

Bruce MacLean

Client: NBC Universal

Agency: The Lubow Agency

Media: Advertising campaign for trade magazines

Production: Create, layout, color correct and adapt mechanicals to various print media

watch BRAVO happen

2nd FASTEST-GROWING cable network
YOUNGEST MEDIAN AGE in network history
#1 MOST AFFLUENT among all basic cable networks

project RUNWAY

queer eye FOR THE STRAIGHT GUY

Celebrity POKER SHOWDOWN

Bravo watch what happens
bravotv.com

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Sports Kids Moms & Dads
EVERY WED @ 10/9c

The thrill of victory.
The agony of parents.

Bravo watch what happens
bravotv.com

TUESDAY NIGHT REALITY CHECK

New Season! **BLOW OUT** @ 9/8c

New Season! **queer eye** @ 10/9c

Bravo

Their Drama. Our Reality. Starts Tonight

Bravo watch what happens
bravotv.com

Buy the "Best of Queer Eye" DVDs June 21 at bravotv.com and wherever DVDs are sold.

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Client: Pfizer

Agency: J Walter Thompson

Media: Print direct marketing campaign

Production: Image manipulation, layout correction, color correction

PUREGENIUS

THE BOTTLE IS THE PRESERVATIVE



Introducing
Sterile
Visine® PURE TEARS

The first and only preservative-free formula in a new multi-dose bottle.

- 1 Clicking the base causes the liquid in the storage chamber to compress
- 2 A spring valve opens, releasing the liquid formula into an inner chamber
- 3 A second valve then opens, forcing the formula into the tip. The lid covers an antibacterial silver
- 4 After dispensing, the valves close, preventing air from entering the bottle and causing contamination

This unique Airless Antibacterial Design effectively prevents bacterial contamination, ensuring a preservative-free formula.

PURESATISFACTION

Visine® Pure Tears: the treatment of choice for your dry-eye patients.

- **SAFE TO USE AS OFTEN AS NEEDED**
Contains no preservatives in the formula
- **COST EFFECTIVE**
Visine Pure Tears bottle gives patients the equivalent of 75 doses of single-use vials at half the price*
- **NO MESS**
Easy to use, one click dispenses a single drop at a time
- **NO WASTE**
Prevents the spilling and waste associated with vials

Recommend Visine Pure Tears with confidence—Visine Pure Tears provides an effective preservative-free formula for dry-eye relief.

PATIENTS WITH DRY EYE? There's a Visine for that.™



Contains No Vasoconstrictors

Use as directed.

Reference:
1. Based on all-outlet, non-promoted retail price from AC Nielsen for the 52 weeks ending January 22, 2005.
© 2005 Pfizer. All rights reserved. Printed in USA. PVI-256539

Bruce MacLean

Client: Brown & Williamson **Agency:** 141 Worldwide

Media: Rebranded packaging, print advertising & direct mail campaign

Production: Various manipulation/correction of images & mechanicals throughout campaign

KOOL
WELCOME TO THE HOUSE
THE HOUSE OF MENTHOL®

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

©2003 B&W T Co. 3
Milds Box, 11 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you smoke and whether you use a cigarette. For more product information, visit our website at www.bw.com

KOOL
PLAY THE HOUSE

FREE SPADES DECK
WITH PACK PURCHASE

KOOL SPADES SLAM
THE SMOOTHEST WAY TO WIN \$50,000. WATCH FOR DETAILS.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

©2003 B&W T Co. 3

THE HOUSE OF MENTHOL

KOOL MIXX
IF IT'S MUSIC, IT'S IN THE MIXX

COAST TO COAST: HEAD TO HEAD

KOOL MIXX IS ALL ABOUT CONNECTING YOU WITH MUSIC, AND RIGHT NOW IT'S BEARING UP FOR ITS FIFTH BIG YEAR. ALL ACROSS THE NATION, DJs WILL BE BATTLING FIERCELY TO BECOME THE NEXT KOOL MIXX NATIONAL CHAMPION AND WINNING ALL THAT GOES WITH IT. TO LEARN MORE, CALL 877-604-5665.

IN ASSOCIATION WITH **VIBE** **THE HOUSE OF MENTHOL**

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

©2003 B&W T Co. 3
Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bw.com

KOOL
CARIBBEAN CHILL

KOOL
MIDNIGHT BERRY

KOOL
MINTRIGUE

KOOL
MOCHA TABOO

SMOOTH FUSIONS®
FROM THE HOUSE OF MENTHOL

Client: Small Pond Productions

TV Pilot: "Rabbittown"

Media: Publicity campaign for press & public

Production: Design & create press kit, posters, postcard, bookmark, button, invitation, billboard

Rabbittown
A comedy pilot for CBC television
Tuesday, January 3, 9:30 p.m. (10:00 p.m. NT)

Happiness is being one step ahead of your best friend.

