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Davis

ADVR 3321

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Idea Generation

Print Ad 1:

Print Ad Idea:

[Visual: A smiling Muddy's worker interacting with a family, boxing their cupcakes]

Headline: **Baked with Love**

Subhead: You deserve desserts made with care

Body Copy: At Muddy's Bake Shop, we ensure our customers the best customer service

CTA:

Visit our website at muddysbakeshop.com

Print Ad 2:

Print Ad Idea:

[Visual: Behind the scenes of Muddy's; bakers are shown putting finishing touches (icing) on a cake]

Headline: **Locally and Naturally Made**

Subhead: Crafted with organic ingredients

Body Copy: Quality is our top priority at Muddy's Bake Shop. We offer customers a variety of desserts to choose from, all with natural ingredients

CTA:

Visit our website at muddysbakeshop.com

Print Ad 3:

Print Ad Idea:

[Visual: Muddy's Founder Kat Gordon standing outside the bake shop with a small cake in her hand]

Headline: **The Best Sweets in the City**

Subhead: Desserts made with the Memphis spirit

Body Copy: Muddy's Bake Shop loves the Bluff City! We promise our customers delicious treats made from scratch

CTA:

Visit our website at muddysbakeshop.com