



pol•lard cre•a•tive (pāl-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 : copy excerpt | 2 : visualization

SevenShores
A hidden island retreat embraced by seven shorelines



AD INSERT 1

client:
St. Joe Company

project
SevenShores Newspaper
Insert Ad Campaign



1 : visualization



AD INSERT 2



AD INSERT BACK

client:
St. Joe Company

project
SevenShores Newspaper
Insert Ad Campaign

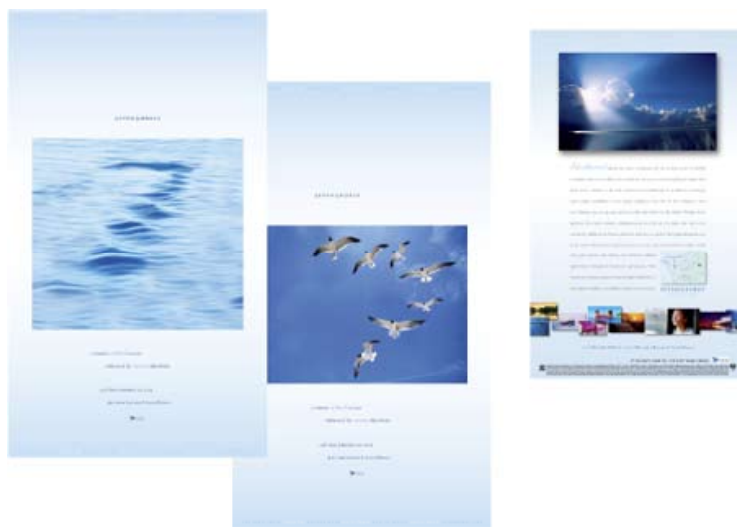
1 : project description | 2 : copy excerpt

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.

Headline: SevenShores. A hidden island retreat embraced by seven shorelines

Copy : 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.



client:

St. Joe Company

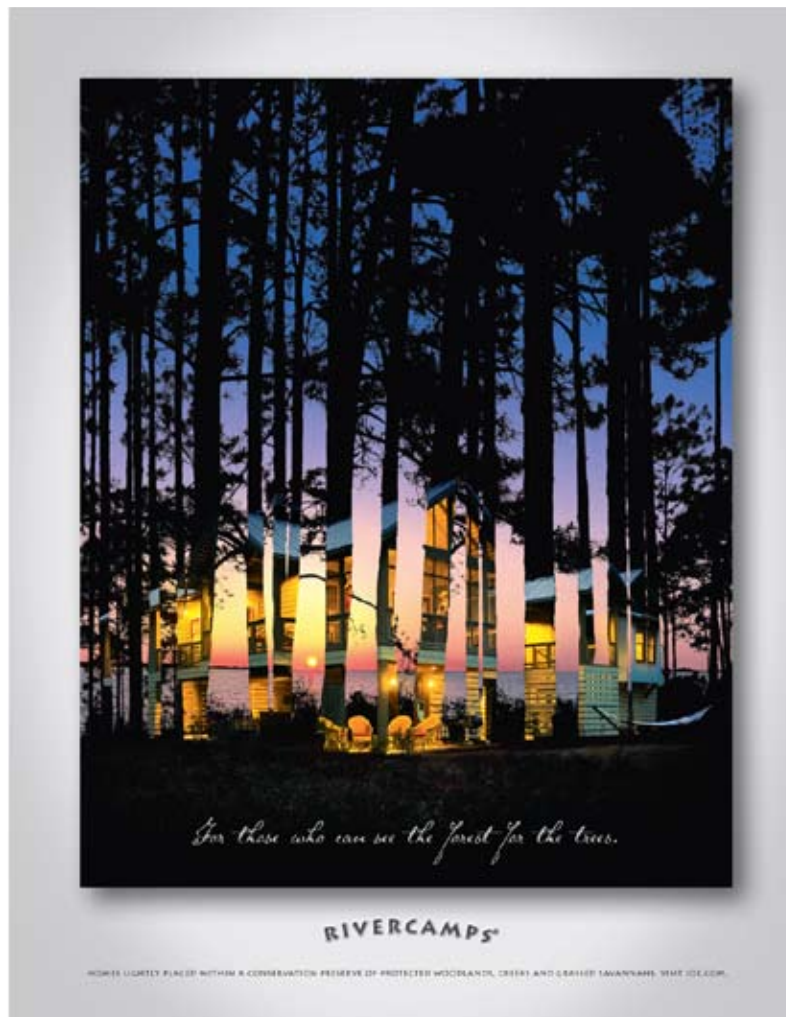
project

RiverCamps Campaign
Ad Poster

1 : copy excerpt

2 : visualization

Ad/Poster: For those who can see the forest for the tress.
Homes lightly placed within a conservation preserve of
protected woodlands, creeks and grassed savannahs.
Visit JOE.com.



