

**M.S. Mass Communications**

Virginia Commonwealth University,  
Brandcenter

◦ *Emphasis in Copywriting.*

**B.A. Mass Communications**

Brigham Young University

◦ *Emphasis in Advertising.*

**Head Cook**

Joey's Only Seafood

- *Supervised a staff of 12 cooks, dishwashers, and busboys.*
- *Trained new employees.*
- *Ensured proper preparation of food orders.*



**Design Consultant**  
Hewlett-Packard

- *Helped start department: developed: pay scale, training materials, and department rules.*
- *Consulted small business owners on the creation and improvement of their brand identity.*
- *Consulted clients on website design and programming.*
- *Trained new hires.*

**Pay-Per-Click Consultant**  
Enhance Interactive

- *Helped website owners create, improve, and manage their paid search campaigns.*

**Missionary**  
The Church of Jesus Christ of Latter-day Saints

- *Provided community service throughout Ecuador.*
- *Managed, trained, motivated, & counseled other representatives.*
- *Supervised a peer group of six as a District Leader; later selected to oversee efforts of four districts.*

**Things I'd rather be doing:** Riding motorcycles, watching college football, camping, photography, bird watching, spending time with my family, or cooking.

# Jelly Belly

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AD: Joseph Merkley

**Problem:** Although Jelly Belly positions itself as *The Original Gourmet Jelly Bean*, they have a cartoon mascot, make Harry Potter vomit-flavored beans, and use plain white packaging.

**Solution:** Embrace the fact that Jelly Belly is a novelty candy that people eat in place of eating the actual item while at the same time demonstrating how realistic the flavor of a Jelly Belly is.

*Finally, a*

**CHOCOLATE**  
**pudding**



*that can*

**MAKE YOUR**

**JAW**  
**SORE**



A Taste of Reality



**Enjoy**



*movie theater*

**POPCORN**

*without*

**feeling like**

**such a**

**health**

**NUT**



A Taste of Reality

Hopefully

the

most

**BORING**

round of

**MARGARITAS**

you've  
ever had



A Taste of Reality

product extension



# Jack Daniel's

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AD: Jay Adams

*Disclosure:* I do not drink alcohol, nor do I desire to work on alcoholic beverage campaigns. This work was done as a student for a class assignment. I have included it here to demonstrate a style of writing.

**WHAT ELSE WOULD  
A MIDGET USE  
IN A BAR FIGHT?**

Same attitude. Smaller bottle.



**CALL IT CUTE  
AND YOU'LL DISCOVER  
ONE MORE PLACE IT FITS.**

Same attitude. Smaller bottle.



**YOU COULD SHARE A BIG BOTTLE  
BUT YOU KNOW WHERE  
HER MOUTH HAS BEEN.**

Same attitude. Smaller bottle.



# Frigidaire

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AD: Jesse Bowen

**Problem:** Traditional appliance brands are losing market share to smaller new-comers like Sub-Zero. These traditional brands have targeted housewives for too long and have created a generic feeling among themselves that makes it nearly impossible for consumers to distinguish between the different brands.

**Solution:** Give freezer models a unique and memorable name, then niche-target with advertising specific to how the chosen target would use the freezer.

