



Branding | Art Direction | Copywriting | Storytelling

I believe that brainstorming is easy.
But finding a brilliant idea which
also meets a brand's future
direction, is like capturing
lightning in a bottle. That in
essence, is what I strive to chase
through my work.

EMILY
KRYZ



emkryz.wixsite.com/portfolio

EMILY

2018

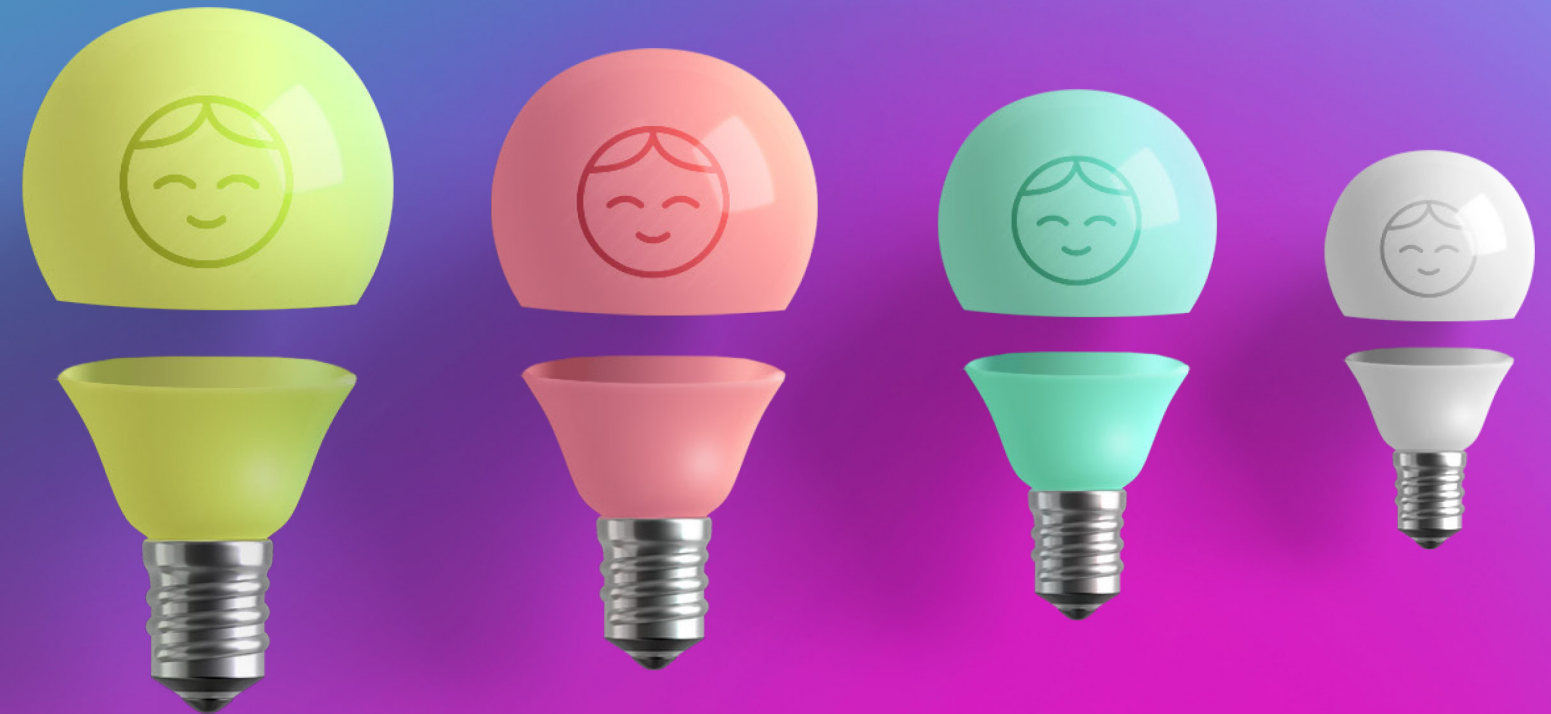


STORY



PERSONAL STATEMENT

As a 3rd year Advertising student at OCADU I see myself working at a creative ad agency in the future. My advertising major has so far equipped me with hands-on knowledge on finding action insights, developing creative briefs, strategy, positioning, execution, and presentation. The following below are some examples of my work at OCADU. For my work outside of school please refer to my website @ emkryz.wixsite.com/portfolio





