



HUMPHREYS INK

AutoZone

As a Senior Vice President in charge of AutoZone advertising, we produced and placed all the advertising as the company continued the expansion into numerous markets throughout the United States. Originally operating as Auto Shack, we changed the name and developed the new AutoZone image and logo. In addition, we handled a constant array of in-store signage and packaging including the development of the



Duralast



Introduction of the Monsterrrr
The biggest, badest battery money can buy
The Monster Lives and never dies

