

# Ad Campaigns





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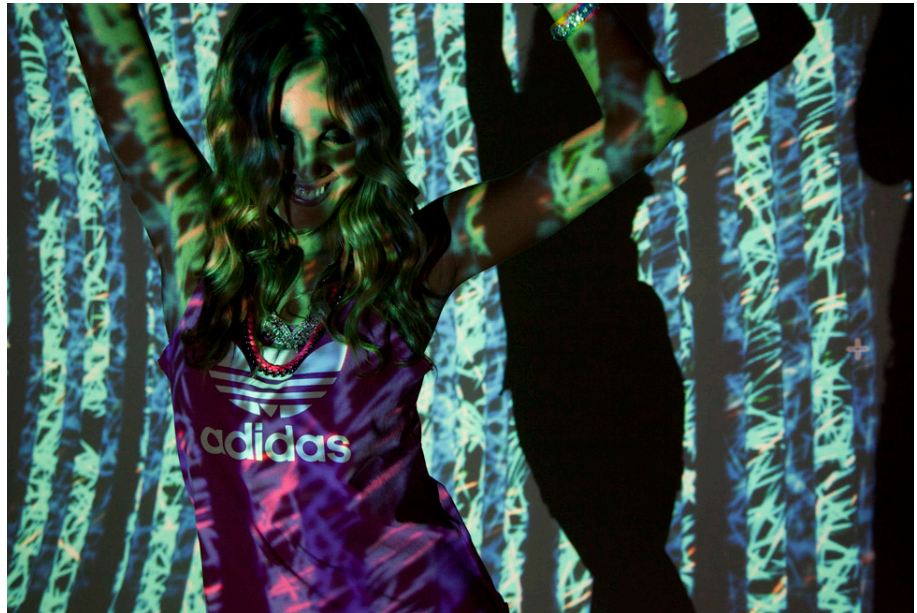
adidas / all originals

The Originals side of the brand was inspired by light and projections, which inevitably lead to a focus of graphic treatments on products globally. Prior to this, I organized this test shoot that explored some of those ideas which included camouflage.

