

# PORT FOLIO

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Copywriter: Maddie Schuck

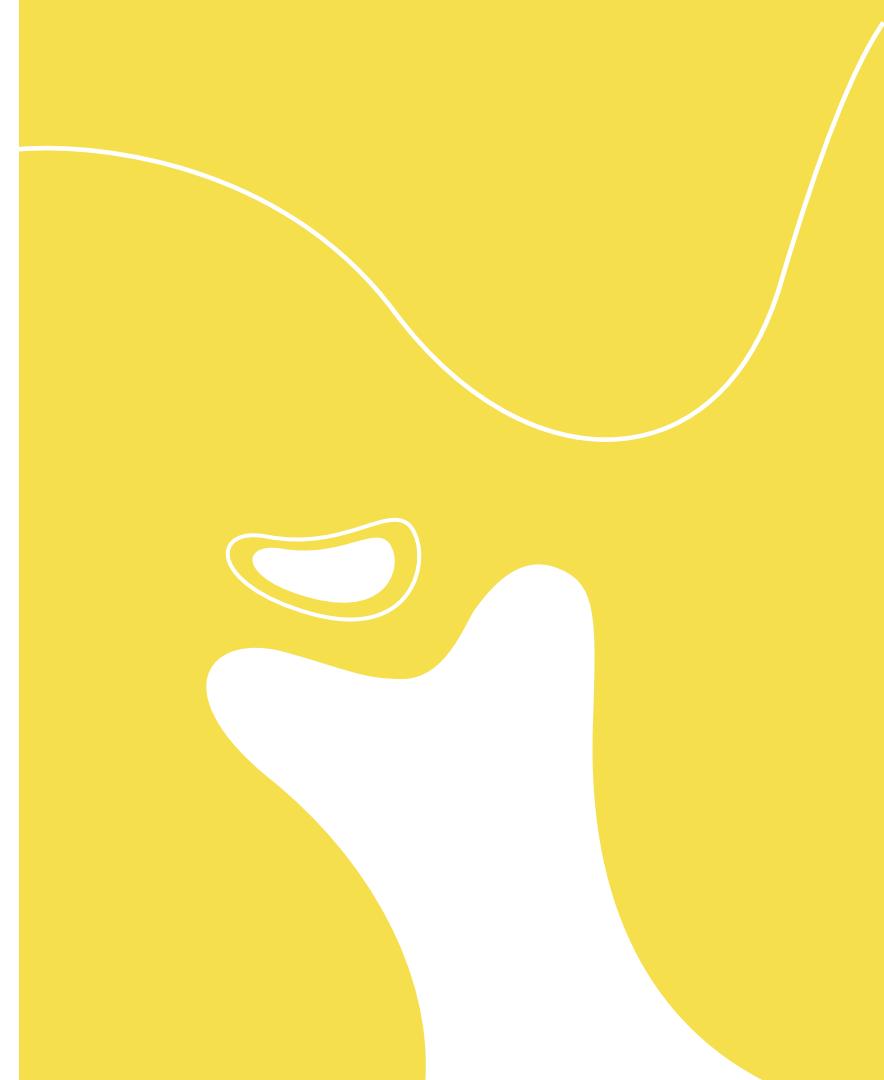


# SCOPE

5 clients.

3 print ads and one extension each.

3 add-on executions.



