

Stoli.





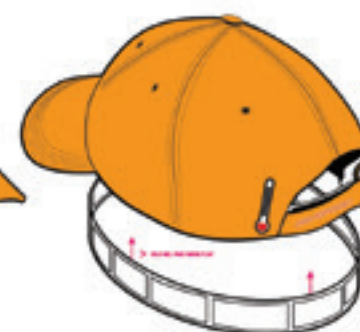
Key art - Stoli (applied to all flavors) Art Director: Casiel Kaplan Creative Director: Michael Landou



STOLICHNAYA.

THE ORIGINAL FLAVORED VODKA





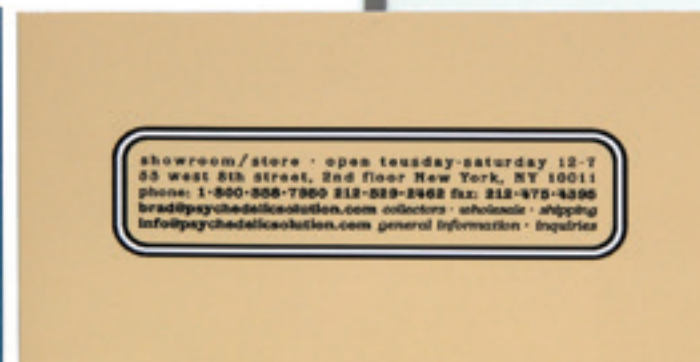
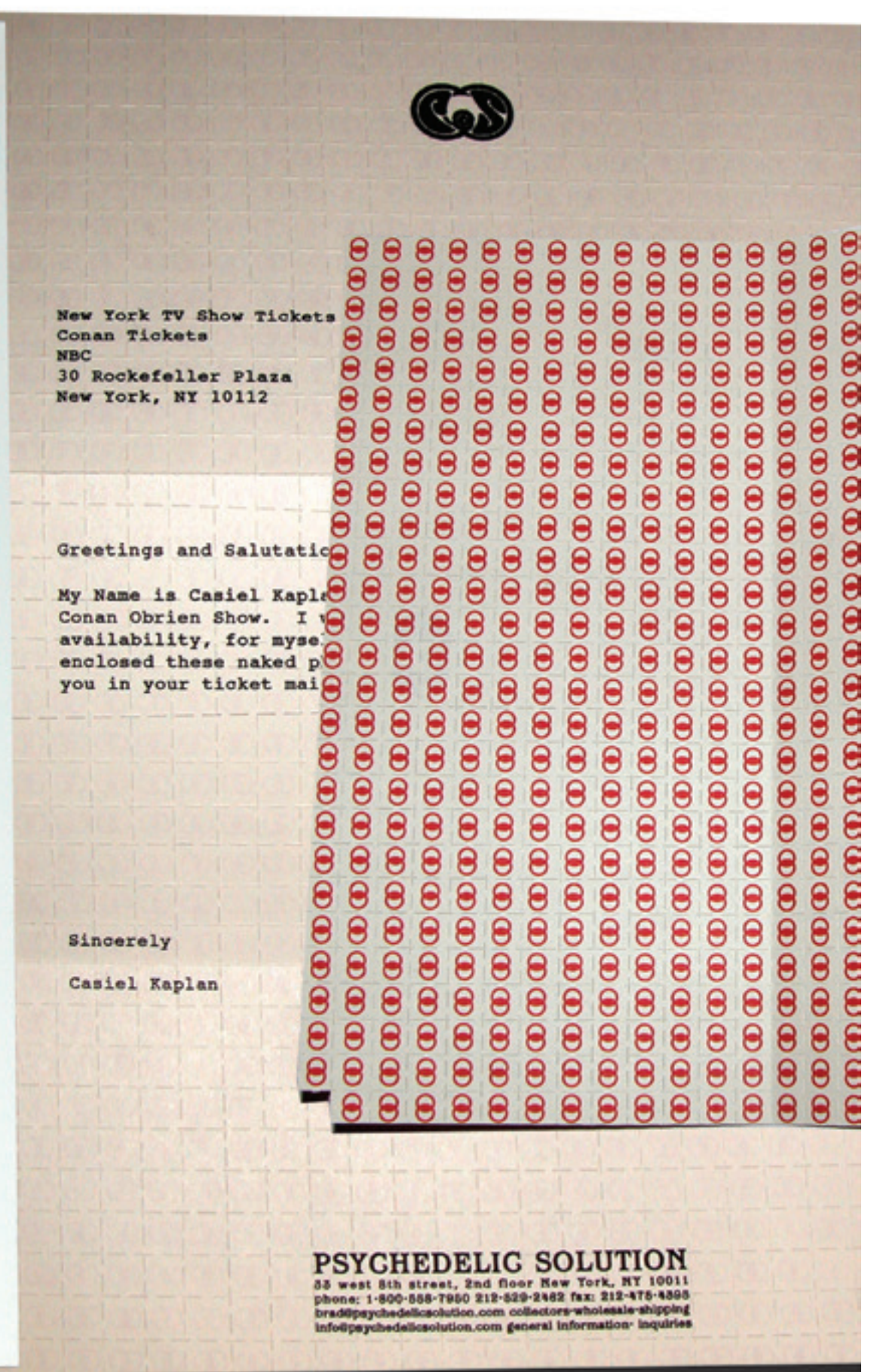
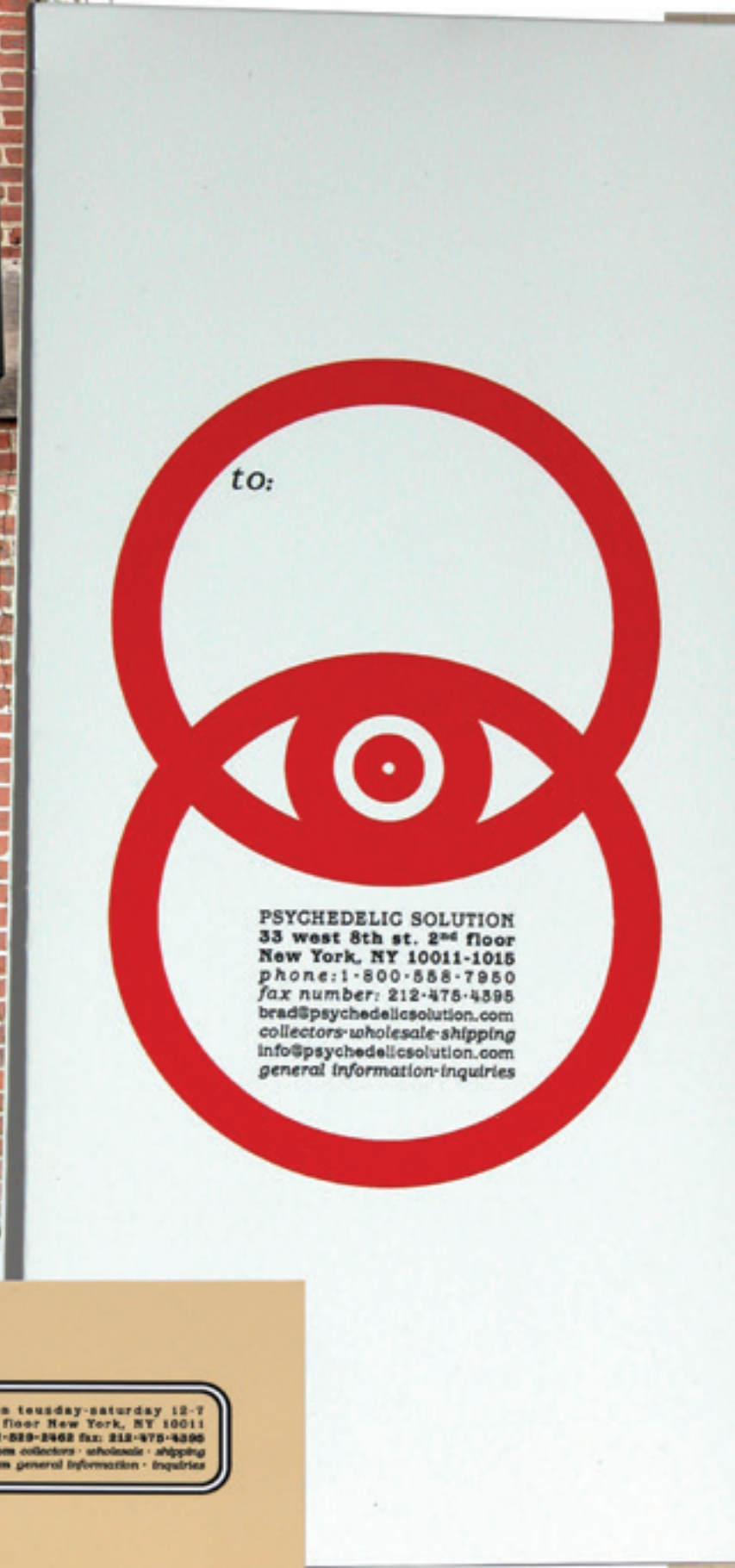






