

ANA CANNON

PORTFOLIO | PROJECT |
SPRING 2022

Ad Spec #1 - Shape



*We take the hassle out of finding
the perfect holiday tree.*



Ever wander around a tree farm and spend hours finding the perfect tree, only to find it rotten when you get home? The Tree Farming Expert Blog gives you access to everything trees' experts, guides, and tips.
Visit our website for all of your festive tree needs at <https://www.festivefoliage.com>.

Ad Spec #2 - Smithsonian

***We've got a gnarly exhibit for
your favorite athletes.***

From the mountains of Sochi, Russia (2014) to the smooth-skating ice of Albertville, France (1992), sled into the rich history of competitive winter sports at our location in Keene, New York, near Lake Placid Olympic Museum.

*Schedule a visit on our website at
www.thepeakmuseum.com.*



**FIND
YOURSELF** | **AT THE
PEAK**

Ad Spec #3 - Food & Wine



**your chocolate
cravings.**

Slim Cocoa is a new hot chocolate
that helps you lose weight.

*Looking for a healthy alternative to
your holiday cup of joy. Keep the
sweet taste of the season without
those pesky calories.*

*Find Nestlé Slim Cocoa at your
local grocery store.*

Ad Spec #4 - Southern Living



Knitterally Simple
Bringing the charm of needle and thread for warm hugs and laughter.



Have you wanted to learn how to knit but couldn't find the time? There is an easier way with the customizable knit kit from **Simply Warm**.
Your cozy package awaits at www.simplywarm.com.

Digital Mock-Up



3 Ad Series



**S
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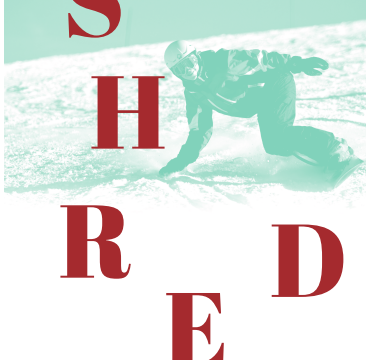
**S
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**into the
holiday season.**

Your next holiday treat could be
with Nestlé.

After a long snow day, what better
refreshment than a nice warm cup of
Slim Cocoa, a new hot chocolate.
Find Nestlé Slim Cocoa at your
local grocery store.



**S
H
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D**



**the best
holiday treat.**

Share the joy of the time with
Slim Cocoa.

Nestlé takes hot chocolate to the
next level with the same sweetness
but less sugar and calories.
Find Nestlé Slim Cocoa at your
local grocery store.

Digital Roughs

Ad Spec #1



Shape

Ad Spec #2

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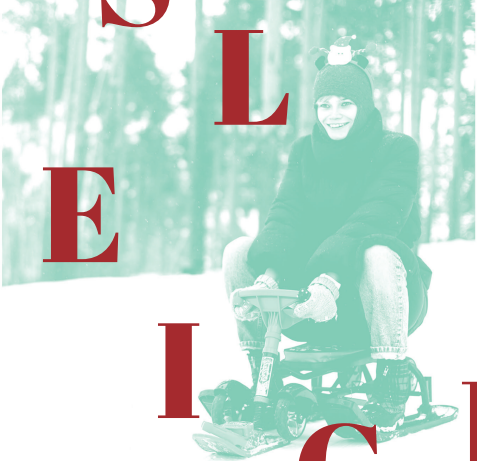


