

EDITH

SELECTED CAMPAIGN & CREATIVE WORK

Edith's creative-exclusive graphics for your business

SOCIAL • DIGITAL • CAMPAIGN



Design that helps a business look ready to be chosen.

A curated catalogue of campaign graphics, social advertising, product launches, promotional creative and digital banners — built to make the message clear and the brand memorable.

VISUAL FIRST

Strong hierarchy. Realistic visuals. Platform-aware composition.

CAMPAIGN THINKING

Creative that connects the offer, audience, format and action.

Selected work, organized by client need.

01 **BRAND & PRODUCT** Vellora • Ambre Noir • Nova

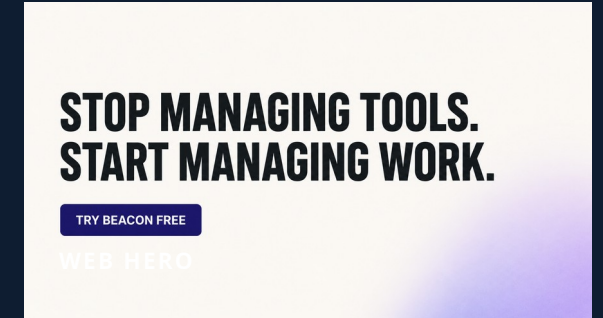
02 **PROMOTIONAL ADVERTISING** Norr • Sasco Fitness • Misnit

03 **HOSPITALITY & COMMUNITY** Ember & Oak • The Local Market

04 **DIGITAL & SaaS** Beacon • B2B Consulting • Nova

Not isolated graphics. Campaign systems.

Featured projects show how one brand idea can extend across social ads, product visuals, banners and conversion copy without losing its identity.



Vellora Cosmetics

Luxury skincare campaign

META ADS

PRODUCT

PROMOTION

A restrained black-and-gold visual system designed to preserve premium brand perception even during a time-sensitive offer.

Creative role

Art direction • campaign design • ad adaptation



48-HOUR FLASH SALE

**Urgency without
sacrificing luxury.**

One product. Three entry points.

01

HOOK-LED

The Two Drop Fix For Dull Skin

Opens with a curiosity-driven hydration insight.

02

PROBLEM / SOLUTION

Hydration That Actually Absorbs

Frames the product against a familiar serum frustration.

