

IDEATION



BESPOKE ASSETS



BioFreeze

ADVERTISING

PHOTOGRAPHY

LETTERING

The hypothetical client, BioFreeze, was seeking a full-page print ad that utilizes creative, custom-made lettering and a unique visual metaphor. There was a constraint to use bespoke photography for all elements. In comparison, BioFreeze reduces pain faster than their leading competitors. That information is personified by showing that BioFreeze erases pain instantly.

