

James Laubach
Design Portfolio | 2026

Hand-Picked Offers

Meijer | Personalized Direct Mail Campaign







SHOP AND SAVE ON ALL YOUR FAVES

SAVE A GOOD DEAL MORE WITH **mPerks**

Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.

Not a member? Sign up today
See mperks.com for details.



meijer coupon

FREE
with coupon
GATORLYTE RAPID REHYDRATION
20 oz. All varieties.

YOUR GOOD DEAL

1.0
with coupon
MEIJER SPRING OR DISTILLED WATER
2.5 gallons.

Excludes Cholesterol. Limit one item and coupon per transaction. Not to be combined with other coupons. Present to cashier prior to making your purchase. Excludes Meijer Store Pickup Purchases. Meijer Express Locations. Expires 5/14/2025.



SHOP AND SAVE ON ALL YOUR FAVES

SAVE A GOOD DEAL MORE WITH **mPerks**

Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.

Not a member? Sign up today
See mperks.com for details.



meijer coupon

50%
with coupon
JOHNSONVILLE BRATWURST
19 oz. All varieties.

YOUR GOOD DEAL

50%
with coupon
HERSHEY'S CHOCOLATE GIANT BARS
7.3-7.6 oz. All varieties.

Excludes Cholesterol. Limit one item and coupon per transaction. Not to be combined with other coupons. Present to cashier prior to making your purchase. Excludes Meijer Store Pickup Purchases. Meijer Express Locations. Expires 5/14/2025.



SHOP AND SAVE ON ALL YOUR FAVES

SAVE A GOOD DEAL MORE WITH **mPerks**

Save every time you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.

Not a member? Sign up today
See mperks.com for details.



meijer coupon

50% off
with coupon
DAISY SOUR CREAM
1.4-2.6 oz. All varieties.

YOUR GOOD DEAL

55%
with coupon
CHIQUITA BANANAS
All varieties.

Excludes Cholesterol. Limit one item and coupon per transaction. Not to be combined with other coupons. Present to cashier prior to making your purchase. Excludes Meijer Store Pickup Purchases. Meijer Express Locations. Expires 5/14/2025.



SHOP AND SAVE ON ALL YOUR FAVES

SAVE A GOOD DEAL MORE WITH **mPerks**

Save when you shop in store or online with our mPerks loyalty program. Learn more in the Meijer app.

Not a member? Sign up today.
See mperks.com for details.



meijer coupon

FREE
with coupon
KRAFT PHILADELPHIA BRICK CREAM
8 oz. All varieties.

YOUR GOOD DEAL

1.0
with coupon
GARDEN FRESH SALSA
16 oz. All varieties.

Excludes Cholesterol. Limit one item and coupon per transaction. Not to be combined with other coupons. Present to cashier prior to making your purchase. Excludes Meijer Store Pickup Purchases. Meijer Express Locations. Expires 5/14/2025.

