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## pol•lard cre•a•tive (päl-ərd krē-āt-iv)

*n* 1 : writing services that provide the conceptualization of ideas into words and visuals across a wide variety of markets and in all forms of media 2 : author 3 : poet and philosopher  
*v* 1 : **who** Jake Pollard, president and copywriter; 2: **location**  
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**1 : biography**

Jake Pollard is President and Creative Director of Pollard Creative, Inc., providing creative concepts and copywriting in all forms of media, specializing in the integration of ideas into words and visuals for advertising and design agencies, public relations firms, and corporate clients.

Before starting Pollard Creative, Inc. in 1990, Jake worked as both copywriter and art director at Leo Burnett in Chicago and for DDB Needham in Washington, DC. He holds a Bachelor of Fine Arts degree from the University of Georgia, an Art Director's degree from the Portfolio Center, and is still proud to have achieved the rank of Eagle Scout.

Jake has served on committees for the Washington DC and Atlanta AIGA chapters creating programming and promotional tools for marketing communications and has judged shows for the Advertising Club's Addy Awards and the IABC's Golden Quill Awards. His work has won numerous national and international awards and been published in most of the major trade publications and books. His lifelong interest in philosophy and mythology is manifesting in a book he is currently writing exploring the metaphysical interpretations of The Beatles lyrics.

client:  
St. Joe Company

project  
SevenShores Newspaper  
Insert Ad Campaign



**1 : project description**

**2 : copy excerpt**

a) Newspaper ad inserts for a proposed condominium development on an island off the coast of Florida. b) The property is uniquely surrounded by seven different bodies of water. The “hidden” 7s in the visuals represent the concept of a “hidden” retreat because the development can’t be seen from the mainland.

Sheltered among the native mangroves off the western coast of Florida, a secluded retreat lies hidden from all but the sharp eyes of the gulls and osprey that hover above. Nestled in the lush, jasmine-scented landscape is an alluring waterfront resort called SevenShores—new luxury residences from the St. Joe Company. From your balcony you can sip your morning coffee and watch the day unfold. Or wander along pathways that weave around a shimmering 27-acre lake as you make your way to the community clubhouse for fitness and social activities. SevenShores awaits your discovery.

**3 : visualization**



AD 1- FRONT



AD 2- FRONT



AD BACKS

client:  
St. Joe Company

project  
SevenShores Billboards



**1 : project description**

**2 : copy excerpt**

a) An outdoor board for a Florida island condominium development; b) This billboard was part of an advertising campaign that included newspaper insert ads and a corporate brochure. Pollard Creative also wrote and produced :60, :30, and :15 radio spots, as well as creating names for the individual condo buildings.

The only copy on the billboard was one line that illustrated the seven bodies of water surrounding the property by showing three icons of possible activities "surrounded" by the word "water" repeated four times.

**3 : visualization**



## client:

St. Joe Company

## project

SevenShores  
Radio Campaign

## 1 : project description

a) 30 radiospot for SevenShores aired in the Northwest Florida market; b) The purposefully quiet nature of these spots not only presented the sanctity of the "hidden" island community but also contrasted distinctly from the typical clamor of drive-time radio.

## 2 : copy excerpt

At SevenShores you're surrounded by seven spectacular shorelines. Bask on the powder white beaches of Anna Maria Island. Cast off in your boat from the nearby marina. Or simply relax at the community clubhouse pool. Surround yourself with SevenShores.

Visit [Joe.com](http://Joe.com)— keyword SevenShores.

## 3 : visualization



SEVEN SHORES

LINK TO  
30 SECOND RADIO SPOT >>

client:

St. Joe Company

project

RiverCamps Direct Mail Campaign- 1st Mailing



1 : project description

a) A direct mail campaign consisting of 3 parts. 1- A teaser postcard directing you to, 2- A personal url website with Flash animation, 3- A follow-up die-cut mailer; b) The client hoped to get a 1% response. There were over 700 responses in the first week from the teaser postcard alone- over 400 times their expectation.

2 : copy excerpt

Printed Teaser: What's missing here? Find out at [Your Name](#). RiverCamps.com. A special retreat awaits.

PURL: Welcome Your Name. RiverCamps on Crooked Creek is a private settlement lightly placed within a large preserve of protected woodlands, marshes, creeks, and savannahs on West Bay in Northwest Florida. Everything at RiverCamps is designed to bring you closer to nature. Come see for yourself. Register to experience RiverCamps and the local area with our Camp Master as your personal guide.

3 : visualization

PRINT PURL TEASER



FLASH PURL



LANDING PAGE

[LINK TO PURL >>](#)



MID-FLASH TRANSITION



END FLASH TRANSITION

client:  
St. Joe Company

project  
RiverCamps Direct Mail  
Campaign- 2nd Mailing



**1 : project description**

**2 : copy excerpt**

a) A follow-up direct mail piece sent to recipients of the first mailer who had not registered on the personal url; b) The concept was based on René Magritte's painting *Carte Blanche* where an equestrian and her horse "blend" into a stand of trees. The sleeve was die-cut so that through the photo of a beautiful woodland, a photo of a luxury home seems to blend naturally into the surrounding forest.

