



Seeing beyond

CLIENT:

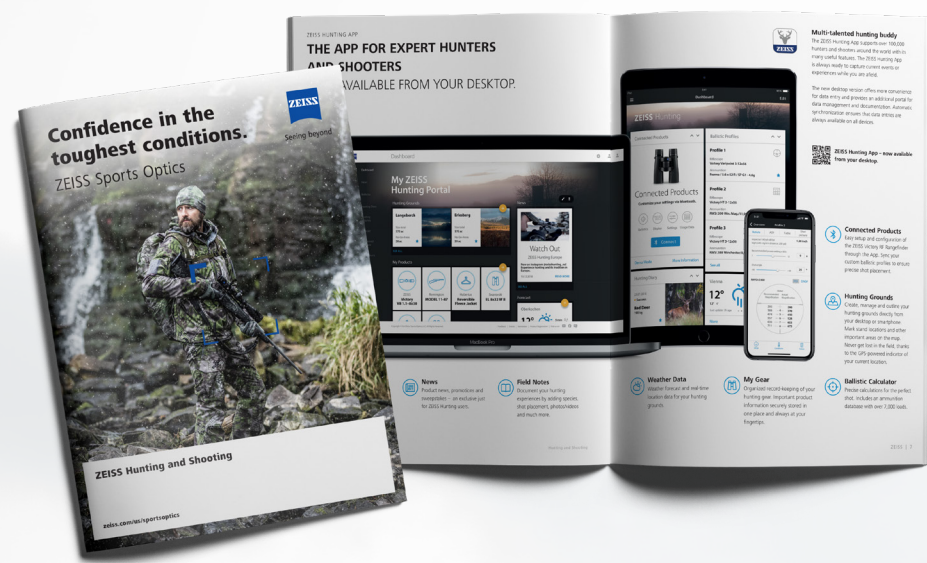
**ZEISS SPORTS OPTICS &
ZEISS NATURE OBSERVATION**

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. I've had the pleasure of working with ZEISS Consumer Products on numerous projects of all scale. I had the opportunity to develop two unique marketing campaigns for two of the divisions at ZEISS Consumer Products: ZEISS Hunting and ZEISS Nature Observation.

