

APRIL 2023



advertising creative direction
PORTFOLIO

DAMARY RODRIGUEZ

APRIL 2023



PRINT ADS

BY DAMARY RODRIGUEZ

BUDDY BREW COFFEE

CREATIVE BRIEF

BACKGROUND:

BUDDY BREW COFFEE ORIGINATES IN TAMPA, FLORIDA AFTER DAVE AND SUSAN WARD DECIDED TO EXPLORE THEIR LOVE OF COFFEE. WHEN THEY COULDN'T FIND COFFEE THAT THEY LIKED FROM THE STORE, THEY DECIDED TO ROAST THEIR OWN BEANS.

OBJECTIVE:

GET MORE PEOPLE TO TRY THEIR COFFEE ESPECIALLY THOSE WHO HAVEN'T TRIED THEM YET.

AD 1: REDUCTIONISM WAS USED TO GET THE VIEWERS TO TRY THE SEASONAL DRINK FROM BUDDY BREW WITH A PLAY ON THE WORDS "PUMPKIN SPICE LATTE"

AD 2: HEADLINE AS A QUESTION WAS USED TO GET PEOPLE TO VISIT THE WEBSITE AND FILL OUT THE WHAT'S IN YOUR CUP SURVEY.

TARGET AUDIENCE:

MEN AND WOMEN WHO ARE MIDDLE/HIGHER CLASS FROM 18-40+ THAT LIVE IN FLORIDA SPECIFICALLY THE TAMPA BAY AREA. COFFEE LOVERS AND PEOPLE WHO WANT TO TRY NEW CAFES.

PROMISE:

CUSTOMERS WILL GET A QUALITY CUP OF COFFEE EVERY SINGLE TIME THEY ORDER FROM ANY BUDDY BREW LOCATION.

SUPPORT FOR PROMISE:

GREAT COFFEE BEANS THAT WILL THEN BE BREWED INTO A GREAT CUP OF COFFEE

KEY MESSAGE:

THEY ARE PASSIONATELY COMMITTED TO THEIR MISSION OF "BREW GOOD. DO GOOD."

THEY HAVE THE BEST COFFEE COMPARED TO OTHER BRANDS

TIMING & PARAMETERS:

PRINT ADS

TOPE OF VOICE/BRAND PERSONALITY:

FRIENDLY, CONSISTENT, AND LOYAL

WHAT'S IN YOUR CUP?



Let us know what 's in your cup at
buddybrewcoffee.com/whatsinyourcup for a
chance to win half off coffee for a year!



BUDDY BREW
COFFEE



BUILD-A-BEAR WORKSHOP

Creative Brief

Background:

Build-A-Bear workshop is a build your own stuffed animal retail store that allows customers to customize their furry friend any way they would like. Build-A-Bear was originally created as a place for children to create their own special teddy bear and they have now grown to appeal to adults as well.

Objective:

The objective of the first ad is to convince parents to take their children to build-a-bear because of the joy the build-a-bear would bring the child. The second ad is geared towards build-a-bear's newest collection called "after dark", which is for adults.

Target Audience:

Children ages 5-12 and Adults 18-30. Located anywhere in the US. Middle class.

Promise:

To create memories for a lifetime and leave with a special friend.

Support for Promise:

The entire process of creating a build-a-bear is very intimate and step by step. The customer can pick out a customized sound, clothes, and even make a wish when putting the heart into the bear. It's a special process as well.

Key Message:

Placing a heart in a furry friend that recalls warm thoughts of childhood, friendship, trust and love.

Timing and Parameters:

The first ad is timeless. The second ad is meant for valentine's day however can be changed to apply to any major holiday

Tone of Voice/Brand Personality:

Loving, Caring, Loyal



BUILD-A-BEAR *After Dark*

Scandalous and seductive teddy bears are here. Shop our exclusive adults-only After Dark collection for the perfect plush gift



Shop now at www.buildabear.com/the-bear-cave

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RADIO AD

DAMARY RODRIGUEZ



Creative Brief

Background

818 Tequila is a tequila brand owned by Kendall Jenner and works closely with local, family-owned farms in Jalisco, Mexico. This is to help create the smoothest, most natural, and all around best tasting tequila possible. The use of 818 is the area code of Kendall Jenner’s home and means a lot to her.

