

Creative Memo

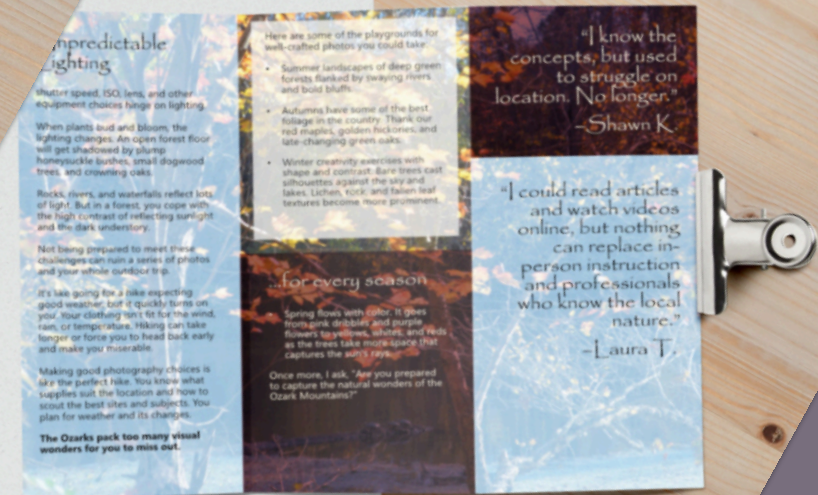
Northwest Arkansas Outdoor Photography, a fictional company, needed ads to promote a spring field course. It was designed with a campaign in mind, including a blog, email, and landing page.

My objective with this brochure and email:

1. Use copy from the campaign email as filler text. The following page's email copy drives interest in spring photography and how a course can help.
2. Have copy that includes headlines, pull quotes from customers, basic business info, and a call-to-action.
3. Have a design reflecting the company brand and attracts outdoor photographers.
4. The colors and photos revolve around local rivers.
5. Brochure dimensions fit a standard tri-fold, and design placement aligns with the correct brochure face.



Front



Back