

# Advertising Design

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REGIONAL COMPETITION

## Creative Skills



## Competition Area: Creative Skills

<b>Time</b>	<b>3 hours</b> ( <i>from start to finish</i> )
<b>Subject</b>	Logo Design and Advertisement
<b>Client</b>	Hero Nutritionals: Healthy Teddies
<b>Possible Points</b>	600 (see attached judging sheet for point breakdown)

### Background

You are an advertising designer and have just been awarded the Hero Nutritionals account. Hero made vitamin history by being the first company to put vitamins & minerals into gummy bears. It is the #1 selling children's vitamin in the industry. Concerned about the health & well-being of children the company is introducing a new line of gummy bear vitamins, *Healthy Teddies*. These gummy bear vitamins specifically serve as an energy booster and immune build up. *Healthy Teddies* 24 essential vitamins with antioxidants, electrolytes and 7 B Vitamins boost health and energy. The all-natural product is targeted towards children between ages 2-11. It is the perfect way to provide children their daily vitamins to build up their immune system; especially with many new viruses added to the flu and cold season.

*Healthy Teddies attributes:* fruity, flavorful, bold, delicious, energetic, healthy, natural and colorful

### Assignment

Conceive, design and execute a logo for *Healthy Teddies*. The required text for the logo is "Healthy Teddies". The logo design should appeal to the target consumer. The design should appeal to both female and male kids between the ages 2-11. Your logo should convey the unique attributes of the product. The logo may be full color and must not be a strictly typographic solution. It must incorporate some form of a graphic or illustration.

Second, create a full-color advertisement to promote *Healthy Teddies*. Sketch, develop and design your ad concept. Your ad should reflect the personality inherent in the concept, and should convey the unique attributes of *Healthy Teddies*. You will notice that we did not supply you with a headline. You are expected to come up with one. Also, should there be a mascot for the vitamin? A cartoon character? You decide. This is the creative portion of the competition. Be creative. Show us your absolute best ideas. Again, your design should communicate quickly and effectively. Feel free to use the imagery provided or create your own. The graphic elements provided are a starting point, and it is assumed that you will make some changes to images provided. We know what we have given you. Show us how creative you can be with it.

Before you begin work on the composition on your computer, you must complete thumbnails for this portion of the competition. You may, of course, use your computer to view the images. You will create text (a headline) for the advertisement. You should allow yourself at least ¼" margin for the live area of your ad. Your ad may have a bleed.

**You must:**

- Incorporate the logo you have created.
- Come up with a strong and unique headline supporting your concept.
- Include the following tagline: *The super vitamin gummy booster*
- Include the copy: *www.heronutritionals.com*
- Show a visual of the product shot.

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**SAVE the ad as your Contestant Number. Type set your Contestant Number in the upper right corner of the ad in 12 pt. Helvetica or equivalent. Make sure we can see/read your number.**

Keep an eye on your time **PACE YOURSELF!** The key to all of this is to finish in the time allotted.

**Color**

Full-color, CMYK

**Size**

See instructions above for logo guidelines. Ad is 7.25" x 9.25"

**Required copy**

See instructions above.

**Procedure**

1. **Read the directions.** Look over all materials and evaluation sheet.
2. Sketch 5 thumbnails EACH of the logo and ad **in proportion** and in color. Logo FIRST and Ad SECOND.
3. Develop your designs for the logo and ad in proportion and in color from your thumbnails on the computer.
4. Create a PDF of the final version of your logo BY ITSELF. It should fit within 5" x 5" box, (but it doesn't have to be square.) Save it as your computer contestant number + the word "logo". If created in Photoshop, keep the resolution 250 dpi. Type set your Contestant Number in the upper right corner of the logo in 10 pt. Helvetica or equivalent.
5. Create 1 full-size, final on the computer, which has your logo, incorporated into your advertisement.
6. Proof on the screen! You will create a PDF and save it as your contestant number + the word "Ad".

**Materials Provided**

Evaluation Sheet and Images