

DIRECTORY OF ILLUSTRATION NO. 36
ONLINE + PRINT + SOCIAL

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WHERE WILL YOUR NEXT CLIENT FIND YOU?





DIRECTORY OF ILLUSTRATION NO. 36 **MARKETING PROGRAM**

THE EXPOSURE YOU NEED FOR THE JOBS YOU WANT

The most successful artists know they need be active on many fronts with their marketing, but often don't know where to start or don't have time to develop and follow a consistent plan. That's where we can help.

The *Directory of Illustration #36* Marketing Program is a cycle of online, print and social media promotion that puts you in front of the largest audience of qualified art buyers in the world. This includes the *directoryofillustration.com* portfolio site, used by thousands of active and engaged art directors to discover fresh, new talent.

Think of us as your marketing partner. We'll learn about your business, guide you towards new markets, and hold your hand every step of the way.

Turn the page to view recent projects that are a direct result of artist and agent participation in our marketing program. We are very excited to share these stories and look forward to helping new clients find you in 2019-20.

FIND OUT MORE

DIRECTORYOFILLUSTRATION.COM

805-963-0439

INFO@SERBIN.COM

PEPSI + SNAPCHAT

FOUND ME

“THE DIRECTORY OF ILLUSTRATION GETS ME EXPOSURE I COULDN'T GET ON MY OWN.”

Mark Ward

Advertiser since 2016



BBDO Toronto saw some of Mark Ward's surreal, summer-themed work in the *Directory* and commissioned him for a large series of illustrations. The “Snap It With Pepsi” campaign extended into animated TV ads, limited-edition packaging and in-store displays.

There was a lot of interaction with Pepsi Global to make sure everything aligned with their global vision and branding. Mark had a lot of fun creating the human characters. This project has become one of the biggest in his portfolio and he credits it with pushing his work in a new direction.

CVS HEALTH FOUND ME

**“THE DIRECTORY IS AN ESSENTIAL INVESTMENT
FOR ME. NEW CLIENTS HAVE COME MY WAY
EVERY YEAR SINCE I JOINED.”**

Aad Goudappel

Advertiser since 2011



See See Eye commissioned Aad Goudappel for this annual report collaboration with CVS Health. For the cover, they asked him to show a broad range of CVS services, illustrating how they are at the heart of the community and peoples' lives.

Aad proposed a loose story of love and life with different stages displayed on a flattened perspective. For the inside, he created a variety of quick, easy to grasp concepts.

Aad is represented by the David Goldman Agency.

UNITED NATIONS POPULATION FUND FOUND ME

**“CONSISTENT PRESENCE IN THE DIRECTORY
OF ILLUSTRATION HAS AIDED MY GROWTH
IN THE U.S.”**

Bodi Jane

Advertiser since 2016



To celebrate International Day of the Girl, Bodil Jane was asked by UNFPA to illustrate the stories of five girls who are creating positive change within their communities. The pairing of Bodil's quirky hand-drawn and digital style in the portraits helped communicate the personality of each of the girls and the context of their situations.

Bodil's meteoric rise within the design community over the last few years has been extraordinary. She is represented by Folio Art.

ADVERTISING

NIKE

FOUND ME

“MATCHING YOUR PASSIONS WITH PROJECTS AND CLIENTS IS SOMETHING THE DIRECTORY OF ILLUSTRATION HAS ALWAYS DONE VERY WELL.”

Andrew Archer

Advertiser since 2012



Nike approached Andrew Archer on this unique collaboration between artists, players and the shoe that they wore in some of the most important moments of their career.

The assignment was perfectly suited to Andrew's interests. The result of working on a project which he was so passionate about really showed in the details.

Andrew is represented by Debut Art. Their consistent presence in the *Directory of Illustration* has attracted a diverse range of clients with fresh projects year round.

CORPORATE TRAVEL

NORWEGIAN CRUISE LINES

FOUND ME

“THANKS TO THE DIRECTORY, MORE GREAT CLIENTS LIKE THIS ARE GETTING TO SEE MY WORK.”

Anna Simmons

Advertiser since 2017



My first *Directory of Illustration* ad had been out less than a month when Norwegian Cruise Lines contacted me to illustrate a detailed map of Alaska for the inaugural voyage of their newest ship.