# CLIENTS



01

**Paramount+**

Networks



02

**CoolHaus**

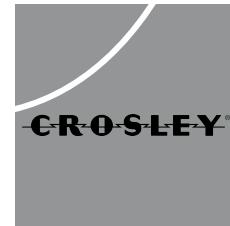
Household



03

**Vespa**

Durable



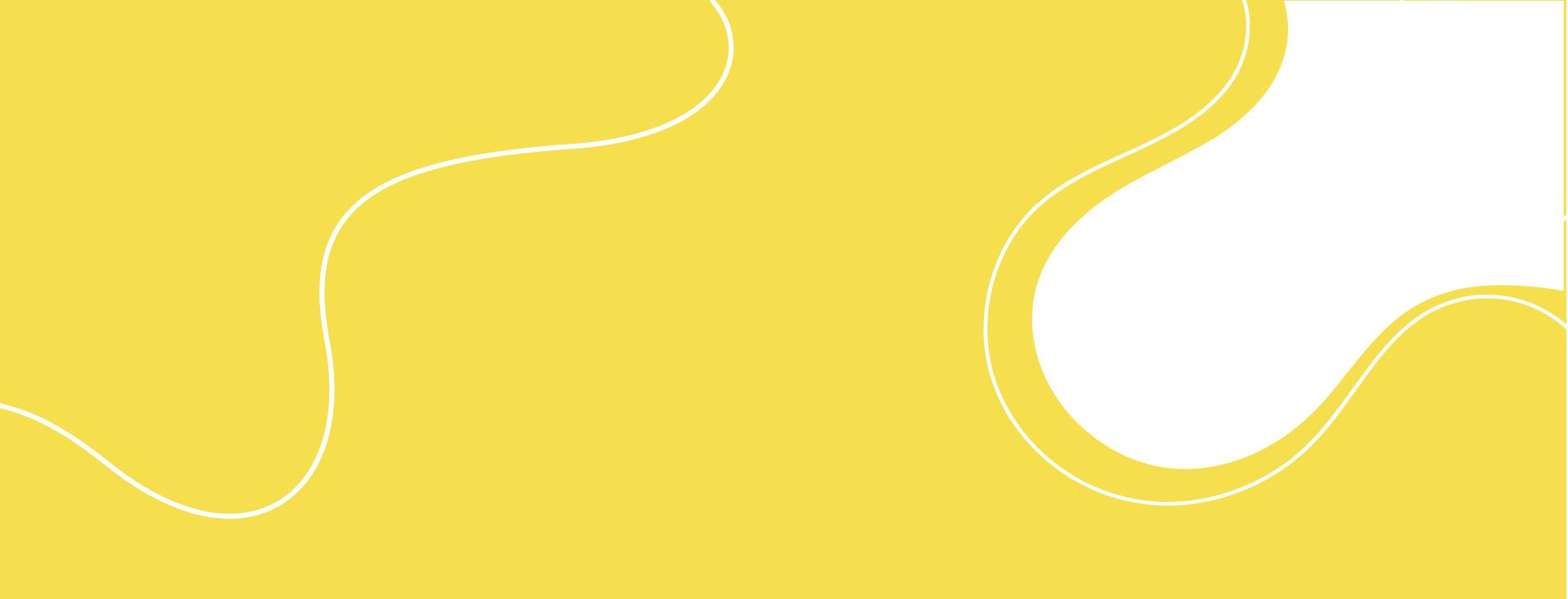
04

**Crosley**

Tech



**PARAMOUNT+**



## ENJOY THE VIEW.

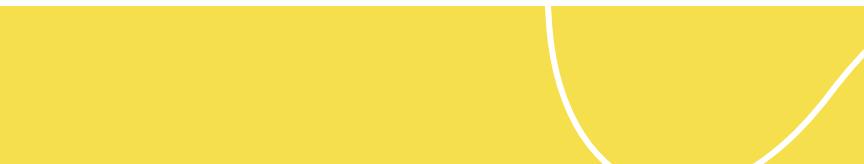
Positions streaming Paramount+ as viewers' payoff after conquering the everyday challenges they face.

# CAMPAIGN DELIVERABLES



## PRINT

A series of three  
traditional print ads.



## GUERILLA

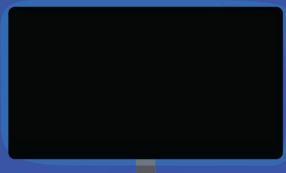
An out-of-home  
guerilla style  
marketing execution.





## Park yourself in front of your favorite Show.

It's the one spot in town guaranteed not to tow.



**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.

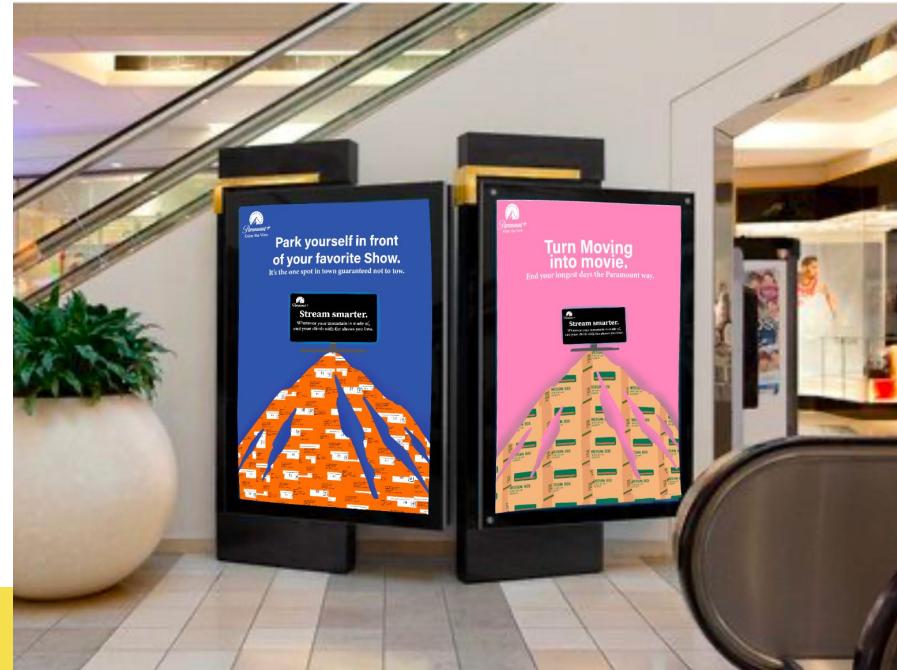
Think about someone else's dirty laundry for a change.



