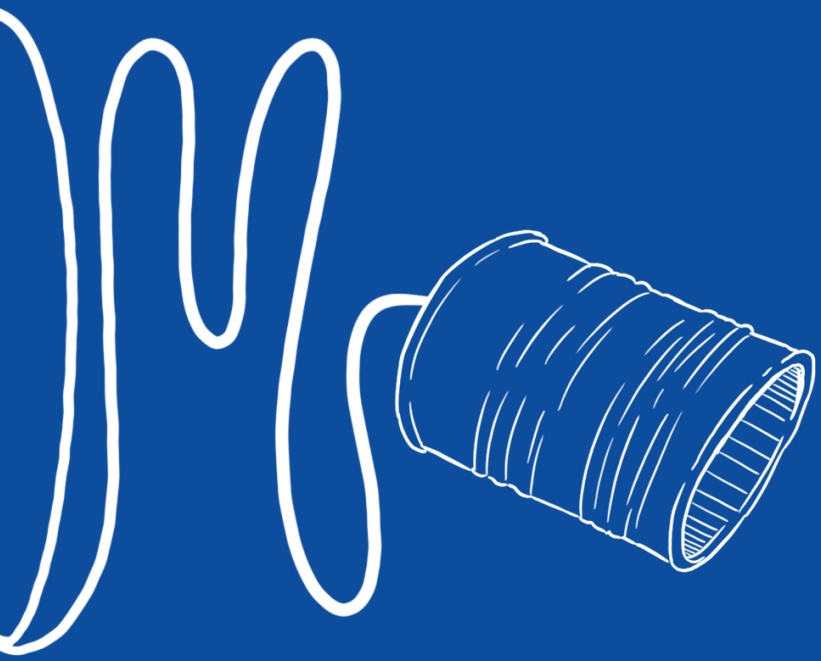
word of mouth.



Vol. 2 | advnt

word of mouth.

advnt | Vol. 2

College of Journalism & Communications
University of Florida
Weimer Hall
1885 Stadium Rd.
Gainesville, FL 32611

ufadvnt@gmail.com
advntportfolio.com

Welcome to volume 2 of advnt. *advnt* is an annual advertising portfolio book published by students at the University of Florida's College of Journalism and Communications (UFCJC). Simply put, our mission is to showcase the best of creative student work in advertising design, branding, and writing produced at UF.

The publication you hold in your hands is the grown-up version of a picture book. Marketing professionals like to pick these kinds of things up and peruse them for fun. A good strategy for any UF advertising student is to be featured in *advnt*. It shows you stand out amongst your peers. A good strategy for any advertising executive is to browse *advnt* for talented people. We're where they look for professional grade work.

advnt circulates the portfolio to advertising agencies and UFCJC leadership. We also provide featured students with a copy they can take to job interviews, show to employers, and brag to coworkers about. We're striving to make *advnt* a one stop shop for advertising at UF. *advnt* is created by a handful of motivated students. We make sure to have fun while we're at it, anchoring each year's edition to a central theme in advertising. We hope you enjoy reading this book as much as we enjoyed making it.

TABLE OF CONTENTS

06
08
22
30
42
58
60
62

Reader’s Note

Print

Digital

Branding

Campaigns

Thanks

Colophon

Staff

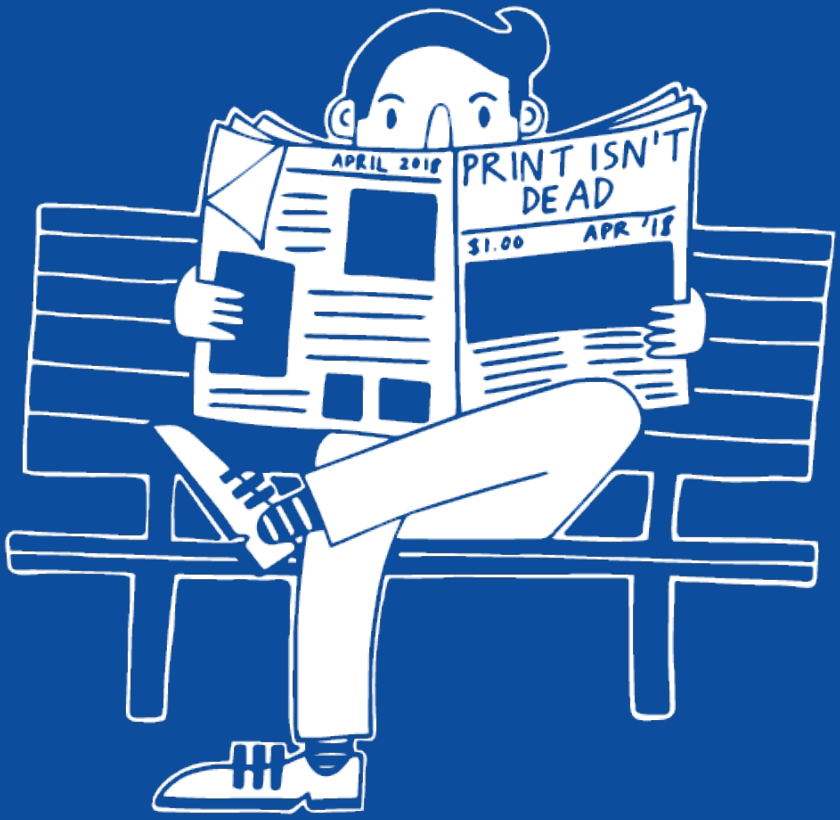
reader’s note.

Hi, reader.

Word of Mouth (W.O.M.) connects all people. As we walk, talk, interact and create, the one thing that connects us to others is the words we send. This is a book about advertising, after all—we commoditize connection. W.O.M. is the link between people and people, advertisers and customers, speakers and receivers. When we designed this book, we wanted to highlight that connection. We wanted to show you that Word of MouthTM isn't just about oral communication. Viral words are transmitted through print when you give a newspaper or magazine to a friend. Advertisers call that pass-along readership. In the digital realm, advertisers also like to upload their ads to YouTube; they care about shares on those videos, digital W.O.M. Coke puts your name on their bottles because they know you'll share it with friends. Branding W.O.M. Advertising campaigns are effective because they steal the show on TV, and trend on social media. W.O.M.

Keep all this in mind when you browse the ads in the book. These creators know that W.O.M. brings out the best in ads. Keep reading. Flip the page. Witness the W.O.M.

See you next year.



print.

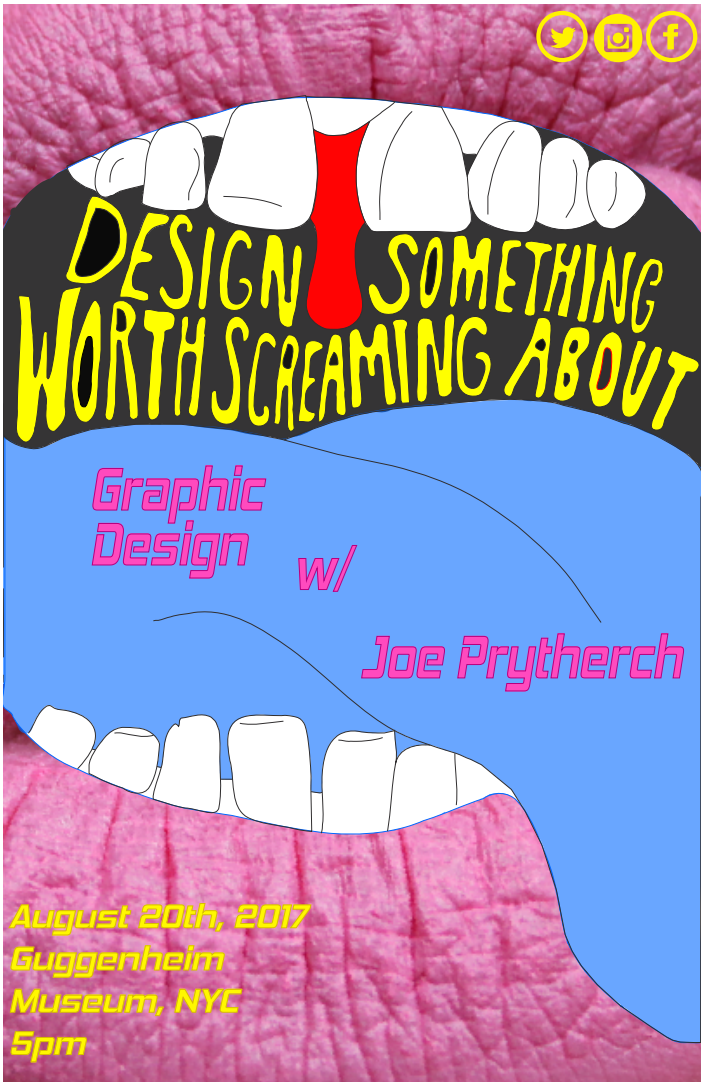
Print isn't dead. Print is the basis of everything we see, everything we are. We first learn to convey our emotions by passing notes in grade school. Before we could rely on social media, all we had to represent ourselves was colored construction paper to be diligently scribbled on and meticulously folded into a paper airplane.

