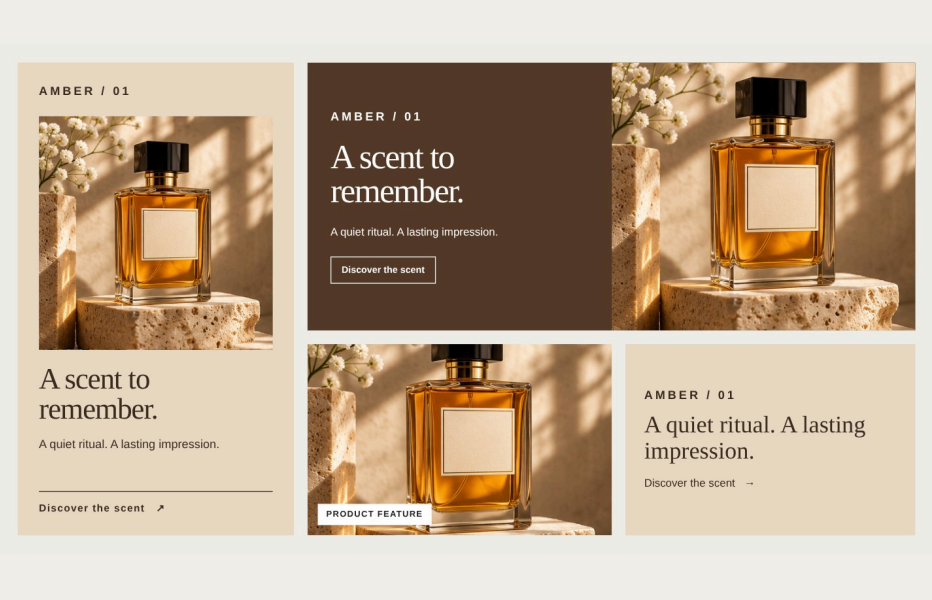
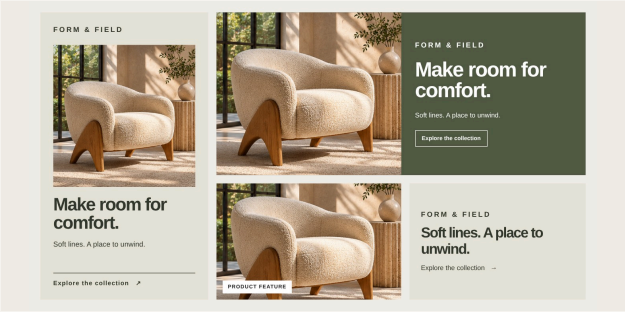
SELECTED WORK / CREATIVE PARTNERSHIPS

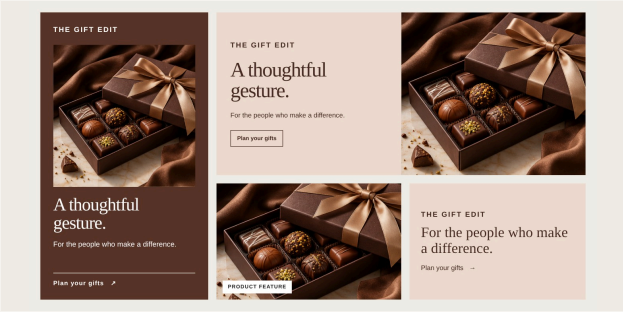
Your creative department. Without the overhead.

Creative direction, advertising and digital design. One partner from brief to delivery.

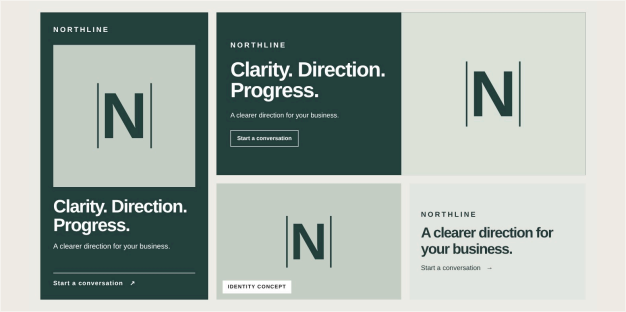




The furniture campaign



Corporate gifting



Professional services identity

Six concept case studies. AI-assisted imagery and original campaign layouts; not commissioned client results.

WHY H.HERSH

You don't need another tool. You need a creative partner.

You have a business to run. You should not have to master AI tools, become a designer or manage multiple freelancers to make your brand look exceptional.

We combine design expertise, creative direction and advanced technology to deliver coordinated marketing materials, with human review and clear accountability.

Your business. Our creative expertise.

One partner, from concept to completion.

01 **Your time is valuable.**

Focus on your business while we manage creative assignments and revisions.

02 **More than execution.**

Ideas, messaging and design judgment, not just generated images.

03 **Your brand, understood.**

One creative direction across formats, campaigns and customer touchpoints.

04 **Technology + human expertise.**

AI-assisted production with professional tools and careful review.

