

BETH DONAHUE

CREATIVE DIRECTOR | STRATEGIST | ART DIRECTOR | DESIGNER

FRESH STARTS HERE CAMPAIGN | ZOËS KITCHEN

Creative Strategy + Photography Art Direction + Design

This high-impact, multi-platform creative campaign drove education about items on the Zoës Kitchen menu that were healthy and available for all lifestyles – from gluten-free to Paleo to Whole30 Approved. We were officially endorsed by the Whole30 brand, partnered with several influencers on social and email, executed a large-scale print campaign and held local tasting and yoga events.



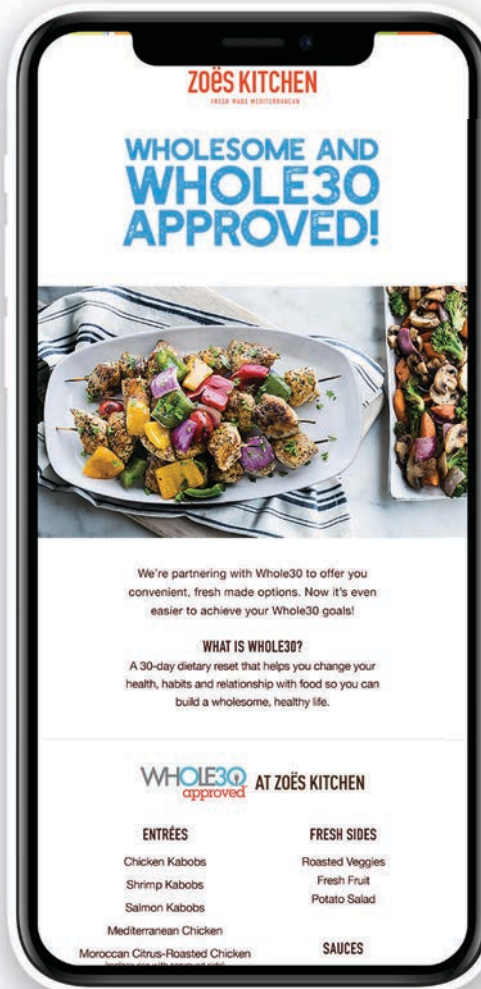
In-store signage



Lifestyle Menu Insert



Social



Email



ZOËS KITCHEN + AMERICAN AIRLINES PARTNERSHIP

Photography, Video and Design Art Direction

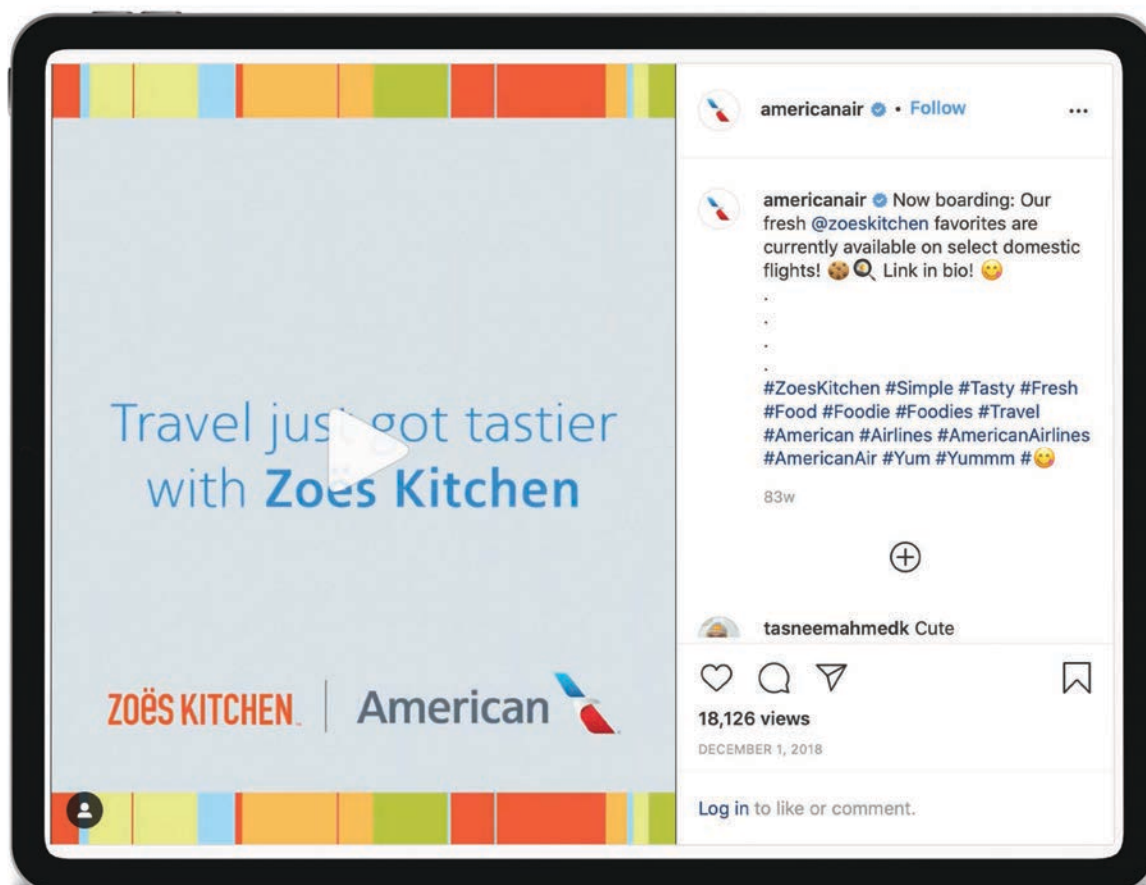
In late 2018, Zoës Kitchen launched a partnership with American Airlines - serving a menu of customized items on over 300 domestic flights. I was a part of the cross-functional launch team with executives from Zoës and American leading photography art direction, menu design, copywriting and video art direction.