# The Frigidaire GLFC2528 24.6 ft<sup>3</sup> chest freezer



IS NOW

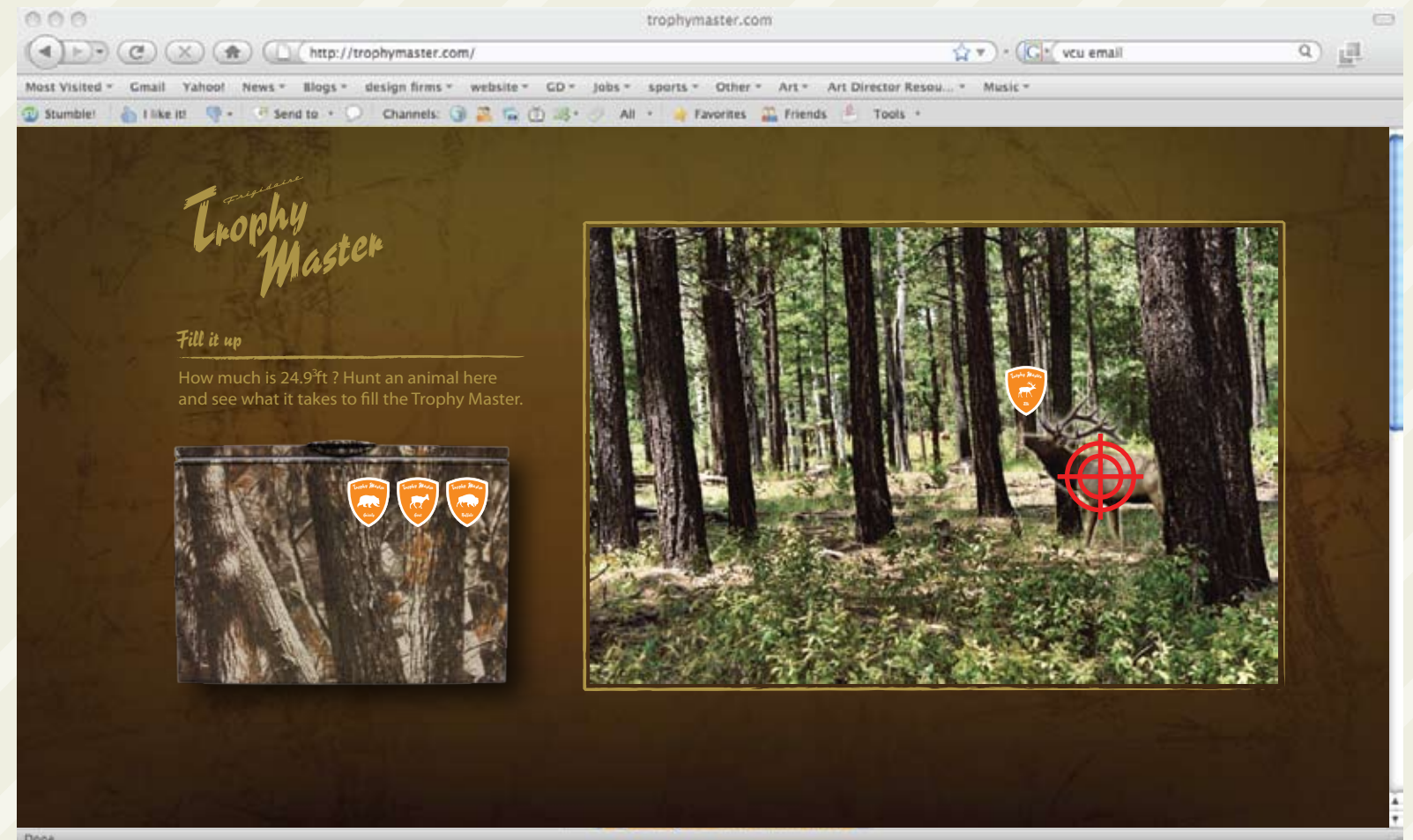
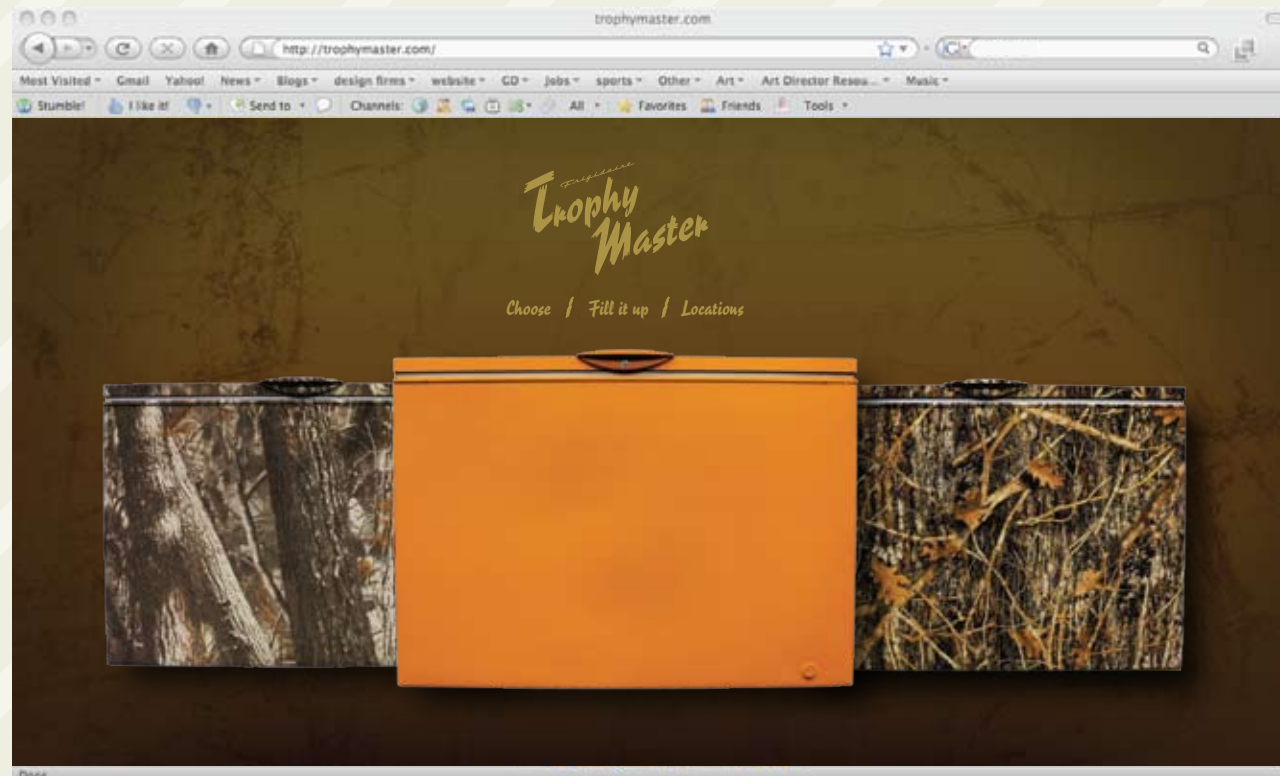
*Frigidaire*  
**Trophy Master**



