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- Client:** Timberland, Inc.
- Business:** Retail: men's, women's and children's casual/sports clothing; outdoor equipment
- Target Market:** Upscale female consumers
- Strategy:** Full page double spread ads to promote women's spring line. Appeared in Vogue, Vanity Fair, and other luxe media.



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- Client:** Sun Trust
- Business:** Banking
- Target Market:** New customers, existing banking customers and previous customers
- Strategy:** This product is aimed at the local customer who wants a high degree of personal service when dealing with their bank. They prefer a streamlined approach to banking with very easy choices. The “Simplicity” concept telegraphs a “we’ll do it all for you” approach with clean graphics and spare, iconic imagery.

The series begins with positioning ads. The in-bank visual merchandising showcases several popular products for this audience.



*Ad series for Checking, Credit Card and Online Banking Products*

**Client:** Marriott Resorts

**Business:** Hospitality industry

**Target Market:** Corporate Meeting Planners

**Strategy:** Marriott's offshore resorts is based on the positioning tagline of "When you're comfortable you can do anything." It's aimed at stressed working individuals and couples who want to escape the pressures of corporate life, even on business trips.

A direct mail promo included a travel bag with attached airline-style luggage tags and brochure.



Room 715.

Wants to feel the water  
instead of the  
pressure.



WIN A FREE TRIP FOR TWO TO ONE OF  
MARRIOTT'S OFFSHORE RESORTS.

[WWW.MARRIOTT.COM](http://WWW.MARRIOTT.COM)

When you're comfortable you can do anything.



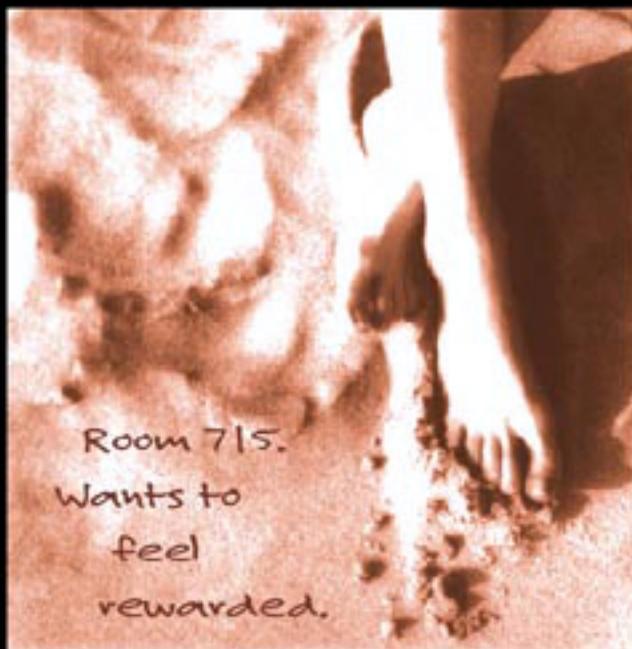
Room 715.

Wants to feel like she's died and  
gone to a tropical island.

WIN A FREE TRIP FOR TWO TO ONE OF  
MARRIOTT'S OFFSHORE RESORTS.

[WWW.MARRIOTT.COM](http://WWW.MARRIOTT.COM)

When you're comfortable you can do anything.

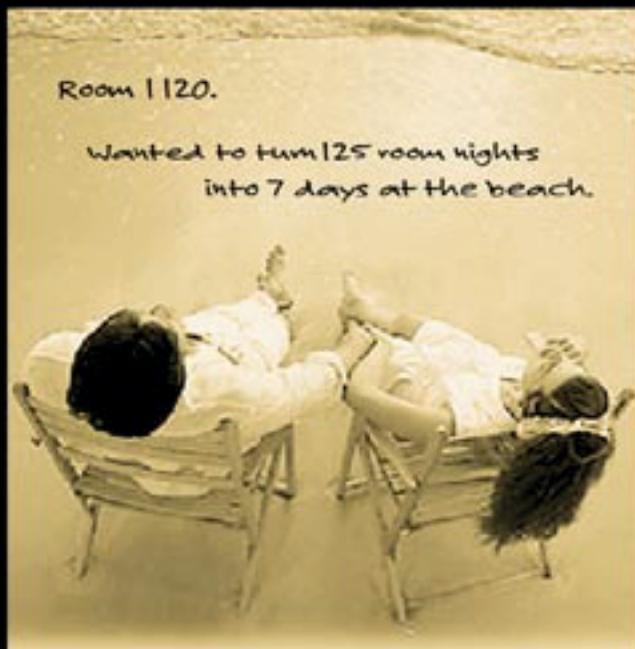


Room 715.  
Wants to  
feel  
rewarded.

WIN A FREE TRIP FOR TWO TO ONE OF  
MARRIOTT'S OFFSHORE RESORTS.

