

MIKE COBB CREATIVE

Creative
Marketing
Communications
& Design



ADVERTISING



The Little Match Girl Opera — a series of ads in national and international opera and other publications, including French and German versions, were used to promote the highly successful Paris debut of this unique musical event.



Vita — a number of full color ads with the theme "When only the best will do" were designed and produced for Vita, a prestigious firm in the employee benefits field.



Silicon Valley Performance — this ad was placed directly appeal to Alfa Romeo car owners by a shop specializing in that marque. We also designed the SVP logo.

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Palo Alto is being transformed.
But not in ways that residents want.

Horrible traffic congestion. Urban sprawl out of character with the community. Commercial parking in our neighborhoods. Closed door deals with special interests.

As a Councilmember, I will be dedicated to securing Palo Alto's future as a livable, residential community with exceptional services and outstanding schools.
— Eric Filseth

Endorsed by
Daily Post

Eric was one of the best educated and most capable executives we had — the right balance of strategic thinking and action.
— Chuck Young, Director of Engineering, Caltrans District 5

Eric is the real deal — a capable manager with a clear vision for a livable community.
— Greg Street, City Councilmember

...and former Mayor, Vice Mayor, councilmembers, community leaders, and concerned residents from neighborhoods throughout Palo Alto.

Eric FILSETH
Palo Alto City Council

Eric Filseth for Palo Alto City Council 2014
www.ericfilseth.com
eric@ericfilseth.com

- BS Electrical Engineering, Stanford University
- 27 years semiconductor industry experience
- Former CEO / Corporate Vice President
- Absolutely for neighborhood quality

On November 4th, vote for Eric Filseth to help restore Palo Alto's sense of community.

Filseth Council Campaign — a series of hard hitting, issue-oriented newspaper ads contributed to the successful election to the Palo Alto City Council of candidate Eric Filseth. We also provided the campaign logo and brochure, and consulted on campaign strategy.

The IRS doesn't make your taxes easy.

IRS

Missed deductions
Applied taxes on errors
Complex questions
Audit risks
Time wasted
Penalties for filing late
Bureaucratic red tape
More IRS rules and regulations

We do.

For more than 20 years, Morton & Associates has been providing expert professional tax preparation services to the Peninsula, Silicon Valley, and throughout the state. Our extensive experience, thorough knowledge of the rules, and highly personal service make our tax preparation easy. Well, so easy in fact we can even do it.

Morton & Associates
CERTIFIED PUBLIC ACCOUNTANTS
We care so much about your tax returns we give you a gift.

800.522.6866 www.mortona.com

Congratulations on and thank you for 100 years of musical excellence and enjoyment for the community.

Morton & Associates
CERTIFIED PUBLIC ACCOUNTANTS

Palo Alto, CA 94303.800 800mortona.com

Morton & Associates — ads for this respected local accounting firm have ranged from business development to public service messages.

The weather information you need today—for a safe, efficient voyage tomorrow.

With powerful, accurate forecasts we have created the most powerful weather and sailing tool for the most important voyage of all.

The key to a safe, efficient voyage at sea is knowing the weather along the way. AW's Advanced Weather Routing System provides a ship's master with the best, most reliable current and projected weather information available — so real time. The operation is providing very high quality ship weather routing service. Our team of elite meteorologists, oceanographers, and expert navigators, experienced in the field, has developed a suite of programs specifically designed for marine applications. Widely used for shipping vessels of all sizes, from commercial shipping to pleasure boats, our services are proven by performance. Without prior weather routing application — get facts, answers, total services, in a current installation — AW's... *"...the best..."*

AW **APPLIED WEATHER TECHNOLOGY**
U.S. 1-800-739-5342 • Fax: 1-408-739-5333
St. 6201010 • www.appliedweather.com
email: info@appliedweather.com

Advanced Weather Technology — in addition to ads for this innovative technology company, we also provided their logo and marketing brochures.

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ADVERTISING

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Boost the capabilities of your network with Canary ...

Simple CWDM access without high costs & complexity:
Active CWDM converters, optical multiplexers, and add/drop multiplexers (OADMs) ... don't add fiber, force your existing fiber bandwidth to do more.


Power over Ethernet for SMBs:
Midspan power injectors with UTP CWDM and single-fiber connections ... plus PoE converters delivering remote, out-of-free UTP and Fiber connections.

Protocol-agnostic, Multi-rate Transponders add transmission flexibility:
Supports 100 Mb to 2.7 Gigabit data-rate full 3D connections using a choice of pluggable optics.

... added value for networking professionals worldwide.

Including: excellent product performance; on-time delivery; timely, dependable service; and competitive prices. From economical CWDM deployment to Power over Ethernet, Canary will energize your network.

(408) 465.2277 www.canarycom.com



Canary Communications — one of a series of ads in several national publications promoting a specialized line of electronic equipment. The graphics were designed to give the ads a distinctive look that would stand out in publications with numerous more conventional technology ads.

We'll take you there.

• Vacation planning
• Corporate travel
• Event management

Travel Services Representative

Meridian World Travel

Meridian World Travel
800. 328.2030
100 S. San Antonio, Ste. 100, San Antonio, TX 78205

650.328.2030

Meridian World Travel — the use of a blended array of attractive vacation destinations draw the eye to these ads ... and "We'll take you there." is a simple, direct statement of Meridian's service.

Leannah Hunt & Laurel Hunt Robinson — we send our very best wishes to everyone in the community for ...

... a joy-filled Holiday Season, and good health and happiness in the New Year.

The season is a special time to celebrate friends and our community holiday traditions. It's a time to give thanks for the love and support we have given to each other and to the opportunity to be of service during the year. We are privileged to be part of this wonderful community, and look forward to being of service to you in the new year ahead. Happy Holidays!

Leannah Hunt
International President's Premier Agent
650.752.0730 • 650.327.1007 • lhunt@hcrvocal.com

Laurel Hunt Robinson
650.752.0730 • 650.327.1007 • lhunt@hcrvocal.com

www.leannahhunt.com

Real estate agents — this eye-catching Holiday ad for the mother / daughter team of Leannah Hunt and Laurel Hunt Robinson was an attractive seasonal greeting to an audience in a strong residential real estate market where the persona of the agent(s) is a important draw.