

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 Directon / Design Mark Mann / Photography Velvet Robot / Agency Client / NCAA / adidas



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Packaging

Marketing Campaigns adidas / NCAA / Campus Cool Marketing Campaign



Look Book

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X

Look Book Pages

Marketing Campaigns





Packaging & Look Book

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Exhibit & Retail

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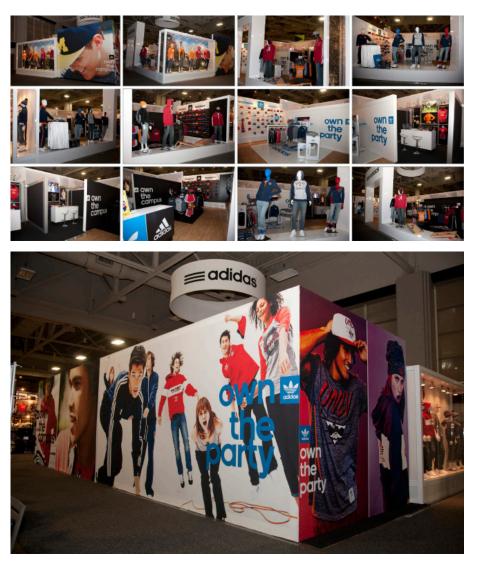


Exhibit & Retail

