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Advertising Creative Direction

**PORTFOLIO**

SARAH SMITH

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PACKAGE  
DESIGN

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# Fruit Pop

Popping Candy

<b>Goal</b>	To position Fruit Pop as a healthy and fun alternative to other candies while making it appealing to kids
<b>Target Audience</b>	"Granola Moms", nature lovers, ages 25-40, middle to upper class, health enthusiasts
<b>Problem</b>	People and children crave candy, but they are often high in sugar, made with artificial ingredients and dyes, and overall bad for you
<b>Insight</b>	A healthy alternative is needed to satisfy this craving. Science Direct found that healthiness and child preference were major considerations in what moms fed their children
<b>Single Minded Proposition</b>	Create a healthy candy alternative that appeals to both mothers and children while still tasting great
<b>Action</b>	Consumers will notice the packaging of fruit pop and seeing as a better alternative to the other candies, will buy it for their children
<b>Brand Personality</b>	Fun, health conscious, kid friendly



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PRINT  
ADS

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# Simply SPIKED™

<b>Goal</b>	Increase brand awareness for Simply Spiked by positioning the brand as a simple alternative to other seltzers
<b>Target Audience</b>	21-30, people that enjoy alcohol with friends, people who value health, middle class
<b>Problem</b>	Most seltzers are packed with ingredients and there are so many brands that it is hard to choose one
<b>Insight</b>	People want a seltzer that tastes good without bad ingredients, people find seltzers to be a lighter and more refreshing alternative to other alcohol including beer
<b>Single Minded Proposition</b>	Create a series of ads that shows off Simply Spiked short ingredient list and great taste
<b>Action</b>	The audience will notice that Simply Spiked is a better alternative to other hard seltzers and try it.
<b>Brand Personality</b>	Fun, active, light, adventurous

*Keep It Simple.*

*Less than  
10 ingredients.  
Great taste.*



[drinksimplyspiked.com](http://drinksimplyspiked.com)

Simply  
SPIKED®  
*It's getting juicy.*

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Simply  
SPIKED™



*The best choice is Simple.*



*Less than  
10 ingredients.  
Great taste.*

[drinksimplyspiked.com](http://drinksimplyspiked.com)


Simply  
SPIKED®  
*It's getting juicy.*

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ARTLIFTING

<b>Goal</b>	To increase brand awareness and bring attention to the artists on the site
<b>Target Audience</b>	Young people comfortable with change, middle-upper class, art appreciators, well educated
<b>Problem</b>	A lot of art is disconnected from the artist, people like art that tells a story
<b>Insight</b>	Art Lifting provides a unique opportunity for artists to showcase their art in a way they would not have been able to do, which lets the public connect with them and their work
<b>Single Minded Proposition</b>	Showcase the artist's art in a unique way that brings attention to it and makes people want to learn more about them
<b>Action</b>	When they see the ad, the audience will be intrigued, making them want to learn more
<b>Brand Personality</b>	Creative, welcoming, artistic



**She isn't just any artist...**  
Learn her story.

 **ARTLIFTING**  
Art that inspires.  
Stories that matter.

[artlifting.com/collections/mary-payton](http://artlifting.com/collections/mary-payton)



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You can't find  
this in a museum.  
But you can find it here...

[artlifting.com/collections/aimee-hofmann](http://artlifting.com/collections/aimee-hofmann)



ARTLIFTING

Art that inspires.  
Stories that matter.



Is he the next  
Van Gogh?  
Learn his story.

[artlifting.com/collections/ian-shearer](http://artlifting.com/collections/ian-shearer)



ARTLIFTING

Art that inspires.  
Stories that matter.

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**DIRECT  
MAILER**

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# Chamberlain Coffee

<b>Goal</b>	Build brand awareness for Chamberlain Coffee and gain more subscribers for the brand.
<b>Target Audience</b>	Young home/apartment owners, ages 18- 30, middle class, coffee lovers, people that know of Emma Chamberlain
<b>Problem</b>	Reordering the same coffee/tea that you like every time you run out can be annoying and expensive
<b>Insight</b>	Ordering your favorite drink through a subscription will save you time and money, and you won't have to think about it
<b>Single Minded Proposition</b>	Offer a subscription service via direct mailer to the audience that will save them time and money while keeping them loyal to the brand
<b>Action</b>	The audience will view the mailer and try the subscription service
<b>Brand Personality</b>	Calm, friendly, trendy



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Chamberlain  
Coffee

Chamberlain  
Coffee

Hey Sarah, we have exciting news!

Get your favorite coffee straight to your door for less by subscribing to Chamberlain Coffee!

Save up to **15%** plus free shipping on every order and take one thing off your busy to do list!

Get **FREE mystery gifts** periodically added to your order!

Enjoy a selection of your favorite coffees and teas, PLUS early access to new products and promotions!

**Don't miss out on this limited time offer!**

Try today with **ZERO COMMITMENT**. Cancel, swap or delay your orders with a text.

[chamberlaincoffee.com](http://chamberlaincoffee.com)



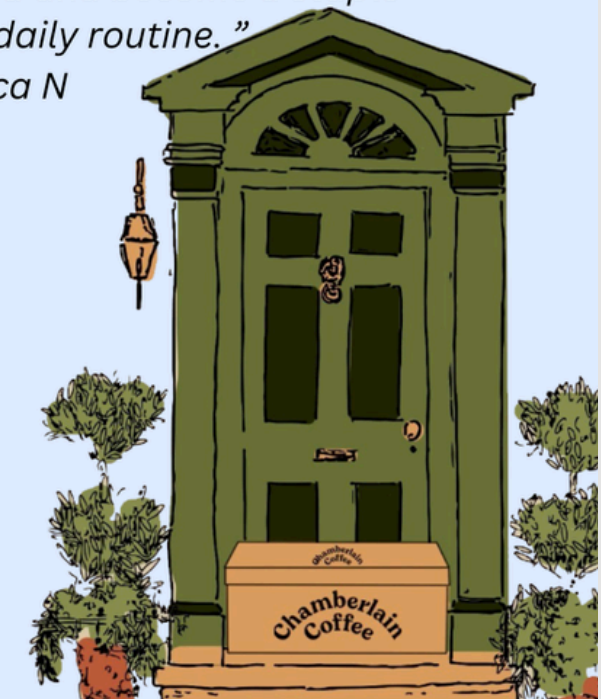
*"I'm genuinely amazed!! Each cold brew single delivers a refreshing burst of flavor. LOVE IT"*

*-Gina K*



*"I can't remember how many times I've already repurchased this matcha. It's so good and become a staple in my daily routine."*

*-Monica N*



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# INFLUENCER MARKETING

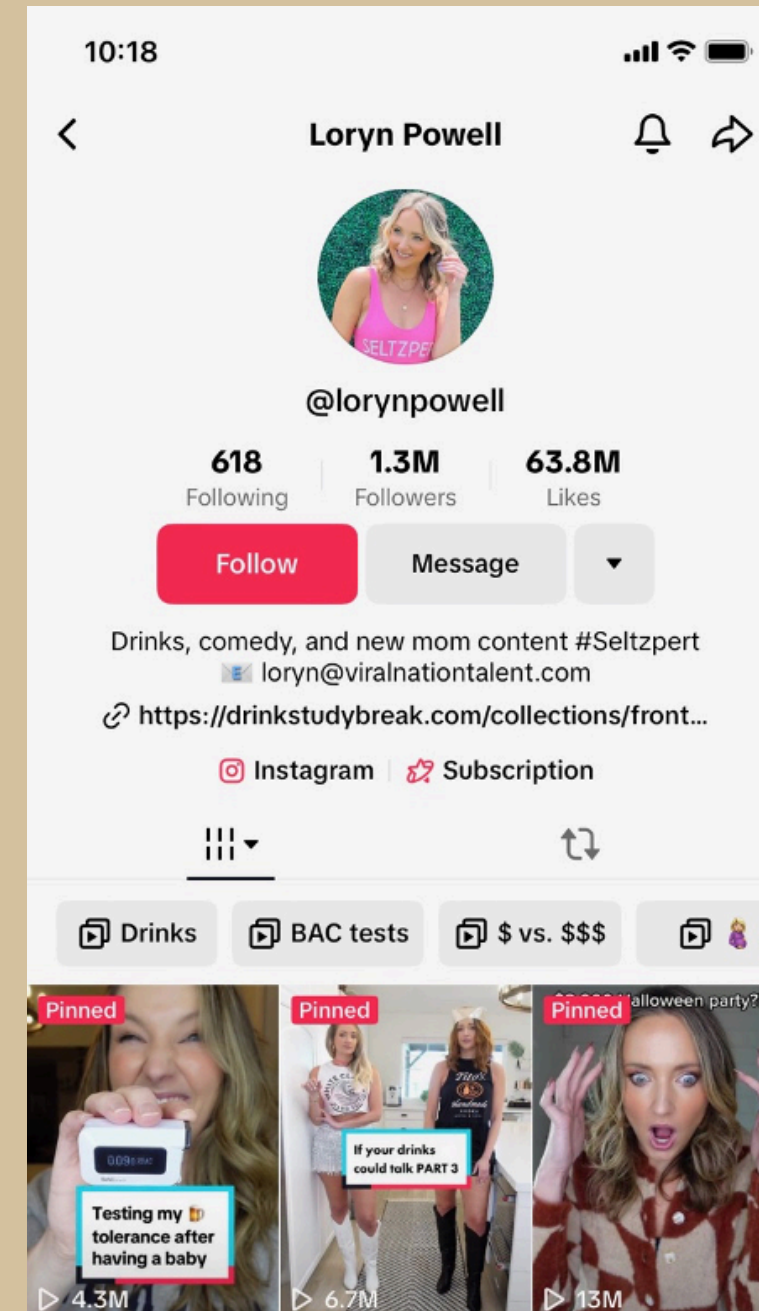
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<b>Goal</b>	Increase brand awareness among people outside of Tampa
<b>Target Audience</b>	adults 21-50, people that enjoy drinking socially, people that like beer
<b>Problem</b>	There are so many drinks on the market it can be hard for a local brand to get noticed
<b>Insight</b>	Jai Lai is a great tasting IPA with a high APV for people who like stronger beers
<b>Single Minded Proposition</b>	Collaborate with @lorynpowell to expose more people to the brand and show its high APV
<b>Action</b>	The audience will see the beer as a new option and be willing to try it
<b>Brand Personality</b>	Lighthearted, tropical, fun



## INFLUENCER INFORMATION

**Name:** Loryn Powell  
**Username:** @lorynpowell  
**Followers:** 1.3 M on TikTik, 399k on Instagram  
**Content:** breathalyzer tests, comedy, trying alcoholic drinks, new mom  
**Reasoning:** Loryn's content includes a lot of alcohol meaning a collaboration with her would fit her brand as well as reach our target audience  
**Technique:** Product Review

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## SCRIPT AND TIKTOK MOCKUP

“We’re gonna try something new today.”

*\*picks up and holds pack of Jai Lai to the camera\**

“Cigar City Brewing is a small brewery based in Tampa, Florida and they sent me a pack of their Jai Lai IPA.”

*\*while reading label on box\**

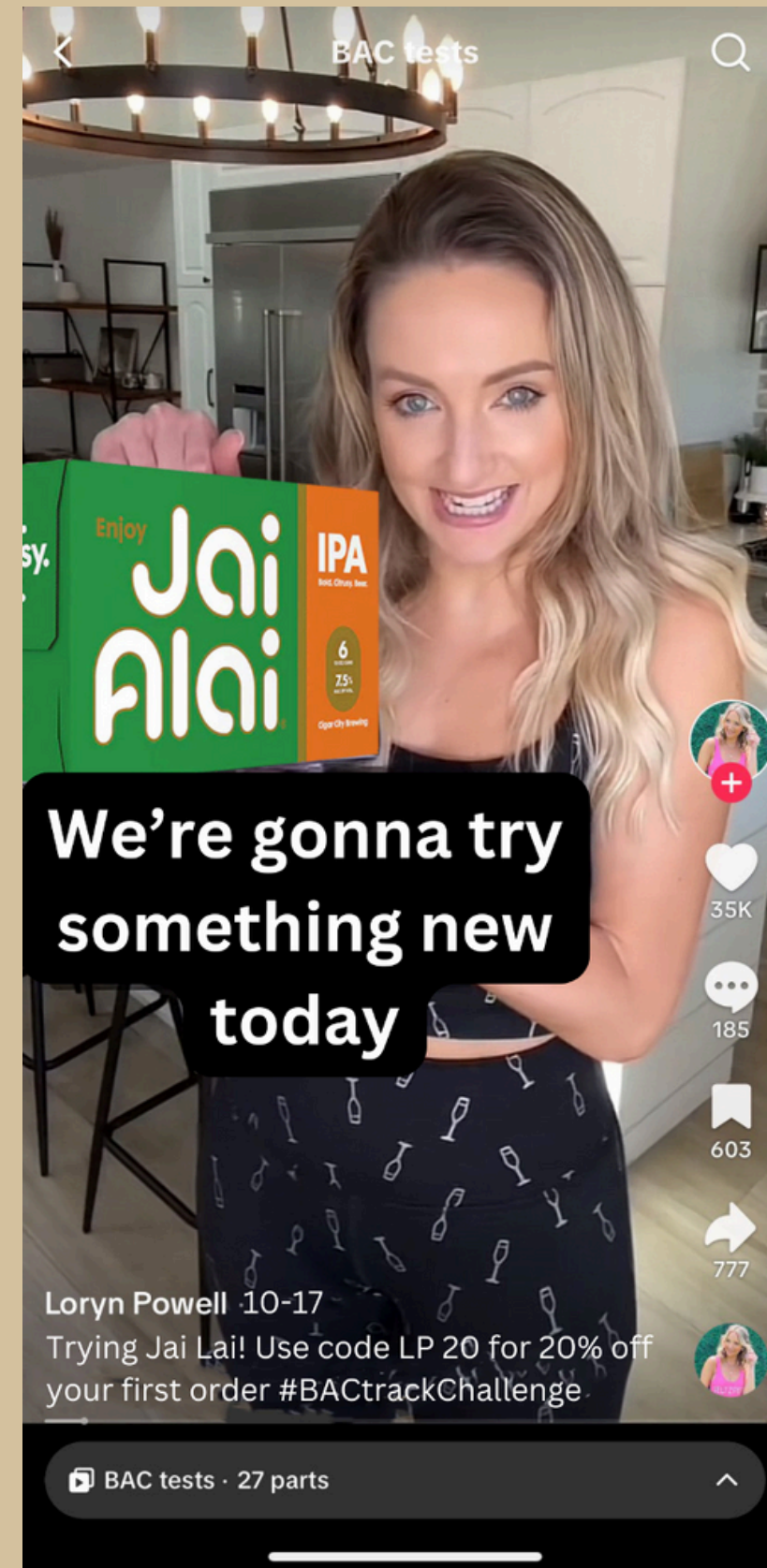
“This is supposed to be a bold, citrusy, and balanced IPA with six different hop varieties. And get this it has 7.5% ABV.”

