



KEVIN CONSOLO

R E S U M E & P O R T F O L I O



Creative Art Direction

Advertisement for www.poisefashion.com
Online Fashion Magazine
Date: February 2007

By Kevin Consolo
<http://oak.cats.ohiou.edu/~kc159103/esp/>

Assignment Description:

Alexandra Huddleston, President of PoiseFashion, came to me with a common marketing problem--she needed to increase awareness. PoiseFashion is a campus-run, online magazine with about 30-40 student writers, most of which are communication, photography, and journalism majors itching to expand on their portfolio. Needless to say, I quickly came up with an exciting solution: to advertise in the newly opened, alumni-owned tanning salon called Outer Glow (www.outerglowathens.com). Outer Glow opened on campus in January of 2007, and with twenty new tanning beds and young ownership, this quickly became an easy attraction for many possible customers for PoiseFashion. So I created these mock-up advertisements for the owners of OuterGlow, and we discussed the idea of cross-promotion. By March of 2007, we will have a new, trendy and professional PoiseFashion poster advertisement in the tanning salon, as well as a mutually beneficial relationship conveyed on both websites.

Drafts:





Creative Art Direction

Advertising for Outer Glow Tanning Salon
www.outerglowathens.com
Date: February 2007

By Kevin Consolo
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Assignment Description:

Outside of the PoiseFashion partnership, I had my own vision for a new and creative advertisement for the relatively new tanning salon. They aren't the only salon in town, and they were in need of some brand identity--something directed towards youth, particularly students.

I collaborated with Sam Kolich, a talented student photographer, to bring the idea to life. The owners loved the photo and want to utilize the image as their future identity--whether its in the form of a brochure, business card, or display.

Advertisement:



Credits: Sam Kolich, Photographer

Media: Periodical/Retail Advertisement

Brand:



CAUTION:

Combining our delicious sauces with beer and sports may result in random outbursts of laughter. Please consult your friends before consuming.



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BUFFALO WILD WINGS

BeWare of Flavor.

21 W. Union St.
Athens, Ohio
(740) 594-9464



Copywriting/Art

By Kevin Consolo

<http://oak.cats.ohiou.edu/~kc159103/esp/>

Media: Periodical/Retail Advertisement

Brand:



CAUTION:
**Delicious
Flavor Ahead.**

BUFFALO WILD WINGS
BeWare of Flavor.

21 W. Union St.
Athens, Ohio
(740) 594-9464



Copywriting

Media: Periodical/Retail Advertisement

By Kevin Consolo

<http://oak.cats.ohiou.edu/~kc159103/esp/>

Brand: 

**Let Us
Take it
From
Here.**







**Do you know the
difference between
Solution Dyed Nylon
& Beck Dyed Olefin?**

We Do.

**Call The
Experts.**

**We're
Here to
Help.**



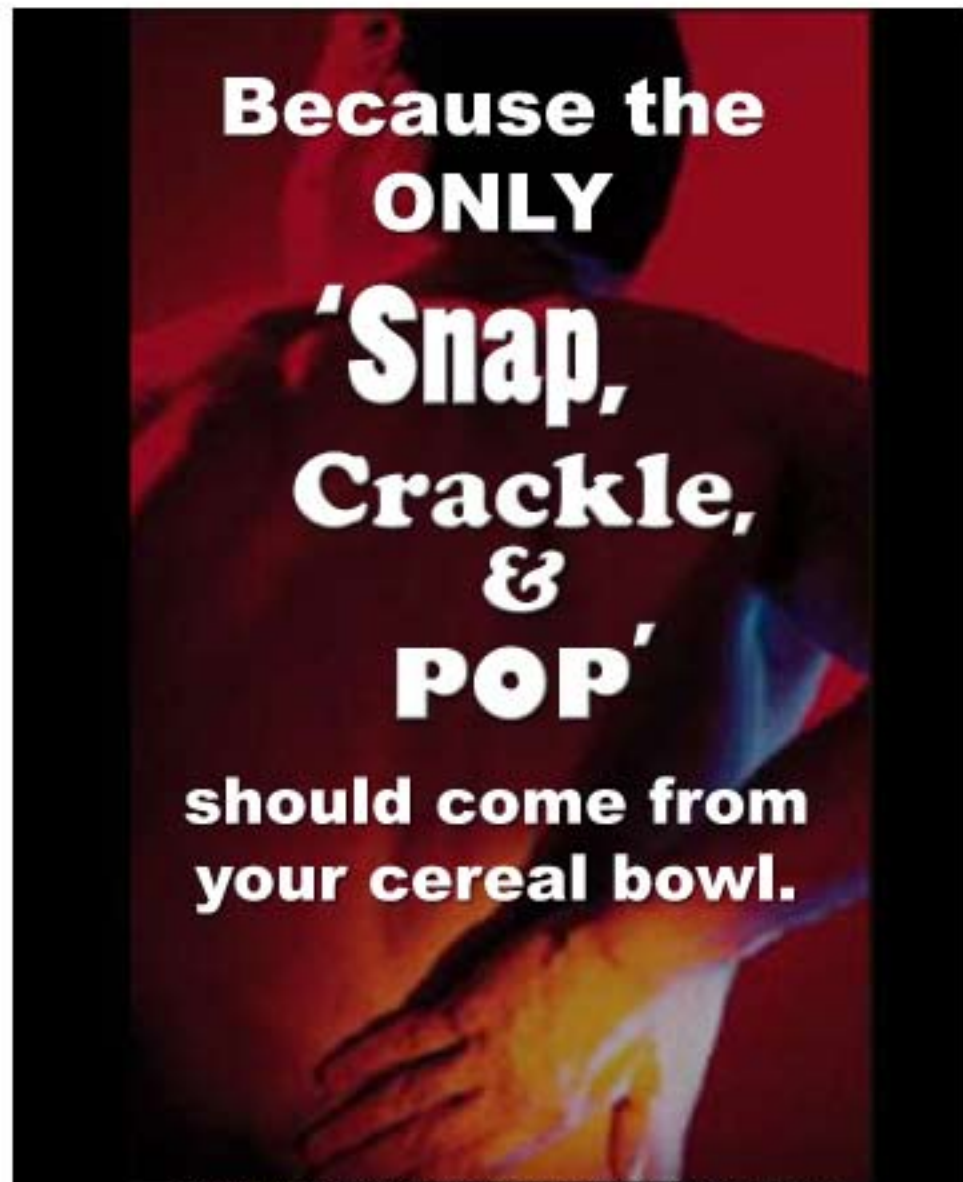
- Linens
 - Blankets
 - Towels
- Window Coverings
 - Blinds
 - Installation
- Contract Furnishings
 - Carpet
 - Furniture