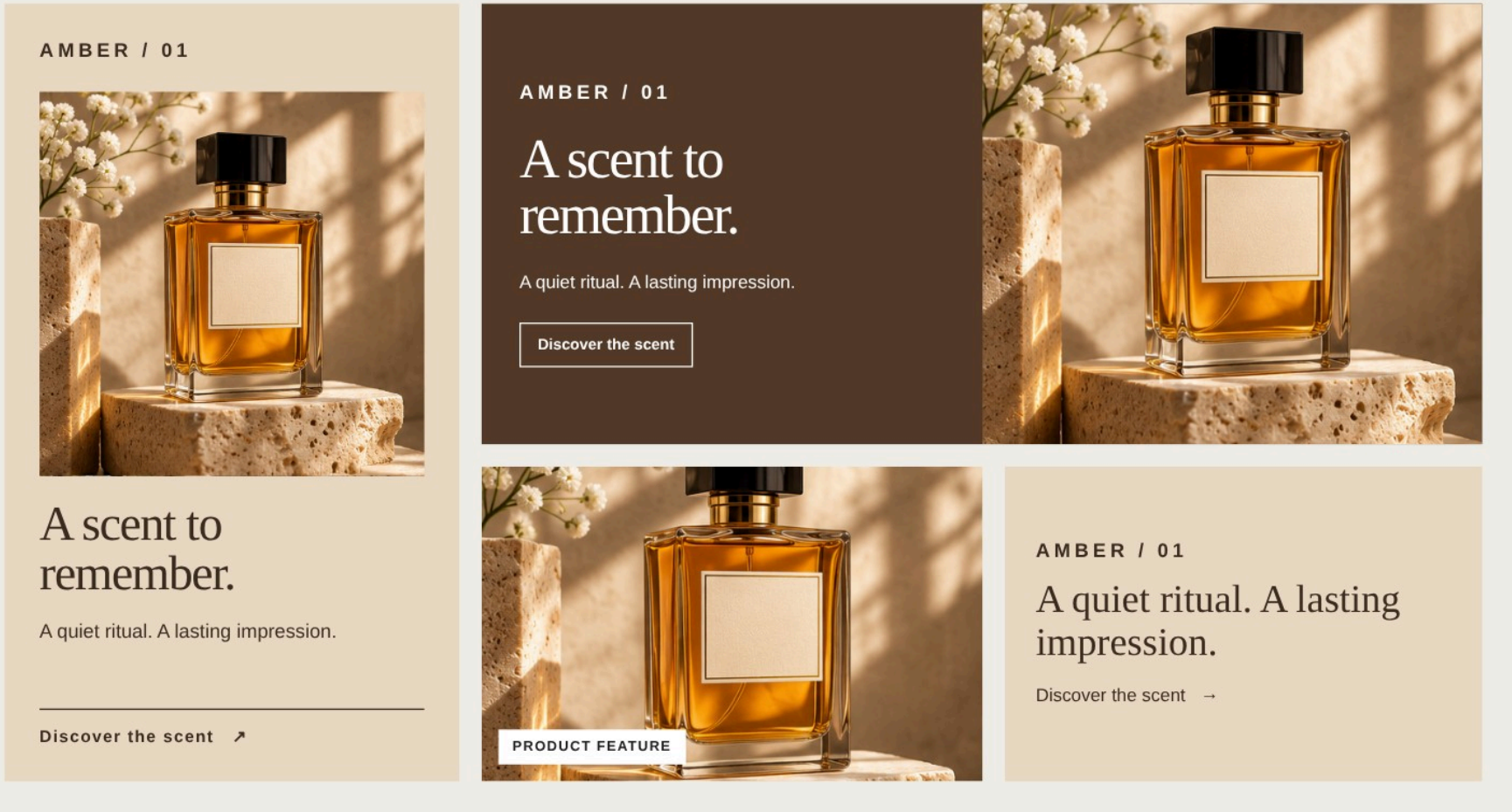
05 **One relationship. Clear accountability.**

Defined scope, agreed timelines, revision rounds and ready-to-use files.

BEAUTY / LAUNCH

The fragrance launch

Demonstration / Fictional brand



THE BRIEF

Introduce a new fragrance with a refined, recognizable visual identity.

