

CHIP FORELLI DESIGN ARMY EXHIBIT INFORMATION GRAPHICS  
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## 1 Orange Wednesday TV spot

"In February, 2009, Orange launched a campaign to remind people of its popular Orange Wednesdays offer. Starring the Wicked Witch of the West and shot documentary style, the TV spot introduces us to the Witch and her friend Vicki. We chose the Wicked Witch of the West as she's one of the most famous film baddies of all time," said Magnus Djaba, director of development and partner at Fallon. "She's someone you might not expect to have much of a social life, but through her friendship with Vicki we see that, even for baddies, films really are better with friends."

"Lonely Friends" :60

(Open on the two friends sitting on a couch)

Witch: Being wicked doesn't help. It's not been easy making friends.

(Cut to them sitting in the park. Toto look-alike barks at the Witch)

Witch (VO): Then I met Vicki. I am who I am because of Vicki.

Vicki: She's different than the other kinds of friends I've had.

(Cut to a video game. Cut to friends throwing leaves. Cut to friends with Winged Monkey)

Vicki: We just like doing stuff together. We go to the cinema a lot.

(Cut to the theater)

Manager: Always very pleasant, well-behaved.

Witch: We often go on a Wednesday. Orange does a two-for-one offer on a Wednesday. So we always go.

Vicki: We have the exact same tastes. I don't like romantic comedies and films about dirty cops.

Anncr. (VO): Any customer. Any mate. Any Wednesday. Orange.

Super: Films are better with friends. Orange. Together we can do more.

Dave Day, Fallon/Richard Flintham, Fallon/Lawrence Seftel, Fallon, creative directors; Hank Perlman, Hungry Man, director; Matt Buels, Hungry Man, producer; Gemma Knight, Fallon, agency producer; Hungry Man (New York, NY) production company; Fallon London, ad agency.

## 2 Target Book Club branding/in-store packaging

"Bookmarked is the Target book club, encouraging guests to discover and enjoy great books through the formation of individual clubs," said designer Richard Boynton. "On the success of initial branding efforts (the mark, logotype, signage, etc.), Target wanted to expand beyond the books into accessories—such

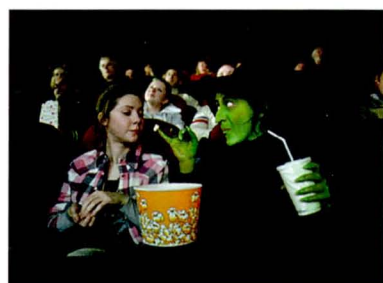
as book lights and magnifiers. The packaging system was developed to showcase the actual product in context, with straightforward diagrams on the back for instructions and use. The packages create a more compelling and engaging story than the traditional photograph of the product in-use approach and, in the case of the magnifiers, gives the consumer a literal example of its benefits. Behind each product text are tales of readers who 'with the flick of a switch' are suddenly and miraculously able to see 'the text, previously too small and dimly lit to be read.'"

Richard Boynton, designer; Richard Boynton/Jason Langer/Scott Thares, creative directors; Wink (Minneapolis, MN), design firm.

## 3 Off-Site Records Management

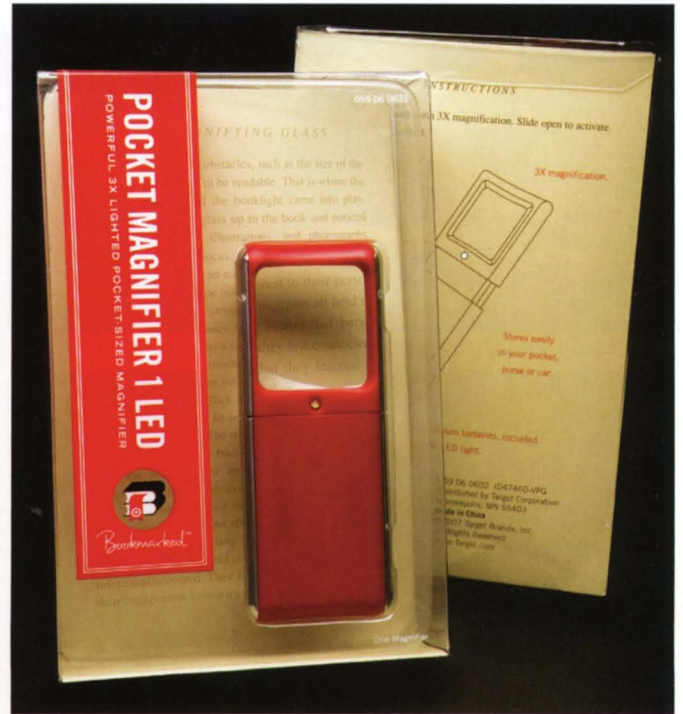
"Off-Site Records Management asked us to design the storage boxes it provides customers. As these boxes remain in the customer's offices prior to being shipped to the storage facility, the assignment provided an opportunity to transform a utilitarian object into a 'moving billboard' for the company," said creative director Earl Gee. "We used Off-Site's descriptive name as an overlapping, layered graphic to create a metaphor for customers moving their documents 'off-site,' enabling the individual boxes to form a continuous pattern when stacked. On the lid, the logo's circle of dimensional boxes symbolizes information storage and retrieval. On the bottom, the logo's six-sided shape outlines the box assembly in six simple steps. Printing flexographic on corrugated stock was challenging, but our fabricator did an excellent job of keeping the overlapping layers of ink in register. Customer response has been overwhelmingly positive, and the boxes have become an important source of revenue and new clients for Off-Site."

Earl Gee, designer/creative director/illustrator; Gee + Chung Design (San Francisco, CA), design firm.





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