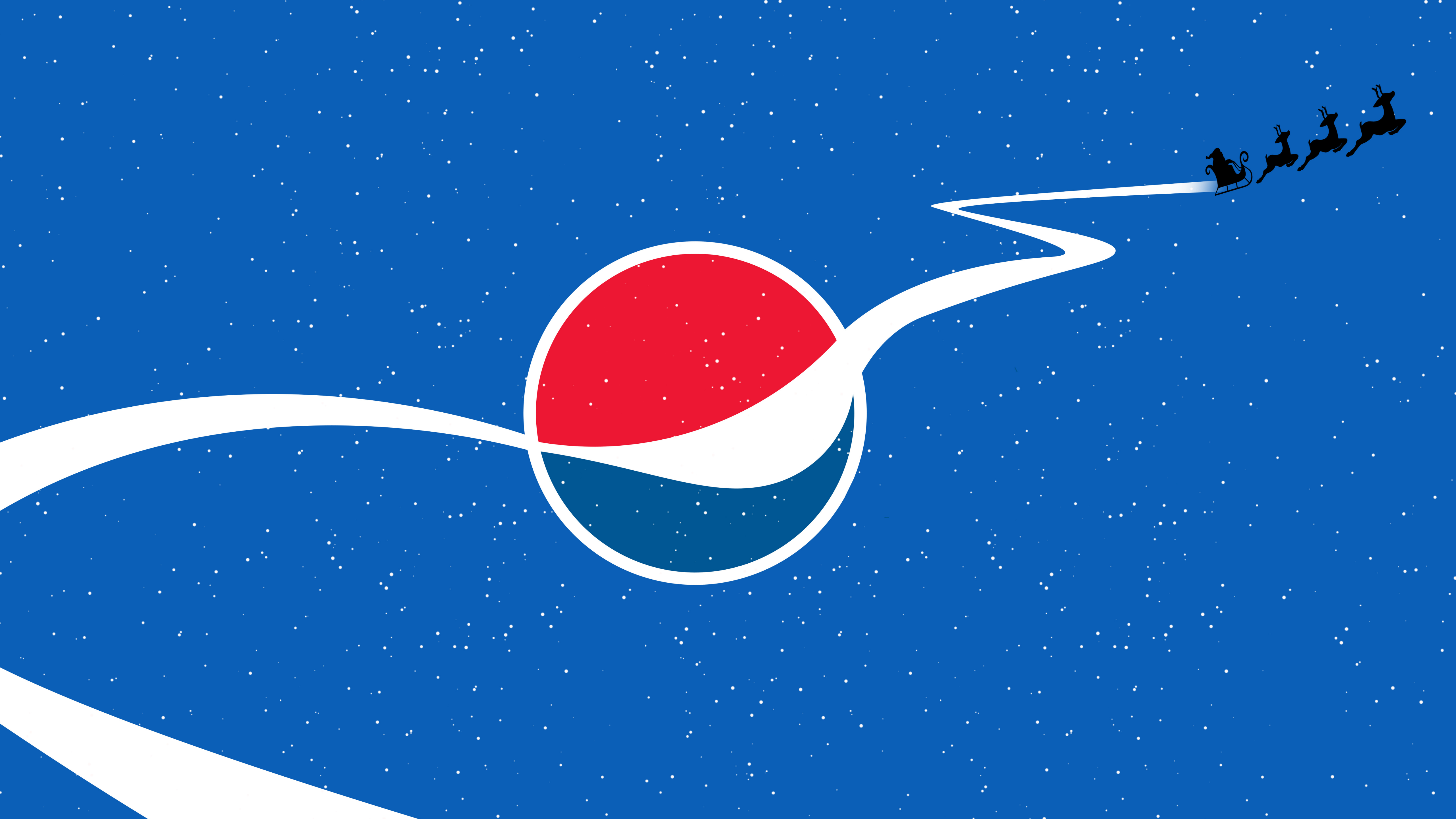


Adriana Aneiva-Guerra
Portfolio 2018

Advertising





Client Pepsi Bolivia

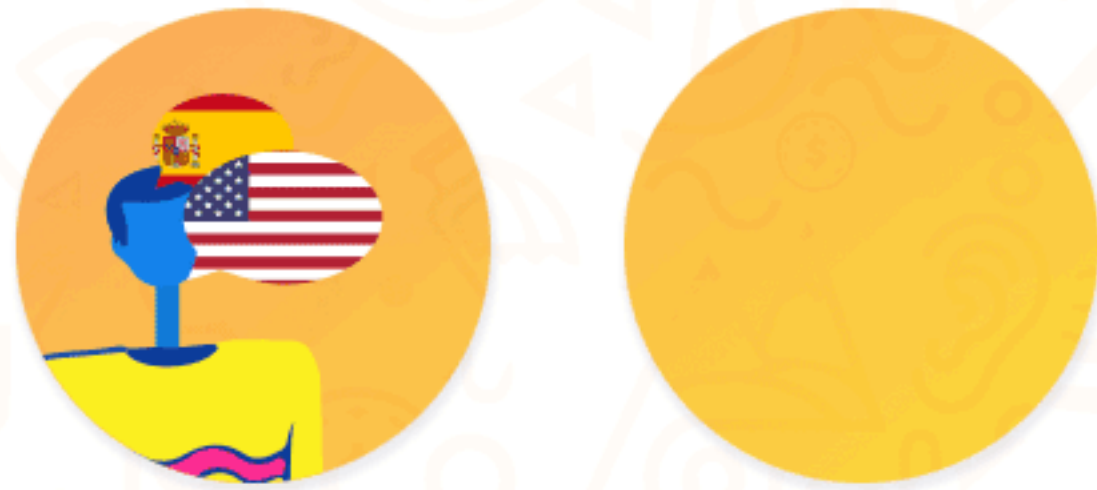
Problem Create a graphic that represents Pepsi and Christmas in a simple way with the least amount of copy as possible.

Solution Use the negative space of two hands sharing a Pepsi in the shape of a Christmas tree as an optical illusion.



Key features

Become a Dragoman



Hire a Dragoman



Design Principle

Create jobs based on existing

Personalized communication

Connect travellers to personal translators.

Multilingual people

Travellers



Client Berlitz Office in Miami

Problem Millions of people travel to the US, but they don't understand the language. On the other side, multilingual people have a hard time finding people with who to practice their language skills.

Insight Tourists want to enjoy their time and normally don't hire a translator because they are afraid they would get the typical normal experience.

Solution We created an app that would serve as a link to hire and to be a translator. That way tourists can find the right translator for them and multilingual people can practice their skills with native speakers.

2

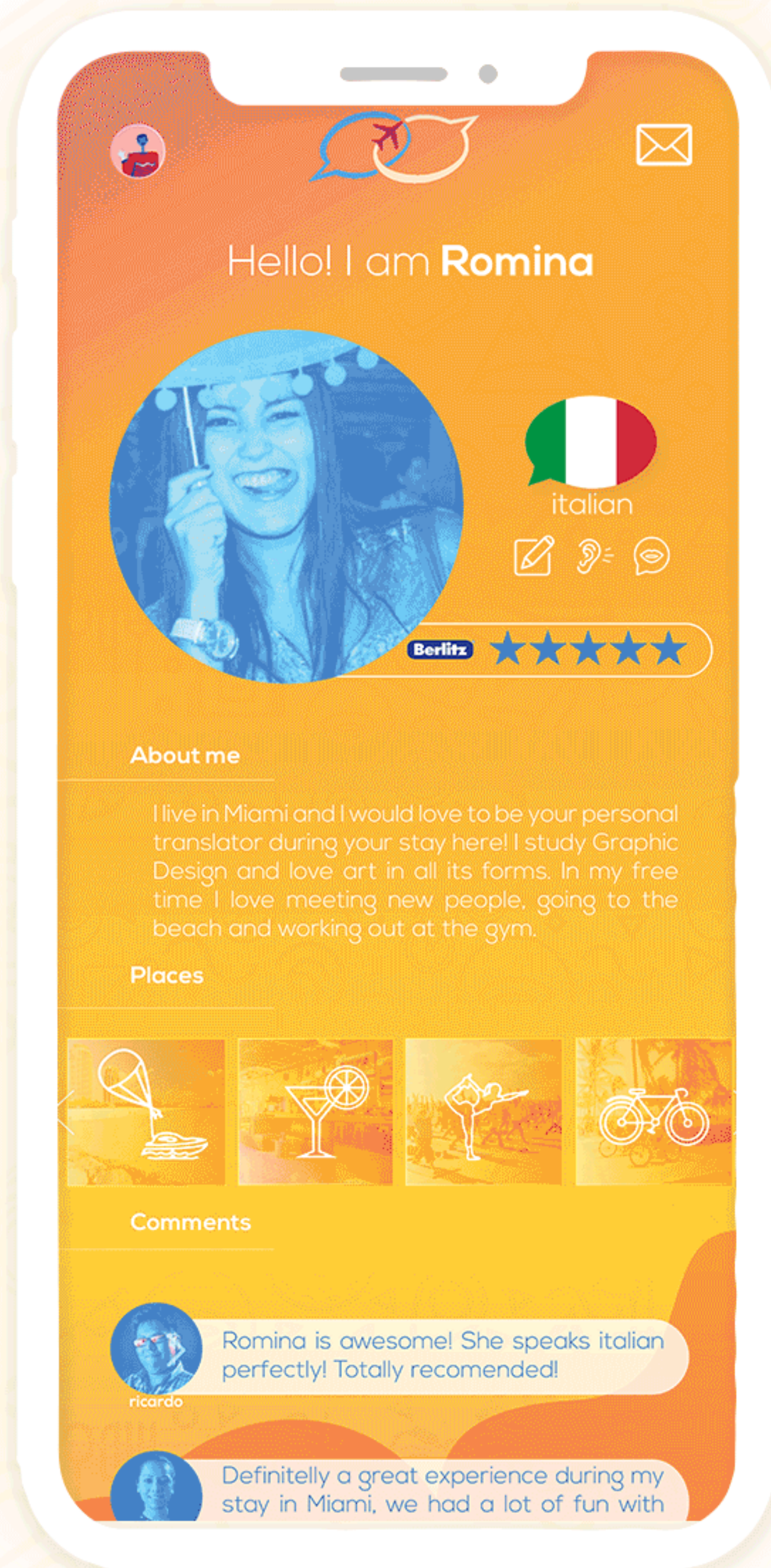
Share your profile

Millions of people in the world will be able to see and choose you as their Dragoman, a person with whom they want to spend their stay.