# GUERILLA



# GUERILLA





COOLHAUS



## POSTCARD-WORTHY PINTS

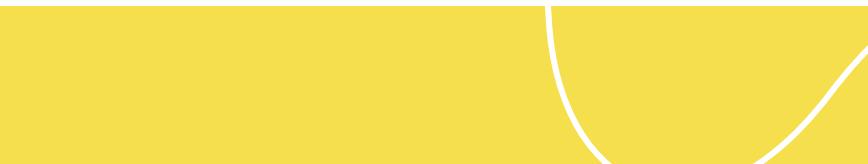
A travel-inspired campaign that positions Coolhaus' flavors as something to write home about. National treasures, really.

# 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.

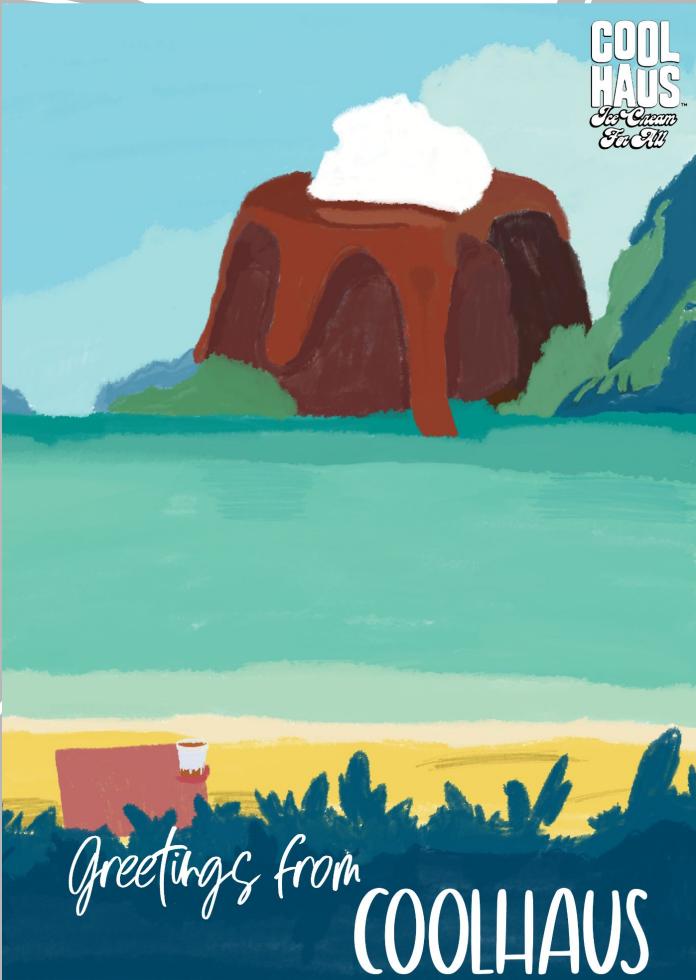


## MERCHANDISE

Stickers and physical  
postcards.



