

# OCC Outdoor

# Tens Award WINNER

**Category:** Best Display Advertisement  
for Accessories

**Winner:** Gregory

**Designed by:** Jeff Toll, BKWLD, Sacramento

**Criteria:** The judges looked for entries which conveyed the usp's of the accessory, but not necessarily by enumerating captured the essence and magic of outdoor pursuits whilst delivering a strong product message. They were also asked to take into account the use of typefaces and the structure and content of supporting body copy with the aim of answering the question of how well each advertisement did in stimulating desire for the product.

**OCC Outdoor's Comment:** Backpacks are not visually appealing and even close up they all look the same. They are often good or bad by default,

meaning that buyers pay so little attention, that they don't find out whether their choice works for them until it is all too late. All in all not an easy item to promote. This ad for Gregory is

brim full of confidence; it does not feel the need to spend time explaining the bells and whistles, it just says to the reader "Look at this". Executed in half page format and appearing on a right hand outside edge that you don't have to spend money on a page to reap the corresponding benefit.



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