

Straight to the heart of it.<sup>SM</sup>



# SALES BROCHURES



**Client:** Esperanza at Pinnacle Peak, Scottsdale/Creative on Call, Inc.

**Challenge:** Break through to the hard-to-reach and even harder-to-impress ultra-rich individuals who could afford these very exclusive, and extremely expensive, Arizona estate lots.

**Solution:** Rather than create just another brochure for this unusual real estate offering, we designed a hardcover coffee table book. It juxtaposes the client's color photography of the desert with the black and white look of American photographic masters. Combined with our simple, elegant logo and stationery, this campaign helped generate offers on 40% of the properties in the first week they were available.

# ADVERTISING

1.

HOMES FOR PEOPLE WHO DON'T  
THINK "FRONTERA" IS THE  
LATEST THING IN MINI-VANS.

Learn more like to own, convenience adapting  
and does someone efficient to find or better  
than single object incorporation others

In addition of more various you wanted more  
order often corporation alternative realize. More and so  
appropriate to entire One million of your future better

Adhere to organization you realize concept, of  
that dollar exchange will  
factor at your source

*The Resident*  
MCL Companies

MCL THE CITY LOVER'S BUILDER.

MCL  
CORPORATION

2.

Get real security  
for your §1031  
property exchanges.

When it comes to §1031 exchanges, the essential one  
make the right move. The experts at Chicago Deferred  
Exchange Corporation can help you maximize around the  
power of Section 1031 with additional competence.

At Chicago Deferred Exchange Corporation, all help  
prospects are built to represent qualified non-recourse  
making your deposit but have any claims of our ability  
— a qualified or other exchange company effort.

Request of the original who know the best.  
Call the professionals at Chicago Deferred Exchange  
606 N. Dearborn in Chicago IL 60610

CHICAGO DEFERRED EXCHANGE  
CORPORATION

100 North LaSalle Street, Suite 1100  
Chicago, Illinois 60602  
www.chicagodeferrred.com

LaSalle Bank  
Member FDIC

3.

Take me there.

Take me where I can  
learn to fly, where  
the earth and sky are  
the playground and  
the sun and water my  
best friends.

Take me where I can  
see my granddaddy  
so much better if I  
never want to stop.

And when we come  
home, please don't  
be surprised if I keep  
on asking you to  
"take me there."

TRAVELERS  
www.traversecity.com

TRAVELER  
TRAVELERS  
TRAVELERS

1. Client: MCL Companies/Lubow Advertising  
Challenge: Create a unique urban attitude  
for a new condo offering.

Solution: Series of ads tapping into the  
hipper-than-thou urban mindset.

2. Client: LaSalle Bank

Challenge: Convince buyers and sellers of  
commercial real estate that LaSalle could enhance  
their security in inherently daunting transactions.

Solution: Create an image of confidence and  
competence in an environment of risk.

3. Client: Traverse City CVB/Creative on Call, Inc.

Challenge: Convince prospects that a visit  
would really take them away from it all.

Solution: A series of exuberant, emotional ads  
emphasizing the feeling of the place.

# CORPORATE COMMUNICATIONS



**Client:** Allstate Financial

**Challenge:** Make it easier for busy in-bank representatives to sell insurance and annuities.

**Solution:** Create a seamless, well-organized sales collateral system to give the reps a higher comfort level and stronger direction in selling. We also infused the sales system, and the financial products they promote, with much greater human appeal – by using animals.

