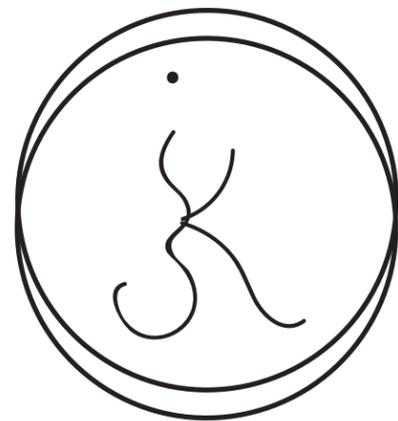


Jason Kahn



About Me

Education



- Born and raised in Queens, NY
- Associates Degree from CUNY Queensborough in Visual & Performing Arts
- Currently pursuing a Bachelor Degree in Communication Design at CUNY City Tech.
- Strong suits are advertising and rebranding.

Advertising

Jet Blue

Frolic in Fort Lauderdale

with
jetBlue!

H o t e l s a n d R e s o r t s

Hyatt Regency Pier Sixty Six Resort and Spa
Offering the very finest in amenities, service, cuisine and style. The hotel is surrounded by water and is just a charming water taxi ride to the beach.

W Fort Lauderdale
Lounging on Florida's Gold Coast and just a wave away from Millionaire's Row and private islands, W Fort Lauderdale is the perfect balance of both style and soul.

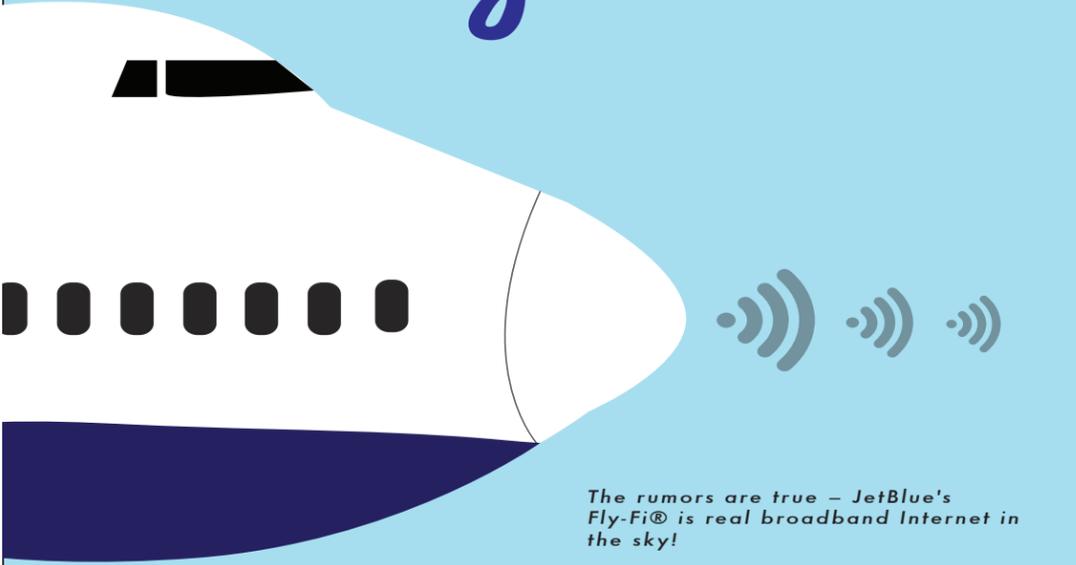
Bahia Mar Fort Lauderdale Beach
A DoubleTree by Hilton Hotel For more than half a century, seafarers and sophisticates alike have sought shelter among the 44 breathtaking, landscaped acres, superb yacht slips and charming decor that characterize Bahia Mar Beach Resort and Yachting Center.

Pelican Grand Beach Resort
Welcome to Pelican Beach, a luxury Fort Lauderdale beach resort! This hotel features the modern amenities you would expect from a Fort Lauderdale beach front resort..

Courtyard by Marriott Fort Lauderdale Beach
Immerse yourself in the blue waves of our world class beach and the sophisticated energy of the city all while staying at the new Courtyard Fort Lauderdale Beach Hotel. The newly re-opened hotel is nestled between the Atlantic Ocean and the Intracoastal Waterway.



Why fly without Fly Fi?



The rumors are true – JetBlue's Fly-Fi® is real broadband Internet in the sky!

This onboard innovation, brought to you by our partnership with LiveTV, delivers a robust online experience much like you would expect at home or work.

Only from
jetBlue

- Mostly pastel color palette that is soothing & eye pleasing.
- Headlines have are playful and fun.
- Emphasis on the benefits and perks exclusive to Jet Blue.