For those who can see the forest for the trees. RiverCamps on Crooked Creek is a private settlement lightly placed within a large preserve of protected woodlands, marshes, creeks, and savannahs on West Bay in Northwest Florida. Here you can find total privacy. Hike along spectacular trails in this natural wildlife habitat that is home to more than a hundred species of birds. Explore the rivers and interior bays. Or enjoy shopping and delicious fresh seafood at nearby Gulf Coast beaches. Escape to RiverCamps. There's never been anything quite like it.

**3 : visualization**

DIRECT MAIL COVER WITH DIECUT REVEAL



PULL-OUT CARD REVEAL



OPEN CARD

client:  
St. Joe Company

project  
Windmark Beach Direct Mail Campaign



1 : project description | 2 : copy excerpt

a) A printed direct mail piece promoting a Florida seaside community development; b) The principal feature of the development is its thirteen miles of boardwalks and pathways for pedestrian access. An e-blast version was also created and sent to prospective homebuyers.

Whether you walk, jog, bike, or rollerblade, at WindMark Beach you're always only two feet away from the pristine white sand shoreline. Nearly 13 miles of planned interconnected walkways, boardwalks, and hard-surface paths will lead to the Village Center and a 3.5 mile public BeachWalk that will "float" above the untouched washboard dunes.

3 : visualization



client:  
Westland Printers

project  
Promotional Brochure



**1 : project description**

**2 : copy excerpt**

a) A capabilities brochure for a printer offering pre and post-production services. b) The western theme promoted the company's name and served to not only describe, but also exhibit all the services the printer could offer such as, saddle-stitching and bindery.

In every age there are pioneers who explore new territory and prepare the way for others to follow. The first settlers who ventured west faced a daunting task. An untamed, lawless land where each individual struggled to make their mark. At Westland we've made a name for ourselves through commitment to quality control. We stand behind our reputation for skilled craftsmanship, attention to detail and pride in our work. In the old days the focus was on doing one job and doing it well. Today, the real pioneers are those who can do it all. That's why we also specialize in binding and finishing methods such as saddle stitching, pocket gluing, and hand assembly.

**3 : visualization**



client:  
Callaway Gardens

project  
Southern Pine Club  
Brochure and Pocket Folder



**1 : project description**

**2 : copy excerpt**

- a) This brochure was created to “pre-sell” memberships for the real estate development of a new Conference Center, golf course, and Lodge in one of Georgia’s oldest family-owned resorts that didn’t previously have accommodations on the premises.
- b) The ‘postcard’ concept was built around Callaway’s extensive photographic library of the beautiful grounds.

How do you improve on perfection? Take 14,000 acres of pristine natural forests, crystal clear lakes, and exquisite gardens of lush native plants and exotic tropical foliage, nestled in the heart of the Appalachian foothills. Then take a bold step towards providing luxurious accommodations and exceptional service that rival the dazzling beauty of the surrounding natural landscape.

**3 : visualization**



client:  
Karla Colletto

project  
Swimwear Collection Brochure



**1 : project description**

**2 : copy excerpt**

a) A brochure for a line of women's swimwear designed so the company could combine any pages in any order and bind them together using the same sewing machines employed for creating the swimsuits. b) Since there was no way to determine what copy would appear on the opposing pages, words within words were created that made a "fashion statement" in keeping with the swimwear's whimsical design.

Sophisticated surprises, intriguing illusions, and a touch of whimsy. The unexpected use of fabric inviting you to look, to touch, to wear.

Words within words:

IMAGE in **IMAGINE**

LIVE in **BELIEVE**

TRUE in **INTRIQUE**

**3 : visualization**



client:  
National Geographic

project  
One Sheet Series



**1 : project description**

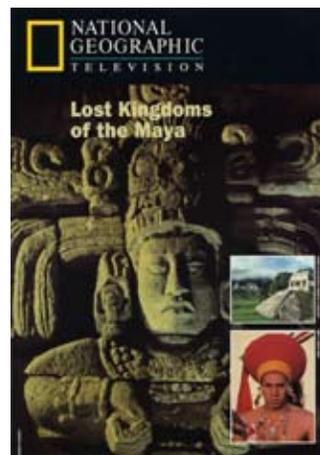
**2 : copy excerpt**

a) One of a series of one sheets that promoted National Geographic programs at a television programmers' tradeshow. b) Each sheet gives a synopsis of an episode from the Explorer TV series.