www.milldist.com

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Media: Periodical/Retail Advertisement



Brand:



**Because the
ONLY
'Snap,
Crackle,
&
POP'
should come from
your cereal bowl.**

There are MANY reasons to get a new mattress, and there is nothing better than the memory-foam technology on a Tempurpedic. The TEMPUR material conforms to your body contours, relieving pressure by evenly distributing your body weight over the entire surface area, allowing for the pain-free, deep sleep you've been waiting for.

Tempur-Pedic North America, Inc.
1713 Jaggie Fox Way
Lexington, KY 40511
(888) 881-5053



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Copywriting / Art

*MKT 455: Customer Satisfaction
Date: August 2006*



*By Kevin Consolo
<http://oak.cats.ohiou.edu/~kc159103/esp/>*

Assignment Description:

The objective of this final project was to not only analyze the customer service for a local company, but to also suggest and implement improvements. By playing the role of a consultant, one of my jobs was to improve discounts and promotions for a better customer retention rate and added value to the company.

I chose to work with My Favorite Muffin, a Fortune 500 company located in Athens, Ohio. I felt that their "Muffin Day", which is currently \$1.25 a muffin, wasn't attracting enough publicity. Therefore, I decided to create a memorable promotion that would improve awareness and word-of-mouth advertising.

Art:





Hitchcock Fleming & Associates

www.teamhfa.com

Date: December 2005

Client:



Assignment Description:

This copy was written for a visually-stimulating pamphlet that was to be handed out to Dunlop's associates in their 2006 winter quarterly conference. The client wanted some inspiring words regarding new products, innovative technology, and exciting advertising to reinvigorate the employee's perception on the company's main vision and goals. This project was based on detail-oriented research and an understanding of the client's request.

Copy:

New Dealer Support

- **SP 40 TIRE CENTERS: & ROVER A/T TIRE CENTERS:**

We are proud to introduce our brand new tire centers for our SP 40 A/S™ and Rover A/T tires™. These informative display centers educate your customers on the features of the exciting new tires to maximize the product's potential. The kit comes with the new small and large centers that will be sure to assist the consumer relationships. You can order your POS at infoLink at 1-800-638-5112.

- **"ON RAMP" TAGABLE TV SPOT:**

Position your business as the tire expert in your community with Dunlop's new and exciting 2006 product line commercial. This professional-quality TV spot can be customized by adding your personal tag and store location to improve local business in the upcoming year. It is a great way to reach your market.

- **2006 DUNLOP OE FITMENT GUIDE (NEW TOOL, FIVE YEARS OF FITMENTS):**

To kick off the new year, we are introducing our newest research tool to help you serve customers in an even more efficient manner. The 2006 OE Fitment Guide includes fitments of Sport/Performance, Passenger, SUV, Truck and Winter products from 2001-2005. This easy-to-use booklet is our first step toward an all-encompassing OE tool to further educate the Dealer about the entire Dunlop product line, including our innovative products.