Advertising

Maruchan



**MORE RAMEN
PLEASE!!**
もっとラーメンしてください!



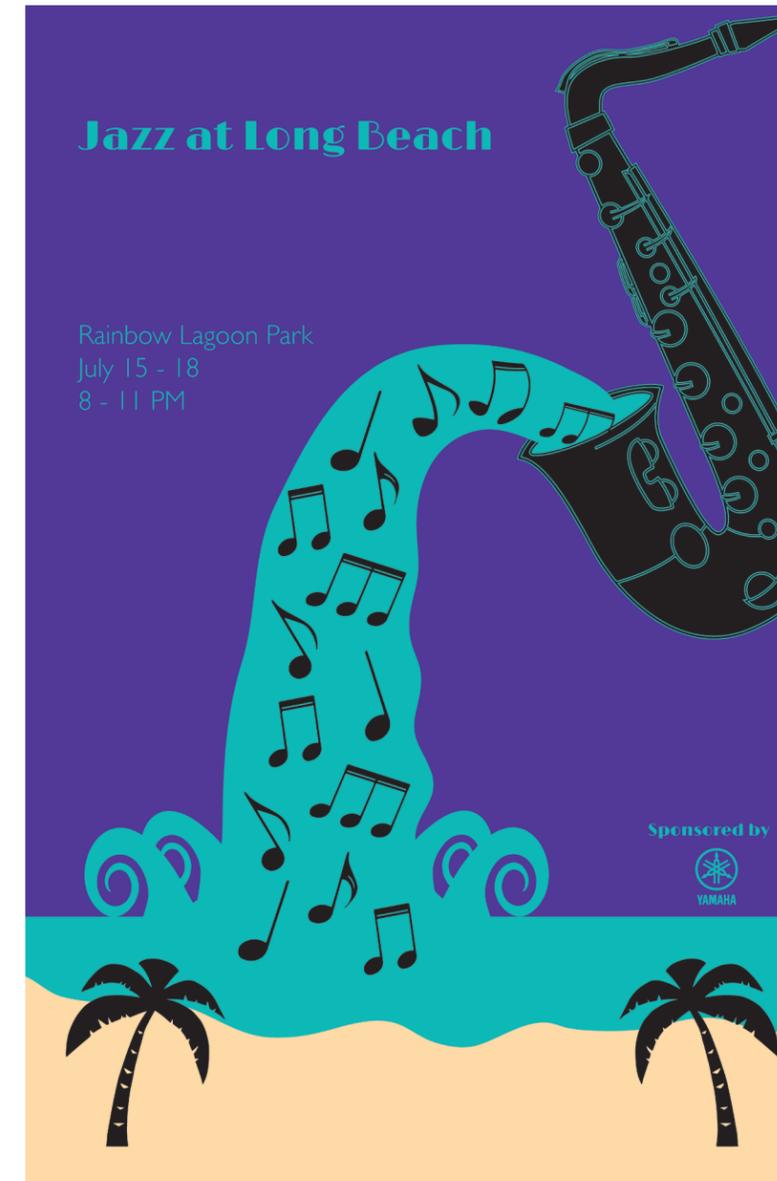
**I FEEL LIKE A
ROCKET!**
私はロケットのように感じる!



- Clean and humorous graphics to give a slightly retro feel.
- English & Japanese for international use and appeal.
- Exhibition of newly redesigned Maruchan logo/products.

Advertising

LBC Jazz



- Ads exhibit the day & night contrast of the festival.
- Warm and cool color palettes to enhance tropical vibe.
- Bouncy, vibrant beach graphics pay tribute to the city.

Branding

Myrtle Beauty



- Leaf logo emphasizes the natural ingredients of the lotion.
- To be sold in niche health and beauty retailers.
- Colors capture feelings of soothing comfort and relaxation.

