



01

LACROIX

02

ASPCA

h e l l o

Welcome to my portfolio. My name is Jessica Rodriguez, I am a 23 year old advertiser from El Salvador based in Miami.

A small person with huge ideas, a doer, a fanatic of music, fashion, dogs and art. To me, simplicity and functionality are the keys to good design. I work on every project with one thing in mind: "Get it done, do it right!" My main goal is always excellence.

03

DENNY'S

04

AMERICAN EAGLE

05

HANDSHAKE

C A M P A I G N 0 1

l a c r o i x

B R A N D I N G C A M P A I G N

C U R R E N T L O G O



THE PLAN

PRICE

\$1.12 individual and \$3.99 - \$6.99 case of cans or bottles.

PLACEMENT

Popular urban areas, sporting events, magazines, music festivals, metropolitan areas & a strong social media presence (Facebook, Instagram, Twitter, and Pinterest).

PROBLEM

Media has labeled the brand as unappealing and generic looking. The image of the brand does not reflect the quality of the product, it is outdated and gives consumer an inaccurate representation of the brand values.

WHO WE TARGET

DEMOGRAPHICS

35% Male 65% Female, Middle class, Ages 18 to 45, Working professionals, College educated, Singles & Married, Living in the U.S.

PSYCHOGRAPHICS

Health conscious, Active, Social, Outgoing, Modern, experiencers, Price conscious.



PRODUCT

LaCroix sparkling water packaging of all 20 flavors, website and all social media.



PROMOTION

Advertisements will feature colorful and joyful illustrations that will reflect the brand's new personality. Discounts & special offers will be made for the relaunch of the brand.

SOLUTION

A re-branding process that will give the brand a vibrant and modern attitude. It will change media and consumer perception and represent in a better way the high quality and benefits of the product.

OUR GOALS

01

Position LaCroix as a leader in the carbonized drink industry.

02

Appeal to the young & popular crowd with a new image.

03

To convey the message that LaCroix is part of a lifestyle.

WHAT DO THEY THINK?

Loyal consumers and media feel that the current image of the brand does not accurately reflects its quality. The current image looks outdated and generic and does not make the brand stand out.

WHAT WILL THEY THINK?

We want to give the brand personality and a modern style. Creating a brand that will become part of the consumer's lifestyle.

