

**Mark Eastman**

Samples (work at Epsilon)

mark@medesignphoto.com  
www.medesignphoto.com

Google

Delta Airlines

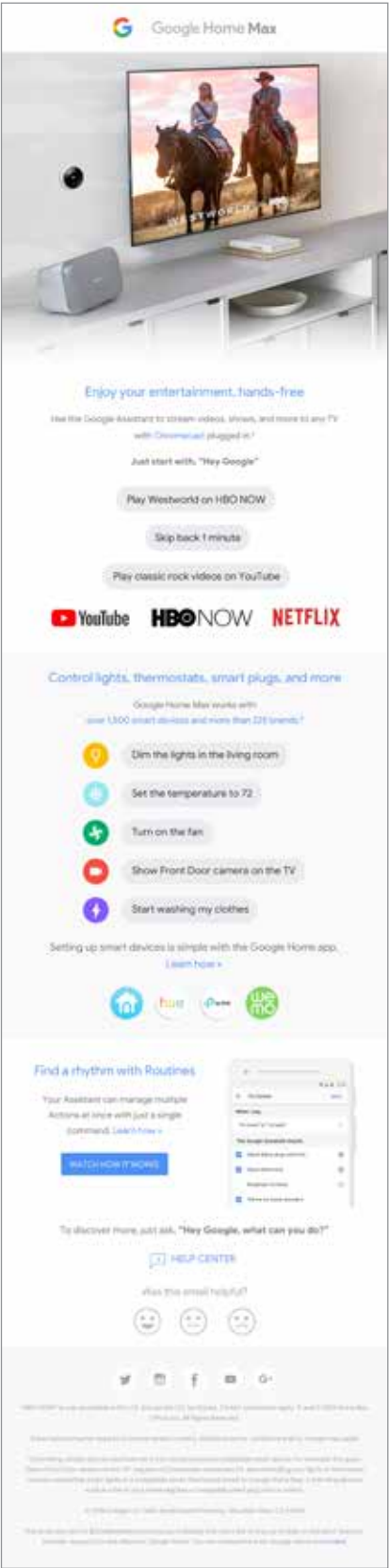
Google

# Mark Eastman     Google: Home Max Email

Design, image editing and production.



## Desktop



## Mobile



# Mark Eastman     Google: Jacquard Email Templates

Design, image editing, typesetting and production.

Levi's, Desktop

JACQUARD™  
by Google



150 years of Levi's® denim innovation meets Google engineering to create this groundbreaking garment, with Jacquard technology built in.

The Levi's® Trucker Jacket with Jacquard™ by Google is as aspirational as it is functional. It seamlessly merges Levi's® iconic style with the technology of Google, to inspire connection and enhance experiences everyday. This innovative jacket is easy to use, as a few simple gestures will keep you connected – not distracted – while you're on the go.



Google



Functionality may be limited by your music service. Subscriptions and fees may apply. Not compatible with some music services. Go here: [g.co/jacquard/music](#) for info.

2Requires a Google Account. For Android, you need a supported phone running Android 6.0.1 or newer. To check if your Android phone is supported go to [jacquard.com/levisapp](#). For iOS, you need an iPhone 6 or newer running iOS 10 or newer. Features vary between iOS and Android.

3Requires Google Assistant. Google Assistant is available on eligible Android phones or can be downloaded from the App Store.

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Yves Saint Laurent, Desktop

JACQUARD™  
by Google




Saint Laurent and Jacquard by Google have created the future of everyday, luxury accessories.

With Jacquard technology, the Cit-e Backpack is enhanced with a new level of functionality: with just a simple gesture, you can control your music, keep track of your coveted belongings, and capture moments on the go.




Make it yours.

Personalize and enhance your Cit-e Backpack with various Jacquard Abilities. Assign your favorite Abilities to gestures. With Actions, you can customize gestures to access online services, apps, and information without reaching for your phone. Set up Alerts to get notified when your ride-share arrives or when you get a message from an important loved one.



Customize Abilities

Google




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Make it yours.



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Customize Abilities

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# Mark Eastman     Google: AdWords App Page for Google Play Store

Design, image editing and production.

Google play

Search



  Share


Apps

My apps

Shop

Games

Editors' Choice



AdWords

Google Inc. · May 2, 2014


Business

Install

Add to Wishlist


★★★★★ (69)

Top Developer


 +97 Recommend this on Google

Google AdWords


Performance.  
Alerts. Suggestions.  
On the go.




View campaign stats




Update bids and budgets



Get real-time notifications



Call a Google expert



Description

The AdWords mobile app helps you stay connected with your ad campaigns from anywhere, using your Android smartphone. You can easily view your ads' performance on the go with this simplified companion to your desktop account. So you'll keep your campaigns running smoothly—no matter where your business takes you.

- View campaign stats
- Update bids and budgets
- Get real-time alerts and notifications
- Call a Google expert at any time
- Act on suggestions to improve your campaigns

This app is for existing AdWords customers only. AdWords Express users can [download their own app](#) in the Google Play Store. To learn more about advertising with Google, visit [google.com/ads](#).

# Mark Eastman     Google: AdWords Agency (aka Google Partners) Newsletter Emails

Design, illustration, typesetting and production.

