



## Škoda Campaign

**Date:**

Fall 2007

**Medium:**

Adobe Photoshop, Adobe Illustrator

**Type:**

Individual Design Project

**Project:**

Škoda North American Campaign

I created this fictitious advertising Škoda Campaign for an advertising class at the Art Institute of Pittsburgh. With the limited resources I contacted the Škoda car company and asked for access to their press section as a student, allowing me to get advertising quality photos from their website. With high resolution images there was much more latitude to create professional quality ads.

The campaign was directed towards appealing to the youth market, by way of economics and using the green brand. This Eastern European car company is very environmentally conscious, so they only build small fuel efficient cars.

**Campaign Objectives:**

1. Introduce Škoda to the United States
2. Appeal to the Youth Market (economy car)
3. Build brand awareness

**Formats:**

1. Advertising brochure
2. Online Banner Ad
3. Outdoor Advertising