available in various patterns:



## website



trophy stickers

*Frigidaire*  
**Trophy Master**

*Big enough for whatever you bring home.*

Step 1: Go hunt something. Something big.



Step 2: Place the appropriate trophy sticker on your Frigidaire Trophy Master when you bring home your kill.



Step 3: Anytime your friends or family see you near your Trophy Master, casually point to the sticker and talk about how long it's been since you last paid for meat.



Visit [www.TrophyMaster.com](http://www.TrophyMaster.com) to learn more about the Trophy Master, get more stickers, and view images of trophy big game.

**Niche-targeting allows the freezer to be sold in stores that do not traditionally sell appliances.**



The lid and trophy magnets replaces the Trophy Wall commonly found inside the entrance of sporting good stores



in-store display



Big enough for a trophy bull, a doe, and\* a couple of gobblers.

*\*you'll notice we didn't say "or"*

*Frigidaire*

**Trophy Master**

Big enough for whatever you bring home.

[www.trophymaster.com](http://www.trophymaster.com)



Enough room for up to 2,500 lbs of bragging rights.

*Frigidaire*

**Trophy Master**

Big enough for whatever you bring home.

[www.trophymaster.com](http://www.trophymaster.com)

# ZippyList.com

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AD: Chris Vandette

**Problem:** Grocery shopping can be an agonizingly long chore. You often find yourself returning to previously visited aisles either getting things you overlooked on your list, or simply searching for an item's location.

**Solution:** A website that groups the items on your shopping list by aisle, based on the store you select. Offered as a free service to both stores and customers, coupon space will be sold for profit (each coupon on your list will appear under the aisle of the advertised item's location).





Zippy  
list.com

Just because a wonton is  
Chinese doesn't mean  
it has to hang-out  
with all the other Asian food.

## Wonton wrappers: Produce Section

Turn your shopping list into a strategy.



Static Stickers -  
*specific to placement*

Zippy  
list.com

The fact that rice milk's  
expiration date has a year in it  
should tell you that it's  
not in the dairy section.

## Rice Milk: Aisle 7

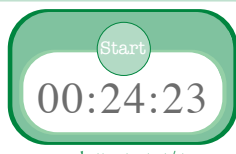
Turn your shopping list into a strategy.



Zippy  
list.com

How long will you be  
here this time?

ZippyList can make every shopping trip faster



press button to start /stop  
hold button for 2 sec to reset

Shopping cart - stopwatch



Parking lot - reserved space



# Fro Cone

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AD: Joseph Merkley

**Problem:** All snow cone vendors use the same tropical theme, have the same flavors, and are all equally forgettable.

**Solution:** A snow cone company that has a personality and offers the kind of flavor combinations people expect with smoothies and specialty drinks.



### flava combinations

#### Afro-Dai-Tai

A spell-binding brew of Sour Orange, Lime, and Rum-flavoring.

#### Blonde Mulato

A harmonious mix of Raspberry, Blackberry, Vanilla, and Cream.

#### Candied Afro

Sour Apple takes a ride with Caramel and Macadamia Nut.

#### Fuzzy ManBerries

An exhilarating mix of Peach, Mango, and Raspberry.

#### Grapelosion

Grape and Pomegranate unite for a flava invasion.