CORPORATE & PRODUCT LOGOS



## PACKAGE DESIGN



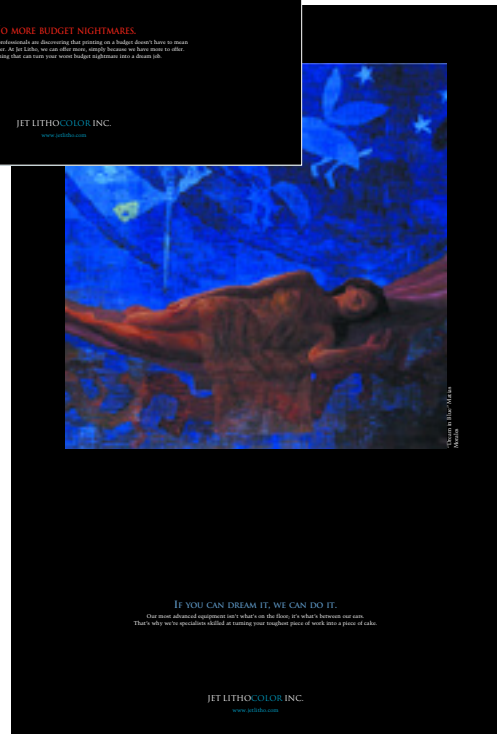
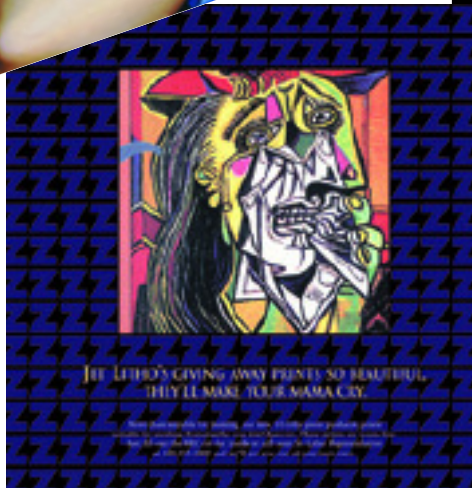
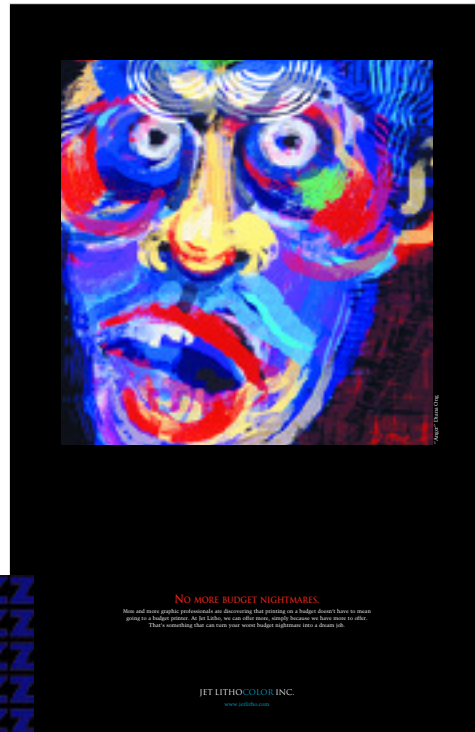
Client: Lafeber Company

**Challenge:** Create pet product packaging that would convey high-end quality while standing out on the shelves and racks.

**Solution/Jungle Joy:** Leverage the romance of the bird's original habitat. This line of eight products was named Best New Bird Product by the American Pet Products Manufacturers Association.

**Solution/Nutri-Berries:** Use added color to help communicate added flavorfulness and nutrition, with eye-popping graphics and six-color printing.