Beer Frontier Carrier

Meijer | Custom Package Design



BEER 
FRONTIER

meijer

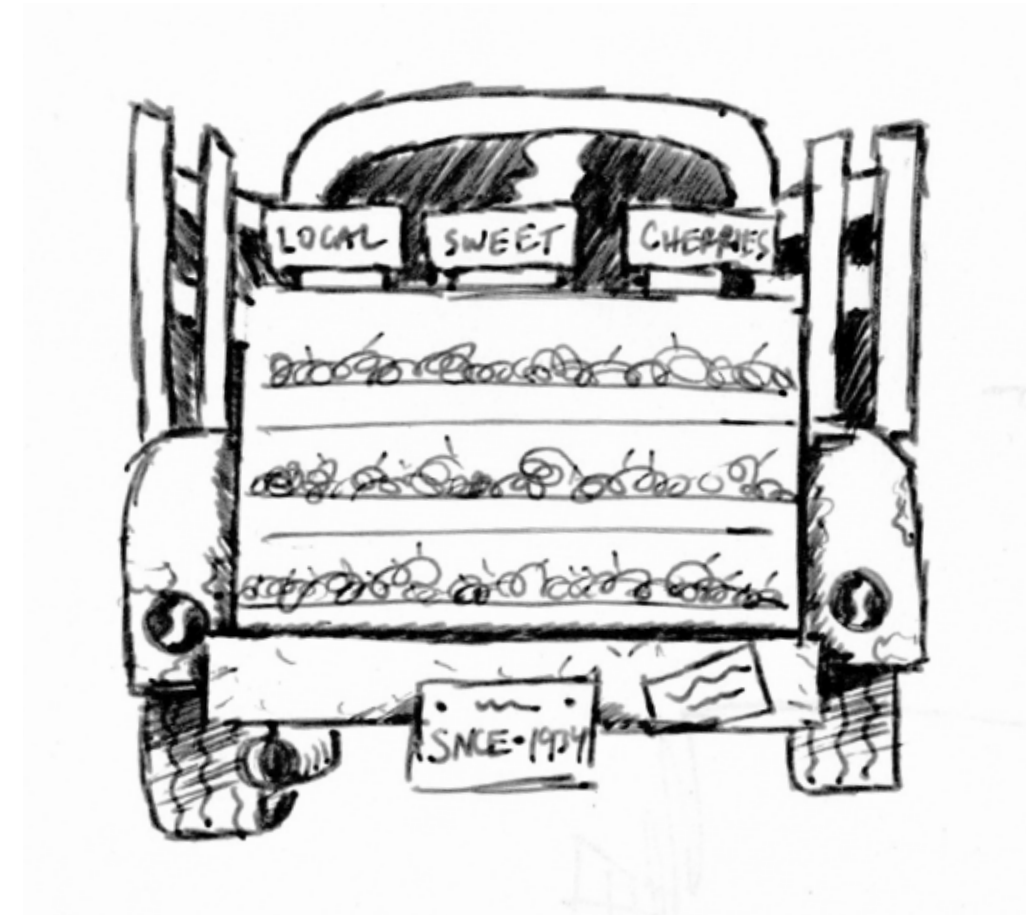
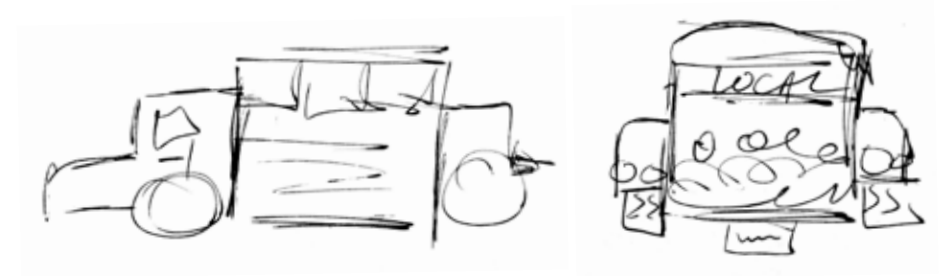
CRAFT YOUR OWN
FOUR-PACK

Delivered Fresh

Meijer | Dimensional Produce Display



Historical Photograph of Original Meijer Delivery Truck



Concept Sketches



**MICHIGAN
SWEET
CHERRIES**

We partner with
Michigan farmers
to bring you the
best in fresh.

Michigan
SNCE 1934

Michigan
Grown

Support Local
Farmers

sale

save
\$4.
sale

sale

\$2.99

\$2.99

\$2.99

DELIVERED
FRESH

Michigan farms



MICHIGAN SWEET CHERRIES

We partner with
Michigan farmers
to bring you the
best in fresh.



