

PORTFOLIO

Lynn Saghir

FRICO-KICO



Friko-Kiko story in Africa

Once upon a time there was an African young boy called Frico-Kiko who was a very special boy: He was gifted by God with a green THUMB. Everything he touched became green. Wherever he set his thumb, a whole garden of beautiful trees, flowers and plantations will appear. He just have to think of the kind of plantation he needs, place his magic thumb on the appropriate place and POUF! It appears... Frico-Kiko decided to become a gardener. He needed to take good care of his beautiful plantations. He became the best gardener on earth. For that, Frico-Kiko uses Jubaili Agrotec's agrochemicals because from his experience, he realizes they are the best of all chemicals and the only ones that could really protect his plantations and let them flourish and shine beautifully.

Friko-Kiko in different contexts, on different agrochemical labels



Image used on the pesticide "Atraforce", used on maize.



Image on Atraforce label, pesticide used for storage.

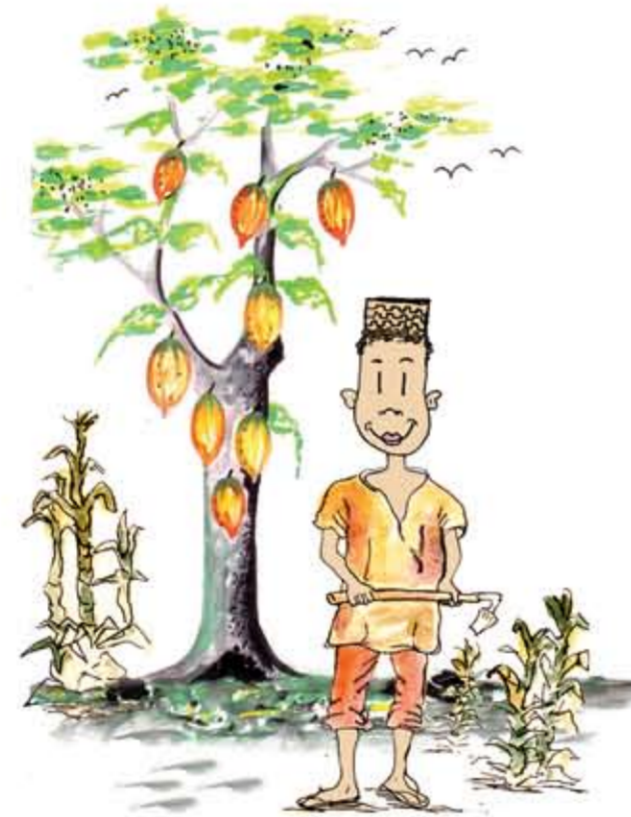


Image on EndoForce, Insecticide used on cocoa trees.



Visual Poster of "Force Up", insecticide that removes stubborn weeds.

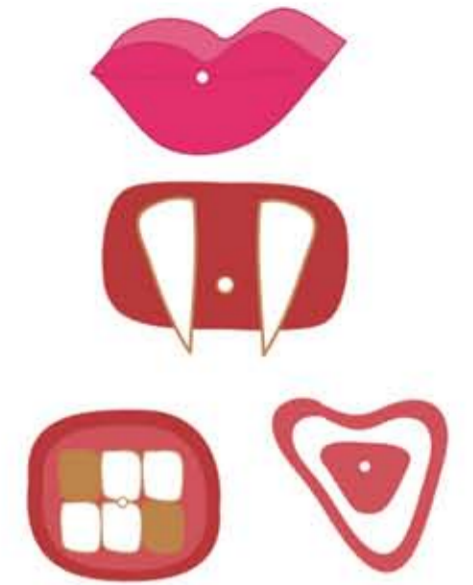
Brach's Clown



The Clown, the mascot for Brach's lollipops, - one of America's leading candy companies - is adapted in colors for each sort of lollipop.