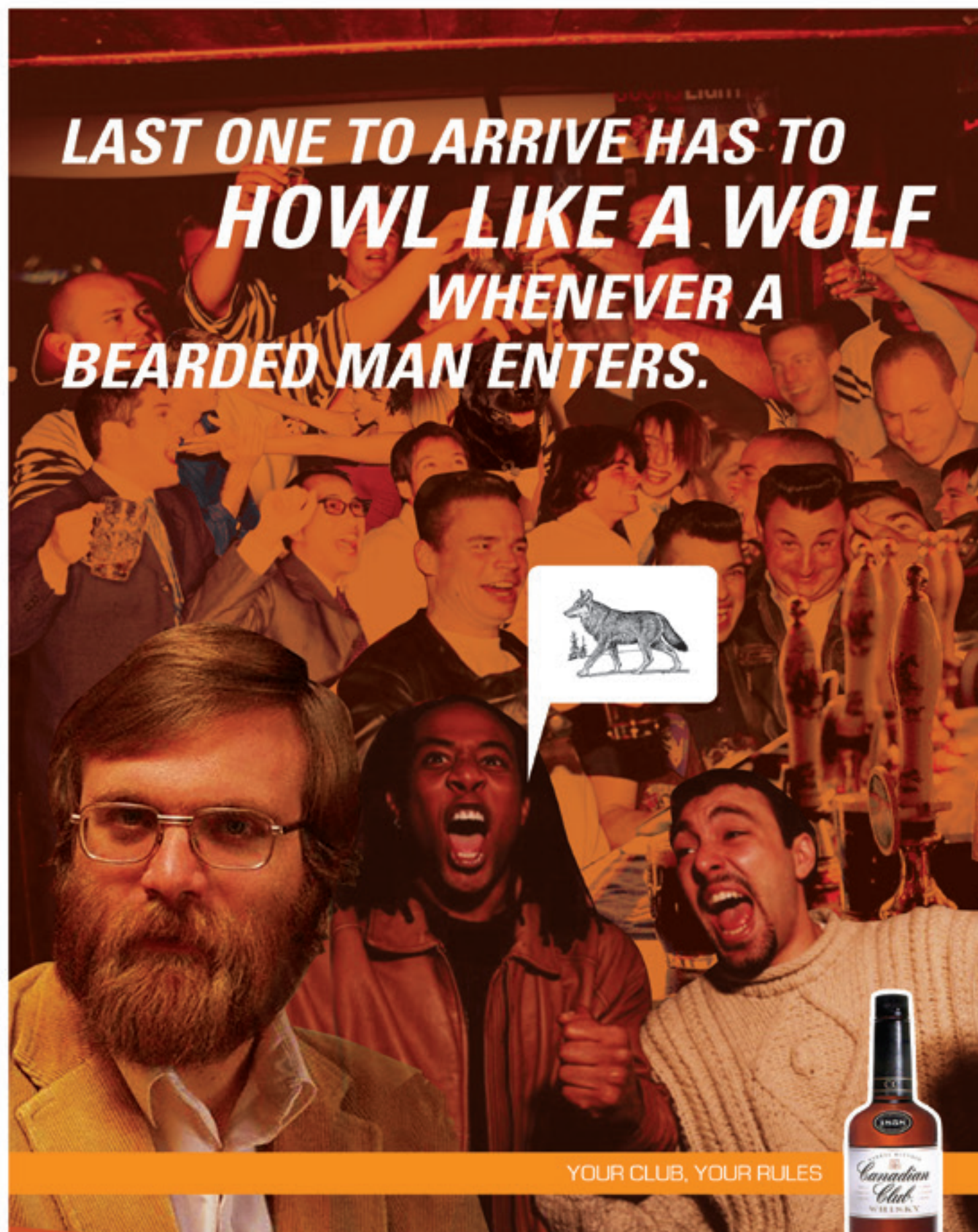


Party - USA ad sales party, chair/gift Art Director: Casiel Kaplan Creative Director: Allan Wei






**LAST ONE TO ARRIVE HAS TO
HOWL LIKE A WOLF
WHENEVER A
BEARDED MAN ENTERS.**



YOUR CLUB, YOUR RULES



**BETWEEN 9 AND 11,
A FABRICATED STORY OF
SURVIVAL MUST BE
TOLD TO A COMPLETE STRANGER.**



YOUR CLUB, YOUR RULES



**WHEN A NEW BOTTLE IS OPENED,
EVERYONE MUST YELL
"IT'S A BOY, IT'S A BOY,
OH MY GOD ITS A BOY."**



YOUR CLUB, YOUR RULES



**ON TUESDAY NIGHTS,
COCKER SPANIEL MUST
BE USED IN CONVERSATION
A MINIMUM OF SIX TIMES.**



YOUR CLUB, YOUR RULES



**WHEN SPEAKING TO ANYONE
WITH A FOREIGN ACCENT,
YOU MUST CLAIM TO BE FROM
BAVARIA.**



YOUR CLUB, YOUR RULES





Find your tender, center cut.
Experience the Monterey Chicken Sandwich.

