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ADVR 3321

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Print Ad

Concepts

Concept 1

Execution: Print Ad, Video

Big Idea: Peaceful Settings Provide Quality

Print Ad Idea:

[Visual: Grizzlies star Ja Morant is shown with the rest of the Memphis Grizzlies team eating and enjoying themselves under a pergola]

Headline: **Built for Comfort**

Body Copy: Everyone needs a place where they can relax and fully be themselves. Ja Morant uses his pergola to enjoy time outside with those closest to him. You can as well.

CTA: Visit www.peacefulsettings.com to learn how you can have your own.

Video Idea:

[Visuals: Ja Morant is sitting on his couch at home bored; he sparks an idea and calls some of his teammates (so they can come to his house); they come over and they eat and converse under Ja's pergola that is at his house]

Voiceover explaining how Peaceful Settings' pergolas provide excellent quality and can be used for things such as relaxing or gatherings, while emphasizing the presence of Ja Morant in the video

Concept 2

Execution: Print Ad, Video

Print Ad Idea:

[Visual: A Peaceful Settings worker is shown in customer's backyard, where the Peaceful Settings team is near completion of the customer's pergola; the worker is shown explaining the process of the idea to the customer]

Headline: **Built with Care**

Body copy: At Professional Settings, we guarantee excellent customer service. Our team is dedicated to ensuring swift work on projects and full transparency with customers.

CTA: To learn more visit www.peacefulsettings.com.

Video Idea:

[Peaceful Settings worker is shown working/communicating with other workers on a customer's pergola; the worker then goes over to the customer watching the building process; the customer asks a customer a question about the pergola, which the worker gives in depth answer to]

Voiceover emphasizes the swift work by Peaceful Settings' team and the guarantee of excellent customer service to customers