

PORT FOLIO

Designer: Allison Brannan
Copywriter: Maddie Schuck

SCOPE

5 clients.

3 print ads and one extension each.

3 add-on executions.



CLIENTS



01

Paramount+

Networks



02

CoolHaus

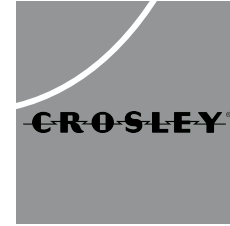
Household



03

Vespa

Durable



04

Crosley

Tech



PARAMOUNT+

The top half of the image features a solid yellow background. Two white, wavy, organic lines are drawn across the space. One line starts from the left edge and curves upwards and to the right. The other line starts from the right edge and curves downwards and to the left, creating a central white space between them.

ENJOY THE VIEW.

Positions streaming Paramount+ as viewers' payoff after conquering the everyday challenges they face.

CAMPAIGN DELIVERABLES



PRINT

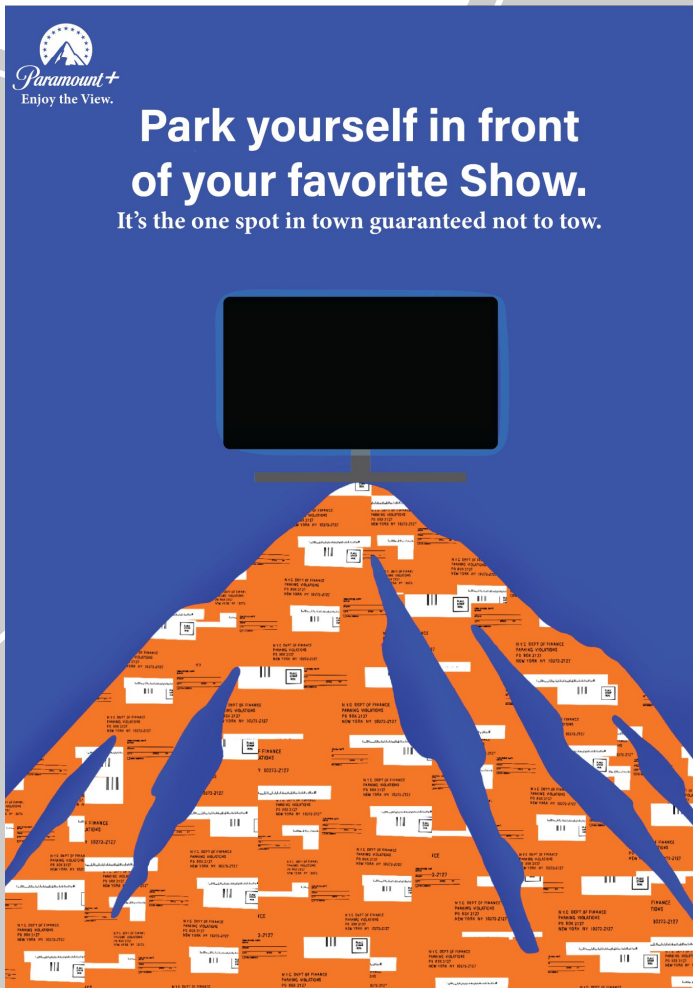
A series of three traditional print ads.



GUERRILLA

An out-of-home guerilla style marketing execution.





TARGET: 18-24 year-old consumers

Paramount mountain as the daily struggle consumers face

'The view' as the consumers' favorite shows

02



Turn Moving into movie.

End your longest days the Paramount way.



03



Reality stinks.