Photography



In-Flight Menus



Click to Play

MOVIE CLUB TRAILER REFRESH | CINEMARK

Creative Strategy + Art Direction

A refresh for the Cinemark Movie Rewards educational trailers, these tell the story of specific member benefits in a fun and cheeky way. We used a local agency for the video production and illustration work, while I lead the creative strategy, casting, scripting and production/post-production art direction for our stakeholders (the loyalty marketing team). These videos are currently running as pre-show trailers at every Cinemark theatre location in the U.S and Brazil.



Click to Play



Click to Play

FOOD & BEVERAGE REBRAND PRINT | CINEMARK

Photography Art Direction + Creative Direction + Design

Part of the overall Cinemark brand refresh (coming 2021) included reimagining how the food and beverage promotions look and feel. Alongside the copy director, I recreated a strongly templated brand look that would stand out amongst any of the in-theatre visual noise – movie posters, standees, loyalty messaging, etc. These pieces also support the ongoing visual merchandising project to keep assets simple while still evoking the drama of the big screen with larger than life photography and clever messaging.

Beef Cakes

CHOOSE YOUR BURGER DESTINY




\$5⁹⁵ | \$8⁹⁵ | \$7⁴⁵
SINGLE BURGER | TRIPLE BURGER | DOUBLE BURGER

Classic burgers with American cheese, ketchup, mustard and pickles. Served with fries.

CINEMARK

LIMITED TIME ONLY. ENDS 3/17/20.

Pretty fly for a curly fry



BIRDS OF PREY

AND THE FANTABULOUS EMANCIPATION OF
% OF ONE HARLEY QUINN

\$9⁵⁰ JAIL BIRD'S NEST

Seasoned curly fries topped with crispy fried chicken tenders, melted cheese, spicy jalapeno ranch and honey mustard.

LIMITED TIME ONLY. ENDS 2/17/20.

TM & © DC. WARNER BROS.

Decisions, decisions.

LET US BUILD THE BURGER OF YOUR DREAMS



\$5⁹⁵ | SINGLE
\$6⁴⁵ | DOUBLE
\$8⁹⁵ | TRIPLE

Classic burgers with American cheese, ketchup, mustard and pickles. Served with fries.

LIMITED TIME ONLY. ENDS 3/17/20.

Hold it right there



BAD BOYS FOR LIFE

\$13 MIAMI CUBANO BURGER

Seasoned 1/2-lb. all beef patty topped with Swiss cheese, sliced ham, smokey pulled pork and tangy citrus mojo sauce on a toasted brioche bun, garnished with mustard and pickles. Served with fries.

LIMITED TIME ONLY. ENDS 3/22/20.

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FOOD & BEVERAGE REBRAND DIGITAL | CINEMARK

Photography Art Direction + Creative Direction

Digital menu board, digital display and social spots to support the new brand look for food and beverage promotions.



Click to Play



Click to Play

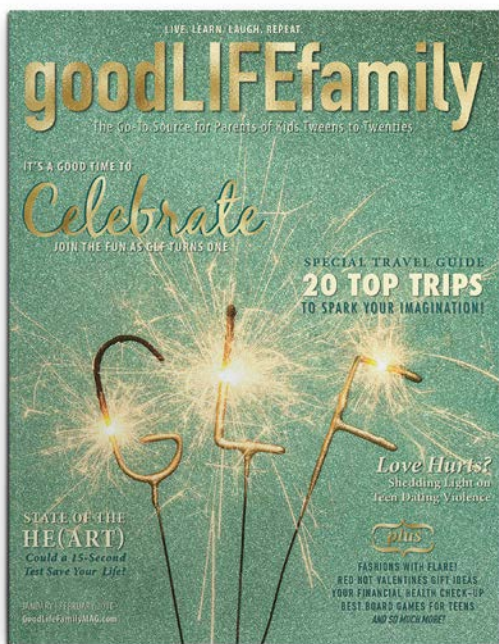


Click to Play

GOOD LIFE FAMILY MAGAZINE

Creative Strategy + Creative Direction + Photography Art Direction + Design

I launched this magazine alongside the Publisher and Managing Editor, and we grew to over 60k readers in 2 years. I lead a team of freelance designers and photographers to produce every bi-monthly print edition and weekly digital edition. All of our fashion photography featured local tweens, teens, moms and dads to keep the look authentic and real. All cover images below are links to digital editions.