The map explores the route of the Norwegian Bliss from Seattle to southern and eastern Alaska. This was a high profile, good-paying project that was also engaging and challenging, with brilliant art direction.

EDITORIAL

ROLLING STONE

FOUND ME

**"THE DIRECTORY HAS BEEN INDISPENSABLE IN
FINDING CLIENTS THAT WOULD OTHERWISE
BE OUT OF REACH TO ME ALONE."**

Alexander Wells

Advertiser since 2014



Alexander Wells is always popular for portrait illustrations. His talent for likenesses and use of color made him an obvious choice for a regular spot in Rolling Stone Magazine. Over the last 4 years he has been asked to illustrate everyone from hot new pop artists to musical legends in the Record Review column.

Alexander is represented by Folio Art.

THEY'RE LOOKING FOR YOU!

WE HELP YOU CAPTURE THE ATTENTION OF ART DIRECTORS LIKE THESE

"I find both the book and website very helpful when looking for an illustrator."

Amy Houston

Senior Art Producer

SAPIENT RAZORFISH

"I love being able to show a client what illustrators are available so they can help in the decision making process."

Martha Heath

Sr. VP & Creative Director

GUNN DESIGN

"I look through it constantly to find the type of imagery we're looking for, and then go to the artists' portfolios. This is a GORGEOUS book!"

Lisa Gellens

Art Director

HSN

"I always browse through the printed *Directory* and pass it along to co-workers, but mostly I use the website to find illustrators."

Andrea Vagas

Art Director

GIE MEDIA

"I can see very talented people that I am not likely to find elsewhere."

Greg Paul

Creative Director

SPOT ON MEDIA

"Excellent resource for finding new agencies and artists. Often it's nice to get away from a screen and page through the book instead."

Allison Mackey

Associate Art Director

DISCOVER MAGAZINE

"I like that the *Directory* is available off-line too. I can see much more detail."

Tim Musial

Senior Art Director

GELIA MARKETING COMMUNICATIONS

"I have resourced the *Directory* and *directoryofillustration.com* for 20+ years to find the right illustrators for many projects."

Patty Devlin-Driskel

Senior Art Director

MARK OLIVER, INC.

"We look for illustrators that fit a particular theme and style. The *Directory of Illustration* is a great resource for us."

Karine Sekolian

Art Director

STUDIO DELUXE

"The *Directory of Illustration* blog is very useful in that it shows what illustrators are doing lately, and collects a variety of artists in one spot."

Pam Li

Senior Graphic Designer

JOHNS HOPKINS UNIVERSITY



"I love having my *Directory of Illustration* close by. It's a good resource for finding new and talented illustrators."

David Adams
Design Director

WRAY WARD

"The online *Directory* is fabulous. I appreciate the ability to do keyword searches. I also like that you feature illustrators from all over the world. I always know that I can find what I am looking for by visiting your site."

Jennifer Carling
Art Director

HARVARD MAGAZINE

"I appreciate good art and love working on illustration projects! It's great to have such a wonderful resource as the *Directory of Illustration* available to me!"

Char Eisner
Strategic Sourcing

LEO BURNETT

"The *Directory* keeps me up to date on available illustrators, styles and trends in the industry."

Tom Sain
VP Creative Services

ENVOY, INC.

"*Directory of Illustration* artists are amazing."

David Chateau
Art Director

CONCENTRIX

"The book is a great resource. It is our go-to for finding illustrators."

Matthew Schmidt
Owner/Creative Director

MSD

"I have found really good resources from the *Directory of Illustration*."

Kari Young
Art Director

OMNI HEALTH MEDIA

"When I need to hire a new illustrator, I go straight to my printed *Directories* to quickly review lots of choices. When I see interesting samples from an artist I go online for more."

Sarah Micklem
Design Specialist

GIRL SCOUTS OF THE USA

"I keep and value all my copies of the *Directory*. I have the last eight on my book self."

Seth Lerner
Art Director

TOR AND FORGE BOOKS

"The *Directory* is a dependable source of new talent, and a reminder of people that I know of, but have not yet had the opportunity to work with."

Kit Hinrichs
Creative Director and Founder

STUDIO HINRICHS

JOIN NOW!