01

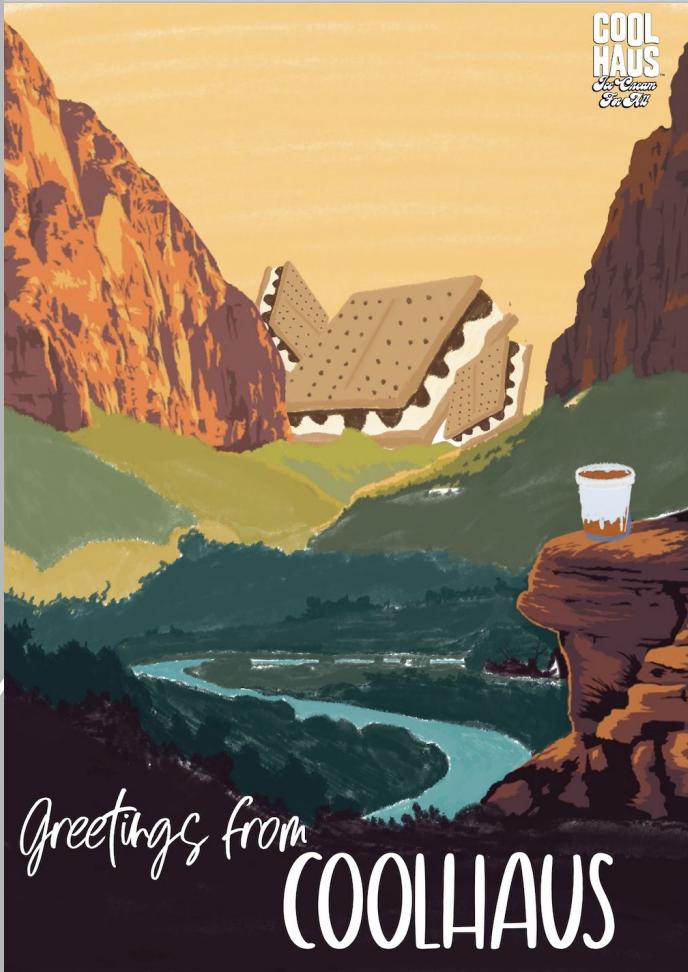


OUR FLAVORS ARE REALLY  
SOMETHING TO WRITE HOME  
ABOUT. CONQUER YOUR CRAVINGS  
WITH A PINT OF A CHOCOLATE  
MOLTEN CAKE, OVERFLOWING  
WITH CAKE TRUFFLE PIECES AND  
A DECADENT FROSTING SWIRL.  
IT'S A MOUNTAIN OF MMMMMMM.



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

02

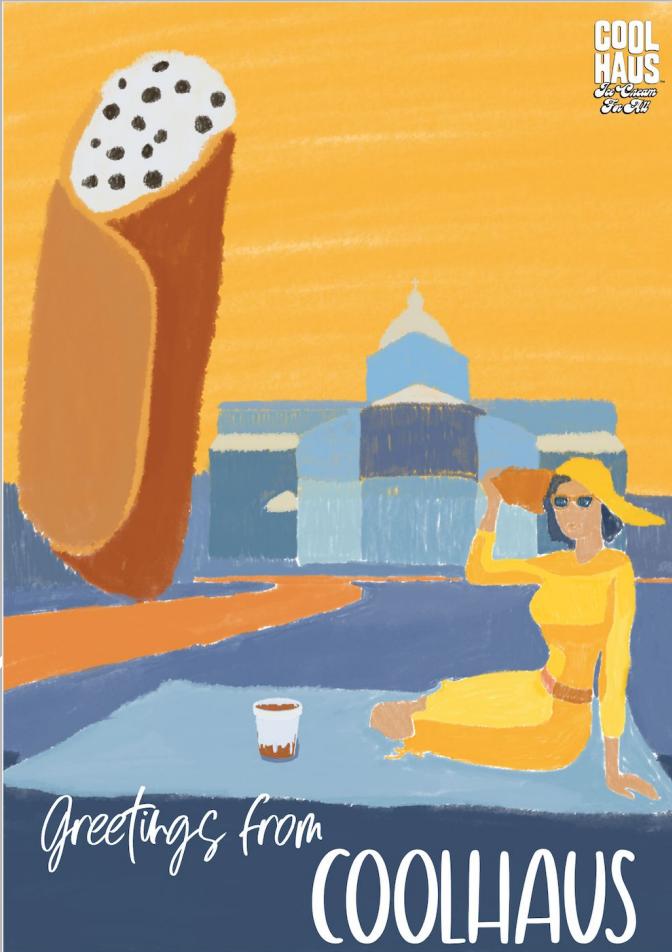


WHO WOULD'VE THOUGHT YOU'D FIND YOUR FIRESIDE FANTASY IN THE FREEZER AISLE? OUR PINTS PROVE THAT LESS IS S'MORE, WITH ONLY REAL INGREDIENTS PACKED INTO EVERY TREAT. YOU'LL WANT TO REMEMBER EVERY ROASTED, TOASTED, OOZY-GOOZY SPOONFUL.

