


Spring 2017

# Creative advertising portfolio

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Creative Advertising Portfolio

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An Honors College Project Presented to  
the Faculty of the Undergraduate  
College of Business  
James Madison University

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by Hayley Erin Sunderman

April 2017

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Accepted by the faculty of the Department of Marketing, James Madison University, in partial fulfillment of the requirements for the Honors College.

FACULTY COMMITTEE:

HONORS COLLEGE APPROVAL:

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PUBLIC PRESENTATION

This work is accepted for presentation, in part or in full, at Honors Symposium on April 21, 2017.



## Dedication

I dedicate my thesis project in its entirety to my wonderful and selfless parents, Keith and Sue Sunderman. Without your unconditional love, genuine support, and honesty, none of this would have been possible. You've taught me how to find beauty in all aspects of life.

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## Preface

Since I was a young child, all I wanted was to draw and write. I would compose entire binders of my artwork, as well as Microsoft Word documents of the beginnings of mystery novels. As I grew older, I let my self-doubt take over and I convinced myself that I was not talented enough to pursue any type of creative career path. I came into college as a Marketing major knowing that my future career options would be fairly vast. During my junior year, I realized my strong desire to work in creative advertising. Graphic design, copywriting, photography, videography, and art direction each appeal to me for different reasons. I fell in love with the idea of putting together campaign concepts that combined art and basic human psychology. Advertising is about mastering how to charm and persuade your audience. After making this realization, I spent the next year conceptualizing, photographing, editing, failing, researching, and finalizing my Honors Capstone Project portfolio of ten diverse advertisements. Staged, photographed, then created through Adobe Photoshop, InDesign and iMovie, these ten pieces are compiled of two campaigns with four print advertisements each, a commercial video, an online webpage, and two individual product advertisements. This essay will address each portion of my portfolio and their individual unique opportunities and challenges.

I've created this portfolio for several reasons. Although I partly completed it to fulfill my JMU Honors requirement, this project meant much more to me. It showed me that I have the capacity to accomplish things I never realized I could. Finalizing my thesis has sparked an even greater fire under my feet to go out and find my dream creative job without allowing my self-doubt interfere.

## Acknowledgements

I owe a huge thank you to my project advisor, Professor Guthrie. Without your ideas, support, and guidance, my portfolio would not have been possible. I also want to thank both of my readers, Dr. Mitchell and Dr. Cavazos. Your support did not go unnoticed. Dr. Diener, thank you for always happily answering my many questions throughout my time at JMU. Lastly, I want to thank my star models Madi Price, Aaron Kline, Casey O'Brien and Erin Schaeffer.

## GainGirl Athletic Wear: Campaign Introduction

The first advertisements I created were for a fake women's fashion athletic line named GainGirl. The clothing line is targeted towards female millennials and young adults. I wanted to differentiate the brand from other athletic lines such as Kate Hudson's "Fabletics" by appealing to the average women of the world who don't always have time to fit in a daily work out. The active wear is advertised to be comfortable and stylish enough to wear around town while running errands, not just working out.

I had the campaign model, Madi, pose in realistic stances around different parts of downtown Harrisburg, as opposed to some of the overly athletic running poses that other athletic brand advertisements use. I did this because I want consumers to feel that the line is relatable. GainGirl is also about feeling empowered. The name itself is meant to spark a feeling of motivation, to go out there and start gaining. I also chose to consistently use the same model for all of the ads to spark brand recognition and imply that she is "the" GainGirl. The tagline of the line is "for the girl on the run." The overall tone of the brand is supposed to be inspiring yet accepting, which is very important and should resonate well for 20-25 year old women. I also chose to have most of the ads focus on the photo and brand aesthetics, with little to no wording. The ads are meant to grab consumers' attention and inspire them to learn more, instead of overwhelming consumers with the product features and pricing. The campaign is compiled of four digital/print ads, one 30-second commercial video, and an online webpage.

# GainGirl Athletic Wear: Advertisement One



## GainGirl Athletic Wear: Advertisement One

As seen above, for each advertisement in my portfolio I will include a 'before' and 'after' photo. For the entire GainGirl campaign, I used photos shot of Madi around downtown Harrisburg, Pennsylvania. This photo originally stuck out to me from the moment I saw it. Madi's pose and face strikes a feeling of curiosity, authenticity, and inspiration. It looks as though the entire city has stopped for her. I also love the lighting around the building and the color of the sky.