Find a Dragoman

- **Choose** the city you are travelling to
- **Select** someone tha speaks the same language as you would like to speak
- **Check** the profile of the Dragoman of your choice and get in contact with them



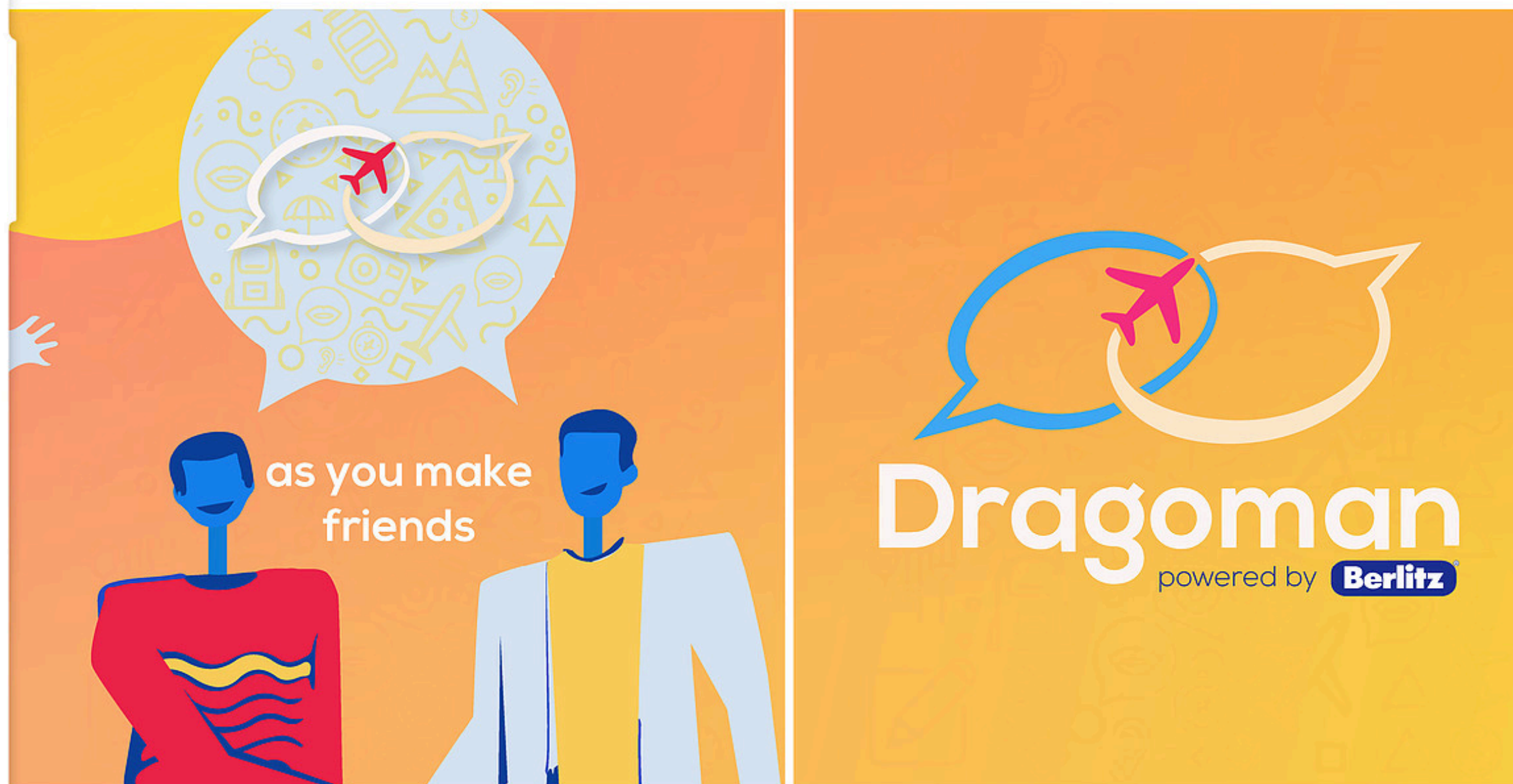
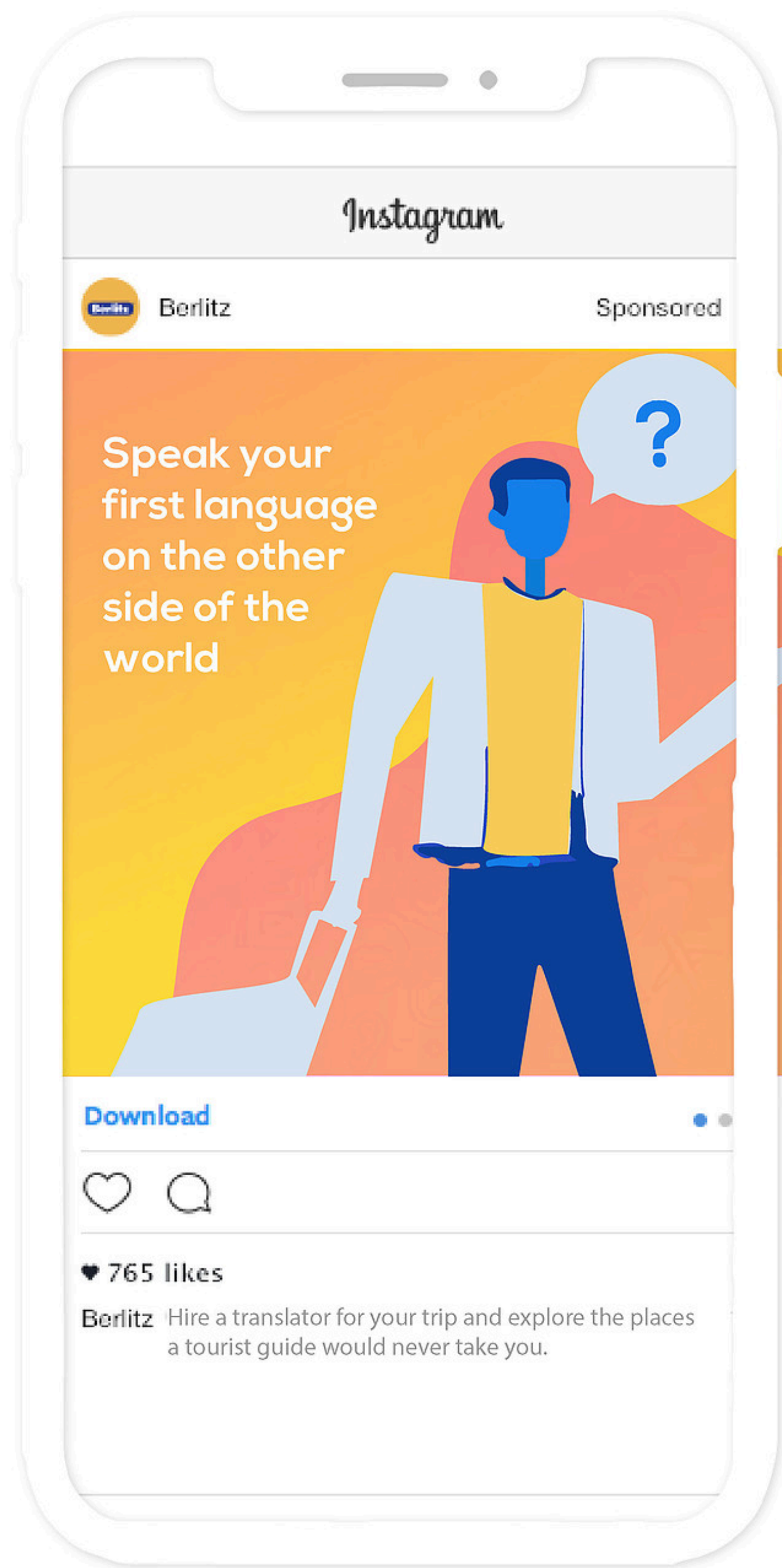


3

You can also see the **places** they could take you and the **comments** made by other travelers who hired them.



Connect with the world **through language**
and let the world connect with you.





Parents One on One Tutoring Millennial Lingo for Parents

Please Confirm Language: Millennial Lingo



Free

[Learn more](#)