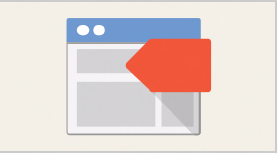
Google AdWords

January 2013  
[Sign into your account](#)

## Achieve better AdWords results for your clients.


Use Google Analytics with AdWords to go beyond the click and get more out of the campaigns you manage.

Refine campaigns using AdWords digital marketing tools




Simplify tracking and marketing across your customers' campaigns with tools like Tag Manager, conversion tracking, audience reporting and remarketing.  
[Learn more »](#)

View Google Analytics data in your AdWords account



Import Google Analytics data into AdWords to see what happens after the click - such as page visits and how much time visitors spent on a site.  
[Learn more »](#)

Import Google Analytics Goals and Transactions




Track ad ROI through the AdWords interface by using Goals and Transactions data with the AdWords Conversion Optimizer.  
[Learn more »](#)

### Need help preparing a pitch?


Call us today and connect with our Sales team. We can even help you build the first AdWords campaign when you win the business.  
xxx-xxx-xxxx

What's new where you're at?



{% block Header1 %}{% endblock %}

{% block Body1 %}{% endblock %}




{% block Header2 %}{% endblock %}

{% block Body2 %}{% endblock %}

Develop your online services with Google Engage.

Join [Google Engage](#) and learn about ways Google can help your clients. And follow us on [Google+](#) to connect with agencies just like yours.

Sincerely,  
The AdWords Team




Google AdWords

February 2013  
[Sign into your account](#)

## Achieve better AdWords results for your clients.


Help your clients guide customers from product consideration to purchase.

Use remarketing to reach people who've visited your client's site




Match the right people to the right message by advertising to your client's previous site visitors when they browse across the web.  
[Learn more »](#)

Support your Display Network campaigns with strong keywords




To get the most out of your Display campaigns, create dedicated ad groups and populate them with relevant, closely-related keywords.  
[Learn more »](#)

Optimize targeting and bidding to generate additional conversions




Provide a little direction and Display Campaign Optimizer will automatically determine the best placements and prices for your ads.  
[Learn more »](#)

What's new where you are?



{% block Header1 %}{% endblock %}

{% block Body1 %}{% endblock %}




{% block Header2 %}{% endblock %}

{% block Body2 %}{% endblock %}

Develop your online services with Google Engage.

Join [Google Engage](#) and learn about ways Google can help your clients. And follow us on [Google+](#) to connect with agencies just like yours.

Sincerely,  
The AdWords Team




Google AdWords

March 2013  
[Sign into your account](#)

## Enhanced campaigns are here. What you need to know.


Today's consumers access the web from a variety of devices. AdWords enhanced campaigns was launched recently to help you better adapt to this shift in consumer behavior. Help your clients make the most of this upgrade using the tips below.

Why enhanced campaigns?




Connect customers with the right ads by managing bids by device, location and time of day.  
[Learn more »](#)

New features in enhanced campaigns




Set smart bid adjustments to fine-tune targeting, add context, and benefit from advanced reporting.  
[Learn more »](#)

How to migrate to enhanced campaigns




Follow these step-by-step instructions to upgrade your clients' existing campaigns to enhanced campaigns.  
[Learn more »](#)

What's new where you are?



{% block Header1 %}{% endblock %}

{% block Body1 %}{% endblock %}




{% block Header2 %}{% endblock %}

{% block Body2 %}{% endblock %}

Develop your online services with Google Engage.