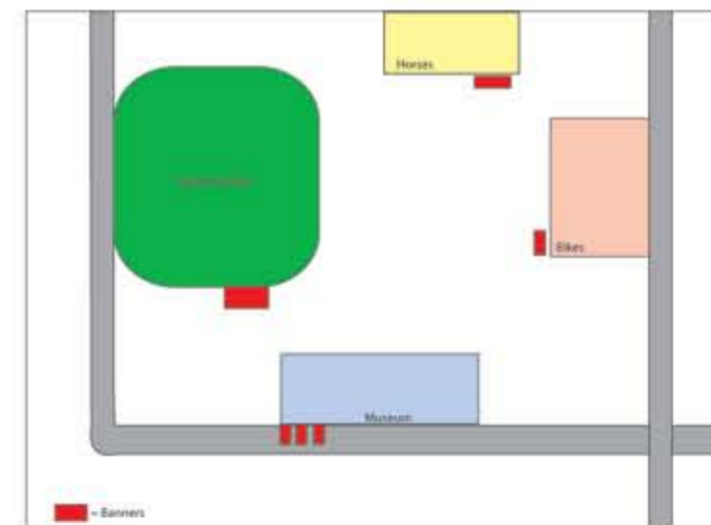
Color scheme



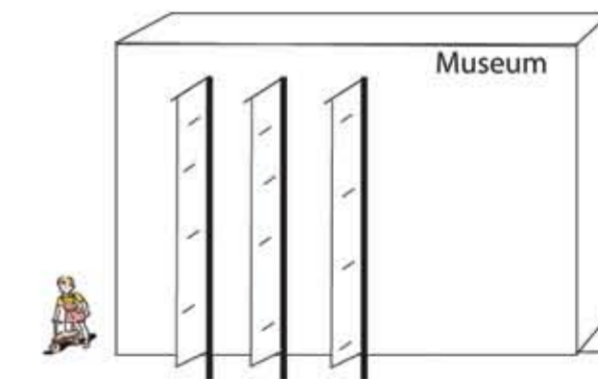
Extra items: Each mouth is a gift used on events and occasions to accompany the lollipop.

Promotional Event

In Starch and Children's Science Museum, small carnival In which there includes, goody bags banners, posters, car and billboard ads.



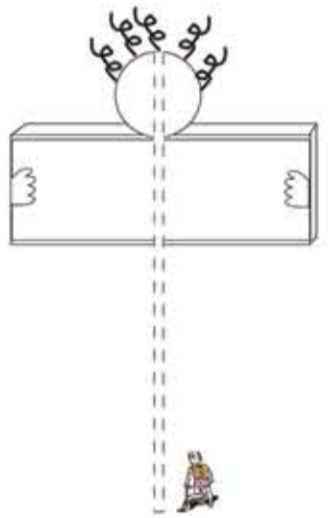
Map of the event



Banners



Billboard ad for event. Metaphor of a Lollipop as a merry-go-round.

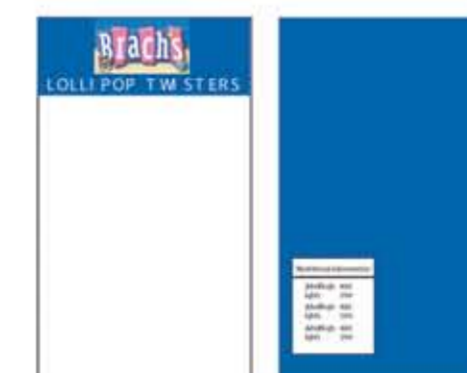


Clown shaped billboard

Packaging



Packaging for Family pack. The white part is translucent; The lollipops are seen through the smile.



Packaging for individual pack.



