



HUMPHREYS INK

Easterling Pest Control

A small pest control company wanted to expand. But they needed an image to expand with. We researched the entire category of Pest Control, determined to dominate that category. Graphic impact was a prerequisite. We wanted to get away from the killing aspect, typical in this industry. Rather we wanted to emphasize problem solving, not killing - especially with the fact they also did Wild Life Removal.