CREATIVE DIRECTION

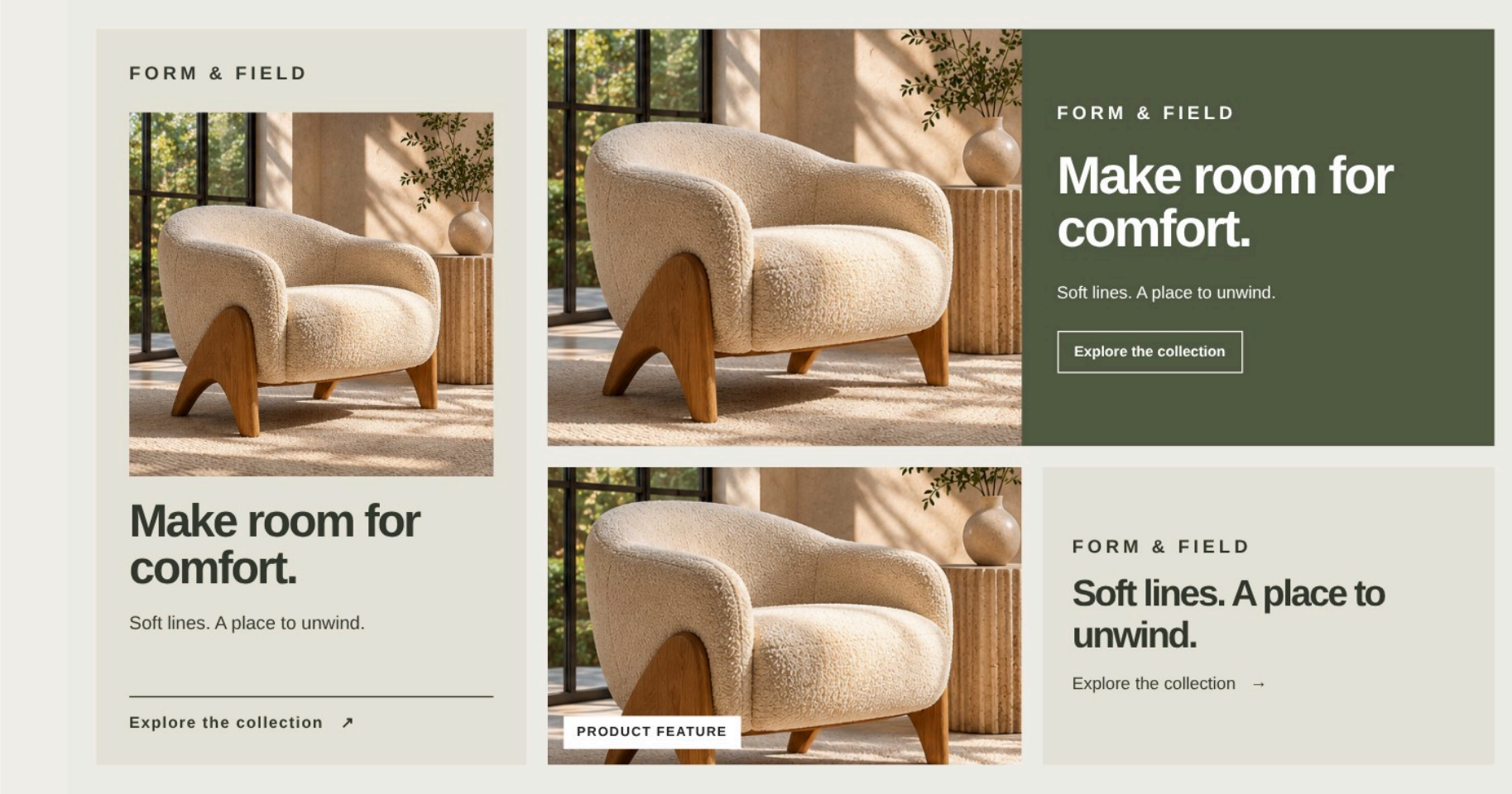
Warm amber, architectural stone and concise editorial copy communicate a sense of ritual.

Vertical launch ad · Web hero · Product feature card

HOME / SEASONAL

The furniture campaign

Demonstration / Fictional brand



THE BRIEF

Help a furniture retailer present a featured chair as a lifestyle purchase.

CREATIVE DIRECTION

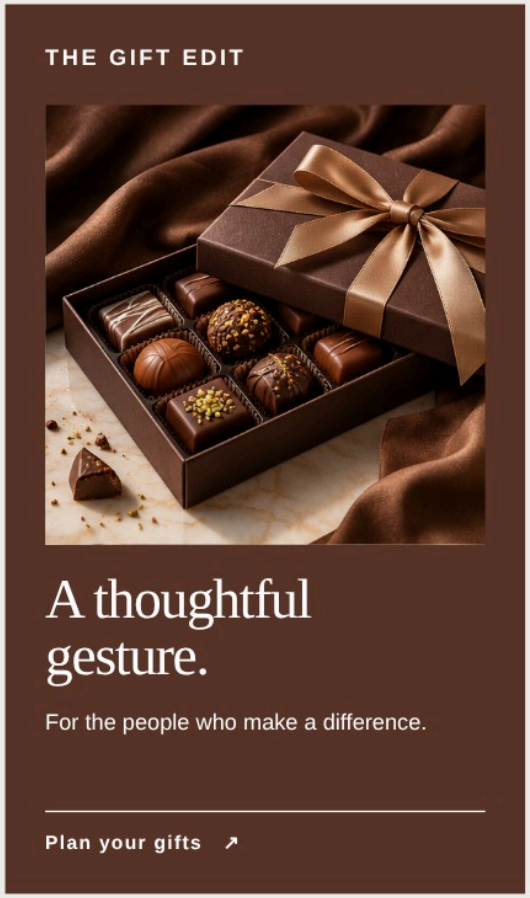
Natural textures, calm typography and a consistent product image create a welcoming seasonal message.

