

## Nike Ad

### Creative Strategy:

This ad is intended to convince readers that the Nike Zoom Vapor Cleat offers a lighter, faster shoe that allows for more control in athletics

### Support (Features):

- The sleek design of the cleat
- “Lighter” and “Tighter”

### Benefits:

- A faster and more controllable cleat to use for outdoors athletics

### Tone / Layout Type:

Serious and Confident

### Purchase Decision Stage:

Liking or Preference

WHEN THE SHOES GET  
**LIGHTER**  
THE MOVES GET  
**TIGHTER.**



## Coca-Cola Ad

### **Creative Strategy:**

This ad is intended to convince that Coca-Cola is the perfect drink to have with any meal.

### **Support (Features):**

- The fork and knife around the Coke bottle

Benefits:

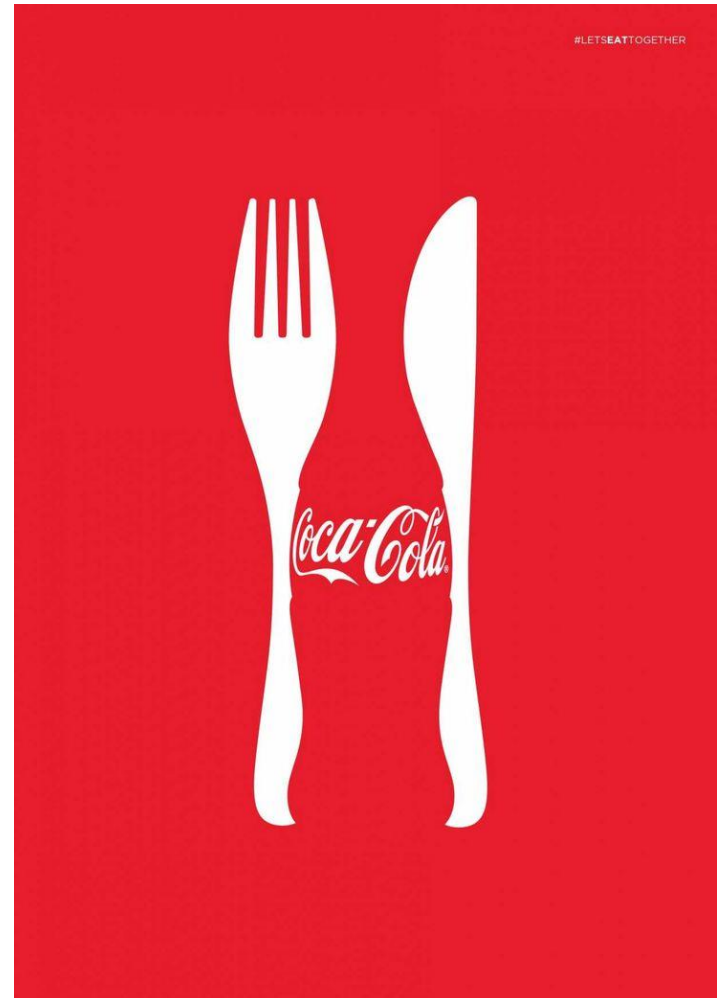
- A great complementary drink to any meal

### **Tone / Layout Type:**

Lighthearted

### **Purchase Decision Stage:**

Awareness/Knowledge



## Ajax Ad

### Creative Strategy:

This ad is intended to convince that Ajax cleaning wipes offers a quick and easy solution to any spill or mess.

### Support (Features):

- The wipe of the liquid as though the Ajax wipe had gone through it
- “Nothing’s Quicker”

Benefits:

- A quick and easy solution to clean any spill or mess.

### Tone / Layout Type:

Enthusiastic/Lighthearted

### Purchase Decision Stage:

Awareness/Knowledge



## Marshall Ad

### Creative Strategy:

This ad is intended to introduce to readers that Marshall Headphones offers a quality music listening experience.

### Support (Features):

- The play on words with Rock and Hard Rock with one wearing the headphones

Benefits:

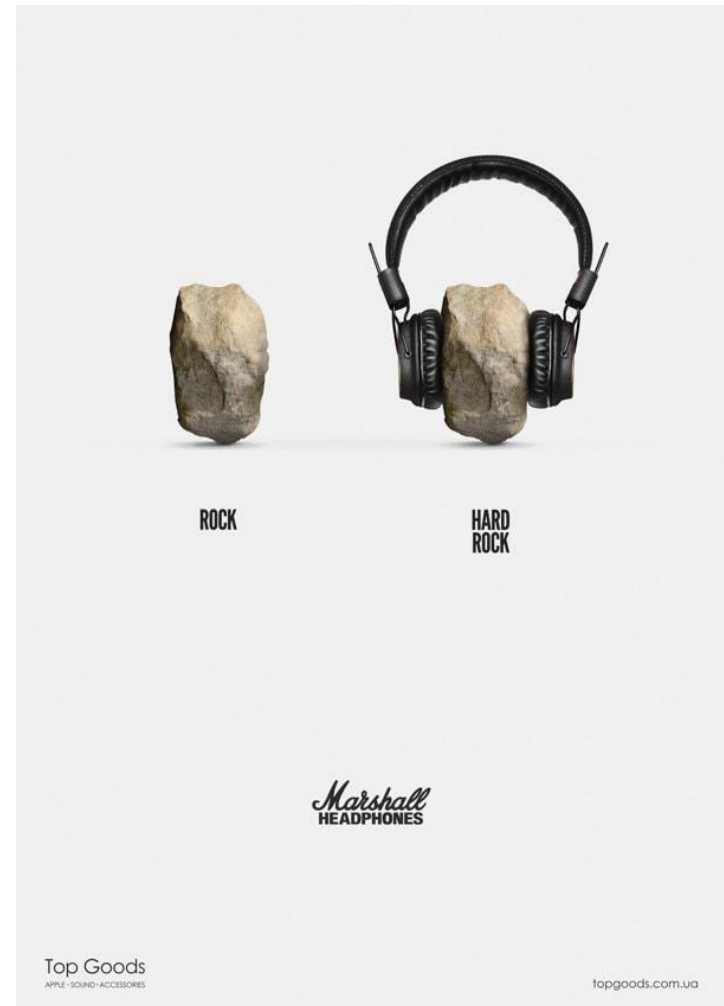
- A quality music listening experience

### Tone / Layout Type:

Humorous

### Purchase Decision Stage:

Awareness/Knowledge



## Popchips Ad

### Creative Strategy:

This ad is intended to convince readers that Popchips offers a healthier and more delicious potato chip as opposed to the traditional fried or baked potato chip.

### Support (Features):

- The comparison of the number of chips that are each 100 calories to see health difference
- “Less Guilty. More Pleasure.”

### Benefits:

- A healthier and more delicious potato chip as opposed to the traditional fried or baked potato chip

### Tone / Layout Type:

Informative and Critical (of other types of chips)

### Purchase Decision Stage:

Awareness/Knowledge

less **guilty.**  
more **pleasure.**

100 calories

fried chips	kettle style chips	popchips
fat.....6.6g	fat.....6g	fat.....3g
carbs....10g	carbs....10.6g	carbs....15g
protein...1.3g	protein...0.6g	protein....1g
fiber.....1.3g	fiber.....1.3g	fiber.....1g

**popchips**  
crunch the numbers. popchips are never fried (unhealthy) and never baked (undelicious). we take a little heat, add some pressure and pop! you've got a delicious snack with just 100 calories, 3g of fat and 17+ chips per single serve bag, so share some popped love, and don't let your friends eat fried.

popchips.com