

## ADCNJ

### *Organic Design Grown to Perfection.*

As NJ is known for the fine produce that is generated within the state, Rizco Design developed a theme for the 2008 ADCNJ Awards Show that allowed for a mild undertone of eco-friendliness to be integrated with a strong tone that the art directors in the state actually “PRODUCE.” With an organic, apple-based identity in hand, key components which includes a blow-in and on-line advertising with PRINT magazine, postcard mailing, e-blasts, centerpieces, signage, event presentation and awards brochure.

#### Corporate Identity (theme and logo)

##### Interactive Components

- customized dedicated section of ADCNJ web site
- e-mail campaign
- powerpoint slide presentation

##### Marketing Materials

- direct mail postcard
- blow-in advertisement in PRINT magazine and banner ads
- hangtags for centerpieces
- invitations
- event awards brochure

##### Signage

