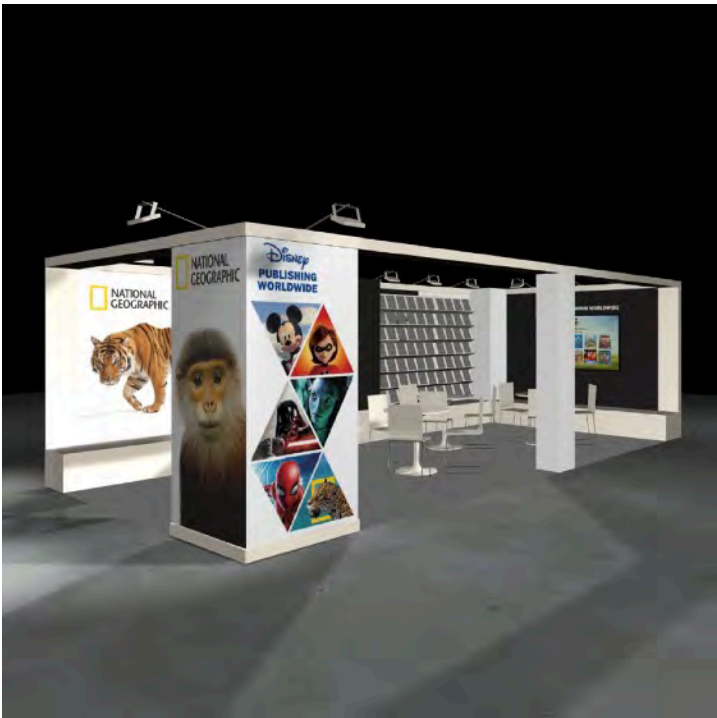


ALEX EISERLOH PORTFOLIO



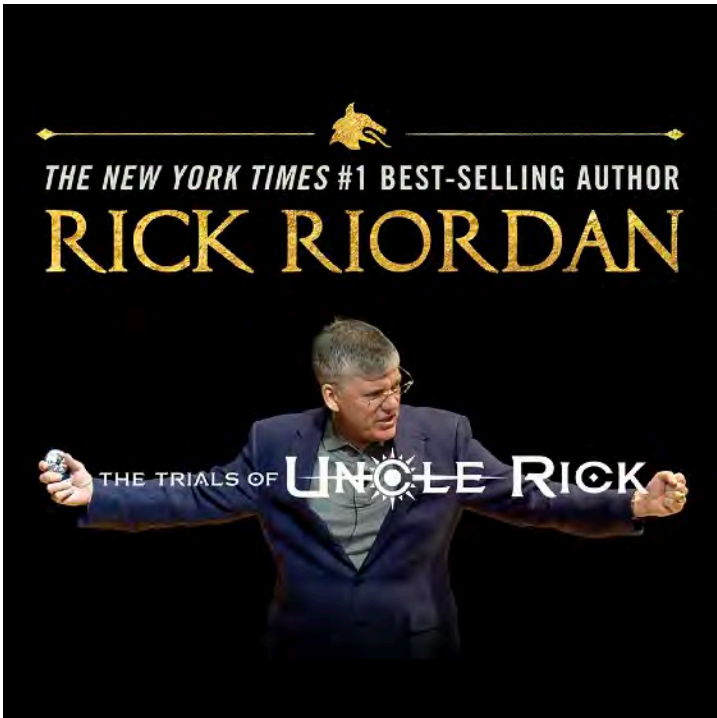
EVENT
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MOTION

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PROMOTIONS

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RETAIL &
SALES

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BOOK
DESIGN

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EVENT DESIGN





Comic-Con (San Diego and New York). Disney Publishing booth. Exterior of booth utilized for photo ops

Comic-Con (San Diego and New York)
Disney Publishing booth

1. *Gravity Falls* fan dressed in cosplay with corresponding photo op
2. Interior of the booth modeled as a bookstore/coffee shop
3. Blue tone behind books constant throughout
4. Video monitor with custom content for in-booth events: Book signings, give-aways, and announcements





Rendering of the booth in planning stages.

2024 San Diego Comic-Con — Star Wars The High Republic booth. A gallery wall featuring publishing art that correlates to a timeline of the *Star Wars: The High Republic* story (published across over 50 titles)

2024 San Diego Comic-Con —
Star Wars The High Republic booth.

- 1. Artwork correlates to a timeline of the story, including all the book and comic covers in the series featured in chronological order
- 2. Influencer appearances and cosplay fans created excitement in the booth
- 3. Many creatures are to be found in the *Star Wars* universe



Fan of
Serena Valentino's Villains?

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DAILY PROVISIONS IN HUDSON YARDS
ALL WEEKEND LONG!

Grab a Brew-tally Villainous Coffee
and pose for one wicked photo op!

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Disney Villains publishing campaign during New York Comic Con, 2024. A pop-up cafe take over at Daily Provisions, Manhattan West location in Hudson Yards.