Vertical promotion · Web banner · Collection feature

GIFTING / B2B

Corporate gifting

Demonstration / Fictional brand









THE BRIEF

Present premium chocolate gifts to corporate buyers and gift planners.

CREATIVE DIRECTION

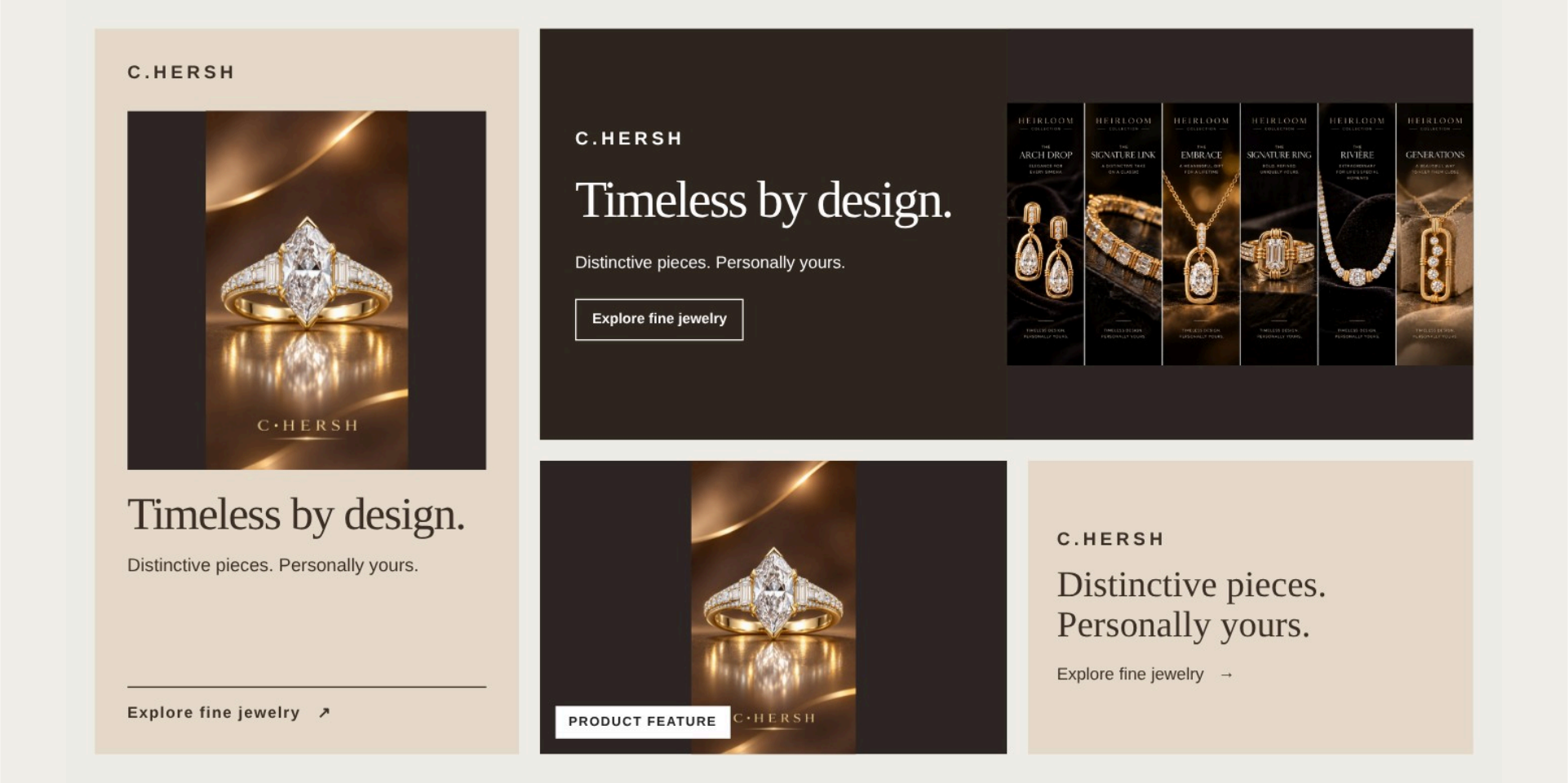
Rich chocolate tones, tactile ribbon and understated messaging emphasize presentation and appreciation.

Vertical campaign · Corporate landing banner · Gift inquiry card

LUXURY / COLLECTION

The jewelry collection

Own-brand concept / C.HERSH



THE BRIEF

Unify individual fine jewelry designs into a recognizable collection presentation.

