

# Jump Start

Jump Start is an energy drink brand that caters to young professionals with a smooth drink to counter the market saturated with overly sweet or sour beverages. The black can gives an impression of smoothness before the buyer tastes it and the sharp contrast with the red heart-beats helps it stand out on a shelf or in a cooler.

ENERGY

JUMP  
START

BOOST

ORIGINAL

12 FL OZ (355 ML)

Nutrition Facts

1 servings per container

Serving size12 Oz

Amount Per Serving

Calories40

% Daily Value\*

Total Fat 0g0%

Saturated Fat 0g0%

Trans Fat 0g

Cholesterol 0mg0%

Sodium 20mg1%

Total Carbohydrate 10g4%

Dietary Fiber 0g0%

Total Sugars 10g

Includes 0g Added Sugars0%

Protein 0g0%


Not a significant source of vitamin D, calcium, iron, and potassium

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.


Carbonated Water, Sugar, Dextrose, Citric Acid, Phosphoric Acid, Vanilla Extract, Natural Flavorings, Taurine, Caramel Color, Sodium Bicarbonate, Caffeine, Sodium Benzoate, Potassium Sorbate, Vitamin B3, Vitamin B6.

120mg Caffeine per 12oz serving. Consume in moderation. Product not intended for children, people who are pregnant or nursing, or people with heart conditions or who are otherwise sensitive to caffeine.

Manufactured for Livewire Beverage Co. Raleigh, NC, 27606



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A silver aluminum can of Jump Start Energy Boost Original. The label features a red heart-beat line graphic. The text "ENERGY" is in red, "JUMP START" is in large red letters, "BOOST" is in red, and "ORIGINAL" is in red. At the bottom, "12 FL OZ (355 ML)" is printed in red.

A black aluminum can of Jump Start Energy Boost Original. The label features a red heart-beat line graphic. The text "ENERGY" is in white, "JUMP START" is in large white letters, "BOOST" is in white, and "ORIGINAL" is in white. At the bottom, "12 FL OZ (355 ML)" is printed in white.

An orange aluminum can of Jump Start Energy Boost Original. The label features a cyan heart-beat line graphic. The text "ENERGY" is in cyan, "JUMP START" is in large cyan letters, "BOOST" is in cyan, and "ORIGINAL" is in cyan. At the bottom, "12 FL OZ (355 ML)" is printed in cyan.

# Buck's Outdoor Sports

Buck's Outdoor Sports is an outdoor sporting goods store that sells gear for activities like hunting, archery, hiking, and rock climbing. This twitter campaign features month long sales on all gear related to a specific sport and encourages customers to tweet with a hashtag for more savings creating further interaction.



Buck's

@bucksoutdoor

Follow

▼

March in to Buck's during hiking month for up to 50% off on hiking gear and tweet your haul with [#GETOUT](#) to unlock even more savings.

Come in and GET OUT!



1:14 PM - 26 Feb 2019





# LEGO Explorer's Set

Children have a sense of wonder and curiosity that makes them love exploration, making the LEGO Explorer's Set perfect for them. Billboards make a great medium to let younger audiences know about new products as they're sure to attract their attention while their parents are driving.





# Cookbook

This cookbook is geared towards beginning chefs and features recipes common in American kitchens. To help out starting chefs each recipe is ranked in difficulty and each step includes more detail than a more experienced chef may need to minimize mistakes.



## BUTTER BASTED STEAK

A good steak is a classy dinner with a price that often has it reserved for celebrations. With this recipe you can enjoy one any time for a fraction of the price your favorite steakhouse charges.



Photo by Nastasia Muravina  
<https://www.flickr.com/photos/12832970g/96079603722994>  
Image resized and cropped

### DIFFICULTY:

★ ★ ☆

### PREP TIME:

ACTIVE: 40 MIN  
INACTIVE: 9+ HR

### Ingredients:

- 10 oz Rib-eye
- Salt and Pepper
- 2 Cloves crushed garlic
- 1 Sprig of Thyme
- 1 Sprig of Rosemary
- 2 tbsp Butter
- 1 tbsp Vegetable oil

### GLUTEN FREE

### Recipe:

1. Generously season each side of your steak with salt and leave it uncovered in the refrigerator overnight
2. Pull the steak out of the fridge at least 30-60 minutes prior to cooking, let it come up to room temperature
3. Allow your pan to heat up over a stove on medium-high heat while patting your steak dry of any excess moisture and season it with salt and pepper
4. Once your pan is hot add your vegetable oil to the pan and swirl it around
5. Add your steak to the pan and sear for a full minute on both broad sides before alternating every 30 seconds until you get even browning on both sides then alternate 15 second intervals on the other sides
6. Lower the heat to medium and add your butter, thyme, and garlic
7. Tilt the pan to have your melted butter form a puddle and use a spoon to baste the steak with the melted butter
8. Transfer the steak to a plate and garnish with a sprig of fresh rosemary

