

# Jon Djulvezan

## PORTFOLIO





# PORTFOLIO

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**Client:** Absolut

**Instructor:** Don Mulkey

**Semester:** Fall 2021

**Description:**

\*Campaign ad material created with the long running  
“The Absolut Bottle” campaign as inspiration

\*\*Software: Adobe Photoshop (with various plugins),  
Adobe Dimension, Blender, ZBrush, and Keyshot

**ABSOLUT.**<sup>®</sup>

# Creative Brief

The ABSOLUT logo is displayed in a bold, blue, sans-serif font. The word "ABSOLUT" is in all caps, with a registered trademark symbol (®) to the upper right of the final period.

## **Why does our client need to advertise?**

Needed to compete with new liquor brands flooding the market in recent years to establish the brand as the top choice once again.

## **What is advertising going to accomplish?**

It will connect with audiences through fun on-brand ads which will translate to sales and expanded market share.

## **Who are we going to connect with?**

New consumers across the legal ages will become familiar with Absolut and older drinkers will come back to a brand they loved before.

## **What are the most insightful things we know about them?**

Many people buy liquor in airports as gifts or for personal use when they reach their destination because of the Duty-Free (no tax) opportunities which is why many liquor and high end merchandise items are being sold directly after reaching flight gates.

## **What is the single most effective message that we can convey to them?**

Absolut is the best liquor brand that has a sense of humor and understands the little things that can make a day better.

## **What else is there to know that supports this message?**

Absolut was once a dominant figure in advertising with a long running campaign in airports that is still talked about to this day.

AD #1



A clear glass bottle of Absolut Vodka is centered against a white background. A dynamic splash of water swirls around the bottle, creating a sense of movement and magic. The bottle's label is partially obscured by the water but clearly shows the brand name and some descriptive text.

**ABSOLUT  
VODKA**

*One source. One community.  
One superb vodka.  
Crafted in the village of  
Åhus, Sweden.  
Absolut Since 1879.*

IMPORTED  
WORLD WIDE  
1L  
PRODUCED AND BOTTLED  
ÅHUS, SWEDEN

**ABSOLUT MAGIC.**

AD #2



**ABSOLUT CHILL.**

AD #3

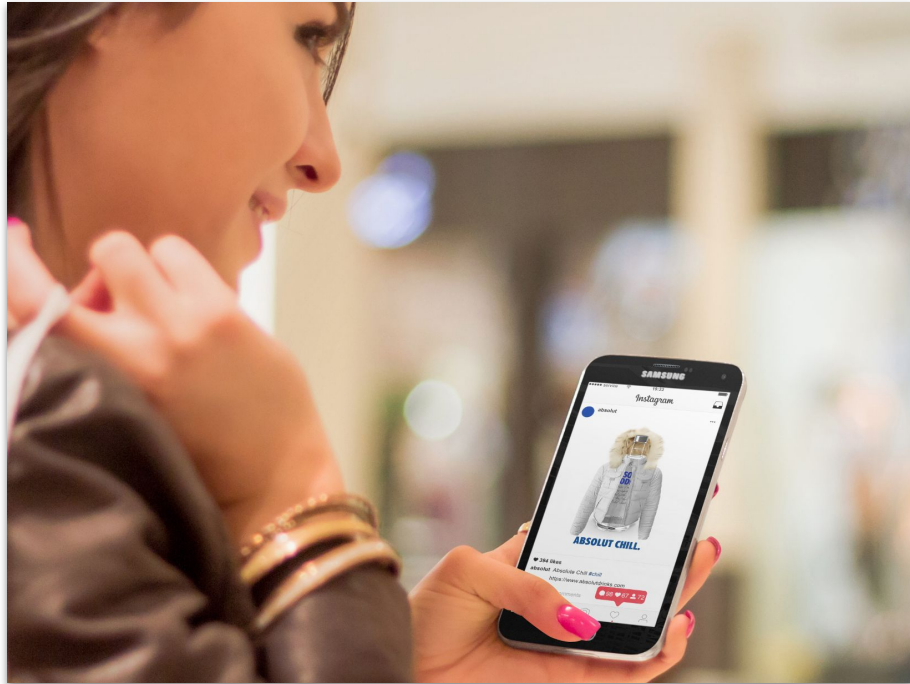




AIRPORT OOH AD DEMOS



SOCIAL MEDIA AD DEMO



MAGAZINE AD DEMO



**Client:** Tesla

**Instructor:** June Sargent / Don Mulkey

**Semester:** Fall 2019 / Fall 2021

**Description:**

\*Ad Partner -Mai Yasa (Co-Art Director and Co-Copywriter)