Close-up of "merry-go-round" Lollipop billboard

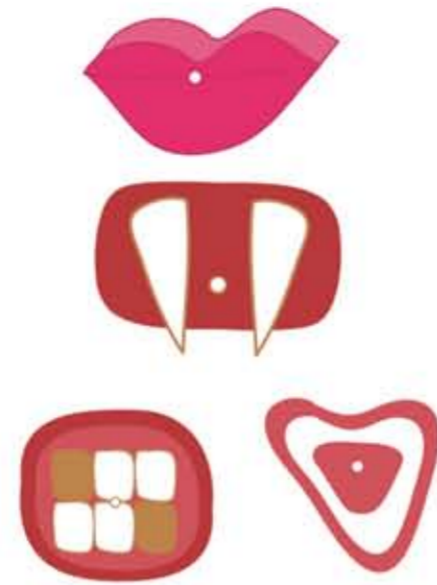
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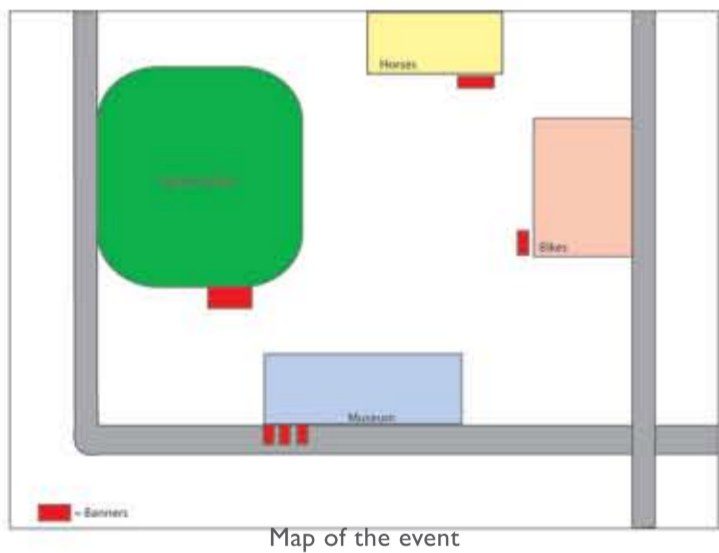
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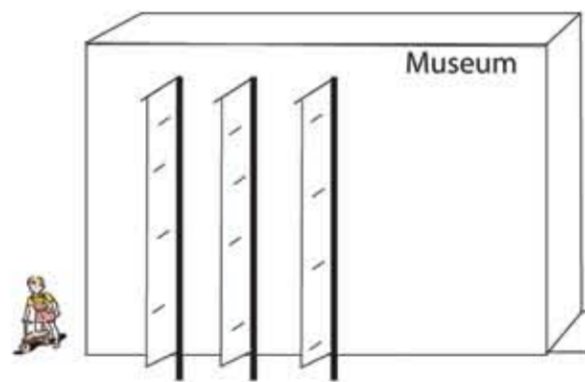
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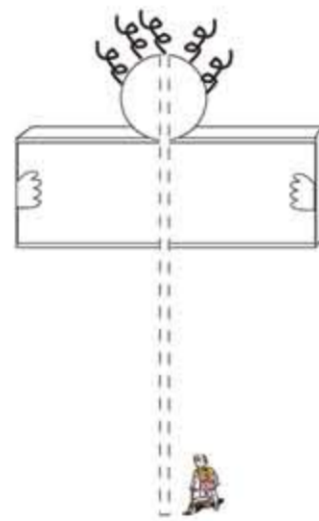
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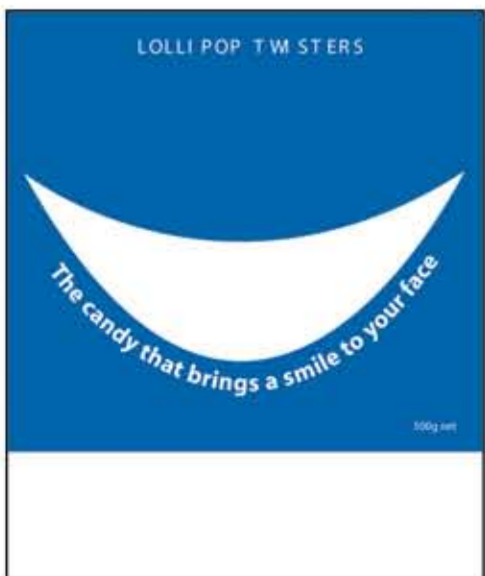


Billboard ad for event. Metaphor of a Lollipop as a merry-go-round.