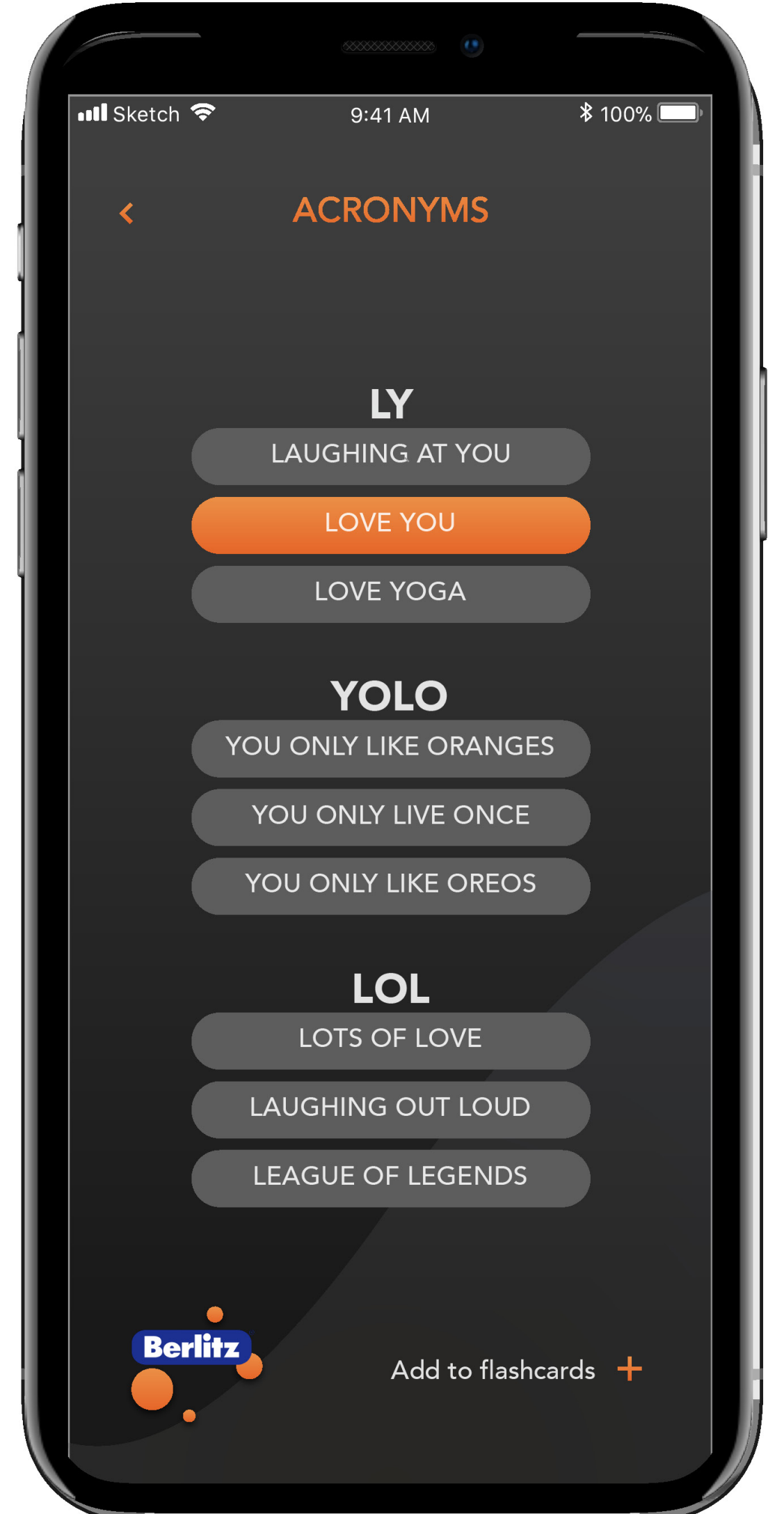
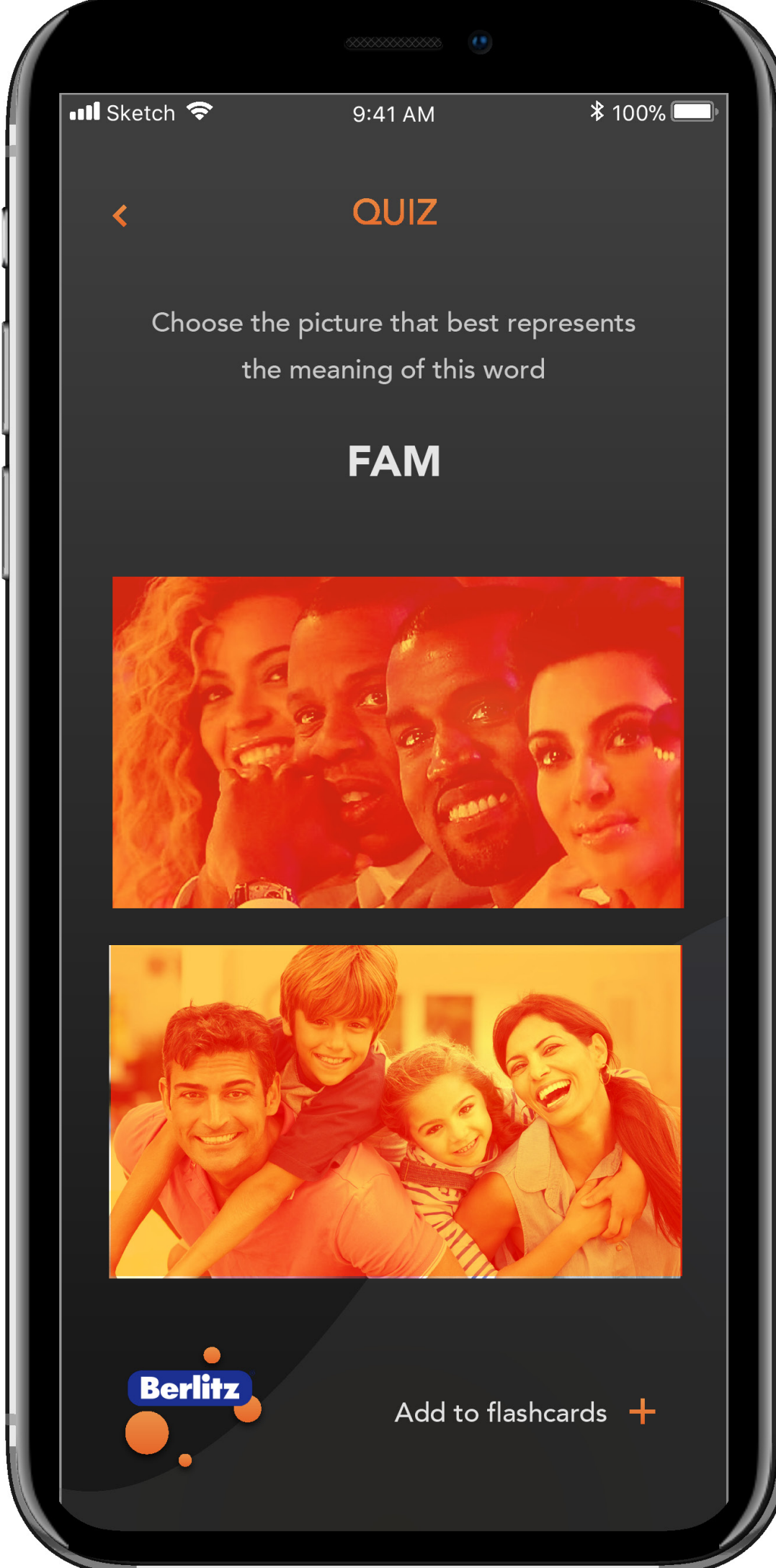
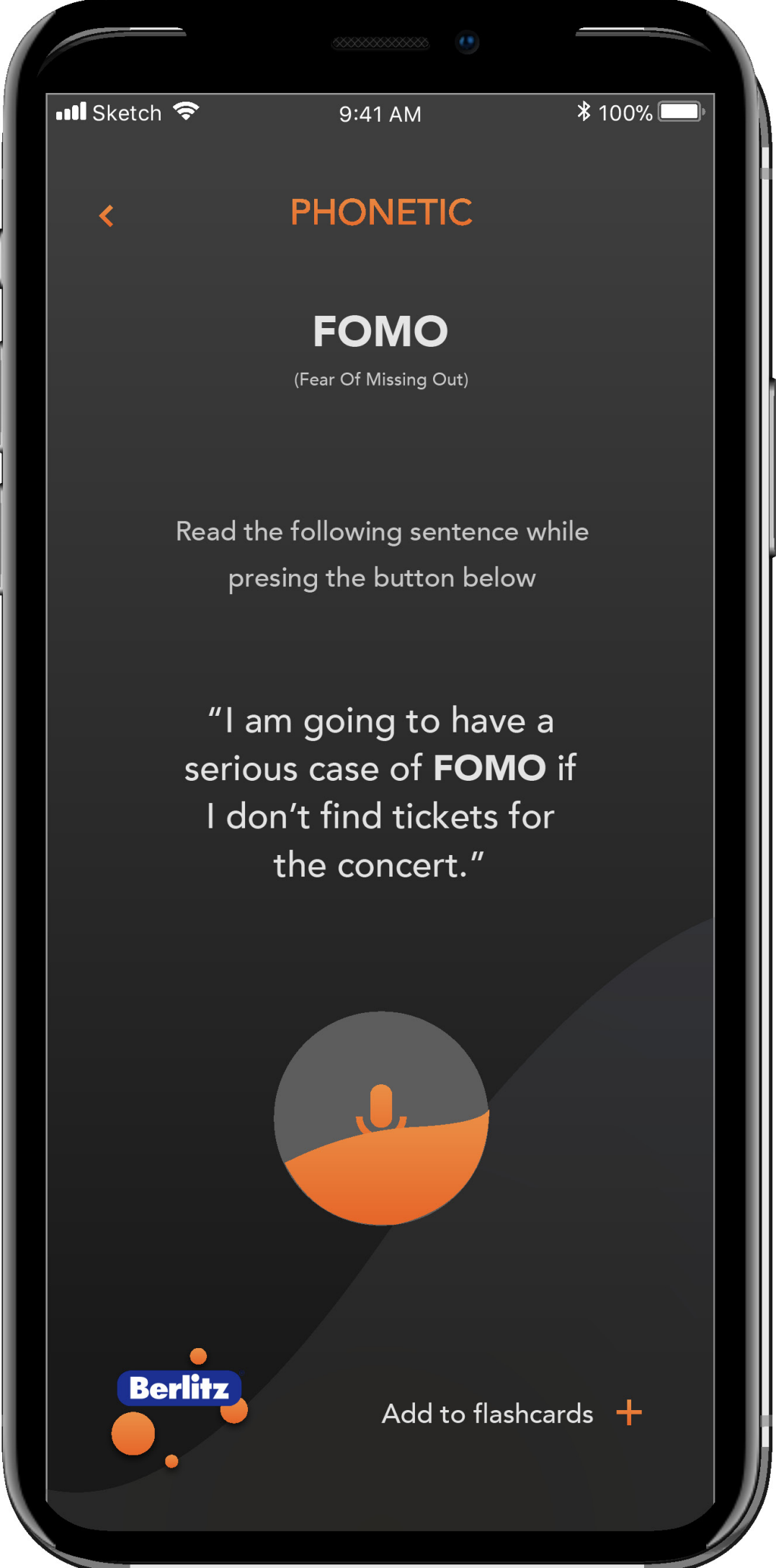
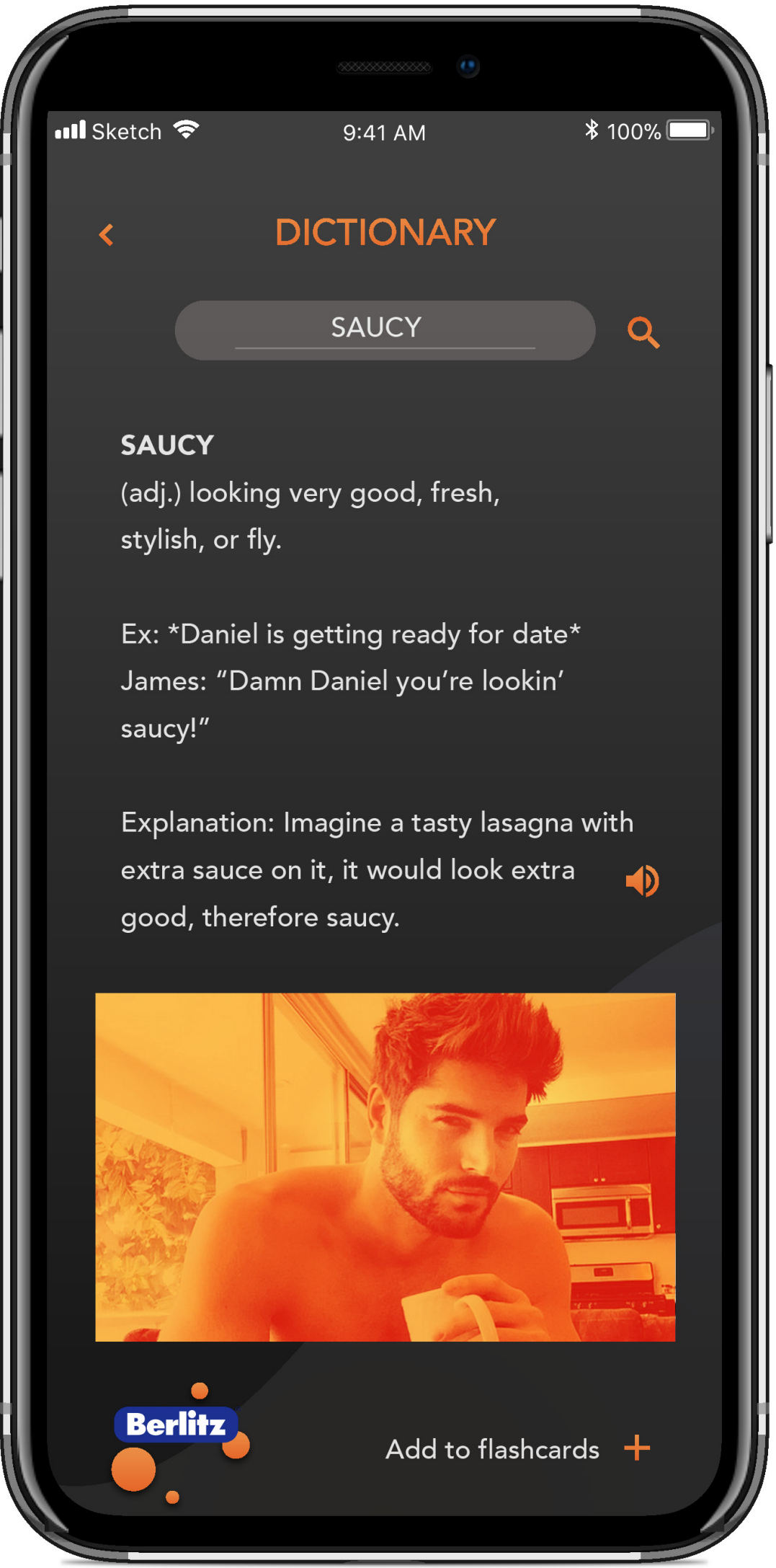


