

JOHN DALTON
COMMUNICATION ARCHITECTURE

5 MARKETING/BRAND DEVELOPMENT JOBS



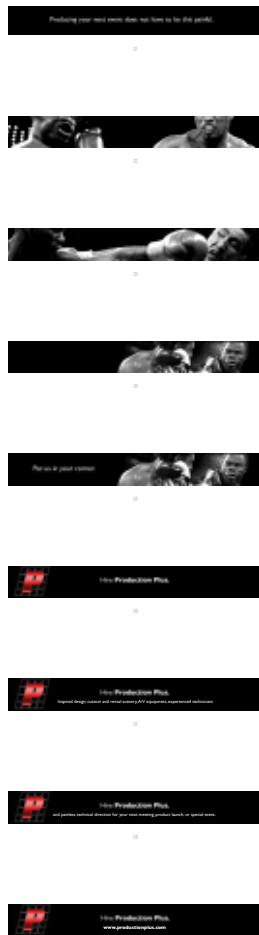


UNLEASHED

RETAIL STORE AND BRAND DESIGNED FOR PETCO, 2009

A new breed of pet store, designed to build a closer relationship with pet parents and pets alike. Each location featured a pet treat bar and a community area—complete with pet-and-parent benches and a pet water fountain. Petco has opened over 40 locations nationwide. Pictured above is the flagship store, in the Hillcrest neighborhood of San Diego.



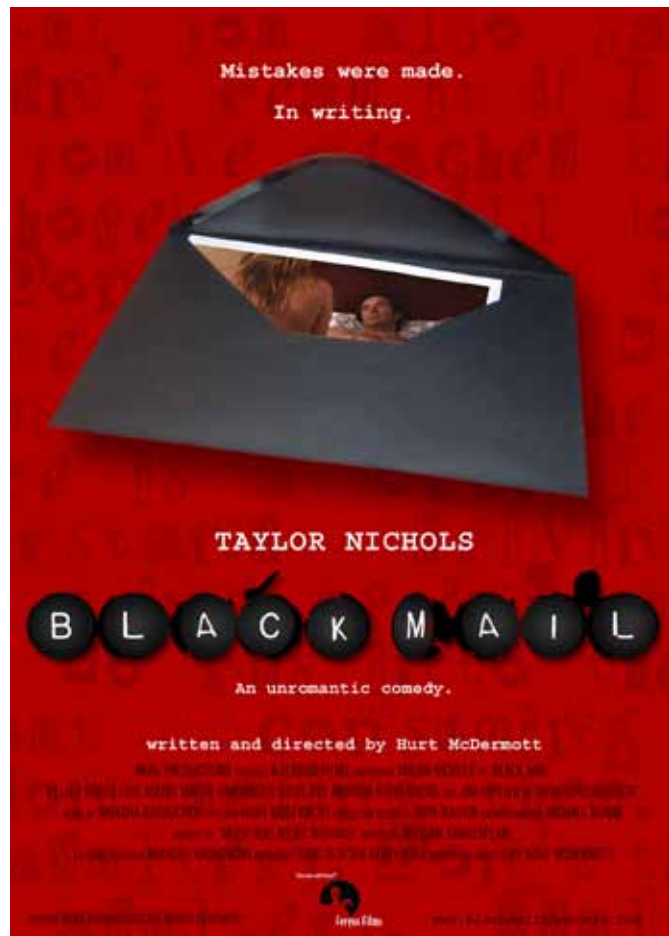


PRODUCTION PLUS

MARKETING CAMPAIGN, 2008

This 30-year-old event production firm needed to update their logo and put forward their first advertising/marketing effort. I brought their old logo into the 21st Century, designed and deployed print ads to trade magazines, and developed their web presence with banner ads and an e-zine.