Objective

To get more people familiar with 818 and understand that they are more than just a celebrity alcohol brand and that they are so much more. Also, to get more people aware of the brand that have maybe never heard of 818 before.

Target Audience

Men and Women, mostly women, aged between 21-30. Those who love a great tasting tequila.

Promise

All the steps that go into creating the tequila from the agave grown, to the production of the bottle, they are being sustainable and transparent.

Support

Great quality and great tasting tequila with sustainable packaging.

Key Message

Each bottle of tequila is made with the best quality ingredients and put in sustainable packaging.

Timing and Parameters

This radio ad can be released whenever. There is nothing said that will apply to only one point of time.

Tone of Voice/Brand Personality

Quality, Loyal, Passionate



Script 1: Be anyone or anything

Time: 30 seconds

| Description | Audio |
|----------------------------------|---|
| SFX | Bird chirping/ birds calling |
| Announcer Character- agave plant | The best tasting tequila must come from quality ingredients. That’s why 818 uses ME. Hand grown agave in beautiful Jalisco, Mexico. |
| Announcer Character | Before being cooked and fermented, I must be grown for at least 7 years to reach my peak maturity. |
| Announcer Character | If I pass the first inspection test, I am cooked for 30+ hours |
| Announcer Character | After being cooked I am fermented for 70 hours before being distilled |
| Announcer Character | When choosing a tequila, you want the best of the best. 818 Tequila uses the best of the best Agave. So, cheers: here’s to the place you call home. |
| SFX | Birds chirping/ birds calling |

Script 2: Humor

Time: 30 seconds

| Description | Audio |
|---------------------|---|
| SFX | Alarm sound |
| Announcer Character | Do you suffer from shyness? Do you sometimes wish you were more assertive? Do you wish you had more talents? |
| Announcer Character | If you answered YES to any of these questions, ask your doctor or pharmacist about tequila! |
| SFX | The song “Tequila by The Champs” playing |
| Announcer Character | Tequila is the best and more natural way to feel confident! You’ll notice the benefits of tequila almost immediately. |
| Announcer Character | And with the schedule of regular doses, tequila can help you live the life you’ve always wanted. |
| Announcer Character | So, what are you waiting for? Grab yourself a bottle of 818 Tequila from your local liquor store and stop hiding and start living with tequila! |

APRIL 2023



TV AD

DAMARY RODRIGUEZ



Creative Brief

Background:

Jeni's Splendid Ice Creams is an artisan ice cream company headquartered in Columbus, Ohio. Jeni's has over 60 branded shops and retail distributors nationally. They offer a rotating menu of different ice creams to keep it interesting and let returning customers be able to try something new.

Objective:

To get non-existing customers to come and try Jeni's Ice Cream and to find a location that is nearest to them.

Target Audience:

Men and Women even families with children. Located in the U.S. People who love ice cream and love trying great quality ice cream.

Promise:

Every single time you go to a Jeni's no matter the location, you will be given the highest quality product.

Support for Promise:

Ice Cream that is in the shop and the waffle cones that are handmade and made in store.

Key Message:

Jeni's makes ice cream to bring people together. It's their reason for being and they operate as a community.

Timing and Parameters:

This ad can be launched whenever and wherever.

Tone of Voice/Brand Personality:

Loving, Comforting, Consistent



Jeni's Splendid Ice Creams Ad: Demonstration/Slice of Life

Story Board

| | |
|--|--|
| <p>Visual 1</p>  | <p>Audio/SFX: Lighthearted Pop Music</p> <p>VO: "Here at Jeni's Ice Creams, there is something for everyone"</p> <p>Supers: None</p> |
| <p>Visual 2</p>  | <p>Audio/SFX: Lighthearted Pop Music</p> <p>VO: "From the family"</p> <p>Supers: None</p> |
| <p>Visual 3</p>  | <p>Audio/SFX: Lighthearted Pop Music</p> <p>VO: "to first dates"</p> <p>Supers: None</p> |
| <p>Visual 4</p>  | <p>Audio/SFX: Lighthearted Pop Music</p> <p>VO: "to your friends"</p> <p>Supers: None</p> |
| <p>Visual 5</p>  <p>Visit www.jenisicecreams.com to find the closest shop to you!</p> | <p>Audio/SFX: Lighthearted Pop Music</p> <p>VO: "You can scream for ice cream at Jeni's Ice Creams"</p> <p>Supers: "Jeni's Splendid Ice Creams" "Visit www.jenisicecreams.com to find the closest shop to you"</p> |

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AMBIENT

DAMARY RODRIGUEZ



Creative Brief

Background

Hydro Flask is an American owned brand that creates insulated, stainless steel water bottles to keep you hydrated no matter the adventure.

