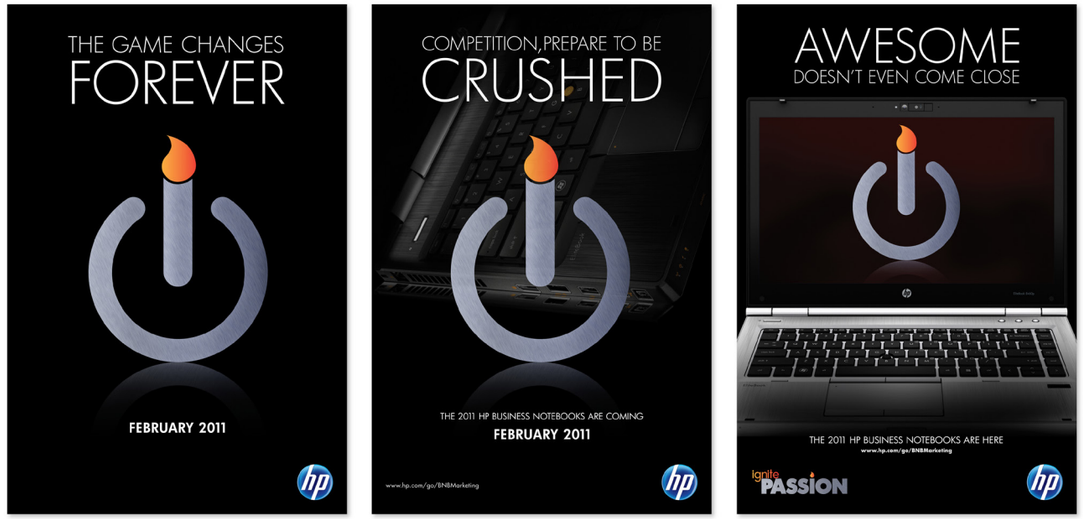
HP BUSINESS NOTEBOOKS LAUNCH CAMPAIGN:

The Ignite Passion campaign generated excitement for the new line of HP Business Notebooks. The design elements reflect the processing power, durability and metal alloys used in the product design of the HP Business Notebook.

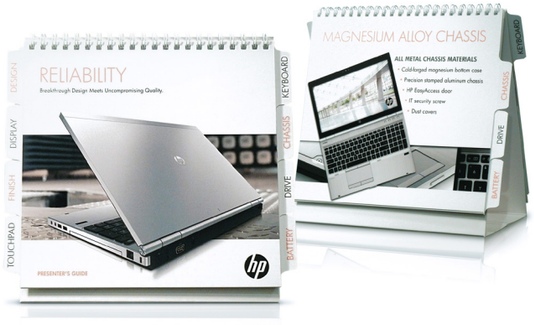
THEME AND IDENTITY: Designed and produced Ignite Passion ID and wordmark for the launch campaign



POSTER SERIES: Created and produced a series of teaser posters leading up to the launch date

VIDEO: Developed, directed and storyboarded a sizzle video in a movie trailer style for the launch campaign

PRODUCT BROCHURE: Designed, produced and managed the printing of sales collateral



SALES TOOL FLIPBOOK: Designed, laid out and managed the printing of sales force 3D flip book

PROMOTIONALS : Helped concept novel giveaways and environmental ads — Java Jackets, hot sauce and table clings for the HP Business Notebooks launch

WHITEHAT AWARENESS AND LEAD GENERATION CAMPAIGN:

The WhiteHat campaign doubled brand awareness to those who viewed two or more insertions and resulted in a major boost in revenue.

OUR CLIENT: A web security company that analyzes and detects website security vulnerabilities and helps fix them

AFTER

WEBSITE REFRESH: Collaborated on website facelift

WEB BANNER ADS: Collaborated on design of display ads

CIO COVER WRAP ADS: Designed and produced a series six magazine wrap ads to targeted audiences

> "Creative i helped me launch a category-smashing brand – making my company look like an overnight success. And leaving my competition gasping for air."