ZEISS SPORTS OPTICS

Effective consumer message in all channels

1 Product Catalog



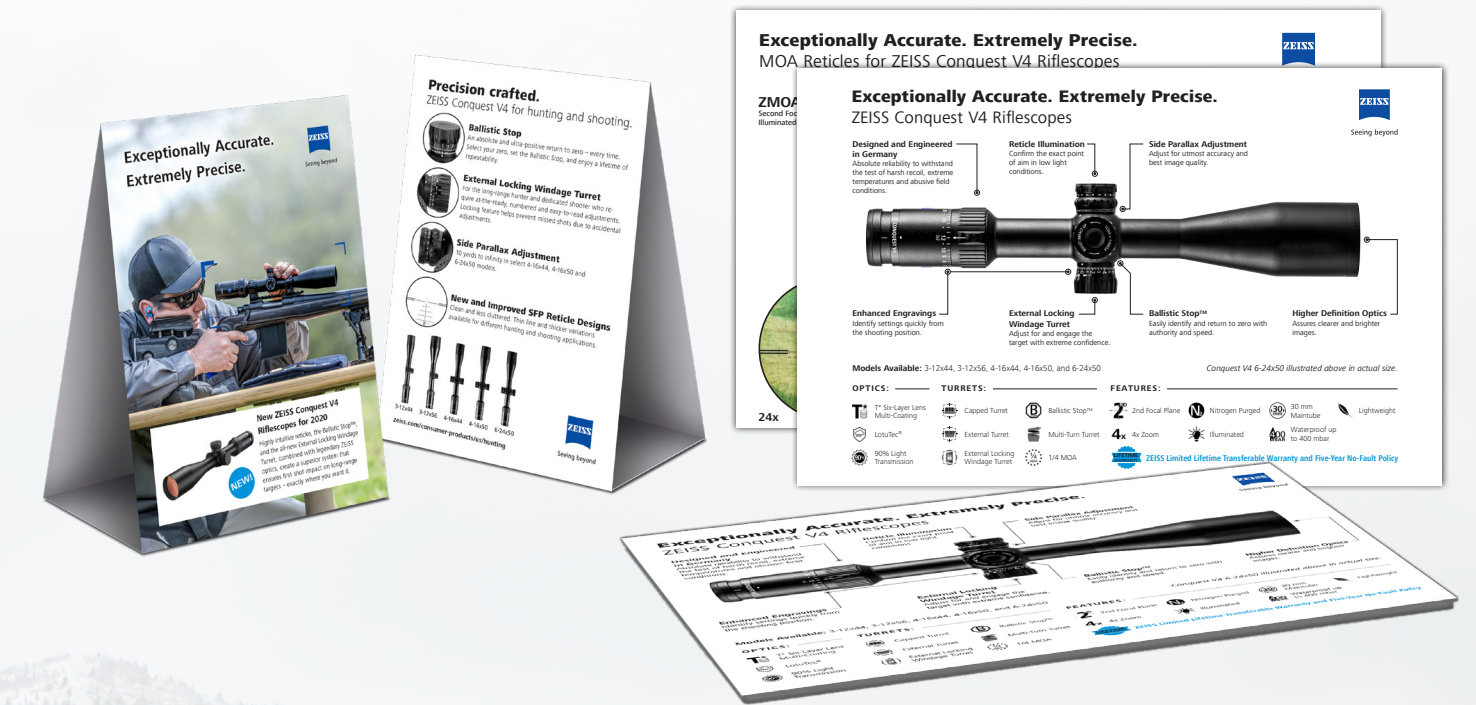
2 Magazine Print Ads



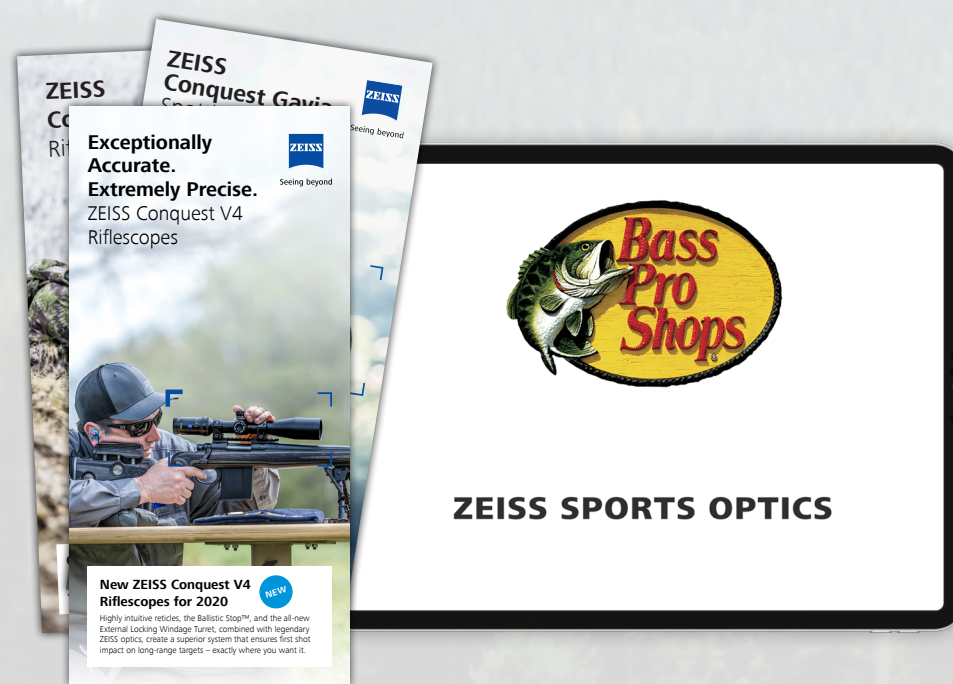
3 Campaign Videos



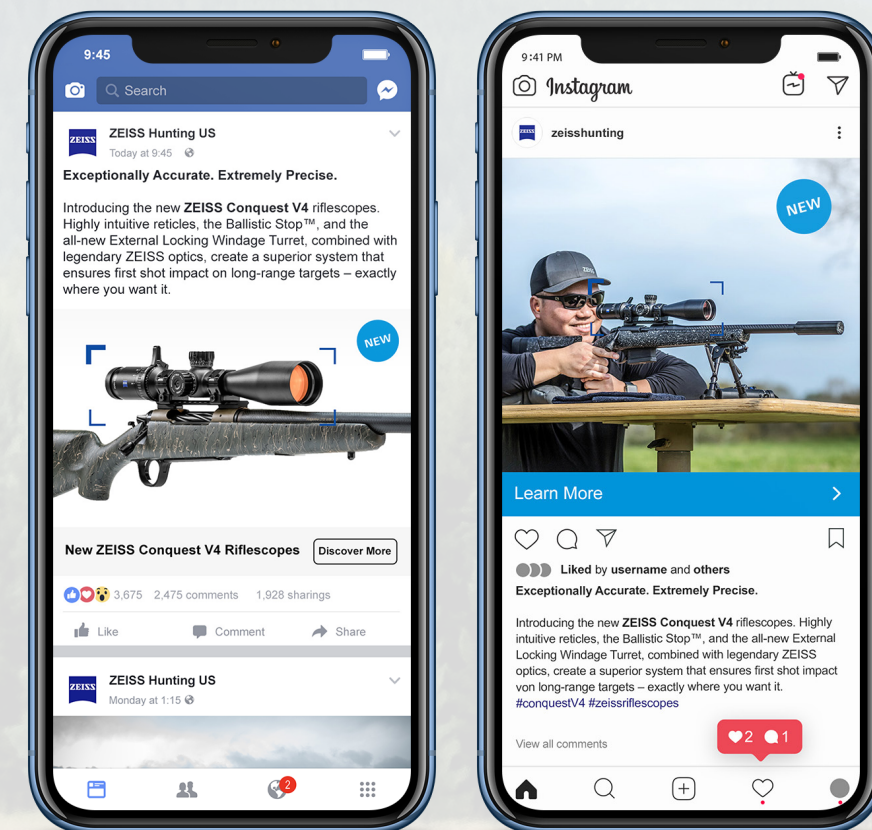
4 Point of Sale Support



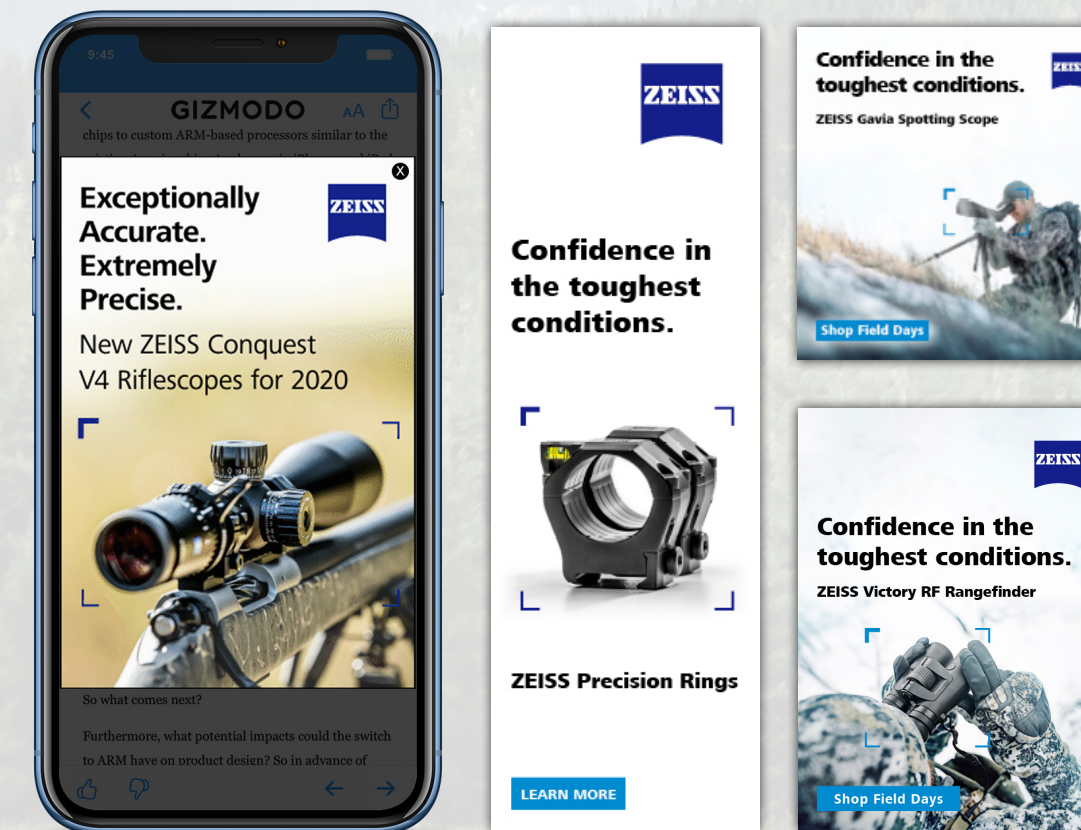
5 In-store Product Training



