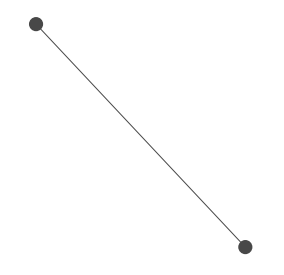
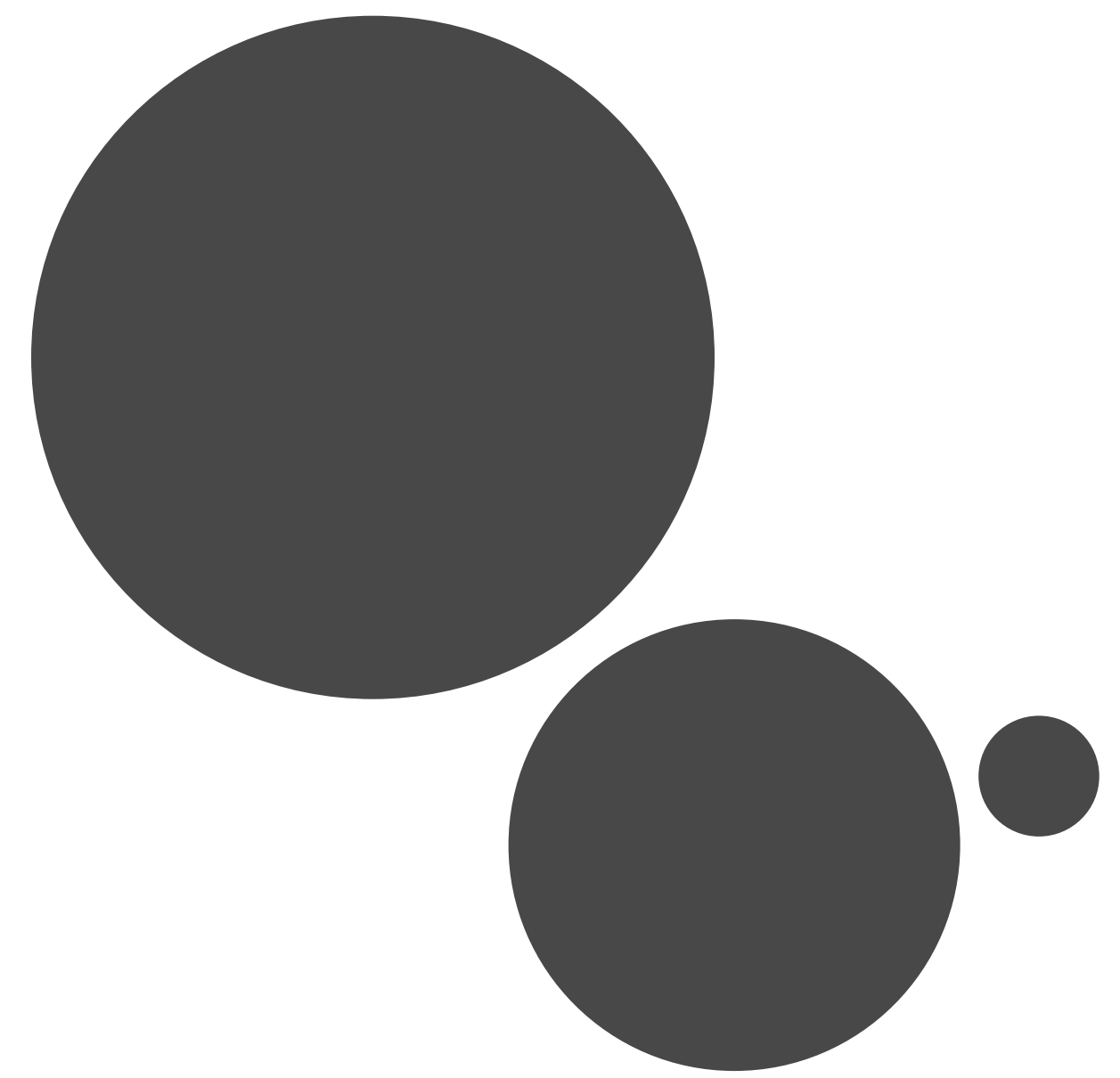
