Melinda Carter

JB 3603 Advertising Copywriting

Outdoor Boards

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Client: Flynnagin’s

My first theme shows Flynnagin’s has fashionable shoes for every season. The campaign starts with a pair of outdoor boards. The first board will be on the left side of the road and will read “April showers. . .” The white board will have black lettering with descending shoes in different shades of blue to simulate falling rain drops. The Flynnagin’s logo will be placed in the bottom right. The second board will be on the right side of the road and will read “bring May flowers.” This board will also be white with black lettering and the Flynnagin’s logo at the bottom right. The bottom of the board will look like grass with three to four flowers. The flowers will be made out of different shoes. The next board in the campaign will be the summer season board. The board will be white with black lettering and the Flynnagin’s logo at the bottom right. This board will read “Make summer a splash.” The image for this board will be a pool in the backyard. Summer shoes will line the edge of the rippling pool. To follow the summer season board will be the fall board. This white board will continue the pattern of black lettering and the Flynnagin’s logo placed at the bottom right. This board will read “Fall in Love”. A tree will be on the right side of the board its leaves will be a blur of fall colors. A small pile of shoes will be under the tree that is similar to the color of the blurred leaves. To finish the campaign will be the winter season board. The board will read “Cozy up this winter.” This white board will continue with black lettering and the Flynnagin’s logo placed at the bottom right. A fireplace will be on the right side with a pair of boots and pumps in front of the fire.

My second theme shows what Flynnagin’s affords: color, style, attitude, personality and confidence. These are the really benefits you get when you shop at Flynnagin’s. The first board will read “Be Beautiful. Wear Flynnagin’s. Wear Color.” The board will be white with black lettering and a colorful shoe on the right side. The second board will read “Be Beautiful. Wear Flynnagin’s. Wear Style.” The board will be white with black lettering and a stylish handbag on the right side. The third board will read “Be Beautiful. Wear Flynnagin’s. Wear Attitude.” The board will be white with black lettering and a pair of sunglasses on the right side. The fourth board will read “Be Beautiful. Wear Flynnagin’s. Wear Personality.” The board will be white with black lettering and animal print rain boots on the right side. The fifth board will read “Be Beautiful. Wear Flynnagin’s. Wear Confidence.” The board will be white with black lettering and a black dress on the right side.