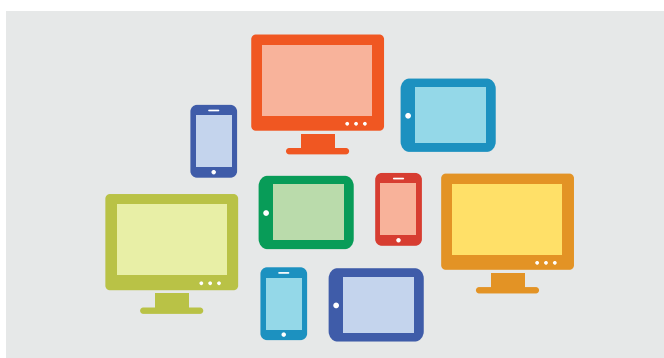
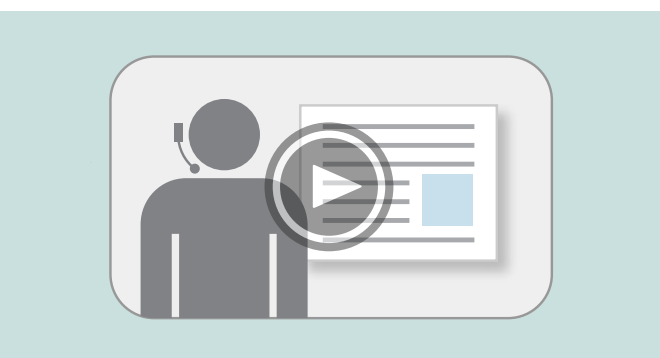
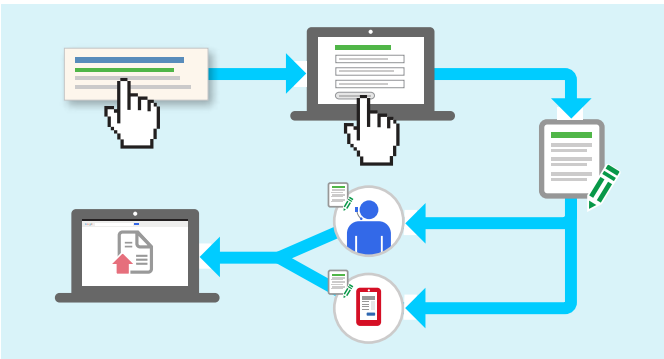
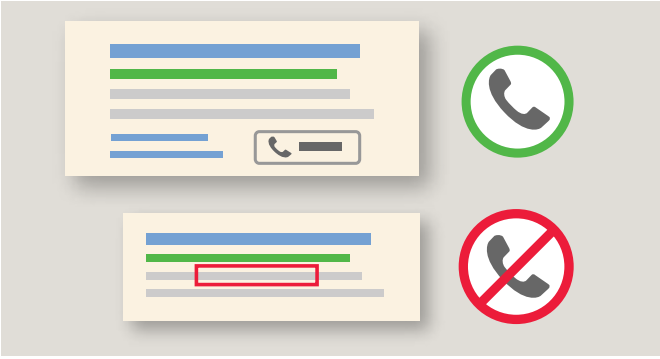
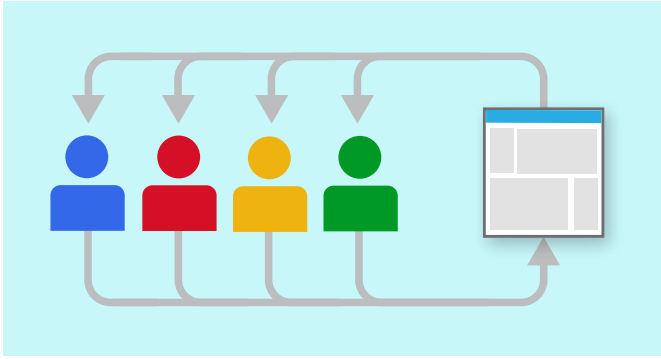
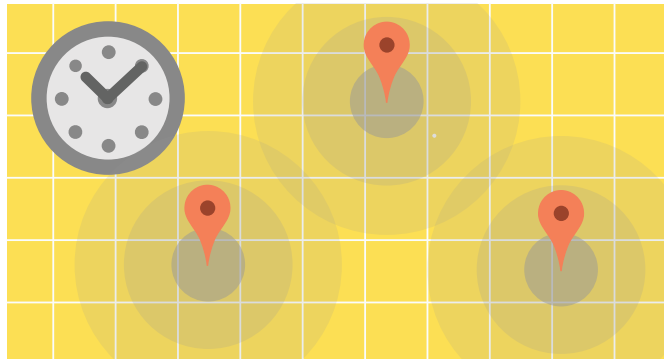
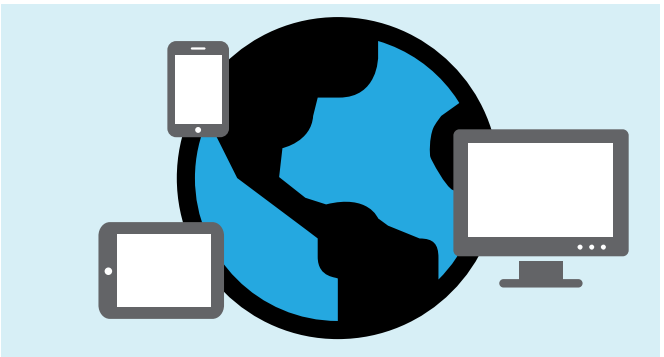
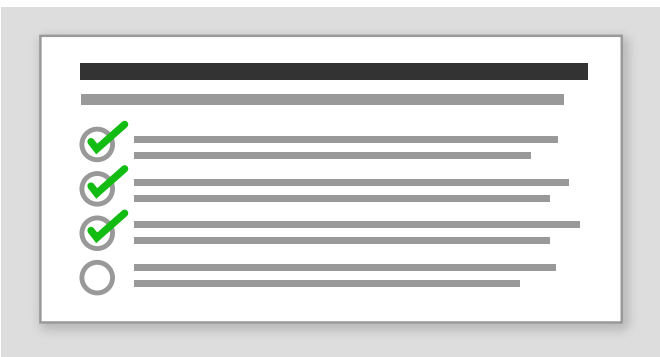
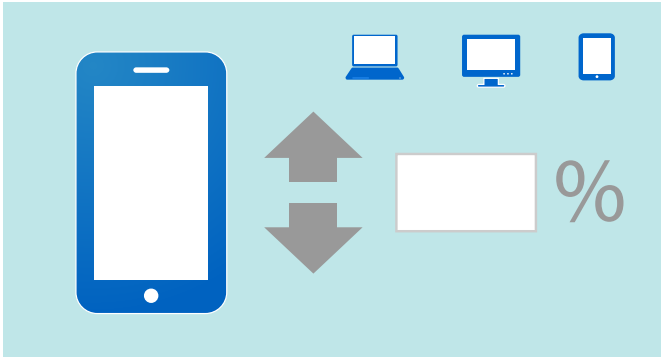
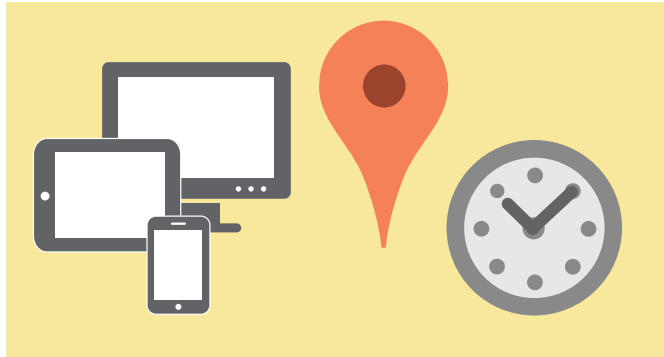
Join [Google Engage](#) to help your business grow and your clients thrive. You can also follow us on [Google+](#) to connect with agencies just like yours.