Jason Weeks / Creative Direction / Design

Mark Mann / Photography

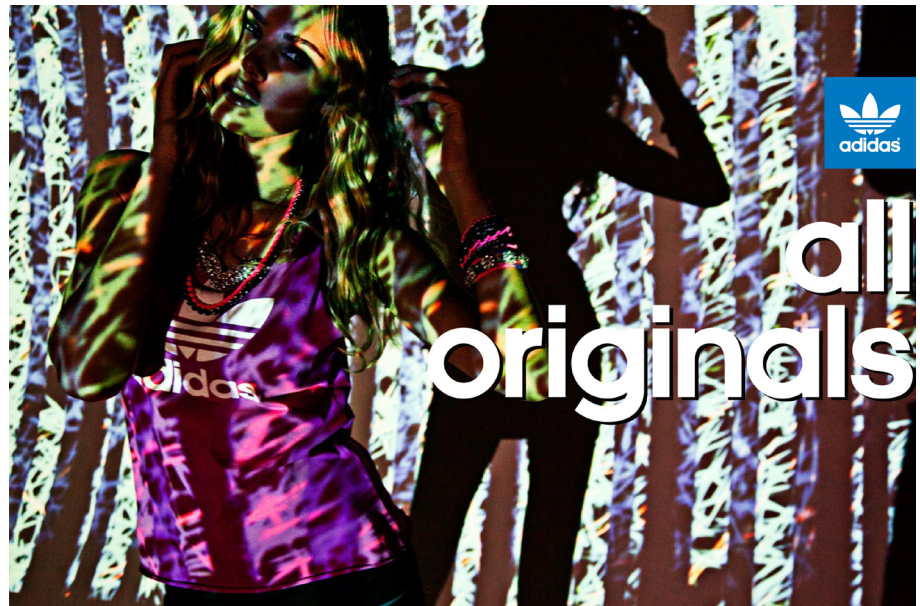
Client / adidas





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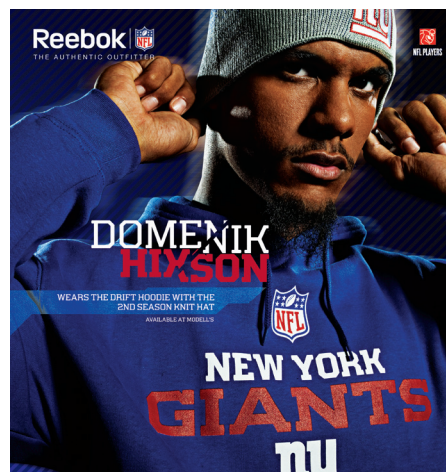
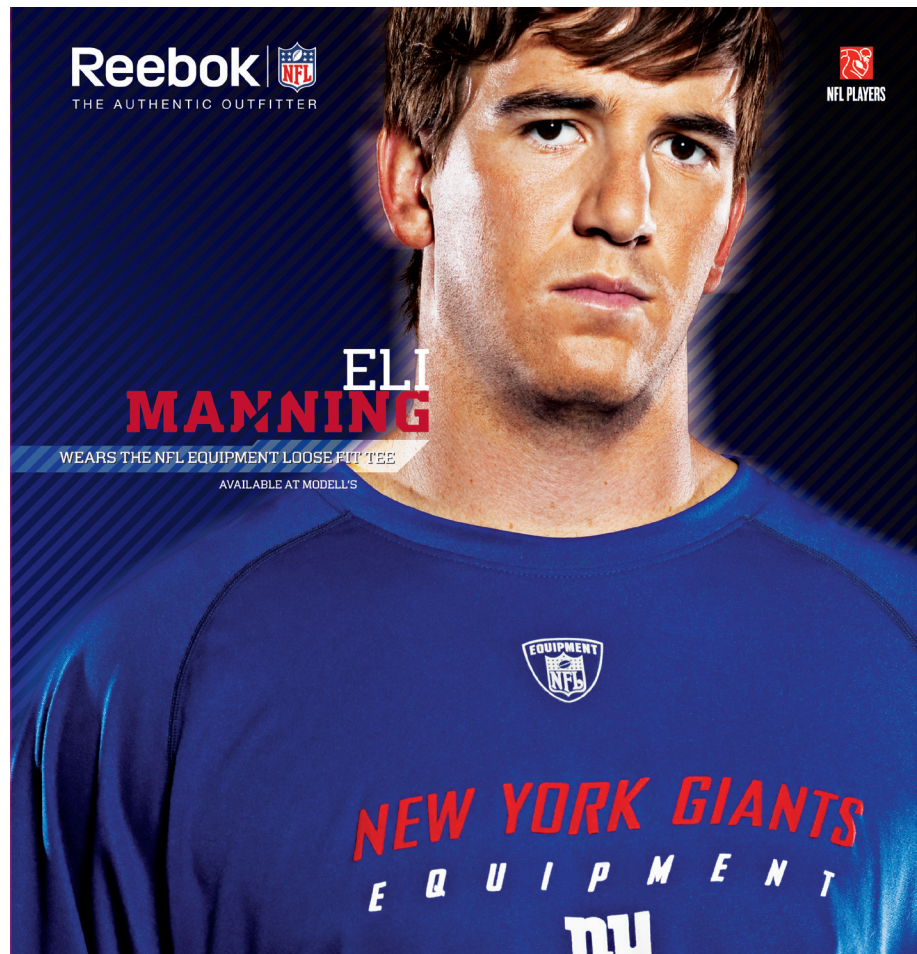
Reebok / NFL / Who's Side Are You On Campaign / NYG

Designing for the 42nd Street Shuttle. We wanted the shuttle between 42nd street and Grand Central to be a dividing line of the NYC NFL fan base. Simply put: One side Giants, and the other side Jets. Keeping within that theme, and the fast pace motion of NYC, we treated the graphics as such to be sold at Modell's.

