

Retail Marketing





Retail
Marketing

NFL / Metlife Stadium / New York Giants

When Met Life Stadium opened on April 10, 2010, it would be the new home of the New York Giants and New York Jets. As the official outfitter of the NFL, Reebok had the opportunity to own the retail space at their new flagship store. With two rotating home teams and a new retail platform to sell official on field NFL apparel, we created several marketing campaigns before Reebok's reign ended with the NFL.

Jason Weeks / Art Direction / Design

Mark Mann / Photography

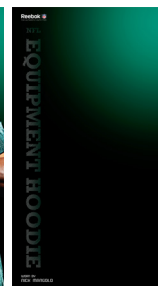
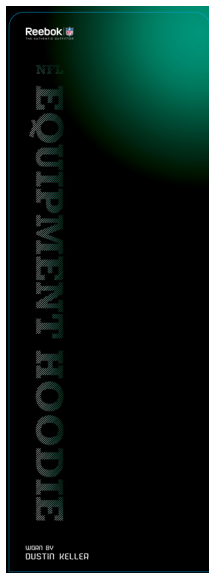
Client / NFL / NYG / NYJ / Reebok





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**Retail
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adidas / Camex / Exhibit / Retail

From apparel to tech products, convenience items to gifts, more than 90 product categories are targeted to the campus student consumer and can be found at CAMEX. By being the official outfitter for many of these schools such as UNLV, Auburn, Notre Dame, and Michigan, we not only strived to design and build the best products, we also strived to create and tell the most compelling visual marketing campaigns.

Jason Weeks / Art Direction / Design

Czarnowski / Exhibit Design

Client / NCAA





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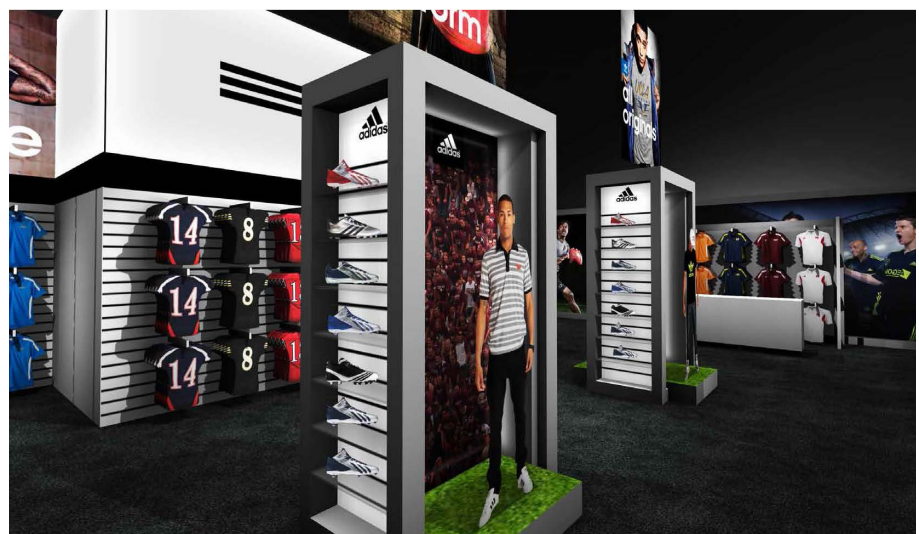
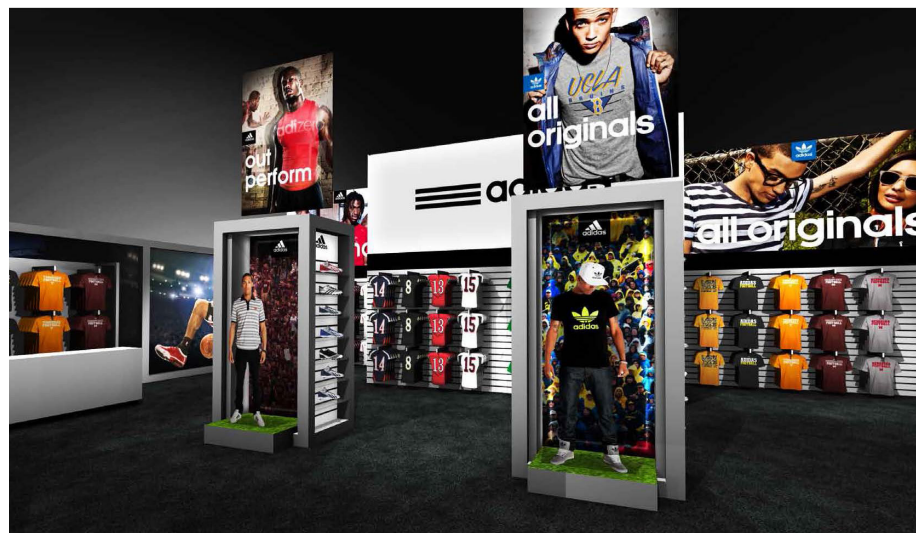
adidas / Camex / Exhibit / Retail





