

Claire Giddings

clairvoyant design

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LICENSED PRODUCT PROMOTION, PACKAGING, ADVERTORIALS, CUSTOM PRODUCTS



Kodak and Pirates of the Caribbean: Email, in-book ad, event signage and actors with interactive AdWalker screens promote the film, a Kodak sweepstakes and USA Weekend Magazine



Finding Nemo Board Game: Reader's Digest advertorial pull out game board, chips and quiz cards promoting the DVD release



US Army: Comp for cover and editorial spread of a pull out brochure featuring an interview with a soldier and tips for parents



Family Fun Booklet: Spread exploring fun family activities in an advertorial booklet for ALL detergent distributed with Reader's Digest



Rock the Country CD: Custom packaged CD distributed with Reader's Digest issues in Walmart stores



Token Body Wash: Packaging for luxury body wash with aquatic iconography



Garanimals Reading Zoo: Presentation for a marketing tour promoting literacy using custom character-wrapped vehicles, costumed characters and a circus tent themed exhibition and activity area

PROMOTIONS, PREMIUM PRODUCTS, BROCHURES, SIGNAGE



Power Up Your Numbers Video Game and Toy Remote Control Premium Mailer:

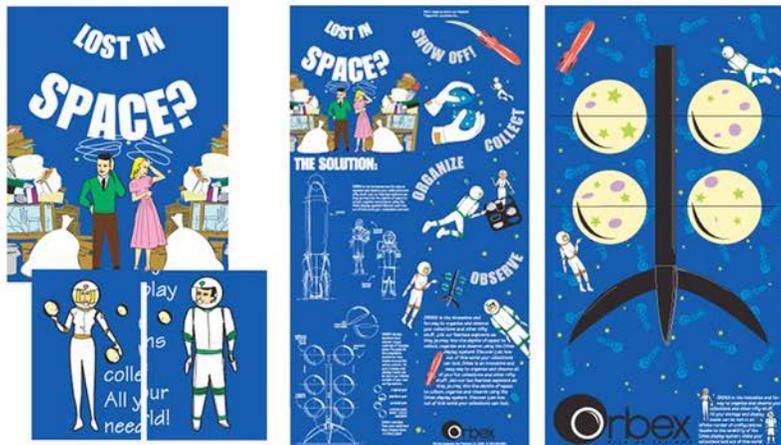
The sound-enabled remote control sized brochure lists the link to an online game where players click to turn on moving TVs to reach 49 million USAW "readers." The remote is accompanied with an armchair cell phone holder/stress toy premium. A Gold Hermes Award winner



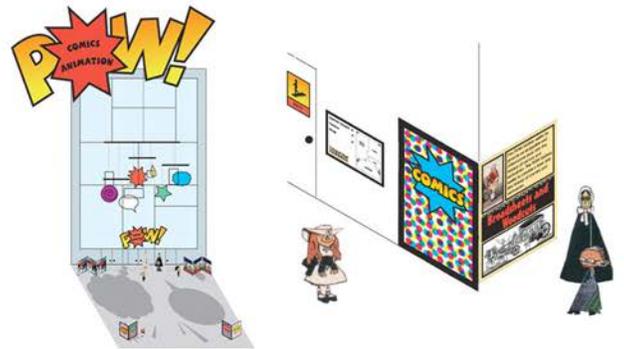
Peanuts 3D View-Master Cartridge: Custom designed cartridge used in the Charlie Brown exhibition at the Children's Museum of Manhattan



Food Issue Premium Mailers: Promotional products and packaging sent to food advertising clients include a shopping cart phone holder and a turkey stress toy



Orbex Display Systems: The features of the product are described through a narrative inspired by 1950's sci-fi kitsch. The piece unfolds to reveal a poster of a glow in the dark image of the product



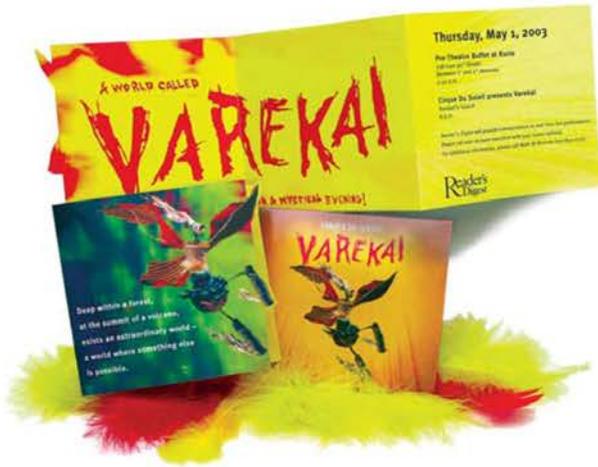
POW (Pictures and Words) Museum Signage Program: Comic book inspired signage for a comics and animation museum. The paneled building facade reveals a mobile and the two-toned concrete plaza displays expression bubbles

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PRODUCT DESIGN, IDENTITY, INVITATIONS, PROMOTIONS



Varekai: Themes of mystery and flight from the Cirque du Soleil show inspired this Mercury Award winning invitation, sent with a music CD



NAA Chicago Event: Spot varnish waves on silver evoke wind, a *Graphic Design USA* magazine American In-house Design Award winner



Penguin Munsingwear: A fun premium product with a travel theme for the casual menswear company, sent with a hip travel guide



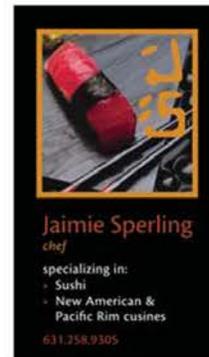
Logos: Identity for a personal time management app, museum consortium and a scuba enthusiast group



New York Rugby Club: A variety of T-shirts promoting the New York Rugby experience



USA SpY Museum Event Animated Evite: A secret agent approaches and delivers a coded message with the event information



Chef Jaimie Spierling: Bold colors, images and letterforms create a dramatic introduction for this culinary artist