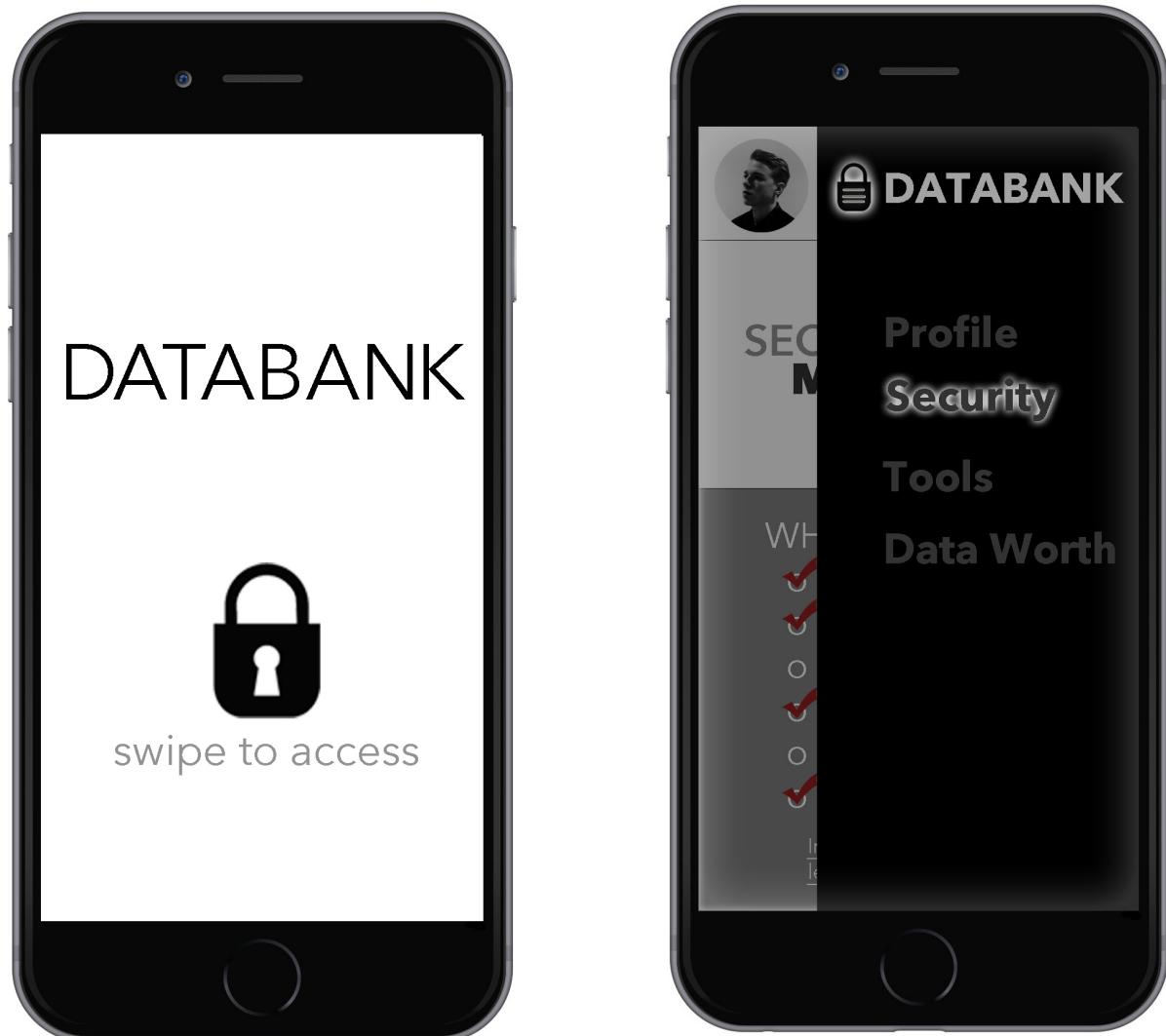


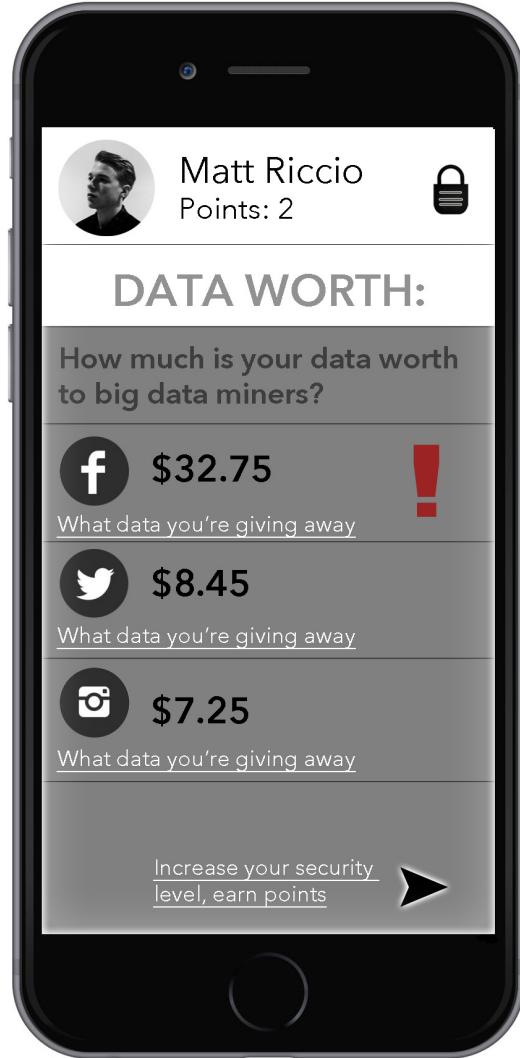
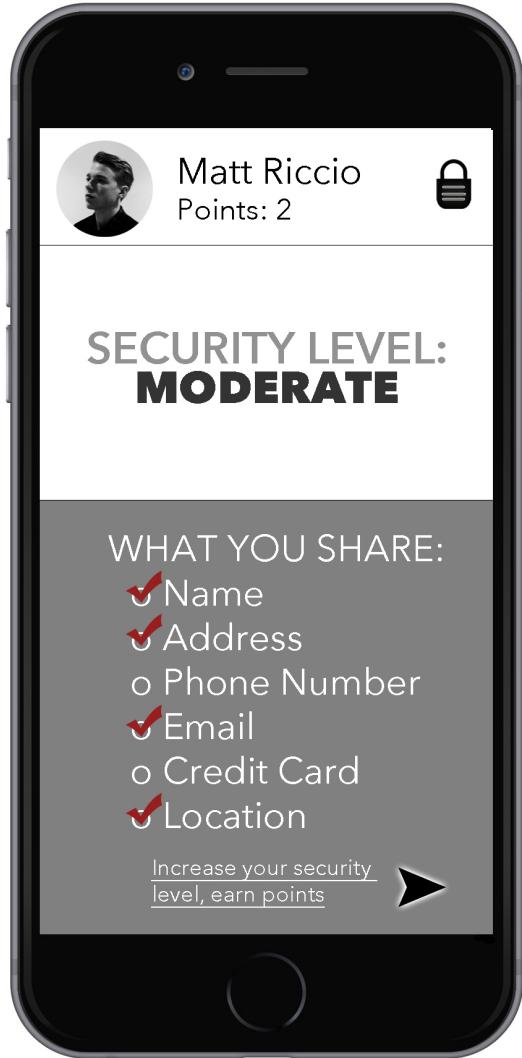


PORTFOLIO 2015
Paige Dianne Bystrom



1

DataBank iPhone Application



We want to prove to people just how much Big Data they are giving out when they use different social media sites. We measure this by connecting to their social accounts and checking how much information they are providing and transferring that in easy-to-understand dollar amounts.



