

# Creative MAKEOVER

From business card  
to **BILLBOARD**!

***A local scrap metal company gets an ad agency-style upgrade.***

This client, a local scrap metal dealer, provided his business card and a directional.



## ISSUES:

- ✗ Visually unappealing, copious white space
- ✗ The primary selling point ends up being minimized
- ✗ The directional information is too long for a quick read

## SOLUTIONS:

- ✓ A clever visual was devised.
- ✓ The light colored imagery on the dark background gives the sign visual heft.
- ✓ Gave a professional appeal to a type of business that may not necessarily be perceived that way.
- ✓ The directional was made simpler but will still be familiar to local drivers.



*Effective outdoor design requires an understanding of the outdoor medium. Outdoor is consumed differently than other types of advertising, and must be adapted for use in the out-of-home environment.*

***Let our experienced graphic design team help make your ad more outdoor savvy!***