

Final Portfolio

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C368.1

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Strong since
1912.

Ziploc

STRONG SINCE
95 A.D.

Ziploc





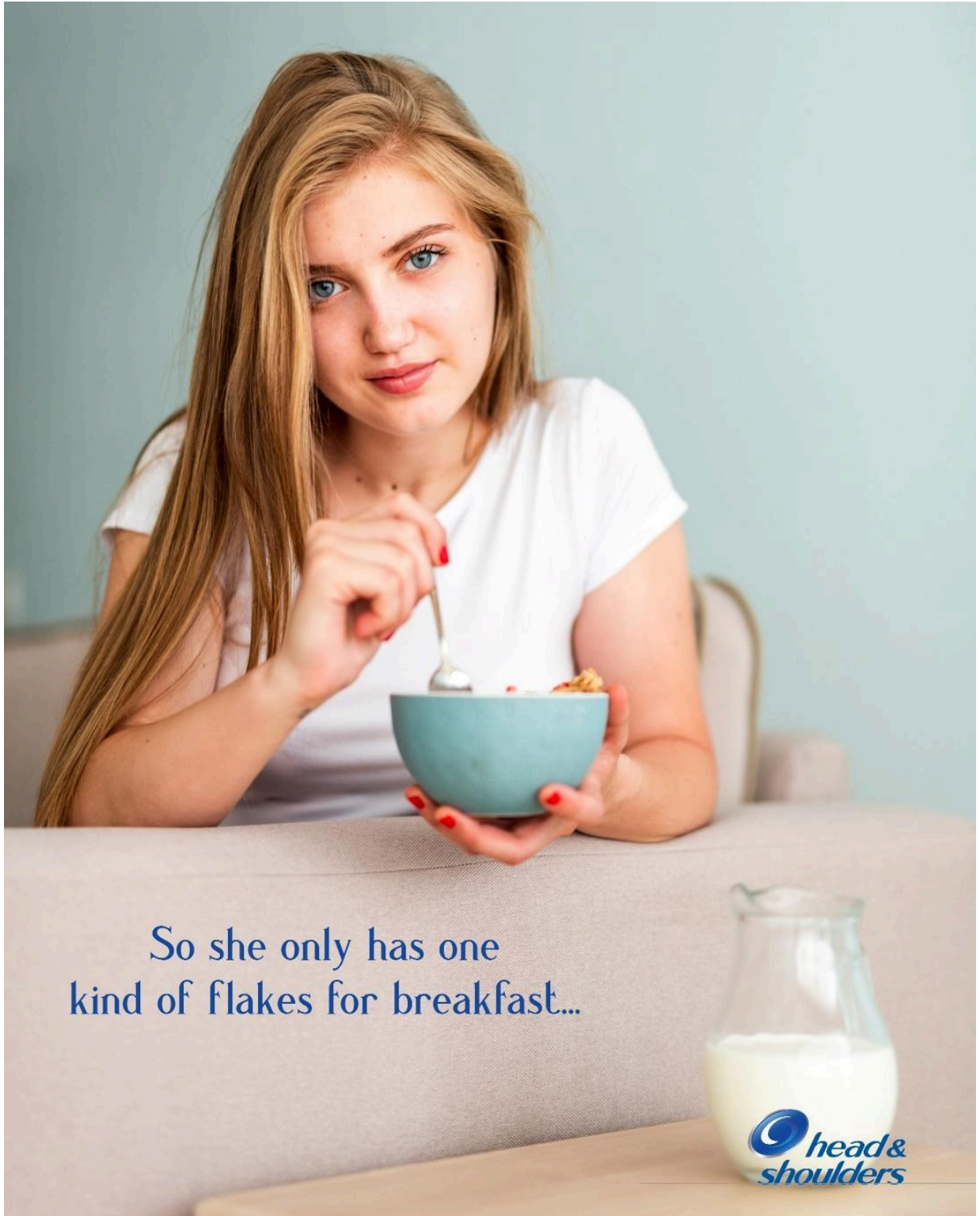






NEED TO FINISH THE
LAST SEASON ON
NETFLIX.
PLEASE HELP

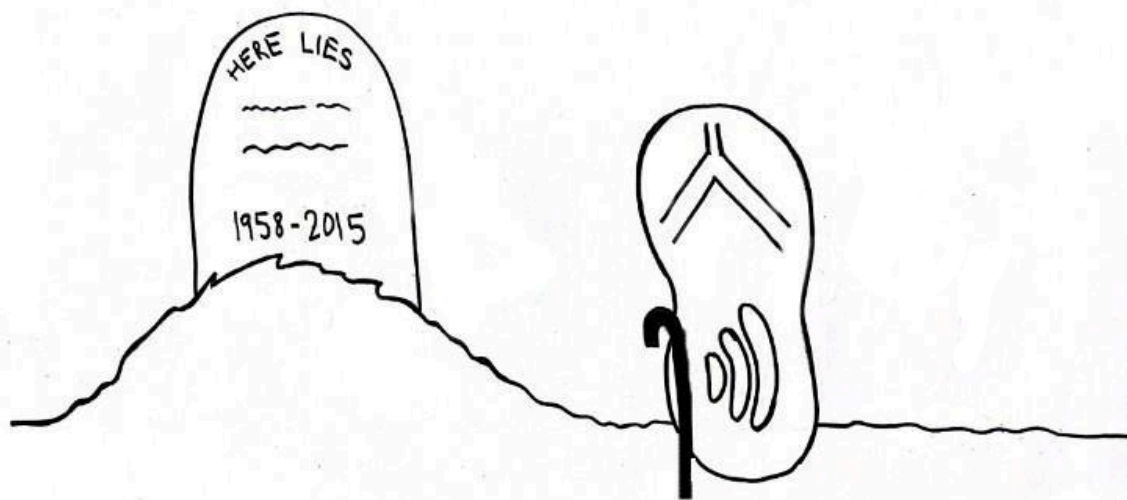
**STREAM
WITHOUT
SACRIFICE.**

So she only has one
kind of flakes for breakfast...

 **head &
shoulders**

Shoes that will outlast you.





Something old,
Something new,
Something
borrowed....

Something
BIRKENSTOCK.



For the Interactive Ad, I'd make a QR code on the King's Hawaiian packaging with a link to a fun, interactive game. It would allow the user to mix and match different toppings for a King's Hawaiian slider and then take a "picture" of it to share online. There would be a panel of pretend judges to give each person's sandwich a rating; there would be three rounds of this. The

scores would be tallied up and posted online so that everyone could compete online. Whoever got the highest score would get to post their recipe on the King's Hawaiian site.



Just because it sounds healthier doesn't mean that it is...



Just because it sounds healthier doesn't mean that it is...





“A Better Place”

SFX: Ocean waves, seagull sounds

MVO: “Ahhh, the soothing sounds of.... Wait, where is this? Cancun? Havana? Maybe Hawaii? Do you know?”

SFX: Slot machine noises, cheering, party music

