

creativejuices

BRANDING + MARKETING + DESIGN

For Immediate Release

BC firms can fire up their creative juices with big ideas *CreativeJuices integrates marketing image, brand and advertising*

Jan. 25, 2012, Victoria, BC – Leading BC ad-man Brad Felt announced today that he has started a company to provide full concept, design and advertising services. A desire to be more than a graphics designer has Felt leading the charge to integrate marketing image, brand and advertising in Victoria, BC.

An award winning advertising specialist, the former art director at a leading advertising firm has more than 12 years of experience creating eye-popping marketing campaigns seen in all media from billboards, the sides of buses, theatres, on-line and in print. Felt has been the lead designer on high-profile projects such as Bear Mountain Resort, the *Times Colonist* and the Oak Bay Beach Hotel. In 2010, Felt won the T-CAAN Platinum Award for his work on the BC Ferries Vacations campaign.

“Marketing design work is about connecting with the audience and finding the trigger point that will lead consumers to buy.” said Felt. “Since this work involves more than a logo or a single ad, I go beyond the one big idea to create campaigns that drive results. CreativeJuices offers a full agency experience, providing clients with the close contact that is key to a successful campaign.”

Felt, who was born on Vancouver Island, trained at Malaspina University-College (now Vancouver Island University) in 2000. After working in Vancouver and Toronto, the lure of Vancouver Island brought him back home. Felt admits to loving the Island lifestyle and includes hiking, camping and running as his hobbies.

For more information about CreativeJuices, call 250-508-1409 or visit www.creativejuices.ca. Felt’s industry insights can be found on his [marketing design blog](#).

About CreativeJuices

Located in Victoria, BC, CreativeJuices provides full art direction, graphic design, branding, ad layout, copy and consulting for a variety of industries from real estate to high technology. Providing concepts and implementation of integrated design and marketing is a specialty born from years of advertising agency experience. Clients include large brands and small businesses that need to increase their visibility with a consistent image across their marketing collateral. For more information, visit www.creativejuices.ca.

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Note to Editors: High resolution head shots are available.

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