

PROJECT DESCRIPTION

Working alongside the ad designer and art director as well as the client and our executive creative director, we created a direction and concept to showcase our new

WVU Veteran and Military Support Headquarters. Rather than rehashing all the ways WVU supports veterans, we shifted the focus to military families. I crafted messaging for several versions of the ad.



ED OLESH

*18 MS Wildlife and Fisheries
75th Ranger Regiment

Four deployments, 400 combat missions

YOUR FAMILY IS OUR MISSION.

Strong military families are the backbone of student-veteran success. In the new WVU Veteran and Military Support Headquarters you and your family will find the tools you need — like career development, on-site counseling and success coaching — to build a future you can be proud of.

Learn more at wvuveterans.wvu.edu.



West Virginia University.

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GO FIRST.**