MVO: “Oh, we changed locations. Ok, this one is harder. Hmmm, Vegas?”

SFX: Nature sounds, animals, wind

MVO: “Ooooh, what’s your guess? Yellowstone? Grand Canyon?”

SFX: Dinosaur noise

MVO: “Uhhhh.... That’s not normal. Where are we?”

SFX: City sounds, taxis, street music, laughter

MVO: “That’s better. Oh, look, it’s Broadway! Can you see it- oh wait, you can’t.”

SFX: Boring meeting droning on and on

SFX: Phones ringing, customers complaining, lots of voices

SFX: Cars honking

SFX: Radio: “Look’s like there’s a pile up on the main highway here. It’s going to be at least forty-five minutes before we can clear it out.”

MVO: “Is this where you are? It sounds boring. And hard. I’m sorry.... Let’s change the scene one more time.”

SFX: "Flight 101A boarding now"

SFX: Flight attendant, "Peanuts?"

SFX: Man's voice, "Ahhhhh."

MVO: "I know this one! And I think you do too. It's the sound of you flying to a better place. Go anywhere with Southwest. And listen to what you want to listen to."

SFX: Same beach sounds as beginning, seagulls

MVO: Southwest

SFX: Southwest Jingle Noise



This ad would be featured in a public, urban space or park so that many people could see it. It would be an interactive puzzle to put IKEA chair together using an instruction book. The chair would be in pieces on a platform with a giant instruction book, which would have pictures guiding the audience to put a chair together in “five easy steps.”