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Art Of Glass

By Scott Tillitt

JANUARY 08, 2008 -- While not as iconic a symbol of island life as a ship in a bottle, a campaign launching this month from agency BVK for The Beaches of Fort Myers and Sanibel, Florida cleverly combines copy with postcard scenes that are bottled up (so to speak). It's what an ad campaign should be: a strong creative idea competently executed.

The campaign interprets the slogan "Florida's Unspoiled Island Sanctuary," a line that was written after extensive research, says Connie Casdia, senior art director in BVK's Fort Myers office. The five ad executions target different audiences. Each has a different "bottle," scene, and headline: a light bulb covering the nature/couple market ("You are a source of renewable energy"), a wine bottle for the nature/fishing audience ("What will your message in a bottle be?"), a coffee pot for the beach/couple market ("Start your day with something more stimulating"), a snow globe aimed at families ("Memories like this don't exist on a shelf"), and a mason jar of all things for the romantic folks ("Capture the moment").



Different photographers shot the two image elements in each ad. Jeff Selzer in Milwaukee did the objects (the light bulb and coffee pot and such) and worked closely with another senior art director, Scott Krahn in the BVK Milwaukee office. The postproduction house Hac Job worked on the digital compositing and retouching.

Jason Lindsey of Champaign, Ill. — whom Casdia and Krahn had worked with before — and his first assistant, Talia Rogers, together shot the scenes on location. Planning the shoot around two photographers is something Lindsey increasingly does for clients, as it allows for more flexibility and options, he says. "I always have more ideas than time to shoot them, so we would plan my shots and options for Talia to shoot with each setup. When you have short times of good light you double the time available. It has become standard procedure for us when we do night shots because you only have a 15-minute window of good light."

The campaign is running in magazines ranging from *O* to *Sierra* to *Budget Travel* and includes full spreads, a 2/3 spread unit featuring local hotel partners, and two-sided pre-printed inserts, and travel directories. Outdoor should sprout up around Florida in March.