**FIND YOURSELF
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Smithsonian

Digital Roughs

Ad Spec #3



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Food & Wine

Ad Spec #4



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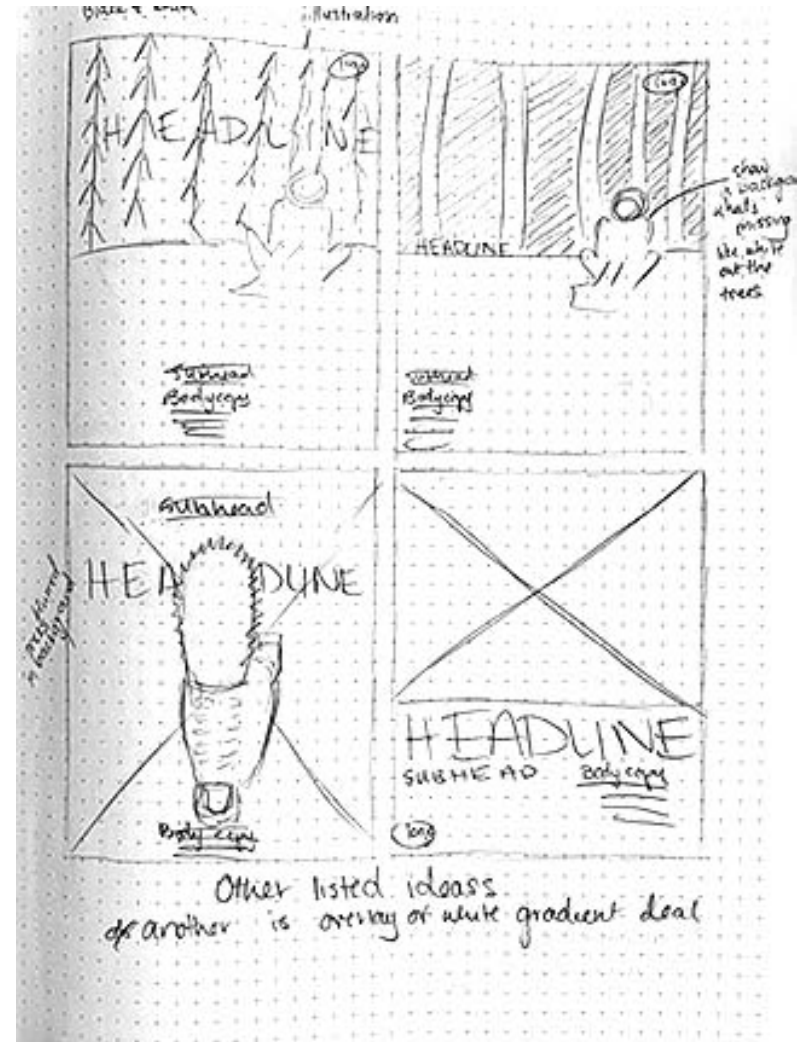
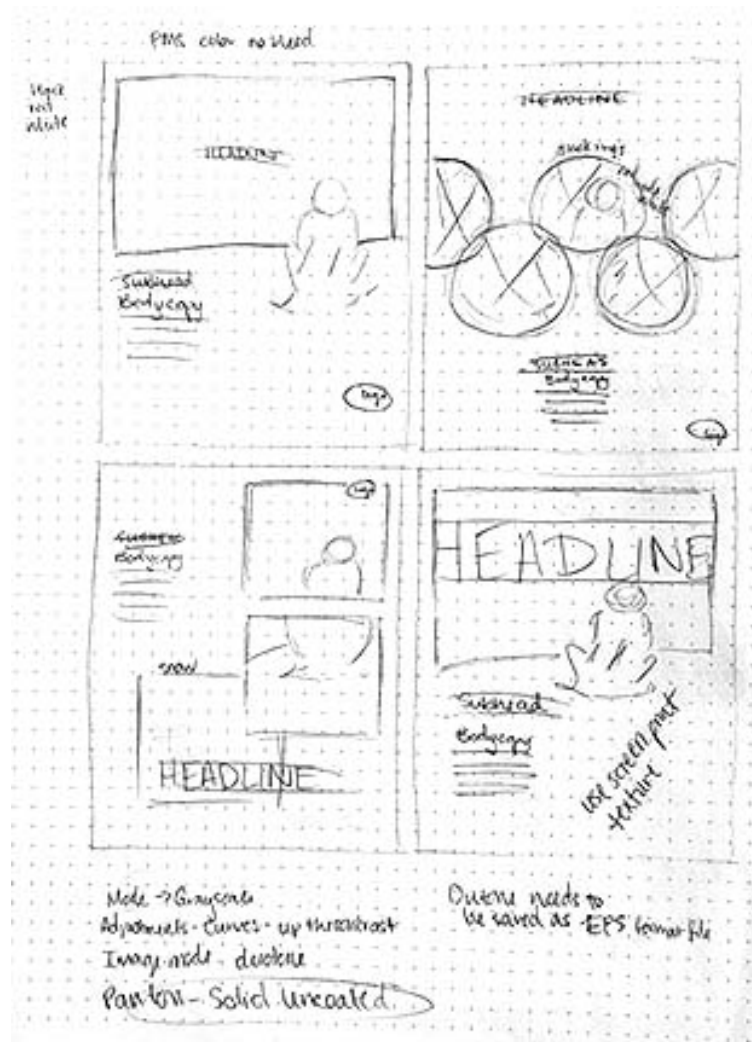


