

Letter Style Ad 8.375 x 10.75"

Behind the scenes through the alcoholic's eyes is a life full of expectation, perfectionism, resentment, guilt & unresolved emotional trauma. In order to honor their struggle the authoring voice behind this ad needs to reflect an opposite stance, one of understanding, patience and hope.

In order to convey the absence of balance experienced by an alcoholic, a black & white mentality is literally executed through the use of these two polar opposite tones. This also serves to separate the individual from the disorder.

Illustration was chosen as a means to bring the audience into a surreal realm, offering an uncomfortable look at the reality behind these troubled lives.

Avoiding the use of a blaming, nagging narrator is a fresh change for our target market as they are typically used to being shamed for their struggle. Instead the ad highlights the long road to be travelled, adding hope through understanding and kindness which mimics the therapeutic method for overcoming addiction.



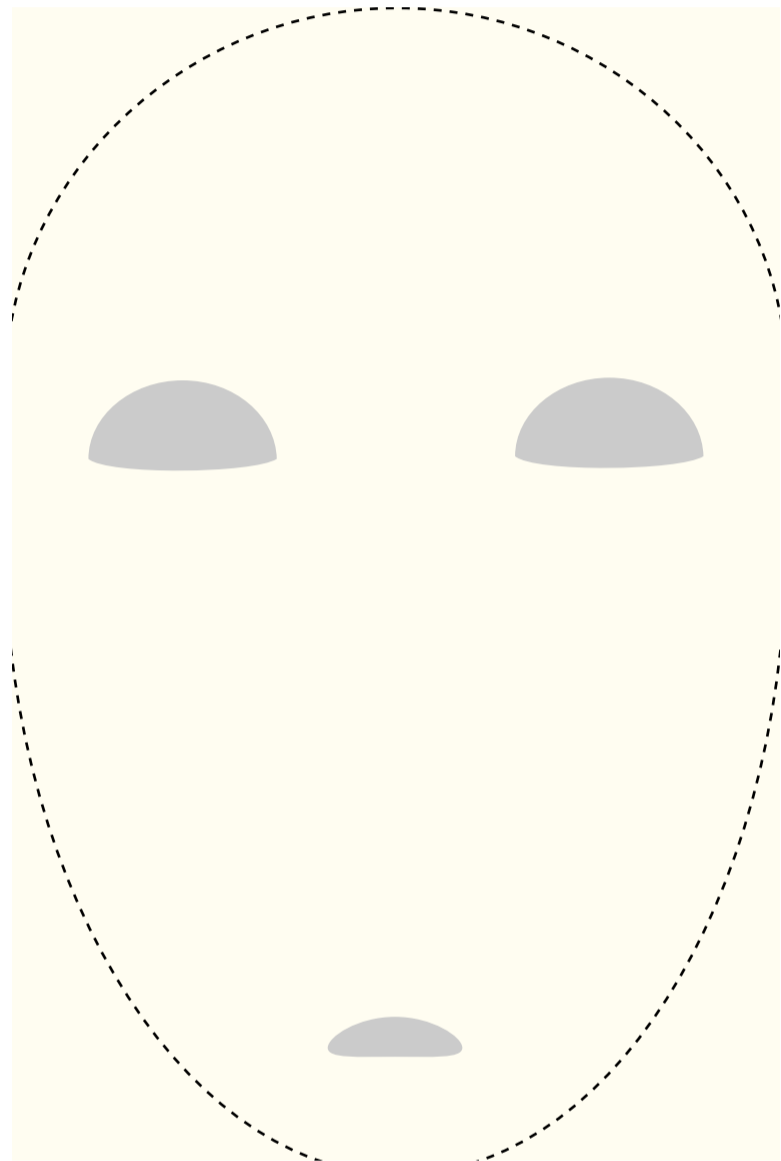
It's always sunny here. But why's it so dark?

I've got a great job, steady income, a large happy family who
My boss doesn't seem very happy this week, I wonder if the proj-
spend alot of time together. I've been promoted recently, and I
ect I sent him bombed. My wife's been distant, come to think of
even brought in the winning run at the company baseball game.
it so have the kids. I didn't even get a call on my birthday. I got
Yeah, things are going well. My daughter's getting married next
the promotion, but it's probably because no one else wanted it. I
year. She's caught herself a good one, that's for sure. They're very
always get stuck with all the shitty jobs. Now I also have to worry
happy and I may even be a grandfather soon. The stocks are up.
about how my grandson will be raised. I'm not made of money,
Even in this poor economic state. I guess I just have it made. The
I can't help them. Now I have to deal with this barbeque we do
weather is great lately, the days are longer, the trees are starting to
every year. What if I burn the burgers? Won't people have fun
bud. I'm going to have to get everyone together for that barbeque
laughing at me. Everyone always laughs at me. Of course I laugh
soon. It'll be a good time to tell my daughter how proud of her I am.
along, otherwise I'd look pretty stupid. I hope they don't notice me
Yeah. Everything's just great. Really, I'm doing fine.
escaping to the liquor cabinet, they just don't understand.

It gets more and more difficult to
ignore the negative messages.

There is hope.





front



back

Postcard 4x6"

The illustrated postcard will be cut along dotted lines to create an interesting mask-like shape, playing off the concept that alcohol provides an alternate self which is numb but functional.

The opposite side illustrates the underlying trauma and fear that is experienced without the control that alcohol provides.