

# More PROMOTION



*More*

# PROMOTION



ROCKPORT PUBLISHERS  
GLOUCESTER, MASSACHUSETTS



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Manufactured in China

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## Introduction

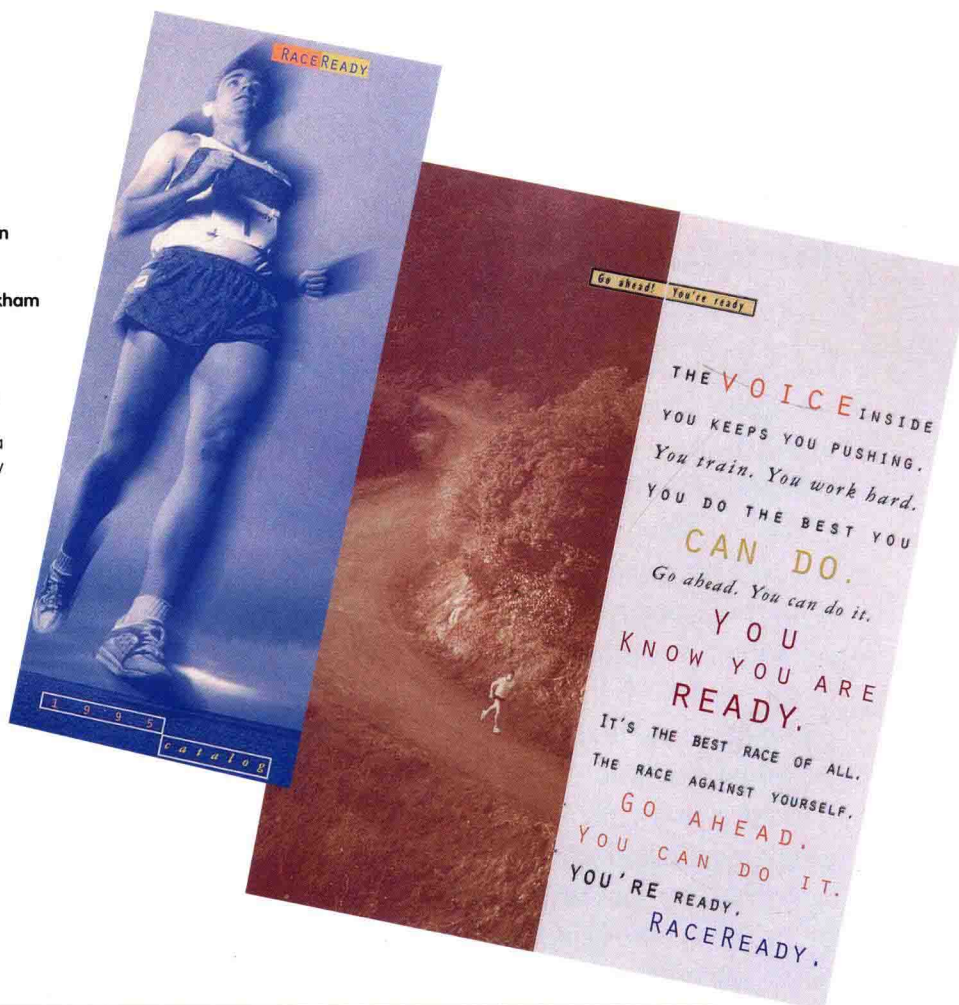
No one denies the importance of promotion in any consumer-oriented company. Good promotion will bring in the money, bad promotion will hurt profits. The promotional materials collected in this volume each serve a different purpose, from event promotions to product promotions to direct response promotions. The style and approach of your promotional piece is entirely personal. You must evaluate what you hope to accomplish with the promotion as well as what image you plan to portray. A sophisticated brochure will entice potential customers with a mix of images and text. A playful, eye-catching T-shirt will serve as a walking, street-level billboard. A classy bag made of beautiful handmade paper will advertise the quality and the care of the store whose name it bears. A clever direct-mail piece will encourage the replies of the recipient and add a sense of wit to a company's image.

With so many choices, the possibilities are endless. By collecting different promotion programs in the same volume, you can compare and contrast the efficacy of different methods and approaches, and therefore choose the best and most appropriate program for you and your company. The outstanding designs collected here were created by top-level designers, and should prove to be inspirational for every client and designer.



Design Firm **Erbe Design**  
 Art Director/Designer **Maureen Erbe**  
 Photography **Henry Blackham**  
 Copywriter **Erbe Design**  
 Client **Race Ready**  
 Tools **QuarkXPress**  
 Paper **Jefferson 80 lb. matte**

This brochure was designed as a direct-mail catalog for a company that sells running clothes. The concept was to sell the clothes by selling the image of the company. Interesting copy and photography establish the clothes as useful to the serious amateur athlete.