Using Photoshop, I made a few obvious adjustments along with some minor changes. First, I adjusted elements of the photo's coloring including its brightness, exposure, saturation, and individual color levels. I then used the blur tool to make the traffic slightly less noticeable. I also blocked out a portion of the brick building under the GainGirl logo and decreased the exposure to make it darker. After watching a few tutorial videos and many failed attempts, I finally figured out how to remove the large white advertisement poster from the left brick building using Photoshop's clone stamp tool. I used this tool again to remove the power line from over top of Madi's head. Lastly, I used InDesign to add the GainGirl logo in the top right corner along with the tagline at the bottom and website in the left-hand corner.

Overall I'm very happy with this advertisement. It was difficult to remove some of the photo's distracting background elements, but in the end it was do-able. This advertisement strongly encompasses what GainGirl represents.



GainGirl Athletic Wear: Advertisement Two



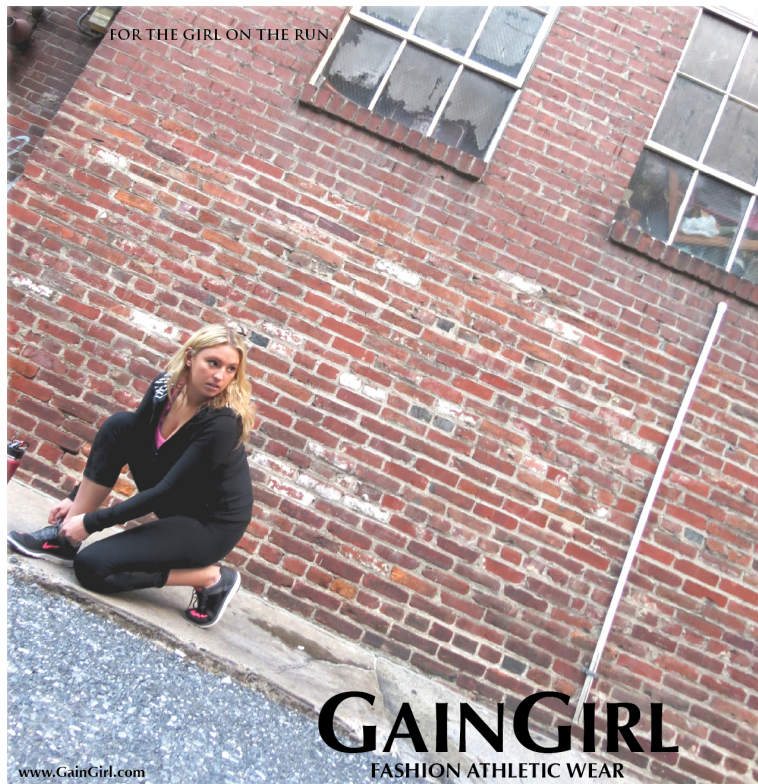
## GainGirl Athletic Wear: Advertisement Two

I particularly like how this advertisement came out because of the background and pose that Madi is in. Since most of the GainGirl ads were photographed with clear urban backgrounds, I wanted to include some more natural-looking elements for a diverse range of backgrounds. I wanted to capture the peaceful aesthetic of the sky around sunset. In terms of editing this ad using Photoshop, I didn't have to adjust too many elements. I increased the brightness level, exposure, and color hues in order to create a purple/pink sky. I also only had to darken one light colored patch on the ground near Madi's foot and lighten the exposure level behind Madi's left leg so that it didn't blend in too much with the background. Lastly, I used InDesign to add in the logo, tagline, and website.

The clouds in the upper right corner ended up being the perfect location for the GainGirl tagline. I also really liked how the plants in the lower right corner contrast with the rest of the photo. Madi's stance and facial expression also very much exemplified the look I wanted for the GainGirl brand as a whole. She looks calm, collected, and determined. I'm especially pleased with this digital/print advertisement.



**GainGirl Athletic Wear: Advertisement Three**



### **GainGirl Athletic Wear: Advertisement Three**

This advertisement is my least favorite from the GainGirl campaign because I feel that it lacks the uniqueness that the other ads have. It also doesn't have any distinguishing features that would set the brand apart from any other athletic line, such as Nike or Under Armor. The one thing that I do really enjoy about the photo is Madi's facial expression. She looks very focused and determined, like she can accomplish whatever she's about to set her mind to do. I originally had her pose in front of the brick wall because I thought it was a somewhat interesting plain background with a city aesthetic, but it ended up looking slightly boring in my opinion.

As far as editing the ad through Photoshop, I mainly adjusted the exposure and saturation levels, as well as lightening the overall photo so that the black logo would stand out. I had some difficulty cropping the photo because I wanted to keep it as long (vertically) as possible without having the AC unit in the ad. I also had a little bit of trouble deciding where to place the GainGirl tagline. Originally I had placed it diagonally under the bottom of the windows, but it looked a little too distracting next to the logo.



