

Mariott Campaign

Challenge

Marriott International wants to gain millennial individual travelers and also appeal to corporate groups where millennial travelers are the majority.

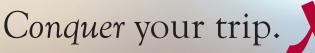
Solution

I created a simple, cheeky 'Conquer' campaign focusing on the individual millennial traveler. Millennials want to feel like their trip is special, once in a lifetime and not mundane. They don't want to go on a business trip. They want to experience the city, food and unique culture. They want to conquer their surroundings and make them their own. Visually I wanted to make an eyecatching campaign that illustrates the beauty in details, not tall hotel buildings. By barely showing hotel imagery at all, the focus is pinpointed on what an individual will make of the experience.

The campaign features print ads, website banners, billboards in high traffic, urban areas, and hotel room keys. I conceived supplementary marketing gifts (sunglasses, chocolates, pillows, and martini shakers) that heighten the Conquer campaign. Marriott International can use them for business to business sales efforts, promotional gifts and trade shows.

Conquer your thirst.

DED A





Conquer your sleep.



Conquer your perspective.

Conquer your trip.

Lia

MARRIOTT

Conquer your hunger.





Mariott Campaign

Travel Shaker



HEIDIWEITZER -

Mariott Campaign

Sunglasses & Gourmet Chocolates



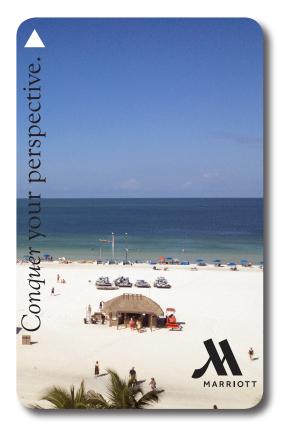
HEIDIWEITZER

Mariott Campaign Pillow Case



Mariott Campaign

Hotel Key Cards





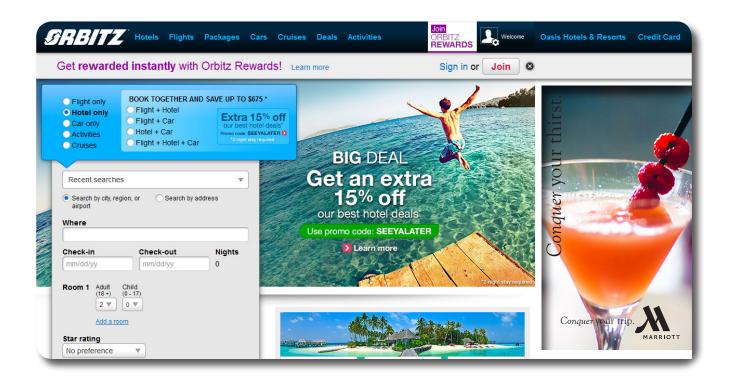




Mariott Campaign

HEIDIWEITZER -

Travel Website Banners





Mariott Campaign Billboards





HEIDIWEITZER

OPI Campaign

Challenge

To grow OPI's customer base.

Solution

To illustrate OPI's variety of colors, I wanted to give a voice to some of their unique nail polish colors. I highlighted three colors using a print campaign focusing on women's magazines. The addition of the #coloryourworld hashtag is a call to action for customers to engage on twitter, facebook, and instagram by showing off their favorite nail polish colors and manicures. OPI's social media account will repost customer posts, comment directly on users posts who use the hashtag, and share custom posts about upcoming and unreleased colors.

Miami Beet

Boom goes the bass. Lights twinkle on beat. Rattle your ribcage. Flail your arms. Show off your nails. *Miami Beet. Miami Beet.* Draw them in. Embrace your power. You are strong. And ever changing. Tonight will last forever. And you dance.

And you danced.



 $\mathbf{O} \cdot \mathbf{P} \cdot \mathbf{I}$

Banana Bandanna

The tulip knows it's outer beauty shines bright. Flashes of reds, blues, pinks, it stands out in a world of greys, and it knows it. But to truly appreciate everything the tulip has to offer, you have to wait for it's aroma to lure you in. The tulip fans its head out on it's terms, once it's ready, welcoming the world in for a smell.

