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Advertising

Graphic Design



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Mini-Portfolio

Franz Klammer Lodge

Sales kit selling this "private residence club" (high-end timeshare). Kit includes brochure and several inserts (floor plans, FAQs, reservations procedures and sales contract) in a matching cover and envelope. All photography is stock acquired from local Telluride photographers. This package won a local Silver Addy and a regional Gold Addy.



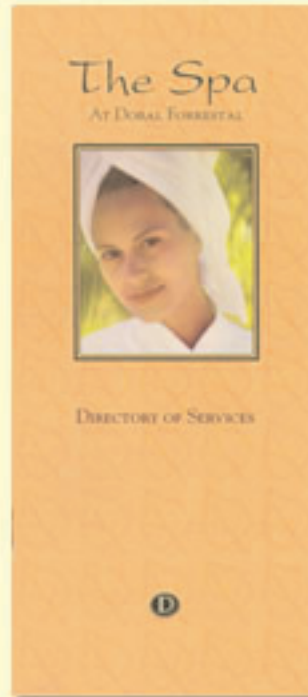
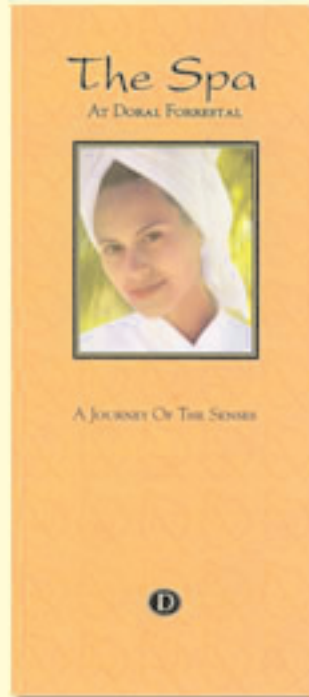
Return Central

Direct Mail Campaign for company that can automate returns via the Web. The three flat mailers were sent out a few days apart in early December prior to the Christmas rush. They were followed up in early January (during prime returns season) with the 4th mailing containing the chocolate bar with a bas relief of Rodin's *The Thinker* and a small brochure recapping the company's benefits. Photography is stock. There was 100% awareness when Return Central's sales force followed up on the mailer.



The Spa at Doral Forrestal

Brochures, Direct Mail Postcard, and Gift Certificate to introduce The Spa at Doral Forrestal. I established the look to "brand" The Spa consistent with, yet distinctive from, the "look" established for the hotel. Photography was supplied by the client.



Convergys

Direct Mail piece sent to select utility companies shortly after deregulation to offer their customer service products to these companies in a newly competitive marketplace. I commissioned the custom illustration, and manufacture of custom box. There was 100% awareness when Convergys' sales force followed up on the mailer.

