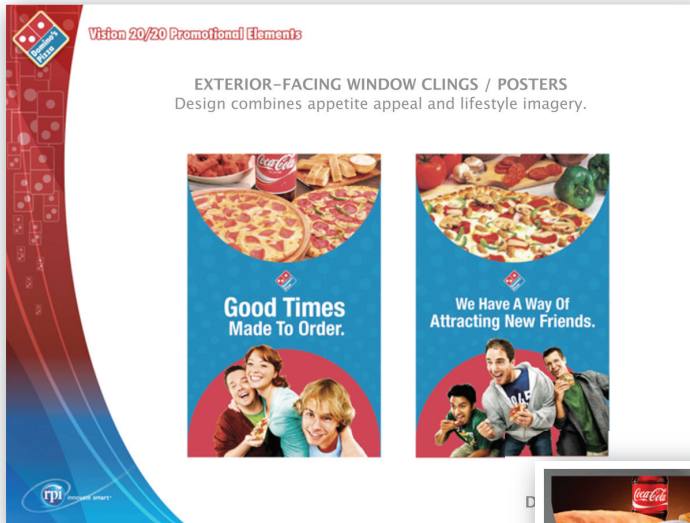


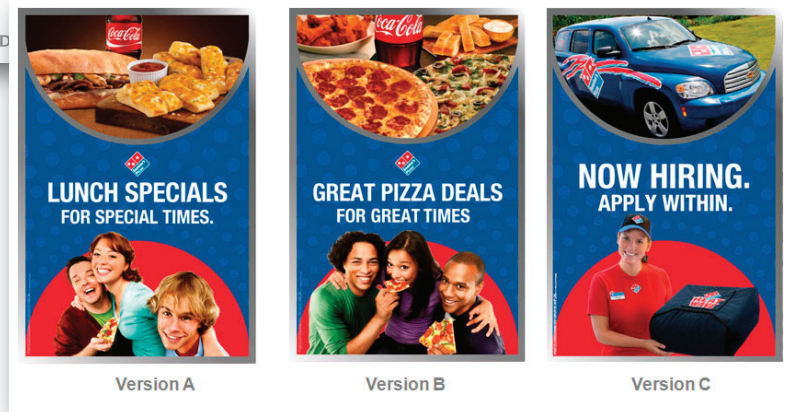
Concept through Production Art Variation



Initial Concept

Window Poster Variations: Most of the POS elements evolved based on client input and test marketing. Lifestyle imagery, food beauty shots, and text changed based on location country or target audience.

One major challenge involved redesigning the entire creative direction in the middle of the USA initiative. Domino's had re-branded themselves and the design needed to reflect the new creative image developed for all their marketing and media.



Production Art International



Taiwan Version



French Version



Production Art New USA Look