See you online,  
The AdWords Team



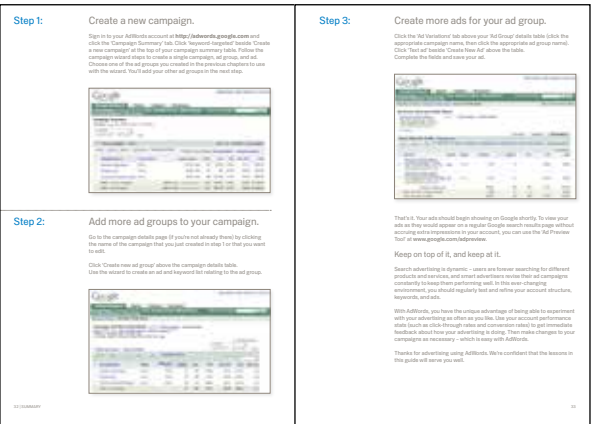
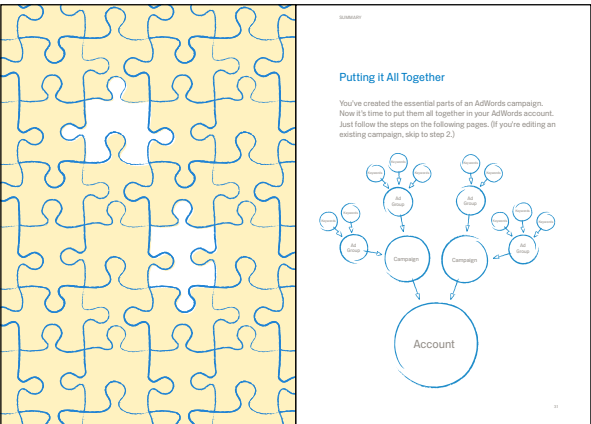
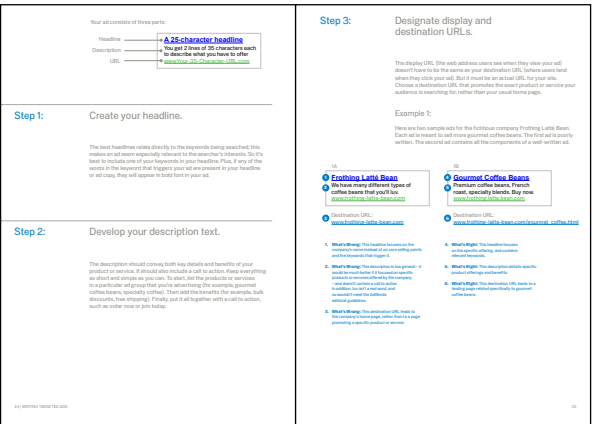
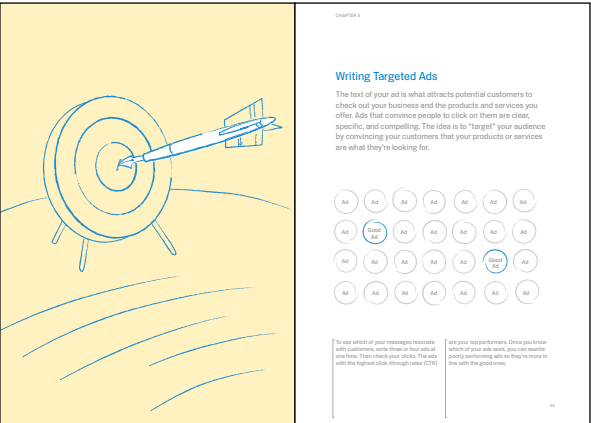
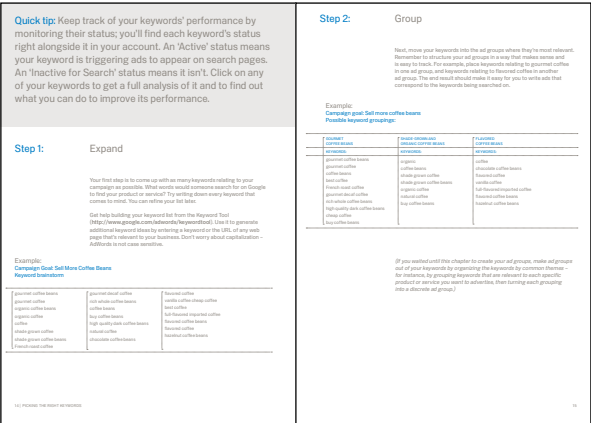
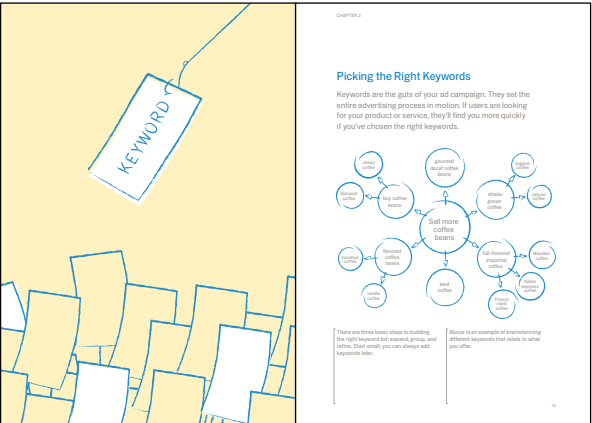