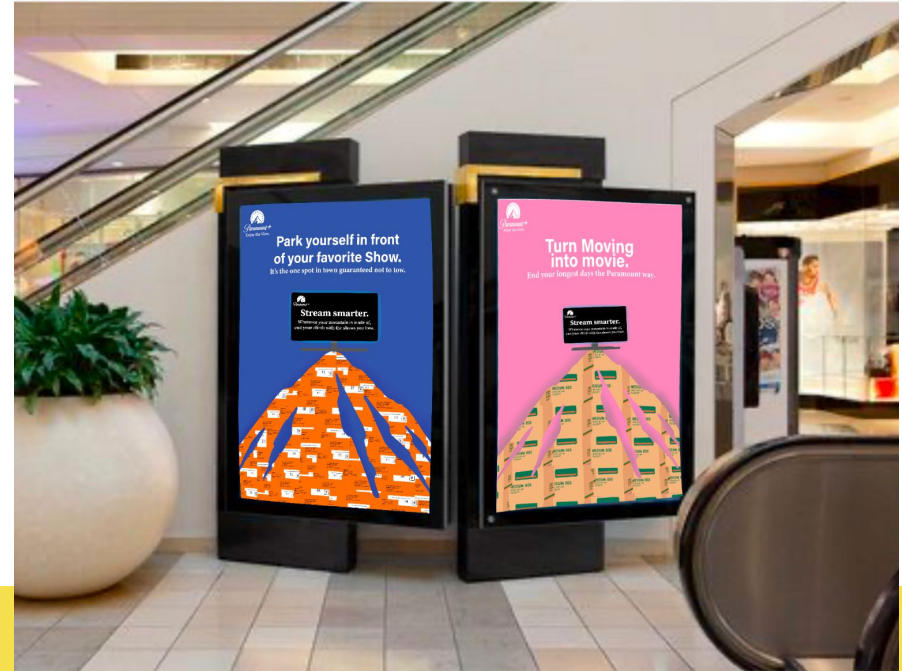
Think about someone else's dirty
laundry for a change.



GUERRILLA



GUERRILLA





COOL
HAUSTM
*Ice Cream
For All*

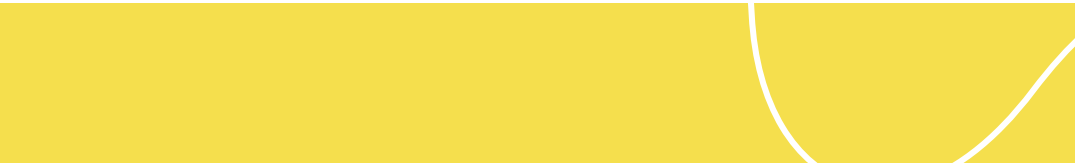
COOLHAUS

The top half of the image features a solid yellow background. Two white, wavy, organic lines are drawn across the space. One line starts on the left, curves upwards and then downwards. The other line starts on the right, curves upwards and then downwards, creating a sense of movement and fluidity.

POSTCARD-WORTHY PINTS

A travel-inspired campaign that positions Coolhaus' flavors as something to write home about. National treasures, really.

CAMPAIGN DELIVERABLES



PRINT

A series of three traditional print ads.



DIGITAL

A social media giveaway.



CAMPAIGN DELIVERABLES



POINT OF PURCHASE

Custom in-store
display freezer.

