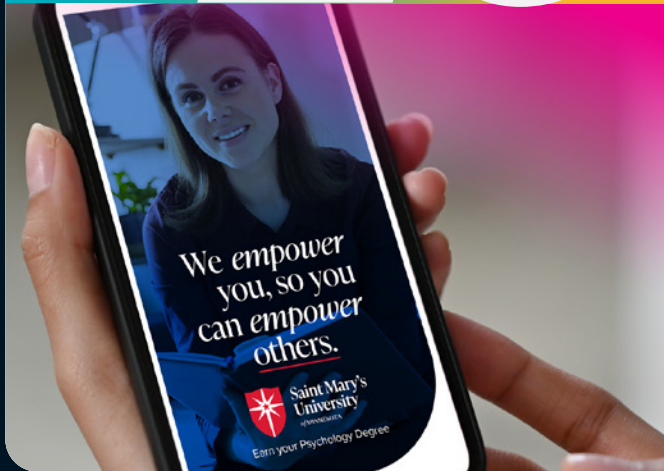
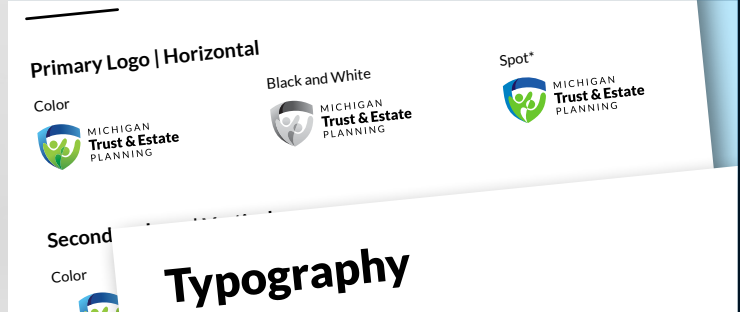


2023



LOOKBOOK



CREATIVE CREATIVE CREATIVE



2023 CREATIVE LOOKBOOK



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& Account Planning



Saint Mary's
University
of MINNESOTA



01 /

Saint Mary's University of Minnesota

Strategy / Display / Social

The University planned an omnichannel campaign to recruit adult learners advancing their study, and degree completer's. Fashioned with the new University identity system, the campaign furthers the agenda of the division and elevates awareness of the program to audiences most likely to use them.