A place for the  
stamp!



# 03



COOL  
HAUS  
Ice Cream  
For All

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.

COOL  
HAUS  
Ice Cream  
For All

# DIGITAL



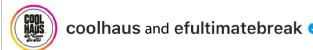
Greetings from



102 likes

coolhaus CoolHaus is going global! We're partnering with @efultimatebreak. Our frozen treats are hitting the road on our first ever European tour, and we're looking for company. Post a photo of you enjoying your favorite Coolhaus pint flavor from anywhere and caption it with #postcardworthypint to receive a 10% discount on your next trip booked through EF Ultimate Break. Plus, the most delicious entry posted by November 1 will win a free seven city, 17 day trip to follow the Coolhaus truck. We can't wait to see your scenic scoops!

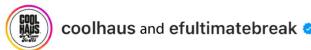
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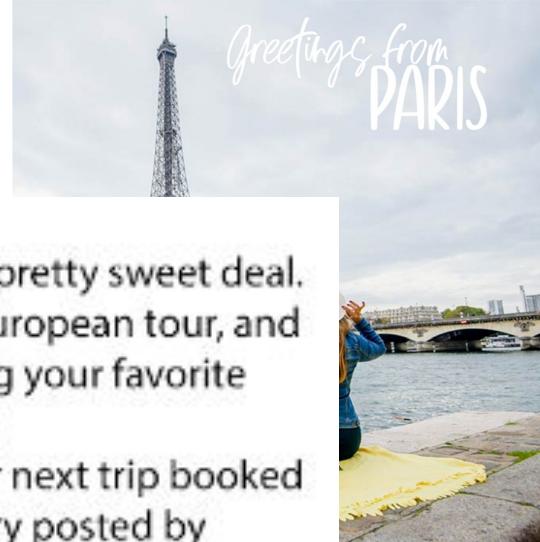
Greetings from  
LONDON



...



Greetings from  
PARIS



1

we're looking for company. Post a photo of you enjoying your favorite Coolhaus pint flavor from anywhere and caption it with #postcardworthypint to receive a 10% discount on your next trip booked through EF Ultimate Break. Plus, the most delicious entry posted by November 1 will win a free seven city, 17 day trip to follow the Coolhaus truck. We can't wait to see your scenic scoops!

ng you a pretty sweet deal. 'st ever European tour, and we're looking for company. Post a photo of you enjoying your favorite Coolhaus pint flavor from anywhere and caption it with #postcardworthypint to receive a 10% discount on your next trip booked through EF Ultimate Break. Plus, the most delicious entry posted by November 1 will win a free seven city, 17 day trip to follow the Coolhaus truck. We can't wait to see your scenic scoops!

# 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](http://cool.haus/parks)."



**VESPA**



## **RECHARGE YOUR RIDE.**

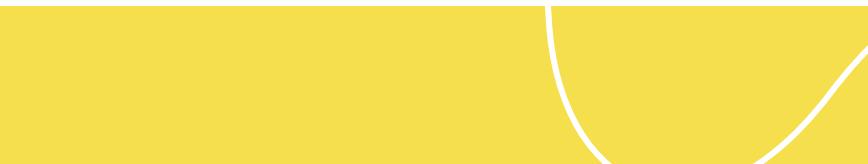
Positions the Vespa *Elettrica* as the sophisticated  
upgrade of your childhood bike.

# CAMPAIGN DELIVERABLES



## PRINT

A series of three  
traditional print ads.



## VIDEO

30-second video spot  
for YouTube.



# 01





## 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.



03



# 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..."



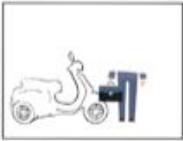
VO: "They still have a few things in common."



