(Zoom for closer detail)



## Mathison Therapeutic Massage ::

This yellow page and newspaper advertisement was created to inform local residents about Mathison Therapeutic Massage. To encourage potential customers to use this service and help establish in their minds that this a legitimate business, insurance agencies were listed in the ad that supported Mathison Therapeutic Massage's business practice. The owner of this small business is shown in the ad to strengthen people's familiarity with the business. Location of the business was not included because the owner was seeking a larger facility for his growing practice. Below are different design samples presented to the owner and the above advertisement was selected as the final product.

Freelance work