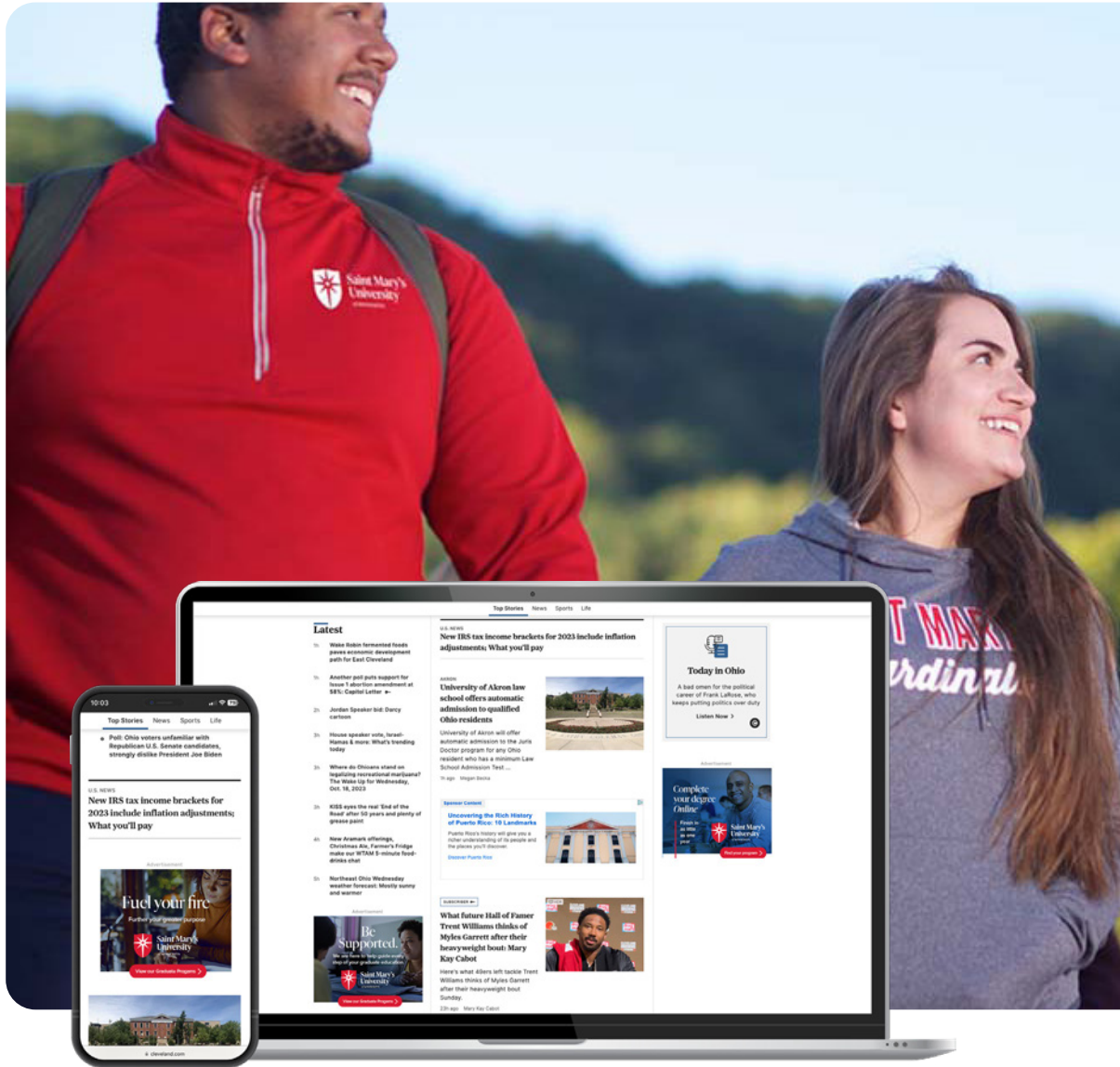


01 /

Saint Mary's University of Minnesota

Study of Saint Mary's Brand

To address awareness of the university, our work began with a study that measured audience responses around the St. Mary's Brand. This survey and the subsequent analysis identified awareness of the University and its programming. It also explored, where possible, key factors that may drive influence, such as the Lasallian Catholic heritage of the school, the ethics, values system or servant leadership focus.



Fuel your fire
Further your greater purpose



Saint Mary's University
of MINNESOTA

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Be Supported.
We are here to help guide every step of your graduate education.



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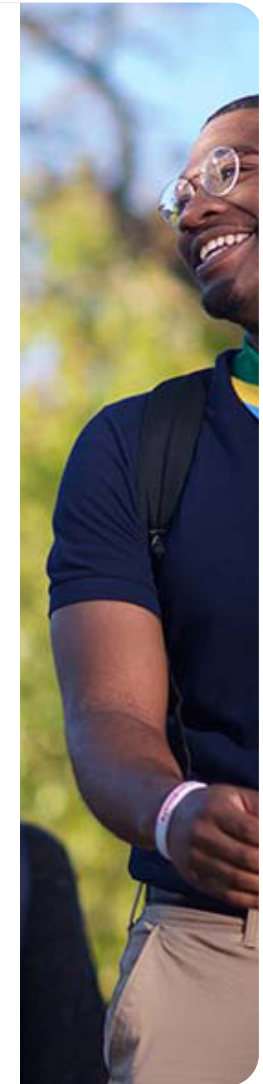
Complete your degree Online

Finish in as little as one year



Saint Mary's University
of MINNESOTA

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01 / Saint Mary's University of Minnesota

Display Ads

Creative developed as a collection of clear, direct and purposeful creative assets intended to influence and drive performance and conversion. Watching the real-time performance of the various materials, optimizations were made that maximized those assets that performed best.