Centuries before Columbus discovered America, the jungles of Mexico and Central America were home to the Maya— a culture so advanced they had designed massive pyramids, developed amazingly accurate calendars and devised sophisticated innovations in art, astronomy, and mathematics. Then, suddenly their civilization collapsed.

For years historians have been frustrated by their inability to decipher the Mayan hieroglyphs. This program reveals the cracking of the code, shattering previously held misconceptions that the Maya were a peaceful society. Actually, their violence and need for conquest may have caused their own demise.

**3 : visualization**



client:  
Results/UNICEF

project  
Stick Up For Kids Poster



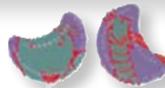
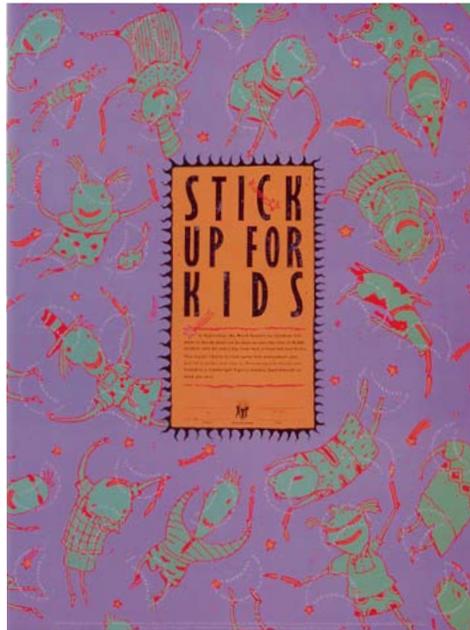
**1 : project description**

**2 : copy excerpt**

a) A poster campaign promoting the World Summit for Children meeting in Washington, D.C. and the accompanying candlelight vigil being held across the world.  
b) The poster was printed on label stock and kiss-cut so kids could peel off stickers to carry the message throughout schools and homes across America. c) The stickers were so popular we continued getting requests a year after the one-time event.

In September, the World Summit for Children will meet to decide what can be done to save the lives of 40,000 children who die every day from lack of food and healthcare. This is your chance to stick up for kids everywhere. Just peel off a sticker and wear it. Then bring your family and friends to a Candlelight Vigil on Sunday, September 23 to show you care.

**3 : visualization**



client:  
Goodrich Corporation

project  
Annual Report



**1 : project description**

**2 : copy excerpt**

- a) In preparation for this annual report for Goodrich Corporation Pollard Creative conducted 12 interviews in half a dozen time zones across the U.S. and Europe.
- b) Interviewees consisted of the Presidents and Vice Presidents of the 18 different divisions that make up the global enterprise.

Goodrich Corporation is a leading global aerospace and defense company driven by its strategic vision of creating long-term value through balanced growth. The company now has the broadest portfolio of major systems and equipment in the industry. One of the key factors fueling its growth is Goodrich's expanding presence in the defense and space markets.

**3 : visualization**



client:  
AFC

project  
Annual Report



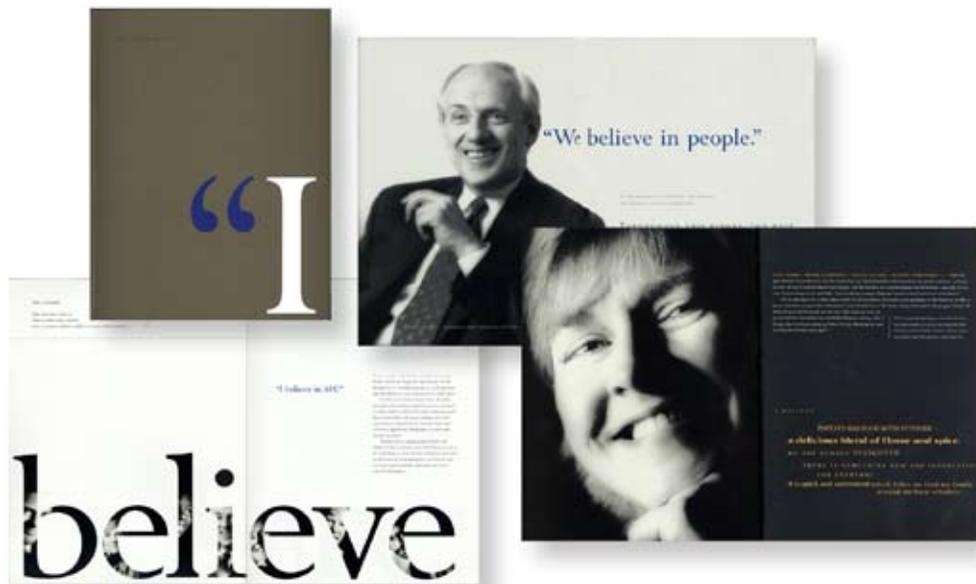
**1 : project description**

**2 : copy excerpt**

a) An annual report for the company that owned Popeye's, Church's and several other food service companies. To collect the information needed to write the report Pollard Creative interviewed the CEO, CFO, COO, Presidents of five different brands and the VP's of Communications and People Services. b) The company did not go public that year as planned so this piece became a corporate brochure instead.

