



# MAGGY LUY

ART DIRECTOR

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PORTFOLIO 2022

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**Summer Style:**  
**WEAR**  
That  
**WHITE**

Marshall's

Perfect for Memorial Day!

**BOLD & BRIGHT**  
Mother's Day Look

Picture-perfect for brunch!

Marshall's

**MOTHER'S DAY** sweepstakes

Tell us what you LOVE about your mom

and you'll be entered for a chance to win two \$100 gift cards (one for you, one for her!)

What do you appreciate about your mom? 🍷

Marshall's

No purchase necessary. Open only to U.S. & Puerto Rico residents 18+. Sweepstakes ends on May 10 at 11pm ET. Swipe up for full rules.

Easter Outfit Inspo

**THE JUMP-SUIT**

Go for a wide leg crop!

Marshall's

Me: Running into Marshall's real quick!  
\*5 million hours later\*

SEA BREEZE ROSE PUMPKIN SPICE

CITRUS LEMON SUMMER RAIN SUGAR COOKIE

Marshall's

The **CIRCLE** Bag

Marshall's

Sneak Peek

**FALL OUTFIT INSPO**

Summer **SHOW OFFS**

4 Peep-Ready Sandals

Marshall's

\*goes to marshall's for outdoor pillows\*  
\*needs more furniture\*

Marshall's

**THE COZY LAYER**  
You'll Live In

Marshall's

The **FALL SHOE** Update

**WE'RE CLOSING ON 1/31**

BUT WE'RE RELOCATING SOON!  
OLD FERRY RD & PAWTUCKET BLVD

**THIS STORE IS CLOSED**

PLEASE VISIT OUR NEAREST STORES:

- EMERYVILLE  
5795 CHRISTIE AVE
- COLMA  
65 COLMA BLVD
- SAN BRUNO  
1268 EL CAMINO REAL

RETURNS  
ITEMS PURCHASED FROM STORES RETURNED TO ANY MARSHALLS STORE. WE APPOLOGUE FOR ANY INCONVENIENCE.

**WE'RE MOVING**

FEBRUARY 19 AT 8AM

NORTHEAST PLAZA

Marshalls

Marshalls

**YOUR (NEW) HAPPY PLACE OPENS FEB 19**

NORTHEAST PLAZA

**THANK YOU**  
FOR ENCOURAGING CUSTOMERS TO DONATE TO THE ALZHEIMER'S ASSOCIATION

FUNDS WE'VE RAISED SO FAR:

More than 6 million Americans are living with Alzheimer's disease. Together, we can help advance the critical care, support and research efforts of the Alzheimer's Association.

EVERY DONATION COUNTS TOWARDS THE FIGHT AGAINST ALZHEIMER'S

OUR STORE'S FUNDRAISING GOAL:

For more information visit us at:

Marshalls alzheimer's association

**THANK YOU**  
FOR ENCOURAGING CUSTOMERS TO DONATE TO JDRF.

Marshalls has proudly partnered with JDRF for over 25 years. With your help, we can advance research efforts to cure, treat and prevent Type 1 Diabetes.

EVERY DONATION COUNTS TOWARDS FINDING A CURE

TO TRACK YOUR PROGRESS, WRITE IN YOUR DONATION TOTAL EACH WEEK OUR STORE'S FUNDRAISING GOAL:

JDRF Marshalls



**WE'RE PROUD TO PARTNER WITH THE ALZHEIMER'S ASSOCIATION**

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Since 2013, Marshalls has supported the Alzheimer's Association and its mission.

1 IN 3  
Americans dies with Alzheimer's

5M+  
Americans are living with Alzheimer's

**YOUR EFFORTS MAKE AN IMPACT**

The money you raise helps to:

- Accelerate research with current investments of \$200 million projects spanning 21 countries.
- Expand care and support to families facing the disease through resources like a 24/7 Helpline (800.273.8200) and an app.
- Advance research for and affordable health insurance coverage of T1D therapies.