THE INDUSTRY



AMERICANS ARE BECOMING MORE **HEALTH-CONSCIOUS** AND DITCHING SUGARY SODAS FOR SPARKLING WATER



BETWEEN 2009 AND 2014 THE CARBONATED WATER INDUSTRY **GREW 56.4%**



THE MAJORITY OF **MILLENNIALS** ARE MORE INCLINED TO DRINKING SPARKLING WATER



THE SPARKLING WATER INDUSTRY IS WORTH **ABOUT \$4 BILLION** AND CONTINUES TO GROW EACH YEAR

C R E A T I V E
e x e c u t i o n s

P R O P O S E D L O G O





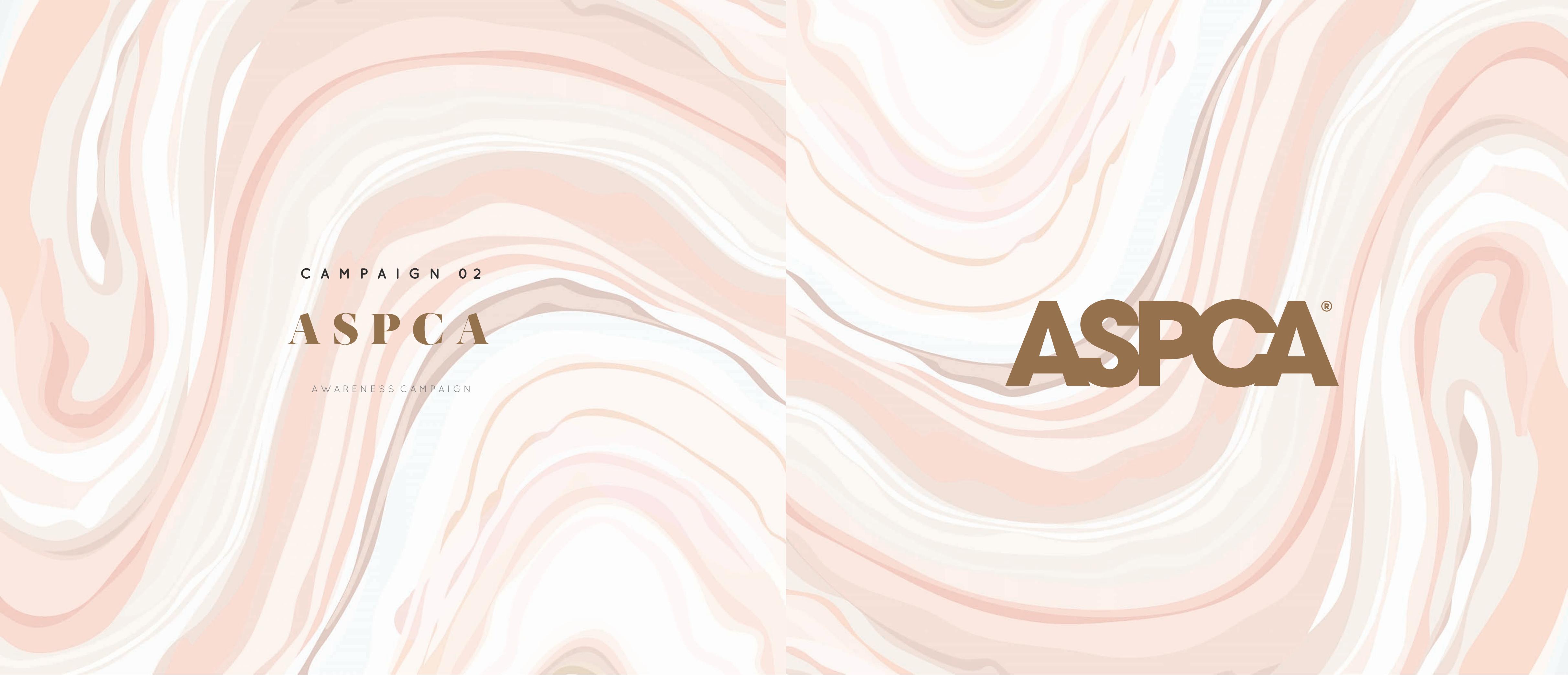
PACKAGING
The packaging was modernized with a cleaner sans serif typeface. The colors and illustrations were designed to liven up the perception of the brand. The main objective was to lose the generic appearance and create a unique brand image.



ADVERTISEMENTS

Colorful and energetic ads. that display the product as a part of a lifestyle and shows a cheerful attitude through the bright colors.





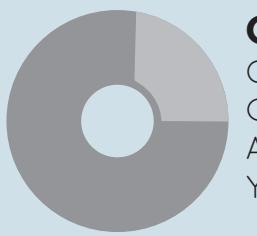
C A M P A I G N 0 2

A S P C A

AWARENESS CAMPAIGN

ASPCA®

THE INDUSTRY



ONLY 37%
OF ALL SHELTER
CATS ARE
ADOPTED EACH
YEAR IN THE U.S.



7.6 MILLION
PETS ENTER
ANIMAL SHELTERS
NATIONWIDE EACH
YEAR IN THE U.S.



2.3 MILLION
ANIMALS ARE
EUTHANIZED
EACH YEAR.



ONLY 35%
OF SHELTER
DOGS GET
ADOPTED EACH
YEAR IN THE U.S.

PROBLEM

A large amount of animals living in shelters in the U.S. that have to be euthanized each year due to the lack of resources. ASPCA wants to give a different perception of what pets live through before being adopted to fight abuse and neglect.

SOLUTION

A printed campaign that will show creative interactive advertisements. The impact that an adoption can have on a pet's life will be the main message. Our partner Barkbox will offer a free box of samplers with an adoption through the ASPCA website.

OUR GOALS

01

To reduce the number of shelter animals by 15% in one year.

02

Increment the number of rescued animal adoptions in the U.S.

03

To obtain at least 5K new adoptions in the U.S. in a one year period.

04

Inform the viewers about the current facts and living situation of homeless animals in the country.

WHO WE TARGET

DEMOGRAPHICS

01

- Ages 18 -30
- 40% Male 60% Female
- High School Education
- 30-75K Yearly income
- Living in the U.S.

02

- Ages 30 - 65
- 30% Male 70% Female
- College Educated
- 40-120K Yearly income
- Living in the U.S.