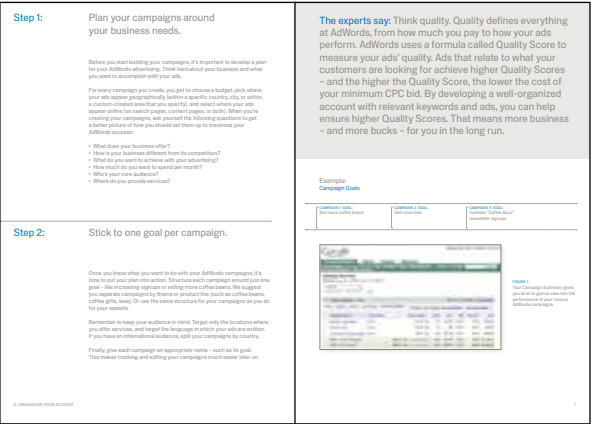
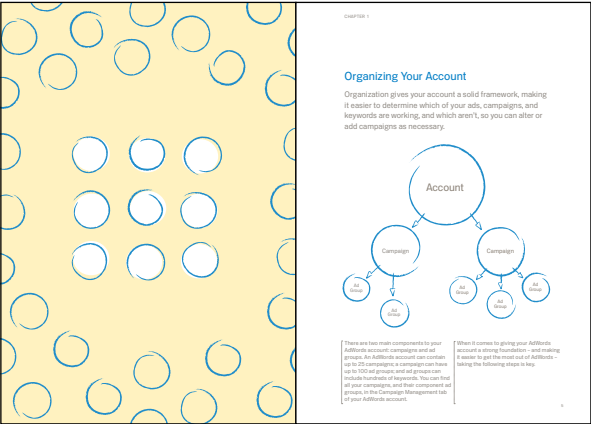
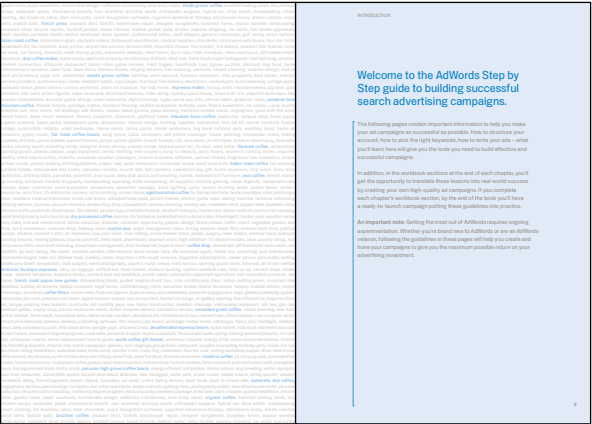
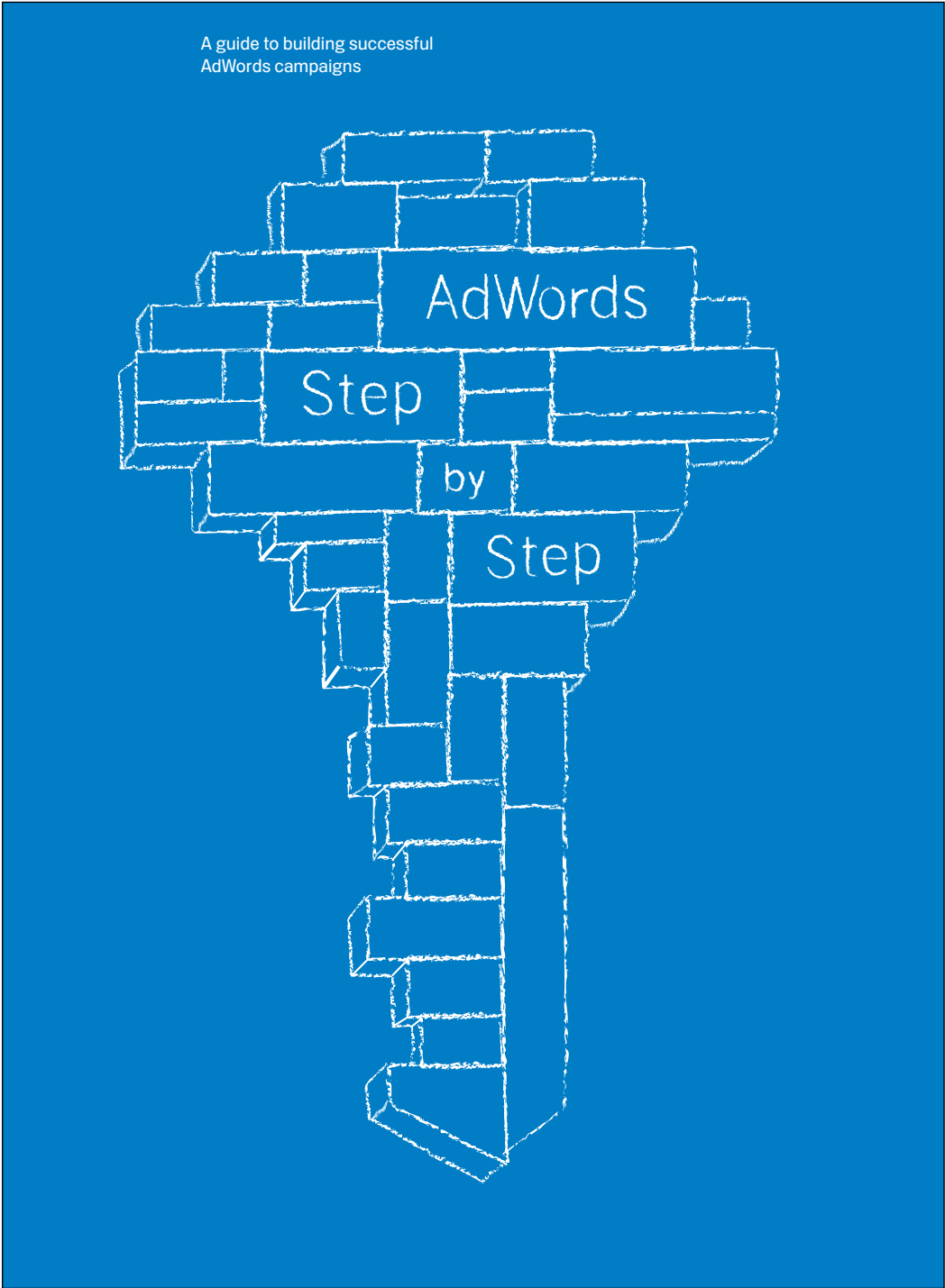
Mark Eastman     Google: Illustrations for AdWords Agency (aka Google Partners) Newsletter Emails