Mark Hodgson
Vice President of Marketing
WhiteHat SECURITY

OUR CLIENT: Tauts the effectiveness and impact of the WhiteHat campaign

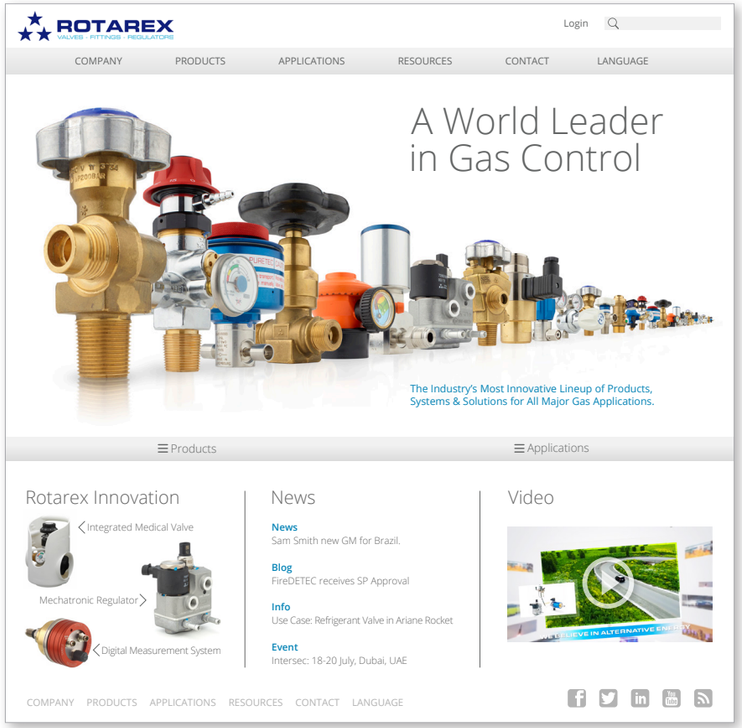
CREATIVE i
CASE STUDY

ONE OF OUR MANY SUCCESSES: Developed, storyboarded, created graphics, sound design, video production on case study

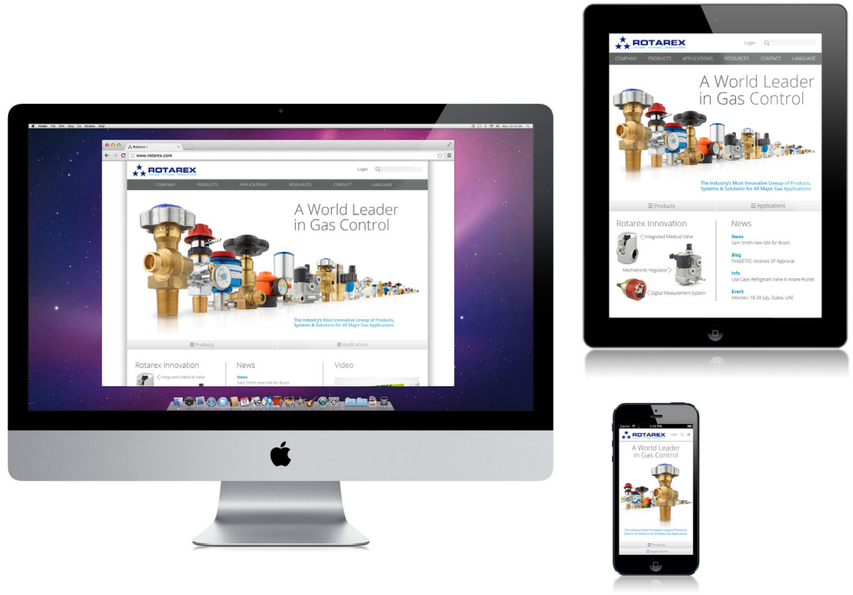
ROTAREX WEBSITE REDESIGN:

Our creative objective was to develop a new responsive design UI for their existing website.

EXISTING WEBSITE



REDESIGNED WEBSITE



RESPONSIVE DESIGN