Client: Crayola
Target: Mothers of young children
Description: These advertisements are made to highlight the creativity Crayola crayons allows children to have and to increase sales as well as to drive traffic to Crayola.com.

"We could learn a lot from crayons; some are sharp, some are pretty, some are dull, while others bright, some have weird names, but they all have learned to live together in the same box."

- Robert Fulghum
Author of bestseller “All I Really Need to Know I Learned in Kindergarten”
Outdoor
Billboard designed to look like the Crayola flower is growing out of the grass along side the road. This reiterates the idea of “imagine that” and the creativity Crayola crayons brings.

Magazine Advertisement
Appears in magazines such as Parents, FamilyFun, and other parenting/motherhood magazines.

“Artists are just children who refuse to put down their crayons.”
- Al Hirschfeld
American caricaturist

Imagine That
Virtual Extension

“Virtual Fridge” at Crayola.com. Moms and kids are directed to the web site for weekly drawing contests, as well as a landing place for Mom’s and families to keep children’s artwork. Options to both upload images or to draw directly on the site.
Virtual Fridge will be located in the Creative Center on crayola.com
**Client:** Bose  
**Target:** Young adults/music listeners with hectic lives looking for relaxation and serenity.  
**Description:** These advertisements highlight the product of Bose’s “QuietComfort Noise Cancelling headphones”, attracting busy commuters as an escape from the unwanted noises of city life and an amplification of the sounds they want to hear.
Examples of where the headphones might be placed in the city, in this case, Grand Central Station. This execution exemplifies how in noisy and busy places, the headphones could be a form of relief and escape.
Newspaper Advertisement
Appears in local city papers aimed at commuters, emphasizing Bose’s ability to eliminate unwanted noises or disruptions.

Destination: Work

Today’s soundtrack:
20 arguments
10 babies crying
1,543 cell phones ringing
...and that guy behind you snoring.

QuietComfort Noise Cancelling Headphones
Bringing you a quieter commute
Client: Hershey's
Target: Patron's of Hershey's and fence sitters
Description: This advertisement takes you through the decades of Hershey's, exhibiting its long-standing popularity and "humanity."

Magazine Advertisements
These historical images will appear in magazines such as Time, Life, and other iconic and nationally distributed magazines.
Was there for the first World War.
And the Second.
Was there for Einstein, Eisenhower, and Elvis. Was there for the flappers, the
hippies, the rockers...even the rappers.
Was there for Henry Ford, Farrah, and
of course, Facebook. Was there for the
first walk on the moon, the first Black
man elected President, and for the
invention of the Internet.
Been there every Valentine’s day, every
break-up, every make-up, and isn’t going
anywhere any time soon. Like a kiss
from your first love, the taste of a
Hershey’s won’t ever be forgotten.

Hershey’s - where the heart is
since 1900

Magazine Advertisements
These ads depict the timelessness of Hershey’s by
taking a journey through the history that Hershey’s has
been around for.

Was there for the Bicentennial, the Berlin Wall,
and the Brady Bunch. Was there for Malcolm,
Mickey, and of course, Madonna. Been to the
Apollo Theater, Woodstock, and the Beatles’ first
concert. Got to know the Kennedy, Wright, Jackson
and Ringling brothers. Been to Vietnam, Versailles,
and Vaudeville. Witnessed 46 Olympic Games, 19
Presidents, and the turn of the century.

Your Grandma loved it, your grandkids will too.

Hershey’s - Where the heart is
Since 1900
Client: ZIRH  
Target: Males (20-50)  
Description: This advertisement is aimed at attracting the “masculine male,” to raise brand awareness and drive sales of ZIRH products. This approach is to show men they can still be masculine and use quality skin and bath products.

**Magazine Advertisement**
This advertisement will appear in magazines such as Esquire, GQ, and other magazines with a wide male readership.