CREATIVE DIRECTION

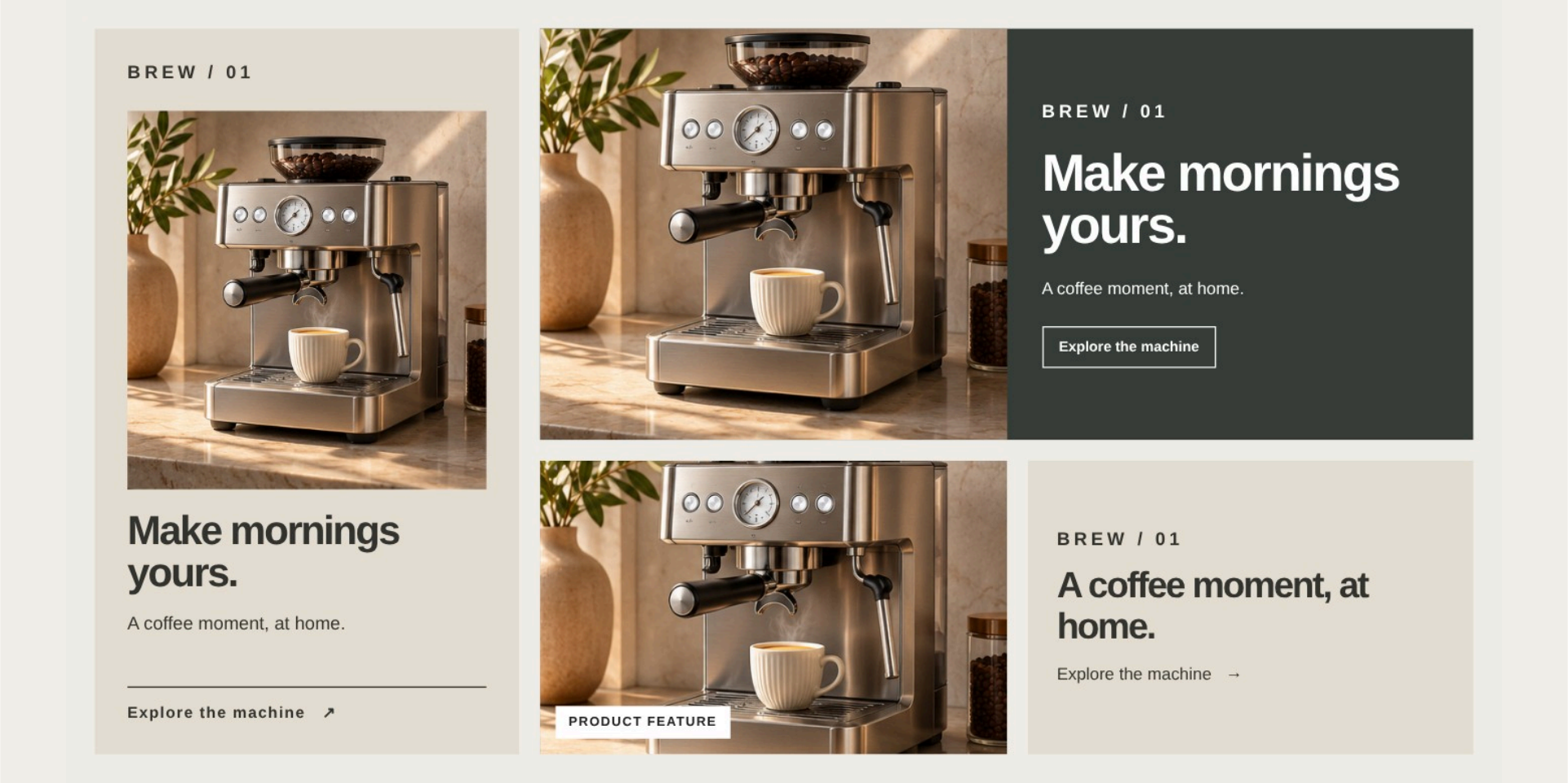
Retain the original C.HERSH imagery and apply a cohesive editorial structure across formats.

Vertical collection ad · Collection banner · Featured design card

E-COMMERCE / LISTING

The e-commerce product story

Demonstration / Fictional brand



THE BRIEF

Show how a countertop espresso machine can be introduced with coordinated listing and storefront content.