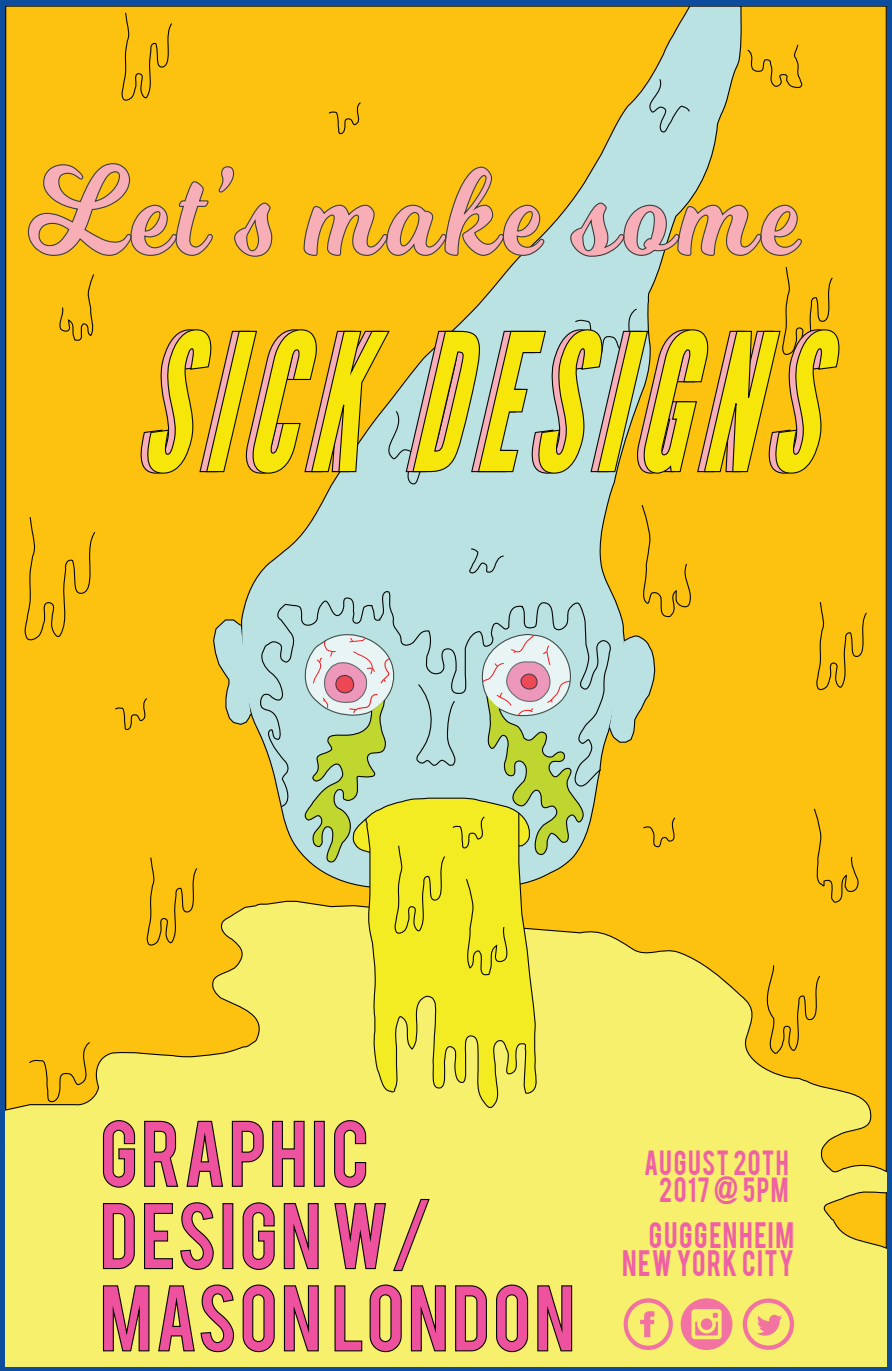
Before we knew it, everything we created was a print ad to represent our own brands. We were able to recreate ourselves as a tangible entity to be reprinted and distributed accordingly. This bond we've created with paper has made it our most reliable medium of communication. Naturally, we trust others with the same values. There's something about a brand using print as its medium that makes you think, "Hey, what a stand-up group of guys and gals." Print ads are for the sentimental, the loyal, the tried and true.

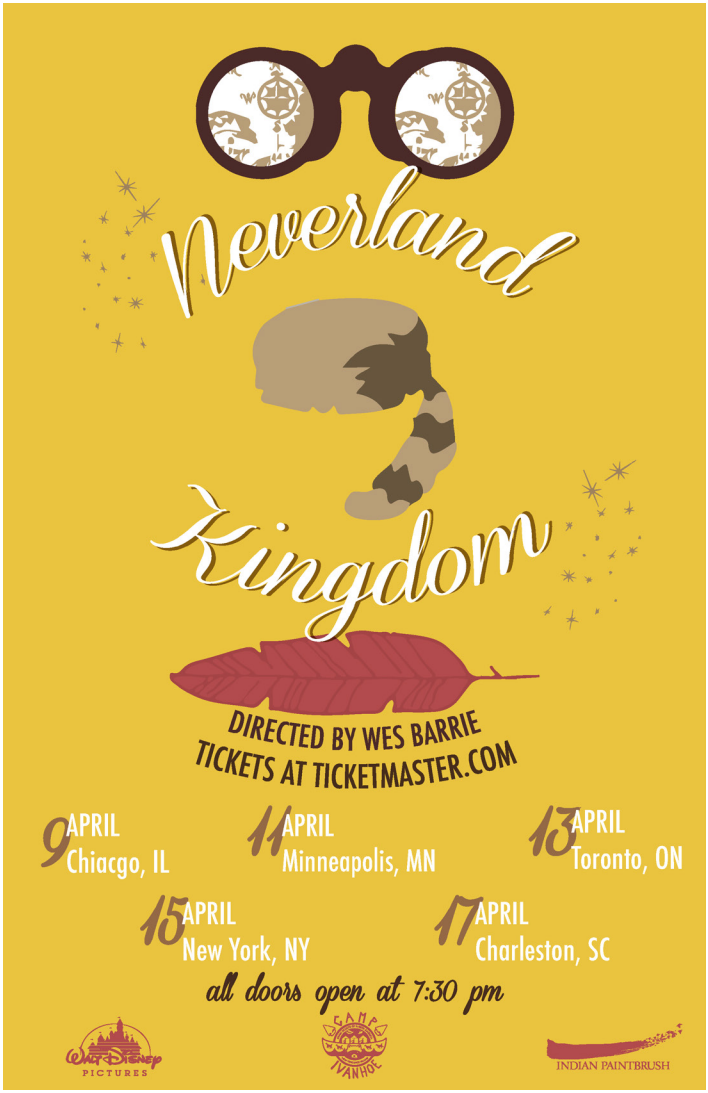
Abby Cronin | Designer

Poster | Coursework

The premise of the project was to promote a fictional event for a real graphic designer who we admired. For my event, I decided to have Joe Prytherch host a graphic design seminar at the Guggenheim Museum in New York City. Inspired by his outrageous tongue-in-cheek illustrative style and bold color choices, I decided to have my posters all contain a bit of shock value to mimic the feeling I got when looking at Joe Prytherch's work.



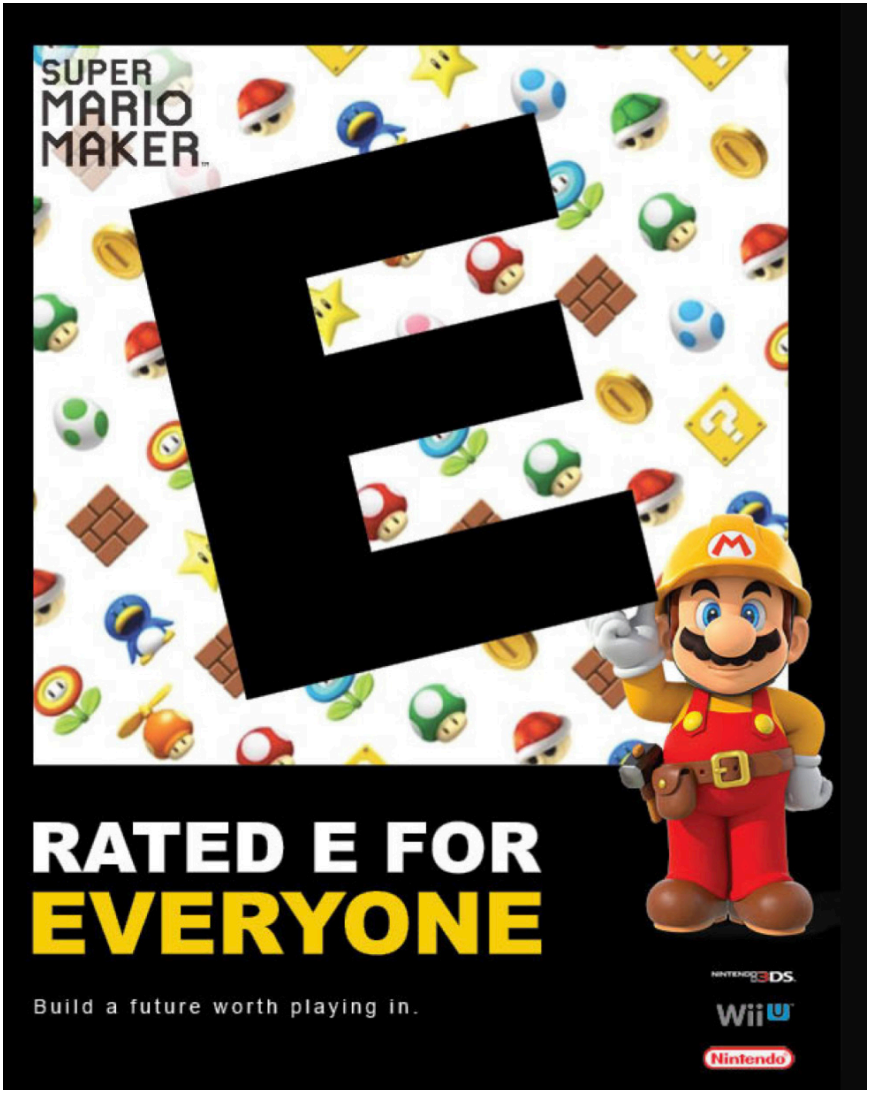

Let's make some
SICK DESIGNS
GRAPHIC DESIGN W/ MASON LONDON
AUGUST 20TH 2017 @ 5PM
GUGGENHEIM NEW YORK CITY



Carly Mackler | Designer

Poster | Coursework

This fictional movie poster is a creative interpretation of the mashup of two movies: Peter Pan and Moonrise Kingdom. The poster implements elements and visuals from each film.



Caroline Kaplan | Copywriter

Mayra Yaji | Designer

Poster | Coursework

Based on the insight that most people think video games are only for boys, we wanted to convey that Super Mario Maker was a game for all ages, genders, races and ethnicities. We took the term "E for Everyone" and made it the focal point of the campaign. We chose yellow because it is a gender-neutral color.

Carrie Smith | Designer
Case Study | Coursework

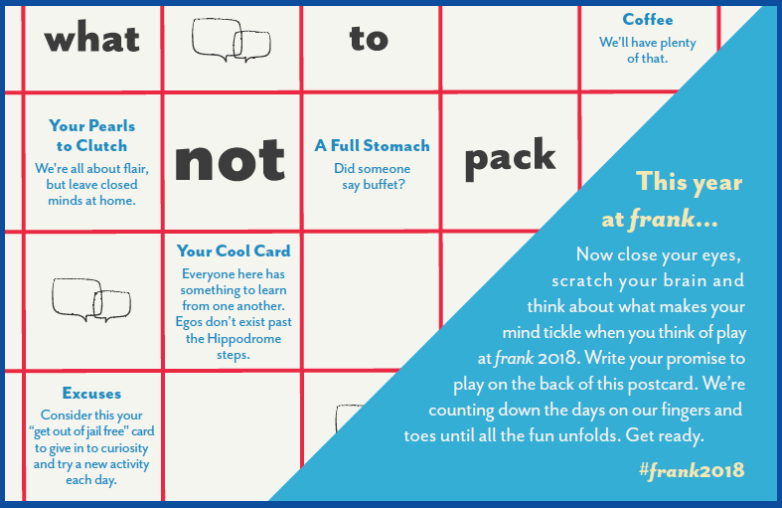
In this case study, I wanted to highlight Pokemon Go's power to bring users to new places, both figuratively and literally. The unique icy setting creates a draw for adventurous players by heightening the experience. The ad shows the power of augmented reality and imagination through the whimsical location. This Antarctic location also urges players to go to new places to seek out Pokemon beyond their local neighborhood parks.