**TOGETHER, WE CAN MAKE A DIFFERENCE**

Marshalls alzheimer's association

**WE'RE PROUD TO PARTNER WITH JDRF**

Since 1988, Marshalls has partnered with JDRF to help improve the lives of children and adults living with Type 1 Diabetes and support their efforts toward finding a cure. JDRF's life-changing research supports Type 1 Diabetes research to create new medicine and therapies that create hope to cure the disease, slow and reverse and a cure is found.

WHAT IS TYPE 1 DIABETES?  
Type 1 Diabetes (T1D) is a chronic autoimmune disease that affects children and adults, and it's onset has nothing to do with diet or lifestyle. People with T1D depend on insulin injections to survive, and there is currently no cure for T1D.

5M+  
Americans are living with T1D

5M  
people in the U.S. are expected to have T1D by 2050

**YOUR EFFORTS MAKE AN IMPACT**

The money you raise helps to:

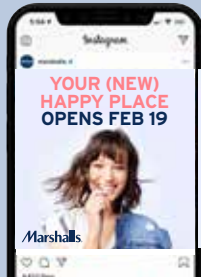
- Fund innovative research towards a cure for T1D and to improve the lives of those living with the disease.
- Advance research for and affordable health insurance coverage of T1D therapies.
- Provide critical support, connection and education by helping fund T1D support groups.
- Deliver thousands of tool kits every year to newly diagnosed families to help them navigate life with T1D.

**TOGETHER, WE CAN MAKE A DIFFERENCE**

JDRF Marshalls

**THANK YOU**

for helping to keep everyone safe & healthy.



**EASY HOME UPDATES**

**GO-TO SHOES**

**LUXE BEAUTY LABELS**

**FAVE ACTIVE BRANDS**

YOUR HEALTH & WELL-BEING ARE VERY IMPORTANT TO US

Marshalls

**YOUR (NEW) HAPPY PLACE IS NOW OPEN**

NORTHEAST PLAZA

Marshalls

TAKE ME THERE

**YOUR (NEW) HAPPY PLACE IS NOW OPEN**

NORTHEAST PLAZA

Marshalls

TAKE ME THERE

**YOUR (NEW) HAPPY PLACE IS NOW OPEN**

NORTHEAST PLAZA

Marshalls

TAKE ME THERE

**GRAND OPENING**

EASTON MARKET PARK PLAZA

Marshalls

**GRAND OPENING**

EASTON MARKET PARK PLAZA

Marshalls

**GRAND OPENING**

EASTON MARKET PARK PLAZA

Marshalls

**GRAND OPENING**

EASTON MARKET PARK PLAZA

Marshalls



### Perception versus Reality: What Consumers Really Want -- and What Marketers Can Do About It

Customer journey -- points along the path to the final destination -- may still be the underlying foundation of this infographic, moving from top to bottom.

What will it take for marketers to lead the charge in digital transformation? It must involve the gap between what consumers want and what marketers think they want.

By better understanding how online interactions shape the preferences and actions of consumers, companies can learn how to do things with their users to connect with the modern consumer.

#### BETTERING CHANNELS

**Perception:** Nearly 70 percent of respondents feel that cross-channel engagement is either strong or very strong.

**Reality:** Not every channel is created equal, and the way your partner is using digital marketing and activation. Marketers are increasingly adopting digital for work, and marketing and service apps, but still looking for ways to integrate digital with their traditional marketing and activation.

Most brands are equally confident in their ability to deliver a consistent experience across all channels. 70 percent of respondents feel that cross-channel engagement is either strong or very strong.

Marketers are equally confident in their ability to deliver a consistent experience across all channels, and only just over half of those surveyed feel a single platform is the best choice for their brand.

#### A CLOSER LOOK AT AI

**Perception:** Nearly 50 percent of respondents feel that consumers are ready for AI -- and will spend more on it in the future.

**Reality:** 40 percent of respondents feel that consumers are ready for AI, and 30 percent of respondents feel that consumers are either not ready or not sure.

Not only are marketers and consumers still struggling to define it, there's a real disconnect in how they see the other applying it. For AI, consumers are more likely to see it as a way to improve their experience with brands, while marketers are more likely to see it as a way to improve their experience with brands.

