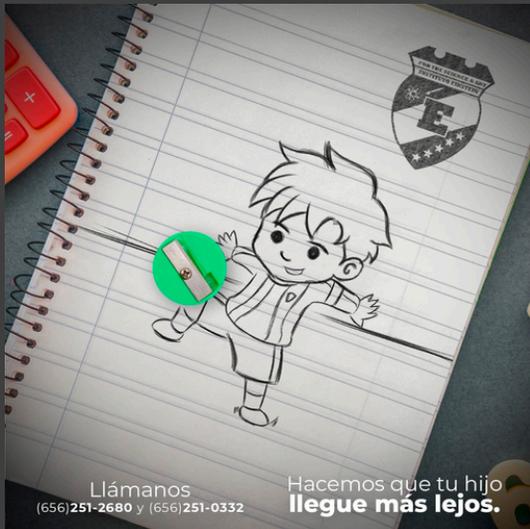




The target market for this brand is women between the ages of 18 and 35 from the middle and lower-middle class. However, it was detected that men were a less active market. Therefore, a campaign was carried out during the February 14 season to attract men by offering a 2 x 1 promotion and a simple but straightforward copy: 'Do we share?'



The Einstein Institute is one of the most critical private schools in the region, with an educational model based on the freedom and self-exploration of students. This campaign combines these elements in a graphic that appropriates educational elements in a drawing, giving prominence to children. 'We make your child go further' summarizes its educational philosophy.

Migrating your sales to social networks and the digital world is not easy. The logo was modified, the slogan "To go" was established, and the narrative was changed towards mobile technology.



some case studies: creative campaigns

One nation, One Africa, is a self-employment project in Philadelphia, which works mainly with an African-American population. It was looking for a brand that would recover its African traditions, with representative colors and elements.



This organization, located in Georgia, United States, works with people who suffer from domestic violence. I worked with them to develop the content of a campaign against the bystander effect, designing the graphics and the strategy to achieve more people. The result exceeded by 1000% the average reach on their social networks by.

The Teacher's Toolbox, an organization that works with high school teachers in Virginia, needed a makeover in the graphic line of its brand. The result was a combination of academic elements and expressive and lively shapes and colors.



some case studies: creative campaigns

THE THUNDER

CONVOCATORIA ABIERTA

¡Cuanto posas y ensayo para conformar una serie de embajadores publicitarios participando. Para registrar tu obra, visita: www.afterthestorm.store/black-thunder/

STAND OUT FROM THE REST

BECOME AN INDEPENDENT INSURANCE AGENT NOW!

Plans for Life

GO TO: WWW.PLAN4LIFE.COM/AGENTNOW

Plans for Life

Choking on the next family dinner when you have health insurance? Bring it on!

915-591-1957

SANTO SEGURO SAGRADO DE PLANS FOR LIFE

EL GRAN DESCONTADOR DE LOS SEGUROS MÉDICOS

915-591-1957

LA MAYORÍA DE NUESTROS CLIENTES PAGA DE \$0 A \$50 AL MES

ASÍ TE VES CUANDO TIENES SEGURO MÉDICO

Pensamientos positivos

Ojos relajados, felices

Piel saludable, sin estrés

Sonrisa de oreja a oreja

Plans for Life

(915)591-1957 www.plans4life.com 806 Ange St. El Paso, TX

Wait! I haven't even told you how you can get a good and AFFORDABLE health insurance

Plans for Life

YOUR LIFE GOALS PROTECTED

Plans for Life

PROTEGIENDO TUS RAICES

¡HABLAMOS ESPAÑOL!

Tu salud es tan valiosa como tus tradiciones. Te ayudamos con tu seguro médico

915-591-1957

BORDER LAND

RAINBOW CENTER

WE PRIDE TOGETHER

Plans for Life

Believe it or not, we have seen it all. Get life insurance.

915-591-1957

creative campaigns