

Marketing Campaigns





Marketing
Campaigns

adidas / NCAA / Campus Cool Marketing Campaign

The start of every season begins with a multitude of preparations. Lifestyle graphics and advertising worked directly with adidas and NCAA, along with the college teams, to brand each retail outlet on their campus. Our team of installers, project managers, and creative directors visited the specific markets across the country to identify all brand opportunities. Working with a provided adidas toolkit, we applied window graphics, trailer wraps, clothing identifiers, wall graphics, decals, and both permanent and non-permanent applications to appropriate college and university markets.

Jason Weeks / Creative Director / Design

Mark Mann / Photography

Velvet Robot / Agency

Client / NCAA / adidas





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Packaging



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Look Book



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Look Book Pages



Marketing
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Packaging & Look Book



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Exhibit & Retail



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Exhibit & Retail

JWEEKS CREATIVE