*\*shocked face\**

“That’s a high ABV for a beer. So, let’s try a few of these and see how many it takes to get to a 0.08”

*\*Cracks first beer and takes sip\**

“Wow that’s pretty good.”



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## SCRIPT AND TIKTOK MOCKUP

*\*finishes beer\**

"Now let's wait 10 minutes and see what I'm at"

*\*breathalyzes herself and holds to camera\**

"Jai Lai number 2"

*\*repeats until she reads a 0.8\**

"4 beers later and WE DID IT!"

*\*while holding Jai Lai cans\**

"Cigar City Brewing is giving me an exclusive discount so all you guys can try it yourself. Use code LP20 for 20% off your first online order. Drink responsibly please."

*\*still holding Jai Lai cans to camera tipsily with thumbs up\**

"10/10"

*\*End Video\**





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TV  
STORYBOARD

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COMMERCIAL NAME:  
CAFFEINATE YOUR GAME

<b>Goal</b>	Increase brand awareness and website visits to ultimately increase sales
<b>Target Audience</b>	Ages 24-50, people that drink co/ee at home, people that utilize ca/eine daily, middle class, people valuing fair trade and ethical goods
<b>Problem</b>	Making co/ee at home can be boring and lack taste, people sometimes want more ca/eine than a single cup of co/ee o/ers
<b>Insight</b>	Death Wish Co/ee Co's co/ee has more ca/eine and a stronger, richer, smoother flavor than other co/ee brands
<b>Single Minded Proposition</b>	Create a memorable commercial highlighting the intensity and high ca/eine content of Death Wish Co/ee
<b>Action</b>	Consumers will see Death Wish Co/ee Co as a stronger, more e/ective alternative to other co/ee brands and try it
<b>Brand Personality</b>	Intense, honest, dark

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# STORYBOARD

**SFX:** faint sound of football game coming from TV  
coming from TV

**Action:** 2 men appearing bored sitting together on a couch watching football

**VO:** "I'm going to make some coffee"



**SFX:** faint sound of football game coming from TV, sound of man walking back to couch, slurping sound of man taking a sip

**Action:** Man brings coffee back to the couch for them, and takes a sip, making a shocked face (camera zooms in on his face)

**VO:** "Woah.."



**SFX:** faint sound of football game coming from TV, soothing sounds of coffee being brewed

**Action:** Man gets up to make coffee for both of them using Death Wish Co. coffee



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# STORYBOARD

**SFX:** faint sound of football game coming from TV, gasps from both men

**Action:** (camera zooms out) reveals that the man is dressed as a professional football player, friend is shocked

**VO:** "What the!!..."



**SFX:** faint sound of football game coming from TV, fighting sounds

**Action:** Men make eye contact before yelling and tackling each other. Logo and tagline fade on screen while they continue to tackle.

**VO:** "RAHHHH!!" (both men yelling as they tackle each other)

**VO:** "Death Wish Coffee... Fiercely Caffeinated."

**SUPER:** Death Wish Coffee logo and tagline (Fiercely Caffeinated)



**SFX:** faint sound of football game coming from TV

**Action:** friend takes sip of coffee, camera zooms in on face, zooms out to reveal he is wearing uniform of rival team



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**RADIO  
SCRIPTS**

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# SimpliSafe

<b>Goal</b>	Increase brand awareness and highlight specific services offered by Simpli Safe through radio ads
<b>Target Audience</b>	New homeowners, people with families, people living alone, people that are away a lot
<b>Problem</b>	It is easy to worry about your home when you're away. Without a monitoring system it is impossible to know what's going on in your home.
<b>Insight</b>	A study by FireAngel found that almost 2/3 of adults worry about their home when they are not there. Simpli Safe offers home security and peace of mind to those worried about their homes.
<b>Single Minded Proposition</b>	Create a radio commercial series highlighting how SimpliSafe keeps homes protected while customers are away.
<b>Action</b>	The target will see SimpliSafe as a solution to their worries and try it.
<b>Brand Personality</b>	Professional, safe, thorough



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# SimpliSafe

AD NAME:  
SPIRALING

Radio Commercial: 30 seconds

Description	Audio
SFX	Sound of office door opening and people bustling
MVO	“Good morning everyone! Let’s have a great day... (quieter) wait... did I leave my water running?”
Music	Suspenseful music starts softly in background and builds
MVO	“Oh no! Did I? (increasing in speed and urgency) I think I did. I must have! My house is going to become a fishbowl! I have to go home and check!”
Music	Suspenseful music quiets
FVO	“WOAH, calm down. Didn’t you just get SimpliSafe?”
MVO	“Well... yeah I did.”
Music	Suspenseful music cuts off
FVO	“Well then what are you worried about? Your SimpliSafe water alarms will alert you on the app is any water is detected.”
SFX	Male sigh of relief
MVO	“You’re right I have nothing to worry about. Sorry everyone, let’s get back to work. It’s going to be a great day!”
SFX	Bustling resumes

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# SimpliSafe

AD NAME:

**NO MORE TRUE CRIME**

Radio Commercial: 30 seconds

Description	Audio
Music	Suspenseful music plays quietly in background
FVO	(in spooky tone) Welcome back to all you true crime podcast listeners. Today I want to tell you the story of the Tampa Bay killer..."
Music	Suspenseful music builds
FVO	(in spooky tone) "Last week in this very town a man dressed in all black crept into a family's front yard and up to their doorstep. The man looked into the window, but the family did not see him. He crept closer to their door... and then.."
SFX	Record scratch
Music	Suspenseful music stops abruptly
FVO	(in regular tone) "Oh. The family had SimpliSafe. Their AI powered monitor detected the man as a threat, set off an alarm, and an agent called the police."
SFX	Annoyed sigh
FVO	(in annoyed tone) "The man was arrested and the family lived Happily Ever After blah blah blah..."
FVO	Male sigh of relief
MVO	(in a quieter tone) "God SimpliSafe is going to put me out of business."



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AMBIENT  
ADS

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<b>Goal</b>	Increase sales among athletes in NYC
<b>Target Audience</b>	Athletes, ages 18+, middle class
<b>Problem</b>	Nike products are often expensive compared to alternative brands, making other brands a more wallet friendly choice
<b>Insight</b>	Offering discounts can incentivize athletes to purchase more Nike products at a lower cost
<b>Single Minded Proposition</b>	Create a series of ambient advertisements designed to engage the audience and offer discounts on Nike products
<b>Action</b>	The audience will be willing to buy Nike at the lower cost offered by the discount
<b>Brand Personality</b>	Bold, athletic, fearless



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# HIDDEN RUNNER

## Criteria:

- ✓ Simple
- ✓ Original
- ✓ Cost-effective
- ✓ Flexible
- ✓ Non-threatening
- ✓ Practical
- ✓ Relevant
- ✓ Interactive
- ✓ Legal



## Explanation:

The New York City Marathon has over 55,000 participants. Nike will plant 5 sponsored participants, clearly dressed in all Nike into the race. Leading up to the race Nike will post about these sponsored participants on social media. If a runner can identify a Nike sponsored participant during the race, they can take a picture with them and post it on social media with #NikeHiddenRunner to receive a free pair of running shoes.

## Call to Action:

Post on social media and redeem the given code to receive a free pair of running shoes.

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# TREASURE HUNT

## Criteria:

- ✓ Simple
- ✓ Original
- ✓ Cost-effective
- ✓ Flexible
- ✓ Non-threatening
- ✓ Practical
- ✓ Relevant
- ✓ Interactive
- ✓ Legal



## Explanation:

Nike will post on all social media platforms announcing a “shoe treasure hunt” in Central Park. 10 boxes will be hidden in the park in a single day. Each box will contain a coupon for a free pair of shoes.

## Call to action:

Redeem the coupon for a free pair of shoes in store or online.

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# WHERE WILL NIKE TAKE YOU?

## Criteria:

- ✓ Simple
- ✓ Original
- ✓ Cost-effective
- ✓ Flexible
- ✓ Non-threatening
- ✓ Practical
- ✓ Relevant
- ✓ Interactive
- ✓ Legal



## Explanation:

These screens will be placed in Nike stores around the city. They will show various paths in different environments, reflecting the viewer in the screen as it plays.

## Call to action:

Visit [Nike.com](https://www.nike.com)

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# INTERACTIVE ADS

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<b>Goal</b>	Raise awareness for the brand while encouraging people to try the products
<b>Target Audience</b>	Girls ages 14-24
<b>Problem</b>	People and children crave candy, but they are often high in sugar, made with artificial ingredients and dyes, and overall bad for you
<b>Insight</b>	It can be hard for young girls to find earring brands that match their style
<b>Single Minded Proposition</b>	Provide young girls with a fun sharable interactive opportunity to try Oh Clementine's earrings and bond with the brand
<b>Action</b>	Audience will try the brand and be willing to buy from it later on
<b>Brand Personality</b>	Trendy, fun, youthful

## AD CONCEPT: EARRING GUMBALL MACHINE

### What's the Idea?

Oh Clementine would place "Earring Gumball Machines" inside popular malls supervised by an associate. The associate would invite girls to try the machine for free earrings.

### Why would people engage in and share it?

Each "gumball" would contain 2 matching earrings and 2 coupons for 50% off of their next purchase so that they could share the earrings with a friend. This helps the customer connect to the brand.

### What is the ad saying about the brand?

This as shows that Oh Clementine is fun, unique, and trendy.

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# EARRING GUMBALL MACHINE



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S O C I A L  
M E D I A

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# Ad Concept: REUNITE FOR THE HOLIDAYS

In this campaign, United Airlines will promote a contest over social media (Instagram, TikTok, and Facebook) inviting people to submit a story about who they would like to visit over the holidays and why. At the end of the contest United Airlines will award 3 people with a free round-trip flight to a destination of their choosing to visit the people they mentioned this holiday season. The winners' stories will be shared on United Airline's social platforms.

### 1. What is the story?

People will share who they want to fly to visit this holiday season and why

#### Emotional Appeal

a. Visiting loved ones can be extremely emotional, which will create emotional video submissions that United Airlines will post when people are awarded free flights

#### Relevance

a. It is the beginning of the holiday season which people associate with spending time with loved ones

#### Share-worthy

People could share the contest for a chance for their loved ones to visit them or because of the emotional appeal

#### Hook

Winners will receive free flights to visit their loved ones anywhere that United flies out of