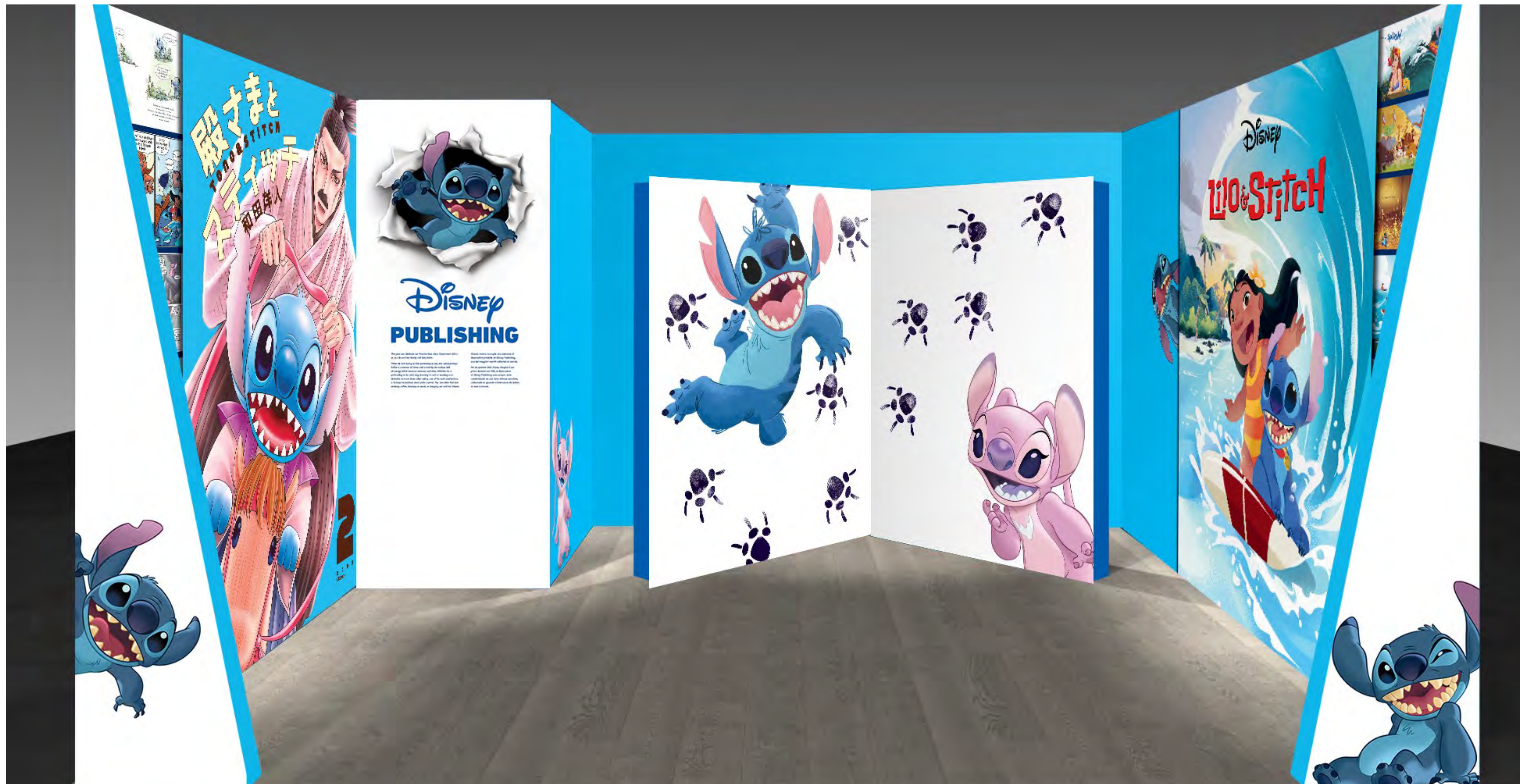


Disney Villains publishing campaign during New York Comic Con, 2024. Booth at the convention.



Disney Villains publishing campaign during New York Comic Con, 2024. Pop-up take-over of a cafe.





Disney at the Bologna Children's Book Fair—Bologna, Italy, 2025. Stitch takeover with photo op where guests can be in a spread of a book. Side walls featuring Disney Publishing art and book spreads from global territories



Disney at the Bologna Children’s Book Fair—Bologna, Italy, 2024. A gallery featuring publishing art across all the brands of the The Walt Disney Company (Disney, Pixar, Marvel, Star Wars, 20th Century Studios, and National Geographic)



Disney at the Bologna Children's Book Fair—Bologna, Italy, 2020. Due to the pandemic, the show was canceled and the booth wasn't produced.



Disney at the Bologna Children’s Book Fair—
Bologna, Italy. The Disney Pavilion adjacent to the
fair, 2024

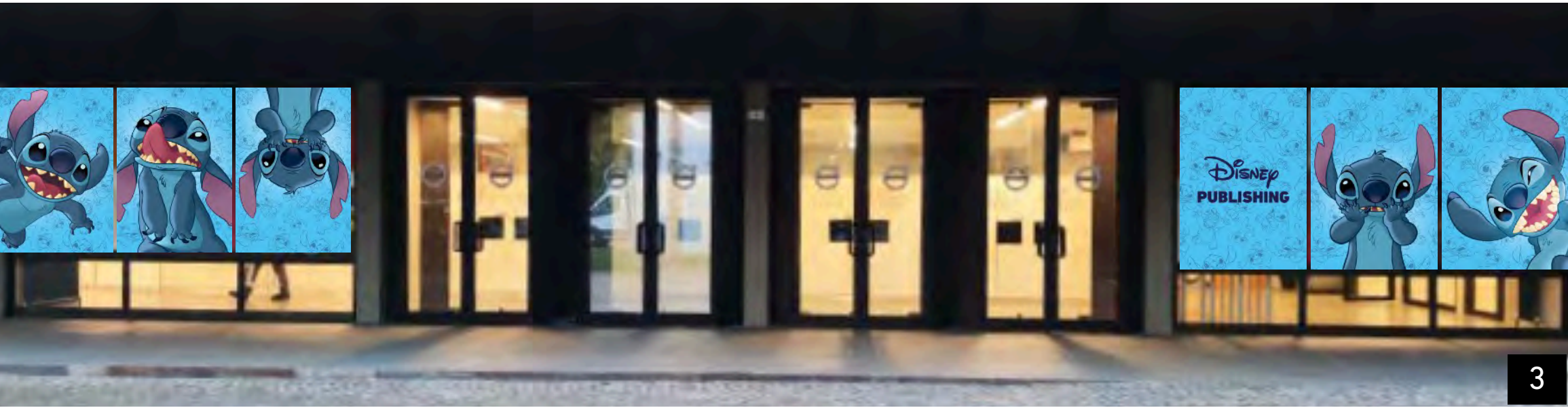
- 1. Keynote speaker presentation
- 2. Ancillary signage throughout the pavilion
- 3. Wrapped podiums in the lobby
- 4. Reception/Registration kiosk





Disney at the Bologna Children’s Book Fair—Bologna, Italy. Each year has a focus on a different property.

- 1. Staircase design tying in to Donald Duck’s 90th anniversary
- 2. Guest badge
- 3. Stitch focus at the Bologna Book Fair.





Disney at the Bologna Children's Book Fair—Bologna, Italy.

A new visual theme is established each year

1. An initial visual theme is established first
2. Website graphics: Banner and click through buttons
3. Exterior totem and LED screen outside the fair



