



Rocket Money – :60 Podcast/Radio

Zombie Subscriptions

[SFX: Distant groaning. Slow, shuffling footsteps.]

It's the zombie apocalypse.
You're surrounded by a horde of insatiable, relentless zombies.
And we all know zombies are always hungry for one thing...

[Zombie: Subscription fees...]

Just when you thought those old subscriptions were dead and buried...you discover they're still eating into your bank account.

But don't give up hope. Humanity has a new weapon in the fight against zombie subscriptions.

[SFX: Chainsaw revving. Massive roar. Zombies shriek.]

That's the sound of Rocket Money.

With the Rocket Money app, you can slice and dice your way through those zombie subscriptions.

Rocket Money has already helped users cancel more than \$490 million in unwanted subscriptions.

[SFX: Chainsaw revving again. Zombies moan and scatter.]

Let Rocket Money help you hack, slash, and chainsaw your way to a zombie-free financial future. So pull the cord and go to RocketMoney.com.

That's RocketMoney.com.



Airbnb – :60 Brand TV Spot

Home Sweet Roam

A TV commercial using a visual continuity illusion. A family relaxes and socializes as they appear to occupy a rapidly shifting series of homes. The homes are located in wildly different biomes. From their perspective, they aren't so much traveling as just living, and the world is coming to them. Though the homes and their contents shift rapidly, there are anchors and constants, like the frame of a large central window where radically different biomes are seen: desert, mountains, coastline, city.

The architectural details and furniture specific to each home (Adirondack, nautical themes, clean modern) also replace one another around the same spatial anchors: couch, table, lamp, and decor. Regardless of the frequent changes, the feeling that the family is already home stays constant. The changes accelerate as the spot nears its ending, with multiple home environments now sharing the same space, each occupying a third of the screen, reinforcing the idea:

Wherever you roam, you're already home.



Bombas – :60 Radio Ad

Fit for a Masterpiece

[SFX: Sound of hammer ringing against chisel]

Michelangelo (Italian Accent): Whew. It's a-finished.

Michelangelo Fan (Italian Accent): Bravo, Michelangelo! The David, it's a masterpiece!

Michelangelo (Italian Accent): Yes. It is a-pretty good. But still, something is missing.

Michelangelo Fan (Italian Accent): What could be missing? He's a-perfect.

Michelangelo (Italian Accent): Ah, mamma mia! I know what's missing. He needs his socks.

Michelangelo Fan (Italian Accent): He does seem a little...exposed. But what socks could be worthy to cover such beauty?

Michelangelo (Italian Accent): Only Bombas socks are good enough for my David. With extra cushioning just like the clouds in my paintings, a seamless toe, and their elegant honeycomb arch support system. Perfecto! A perfect fit.

Michelangelo Fan (Italian Accent): Bellissimo! Bombas Socks. Fit for a Masterpiece.

ANNOUNCER: Bombas. Shop [Bombas.com](https://www.bombas.com)



Adobe Creative Cloud – Print Ad Campaign

Dream Bigger – Dinosaur Bones

Is your idea stopping at cute when it could be colossal?

With Adobe Creative Cloud, your ideas never have to stay small. You get the tools to grow inspiration into a fully evolved idea.

From first thought to final expression, Creative Cloud clears the way so you can stay in the flow. With Photoshop, Illustrator, and After Effects working together to bring your biggest ideas to life.

Because sometimes an idea just needs space to grow.

Let your vision expand with Adobe Creative Cloud.

Adobe. Dream Bigger.



Fundrise – Print Campaign

Concept Rationale

This concept reframes investing as something that no longer belongs exclusively to traditional financial environments. Rather than being associated with banks or offices, it is placed alongside experiences such as snowboarding in the mountains, vacationing on the beach, or dancing in the club. By situating investing in aspirational, recreational settings, it is transformed from an activity that keeps investors bound to traditional work environments to one that integrates naturally into life. The emphasis shifts from the act of investing itself to the dynamic experiences it makes possible.



Poshmark – Campaign Scenarios

Turn Clothes Into Cash – Vignettes

Three young women are eating at a crowded brunch spot. When the check arrives, two reach for their credit cards. The third hands the waiter a pair of high heels.

A young man steps up to the ticket window at a baseball stadium. He pays with a used jersey.

A cosplayer in full superhero gear browses merch at a Comic-Con booth. At checkout, they trade in a superhero mask for a collectible statue.

A woman checks out at a high-end department store. She casually pays with designer clothes she no longer wears.