



Paulina Schipke | Art Director




DYAK HEADHUNTERS

MY STORY:

I was an expat kid who grew up among the headhunters of Borneo. The Dayaks to be exact. I learned diplomacy and humility at an early age. Like advertising, you want to make both parties happy, very happy. You have to think smart, because it pays to keep a good head on your shoulders. Oh and people who had big heads, well they lost them pretty quick.





Paulina Schipke | Art Director

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EXPERIENCE

Spring 2009

Cutwater, San Francisco, CA

Intern

Summer 2008

Alt Advertising Agency, Oakland, CA

Intern

Clients: Berkeley Mills, Northern California US Tennis Association

Summer 2001-2004

Broken Boot Gold Mine, Deadwood, SD

Tour Guide & Gold Panning Instructor

EDUCATION

2009 BFA Academy of Art University, Advertising

SKILLS

Flash

Adobe Creative Suite

AWARDS

2008 Winter Show-2 Silver Medals

2008 Spring Show Finalist

2007 Spring Show Finalist

INTERESTS

Horseback Riding

Photography

Stone Masonry

Wayside Garden Supply | The concept behind this campaign came from the idea of growing zones, and how everyday America can share the same growing zones as exotic and far away parts of the world.



Vegas
(dirt you can live with)

Forget exotic dancers, we have exotic flowers from Holland.

When it comes to gardening, there are growing zones shared throughout different parts of the world. These distant places and cities have the same growing temperament as everyday Middle America, which proves anyone can have an exotic garden in their own backyard. Wayside makes it possible with over 2000 plants to choose from. Get inspired, visit us at www.waysidegardens.com and design your dream garden today.



The screenshot shows the homepage of Wayside Garden Supply. At the top, there is a navigation bar with the company logo and a search bar. Below the navigation, a large banner features a Thanksgiving-themed image of a turkey and the text "Beautiful Thanksgiving Tables". To the right of this banner is a "Zone Share" form with the heading "See what growing zones you share?". The form includes a text input field for "Enter Zip code:" and the Wayside Garden Supply logo with the tagline "From the everyday to the exotic". Below the banner and form, the website is organized into several columns of product categories, including "Food & Recipes", "Tools", and "Outdoor".



Wayside Garden Supply "Zone Share" | Banner - Click to Play

Open			Lifts			Base			Trails		
Base	Open	Lifts	Base	Open	Lifts	Base	Open	Lifts	Base	Open	Lifts
39-39"	38	4	Crystal Mtn.	70-70"	45	7	Pine Knob	55-55"	13	3	
50-50"	41	5	Mt. Brighton	54-54"	14	4	Shanty Creek	72-72"	48	10	
50-50"	38	5	Norway Mtn.	24-45"	17	3	Trestops	50-50"	22	5	
Caberlee Peaks	68-68"	34	4	Nubs Nob	76-76"	53	6				

Live weather
 Detnews.com tracks conditions in dozens of Michigan cities, the Great Lakes and the world. Our animated satellite and radar maps are available 24/7.

AccuWeather.com® Forecasts and graphics provided by AccuWeather, Inc. ©2009



*Détroit /dr' troirt/
 (everything sounds better in French)*

Even Monet would be inspired by this Detroit garden. When it comes to gardening, there are growing zones shared throughout different parts of the world. These distant places

and cities have the same growing temperament as everyday Middle America, which proves anyone can have an exotic garden in their own backyard. Wayside makes it possible with over 2000 plants to choose from. Get inspired, visit us at WaysideGardens.com



Lottery

MICHIGAN
Tue., Feb. 24
 Drawing: 072, 0414
 Key: 289, 4716

Sat., Feb. 21

Fantasy 5: 6, 8, 10, 14, 36
 Classic Lotto 47: 2, 7, 16, 17, 39, 45
 Wednesday jackpot: \$1.3M

Mon., Feb. 23

Lotto: 7, 14, 21, 29, 32, 40

INDIANA

Corrections

The Detroit News promptly corrects factual errors or verifies misstatements.



East Meets West or at Least Midwest

Dear Haley Lux

Did you know that you live in the same growing zone that parts of China fall under? That is why Wayside Garden Supply would like to open your eyes to the exotic growing possibilities that are available to you and your garden. With over 2000 varieties of plants to choose from you should find something that meets your needs. Enclosed is a free sample of one of our Asian bamboos in hopes that it will inspire you to broaden your borders at least when it comes to your garden.

Sincerely,

Jan Jacob Grullemans

Jan Jacob Grullemans

P.S.
Hope this brings you the best of luck, collect more at WaysideGardens.Com.

 **WAYSIDE**
GARDEN SUPPLY
From the everyday to the exotic



Milk Duds | An interactive campaign inspired by the movie/book “Fight Club” and the challenge of chewing Milk Duds. It is geared towards a teen audience in hopes of changing Milk Duds from a 3rd tier candy.



Video: "Why did I bite? I bit for the thrill of it. The endurance. The challenge. But after a while my body couldn't take it anymore, so I knew then it was time to call it quits. I guess I just didn't have what it takes man. I didn't have what it takes! Turn off the camera."