RSVP

Add to Calendar

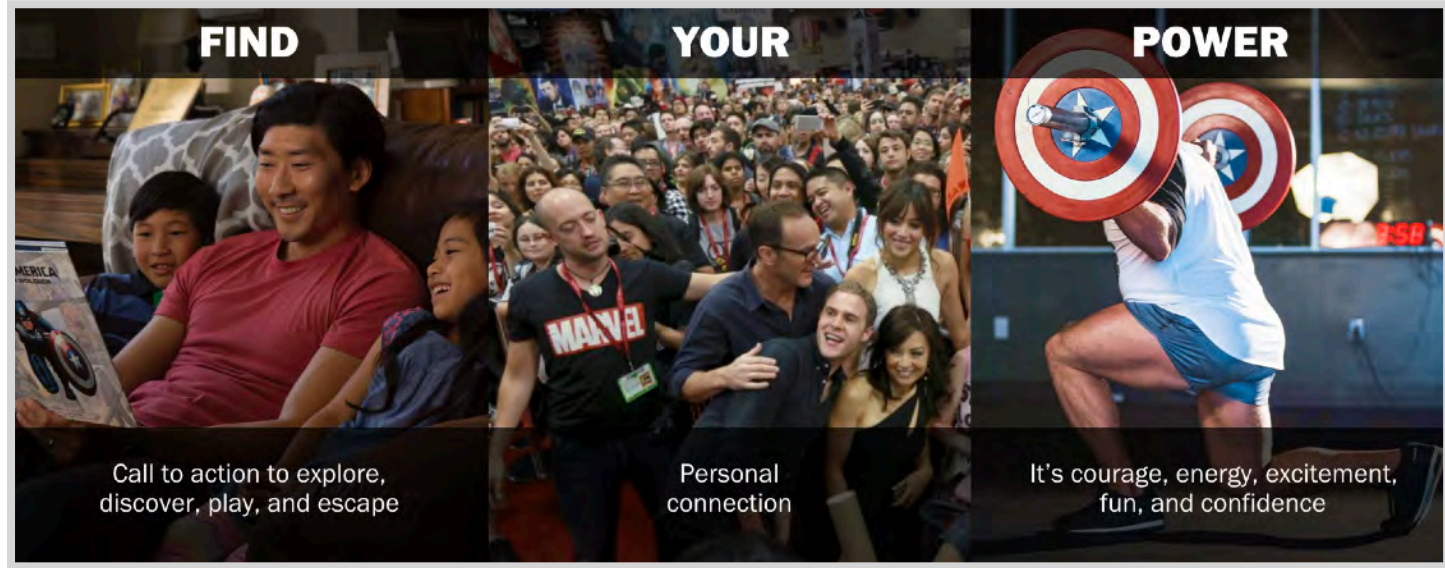
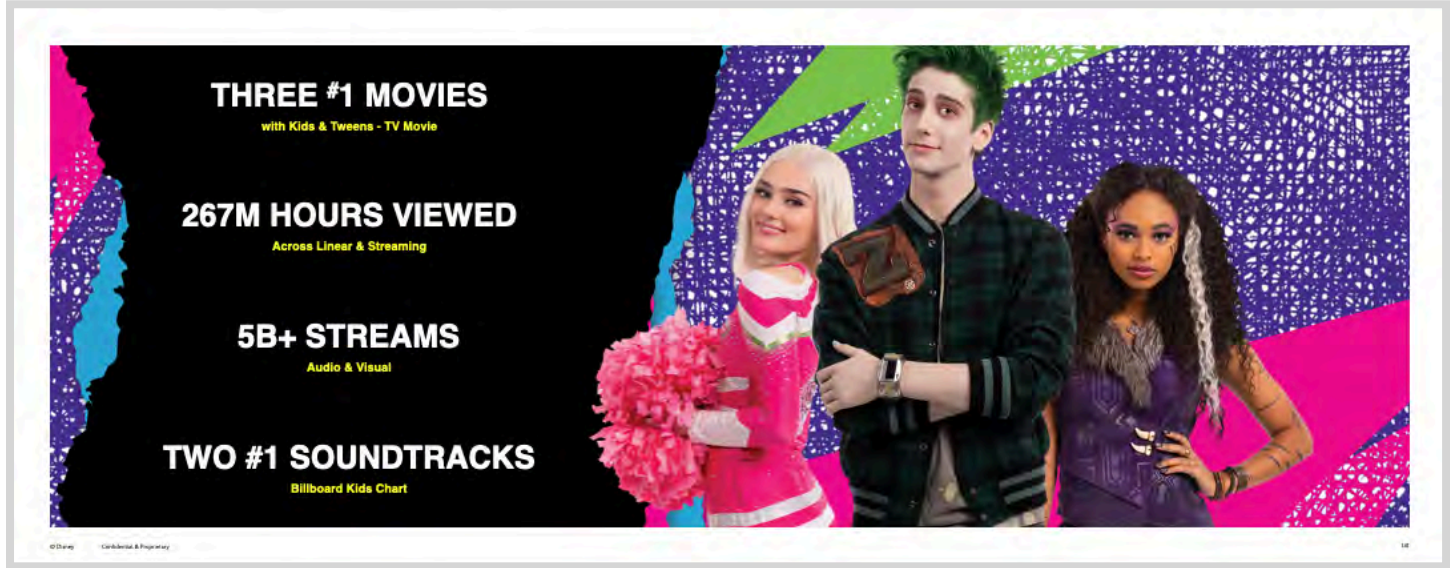
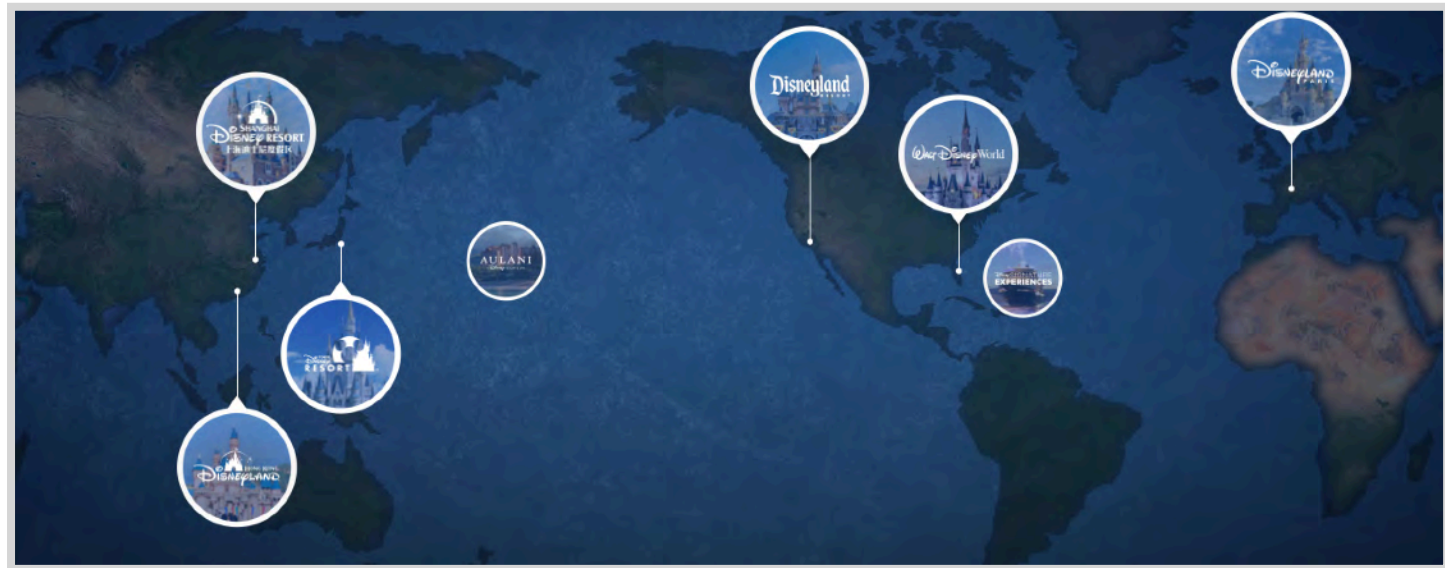