At AFC, we believe in 'evolving by involving.' By involving the people in the communities we serve, we are evolving our company into an enterprise that is better suited to the challenges of tomorrow's business environment. By sharing the rewards of the company's success with employees, franchise partners, suppliers, investors and the communities in which we do business, we fulfill our obligation to them and validate their trust in us.

**3 : visualization**



client:  
Batson-Cook Company

project  
Corporate Brochure



**1 : project description**

**2 : copy excerpt**

a) This brochure was part of an extensive brand identity system created for the company's four regional offices to promote their services across the entire Southeast. b) The challenge was to give the company a consistent voice while addressing a dozen different markets whose construction requirements were not only unique for each industry, but also varied from state to state. c) The brochure won awards from Show South and the Society of Marketing Professionals.

At Batson-Cook, the foundation on which we build all our projects is the relationship we forge with each client— a relationship sustained through performance. This is how we've successfully conducted business for more than 85 years. By working together as a team, we assess our clients' needs and guarantee communication throughout the entire process, from concept to construction. On projects large or small, we have a solid history of completing jobs on schedule and on budget.

**3 : visualization**



client:  
Batson-Cook Company

project  
Recruitment Brochure  
Update



**1 : project description** | **2 : copy excerpt**

a) TAn update of the company's Recruitment brochure. The booklet also flipped over and provided ruled pages to serve as a Field Notebook;  
b) Reconceived for a Millennial audience we "built" the visual concept around a Necker Cube—an image that is both "inside" and "outside" like the company's two starting positions.

At Batson-Cook you'll have the opportunity for rapid advancement. Many of our executives began their careers as interns or project engineers. You'll find that our employees have the unique flexibility to move back and forth from field work to office work. We're also flexible at meeting the needs of university internship programs.

**3 : visualization**

FRONT COVER



"FIELD BOOK" BACK COVER



"FIELD BOOK" BLANK NOTE PAGES

client:  
Batson-Cook Company

project  
Website

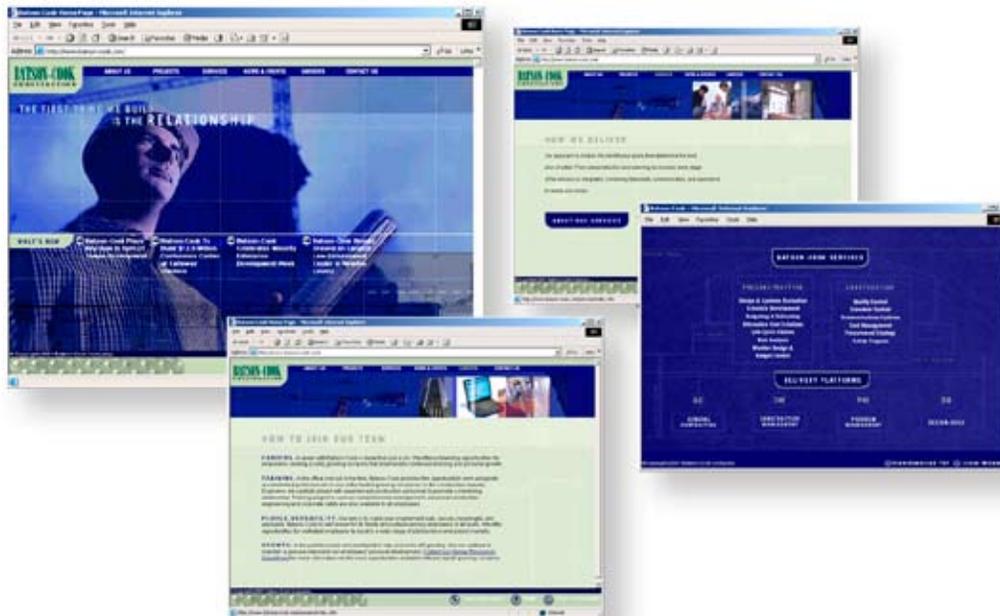


**1 : project description** | **2 : copy excerpt**

a) The website was updated to coincide with the new brand identity we created for the company. Pollard Creative worked with graphic designers and web programmers to develop the site architecture and navigation. b) The site incorporated downloadable pdf's and uploadable client managed content.

Batson-Cook began in 1915 in West Point, Georgia. Over the last century, we've met the challenges of construction projects across every major industry, making us a leader in the southeastern United States. Supported by the latest technology, our staff offers innovative cost saving solutions for a seamless construction process. Our approach is simple. We identify your goals, then determine the best plan of action. From preconstruction and planning to closeout, every stage of the process is integrated, combining teamwork, communication, and experience to realize your vision.

