



KALEIGH ADAMSON'S

24 DAYS OF COMMERCIAL



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A vertical decorative bar on the left side of the page, consisting of a stack of colored squares and two small images. From top to bottom: a light orange square, a teal square, a small image of a green bottle, a yellow square, a light blue square, another yellow square, a small image of a dog's face, and a final teal square at the bottom.

OBJECTIVE

The objective of this project is to take my strongest, most refined visual communication skill, commercial photography, and build a portfolio that showcases my ability to work with a variety of products in a variety of environments.

SOLUTION

This project, which spanned over the course of 28 days, entailed of creating 24 new advertisements, each one taking 24 hours or less to create. Each advertisement consisted of planning and executing the product photography, designing and creating the advertisement using Adobe Lightroom, Photoshop, Illustrator, and Dimension, inserting the finished advertisement into a mockup, and posting the finished product and process on social media.

APPROACH

The following are my three best advertisements and my process to create them. All 24 days can be viewed in the appendix.

APPLE WATCH

FINISHED PRODUCT:

I consider this ad to be my best one first, because of the movement in the advertisement. The splash of the water leads you to the watch, which then leads you to the text of the advertisement.

I also think that the photography is sharp and clean. This photo was by far my favorite to composite together and I felt that my process was clever and inventive.

The process can be seen on the next page.



PROCESS:

(as posted to my Instagram story)



APPLICATION:



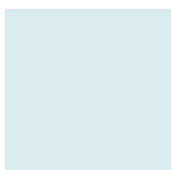
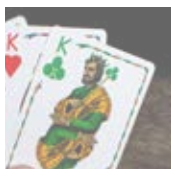
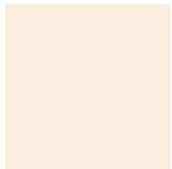
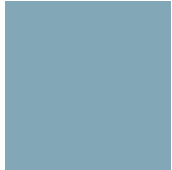
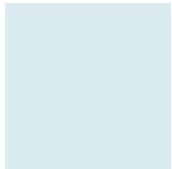
WHITE BARN CANDLE

FINISHED PRODUCT:

I consider this ad to be one of my best because, like the first, it has great movement throughout. The snow helps lead the eye from the text down to the product which keeps the eye within the composition.

I think that the photography is sharp and clean and that I succeeded in compositing several images together seamlessly, including the label which was added using Adobe Dimension (a program I had never used before). This process can be seen on the next page.





PROCESS:

(as posted to my Instagram story)



APPLICATION:



J.R. WATKINS SOAP

FINISHED PRODUCT:

I consider this ad to be one of my best because, as explained on the next page, I feel that I succeeded in keeping it cohesive with an already existing ad campaign.

Unlike my other two top advertisements, I did not have to do any compositing in this image. It was a sharp, clean shot straight out of camera that required very minimal editing.



PROCESS:

(as posted to my Instagram story)



For this ad, I tried to stay consistent with an already-existing campaign that J.R. Watkins had previously done.



The campaign focused on hands and their hand soap.

I also noticed that their font choice matched the fonts used on the actual soap bottles.



I found fonts that were similar in style to the ones used on the bottle and the other ads.

I went a slightly different direction - having the soap as the main focus and the hands in the background. That way, I didn't have to add the logo a second time because it was already on the soap bottle.

APPLICATION:



The following are what I consider to be my three weakest advertisements, what I learned from them, and what I did to change them.