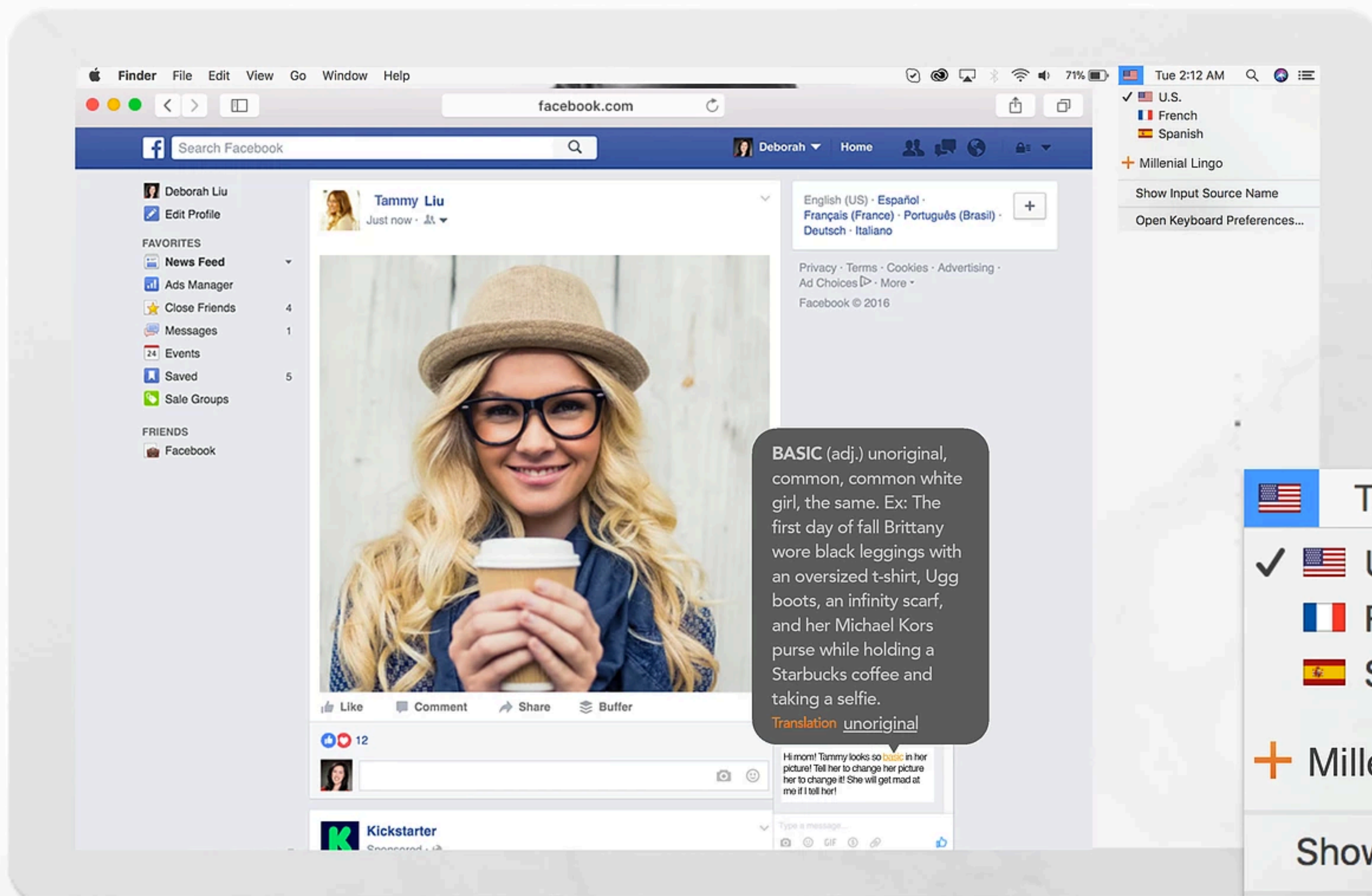
Client Berlitz Kids & Teens

Problem Every year Berlitz helps millions of teens in the world speak new languages. Parents, however, don't understand their millennial teens.

Insight Despite speaking the same language, Parents and millennials state that they “don’t speak the same language”





Solution We created the "Millennial Lingo Class", a free secret class for parents that gets unlocked when buying any language course. This includes the instant translator feature for different devices and the full class material prepared by lingo experts.




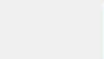



BASIC (adj.) unoriginal, common, common white girl, the same. Ex: The first day of fall Brittany wore black leggings with an oversized t-shirt, Ugg boots, an infinity scarf, and her Michael Kors purse while holding a Starbucks coffee and taking a selfie.
Translation unoriginal


Hi mom! Tammy looks so **basic** in her picture! Tell her to change her picture her to change it! She will get mad at me if I tell her!

 Tue 2:12 AM   

 U.S.

 French

 Spanish

 Millennial Lingo

Show Input Source Name

Open Keyboard Preferences...

NETFLIX

Browse
+ MY LIST



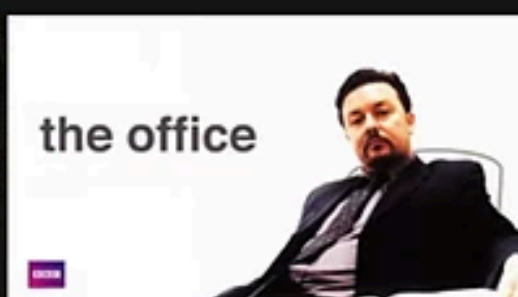
Top Picks for Michael



Trending Now



Watch It Again



12:57 PM

71%

Language Options

Done

Audio

Subtitle

English

English [CC]

✓ English - Audio Description

Spanish

Spanish

✓ Off

+ Millenial Lingo - Translation





Kleenex[®] BRAND

Mom's edition

#momtears

Client Kleenex Tissue Brand

Insight Being a mom is a never-ending emotional roller coaster.

Solution Create a Mom's Edition special packaging to celebrate mom tears moments, Kleenex will donate the funds for the sales in this collection to Moms Helping Moms Foundation.



We selected moms who used the hashtag **#momtears** on Instagram and Facebook. Then, commented with a link to the Mom's Edition microsite, where a little surprise awaited for them.



frenchfoodiemom
Chicago O'Hare Intern...

Follow

55 likes4w

frenchfoodiemom What a sweet and unexpected welcome home party! Total **#momtears**

cdesap **#aunttears!**

kleenex :) your story inspired us to create a Mom's Edition Collection visit www.kleenex.com/momsedition to see your surprise **#momtears**.



FOX6's Stephanie Grady

6 de septiembre de 2016

Me gusta esta página

First day of preschool! My baby's growing up 😭😭 **#firstdayofschool** **#preschool** **#seperationanxiety** **#momtears**

23221 comentarios1 vez compartido


Me gustaComentarComentarios destacados

Compartir

Escribe un comentario...


Kleenex :) your story inspired us to create a Mom's Edition Collection visit www.kleenex.com/momsedition to see your surprise **#momtears**.

Me gusta · Responder · 2



Kleenex
Mom's edition


learn more




Mom's Edition
Learn more


Being a mom is a roller coaster of emotions. As an initiative to help other moms, we created a Mom's edition featuring #momtears moments.

When buying products from this collection, you will be donating to the Moms Helping Moms Foundation.



Share your #momtears moments for a chance to have your moment featured in the Mom's Edition. Scroll down to see some examples.




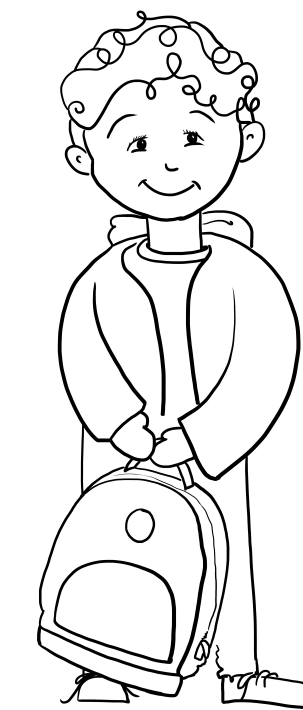


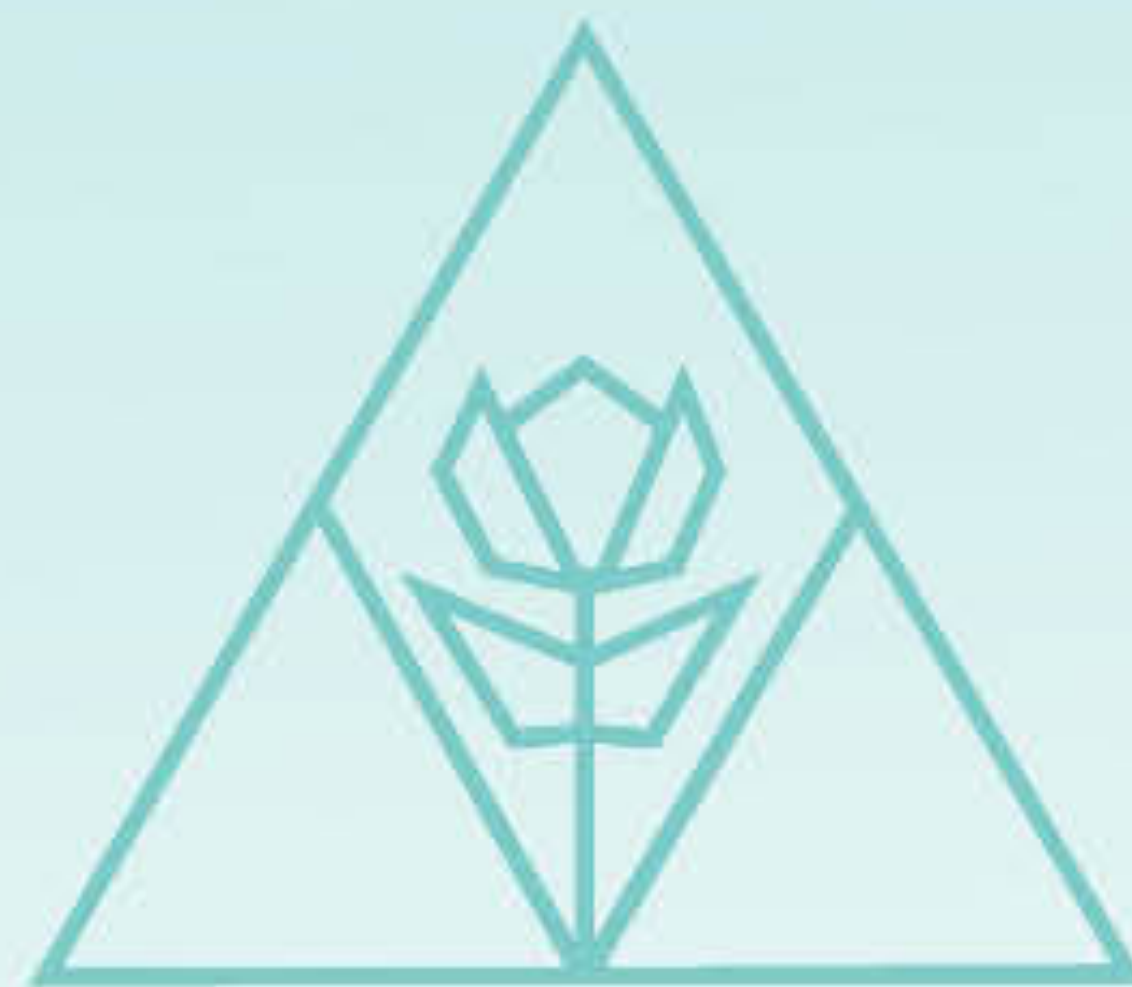
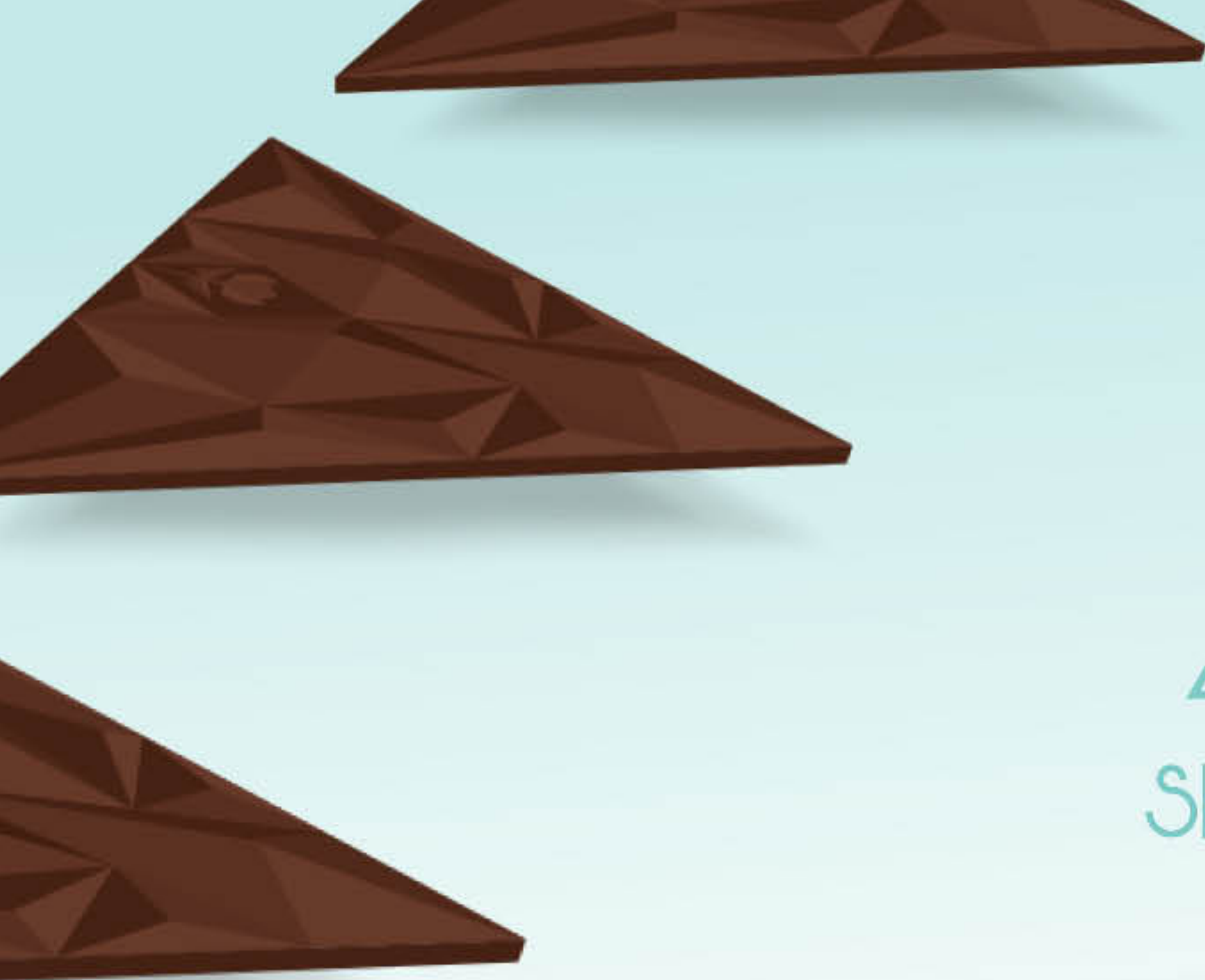
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#momtears