#### Man Down Under

A tropical combo of Mango, Kiwi, and Pineapple.

#### Orangegasm

The climactic combination of Orange and Passionfruit.

#### Strawberry Vine

Watermelon and strawberry team up for the ultimate summer combo.

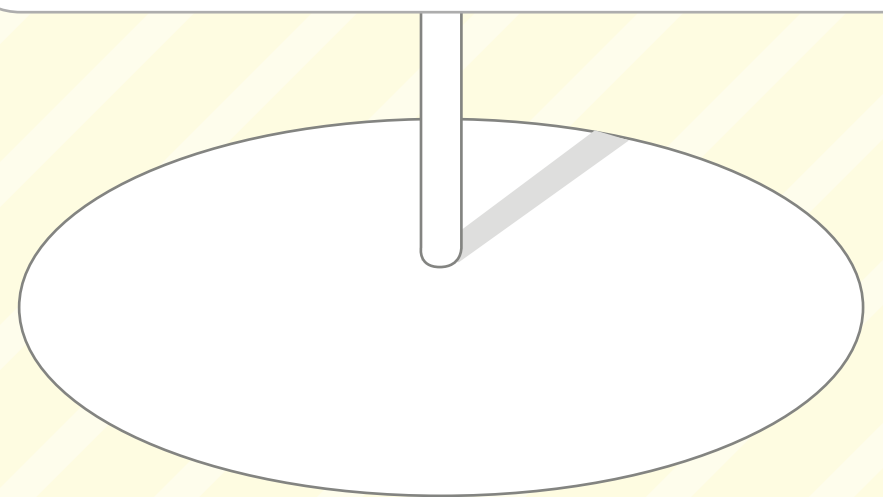
#### Tropical Funk

A funky remix of the classic Tropical Punch flavor.

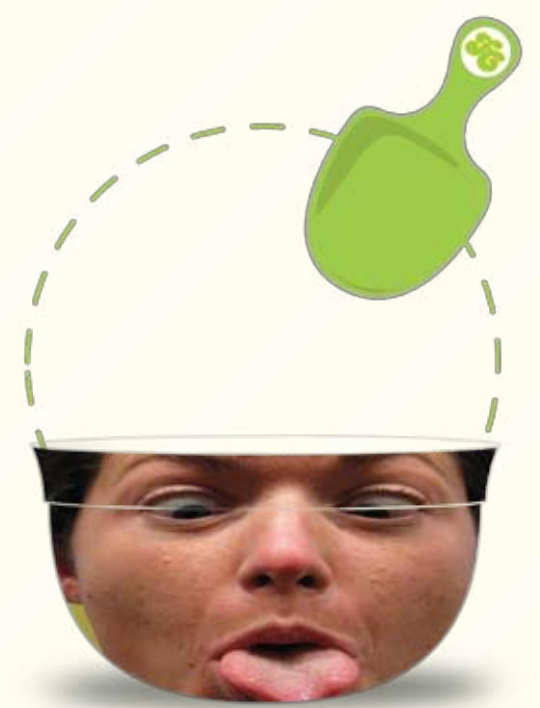
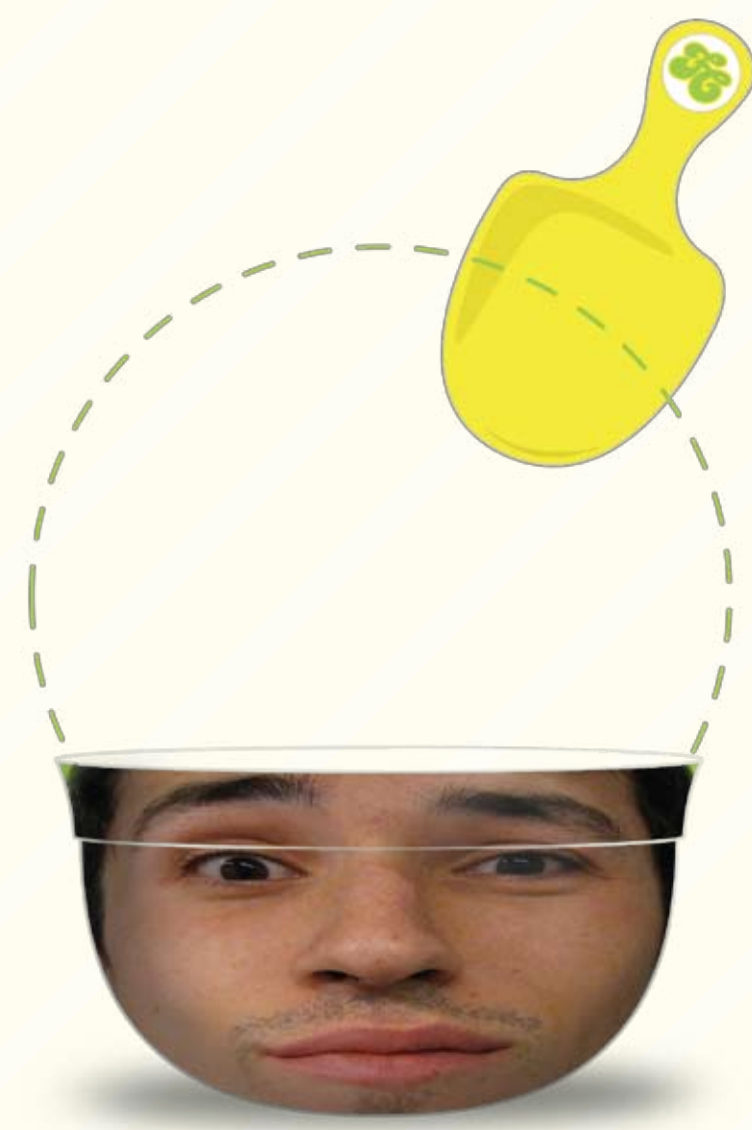
#### Tropicherry