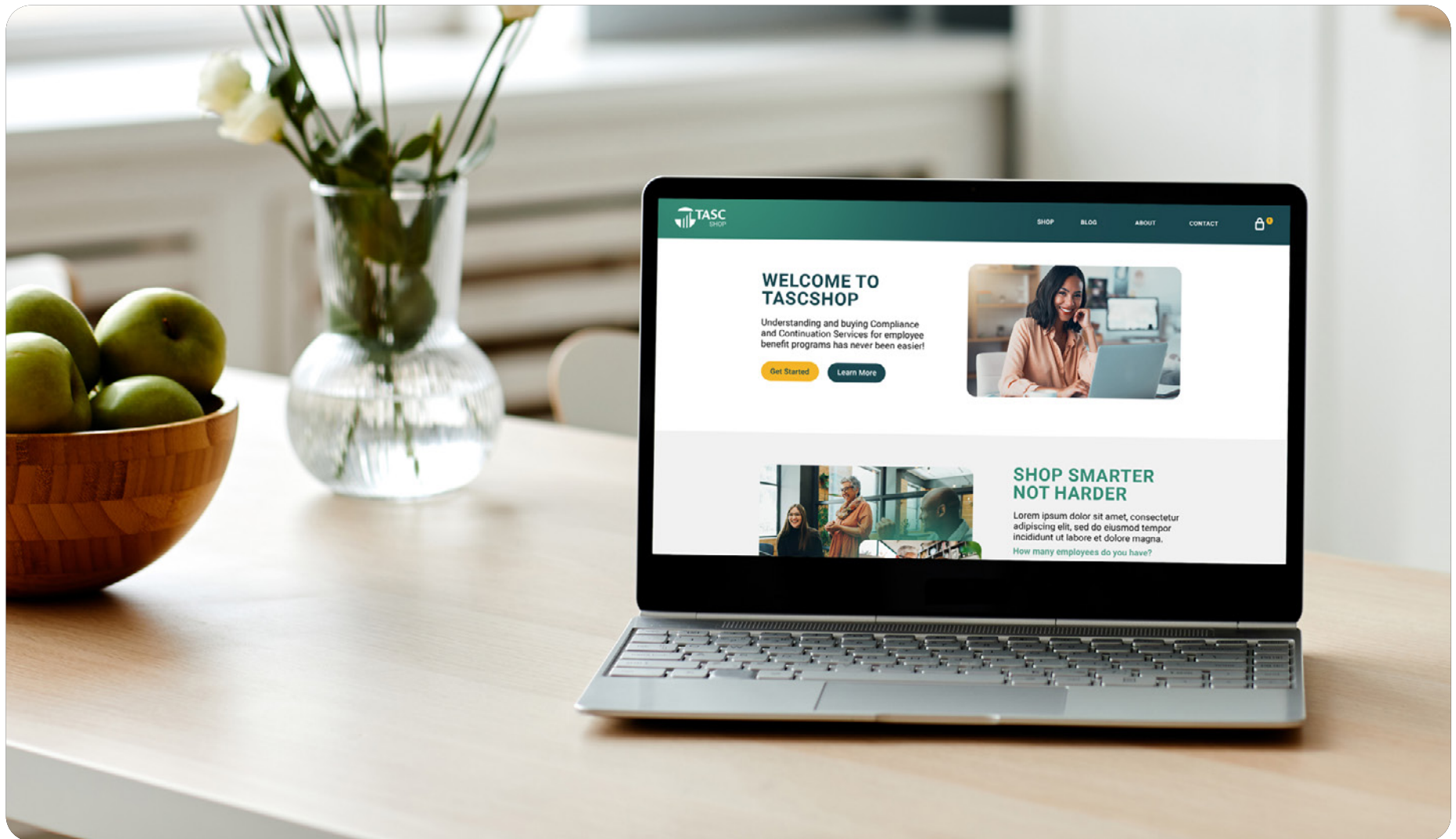


01 / Saint Mary's University of Minnesota

Social Ads

These visuals combined and introduced a “spectrum” of messages with a depth of purpose, including the examination of how the Catholic values appear, and to what degree. Three areas of concentration were St. Mary’s University of Minnesota Brand at large, Returning Student Messaging and Graduate Student Messaging.





02 / TASC

Branding / Strategy / Logo / Web / Email / Display / Print / Infographic / Social

TASC provides its clients with easy to access health benefits, they are passionate team, and were eager to invest in their future. This is why they invited members of the marketing team, and sales to join them on location for several days of discovery sessions. The result of those meetings led to TASC utilizing almost every service we provide.



