

Advertising samples

1. **Large Print Books**
Library poster campaign
2. **Wholemeal Bread**
Press advertising campaign

1. Poster Campaign: Large Print Books

The brief:

Before the Kindle revolution, large print books were invaluable to those with poor eyesight.

I undertook this project when I worked as a Marketing Assistant for Ulverscroft Large Print Books.

The project involved producing ideas for a poster campaign to advertise the existence and benefits of large print books in libraries.

The ads were to be intelligent, inspiring and appeal to the audience's love of reading.

My response:

I produced a whole series of concepts for discussion.

The most successful of these were the following three samples, which were put forward to the company management team.

Why do you read books?



Or is it just because you can?

Large Print — a clear alternative



insignificant

unrewarding

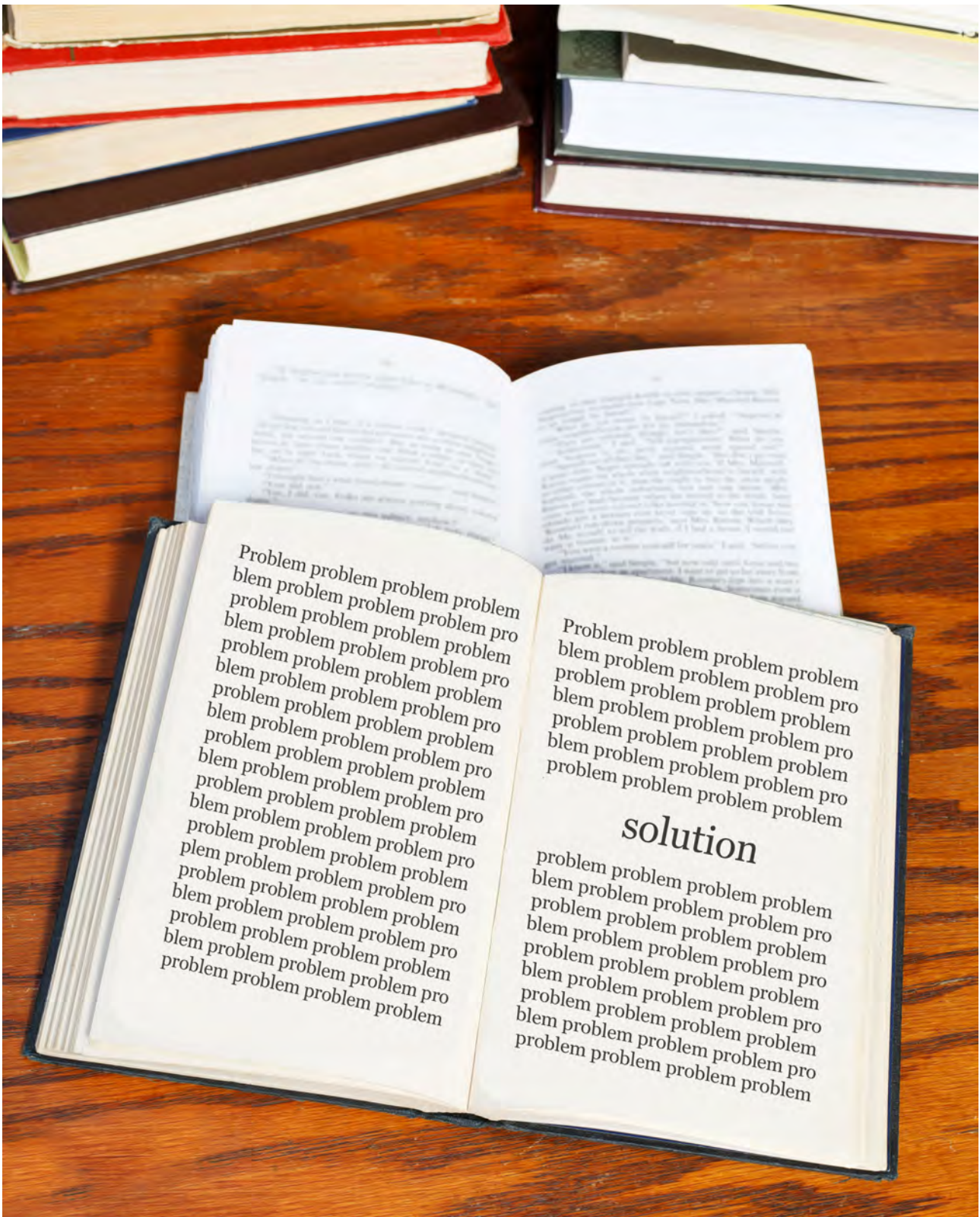
uninspiring

unfulfilling

unreadable



Large Print — a clear alternative



Large Print — a clear alternative

2. Press Advertising: Bakermill Bakeries

The brief:

A conceptual project to devise a press advertising campaign for a new kind of bread. The concepts were to focus on the short copy for each advertisement.

The bread tastes better than existing loaves and is healthier, because the new manufacturing process doesn't destroy the goodness of the wheat, as the normal Chorleywood process does.

The bread contains less air and water than normal, which gives it a better, more granular texture. In short, it's a better bread.

My response:

I produced a series of poster concepts to highlight the quality and nutritional benefits of the bread, while showing appetising images of it and different ways to enjoy it.

The following are three examples of the concepts I produced.

From out of the oven...



...comes out of the ordinary



Wholemeal just got a whole deal better


Simple

The best things, in sliced bread

A loaf that **preserves**
the goodness of the wheat



Crumbs!



It's not pumped up
or watered down



The only thing our bread is full of
is flavour



The best things, in sliced bread