03

SOCIAL PROOF

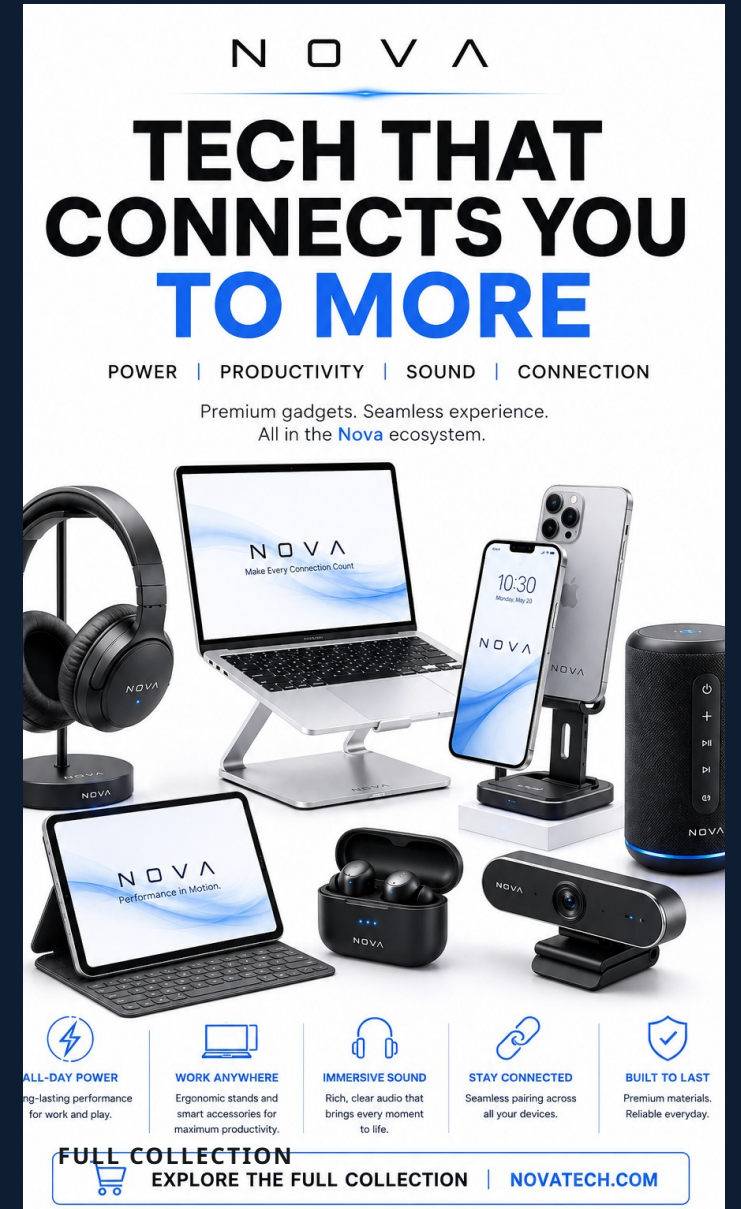
The Serum Our Customers Reorder Most

Uses reorder behavior as the credibility mechanism.

Copy + creative are shown together to demonstrate campaign thinking, not just visual execution.

From a single-product launch to a broader ecosystem campaign, the visual language stays precise, technical and recognizably Nova.

SOCIAL



Ambre Noir

Velvet Oud fragrance launch

Two art directions for the same fragrance: cinematic darkness for intensity, then cream editorial light for a softer luxury expression.



Norr

Seasonal sale takeover

A high-impact homepage banner built around urgency, fashion editorial styling and a disciplined two-column composition.

48 HOURS ONLY

Campaign extension: abandoned-cart recovery copy supports the sale creative with a softer conversion touchpoint.