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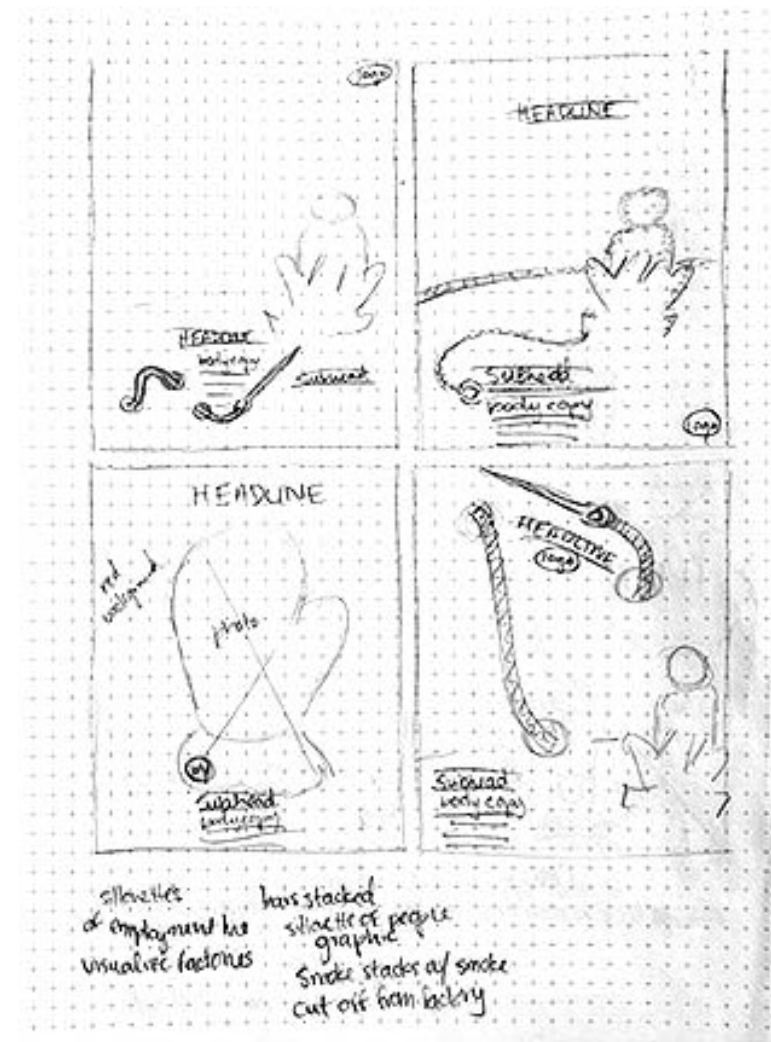
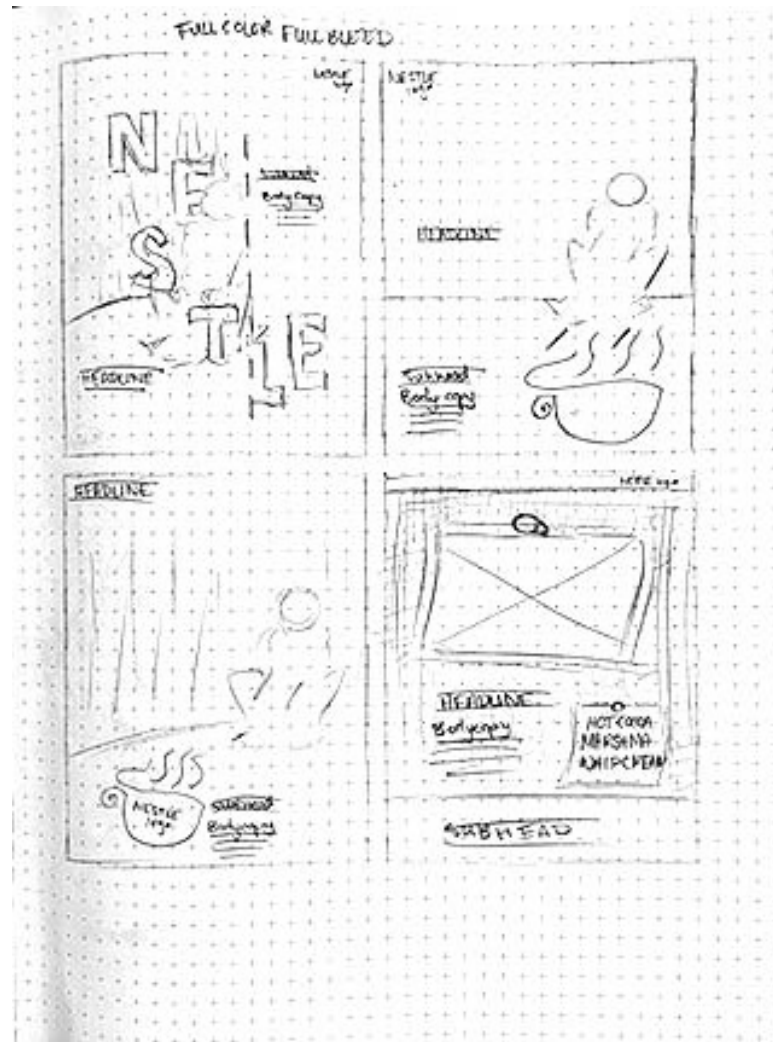
Your cozy package awaits at www.simplywarm.com.

