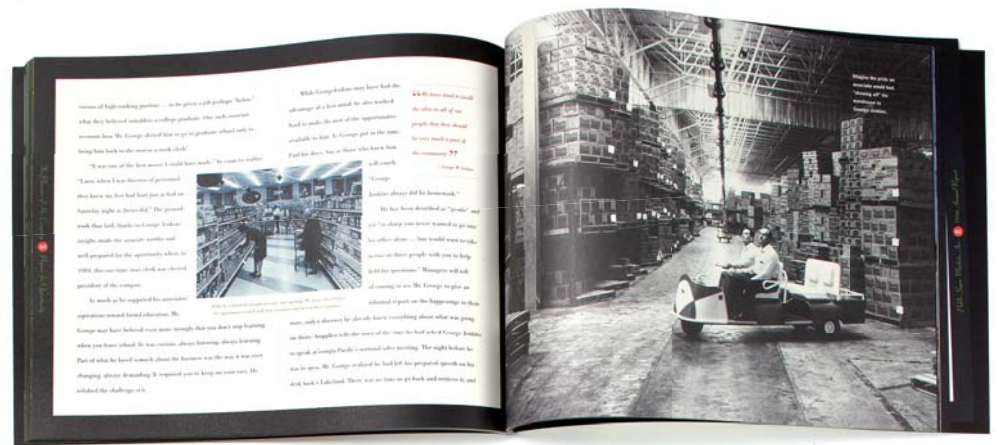




THE PROJECT
The Pleasure of His Company, Publix Super Markets 1996 Annual Report

THE TEAM
 Tim Cox, creative director;
 Nicole Noel, senior designer;
 Nora Minor, copywriter; Kelly Green, Brian Chambers, production (www.publix.com)



MY BEST WORK
TIM COX

First, I want to point out that the credit for this book really goes to Nicole Noel (designer) and Nora Minor (copywriter). I think this is one of the best pieces of work our team has ever produced. The design is classic and timeless and the copy is engaging, but what makes this book so special is the content. Our founder, George Jenkins, a great leader respected by many, passed away in 1996. We wanted to do something to commemorate him and decided to use our annual report as the vehicle. This piece does a great job of documenting the solid principles he founded the company on and of capturing his personality and

style. It's very rewarding to create something that has staying power—something that people want to keep. We continue to publish an edited version today that is used to train new associates on the philosophy and history of Publix. —TIM COX

Tim Cox is the director of Creative Services for Publix Super Markets. Creative Services is responsible for the visual and written expression of the Publix brand. Their work includes brand development, print collateral, point-of-purchase, package design and environmental graphic design.