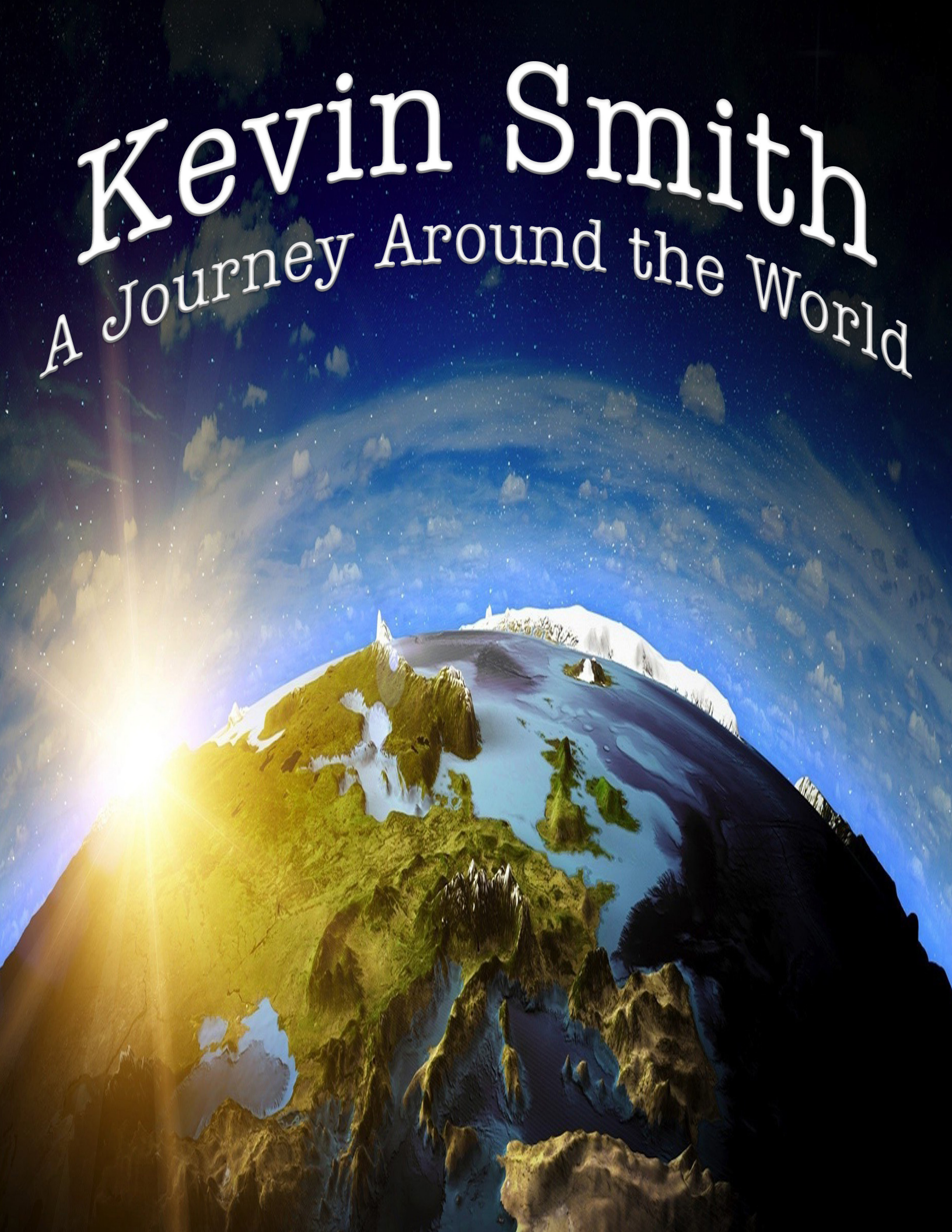




Kevin Smith

A Journey Around the World

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Thank you for choosing Air Smith for all your travel needs. Fasten your seatbelt, sitback and relax as we take you on a journey around the world.



Billboards



Our first destination features a billboard located in the beautiful town of Radford, Virginia, for River City Grill. This billboard was created for a print campaign in Advertising Production. The main message of the campaign was to promote River City Grill's live music. Neil Blackman is a local artist who is featured in the billboard.



Also located in Radford is a billboard for a fictional restaurant called BITES. This was created for Introduction to Public Relations. The main theme of the creative for this project was to have a bite mark taken out of everything that was made. This billboard features the BITES logo, a picture of the inside of the restaurant, a tasty burger and where it's located.