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



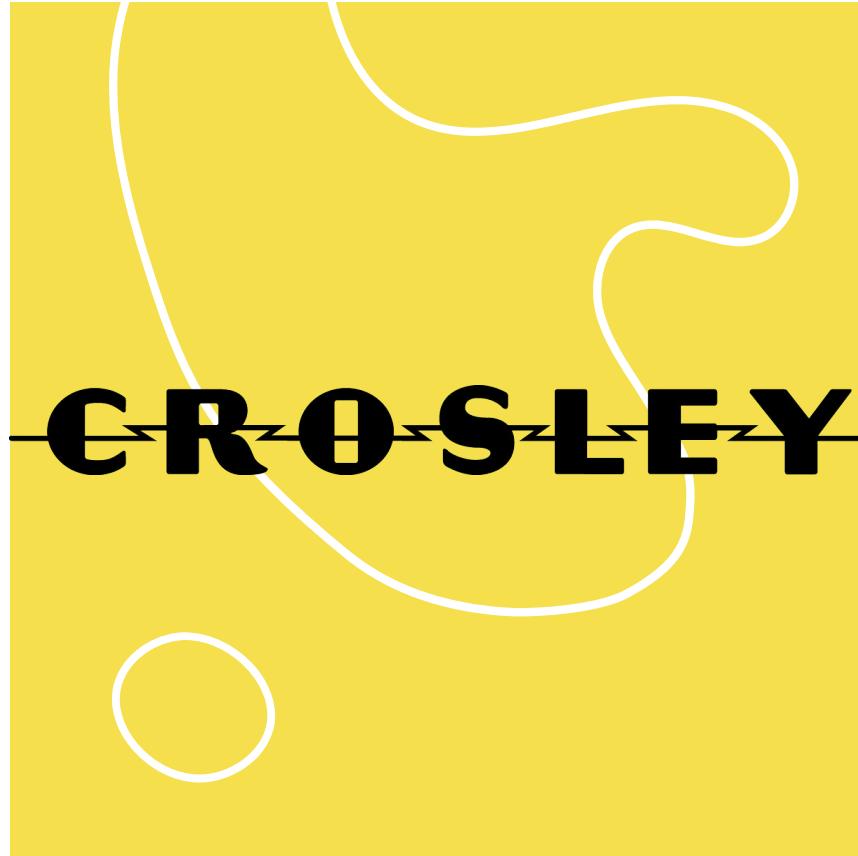
Sound: city sounds  
VO: "That's a feeling that never fades."



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



Sound: neon sign lighting up



# CROSLEY

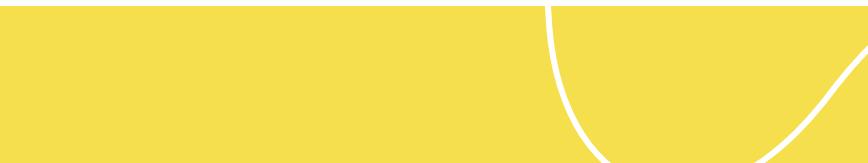
This could be the part of the presentation where you can introduce yourself



## 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.



01

## *Bringing classics back from the shed.*

The music that shaped you  
has spent enough time inside  
a sleeve. Take your favorites  
for a spin with Crosley  
turntables.

