

SOCIAL MEDIA CAMPAIGN VISUAL DIRECTIONS

PRESENTED BY

Higgston Manor Creative

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buddyhiggs.com

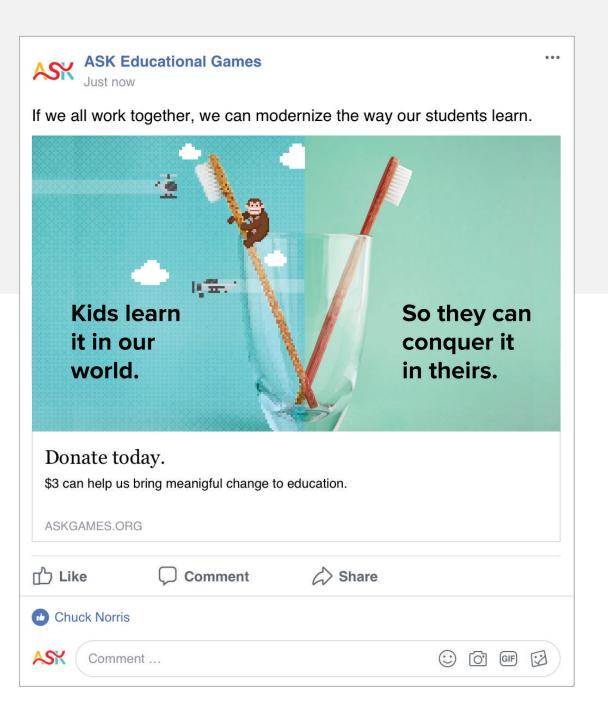
1A.

DIGITAL VS. REALITY

A visual depiction of a health and wellness topic within our gaming world and then in reality. Art direction uses a split screen image —combining pixel art from the gaming world to add an element of fun and playfullness.

Additional subjects:

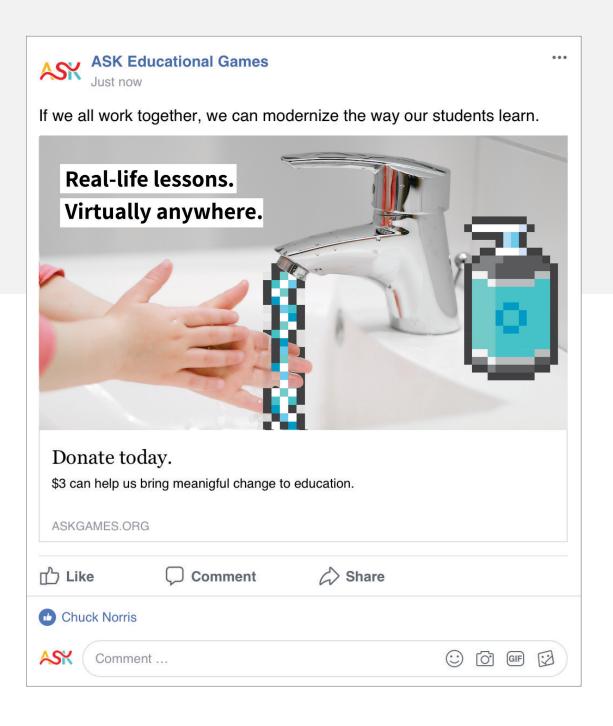
- washing hands
- medicine bottle



1B.

GAME LIFE

This direction incorporates pixel illustrations into photography.



2.

ORIGAMI

This direction focuses more on the donation aspect. We use origami made out of dollars to grab the viewers attention.

Alternate posts:

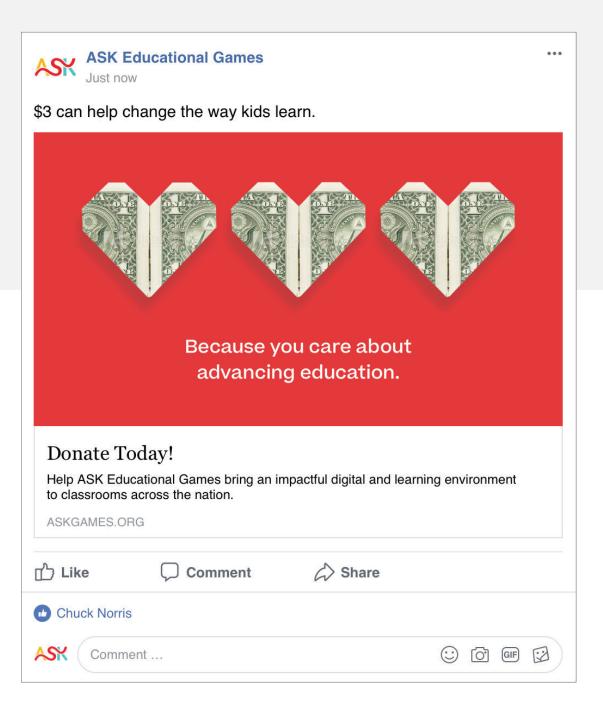
Dollar origami elephant.

Copy: You want to modernize education.

That's wise.

Dollar origami sunglasses.

Copy: Educational gaming can brighten a student's future.



3.

YOUR CHOICE.

A campaign that contasts the cost of everyday items to a small donation to ASK.

Alternate posts:

Fast food burger. Copy: Impact yoru waistline. Or impact education.

Car wash. Copy: Wash your ride. Or give education a new shine.