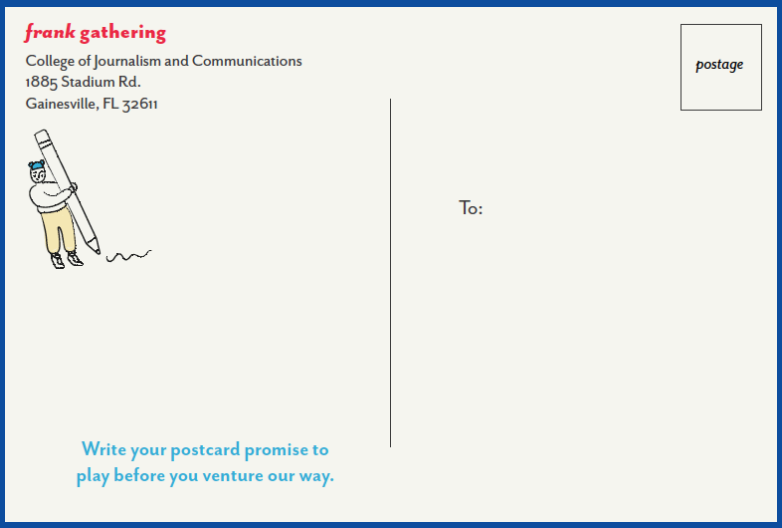
Lindsay Gowens | Strategist
Sarah Bodman | Designer
Billboard | Coursework

Power imagination stemmed from the insight that Rayovac's target audience of middle class parents want their child to enjoy life and believe they can do anything. Rayovac batteries provide consistent, high-quality power allowing parents and grandparents to spend less on batteries and more on their children.

Lisa Marinelli | Copywriter
Crystal Giraldo | Designer
Postcard | frank2018 Gathering

This is a postcard sent to attendees of the *frank*2018 gathering, which advances public interest communications. The theme this year for *frank* was play. All of the language and design was executed with the idea of exploring how a playful mindset can help teach us more about behavior, learning and ideation to creative positive social change. Here we're telling researchers, scholars, and practitioners of many different trades what not to pack, literally and figuratively.





Megan Rosenoff | Designer & Copywriter

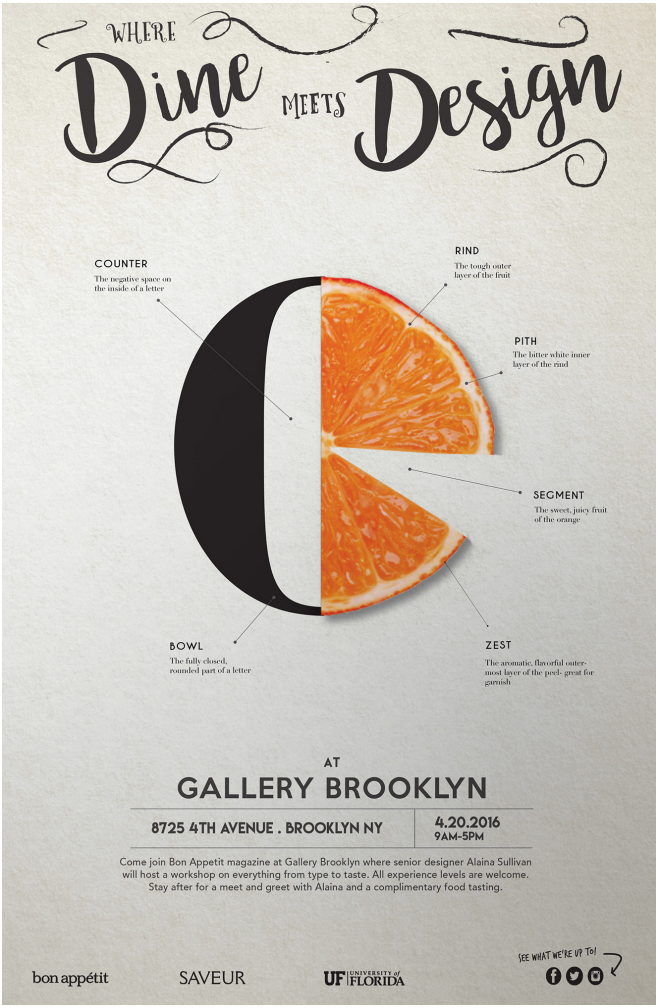
Print Ad in Magazine | Coursework

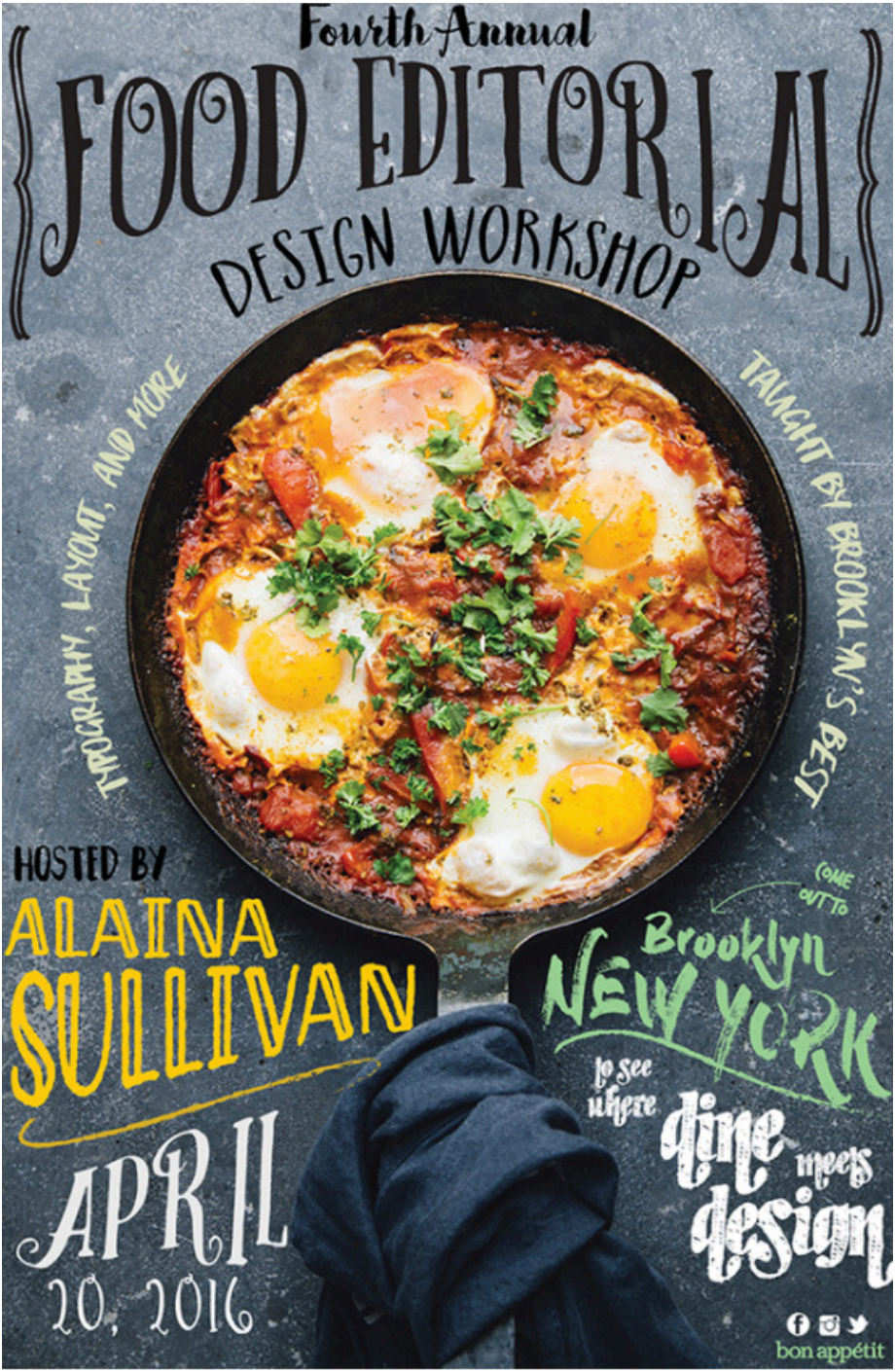
For this project, I was tasked with selling fruit. I wanted to think outside the box and create something original. Did you know avocados were a fruit? Bet you didn't. And that was the point of the campaign. I wanted to get people thinking and catch them off guard. It was truly a fun print ad for me to create.

Megan Carney | Designer

Poster | Coursework

The poster is meant to reflect the styles of the artist I chose for a class project, Alaina Sullivan, Bon Appetit Magazine's senior designer. I wanted to incorporate my own hand lettering with the "Dine meets Design" copy. For the main image, I tried to play with the idea of identifying the main components of a character of type along with those of an orange slice to incorporate both typographic and cooking information that one would potentially learn at the event. I also created another promotional poster to match the style of Bon Appetit's traditional magazine covers.