ANNIVERSARY EDITION: JAN | FEB 2016



JULY | AUG 2016



SEP | OCT 2016



THE WC COLLECTION | WATTERS CREEK AT MONTGOMERY FARMS
 Creative Strategy + Creative Direction + Photography Art Direction + Design

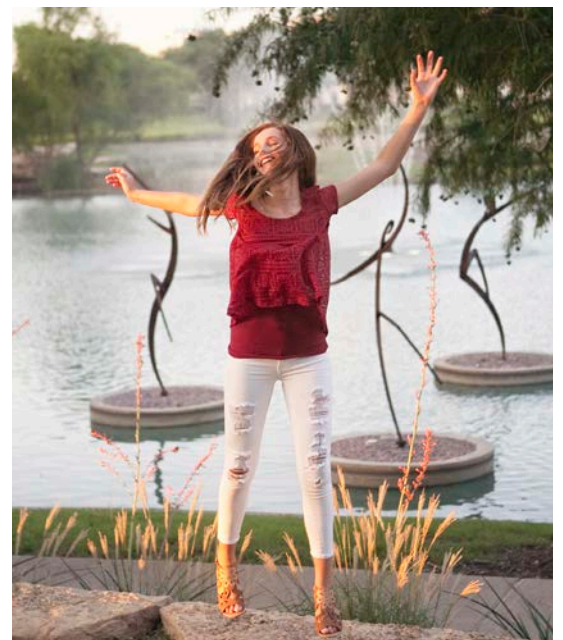
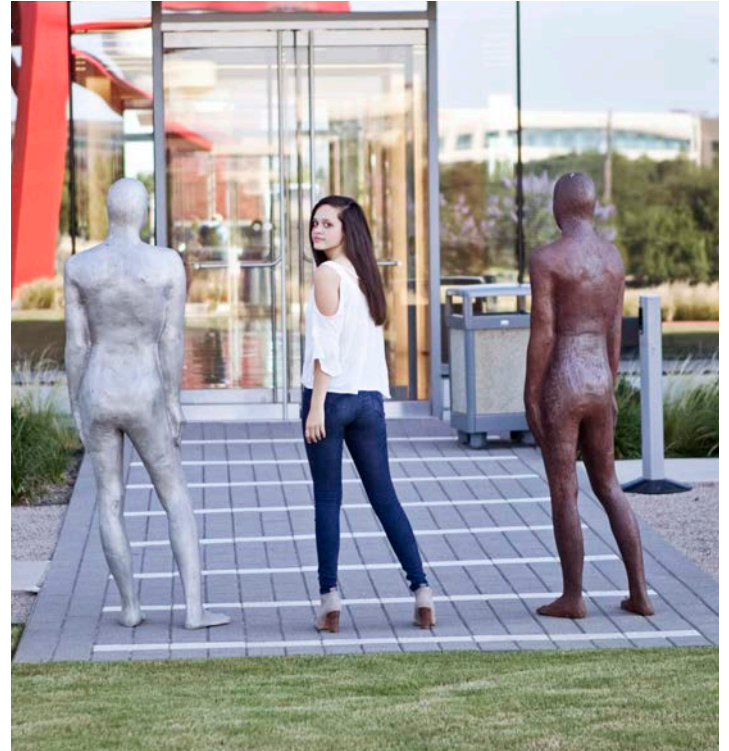
This was a local publication for the outdoor shopping mall in Allen, TX. We used local models for our photography for spreads and covers.



FOOD PHOTOGRAPHY ART DIRECTION



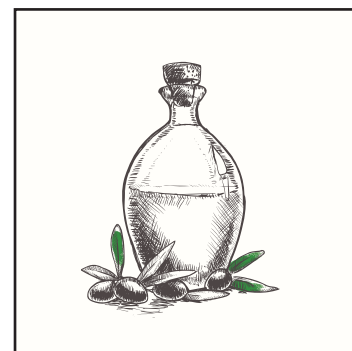
FASHION PHOTOGRAPHY ART DIRECTION



ART INSTALLATIONS | ZOËS KITCHEN PROTOTYPE
Creative Concept + Creative Direction + Illustration



Exterior Wall Mural



Interior Wall Art

PROMOTIONAL ITEMS | ZOËS KITCHEN
Creative Strategy + Design



Collectible Cups



Customized Wine Labels



Employee Uniform Tees