**WE HATE CLEANING. WE LOVE WATCHING SPORTS EVEN IF WE DON’T LIKE WHO’S PLAYING. WE OWN THE REMOTE CONTROL. WE LEAVE THE TOILET SEAT UP. WE GET GRUMPY WHEN WE DON’T EAT. WE NEVER ASK FOR DIRECTIONS, EVEN WHEN WE ARE LOST. WE HATE BEING WRONG. WE LOVE DRIVING CARS. FAST. WE SNORE. WE WEAR DIRTY CLOTHES. WE HATE CHICK FICKS. WE LOVE WOMEN. WE TRY TO BE STRONGER THAN OUR FRIENDS. WE COOK ON THE GRILL. WE LIKE EXPLOSIONS. WE LOVE HAVING TOOLS, EVEN IF WE DON’T USE THEM. WE NEVER WEAR PINK. NOT EVEN IN EUROPE.**

ZIRH  
It’s A Man thing.
**Client**: essie  
**Target**: Young adult to adult women  
**Description**: The idea behind this campaign is for every woman to “put on her personality.” Essie nail polishes are known for their limitless colors and creative color names. These advertisements encourage women to choose their nail polish color by picking the color and/or the color name that best suites their individual personality.

*Magazine Advertisement*

This Advertisement is designed to allow women to choose which “personality” best suites them. Once the tab is lifted, the nail polish color that matches the bottle name will be revealed.
Magazine Advertisement

These advertisements exemplify the idea of “put your personality on.”

These types of advertisements would appear in magazines such as Cosmopolitan, People, and others with a wide female readership.
Client: 1-800-flowers
Target: Young adult-adult males in a relationship
Description: This :60 second radio spot is designed to drive sales to 1-800-flowers/1-800-flowers.com for Valentine’s day flower purchasing.

:60 Second Radio Spot – 1-800-flowers

(:5 seconds - sound of beer bottles opening and one man takes a sip and places bottle back down)

Man 1: So, valentine’s day is coming up and…

Man 2: DUDE are you proposing???

Man 1: (taken back confused) no – I just don’t know what to get Sarah

Man 2: (hurried and flustered) oh thank god…. (takes a sip) Well, I don’t know, what about chocolate?

Man 1: No, she’ll cry and say I think she’s fat for assuming she wants chocolate – tried it last year

Man 2: yea, true.. what about jewelry?

Man 1: dude, I told you I’m not proposing

(Thoughtful pause, both take sips)

Man 2: women…

Man 1: women…

(Male voice over) Having trouble finding the perfect valentines day gift for that special someone? Look no further boys – 1-800-flowers has a wide assortment of bouquets, arrangements, and gifts any lady would love. Flowers say you care in a I don’t think you’re fat but I don’t want to marry you just yet kind of way. Trust us on this one guys, we know her better than you do. Call or go online to 1-800-flowers.com for a I really hope I don’t screw this one up again kind of Valentine’s Day.

Remember, we know her better than you do.
DeVito Group Client Work
Worked on campaigns for clients including:
Kiss Nails, Ricola Cough Drops, White Rock’s Sioux City Root Beer, Kozy Shack Pudding, Arch Insurance Group, El Dorado Rum and the re-branding of DeVito Group itself.

Arch Insurance Group
Arch Insurance Group creative exploration. These two examples of what was presented to the client were for both their Energy and Travel Divisions.

Aristotle, Isaac Newton, Thomas Newcomen, James Watt, Henry Ford. All were powerful men who sculpted the craft of energy into what we can insure today. Creative thinking goes a long way; Arch Insurance Group’s Worldwide Energy Division has the power to take you there.

All great explorers had a plan before they reached their destination. With Arch Insurance Group Travel and Accident Division, your plan is insured from start to finish. Arch offers protection from unforeseen events that may occur during or prior to travel, and even offers worldwide travel assistance for these unsightly matters. Arch explores all options in order to make your travel investments safe and enjoyable. Let us help your journey take flight.
First generic paragraph for all flavors:
Open up an ice-cold bottle of Sioux City and suddenly the saloon doors swing open and
you’ve returned to the Old West. Back to the days of the Pony Express, Wyatt Earp,
Calamity Jane, and bandits and gunslingers like Billy the Kid and Jesse James. Made
by one of America’s oldest beverage companies, Sioux City is filled with the history of
one of the country’s fondest time periods, and with flavorful, high quality ingredients
that will make every sip feel like you’re right back on the frontier.