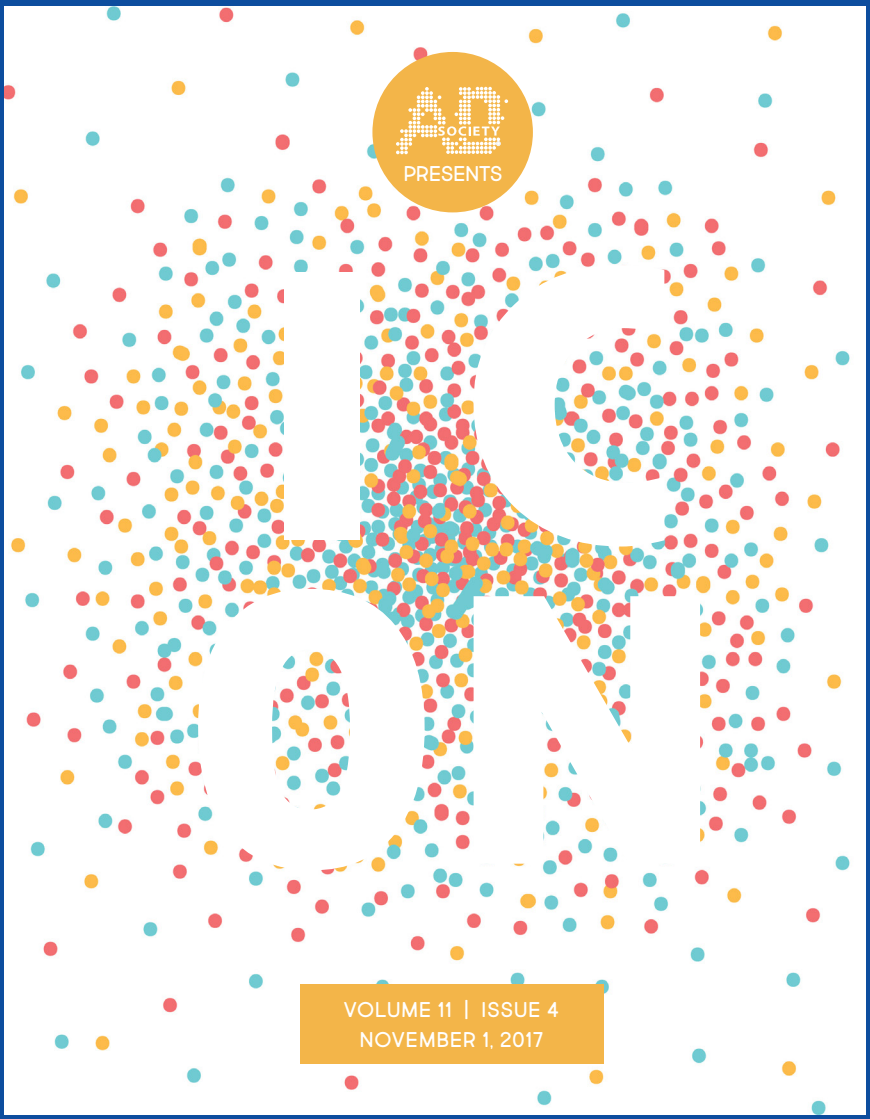



Fourth Annual
FOOD EDITORIAL
DESIGN WORKSHOP
TYPOGRAPHY, LAYOUT, AND MORE
TAUGHT BY BROOKLYN'S BEST
HOSTED BY
ALAINA SULLIVAN
APRIL
20, 2016
COME OUT TO
Brooklyn
NEW YORK
to see where
dine meets design
bon appétit

Rachel Lescano | Designer

Newsletter | Ad Society

The ICON is Ad Society's newsletter that is distributed at biweekly meetings. Each issue contains information on the week's guest speaker, upcoming events, and a member spotlight. Its purpose is to keep members updated on the what is going on in the club.



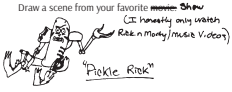
MEMBER SPOTLIGHT

We asked Kristen...

Best concert you have ever been to:

The Front Bottoms @ Revolution Live

Draw a scene from your favorite ~~movie~~ show



What is the best sitcom?

Friends
The Office
Parks and Rec ⇒ NO COMPETITION
Seinfeld
How I Met Your Mother

What is the weirdest thing you have ever eaten?

TOFU ⇒ • I don't eat that much weird food
• Chipotle Burritos ⇒ A Mare
• Any other tofu ⇒ A hesitation

Even though I recently switched to telecommunications to focus on production, I still keep advertising in my vocabulary with Ad Society. The only reason I switched gears was to go deeper into the digital production and design field. I still want to network and learn as much as I can from the advertising industry.

My dream job would honestly be to freelance my creative outlets from home, and hopefully make enough to sustain myself. I want to produce video and music, learn animation and design, and write poems and songs. I want to be versatile. I want to create things all day long and make money from my projects. I genuinely would love to work for big companies in the industry and gain experience, but I'm more looking forward to being my own boss doing what I love on my own schedule.

My biggest inspiration is probably my father because he's always been straight forward with me growing up, and he basically fueled my drive since I was a kid. He works from home and is his own boss, so I always wanted that same independence in my career.

I've been a dancer since I was four, a musician since I was 11, and a writer since I was 16. I recently did a benefit dance workshop and raised $125 dollars in hurricane relief funds for Puerto Rico. I also won this year's Hispanic Heritage Month Talent show with a spoken word poem about my experiences in overcoming Laintx adversity. I'm an artist at heart, and a creative by trade. Ad Society has helped me find a clearer path in so many ways, and for that I am forever grateful.

CALLING ALL MEMBER SUPERSTARS

If you think you or someone you know is extra awesome and deserves a Member Spotlight, email ral818@ufl.edu.

ADVENTURE REWIND

DOG DAYS 5K

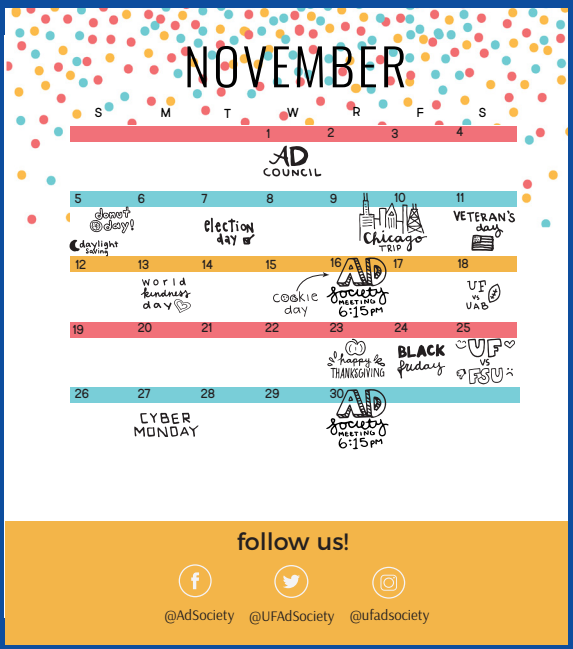
Two weeks ago, our AdServe team volunteered at the 36th annual Dog Days Run 5k. The morning was filled with all kinds of pups, and some dressed in their most adorable getup for the costume contest! AdServe helped by checking in the runners and cheering on the racers - humans and dogs alike - at the race's halfway mark. Stay tuned for more information on our next AdServe event!

ORLANDO TRIP

Ad Society went to Orlando for the day to visit Push., &Barr, and BIGEYE! The tours consisted of a walkthrough of the agency and then a Q & A session with various members of different departments. All three agencies were such a joy to visit, and the group made our visit worth-while by coming prepared with great questions. We all left with more knowledge about the industry and an experience in each of the agency's culture.

HALLOWEEN PARTY

Our joint Halloween function with PRSSA did not disappoint! The Fat Tusan Cafe provided delicious food and drinks, while everyone mingled and showed off their Halloween attire in hopes of winning the costume contest. Congratulations to Chen Qin, Madison Andrews, and Samara Bie on their creative ensembles. Thank you to everyone that came out!



follow us!

@AdSociety @UFAdSociety @ufadsociety

digital.

Digital has taken communication to new heights. Everything from books, to magazines, to photography, to music is consumed digitally. We live in an era where communication is easy—we don't need ravens to send letters anymore. Text and email have made us social butterflies. Social media turned the industry on its head, and the way we communicate has transformed it into an entirely new beast.

Friends, foes, and strangers are just a click away, and one stir of the pot creates new possibilities socially and professionally. We're able to learn and react more quickly, catalyzing a new breed of human connection. This evolving, worldwide chat room serves as a platform for anybody to say anything, and it's our job to say the right thing.

Carly Mackler | Graphic Designer
Sabrina Siegel | Logo Designer
Social Post | Ad Society

This digital flyer was used to promote Ad Society's spring meeting dates. It was designed to stay consistent with the academic year's theme: ADventure. The ADventure logo included in the flyer was created by Internal Productions Director, Sabrina Siegel.

Carrie Smith | Graphic Designer
Savannah Ruby | Logo Designer
Facebook Ad | Coursework

The client tasked us with developing a more appealing sign for the restaurant, so we implemented the brand's eye-catching colors. Ameraucana Pizzeria had previously used a logo similar to the one we designed, using a rooster to represent how the how the company gets its name from the Ameraucana Rooster. We decided it was important to highlight the restaurant's history and origins by reinstating the bird into their branding. We incorporated a wood background into the Facebook ad as well as their slogan in order to emphasize the rustic feel of the brand and bring attention to the unique wood-fire aspect of the pizza.

Marni Weiss | Designer

Snapchat Filter | Personal Project

I wanted to create a Snapchat geofilter for UF that would capture the essence of the Gator Nation. I also wanted it to be easily recognizable to visiting outsiders. Naturally, I used orange, blue and white for the logo and incorporated Gators.

Megan Carney | Designer

Snapchat Filter | Personal Project

The purpose was to make it for a friend's sister's bachelorette party. She wanted something that represented South Beach, where the party took place, and also something that was fun and lighthearted, just like her sister. I chose the font style and color to me reminiscent of a neon sign and the palm trees because they were on the beach, and they also didn't take up too much of the frame so it wouldn't block the snapchats they would be taking.

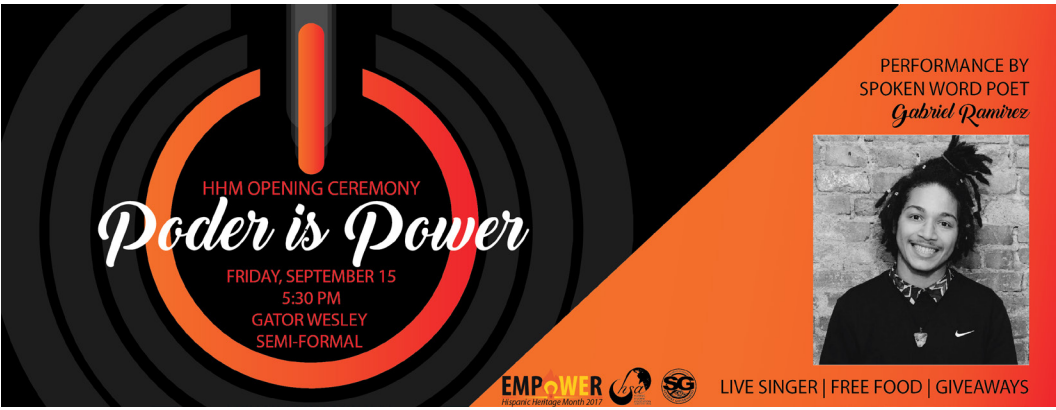
Nala Velez | Designer & Copywriter
Social Ad | Coursework

I came up with this idea because Snapple offers a variety of flavors and always uses the tagline "All Natural." I thought Snapple could promote people expressing themselves by naturally being themselves. The Snapple bottles were edited to give it the appearance of the Snapple drinks falling out of the bottle.