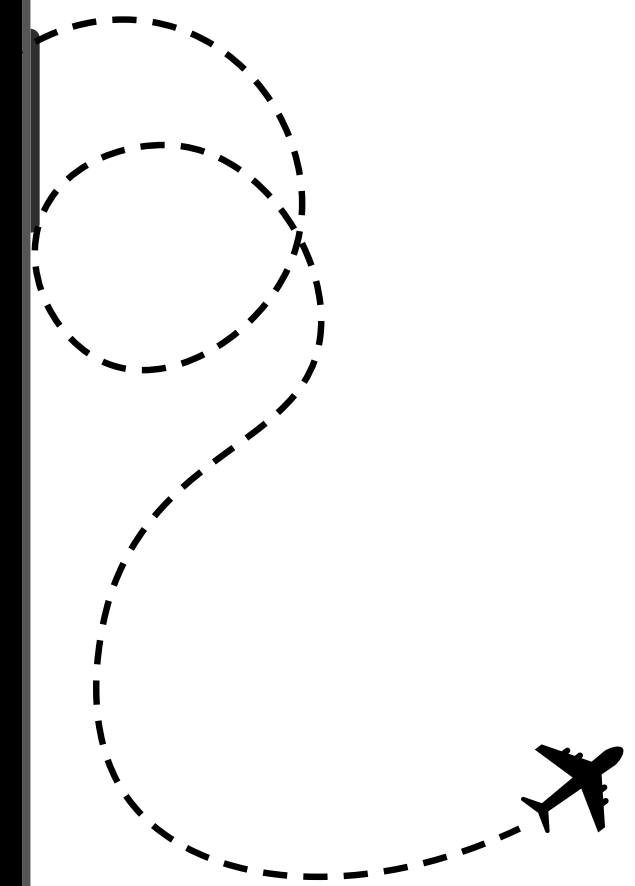
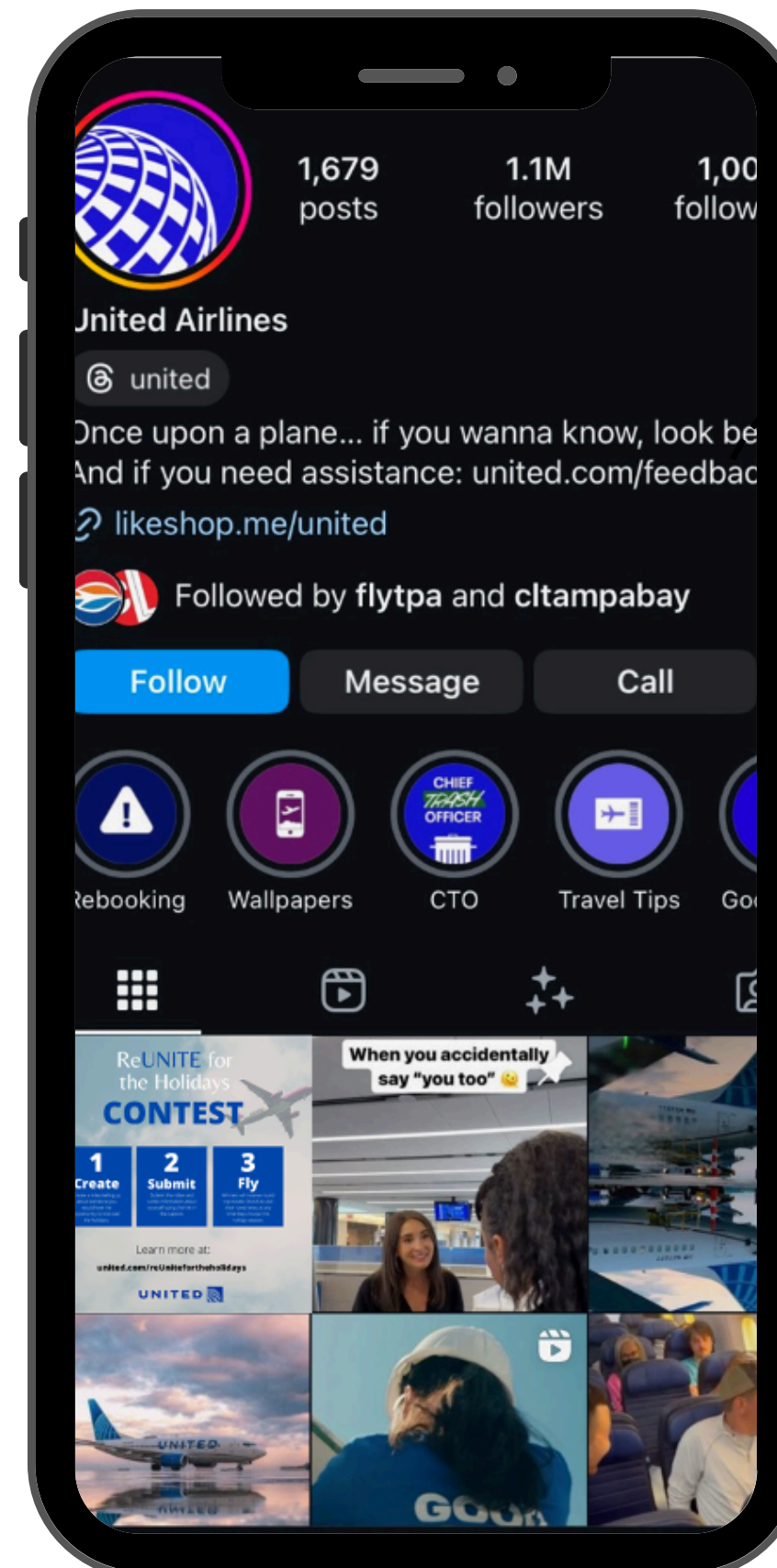
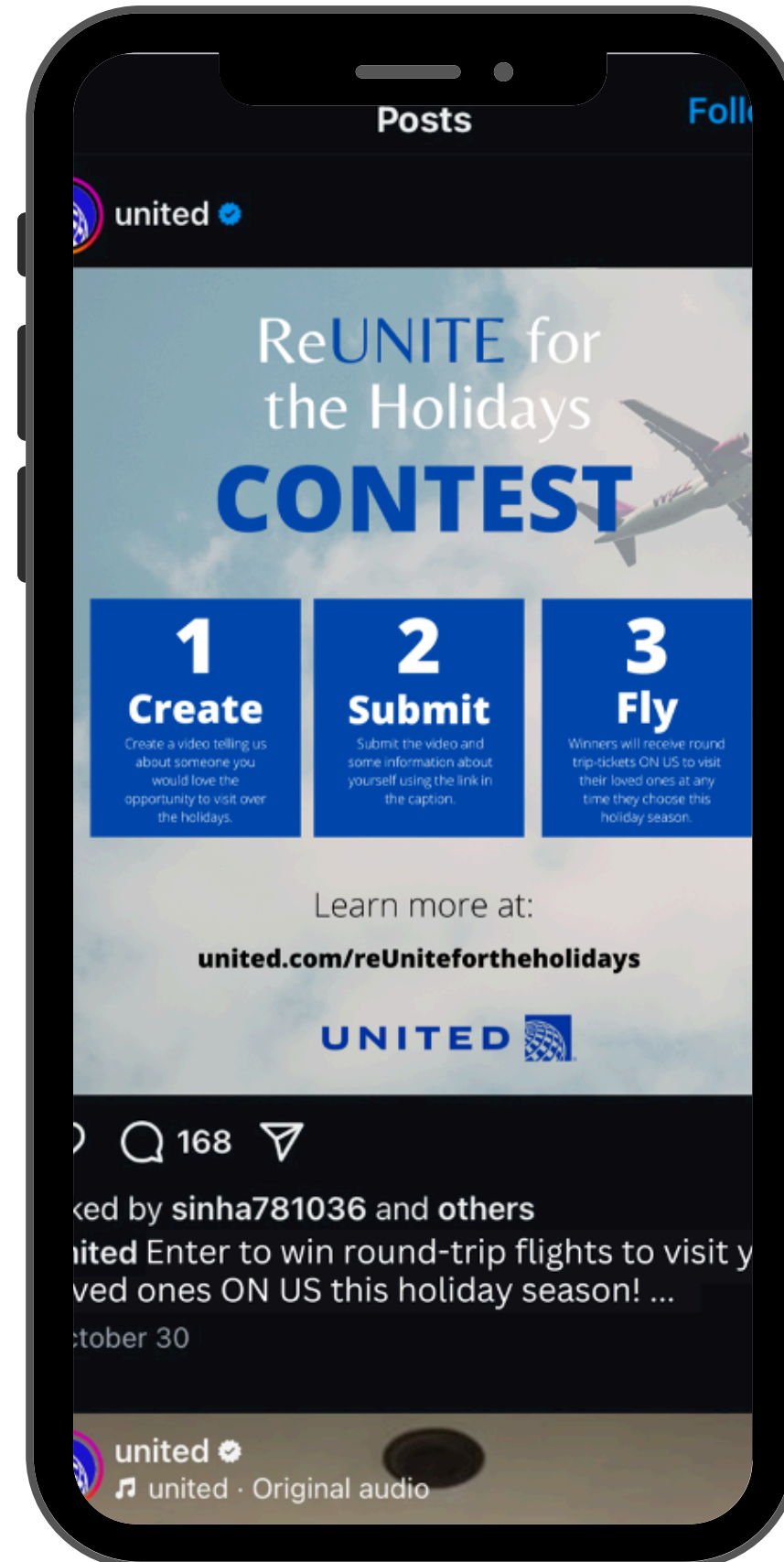
<b>Goal</b>	Build a personal connection between United Airlines and their customers to increase brand loyalty
<b>Target Audience</b>	Anyone living in the US, ages 18+, people that value family
<b>Problem</b>	People want to connect with their loved ones over the holiday season, but flights can be expensive
<b>Insight</b>	Providing free flights would allow people to visit their loved ones over the holiday for free
<b>Single Minded Proposition</b>	Create a contest where consumers can share who they want to visit for the holidays for the chance to win free flights to see them
<b>Action</b>	The audience will be inspired to participate in the contest and share their stories.
<b>Brand Personality</b>	Connecting, caring, professional