MUSE: BRAND LAUNCH

Statement: "Muse is committed to creating provocative, intelligent movies that entertain. We will partner with the brightest and most talented artists, writers, directors, actors and others to create movie that will be seen as iconic and classic movies of their era."

Objective: Translate this brand identity through branding and brand launch posters

Image: Bonnie Strange - Instagram

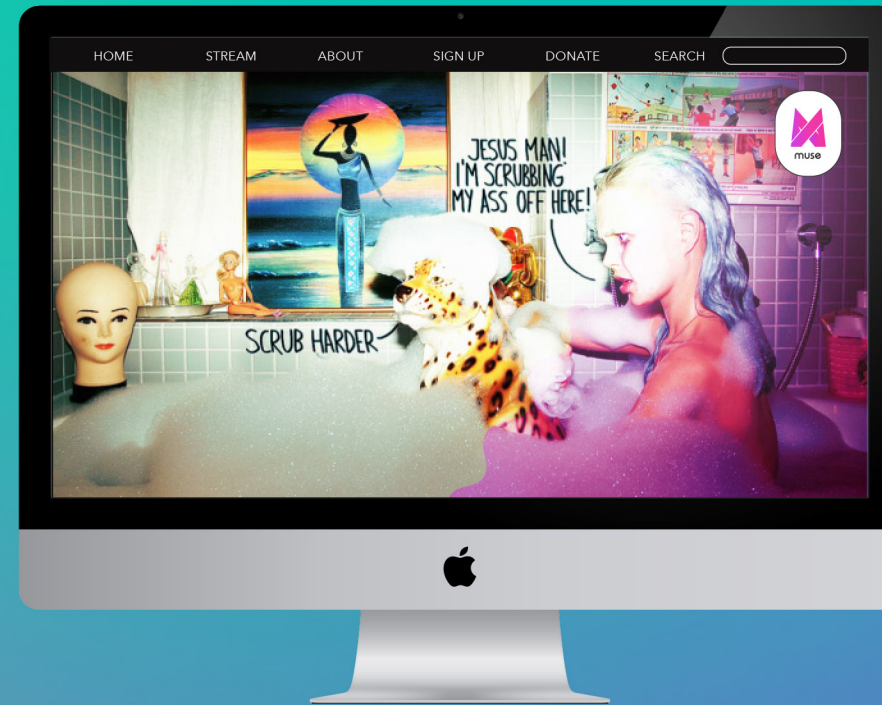
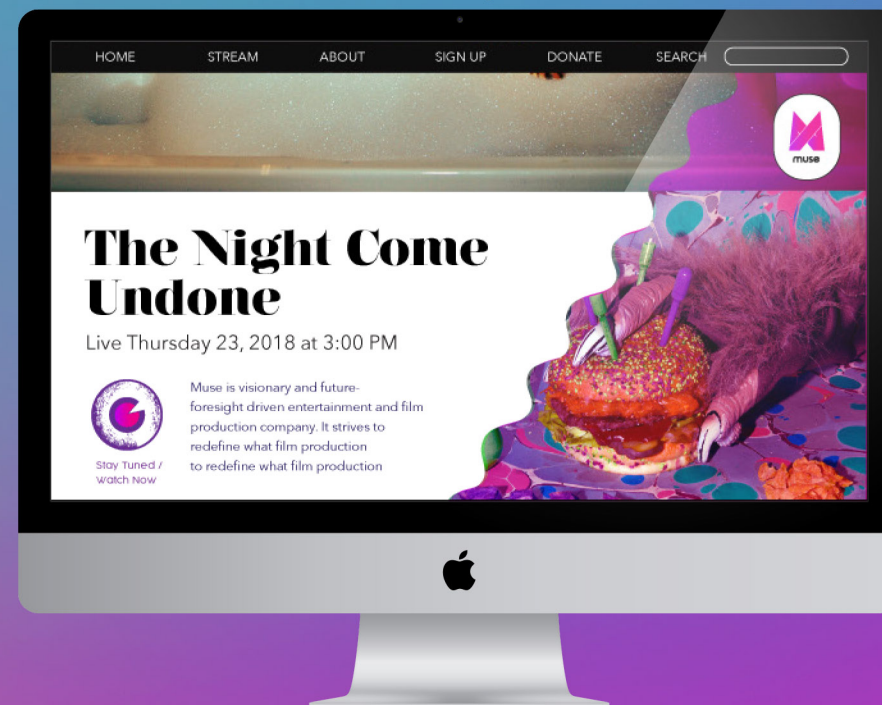