Victoria Alsina | Designer

Social Post | Hispanic Heritage Month 2017

I decided to use a power sign for the main focus of the design because our theme for Hispanic Heritage Month was Empower. At the time these were posted, we were kicking off all of the month's events.



Caitlin Dodd | Creative Director

Facebook Cover Photo | Gators March for Babies

This Facebook cover photo was used to promote staff applications for Gators March for Babies (GMFB). The footprints were taken from an older version of the GMFB logo for a subtle design element. Purple is our primary color, so I wanted to use variant shades of it.

branding.

Branding is how a company first communicates with its consumers. Well executed branding tells a story, speaking to its target audience through tone and design. We pick up Kraft instead of the generic label because the branding compels us to—and it just somehow tastes better. Brands are our friends. So much so that we become loyal to them.

Branding is a two-way street. The brand needs to communicate with its audience, but the audience should also have the opportunity to communicate with the brand. The hope being that the brand doesn't drive on the both sides of the road and cause an accident. We've seen it happen time after time to international brands like Pepsi and Dove. It takes a certain skill set to create a compelling brand. Doing it well requires a deep understanding of the target audience's attitudes and values. Read on to converse with fresh, new brands.

Caitlin Dodd | Designer
Sticker | Gamma Phi Beta's Bid Day 2017

I created this sticker to fit the theme of welcome to the jungle for Gamma Phi Beta's bid day. I incorporated the jungle theme with the various green palm leaves. I like to incorporate symmetry in my work, which can be seen with the lines and simple diamond shape. I wanted to have contrasting fonts. The cursive, rough, all lowercase font contrasts against the all caps, simple font for "Eta Xi."

Carrie Smith | Designer
Sarah Steinman | Copywriter
Moodboard | Coursework

We wanted to stray away from the stereotypical feminine ads that consumers usually encounter for hygiene products by focusing on an audience of tough, working women. Our campaign focuses on women conquering their periods. Our mood board incorporates the Always brand blue with black and white to create a tough vibe. The neon and vulgar language serve to represent a girl who is bold, aggressive, determined, and powerful.

Isabella Guardia | Designer

Brand Packaging | Coursework

I created this fictional beverage, Pacha, for a class project. I am from Venezuela so I decided to do something that had to do with tropical flavors and music. Pacha is short for "pachanga," which is a slang word for party or danceable music. The project was brand development overall because I had to create the entire brand personality including theme, logo, patterns, package and posters.


FRUIT COCKTAIL BEVERAGE
MADE IN NICARAGUA
PACHÁ
Always Fresh
Passion Mango
Tropikal Kiwi
Berry Pounch

Logo | Freelance

I designed the logo for a jacket brand based in Venezuela. The idea of the brand is to create raincoats and jackets for outdoor activities. The goal is to be a cooler and more fashionable version of Columbia or Northface. Through the design of the logo, I wanted the brand to come off as bold, cool, and strong.

Logo | Coursework

This logo is for the "Switch is Sidekick" campaign for the Nintendo Switch. It was part of a proposal my team and I pitched in our campaigns class for our client, Nintendo. The idea for this campaign was to focus on the fact that the Switch is portable and you can take it anywhere. The whole campaign revolves around people playing their Switch in the outdoors.

Branding Guide | Coursework

Avani Beauty is an Etsy shop that offers all-natural, handcrafted beauty products. My team drew inspiration from the existing logos and colors, while incorporating new art to refresh the brand. Our goal was to create an earthy, feminine feel while playing with the leaf from the brand's original logo.

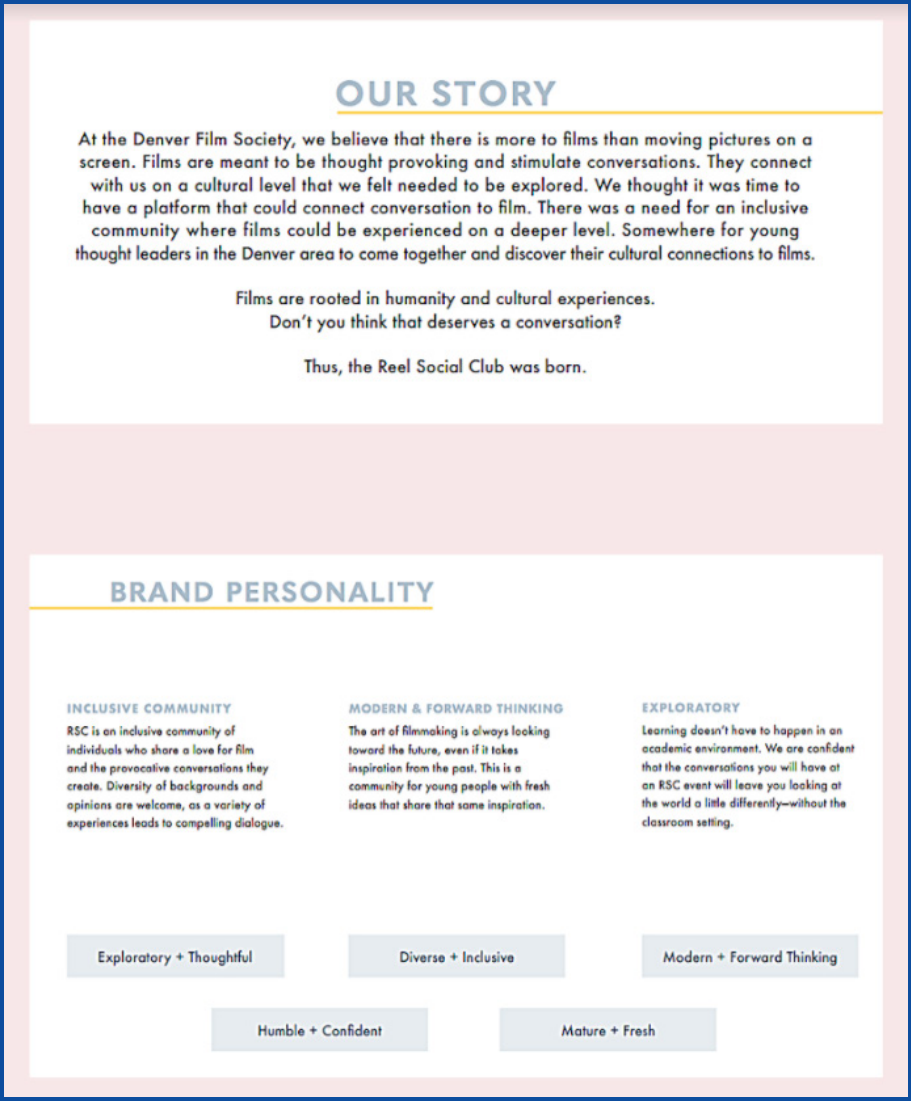
Logo | Coursework

Garbage Friends is a DJ and event group in Chicago that reached out to our class for a new logo. With the brand being especially adult-oriented, I decided to play with childrens' cartoon imagery.

Megan Rosenoff | Copywriter

Brand Guide | Internship at Agency Off Record, Denver, CO.

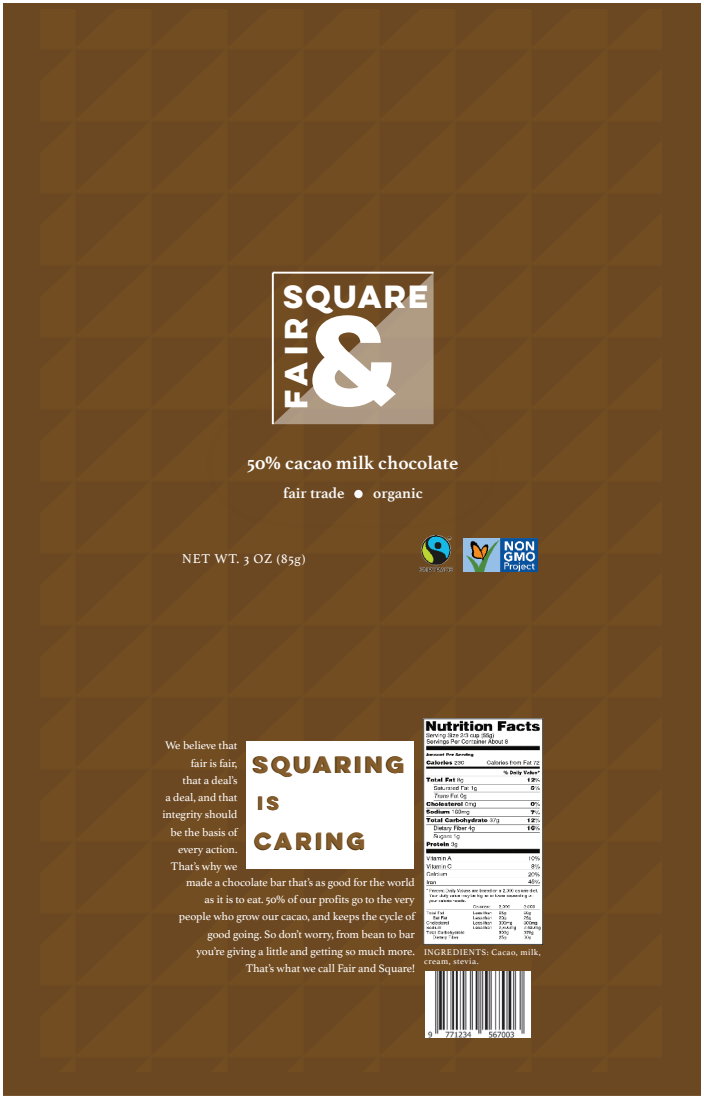
At my internship, I was given the opportunity to re-brand the Denver Film Society. The copywriter, a graphic designer and I had to give the brand a whole new identity, so the brand guide is intended to guide all of the external communications for the new brand. I chose really specific messaging styles based on the research that was conducted.



Abby Cronin | Designer

Packaging | Coursework

Fair & Square chocolate is part of a packaging project in which we created our own brand of chocolate that would be sold and promoted in an airport of our choice. The premise of my concept focused on the social "fair trade" movement that promotes sustainable farming and better trading conditions for farmers around the globe.