FALL RESERVATIONS ENJOY OUR LOWEST RATE & BEST MARKETING PACKAGE

DIRECTORYOFILLUSTRATION.COM PORTFOLIO

Thousands of qualified art buyers from all over the world visit *directoryofillustration.com* to find artists and see new work. The sooner you reserve, the sooner we can start promoting you on the site.

SEARCHABLE KEYWORDS HELP GOOGLE FIND YOU

You'll find it easy to tag your work on *directoryofillustration.com* with information specific to your images. All keywords, titles and descriptions on our site are picked up by Google, greatly increasing the chance an art buyer will discover you through a web search.

HOMEPAGE SHOUT OUTS

- Show off your professional projects in our Job Showcase. The most recent 20 projects display prominently on the homepage slideshow.
- New Artist/New Image sections highlight your latest work and our Discovery section gives every artist an equal chance to be seen in rotation.
- Featured Artist Spots boost your exposure (available for a small extra fee).

ANNUAL PRINT EDITION DRIVES TRAFFIC TO THE WEB

Distributed in January 2020, the printed *Directory of Illustration* is a welcome change for art directors who spend the majority of their time staring at a screen.

THE MOST COMPREHENSIVE DISTRIBUTION LIST IN THE INDUSTRY

Our distribution has been created specifically to help you reach the widest variety of active illustration buyers. We target all the major players and dig deep into niche markets for companies you might never find on your own.

SOCIAL MEDIA | GROWING PLATFORMS • ENGAGED AUDIENCE

Our audience is always hungry for fresh, original content. Feel free to periodically send us images, projects and news to share on our Instagram, Facebook and Twitter feeds.

ONLINE + IN PRINT + SOCIAL MEDIA

IT'S OUR JOB TO FIND YOU WORK... AND HERE'S HOW WE DO IT

- **LONGER PAYMENT PLAN (UP TO 12 MONTHS)**
- **BIGGER PORTFOLIO (100 IMAGES / PAGE)**
- **UP TO TWO YEARS ONLINE (NO EXTRA CHARGE)**

EUROPEAN WEB PRESENCE WITH THE AOI

Each full-page DI36 artist gets a free 20-image portfolio for one year with the Association of Illustrators, our partner in the UK (www.theaoi.com/folios). The AOI is the leading trade association promoting contemporary illustration in Europe.

PLAYILLUSTRATION.COM FOR QUALIFIED TOY/GAME ARTISTS

This bonus site showcases artists with direct professional experience in the toy and interactive game industries. Qualified artists currently working in this market get a free 20-page portfolio for one year.

BLOG.DIRECTORYOFILLUSTRATION.COM

Your personal POSTS can automatically feed into our syndicated blog. It's a simple way for you to keep our creative community up to date with no extra effort.

WORLDWIDE OUTREACH

Monthly e-newsletters reach thousands of subscribers throughout the U.S., Canada and Europe who may not receive the printed *Directory*. These ongoing communications introduce a wider audience to *directoryofillustration.com*.

FREE PERSONAL WEB DESIGN WITH SITEDESIGNWORKS.COM

A variety of boutique Wordpress templates, with reasonable hosting fees and personal service.

20% DISCOUNT OFF YODELIST CREATIVE DATABASE

Yodelist puts the entire industry at your fingertips. Build your own targeted lists and state of the art email campaigns with guided help throughout your membership.

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IT'S OUR JOB TO FIND YOU WORK

We hope you've enjoyed these stories and are eager to find out more about how the *Directory of Illustration* can help you build your business.

It's no accident that the world's top commercial artists and agents promote with us year after year. When you advertise in our program you'll have our expert marketing team in your corner. Our experienced illustration consultants, social media creators and production staff have one purpose in mind – to connect you with new clients. They'll help you identify your target market, advise you on the type of images to show, and get your work in the hands (and on the screens) of the most active art buyers in the world.

In print, online and through social media, *Directory of Illustration* branded resources are where busy art directors go when they need to hire the best talent. It's where you should be if you want to capture their attention through 2020 and beyond.

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Reserve Now

Early-Action Reservations December 14, 2018

Spring Reservations March 20, 2019

Final Reservations April 30, 2019

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