\*\*Campaign ad material originally started with a multifaceted campaign geared toward European market. Current Campaign expanded to multiple videos and to U.S. broader market.

\*\*\*Software: Adobe Photoshop, Adobe After Effects, and Adobe Premiere Pro

The Tesla logo is displayed in a bold, red, sans-serif font. The letters are stylized with rounded tops and a consistent thickness. The 'T' is a simple vertical bar with a horizontal top bar. The 'E' consists of three horizontal bars. The 'S' is a continuous, blocky shape. The 'L' is a simple vertical bar with a horizontal bottom bar. The 'A' is a blocky shape with a horizontal top bar and a vertical stem.

# Creative Brief



## **Why does our client need to advertise?**

Advertising to increase Tesla's market share in the luxury and sport car market across a broad market.

## **What is advertising going to accomplish?**

It will connect and establish Tesla as a reachable brand and not the perceived "exclusive only" brand.

## **Who are we going to connect with?**

Millennials and Gen-Z have been the biggest factors for Tesla, but recently Gen-X and above are now joining in on the market.

## **What are the most insightful things we know about them?**

Across all age groups either people are really excited for the brand or on the fence and unsure, but are willing to try the brand if convinced it is a better option in the end.

## **What is the single most effective message that we can convey to them?**

Tesla is technologically advanced and sleek looking that can outperform most cars whether on the race track or common roadway.

## **What else is there to know that supports this message?**

Tesla's rapid growth and expansion has garnered strong support especially for expanded network of charging stations.

## ONLINE VIDEO AD #1

\*screenshot digital ad shown

[YouTube Link](#) To Video



## ONLINE VIDEO AD #2

\*screenshot digital ad shown

[YouTube Link](#) To Video



## ONLINE VIDEO AD #3

\*screenshot digital ad shown

[YouTube Link](#) To Video



# OOH BILLBOARD DEMO

\*screenshot of each ad demo video shown

[YouTube Link](#) To Video



## DIGITAL DEVICE DEMO #1

\*screenshot of each ad demo video shown

[YouTube Link](#) To Video





## DIGITAL DEVICE DEMO #2

\*screenshot of each ad demo video shown

[YouTube Link](#) To Video



**Client:** Marvel (\*Parent Company Disney)

**Instructor:** Don Mulkey

**Semester:** Fall 2019 / Fall 2021

**Description:**

\*Campaign ad material originally started from a sketch idea in 2019 and continuously worked on and off until Fall 2021 with the thought it can always be done better than before.

\*\*Software: Adobe Photoshop (with various plugins), Adobe Dimension, Adobe Premiere Pro, CapCut, Blender, ZBrush, and Keyshot



# Creative Brief



## **Why does our client need to advertise?**

Marvel needs to expand its horizons on the comic front in the fast pace and evolving digital age.

## **What is advertising going to accomplish?**

It will expand on vast content available digitally by driving traffic to Marvel website, apps, and various sources of those digital products.

## **Who are we going to connect with?**

With more adults ages 25 to 40 (Millennial) going to physical stores for Marvel Products and Gen Z shopping online for content the goal must be to connect with new younger tech savvy audience to create a long-lasting relationship worked in the printed age of comics.

## **What are the most insightful things we know about them?**

The newer tech and subscription driven generations care about social issues and Marvel has story content and several platforms to provide the content they care about on the personal devices they use.

