

Picture seafoam green. Do you think of the Riviera and the gulls that flock overhead blocking out just enough of the sun so that you feel its warmth without its glare? Where you can stare into the horizon for what seems to be 300 miles and you get that feeling in the pit of your stomach like freedom and life are the greatest inventions of some creator who you at that very moment realize absolutely must exist? Or is that a little darker, more like an opaline green?

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THIS CREATIVE REPRESENTS THE SECOND HALF OF THE FIRST CAMPAIGN I WORKED ON FOR ANN SACKS. IT WAS ALSO DESIGNED TO PUSH BUTTONS - THEIR CUSTOMERS, THEIR POTENTIAL CUSTOMERS AND THEIR COMPETITORS. THE COPY BLOCKS WERE TYPED ON A BEAUTIFUL NAVY BLUE IBM SELECTRIC TYPEWRITER. OR WAS THAT A LITTLE BIT MORE OF A STEEL BLUE?

Once there was a beautiful painting. And everyone loved it.

The artist was asked to sell it often and for large amounts of money.

It was so coveted, in fact, that people began to copy it. Soon everyone could have the painting if they wanted it. The funny thing was, though, no one wanted it anymore.

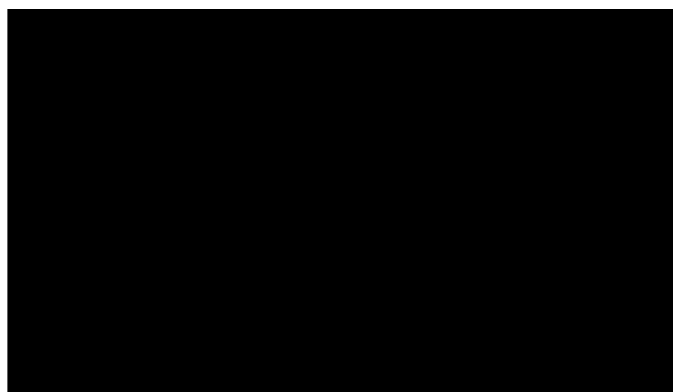
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Magazines are great. Just look at all the original ideas you and 25,000 other people can find. Bit of a quandary, isn't it?

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STOA@JONSTOA.COM