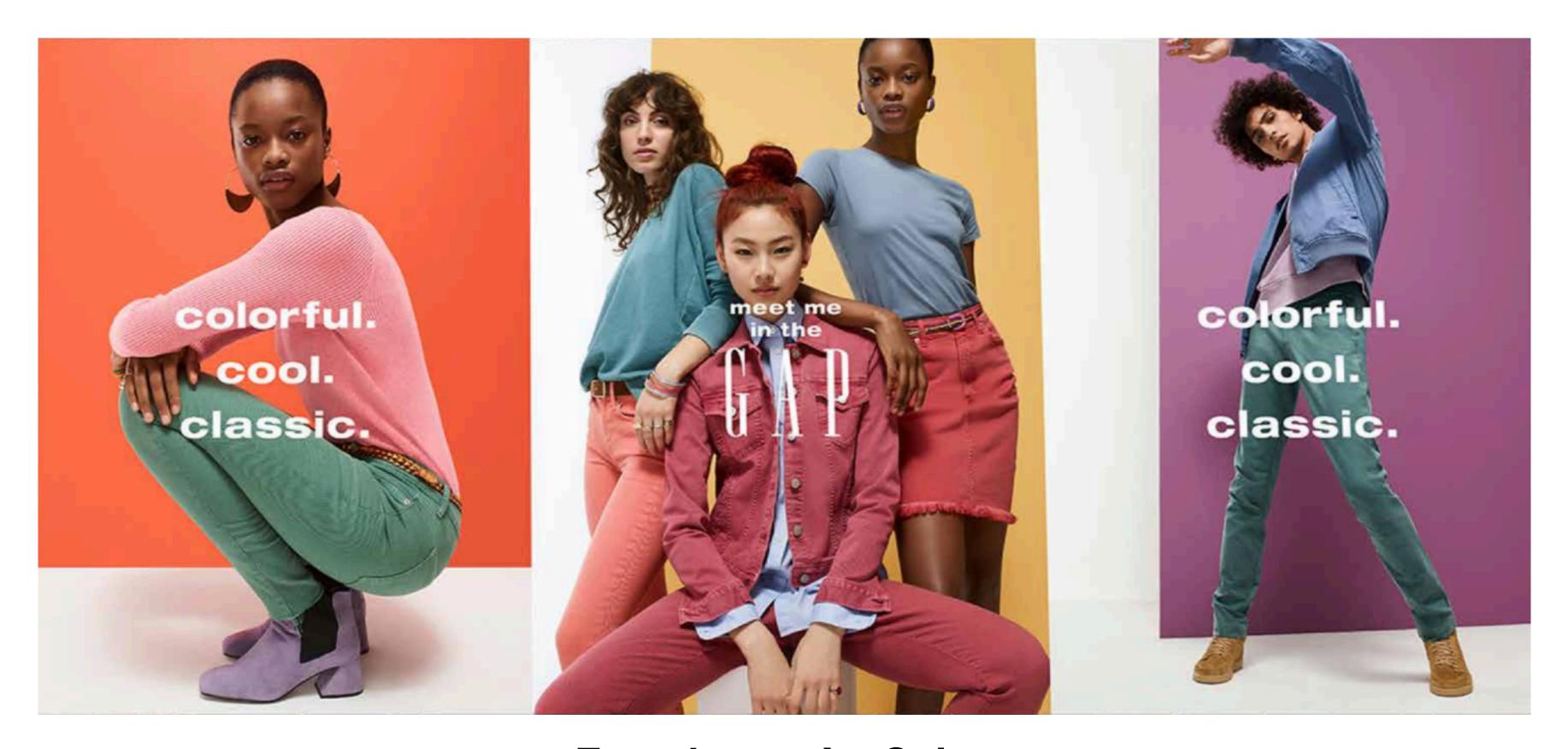
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GapBrand Experience

Integrating Gap's core brand values, seasonal campaign messages and product storytelling to bring a consistent, onmi-channel messaging strategy to life throughout the customer journey — including all paid and owned digital media, built environments and experiential activations.



Experiment. In. Color.

Spring 2018 Brand Campaign

Digital/Social



Built/In-Store



Experiential