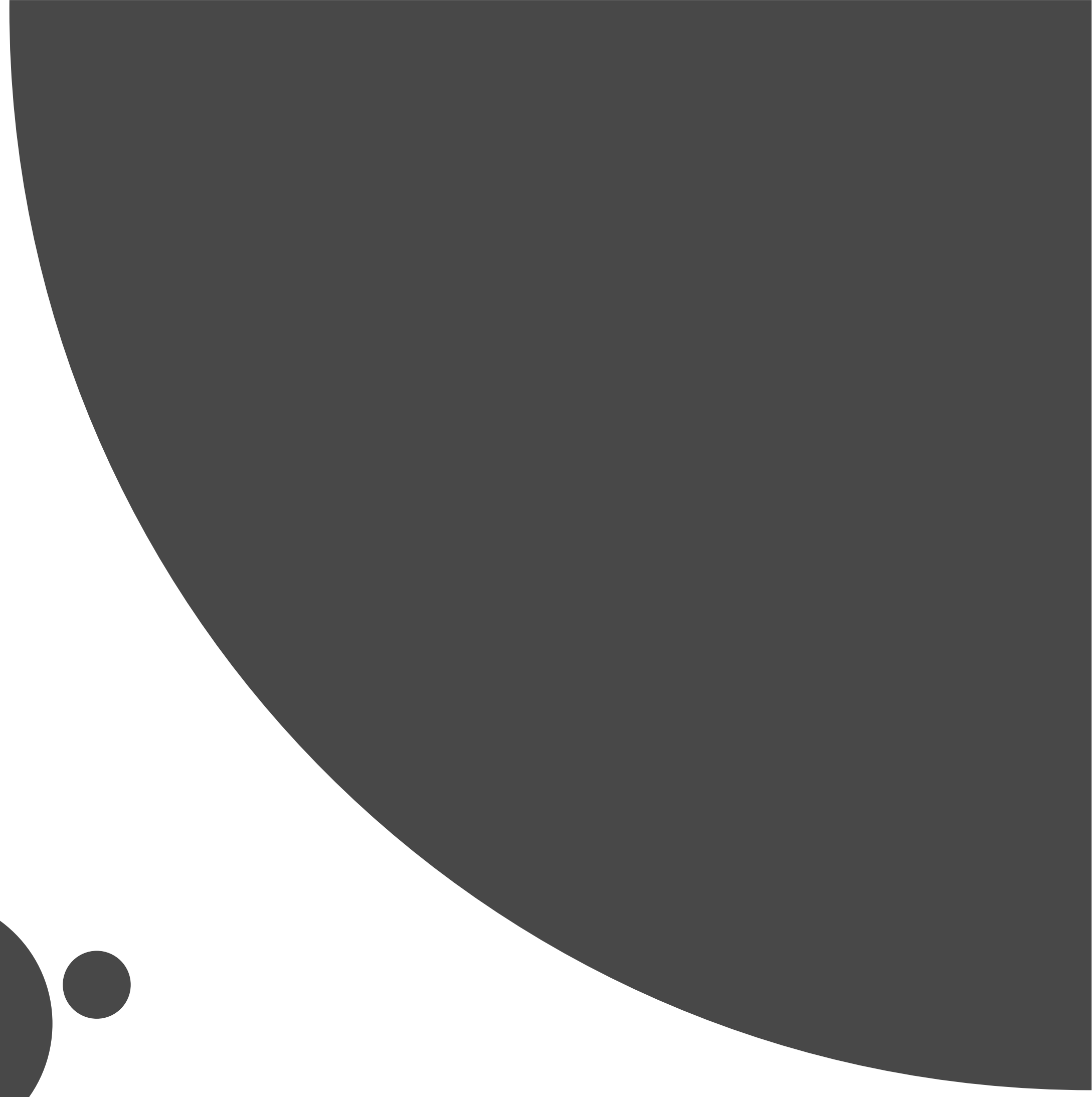


