Sarah Hanno

Image List

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Survival Guide

This booklet is about my experience at Jacksonville University during my MFA Summer Intensive, along with some thoughts and tips from faculty and students.

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Maserati

Officine Alfieri Maserati was founded on 1 December 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports car culture and its development. Over a century of activity has brought with it glorious achievements, both on the road and the track, as well as more challenging times, which have helped forge the company's character and personality. This work was done through Alfardan Sports Motors, Maserati's exclusive importer in Qatar.

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Buckle Up

Driving in Egypt is an unforgettable experience. Cairo is one of the biggest and busiest cities in the world with more than 25 million inhabitants. Roads in the center of the city can have up to eight ‘lanes’, although the lack of actual marked lanes is what makes driving quite difficult. Traffic accidents in Egypt continue to be a major problem as many people have been killed and injured on the roads due to the lack of using seat belts for adults and safety seats for children. People are not aware that seat belts are the most effective safety devices in vehicles today. This is an advocacy campaign done to helo raise awareness towards this issue.

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Roger’s Diner

Roger's Diner is infused with that classic diner smell—the scent of sausage and eggs and syrup that clings to you the moment you set foot inside. It's a comforting aroma, one that invites friendly chatter and a sense of relaxation. And as one would expect at a diner, the chefs grill and sauté their war through a medley of comfort foods that are just as at home on the menu as they would be wrapped in a robe with slippers. These were monthly promotions designed in both arabic and english languages.

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Goody

Goody Brand is registered in Saudi Arabia for over 35 years! They create and build various foodstuff categories (FMCG) under the Goody
brand name to meet consumer needs and taste preferences. The objective was to create an internal communication campaign through posters to motivate employees.

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Learn Arabic

This project explains the seven steps of learning arabic. It is intended to display arabic quotes about knowledge designed in arabic calligraphy.

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#Fael_Khier

#Fael_Khier meaning benefactor all started with a simple idea in the streets of Egypt to help motivate people to give and share as much as they can. It does not matter who will do it, but what is important is that you start and be #Fael_Khier. Whenever you give or share something, take a pcture of what you did or of someone else you know or do not know who did and share it on social media to help spread the word.

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Dove

Dove is known for moisture (the 1/4 moisturizing milk concept) and real beauty. This is what it has focused on and advertised for in the past. However, their Dove hair market shares remained stagnant and dropped in some markets. It turns out that being moisturizer is not enough when it comes to hair care. Also competitor brands are also claiming the same. So, their RTB is too weak for this very functional category. It was discovered that what women really want is a solution to their particular hair problems. Damage is one of the top ten desired changes in hair and 50% of women in Arabia want less split ends and damaged hair. This gave way to the introduction of the new Dove hair care line, called ‘Dove Therapy’. The 1/4 moisturizing milk is now replaced with serum’.