

# Christopher Tuscan

Design Agency  
Chicago, IL  
United States

View the full portfolio at <http://www.thecreativefinder.com/ctuscan>

## Professional Experience and Curriculum Vitae

Hello,

Creative Direction, Design, Photographic Retouching Specialist, Production, Studio Work and some Web. I have 25 years of experience for Freelance Opportunities or a possible Full-Time position. Dedicated to quality.

Hello,

I have done a major update on 8.2011 to my site [www.doghousestudio.com](http://www.doghousestudio.com) website that includes most of my newest work.

Creative Content Provider - Site Updated

<http://www.doghousestudio.com>

Thanks,  
Christopher

Christopher Tuscan  
Dog House Studio, Inc.  
300 Ash Street  
Park Forest, IL. 60466  
<http://www.doghousestudio.com>  
708.481.4481 studio  
773.206.9918 cell

## Previous Clientele

Handelan Pedersen  
Shoot my Events  
Upshot Marketing  
Aspen Marketing  
Robinson & Maites  
DDB  
FoodMix  
The Marketing Store Worldwide  
Double Take Advertising  
DRT-Disruptive Retail Thinking  
Taylor Bruce Associates  
FoodMix  
CVC Communications  
Cresta Group  
Group 360  
StevensTate  
Launch  
Marketing Support, Inc.  
Ambrosi  
Cramer Krasselt  
Publicis  
LBBW Advertising  
Ogilvy  
J. Walter Thompson

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213



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Discover Financial New Card Direct Mail

- Creative
- Art Direction
- Production



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Discover Financial letter

- Creative
- Art Direction
- Photography and retouching
- Production



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\*See back for details.

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## Epsilon whitepaper

- Creative
- Art Direction
- Photo-illustration
- Production



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### Creating impressions

One of the central features of a mental marker is the personal desire it creates in customers to interact with a specific brand. The expression "Brand of Choice" has been around for some time, but it helps explain why certain companies who make a cognitive link with members find better success in the loyalty marketplace.

**Mental markers**  
Blips of subliminal distinction

Mental markers are created around customer experiences. Brands are served well when they reinforce that experience around these four key points.

- consistency**  
Meets user and My Brand's needs and their own need of
- relevance**  
Integrated to the evolution of customer and drives to meet expectations
- brand**  
Reinforces My customer needs experience back to brand
- experience**  
High customer experience with positive perception of choice

**Walgreens**

**Be the brand**

Walgreens Co.'s Balance Rewards reminds members on a personal level to take care of their health. The program is designed to leverage the company's "Live Well" brand, and every element of the program—from how members earn points to how they can redeem them—connects to that corporate image. Members credit the "Live Well" program with reinvigorating their desire to exercise, including some who had been sedentary after serious accidents. Walgreens' "Steps" program allows participants to earn 20 points for every mile they walk, and for those watching their weight, another 20 points when they track their reductions online. The programs are intimately involved in the fitness and health of members, which creates a positive connection with Walgreens. Members have a mental marker every time they look at the scale, or see improvement in general health.

Consumers also receive guidance on eating healthy and other lifestyle tips, which helps reinforce positive feelings around the "Live Well" brand and strengthen participants' mental markers. In less than a year, Walgreens' Steps program had more than 600,000 active shoppers who had logged more than 10 million miles, earning more than 77 million points along the way.

epsilon.com 5

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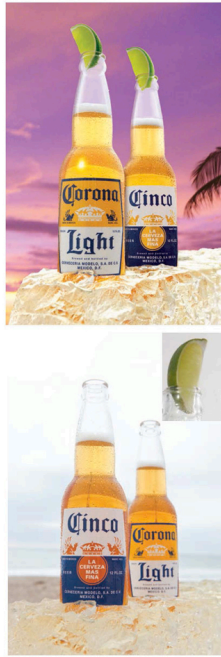
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Crown Imports–Corona Cinco and Light

- Create a natural, colorful, energetic setting
- Add additional bottle and limes
- Color correct to standards and add warmth
- Add shape to ice block
- Switch labels Cinco and Light
- Add background
- Create shape overall



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## State Farm Insurance—Retouching

- Icon lock up for the NFL ProBowl in Hawaii
- Re-shape pineapple combine football laces
- Clean up corrections.



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## Corporate Identities and icons

- Creative Director
- Design
- Production



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