Concepting and Illustration.



# Mark Eastman     Google: AdWords Step by Step Book, 7"x10", 38 pages, Print and PDF (Excerpt)

Design, concepting, illustration and production.



# Delta Airlines

## Introduction

The following is work produced with the Epsilon / Delta Creative Team including four to five campaigns per year for Delta Uplift, an employee incentive program with cash rewards and miles, to get customers to sign up for Delta SkyMiles® Credit Cards. The program is supported by the Delta Uplift website, also created and maintained by the Epsilon Delta team.

The examples that follow show the Uplift Web Site and elements comprising one of the recent Delta Uplift campaigns, Fall Limited Time Offer (LTO).



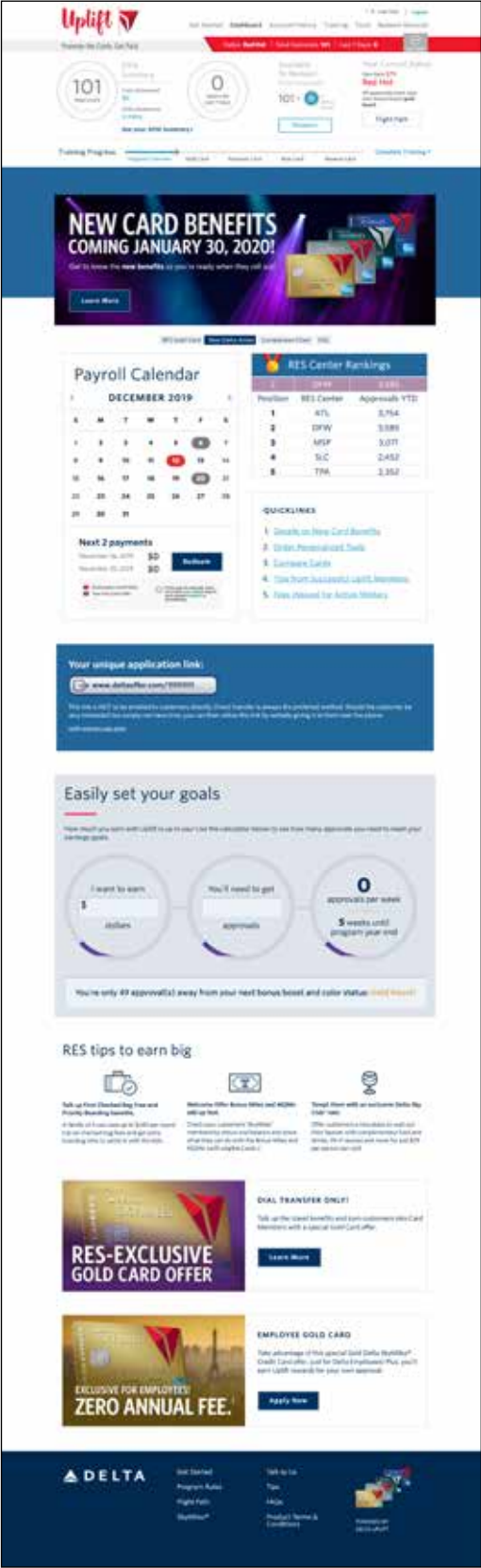
# Mark Eastman     Delta Airlines: Fall Limited Time Offer Website

Design, image editing and production.