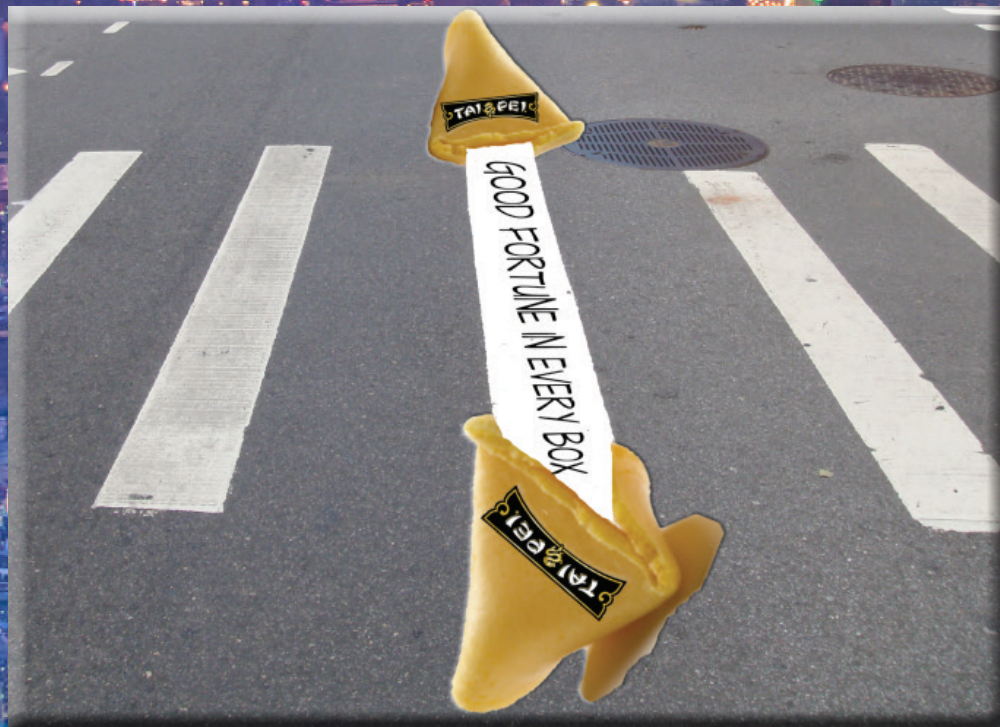
Next we will take a trip to beautiful Tai Pei to see what the other side of the world has to offer.



Guerrilla Marketing

We make our decent to beautiful Tai Pei where we see examples of a unique type of advertising.

Guerrilla marketing ads were created for Advertising Campaigns and our client was Tai Pei frozen meals. The first creative is a fortune cookie that will be located on cross walks in grocery store parking lots. The cookie is opened with the white stripe of the street crossing as the actual fortune with Tai Pei's slogan, "GOOD FORTUNE IN EVERY BOX."





The next creative for the Tai Pei campaign was a floor sticker that will be placed in grocery store aisles. The first fortune cookie is closed with the fortune popping out reading, "A great fortune awaits you ahead". The second cookie is located further up the aisle directly next to the casings of Tai Pei. The fortune is completely popping out reading, "A great deal is in your future!". Looking for a beverage after all those fortune cookies? We're heading back to the USA for a tasty beverage that pops!



Snapple Campaign



As we navigate the busy streets of New York City we get a taste of a brand founded in New York itself, Snapple.

The bottles above were created for Account Planning as part of our Snapple rebranding campaign. We wanted to make Snapple users have a product that felt close to home, so we made location specific flavors. Featured above are new flavors called Pacific Coast Pomegranate and Rocky Mountain Raspberry. In a focus group we conducted, we found users did not like the glass bottle because it was hard to hold. A 'Snap TO-IT' bottle was created with hand grips built into the side for easy use and superior touch.



Above is a sales promotion for Snapple. This is a free standing insert that will be delivered with the Sunday paper. It was created to promote a special fall themed flavor.

The sun sets over the city skyline and we look forward to our next destination, Alaska. I've heard they're really kind there.



Connect with Kindness





Trading a crowded city for unbelievable scenery might be a bit of a shock, but once you see the magnificent views Alaska has to offer, you will be glad you made the trip. Our Advertising Production class (top left) was asked to tackle a social issue on campus and create a campaign to promote it. We decided students needed to be friendlier with each other which sparked the idea of Connect with Kindness. A booth was set up and run by our class where we had passing students do random acts of kindness to win prizes such as baked goods and other snacks. Above is a QR code that will lead you to our Twitter page, where you can find a promotional video and other information regarding the campaign.

