

MIKE COBB CREATIVE

Creative
Marketing
Communications
& Design



COMMERCIAL

Macara Garden Apartments — MCC created an appealing new image reflecting the quality of the outstanding apartment complex. The materials we created included a new brochure, a complete business system, and a web site in two versions ... one targeted to meet Google's new emphasis on mobile-friendly web sites.



Insurance by Castle — MCC has prepared a wide variety of marketing materials for Insurance by Castle, including a **Catalog**, general **Brochure** with **Inserts**, multiple targeted **Direct Mailers**, special promotional **Flyers**, a **web site**, and more. The President of the firm credited these materials with contributing to a very significant increase in business.





COMMERCIAL

page 2



Sootheze — MCC supported the re-launch of this unique consumer products company, active in a variety of markets including gifts and leisure, spas and personal care, and health care. As part of an aggressive marketing program, we created a new image, a variety of market-specific literature, catalogs for wholesalers and retailers, extensive trade advertising, product tags, packaging labels, banners, and more. Our work included: **Logo** ... representing products that provide both heat and cold therapy ... using a combination of warm and cool colors the logo graphic that suggests the soothing vapors of the products. **Business System** ... this out the design theme, including special touches like water marked 'flames' and a representative product photo on the back of the business card together with a short 'how it works/benefits' statement. **Sales Literature** ... we created a series of market-specific marketing materials for Sootheze, including colorful retail brochures targeted to various markets (spas, seniors, etc). **Catalog** ... a price list catalog was specially designed for wholesale distributors, providing a complete presentation of all products, including fabric choices, together with pricing. **Product Tags** ... attractive new product tags were designed to make them more appealing when displayed in gift shops, spas, and other outlets ... a brief description of the benefit was included on each tag.



Jackson Square Gallery — Our work for the gallery of this talented sculptress was artistic, to properly reflect the subject. **Logo/Business System** ... The Jackson Square logo used a reproduction of a sculpture by the artist for which she also was the model, The elegant business system featured a card with a clean, simple cover that opened to provide the contact information. **Brochure** ... the Jackson Square brochure used attractive photographs in an elegant setting to focus on the beautiful sculpture of the artist.