Starring Adriana Maggs (Louanne) and Sherry White (Odelette)
Written by Sherry White and Adriana Maggs
Directed by James Genn Produced by Jennice Ripley
Small Pond Productions
www.cbc.ca/rabbittown

Rabbittown
A comedy pilot
Tuesday, January 3, 9:30 p.m. (10:00 p.m. NT)
Starring Sherry White and Adriana Maggs
Directed by James Genn
Produced by Jennice Ripley
Small Pond Productions
tel: 781-234-5678
fax: 781-234-5678
www.cbc.ca/rabbittown

Happiness is being one step ahead of your best friend.

Rabbittown
Synopsis

Rabbittown is vinyl siding and linoleum floor heaven. Picturesque ponds are marred by discarded appliances and cars. Attempts at condos have met with arson; snot-nosed kids roam the streets until dark. Dogs bark incessantly. Faces poke out of windows. Gawkers huddle. They smile as you're coming and slag you as you go on by.

LOUANNE LUSH is enjoying being the flamboyant, charming (if somewhat obnoxious) main attraction in *Hair by Harriet*, the only salon in the neighbourhood. She has a slew of regular customers and wows them with a psychic ability to "see" the haircut that would look the best with their face. But ODELETTE BISHOP-PAYNE comes back, to the old neighbourhood and Louanne's stability as star hairdresser is challenged. Not because Odelette is any good, but because she sucks all the air out of the room, at all costs.

Odelette and Louanne. Best friends since junior high. Co-dependents. Party animals. Notorious sluts. Fierce competitors. Each measured her own success by the other's failure, therefore they did everything together. Then Odelette married rich asshole Jason Payne and left the claustrophobic, small-minded neighbourhood of *Rabbittown*. While Odelette pretended to be happily married, Louanne found real satisfaction as a big fish in the small hairdressing salon, even if she was a bit of a chicken when it came to her own success. Then suddenly, but not before she had started to seek sobriety.

On *Hair by Harriet*, Louanne was the star. With all of her bags, Louanne is home again. And the competitive...
H...
Tu...
Starring Sherry White and Adriana Maggs
Directed by James Genn

Rabbittown

Continues ...
friend.
anne)
ripley

cbctvtelevision

Rabbittown
Press Conference

Tuesday, January 3, 2006
9:30 p.m. (10:00 p.m. NT)

Sneak Preview & Cocktails

Premieres
Tuesday, Jan. 3
10:00 pm NT
on CBC TV

Rabbittown
Sherry White & Adriana Maggs

Client: Lava Gina

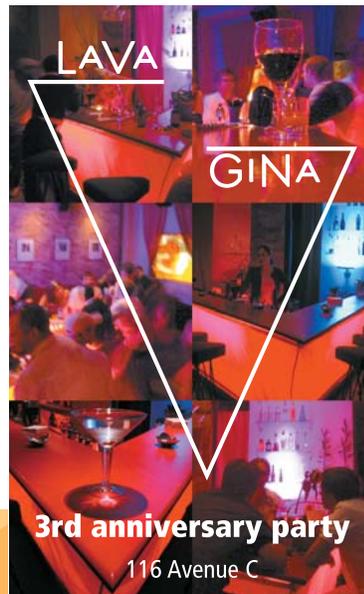
Media: Print marketing materials, promotional items

Production: Logo design, advertising, cards, menus, drink labels, t-shirts, photography, web graphics



Membership Card
 In recognition of your loyalty, you are hereby awarded
 a Lava Gina fan club. This card entitles
 you to 10% off on drinks every time you visit.

www.lavagina.com



3rd anniversary party
 116 Avenue C

You're invited to celebrate
 our 3rd birthday.

Wednesday, October 15, 2003
 Open bar from 8 – 11 p.m.

RSVP essential (1 per person)
 welcome@lavagina.com

**Live Entertainment,
 great DJs, lots of fun.**

LAVA GINA

We'd like to thank the following for their generous contributions:
 AOC Wine (Les Vignerons du Mont Ventoux/Chateau Cadaulan)
 Bacardi (Limon), Zyo, the energy vodka.