Storefront banner · Lifestyle secondary image · Product story tile

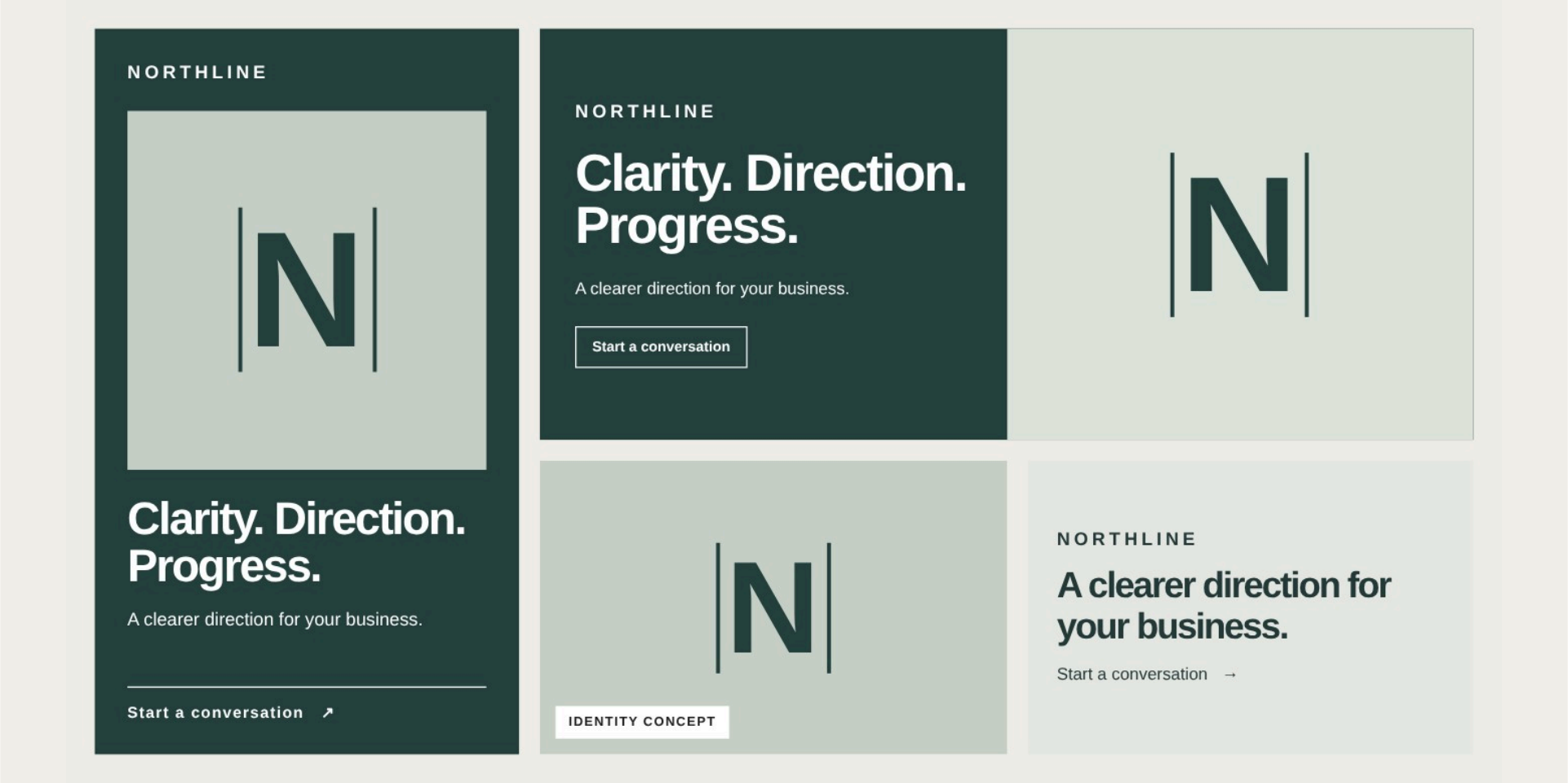
CREATIVE DIRECTION

Lifestyle context and clear visual hierarchy put the machine first. No unverified performance or feature claims.

SERVICES / IDENTITY

Professional services identity

Demonstration / Fictional brand



THE BRIEF

Create a fictional advisory practice identity that feels clear, capable and approachable.

