
Alexander Blake Heap

Advertising and Design Portfolio

Who Am I?

Originality is the grandfather of creativity. In world with so much noise and clutter, so much repetition, reposting and retweeting; nothing feels genuine anymore. I have grown up my entire life in strive to create content but most importantly copy that is inherently unique and original. This is nothing more lazy or worthless creatively than producing something that is a mirror copy; an imitation of somethings else's work. Truly effective copy has the ability to move people, influence emotion and stimulate imagination. Nuances, metaphors, subtext, context, and so many devices in the English can manipulated in countless ways. But there is only one chance to perfectly communicate your message through advertising. That opportunity should not be taken lightly. Life in the 21st century is competitive, rushed and intimidating. We could use a moment to slow down and bring us back to what makes us human. And one way to do that is communicating. Personally, I have been inspired to use the multiple natural and learned skills I have acquired over the years to effectively and creatively communicate brand traits, slogans, taglines, brands and anything to do with managing effective business and creative copy. Over the years throughout the multiple creative courses I have learned how to build a multitude of different advertisements from scratch. It has taught me how to design specific creative direction campaigns depending on the brand, consumer target or regional market. So many different things can influence how an ad is to interpreted and I believe I truly do now have the knowledge to accurately and professionally edit, create and critique creative expression through business, more specifically marketing and advertising. Constant creative adaptation, imagination, flexibility and originality are what defines me and my philosophy.

“You only get one opportunity to shape a consumer's first impression of a brand, and that opportunity shouldn't be missed or taken lightly.”

- Alex



Premier Paint

Problem

Canadian Tire is attempting to relaunch a brand in Canada and differentiate itself amongst the big competitors in the Paint Market.

Target: Millennials age 25-34, HHI \$100,000+

Strategy

Targeting millennials across Canada, our team decided to pair specific color swatches with specific dream-scape destinations. For example, the color Kelly Green was chosen to represent escaping to Ireland. The idea is to show the target consumer that they can escape to wherever they want to go, without actually leaving their home. Just by painting their personal space to that that reminds them of the specific destination.

Execution

National Campaign

Online Digital: Mobile Run of Channels, In Game Advertising, home page takeover.

OOH: interactive transit billboards.

Programs Used: Adobe Photoshop, Adobe Indesign, Microsoft PowerPoint





The Estate Show

Problem

Create a real-estate event and through marketing and advertising, create awareness and engagement with the brand so the target will go to the event.

Strategy

The target was chosen because of the abundance of demand within the GTA market for investment properties and real-estate. The colors for the theme and logo are green, blue and white. These colors represent simplicity, prosperity and unity. All the characteristics of a bountiful investment opportunities. The appeal is that it's a casual, fun day where you look at beautiful properties and the potential for said properties to be part of a portfolio. The consumer should feel relaxed and pleasant while inside the show, and we want the creative to convey that. Retirement should be stress free, relaxing and prosperous, we want our creative to convey just that.

Execution

Digital and OOH advertisements were designed and created to drum up support and attendance at a specific event in Toronto called The Estate Show. The idea is showcase multi-million dollar homes and estates around the Greater Toronto Area in an effort to create excitement and potential engagement amongst the target consumer.

Programs Used: Adobe Photoshop, Microsoft PowerPoint



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