Image: Weil & Weisbuch - Fat & Furious Burger



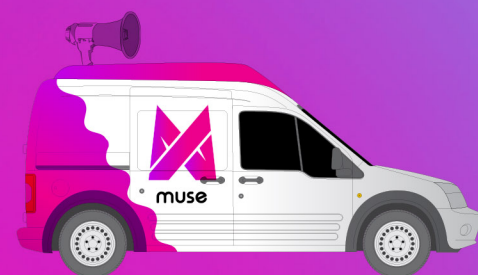
Woman: Sue Ann Simon - Flickr



Phone: JPstyle - Dribbble

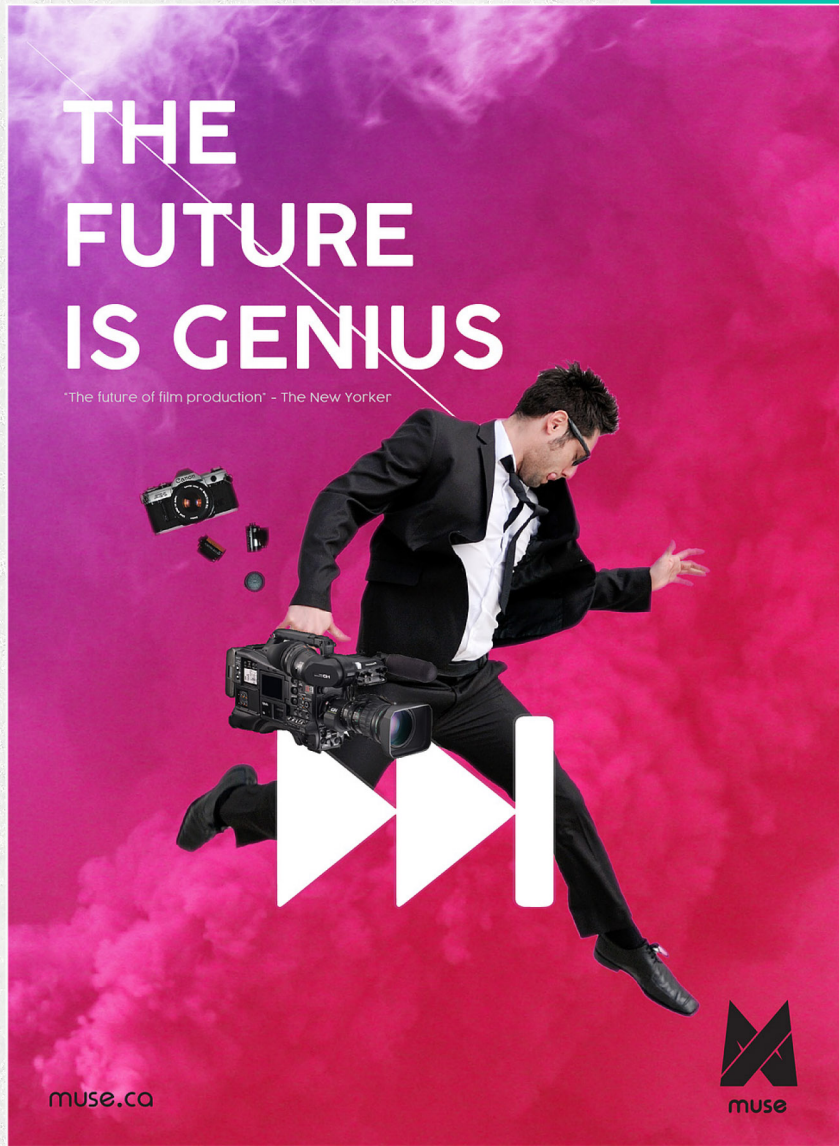


Woman: WithWendy - Instagram





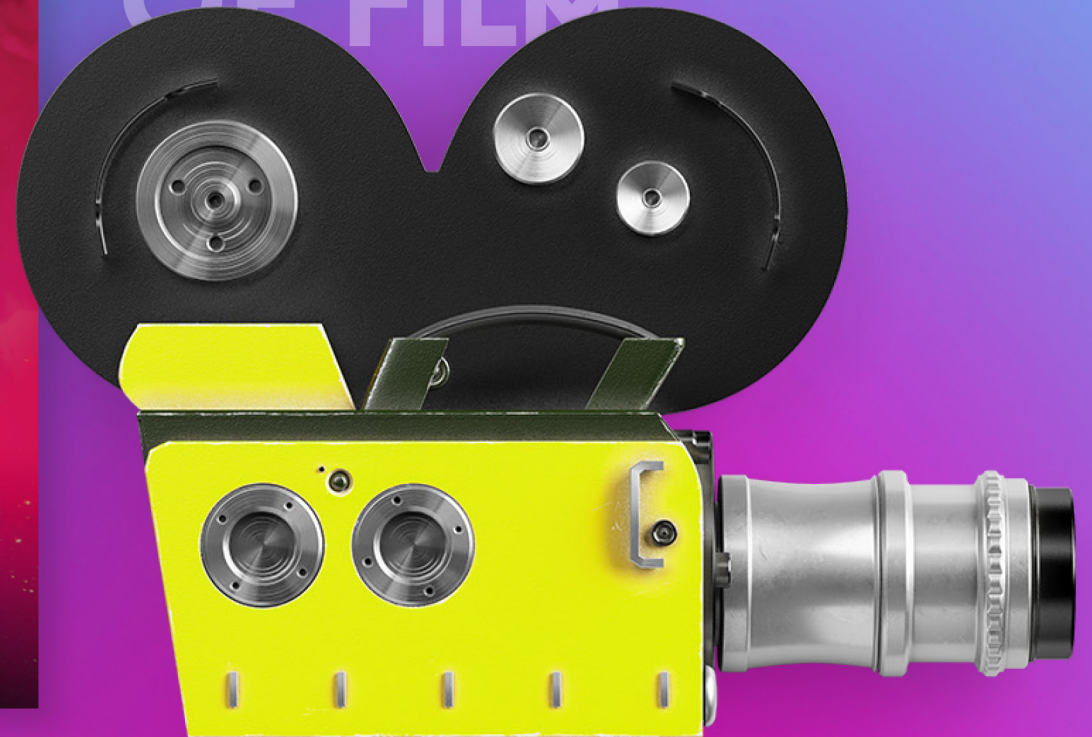
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MUSE: CAMPAIGN



THE FAST
FORWARD
BUTTON
REPRESENTS
THE FUTURE
OF FILM





LCBO

The LCBO is planned to launch 150 chains providing Ontario with legalized recreational cannabis on July 1, 2018.

Target Audience:
Cannabis consumers who are apprehensive about the LCBO selling this product.