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UNITED



# REUNITE FOR THE HOLIDAYS INSTAGRAM

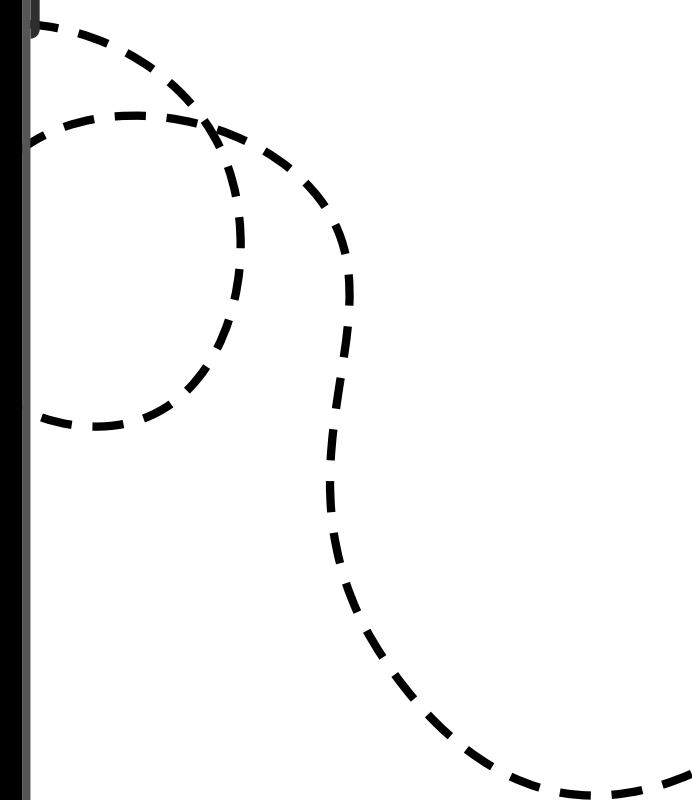
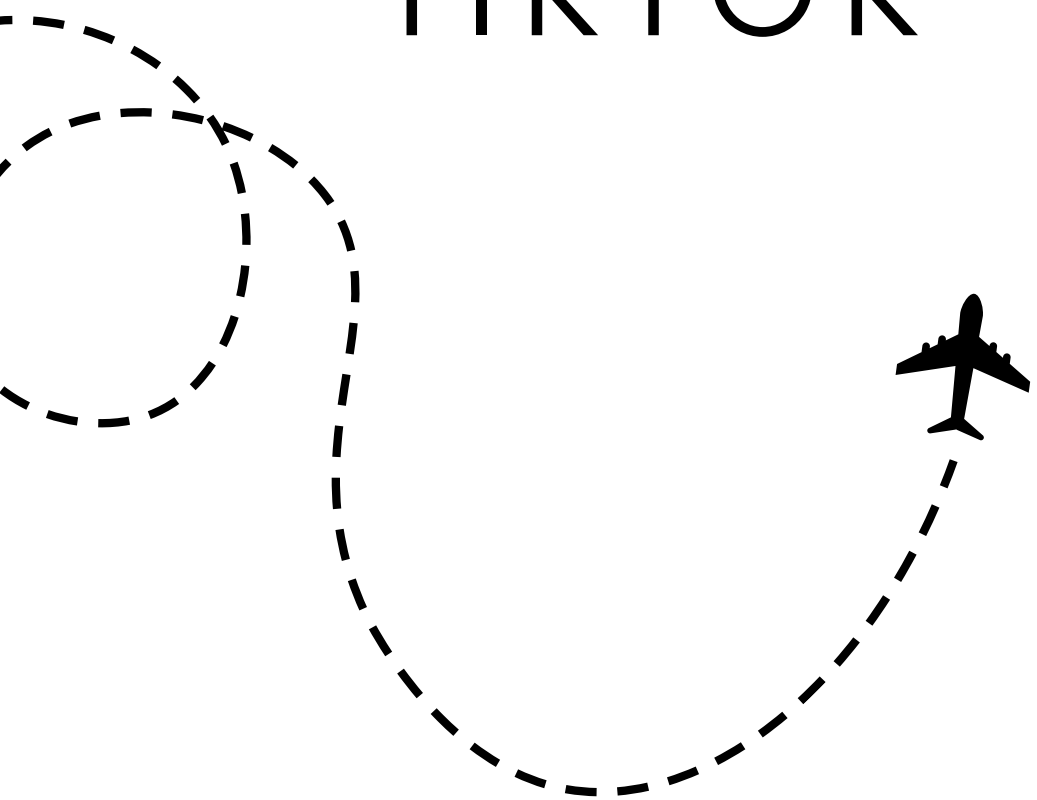
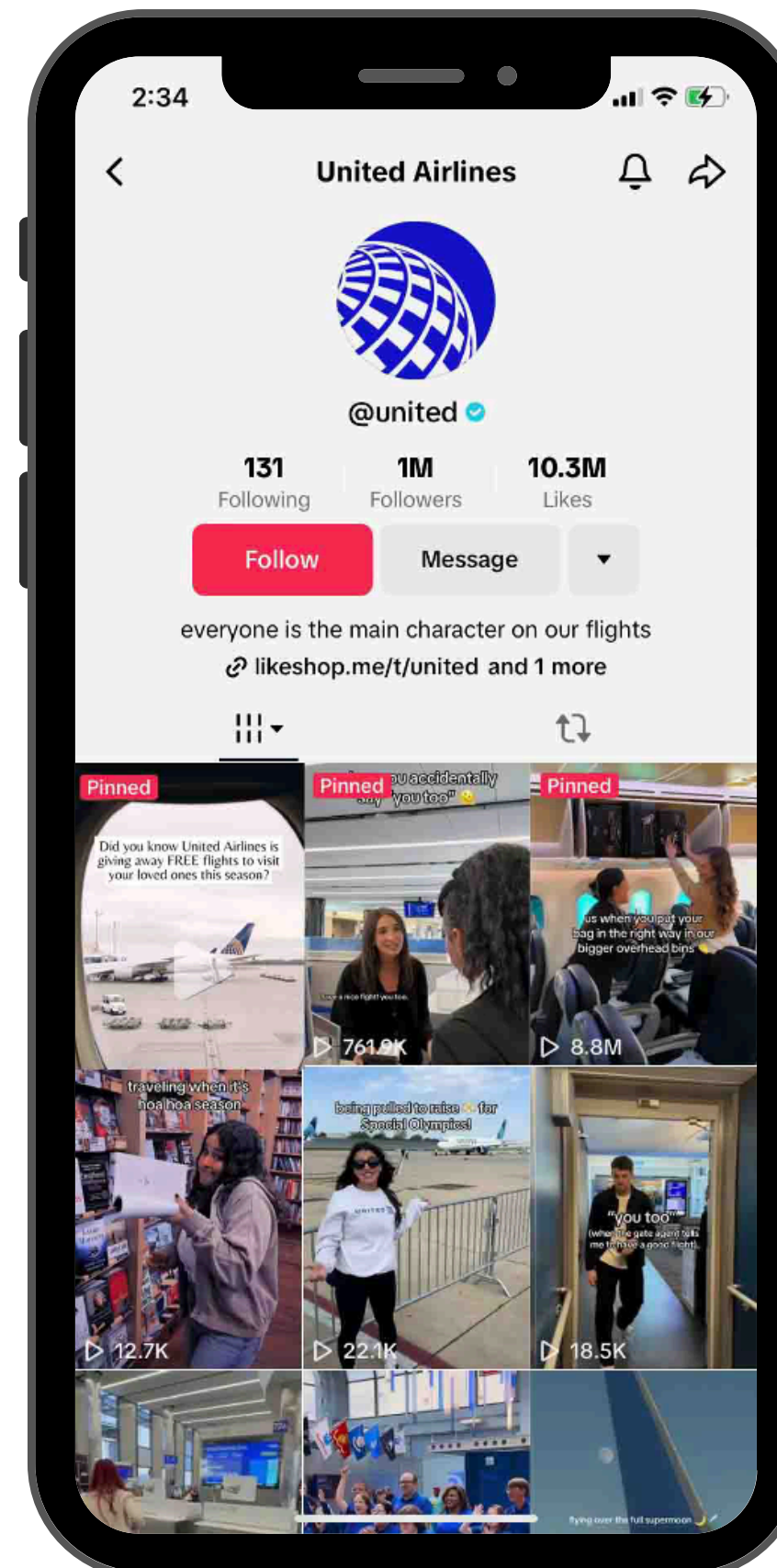
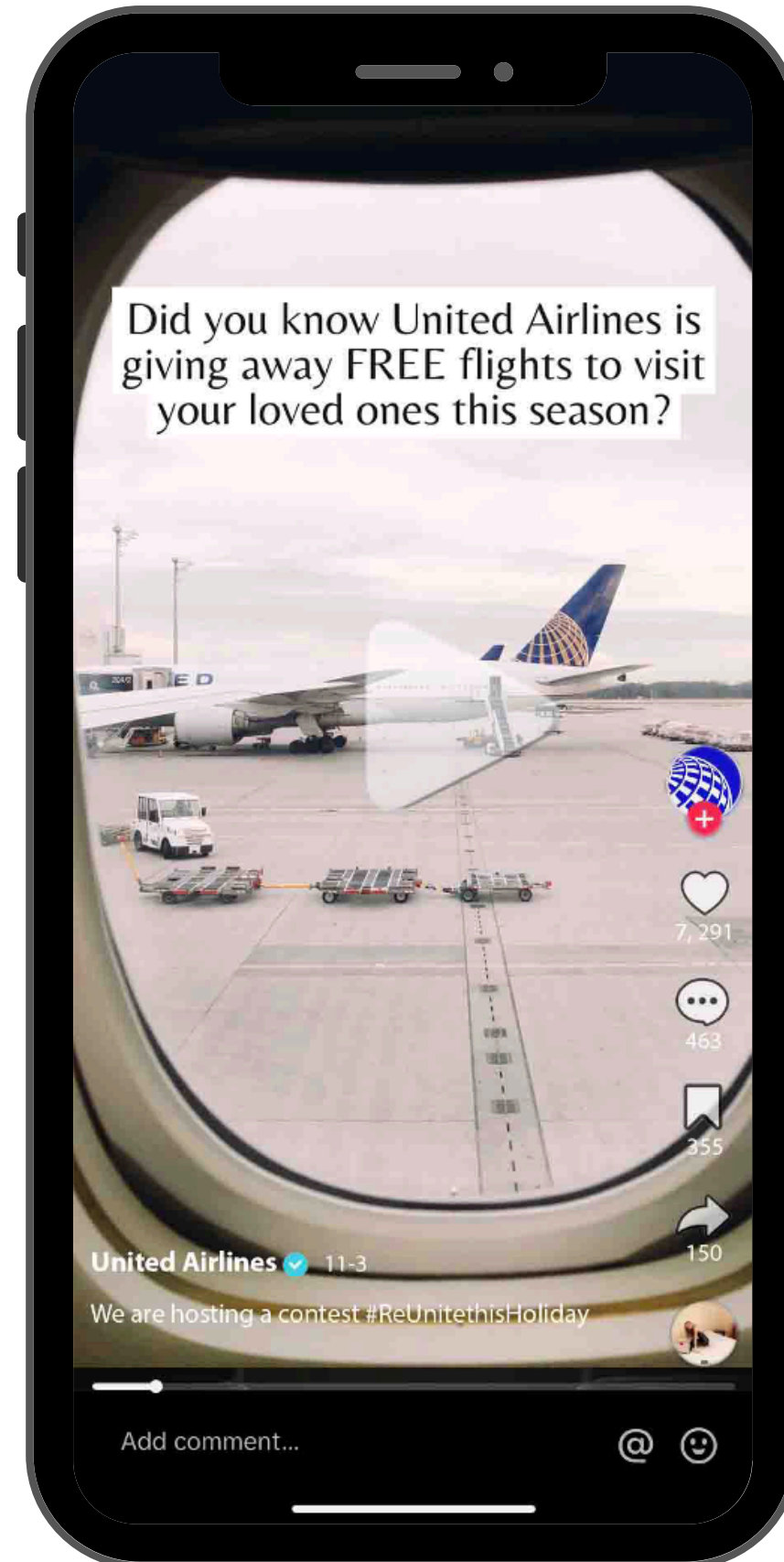


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UNITED



# REUNITE FOR THE HOLIDAYS TIKTOK

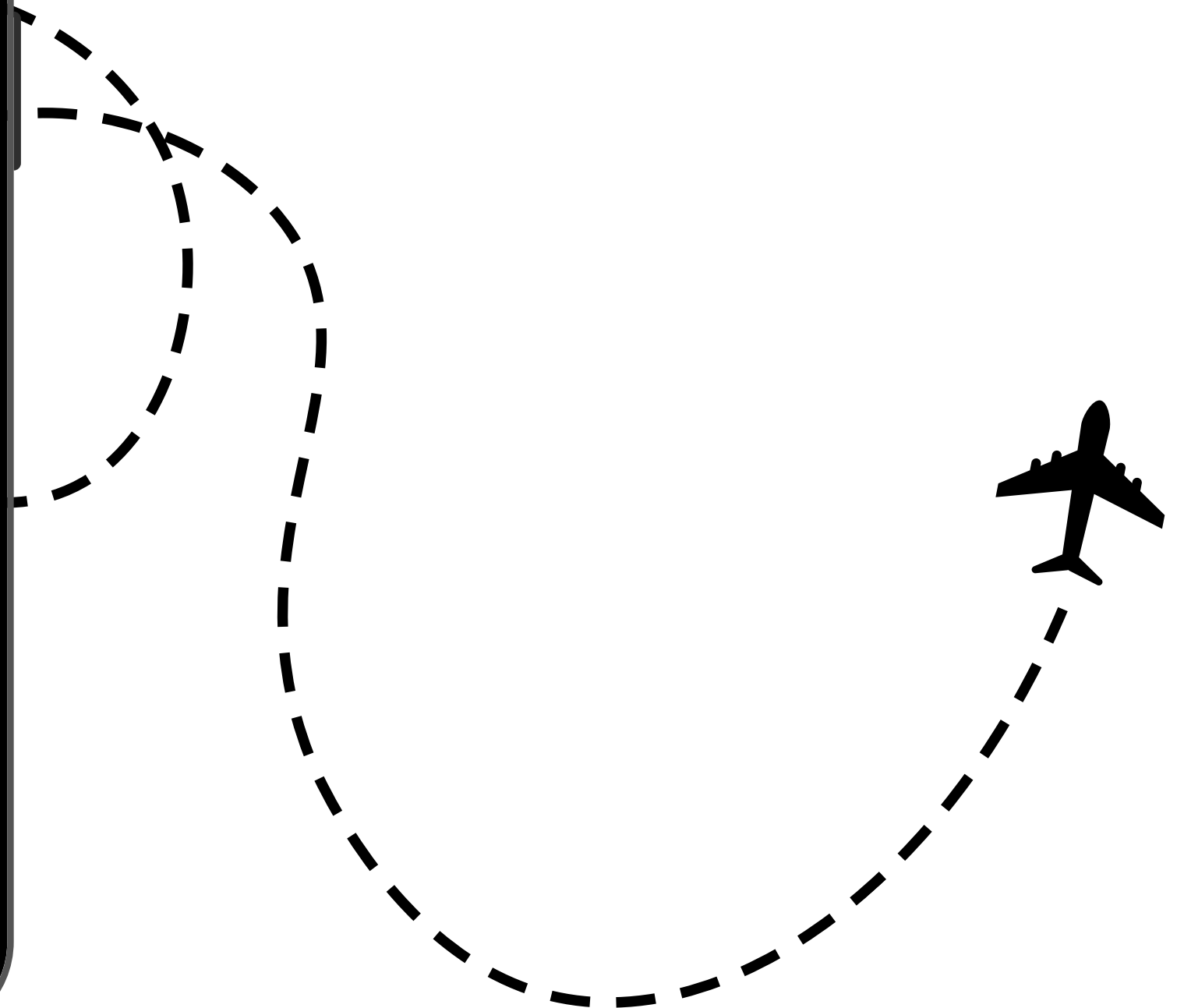
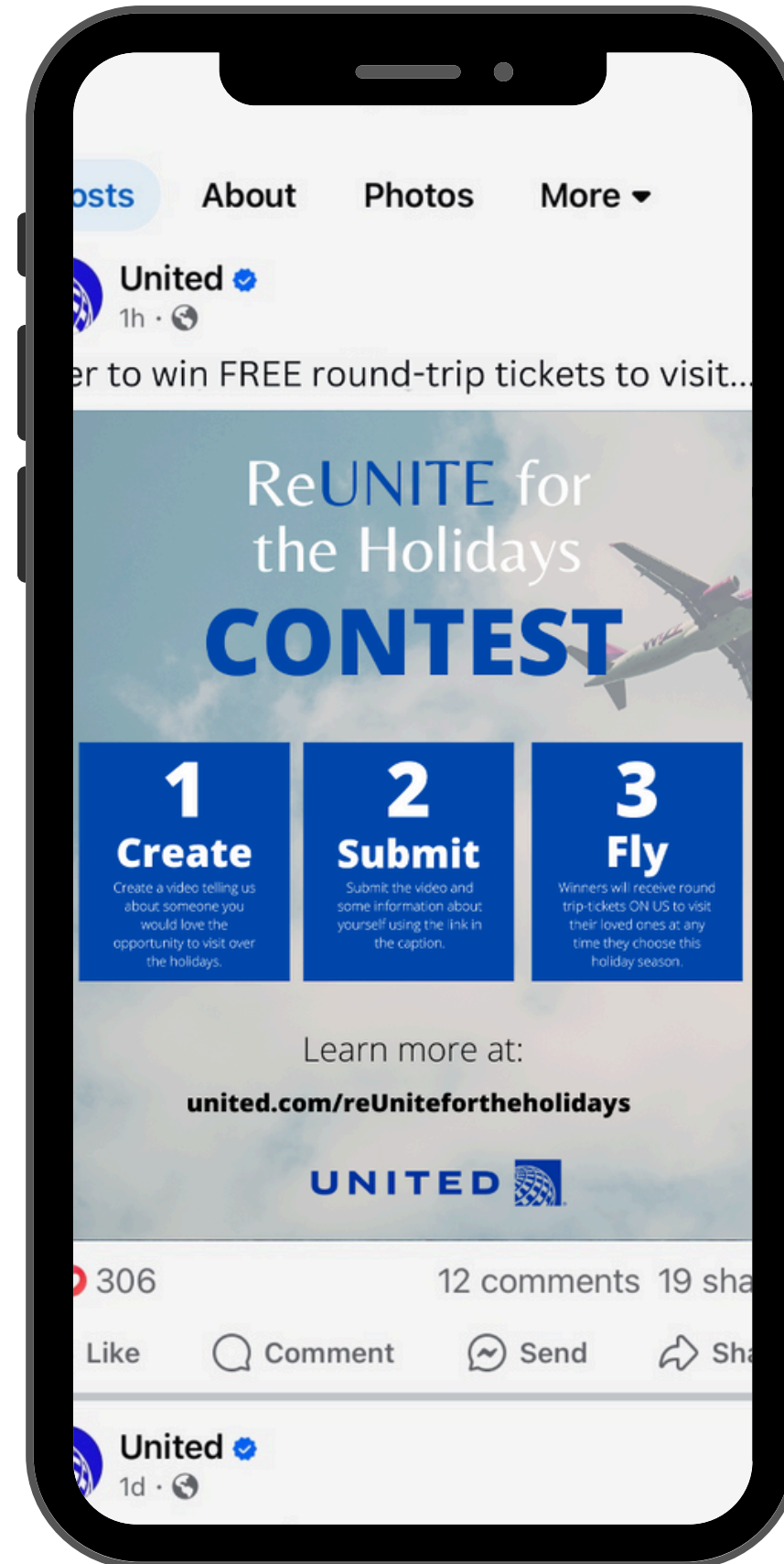


