Hello — and thanks for taking a look at my work!

My name is Rich Kurz and Lam an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

Note that all concepts and initial drawings are owned by Hanson Advertising. The images in this document are my own and are under copyright to Rich Kurz.

Reaganomics broke up the telephone and airline government-protected monopolies and economically it was the wild west all over again. As startups competed to win the long-distance phone market, our small ad agency got a chance to flex our muscle and create a campaign to win users. The company was called intelect and the battlefield was mainly newspaper advertisements. We produced collateral materials as well for them, but the ads were the fun part.

What follows are the three introductory ads (there were also feature-benefit and * special-offer ads) and the concepts they came from. For the fun of it, I also include a road sign I made out of Foamcore as a background prop. Only one company could become the long-distance provider for the region, and USWest - not Intelco won the prize.

Deliverables: 9"x12" marker on tracing paper, mounted for presentation.

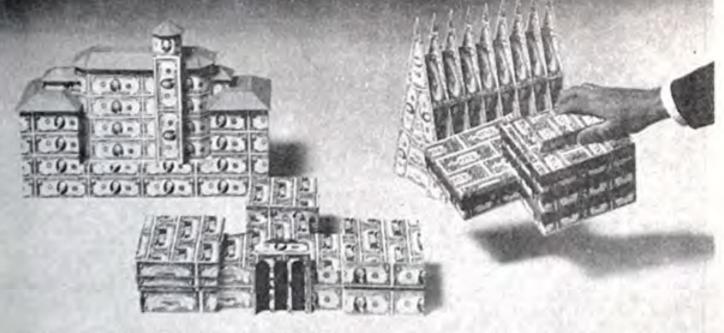
Prop sign made with vinyl letters and markers on Foamcore.

I am available to discuss your design, illustration, marketing, and advertising needs. Let's talk!

Rich Kurz



HELPING TO BUILD COLORADO SPRINGS



Unlike many long distance telephone companies, INTELCO is Colorado Springs based and headquartered. Of course, that

Colorado Springs based and headquartere means added benefits like fast, easy installation and less service hassles. But, what it really means is that INTELCO has made an investment in Colorado Springs INTELCO'S money goes into Colorado Springs banks and helps the Colorado Springs economy. INTELCO in Colorado Springs means more money, more jobs in your home city. INTELCO cares enough to make their investment in the future prosperity of this great city. It's just

another example of the feeling that makes Colorado Springs great...INTELCO and Colorado Springs, pulling together for

the future. Cali 590-7333 for your INTELCO service today.

CALL 590-7333

"RAPE COMPARISON CHART:

NIGHT OR WESSEND SIQUISIAY RATER

COLUMADO SPRINGS YO. MINISTE NAVINTELCO SAVE

Chings, IL. 55 8 24 8 08 694

Los Angeles, CA 10 24 18 824

Manal PE 36 80 60 294

Branes, CO 26 80 60 196

Service, NR 85 52 31 295

Rew York, NY 45 37 77 295



Any Portland you want coast to coast for 17

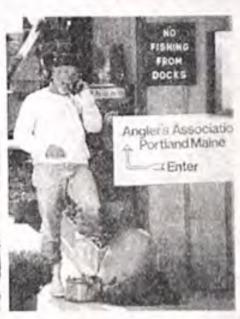


DARE ON A ONE PRINCIPE PICHE CALL PAGE DAMES THE BRIME PARTY.

Any Portland you want coast to coast for 16^{¢*}







From Portland, Maine to Portland, Oregon and every city in between, INTELCO offers the long-distance service you've been waiting for,

at a price you can afford. With long-distance rates as low as 16° a minute. INTELCO can save you up to 50% off your long distance service, compared to AT&T Bell. And since INTELCO Isn't distance sensitive, you can call anywhere in the continental United States for the same low rates. You won't be surprised with hidden charges and fees.

*RATE COMPARISON CHART)
NIGHT AND WEEKEND/HOLIDAY RATES

	Minutes	ATAT	INTELCO	BAVE
Chicago, III	9.5	8:24	9.08	66%
Los Angeles: Card	1.0	24	.16	33%
Missint Pla	2.5	60	.40	33%
Seattle, Wa.	3.5	rile	.50	19%
Denver Culo	1.5	- 52	.30	25%
New York, IV	45	192	.72	22%

Texas, Wisconsin, Montana or North Dakota. Call 590

INTELCO even includes, with your statement.

an analysis of savings over AT&T Bell, Now you can afford to stay in close contact with your

family and friends, even in Columbus, Ohio...Georgia, Texas, Wisconsin, Montana, or North Dakota. Call 590-7333 for your INTELCO long-distance service today.

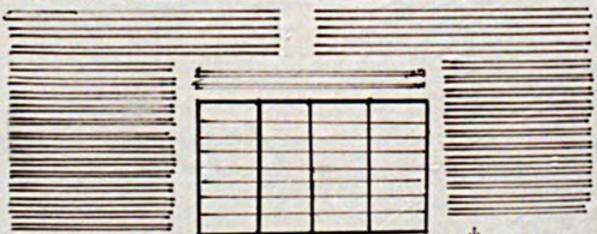
Call 590-7333

TRANSPORTATION A DIVING MERCITY PREVAIL CALL DENSING WEIGHTEN DEVIALIBATION RATES.



ah, sweet 17...







Ah sweet 16...



They grow up so fast. With her boyfriend leaving for college, you can just imagine your phone bills rocketing skyward.

INTELCO has no hidden charges and your monthly statement will even show you how much you saved by using INTELCO instead of AT&T Bell.

INTELCO wants to help. That's why we offer you the "sweet sixteen" long-distance phone call. With INTELCO service, you can call anywhere in the Continental United States for as low as 16¢* a minute. And INTELCO charges only for the time you talk, not the distance, so you can call anywhere, coast to coast, for the same low rates.

*Based on a one minute call at night or weekend/holiday rates. *RATE COMPARISON CHART: NIGHT OR WEEKEND/HOLIDAY RATES

Colorado Springs To:

	Minutes	AT&T	INTELCO	SAVE
Chicago, III.	0.5	8 .24	8.08	66%
Los Angeles, Ca	1.0	.24	.16	33%
Miami, Fla.	2.5	.60	.40	33%
Seattle, Wa.	3.5	.69	.56	19%
Denwer, Colo.	3.5	.52	.39	25%
New York, NY	4.5	.92	.72	22%

*Competitive rate comparison as of June 1, 1984

She'll be making quite a few calls. You can bank on that. But INTELCO can help you take some of the pain out of growing up, and save money with the "sweet sixteen" long-distance phone call. Call 590-7333 for your INTELCO service today.

Call 590-7333



LONG:DISTANCE



can be a headache



the cure



Intolon

THE PARTY HAVE THAT THE PROPERTY OF COMPANY, MC.