Design Firm **9Volt Visuals**  
 Art Director/Designer **Bobby June**  
 Photographer **Jason Nadeau**  
 Client **Pound Clothing**  
 Tools **Adobe Photoshop, Adobe Illustrator**  
 Paper **Chipboard**

Created strictly for promotional use, high-end models were made to look like they were wearing the client's clothing. The piece was produced on a tight budget and a chipboard cover was used to complete the effect.





Design Firm **Acorn Creative Consultants Ltd.**  
 Art Director/Designer **Vanessa Dina-Barlow**  
 Client **Capital Incentives Ltd.**  
 Purpose or Occasion **VW incentives**  
 Paper/Printing **Silk-screen**  
 Number of Colors **Two**

This brief promoted a trip to New York City for qualified VW dealers. Using only two colors, the design reflected the "Big Apple" using striking duotone images and a graphic ticker-tape band. The pack consisted of a two-fold teaser, an informative brochure, and three follow-up postcards.





Design Firm **D-Sign House**  
 Art Director **Kerstin Bach**  
 Designers **Kerstin Bach,**  
**Sue Hoffman**  
 Photos **Nattalie Scheurre**  
 Client **Pannonia Wines**  
 Tools **Macintosh, QuarkXPress,**  
**Adobe Photoshop,**  
**Adobe Illustrator**  
 Paper/Printing **Champion**  
**Carnival/Two-color offset**

The piece was created as a folder with inserts in order to give flexibility as to which wines are to be showcased or are available. Also, the separated pieces allowed a great range of colors while keeping each piece to two colors.





Design Firm **David Riley + Associates**  
 Art Director **David Riley**  
 Designers **Dwayne Cugdilli, Dennis Thorp, David Ferrell**  
 Photographer **Lonnie Duka**  
 Client **Biola University**  
 Purpose or Occasion **Recruitment collateral**

For over a decade, DR+A has been instrumental in helping Biola University define its corporate identity. Each piece of collateral is designed to build upon and complement the others. This marketing campaign was to highlight the school's sense of community and, as a result, position Biola's students and faculty as its greatest resource.



Design Firm  
**Robert Bailey Incorporated**  
 Art Director/Designer  
**Dan Franklin**  
 Illustrator  
**Katie Doka**  
 Copywriter  
**Michael Hoyer**  
 Client  
**Flavorland Foods, Inc.**  
 Tools  
**QuarkXPress,**  
**Adobe Photoshop**  
 Paper/Printing  
**Simpson Evergreen Birch/**  
**Irwin-Hudson**

The purpose of this brochure was to promote the virtues of frozen fruit first and Flavorland second. It was meant to display in a rack as well as hang like a poster.



# Frozen fruit: fast and healthy, wild and wise!



## THE SECRET OF BEING WELL PRESERVED.

We don't need sugar to make our fruit flavorful. At Flavorland we flash-freeze each berry or piece of fruit individually. When you thaw our frozen fruits, you get the color, taste and texture of hand-picked fruits and berries. Not a frozen mass of fruit and syrup.

## IT TAKES ALL KINDS.

Variety of foods is a key to good nutrition as well as the

Your finger in every pie! How about cherry, blueberry and boysenberry for openness? Then maybe raspberry or peach? And for the finale? Strawberry-rhubarb, of course!

## AROUND AND AROUND WE GO.

Around the clock and around the calendar, Flavorland frozen fruits can give your family all the nutritional benefits of a 100% natural food.

Regardless of the time of day, regardless of the weather or the season, the all natural goodness of fruit is as handy as your freezer.

## PEAK EXPERIENCE.

Naturally ripened fruit gives you the true taste and goodness that Nature intended. With processing plants near our fields and orchards, Flavorland fruits are picked at the peak of flavor and nutrition - not picked green and forced to ripen in transit.

## WASTE NOT. WANT NOT.

Frozen fruit is entirely edible. No rinds. No cores. No skins to pay for and throw away. Besides saving you time and trouble this makes frozen fruit's dependable year-round pricing an even better value. So you can afford the fresh choice of fruit regardless of the season.

## A FEW HOT TIPS.

Buy frozen fruits the last thing before checking out and unpack them first when you get home. Before you buy, check each package for clumping. Fruits and berries should flow freely. Clumping means that the fruit has thawed after processing and re-frozen. For maximum freshness set your freezer to 0° F or lower and check it periodically with a freezer thermometer.

## TAKE THE EASY WAY OUT.

Everybody wants good nutrition, but who has time to do all the work? Let Flavorland do it for you. Versatile frozen fruits are cleaned and ready to use right out of the bag. Fruit makes an easy and wholesome alternative to fat-laden snack foods.

## Let them eat cake! And have them begging for more.

Raspberries bring out the royalty in a chocolate cake. Dark sweet cherries make a princely jubilee!