Cory Tiffin @CoryTiffin · 4 Nov 2012

My flight is literally delayed because the coffee maker is broken. I'm guessing the pilot refuses to fly without fresh brew. #coffeeslave

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katie @katiehoran · May 20

I love how when I work at 6, I leave my house at 5:58. #coffeeslave

[View conversation](#)

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Maximus Drive @dphaw · 15 Jun 2011

I used to have someone bring me my coffee in the morning, but coffee makers put an end to all that. #atmfacts #coffeeslave

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they call me snook @SnookTravis · Sep 23

Coffee has too much power in my life, it seriously makes or breaks my whole day ☕️☕️ #coffeeslave

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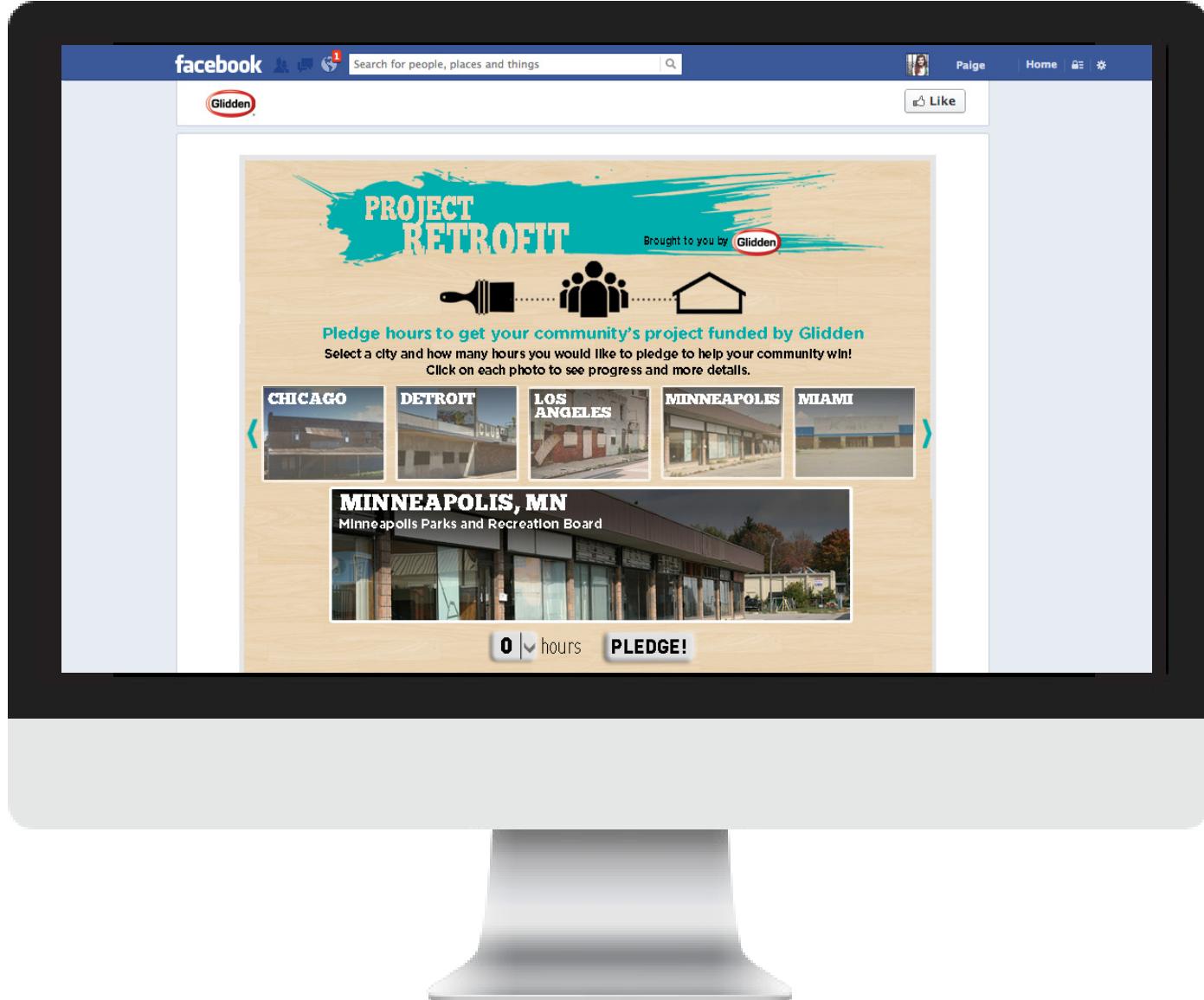