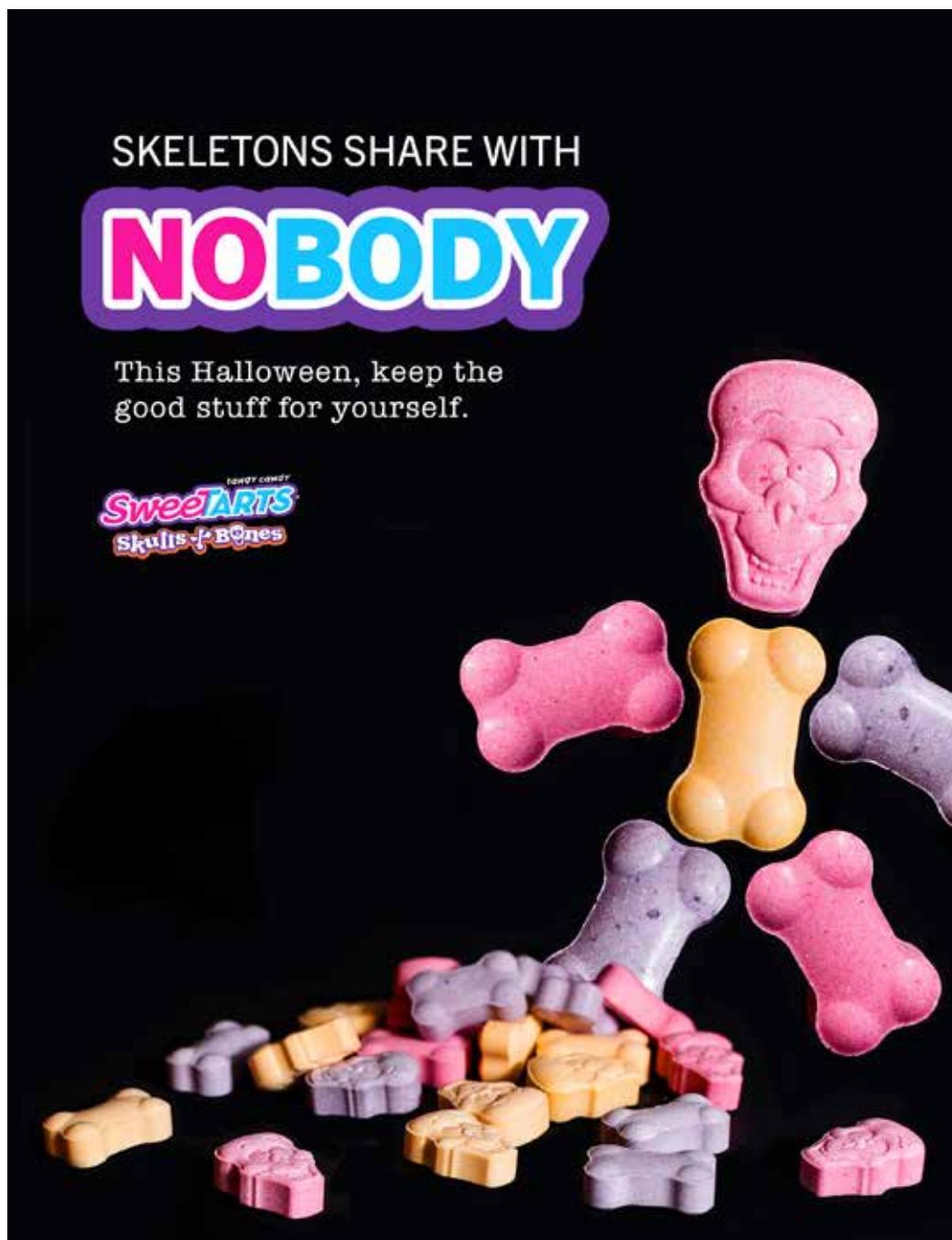
SWEETARTS

ORIGINAL FINISHED PRODUCT:

In my first few days of this project, I struggled a lot with hierarchy. I had a lot of creative ideas with my photography, but just didn't know how to translate that over into an advertisement.

While there are a lot of things that I enjoy about this advertisement, it's just way too crowded. There are too many things competing for your attention which makes it look cluttered and confusing.





Knowing what I know now, I would arrange the elements of the advertisement more like this. I didn't do anything to change the elements, because I like the way that they work together, but changing their size and placement gives the ad some hierarchy that makes more sense. Now my eye knows exactly where to look, rather than jumping between competing elements.