SERENDIPIA Δ

SERENDIPIA



Client Serendipia chocolates is a Bolivian brand with a range a unique blend of all natural exotic Bolivian quality ingredients. Using pure cacao and no artificial flavors.

The Project This initiative started with a chocolatier, a commercial engineer and myself, an art director. I was in charge of all the advertising and branding, including print, web and social media as well as graphic elements for the brand, the logo, packaging and the design of the chocolates. I also did the photography aspects.

Illustration



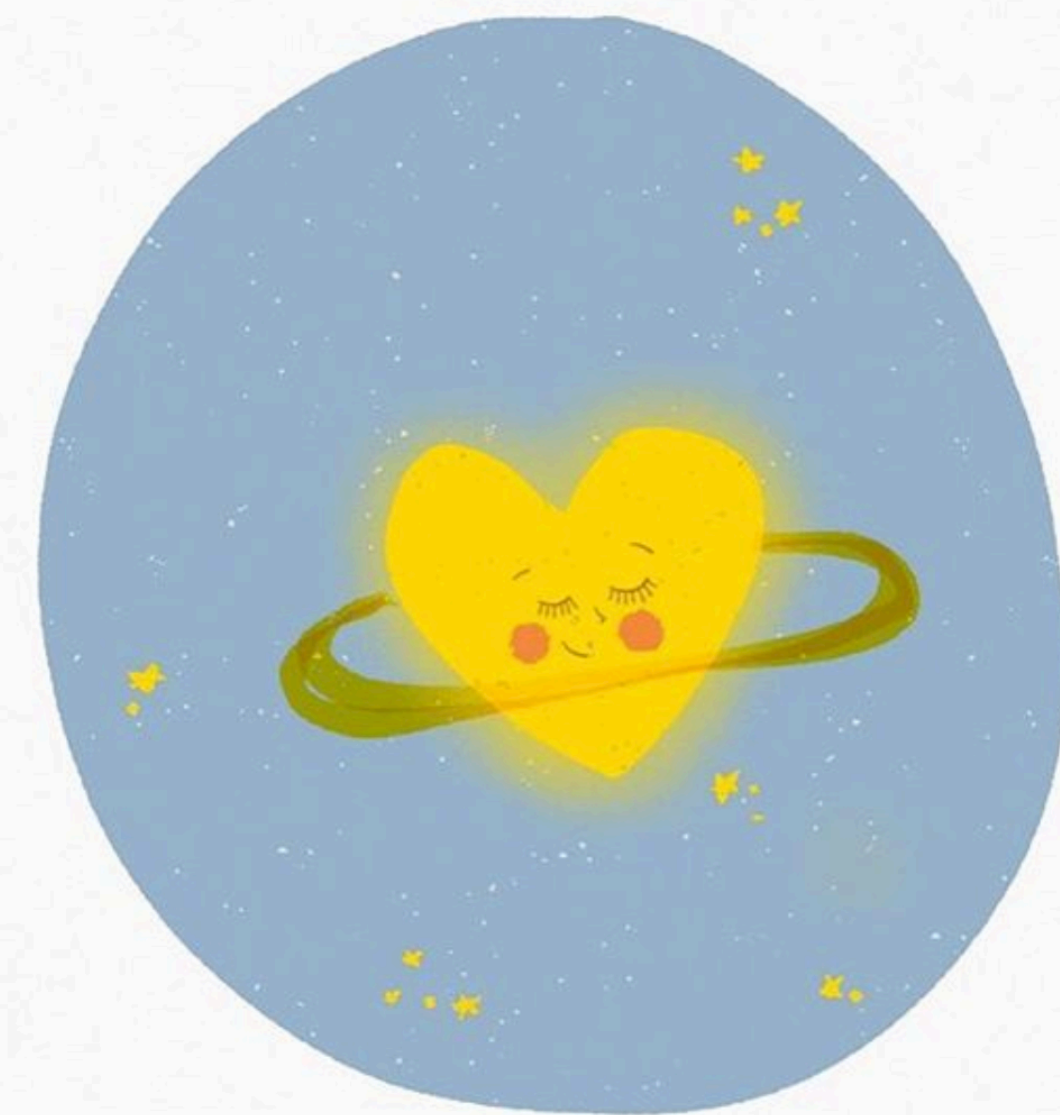
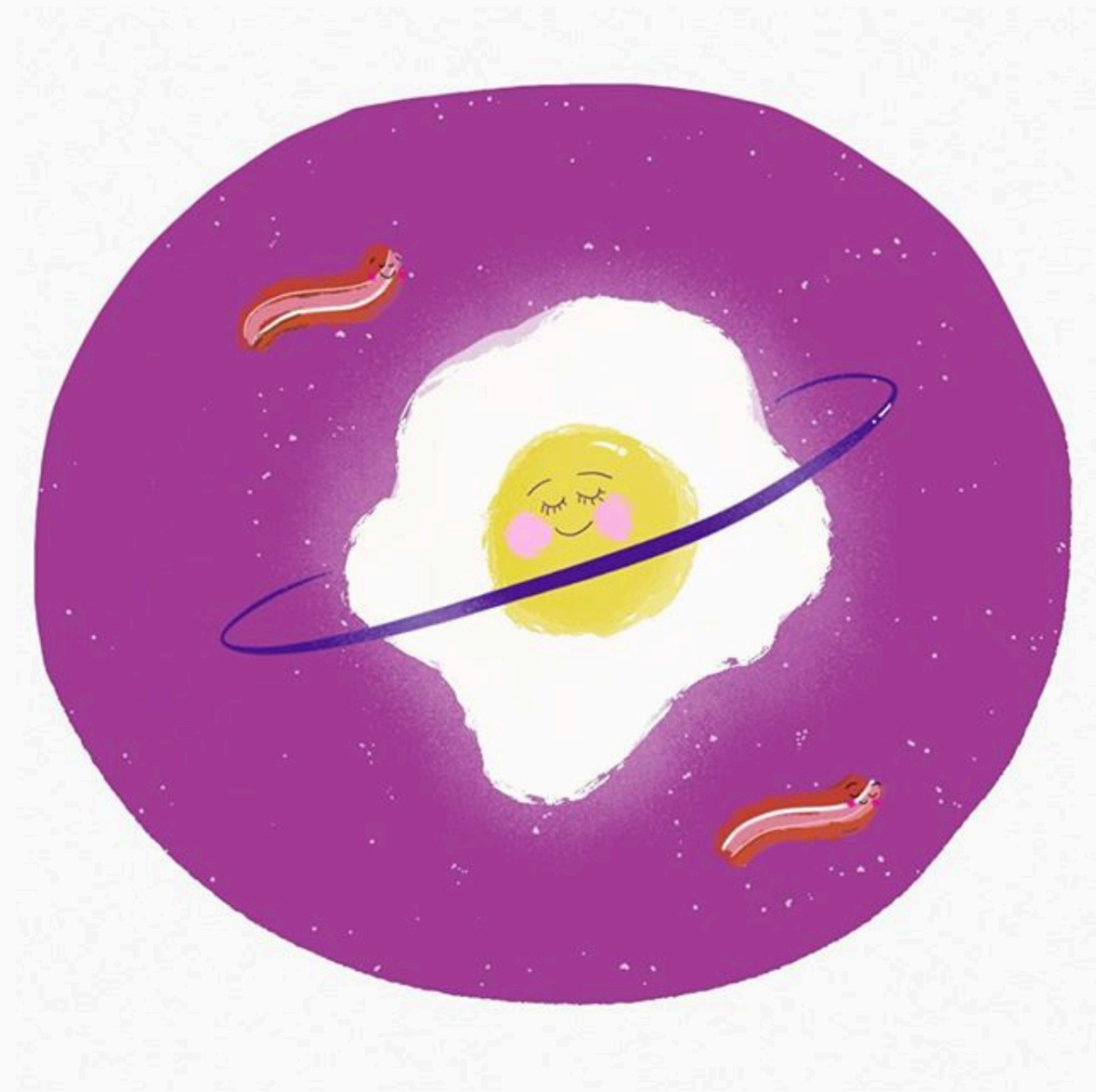
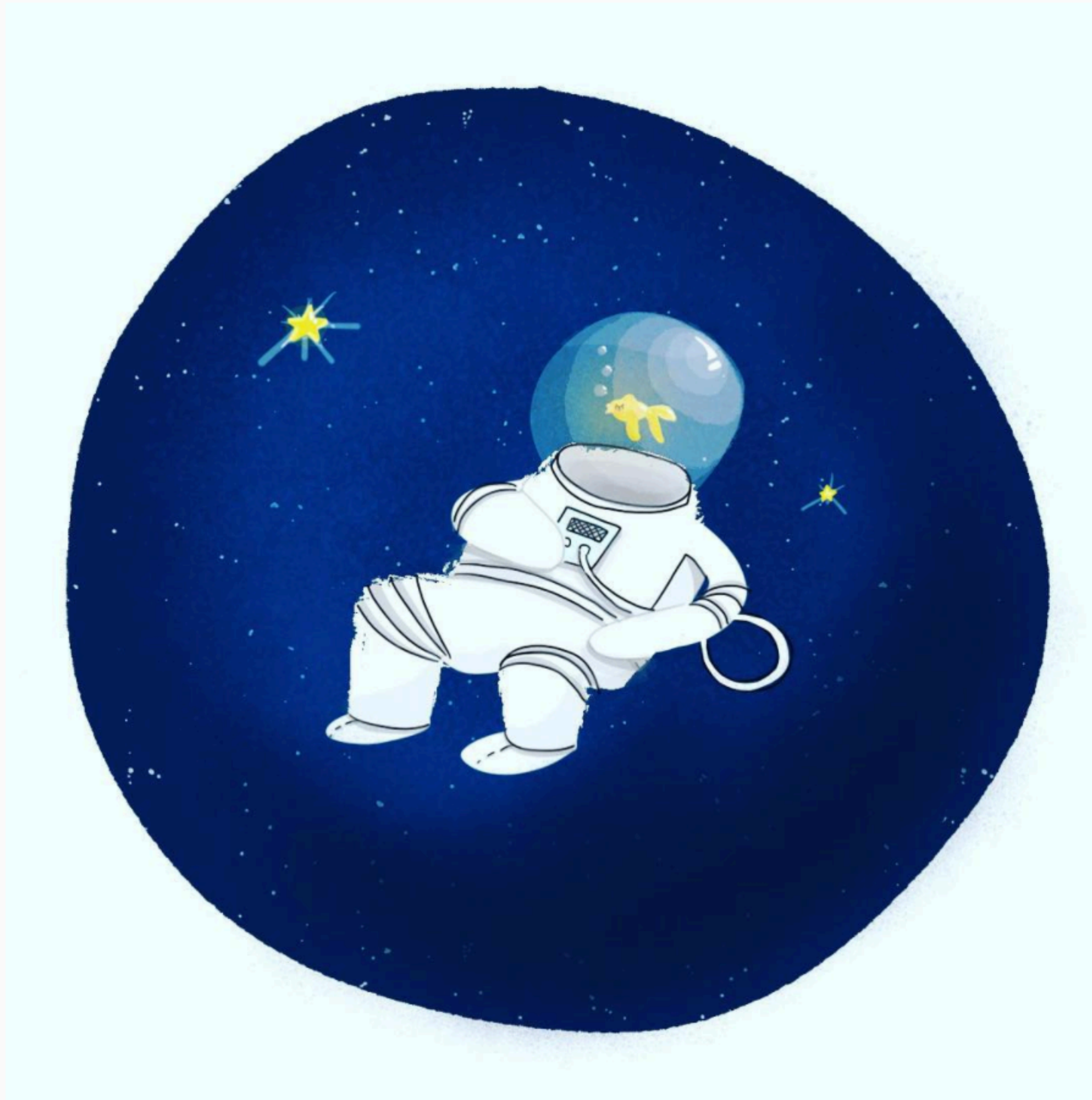


