

PROJECTS



**Presented to:
FUSE Marketing**

Project Team Members:
David Cooper
Yijun Donna Huang
Attila Kadlecsik
Ronaldo Kalantarov
Neela T. Umamaheswaran
Jacqueline Winarta



ASSIGNMENT

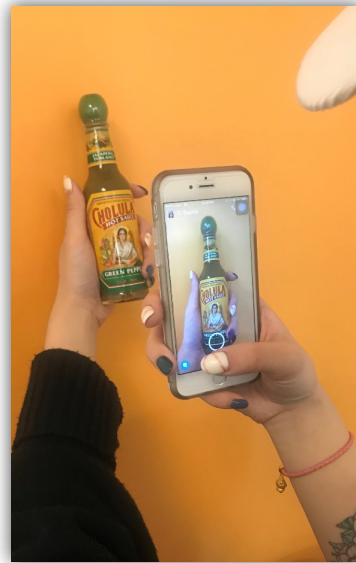
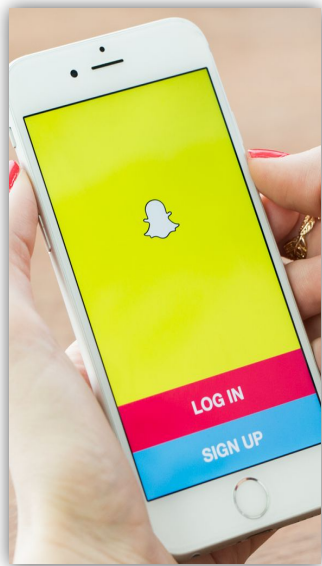
Increase national market share in a growing segment of the product category and introduce a new flavour.

CHALLENGE

Overcome low brand awareness in an overcrowded market and build buzz.

OBJECTIVE

Reposition brand by creating a more engaging product experience.



AUGMENTED REALITY (A.R.)
product activation via Snapchat A.R. filter.





O.O.H. BILLBOARD mystery reveal with Snapchat engagement



O.O.H. BILLBOARD mystery reveal completes the headline



PROJECTS



Mercedes-Benz ***SPRINTER***

Presented to:
Agency 59

Project Team Members:
David Cooper
Cecilia Ham
Henrick Sales
Emily Stoneman



ASSIGNMENT

Toronto Retail Group, looking to clear out older model cargo vans for the end of the year.

CHALLENGE

To change the misperceptions that this vehicle is more cost efficient over the course of it's life.

OBJECTIVE

To get small business owners to understand the value and quality that owning this vehicle has as well as go for a test drive.



The Smooth Talker.

Getting ready for the long road ahead requires more than just planning. You need a certain type of drive to push you forward.

With your level of experience, you need someone that can stay the course.

The Mercedes-Benz Sprinter is the drive that's committed to you.

Even when the load is greatest you are still in control.

Every curve is a smooth turn waiting to happen. This is engineered precision at its finest.

So lead the way to a clear open road.

Whether it's a brand new vehicle or a star-certified Sprinter, it works just as hard as you do.

Book a test drive with the Mercedes-Benz Toronto retail group by visiting relentlessdrive.ca.

It's not just an investment. It's your workshop, your executive suite and your partner.



PRINT





The Tool Shed.

Business class look with first class space. It fits all, so you can keep working wherever the job takes you.

That's why the Mercedes-Benz Sprinter is designed to meet your driving needs.

With your work in mind the Sprinter boast a low Total Cost of Ownership to save you money over the long haul.

Its best-in-class Cargo volume gives you the space to carry the workload.

Equipped with its adaptive ESP giving you the control you need to cut through the winding road.

And with its up-fitting options you can specialize your drive even further.

Whether its a brand new vehicle or a star-certified Sprinter, it works just as hard as you do.

Book your test drive today with the Mercedes-Benz Toronto retail group by visiting relentlessdrive.ca.