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UNITED



# REUNITE FOR THE HOLIDAYS FACEBOOK



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WEB  
DESIGN

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# HER CAMPUS™

<b>Goal</b>	Increase average time spent on website and increase social media followers
<b>Target Audience</b>	Women ages 18-24 in college
<b>Problem</b>	There are so many sources online to read articles that it can be hard to stand out
<b>Insight</b>	Providing an aesthetically pleasing and functional website could make the brand look more appealing
<b>Single Minded Proposition</b>	Redesign the website to be more modern and simpler to attract more readers
<b>Action</b>	Visitors to the website will appreciate the modern change and be more likely to stay on the website longer and visit more often
<b>Brand Personality</b>	Upbeat, feminine, trendy

## WEBSITE ELEMENTS

### Visits:

New and trending articles will be featured on the home page

### Stay:

The search bar will rotate showing people all of the categories the site has to offer. Visitors can click on any article to open and read it

### Engage and Follow:

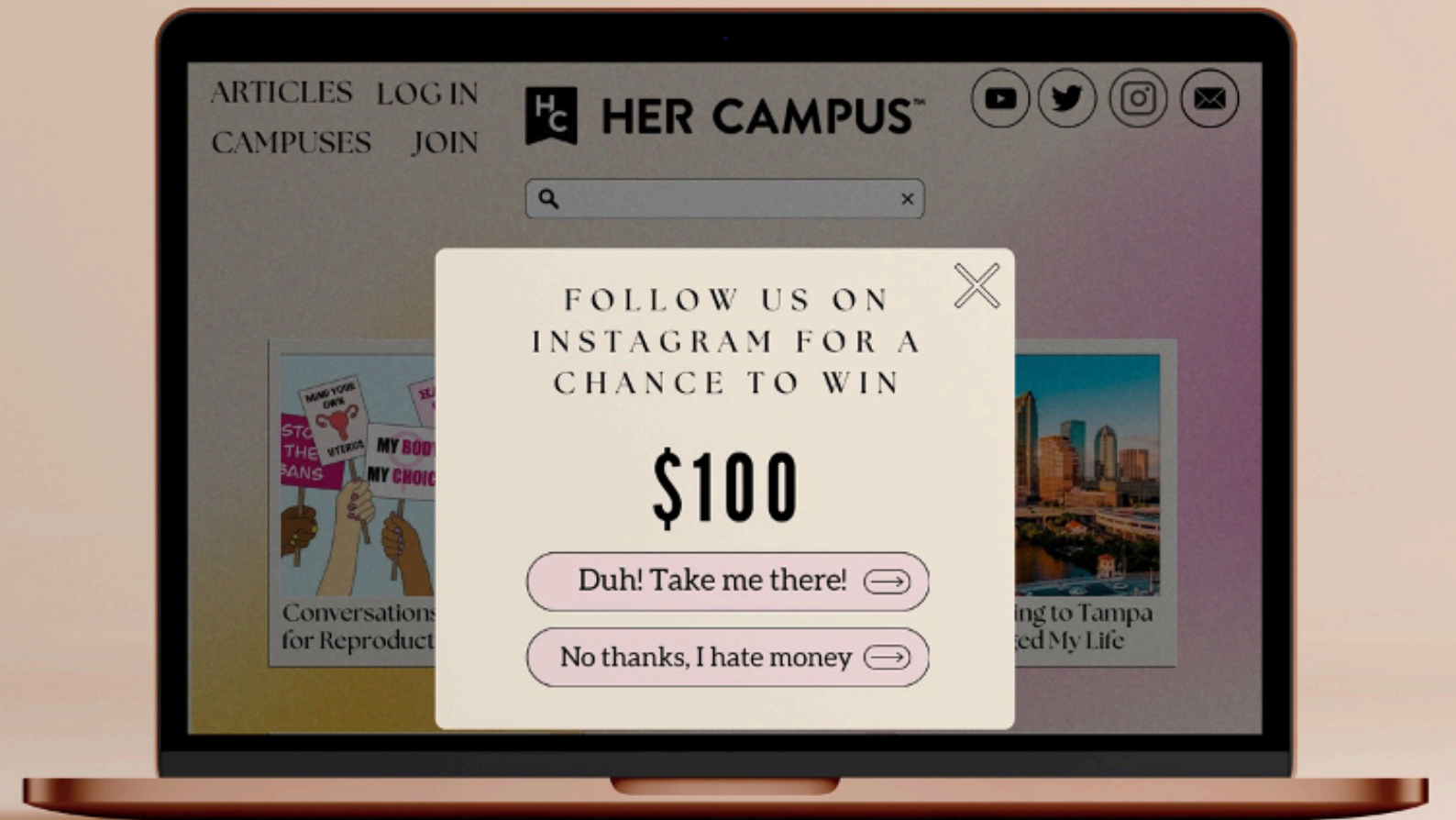
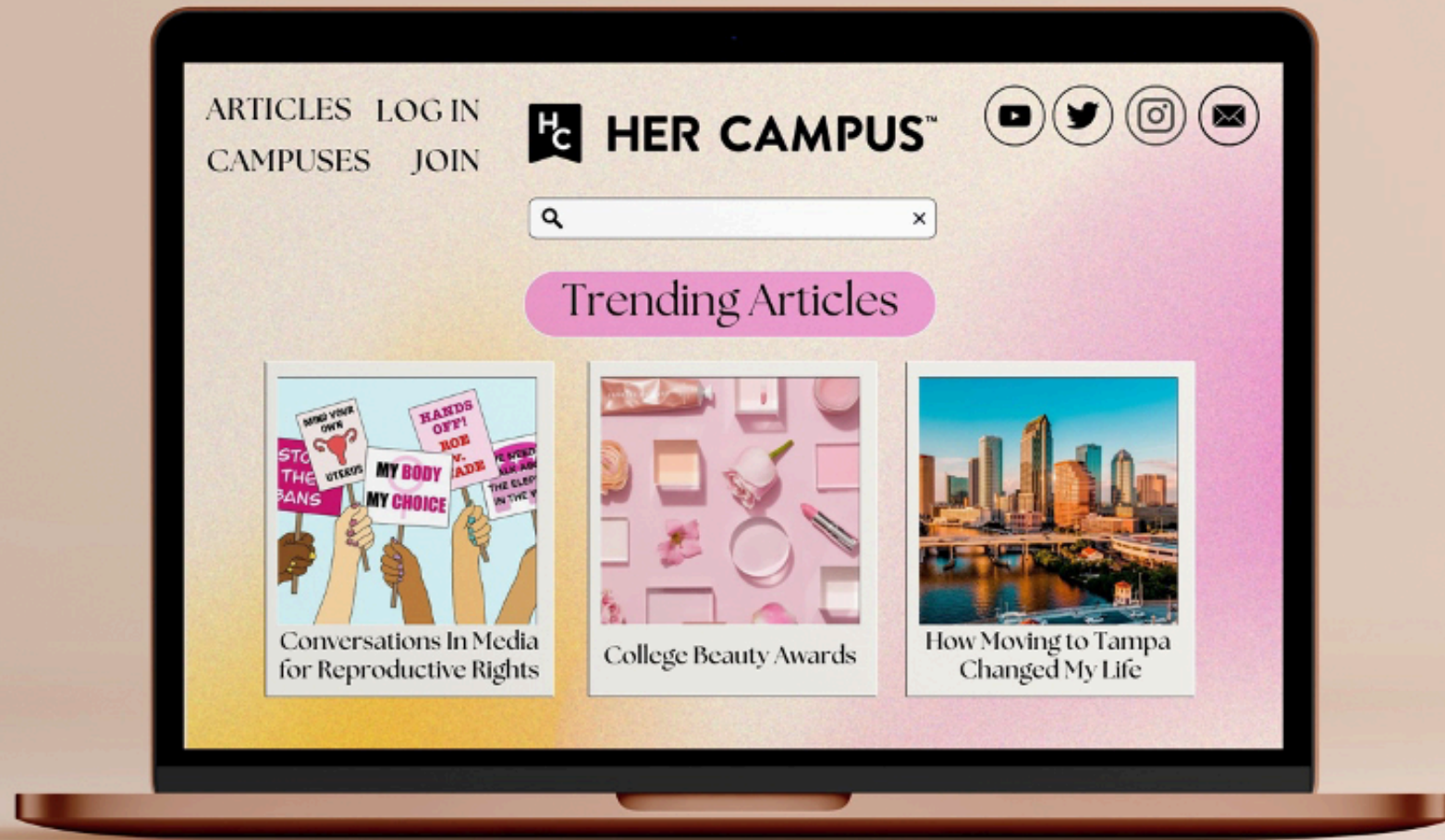
A pop-up will invite visitors to follow the Instagram page for a chance to win a \$100 giveaway