Consumers are on the fence about whether AI will benefit their future experience with brands, while 40 percent of marketers and 30 percent of consumers feel that AI will benefit their future experience with brands.

As a general rule, respondents are more likely to see AI as a benefit to their future experience with brands, while 40 percent of marketers and 30 percent of consumers feel that AI will benefit their future experience with brands.

#### THE ROLE OF MARKETING AUTOMATION

It's right to assume that more consumers than ever are using marketing automation. In fact, it's right to assume that more consumers than ever are using marketing automation.

Those who do use it pay off their investments. That's why consumers who use marketing automation are more likely to be satisfied with their experience with brands, and more likely to be satisfied with their experience with brands.

#### MARKET OPPORTUNITY FOR THE CLOUD

Marketers are more likely to see the future of work as a benefit to their future experience with brands, while 40 percent of marketers and 30 percent of consumers feel that AI will benefit their future experience with brands.

ICloud is the missing link to help organizations get there.

#### INNOVATION THAT MATTERS

Download the Breaking Barriers 2020. How CIOs are shaping the future of work based on their attitudes about workplace technology preferences and for tips to stay ahead of workforce expectations.

### BREAKING THE MOLD: TRANSFORMATION ROADMAP 2020

The Future of Work is upon us. Change is in the air. IT leaders, are you ready?

If you close your eyes and envision the future of work, what does it look like? Does the office resemble how you think of today? What about the remote work you've become accustomed to? How does your experience now compare to the way you've seen the workplace of tomorrow -- new ways of getting work done -- may not be as futuristic as you think.

#### WORKFORCE DYNAMICS ARE CHANGING

As preferences continue to evolve, take steps now to prepare.

1. Understand market preferences in your industry.
2. Research applications for new work preferences.
3. Adapt cloud-based collaboration and productivity tools.

#### TECHNOLOGY CAN BE THE CATALYST FOR EMBRACING NEW WORK PREFERENCES

For the most part, technology is more ready than most.

Region	My workplace is more ready to embrace new work preferences	My workplace is not ready to embrace new work preferences
Global	65%	35%
USA	68%	32%
UK	62%	38%
France	60%	40%
Germany	63%	37%
Canada	66%	34%
Australia	64%	36%
South Africa	61%	39%
South Korea	67%	33%

#### CLOUD-BASED COMMUNICATION: YOUR TICKET TO INNOVATION

Because the future of work is not far off.

Region	Cloud-based communication is the best way to stay ahead of workforce expectations	Cloud-based communication is not the best way to stay ahead of workforce expectations
Global	92%	8%
USA	93%	7%
UK	91%	9%
France	89%	11%
Germany	90%	10%
Canada	92%	8%
Australia	91%	9%
South Africa	88%	12%
South Korea	94%	6%

#### MARKET OPPORTUNITY FOR THE CLOUD

Marketers are more likely to see the future of work as a benefit to their future experience with brands, while 40 percent of marketers and 30 percent of consumers feel that AI will benefit their future experience with brands.

#### CONSUMERS

### 10 Year History of the Cloud

Informatica Celebrates 10 Years of Cloud

Informatica Cloud Suite

Market Opportunity for the Cloud

Customers

### HOW DO YOU WATCH TV?

Fan favorite shows & global TV viewing trends

What's your FAVORITE SHOW?

USA: NFL Sunday Night Football is the popular top show.

GERMANY: Crime procedurals make up 13% of the most watched American series with CSI & NCIS leading the list.

POLAND: British historical fiction Frontline is in the top 10 most watched shows in Poland.

RUSSIA: Game of Thrones is a top pick.

SOUTH AFRICA: Modern Family is how I Met Your Mother are the shows.

AUSTRALIA: The Big Bang Theory makes it.

SOUTH KOREA: Top show: Squid Game.

NCIS is the world's most watched show, garnering 55 million viewers across the globe in 2014, and is licensed in over 200 markets worldwide and in over 60 languages -- from Arabic to Vietnamese.

70% of US consumers binge watch television.

By 2020, Netflix is projected to increase its number of international subscribers by more than 121% to 75 million.

