



## National Honey Board National Honey Month PR Campaign

### PROJECT

Teaser Postcards for National Honey Board  
Flip Book for National Honey Month

### CLIENT

National Honey Board

### TARGET AUDIENCE

Media

### SITUATION

Needed an annual promotion for honey month that was used as a direct mail piece sent to the media outlets. It was used as a call to action, asking for the recipient to call the National Honey Board, director of public relations. Parameters of the projects: adhere to tight budget constraints and get national media attention

### SOLUTION

YEAR ONE: Created three full color postcards to be mailed out in a series over three consecutive weeks, one postcard a week. Side one included the honey bear dressed in appropriate clothes for the vacation spot portrayed in the background. Searched for clothes and background pictures to be used. Side two included a handwritten note from the honey bear about his travels and about National Honey Month. The postcard campaign won two awards, the **Denver Business Marketing Association, Award for Public Relations Campaign and American Corporate Identity, Award of Merit**. The success of this project led to the client's question "How will you top this next year, Jennifer?"

YEAR TWO: The theme for the next year, conceptualized by The National Honey Board, was "The Magic of Honey". Created a black & white flip book with visual appeal. Simple, yet fun, the compact 2 1/4" x 3 1/2" design was cost effective and easy to handle. The flip book was created with the honey bear magically changing as the pages were flipped. With the added cost of this design concept and a very low budget, we created the book in black and white and inserted the call to action in the back printed on a bright yellow paper.

### DESIGNER'S ROLE

With supportive staff, the postcard concept was a team collaboration. I was responsible for conceptual design and configuration of the flip book, including illustrations, layout, managing photo shoots, copywriting, and for all aspects of printing and production.