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# HER CAMPUS™

## LAPTOP MOCKUP



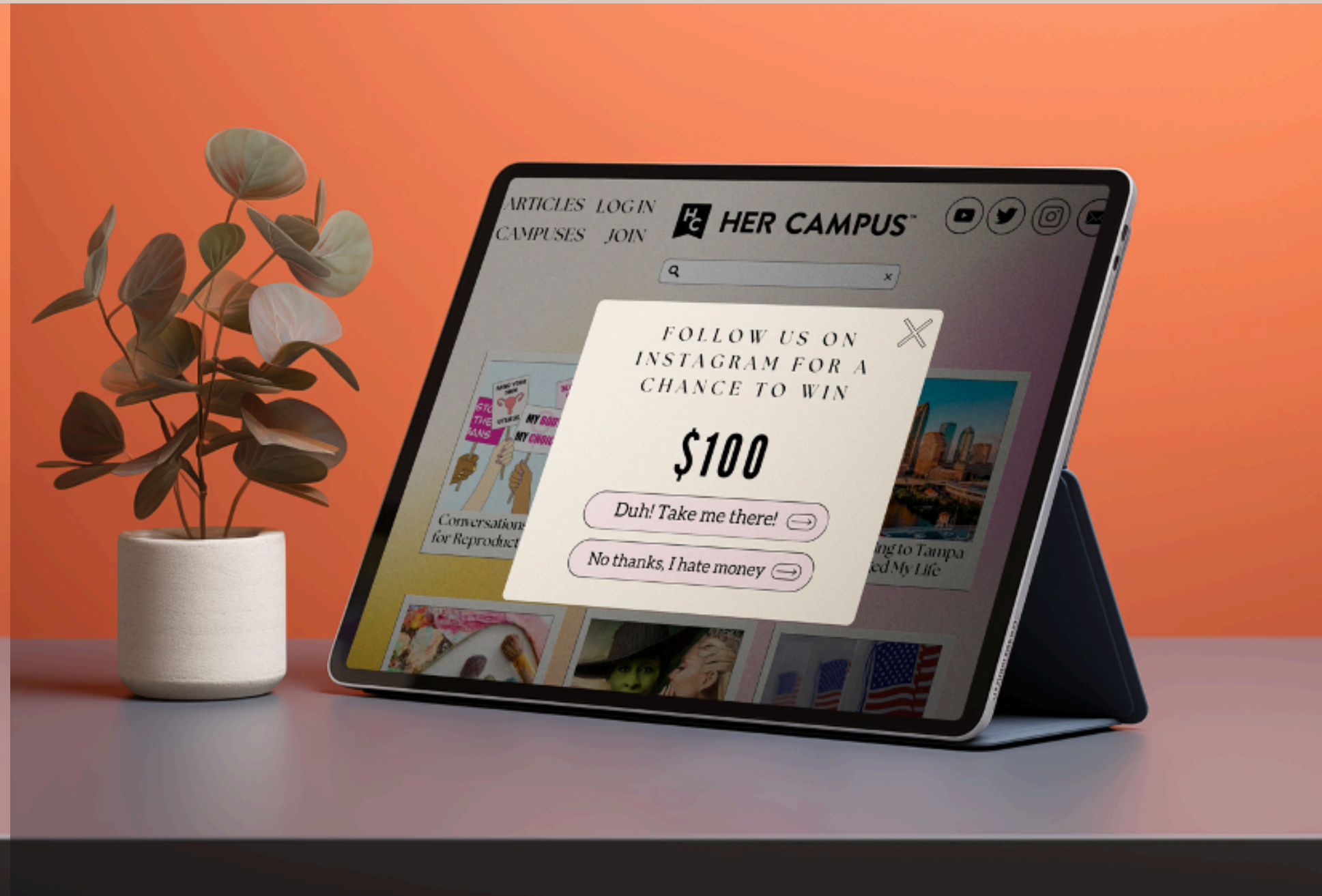
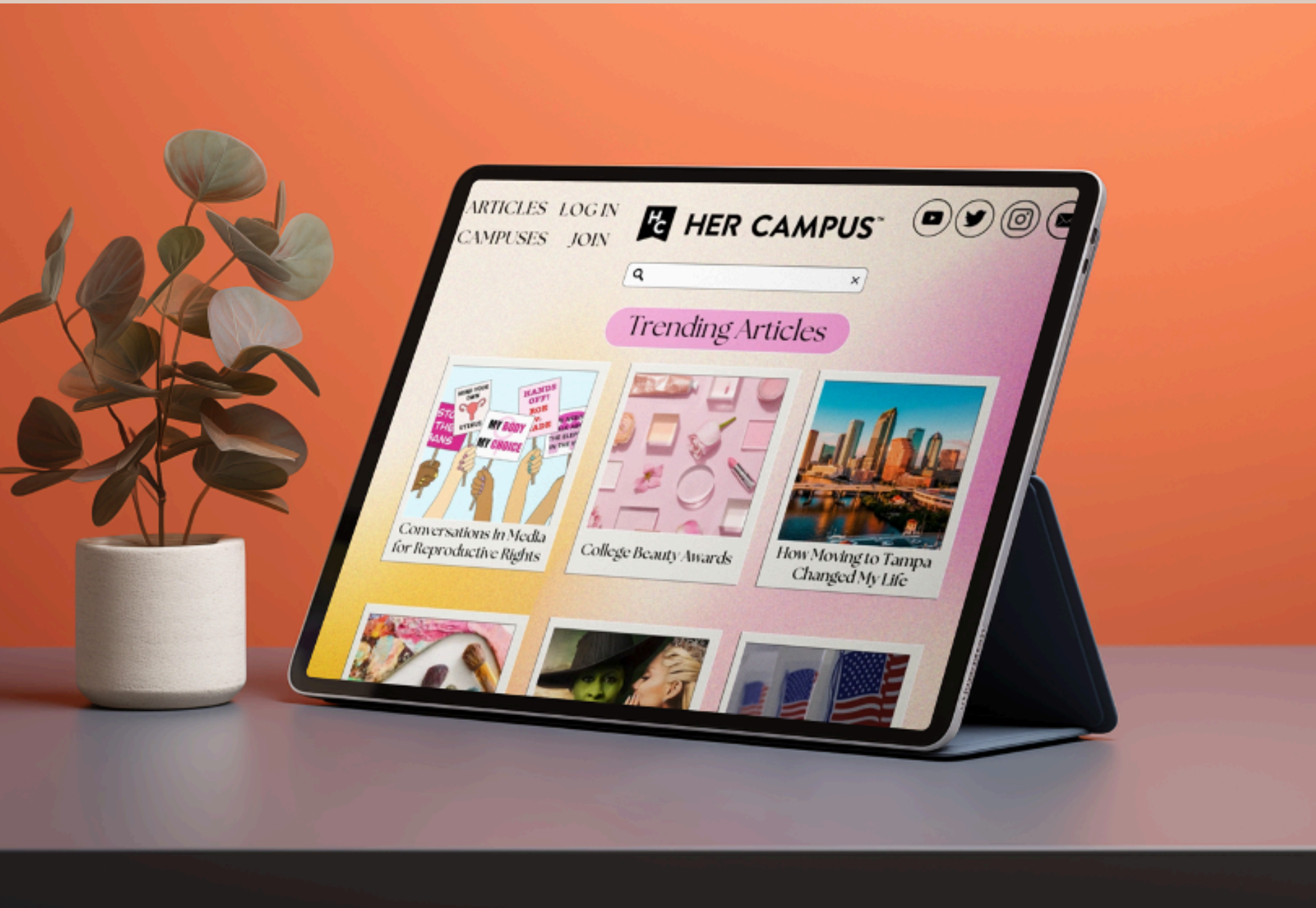


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# HER CAMPUS™

## TABLET MOCKUP



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INTEGRATED  
CAMPAIGN

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# OLIVE & JUNE

<b>Goal</b>	Gain awareness for the brand and encourage brand loyalty
<b>Target Audience</b>	Girls/women ages 14-30, people who want to express themselves
<b>Problem</b>	Getting your nails done in a salon can be expensive and time consuming
<b>Insight</b>	Olive and June provides a way to get salon quality nails at home without the cost
<b>Single Minded Proposition</b>	Create and implement an integrated advertising campaign that brings awareness to the brand and positions it as an alternative to getting your nails done at a salon
<b>Action</b>	The audience will see Olive and June as an alternative and be willing to try it
<b>Brand Personality</b>	Creative, stylish, trendy

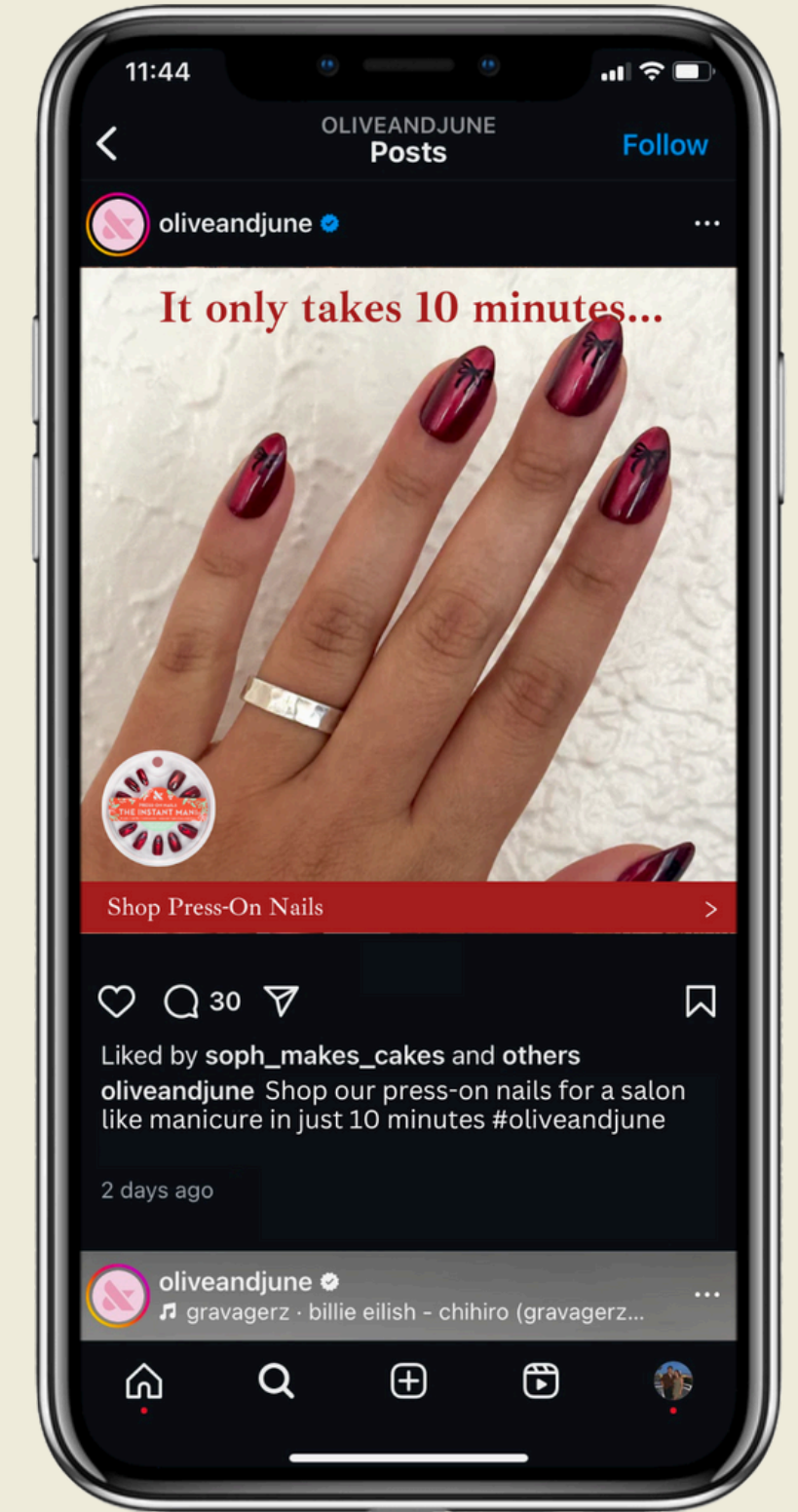
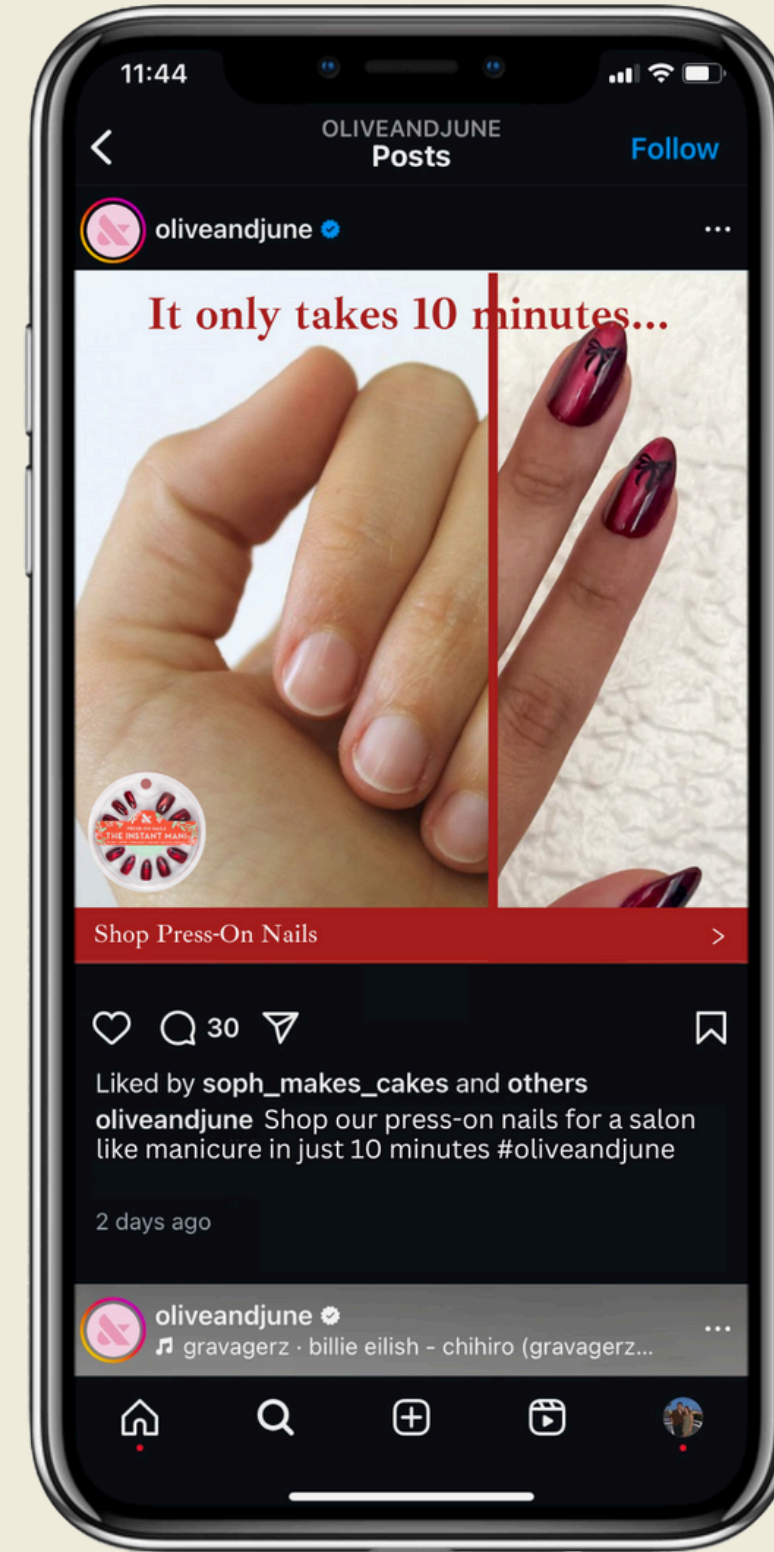
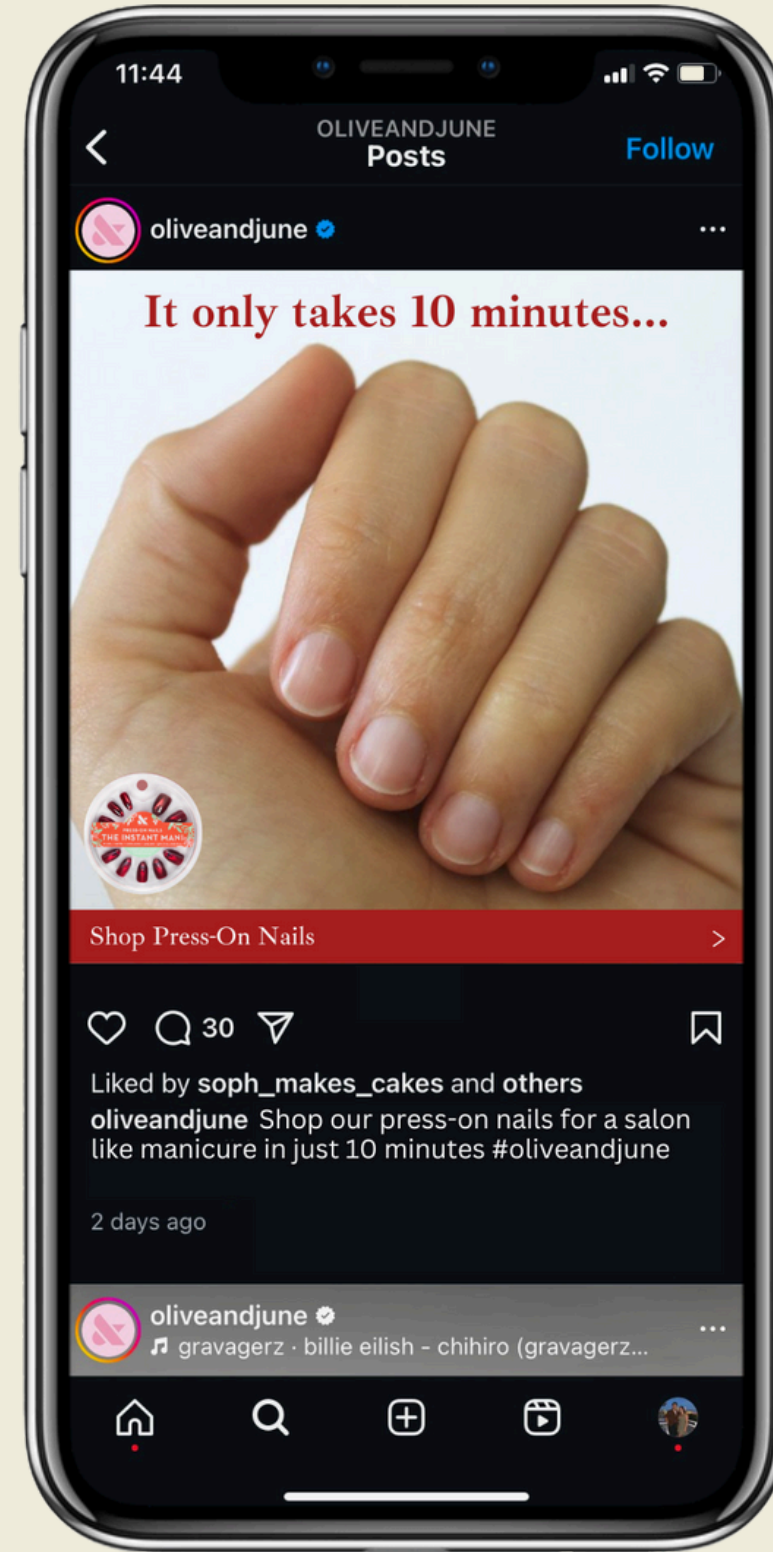