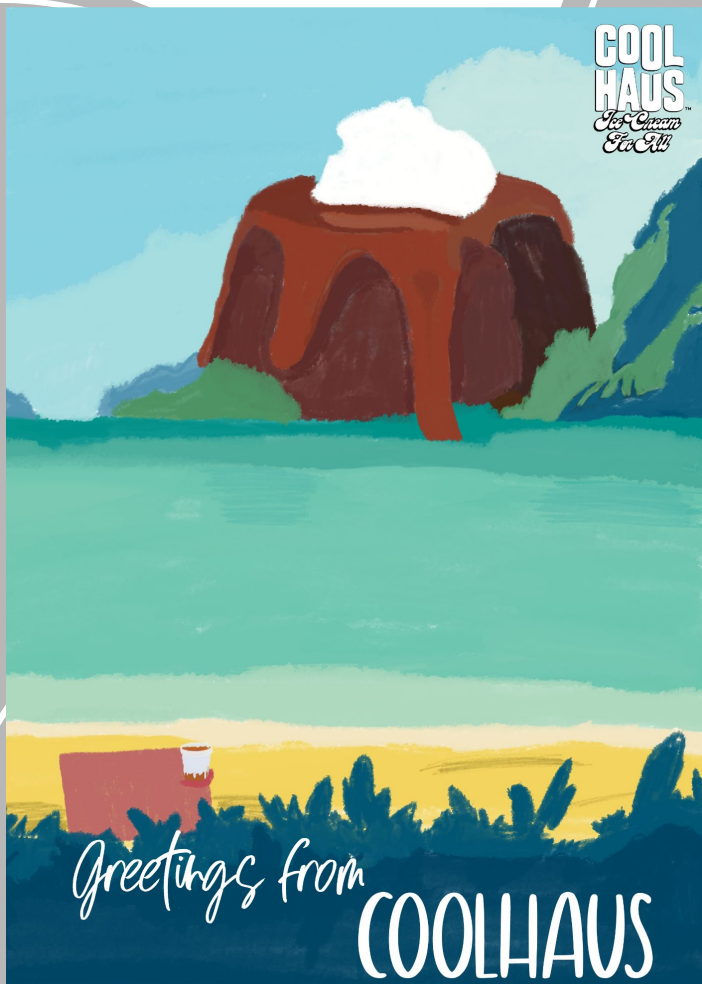


MERCHANDISE

Stickers and physical
postcards.



01



COOL
HAUS
*Ice Cream
Etc Etc*

OUR FLAVORS ARE REALLY
SOMETHING TO WRITE HOME
ABOUT. CONQUER YOUR CRAVINGS
WITH A PINT OF A CHOCOLATE
MOLTEN CAKE, OVERFLOWING
WITH CAKE TRUFFLE PIECES AND
A DECADENT FROSTING SWIRL.
IT'S A MOUNTAIN OF MMMMMM.



4x6 on cardstock, perforated to be removed
and sent as a normal postcard



A place for the
stamp!



WHO WOULD'VE THOUGHT YOU'D
FIND YOUR FIRESIDE FANTASY IN
THE FREEZER AISLE? OUR PINTS
PROVE THAT LESS IS S'MORE, WITH
ONLY REAL INGREDIENTS PACKED
INTO EVERY TREAT. YOU'LL WANT
TO REMEMBER EVERY ROASTED,
TOASTED, OOY-GOOEY SPOONFUL.

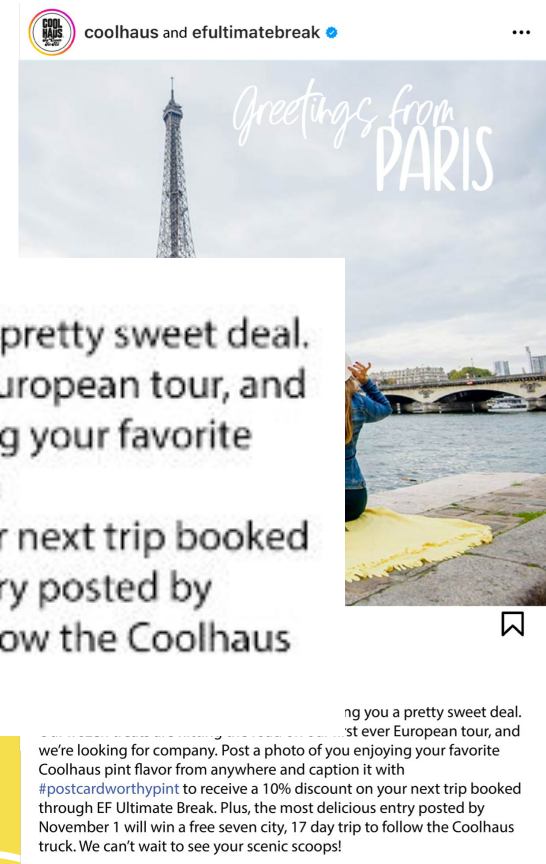
03



NOT EVERYTHING BUILT CAN BE THE BEST, BUT TAKE THE CANNOLI IS A STRAIGHT-UP MASTERPIECE. ALL IT TAKES IS A PINT - NOT A PLANE TICKET - TO BRING YOU FLAVOR FRESHER THAN A QUAIN CORNER BAKERY DOWN A COBBLESTONE STREET. CREAMY, CRUNCHY AND CLOSER THAN ITALY.



