

# Communication Arts



# DESIGN ANNUAL

- PACKAGING
- ANNUAL REPORTS
- BROCHURES
- EDITORIAL
- LETTERHEADS
- COMPANY LITERATURE
- CATALOGS
- POSTERS
- TRADEMARKS
- INTEGRATED BRANDING
- BOOKS
- ENVIRONMENTAL GRAPHICS
- MOTION GRAPHICS
- PUBLIC SERVICE
- SELF-PROMOTION



**1 Advanced Surgical Arts TV spot**

“Advanced Surgical Arts had already produced and was running a spot promoting their new hair restoration technique, but we thought they deserved something better. So we approached them with an idea that tapped into the ‘art’ in their name,” said art director Silver Cuellar. “They’re in the business of creating beauty, so it wasn’t hard to convince them that nobody needed to see another poorly lit shot of an all-too-real hair loss patient. In fact, they quickly embraced our idea of telling that familiar tale in a much more elegant way. All it took was a dandelion, a phantom camera, a little musical mastery and voilà.”

“Dandelion” :15

(Open on the nearly bare stem of one lone dandelion against black. With the exception of a few stragglers, the dandelion’s seeds have all been blown away)

SFX: Music fades in.

(In slow motion, one of the dandelion’s seeds floats into the frame and plants itself back on top of the nearly bare stem. A second seed follows closely behind the first. Then another. And another. Within seconds, the dandelion’s once bare stem is completely full again)

Super: Get it back.

(Cut to title card)

Super: NoPainHairGain.com Advanced Surgical Arts 972.612.1900

(Fade to black)

SFX: Music fades out.

Silver Cuellar, art director; Greg Hunter, writer; Tripp Westbrook, executive creative director; Greg Beninger, editor; Red Car, editorial company; Kevin Afflack, music composer; Firehouse (Dallas, TX), ad agency; Advanced Surgical Arts, client.

**2 TAGHeuer print ad**

CLM BBDO rolled out a new campaign to support the launch of the TAGHeuer Mikrograph, the first mechanical timekeeper to clearly display hundredths of a second thanks to a unique central hand. The campaign, featuring powerful 3-D illustrations by Baptiste Masse, shows the invaluable watchmaking quality and expertise of the brand, based on the components of its DNA: mastery of accuracy and the most complex mechanical movements. Animal speed and accuracy metaphors convey the know-how of TAGHeuer.

Mark Forgan, art director; Jamie Standen, writer; Fabien Mouillard, creative director; Gilles Fichteberg/Jean-François Sacco, executive creative directors; Baptiste Masse, 3-D designer; CLM BBDO (Boulogne Billancourt, France), ad agency; TAGHeuer, client.

**3 Royal Mail RSC 50 Years stamps**

These stamps were commissioned to celebrate the 50th anniversary of the Royal Shakespeare Company. The final designs use well-known quotations and dramatic photos from famous productions; they are like mini posters using words and images to reflect the plays. In summing up the end result, Catharine Brandy, design manager at the Royal Mail, said, “The inspiring work and rich history of the Royal Shakespeare Company is a real challenge to capture on the small scale of stamps, but hat-trick solved this imaginatively by focusing on two key aspects of the theater—the actors and the words.”

Marion Deuchars/Tim Donaldson/Gareth Howat/Jim Sutherland, designers; Gareth Howat/Jim Sutherland, creative directors; Nobby Clarke/Joe Cocks Studio Collection/Ellie Kurttz/Angus McBean, photographers; Marion Deuchars, illustrator; hat-trick design (London, United Kingdom), design firm; Royal Mail, client.





THE MIKROGRAPH. PRECISE TO 1/100TH OF A SECOND.