3

Keurig “Abolish Coffee Slavery” Campaign

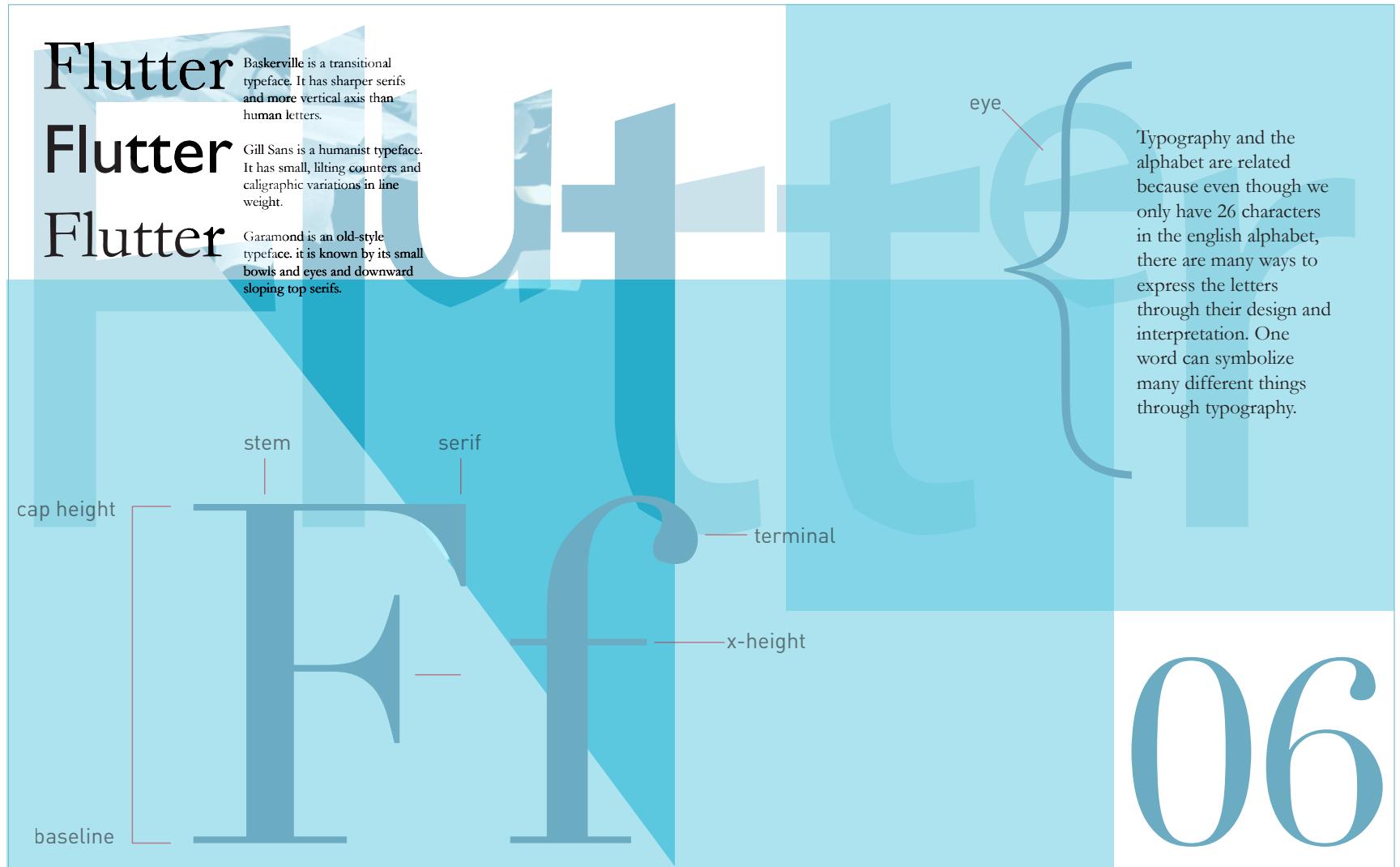


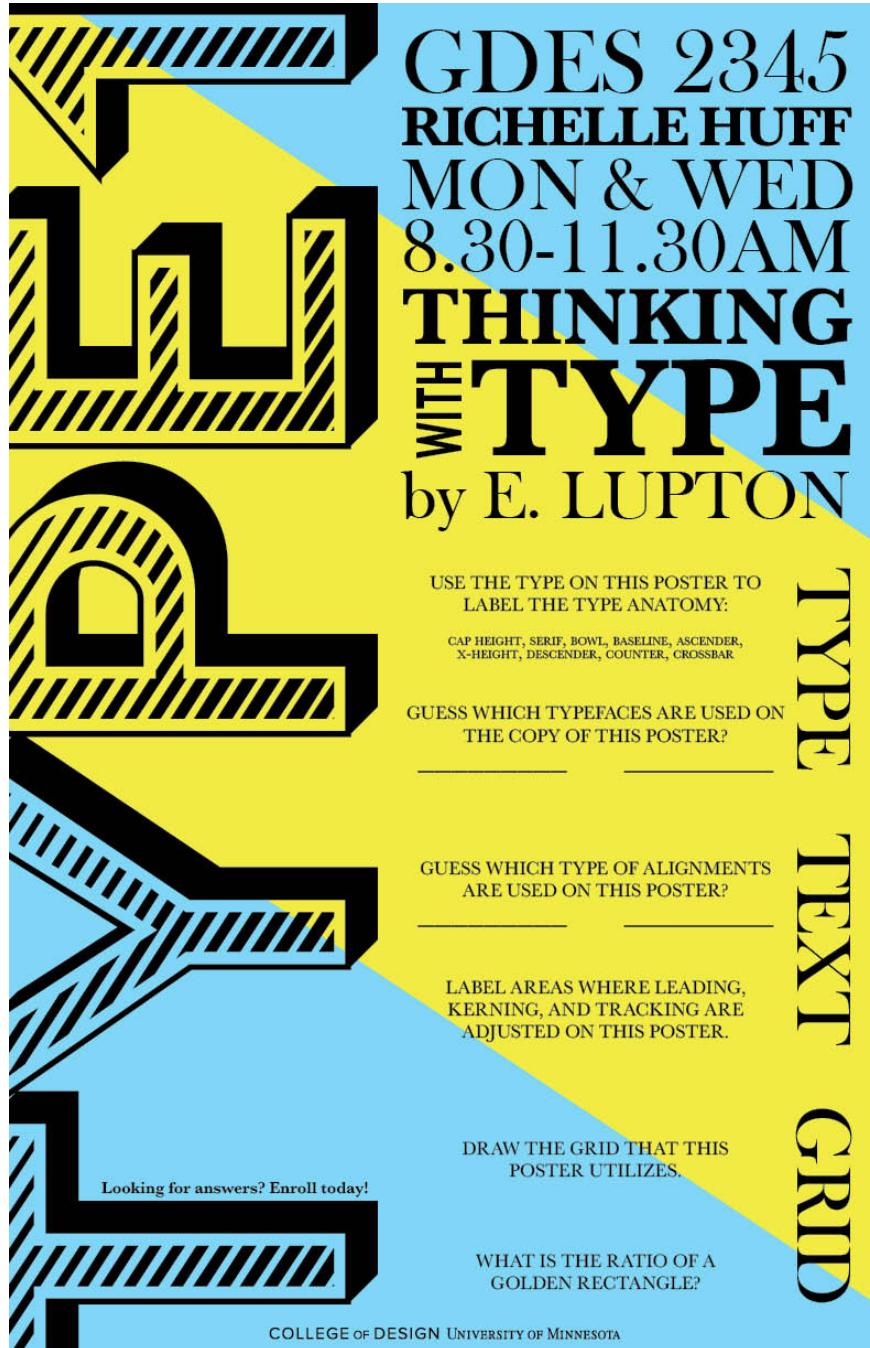
We discovered one human truth about Keurig's target, millennial entrepreneurs, and that is that they feel like a slave to coffee. We wanted to help them abolish that slavery by showing them Keurig provides a quicker, better, tastier option through experiential and print campaigns.