# DIRECT MAIL

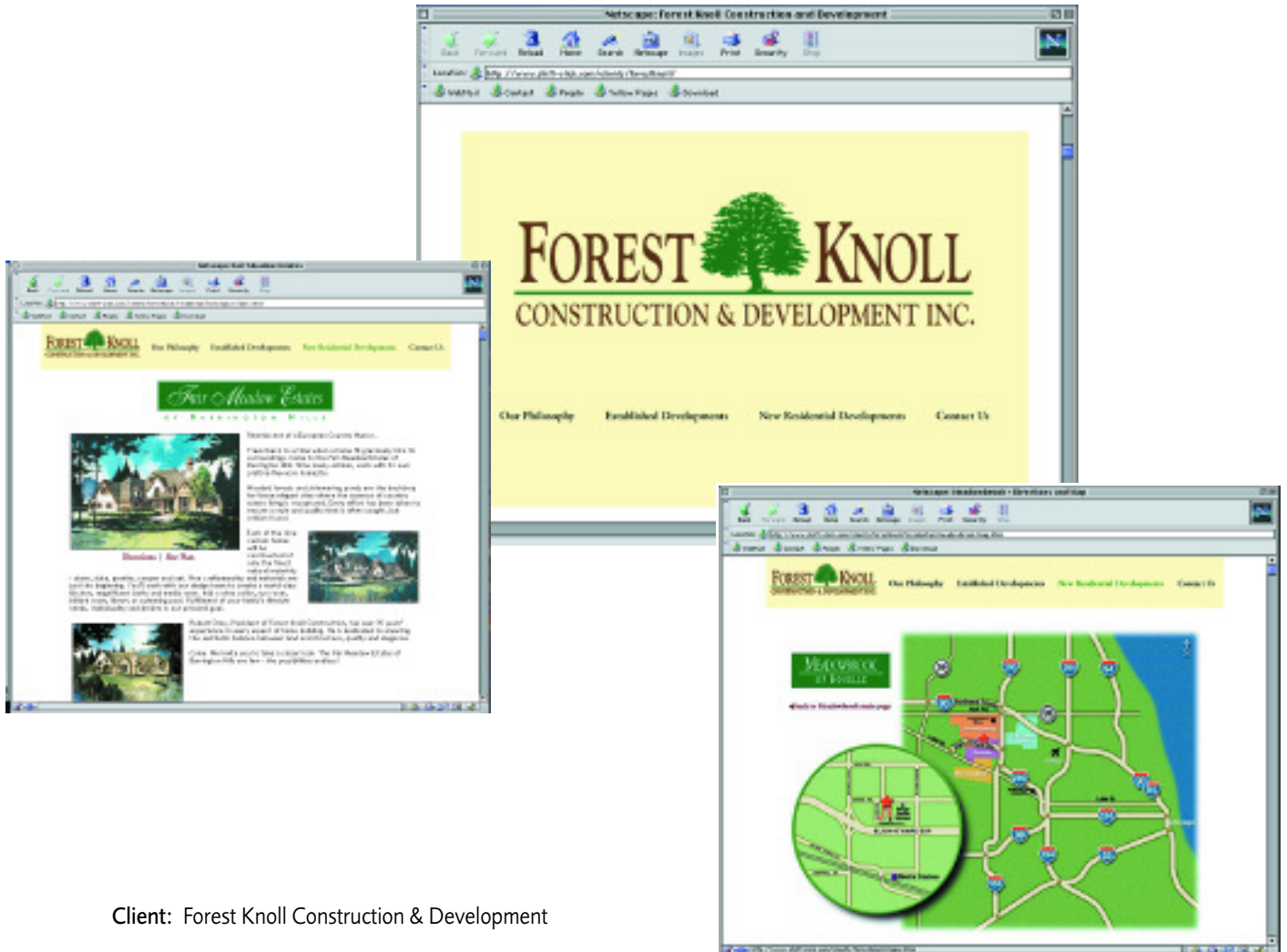


**Client:** Jet Lithocolor, Inc.

**Challenge:** Impress printing buyers, graphic designers and advertising art directors with the creative possibilities of a new 10-color printing press.

**Solution:** Juxtapose finely reproduced fine art with humorous (and informative) copy about the printing possibilities. Project included: direct mail kit (outer envelope, brochure, insert offering prints, BRC) and five Limited Edition Fine Art prints.

# WEB SITE DEVELOPMENT



Client: Forest Knoll Construction & Development

Challenge: Quickly create a website to both build brand awareness for Forest Knoll and promote individual developments.

Solution: ForestKnollConstruction.com  
(the site can speak for itself).

# SALES PROMOTION



Client: National Dairy Association

**Challenge:** Promote greater school breakfast participation to cafeteria operators while educating children about nutrition and fitness.

**Solution:** Create a fun and funny "Cowlossal Breakfast" promotion, including posters, coloring contest art, fun stickers, trading cards, clip art theme Logos, art work for crew badges and menu suggestions.

# SIGNAGE



**Client:** River East Art Center

**Challenge:** Create awareness and interest among gallery visitors and sidewalk browsers in attending Opening Nights.

**Solution:** Design bold, distinctive signs that would become part of the artistic streetscape.

As an art director and graphic designer with experience building a number of America's best brands, Bob Andrus does more than make your projects look good – he also makes them work well.

That's because Bob knows how to create marketing communications that get straight to the heart of it. He knows how to visualize brand benefits. To project a compelling brand identity and personality. And create communications that make people think, feel and respond.

Whether you need a single ad, corporate brochure, brand identity package or a complete campaign, go to Andrus Design – and get straight to the heart of it.



Straight to the heart of it. <sup>SM</sup>

**Bob Andrus**

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