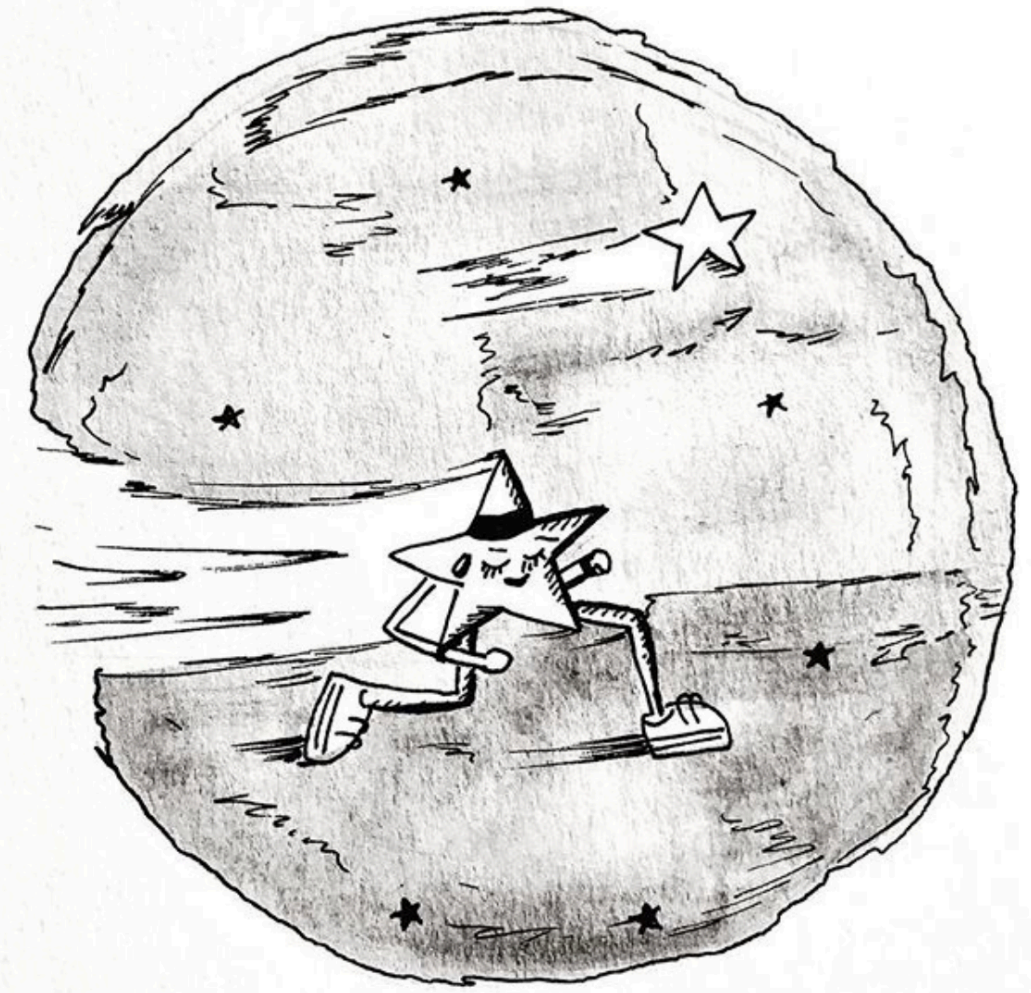
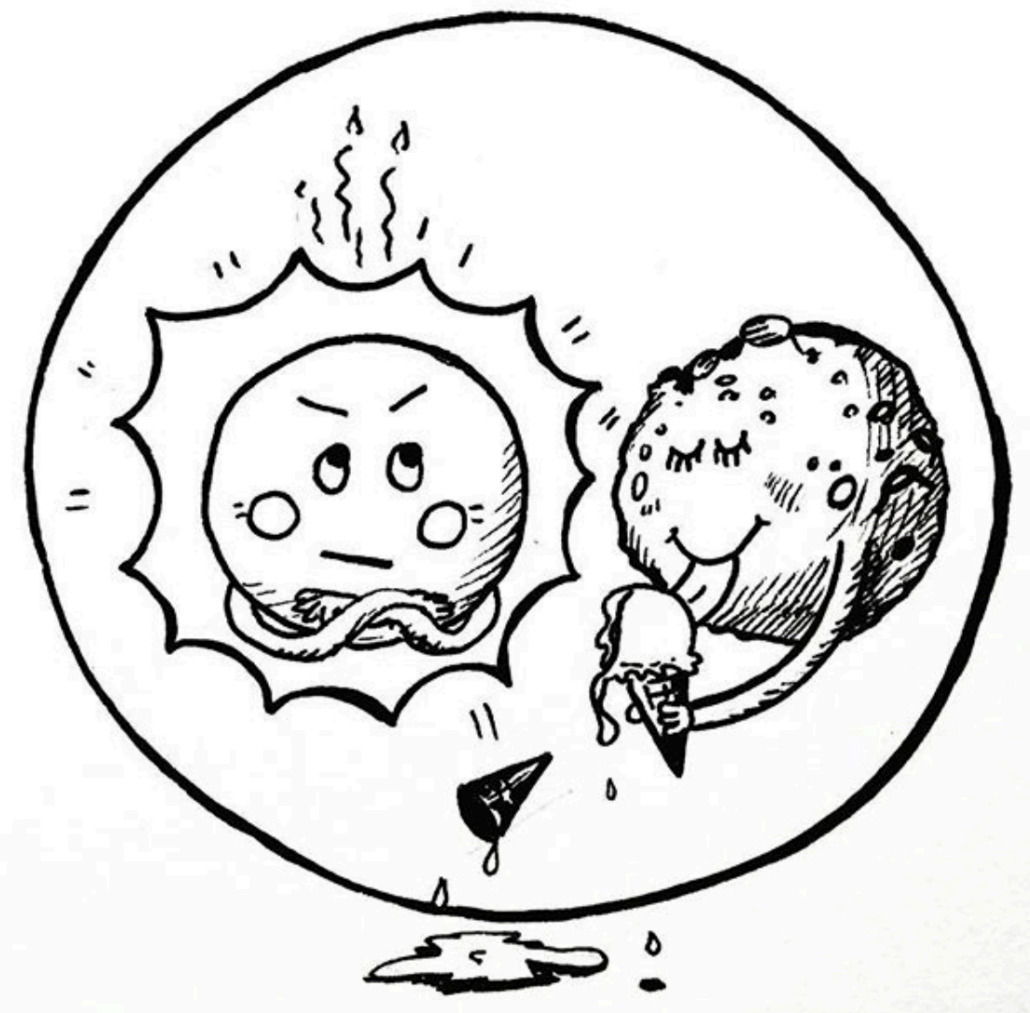


