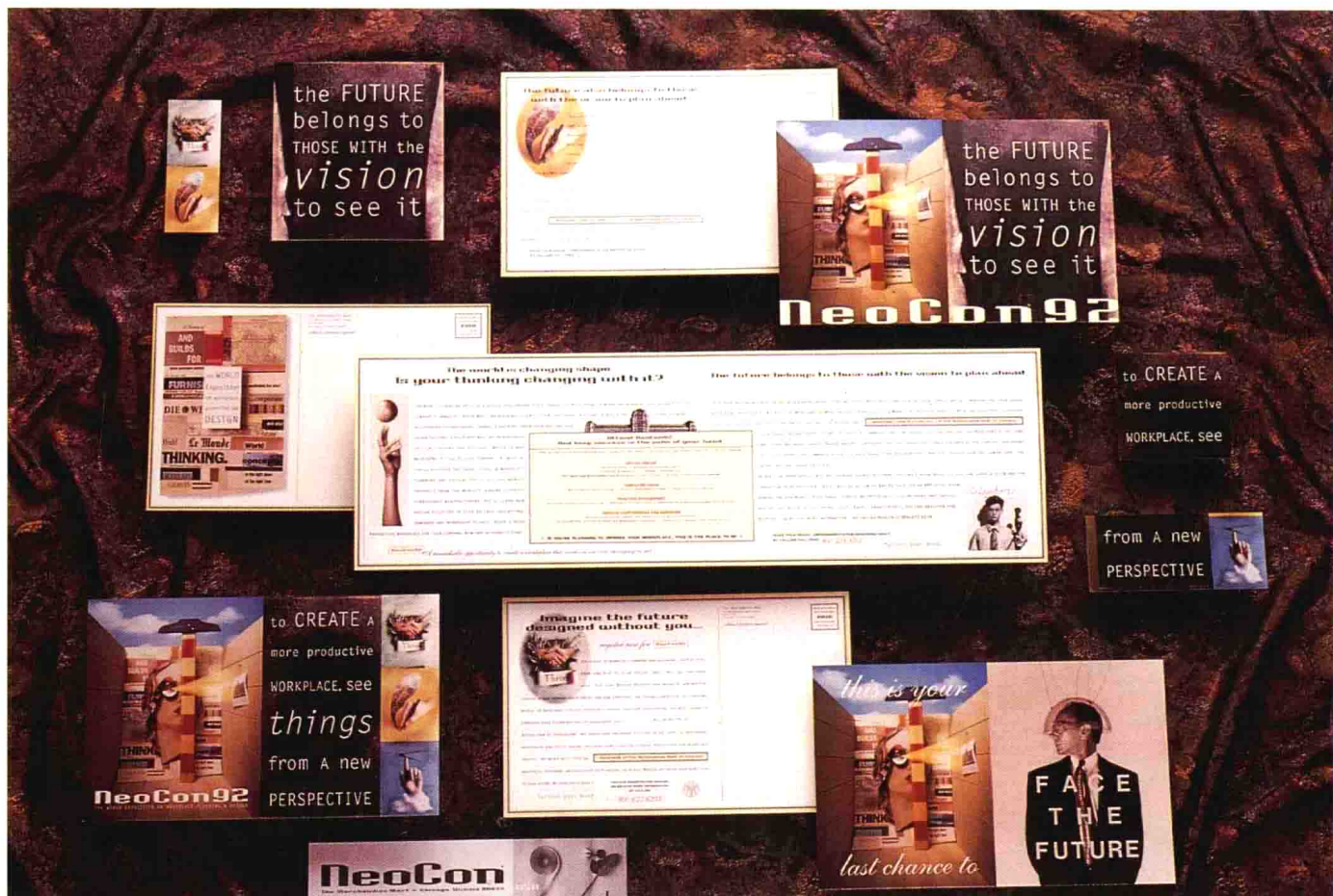
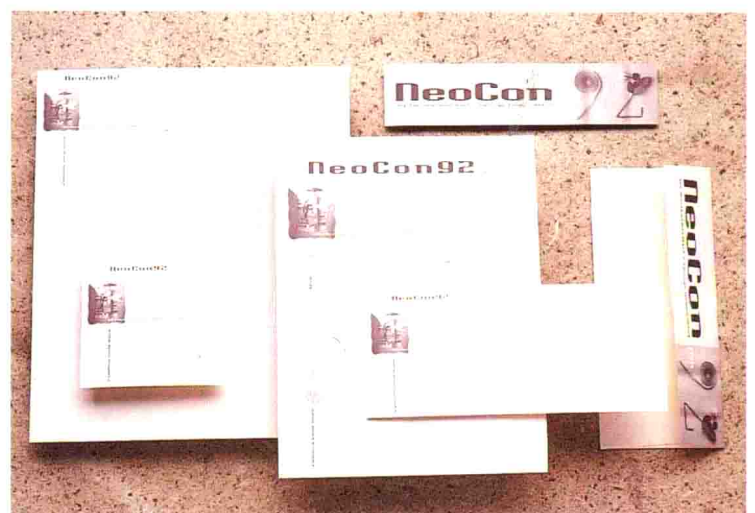
EVENT THEATERWORKS
 DESIGNER PETER GOOD
 ILLUSTRATOR PETER GOOD
 PHOTOGRAPHER JIM COON