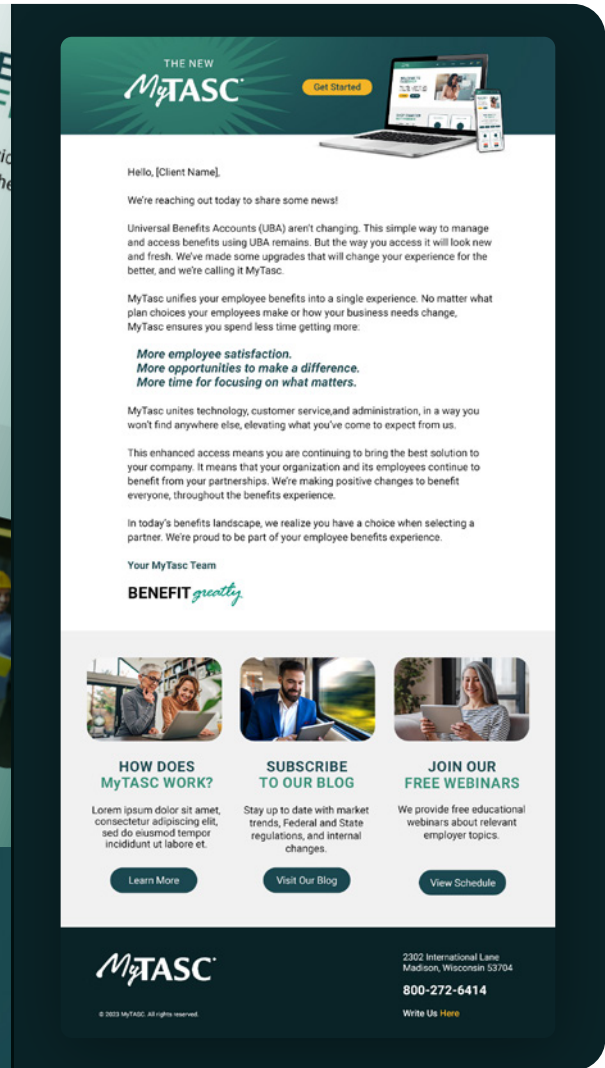
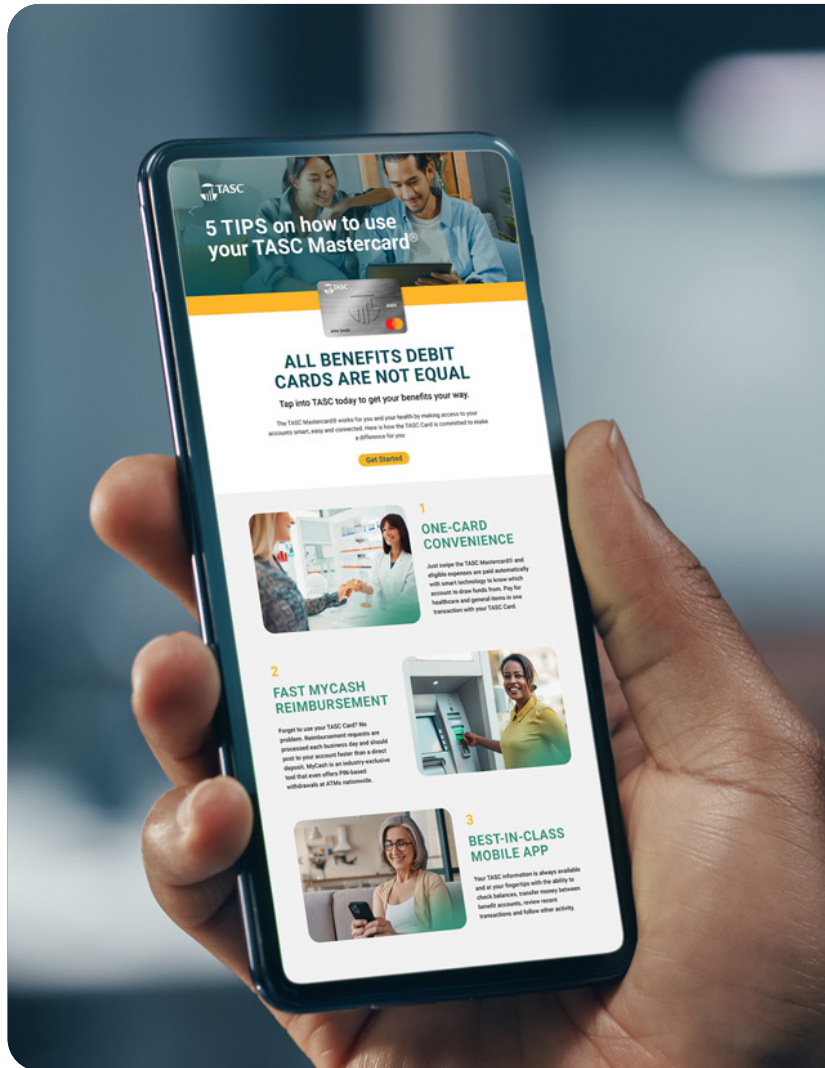
02 / TASC