Identity card · Landing page concept · Social introduction

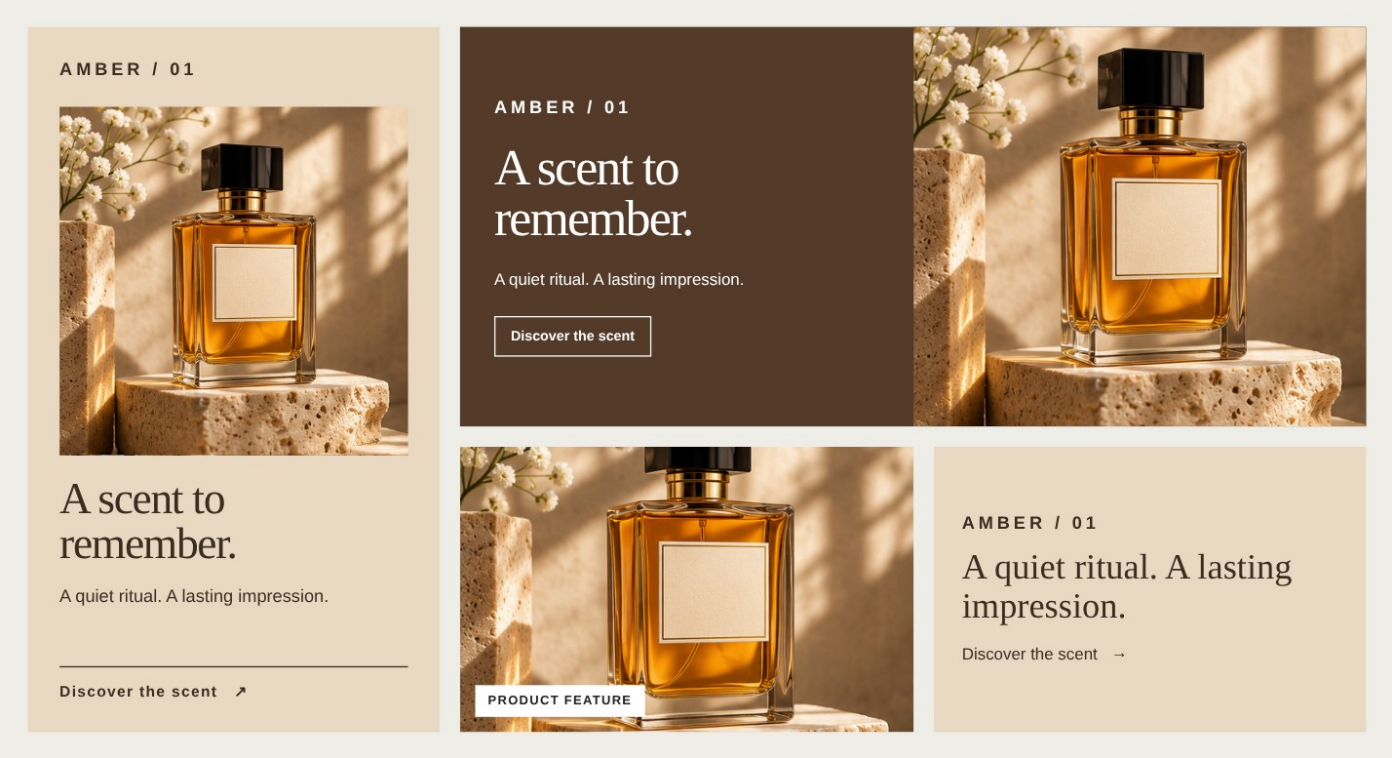
CREATIVE DIRECTION

A geometric N monogram, restrained typography and a consistent message carry across digital and print touchpoints.

FROM BRIEF TO DELIVERY

One brief. Three coordinated formats.

Illustrative fragrance launch: a fictional product, one message and a consistent visual system.



01 / Discover

Define the audience, product and launch objective.

02 / Direct

Agree on warm amber, natural stone and concise editorial copy.

03 / Produce

Adapt the shared concept into a vertical ad, web hero and product card.

04 / Refine

Review brand and product accuracy with the client, then deliver approved files.

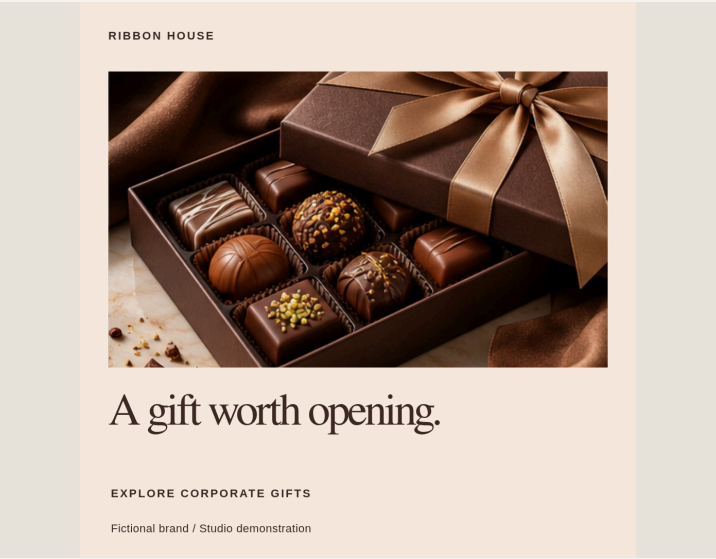
Fictional concept demonstration; not commissioned work or measured client results.

A gift worth opening.

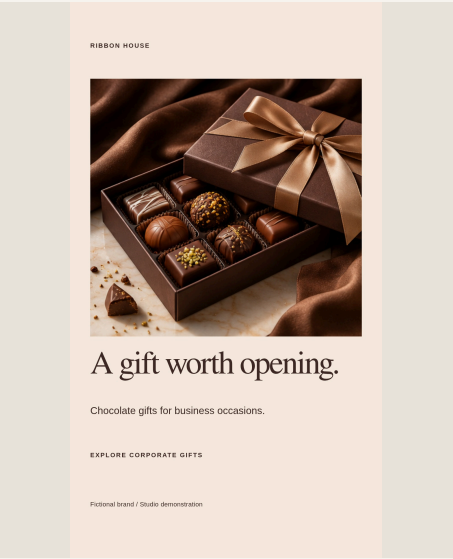
A corporate gifting concept for the fictional Ribbon House.