DIGITAL



POINT OF PURCHASE

Custom National
Parks themed cooler
display



MERCHANDISE



“Our postcard worthy pints are a classic just as beloved as our parks. Now, enjoying Coolhaus will help ensure that others can enjoy National Parks for years to come. Learn more about our partnership at cool.haus/parks.”



VESPA

The top half of the image features a solid yellow background with two large, white, wavy, organic shapes that resemble stylized waves or abstract forms. One shape is on the left, and the other is on the right, both curving upwards and then downwards.

RECHARGE YOUR RIDE.

Positions the Vespa *Elettrica* as the sophisticated
upgrade of your childhood bike.

CAMPAIGN DELIVERABLES



PRINT

A series of three traditional print ads.



VIDEO

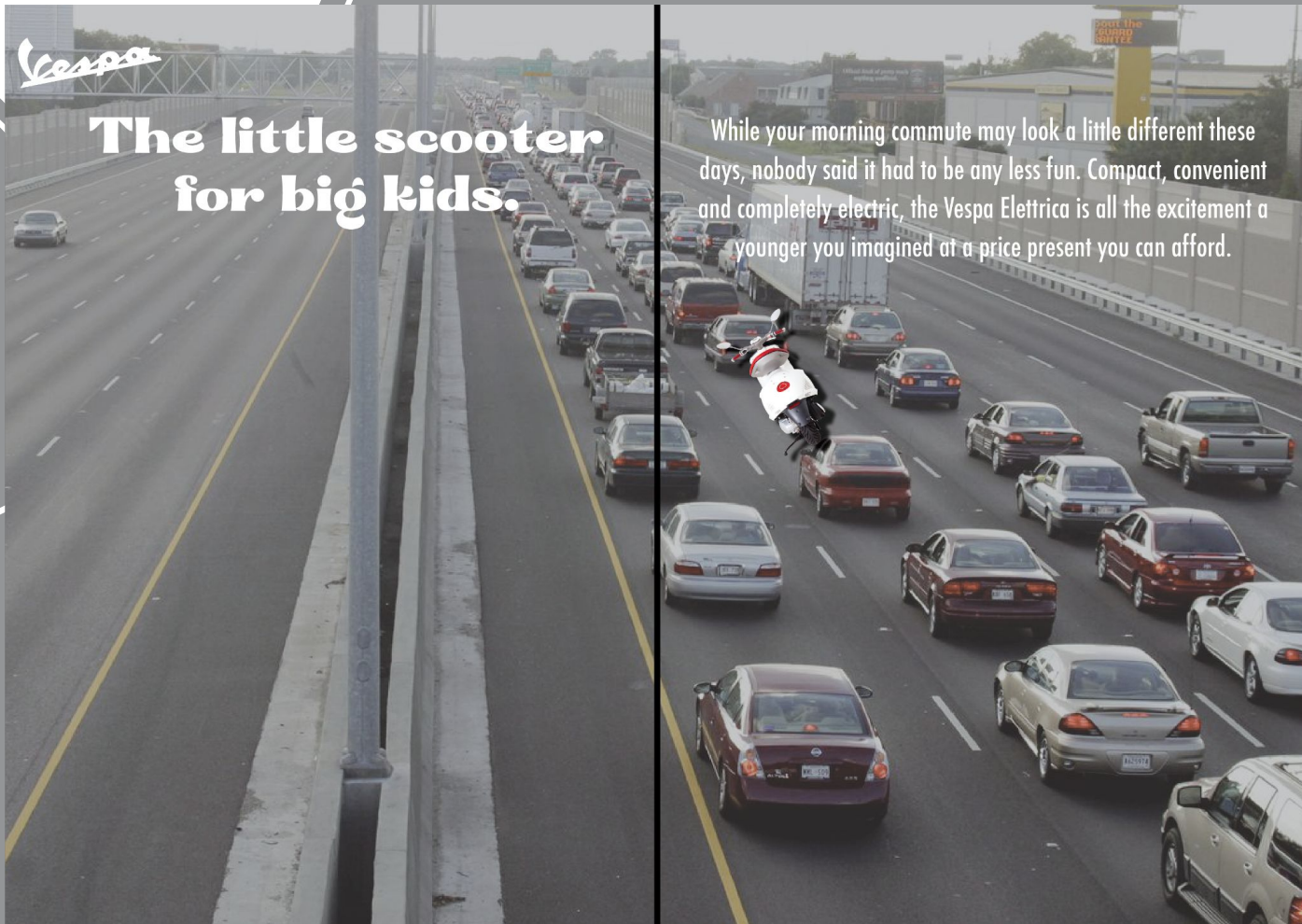
30-second video spot for YouTube.