[WWW.MARRIOTT.COM](http://WWW.MARRIOTT.COM)

When you're comfortable you can do anything.



Room 1120.

Wanted to turn 125 room nights  
into 7 days at the beach.

WIN A FREE TRIP FOR TWO TO ONE OF  
MARRIOTT'S OFFSHORE RESORTS.

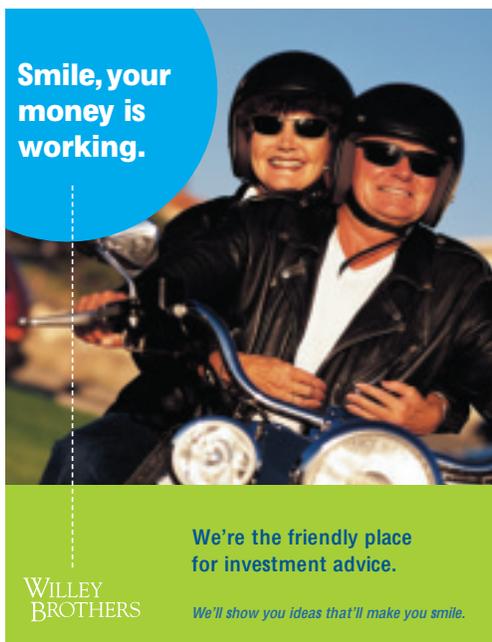
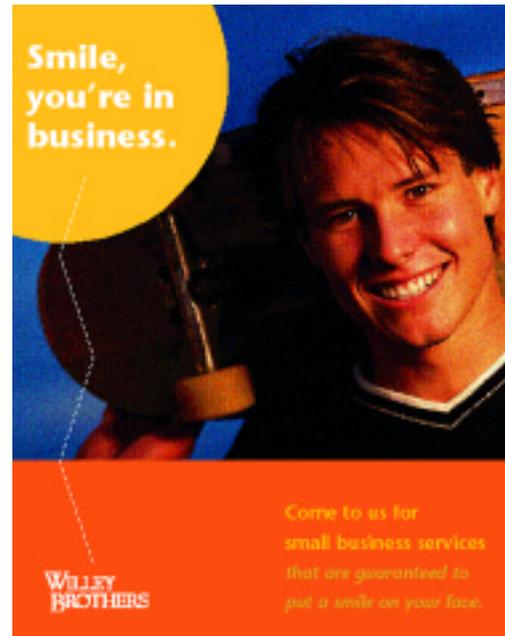
[WWW.MARRIOTT.COM](http://WWW.MARRIOTT.COM)

When you're comfortable you can do anything.



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**Client:** Willey Brothers  
**Business:** Financial Merchandising and Branding  
**Target Market:** Small banks  
**Strategy:** This ad series was developed as part of a generic campaign the sales force could use to interest prospective clients. In addition to an introductory positioning ad, the series included representative bank products such as home equity loans, internet banking, checking, retirement planning, small business advice, and credit cards.



**Client:** TLC for Dogs

**Business:** Pet Care

**Target Market:** Multiple demographics within a 20 mile radius of Cambridge, MA.

**Strategy:** Reach neighborhood market niches by positioning a series of ads and ads and posters to appear in distinct neighborhoods. E.g. the "Cesar and Chavez" ads were targeted to politically conscious upscale Cambridge, MA neighborhoods. The "Zoolander" ad was targeted to the student population in the Harvard University area. The other two ads were cross marketed to all neighborhoods.

**TLC for dogs**  
dog walking, sitting, and boarding



Just for the record, we know there is no substitute for a dog's own family, but TLC is about as close as you can get.

We treat your pet as if he or she is our own family.

**Sit. Beg. Call us** to schedule an appointment or find out more about our services.

TCLfordogs@aol.com  
617-555-5555



Cesar and Chavez

**TLC for dogs**  
dog walking, sitting, and boarding

How could you let me stay with anyone but TLC?



Lassie, Collie

Just for the record, we know there is no substitute for a dog's own family, but TLC is about as close as you can get.

We treat your pet as if he or she is our own family.

**Sit. Beg. Call us** to schedule an appointment or find out more about our services.

TCLfordogs@aol.com  
617-555-5555

**TLC for dogs**  
dog walking, sitting, and boarding

I mean, they really 'get' me, you know?



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We treat your pet as if he or she is our own family.

**Sit. Beg. Call us** to schedule an appointment or find out more about our services.

TCLfordogs@aol.com  
617-555-5555



Zoolander, Airedale

**TLC for dogs**  
dog walking, sitting, and boarding

I'll give it back if you let me stay with TLC.



Rover  
Golden Retriever

Just for the record, we know there is no substitute for a dog's own family, but TLC is about as close as you can get.

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