

Client: Animal Protective Association of Missouri (APA)
Project: Public Awareness Campaign
Sub- Project: B2C Promotional Products and Design
Design Program: Adobe Photoshop CS5.1

Objective: To develop strategies and tactics to further public awareness and build a positive brand for the organization with a very limited budget. The Animal Protective Association of Missouri is a non-profit organization dedicated to bringing people and pets together, advancing humane education and creating programs beneficial to the human/animal bond.

Sub- Project Description: One tactic in the awareness campaign was to create a low cost means to promote brand recognition. This resulted in the conceptualization, graphic design, layout and copywriting for car magnets and/or window clings as depicted in the images below.

Design I - Car Magnet/Window Cling



Design II - Car Magnet/Window Cling