Southern Living

16 Thumbnails



16 Thumbnails



silhouettes
of employment has
visualize factories

has stacked
silhouette of people
graphic
Smoke stacks of smoke
cut off from factory

15 Ad Scenarios

Magazine: Smithsonian

History of Winter Olympic athlete's museum

Educate the public about Shuan White, Apolo Ohno, Mikaela Shiffrin, and other great Winter Olympic athletes since the establishment of the games.

A museum with rotating exhibitions is an excellent way to keep museums fresh and exciting. They could rotate the exhibits with the athletes from each sport using their memorabilia. They could have a designated area for the merchandise/artifacts from each year's games, depending on which athletes are in the rotation.

- **Headline:** Celebrating Olympic Glory
- **Subhead:** A Winter Games Museum brings fun and learning to their fans.
- **Body Copy:** Having a tough time choosing a next fun and educational spot? The Going for Gold: Winter Olympics museum is an exciting place to learn about your favorite athletes and winter sports. From the mountains of Sochi, Russia (2014) to the smooth skating ice of Albertville France (1992), sled into the rich history of competitive winter sports at our museum in Keene, New York near Lake Placid Olympic Museum.

Magazine: Car and Driver

Ski mask and helmet design customization

Safety is important while skiing, snow-mobiling, and even sledding. However, sometimes it gets boring getting the same-colored helmets in your local store or you can even accidentally take someone else's, which is why Safe Design will provide customizations for any wild request.

Using ultra-lasting paint or plastic, we can make your old skiing helmet into something that is completely you. There is an easily navigable "Customize" page to help you get started with thousands of template designs and graphics.

- **Headline:** Shut Up and Drive; Jaw-Dropping Designs
- **Subhead:** This ski mask and helmet company makes custom designs for your sportswear.
- **Whether it is a raging vampire or depiction of a SpongeBob episode, Safe Design offers hundreds of custom templates for your helmet/ski mask. If you are not satisfied with the selections, you can even design your own helmet and send it in. Who knows, you could even be chosen for the newest trending design too.**

Magazine: Business Week

Organization that brings awareness for the effects of mobile device usage.

Educate readers on the positive and negative effects the amount of mobile device usage has on them and the people around them. Mobile devices are a profound technology with endless capabilities, but have they hindered our ability to genuinely communicate?

Through statistics, tips, scenarios, and testimonies, the ENGAGE organization encourages people to put their phone down and enjoy the world we live in.

Technology is great for inspirational usage, emergency assistance, and knowledge advancement, but it can be burdensome to our relationships with excessive use.

- **Headline:** Engage from Disengagement; Choose Life; Live instead of Record; Behind the Screens
- **Subhead:** With updated and user-friendly research, ENGAGE brings mobile device usage to the forefront of modern-day issues.
- **Body Copy:** Behind the Screens, we can find inspiration, aspirations, fun, and boundless knowledge. What would life be like without those tiny block-like devices? By choosing to put the devices away, we can make life worth more living than just recording.