Logo Design

TASC tasked us with introducing their streamlined services to their sales teams, established members, and potential members as well. The new services needed to convey personal ownership of the client, as well as being supported by the very established brand.

Taglines

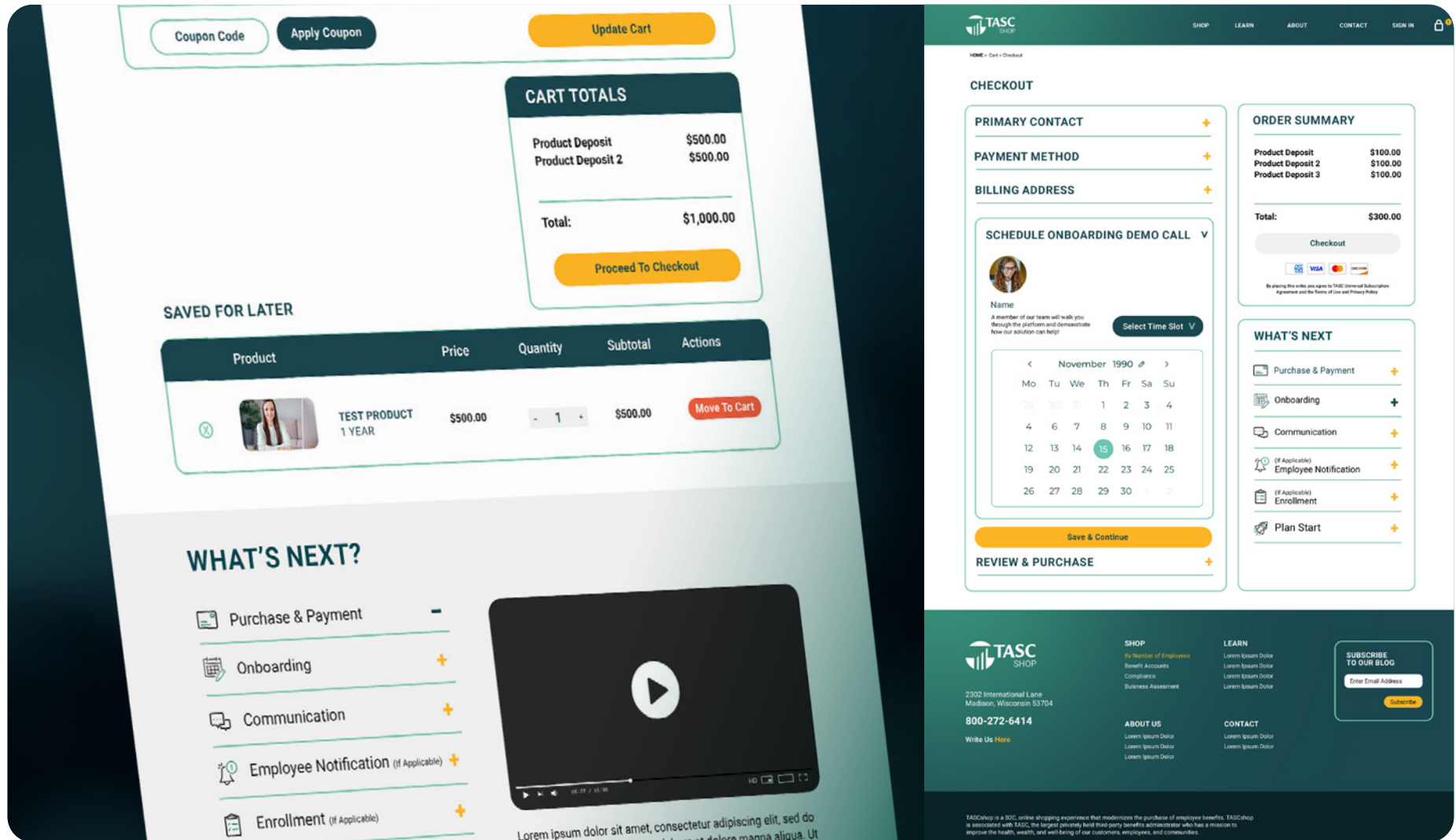
Taglines can be an important sales strategy. Taglines can be more agile and updated more frequently than the primary branding.