FIVE CROWNS

ORIGINAL FINISHED PRODUCT:



I consider this ad to be my weakest because of the photography as well as typography choices. When I think of this card game, I think of fun and excitement. This photo looks more like it was taken in a dingy basement where someone is playing a sketchy game of poker. The hierarchy is also all over the place and the placement of the text makes your eye jump all over the image rather than leading you through it.



This second attempt at the advertisement is much more fitting with the brand and product and is much more pleasing to the eye. The colors and movement of the cards give a more fun, exciting feel to the advertisement, even though the branding colors are still somewhat dark. The hierarchy also makes more sense because your eye is lead to the cards in the hand, then the text, and then the cards on the right lead you back to the hand, keeping your eye on a loop throughout the advertisement.

MUSCLE MILK

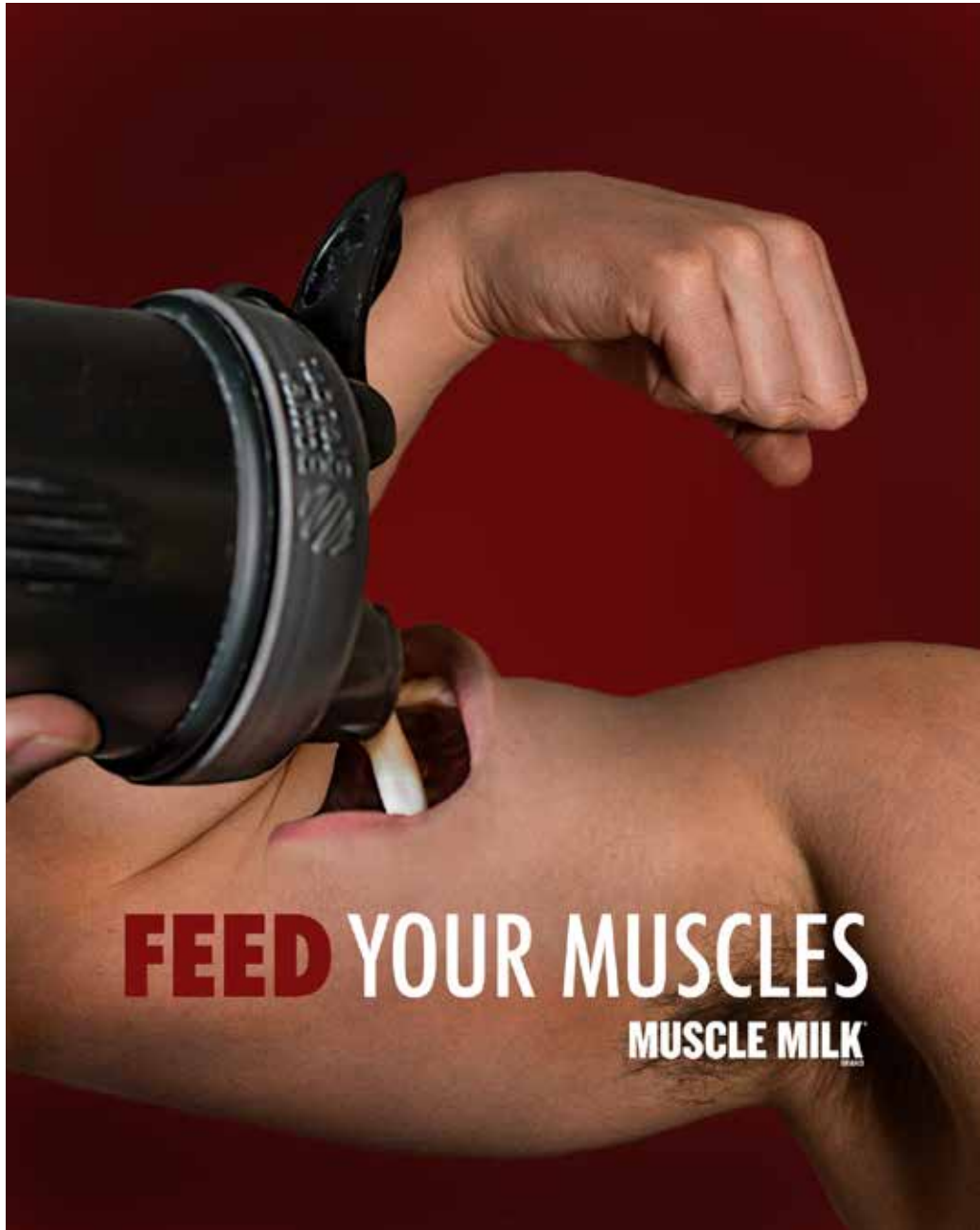
ORIGINAL FINISHED PRODUCT:

This advertisement was probably one of my most creative, but unfortunately I did a poor job of executing the idea.

The image of the arm was taken at a different angle than the image of the blender bottle, and the image of the mouth, which makes the composite look more obvious and amateur.

The text is crammed pretty tight into the space of the arm and isn't really aligned with the logo. The logo is also trapped in the white space at the bottom.





For my second try at this advertisement, I kept the bottle at an angle that you would actually pour the milk into the mouth at.

The image of the arm is also more in focus, and I changed the color of the background to make it more dynamic and interesting.

I also used a different version of the Muscle Milk logo. The original one was center aligned within itself, so it was hard to align it with the other text.



APPENDIX

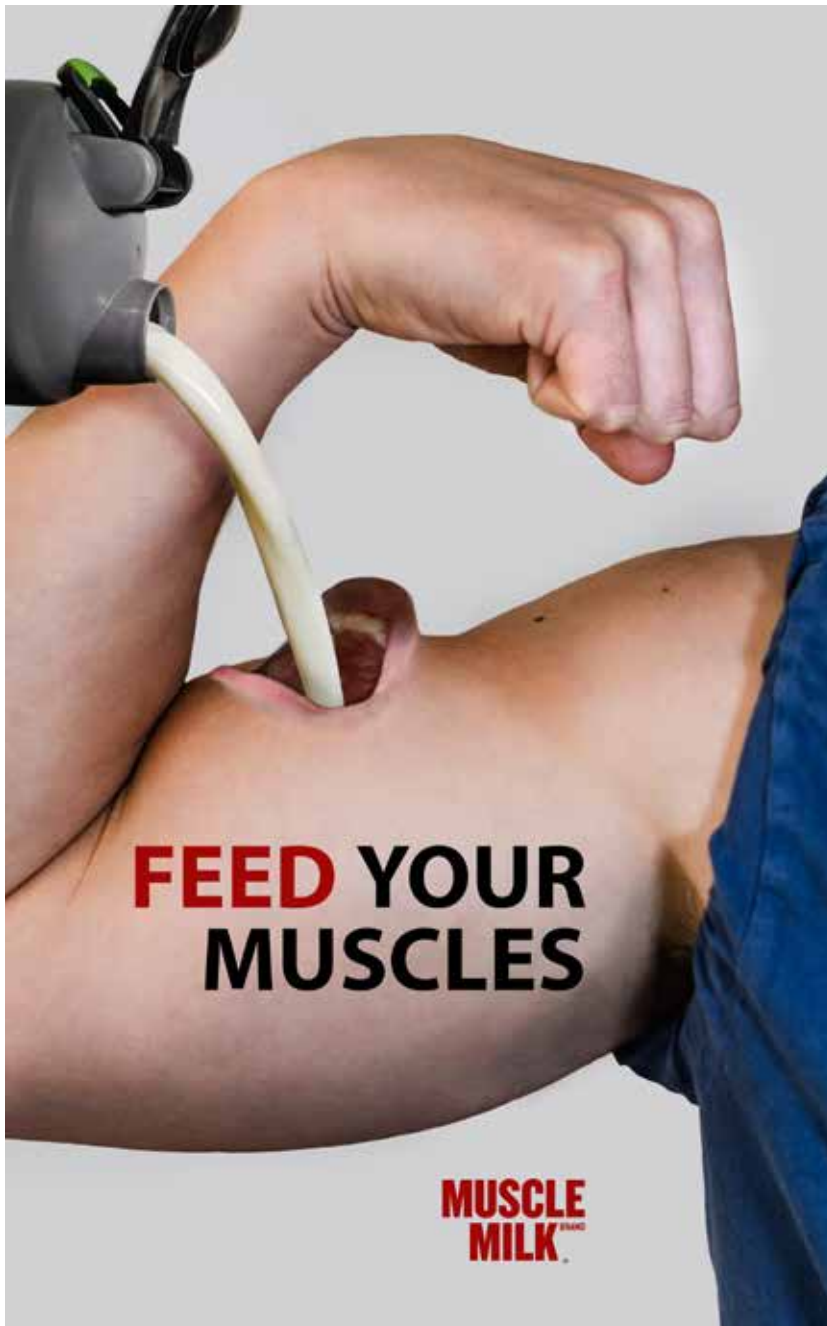
DAY 1: SIMPLY APPLE JUICE



DAY 2: HUMANE SOCIETY



DAY 3: MUSCLE MILK



DAY 4: HOBBY LOBBY

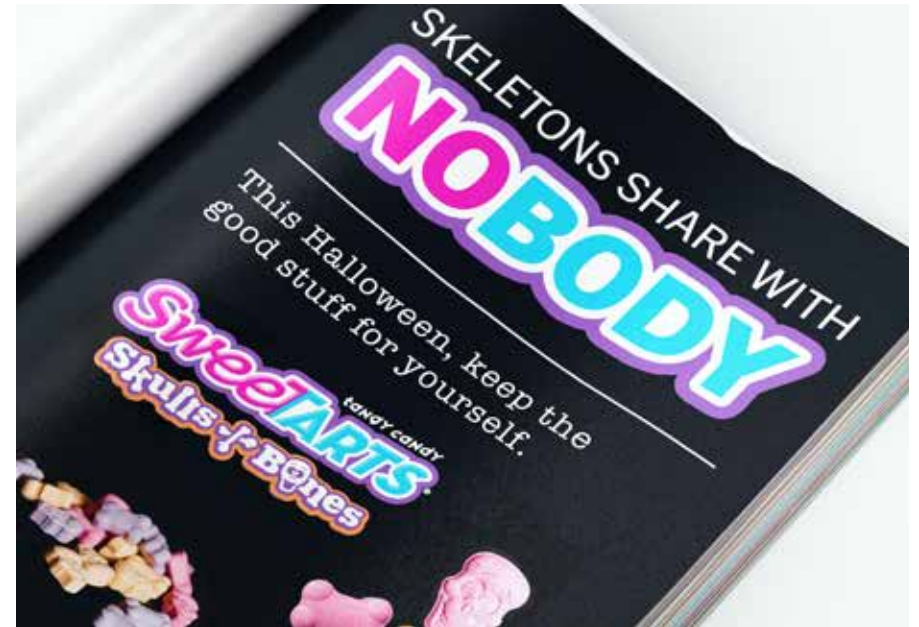


**OBSESSIVE
CRAFTING?**

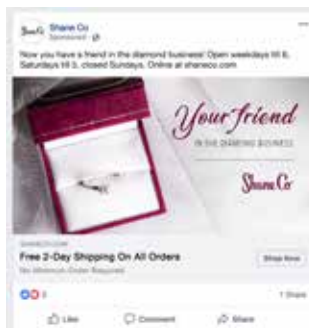
FEED
your need.

**HOBBY
LOBBY.**

DAY 5: SWEETARTS



DAY 6: SHANE CO.