Objective: Give the target audience a reason to choose LCBO as a supplier over other establishments

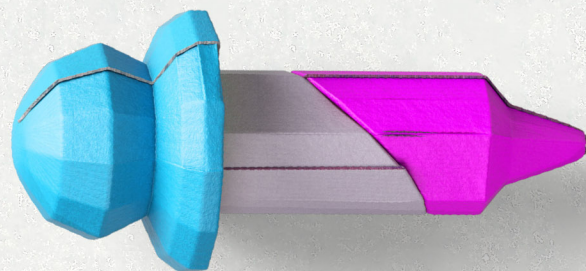
Insight: Weed and beer have always gone together. The LCBO is the only place where you can buy both.

Made for each other.



THE BEER BOTTLE BONG IS AN ANCHOR THAT CONNECTS THE PASTTIME OF DRINKING WITH SMOKING WEED





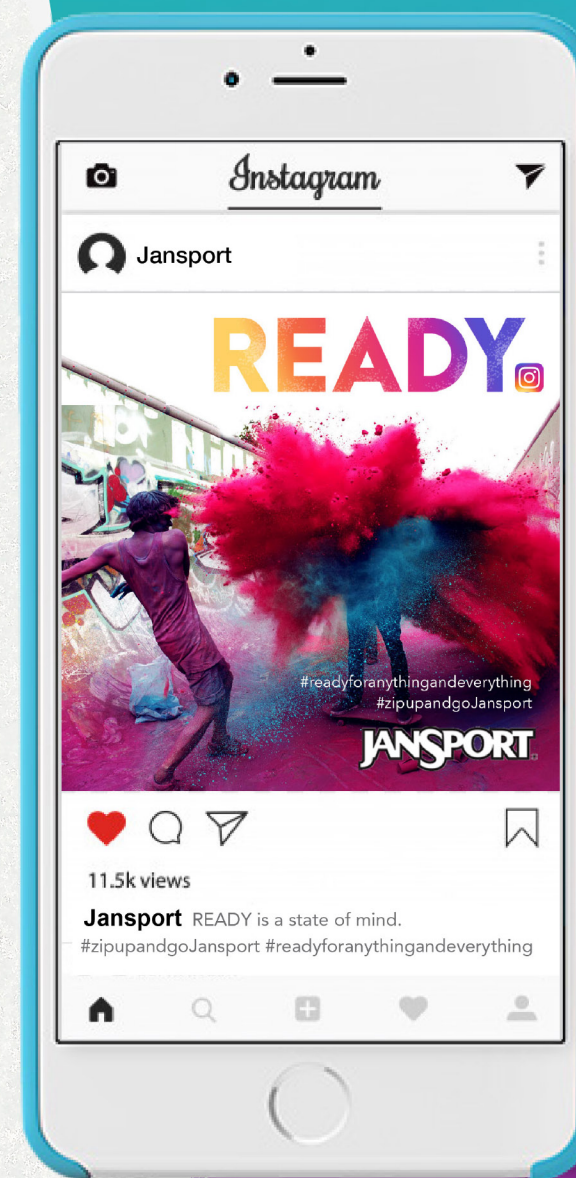
READY. 

READY. 

READY. 

READY. 

SOCIAL MEDIA ICONS AS PERIODS REPRESENT THE MOMENTUM OF TAKING A PHOTO



JANSPORT DIGITAL CAMPAIGN

Insight: Part of millennial love for experiences is sharing them. Social media paired with a fear of missing out is a big driver in what kind of experiences Millennials seek.

Strategy: There is an opportunity for Jansport to tap into this, encourage it's base to seek more adventures, and by extension present a need for its product.

Message: "READY" is a state of mind , the opposite of "FOMO". Wearing Jansport signals that you're "READY", that you are prepared for whatever life throws at you.



SWAZI



HAAGEN DAZS DIGITAL CAMPAIGN

Insight: Millennials value authenticity and humor. A "social experiment" campaign would appeal well to Millennials

Message: Real people cannot resist a Häagen Dazs container. It is human nature.

CTA: The viewer buys a container to prove they would react differently