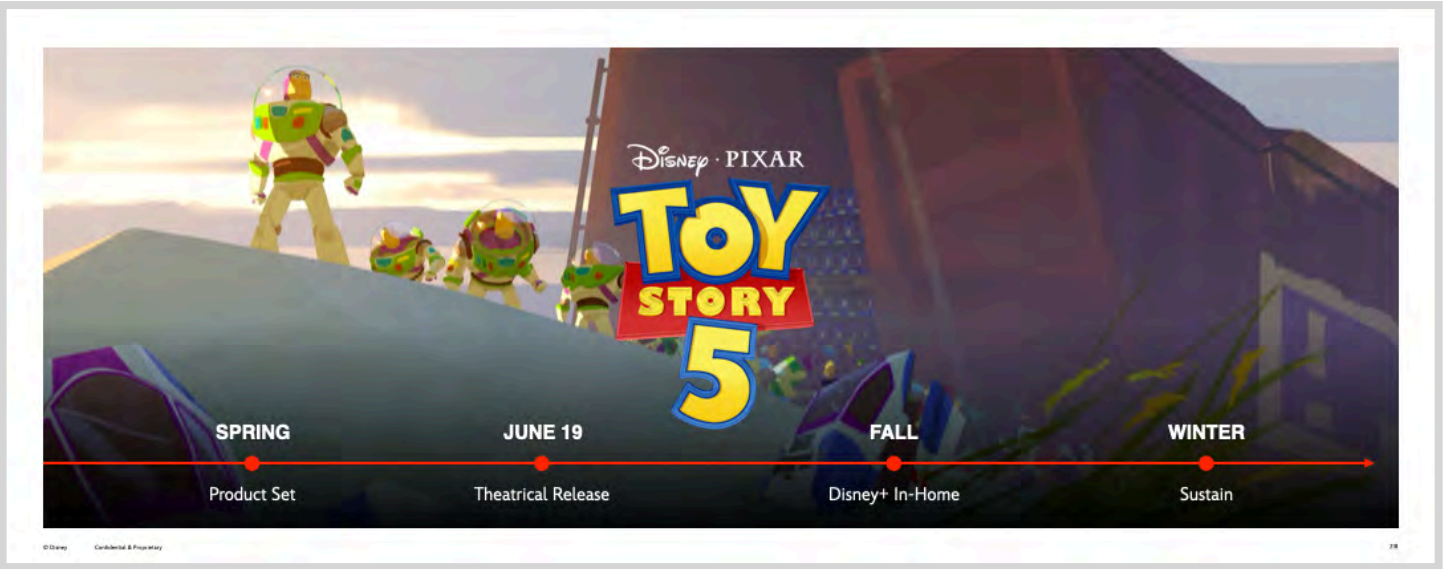
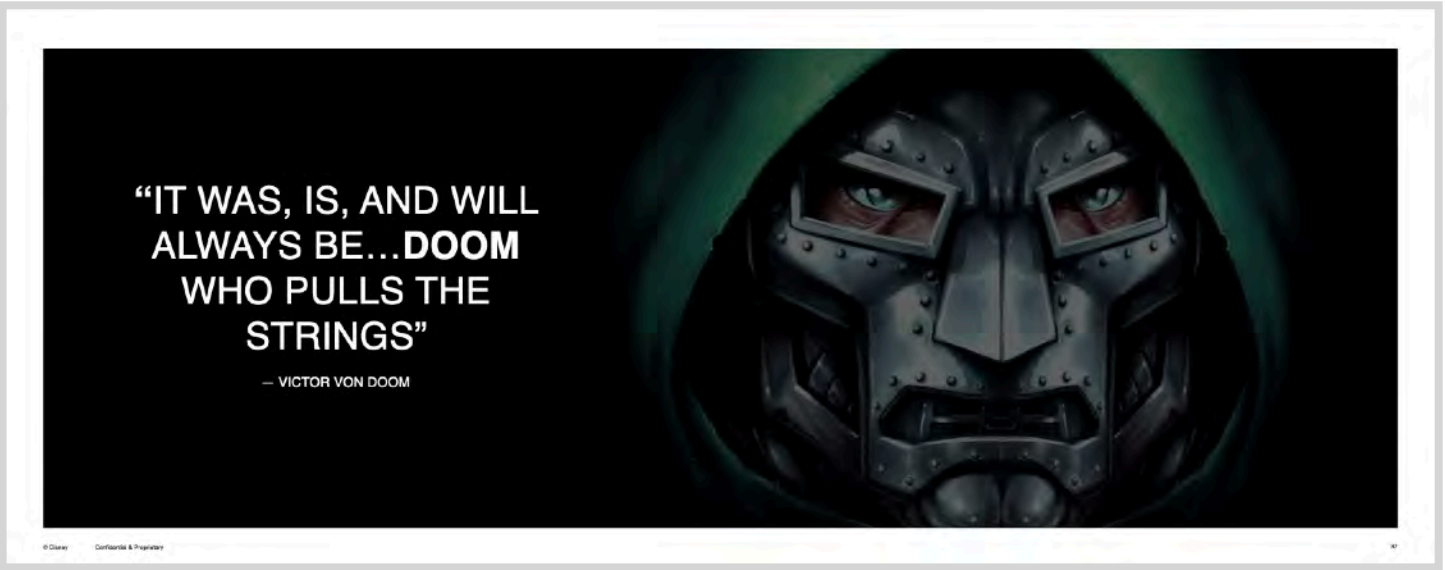
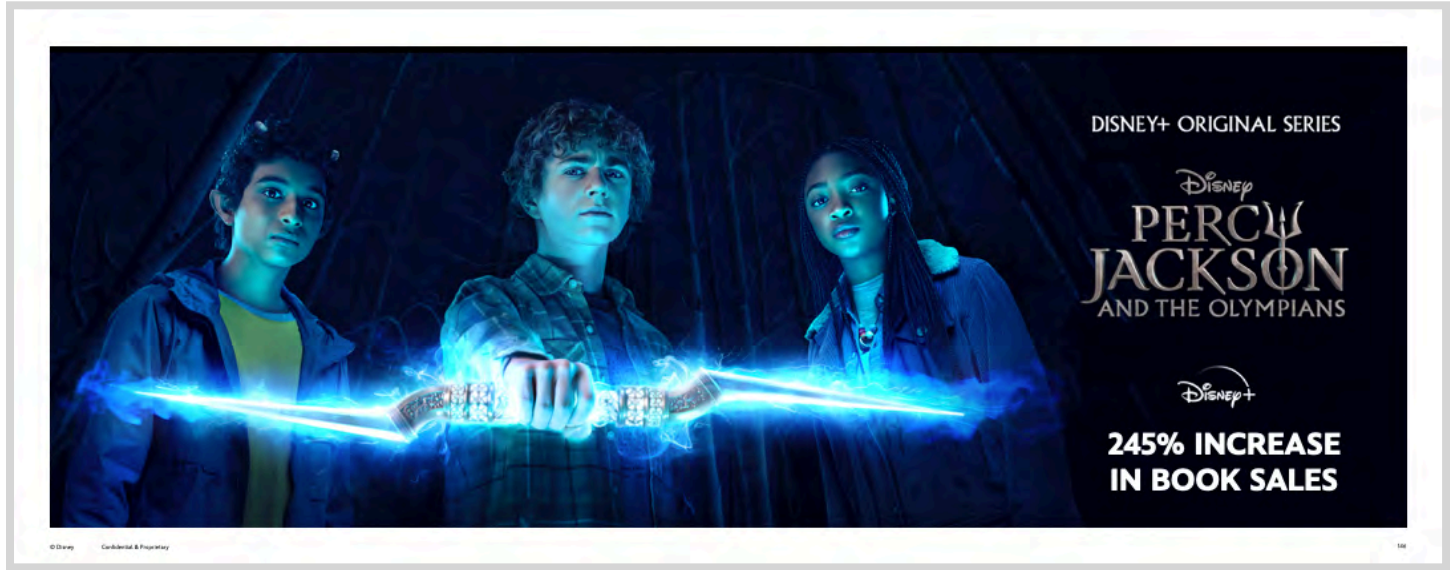
Complete Survey