**3 : visualization**



client:  
Gilbert Papers

project  
Sales Presentation Kit Series



**1 : project description**

**2 : copy excerpt**

a) One of three sales presentation kits designed to showcase commercially printed samples of the company's Environmental Designer Papers. The entire kit consisted solely of recycled and recyclable materials and featured artistic "air sculpture" photography created from found natural objects.

b) This piece was featured in several design publications, including Communications Arts magazine and won local and district Addy awards.

It's sometimes easy to take for granted the beauty and artistry of the natural harmony around us. But our everyday environment is filled with nuances of extraordinary elegance. Artists recognize the inherent symmetry in nature and with their poetic touch, reveal the treasure hidden in the familiar.

**3 : visualization**



client:  
Gilbert Papers

project  
ESSE Print Guidelines  
Booklet



**1 : project description**

**2 : copy excerpt**

a) This booklet demonstrated how to get the best results from the client's paper through every possible printing process;  
b) It was so thoroughly executed and documented, it became the standard guide for designers and printers for several years.

How well will ESSE perform under demanding printing processes? To answer, we put ESSE through its paces by showing photographs and illustrations from divergent artistic styles die-cut, embossed, foil-stamped and printed in metallic, opaque and process color inks on both finishes.

**3 : visualization**



client:  
Russell Corporation

project  
Mossy Oak Apparel Fall Catalog



**1 : project description**

**2 : copy excerpt**

a) This Fall Season catalog targeted to buyers and sales reps of hunting and sports apparel offered new products and an overview of hunting garment innovations. b) It featured an adaptable format for quick revisions, catalog updates, PDF file conversions, and affordable, direct-to-plate printing.

We believe that to design the best outdoor clothing, we have to be in the woods more than anyone else. And we are. We've tested materials in every imaginable condition- from a cold, winter treestand in Northern Saskatchewan to a hot, late-spring Gould's turkey hunt in Mexico. This day-in, day-out testing has helped us develop a complete line of the best hunting garments in the field. When we say our gear keeps you comfortable, quiet, and concealed, we have ten or twelve points to prove it - hanging on the den wall.

**3 : visualization**



client:  
Russell Corporation

project  
Mossy Oak Apparel  
PowerPoint Presentation



**1 : project description**

**2 : copy excerpt**

- a) A PowerPoint presentation with a printable PDF format was also created to autolaunch from a CD-ROM mini-website.
- b) The presentation included high-resolution images of new products, fabric technology information, and a printable PDF format catalog.

When hunters aren't in deer stands they hit the magazine stands where they find over 300 million ads a year in more than 50 outdoor magazines. When hunters aren't scouting for big game, they're hunting on mossyoak.com with 10 million hits a year. And when they do hit the couch, they Watch 1 million Mossy Oak video titles they buy each year.

**3 : visualization**



client:  
NFL Players, Inc.

project  
Campaign- Ad, Direct Mail



1 : project description

2 : copy excerpt

a) A campaign for Players, Inc, a company that represents active and retired NFL stars for marketing endorsements and retail licensed products. b)The marketing pieces included a trade ad, catalog and invitation to a Superbowl party.

**What competition?** When it comes to marketing muscle you can't beat the men of professional football. By teaming with Players Inc., you'll dominate the field with the name recognition and appeal of over 1800 active and 3000 retired NFL players. Players Inc. can help you leverage your business by becoming a corporate sponsor, retail licensee, or through a host of other marketing opportunities. To find out how you can level the competition, contact us at 1-800-372-5535, or visit our web site.

3 : visualization



client:  
NFL Player's Association

project  
Superbowl Party Invitation



**1 : project description**

**2 : copy excerpt**

a) An invitation sent to NFL players and sponsoring retailers for a Super Bowl party. b) Since the Super Bowl and the NFLPA's party were in New Orleans that year, we created an invitation that became a Mardi Gras mask when opened.

**Put on Your Game Face.** National Football League Players Incorporated and U. S. West Cellular invite you to a private Super Bowl XXX Celebration. Join us and experience a taste of Super Bowl XXXI as we celebrate Mardi Gras New Orleans style.