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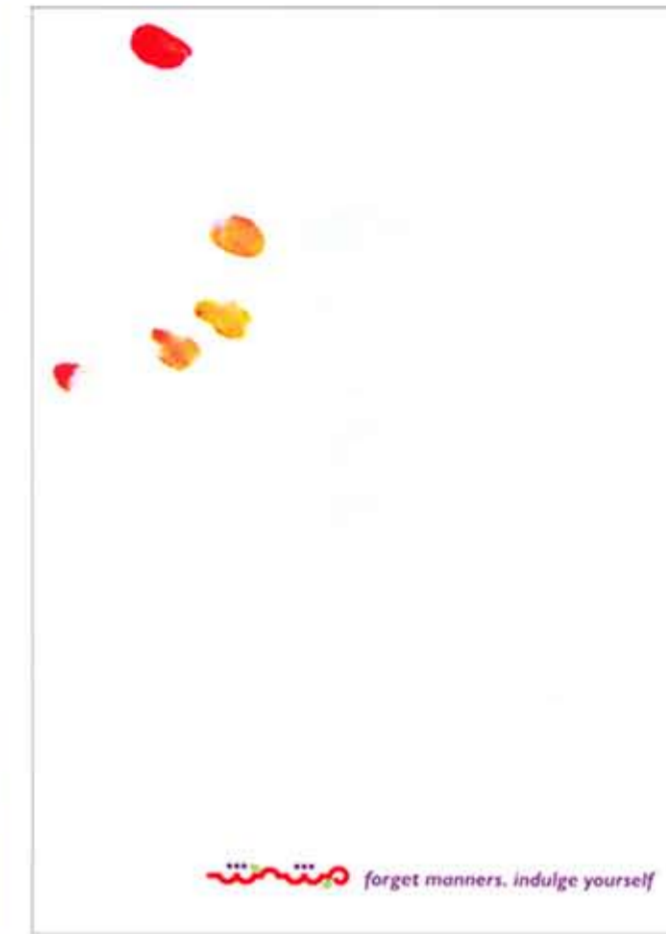
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Close-up of "merry-go-round" Lollipop billboard

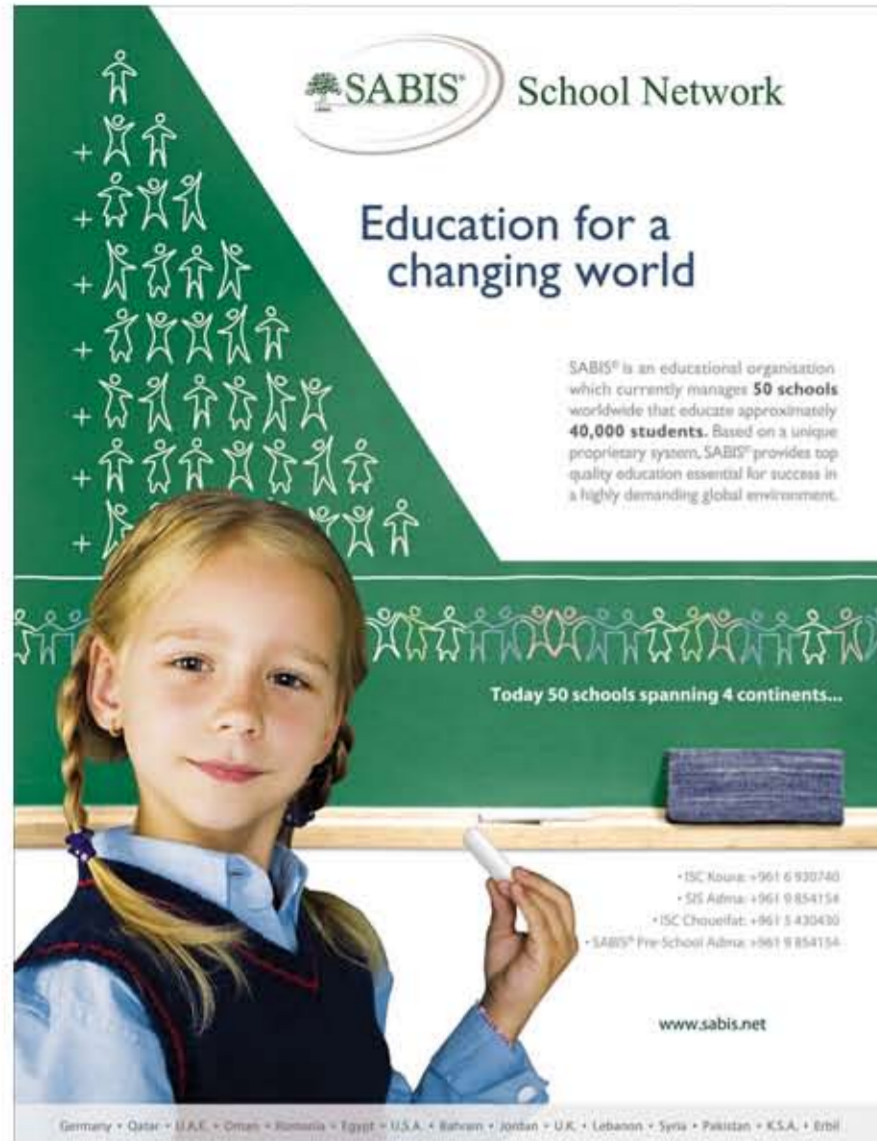


Magazine ad for the arabic sweet Amareddine. Slogan: Forget manners, indulge yourself. The yellow-Orange paper denotes the sweet. The traces of teeth and the fact that the paper like sweet is torn in an improper way show the gluttony and the weakness of the consumer towards this Amareddine sweet. Traces of greasy fingers from the sweet accent the idea of forgetting manners.



