



# COMMUNICATION ARTS ADVERTISING ANNUAL 65

Span Franck Bohbot Fresh Exhibit



**CURRENT ISSUE  
NOT TO BE  
BORROWED**

November/December 2024  
Twenty-Four Dollars  
commarts.com



# COMMUNICATION ARTS



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## FEATURES

- 14 **Span**  
by Jude Stewart  
With a focus on both the past and future, this Chicago-based design firm creates grounded, flexible work to grow with its clients.
- 22 **Franck Bohbot**  
by Claire Sykes  
A Paris-based photographer uses architectural and street scenes to convey the personality of cities and their citizens.
- 38 **Exhibit**  
by Michael Coyne  
The latest and best in visual communication from here and abroad.

## COLUMNS

- 5 **Advertising**  
Through the lens of TV show *Alone*, Ernie Schenck prepares this survival guide for creatives up against AI.
- 10 **Insights**  
In a Q&A, Britt Nolan, chief creative officer at Leo Burnett, explains how irony, personality flaws and a touch of darkness help make characters memorable in ads.

## FRESH

- 30 **Tola Olawale**  
This Houston-based photographer brings authentic representation to her images by capturing spontaneous moments of joy.
- 32 **Field of Practice**  
This member-owned, women-led design studio in Chicago creates transformational work with the desire to better our world.
- 34 **Apex Type Foundry**  
Established by Alex Chavot, this Paris-based type foundry presents his exploratory crossover fonts from diverse influences.
- 36 **Zhiyu You**  
Whimsical and macabre, the art of this New York-based illustrator portrays the experience of women in contemporary society.

## ADVERTISING ANNUAL

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## COVER

Clockwise from top left: McDonald's Canada posters, p. 61; Campbell Company of Canada posters, p. 54; Deloitte self-promotional campaign, p. 102; CEE Centre for Young Black Professionals public service campaign, p. 125