Based on global viewing data, some of the most binge watched shows.



## INTRODUCTION

Coming into 2016, we saw content creation and personalization on many if not all the trends lists. The pathway to purchase continues to become more complex. With mobile usage amongst today's connected customer still on the rise, digital marketing should no longer be viewed as it's own sector of marketing – brands need to be prepared for marketing in a digital world. As such, we're seeing more and more brands beginning their digital transformation and adopting an integrated marketing communications strategy.

As the expectations for a content surge remain high, PAN Communications decided to dig deeper into 2016 content trends. The prediction that a human aspect will return to marketing appears to be true as we see a big focus on personalization within content marketing amongst heads of marketing.

PAN COMMUNICATIONS  
CONTENT FITNESS REPORT 2016 | 2

## intro

only **25%** of leads are legitimate & should advance to sales!

So how do you improve this number? **Buyer personas** develop a better understanding of your customers to make it easier to recognize how you can solve your customers' pain points.

Utilizing buyer personas makes your website **2 to 5 times more effective**, simply by knowing whom you're targeting. You can even see higher click-through and conversion rates, as well as 18 times more revenue! As a result, using buyer personas strategically can lead to **higher conversion rates, better margins and lower costs** that improve your bottom line.

**54%** More leads are generated by personalized targeting and messaging  
**2X** More conversions are generated through better average cost per lead  
**\$20K** in ROI on average is generated per lead by choosing over a personal marketing vs. standard

PAN  
How to Master Buyer Personas for Business | 3

## how can you use buyer personas?

At the most basic level, personas allow you to **personalize or target your marketing for different segments of your audience**. They also help to relate to each persona to drive efforts through the whole buyer's journey, from acquisition to retention. **When you narrow down your target, it'll be easier to brainstorm and create content that hones in on one specific pain point.**

We've all heard it before:

**“Creating content for everyone resonates with no one.”**

Taking the time to develop personas is important to increase user engagement and customer loyalty. **Implementing buyer personas will improve your marketing strategy to make it more effective and efficient.**

PAN  
How to Master Buyer Personas for Business | 4

These various content marketing trends are going to impact a CMO's overall focus, and their priorities will shift as a result of evolving consumer demands. No longer is content marketing just about dominating organic search, it's about the opportunity to connect and create a dialogue with your audience.

As we've learned from the 2016 Content Fitness Test having brand ambassadors is one of the most effective ways to drive referrals. The best way to accomplish this is producing quality content that's frequent, personalized (through the use of buyer personas) and targeted to where your customer is in the buyer journey. Being mindful of content measurement, digital marketing trends and surfacing marketing technology will help you stay at the forefront of your industry and ahead of your competition.

Content marketing strategies will continue to evolve and we will begin to see an even bigger push for all things visual and data-driven. Modern marketers will continue to struggle with finding the sweet spot when it comes to producing quality content and having effective distribution efforts. As modern marketers continue to fight it out with competitors for original storytelling, we will start seeing marketers experiment with different forms of digital storytelling. Becoming more interactive with consumers will be key here.

Marketers will begin experimenting with interactive infographics, interactive videos like *Hubb* and interactive sites like *Tilly's Luxury Travel microsite* in an effort to be original, increase time on page and heighten engagement efforts. Marketers that choose to take risks such as these will hit a learning curve, but they will also be the ones that stand out with their audience and truly make an impact on the industry and the future of content marketing.