GainGirl Athletic Wear: Advertisement Four



## GainGirl Athletic Wear: Advertisement Four

My favorite part of this advertisement is the yellow bicycle. I purposely chose to have Madi pose behind it because bicycles symbolize activeness, which goes hand-in-hand with the GainGirl brand messaging. I also especially liked how the yellow color “popped” in contrast with the brick background.

First in Photoshop I adjusted the photos exposure, brightness, and contrast levels. I then enhanced the color saturation level while also focusing on bringing out the pinkish tones of the photo. I also used a warmth filter on the photo. I felt that these color alterations helped to not only make the bicycle stand out even more, but also Madi’s bright blonde hair. It adds some youth and color to the photo. I also darkened the exposure level around the top right-hand brick wall underneath the GainGirl logo.

As far as working in InDesign, it took me embarrassingly long to figure out how to perfect the tagline in a semi-circle underneath the bike wheel. I had to watch a few different tutorials and really play around with it, but I finally got it to look how I want it to. Overall, this advertisement in particular stands out to me as one of my favorites because of its uniqueness. I love the colors, the position of the bicycle, the shape of the tagline, and Madi’s facial expression.

## GainGirl Athletic Wear: Commercial Video

I used Apple's iMovie to create a short 30-second commercial video for the brand. I did so by taking many short video clips of Madi in downtown Harrisburg with my camera. I had a friend of mine show me how to adjust the video speed, transitions, and color balance for my finished project. I chose to use the Kutle Khan remix of "Out Of My System" by Youngr as the background song throughout the commercial. I chose this song because it has a consistently upbeat vibe throughout the song along with Middle Eastern notes to give it a noticeably unique sound. The chorus of the song builds and creates a warm inspiring feeling, which I thought went perfectly with the GainGirl image. One of the commercial includes scenes of Madi candidly laughing as she walks around downtown. This is my favorite scene from the video because it shows how GainGirl is about warmth and motivation, not just fitting in or looking good.





# GainGirl Athletic Wear: Website Homepage



## FOR THE GIRL ON THE RUN.

For the everyday girl on the go, GainGirl is a fashion athletic line with you in mind. Our comfortable yet trendy active wear make it easy to travel around town and still fit in a workout. Why choose between style and comfort when you could have both?



DON'T  
SLOW  
DOWN.

What sets GainGirl apart from every other athletic line? **We understand what you need.** Although exercise is important, we realize that a lot of women have busy schedules and can't always squeeze in a daily workout. That's why we created a line of clothing designed to be worn in a variety of situations, not just working out. So whether you're running errands, grabbing lunch with a friend or taking a hot yoga class, you can count on GainGirl to get you through the day.





## GainGirl Athletic Wear: Website Homepage

Although it's not very extensive, I wanted to create a short online webpage for the GainGirl brand. I used the free version of Wix, an online website creation tool. I used GainGirl Advertisement 1 as the background header to the website, along with two smaller versions of GainGirl photos at the bottom of the page. I included a brief section in the center with some copy reading, "For the everyday girl on the go, GainGirl is a fashion athletic line with you in mind. Our comfortable yet trendy active wear make it easy to travel around town and still fit in a workout. Why chose between style and comfort when you could have both?" I also added a small portion of copy about the GainGirl line at the bottom of the page reading, "What sets GainGirl apart from every other athletic line? We understand what you need. Although exercise is important, we realize that a lot of women have busy schedules and can't always squeeze in a daily work out. That's why we created a line of clothing designed to be worn in a variety of situations, not just working out. So whether you're running errands, grabbing lunch with a friend or taking a hot yoga class, you can count on GainGirl to get you through the day."

## Opus Watch: Campaign Introduction

After finishing the GainGirl athletic line campaign marketed to female 20-15 year olds, I wanted to take my next advertising campaign in a completely different direction. My second campaign is for a luxury watch brand named “Opus,” targeted for high-class businessmen aged 30-50.

I envisioned a group of four ads all with the common aesthetic of luxury, dominance, mystery, and confidence. After some time brainstorming the best location and backdrops for my photos, I eventually deciding on using my professor’s office desk, a car with an all-black leather interior, and a local bar with a marble top along with a glass of scotch. I chose each of these backgrounds because I felt they had the potential to create an image of extravagance when staged and edited properly.