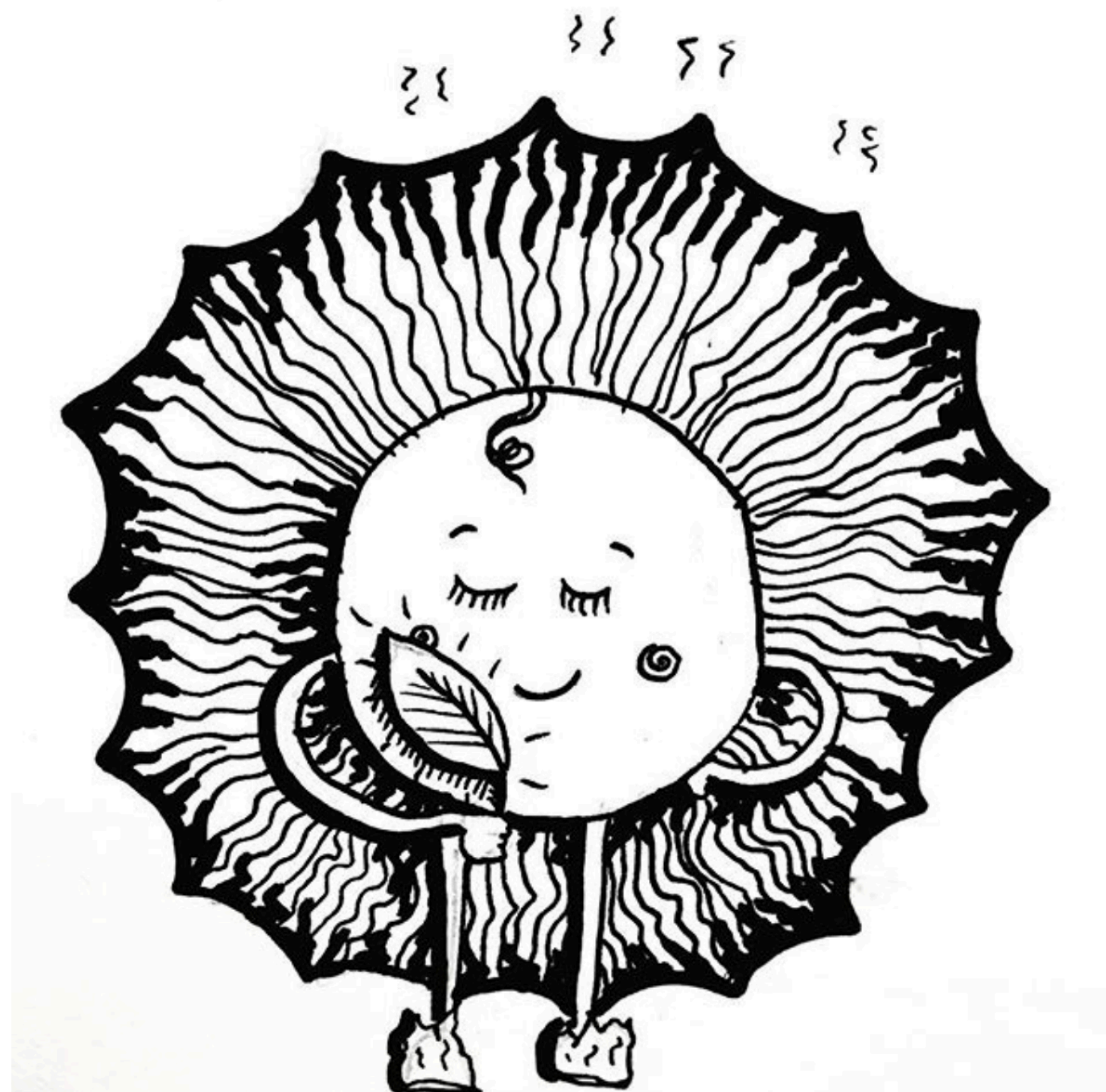




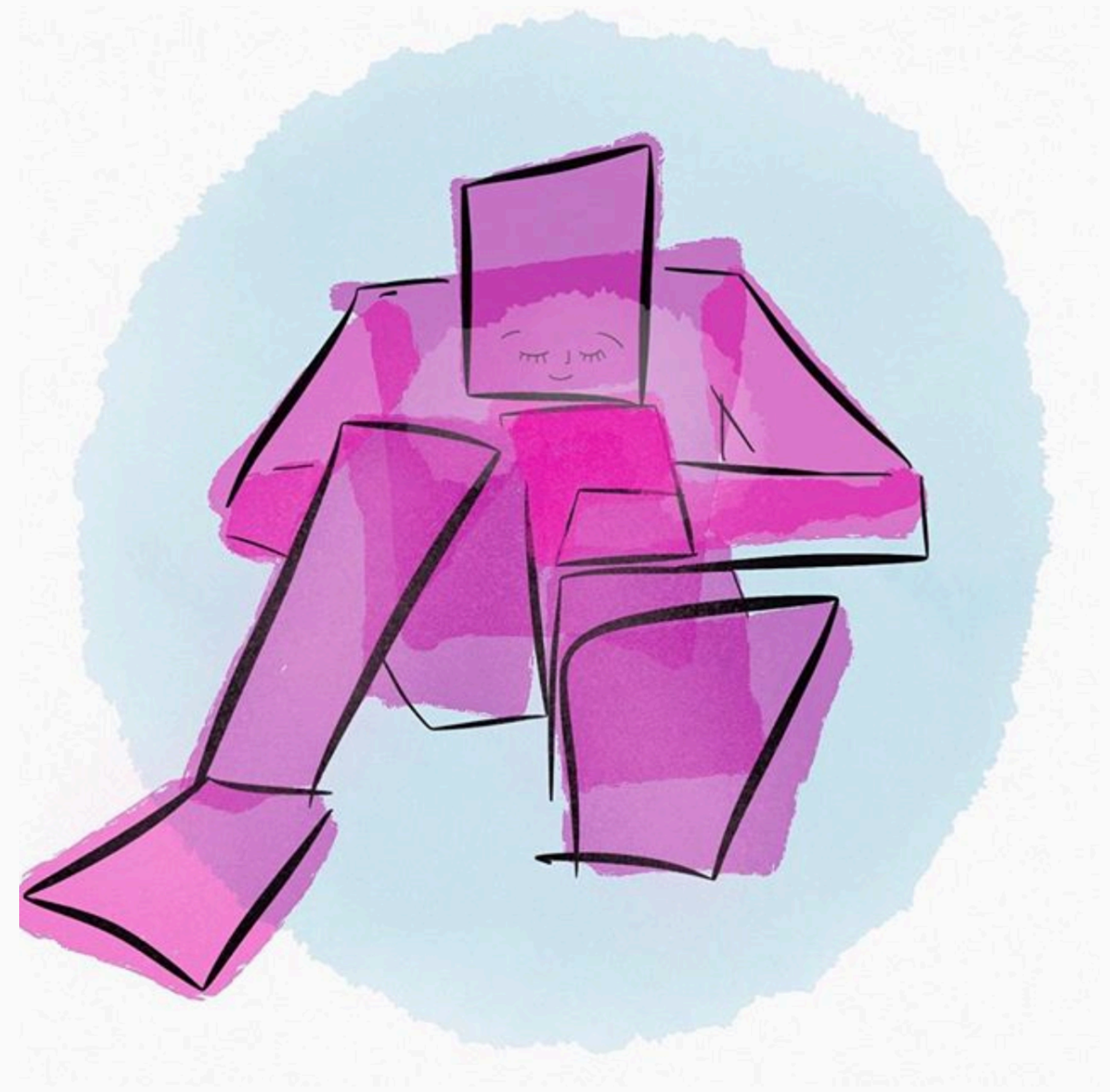
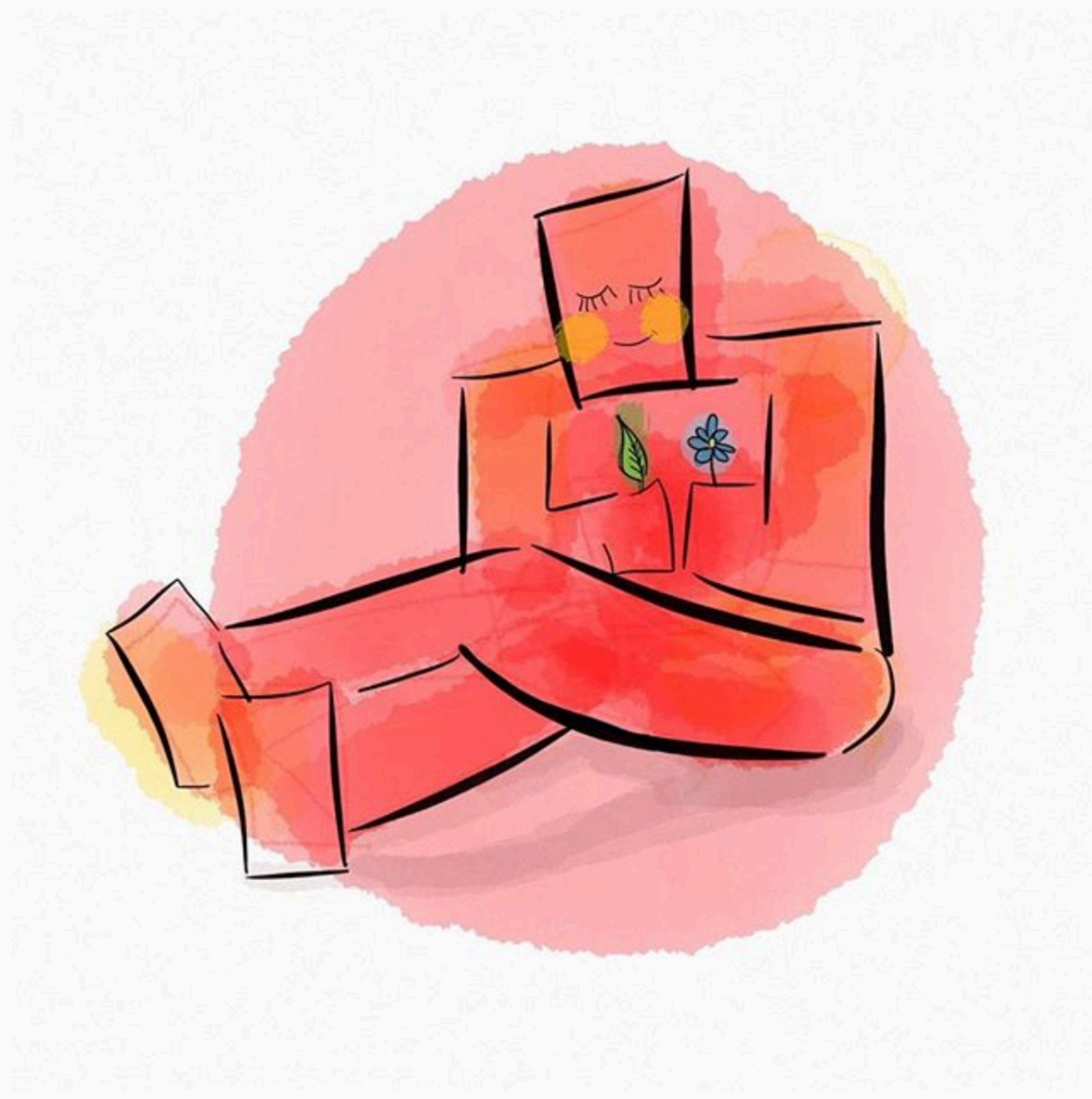