### Extra Tips:

- A cold steak will lower the temperature of the pan and a wet steak will generate steam and change the flavor of the meat. Always let your steak come up to room temperature and pat it dry before adding it to the pan.
- Cutting into a steak too soon will cause it to lose its juices, it's best to let it sit at least 5 minutes before serving

## VEGETARIAN OMELET

When you hear "breakfast" you probably think of eggs, and an omelet is a classic way to enjoy them. This vegetarian omelet with a slight kick is the perfect start to any morning.



Photo by Jonathan  
<https://www.flickr.com/photos/96207851/9200396734183>  
Image resized and cropped

### DIFFICULTY:

★ ☆ ☆

### PREP TIME:

ACTIVE: 40 MIN  
INACTIVE: NA

### Ingredients:

- 3 Eggs
- ¼ Red bell pepper
- 1 Jalapeno pepper
- 4 White mushrooms
- 1tbsp Olive oil
- 1tbsp Butter
- A handful of baby spinach
- ¼ cup shredded cheese

### VEGETARIAN

### GLUTEN FREE

### Recipe:

1. Slice the bell pepper into strips and dice the strips into small pieces
2. Remove the cap off your jalapeno pepper, wash the inside, cut it in half length-wise and chop the halves into slightly larger pieces than the diced bell pepper
3. Remove the stems from your mushrooms and cut them into thin discs, cut the mushroom caps into quarters.
4. Put your pan on the stove on medium-high to heat up while beating 3 eggs in a bowl with chopsticks
5. Once your pan is hot add the olive oil and your veggies and let them develop a little color
6. Add the butter and let it melt before adding your eggs
7. Stir the eggs vigorously with your chopsticks to allow curds to form and let it set
8. Once set, add your cheese and baby spinach, fold it, and transfer to a plate

### Extra Tips:

- Making this dish vegan friendly is super easy! Leave out the cheese and check your grocery store for a liquid substitute or a powdered mix. Use 6 oz of liquid substitute or check your packaging for conversion rates
- If you miss the cheese, look for "vegan cheese shreds". They're widely available in cheddar and mozzarella flavors



# Tanoshi Sushi

A small sushi restaurant, like any restaurant, needs repeat business. Ads that would run on websites like Facebook help bring people in and things like coaster napkins labeled with the restaurants logo that customers will look at often during their visit cause the customers to subconsciously remember it.