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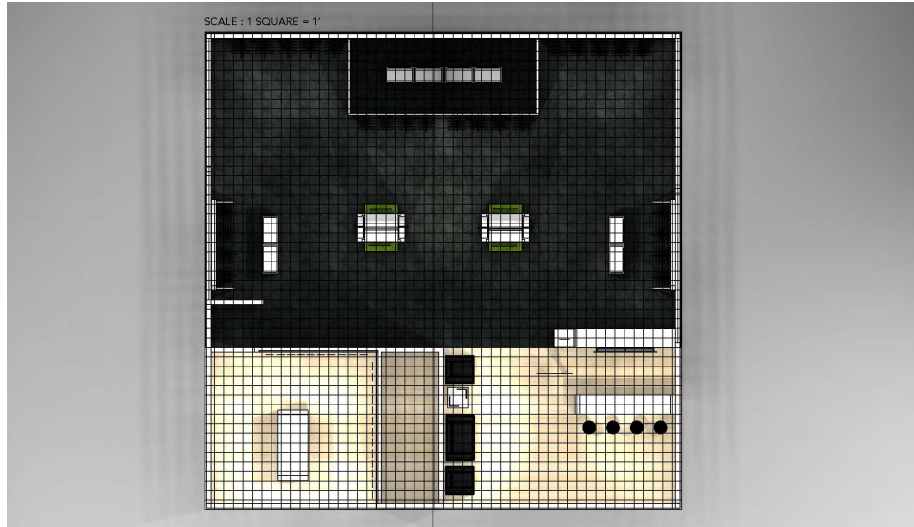
adidas / Camex / Exhibit / Retail





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Skechers / Relax Escape Enjoy Summer / Campaign

This was my first major in-store retail campaign. The idea was simple as were the graphic treatments: bold and fresh with colors that represented summer.

Jason Weeks / Art Direction / Design

Client / Skechers

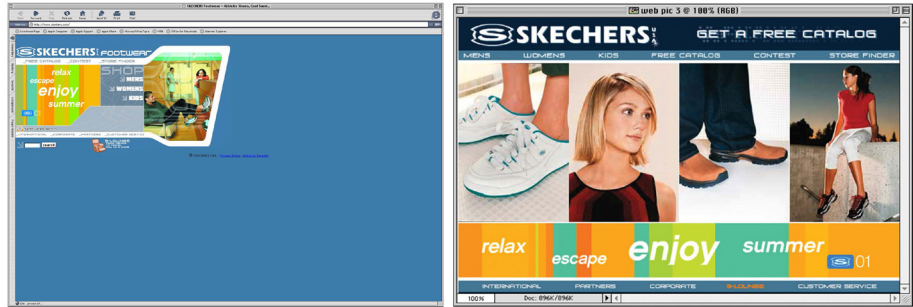
relax
escape
enjoy
summer
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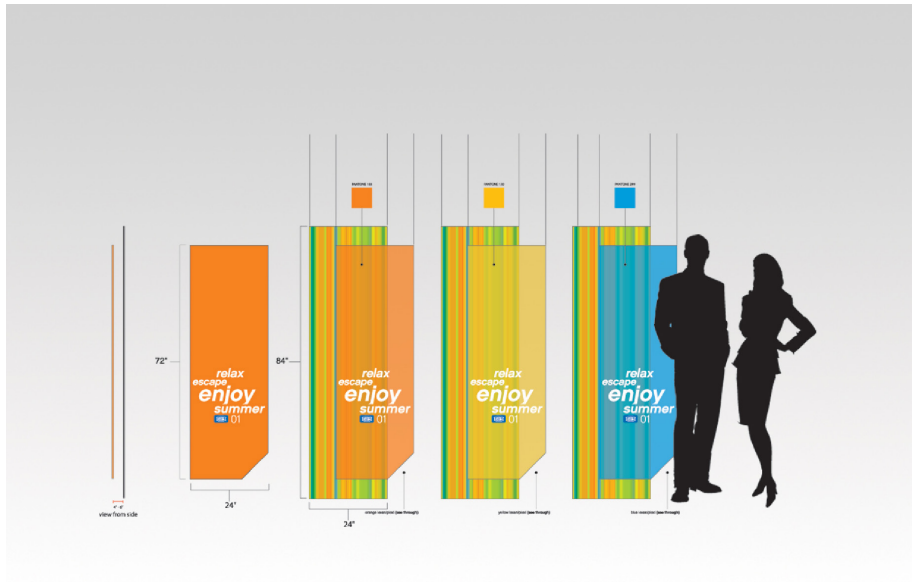
Skechers / Relax Escape Enjoy Summer / Campaign





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Skechers / Relax Escape Enjoy Summer / Campaign



JWEEKS CREATIVE