## UNLEASH THE POWER OF THE PYRAMID.

The USDA puts the 5 major food groups in a pyramid that shows how much and how often they should be eaten for optimal nutrition. Fruit is a foundation player in good health. It gives you plenty of vitamins and fiber without fat or added sugar. Frozen fruits are a wholesome and fun alternative to high fat snacks and desserts.

## Shake it up!

Mix frozen fruit, yogurt, a banana and milk or juice in your blender for a sensational smoothie. For a rich shake, add a scoop of ice cream.

## THE FOOD GUIDE PYRAMID.



Use Sparingly Fats, Oils and Sweets

2-3 Servings Daily Milk, Yogurt and Cheese Group

2-3 Servings Daily Meat, Poultry, Fish, Dry Beans, Eggs and Nuts Group

2-4 Servings Daily Fruit Group

6-11 Servings Daily Bread, Cereal, Rice and Pasta Group

The sweet life! Naturally. **FLAVORLAND**





Design Firm **Love Packaging Group**  
 Art Director **Tracy Holdeman**  
 Designer/Illustrator **Chris West**  
 Client **Fibre Box Association**  
 Purpose or Occasion **FBA Annual Meeting**  
 Paper/Printing **Corrugated/Graphic Products (silk-screen printing)**  
 Number of Colors **Four**

Increasing awareness and participation of the Fibre Box Association's annual meeting was the main focus of this pair of business-to-business teaser/mailer and program pieces. The compass graphics and type were all produced with Macromedia FreeHand with the custom scratchboard illustrations scanned in Adobe Photoshop. Both the compass teaser and the program were silk-screened and spot varnished. The corrugated program cover has a special blind debossed typographic treatment. Program cover, liner sheets, and pages were all hand assembled with aluminum screw posts.





Design Firm **Morris Beecher**  
 Art Director **Diane Beecher**  
 Designer **Catherine Nunn**  
 Illustrator **Catherine Nunn**  
 Client/Store **SuperMall of The Great Northwest**  
 Bag Manufacturer **Kal Pac**  
 Paper/Printing **Plastic; rotogravure**

The client required that the art mesh with existing designs in other media, from billboards to brochures. For security reasons, the design had to work on a partially transparent bag.

Design Firm **Mike Salisbury Communications**  
 Art Director **Mike Salisbury**  
 Designer **Mike Salisbury**  
 Illustrator **Mary Evelyn McGough**  
 Photographer **Mike Salisbury**  
 Client/Store **The Village**  
 Paper/Printing **4-color offset**

First, the designer used Adobe Photoshop to manipulate the photograph of the building and combine it with other L.A. scenery (palm trees, blue skies, motorcycles, etc.), conveying the right attitude for the state-of-the-art recording studio. He re-collaged the computer-composite image by hand to take it one step further.







Design Firm  
**Copeland Hirthler design and communications**  
 Creative Directors  
**Brad Copeland, George Hirthler**  
 Art Directors  
**David Butler, Raquel C. Miqueli**  
 Designers  
**David Butler, Lea Nichols, David Woodward, David Crawford, Shawn Brasfield, Todd Brooks, Sean Goss, Jeff Hack, Sam Hero, Sarah Huie, Mark Ligameri, Raquel Miqueli, David Park, Melanie Bass Pollard, Michelle Stirna, Mike Weikert**  
 Illustrators  
**Studio**  
 Client  
**Copeland Hirthler design and communications**  
 Purpose or Occasion  
**Seasonal promotion**  
 Paper/Printing  
**Neenah**  
 Number of Colors  
**Four**

This seasonal gift/promotion incorporates twelve different interpretations of a card with a message that centers on peace.



Design Firm  
**Bartels and Company**  
 Art Director  
**David Bartels**  
 Designer  
**John Postelwait**  
 Illustrators  
**Michael Deas, Gregory Manchess, Gary Kelley, Robert Rodriguez, Ted Coconis, Guy Porfirio**  
 Client  
**St. Patrick Center**  
 Purpose or Occasion  
**Fund-raising**  
 Paper/Printing  
**Quest Printing**  
 Number of Colors  
**Four plus varnish**

The cards were the inspiration of a staff member at the St. Patrick Center. Design services for the project were donated and illustrators were solicited to render the necessary graphics. The illustrators were paid a token fee and the printing and paper were billed at cost.





Design Firm  
**Tim Girvin Design, Inc.**  
 Art Director/Designer  
**Tim Girvin**  
 Illustrator  
**Tim Girvin, Gretchen Wegner**  
 Client  
**Microsoft Corporation**  
 Purpose or Occasion  
**Giving campaign**  
 Number of Colors  
**Four**

The design goal was to create a distinctly non-digital feel with something in what was characterized as a more hand-done, art-driven, signature stylistic direction. This was celebrated as a powerful and refreshing departure from promotions that had focused more on direct computer-generated imagery.