The Vespa logo is written in its signature script font.

The little scooter for big kids.

While your morning commute may look a little different these days, nobody said it had to be any less fun. Compact, convenient and completely electric, the Vespa Elettrica is all the excitement a younger you imagined at a price present you can afford.



Vespa

The best ride at the bike rack.

Pulling up to the office on your Vespa Elettrica is a feeling like no other – except maybe the memory of parking your brand new bike at the playground. It's the same sense of excitement, knowing you've got the sleekest, shiniest ride of the bunch. The Vespa Elettrica comes complete with a digital display, gorgeous chrome body and, of course, bragging rights.



The Vespa logo is written in its signature script font.

**The present for a
better future.**



You can't put a price on that feeling of waking up to something extraordinary, something you've been wanting forever. But if you could, you'd be surprised just how affordable it is. Unwrap unprecedented power with the Vespa Elettrica, starting at just \$7,499.



VIDEO



Sound: general sounds of city traffic
VO: "The road beneath your wheels..."



Sound: the crunching and whooshing of leaves in a flurry



Sound: children shouting... and laughing and the sound of the bike pedals and gears
VO: "...Looks different than it used to."



Sound: zooming sound of the vespa
VO: "Shotgun riders, co-pilots..."



Sound: general nature sounds of birds and wind



Sound: laughter and nature
VO: "...they come and go."



Sound: electric buzz
VO: "But the moments that charge your soul..."



Sound: the puff of air going into the bike tire
VO: "...the moments that breathe air into your lungs..."



VO: "They still have a few things in common"



Sound: ambient sound
VO: "An open road, two wheels, a sure grip on the handlebars."



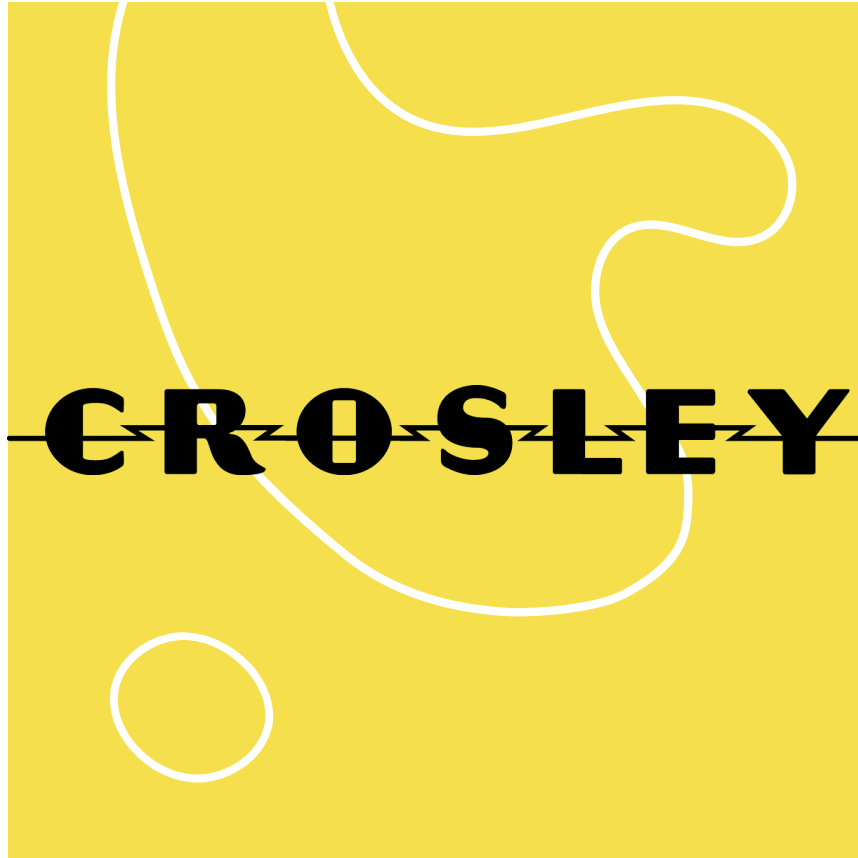
Sound: city sounds
VO: "That's a feeling that never fades."



