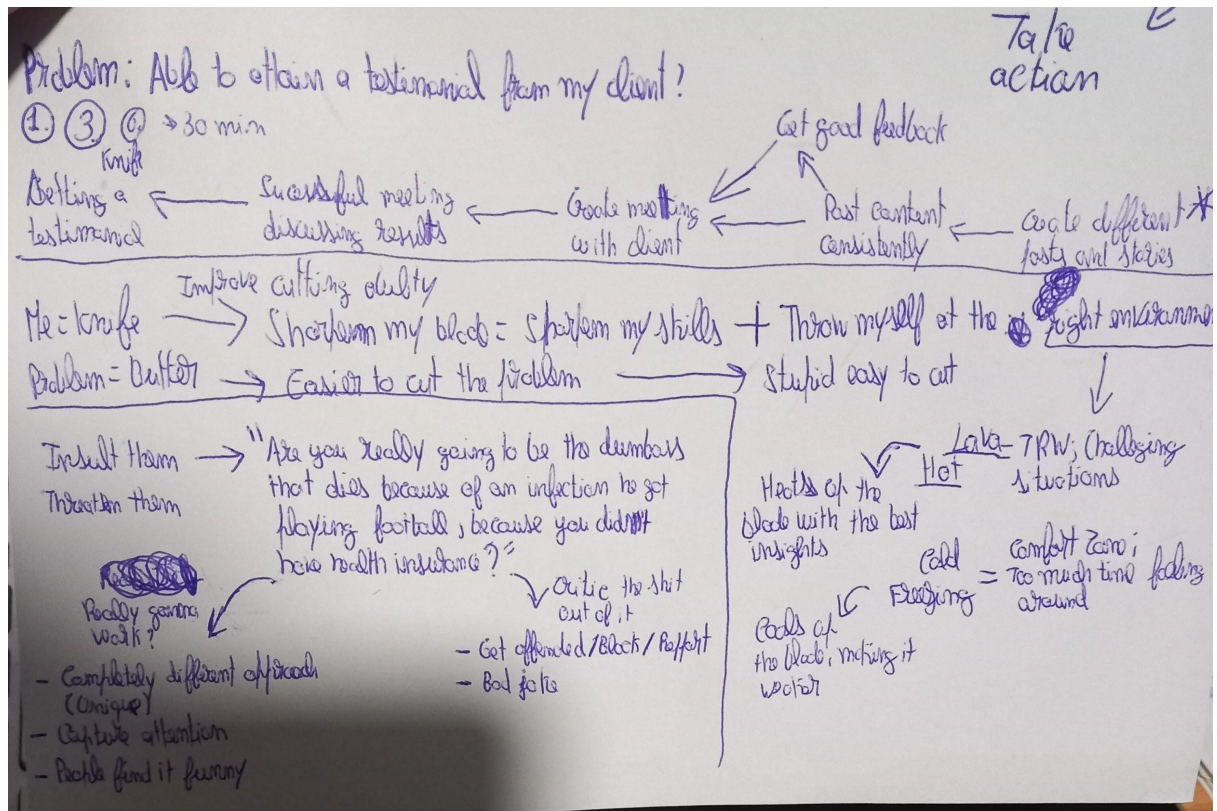


Creative assignment:

I wrote down the insights that I had during the creative process. I sketched my diagram of the process; created forced connections with a knife and applied reverse thinking



Problem: Getting better results for my client to ensure a testimonial.

Solution: Take a more direct approach at the reader. Confront them to stand out and capture their attention.