02 / TASC

Email Campaigns

MyTASC utilized a robust email strategy that covered a wide variety of topics and initiatives. Email receivers would be provided with content that informed about important dates and deadlines, taught about cost saving practices, as well as positioned TASC as a benefits guiding light.



02 / TASC

Web Design / E-Commerce

The creative team also partnered with our development team to provide TASC with an updated site centered around e-commerce. The teams had to ensure a large amount of information was presented in bite size portions that ultimately lead the user to proceed to the checkout button.

23%
OF EMPLOYEES
left their organization
due to poor benefits.
- builtin

Leaders **must** take a
human-centered approach
to building their employee
experience.

T TASC

Reduce expenses by about
8% through payroll tax savings!

TASC will *match* or *beat* employers' costs
if they already offer any of the benefit accounts.

8% TAX

Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt...

02 / TASC

Infographic / Display / Social / Email

Infographics, a popular 2023 creative strategy, was incorporated as well. Infographics can be a great way for audiences to retain complex information, however we push them beyond that. Once an infographic is approved it then can be segmented into display, social, and video assets.

Infographic = Email?!

Did you know we can even utilize the creative made from the initial infographic into an email send?

It takes a

PLANNER

Lakefront Redevelopment with Planners,
Policymakers, & Cleveland Communities

THE PLAIN DEALER
©cleveland.com

APA

NO
UNAUTHORIZED
VEHICLES
BEYOND
THIS
POINT

COAST

NORTH



03 /

APA CUSTOM EVENT

Logo / Signage / Print / Digital / Stair Wraps / Window Clings

APA hired our Events & Marketing team to plan and host their city planners event in the Ohio market. What drew APA to Advance Ohio was not only our capabilities, but our strong brand and involvement in the community.



03 /

APA
CUSTOM
EVENT

Window Clings

Guest arriving to the venue would be greeted with what separates city planners from everyone else. These were used to inform decision makers of the need for planners, but to also uplift the city planners in attendance.

Fun Fact 1

Our very own and Kerry Pelesky and Anne Drummond installed the 10 window clings on the exterior doors of the venue.



03 /

APA
CUSTOM
EVENT

Stair Wraps

The Events & Marketing team wanted to transform the venue, a restaurant, so that APA was represented throughout and also serve a functional purpose of leading guests upstairs to the reception.

Fun Fact 2

Stair wraps provided a unique challenge as no one on the creative team had never designed one before.