I chose not to include the model’s face in any of the photos. I did so to create a feeling of mystery and similarity between the ads. The name Opus is taken from the word opulence, meaning “great wealth or luxuriousness.” I wanted the name to be short, bold, and simple. The tagline is “watches for the businessman,” to give consumers a clear idea of what products the brand sells. I also used the line “where luxury meets functionality” in most of the advertisements because the main differentiating feature of the watches is that they’re high quality with many practical features to benefit the working businessman.

Opus Watch: Advertisement One

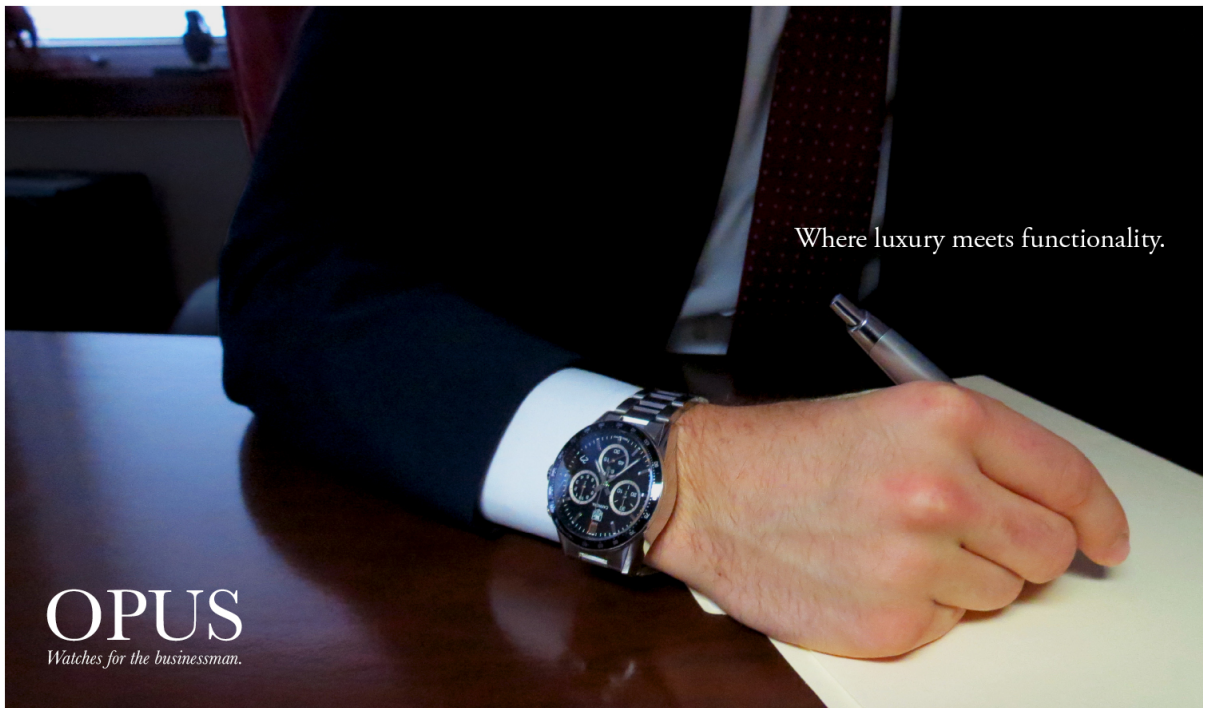


## Opus Watch: Advertisement One

This is my favorite piece from the Opus campaign. Although this ad was by far the most difficult to edit using both Photoshop and InDesign, I love how it turned out. In Photoshop I worked to adjust many of the photo's elements in order to enhance the colors and shadows. I also used the clone stamp tool in Photoshop in order to eliminate some of the distracting car features in the picture, such as the orange light by Aaron's hand and the air conditioning vent in the upper right corner. I felt that darkening aspects of the photo gave the car an even more luxurious/expensive look, which goes right in line with the Opus brand image.

The most difficult edit I've done through Photoshop thus far is removing the extra cuff length from this photo. I had to have one of my readers, Dr. Mitchell help to start me off on this one. Essentially I cut and pasted part of Aaron's arm then used the clone stamp and blur tool to eventually blend the rest of his arm back together. This took me a few hours with some trial and error, but I like how it turned out for the most part. I do wish that I were able to blend the shadow around his arm to look more natural. The lines and descriptions of the watch's features were all put in place through InDesign.

## Opus Watch: Advertisement Two



## **Opus Watch: Advertisement Two**

Although I do not hate it, this is my least favorite advertisement from the Opus campaign. I feel that Aaron's pose looks a little too placed. I do really like how the wooden desk looks with its rich brown color and the glossy shadow on top.