Sasha Sakay | Brand Director & Graphic Artist
Samantha Bove | Chief Marketing Officer & Copywriter
Alexa Romano | Graphic & Logo Development
Branding | Internship

aha Pure Foods started out as a small soup company lacking brand identity. The product itself is plant-based soups that are all-natural, organic, and health altering. We developed this visual identity as one that reflected the simplicity and authenticity of the ingredients while tying in modern refinement to speak to the merging market centered around stylish and youthful health and wellness products. It is a delicate balance of organic motifs such as the wood and typewriter fonts along with the modern sans-serif and simple blocking. The copy represents our transparent values and our eagerness to inspire. We created an identity for this company that speaks to its pure intentions.

LUCKY BONES

plant-based "bone" broth

Soothing blend of fresh ground rosemary and bok choy

FIRE-PROOF

turmeric + ginger soup

A powerful combination of turmeric and ginger

LION'S MANE

mushroom + vegetable soup

An earthy blend of mushrooms and veggies steeped in coconut milk

SWEET CHI

butternut squash bisque

A delicate balance of sweet butternut squash and Thai spices

the ingredients in these soups have been shown to:

- cleanse the digestive tract
- promote gut health
- alkalize the body
- reduce inflammation & joint stiffness
- cleanse toxins from the body
- boost brain health
- boost energy
- combat stress and fatigue
- improve cognitive function
- regulate blood sugar & insulin levels
- help maintain a healthy weight
- curb sugar cravings

These statements have not been evaluated by the FDA.
This product is not intended to diagnose, treat, cure, or prevent any disease.
All nutrient claims are based on public research that can be reviewed at www.ahapurefoods.com

Nutrition Facts

Made with ORGANIC ingredients
NON-GMO | Low sodium
NO Added sugar Preservatives
Nut Soy & Gluten FREE

INGREDIENTS:
Purified Water, Butternut Squash, Onion, Coconut Milk, Carrot, Garlic, Ginger, Bitter Melon, Orange, Lime, Olive Oil (cold-pressed, unrefined), Green Curry Proprietary Blend of Natural Spices

PERISHABLE KEEP REFRIGERATED
CONSUME WITHIN 7-10 DAYS AFTER OPENING
Can be enjoyed hot or cold
Heat at low temperature on stove top
Do not bring to a boil.

Please recycle or reuse this container!

vegan

aha™

SWEET CHI
butternut squash bisque

A delicate balance of sweet butternut squash and Thai spices

butternut squash | orange | coconut milk

Net Weight: 32 oz.

SWEET CHI
the ingredients used in this soup have been shown to:
regulate blood sugar & insulin levels*
help maintain a healthy weight*
curb sugar cravings
*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. All nutrient claims are based on public research that can be reviewed at www.ahapurefoods.com

PURE INTENTIONS

When doctors diagnosed Australian researcher, Wayne Garland, with an incurable form of cancer, he journeyed to Asia with hopes of healing himself naturally. In the East, Wayne adopted the ancient philosophy that saved his life:

"Let food be thy medicine and medicine be thy food." -Hippocrates

After conducting nearly thirty years of naturopathic research, Wayne teamed up with American Chef Alfie Crescentini to integrate the world's most powerful medicinal herbs, spices and vegetables into the Standard American Diet both deliciously and naturally. Together they launched aha Pure Foods. Packed with vital nutrients, antioxidants, probiotics, and fiber, each soup represents a culinary experience designed to supercharge the immune system. With the goal to inspire and educate people about the healing powers of whole, plant-based foods, aha Pure Foods is here to be your "aha" health moment.

CONNECT WITH US:
hello@ahapurefoods.com
ahapurefoods.com
@ahapurefoods

Share your: #ahaHealthMoment

Manufactured By: 1320 South Main Street Gainesville, FL 32601 (352) 363-1436

campaigns.

The mightiest force in the advertising army's arsenal is not a lone commercial. It isn't a bus wrap. It isn't a billboard. It isn't a single push. It's never been up to one inspiring ad to swoop in and save the day. What marches into peoples' heads is repetition, the overwhelming power of a campaign. Campaigns are both the booming drumbeat that occupies our thoughts and the silent spy of why we buy.

What follows is a series of full campaigns locked and loaded to make an impact. They all channel a fighting force—a military might that conquers with compassion. Effective campaigns don't coerce, they convince.
The writers and artists behind these campaigns are generals of the highest caliber. They know that when they invade they are a force for good. Read on to see their battle plans.

Brock Brames | Designer

Campaign | Florida Gators Men's and Women's Tennis 2017-2018

I created the 2017-2018 design concept with my 2016-2017 poster designs in mind. I adapted and evolved the design concept from the year before for the current campaign. Thin horizontal lines with varying colors and thickness spread throughout the design signifying movement and energy. Emotional pictures of the athletes show the power of the team while the sharp contrast between "Gators" and the background showcase the Florida Gators brand. The entire campaign was supervised and supported by lead designer of the University Athletic Association Kelly Streeter.

2018 POSTER


TENNIS
GATORS
TENNIS


TENNIS
2018 MEN'S TENNIS HOME SCHEDULE
JANUARY 22
UCF
JANUARY 27-28
ITA KICK-OFF
MARCH 2
GEORGIA
MARCH 4
TENNESSEE
MARCH 14
TCU
MARCH 16
KENTUCKY
MARCH 23
OLE MISS
MARCH 25
ARKANSAS
APRIL 13
ALABAMA
2018 WOMEN'S TENNIS HOME SCHEDULE
JANUARY 27-28
ITA KICK-OFF
MARCH 9
LSU
MARCH 11
TEXAS A&M
MARCH 29
ARKANSAS
MARCH 31
MISSOURI
APRIL 12
KENTUCKY
APRIL 14
VANDERBILT
FLORIDAGATORS.COM
1-800-34-GATOR
Domino's

Caroline Kaplan | Copywriter

Social Media Campaign | Internship at Starmark International, Fort Lauderdale, FL

The Greater Fort Lauderdale Convention and Visitors' Bureau was hosting its annual restaurant month. We wanted to engage with our audience on social media and capture their attention with a sense of humor. Memes are all over the internet, but they are rarely used in ads. We decided to make food puns in the form of memes to attract audiences to sign up and participate in Crave GFL Restaurant Month.


No more
Mr. Spice
Guy
crave GFL


I'm bread
serious.
crave GFL


We'd like to
propose
a toast.
crave GFL

Carrie Smith | Art Director
Janine Kwok | Copywriter
Campaign | Coursework

Our pitch focused on selling the new Polar Fleece for the online shorts company BearBottom Clothing. We had to overcome the challenge of a mainly shorts retailer selling a jacket to its consumer base. We did this by emphasizing how Bearbottom evolves with the consumer through the seasons. Our insight was that men increase in hairiness and weight during the winter as a result of unsuitable weather and trends like no-shave November. The foundation of our message revolved around the concept of the consumer figuratively evolving into a bear during the winter months.

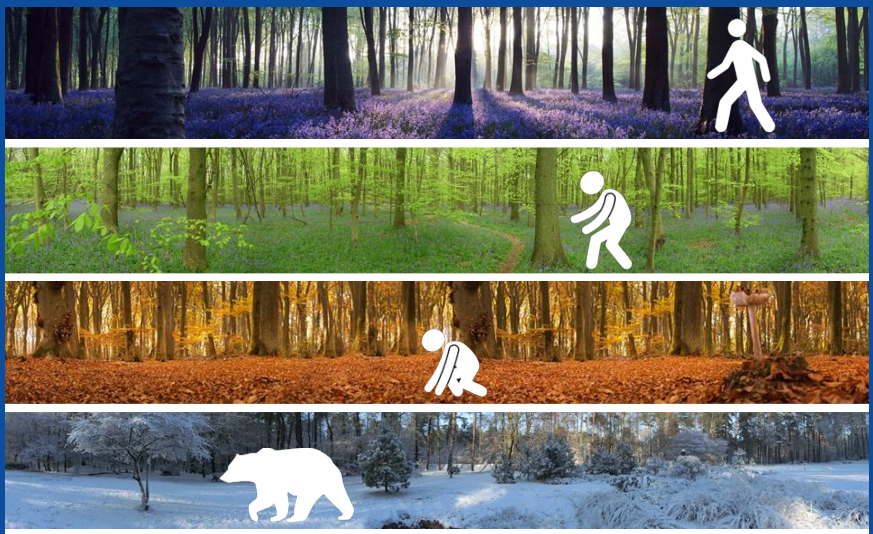
INSIGHT

Guys let themselves go during winter.

IDEA STATEMENT

Bearbottom Clothing evolves with you and the seasons.

It's time to shed those shorts and grow some fur.



What type of BRO are you?

Ingrid Wu | Creative Director

Social Campaign | Asian Kaleidoscope Month 2017

This campaign was to promote Asian Kaleidoscope Month's large events throughout the month. This campaign includes Facebook event cover photos and printed flyers.

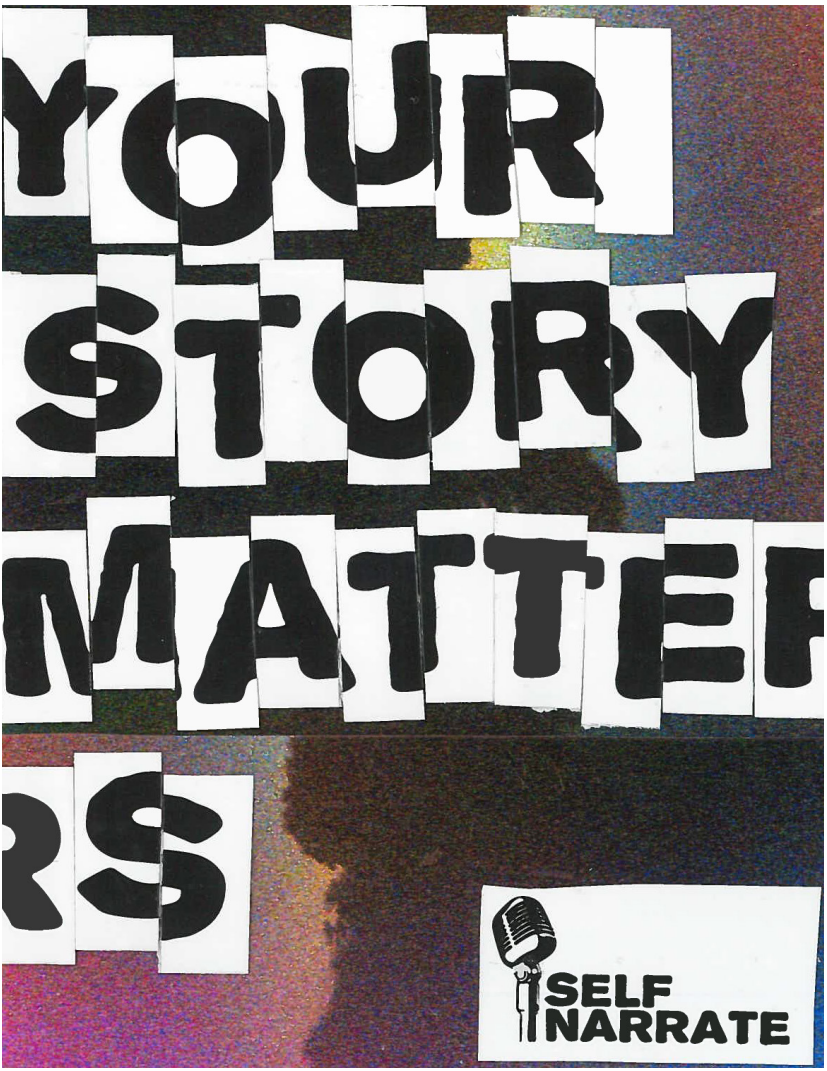

Asian Kaleidoscope Month
EXPRESSION
AASU SCHOLARSHIP PAGEANT 2017
TUESDAY
OCT
10
RION
BALLROOM
DOORS OPEN
7.00 PM
AKM