## **What is the single most effective message that we can convey to them?**

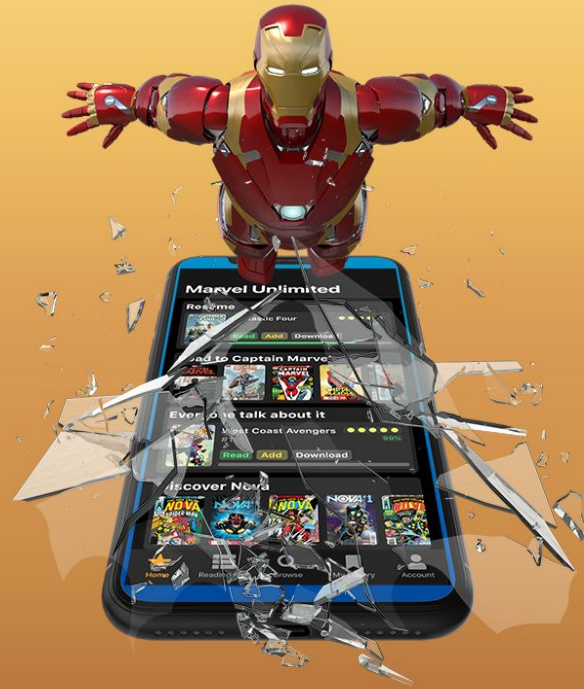
Marvel has what you want when you want it and is here to continue providing content with new and exciting stories in formats you desire.

## **What else is there to know that supports this message?**

With Marvel's vast library of unique characters and content, the consumer will also be able to explore other parent company's (Disney) digitally published content ranging from Disney, Star Wars, and more available through the web and apps on the customer's devices.

# HAVE SOME HI-TECH FUN

AD #1



ADVENTURE AT YOUR FINGERTIPS



AD #2

# RELEASE YOUR INNER HULK



ADVENTURE AT YOUR FINGERTIPS



# USE YOUR SPIDEY SENSE



AD #3



ADVENTURE AT YOUR FINGERTIPS





## TRANSPORTATION HUB OOH AD DEMOS

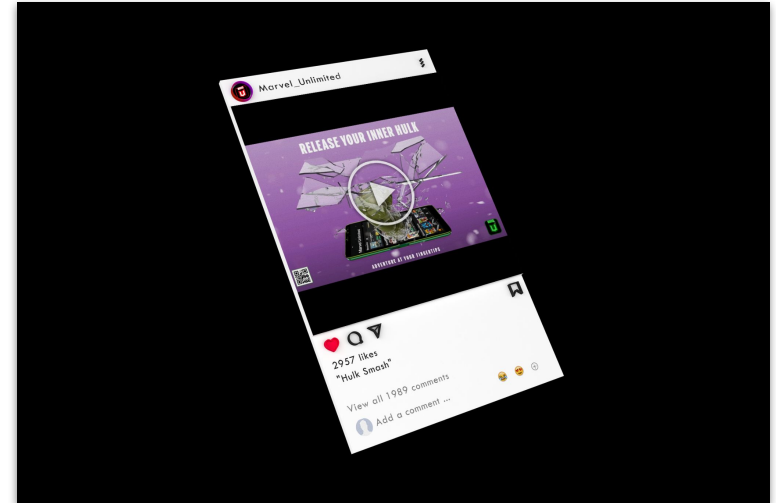
## COMIC AD DEMO

\*inside comic single issue or trade paperback



## SOCIAL MEDIA VIDEO AD DEMO

\*screenshot of video ad demo shown



[YouTube Link](#) To Video



**Client:** Art.com

**Instructor:** Don Mulkey

**Semester:** Fall 2019 / Fall 2021

**Description:**

\*Campaign ad material

\*\*Software: Adobe Photoshop and Adobe Premiere Pro



# Creative Brief



## **Why does our client need to advertise?**

Art.com has a vast inventory of ready to ship art and prints however it has a horrible reputation by reviews over the years with an average of 1 to 2 star out of a 5 star ratings.

## **What is advertising going to accomplish?**

It will renew interest in the Art.com brand in a fun exciting way while showing the company has increased quality in products and services for consumers.