Jason Weeks / Art Director / Designer

Mark Mann / Photographer

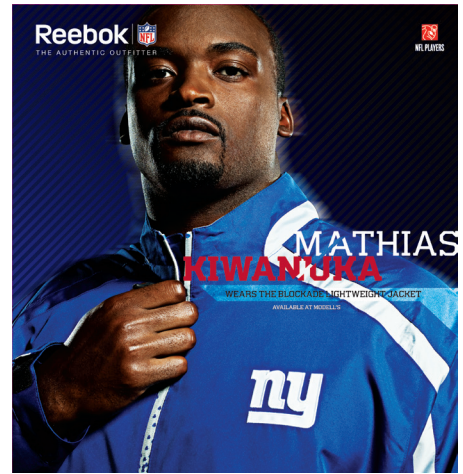
Client / NFL / Modell's





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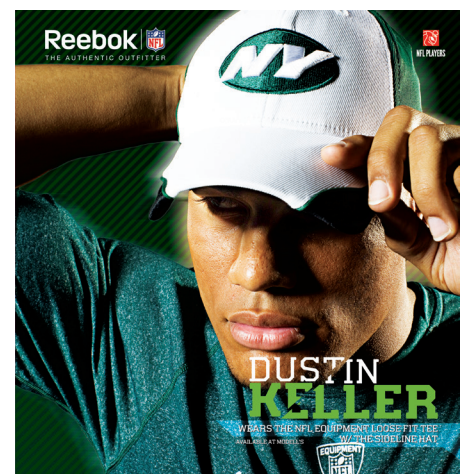
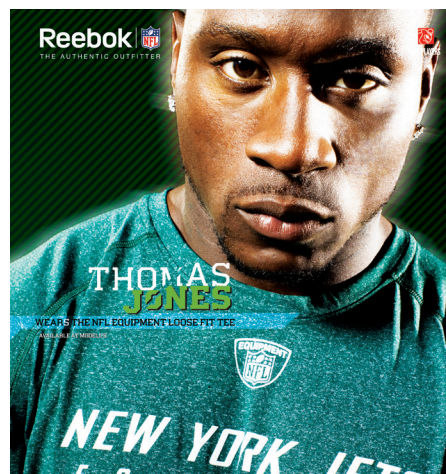
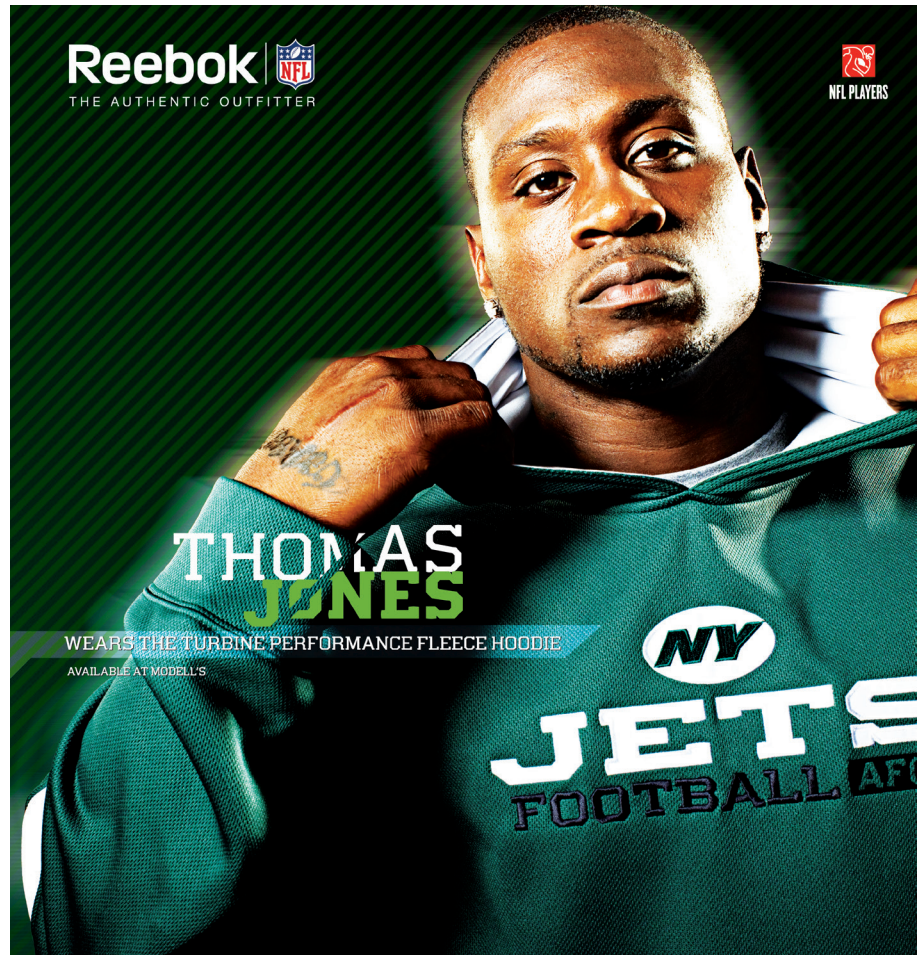
Reebok / NFL / Who's Side Are You On Campaign / NYG