- **DUNLOP 2006 REVISED DATABOOK-NEW LOOK, LAYOUT AND FEATURES:**

Since Dunlop has a wide variety of fitments for several driving levels, we revised our system to better fit your needs as a Dealer. Our 2006 Databook has a new updated look that displays ALL 2006 fitments, along with sizes for the entire Dunlop product line. It highlights the tire's technology and features to provide a better understanding of the product, which will give you the confidence to effectively inform your customers.

New Direzza™ Lines/Sizes

- **DIREZZA™ GRP- STREET LEGAL**

Now you can offer the new high-performance DUNLOP DIREZZA GRP. This street-approved drag tire will satisfy your racing-inspired customers everywhere. Dunlop's DIREZZA line is the next step to reaching a wider spectrum of customers. From side streets to drag strips, Dunlop has you covered.

- **DIREZZA™ DRAG SLICK**

The DUNLOP DIREZZA DRAG SLICK is sure to generate excitement from Pro Level car drivers. This tire has the ability to handle any challenge down the track and will fulfill the customers' needs for intense performance with superior handling. Adding this specialized product will attract a whole new demographic and greatly enhance your sales catalog.

- **INFO AT WWW.DUNLOPTIRES.COM**

Get all your updated information on Dunlop's new features and product launches at www.dunloptires.com.

As you can see, Dunlop is expanding its horizons in the upcoming year. With these new-age products, we look forward to helping you accelerate on the highway of success.



Copywriting

Hitchcock Fleming & Associates

www.teamhfa.com

Date: December 2005

By Kevin Consolo

<http://oak.cats.ohiou.edu/~kc159103/esp/>

Clients:



Assignment Description:

This copy was intended to generate ideas for yellow-page advertisements for Goodyear's local retail stores. The client wanted the main headers and service headers to promote their reliable service and professional employees. After the ideas were generated, the copy was eventually sent to the art department to visually correlate with the photographs on file.

Copy:

Possible Headers:

- Any budget, any vehicle.
For quality products and service, come see a professional today!
- Reliable products, reliable service.
Come see a professional today!
- Brand name products, professional technicians.
Come see us today!

Service Headers:

- Reliable Service and Expertise.
A winning combination you can trust.
- Reliable ASE-Certified Experts.
Let our professionals take care of you.
- Reliable Professionals.
Let our experts take care of your car.

Body:

- Brand name tires like Goodyear, Dunlop, and Republic
- Wide variety of tires to fit any budget
- Offering expert service on ALL makes and models
- Nationwide warranty on parts and service
- ASE-Certified Technicians

Art:





Copywriting

University Communications and Marketing

www.ohio.edu/ucm/

Date: August 2006

By Kevin Consolo

<http://oak.cats.ohiou.edu/~kc159103/esp/>

Assignment Description:

University Communications and Marketing delivers effective promotions regarding the University. They have both internal and external audiences, including students, faculty, alumni, parents, donors, and the general public. This copy specifically focuses on prospective students in High School that are gaining interest in what Ohio University has to offer.

The assignment asked for the implementation of eleven working links into a brief paragraph that would later be displayed on the University's website. In this case, the real challenge was to incorporate these links into a catchy story that would not only grab the prospective student's attention, but also improve their perception of Ohio University.

Draft: It's time to start preparing for your college **admission**, and by choosing Ohio University, you are already starting the trend of making good decisions. **Visit** our beautiful campus and consider how you will **fund** your potential **academic home** by experiencing our unique blend of major university advantages with an intimate, caring atmosphere. Life at Ohio includes great **food** and a number of **student activities** to help foster your personal maturation outside of the classroom. Direct your **career path** towards your desired destination—travel the world and study in some of the many **education abroad** programs that Ohio has to offer. Whether it's showing your pride at **athletic events** or becoming part of our mission towards **diversity**, there's nothing like the feeling of being a bobcat. So when will Ohio be **Your Ohio**?

*Caption:
The words in
green were
the working
links to
eleven
separate
websites.*

Final Copy:

You belong at **OHIO UNIVERSITY**



If you're thinking of **applying** to Ohio University, make plans to **visit** our beautiful, historic campus. You'll experience how OHIO combines all the advantages of a large, **diverse**, research university with the intimate, caring atmosphere of a much smaller school. You'll find friendly people, and more **majors** and **student activities** than you ever thought possible. You'll see what **life at OHIO** is all about, and you'll learn what it means to have **Bobcat pride**. Explore the world of opportunities—for **financial support**, for personal growth, for **education abroad**, for the experience of a lifetime—available only at **your OHIO!**



OHIO
UNIVERSITY

Scholarships and Financial Aid • Housing and Dining • Education Abroad
Find Your Major • Athletics • Diversity • Fees and Expenses • Student Life • Your Ohio

Credits: Stacy Riley Stewart, Publications Designer

Looking for More?

Visit the Online Portfolio

@ <http://oak.cats.ohiou.edu/~kc159103/esp/>

To View:

- Business Reports (Domestic & International)***
- 30 Second Commercials***
- English Essays***
- Links to Relevant Experience***
- All of the Portfolio Pages***

or

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