Magazine: Parents (previously Family Fun)

Military kids need love, fun, and compassion when their loved ones are deployed. There should be a funding organization for military family's vacations when their loved ones are deployed.

To deal with the pain, stress, and sadness of having a deployed family member, vacations could be a fantastic way to connect with those around military kids. There could be a program within the organization that can link military kids and their families together for companionship through this time. As a military kid myself, I think vacations could have been helpful dealing with my dad gone.

There are organizations like Operation Purple, Wounded Warrior Project, National Military Family Association, etc. that can team up with this organization to fund military families vacation based on their deployed loved one's rank, length of deployment, and other factors.

- **Headline:** Kids Serve Too
- **Subhead:** Though military families do not go through the stresses of going to war, they do have to deal with the absence of their deployed loved ones, which can be exceedingly difficult for young children.
- **Living without your loved one because of deployment is difficult. Vacations are a terrific way to deal with the stresses of everyday life, but they can be awfully expensive. Kids Serve Too organization can help fund your next vacation with a simple application process and no cost to you.**

15 Ad Scenarios

Magazine: Food & Wine

There is always a want for healthy alternatives to our sweets and treats. Kristen Bell developed a new hot chocolate that is a healthy alternative to the traditional ones. Hot chocolate can be an overly sweet treat during the winter holidays, but all that added sugar can go all to the wrong places. That's why Kristen developed an all-natural and no-added sugar hot chocolate with the same familiar taste. That way you can have the cups you want without the added calories. Kristen Bell brings new interesting flavors like cinnamon-hazel, honey-caramel, and dark-chocolate cherry to the hot chocolate market, all-natural flavoring and no-added sugars for the kiddos and adults.

- **Headline:** Sip & Snatch
- **Subhead:** Slim Cocoa is a new hot cocoa that can make you lose weight.
- **Body Copy:** Looking for a healthy alternative to your holiday cup of cocoa? Slim Cocoa lets you have the sweet taste of the season without those extra pesky calories all thanks to Kristen Bell. It is even good for the kiddos after those fun snow days.

Magazine: Entertainment Weekly

New Lifetime TV series that explores the effects of neglect and single parenting in a coming-of-age story for a young boy. Some kids lack parental guidance and support, while some parents are not exactly ready to tackle parenthood alone. This TV series explores both perspectives on the development of this young boy and gives insight into the feelings and effects both have on one another. A single parent household in drama is not explored often when it comes to the big screen, and I think shedding light on this perspective as well as the young kid could help a lot of families in the same boat.

- **Headline:** Lifetime Goes Rogue
- **Subhead:** In the new tv series, Life is Unhinged, our characters explain the difficulties of single parenthood and being the only child in an engaging way.
- **Body Copy:** A new drama awaits, and one that is realistic and exciting. We get a dual plotline between a single mother and her child who is going through the major milestones in life: middle school, 1st girlfriend, high school, etc., while his mom is just trying to keep up. Watch Tuesdays on Lifetime 8pm CST.

Magazine: People

Lori Susan "Lolo" Jones, an Olympic medalist in bobsledding and hurdles, created a bobsledders bootcamp in her hometown Des Moines, Iowa for those aspiring to be an Olympian themselves one day. Lolo brings her expertise and experience to kids who someday want to be an Olympian for bobsledding. Kids get first-hand experience with an Olympian who has shed blood, sweat, and tears for her sport. They also will get exposure from professionals "Lolo" works with every day and get chosen for agency.

- **Headline:** Kids Take Drive
- **Subhead:** In this action-filled bootcamp, kids, 12-18 years old, with an interest in bobsledding can get first-hand experience from an instructor that needs no introduction, Lori Susan Jones.
- **Body Copy:** Little Ol' Des Moines, Iowa is graced with a new attraction for young kids in the area. Lori Susan Jones, Olympic medalist for bobsledding and hurdles, has created the ultimate Olympic bobsledding bootcamp for those interested in the sport. For a limited-time offer, the bootcamp is half-price for the first 50 registered!

Magazine: Shape

Tree Farming Expert Blog

During the Christmas season, it can be difficult finding that perfect tree. The Tree Farming Expert Blog gives tips and tricks for finding that special foliage. With access to hundreds of tree farming experts and guides, you can find your perfect tree in no time. There is infographics, and you can get direct communication with an expert. Their website has everything you need, so by picking day, you can pick the right tree for you and your family.