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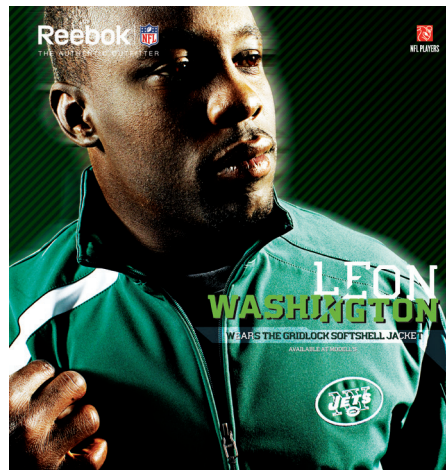
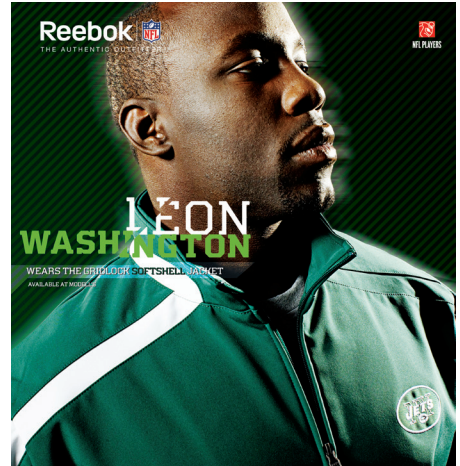
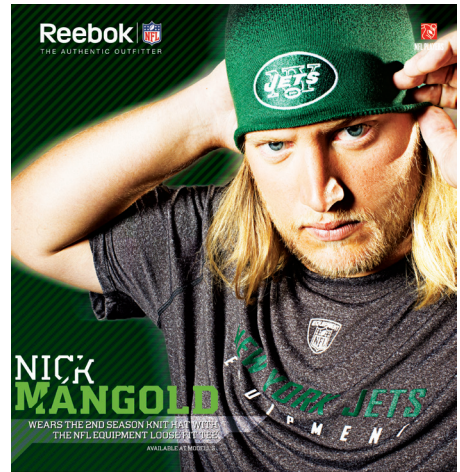
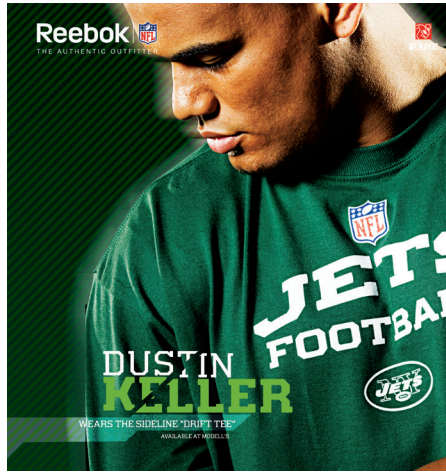
Reebok / NFL / Who's Side Are You On Campaign / NYJ





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Reebok / NFL / Who's Side Are You On Campaign / NYJ







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Fox Sports Net OOH Campaign

Fox Sports Net wanted an integrated out-of-home advertising campaign targeting the NBA, NHL, and MLB fan to effectively increase their viewership.