PSYCHOGRAPHICS

- Animal Lovers
- Compassionate
- Extroverted
- Family-Oriented
- Active
- Visually stimulated
- Sentimental

THE PLAN



PRICE

Adoption fee + optional donation.



PRODUCT

Pet adoption and Bark Box gift package.



PLACEMENT

It will be placed in the following magazines based on the preferences of our market: Good Housekeeping, National Geographic, O magazine, Parents, People, Time, Men's & Women's Health, and Shape Magazine.



PROMOTION

In partnership with BARKBOX, an online subscription service for dog treats, toys and supplies who will provide a free sample box with the adoption of a pet and a discount membership for rescued dog owners.

e x e c u t i o n s

C R E A T I V E

the concept:

ASPCA is characterized by being one of the animal organizations with some of the most creative advertisements. The creative concept for this campaign is to create an interactive advertisement in which one image transforms into another with the help of the reader by peeling a layer of paper. This campaign will be an exclusively printed campaign that will be displayed in nationwide magazines.



01



02

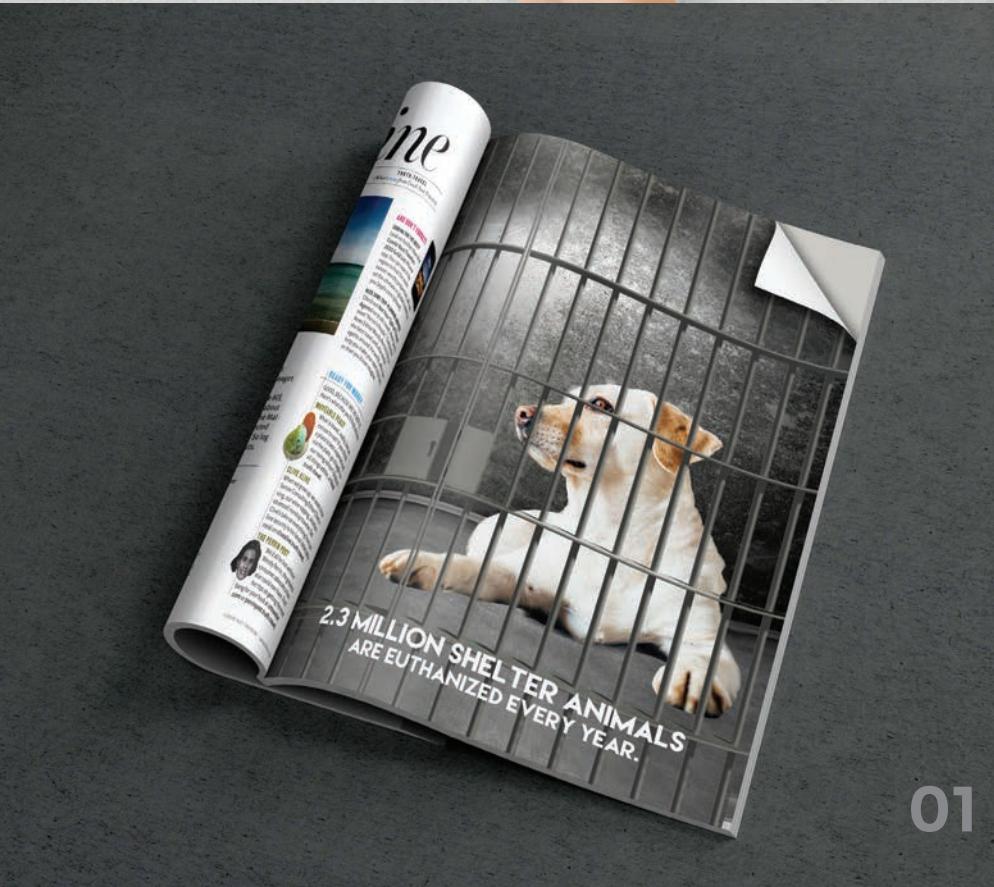


03



03

The ad will be interactive by making the reader change the content of the advertisement by peeling one part of it. The manual interaction with the ad is designed to reinforce the message that "the change is in one's hands". The contrast in dark and light colors reflects the change of the dog's life. The Barkbox box was also included in the images.