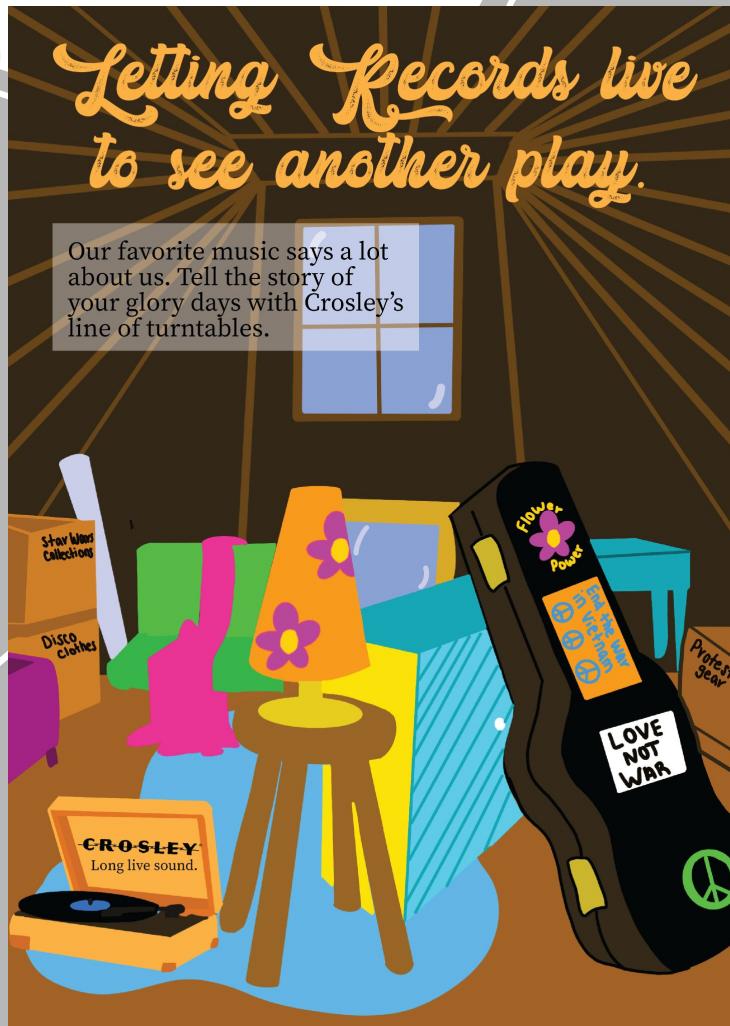


**Revisiting iconic eras in music**

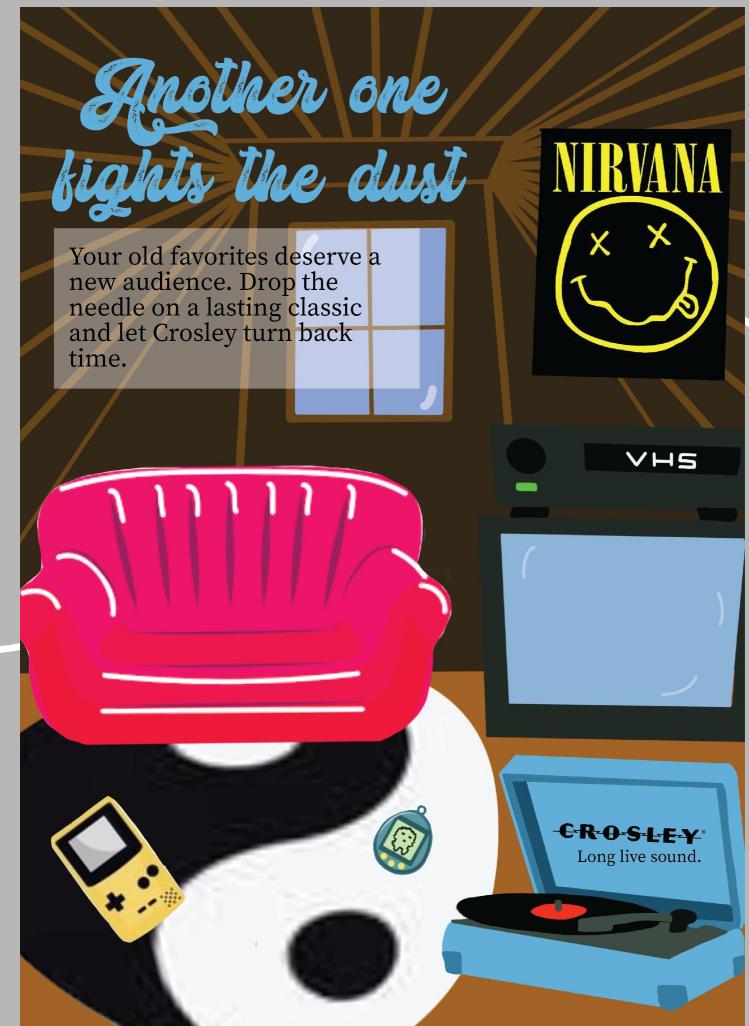
**Creating time capsules of  
forgotten items from the past.**

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

02



03



# SOCIAL



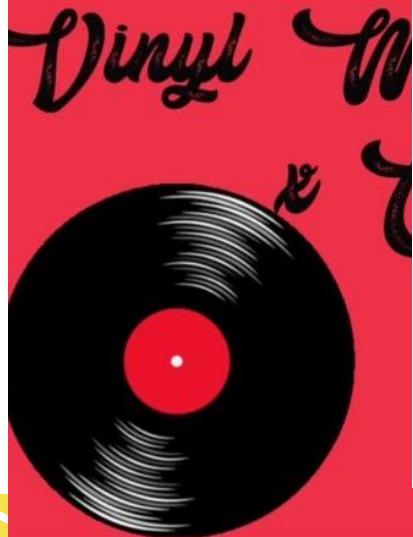
Website banner ad directing customers to Vinyl Moon Co. website to learn more.