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# OLIVE & JUNE

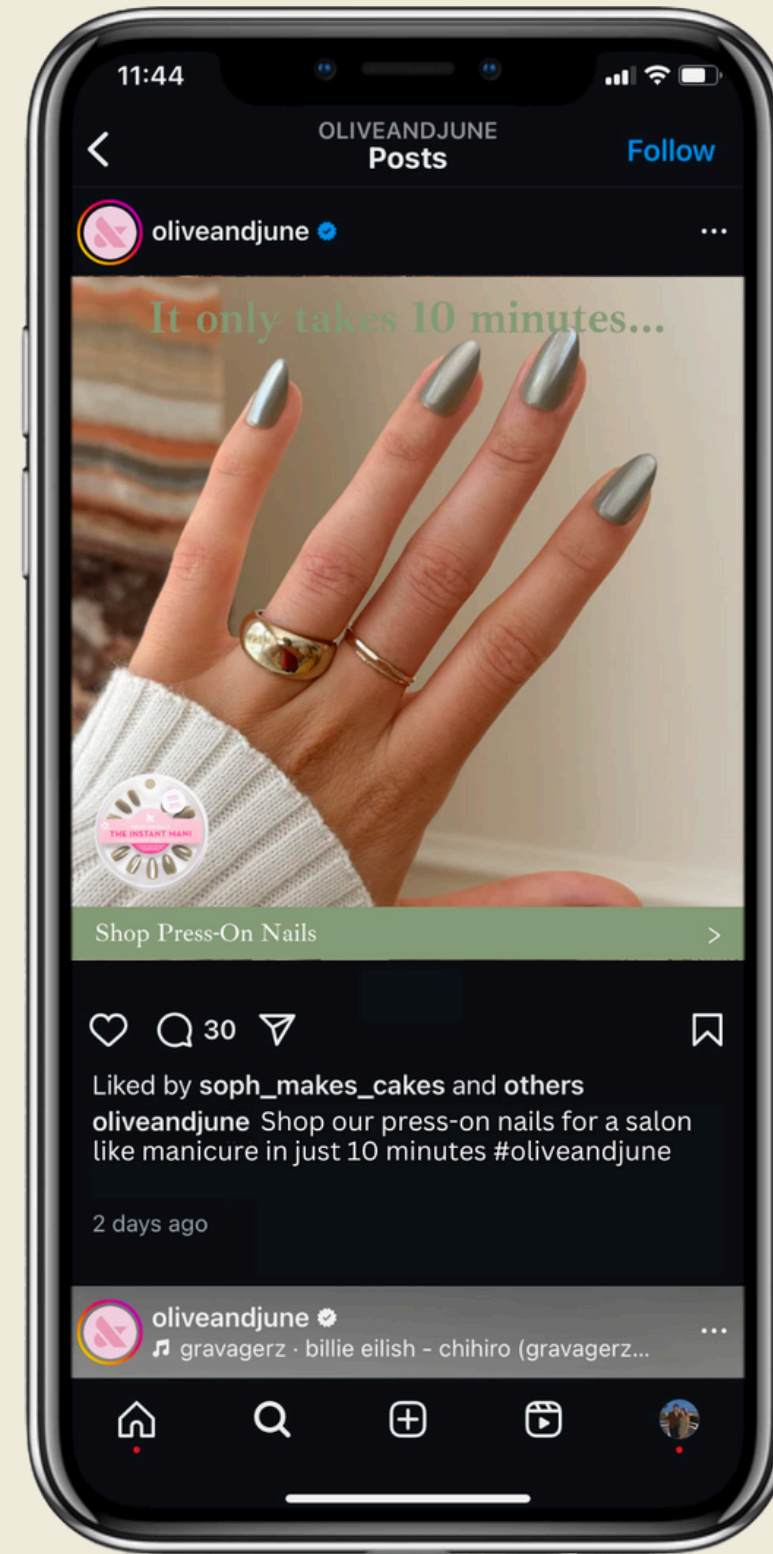
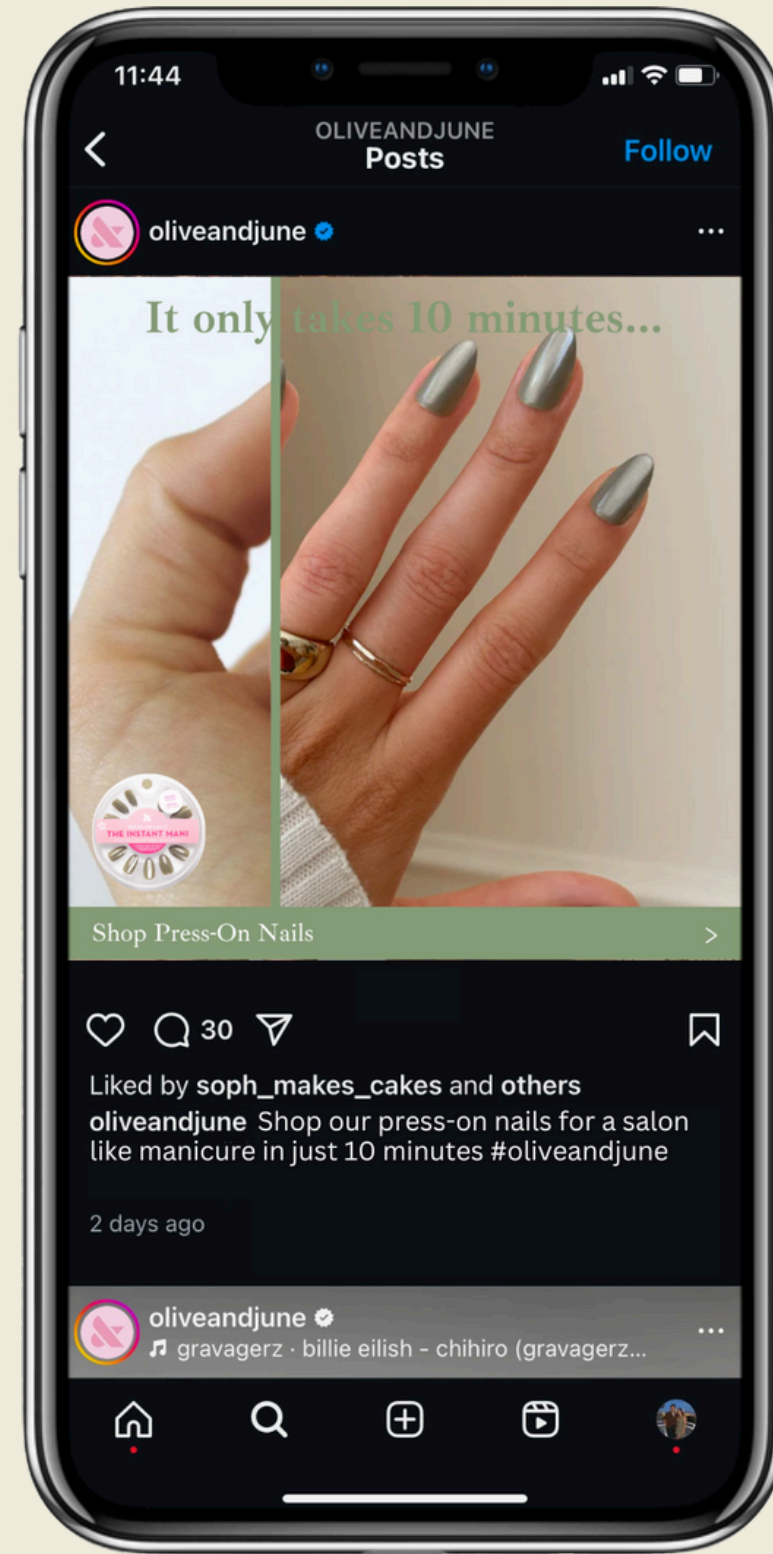
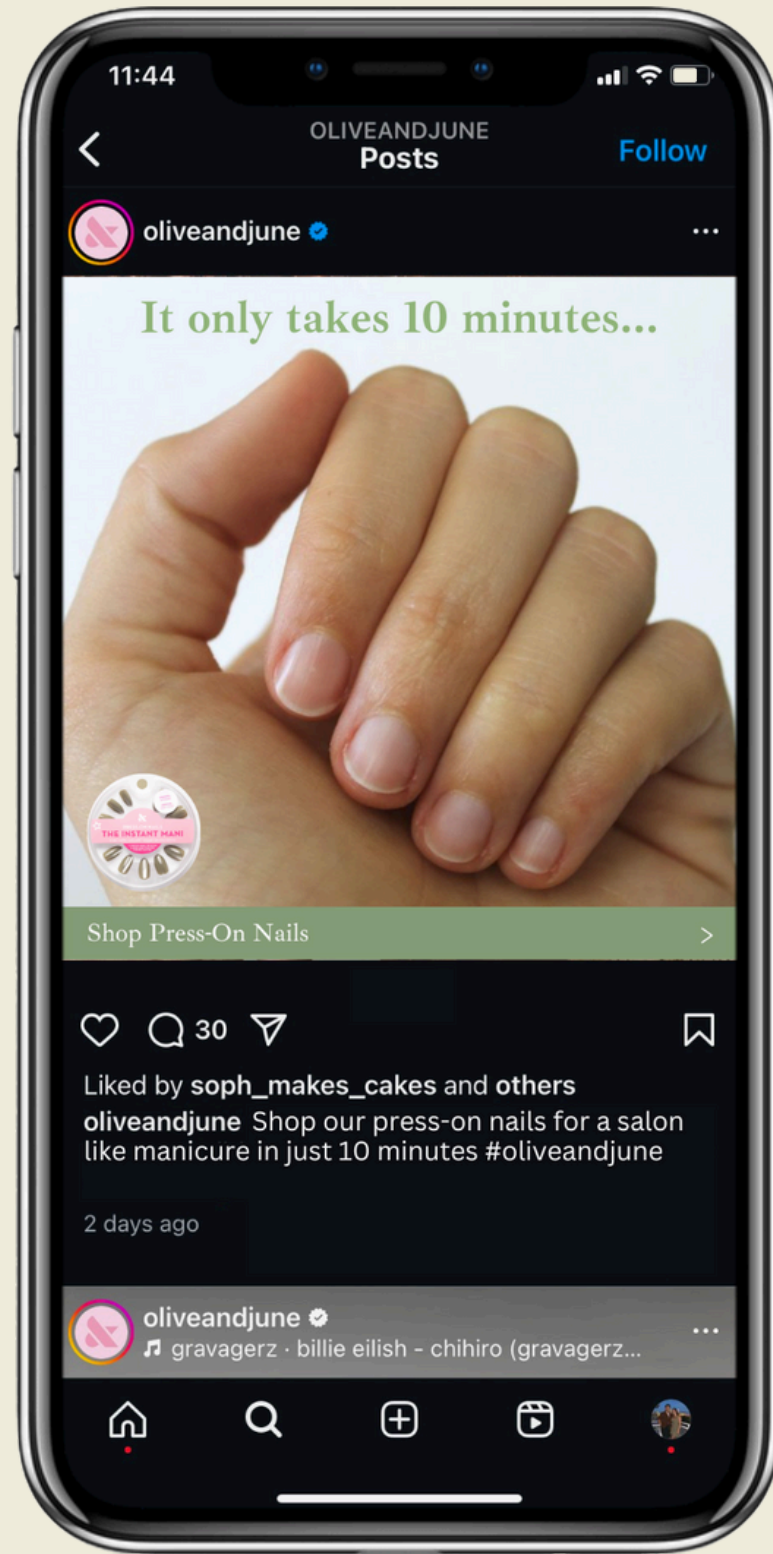
## Social Media

Olive and June will post on Instagram along with paid ads. This ad will show a video of before and after someone applies their press on nails. The ad will include a link to shop press-on nails and highlight how quickly they can be applied.



