

CLIENT: Steve Berg	CASE #
PROJECT: Historical Sign	0137
<b>WORK LABS</b>	
THINKING:	
<input type="checkbox"/> SM <input type="checkbox"/> MED <input type="checkbox"/> LG <input checked="" type="checkbox"/> XL <input type="checkbox"/> XXL	



APPROVED:	TARGET:
<i>[Signature]</i>	<input checked="" type="checkbox"/> CONSUMER <input type="checkbox"/> TRADE <input type="checkbox"/> B TO B <input type="checkbox"/> INTERNAL
<b>LAB REPORT</b>	
DATE: 05/09	

{ Standing Out from the Competition }

## OBJECTIVE:



When a local contractor starts a job at a new house, one of the first things he usually does is put up a sign on the lawn. You've seen them, you probably see 30 of them a day. So how does a contractor stand out from the clutter? This was one of the challenges that Steve Berg asked us to overcome.

## RESULT:



Steve specializes in renovation and restoration of old and historic homes. Each property that Steve works on focuses on craftsmanship and integrity—he's not just flipping an old house for a quick buck. So what better way to convey this message than through a real, cast-aluminum historical sign? The sign has been extremely successful since Steve put it up at his current project. He'll probably also be happy to know that it won a gold in both the Advertising and Design shows at this year's Richmond Ad Club award show.

*On this site, skilled craftsmen and artisans are reforming and restoring a family's home. They work to high standards and exacting specifications. No detail is too small; no corners will be cut. These workers are building a monument to memories yet to be made. Inside these walls, birthdays, holidays and anniversaries will be celebrated. Years will pass and lives will be lived. And this effort will stand long after we are gone.*