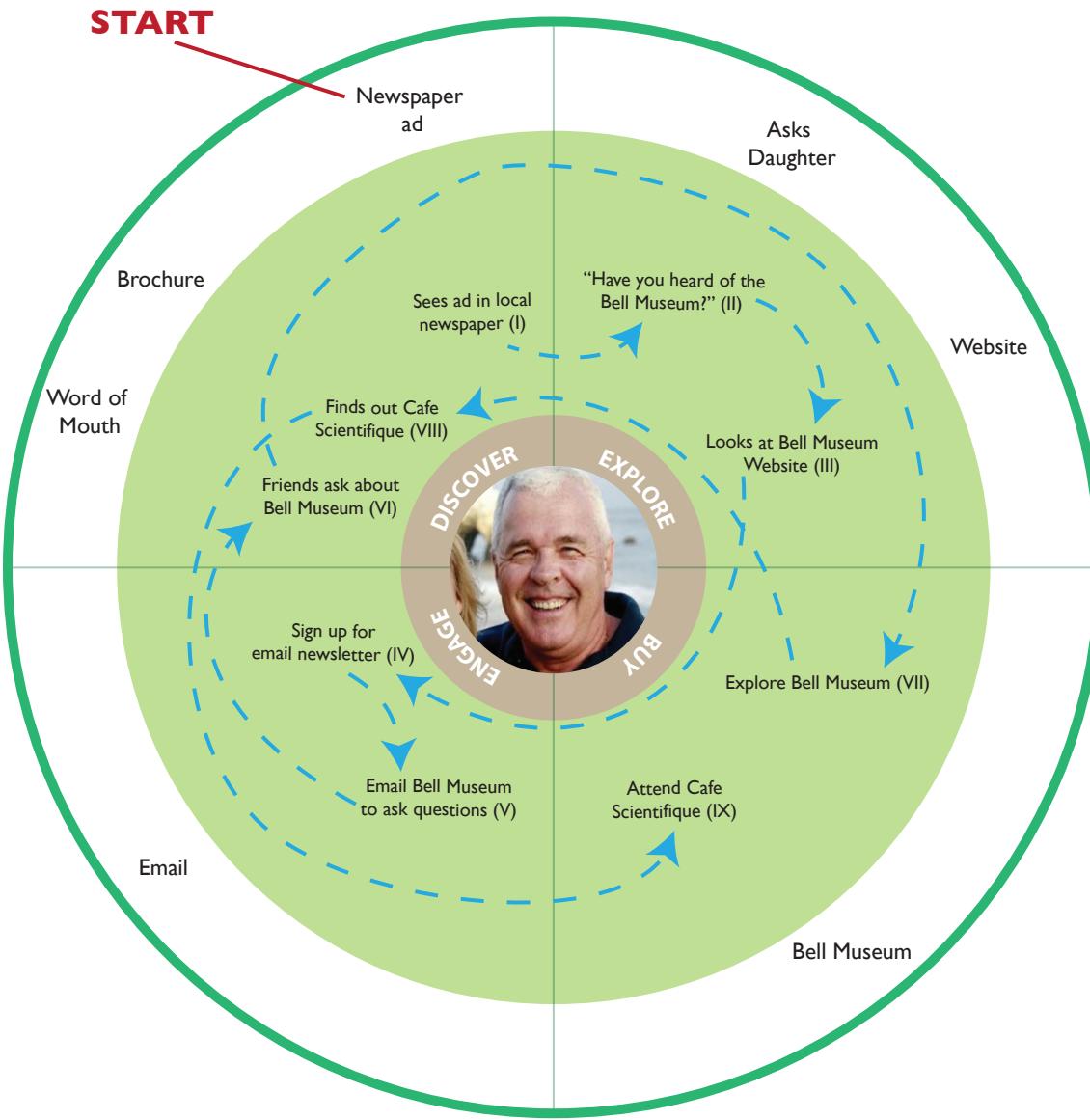


5

Glidden’s “Project Retrofit” Facebook Page







Consumer Journey for The Bell Museum's "Cafe Scientifique"



9

Mary Kay's "PICK" iPhone Application



For the National Student Advertising Competition 2013-2014, our client was Mary Kay. Mary Kay wanted to create an entire new brand focused primarily on millennials. We created an app that is inspired by Snapchat and Tinder, two of the most popular applications used by millennials right now. The app allows users to send two different photos comparing different items to ask their friends which one they one should pick.

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