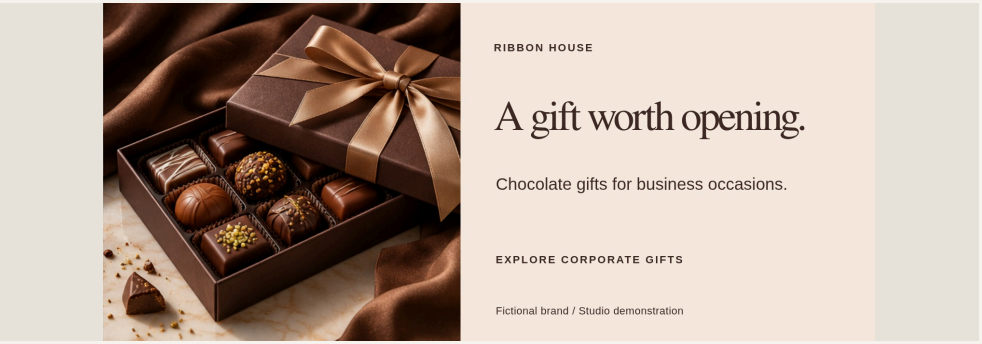
Before · actual source image



After · 1080 × 1080 tile



After · 1080 × 1920 Status



After · 1600 × 700 web banner

CREATIVE DECISION

The source shows the packaging and chocolates clearly. The vertical layout introduces the gift, the square works as a product feature and the wide banner gives the buyer a direct invitation to explore corporate gifts.

Room to unwind.

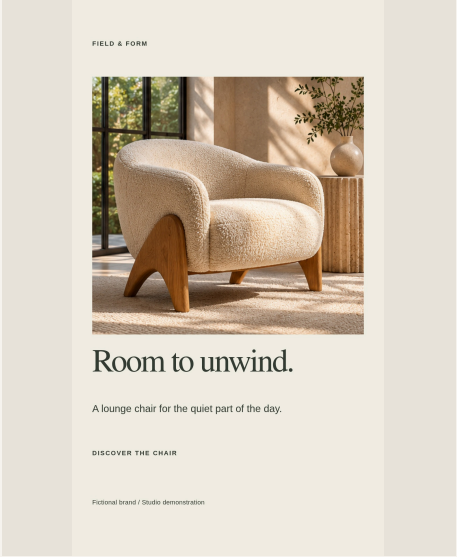
A lounge chair campaign for the fictional Field & Form.



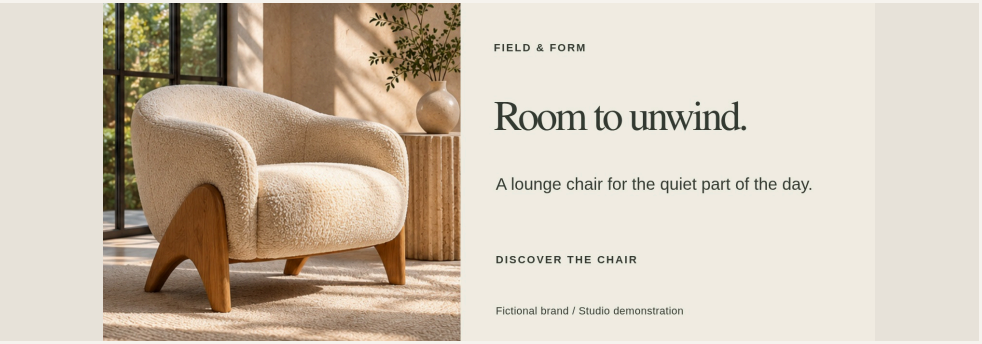
Before · actual source image



After · 1080 × 1080 tile



After · 1080 × 1920 Status



After · 1600 × 700 web banner

CREATIVE DECISION

The upholstery, frame and room come from one studio concept image. The crops and headline change to suit the placement. The chair stays recognizable from the first mobile view to the website.

Start with one campaign.

Choose a single project or reserve creative time each month. All prices in USD.

Product Spotlight

$149

One product, one direction, three finished static visuals and one short ad copy set. One consolidated revision round.

Complete Marketing Campaign

$399

One promotion and one concept. Up to ten finished static visuals, including web and mobile, one copy set and two consolidated revision rounds.

Creative Department

$750/month

One monthly planning session, up to two campaigns and twenty finished static visuals total. One consolidated revision round per campaign.

Creative Partner

$1,500/month

Priority scheduling and one monthly planning session. Up to four briefs and thirty finished static visuals total, including digital design layouts. Two consolidated revision rounds per brief.

Each finished size or copy variation counts as one visual. We agree the format list, delivery dates and approver before production. New directions and extra rounds require a separate quote. Web development, automation, video, photography, source files, media buying, printing and third-party costs are quoted separately.

Tell us about your next launch · hey@hhersh.com