EVENT NEOCON
 DESCRIPTION OF PIECE(S) BROCHURE, STATIONERY, POSTCARDS,
 DIRECT MAIL, POSTER
 DESIGN FIRM SEGURA INC.
 ART DIRECTOR CARLOS SEGURA
 DESIGNER CARLOS SEGURA
 PHOTOGRAPHER GEOFF KERN

NEOCON/92

THE WORLD EXPOSITION ON WORKPLACE PLANNING AND DESIGN

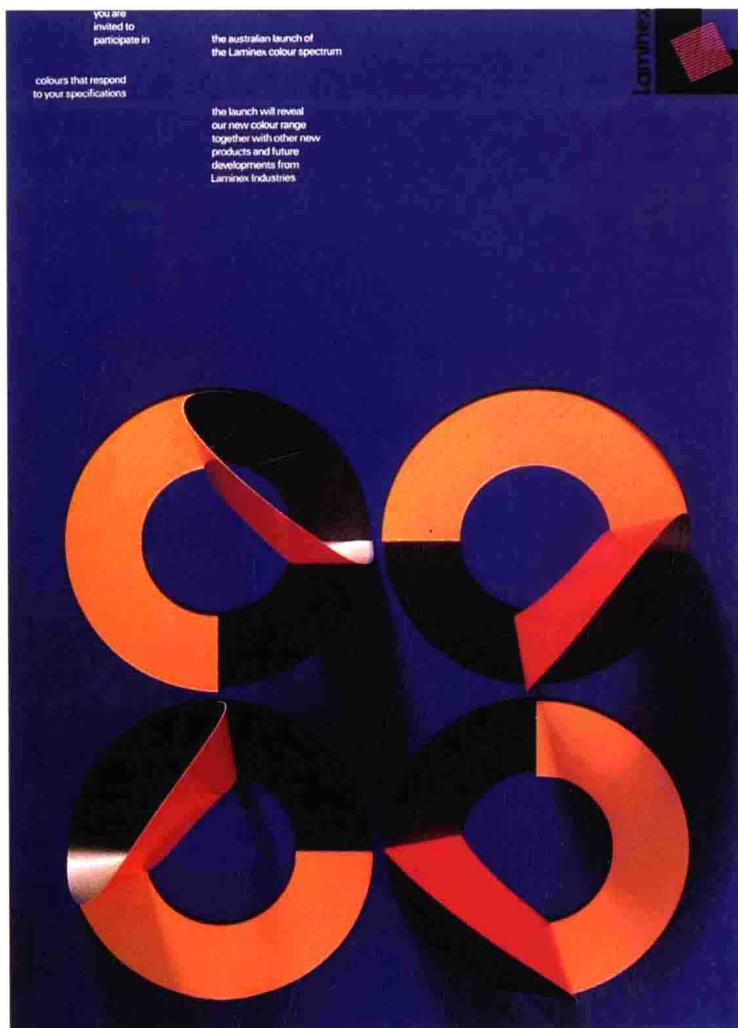


EVENT MELBOURNE INTERNATIONAL ARTS FESTIVAL
 DESCRIPTION OF PIECE(S) BANNER, POSTER,
 LEAFLET, T-SHIRT, PROGRAM
 DESIGN FIRM CATO DESIGN INC.
 DESIGNER KEN CATO



MELBOURNE SPOLETO FESTIVAL





EVENT LAMINEX INDUSTRIES EXHIBITION
DESCRIPTION OF PIECE(S) 3-D SCULPTURES
DESIGN FIRM CATO DESIGN INC.
DESIGNER KEN CATO

EVENT DINOSAUR MUSEUM SHOW
DESCRIPTION OF PIECE(S) BANNERS,
BUS SHELTERS, T-SHIRTS
DESIGN FIRM MIKE QUON DESIGN OFFICE
ART DIRECTOR GRO FRUVOU
DESIGNER MIKE QUON
ILLUSTRATOR MIKE QUON