Objective

To get more traction on their website to get new and existing customers to try more of their products than just their insulated water bottles since those are already very popular.

Target Audience

Men and Women of all ages and demographics. Those who are outside and on the go a lot and who would benefit from ice cold water for a long period of time.

Promise

To keep your liquid hot or cold depending on your needs.

Support

Every insulated product will have the same outcome no matter the use for it. All hot chocolate or soup will stay warm, and all ice water will stay cold.

Key Message

Every customer will be stratified with the outcome of the product no matter the customer or the type of product.

Timing and Parameters

These ads can be promoted at any point of time. It might be beneficial to promote them during the holidays to get people to buy their family and friends hydro flask products as gifts.

Tone of Voice/Brand Personality

Strong, Utility, Consistent



APRIL 2023



INTERACTIVE

DAMARY RODRIGUEZ



Creative Brief

Background

Hydro Flask is an American owned brand that creates insulated, stainless steel water bottles to keep you hydrated no matter the adventure.

Objective

To get more traction on their website to get new and existing customers to try more of their products than just their insulated water bottles since those are already very popular.

Target Audience

Men and Women of all ages and demographics. Those who are outside and on the go a lot and who would benefit from ice cold water for a long period of time.

Promise

To keep your liquid hot or cold depending on your needs.

Support

Every insulated product will have the same outcome no matter the use for it. All hot chocolate or soup will stay warm, and all ice water will stay cold.

Key Message

Every customer will be stratified with the outcome of the product no matter the customer or the type of product.

Timing and Parameters

These ads can be promoted at any point of time. It might be beneficial to promote them during the holidays to get people to buy their family and friends hydro flask products as gifts.

Tone of Voice/Brand Personality

Strong, Utility, Consistent



Located in different major city spaces across the U.S. to promote Hydro Flask's insulated bottles and their 40% off first purchase promotion. The colored dots on the side are interactive and when pressed the bottle color changes

BARNES & NOBLE

Creative Brief

Background

Barnes and Noble is an American bookseller with over 614 retail stores across all 50 U.S. states. They are one of the go to retail stores for book lovers and for any book needs. They are also a Fortune 1000 company and the bookseller with the largest number of retail outlets in the United States.

Objective

To get more of their customers to interact with their company for more than just buying books. Creating this app will help them build an actual community with their customers.

Target Audience

Men and Women ages 16-45. Any book lovers who have access to a smartphone and want to interact with other people who are also book lovers.

Promise

A high-quality app that is functional, visually appealing, and simple enough to understand quickly.

Support

Not many tabs on the app, personalized profiles, being able to have friends, filters to filters certain topics.

Key Message

A community can come together about one topic and be able to converse all about it.

Timing and Parameters

This app can be launched whenever and then can stay active if there are people actively using the app.

Tone of Voice/Brand Personality

Loyal, Community, Consistent



Any one with access to an app store, preferably a barnes and noble customer, can download this app to connect with other book lovers to discuss about their favorite books and track their own reading, get book recommendations, and see what is popular. Even scan their membership barcode to get rewards.

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SOCIAL

DAMARY RODRIGUEZ



Creative Brief

Background:

Kellogg's is an American multinational food manufacturing company. They are also dedicated to feeding hungry children, protecting our planet, promoting positive nutrition and driving equity.

Objective:

The objective of this campaign is to get people more involved with how many products Kellogg's has to offer and to potentially try new products and fall in love with them.

Target Audience:

Families with younger children from 7-13. Men and Women who love a cooking challenge or to create recipes.

Promise:

All products are high quality and the same every time they are purchased.

Support:

The many different breakfast options that Kellogg's has to offer. From Pop Tarts to cereal.

Timing and Parameters:

This campaign could be launched whenever but can probably be used a handful of times with space in between every launch.