Design Firm  
**Jim Lange Design**  
 Art Director  
**Jan Caille**  
 Designer/Illustrator  
**Jim Lange**  
 Client  
**Mrs. T's Pierogies**  
 Purpose or Occasion  
**Chicago triathlon**  
 Number of Colors  
**Four**

Here the triathlete is a timeless man, a primal force as old as the antelope and fish in the sea, with the same universal primitive energies and action to life. The designer wanted to capture something as old as time—man as nature.



Roy Lichtenstein

Guggenheim Museum



Guggenheim Museum  
1047 5th Avenue  
New York 10128  
January 16, 1994

Contemporary Art  
Los Angeles, California  
April 3, 1994

Museum of Fine Arts  
Toronto, Canada  
September 5, 1994

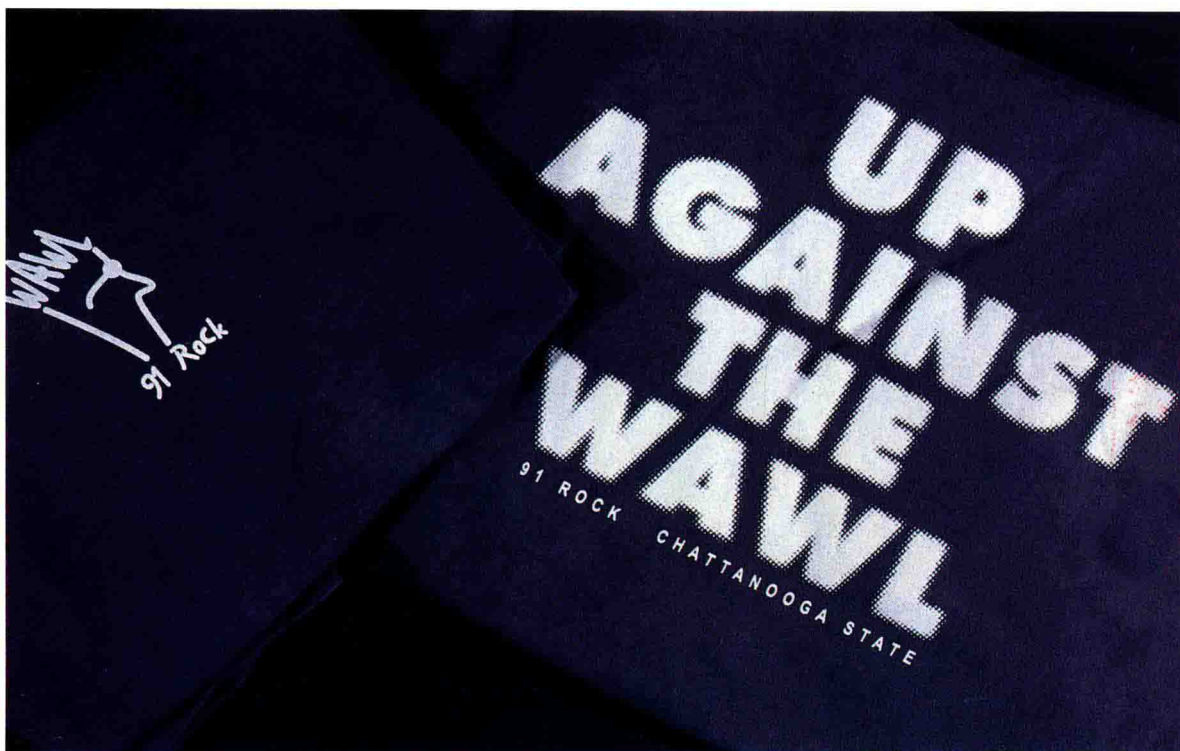
Design Firm  
**Greenberg-Kingsley**  
Designer  
**Roy Lichtenstein**  
Client/Store  
**Guggenheim Museum,  
Roy Lichtenstein**  
Bag Manufacturer  
**Keenpac North America  
Ltd.**  
Distributor  
**Metro Packaging Group**





Design Firm  
**Pear Graphics Inc.**  
 All Design  
**Kim Farnham**  
 Purpose or Occasion  
**Quarterly newsletter mailing give away**  
 Number of Colors  
**Four**

The design was done in a Freehand with various Photoshop TIFFs. The pear image was first placed in Freehand, printed black and white with a large screen pattern, and then rescanned and manipulated.



Design Firm  
**Chattanooga State Tech Community College**  
 Art Director  
**Lisa Wright**  
 Designer/Illustrator  
**Heidi Cawood**  
 Client  
**College's Radio Station WAWL 91 Rock**  
 Purpose or Occasion  
**For trivia give aways**  
 Number of Colors  
**One**

The college's radio station is very popular with the high-school crowd. They wanted to make a logo T-shirt that would be coveted by high school students.