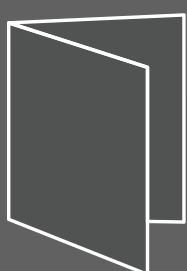


THIS IS = THAT

EVERYDAY ANALOGIES FOR
MARKETING COMMUNICATIONS



NEWSLETTER

Target Christmas Catalogue

For browsing and to motivate a future shopping experience



BROCHURE

Instruction Manual

For a deeper learning experience when you are committed to a project



EMAIL

Magazine Cover

To sell what's inside and to inspire further reading



WEBSITE

Library of Information

A choose-your-own adventure journey where the donor selects how they browse, an infinite resource



SOCIAL MEDIA

Billboard

For instant brand recognition and a quick connection



VIDEO

YouTube

When black-and-white text just won't tell you how to get something done



LANDING PAGE

Your Friend's Facebook Page

Took an action to get from your wall to their page—you wanted to see all the baby pictures