Sarsaparilla:
Sioux City’s Sarsaparilla is our classic, creamy root beer. It’s been twice voted the best
root beer in America by The Root Beer Report. Hey, it’s not called “The Granddaddy of
all Root Beers” for nothing.

Diet Sarsaparilla:
Sioux City’s Diet Sarsaparilla maintains all of the same flavor of our classic, creamy
Sarsaparilla root beer, but instead is sweetened with Splenda™ for a zero calorie, zero
fat and zero carbs treat.

Cream Soda:
Sioux City’s Cream Soda is the smoothest, creamiest beverage in the entire west. Its
light and refreshing taste will keep you coming back for more.

Root Beer:
Sioux City’s Root Beer has a strong, flavorful taste, with a hint of licorice. We didn’t
create root beer, but we perfected it.

Orange Cream:
Sioux City’s Orange Cream makes you feel like a kid on a hot summers day. This bev-
erage tastes like a bite out of an old-fashioned ice cream pop.

Birch Beer:
Sioux City’s Birch Beer is so flavorsome you can taste the birch bark it came from. A
refreshing wintergreen taste makes this drink a delight for your taste buds.

Berry Berry:
Sioux City’s Berry Berry highlights a burst of berry flavors for a unique drinking experi-
ence.

Prickly Pear:
Sioux City’s Prickly Pear is light and refreshing, with a sweet and slightly spicy
“tongue-tingling” taste that you won’t be able to forget.
DeVito Group
Aided in the re-branding of DeVito Group’s Social Media Presence. Created the DeVito Group Facebook Page and wrote the FBML coding for the additional tabs on the page.
Additional Graphic Design Course Work for
The Newhouse School of Public Communications,
Syracuse University.

Magazine Advertisement
Objective was to create a magazine advertisement
for a not-for-profit organization of your choosing.

SYRACUSE
VS
BREAST CANCER

Sunday October 5, 2008
Clinton Square, Downtown Syracuse

Registration starts at
8 AM. Walk begins
at 10 AM.

every step counts
Web Site Design
The objective of this assignment was to design a web site for your not-for-profit organization.

Making Strides Against Breast Cancer
Making Strides Against Breast Cancer is a great not-for-profit organization established to help create prevention, awareness, and fight for a cure against Breast Cancer. There is no registration fee and no donation/fundraising minimum. Anyone is invited to join in this empowering walk towards a world where no person has to suffer from Breast Cancer. Find a walk near you and start making strides.

Recent News
2008 Making Strides Against Breast Cancer of Syracuse, NY raised 450,000. Thank you for your outstanding support and enthusiasm in helping us battle the fight against Breast Cancer. $194,305.62 has been raised online and there is still more time!

Hope starts with you
Magazine Spread
Objective of this project was to execute a magazine spread on a topic of interest. The focus was on layout and the understanding of Adobe InDesign

The Many Faces of Marilyn

Through his memoir, Tony Curtis shares the details of his 1984 romance with rising star, Marilyn Monroe. He reveals the “real” Marilyn before fame and fortune became the true loves of her life.

By: Tony Curtis
It was really special getting to know her then, before fame and craziness ruined her life."

Marilyn, "the queen of Hollywood glamour," photographed holding her beautiful diamond pieces. Photo courtesy of Google.

This is part of a larger conversation Americans were having about play. Parents were wrestling between two factors: the need for their children to play and the desire that time spent playing be time lost to more "productive" pursuits. Allowing children to play, according to one study, was found to be the second most important indicator of whether a child would be successful in life, after intelligence. Physical education offices had significantly reduced playtime in many schools because they didn't feel they had the time to integrate it into the curriculum. Athletes were taking the place of play in the minds of American children, and creative, unstructured free play was becoming a rare commodity. Public health officials had identified play as an important tool for social and emotional development in children, but their recommendations were not being followed. The stress on academic performance was overwhelming, and the need to prepare children for a competitive work environment was paramount. Parents were torn between what was best for their children's development and the expectations of society.

"She was learning what the public wanted, and by the end of her relationship she was beginning to talk with that, that's sexy affection that became trademarks."

Marilyn's Love Life?

Arthur Miller  John F. Kennedy  Tony Curtis  Robert F. Kennedy  Joe DiMaggio