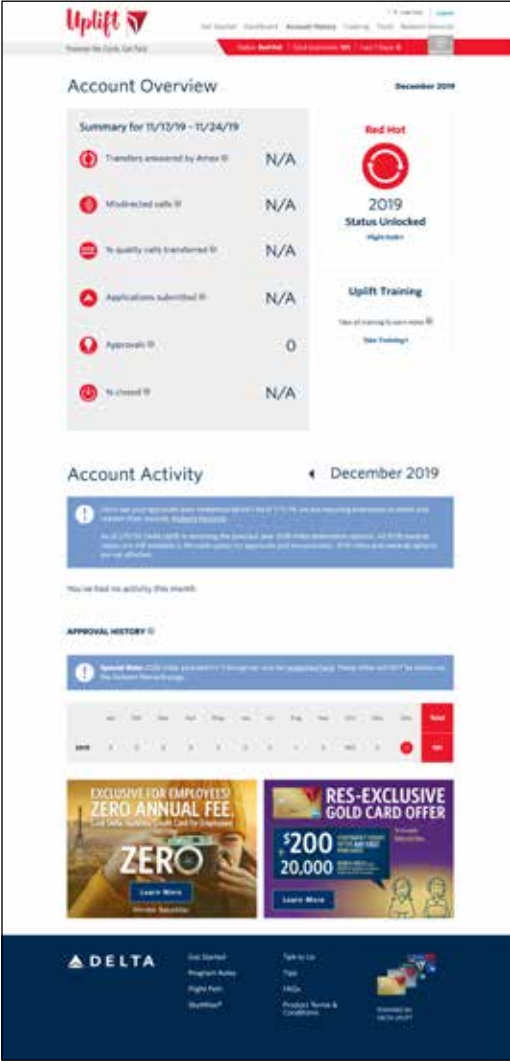
## Get Started



## Dashboard



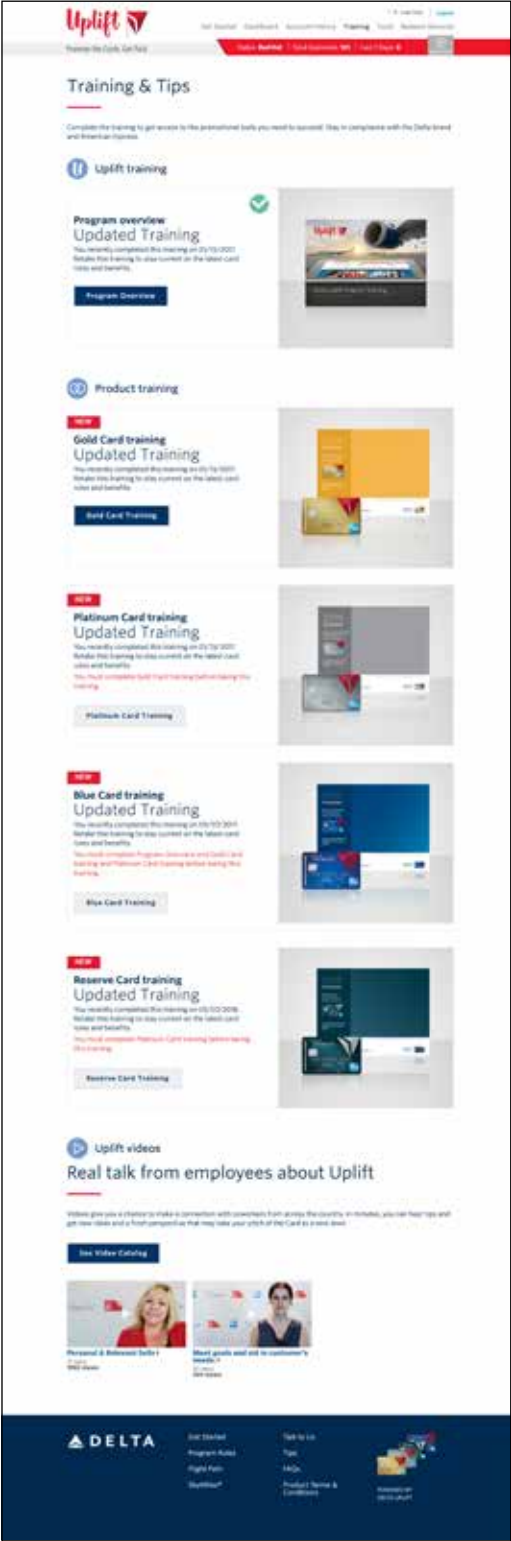
## Account History



## Tools



## Training



# Mark Eastman     Delta Airlines: Fall LTO Website — Digital Portal Assets

Design, image editing and production.

Teaser — Desktop



Launch — Desktop



Teaser — Mobile



Launch — Mobile



# Mark Eastman     Delta Airlines: Fall LTO Emails

Design, image editing and production.

## Email 1 (4 segmented versions)

Desktop



Mobile



## Email 2 (4 segmented versions)

Desktop



Mobile



## Email 3 (4 segmented versions)

Desktop



Mobile



## Email 4 (2 segmented versions)

Desktop



Mobile



Design, image editing, typesetting and production.