Discover the path toward greener living.
Taste a Garden Fresh Salad Sensation today.

Beauty is in the hands of the beholder.
The 1/4 lb. Single.

The New Baconator.™
Careful. It can sense fear.

Fresh, Never Frozen. That's right.™

The Monterey Ranch Chicken Sandwich!
Great Chicken with a Little More Giddy Up.

Monterey Jack cheese & Zesty Bacon Ranch sauce on top of our Tender, Center Cut Chicken.

SANDWICH \$.
SMALL COMBO \$.

The New Baconator.™
Careful. It can sense fear.

Fresh, Never Frozen. That's right.™

THE MONTEREY RANCH CHICKEN SANDWICH!
GREAT CHICKEN WITH A LITTLE MORE GIDDY UP!

Monterey Jack cheese & Zesty Bacon Ranch sauce on top of our Tender, Center Cut Chicken.

The New Baconator.™
Careful. It can sense fear.

Fresh, Never Frozen. That's right.™

THE MONTEREY RANCH CHICKEN SANDWICH!
GREAT CHICKEN WITH A LITTLE MORE GIDDY UP.

Monterey Jack cheese & Zesty Bacon Ranch sauce on top of our Tender, Center Cut Chicken.



For monster appetites
GRAB THE CHEDDAR BACONATOR

FRESH BEEF HAMBURGERS
1 1/4 lb. SINGLE
2 1/2 lb. DOUBLE
3 1/4 lb. TRIPLE

TENDER JUICY CHICKEN
7 BROS. CHICKEN
9 ULTIMATE CHICKEN
10 CHICKEN

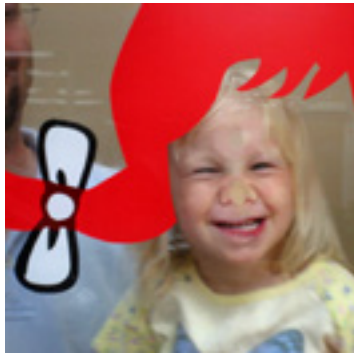
BACONATOR
BACON DELUXE

JUICY BONELESS WINGS
BOLD BUFFALO
BBQ

CHOOSE A SIZE

FRESH VEGGIES, GREAT SALADS

Order Here





Coca-Cola
freestyle.

100+ Drink Choices



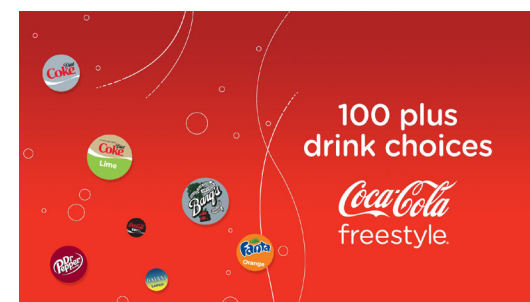
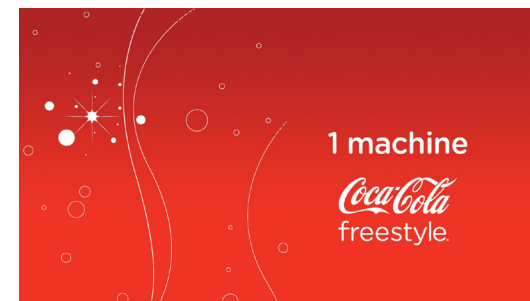
It's Pouring.

Coca-Cola
freestyle.

100+ Drink Choices

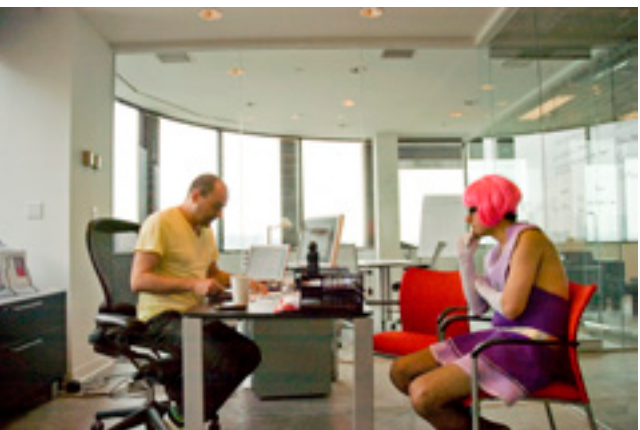
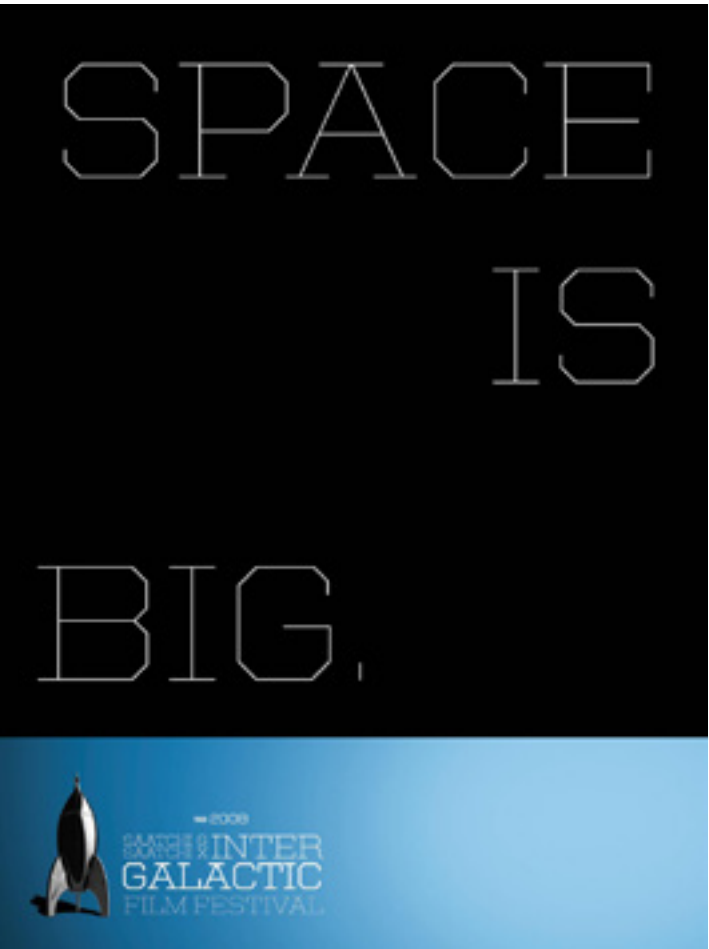


It's Brilliant.