**3 : visualization**



client:  
Thrift Savings Plan

project  
Poster Series



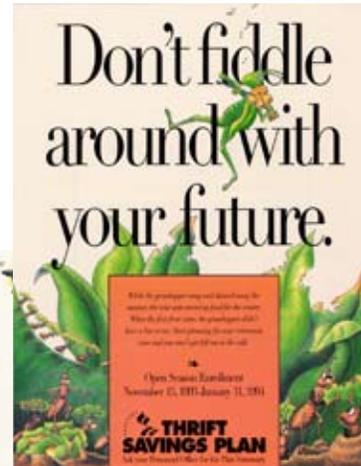
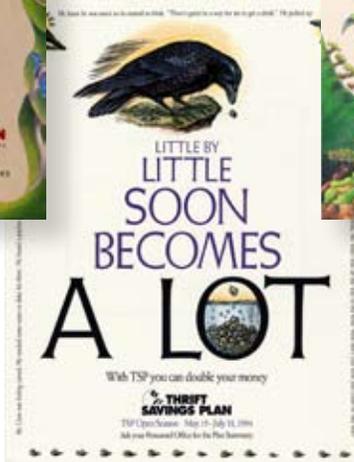
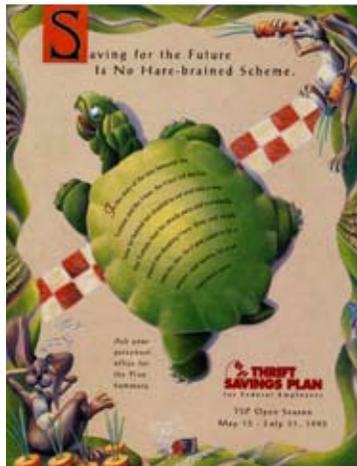
**1 : project description**

**2 : copy excerpt**

a) A series of posters done for a savings company that equally matches funds deposited by federal employees. b) Each poster featured an Aesop's fable, such as The Ants and the Grasshopper or The Tortoise and the Hare, to illustrate the value of saving for the future.

Mr. Crow was feeling cursed.  
He needed some water to slack his thirst.  
He found a pitcher that was filled halfway.  
Though his beak wouldn't reach, he didn't delay.  
He knew he was smart so he started to think,  
"There's gotta be a way for me to get a drink."  
He started picking up pebbles, one-by-one,  
Dropped them in the pitcher, and when he was done,  
The water rose all the way to the brim.  
Now don't you wish you could be like him.

**3 : visualization**



client:  
Grafik

project  
Palindrome Deck of Cards



**1 : project description**

**2 : copy excerpt**

a) This paper promotion was based on palindromes– words, numbers, or phrases that read the same backwards as forward;  
b) We designed a deck of cards– the same upside down as right side up– and created the four suits from palindromes, such as Senile Felines and Solo Gigolos. Pollard Creative invented two palindromes for the piece:

A HAM OF OMAHA  
MIRROR RIM

What better medium for our message than a paper whose name is a palindrome. ESSE™ by Gilbert. Designed for designers by designers in a rich range of grays with accent colors that relate so well, we couldn't possibly make a bad combination. So when the cards are on the table and you need a great paper for your next design, ESSE offers versatility you can bet on.

**3 : visualization**



client:  
Crowne Plaza Hotel  
& Resort

project  
Ad / Brochure Cover



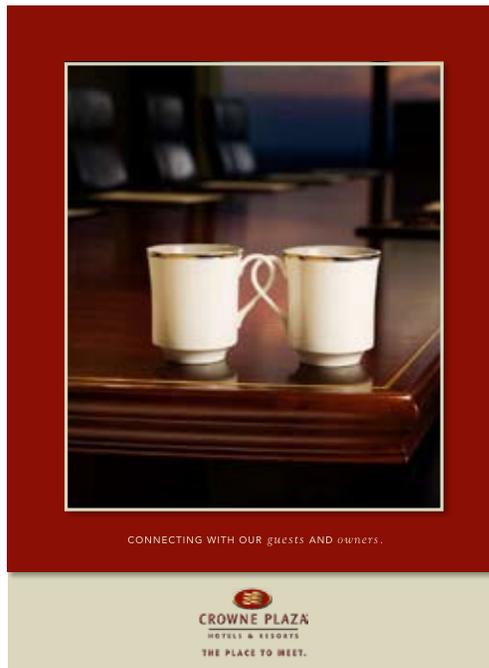
**1 : project description**

**2 : copy excerpt**

a) Crowne Plaza hotels promote themselves as “The Place to Meet<sup>SM</sup>” – specializing in managing meeting facilities and service for business travelers; b) The visual concept for this B2B ad/brochure cover exemplifies this message through a photo of two coffee cups with interlocking handles.

Crowne Plaza is renowned for our expertise in managing meetings of all sizes and in servicing the needs of business travelers. We provide a variety of opportunities to qualified investors in key cities and resort destinations in more than 40 countries, including franchise licensing, joint ventures, and management contracts for new-build and existing hotels.

**3 : visualization**



client:  
Oz Magazine

project  
Feature Article



1 : project description

2 : copy excerpt

a) An article written for an advertising business publication describing the technological advances expected in the near future and the effect they may have on the Atlanta business market. b) Interviews for the article were conducted with a half dozen business and educational leaders of the technology field in Atlanta for their view of the coming changes.