01



02

The darkness of the ad is intended to add a dramatic sensation. The copy directly appeals to the consumer's emotions beginning with a fact about the current situation and ending with the message "It's in your hands to change a life". The typeface "Lemon Milk", was used for it is clear and modern look.

C A M P A I G N 0 3

d e n n y ' s

B R A N D I N G C A M P A I G N

C U R R E N T L O G O



WHO WE TARGET

PROBLEM

Competitors have outgrown Denny's in the past few years because they have modernized their image. Denny's aims to retain their position as leaders amongst American diners by keeping their brand fresh and attractive for their customers.

SOLUTION

A rebranding process and campaign that will liven up the company's personality and customer perception. It will consist of a redesigned logo and graphics, as well as positioning printed advertisements.

THE INDUSTRY



PEOPLE ARE MORE LIKELY TO EAT THE SAME BREAKFAST AT **THE SAME RESTAURANT** DAY AFTER DAY THAN THEY ARE WITH ANY OTHER MEAL



A NEW STYLE OF FAST CASUAL RESTAURANTS **ARE PULLING AWAY** CUSTOMERS FROM THE TRADITIONAL BOOTH-SERVICE



ALMOST HALF OF DENNY'S ENTIRE BUSINESS COMES ONLY FROM **BREAKFAST ITEMS**



DENNY'S REVENUE HAS DECREASED BY **OVER \$448M SINCE 2007.**

OUR GOALS

01

Position Denny's as the leader in American family dining.

02

To relate the brand to American pride and tradition.

03

To increase the number of younger families and customers in general.

WHAT DO THEY THINK?

Denny's is considered an American staple, it is known by serving American's favorite dishes at affordable prices for decades. However, people are currently leaning towards competitors who have a more modern image, which is resulting in less sales.

WHAT WILL THEY THINK?

We want to establish Denny's as the epitome of American tradition. For people to feel nostalgia, pride and identified with the brand. Our goal is to be customer's number one choice. We also want to add humor and cheerfulness to the brand through its branding.

DEMOGRAPHICS

Male & Female, ages 25 - 65, married people preferably with children, lower to middle class, American, high school education.

PSYCHOGRAPHICS

Traditional, social, price conscious, loyal customers, patriotic, family oriented, All-American people who value American culture.

C R E A T I V E

e x e c u t i o n s

PROPOSED LOGO



MOBILE WEBSITE

Simple, soft, minimal and focused on the products.



BRANDED ITEMS

Two different patterns were developed to represent the essence of the brand. The first displays a variety of classic Denny's food icons, while the second one consists on organic lines that adorn the background color yellow. The main colors yellow and red were kept, and the colors black and white were also used to add variety.



ADVERTISEMENT

Using the product creatively to convey a message and represent the new personality of the brand.



C A M P A I G N 0 4

a m e r i c a n e a g l e

BRANDING CAMPAIGN

C U R R E N T L O G O



**AMERICAN EAGLE
OUTFITTERS**

THE INDUSTRY



SINCE 2014
AE'S BIGGEST
PROBLEM IS A
LIMITED VARIETY IN
THEIR MERCHANDISE.



BUYERS INTEREST
HAS SHIFTED
FROM LOGO
CENTRIC DESIGN TO
AFFORDABLE TRENDY
“FAST FASHION”.



MALL VISITS
HAVE HIGHLY
DECREASED
WITH THE
GROWTH OF
ONLINE SHOPPING



AE HAD TO
CLOSE OVER
150 STORES
SINCE 2014

PROBLEM

Current consumers have changed dramatically in their style and shopping behavior in the past years. Since online retailers offer more access to the latest trends, teens are more inclined to shop online; this has had a strong impact on A.E.O. and resulted in declining sales and brand deterioration.

SOLUTION

For the brand to regain its popularity it must adapt to the new market. The brand will shift its focus to a trendy style that will allow it to relate better with the youth. A.E.O will have a strong online presence to promote online shopping by partnering with a popular fashion blogger: “Song of Style.”

M A R K E T

DEMOGRAPHICS

Ages 13 to 28, High scholars & college students, Suburban & city living, Middle class.

PSYCHOGRAPHICS

Trendy, Casual, Modern, Social, Fashion-forward, Price-conscious.