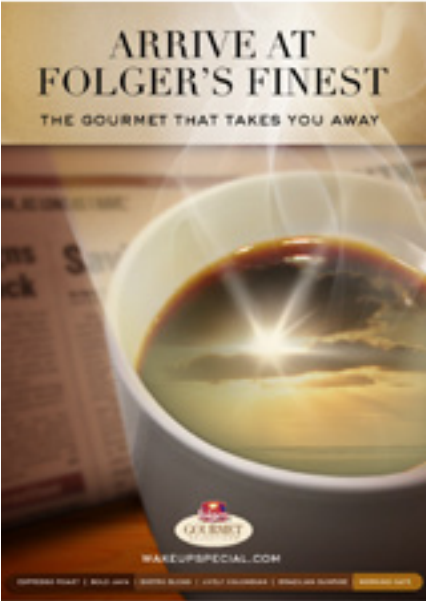




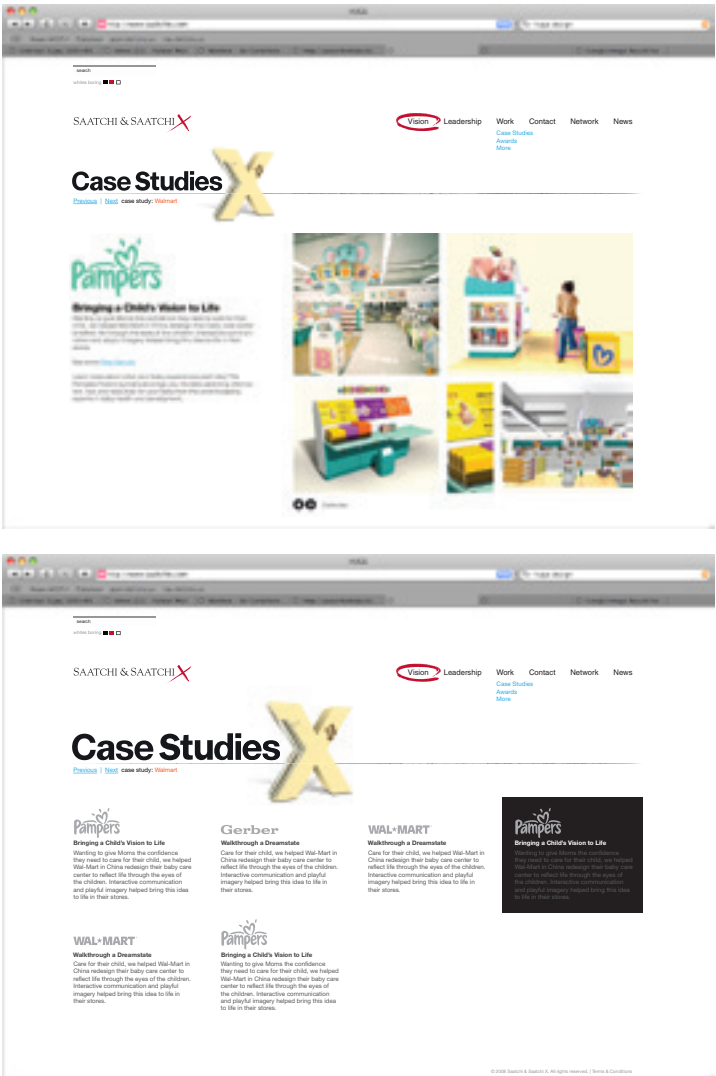
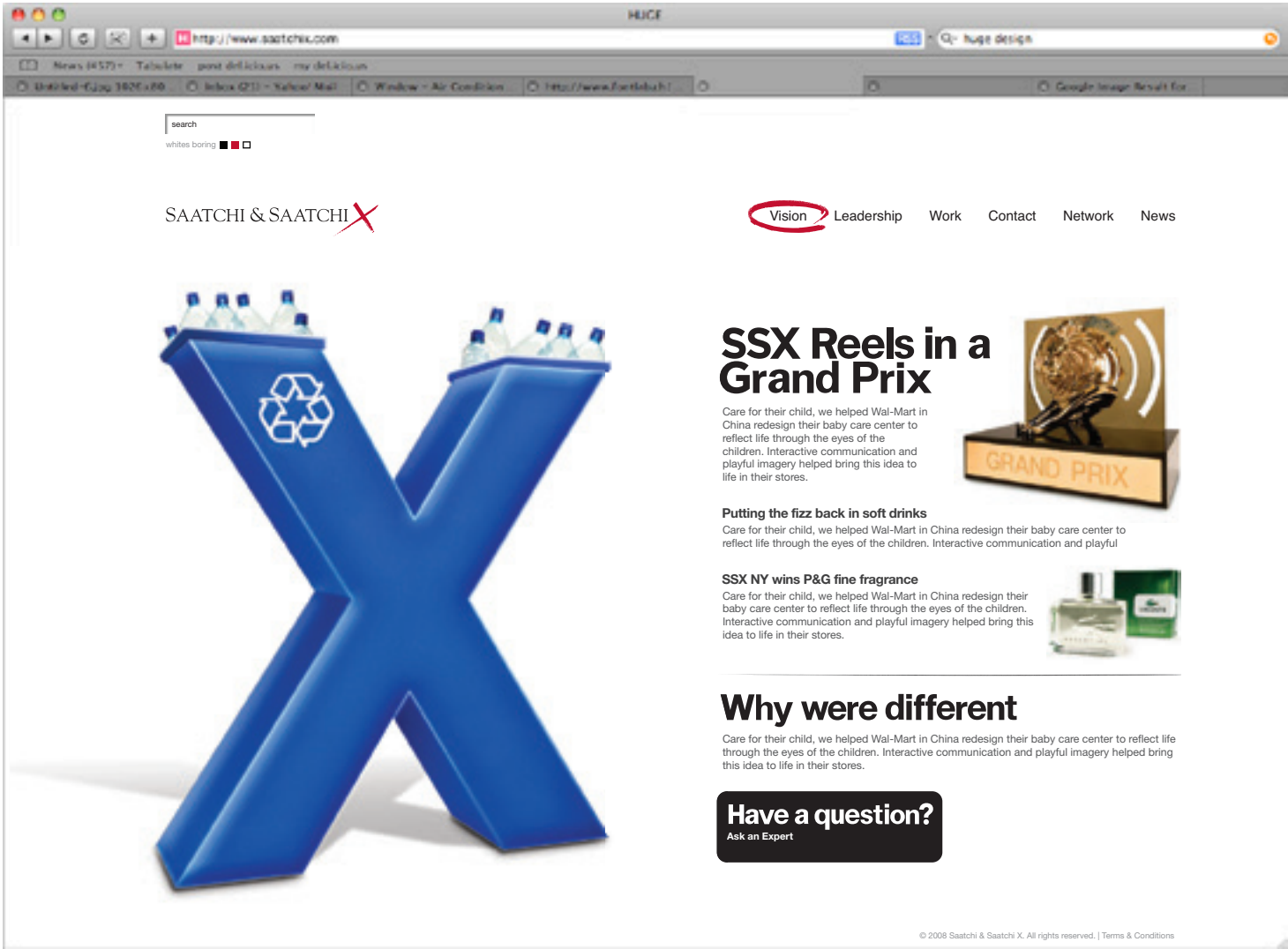
Film Festival - first round for poster and trophy design Art Director: Casiel Kaplan GCD: Carlos Sanchez