**Print Campaign**  
Niki Campos-Tortosa



Prof. Diana Rex  
002342400  
ADBR-252





To showcase the design skills that you now have in your creative toolbox, it's time to expand your best ad idea into an award winning print campaign in Part A and then we'll expand that campaign into an integrated multi-channel campaign with a digital overlay in Part B. This assignment will be launched in class 14.

## Print Campaign

Select the best of your exercise comps be developed into a print campaign consisting of three ads. You already have one ad completed. You just need to develop two additional ads. This should be a portfolio quality campaign.



strategy statement

eye catching print campaign that doesn't sell but rather, increases traffic.

**convince** people interested in horror **that** they should visit our website **because** it would certainly interest them



idea and lead-up

Ripley's is doing something scary this Halloween. The activation includes both in-person attractions as well as online. To drive sales, a series of print ads will be created to increase traffic on social media as well as our website. The ad will have to be eye-catching and mysterious (won't answer any questions beforehand.)



color palette



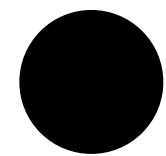


type treatment

Adobe Caslon Pro Regular  
Keep an eye out

**Acumin Pro Black**  
**Take a peak.**

Clarendon URW Regular  
**Come see with your eyes.**



DIN Alternate  
Keep an eye out, maybe both.