The screenshot shows a Myspace page titled "Myspace | A Place for Friends" with a browser address bar showing "http://www.myspace.com/". The page features a video player at the top with a thumbnail of a person in a paper bag. Below the video, there are four user profile cards with names and jobs: ZHOT4U11 (Lawyer), MAGGUYR101 (Construction), STUD508 (Student/Bite Champion), and MORESHUPLZ (Soccer Mom). A central banner reads "GET THE BITING EDGE" and includes a diagram of a jaw with labels like "POWERHOUSE", "RESERVE BITE GENERATOR", "SCARE TACTIC", "ROTARY BITE", "LOCK JAM", "LOWER MANDIBLE", "CAN OF WHOOP ASS", and "MUSCLE D' NEANDERTHAL". A sign-up button says "SIGN UP IF YOU HAVE WHAT IT TAKES". The right sidebar contains a login form and a "Find Friends on Myspace" section. The bottom of the page has a footer with "©2003-2008 Myspace.com. All Rights Reserved."



A Milk Duds MTV Takeover where pieces of the web page are bitten out to reveal information on "Bite Fights", joining "Bite Club", as well as an actual "Bite Fight" video.



The screenshot shows a YouTube video player for the video "Milk Duds Official Bite Fight" by user pschpke2. The video has 92,800 views and is 0:31 long. The page includes a video player with a progress bar at 0:00 / 0:31. Below the player are options to share, favorite, and create playlists. The video has 0 ratings, 0 video responses, and 0 text comments. The page also features a "More From: pschpke2" section with related videos like "Bite Me Bite You" and "THE FIGHT". There is a "Promoted Videos" section with ads for "Mr. Luv: At Your Service" and "RickRolling Souja Boy". The footer contains navigation links for account, help, and YouTube info.

The YouTube Video of an actual Milk Duds “Bite Fight”, where the two fighters have a bite off. “Eye Of The Tiger” plays in the background.

International Trucks | An integrated campaign geared towards fleet managers. The main focus is on the indestructibility of International Trucks.

ArticleBiz.com | Reprintable Articles For Websites And Newsletters.

http://www.articlebiz.com/ trucker blog

Free Traffic, as from SOX, Facebook | Home, Gmail - Inb, @gmail.com, Academy of A, city Login, Watch TV Streams.Com, Apple (US) + Amazon, eBay

Article Biz.com

Google Custom Search Search

Authors: Maximum article exposure. Publishers: Reprintable article content.

BROWSE ARTICLES

- ArticleBiz.com Home
- Featured Articles
- Recently Added Articles
- Most Viewed Articles
- Article Comments
- Advanced Article Search

AUTHORS

- Submit Article
- Check Article Status
- Author TOS

PUBLISHERS

- RSS Article Feeds
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Ads by Google

Truck GPS Tracking
Reduce fuel and operating costs now
Maximize profits with GPS tracking

10 Ways Owner Operators Can Cut Their Fuel Bills

Home :: Autos & Trucks :: Trucks

By: Lynn Cresswell

Word Count: 815

Email Article

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If you read any lorry-centric news sites at the moment, you'll be aware that times are not exactly good. Fuel prices are higher than ever, there are taxes to enter major city centres and to top it all off the whole world is suffering from an economic downturn. The big companies will manage to get through this, no doubt, but what about the independent lorry drivers – the owner operators? It's going to be a struggle for some of them undoubtedly, but cutting down on unnecessary expenses can allow them to fight another day.

As mentioned before, fuel is the biggest expensive problem for lorry drivers. So here's 10 tips for owner operators that should ensure they can save fuel, save money, help save the environment, and ensure a bright future once the economic downturn lifts.

1. Start Off Slowly

It's understandable you want to make a quick start to your daily deliveries, but you could be costing yourself a packet for only a small gain in time! Going too fast from the start of your journey will save less than 3 minutes over an hour of driving, but consume 40% more fuel and create 400% more carbon emissions!

INDESTRUCTIBLE PERFORMANCE
WWW.INTERNATIONALTRUCKS.COM

Ads by Google

Ever wonder where gravel comes from?



International Trucks "Gravel Maker" | Banner - Click to Play



NOSTRADAMUS Never Foresaw Us.

Hydroplaning isn't in our vocabulary. With our full Power Hydraulic Anti-Lock Brake system, you'll get optimized braking power in even the worst conditions. We are the first company to make electronic brake force distribution (EBD) a standard feature, because to us safety isn't an option. Visit your local dealer or InternationalTrucks.com now. You don't want to be caught unprepared by the End of Days.



INDESTRUCTIBLE PERFORMANCE



ARMAGEDDON, It's What We Had For Breakfast.

Never lose your cool with our Eco-Therm Heat Management System. It has an innovative two-circuit design that allows for complete control of coolant airflow in ALL driving conditions. By managing engine heat you reduce your fuel usage, and that's less money out of your pocket. Visit your local dealer or InternationalTrucks.com now. You don't want to be caught unprepared by the End of Days.



INDESTRUCTIBLE PERFORMANCE



KEEPS RUNNING **Rain, Shine or the Apocalypse.**

International Trucks are the most durable in our class. Combine that with the largest dealer network in the industry and you'll always be right on schedule. We keep your trucks at peak performance, and extend the life of your fleet. Visit your local dealer or InternationalTrucks.com now. You don't want to be caught unprepared by the End of Days.



INDESTRUCTIBLE PERFORMANCE

Dealership Transformation:

We want to emphasize the indestructibility of our brand and maintain our consumer's confidence, so all dealerships will be remodeled to resemble steel fortresses. For example the main entrance will resemble a steel safe door. In addition the truck trailers would also look like they were covered in steel to reinforce this message of indestructibility.