Film Festival - second exploration under the “intergalactic” concept Art Director: Casiel Kaplan GCD: Carlos Sanchez



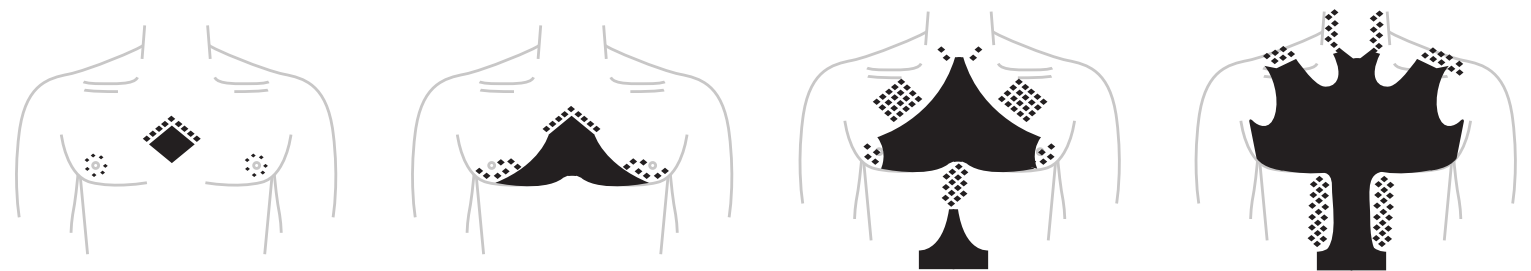
Header Card - Folgers Art Director Team: Casiel Kaplan & Michael Cammara Copywriter: Fred Massin Creative Director: Michael Landou



Xetica - rough

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





Print campaign - Old Grandad Whiskey Art Director Team: Casiel Kaplan & Josiah Merrel



Look and site - Cult360 (selected designs + style boards) (in the end client wanted a mash up of em' all together) Art Director: Casiel Kaplan





DISCOVER &
DOWNLOAD

THE FRATELLIS



DISCOVER &
DOWNLOAD

THE FRATELLIS



DISCOVER &
DOWNLOAD

THE FRATELLIS



DISCOVER &
DOWNLOAD

THE FRATELLIS



DISCOVER &
DOWNLOAD

THE FRATELLIS



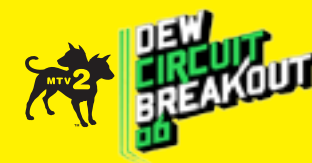


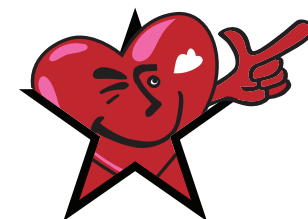
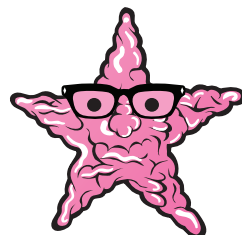
fresh

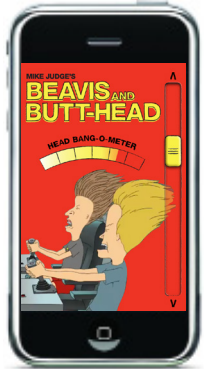


fresher

Congrats to Halifax, this year's MTV2 Dew Circuit Breakout. A few months ago, you guys were so fresh, nobody knew who you were. But today, you're joining an esteemed list of previous breakouts, including Taking Back Sunday, Yellowcard, Hawthorne Heights and HelloGoodbye. New music fans everywhere thank you.







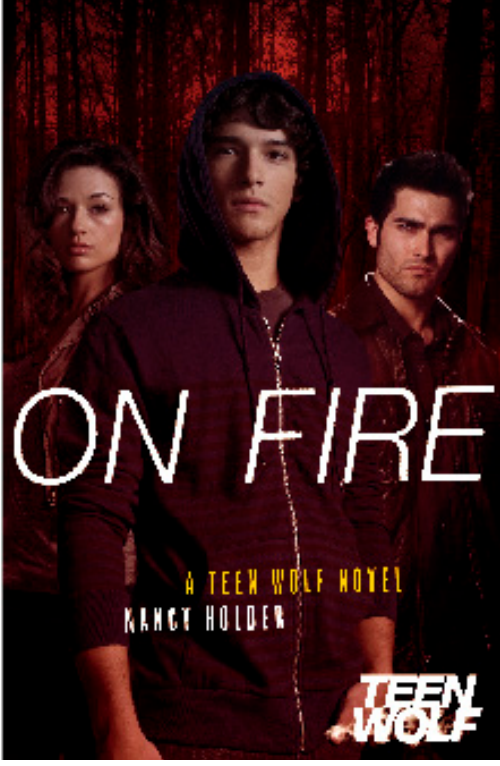
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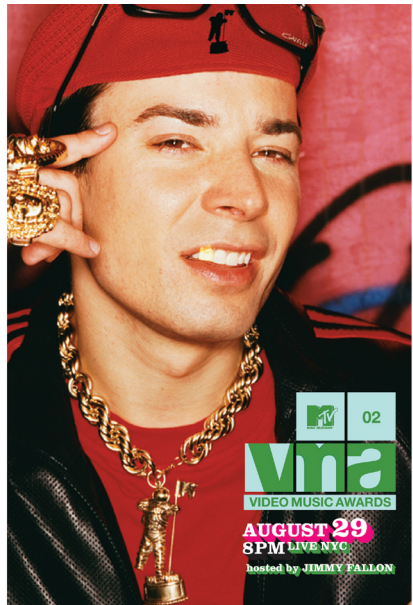
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abcdefghijklmnopqrstuvwxyz