It's not just an investment. It's your workshop, your executive suite and your partner.



Mercedes-Benz
Your Relentless Drive.

PRINT





O.O.H. BILLBOARD

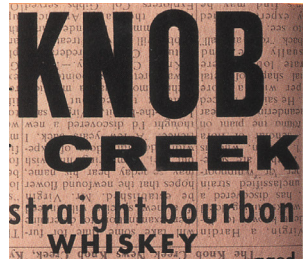




O.O.H. BILLBOARD



PROJECTS



KNOB CREEK
Campaign
Exercise



ASSIGNMENT

Rework an award winning campaign to creatively capture the brand.

CHALLENGE

To come up with a simple headline that must connect directly to the products' label.

OBJECTIVE

To visually tie the brands' iconic label to their loyal target audience.



Unparalleled, unapologetic,
uncompromised. One of 1.

PRINT





No amateur hooch.
Made by master distillers.

PRINT





Some stories get reshaped,
reimagined, rewritten.
Legends are best re-told.

PRINT





So many ways to measure.
One way to enjoy.
Drink Responsibly.

PRINT



PROJECTS



H.P. Hood
Campaign
Development



ASSIGNMENT

To highlight the different opportunities to use the product and stay true to the brand.

CHALLENGE

Change brand perception of this delicious flavorful indulgence.

OBJECTIVE

Show that this a fun item to include when choosing a snack pairing.

**"HOW COULD THIS BE, I SWORE
THERE WAS MORE!"**



No matter the time of day, week or month,
when you realize you're out of your go to dip there's
no other alternative but to go get some more.