# *Colfer Book Collection*

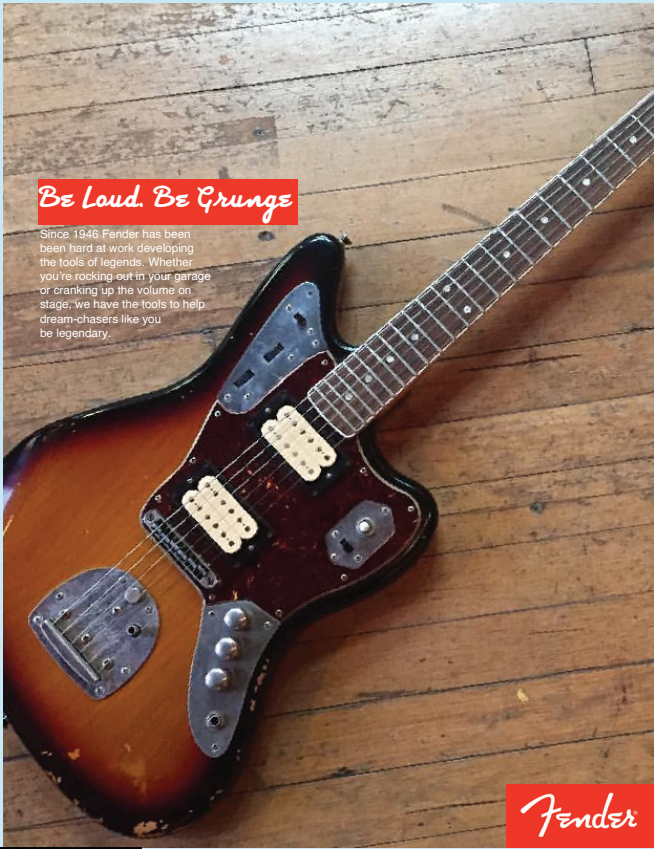
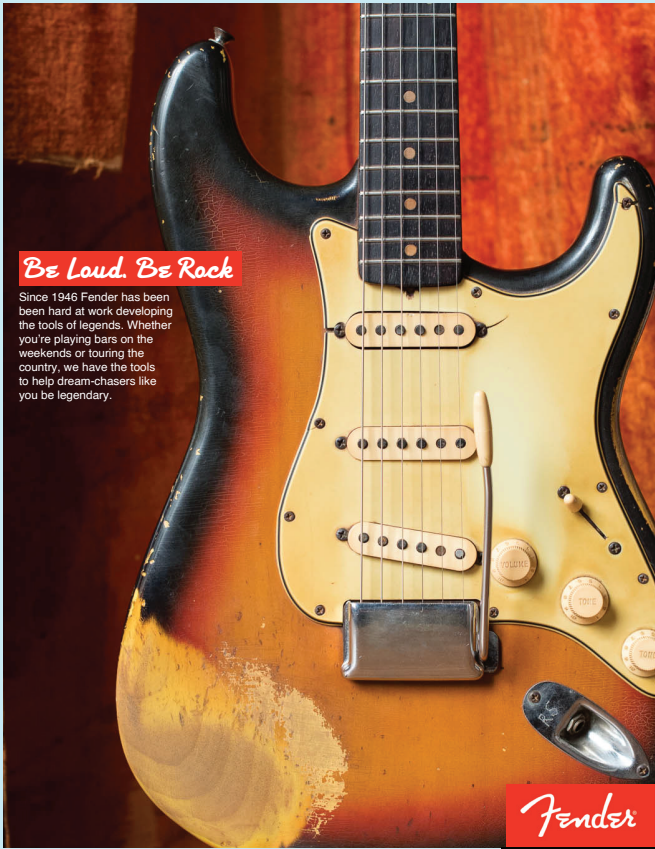
A re-release of three classic Eoin Colfer novels in celebration of the release of the first Artemis Fowl movie. This collection introduces new readers to the Artemis Fowl series as well as two of Colfer's other acclaimed novels while the redesigned covers add collector value to old fans.





# Fender

A campaign that shows how an established brand can use its history to cater to its current base while using modern design to pull in new clients. The slogan “Be Loud. Be Legendary.” is used to appeal to people in different genres while maintaining a consistent brand image.





# Uptown Music

Uptown Music is a new brand of guitars and basses working its way into the mid-range market. Uptown Music stands out by focusing on customer service and introducing a smartphone app. This is a series of magazine ads featuring a player focused image alongside information on the new app.



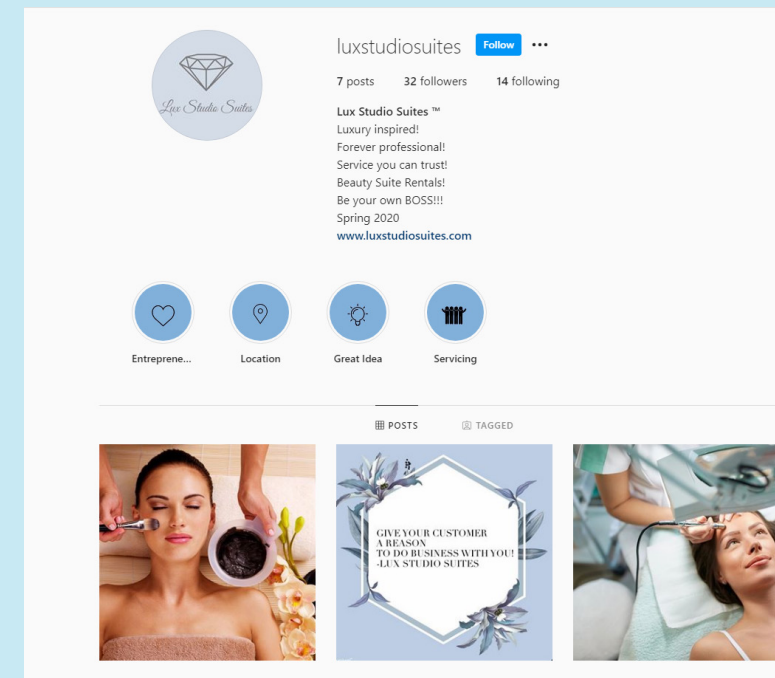


# Lux Studio Suites

A Raleigh business that opened late 2020. In January of that year she a location to work from and a dream to be open in less than 4 months. Due to the pandemic a lot of plans had to change part way through. Her instagram, facebook, and website were revamped and mockups were made of the construction site where the suites would be.



*Before*



*After*