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# OLIVE & JUNE



## Social Media

Olive and June will post on Instagram along with paid ads. This ad will show a video of before and after someone applies their press on nails. The ad will include a link to shop press-on nails and highlight how quickly they can be applied.

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# OLIVE & JUNE

## Ambient

Olive and June will create a series of billboard ads featuring their press-on nails with the phrase “For nails that really POP” with the nails popping off the top of the billboard.



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# OLIVE & JUNE



## Ambient

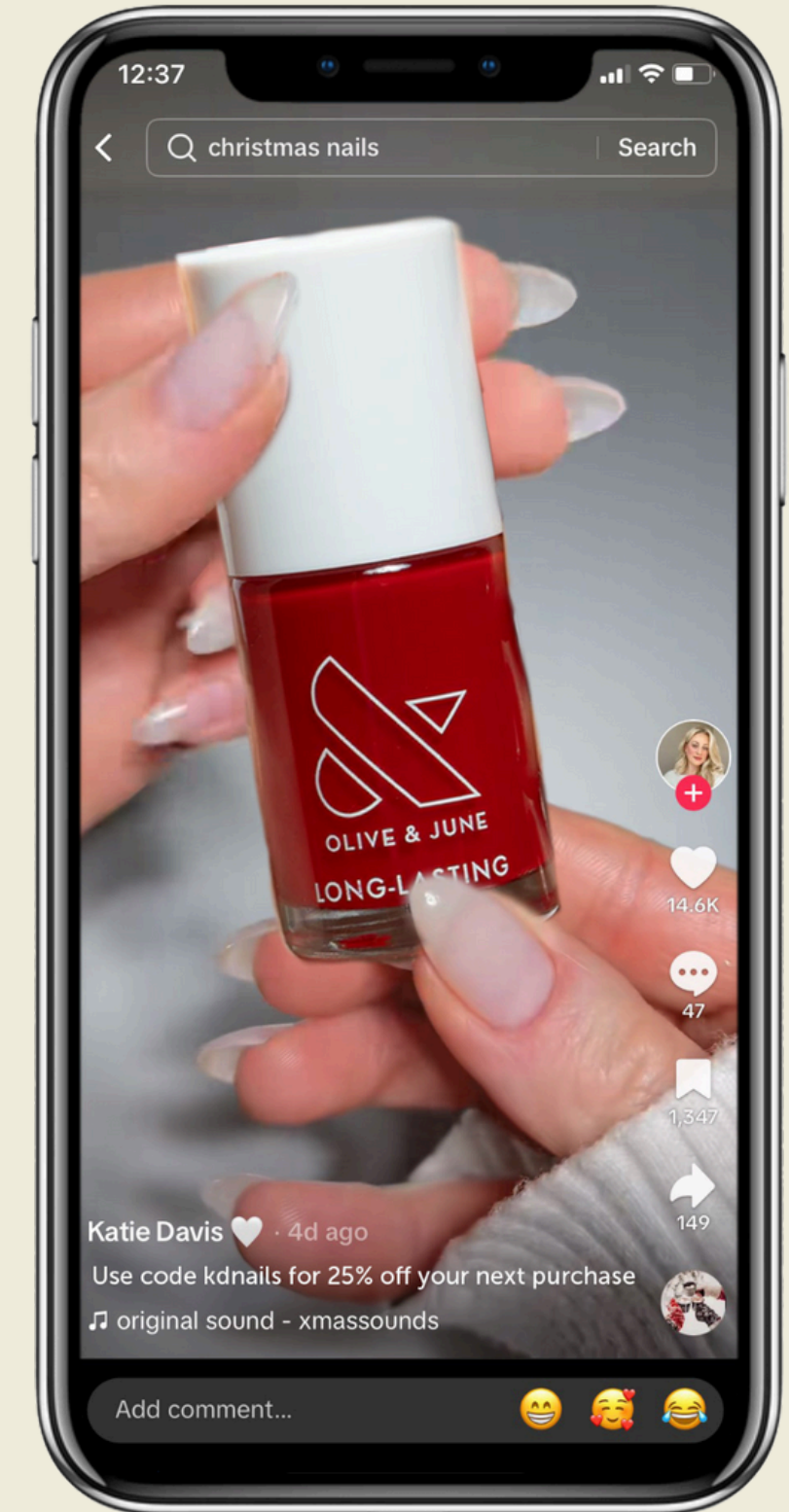
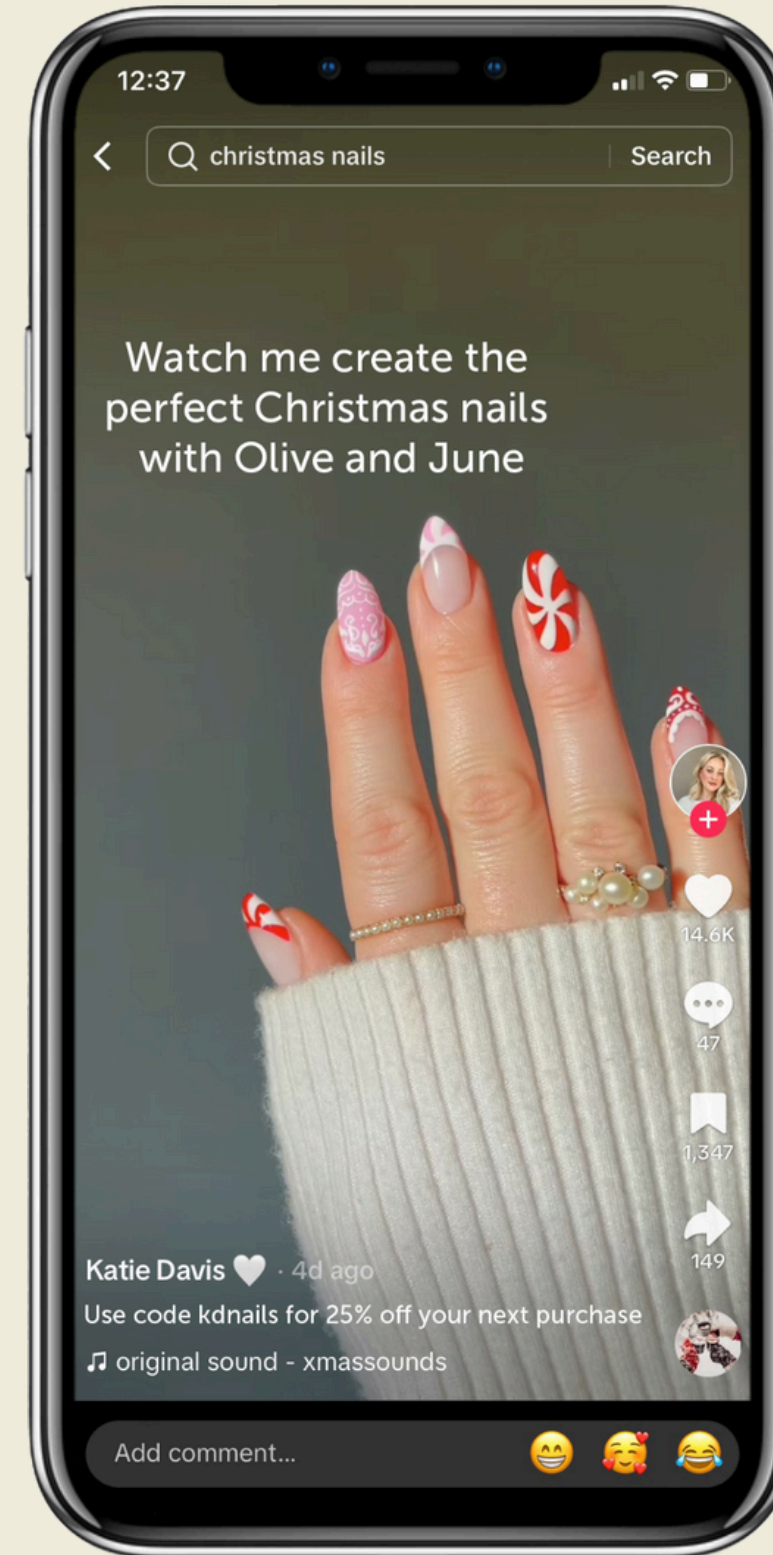
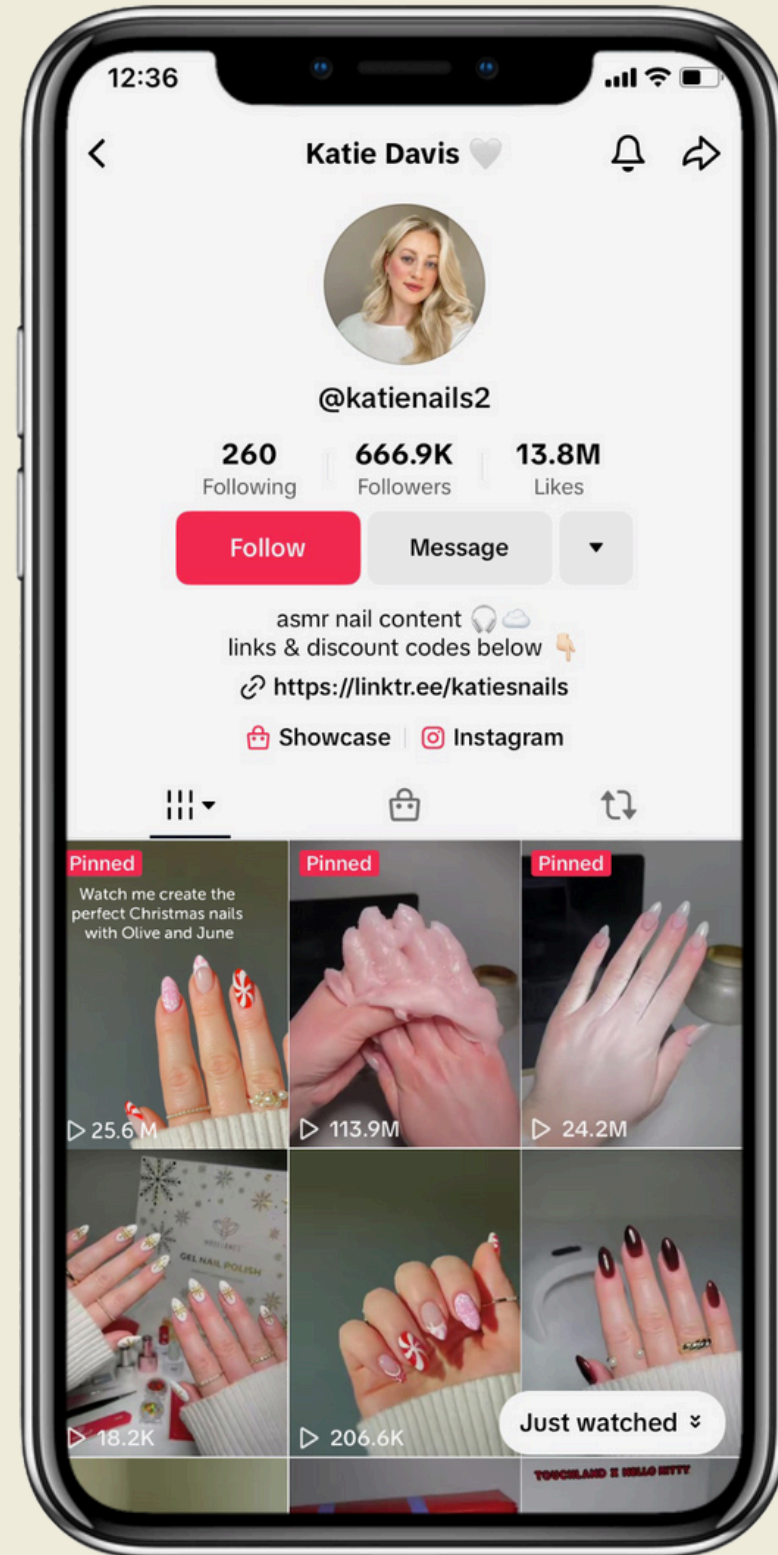
Olive and June will create a series of billboard ads featuring their press-on nails with the phrase "For nails that really POP" with the nails popping off the top of the billboard.

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## Influencer Marketing

Katie Davis or @katienails2 is an influencer with over 667k followers and 13.8M likes on TikTok. She posts nail asmr content showing herself doing her nails with fun designs and satisfying sounds. She would post a TikTok of her doing her nails for Christmas with Olive and June products and provide her followers with a discount code for 25% off.





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## Merchandise

Olive and June will create an advent calendar for Christmas called "12 Days of Nails" featuring various nail colors and products.



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## Interactive

Interactive screen will be placed throughout malls. Viewers will be invited to take a quiz to find out what nail polish matched their personality. Upon completion of the quiz, they will be given a personalized code for 50% off their “new signature color”.





## CONTACT ME

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THANK YOU FOR TAKING THE  
TIME TO LOOK THROUGH MY  
PORTFOLIO!