03 /

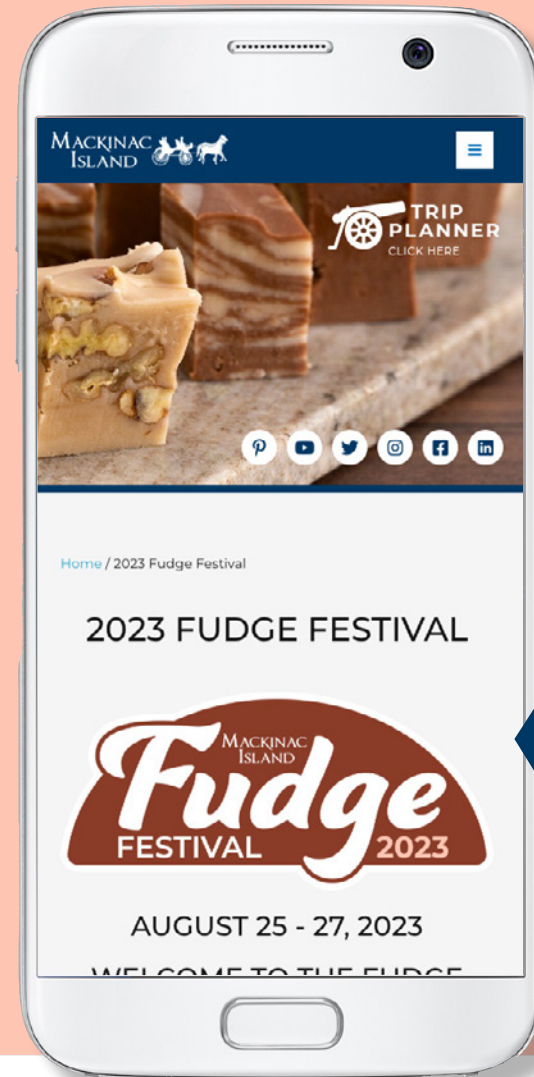
APA
CUSTOM
EVENT

Signage / Ceiling Banners / Directional Signage

As for every event that the Events & Marketing host it is extremely important that guests are happy and relaxed. One way we achieve this is making everything easy to find, and messages are clear through signage through the venue.



MACKINAC
ISLAND



04 / MACKINAC ISLAND

Branding / Logo Development

A premier travel destination wanted to promote their annual festival with a new look. Our design team developed several concepts to communicate a fun, memorable and tasty experience for fudge lovers to be used as stickers, pins and numerous branding opportunities.



m
LIVE



05 /

**MLive
Lovable
Michigan**

Branding / Logo/ Email / Social

The objective of this project was to breathe new life into MLive's Lovable Michigan newsletter. It involved a three-step process, beginning with a logo redesign, which would subsequently be integrated into the revamped email newsletter and social media imagery.