**DELIVERED
FRESH**
from Michigan farms



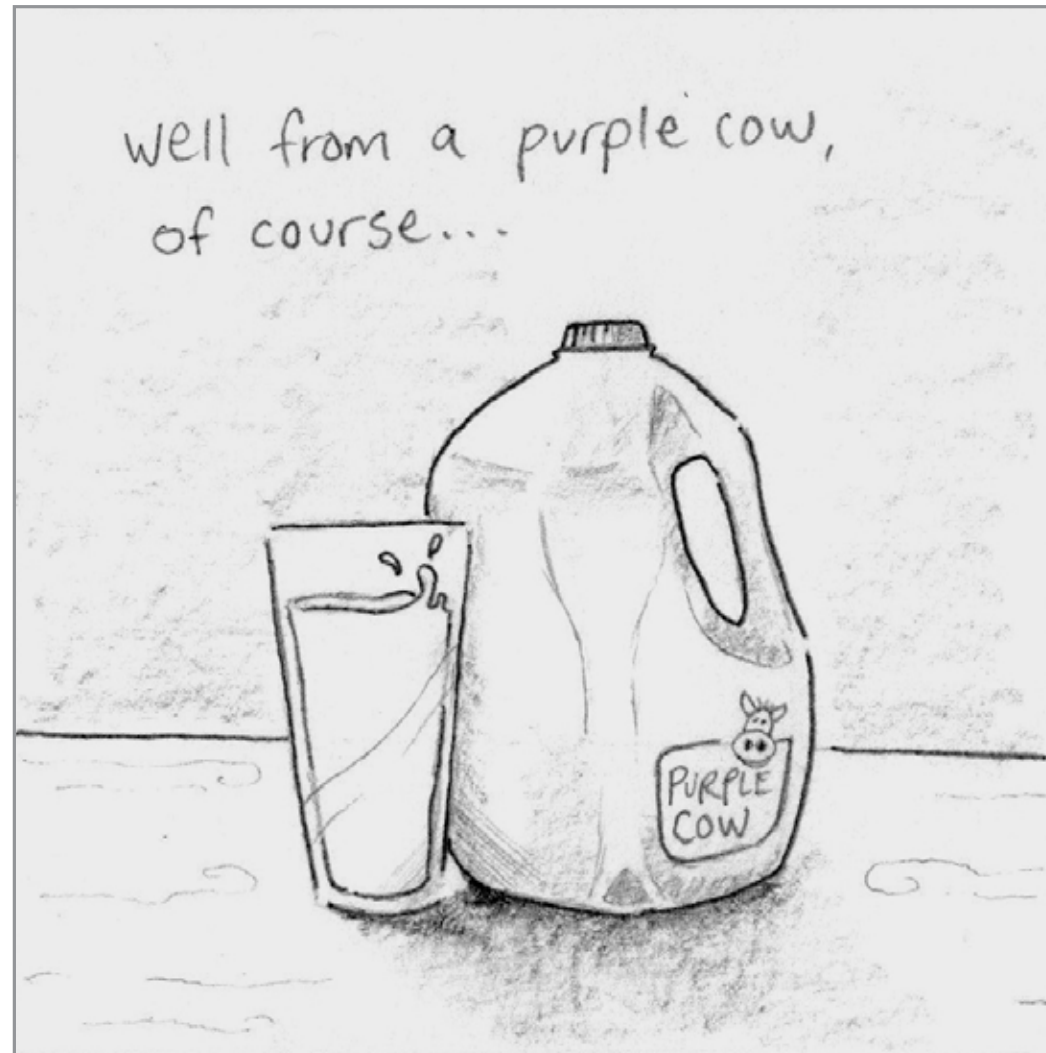
MICHIGAN SWEET CHERRIES

We partner with
Michigan farmers
to bring you the
best in fresh.



Purple Cow Milk

Meijer | April Fools' Social Campaign



Concept Sketch



Static Social Post



Campaign Video | 00:15

Opening with a dramatic hero shot of the purple jug, the video flows through rich pours and close-ups before the Purple Cow mascot delivers the April Fools' reveal. Playful and tongue-in-cheek, it mimics the polish of a genuine ad while leaning into the absurdity of "milk from a purple cow," driving strong social engagement through humor and mascot integration.