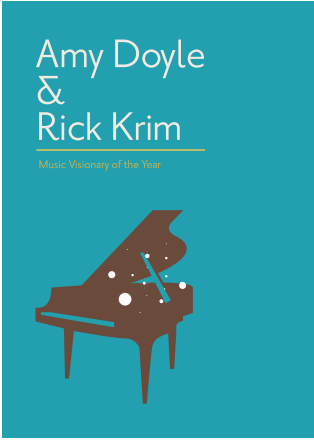
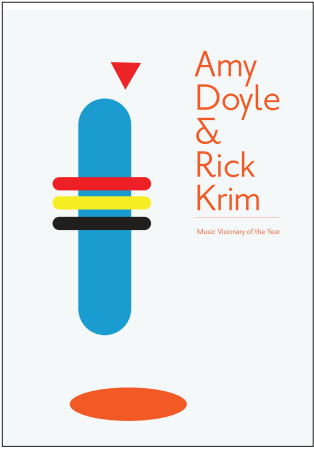
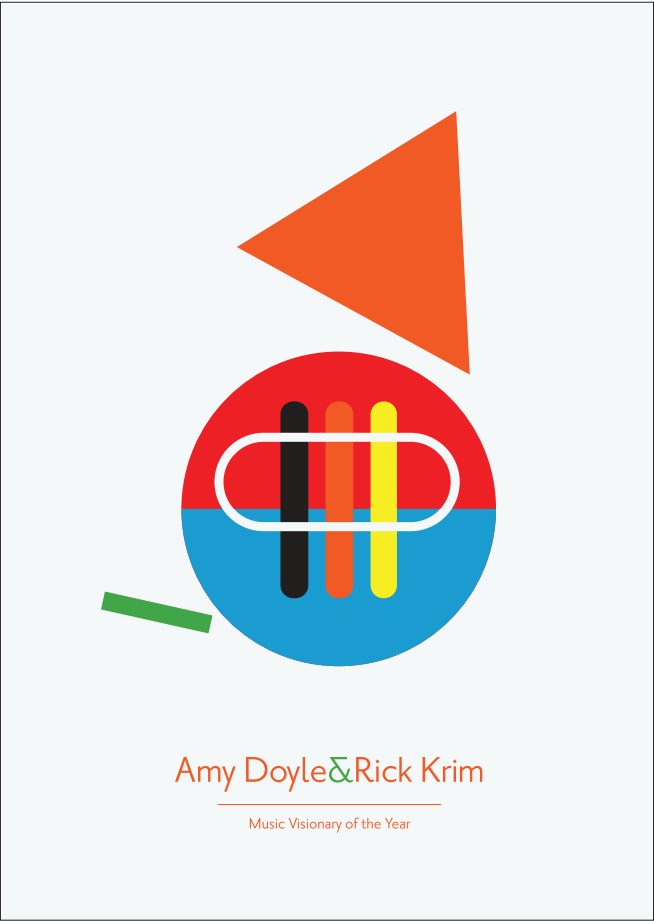








Various MTV - Dvd packaging, Alternate Campus invasion, VMAs through the years

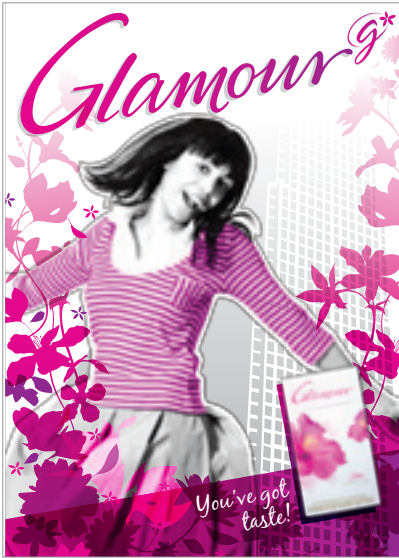
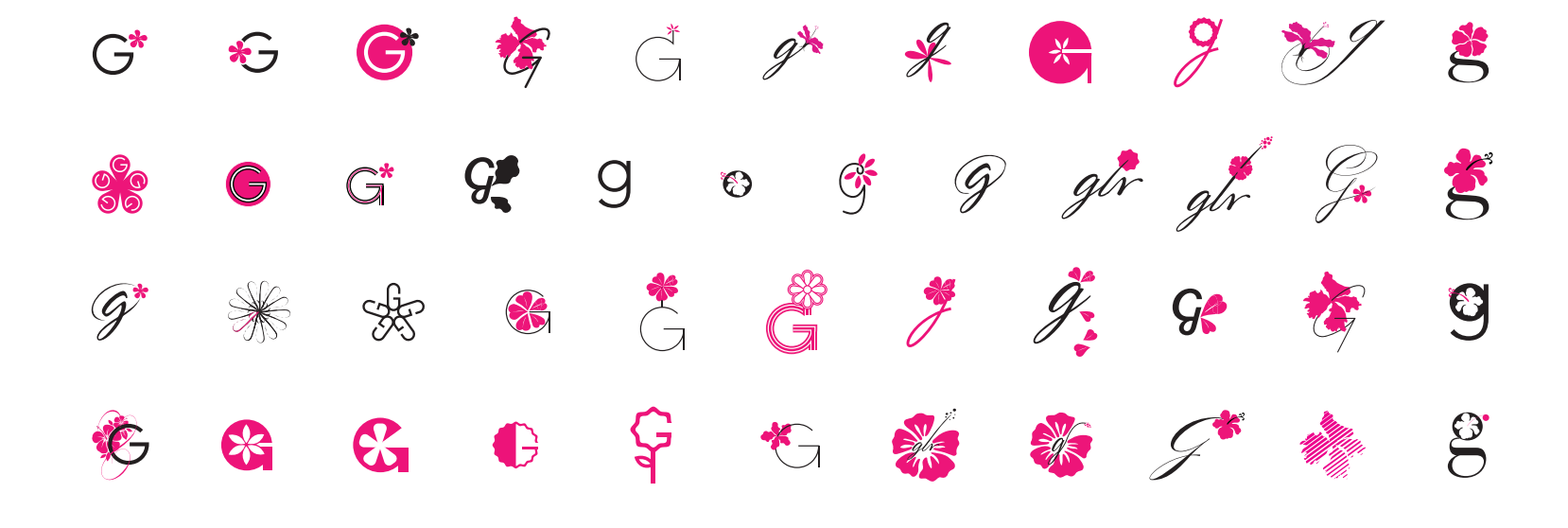