Supplement Facts
 Serving Size 8.4 FL OZ (250 mL)
 Servings Per Container 1

| | % Daily Value* |
|------------------------|-----------------|
| Total Fat 0g | 0% |
| Sodium 9% | 9% |
| Total Carbohydrate 28g | 9% |
| Sugars 27g | |
| Protein <1g | |
| Vitamin C 100% | Niacin 100% |
| Vitamin B6 250% | Vitamin B12 80% |
| Pantothenic Acid 50% | |

Not a significant source of Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Calcium and/or Iron.

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: FILTERED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, TAURINE, SODIUM CITRATE, NATURAL AND ARTIFICIAL FLAVORS, CARAMEL COLOR, CAFFEINE, GLUCONOLACTONE, ASCORBIC ACID, SODIUM BICARBONATE AND POTASSIUM SORBATE (to Protect Flavor), INOSITOL, NIACIN, VITAMIN B6 (PYRIDOXINE HCL), PANTOTHENIC ACID, YELLOW 5, CYANOCOBALAMIN (VITAMIN B-12).

WARNING: Not suitable for children and caffeine sensitive people. Do not consume in large quantities.

*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

Distributed by: America's Beverages
 Miami, FL 33166
 www.americasbeverages.com
 Toll Free Number 1 877-471-2623
 PRODUCT OF USA



LAVA GINA

Energy Drink

www.lavagina.com

dietary supplement
 8.4 FL. OZ (250 mL)

when served chilled with



THE ULTIMATE ORANGE VODKA
 www.orangevodka.com

LAVA

LAVA

- tapas**
- Edamame 4
 - Salmon Rice Croquettes with spicy mayo 6
 - Grilled 7-spice Chicken Teriyaki on skewers 7
 - Crispy Crab Wontons with Ten Sushi Plum mayo 6
- sushi rolls**
- Salmon 6
 - Tuna [spicy] 6
 - Eel 6
 - Vegetable 6
 - Yellowtail 6
- served until 10:30 pm



t-shirts

Come in for a Happier Hour!
 beer | wine 4, mixed drinks 5, cocktails 6
 Monday – Friday from 6:30 – 10 p.m.
 Live jazz after work every Friday, from 6:30 – 10 p.m.

ask our staff about

- t-shirts
- to be added to our mailing list
- events
- parties for 20 or more people
- birthday cakes

www.lavagina.com

mixed drinks

- top shelf – from 7
 - house 6
 - r specials, see back page
- cocktails**
- top shelf 9
 - house 7
 - Lavatini
 - ss in your favorite flavor apple, watermelon, peach
 - Lava Nilla
 - ke the taste of Vanilla, we what we do with it
 - Lava Rita
 - ersion of margarita the color of hot lava
 - Blue Lagoon
 - with Hypnotic & extra vodka
 - Razzledazzle
 - & dazzling, made with cranberry, lime juice, bissap
 - Tangerine Kiss
 - ing to get your lips on Ohranj, OJ, grapefruit, lime juice
 - Tropicale
 - ar-round exotic trip m, pineapple juice, ginger, mint leaves
 - Lava Gina
 - ignature aphrodisiac frican hibiscus], ginger, lime & rum 10
 - ant Gina [48 oz]
 - 3 group aphrodisiac of our cocktail versions 65
 - Margarita [60 oz] 70



LAVA GINA

116 Avenue C
 (between 7th & 8th)
 212.477.9319
 www.lavagina.com

**Drinks so cheap,
 you can come
 and go by taxi.**

**NEW MUSIC NEW EVENTS
 NEW DJs**

**ALL NIGHT DRINK SPECIALS
 (MONDAY – THURSDAY)
 BEER | WINE \$4
 MIXED DRINKS \$5
 COCKTAILS \$6**

For daily event details:
 www.lavagina.com

GINA

GINA

Client: Cinemaginaire / Morag Productions

Media: Film, "Young Triffie's Been Made Away With"