client:

St. Joe Company

project

RiverCamps Direct Mail 1
Print Teaser



1 : copy excerpt

2 : visualization

Printed PURL Teaser: What's missing here? Find out at Your Name. RiverCamps.com. A special retreat awaits.



client:

St. Joe Company

project

RiverCamps Direct Mail
Campaign- 1st Mailing



1 : copy excerpt

2 : visualization

Flash 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 guides.

[Link to PURL >](#)

LANDING
PAGE



MID-FLASH TRANSITION



END FLASH TRANSITION

client:
St. Joe Company

project
RiverCamps Direct Mail
Campaign- 2nd Mailing



1 : copy excerpt | 2 : visualization

Die-Cut Direct Mail



DIECUT
REVEAL



PULL-OUT
CARD REVEAL



OPEN CARD

client:

St. Joe Company

project

RiverCamps Direct Mail Campaign

1 : copy excerpt

2 : visualization

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.

Die-Cut Mailer: 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.



client:
AIGA- Washington DC

project
Film Night Flipbook Invitation



1 : visualization

Flipbook Moving Message: Presenting...
AIGA Films from the Fringe 2.



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.



client:
NFL Player's Association

project
Superbowl Party Invitation



1 : copy excerpt | 2 : visualization

Put on Your Game Face.



client:
NFL Player's Association

project
Superbowl Party Invitation

1 : copy excerpt

2 : visualization

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.



client:
Gilbert Papers

project
ESSE Print Guidelines
Booklet



1 : copy excerpt

2 : visualization

Questions? Answered!

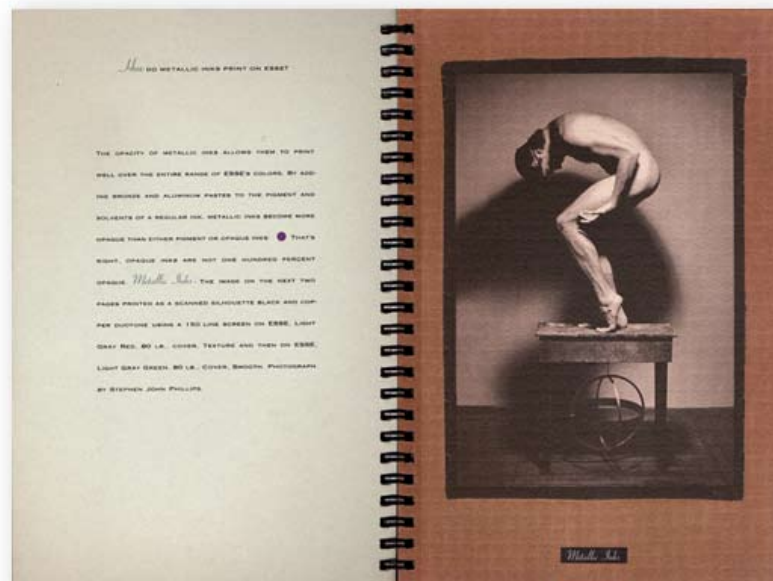


client:
Gilbert Papers

project
ESSE Print Guidelines
Booklet

1 : copy excerpt

2 : 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.



client:
Gilbert Papers

project
Sales Presentation Kit Series

1 : copy excerpt | 2 : visualization

To see a world in a grain of sand
And a heaven in a wildflower
Hold infinity in the palm of your hand
And eternity in an hour

- William Blake



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.

Inside Vellum Wrap: 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.



client:
Grafik

project
Palindrome Deck of Cards

1 : copy excerpt | 2 : visualization

A time to look back at past accomplishments and forward to what the future may bring. To learn from achievements as well as disappointments and apply that knowledge to the days ahead. We offer you this deck of cards so you can deal yourself a great New Year.