    heluvagood.com

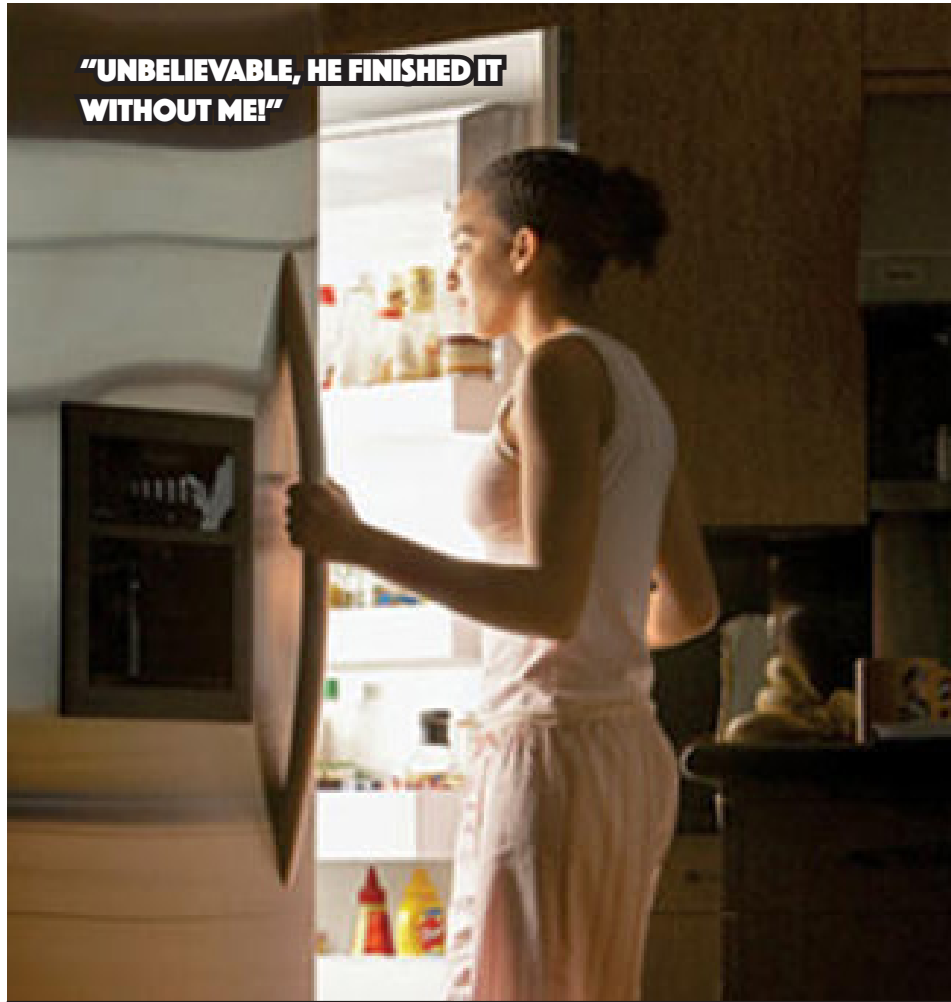


The Dip you can swear by!

PRINT



**"UNBELIEVABLE, HE FINISHED IT
WITHOUT ME!"**



**"That's the last time I share my snacking secrets
with him. Now I have to find a new hiding place!"**

    heluvagood.com



The Dip you can swear by!

PRINT



The Dip you can swear by!



Polar Bear Dip

heluvagood.com



As the presenting sponsor, the first 100 registrants with \$500+ in pledges will receive a signature Heluva Good! plush robe at the event.



EVENT SPONSORSHIP/ DIGITAL AD



PROJECTS



**Presented to:
Client MEDAIR**

Project Team Members:

David Cooper
Daniel Epstein
Vahid Faal
Cecilia Jinah Ham
Olalekan Olasina
Gabrielle Providence
Amauri Silva
Jessica Wong



ASSIGNMENT

Create a DM execution for the Canadian branch of this International relief NGO.

CHALLENGE

On a limited budget create a meaningful engagement piece when asking Canadian donors to continue supporting.

OBJECTIVE

By including tangible examples of some of the primary supplies and services provided this would create a more direct connection to cause.



MEDAIR - Canada
1430 Main St E Suite B
Hamilton, ON L8K 1C3
canada@medair.org

medair.org/Canada

Andrea Zipprick
2408 Vista Street NE
Calgary, AB
T2E 6H5



Dear Andrea,

Together with your help we can reach out to Syrian refugees directly, person to person, creating a seamless link between your meaningful support and the crucial needs that ensure each refugee has a chance of survival.

This past year has been another challenging one for the Syrian refugee families and their children, fleeing their homeland to escape unspeakable death and destruction, to refugee camps in Lebanon and Jordan.

It's hard to imagine what it means to run for your life, with no time to pack and an uncertain journey ahead. To put yourself and your loved ones' lives on the line. A trip where safety isn't assured nor the necessary provisions for the necessities of life.

With your generous and compassionate past support, you have helped desperate people before. We need your help again.

Medair's Emergency Care plan will continue to deliver:

- 1. Shelter kits**
- 2. Emergency health support**
- 3. Sanitation**
- 4. Nutrition**

The most important key here is **together** through our combined efforts we are able to ease individual suffering and save lives. This is possible because Medair does something very exceptional within our category, we provide strategic Emergency Care.

At this time of year we hope that once again that you will open your heart and renew your commitment to our relief efforts for the Syrian refugees. You can go online and use your credit card <https://ca.medair.org/> or mail your donation in the envelope provided.

With gratitude

Anne Hageman
Director of Development
Medair Canada

P.S. Small organizations like ours take time to grow **but** the need keeps growing. **Medair** and the refugees we help, are dependent on donors like you.

Your gift is the key link ensuring that Medair can continue to deliver:

- 1. Shelter kits**
- 2. Emergency health support**
- 3. Sanitation**
- 4. Nutrition**



Your gift is the key link ensuring Medair continues delivering Emergency Care.



Copy: David Cooper
AD: Jin Park

Digital/Social

Direct Mail





Direct Mail 3D insert



Unique tangible engagement piece to encourage donors

