Student(s): Katrina Joyce  
Class: Advertising Design

Assignment Brief: Profile two different companies and create advertising materials that reflect their place in the market and that may also suggest some creative alternatives. You may choose to include any 3 of the following:

- Print Ads
- Flyers
- Direct Mailers
- Bill Boards
- Social Media banners and pop ads
- Television and radio spots
- Informercial
- Promotional materials and items
Morning Star Farms: Meat meet…

Newspaper Ad

The objective of this campaign was to introduce Morning Star Farms to a new target audience in the Netherlands, promoting their vegetarian products as meat alternatives for use in traditional Dutch recipes.

Store Flyer

This series of print advertisements demonstrates the simplicity of making more sustainable dietary choices and is designed as either a stand alone or for inclusion of take away items.
The magazine ad functions to further promote the Morning Star Farms brand to a new target audience in the Netherlands, promoting their vegetarian products as meat alternatives for use in traditional Dutch recipes. It would be featured in popular Dutch lifestyle magazines and provides opportunities for co-marketing.
Yuengling: Traditional Lager Fresh from America’s Oldest Brewery

Magazine Spread

In celebration of a lifetime of lager, this campaign reinforces Yuengling’s ongoing legacy as America’s Oldest Brewery and features classic straightforward product shots.

Billboard

Throughout its 189-year tenure, Yuengling has remained dedicated to its loyal customers. Their signature formula has been enjoyed by generations young and old alike.
Yuengling: Traditional Lager Fresh from America’s Oldest Brewery

15 minute TV Spot

From the brewery to the bar, Yuengling remains a fond favorite of traditional craft beer connoisseurs.