PRESENTATION DESIGN





Presentation "Wall of visuals" designed and coordinated in Keynote. Configurations are site dependent.



Custom presentation size for a cinemascope screen.

Standard 16:9 widescreen

VIDEO & MOTION



Creative direction/agency lead post-producer, as well as hands on motion graphics and video editing. Storyboards through final production.

PLAYER

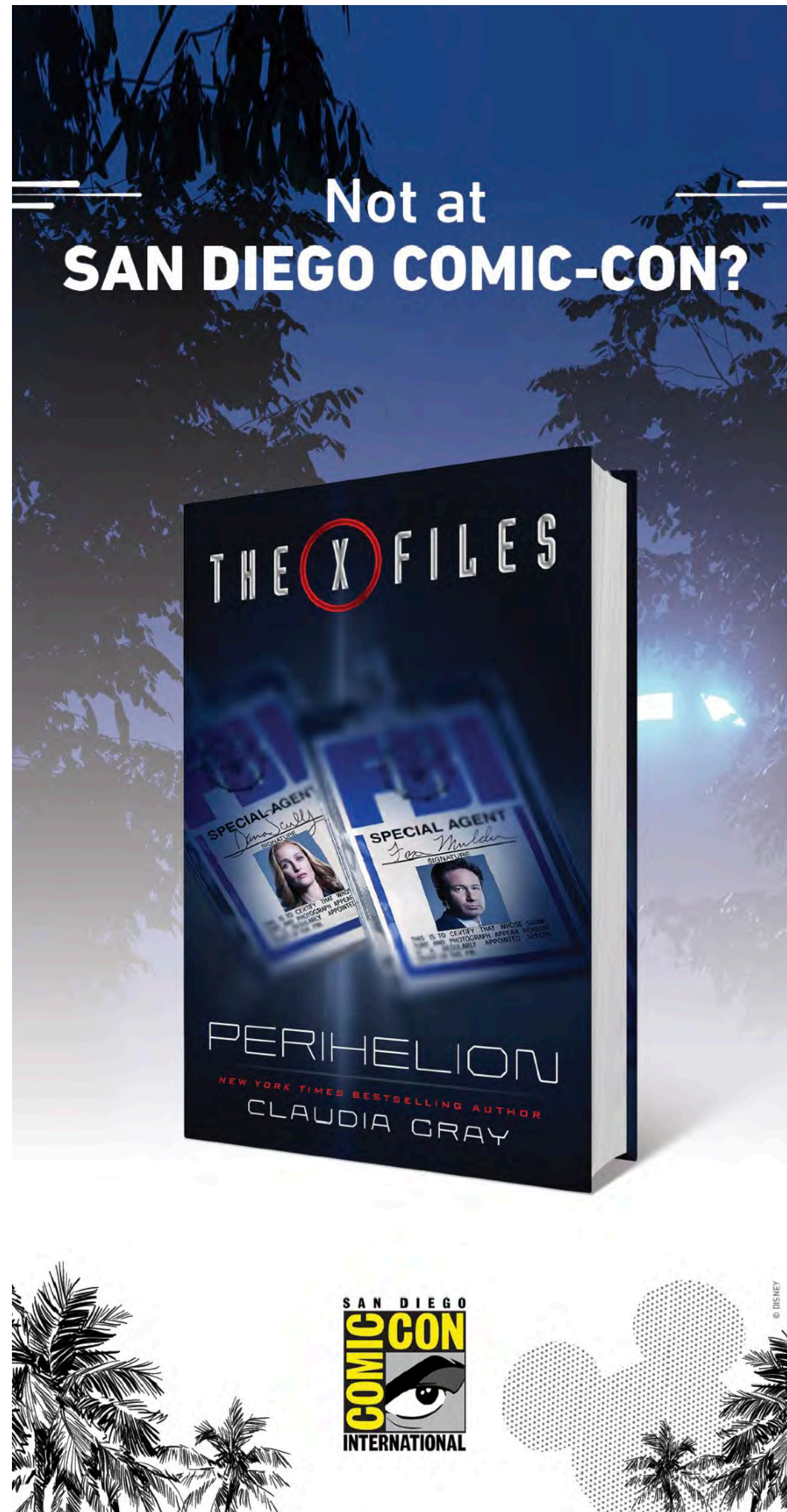
eiserloh.studio/video



ADS & PROMOTIONS



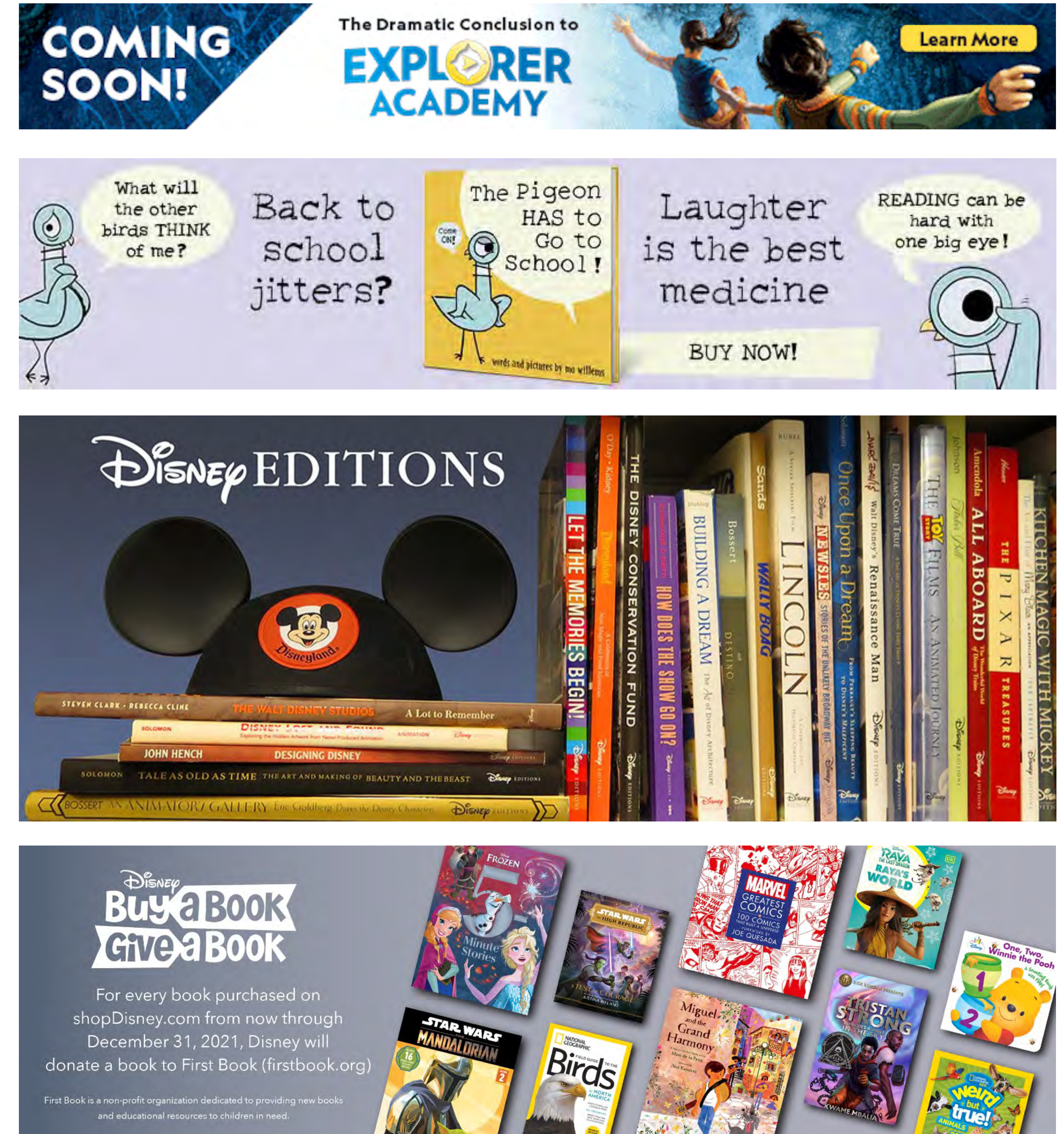
Online/Social Ads



Instagram stories



Instagram stories



Banners online

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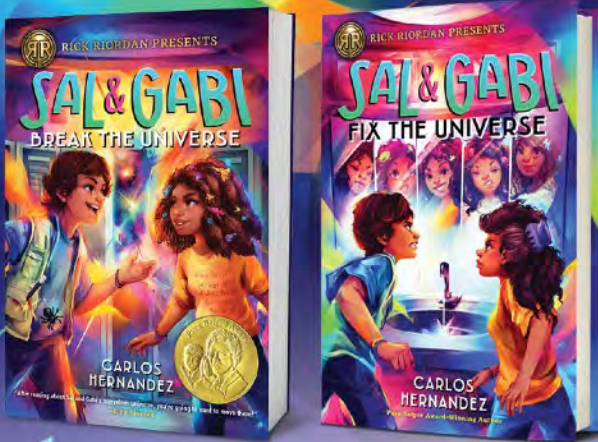
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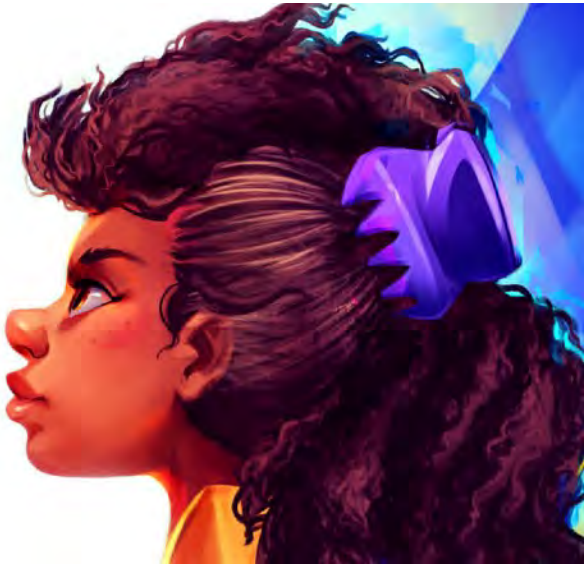


“With a surprise on every page and two of the most cosmically awesome, vividly unique heroes I’ve ever read, this sweet, hilarious book made me so, so happy. Everybody read this book! It will bring you joy and save the world/multiverse!”

—Tui T. Sutherland, author of the *Wings of Fire* series
(Praise for *Sal and Gabi Break the Universe*)

“If Harry Houdini, Mr. Rogers, and Dr. Stephen Hawking wrote a book together, it might come close to the wonder, magic, and metaphysics of Carlos Hernandez’s *Sal and Gabi Break the Universe*.”

—Fran Wilde, author of *Updraft*
(Praise for *Sal and Gabi Break the Universe*)