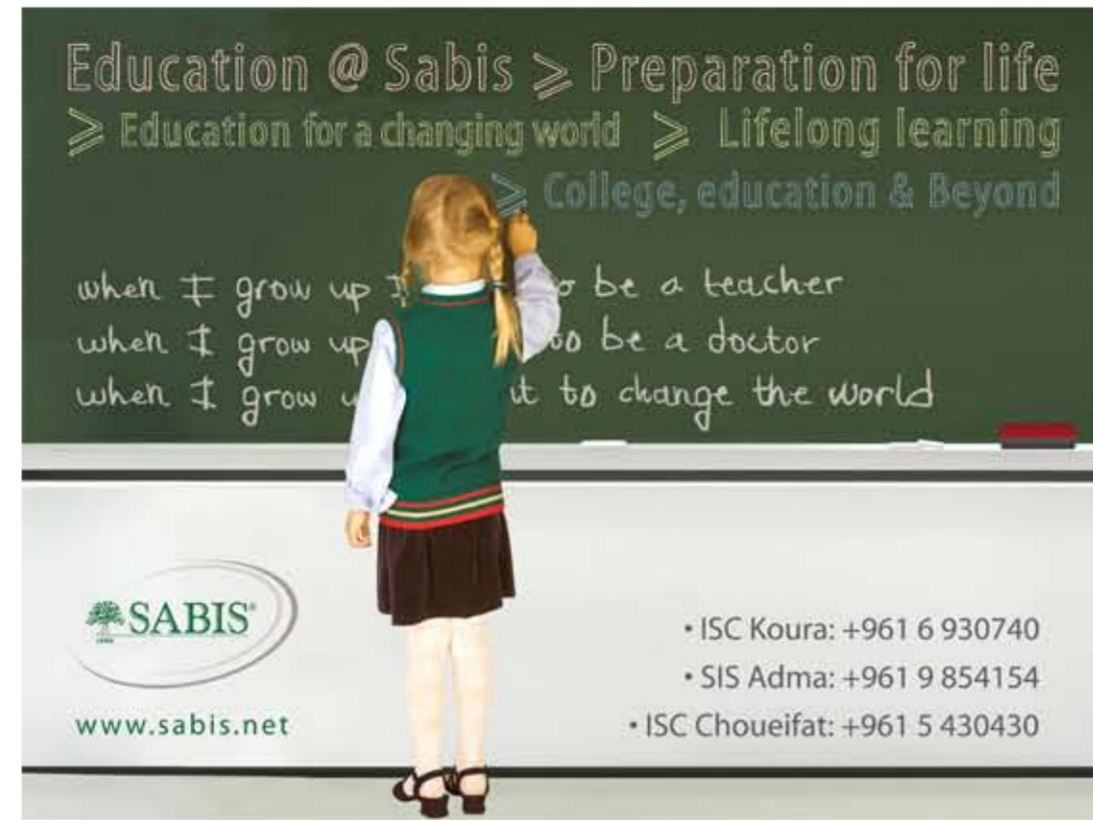
SABISAD CAMPAIGN

Magazine ad



The little girl is pointing the chalk, explaining to us the Sabis increased network through a mathematical equation.

Billboard



Sabis is the perfect place for a student to achieve his dreams and ambitions. It is a good environment that encourages you to aspire to anything you want to become. "When I grow up, I want to be a doctor..." Sabis gives to the student the power, the education, the freedom to realize his dreams (technically, materially, psychologically...) The image of the little girl climbing on the chair, denotes courage. It gives her a position of leadership to confront the future. It also denotes a feeling of ascension and evolution towards her goals.