O U R G O A L S

01 To regain market share and presence.

02 To increase sales by at least 10% in the last quarter of 2016.

03 To elevate the brand's stock value.

04 To increase online transactions by 30%.

WHAT DO THEY THINK?

People no longer consider American Eagle as a fashion forward brand since it has failed to keep up to date with the latest trends. The consumer is no longer logo centric but rather trend-centric.

WHAT WILL THEY THINK?

We want to regain the lost market and turn the brand into one that can offer the same loved quality but with a more fashion forward look. We want to change our image into a more hip and current brand.

T H E P L A N

PRICE
\$20 - \$200

PLACEMENT
Outdoor advertising and online.

PRODUCT
Clothing and accessories.

PROMOTION
Free shipping and returns, rewards and loyalty programs for the online campaign, a limited edition capsule collections in collaboration with popular U.S. fashion blogger Aimee Song from the blog “Song of Style”, who will also be a brand ambassador.



Aimee Song

C R E A T I V E
e x e c u t i o n s

P R O P O S E D L O G O

american
eagle
outfitters



ADVERTISEMENTS

Our brand ambassador, Aimee Song will also be the model of the ads, showcasing the capsule collection products.



The new image maintains the traditional navy blue color, but refreshes the logo into a modern sans serif type and an icon that uses negative space.



C A M P A I G N 0 5

h a n d s h a k e

ART DIRECTION & PROJECT MANAGEMENT

In collaboration with: Klara Velutini, Chantal Zyman, Yetzy Tovar & Daniela Ballesteros



HANDSHAKE
MIAMI

OUR GOALS

01

To increase the number of young professionals moving to Miami by 10% or more.

02

To obtain at least 50,000 downloads on the first year of campaign.

03

To change the city's reputation amongst Millennials in other cities of the U.S. into a positive one.

PROBLEM

Young professionals are not motivated to move to Miami to develop their careers because of the economical difficulties it represents. This results in an impact to Miami's future economy.

SOLUTION

The app Handshake will help them connect with other professionals in their field and find a roommate in the city, facilitating the process of moving to Miami. The app will be promoted in airports, colleges and major U.S. cities.

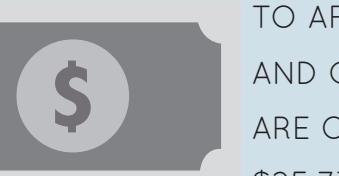
THE INDUSTRY



MIAMI IS THE 4TH
MOST UNAFFORDABLE
CITIES TO LIVE IN
FOR RECENT
COLLEGE GRADUATES



MIAMI'S MEDIAN
RENT IS
\$2,200 MONTHLY
MAKING IT ONE OF
THE MOST EXPENSIVE
CITIES TO LIVE IN.



A PERSON WOULD NEED
\$86,000 A YEAR
TO AFFORD RENT
AND GRADUATES
ARE ONLY MAKING
\$25,778 YEARLY.

WHO WE TARGET

WHAT DO THEY THINK?

Although Miami is a popular tourist destination, it is not a popular business city since living arrangements are not affordable and are complicated for millennial professionals and young entrepreneurs.

DEMOGRAPHICS

Male & Female, Singles, Middle Class, Millennials, Working professionals, College Education, Living outside of Miami.

PSYCHOGRAPHICS

Modern, Tech Savvy, Price Conscious, Determined, Cautious, Social.

WHAT WILL THEY THINK?

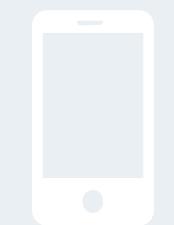
They will start to perceive Miami as an option to start and develop their professional careers and to start new business opportunities.

THE PLAN



PRICE

Free download



PRODUCT

Handshake smart phone application.



PROMOTION

To promote the app Handshake will hold networking events in different cities with access to the Miami lifestyle, as well as pop up events in college campuses to advertise the app to future graduates. As well as a snapchat filter promoting the app.



PLACEMENT

Advertisements will be placed in airports, major college campuses, planes, billboards and social media all over the U.S.

ADVERTISEMENTS

Billboard advertisements will be interactive, the ad can be scanned with the smart phone and it will lead directly to the App Store so people can easily download it. They will be youthful and colorful to attract millenials but will use a sober typeface to maintain the professional look. Social media ads will adopt the same look with bright colorful pictures of real app users that will use the phrase: "Miami is shaking."