## **Who are we going to connect with?**

The target audience is between the ages of 27 to 42. (Mix of Millennial and Gen X)

## **What are the most insightful things we know about them?**

The consumer is reliant on reviews from online when making purchases online. They are interested in decorating homes and offices without overspending. The consumer is looking for fun and creative ways to be entertained and educated in a cluttered ad environment.

## **What is the single most effective message that we can convey to them?**

Art.com has improved its quality in products and services while maintaining budget pricing right for the customer.

## **What else is there to know that supports this message?**

Art.com has the largest collection of ready to ship art and customizable accessories for every customers needs at a great low price.

AD #1



WHERE ART COMES TO LIFE



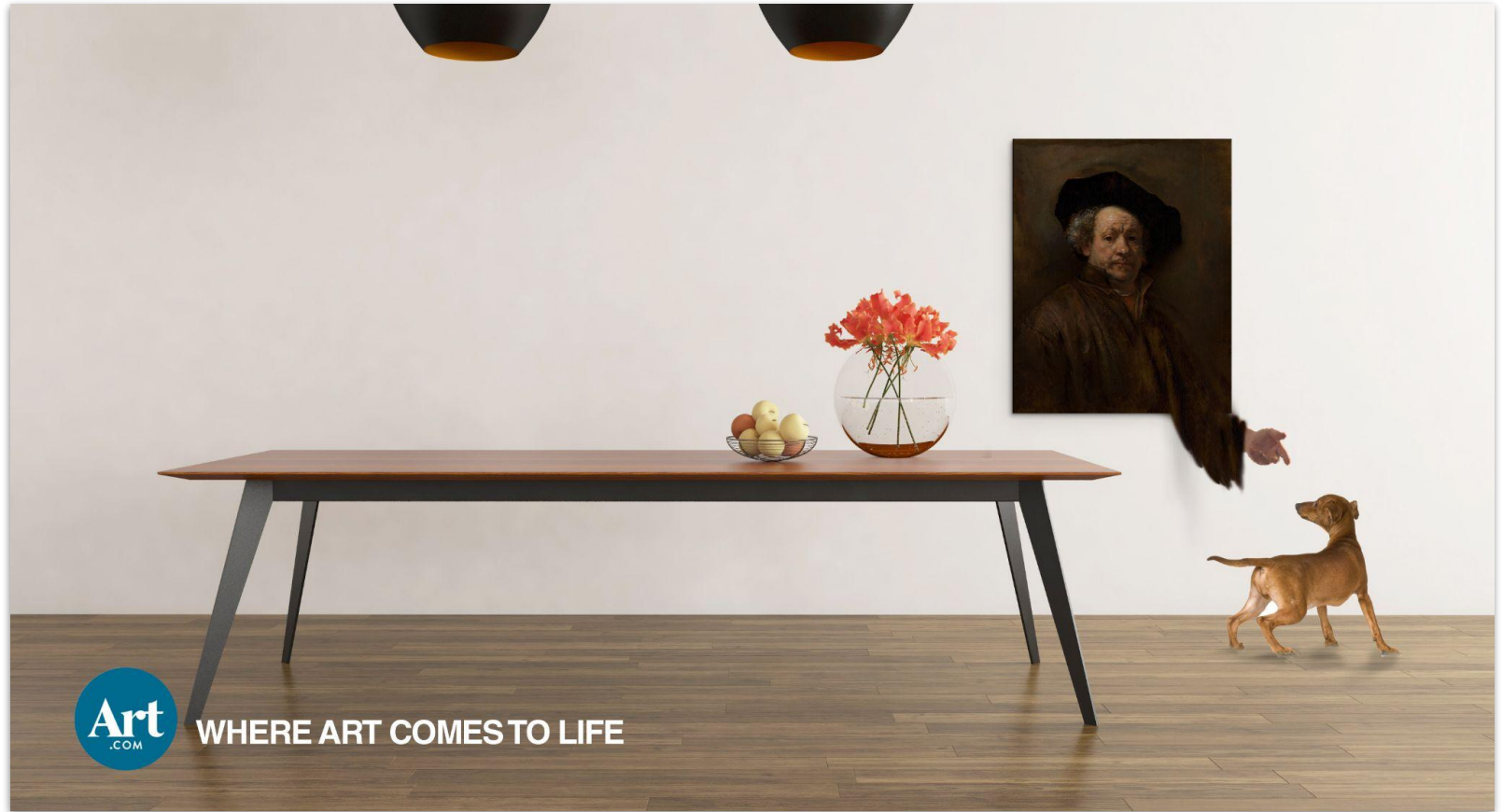
AD #2



WHERE ART COMES TO LIFE



AD #3



WHERE ART COMES TO LIFE



## OUTDOOR AND INDOOR OOH AD DEMOS

## SOCIAL MEDIA AD DEMO

\*screenshot of video ad demo shown

[YouTube Link](#) To Video



**Client:** Red Bull (XP)

**Instructor:** James Wojtowicz / Don Mulkey

**Semester:** Spring 2021 / Fall 2021

**Description:**

\*Ad Partner -Raina Bakshi (Copywriter)

\*\*Part of numerous promotional material created through the semester to help supplement various groups, ideas, and campaigns

\*\*\*Software: Adobe Photoshop, Adobe Dimension, Adobe Illustrator, Blender, ZBrush, and Keyshot