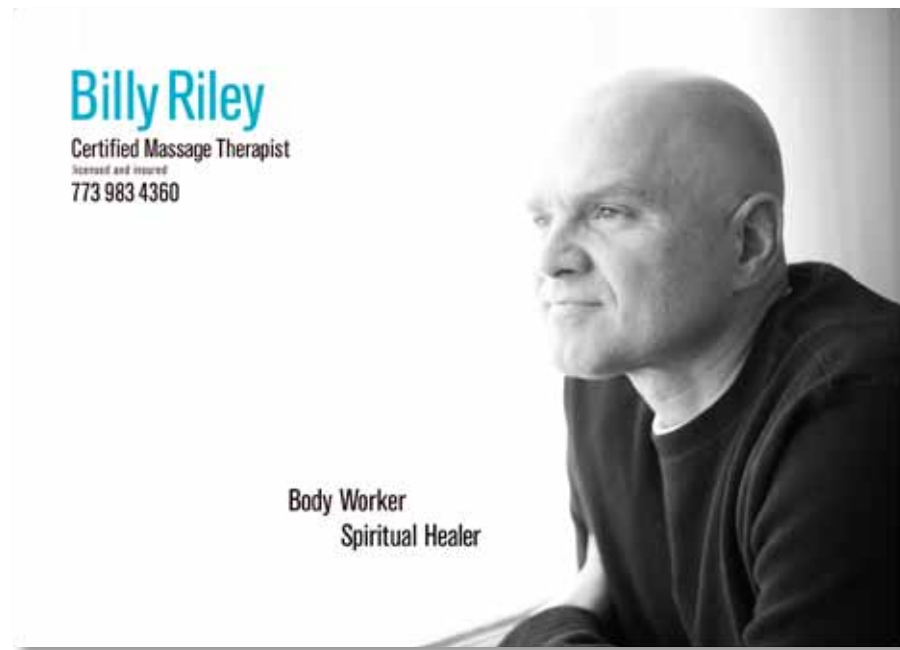


BLACK MAIL

POSTER AND PRESSKIT, 2007

After designing the actual production of this 2006 independent feature length release I was asked to help market and promote the film by giving it a brand, a look and feel, and getting that brand into the hands of independent film festivals. The filmmaker also wanted a logo and brand for his company, Fergus Films.

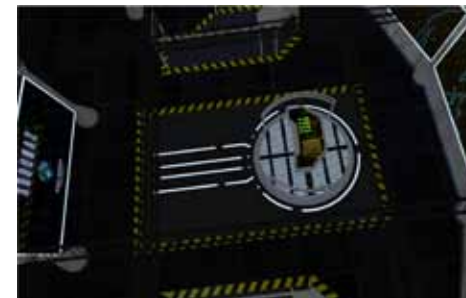
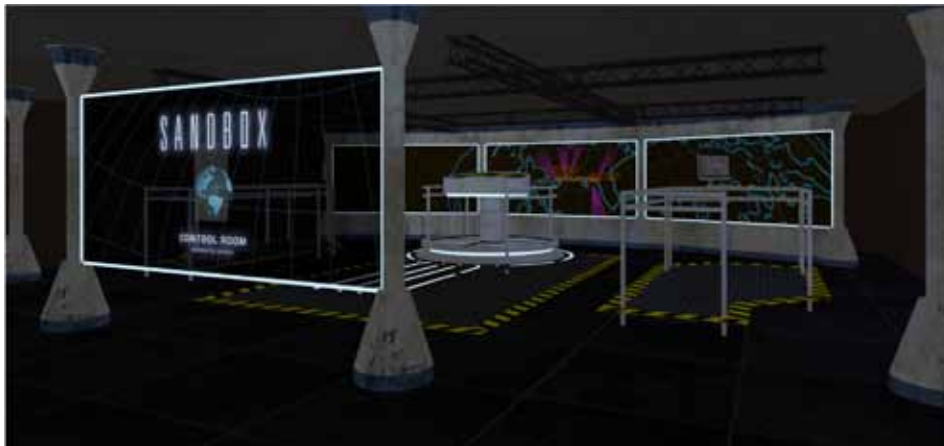
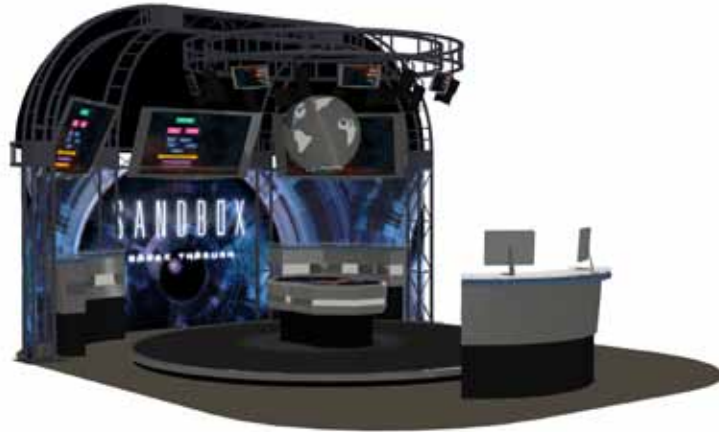




BILLY RILEY

BUSINESS CARDS, BRAND, POSTCARDS, 2007

Billy was looking for a distinctive identity amidst Chicago's bodyworker community. New photography and a bold deployment helped him stand out.



S.A.N.D.BOX ROLLOUT & IMMERSIVE TUTORIAL

KRAFT FOODS, 2011

Kraft needed to generate excitement around a sweeping internal software deployment. The solution: a multi-tiered immersive game-like touring environment, to highlight the game-changing nature of the product.

JOHN DALTON: DESIGNER

john@johndaltondesign.com

cell 847.902.7061

