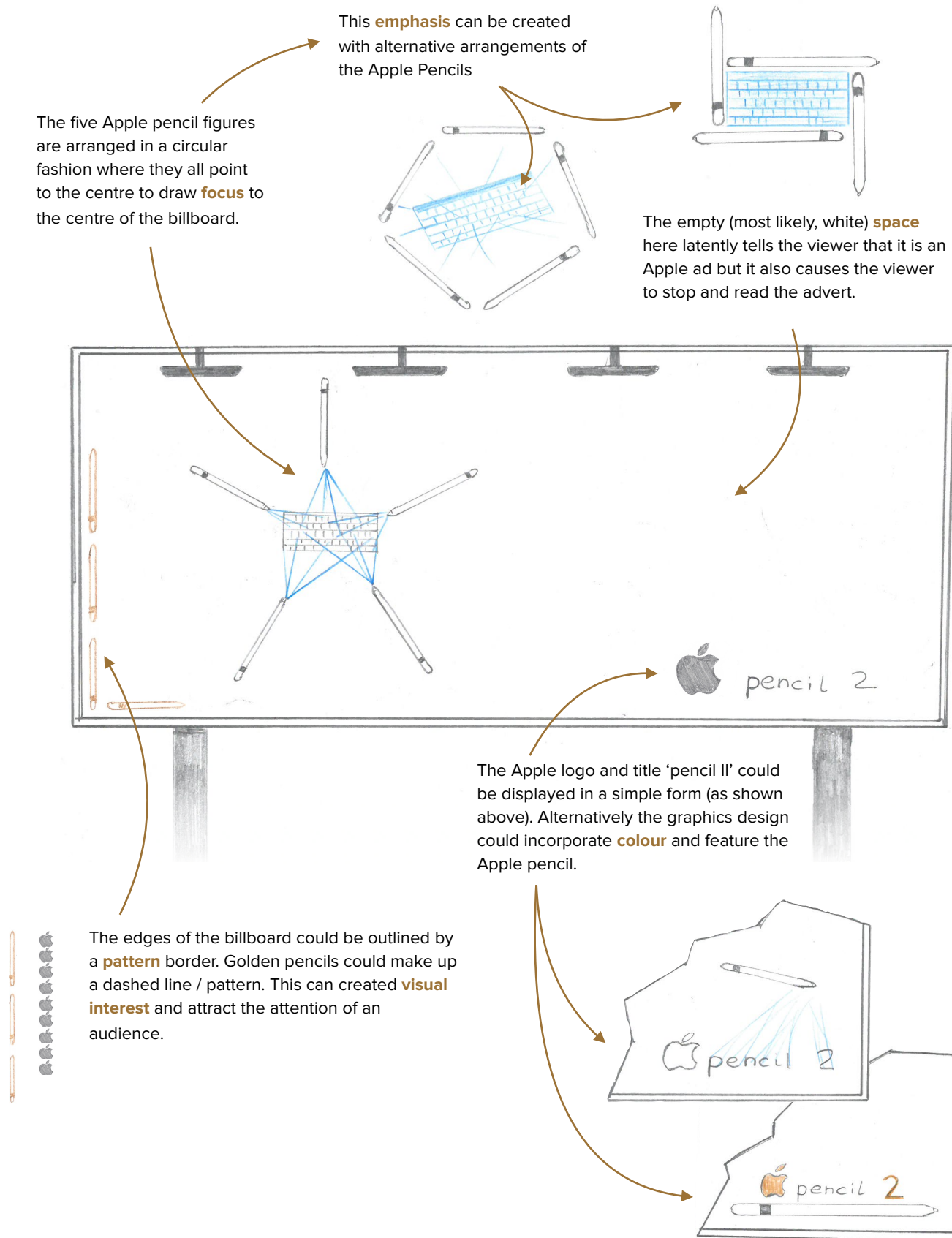




ADVERTISING CONCEPT 1

The first concept explored the idea of using the shape of numerous Apple Pencils and display / arrange them in a graphical means in order to capture the attention of the audience and briefly illustrate what this 'new' product does.



ADVERTISING CONCEPT 2

The second advertising concept was linked the first, as it promoted the Apple Pencil II through the form of the billboard. In this concept I wanted to show the product in use from the perspective of the user.