Sound: the sound of the feet walking away on the sidewalk



Sound: neon signlighting up



CROSLEY

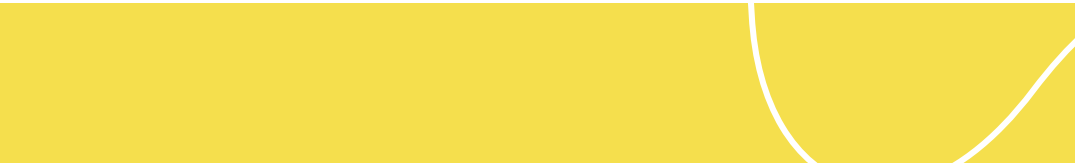
This could be the part of the presentation where you can introduce yourself

The top half of the image features a solid yellow background. Two white, wavy, organic lines are drawn across the space. One line starts from the left edge and curves upwards and to the right. The other line starts from the right edge and curves downwards and to the left, creating a sense of movement and flow.

LONG LIVE SOUND.

This campaign emphasizes Crosley's knack for giving new life to old favorites with their modern record players.

CAMPAIGN DELIVERABLES



PRINT

A series of three traditional print ads.



SOCIAL

Collaboration with
Vinyl Moon Co.



CAMPAIGN DELIVERABLES



CAUSE MARKETING

Record recycling
program.



DIGITAL

Custom Spotify playlists
with warm vinyl filtering
on each track.





Revisiting iconic eras in music

Creating time capsules of forgotten items from the past.

Positioning Crosley record players as the solution to ensure old music isn't lost.

02

Letting Records live to see another play.

Our favorite music says a lot about us. Tell the story of your glory days with Crosley's line of turntables.



03

Another one fights the dust

Your old favorites deserve a new audience. Drop the needle on a lasting classic and let Crosley turn back time.



SOCIAL



Website banner ad directing customers to Vinyl Moon Co. website to learn more.

