

> Suspicious Behaviors



000178450

CAMERA 010 TIME: 14.27 DATE: 13.8.2008
LOCATION: GROUND FLOOR



> loose clothes



> eyeing security cams



> backpacks, big bags



SSI:
STORE SHRINK
INVESTIGATIONS

ShopLifting

Watch for these warning signs, and notify a manager or Loss Prevention Agent:

- wears loose, bulky clothing to hide merchandise
- appears nervous and has wandering eyes
- carries empty backpacks, bags or boxes
- watching associates or being overly friendly

Robando


Mira para estas señales de alerta. Notifique un Agente de Prevención de Pérdida.

- lleva la ropa floja y voluminosa para esconder mercancías
- aparece nervioso, tiene ojos errantes
- lleva las mochilas vacías, las bolsas o las cajas - mirando los socios, son excesivamente amistoso

SSI poster – 18" x 24", cmyk

Concepted and produced from scratch, including campaign concept, look and feel, picture research and all textural effects, composition, and writing.


> Detective's Toolkit



> friendly service

> pay attention

> report to an agent



SSI:
STORE SHRINK INVESTIGATIONS

Toolkit

You can prevent shoplifting by using the tools at your disposal:

- > great customer service
- > pay attention, and spot suspicious behaviors
- > keep the store neat most of all,
- > report suspicious actions to your manager or loss prevention agent

Herramientas

Usted puede prevenir el hurto utilizando estos instrumentos:

- > Sea amistoso y útil.
- > Esté enterado, y advierta las conductas sospechosas.
- > Mantenga la tienda ordenada.
- > Mas importante, informa las acciones sospechosas a su director.

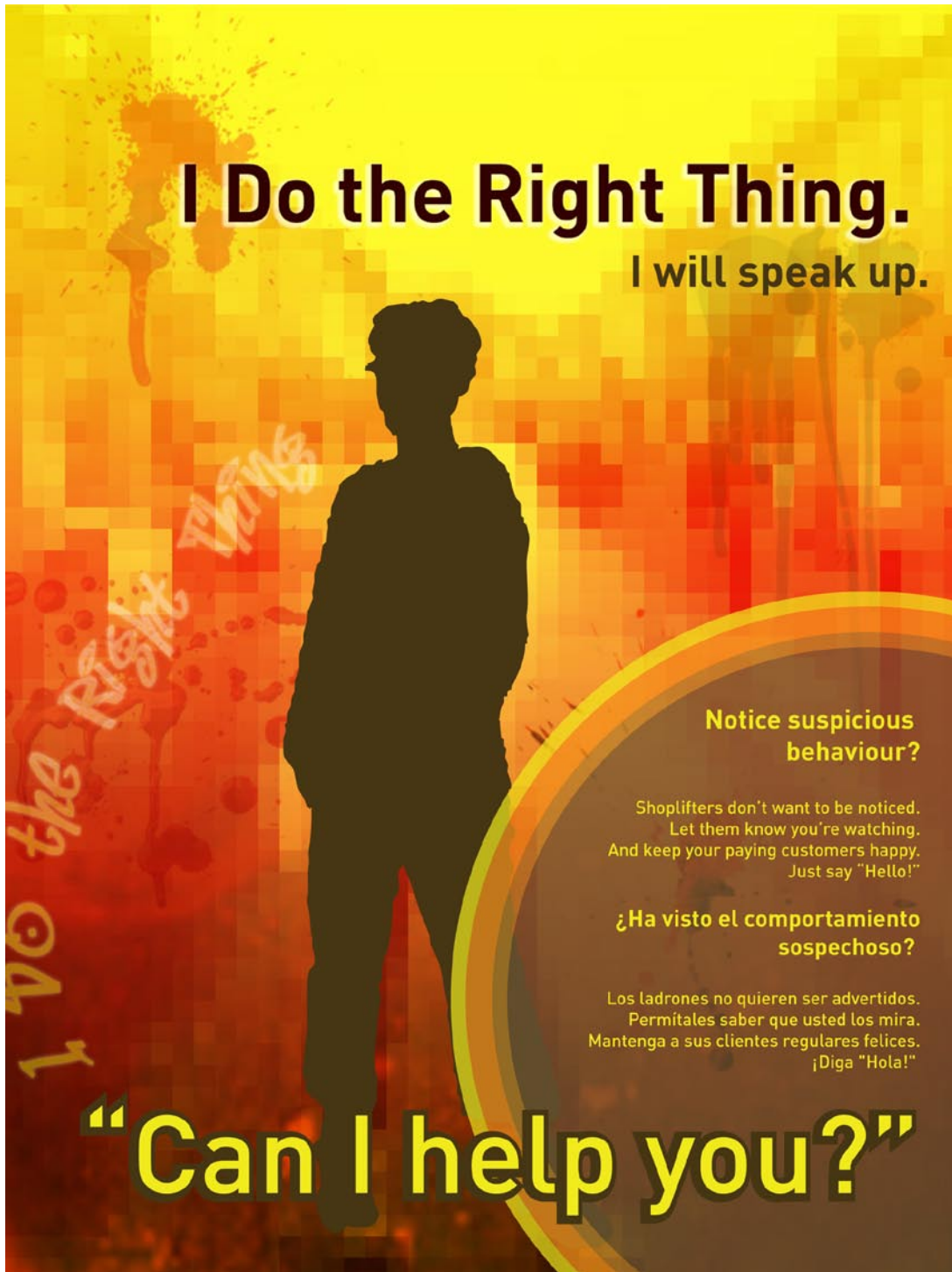
SSI poster – 18" x 24", cmyk

Alternate version of previous poster, to show how the campaign might change monthly.



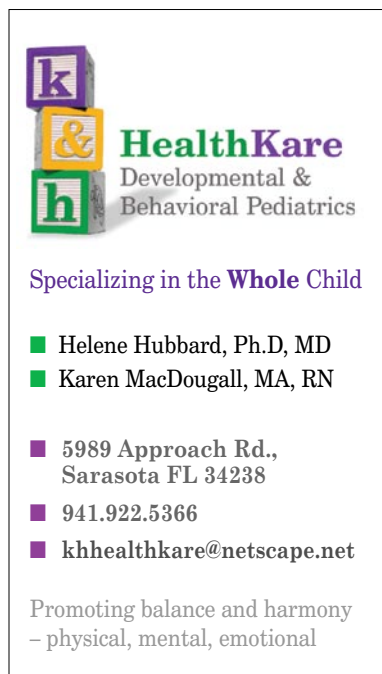
Store Shrinkage poster – 18" x 24", cmyk

Alternate look and feel for the Shrinkage Posters campaign.



Store Shrinkage poster – 18" x 24", cmyk

Yet another alternate look and feel for the Shrinkage Posters campaign.



Logo Design + Business Cards – cmyk business cards
Re-branded a pediatric clinic, developed logo and identity.

KIKI CARR PORTFOLIO

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Wholesale Catalog – 8.5” x 11”, 2 page spread, cmyk
Sample layout of wholesaler’s catalog.

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Wholesale Catalog – 8.5” x 11”, 2 page spread, cmyk
Alternate layout of wholesaler’s catalog.