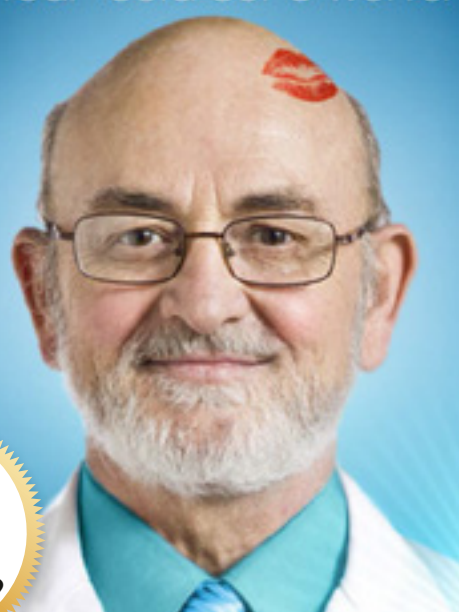

Packaging redesign - Glamour flavours (upper left shows original pack) Designer: Casiel Kaplan Design Director: Lei Chandler





Your lips
will thank him.

Your cold sore won't.

**PHARMACIST
#1
RECOMMENDED**

ABREVA® starts to work immediately on contact and is clinically proven to shorten the duration of your cold sore.

Soothes on contact; Drug Product Monograph Abreva November 26, 2013.



**WORKS
FAST
TO ERASE
YOUR
COLD SORE.**

ABREVA® starts to work immediately on contact and is clinically proven to shorten the duration of your cold sore.

Soothes on contact; Drug Product Monograph Abreva November 26, 2013.



**PHARMACIST
#1
RECOMMENDED**

**PHARMACIST
#1
RECOMMENDED**

**FAST-FORWARD THROUGH
YOUR COLD SORE.**

YOUR LIPS ARE WORTH IT.

ABREVA® starts to work immediately on contact and is clinically proven to shorten the duration of your cold sore.

Soothes on contact; Drug Product Monograph Abreva November 26, 2013.





Poster and stunt - Comedien Etienne Dano Art Direction & Design: Casiel Kaplan Creative Direction: Various





ENJOY

FALL'S

GOLDEN HARVEST





**AWARDED BEST TASTING
COMMON CIDER***

*2018 highest rated common cider by Tastings.com

Enjoy Strongbow® Gold Apple Hard Cider Responsibly.

©2018 STRONGBOW® Gold Apple Hard Cider. Produced by Stearns SA, Imported by Bulmers USA, LLC, White Plains, NY. 501.47.780



ENJOY A SLICE OF SUMMER
WITH EVERY SIP

POUR OVER ICE TO MAKE IT STRONGBOW SEASON



STRONGBOW
HARD APPLE CIDERS



MAKE IT

**STRONGBOW
SEASON**

POUR OVER ICE TO ENJOY A
SLICE OF SUMMER

STRONGBOW
HARD APPLE CIDERS



STRONGBOW
HARD APPLE CIDERS

OUT WITH THE OLD,
IN WITH THE
BOLD.



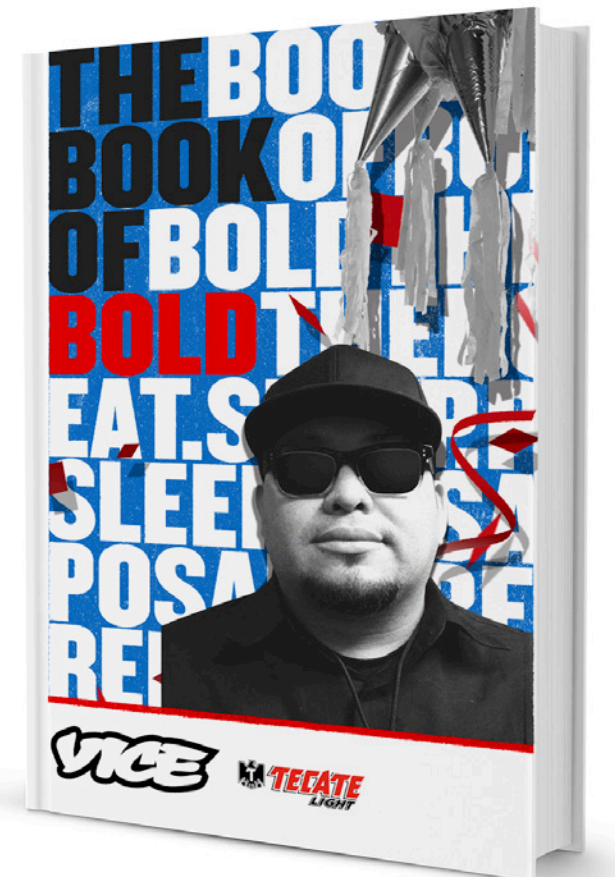
TECATE

EAT.SLEEP.POSA
SLEEP.POSADA.
POSADA. REPEA
REPEAT.EAT.SL
EAT.SLEEP.POSA
SLEEP.POSADA.
POSADA.

HECHA EN MÉXICO | RAISED IN AMERICA

TECATE
LIGHT

Enjoy Tecate® Light Responsibly.
©2015 Tecate® Beer. Tecate® Light Beer. Imported by Cervezas Mexicanas, White Plains, NY.

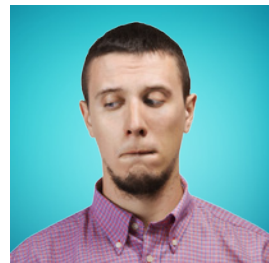




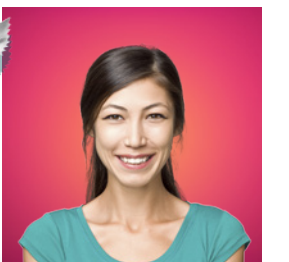
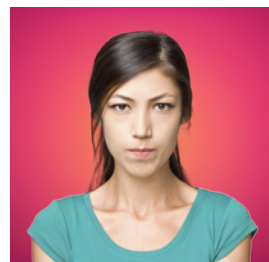
BE THE #GUMCHANGER



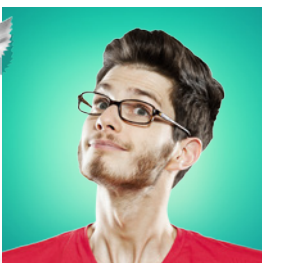
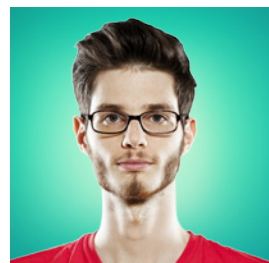
WRIGLEY
A Subsidiary of Mars, Incorporated



BE THE #GUMCHANGER



BE THE #GUMCHANGER



BE THE #GUMCHANGER







BUY ONE SHARE ONE FREE!