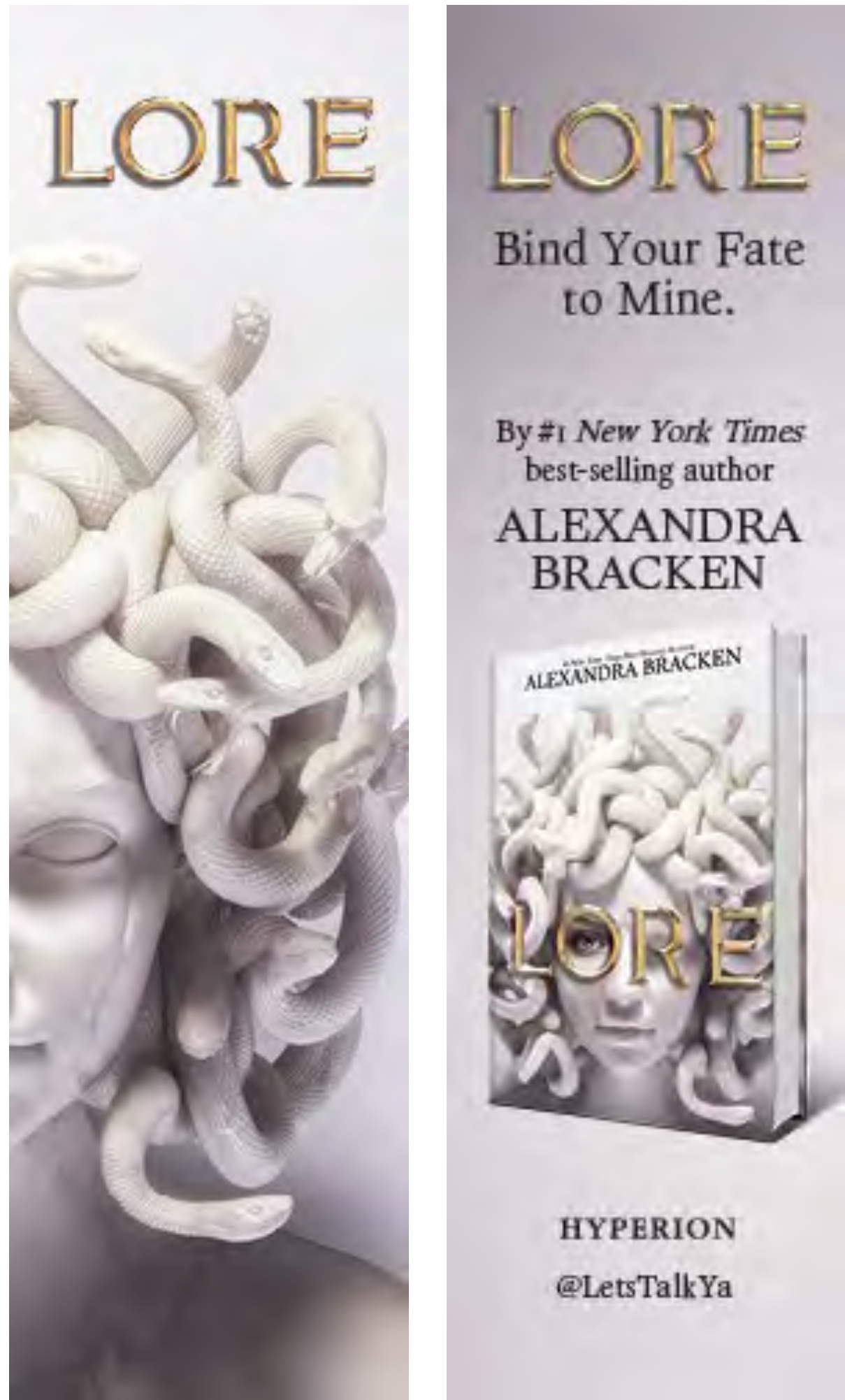


CARLOS HERNANDEZ has published more than thirty works of fiction, poetry, and drama, including *Sal and Gabi Break the Universe*, *Sal and Gabi Fix the Universe*, and a book of short stories for adults entitled *The Assimilated Cuban’s Guide to Quantum Santeria*. He is an