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 possible 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.



client:
Crowne Plaza Hotels
& Resorts

project
Ad / Brochure Cover



1 : copy excerpt | 2 : visualization

Connecting with our guests and owners.



CONNECTING WITH OUR *guests* AND *owners*.


CROWNE PLAZA
HOTELS & RESORTS
THE PLACE TO MEET.

client:

Crowne Plaza Hotels
& Resorts

project

Ad / Brochure Cover

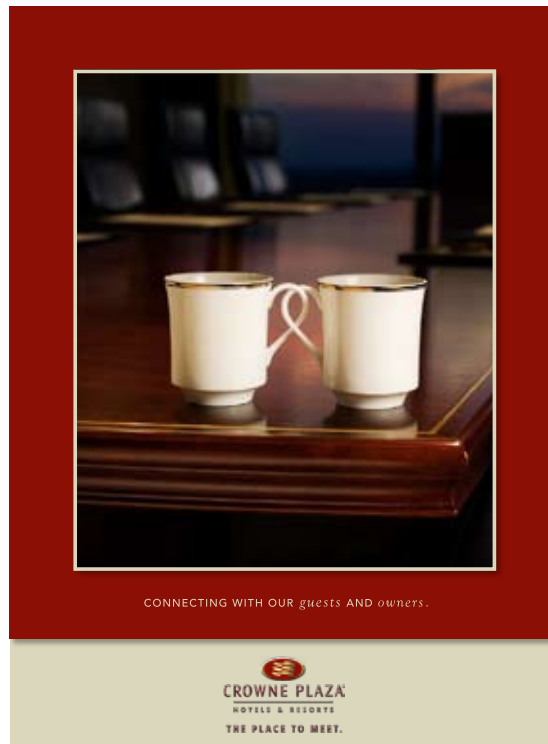


1 : project description

2 : copy excerpt

a) Crowne Plaza hotels promote themselves as "The Place to MeetSM" – 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.



client:
Batson-Cook Company

project
Recruitment Brochure
Update

1 : copy excerpt | 2 : visualization

Know Construction. Inside and Out.

The education you've received is invaluable. But it's only half the education.

The other half is experience. Working alongside accomplished professionals you'll learn the ins and outs of the construction business that only hands-on experience can teach.



client:
Batson-Cook Company

project
Recruitment Brochure
Update



1 : copy excerpt | 2 : visualization



“FIELD BOOK”
BACK COVER

“FIELD BOOK”
BLANK NOTE PAGES

client:
Batson-Cook Company

project
Recruitment Brochure
Update

1 : copy excerpt | 2 : visualization

a) An 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.



client:
Results/UNICEF

project
Stick Up For Kids Poster

1 : visualization

Poster: Stick Up For Kids

Sticker: Stick Up For Kids at the
Candlelight Vigil, September 23rd.



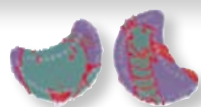
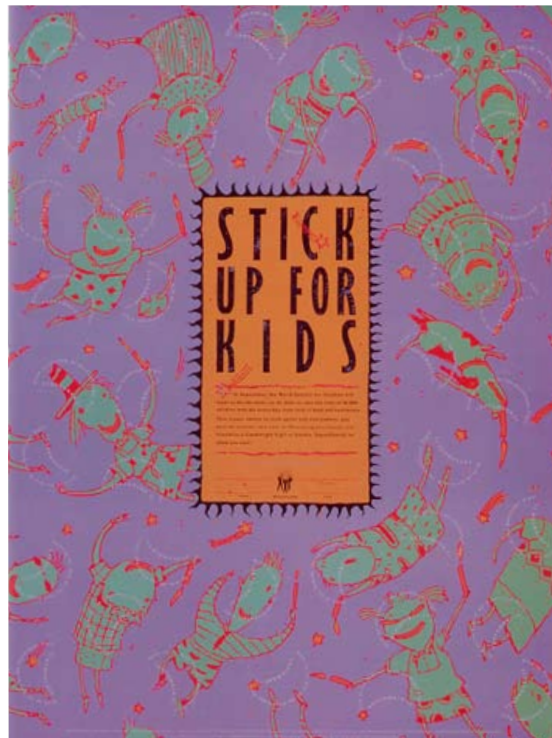
client:
Results/UNICEF

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.



REMOVABLE STICKERS

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
Reston, VA

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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