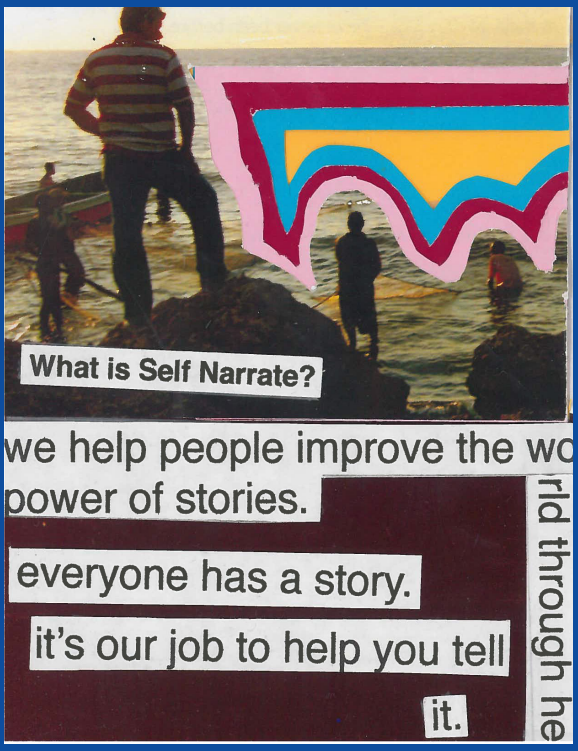

Asian Kaleidoscope Month
ENVISION
CLOSING CEREMONY 2017
RION
BALLROOM
WEDNESDAY
DOORS OPEN
6.15 PM
NOV
01
AKM

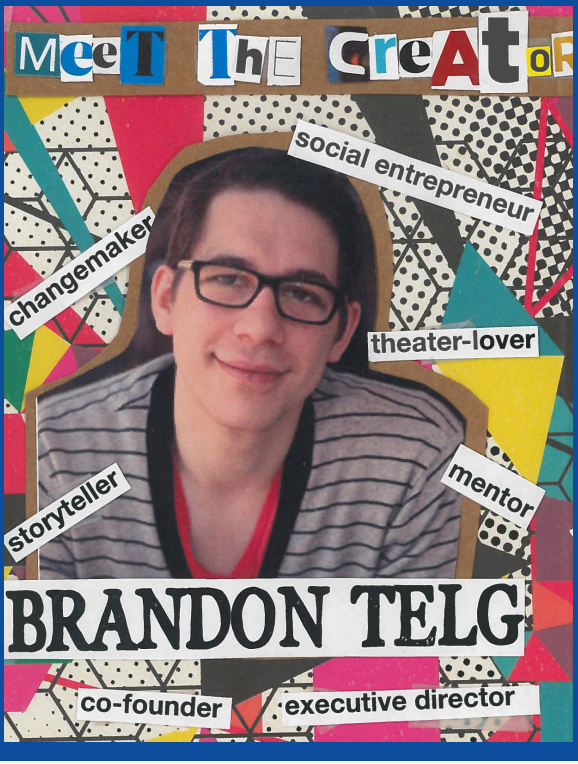
Isabella Pinzon Guzman | Designer

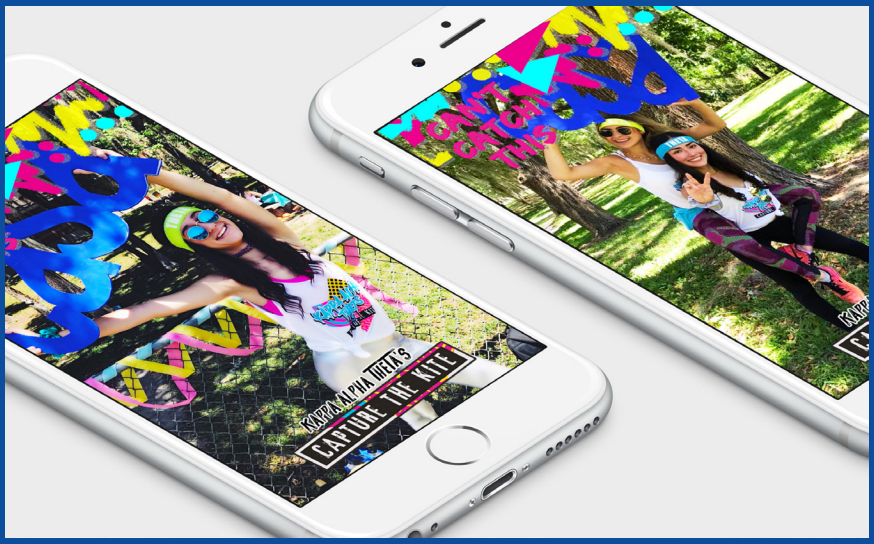
Print Campaign | Coursework

I created this campaign for Self Narrate as a class project. I was mainly inspired by '90s riot grrrl zines, collage art, South American moles, and Gainesville's DIY scene. The copy and pasting of text was inspired by makeshift punk album covers and posters. Normally when I create a zine, I try to be resourceful and minimize waste so eventually I incorporate scraps into my work. Since storytelling is personal, I decided to create something that is personal and portable for any person interested in Self Narrate.



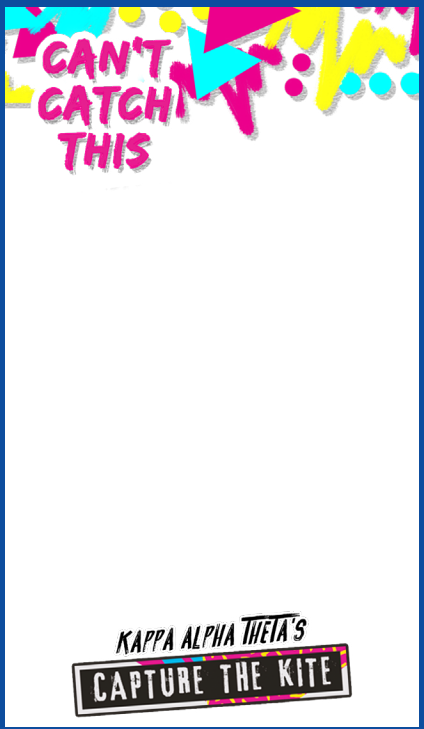

What is Self Narrate?
we help people improve the wo
power of stories.
everyone has a story.
it's our job to help you tell
it.
rld through he


MeeT ThE CreAtoR
social entrepreneur
changemaker
theater-lover
storyteller
mentor
BRANDON TELG
co-founder
executive director



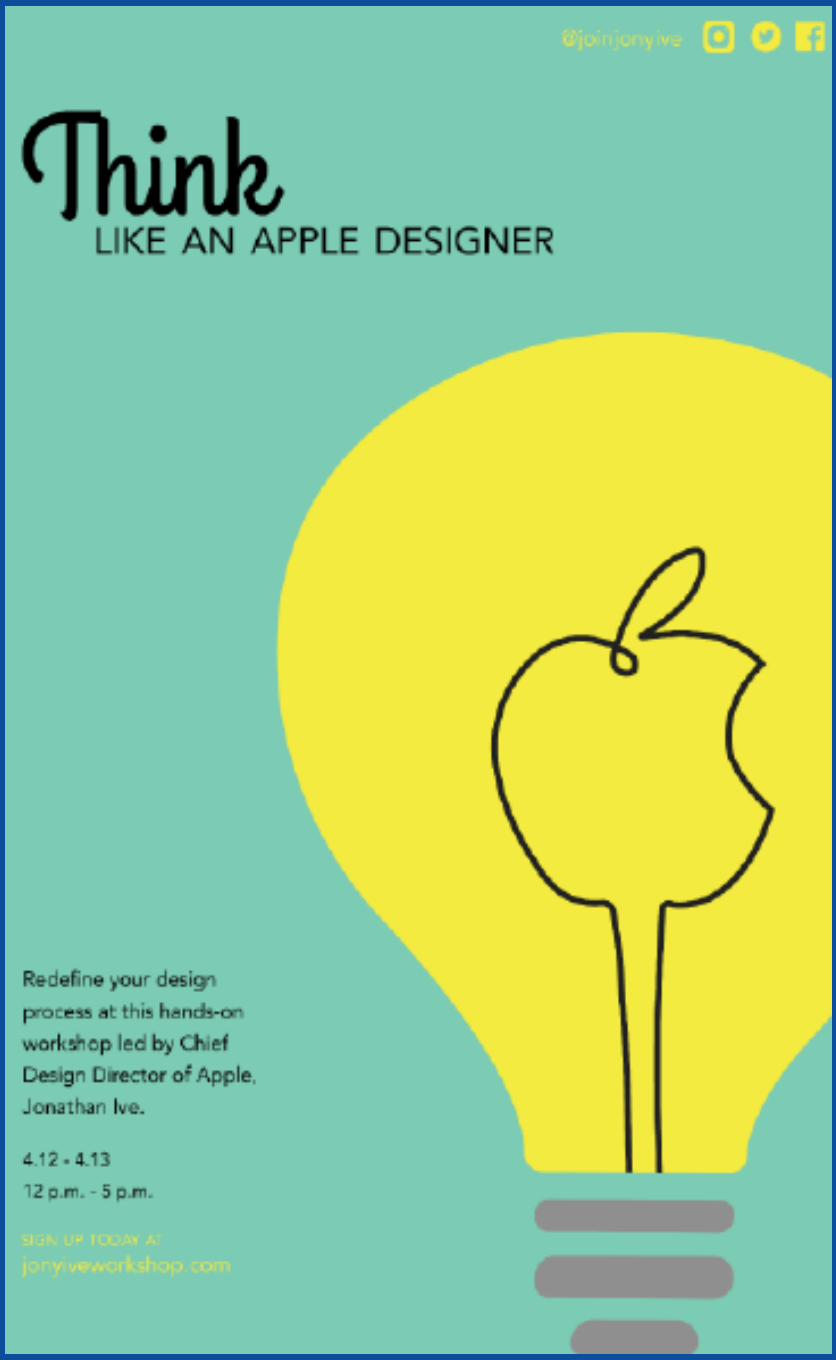
Caroline Kaplan | Designer
Campaign | Kappa Alpha Theta's Capture the Kite

After coming up with "Can't Catch This," I created the graphic for the event, edited over 200 profile pictures for each member, purchased the Geofilter, and ordered the t-shirts, sweatbands and fanny packs. I used bright yellow, blue and pink to keep all different components cohesive and tied to the 80s theme.