# 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



The screenshot shows the Crosley Radio website. At the top, there's a navigation bar with links for ELECTRONICS, FURNITURE, and a promotional banner for FREE SHIPPING ON ALL ITEMS\*. Below the banner is the Crosley logo and a navigation menu with links for TURNTABLES, SPEAKERS, RADIOS, CASSETTE PLAYERS, MEDIA STANDS, ACCESSORIES, JUKEBOXES, PHONES, GEAR, and SALE. On the right side of the header are a search icon and a shopping cart icon. The main content area features a large, stylized text "Long Live Sound" in a cursive font. Below it, there's a call to action: "Give your unplayed vinyl a chance at new life. Explore recycling locations near you and shop the Replay [here](#)." To the right of this text is a map of the United States where several states are highlighted in red, indicating recycling locations. Each red state contains a black vinyl record icon with a red center, representing a drop-off point.

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

# CAUSE MARKETING



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



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



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.

QUANTITY:



ADD TO CART

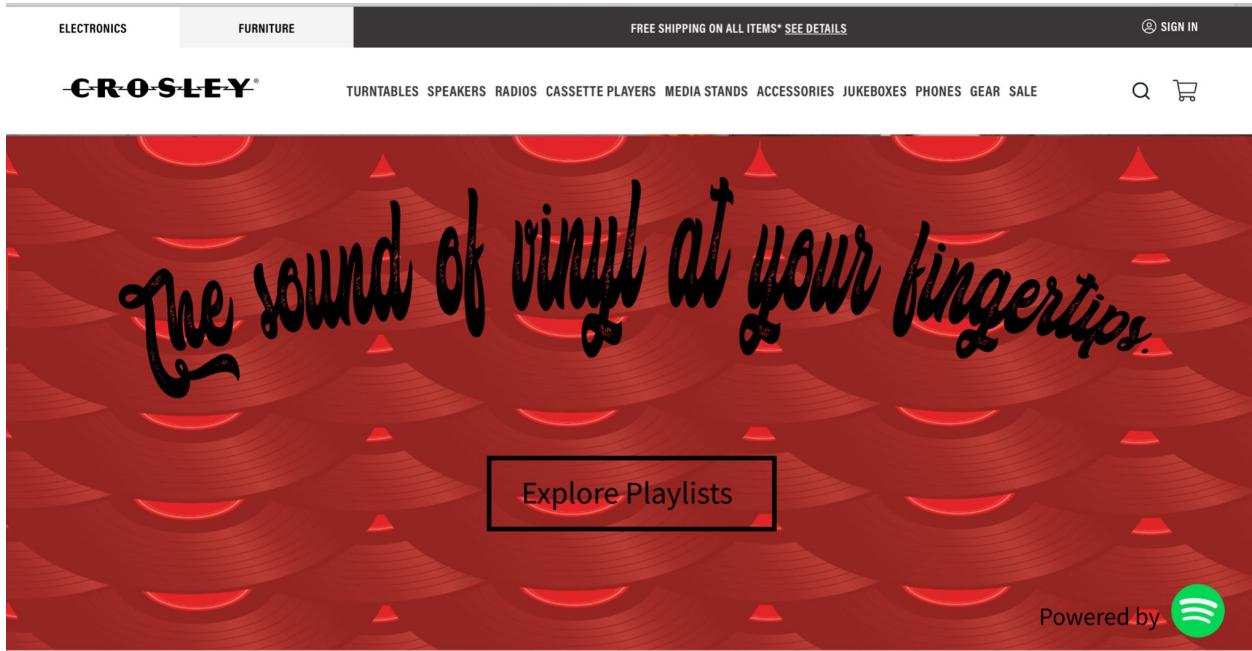
king music – and  
d-edition three  
sed vinyl re-  
ut sacrificing  
ning experience.  
tooth device to  
level. The  
that believe in

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

# CAUSE MARKETING



# DIGITAL: SPOTIFY



The landing page for the Crosley x Spotify collaboration. The background is a red pattern of vinyl records. The main text is "The sound of vinyl at your fingertips." in a large, black, cursive font. Below it is a white rectangular button with the text "Explore Playlists". In the bottom right corner, it says "Powered by" with the Spotify logo. At the top, there is a navigation bar with categories like ELECTRONICS, FURNITURE, and a sign-in button. Below the navigation is a horizontal menu with links to TURNTABLES, SPEAKERS, RADIOS, CASSETTE PLAYERS, MEDIA STANDS, ACCESSORIES, JUKEBOXES, PHONES, GEAR, and SALE.

**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.

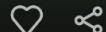


Crosley Classics

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

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.

visit your favorite  
With Crosley's...

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.

# THANKS.