**Red Bull**



# Creative Brief



## **Why does our client need to advertise?**

The Red Bull XP division of the company is still growing and expanding their promotions, but is not known widely outside of California.

## **What is advertising going to accomplish?**

It will expand the brand's gaming division and message while cutting into Mountain Dew's dominant market share as the "gamers' preferred choice of drink".

## **Who are we going to connect with?**

The target audience is ranging between the ages of late teens to late 20's.

## **What are the most insightful things we know about them?**

The gamer/consumer today is smart, savvy, and socially connected with many top gamers amassing large followings that rival top companies in the world for social media and online followers.

## **What is the single most effective message that we can convey to them?**

Red Bull XP understands today's gamers and followers when it comes to the gaming trends and more.

## **What else is there to know that supports this message?**

Red Bull XP is growing events for promoting and sponsoring future gamers, developers, and media personalities.



# Red Bull

XP Gaming Event  
Promotional  
Banners & Custom  
Red Bull Cans





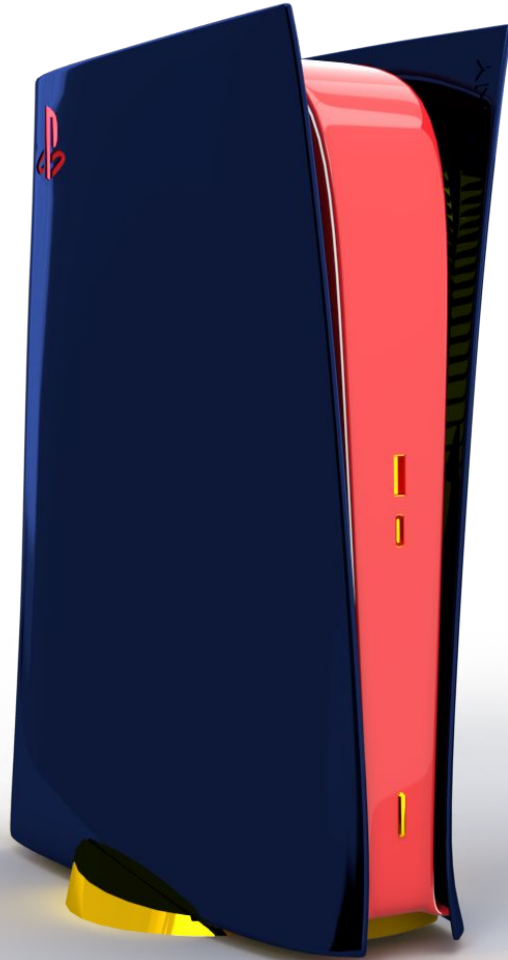
Promotional Custom Event Cans  
*Detailed Back View & Can Variations*





# Red Bull

Xbox Series X  
& Playstation 5  
*Custom Promotional  
Event Prizes*





**Thank you!**

Academy of Art University  
MA School of Advertising

Additional Portfolio Material  
Available On My Website:  
[\*\*www.artistjon.com\*\*](http://www.artistjon.com)