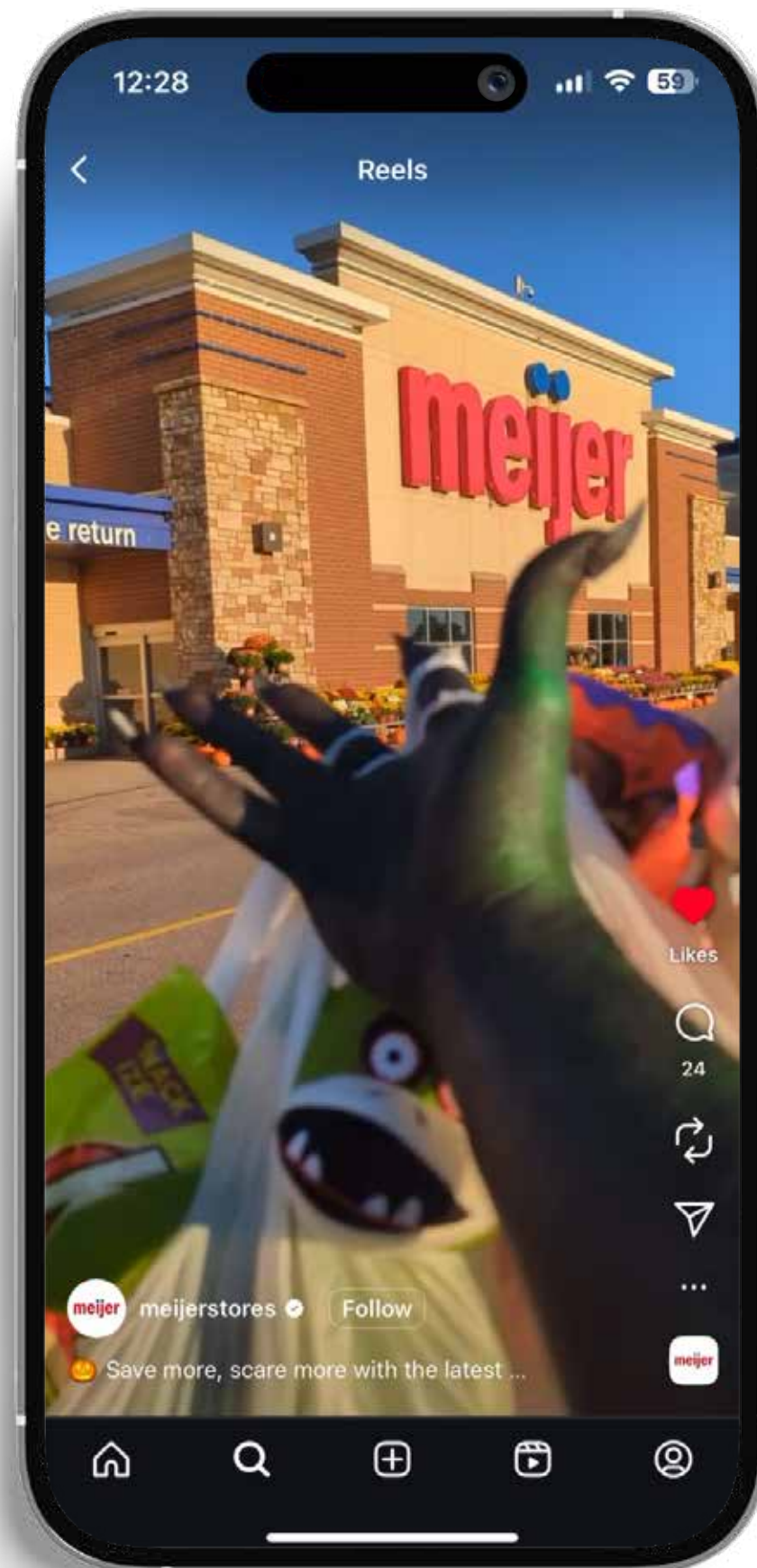
 [View Video](#)