The Internet is a vast frontier, yet almost no one is sure how to harness its potential. The best advantage Atlanta has is that we have the same ability to access and explore the possibilities. Rather than wait for others to lead the way, we can implement new perspectives and new directions for the rest of the world to follow. The only hindrances to the entrepreneurial explorers of the near future are the limits of our imagination and our reluctance to work together towards the goal. Along with the convergence of technologies, we must unite in a merging of creative abilities and vision.

3 : visualization



client:  
Bank South

project  
Savosaurus Kid's  
Saving Program



**1 : project description**

**2 : copy excerpt**

- a) An activity book designed to encourage kids to start saving money. Each page of the book contained a game or a puzzle created by Pollard Creative that allowed the child to have fun while learning how to open and maintain a savings account.
- b) Kids and parents loved it but when the bank fell prey to a larger bank, the program became extinct.

Once you start you'll see that saving is smart.  
Everyone in school knows that saving is cool.  
I've been saving for millions of years.  
Follow my tracks on your search for savings.  
Open the book and begin your quest.

**3 : visualization**



client:  
BC Partners

project  
The Aramore Mixed-Use  
Development Retailers' Brochure



**1 : project description**

**2 : copy excerpt**

a) This brochure served as a direct mail and tradeshow handout, successfully positioning a small development company in direct competition with mega-companies at a Las Vegas convention. b) As part of the overall project, Pollard Creative was also responsible for creating and trademarking the Aramore name, which was derived from The Aragon Hotel and Ardmore, two Atlanta names with ties to the family that owned the land for generations before it was developed.

In the heart of Atlanta, at the center of Peachtree Road, is the future home of the city's premier mixed-use development. With its prime location, on Atlanta's main artery and unique linear presence, The Aramore will be the new focal point for the rapidly growing city's movement towards a zero commute lifestyle. It's the best of both worlds— convenient retail access and a highly desirable neighborhood. Here's your chance to get in on the ground floor.

**3 : visualization**



client:  
AIGA- Washington DC

project  
Film Night Flipbook Invitation



**1 : project description**

**2 : copy excerpt**

a) A direct mail invitation to the highly successful, sold-out annual meeting of the American Institute of Graphic Artists. Pollard Creative co-created the event including naming the event, selecting the animated films, commissioning a claymation introductory film with original music, and providing copy for the invitation, program guide, and T-shirt giveaways. b) This flipbook won local and district Addy awards and appeared in several design publications, including Communication Arts and International Design magazine.

**Head's up.** For this year's annual meeting, AIGA Washington, DC proudly presents "Films From the Fringe 2." One of the best collections of offbeat films to come out of the head of any filmmaker. From classics of the earliest cel animation to contemporary animators who belong in a cell. So join us at the Biograph Theater. It's the most fun you can have in the dark with your clothes on.