- **Headline:** Special Foliage
- **Subhead:** Take the hassle out of finding the perfect holiday tree.
- **Body Copy:** The Tree Farming Expert Blog gives you direct access to experts, guides, tips, infographics of everything trees. Ever wander around a tree farm and spend hours finding the perfect tree, only to find out its rotten when you get home? Do not fret because we take the stress out of tree picking.

15 Ad Scenarios

Magazine: Sports Illustrated

Snow sledding company brings the fun to disabled children
This snow sledding company designs custom sleds and tubes to make sledding/tubing safe for those with disabilities.
Using advanced technology and extensive prototype testing, the snow sledding company can provide a safe ride for anyone wanting to get some action in the snow.

- **Headline:** Snow Day for Everyone
- **Subhead:** Everyday Sledding is a company that provides custom designs that allow those with disabilities to enjoy sledding and tubing like everyone else.
- **Body Copy:** Wanting to provide a worthwhile snow day experience for your child? Everyday Sledding can provide the comfort and safety you want dueled with the fun your child very much needs. Down to the design on their seat, you can make every day a sledding kind of day.

Magazine: Travel + Leisure

App for parents trying to engage their older children during vacations
The app would help parents who are having trouble trying to connect with their older children. Their kids are in high school and do not hang out with their parents as much as the parents would like to.
The app would give tips, everyday blogs, and access to thousands of itineraries and programs to help engage with your older children during the holidays. It is time to get to their level and understand what they like to do.

- **Headline:** Never Too Late; Never Too Old
- **Subhead:** When your kids get older, they tend to want to be on their own, but we want to help you (parents) have a meaningful and healthy relationship with your kids, especially during family vacations.
- **Body Copy:** It can be a frustrating time during the holidays when all you see your kids doing is playing on their XBOX with their friends are talking with their boyfriends on their smart phones. No one is hanging out with their parents. Do not fret because we can help you (parents) in navigating this new time of parenthood as your kids transition into adulthood. We will help you gain insight into their wants and needs, so that you can still have fun, that is mature and healthy with them.

Magazine: AARP

Alaska Airlines 50% off for senior citizens during the holidays anywhere with TSA Pre-Check
Sometimes it can be too expensive to fly out to your grandkids during the holidays. Alaska Airlines is offering a deal to senior citizens during the holidays, so they can spend time with their families.
By offering a 50% discount and guaranteed TSA Pre-Check, it could help outweigh the costs of flying and allow grandparents to fly comfortably.

- **Headline:** Senior Flight Discount?
- **Subhead:** 50% off for flights anywhere and TSA Pre-Check is given to senior citizens over the holiday travel season.
- **Body Copy:** It is tough spending the holidays away from your family, but you do not have to be alone this Christmas. If you are a senior citizen wanting to fly home for Christmas or to a family vacation destination, Alaska Airlines is offering a deal of 50% off their flights anywhere and TSA Pre-Check for you. Because at Alaska Airlines, you just get more.

Magazine: Southern Living

Customizable knit kit for mittens, scarves, and hats
Whether it is a gift for someone else or a joyous reminder for yourself, these knit kits are easy to follow and can be customized in any way you like down to the color of threads and complexity of design.
It can be delivered anywhere within 2 days of ordering. A knit kit would include a step-by-step video tutorial and a pamphlet explaining how to get your desired item. There are even packages where most of the knitting work is done and only requires minimal knitting on your part, popular for the more complex designs.

- **Headline:** Knitting Made Easy
- **Subhead:** Bringing the charm of knitting to anyone's home using your grandma's techniques made simple.
- **Body Copy:** Always wanted to learn how to knit but could not find the time? Now there is an easier way with the customizable knit kit from Simply Warm. With step-by-step video tutorials, you can make your next cozy hat "in a jiffy." Stay warm during the holidays with Simply Warm knit kits.

15 Ad Scenarios

Magazine: PC Gamer

Introducing skeleton racing game for fun or training
Whether it is wanting a new, exciting game or wanting a unique way of training, Skeleton Racer Pro provides the ultimate experience for the competitive world of skeleton racing.
Virtual Reality gaming has become exceedingly popular in the last decade, which is why it is the perfect technology for a skeleton racing simulation game. Users can really feel like they are moving on the ice at top speeds. On top of that, they can make customizations to their character and choose real athletes of the sport.

