

Mike Hutto

Art Direction
United States

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

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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ADVERTISING

Project:
2008 Life Time Fitness,
Nutritional Supplement,
Bathroom Advertising

Solution:
Create an arresting
message that multivitamins
are gender specific. The
ads are placed above the
men's urinals.

Concept:
The jarring sight of
a woman's rest room
icon above a men's urinal
is completely out of
context. Having a captured
audience, the ads make an
analogy with multivitamins.
The same idea is used for
women's rest rooms on
the back of stall doors.



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ADVERTISING

Project:
2005 Co-op Ad

Solution:
Create a single page print ad for retailers to tag.

Concept:
Designed a woman's focused ad for the publications of *Shape*, *Women's Fitness* and *Q. The Oprah Magazine*. The morning light and short focal range show the model in an aspiring manner – not intimidating as gyms can sometimes be.



In The Gym
A new collection of training shoes by New Balance

available at
NORDSTROM