We put the Lime, Cherry, and Pineapple in the Coconut and stir it all up.

sizes

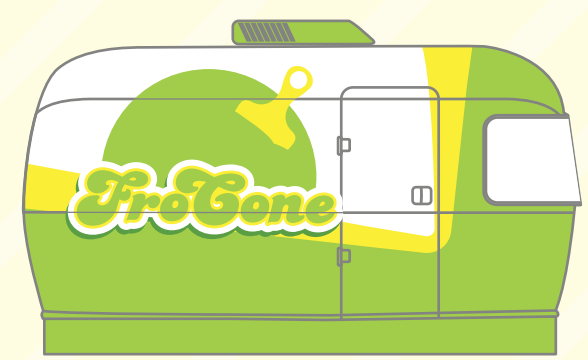


cups + spoons



front/order window

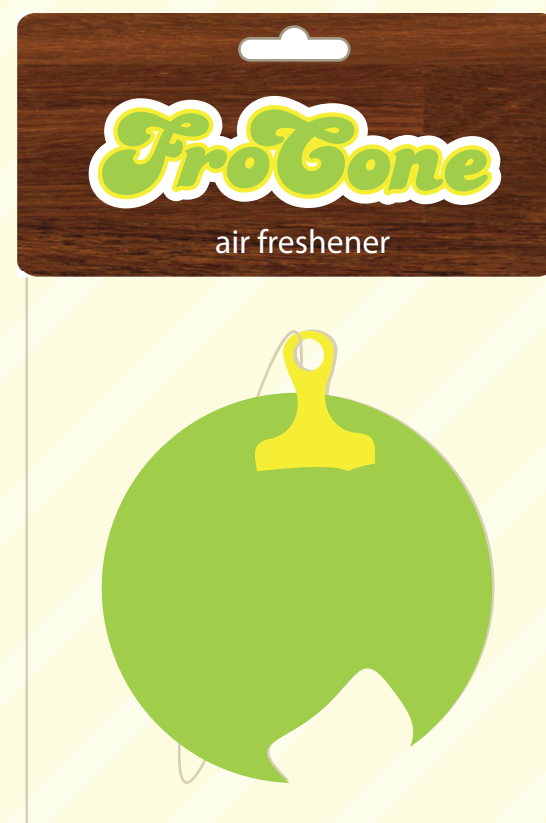
The Fro Shack



back/street-facing



Fro-Mobile: think of an ice cream truck, but snow cones instead of ice cream.



front



back



antenna ball

# Misc.

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Just in case you wanted to see some more print ads.



Reminisce those childhood summers  
when you'd fall asleep to the sound  
of exploding exoskeletons.

To a kid, the *ZAP* of a curious mosquito is little more than a rhythmical lullaby. Because for them, mosquito bites are just itchy consequences of late evenings playing outside and spending time with nature.

Only when we have kids of our own do we start to understand the real danger of mosquitoes. Only then do we learn that if you combine all of the annual deaths caused by snakes, sharks, bears, and bees - the things kids are really afraid of - the number is small compared to those caused by mosquitoes.

That *ZAP* announces the execution of one more diseased pest, and one less chance that your kids will ever have to learn the real danger of mosquitoes.

Well. At least until they have kids.

*Sunbeam*