ORIGINAL DESIGN

*Lo♥able
Michigan*



REFRESHED DESIGN

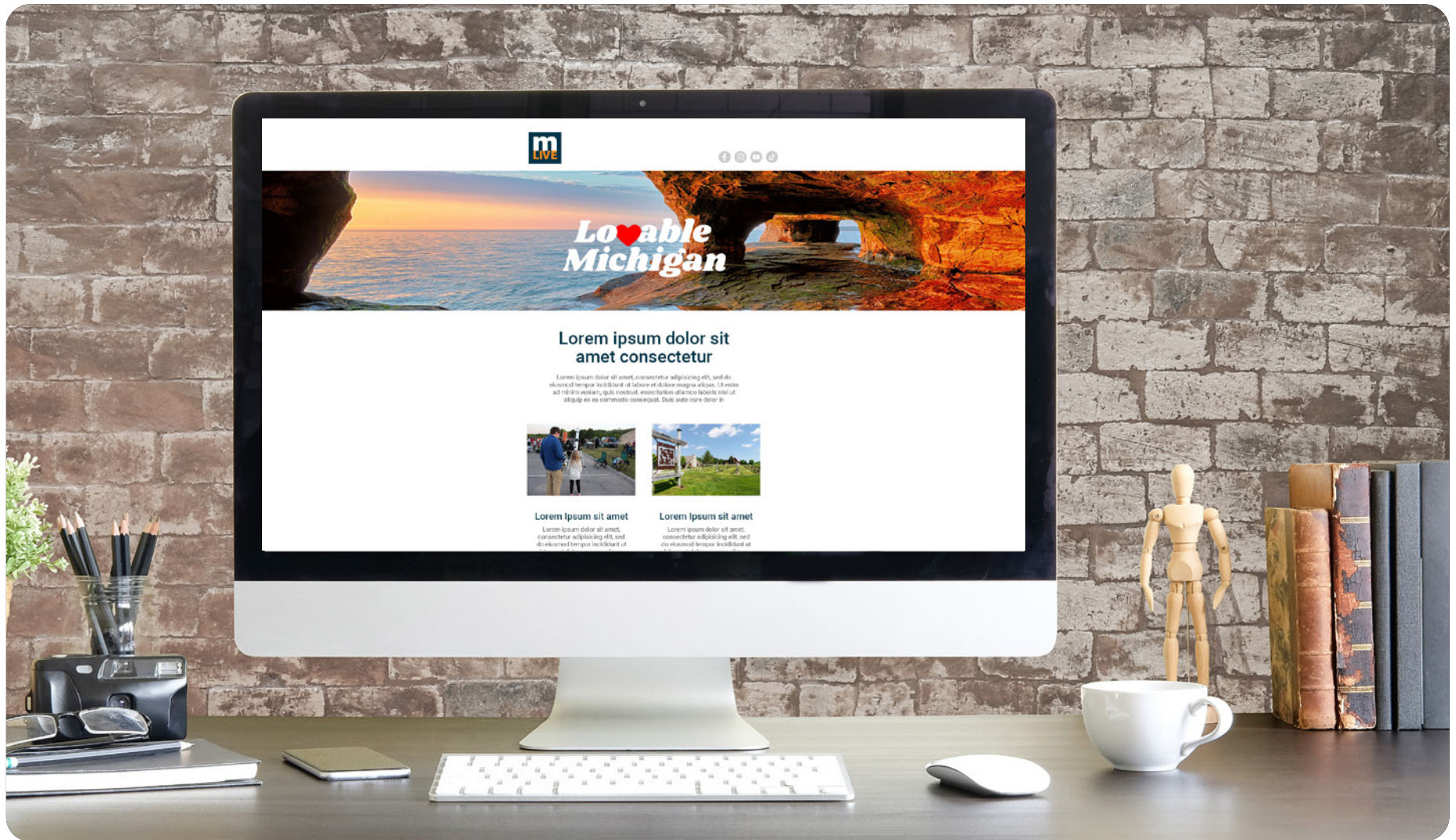
***Lo♥able
Michigan***

05 /

**M Live
Lovable
Michigan**

Logo Refresh

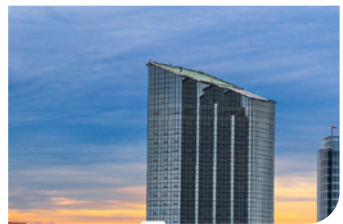
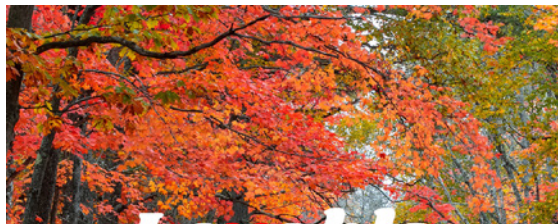
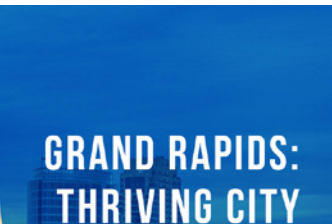
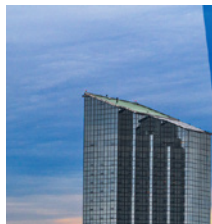
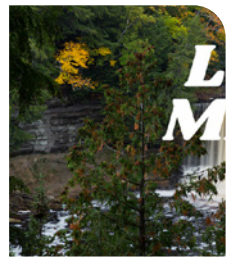
The existing Lovable Michigan logo was due for a rejuvenation. This part of the project entailed the challenge of giving the logo a contemporary appearance, all while preserving the recognizable script font style and the positioning of the heart element.



05 / MLive Lovable Michigan

Email Design

With the revised logo approved, it was time to integrate it into a revitalized email layout. This new design retains all the elements of its predecessor while harnessing the power of whitespace and captivating photography to engage the reader's attention.



05 /

MLive
Lovable
Michigan

Social

To spotlight the revamped newsletter and attract fresh subscribers, the social media imagery underwent a comprehensive reevaluation. This involved the incorporation of the new logo, coupled with Michigan-centric visuals, along with compelling headlines that mirror the newsletter's contents.



MICHIGAN
Trust & Estate
PLANNING



06 /

Michigan Trust & Estate Planning

Branding

A client came to us for help. They needed a look to represent their new brand that stood out from the crowd. We incorporated colors, fonts and shapes to create an inviting, friendly, trustworthy, innovative and transparent message.

2023 CREATIVE LOOKBOOK



Saint Mary's University of Minnesota

Kerry Pelesky / Michelle Baker

myTASC

Michelle Baker / Josh Schimke

American Planners Association

Josh Schimke

Mackinac Island

Kerry Pelesky / Corina VanDuinen

Lovable Michigan (MLive

Rob Bartko

Michigan Trust & Estate Planning

Corina VanDuinen

See something you like?
Have a question or idea?

**TALK TO US
ABOUT IT!**

Anne Drummond

Midwest Vice President of Marketing
adrummond@advancelocal.com

269.271.1200