SOCIAL



crosleyradio and Vinylmoonco



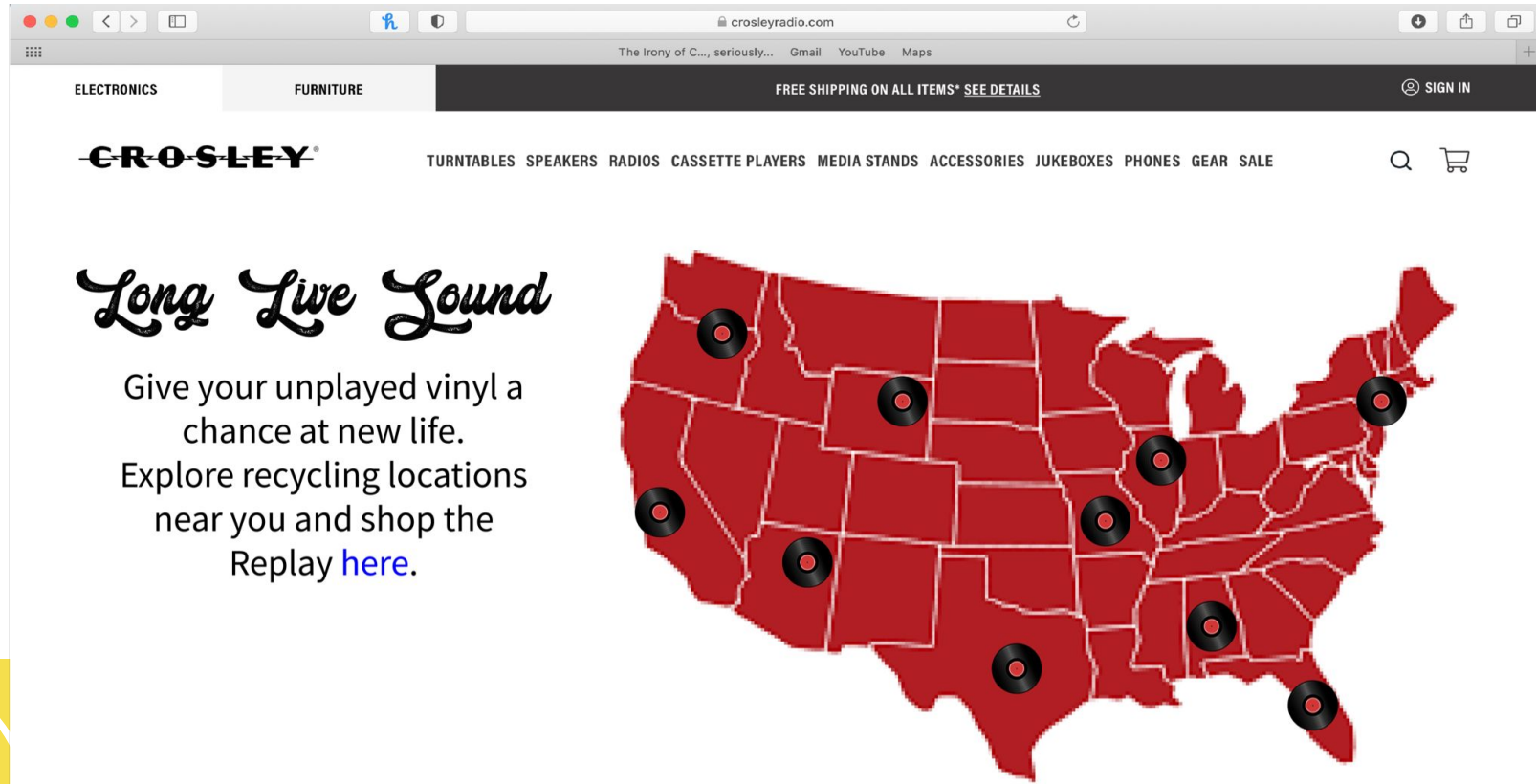
474 likes

crosleyradio Crosley and Vinyl Moon are teaming up to take your record collection to the next level. For one month only, subscribers can customize their tracklist and cover art to create a mixtape of their favorite memories or even a gift that truly speaks for itself. Click the link in our bio to get started today. #longlivesound

Crosley and Vinyl Moon are teaming up to take your record collection to the next level. For one month only, subscribers can customize their tracklist and cover art to create a mixtape of their favorite memories or even a gift that truly speaks for itself. Click the link in our bio to get started today. #LongLiveSound

Social post for the Crosley x Vinyl Moon collab

CAUSE MARKETING



Landing page: includes a map for consumers to find nearby drop off locations and shop the Replay.