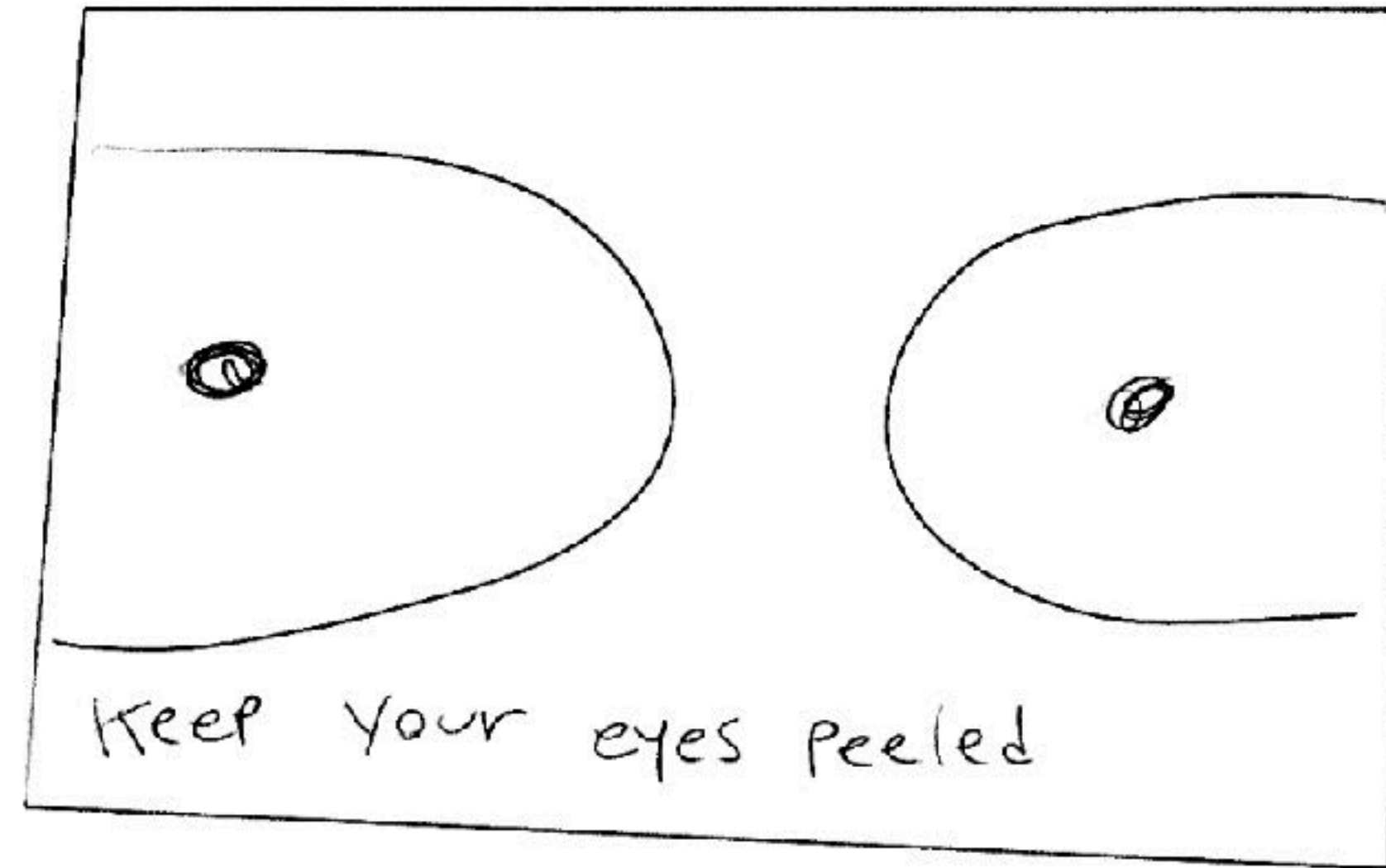
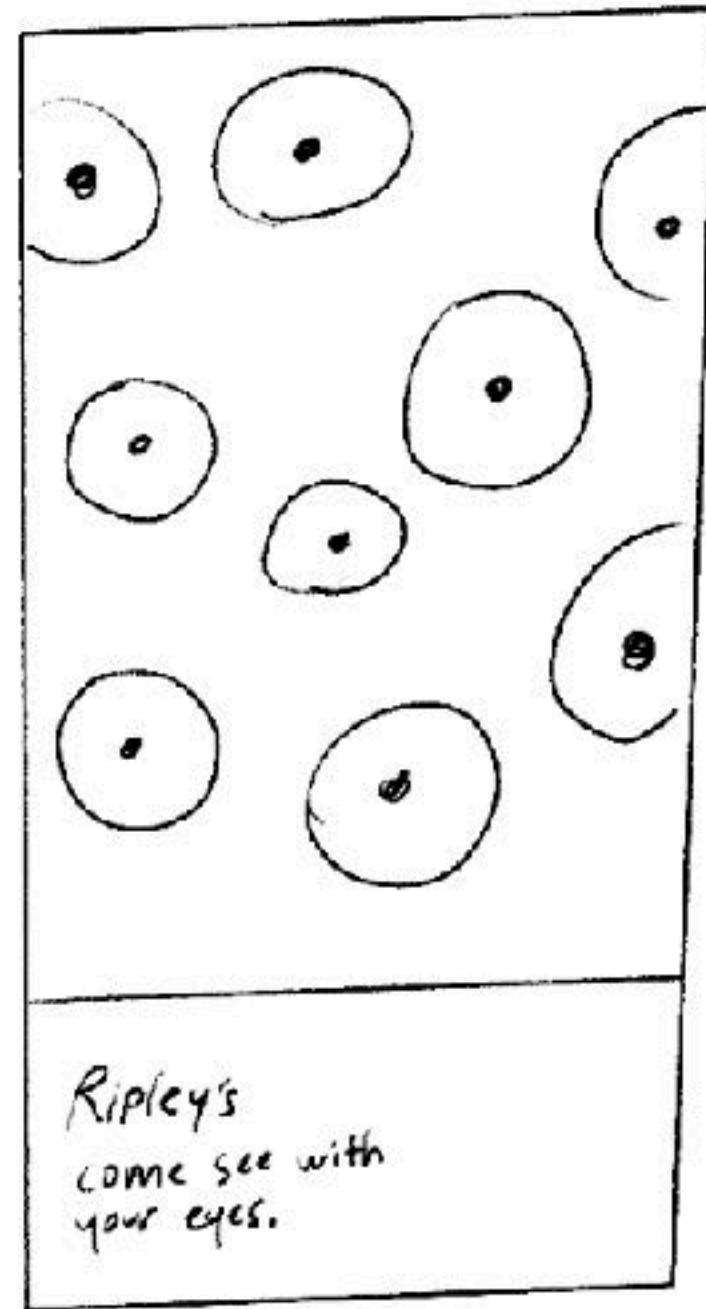
Verdana Regular  
Sneak a look in before it's gone.

**Georgia Bold**  
**Look before it's gone.**



graphic tone moodboard





glasses, merch etc.







