

# Bernstein-Rein

Kansas City, Missouri  
www.bernstein-rein.com

Full-Service advertising agency in downtown Kansas City, MO. They do contract work with companies such as Bayer, Beauty Brands, Hostess, McDonald's, Lee Jeans and Crock Pot. Their work includes broadcast media, interactive, print and direct.

## **Interactive:**

### **Client: McDonald's McCafe**

They created an interactive site where visitors can create their own 'art' in the cappuccino with the milk. You can then add your 'artwork' to the gallery for other visitors to see. There is a side panel where you can click on the different new additions to the McDonald's menu and view the different sizes each option is offered in.

### **Client: Reel Rock Tour 08 Concert**

The design seems to fit with the clientele that they are attempting to attract. The rough and tumble look of the design fits with the type of music and the client sponsors also fit with that genre.

### **Client: Ruby Tuesday Restaurant**

The old-fashioned style and the game attract the type of customers Ruby Tuesday is trying to accumulate. You can choose your own character, and there is a choice for everyone, and you attempt to eat your burger faster than your opponent by using simple key controls. While you may not visit this website often, it would definitely stick in your head as a fun bonus and you may remember this when you eat at Ruby Tuesday's next.

### **Client: Christopher Elbow Chocolates**

They created an interesting flash opening, which is why I chose to include it in my presentation. The chocolates seem so appetizing and wonderful when displayed in a fade in/fade out sort of way. It also showcases his artisan skills, and gives the illusion that his chocolates are more expensive or of a better quality than other local brands such as Russell Stover.