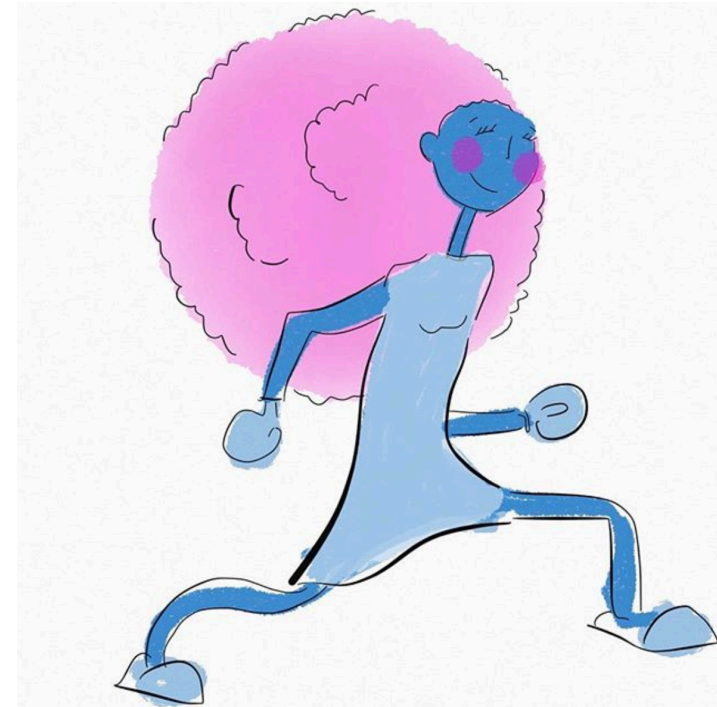
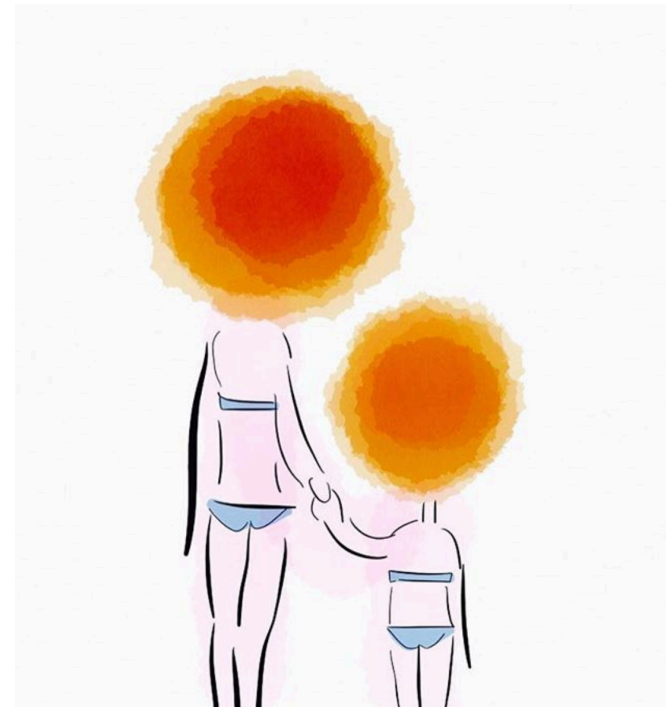
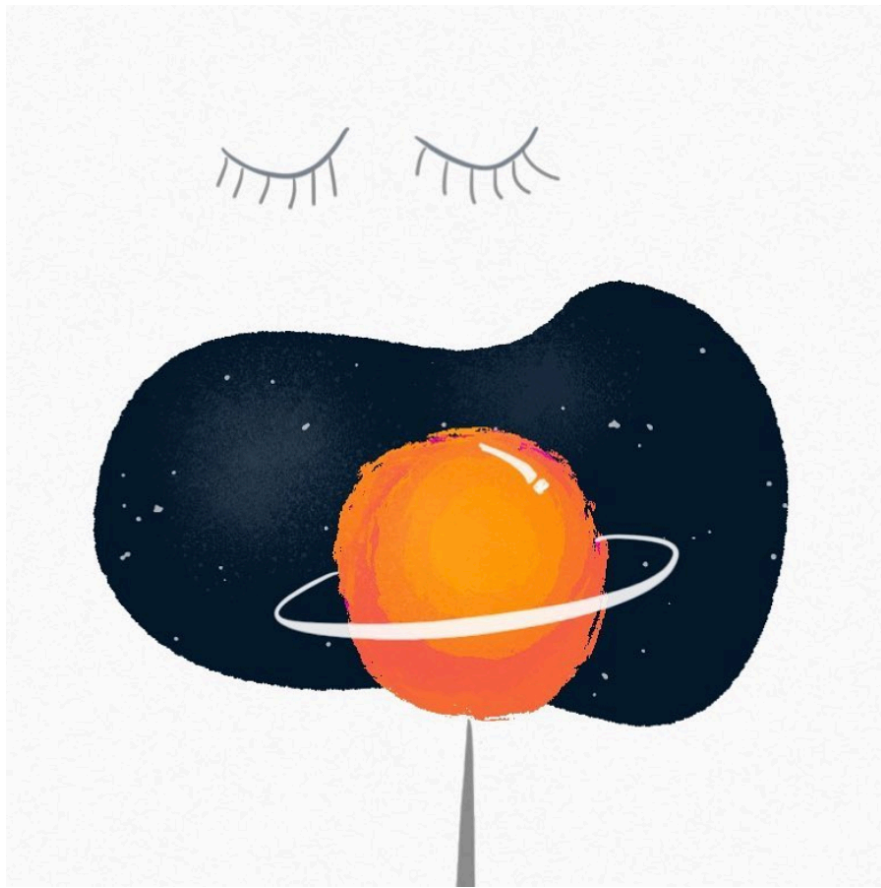
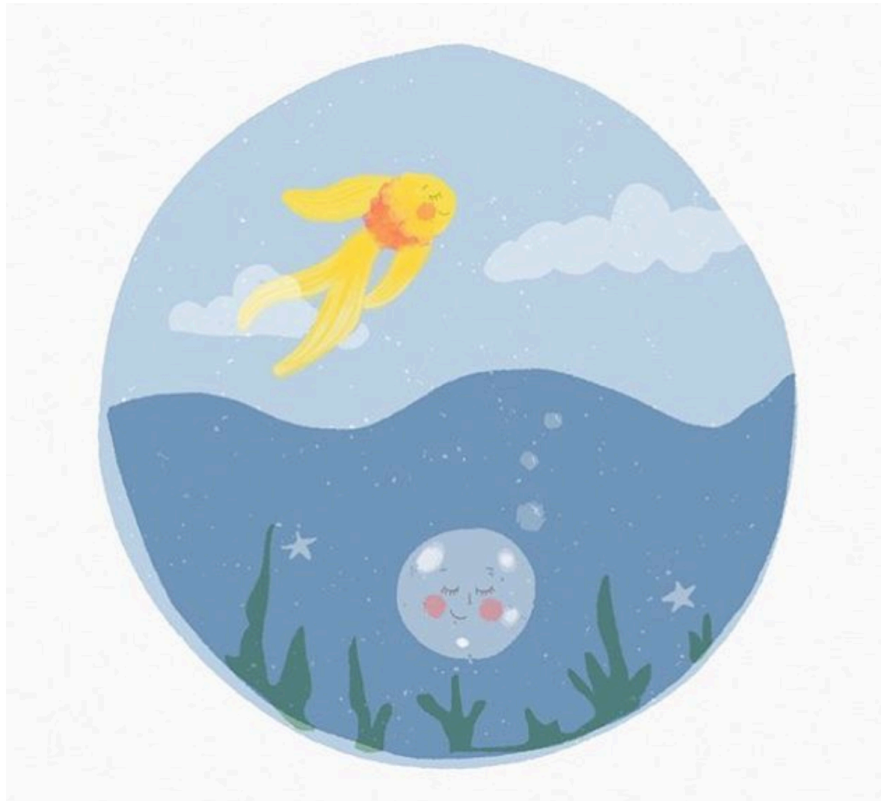










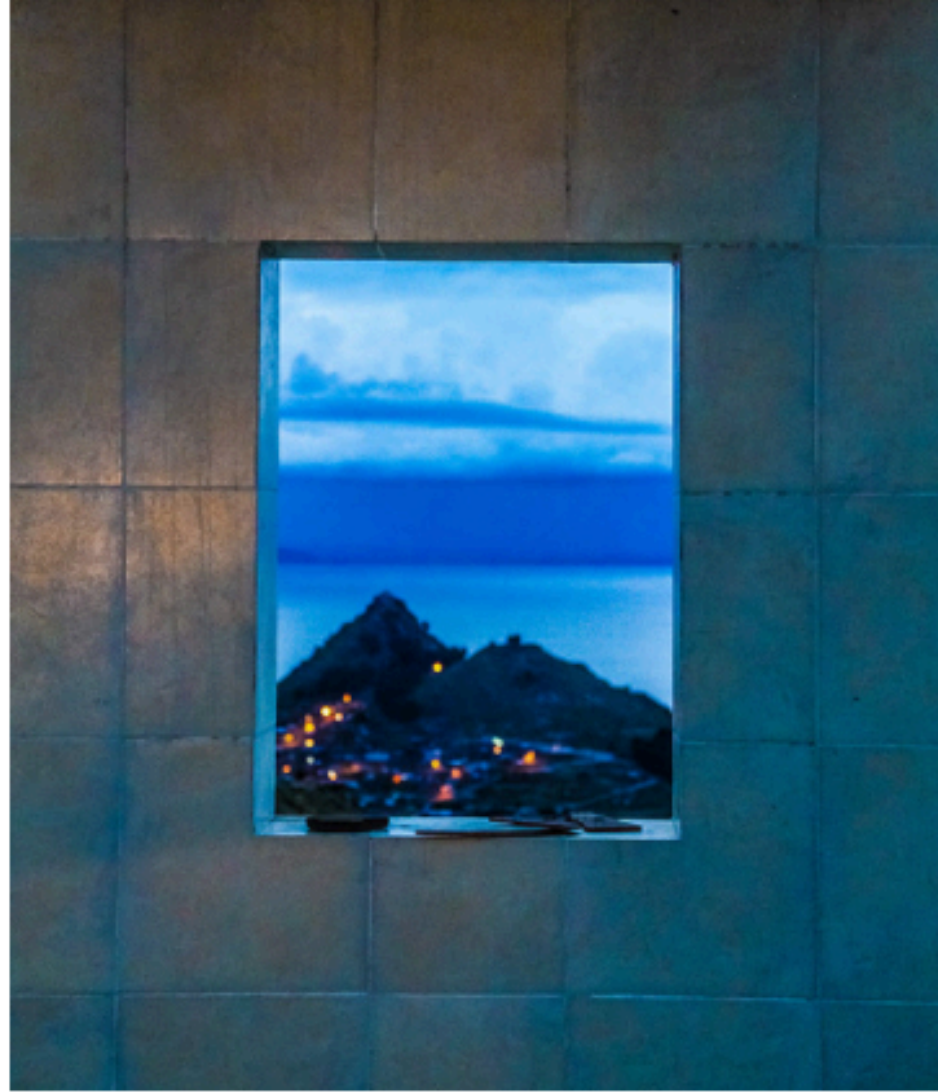


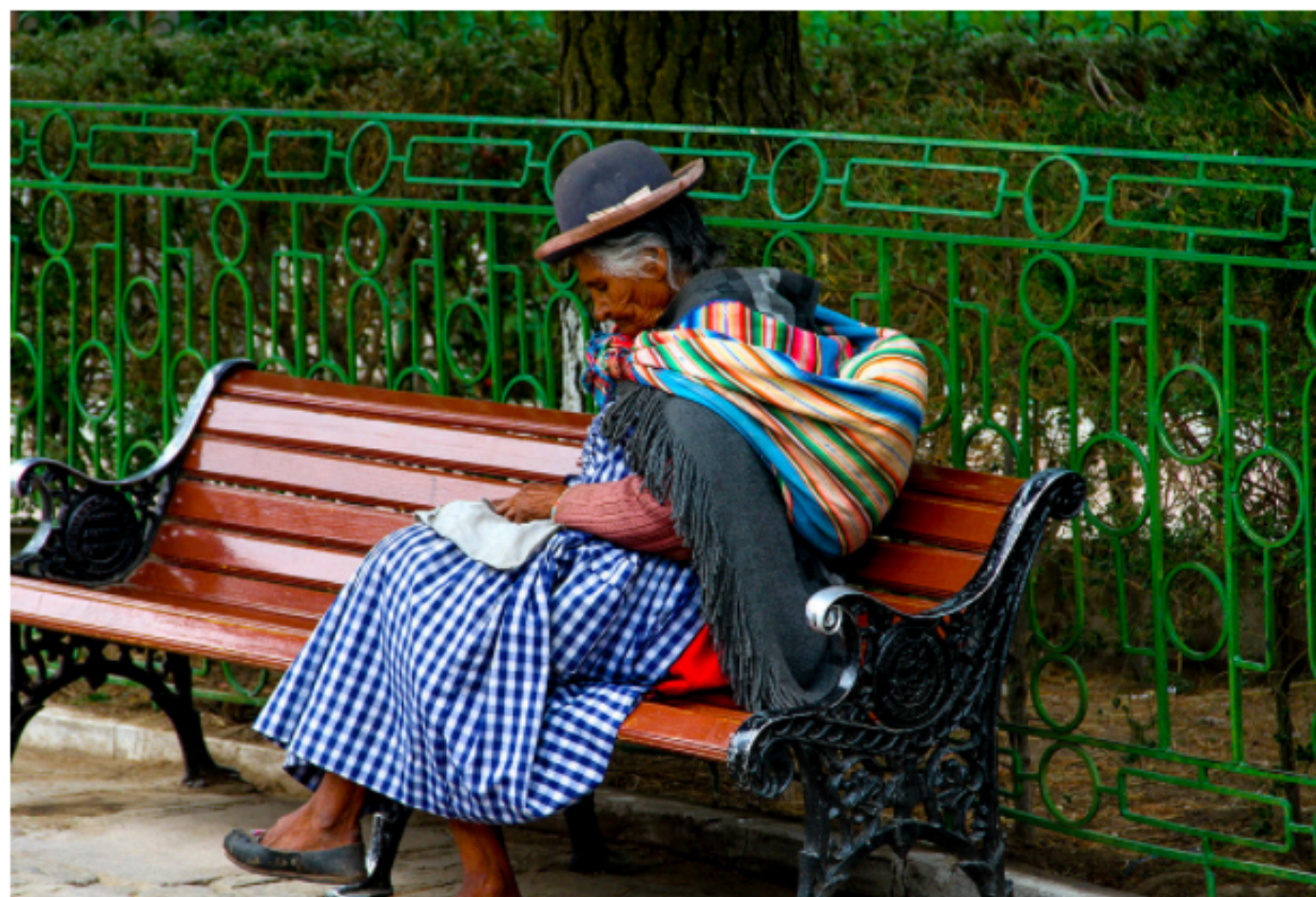
Photography

















For video files and
examples please visit
adrianalaboliviana.com