Banana Bandana invites you in like the tulip. Warm and embracing, you're the most charismatic person in the room. The world is yours. But you're so much more than that, and for the right person you'll welcome them in. coloryourworl



 $\mathbf{O} \cdot \mathbf{P} \cdot \mathbf{I}$

Tasmanian Devil Made Me Do It

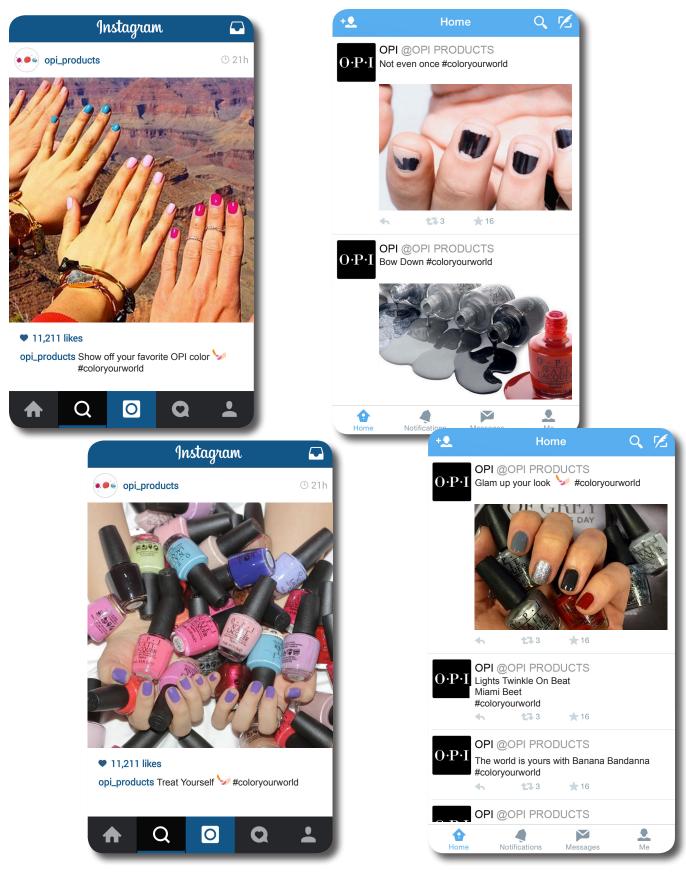
Monday morning meeting again. Carol's yammering on and on about the project you partnered on, so self-consumed and relentless with her lack of sharing credit. She did this. She did that. She owned the whole idea you two came up with together. Well, really you came up with it, and you both worked on it together. But wait, what's this? The big boss rips it apart. 'How would we market this?' 'What would the profit margins look like?' Carol looks to you for support. What are you going to do? Smile back and stay silent. **The devil made you do it.**

 $\mathbf{0} \cdot \mathbf{P} \cdot \mathbf{I}$

ryourwor



OPI Campaign Social Media



HEIDIWEITZER -

Healthcare.gov Campaign

Challenge

To direct Millennials and small business owners to the www.healthcare.gov website to sign up for healthcare.

Solution

To target both Millennials and small business owners, the 'Cheat Death' campaign was created to be controversial and brash. It makes viewers question the idea that they are invincible. The grim images are simple and the message is straightforward. In addition to the traditional print and billboard campaign, a street campaign will be created in high traffic areas, such as Times Square, Union Station, and Hollywood Boulevard to create the most buzz and exposure. Small business owners and anyone under the age of 35 will be sent the direct mail piece.

To the Memory of ISABELLA, MURR of this Parish into departed the Contract CHEATER DEATH

OCCCC.

A lender friend -a kind indulgent wife: A lender friend -a kind indulgent wife: Oh learn their worth ' In her beneath this stone These pleasing attributes together shone Nas not true happiness with them combine? Ask the spoild being she has left behind

The The

HE'S GONE TOO.

get covered. www.healthcare.gov

CHEAT DEATH.

get covered. www.healthcare.gov

CHEAT DEATH.

AV FILLI A D. WI WHO DIRN

> AND AV. TOWER 4

MARYINS WI

LIKEWISE VHEIR SON V And W they CR II L

of the above JOHN (R died Max the 72 that ager Lakewise 181.1.18 (CR Justime to the above (CR. WEN, who did a 10th 17 JR aged And JANN died Februi

get covered. www.healthcare.gov

Healthcare.gov Campaign Billboards





HEIDIWEITZER

Healthcare.gov Campaign



Signing up for healthcare shouldn't be life or death.

Go to www.healthcare.gov now to sign up as an individual, family or small business.

Don't do death any favors. Sign up today.

> get covered. www.healthcare.gov

Contact us anytime. We are open 24 hours a day, seven days a week. 1.800.318.2596

Healthcare.gov Campaign Street Ads



HEIDIWEITZER

American Cancer Society Campaign

Challenge

To increase year over year donations for the American Cancer Society.

Solution

I created a print campaign to appeal to a person's emotions. The image of a child without hair hooked up to tubes is a heartbreaking but powerful plea for potential donors. Simple images of holding hands or an embrace emphasizes the message of support through donations. Addressing 'your' help is direct and a call to action.

Turn a fighter into a survivor



With your help we can defeat cancer for good.

Fight for those who fought



With your help we can defeat cancer for good.

Turn fighting into fought



With your help we can defeat cancer for good.

HEIDIWEITZER -COPYWRITER