English professor at City University of New York, and he loves to both play games and design them. He lives with his wife, Claire, in Queens, New York.

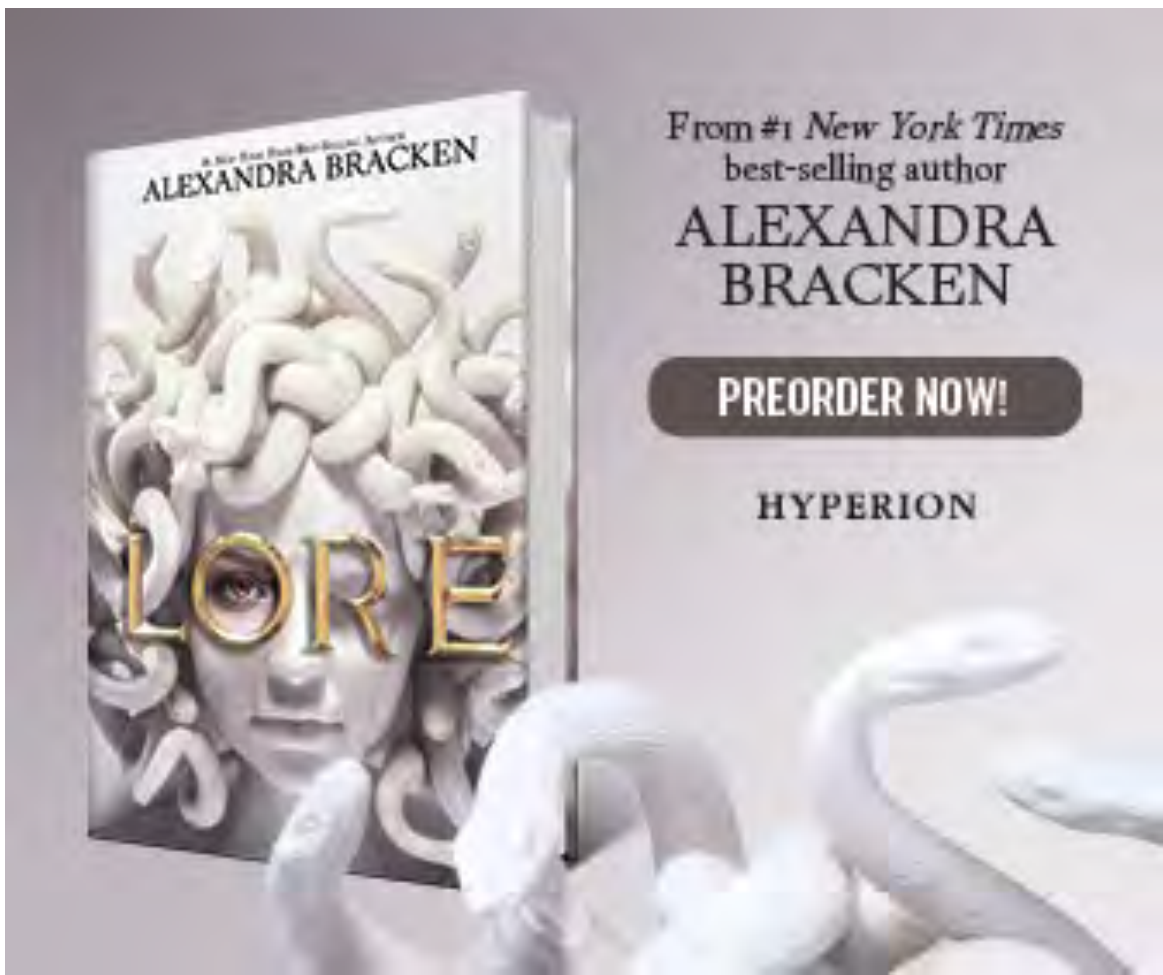
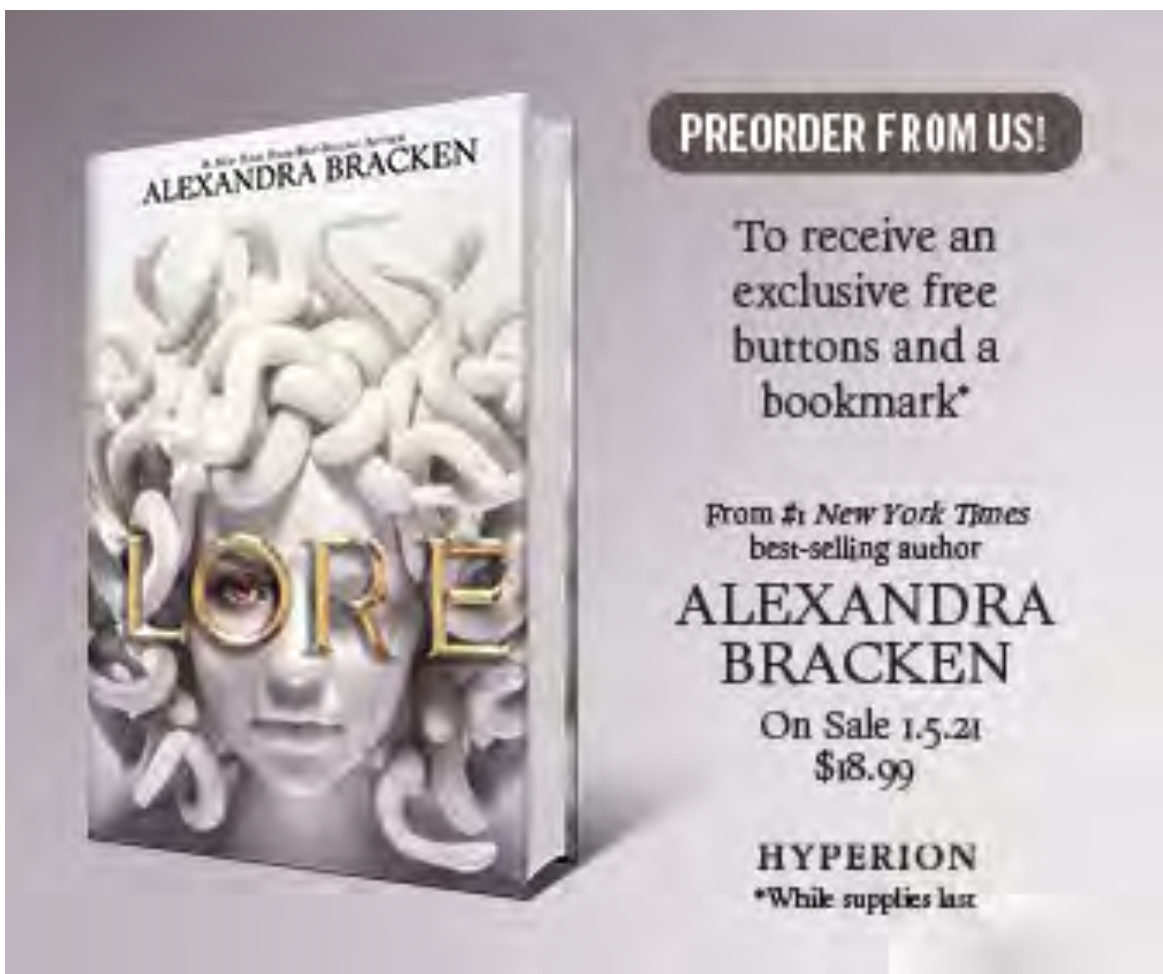
Online banners for *New York Times* #1 bestselling book series *The Trials of Apollo*