DAY 7: CHINA GLAZE



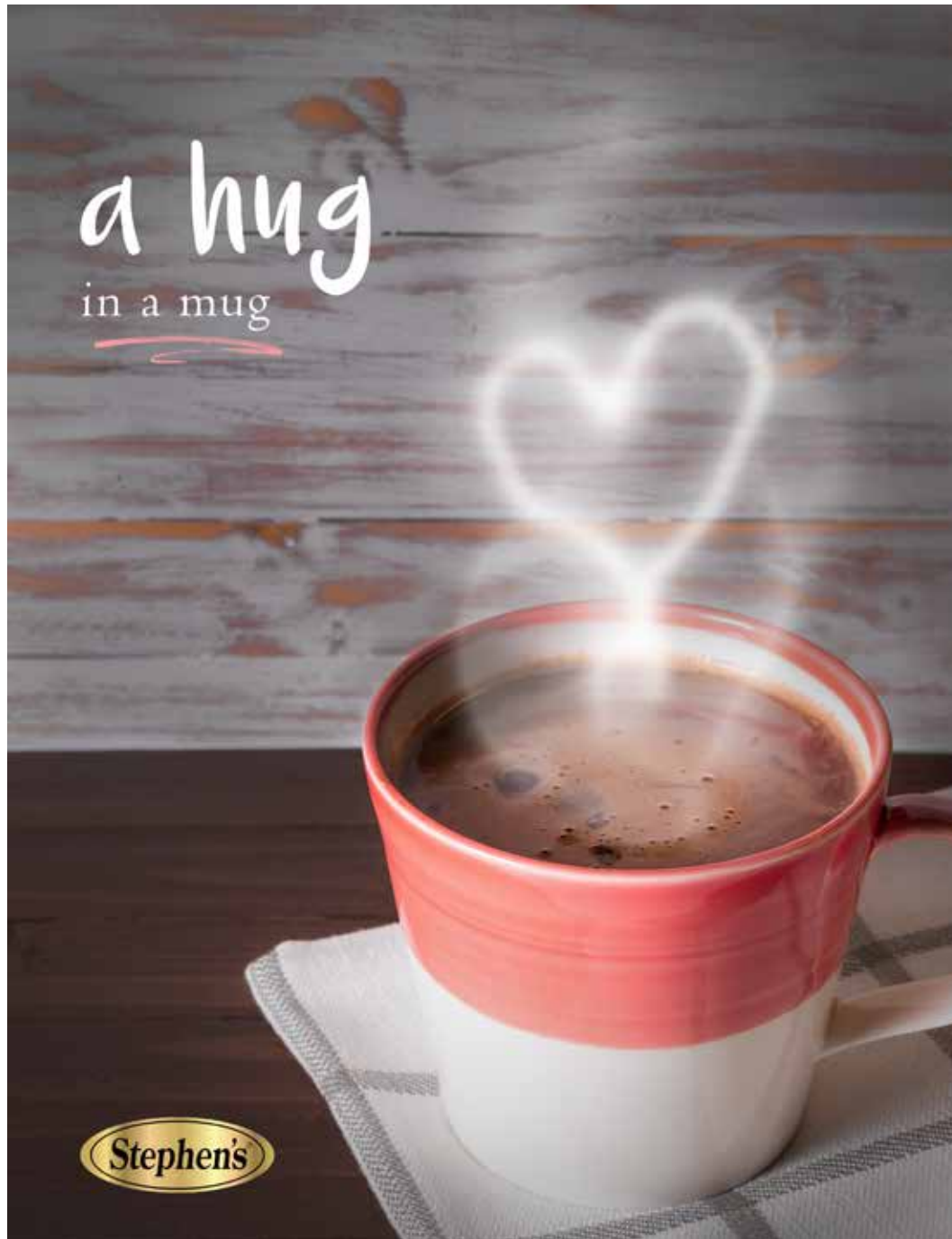
DAY 8: DR. PEPPER



DAY 9: IAMS



DAY 10: STEPHEN'S HOT CHOCOLATE



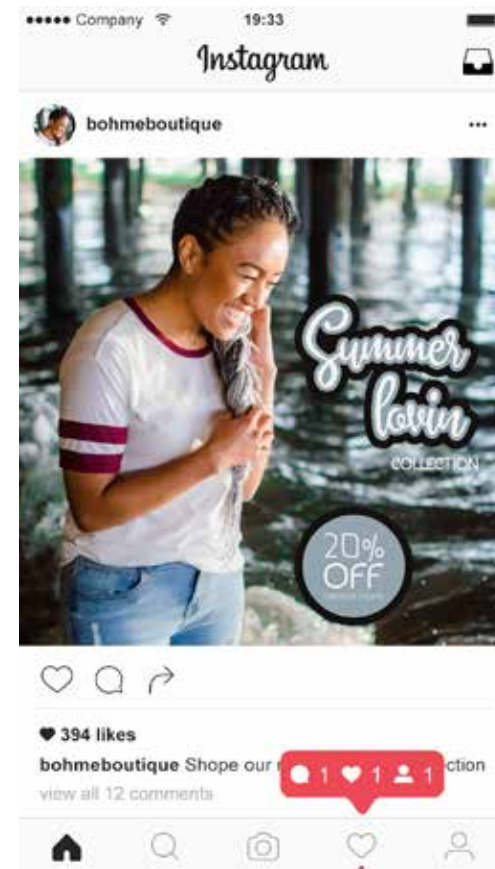
DAY 11: NUSKIN ESSENTIAL OILS



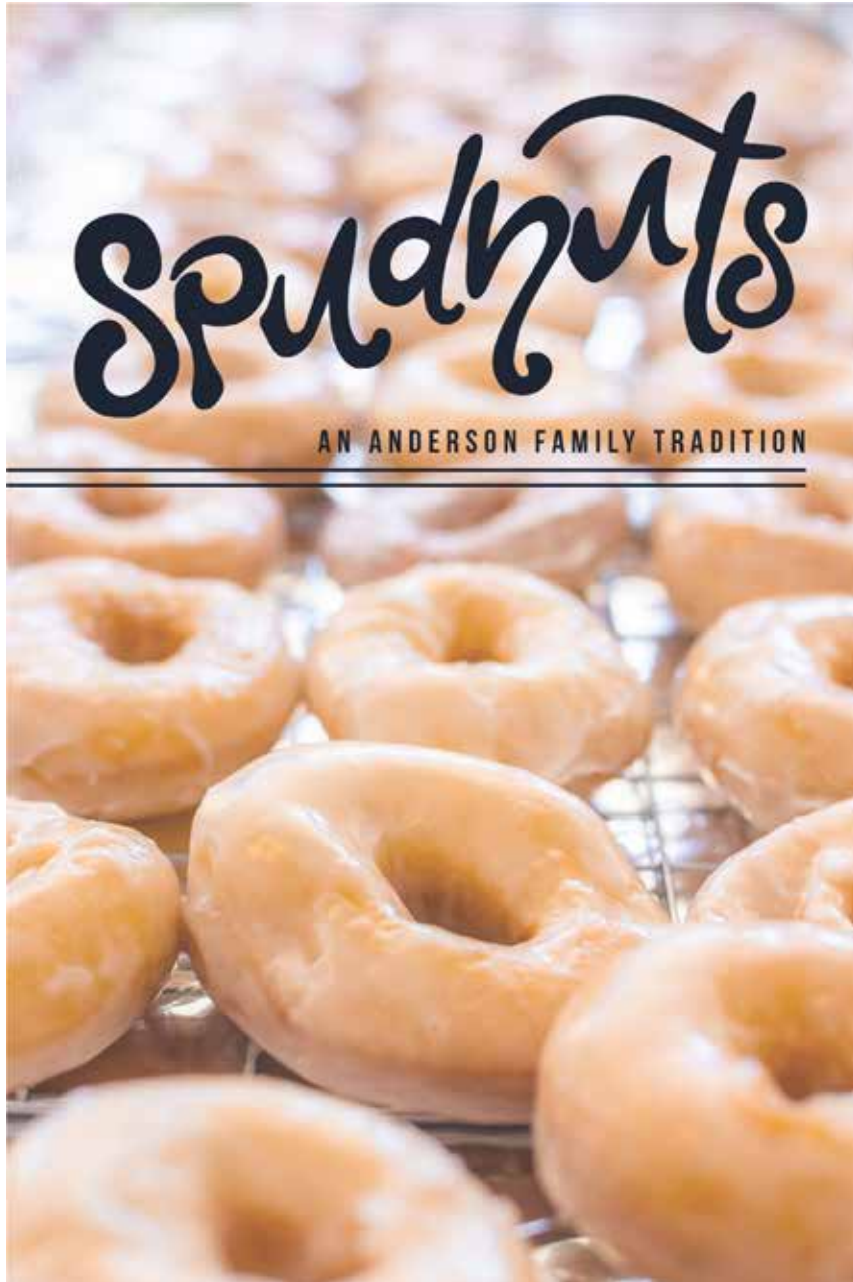
DAY 12: SANTA MONICA



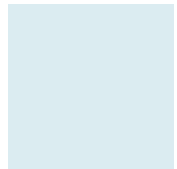
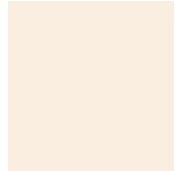
DAY 13: BOHME BOUTIQUE



DAY 14: SPUDNUTS



DAY 15: PIVOT 180