Buy any one pack of Wrigley's gum of equal or lesser value and get the second pack free!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec bibendum nunc gravida volutpat. Aliquam tunc ante, aliquet sed tellus in, tristique auctor quam. Aenean quis efficitur arcu. Vestibulum elementum euismod lobortis. Donec dignissim, elit id vehicula bibendum, mi fella lobortis eu, in imperdiet metus.

 **WRIGLEY**
A Division of Wm. Wm. Wm.



PIECE OUT!



change the vibe







PIECE OUT!

4 hr flight middle seat










PIECE OUT!

funky meatball







PIECE OUT!

before you pucker up







PIECE OUT!

burger breath

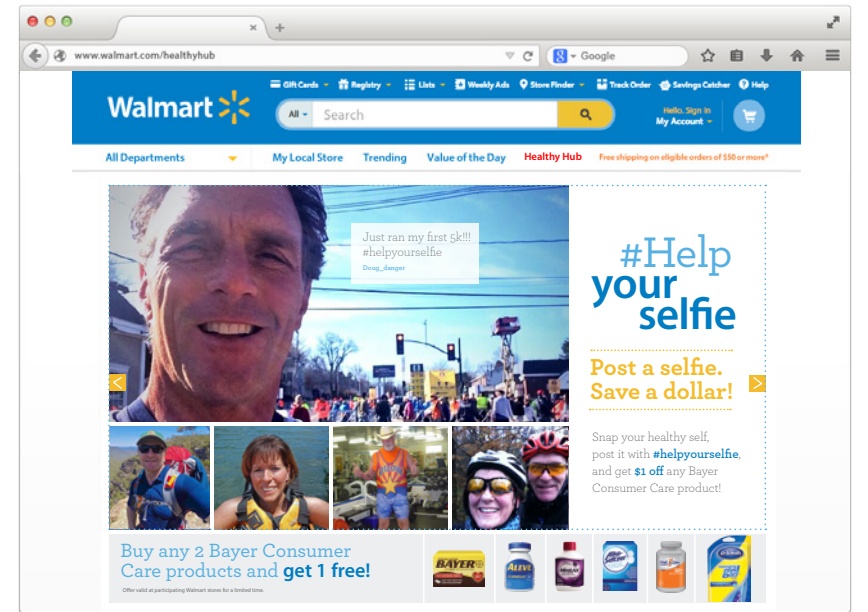




Help
your
self to
healthy



Walmart



4-Week
Promotion

Heart Health
Month

Arthritis
Month

Back to
School

New
Year

Help
your
self to
healthy
savings



Help
your
self to
heart
health



Help
your
self
to doing
more

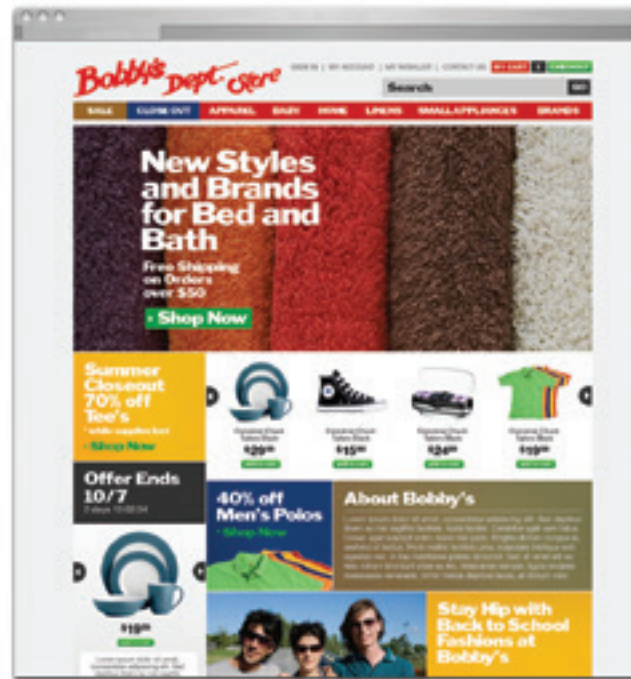


Help
your
self
to core
essentials



Help
your
self
to happier
feet









Casiel Aaron Kaplan
709 Carroll st. apt 4L—Brooklyn, NY 11215
USA: 646 942-7987 Canada: 514 240-2588
Email: casielkaplan@yahoo.com

Education:

School of Visual Arts Bachelor of Fine Arts
September 1999—May 2003

Career Technical Education Certified in Commercial Art
September 1996—July 98

Skills:

| | | | | | |
|--------------------|---|---|---------------------------------------|-----------------------------|----------------------|
| Applied Knowledge: | • Print advertising • Integrated advertising | • Shopper marketing • Experiential marketing | • Identity development • Packaging | • Production • Animation | • Web design • UX |
| Extensive Skills: | • Creative conceiving • Art Direction | • Adobe Creative Suite • Typography | • Key art • Layout | • Silkscreen | • Short copy |

Experience:

| | | | |
|--------------------------------|---|---|--|
| Present March 2014 | Geometry Global Creative Director | Imperial Tobacco, GSK, Flexjet, Eidos, Evenko, P&G | Lead a team of 13 • Below the line advertising, B2B advertising, Packaging, Identity |
| March 2014 March 2013 | Ogilvy Action Creative Director | Imperial Tobacco, Evenko, P&G | Lead a team of 20 • Below the line advertising, B2B advertising, Packaging, Identity |
| February 2013 July 2009 | Independent Art Director | Orange Collar Media Various ecommerce clients MTV MTV off-air Saatchi & Saatchi X Wendys, Amex | Creative direction • Web design, Identity and Branding Design • Print advertising, Outdoor, Identity and branding, Broadcast design Art direction and Design • Below the line advertising, Identity and branding |
| March 2009 November 2008 | Fitch Senior Designer | Imperial Tobacco | Design • Packaging, Shopper marketing |
| November 2008 February 2008 | Saatchi & Saatchi X Senior Designer | Wendy's, P&G, Walmart | Design and Art Direction • Shopper marketing, Identity and branding |
| February 2008 March 2005 | Independent Art Director | MTV Off-air design Blister Bravo, USA, MTV Digital Graphics Museum of Modern Art Publicis Dialog Allied Domecq Spirits Scholastic Scholastic Saatchi & Saatchi X Wendys Cult360 Asteline, Agave 99, Sanyo | Design • Print advertising, Identity and branding, Apparel Art direction and Design • Below the line advertising, Packaging, Identity and branding Screen printing, Typography touch-up • New exhibitions Art direction and Design • Below the line advertising, Identity and branding Design • Editorial and Publications Art direction and Design • Below the line advertising Art direction and Design • Through the line advertising, Packaging |