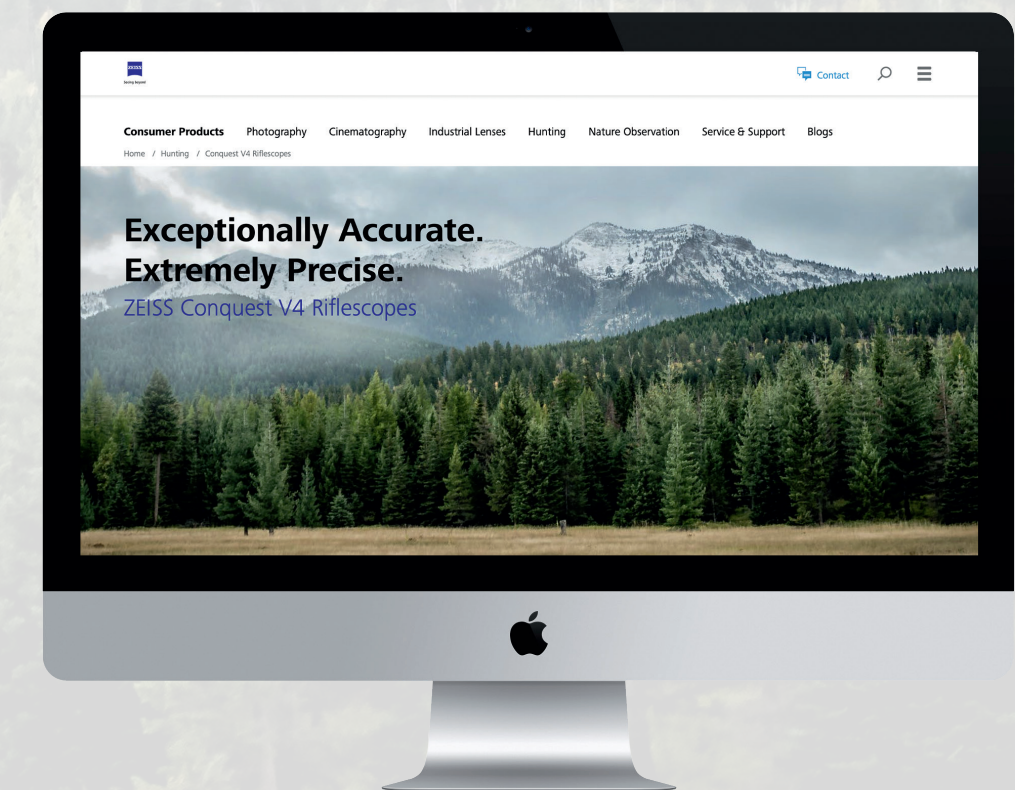
6 Social Media Content



7 Programmatic Digital Advertising



8 Campaign Website





Seeing beyond



Confidence in the toughest conditions.

ZEISS Sports Optics



Confidence in the toughest conditions.

ZEISS Sports Optics



Seeing beyond



tested in the lab.
proven in the field.