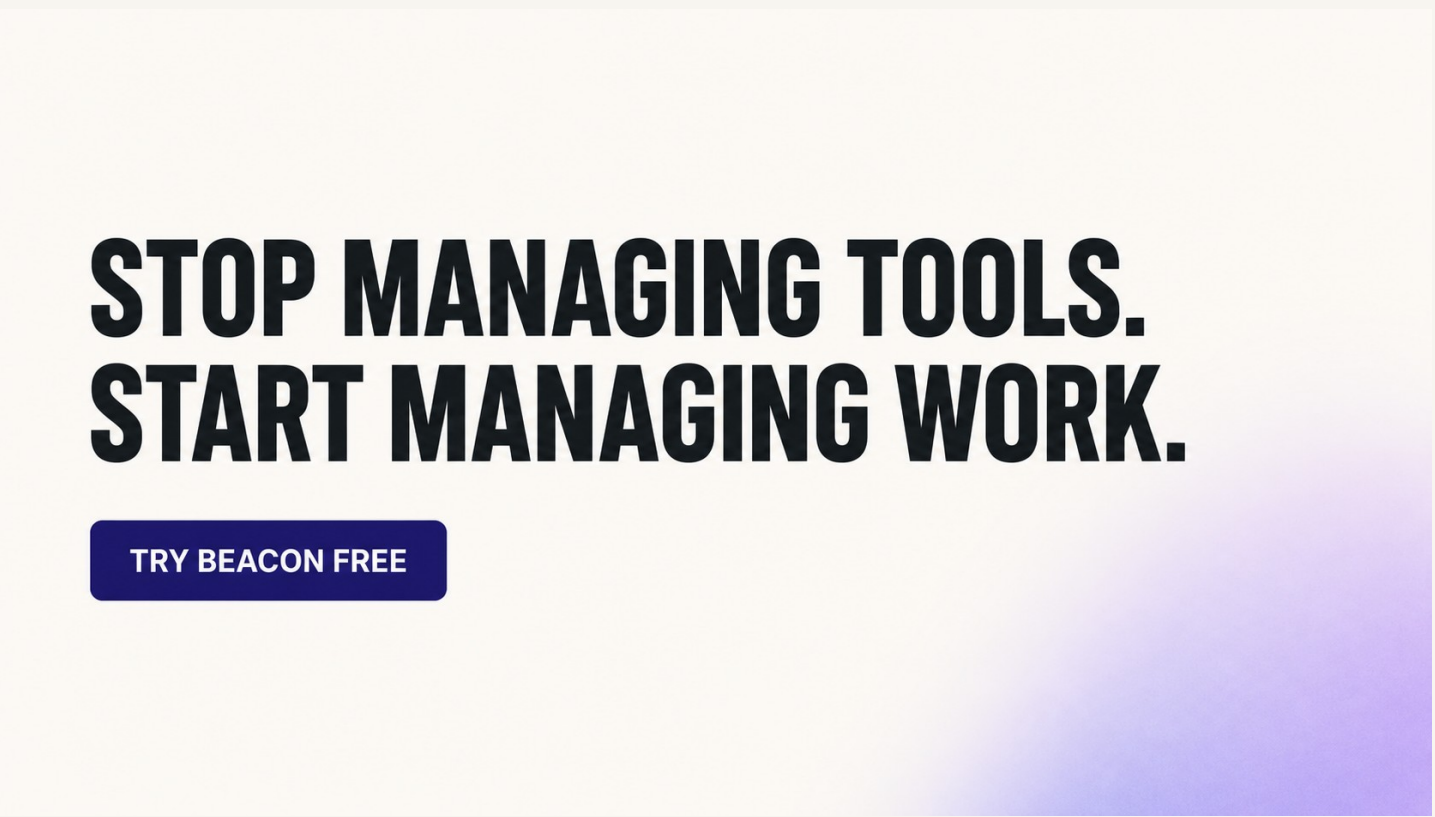
Beacon

SaaS product launch

Extreme minimalism: one proposition, one action. The creative is designed to feel confident enough to leave space unused.

Campaign pairing

Website hero + LinkedIn free-trial acquisition copy



STOP MANAGING TOOLS. START MANAGING WORK.

TRY BEACON FREE

Sasco Fitness

Boutique studio grand opening

Editorial wellness rather than conventional gym advertising: natural light, calm palette and a schedule that remains easy to scan.



SASCO FITNESS

GRAND OPENING

YOUR FIRST CLASS IS FREE

MONDAY	Sculpt, 6 AM and 6 PM.
TUESDAY	Pilates Flow, 7 AM.
WEDNESDAY	HIIT Express, 6 AM and 6 PM.
THURSDAY	Barre Burn, 7 AM.
FRIDAY	Strength Circuit, 6 AM.
SATURDAY	Community Ride, 9 AM.

 123 Main Street, opening June 1st

RESERVE YOUR SPOT AT [SASCOFITNESS.COM](https://sascofitness.com)

FORMAT

Instagram 4:5

DESIGN JOB

Launch offer + weekly schedule

Misnit Cleaning Services

Transformation-led acquisition creative

The before-and-after proof is the selling mechanism. Feminine color direction softens the service category without weakening clarity.

MISNIT CLEANING SERVICES

YOUR FIRST CLEAN IS FREE

PROFESSIONAL HOME CLEANING YOU CAN TRUST

BEFORE

AFTER

BOOK TODAY AT MISNITCLEANING.COM

The advertisement is a vertical rectangular graphic. At the top, the text 'MISNIT CLEANING SERVICES' is in a small, pink, sans-serif font. Below this, the main headline 'YOUR FIRST CLEAN IS FREE' is prominently displayed in large, bold, black and pink letters. Underneath the headline, a thin pink line separates it from the text 'PROFESSIONAL HOME CLEANING YOU CAN TRUST' in a smaller, pink, sans-serif font. The central part of the ad features a side-by-side comparison of a living room. The left side, labeled 'BEFORE' in a pink box, shows a cluttered room with toys on the floor, a messy coffee table, and a television. The right side, labeled 'AFTER' in a pink box, shows the same room after cleaning, with a tidy coffee table, a clean sofa, and a bright, open atmosphere. A small pink heart icon is placed between the two images. At the bottom, a pink banner contains a white house icon with a cleaning brush and the text 'BOOK TODAY AT MISNITCLEANING.COM' in white, bold, sans-serif font.