Tone of Voice/Brand Personality:

Loving, Consistent, Loyal

Kellogg's will launch a competition to get their customers and audience to use their favorite Kellogg's product to create an original recipe. They are using a link in their bio on Twitter and Instagram and putting the link in their post on Facebook to promote entering as well as having a prize of free product for 6 months that was used in the recipe. Winners will have that recipe printed on boxes of Kellogg's products for some time.



Kellogg's @KelloggsUS · Apr 10, 2023

Do you have a crazy recipe idea using your favorite Kellogg's product?
Click the Link in our bio to enter and for a chance to win free product for 6 months



2,249 226 536



kelloggsus 2d



1,674 likes

kelloggsus Put your creativity to the test and create your own original recipe with any Kellogg's product. Click the Link in our bio to enter and for a chance to win free product for 6 months!

Add a comment...



Kellogg's ✓

6d · ⚙️



It's time to see how YOU Kellogg! Enter our contest with your own original recipe using your favorite product for a chance to win free product for half a year! Put your creativity to the test and click the link to submit your recipe!
www.kelloggsbyYOU.com/submit



👍 13

1 comment

👍 Like

💬 Comment

➦ Share

APRIL 2023



INTEGRATED

DAMARY RODRIGUEZ

Glossier.

Background

Glossier was launched in 2014 officially as a brand, but before that they started off as Into The Gloss, which was a beauty website and community devote to sharing real information with real people and products.

Objective

To have people who have not interacted or thought about interacting with Glossier do and see what they have to offer as a brand.

Target Audience

Women aged 16-30. People who are interested in skin care and playing with makeup.

Promise

All glossier products are made practical and useful for real people to use them every day.

Support

High quality skincare, makeup, and fragrance products.

Key Message

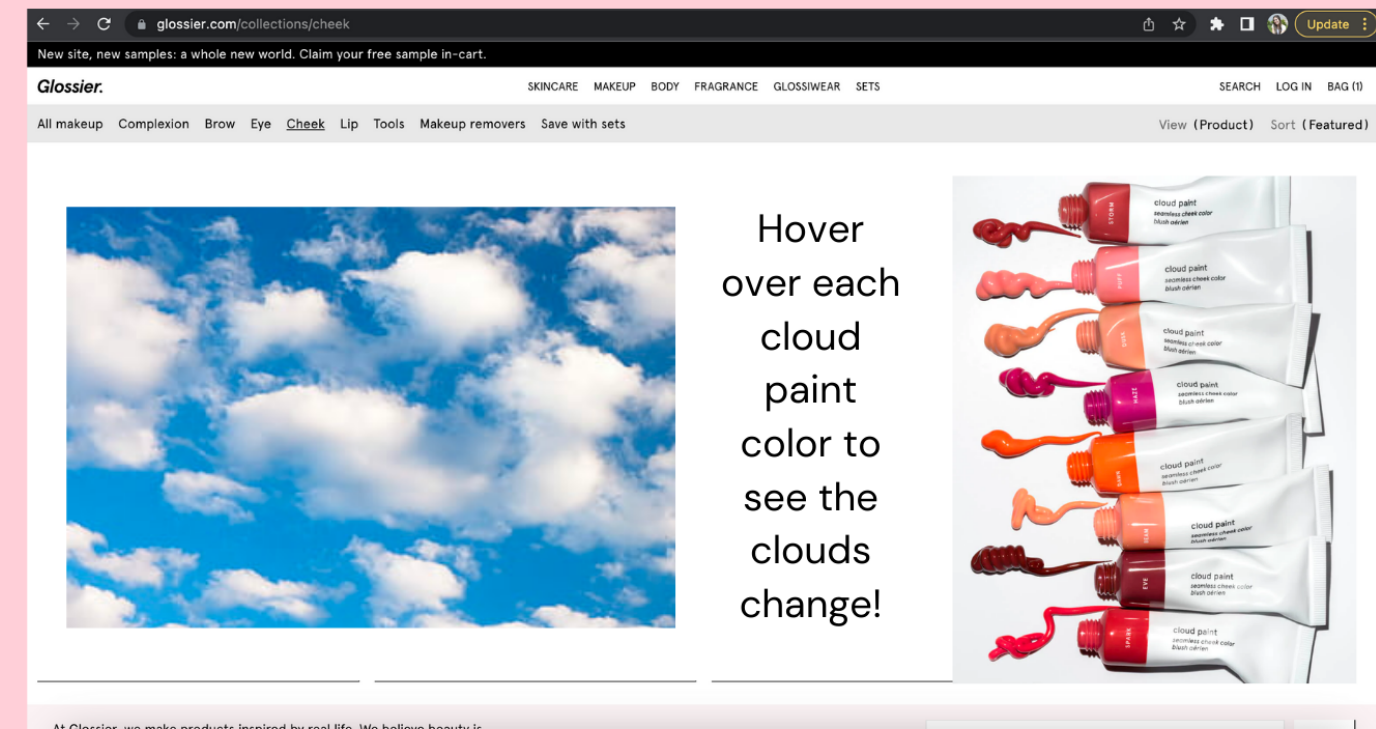
They challenge the standard aspirational messaging of the beauty industry with their message "you look great just the way you are."