Editing this ad through Photoshop mostly just included an enhancement of the shadows and color saturation levels. I tried to blur the redness that surrounds one of Aaron's knuckles but unfortunately I was not able to completely eliminate the redness. I also darkened the exposure in the area underneath the window on the left to add some shadowing behind Aaron.



Opus Watch: Advertisement Three



### **Opus Watch: Advertisement Three**

I especially like how this ad came out. The marble bar top contrasts nicely with the orange scotch and white suite cuff. In hindsight I should have kept a better eye on Aaron's cuffs in the photos because there is an abnormal amount showing. I tried to fix it by cropping the photo but I would have preferred the ad without the crop. It was also brought to my attention after the photos were taken that Aaron is wearing the watch on his left hand instead of his right, which could cause some confusion for consumers.

In Photoshop I adjusted the exposure and saturation levels to enhance the colors. I also sectioned off the inside of the scotch glass and increased the saturation level to make the orange color even more vibrant. I really like the placement of Aaron's hand because in some of the other photos I shot his hand looked very posed. Overall this is one of my favorite advertisements.



## Opus Watch: Advertisement Four



## **Opus Watch: Advertisement Four**

I really like both Aaron's pose and the lighting in this ad. Although his arm placement looks somewhat posed, it has a masculine and confident look to it. The luxury/functionality tagline seemed to fit perfectly in the shadow over his chest.

Because the dark shadows seem to reflect mystery and elegance, I used Photoshop to enhance them as well as the color saturation. I also used the clone stamp tool to eliminate some distracting background features such as the orange button by the computer. Additionally I decreased the exposure level around the computer in the background to hide it.

## Hutzler Banana Slicer Advertisement



 **Hutzler**  
*Banana Slicer*



Visit [www.Hutzler.com](http://www.Hutzler.com)  
for more details.

Craving a new snack time routine? Add some excitement to healthy eating with Hutzler's new banana slicer. A fun tool that's safe for all ages, Hutzler's Slicer will turn your kitchen into a creative workshop for the whole family. For just **\$3.99**, who wouldn't want to go bananas?

## Hutzler Banana Slicer Advertisement

I decided to create an advertisement for a completely different target market using Hutzler's new banana slicer product. Marketed to mothers of young children aged 5-12, this product required a very different approach than used in the GainGirl and Opus campaign. Using my adorable neighbor Casey as my model, I was able to create the fun and vibrant look for this ad that I intended.

I used Photoshop primarily to enhance the color saturation and warmth of the photo. I also used the clone stamp, blur and color drop tool to make the banana look more ripe and appetizing than in the original photo. I had to use Photoshop to give the Hutzler logo a transparent background for the advertisement. InDesign was very helpful in creating a fun look for the ad's copy. I used the shape tool to make the oval surrounding the text and adjusted the color and line type. I also used InDesign to fade the bottom of the photo into the white space at the bottom. The advertisement's copy reads, "Craving a new snack time routine? Add some excitement to healthy eating with Hutzler's new banana slicer. A fun tool that's safe for all ages, Hutzler's Slicer will turn your kitchen into a creative workshop for the whole family. For just \$3.99, who wouldn't want to go bananas?"



# Auxilium Insurance Advertisement



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

Approximately  
**27,000 CAR CRASHES**  
occur every day. Are you protected?

**A**uxilium Insurance  
Life moves fast. We're here to slow it down.

## Auxilium Insurance Advertisement

This advertisement for car insurance was the most difficult to come up with a concept for. Since insurance is intangible and often thought of as a boring service, I had trouble coming up with an interesting spin. My first attempt for the advertisement included an entirely different photo with a lot more copy on the bottom along with a completely different looking logo. Realizing my ad was very bland, I decided to scrap it and start over.

I chose a new photo that I had taken of my roommate Erin and used Photoshop to put a somewhat eerie filter over the image. I enhanced the orange colors and worked to eliminate the distracting features of the car. I then used InDesign to write the text. I chose to put a large headline with some colored red in order to attract the reader's attention right away and keep their interest. This was the first and only ad that I used Adobe Illustrator to create a logo. Illustrator definitely requires a steep learning curve but I eventually figured out how to manually draw the 'A' in the logo and place the entirety of it in the ad.

I named the brand "Auxilium" because it is Latin for "help." I also chose the tagline "life moves fast. We're here to help," because I wanted it to be concise and reassuring. The brand is supposed to be targeted towards millennials aged 18-25, which is why I had my roommate model and included her rear-view mirror accessories. Overall I'm a lot happier with this version of the ad than my original. I feel that it does a great job of catching readers' initial attention with both the visual aspects as well as the copy.

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