VISUAL PROOF

**Problem →
transformation →
action**

PRIMARY CTA

First clean free

Ember & Oak

Online ordering promo

Food photography does the selling. Copy stays intentionally compact so the char, heat and steam remain the dominant persuasion.



1600 × 600

Wide promotional strip

The Local Market

Community pop-up market

A realistic suburban market scene paired with warm handcrafted typography to create local character without sacrificing readability.



CONTENT SYSTEM

Recurring event
details + vendor
lineup

tone

Warm • local •
handcrafted

B2B Consulting

LinkedIn profile cover

Credibility-forward personal branding with deliberate safe space for LinkedIn's profile-photo overlay.



DESIGNED FOR THE PLATFORM

1584 × 396 • 4:1 • profile-photo safe zone

Creative built for where it will actually live.

SOCIAL CAMPAIGNS

Instagram • Facebook • Meta ads

PROMOTIONAL CREATIVE

Sales • openings • offers

PROFESSIONAL BRANDING

LinkedIn covers • B2B positioning

PRODUCT LAUNCHES

Beauty • fragrance • technology

DIGITAL BANNERS

Website heroes • homepage takeovers

CAMPAIGN COPY

Hooks • headlines • CTAs • ad variants

Different sectors. One standard.

VELLORA
8 HOURS ONLY

5% OFF

TEWIDE,
CODE NEEDED

S FRIDAY AT MIDNIGHT

OP NOW AT VELLORACOSMETICS.CO



NOVA

NOVA AIR

WITCH DEVICE
OT EARBUD

SS HANDOFF BETWEEN YOUR PHONE AND

NOVA

AVAILABLE NOW AT NOVATECH.COM



ASCO FITNESS

RAND OPENIN

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123 Main Street, opening June 1st

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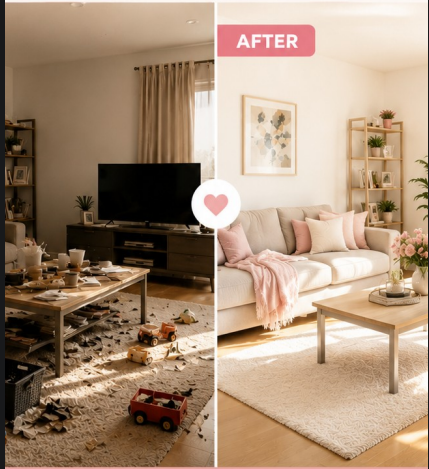
MISNIT CLEANING SERVICES

OUR FIRST
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AFTER

BOOK TODAY AT
MISNITCLEANING.C



AMBRE NOIR

VELVET
OUD

NOT A FRAGRANCE YOU WEAR.
ONE YOU LEAVE BEHIND.

VELVET
OUD
AMBRE NOIR
EXTRAIT DE PARFUM

DISCOVER IT AT AMBRENOIR.COM



UGC that puts the product in motion.

Lifestyle-led video concepts designed to make products feel tangible, natural and native to social feeds.



Coffee

[See it in motion: anaeboedith.com/studio#videos](https://anaeboedith.com/studio#videos)



Ambre Noir, Velvet Oud

[See it in motion: anaeboedith.com/studio#videos](https://anaeboedith.com/studio#videos)

Product stories built for the scroll.

Each still represents a complete video concept. Use the link below any card to view the motion work in the main portfolio.



Nova Headset

See it in motion: anaeboedith.com/studio#videos



Vellora GRWM

See it in motion: anaeboedith.com/studio#videos

START A PROJECT

Need creative that makes your business look ready?

Edith's creative-exclusive graphics for your business

PORTFOLIO

anaeboedith.com

EMAIL

edith@anaeboedith.com

Campaign graphics • social ads • product launches • digital banners