INTEGRATED MARKETING COMMUNICATIONS ASSESSMENT

## CONCLUSION

PAN

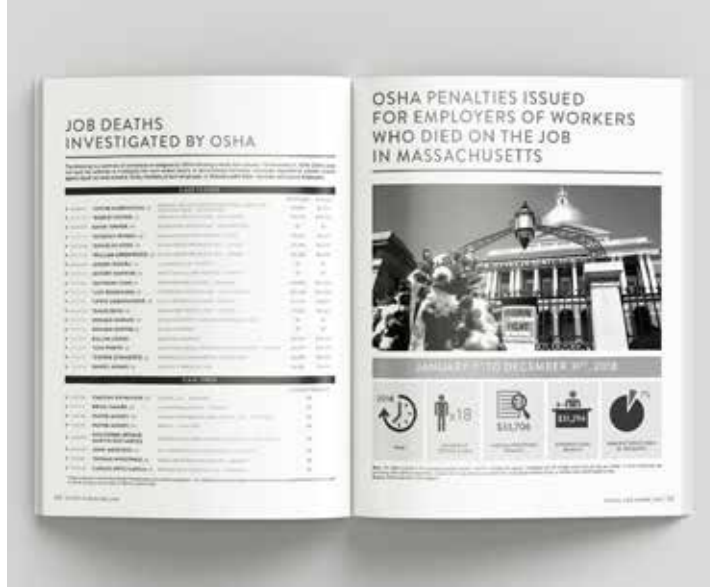
“Creating content for everyone resonates with no one.”

> download the ebook

utilizing buyer personas makes your website 2 to 5 x more effective, simply by knowing whom you're targeting.

> read all about buyer personas

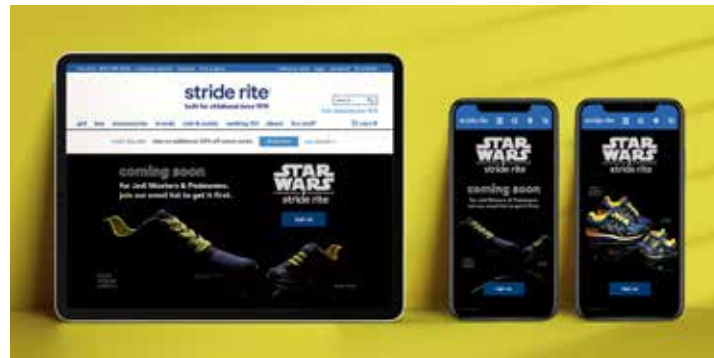














# the journey of the shoe.

We've partnered up with Soles4Souls to fight poverty through the distribution of shoes. Every pair of gently worn shoes you donate helps a kid go to school, play sports and stay healthy.

**drop before you shop.**  
Bring gently worn shoes to a store & drop them in a donation bin.



**ship, ship, hooray!**  
Shoes are loaded and prepared for distribution at Soles4Souls.



Then they're sent to partners around the world.



**schools**



**nonprofits**

**disaster relief**



**adventure time.**  
Upon arrival, shoes are handed out to kids who need them.



Thanks to your donations, Soles4Souls has distributed over 26 million pairs of shoes to schools, foster homes and villages in need across the world.

SOLES4SOULS

stride rite



Thanks to your donations, Soles4Souls has distributed over 26 million pairs of shoes to schools, foster homes and villages in need across the world.

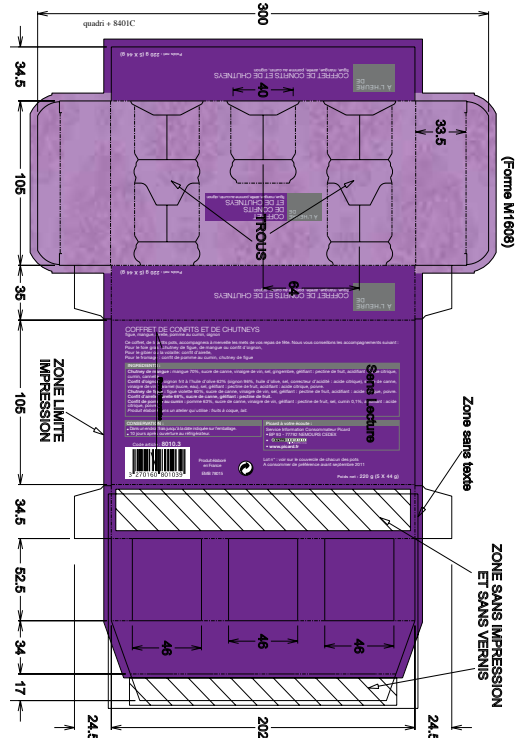


# PACKAGING

Picard Surgelés  
FOOD PACKAGING - B2C



\*Let yourself being surprized







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