ZEISS

ZEISS NATURE OBSERVATION

Effective consumer message in all channels

1 Product Catalog



2 Magazine Print Ads



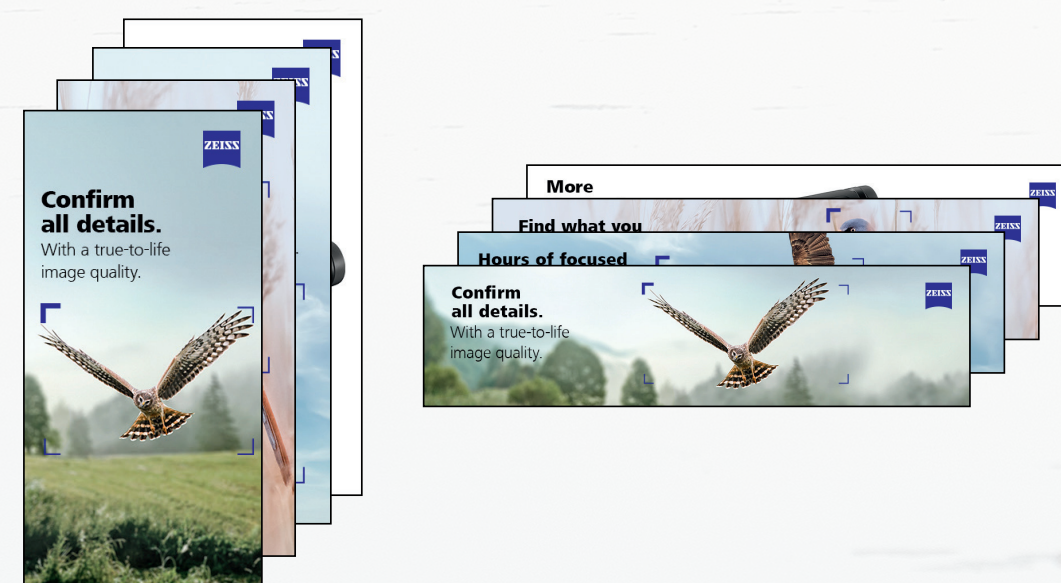
3 Campaign Videos



4 Point of Sale Support



5 Online Advertising



6 Social Media Content



7 Trade Show Booth Design and Collateral



8 Campaign Website Design