Monster Haul

Meijer | Halloween Campaign Video



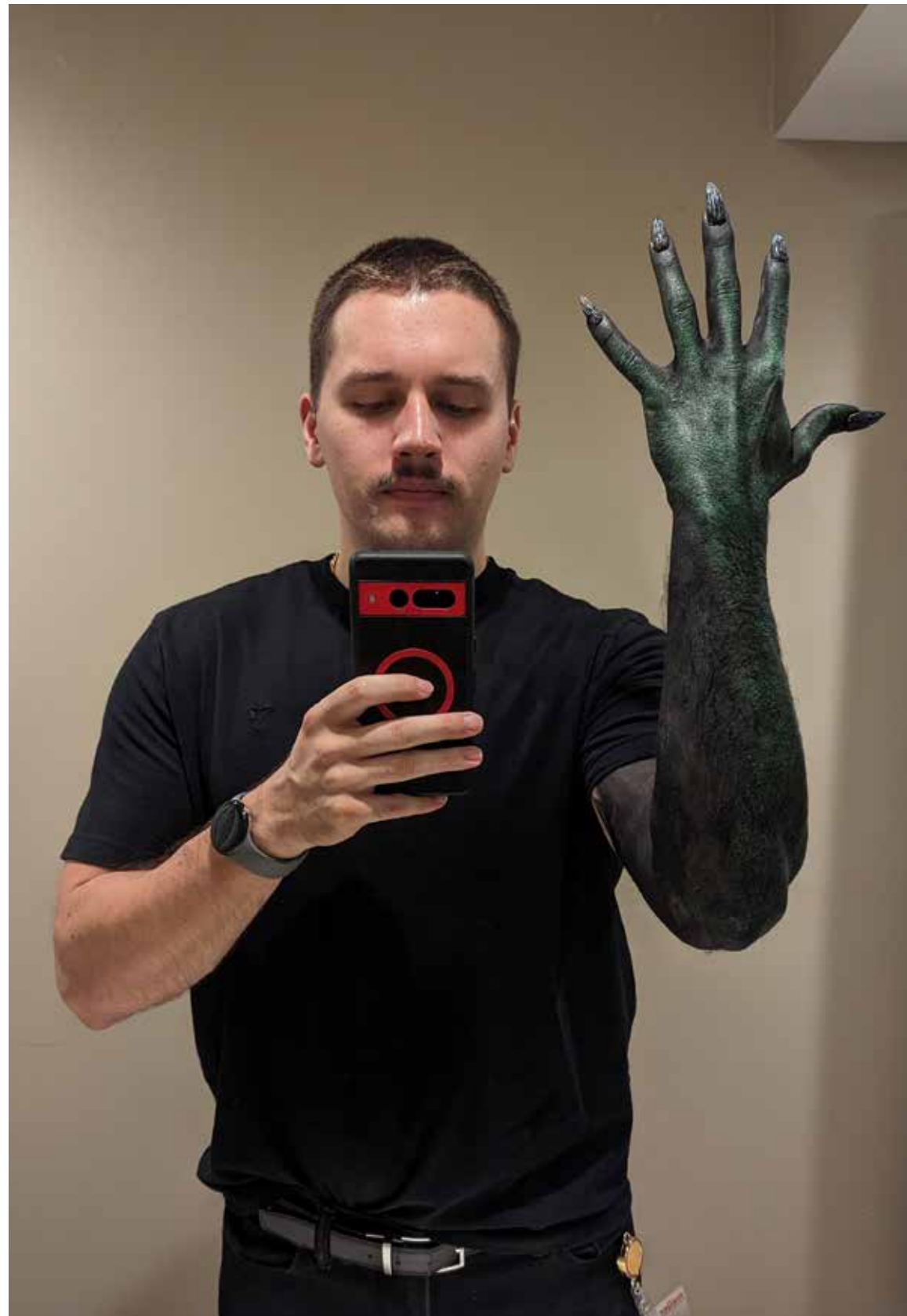
Concept Sketches & Storyboard



Campaign Video | 00:30

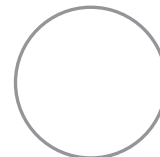
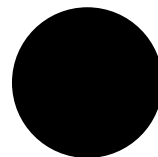
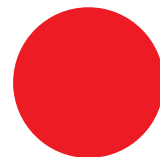
A playfully spooky POV spot for Meijer's Halloween 2023 campaign. Filmed through the eyes of a monster (complete with SFX makeup), the video captures the thrill of discovering candy, décor, and spooky spirit while shopping the aisles. This 30-second social piece blends humor, character, and seasonal energy to immerse viewers in a monster-sized haul — reaching nearly 100k views across Meijer's social platforms.