- Headline: Ride or Slide
- Subhead: Respawn offers a new and exciting game for skeleton racers or competitive sport gamers.
- Body Copy: Sliding down an icy runway has not been more realistic with this Virtual Reality game, Skeleton Racer Pro. With a simulation and competitive mode, you can play for fun or play to win. Make customizations, choose characters, and win races.

Magazine: Teen Vogue

Organization for children with divorced parents
This organization helps children with the effects of having divorced parents. Children can sign up for therapeutic sessions, so they can talk to licensed professionals and receive the help they need. There is also a live chat room where kids can connect and share their testimonies. Study groups and in-person group sessions are available during the week for emotional support.

- Headline: You are Not Alone
- Subhead: This organization makes it easy to get help with having divorced parents.
- Body Copy: Feeling like no one is there for you? Feeling like you are all alone, always the middleman between your parents? We can offer you some relief and the belonging you need. Whether it is a licensed professional therapist or a group session, there is a place where you can connect and share your frustrations and feelings openly.

Magazine: Birds & Bloom

Levi Jeans equipped for the wear and tear of lawn work during the winter
Levi winter work jeans allow you to stay warm and protected while snow plowing or making a snowman with your kids.
They are wind-resistant, water-resistant, and are threaded in such a way that cuts and tears are almost impossible. They also have fleece on the inside that can keep you real toasty out in the snow.

- Headline: Toasty Bums
- Subhead: Keep warm with Levi's winter work jeans for all your lawn work desires.
- Body Copy: Want a pair of jeans that is comfortable and does not get soggy out in the snow? Levi's winter work jeans work just as hard as you do with water-resistant, wind-resistant, and tear-resistant technology. Never buy another pair of jeans again.

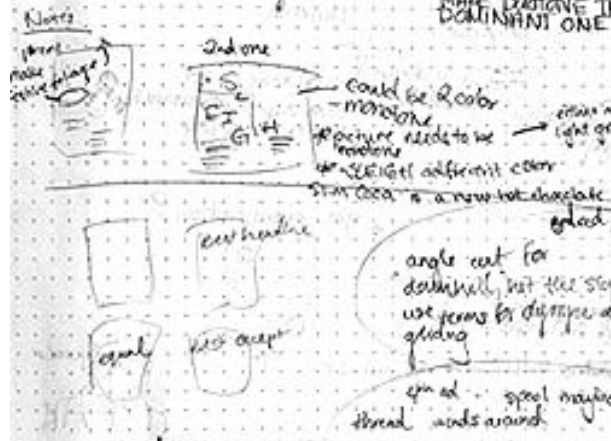
Extras

3rd Cubique Notes

- Forget loop
- 7-10pts = 9-10pts
- Bring texture into page
- Characters on a line - Good Rule of Thumb
- Have more margins for text

Don't want all your ads to take up the whole page. I want this to be different visual language. Do not stick automatic leading.

Command 3-column dialog box



MAKING THE TEXT DOMINANT ONE !!!

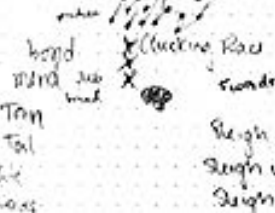
- Critique 2 Feb 2: different texture in text
- cut cozy
- legible letter - negative leading - sharing descent
- "your chocolate cravings" - make it clear - SEAS -
- 2.75 in link away from margins - NEW RULE!



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Advertising Techniques

- Testimonials
- Emotion
- Demographic targeting - mkt segmentation
- Symbolism
- Reinforcement
- Realism



Beigh your weight
Beigh your chocolate cravings
Beigh your addiction
Beigh this holiday

Trim up Slim Cocoa
avalanche
applebuds
Outback breads

visual mapping - how someone reads the page

visual mapping - how someone reads the page
Nestle O'gappes
Tree Farming
Knut snacks
Nestle hot chocolate

full bleed / full color
full bleed / full color
no bleed / PMS color
full bleed / black / white

PMS offers a tonal range that CMYK doesn't. Streamlines the process of printing & cut-off

Extras



FIND | **AT THE**
YOURSELF **PEAK**

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