Timing and Parameters

These interactive ads could be launched whenever and depending on what platform it is meant for it can stay active.

Tone of voice/Brand personality

Natural, Confident, Caring



This digital integrated ad is to get more people who haven't heard of the cloud paint before and want to see the different types of colors that are available.



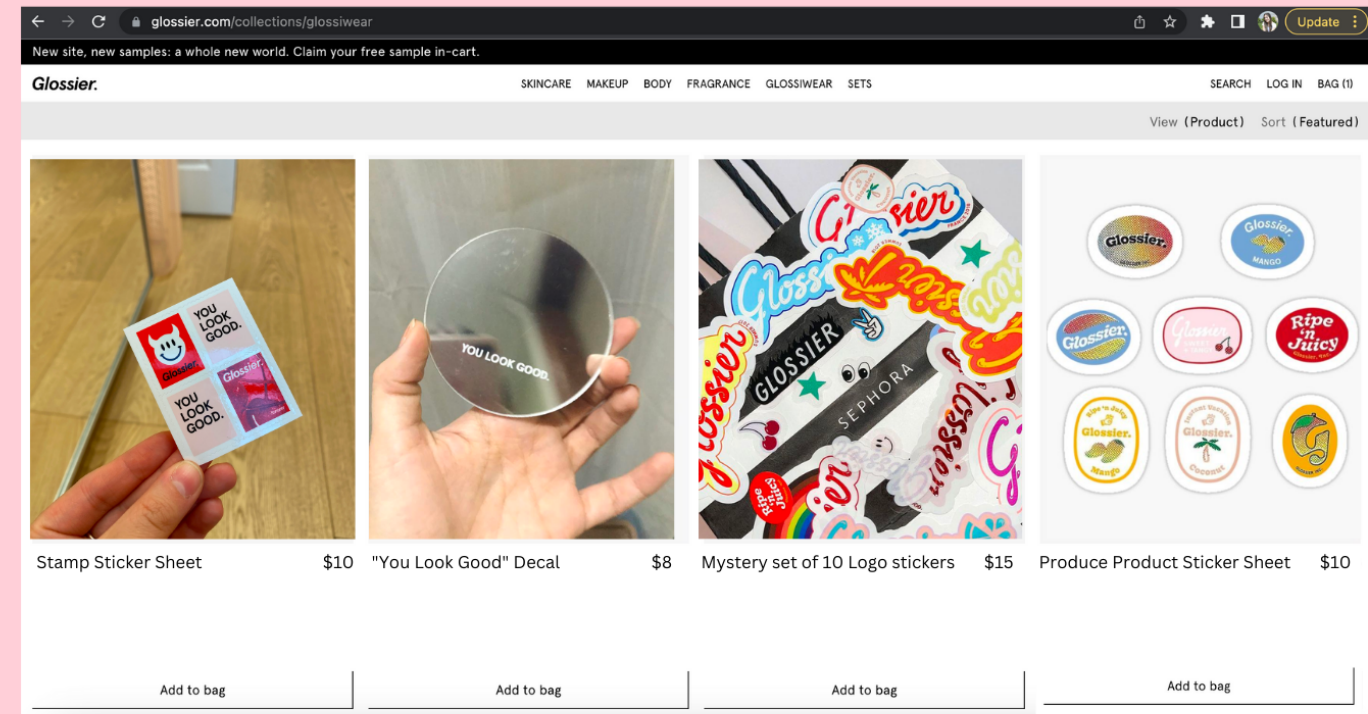
Glossier You:
The scent you know
and love in a brand
new rollerball
container.