Fasten your seat belts as we make our way to the final stop on our journey, Africa.

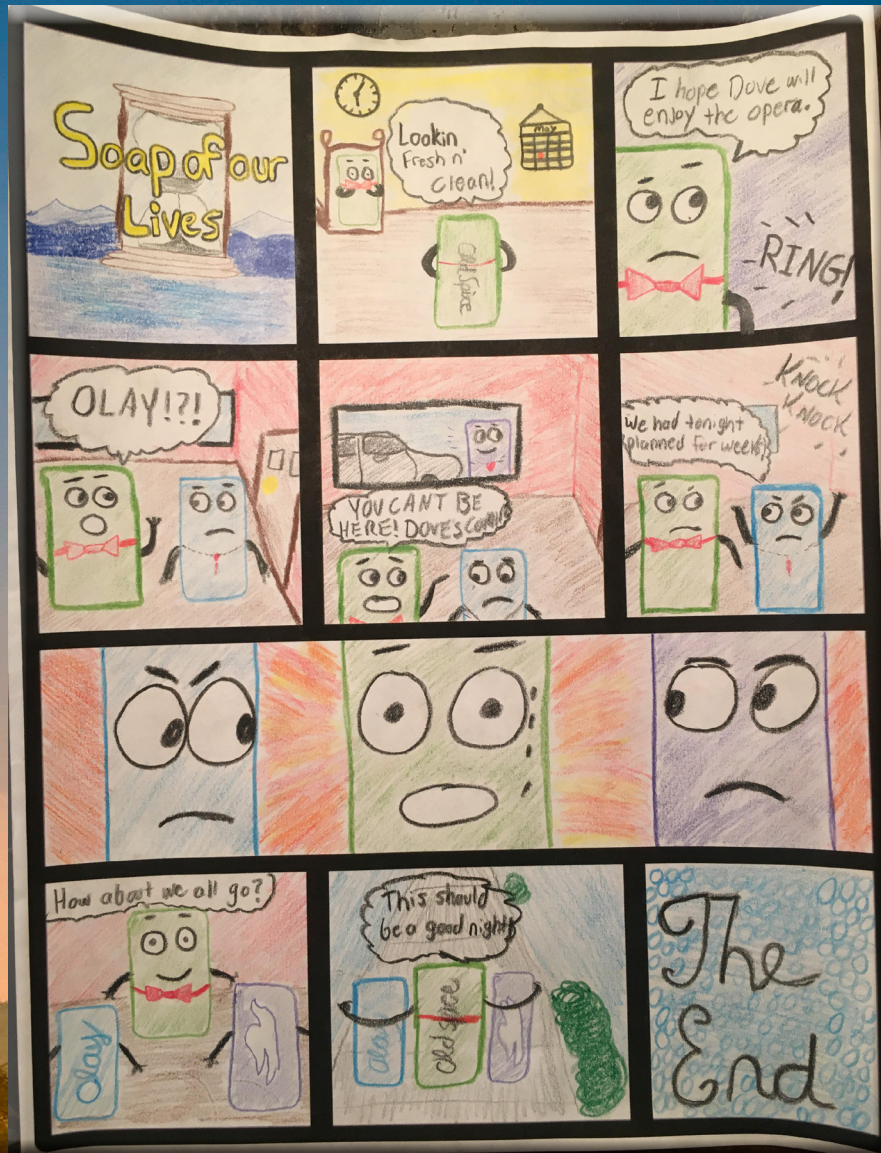


Logo



The wheels touch down at our last destination, the beautiful Sahara Desert in Africa. For Advertising Production, we were asked to pick a local company to rebrand for a creative challenge. Above is a logo created for Herban Legend, a smoke shop located very close to Radford University. Our creative challenge was to make a logo using textures. Since Herban Legend is a smoke shop, I chose to have smoke coming up from the bottom and have it look as if the name is being swept away by the smoke.

Comic Book Ad



As we conclude our journey around the world, we will take a look at a comic created for Graphic Storytelling. We were asked to make a one page comic using storytelling techniques learned in the class. I chose to make my one page comic an ad for Old Spice. The comic is a parody of the soap opera, Days of Our Lives, and was hand drawn by myself.

Thank you for flying Air Smith! It is currently 73 degrees with a slight chance of rain. The local time is 4:20 and bags can be found at carousel 1.
Have a great day!



