

BRAND DEVELOPMENT



This Internet-based educational tool for Jones International™, Ltd.'s e-Education company needed to solidify its position as the premier online learning tool. The product is designed to enhance the institution's course offerings with dynamic and intuitive tool design and user-customizable options. The product is further strengthened by its ability to integrate seamlessly with an institution's existing courses, products, and services.



Jones International University™, The University of the Web™ trade event marketing brochures illustrate a comprehensive brand identity and consumer communication program targeting three separate segments of the online education market: higher-education instructors; K-12 educators; and business communication professionals. Each marketing brochure establishes a meaningful positioning statement and a tailored call-to-action that are in-tune with the lifestyles and needs of JIU's prospective users.



In building this "Out of the Box" campaign for Jones Education Company's Knowledge TV®, I was the creative link between the marketing strategist and the copywriter who brainstormed the "TV you can use" message. The campaign required an illustrative style that was "bold, vibrant, and in your face." Artwork for subway clocks, transit signage, bus kiosks, and bus tails had to be completed and ready to ship to New York and Chicago in less than a month. Design and layouts for mouse pads, media kits, video jackets and miscellaneous premium items soon followed.

MOOREportfolio

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