Amazon+ “From the Publisher” images

Online/Social Ads



Bookmark, front and back



Preorder banner ad, animated gif

New York Times bestseller *Lore* promotions and banner ads



Shelf Awareness banner ad

Print Ads—Disney Publishing

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Marketing And Publicity Highlights

PRE-PUBLICATION

- Major online cover reveal scavenger hunt over the course of 5 days to reveal brand new series artwork
- trade advertising announcing the repackaging
- Limited edition art for key buyers signed by Rick Riordan and John Rocco

ON SALE:

- Poster give away featuring full artwork mural for trade shows and conferences
- Offer 12 copy mixed floor display featuring riser with full mural artwork
- Percy Jackson & the Olympians series shelf talker featuring full mural artwork
- Promote across all three series sites
 - Percy Jackson website: percyjacksonbooks.com
 - The Heroes of Olympus website: herosofolympus.com
 - The Kane Chronicles website: thekanechronicles.com
- Promote on Percy Jackson Facebook page: Facebook.com/percyjackson [over 2 million followers]
- Promote on Disney Reads Facebook page and Twitter
- Promote on Disney Reads website

Hannah Montana

It's the Best of Both Worlds, and the best is yet to come!

Hannah Montana: The Movie, in theaters May 1, 2009!

Voted Favorite TV Actress and Favorite Female Singer at the 2008 Nick Kids' Choice Awards!*

Hannah Mania!

- 160 million total viewers in over 120 countries watch Hannah Montana on TV. It continues to rank #1 in its time slot on all basic cable networks in the US among kids 6-14.
- 3 million DVDs have sold to date worldwide
- Two #1 Billboard albums and 27 gold and platinum CDs worldwide
- Over 8.6 million albums have shipped worldwide
- Almost 11 million copies of Hannah Montana books have sold globally to date

MAY 1, 2009
Hannah Montana: The Movie releases in theaters.

MARCH 10, 2009
The one and only authorized nonfiction book from Miley Cyrus releases. National media tour.

EARLY WINTER 2009
Season 3 soundtrack releases.

FALL/HOLIDAY 2008
Hannah Montana complete first season DVD boxed set releases.

NOVEMBER 2008
Season 3 begins.

OCTOBER 14, 2008
Backstage Pass (in the same style as HSM's best-selling All Access) releases.

AUGUST 19, 2008
Hannah Montana/Miley Cyrus Best of Both Worlds Concert: The 3-D Movie DVD releases.

AUGUST 4, 2008
Hosting Teen Choice Awards.

JULY 26, 2008
Hannah Montana/Miley Cyrus Best of Both Worlds Concert: The 3-D Movie debuts on the Channel.

JULY 22, 2008
Miley Cyrus' solo album releases. National media tour.

APRIL-JUNE, 2008
Records new album and films movie.

APRIL 15, 2008
Hannah Montana/Miley Cyrus "Best of Both Worlds Concert" Releases.

MARCH 29, 2008
*Nickelodeon's 2008 Kids' Choice Awards (Performs and wins multiple categories.)

MARCH 7, 2008
Appearance on: Access Hollywood.

FEBRUARY 2008
Appearance on: The Tonight Show; Appearance on: The Barbara Walters Special (Oscar Edition).

FEBRUARY 1, 2008
Hannah Montana 3-D Movie opened at #1, grossed over \$65.3 M and ran for an extended two-week run.

OCTOBER 18, 2007 TO JANUARY 31, 2008
Sold out 70-city arena tour in the US.

BOOK DESIGN



Book Design—Disney Publishing