Production: Design/creation of key props and set dressing for feature film



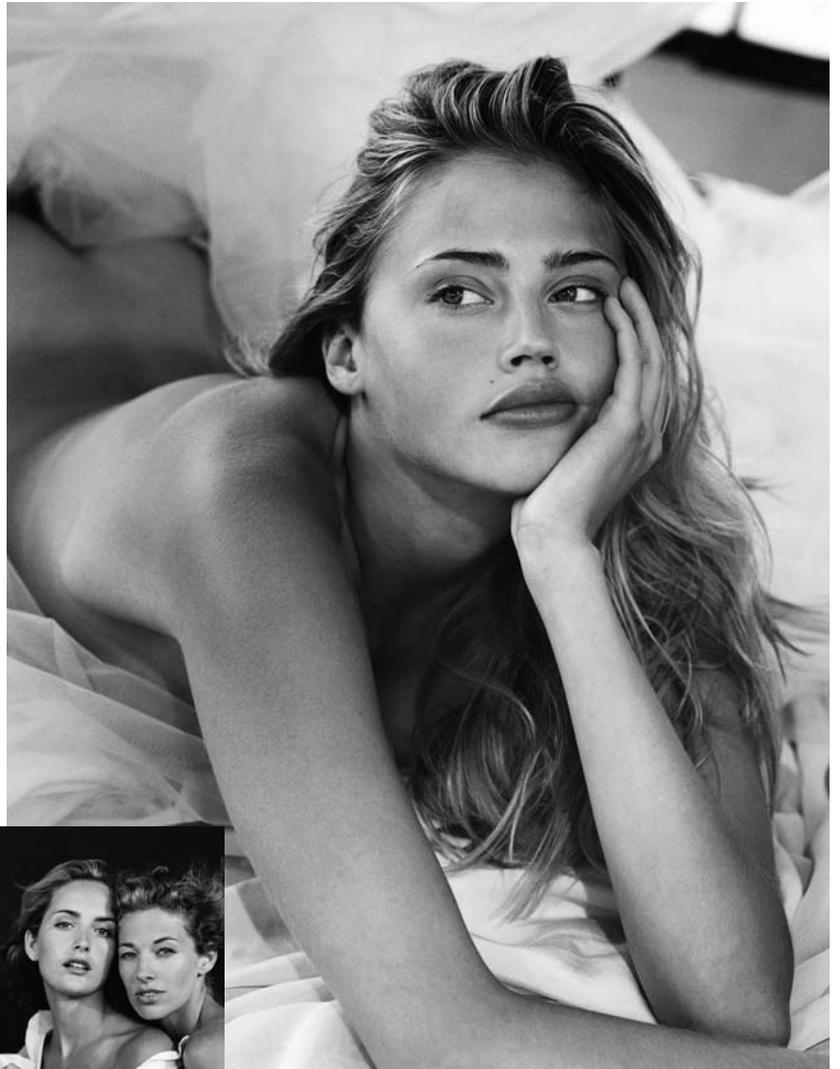
Bruce MacLean

Client: Perry Ellis

Agency: Shahid & Company

Media: Print promotional calendar, magazine advertising

Production: Image manipulation & tone correction, final mechanicals



07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

P E R R Y E L L I S
F O R M E N

Bruce MacLean

Client: Rhinocort Aqua **Agency:** Medicus NY / Publicis Group **Media:** Print advertising & direct marketing

Production: Combine hand from lower source image with female image, add sign, silhouette, color correct



Source



Final

Bruce MacLean

Client: Abercrombie & Fitch **Agency:** Shahid & Company **Media:** Brand catalog/magazine advertising