Perfect for smelling
like you on the go.



TRY FOR YOURSELF BUY AT WWW.GLOSSIER.COM

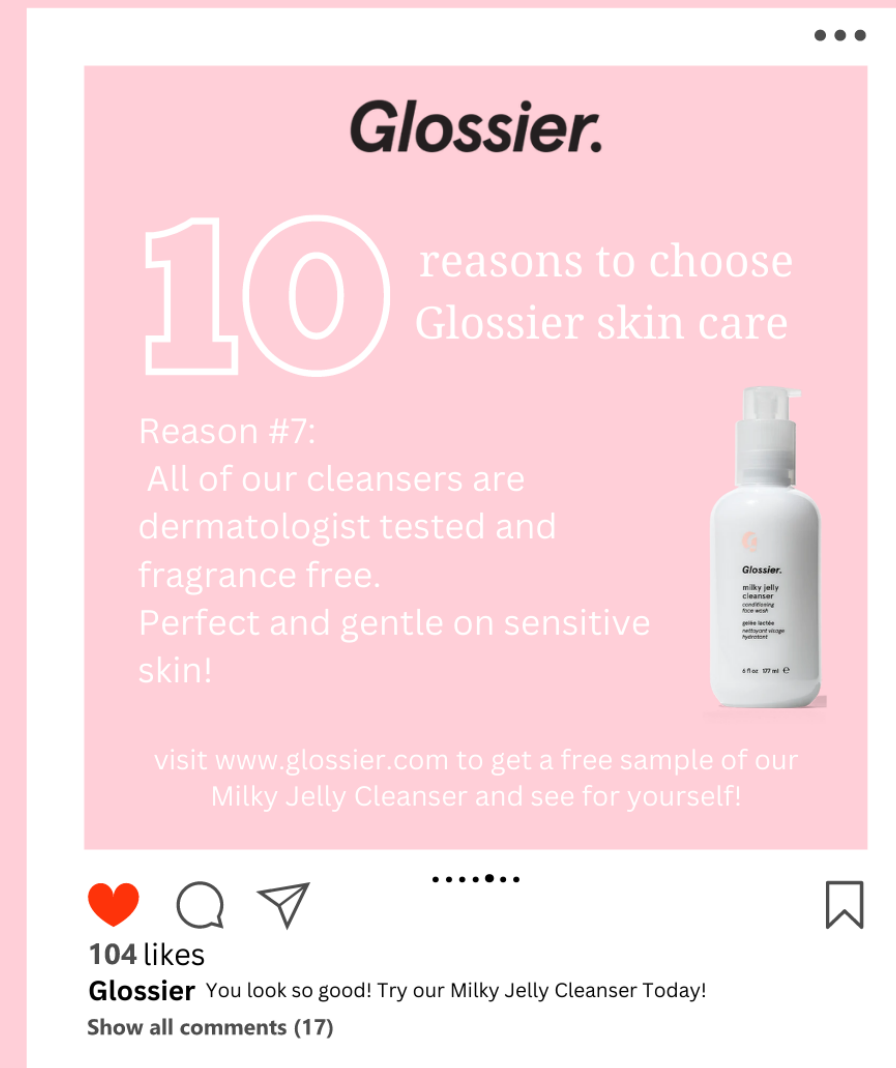
This print ad is to advertise the new version of their most popular item, Glossier You Perfume. The rollerball container is perfect for those who want to have the perfume on you those who are on the go.



This integrated ad would be new merchandise. Glossier already has clothing merchandise along with city exclusive accessories like keychains however they are known for their logo stickers that come free with every order. They change depending on the season, but can't ever be purchased. My idea would to integrate the option to buy previous exclusive stickers. I know there are a lot of people who wanted these stickers but never got the chance to get them in a package.



This would be an ambient ad that is a video of a real customer using Glossier products in the middle of a busy city. This can help get peoples attention especially with the call to action of using Glossier products, posting about it, and attaching the hashtag with it.



This would be a social media post talking about all the benefits of the Glossier Skin Care line. A lot of people know that they have a lot of makeup, but don't know about the great skin care that they have to offer.