# EARN ~~30,000~~ 60,000 ~~BONUS MILES.~~<sup>1</sup>

LIMITED-TIME OFFER EXPIRES 10/30/2019<sup>†</sup>



Gold Delta SkyMiles®  
Credit Card  
See inside for details.




**DELTA**

**APPLY ONLINE TODAY!**

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[www.deltaapply.com/](http://www.deltaapply.com/)

|  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|

**1-877-357-2532**

Please provide this Referral Code (PPR number) when prompted.

## GOLD DELTA SKYMILES® CREDIT CARD

**LIMITED-TIME OFFER EXPIRES 10/30/2019\***



PLATINUM DELTA SKYMILES® CARD

**EARN 60,000  
~~30,000~~ Bonus Miles**

after spending \$2,000 in purchases on the Card  
in the first 3 months.<sup>1</sup>

**\$50 Statement Credit**

after you make a Delta purchase with your new  
Card within your first 3 months.<sup>2</sup>

**\$0 introductory Annual Fee**

for the first year, then \$95.<sup>3</sup>

---



**FIRST CHECKED BAG FREE**

on Delta flights for a savings of up to \$240 per  
round-trip for a family of four.<sup>4</sup>



**PAY WITH MILES**

lets you redeem for all or part of the cost of your  
tickets when booking at delta.com — for every 5,000  
miles redeemed, get \$50 off the cost of your ticket.<sup>5</sup>



**MAIN CABIN † PRIORITY BOARDING**

on Delta flights so you can board early, stow your  
carry-on and settle in sooner.<sup>†</sup>



**NO FOREIGN TRANSACTION FEES**

when you use your Card to make  
purchases overseas.<sup>10</sup>


**Don't wait, apply today for the Card that's right for you.**  
New members are coming soon and will be automatically applied to most  
Cards after Nov 5/20/2020. Learn more at [NewDeltaAmex.com](#)

**Call or apply online today!**

**See how on the cover.**

# PLATINUM DELTA SKYMILES® CREDIT CARD

**LIMITED-TIME OFFER EXPIRES 10/30/2019\***



PLATINUM DELTA SKYMILES® CARD

## Earn 75,000 Bonus Miles and 5,000 MQMs

(Medallion Qualification Miles) after spending \$3,000 in purchases on the Card in the first 3 months.<sup>2</sup>


## \$100 Statement Credit

after you make a Delta purchase with your new Card within your first 3 months.<sup>2</sup>

**Annual Fee \$195<sup>3</sup> (\$250 if application is received on or after 1/30/2020).**


---

## MILES DON'T EXPIRE!




**EARN 2 MILES PER \$1 SPENT**

on purchases made directly with Delta<sup>4</sup> on your Card, plus one mile per dollar for everyday purchases you make on your Card as a SkyMiles member.<sup>4</sup>



**FIRST CHECKED BAG FREE**

on Delta flights for a savings of up to \$240 per round-trip for a family of four.<sup>4</sup>




**MAIN CABIN 1<sup>5</sup> PRIORITY BOARDING**

on Delta flights so you can board early, stow your carry-on and settle in sooner.<sup>5</sup>


**Don't wait, apply today for the Card that's right for you.**

New benefits are coming soon and will be automatically applied to your Card effective 1/30/2020. Learn more at [NewDeltaAmex.com](http://NewDeltaAmex.com).



**PAY WITH MILES**

lets you redeem for all or part of the cost of your tickets when booking at delta.com — for every 5,000 miles redeemed, get \$50 off the cost of your ticket.<sup>7</sup>



**ANNUAL COMPANION CERTIFICATE**

Enjoy a Domestic Main Cabin Round-Trip Companion Certificate each year upon renewal of your Card.<sup>8</sup>

\* Payment of the government imposed taxes and fees of no more than \$75 for nonstop domestic flights (for itineraries with up to four flight segments) is required. Baggage charges and other restrictions apply. See terms and conditions for details.

**Call or apply online today!**

**See how on the cover.**

[illegible][illegible]

# LIMITED-TIME OFFER IS ON NOW

October 1–30

See complete offer details in  
the enclosed pamphlets.

~~30,000~~ BONUS  
MILES

~~35,000~~ BONUS  
MILES

Terms Apply.

Put these Limited-Time Offer pamphlets on display today  
and help your team elevate customers' travel experiences.

## THESE PAMPHLETS INCLUDE:

Details of the current Limited-Time Offer for the Gold and Platinum Delta SkyMiles® Credit Cards  
and an overview of the top travel benefits that come with the Cards.

## LEADERS, HERE'S WHAT TO DO:

- 1 Discard any and all earlier versions of Card pamphlets in your area — dual card pamphlets should be removed the evening of September 30.
- 2 Put the enclosed new pamphlets on display where customers and employees will have easy access to them — check-in counters, kiosks, service counters, gates, and IFIS lounges. This ensures that your customers will get the most current Card offers and information.
- 3 If you need more pamphlets, you can order them by calling **1-800-667-1068**.  
Hours: Mon–Fri, 9am–6pm ET (except on U.S. holidays).

Thank you for supporting Uplift!

Promote the Cards.

GENERIC CONTRACTOR FALL 2010 (10)

Thank you