



The talented creatives at Jack White Design in Milwaukee wanted to send out a promotional piece to prospective clients urging them to spice up their brand. They also wanted to highlight their small-studio flexibility while stressing they offer the same effectiveness as a much larger agency. Therefore, they chose the eye-catching concept of a tiny bottle of hot sauce to drive home the "big things in a little package" theme. I had the good fortune to write the copy, posted below, which appears on the box.

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Taste the difference.

We enjoy helping companies reach the proper level of spice for their brand. We are a tight-knit group of hands-on talents with diverse backgrounds and design tastes. This special integration provides clients with unique solutions to their communication needs on all levels.

JWD-Creative specializes in print, web, multimedia, advertising design, brand consulting and development, b2b and corporate communication design, you know...the big things.

We don't need to focus on the internal process, just the external results (the needs of the client, of course).

No offense intended to "the big agencies", we love skyscrapers and all, it's just that our process is less about the corporate hierarchy and more about you and your needs. Besides, we prefer to be nimble, spontaneous and creative.

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