Bus ad



Zoom in on girl on the bus and billboard



Bus back



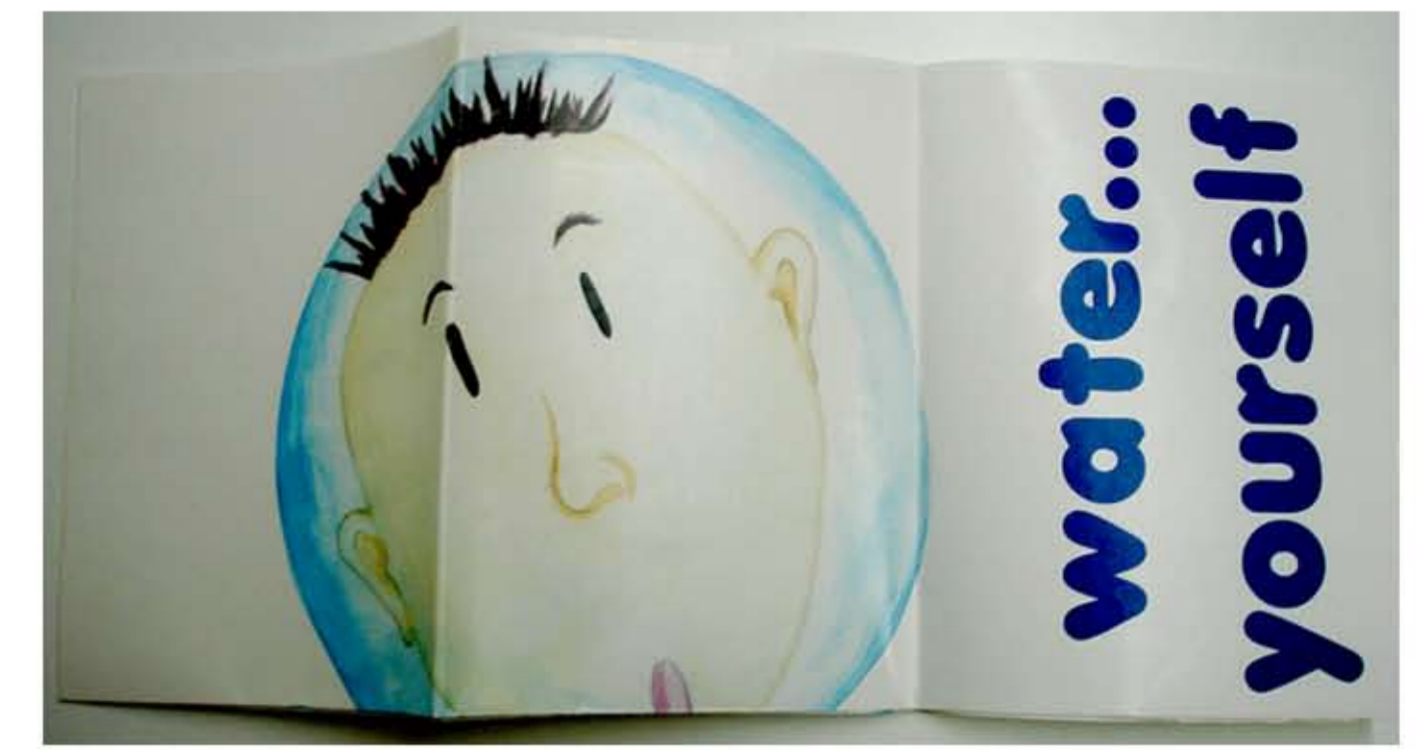
Bus side- The campaign continues with the bus ad where the girl's bag handle transforms itself into a seatbelt which brings back the notion of road safety to that of "security" and "promising future" provided by the Sabis education.



AWARENESS CAMPAIGN
"GO GREEN" CONTEST
- 1st prize Award -



Closed Pamphlet



Semi-opened Pamphlet; Direct attribution of the term "water" to the term "yourself". The awareness reflects an important link between water and the human body.



Water Preservation Campaign. The human body contains 70% of water. If we don't preserve this water - essential for the human body - we will eventually dehydrate and die. We will "evaporate"... This campaign underlines the importance of water by directly linking it to us. If it is not well preserved, it would threaten our specie.