CAN'T
CATCH
THIS
CAPTURE THE KITE
HUME FIELD
4.9.17
THETAS
BENEFITTING CASA


CAN'T
CATCH
THIS
CAPTURE THE KITE
HUME FIELD
4.9.17
THETA
THETAS
BENEFITTING CASA


@joinjonyive
Think
LIKE AN APPLE DESIGNER
Redefine your design process at this hands-on workshop led by Chief Design Director of Apple, Jonathan Ive.
4.12 - 4.13
12 p.m. - 5 p.m.
SIGN UP TODAY AT
jonyiveworkshop.com

Rachel Lescano | Designer

Campaign | Coursework

The prompt was to choose a designer and create a hypothetical event for them. Jony Ive, Chief Design Director of Apple, believes that creating things with his hands contributes greatly to his digital design process so my event was a hands-on workshop.

thank you.

Our team takes extreme pride in advnt. But, above our pride, we are eternally grateful to everyone who helped make *advnt* vol. 2 possible.

Thanks to everyone who submitted creative work to *advnt.* Without your creative minds, our portfolio would be filled with blank pages.

Thanks to our adviser, Kara Page, for supporting *advnt* each step of the way.

Thanks to Dr. Tom Kelleher, department head of advertising, for cheering us on while we toiled and created vol. 2.

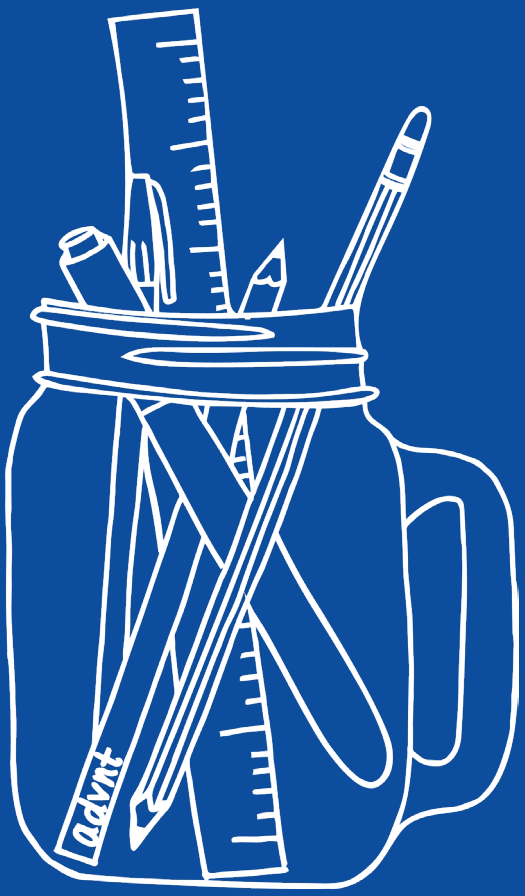
Thanks to the Advisory Council for giving us your feedback and pushing us to make advnt something bigger than ourselves. A big thanks to Dawne Widener-Burrows for rooting for us since vol. 1.

Thanks to Ad Society for helping us fundraise, collect submissions and get the word out about *advnt.*

Thanks to Scott Gamble for making our creative work tangible through the printing process at Alta Systems.

Thanks to every UF student who had their caricature drawn by our illustrators and shared our content on social media.

Thanks to our friends and family for donating on our GoFundMe page to support our creative careers.



colophon.

"Word of Mouth" is the second volume of *advnt*. "Word of Mouth" specifically focuses on the theme of communication to explore the core essence of advertising. Our team chose the title "Word of Mouth" because word of mouth is the ultimate currency of advertising. Brands strive for word of mouth about their company because it is the purest medium that advertising dollars can't buy. Through *advnt*, we strive to achieve word of mouth for the work of the students we feature.

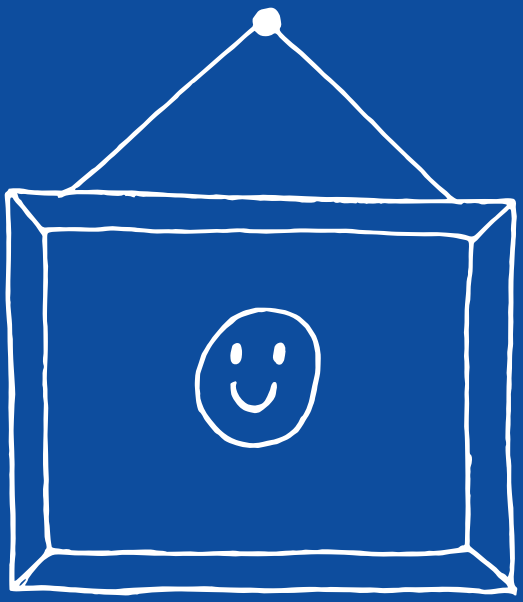
The portfolio is divided into the following four sections: print, digital, branding, and full campaigns. Print, showcases work that is intended to be communicated through the traditional print medium. On the contrary, the digital section encompasses social media and all rising digital platforms. In branding, any work that contributes to the development of a brand is featured. Finally, full campaigns spotlights various elements of campaign work created by students.

In the fall semester, *advnt* worked on a submission campaign to collect work from students. All creative advertising students at the University of Florida's College of Journalism and Communications are encouraged to submit work. Submissions for *advnt* were collected until the end of February. After all submissions were received, a team of senior leadership sorted through the work to highlight the best work from students in our college. In this volume, 39 pieces of work are featured.

From the start, it was agreed upon that nothing would get in the way of the featured work. We strived for a clean design to make student's work the centerpiece of *advnt*. To achieve our goal of clean design, we stuck to two simple colors: white and blue. The body text font is Crimson Text Regular and the heading is Montserrat. The portfolio dimensions are 5.5" x 8.5".

The visual layout is credited to lead designer Sarah Bodman under the art direction of Luis Rivera and Sabrina Siegel. It was created in Adobe InDesign CC 2018. All the line drawings featured on divider pages were hand-drawn by art directors Luis Rivera and Sabrina Siegel and created into vectors in Adobe Illustrator CC 2018. The copy on the dividers pages was crafted by our copy team. The reader's note featured in the beginning of the publication was written by creative director Stephan Chamberlin. Most importantly, this volume of *advnt* couldn't have been made possible without the leadership of Jenna Winter and Stephan Chamberlin.

Each of *advnt*'s 15 staff members injected their passion into the creation of this portfolio. We hope you have enjoyed this volume of advnt as much as we enjoyed bringing it to life.



the staff.

Stephan Chamberlin
Creative Director, Copy

Molly Carver
Graphic Designer

Sarah Bodman
Lead Graphic Designer

Jenine Marquez
Graphic Designer

Bethany Neale
Illustrator

Dylan Maxwell
Copywriter

Devin Nori
Copywriter

Sabrina Siegel
Art Director, Lead Illustrator

Max Rosewater
Videographer

Daniel Rodriguez
Photographer

Luis Rivera
Creative Director, Art

Katie Ryan
Social Media Manager

Alexa Padron
Lead Copywriter

Maria Valdivia
Producer

Jenna Winter
Lead Producer

INDEX

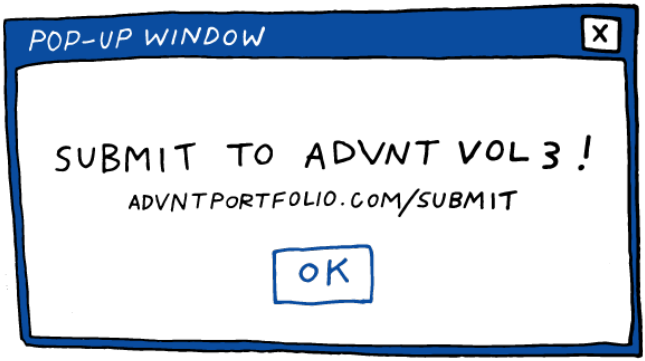
Victoria Alsina	p. 29
Sarah Bodman	p. 15
Samantha Bove	p. 40, 41
Brock Brames	p. 44, 45
Megan Carney	p. 18, 19, 27
Abby Cronin	p. 10, 11, 39
Caitlin Dodd	p. 29, 32
Crystal Giraldo	p. 16
Lindsay Gowens	p. 15
Isabella Guardia	p. 34, 35, 36
Caroline Kaplan	p. 13, 46, 47, 54, 55
Janine Kwok	p. 48, 49
Rachel Lescano	p. 20, 21, 56, 57
Carly Mackler	p. 12, 24
Lisa Marinelli	p. 16
Jea Naseer	p. 37
Alexa Romano	p. 40, 41
Isabella Pinzon Guzman	p. 52, 53
Megan Rosenoff	p. 17, 38
Savannah Ruby	p. 25
Sasha Sakay	p. 40, 41
Sabrina Siegel	p. 24
Carrie Smith	p. 14, 25, 33, 48, 49

Sarah Steinman	p. 33
Nala Velez	p. 28
Marni Weiss	p. 26
Ingrid Wu	p. 50, 51
Mayra Yaji	p. 13


AWAY MESSAGE
ENTER LABEL:
BRB
ENTER NEW AWAY MESSAGE:
A | B I U | O
~ COMING SOON VOL. 3 ~
I'M AWAY
CANCEL

advnt

@advntuf


POP-UP WINDOW
SUBMIT TO ADVNT VOL 3!
ADVNTPORTFOLIO.COM/SUBMIT
OK


That's all folks!