RETHINK
YOUR MENTAL HEALTH

FIND A DISTRIBUTOR
AND LEARN MORE AT
[PIVOT180.COM](https://pivot180.com)

A white plastic bottle of PIVOT 180 Wood Support Supplement stands upright. To its left, another white plastic bottle lies on its side, with several yellow, oval-shaped capsules spilled out onto the surface. The background is a plain, light gray.

DAY 16: FIVE CROWNS



DAY 17: NIKE



YOUR LOGO

Nike
Sponsored

Like Page

Whatever you do, just do it with Nike.



JUST DO IT with Nike
You do you.
NIKE.COM

Shop Now

Like

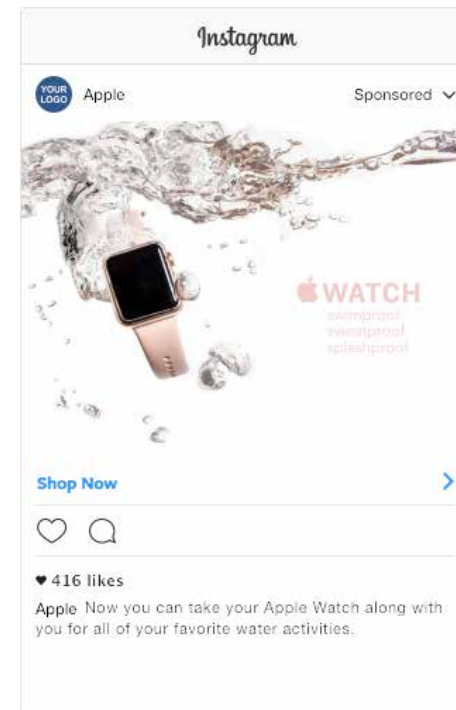
Comment

Share

43

562 Comments 311 Shares

DAY 18: APPLE WATCH



DAY 19: ADIDAS



DAY 20: CRAYOLA



DAY 21: J.R. WATKINS SOAP



DAY 22: OLD SPICE

SMELL LIKE A MAN, MAN.

Old Spice



SMELL LIKE A MAN, MAN.

Old Spice



DAY 23: WHITE BARN CANDLE



DAY 24: HERSHEY'S SYRUP