Production: Photo retouching/color correction for catalog/magazine advertising



Source from A&F Quarterly



Final Mechanical for Vogue

Client: Abercrombie & Fitch

Agency: Shahid & Company

Media: Print advertising & packaging

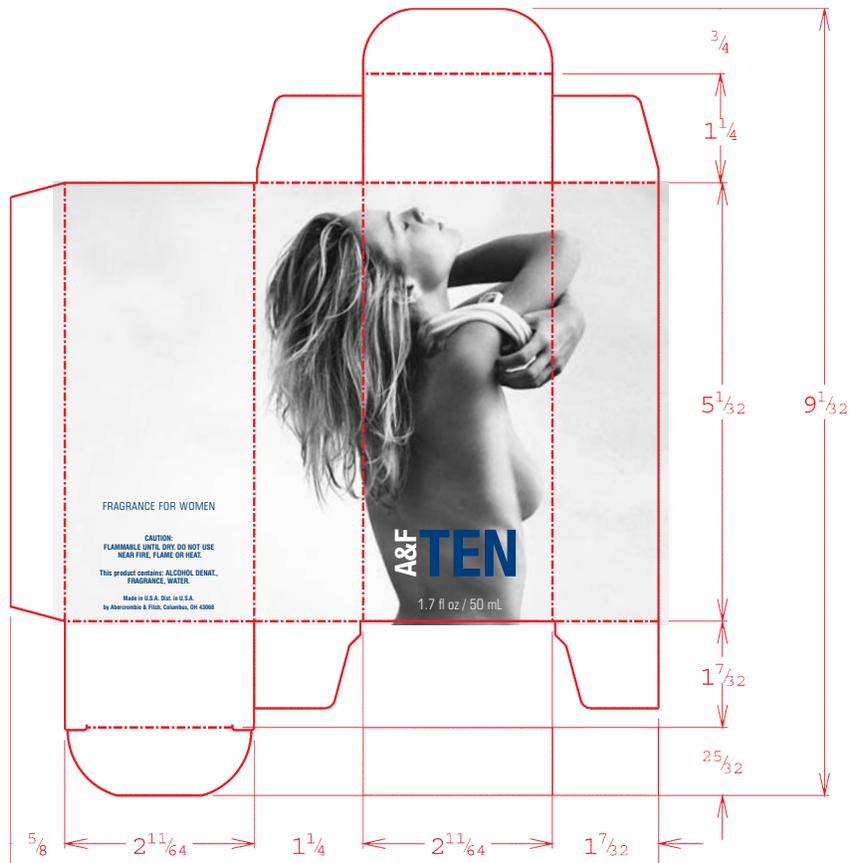
Production: Photo retouching/tonal correction for catalog/magazine, advertising and packaging



Source



Final



Packaging

Bruce MacLean

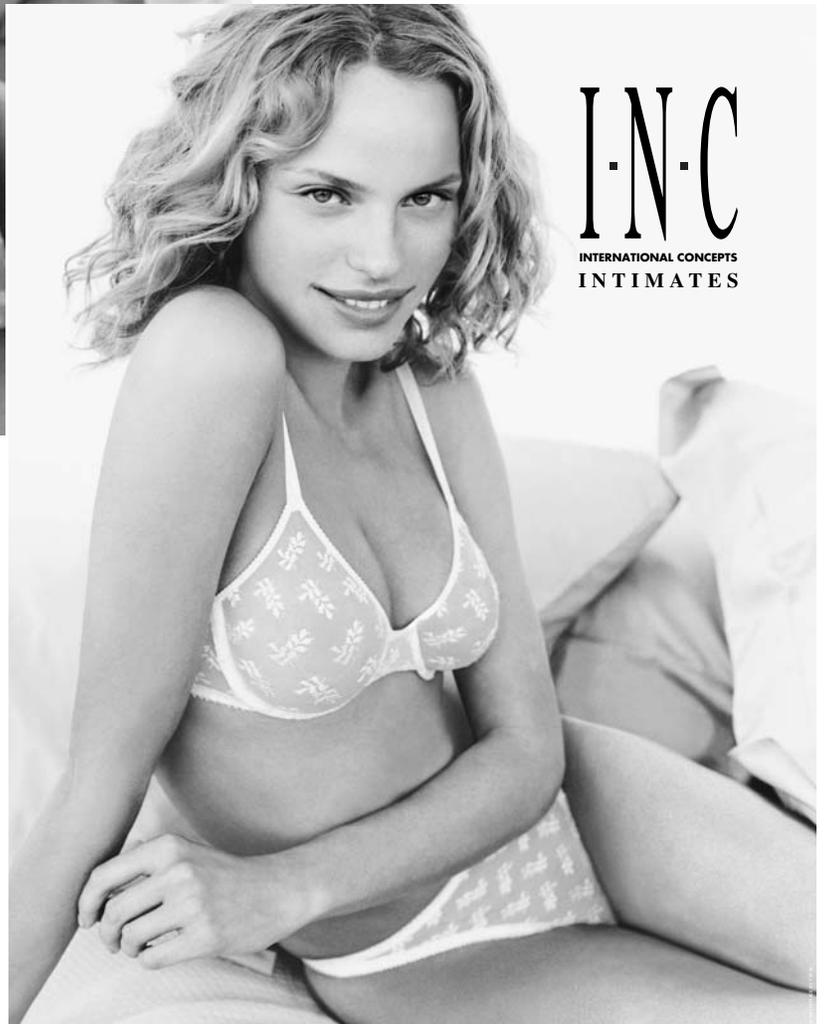
Client: International Concepts

Media: Retail marketing poster

Production: Extensive retouching/tonal correction



Source photograph



Final poster

Bruce MacLean

Client: Calvin Klein / Warnaco

Media: Retail packaging

Production: Retouching, color correction, tritone tonal adjustment, mechanical