Jason Weeks / Art Director / Designer

Justin Wills / Creative Director

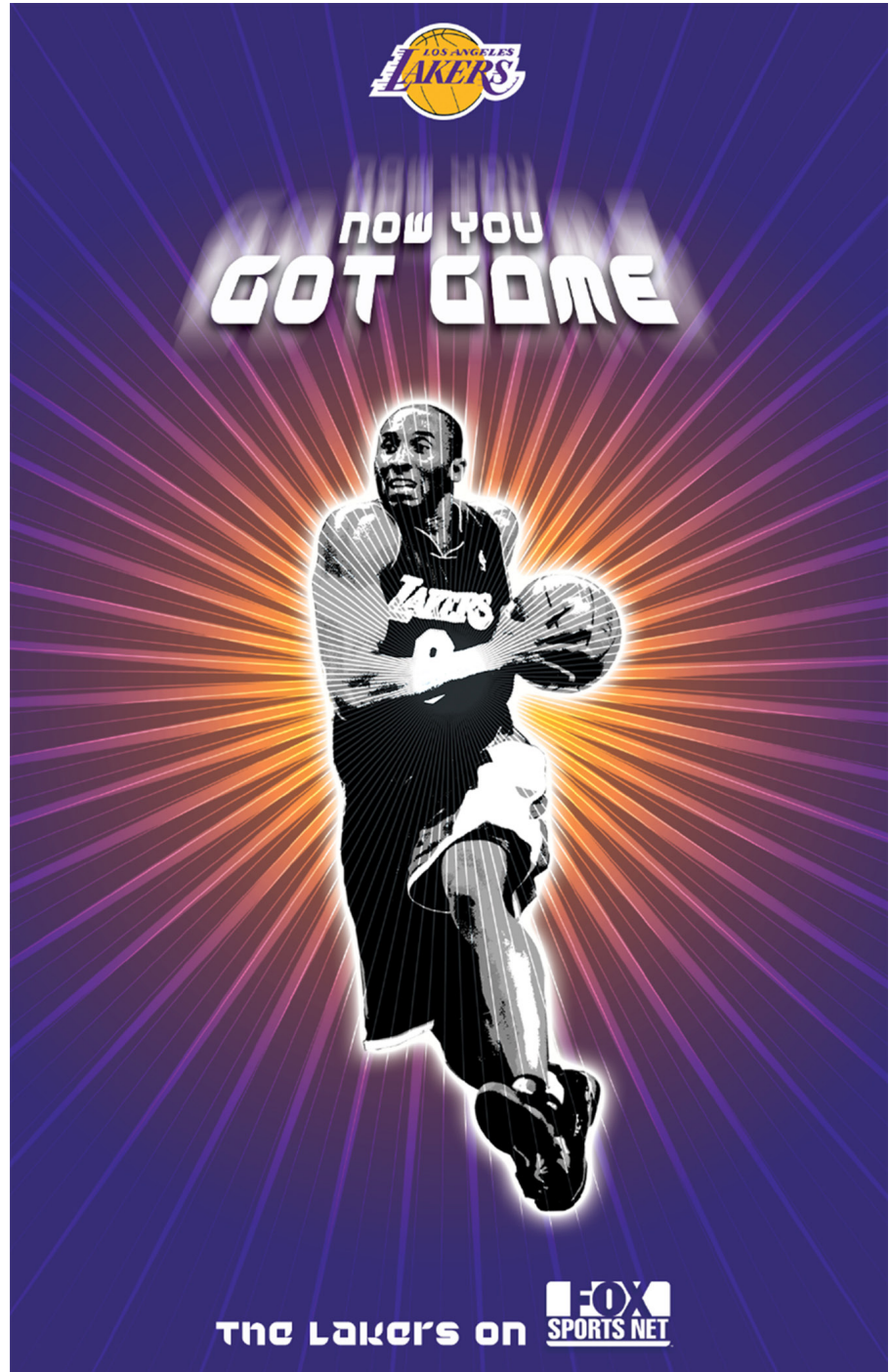
Client / Fox Sports Net / LA Lakers





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Fox Sports Net / LA Lakers / OOH Campaign





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Fox Sports Net / LA Lakers / OOH Campaign



JWEEKS CREATIVE