Placemat - printed on recycled paper -

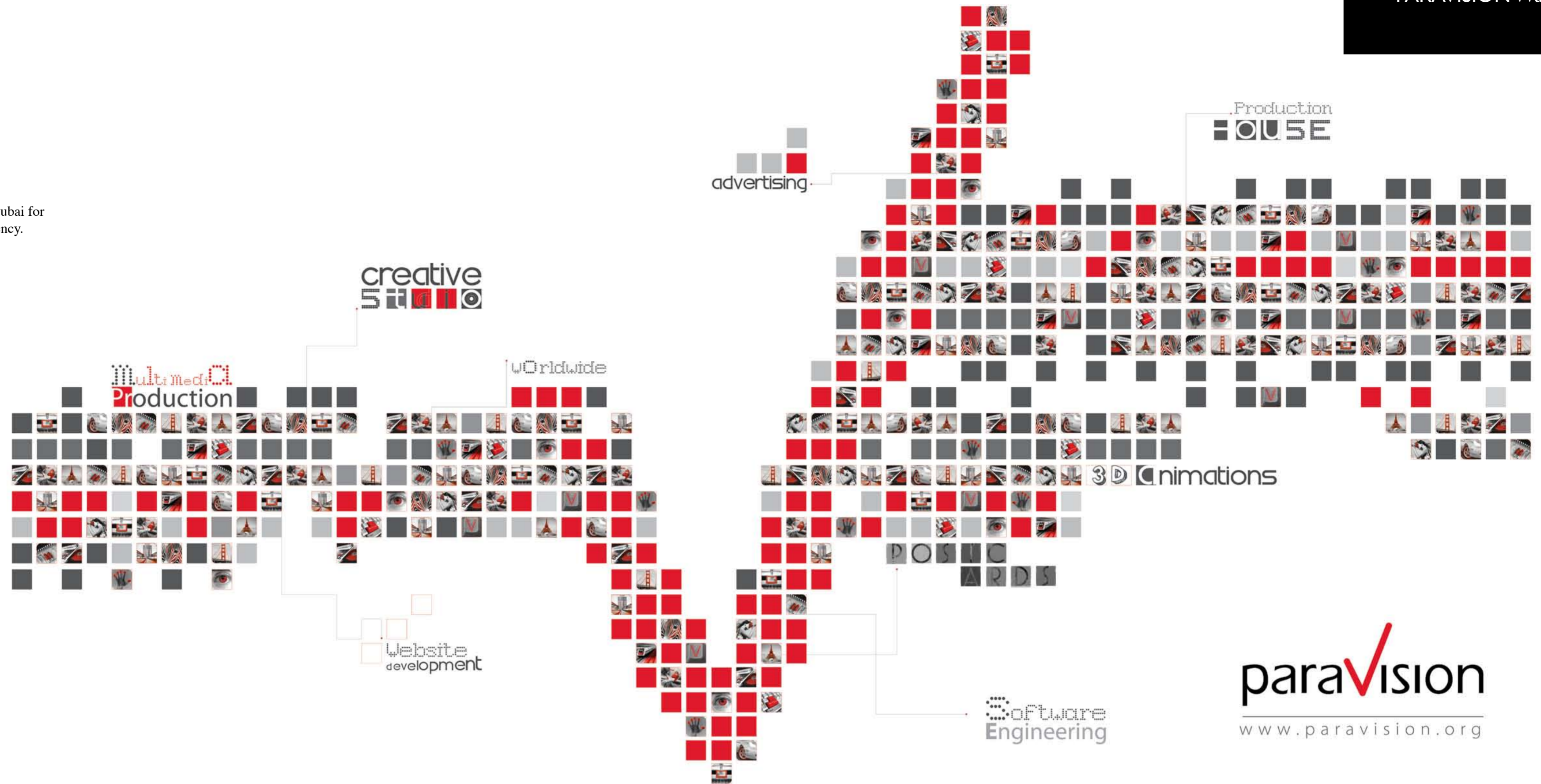


Billboard on site

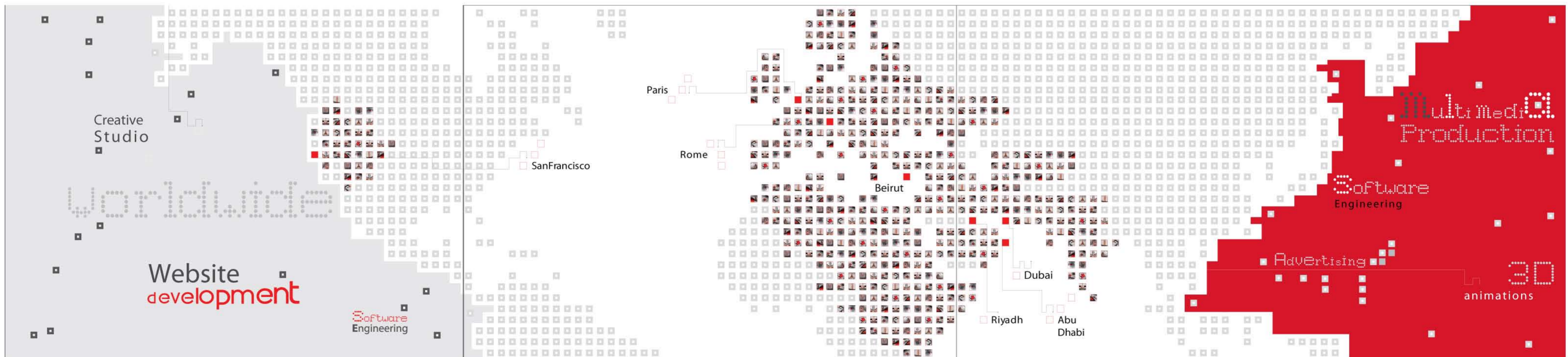


1st prize Award

Wall papers Advertising in Burj Arab Dubai for Paravision, a multimedia and design agency.



paravision
www.paravision.org



LONG YIN
Proudly Made in China



Come and enjoy the Original Taste of China prepared by our CHINESE COOKS

- Outdoor dining in summer
- Set menu at \$25 + VAT per person
- Take Away & Catering Services are available

