

Mike Fusello

concepts
creative direction
art direction
copywriting

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some recent work

here are a few projects
i've been involved in

new business pitch hawaiian beer

helped agency in new business pitch
to introduce a local hawaiian beer
to the mainland

this is the creative that helped them
win the account over much larger and
more established agencies

product name has been blocked out
due to confidentiality

best of both worlds

what do you get when you combine
old-world methods & craftsmanship
with a clean fresh all-natural place
like Hawaii?

you get the best of both worlds.



It's the best of both worlds.

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**Great beer, made in Hawaii.
Now available on the mainland.**





It's the best of both worlds.

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**Great beer, made in Hawaii.
Now available on the mainland.**



hawaiiana

uses traditional images of hawaii
to make various points about our beer
in unique and fun ways



before

after

One sip and you too will be smiling.

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Hawaii's finest beer.
Now available on the mainland.





It's taken us almost 40 years to get our beer to the mainland.

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Hawaii's finest beer.
Now available on the mainland.



lava

uses images of lava and volcanos found on Hawaii – something very unique and special in the world – to make various points about our beer in unique and fun ways



From a place where
the fire gods hang with
the beer gods.

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Hawaii's finest beer.
Now flowing on the mainland.



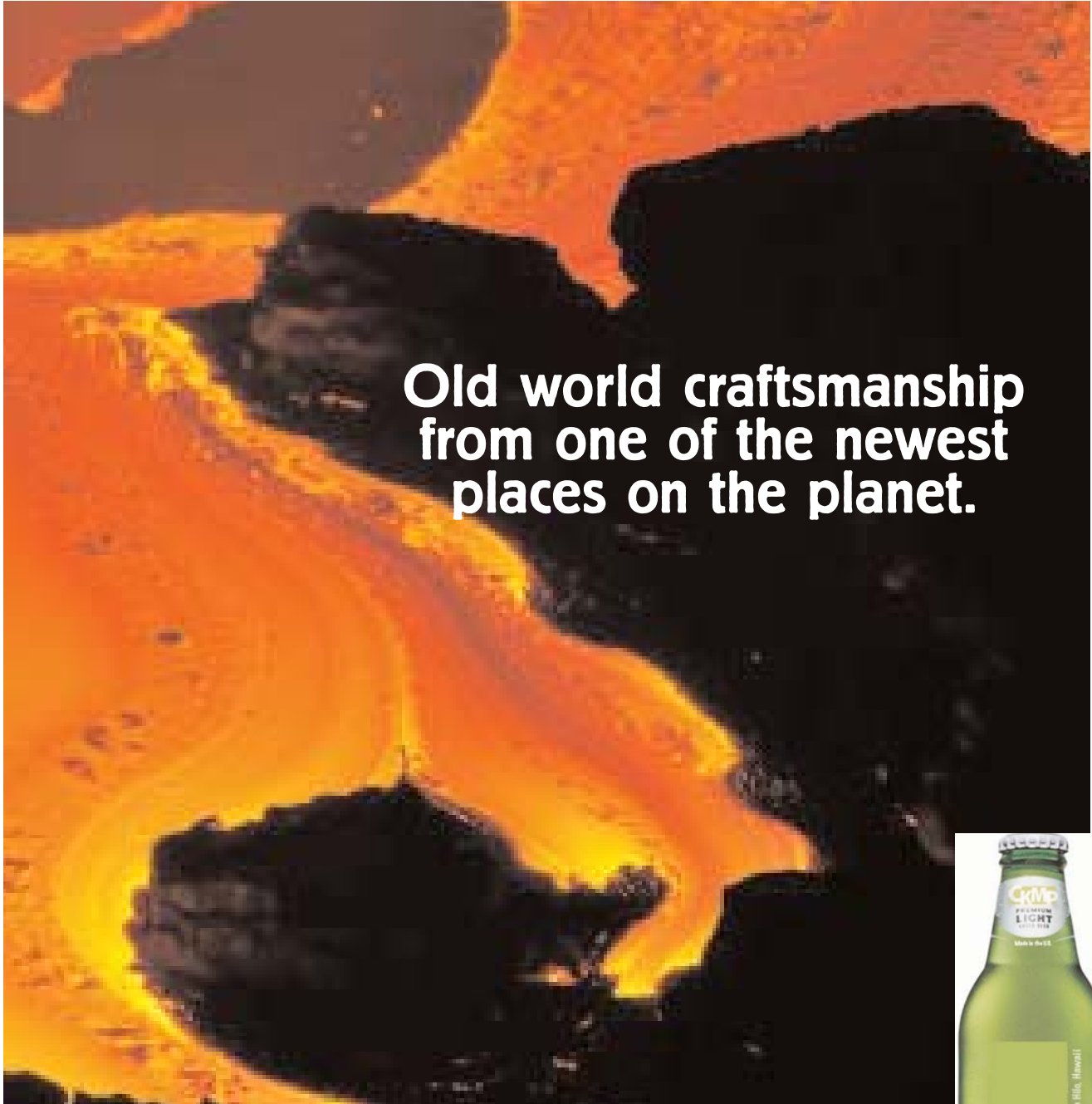


From a place where
a cool refreshing beer is
really appreciated.

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Hawaii's finest beer.
Now flowing on the mainland.





**Old world craftsmanship
from one of the newest
places on the planet.**

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thanks!

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