

FABRIANNE

*Art Director*

LOCKHART

843.260.6558

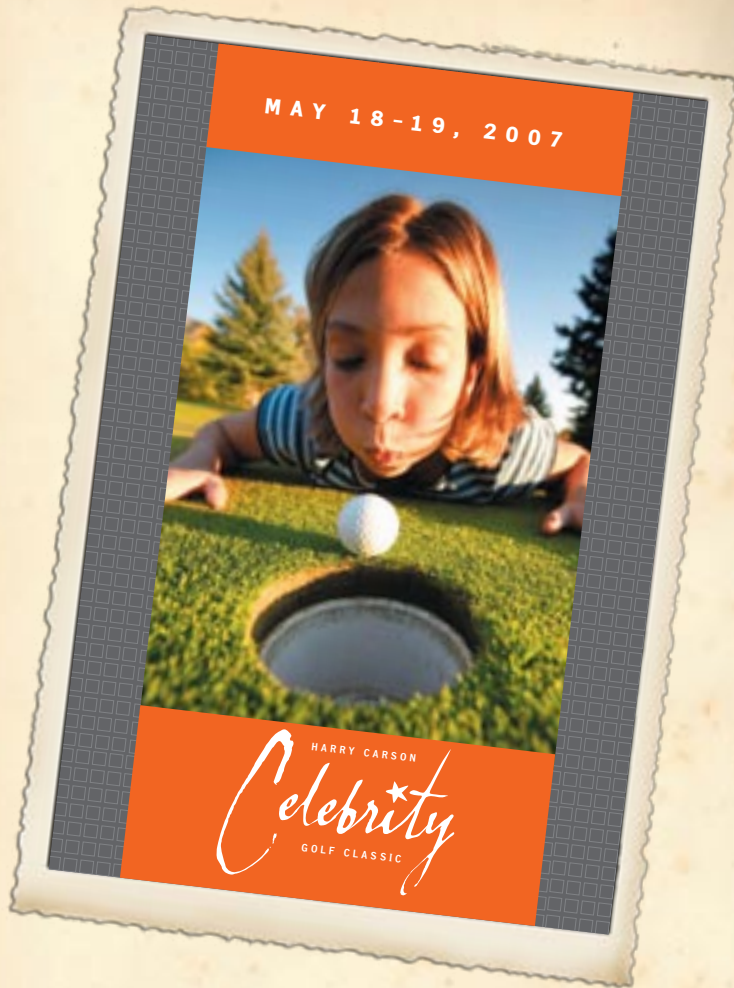


*Creating a landmark overnight.*



*Your Mission: make the phone ring and create a buzz.*





*Materials designed to give a local event national appeal and to motivate celebrities to participate. Funds raised support 15,000 students at 23 schools in Florence School District One.*









*Do You Conserve Energy? Single low watt bulb used to illustrate the need to use energy wisely on a brightly lit, high traffic area.*



+gpa

growth partner associates  
SUPPORTING THE SCHOOL FOUNDATION



*Campaign developed to target locals as well as tourists visiting the area. Designs captured the old-world, Southern charm of Darlington, and also branded them as a place worth visiting. In 2007, Darlington's chamber held an open house to allow visitors a chance to learn more about the town. Attendance increased to almost 6,000, compared to about 1,000 the previous year.*









*Campaign across NE South Carolina to inform women in violent situations there is help. Headlines were written to speak directly to a woman in this situation, to get into her head so to speak, motivating her to call. Headlines were handwritten for added angst.*







*Part of a series of brochures to rebrand & increase attendance to the Darlington Magnet School Programs. In 2007 all openings were filled.*





*Complete redesign of logo and product labeling. Original client base was via mail order to the Amish community. Artwork was sensitive to their cultural norms and yet designed to speak to a broader audience in retail stores.*



*Event to say thank you, playing on the locals love of barbecue.*





*PDRTH was receiving bad feedback in town regarding it's necessity and lack of ridership. Rather than attack the accusations head on, materials were designed to focus on the positive aspects of public transportation and the need for it to remain in the community.*