Branding

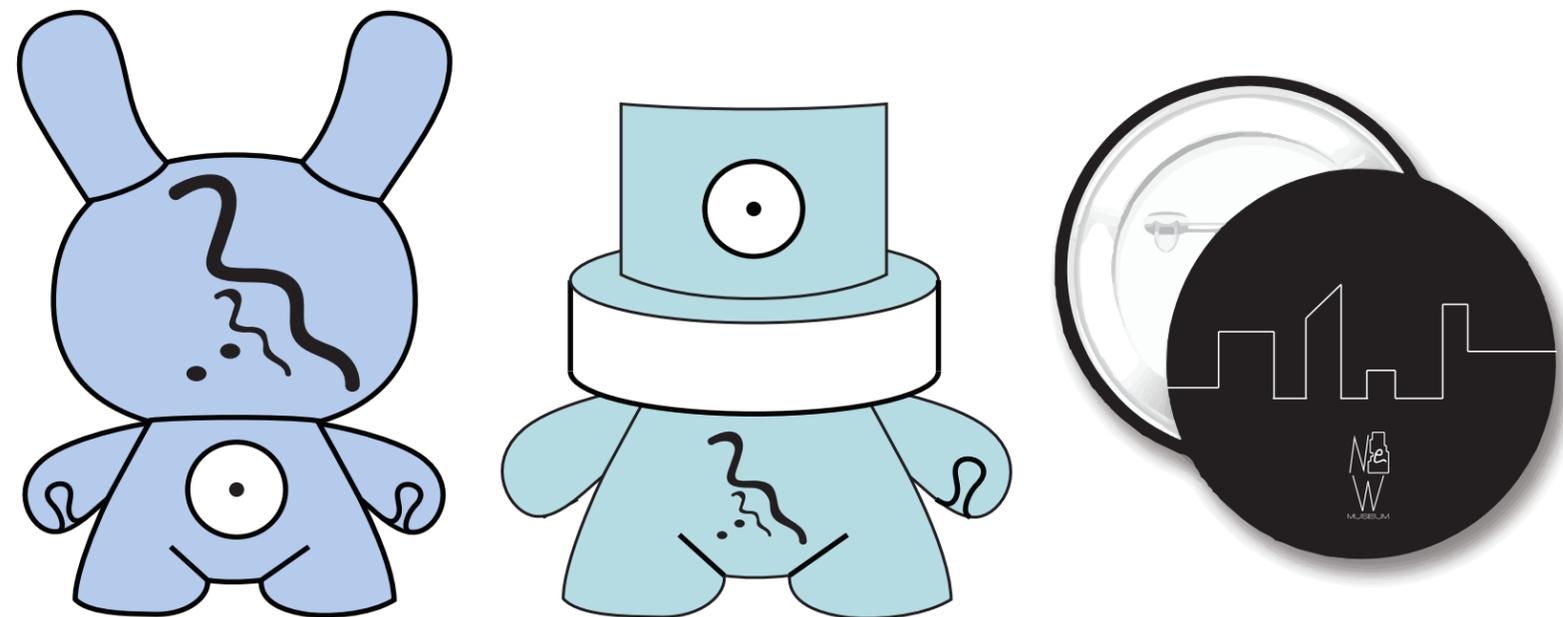
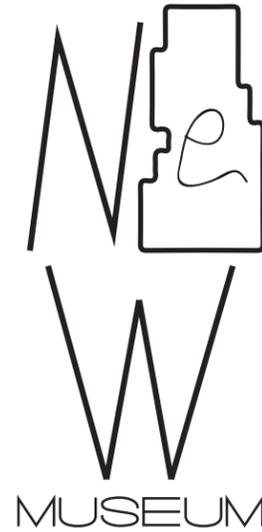
Lactaid



- New Christmas flavors to match special Lactaid bottling.
- Labels to be hung from neck of bottle like an ornament.
- Lactaid wordmark modified to match Christmas theme.

Branding

NEW



- Colors are cleaner and more subtle than the previously.
- New logo incorporates the building's structure.
- New merchandise celebrating the creativity of the L.E.S.

Branding

Robitussin



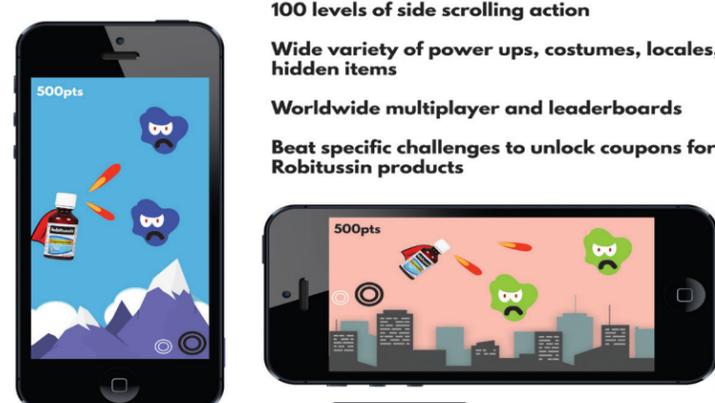
He's Got Your Back

Robitussin
Super Soothing

#robysreturn

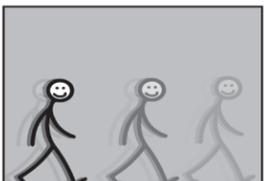
Robitussin presents **Roby's Return**
Super Soothing

- 100 levels of side scrolling action
- Wide variety of power ups, costumes, locales, and hidden items
- Worldwide multiplayer and leaderboards
- Beat specific challenges to unlock coupons for real life Robitussin products



Available on the App Store

Robitussin Super Soothing
The Hunter Gets Hunted
10 Sec. Youtube Ad

 <p>Camera pans across city skyline late one night.</p>	 <p>Shot of a young man walking home from work by himself.</p>	 <p>He turns around in surprise after hearing a creepy sound.</p>
 <p>It's a minion from Cough Gang ready to infect him.</p>	 <p>Our hero Roby emerges from the shadows, surprising the virus.</p>	 <p>Shot of the campaign hashtag along with dramatic music.</p>

- Campaign centered around the Roby superhero character.
- Media includes Youtube ad, hashtag, and game app.
- Overall theme is humorous and lighthearted for a fun twist.

Various

Logos



Various

Photo