**3 : visualization**



2 : clients



**corporate**

AFC Enterprises, Inc  
Atlanta, Georgia

Applied Graphics Technology  
Washington, DC

Bank South  
Atlanta, Georgia

Batson-Cook Company  
Atlanta, Georgia

Beazer Homes  
Atlanta, Georgia

Bell South  
Atlanta, Georgia

The Becker Group  
Baltimore, Maryland

Dean Witter  
Chicago, Illinois

Eagle Bancshares  
Atlanta, Georgia

Georgia-Pacific Papers  
Atlanta, Georgia

Gilbert Papers  
Menasha, Wisconsin

Goodrich Corporation  
Charlotte, NC

HBO & Company  
Atlanta, Georgia

Humminbird  
Atlanta, Georgia

Jerzees  
Atlanta, Georgia

Karla Colletto Swimwear  
Fairfax, Virginia

Kellogg's  
Chicago, Illinois

Kraft Foods  
Chicago, Illinois

Maryland Orthopedic  
Rehabilitation  
Waldorf, Maryland

Matthew Greenwald &

Associates  
Washington, DC

Med Cross  
Macon, Georgia

McDonald's  
Chicago, Illinois

MCI Telecommunications  
Atlanta, Georgia

Nortel, Inc.  
Atlanta, Georgia

National Geographic  
Alexandria, Virginia

Neenah Papers  
Atlanta, Georgia

Nissan  
Chicago, Illinois

Norrell Staffing Services  
Atlanta, Georgia

PictureVision  
Herndon, Virginia

Randstad Staffing Services  
Atlanta, Georgia

Riggs Bank  
Washington, DC

Russell Corporation  
Atlanta, GA

SkyTel  
Washington, DC

Sterling Software  
Reston, Virginia

2000 Penn  
Washington, DC

United Airlines  
Chicago, Illinois

United Parcel Service  
Atlanta, Georgia

VISA, Inc.  
Washington, DC

The Weather Channel  
Atlanta, Georgia

Westland Printers  
Burtonsville, Maryland

Wools Of New Zealand  
Atlanta, Georgia

**organizations**

The American Red Cross  
Atlanta, Georgia

American Institute  
of Graphic Artists  
New York, New York

American Institute  
of Graphic Artists  
Washington, DC

Art Directors Club  
Washington, DC

Callaway Gardens  
Pine Mountain, GA

Co-Op America  
Washington, DC

Creative Circus  
Atlanta, Georgia

Institute of Museum  
and Library Services  
Washington, DC

League of  
Conservation Voters  
Washington, DC

National Football League  
Players Association  
Washington, DC

National Institutes of Health  
Bethesda, Maryland

National Wildlife  
Federation  
Washington, DC

Results/Unicef  
Washington, DC

Thrift Savings Plan  
Washington, DC

U.S. Postal Service  
Washington, DC

**creative-advertising**

Leo Burnett  
Chicago, IL

Chiat-Day  
Reston, VA

DDB Needham  
Washington DC

Ketchum  
Washington DC

Match, Inc.  
Atlanta GA

Brain Surgery, LLC  
Atlanta GA

**creative-design**

Copeland Hirthler  
Atlanta, GA

Wages Design  
Atlanta, GA

EM2  
Atlanta, GA

Bass Designs, Inc.  
Atlanta, GA

Crawford Micus  
Atlanta GA

Grafik Communications  
Washington DC

Ethyl Kessler Design  
Washington DC

Franek Design  
Washington DC

Invisions  
Washington DC

Beth Singer Design  
Washington DC

**3 : awards**



**Show South**

- Award 1996, Silver
- Award 1996, Certificate of Merit

**Society of Marketing Professional Services**

- Award 2002, Marketing Communications
- Award 2001, Marketing Communications

**American Advertising Federation**

- Award 1996, 27th District, Citation of Excellence
- Award 1996, Washington DC, Addy
- Award 1996, Atlanta, Addy
- Award 1993, National Citation of Excellence
- Award 1993, 2nd District Citation of Excellence
- Award 1993, Washington DC, Addy
- Award 1993, Washington DC, Addy
- Award 1992, National Citation of Excellence
- Award 1992, 2nd District Citation of Excellence
- Award 1992, Washington DC, Addy

**ID International Design**

- Inclusion 1993, Design Annual

**Art Directors Club of Washington DC**

- Award 1996, Judge's Special Recognition
- Award 1996, Certificate of Excellence
- Award 1996, Certificate of Excellence
- Award 1995, Certificate of Excellence
- Award 1995, Silver Award
- Award 1993, Certificate of Excellence
- Award 1995, Certificate of Excellence
- Award 1991, Silver Award
- Award 1991, Certificate of Excellence

**HOW design**

- Inclusion 1996 Self Promotion Design Annual
- Inclusion 1991 Special Recognition, Self Promotion Design Annual

**Northlight Books**

- Inclusion 1998, Fresh Ideas in Invitations, Posters, & Announcements
- Inclusion 1997, Complete Guide to Eco-Friendly Design
- Inclusion 1996, Graphic Design Using Non-Traditional Materials
- Inclusion 1996, Fresh Ideas in Promotion 2
- Inclusion 1994, Fresh Ideas in Promotion

**Communication Arts**

- Inclusion 1998 March/April Issue
- Inclusion 1993 Design Annual
- Inclusion 1992 Design Annual

**Graphis**

- Inclusion 1995 Brochures 2 Annual Book

**Print Regional Design Annual**

- Inclusion 1993, Design Annual
- Inclusion 1992, Design Annual
- Inclusion 1991, Design Annual

**Promo 2**

- Inclusion 1993 Annual Design Book
- Inclusion 1993 Annual Design Book
- Inclusion 1993 Annual Design Book

**Rockport Books**

- Inclusion 1997, The Best Invitation, Card and Announcement Design
- Inclusion 1996, The Best of Brochures 3
- Inclusion 1995, Creative Direct Mail Design
- Inclusion 1994, The Best of Brochures 2

**Type Director's Club**

- Inclusion 1993, Typography Design 14

**American Institute of Graphic Arts**

- Award 1993, AIGA Washington, DC Top Fifty Exhibition
- Award 1993, AIGA Baltimore, Maryland Top Fifty Exhibition
- Inclusion 1992, AIGA USA Design Annual
- Inclusion 1992, AIGA Design Annual, Feature: Entertainment Graphics
- Award 1992, AIGA Baltimore, Maryland Top Fifty Exhibition
- Award 1992, AIGA Baltimore, Maryland Top Fifty Exhibition
- Inclusion 1990, AIGA USA Design Annual
- Inclusion 1990, AIGA Design Annual, Features: Designing for Children

**International Graphics Arts**

- Award 1992, Best of Category

**Printing Industry of America**

- Award 1993, Best of Category



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**pol·lard cre·a·tive** (päl-ərd krē-āt-iv)

*n* 1 : writing services that provide the conceptualization of ideas into words and visuals across a wide variety of markets and in all forms of media 2 : author 3 : poet and philosopher