CREATIVE BRIEF

Deadline: Wednesday August 17th….but will allow one more day if necessary

Prepared by : Tuck Kamin

ADVERTISER: Intelligent Sleep

*Overview: This is a postcard advertising a labor day sale in Austin, Texas*

*This is a mattress and sleep store. It features a sleep coach. I am sending*

*Art elements. Please note the note is rough design only to help you understand what I*

*am trying to do. I put the green blocks and the orange block on the cover because I*

*wanted the text to stand out and be seen. I am looking for better design ideas than*

*what I did.*

Address that needs to appear on postcard on back :

7415 Burnet Road

Austin, Texas

*This is the text for the front of the postcard. If this text is too long let me know.*

Front of postcard:

“299,660 ways to get You Back to sleep.

Saturday, September 3, 2016

Intelligent Sleep Labor Day Sale

With Dr. Bruce Wayne Meleski

Sleep Coach/ Meleski Sleep Index

A True Personalized Sleep Assessment

Insomnia, Back Relief, Anxiety, Brain Balance

Advanced Healing Sleep

Intellibed Logo

Intelligent Sleep Logo (please download from Google Images)

7415 Burnet Road

Back of Card:

Sleep Resistant to

Sleep Receptive

**Meet Sleep Experts** for

Business Execs, Working Mom’s

Sports, Older Adults, Late Night

Programmers and others.

*Caption for photo:*

Dr. Bruce Wayne Meleski

Receive a personalized scientific

based sleep assessment.

*Caption for photo:*

Experience Jon Sullivan

Body Work Mastery Expert

See New Sleep Technologies

“Test out the Life Changing Mattress, Intellibed

Non-Toxic. Patented Intelligel® Design Support.

Built to last. ” Dr. Meleski

Intellibed Logo

Intelligent Sleep

7415 Burnet Road

Call 512.306.1833