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E-mail: info@regencypalace.com.lb - www.regencypalace.com.lb

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Come and try our NEW CHEF every night except Mondays

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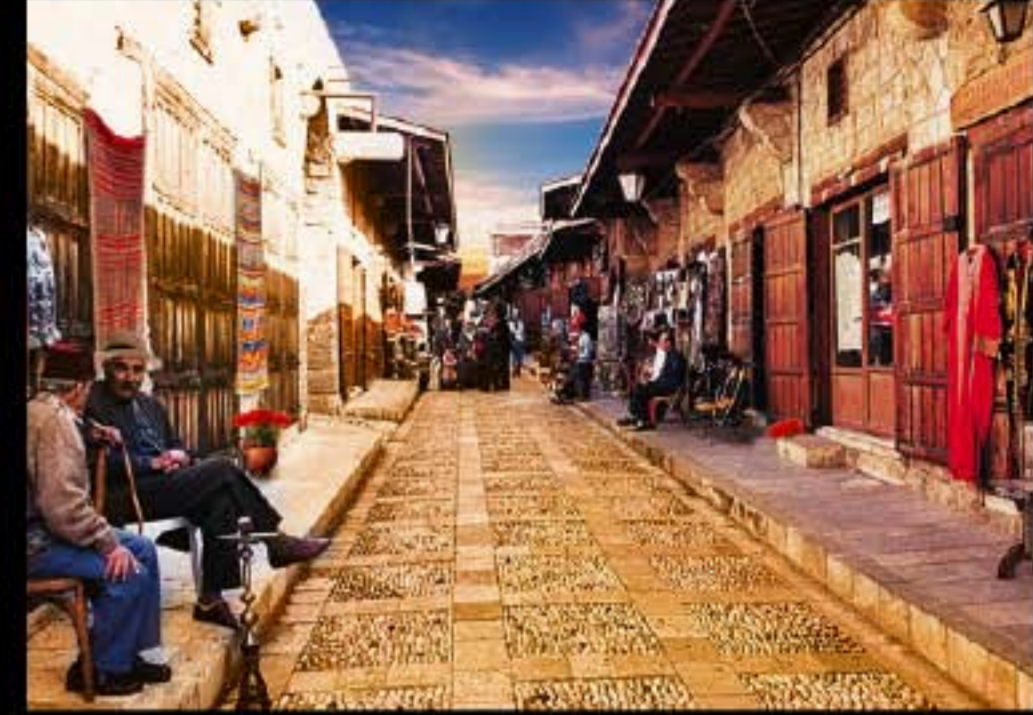


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Chinese Restaurant Newspaper ad and manchette





PHOTOGRAPHY &
COMPOSITION

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Balade



Imagination



It's a crazy world!



Bédouine au marché

PHOTOGRAPHY & COMPOSITION