CAUSE MARKETING

CROSLEY

TURNTABLES SPEAKERS RADIOS CASSETTE PLAYERS MEDIA STANDS ACCESSORIES JUKEBOXES PHONES GEAR SALE



Home > Turntables > Cruiser Blue Turntable With Bluetooth In/Out



START YOUR VINYL ADVENTURE



We know a thing or two about making music – and a difference. The Replay is a limited-edition three speed system encased in repurposed vinyl records. Sleek and sustainable without sacrificing sound quality, it's the perfect listening experience. Drop the needle or connect a bluetooth device to take your digital playlists to a new level. The Replay is a must-have for listeners that believe in second chances. Long Live Sound.

king music – and
d-edition three
sed vinyl re-
out sacrificing
ning experience.
tooth device to
level. The
that believe in

QUANTITY:



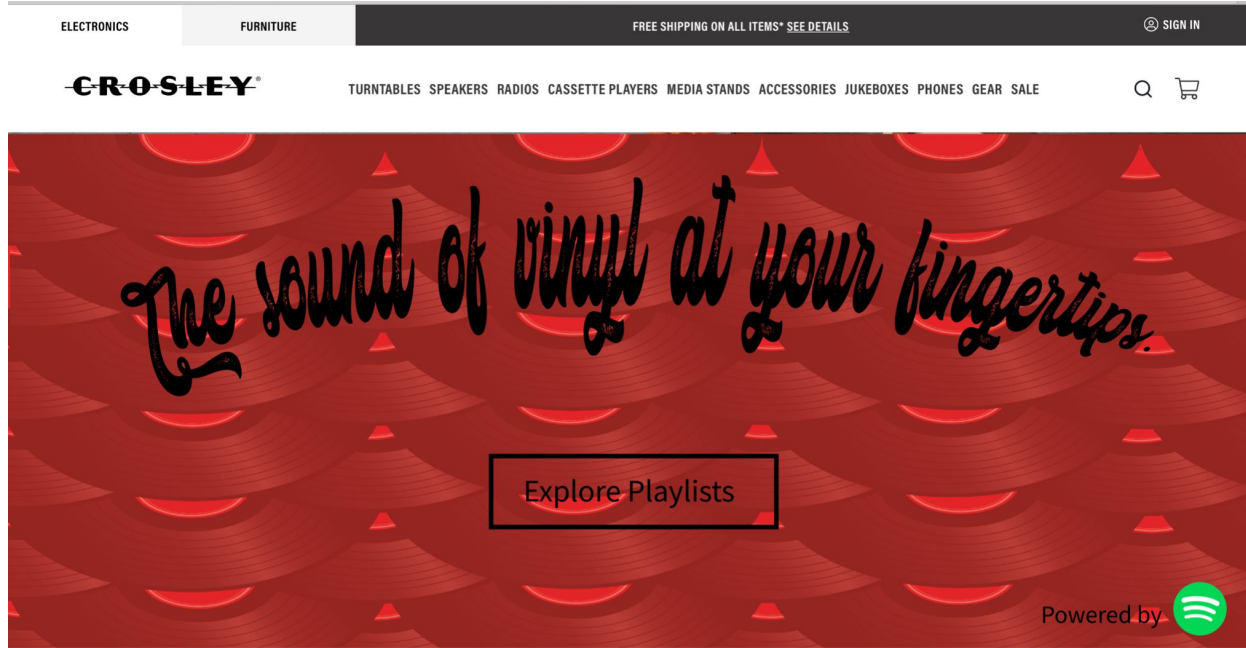
ADD TO CART

The Replay: a limited edition record player encased in recycled vinyl.

CAUSE MARKETING



DIGITAL: SPOTIFY



Landing Page: directing shoppers to Spotify to explore vinyl filtered playlists



**Social media post
promoting the collab.**

DIGITAL: SPOTIFY

Press play on tried and true tracks and float away to a different time. Our one-of-a-kind filtered playlists bring the warmth of vinyl to your fingertips.

Get groovy and tap into the golden era of vinyl with this curated playlist. Our unique sonic filtering brings the rich sound of records to these digital tracks.

Press play on tried and true tracks and float away to a different time. Our one-of-a-kind filtered playlists bring the warmth of vinyl to your fingertips.

Crosley Classics

Press play on tried and true tracks and float away to a different time. Our one-of-a-kind filtered playlists bring the warmth of vinyl to your fingertips.

CROSLEY

56 min 16 sec



1

Can't Help Falling in Love
Elvis Presley

2

Too Young
Nat King Cole



OPEN APP



visit your favorite
s. With Crosley's...



THANKS.