Custom Special Effects Makeup & Prosthetics

James Gets Spooky
Multidisciplinary Creative Brand



Brand Logo



Contact Card



Die-cut, Holographic Logo Sticker



Branded Apparel





Event & Display Booth



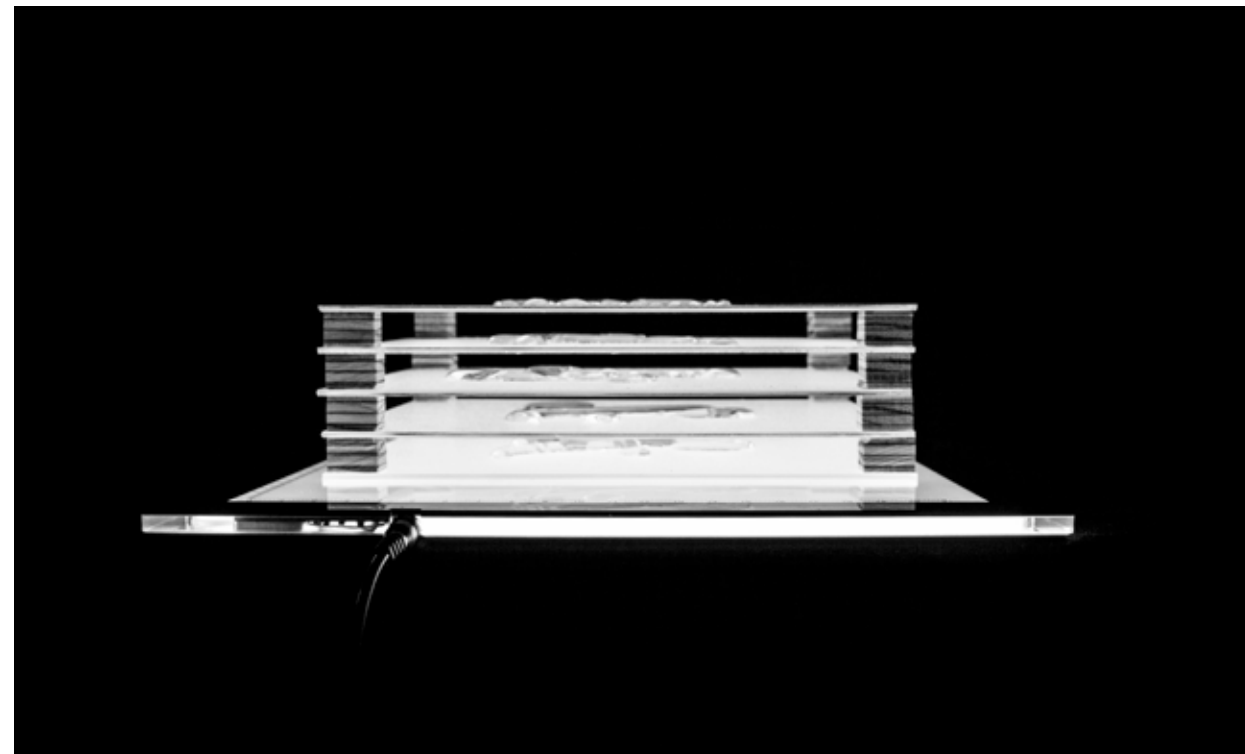
Liquidography

Experimental Typography Exploration









Hand-Picked Offers

Meijer | Personalized Direct Mail Campaign

A monthly die-cut, multi-panel direct mail piece delivering personalized coupon offers driven by customer shopping data. This data-focused approach turned a traditional mailer into a targeted marketing tool, reinforcing brand loyalty and showcasing Meijer's focus on customer-centric design.

Beer Frontier Carrier

Meijer | Custom Package Design

A 4-pack carrier for Meijer's "Beer Frontier" promotional campaign, balancing functional structure with bold visual storytelling. Designed to stand out on shelves while aligning with brand standards. This piece combined utility with campaign identity to elevate shopper experience across all Meijer locations.

Delivered Fresh

Meijer | Dimensional Produce Display

Inspired by Meijer's heritage and original delivery truck, this dimensional display was developed as a quick-turn campaign for Michigan-grown sweet cherries. First installed in two Grand Rapids, MI stores, it received such positive response from leadership and the Meijer family that it's now being considered as an evergreen concept across all markets, with participating stores having seen a 33% lift in cherry sales compared to others.

Purple Cow Milk

Meijer | April Fools' Social Campaign

A playful April Fools' campaign introducing "Purple Cow Milk," developed from concept sketch to polished social execution. The static post and 15-second spoof ad blended humor with Meijer's Purple Cow mascot to mimic the polish of a real product launch, driving strong engagement across the brand's social channels.

Monster Haul

Meijer | Halloween Campaign Video

A playfully spooky POV spot for Meijer's Halloween 2023 campaign, filmed through the eyes of a monster (with custom SFX makeup and prosthetics). The 30-second video captured the excitement of discovering candy, décor, and seasonal spirit in-store, blending humor and atmosphere to drive strong engagement across social channels.

James Gets Spooky

Multidisciplinary Creative Brand

An ongoing personal brand spanning costume and prop design, performance, and digital content creation. Through commissions, sponsorships, and guest appearances, James Gets Spooky highlights a multidisciplinary blend of dark creativity and professional craft that extends beyond traditional design practice.

Liquidography

Experimental Typography Exploration

An exploration of fluid movement, transforming water's natural flow into experimental typeforms. Each piece captures the tension between control and chaos, turning the organic into intentional design.

