

A Print Advertisement for Green Giant Fresh Green Beans

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Company- Green Giant Fresh is one of the leading companies in the frozen department of foods, being sold in thousands of stores across all of America. Giant Fresh offers a wide variety of different products for consumers to enjoy at an affordable price. The company has been around since the early 1900's and they continue to grow today.

Product- One of the more popular selections is the Green Beans. The Green Beans are very affordable for any family and it comes in a easy to use bag where you could see all the beans. Preparing them is easy too as you could microwave them in the bag or boil them. These Green Beans have a lot of great health benefits and is a good source of nutrition.

Agency- The agency we will be looking for will be a big agency considering how big of the brand Green Giant Fresh is in America. This account is huge in terms of our customer base and the agency needs to have experience dealing with that. They also have to have some type of experience in working with produce and excel in creativity. A Customer satisfaction track record is a plus as well.

Medium- The different types of medium this print ad will be featured, are the radio, a couple of billboards across the country, local newspaper and any magazine that has a target audience of women. Mobile apps ads will be used as well.

Unit- This ad will be 4 inches by 6 inches for the hard platforms such as newspaper and 14 by 48 feet, 12 by 24 feet for the billboards. The app ads will be 1 inch by 3 inches on the screen.

GREEN GIANT FRESH GREEN BEANS, THEY ARE TINY BUT MIGHTY. THESE SMALL GUYS OFFER A SMALL SIZE WITH A BIG TASTE, SO EVEN YOUR SMALLINGS COULD ENJOY.

Subhead Copy- Great nutritional source for kids and adults alike

Illustration- "The setting is in the dining room room where there is a family of 4, a mom, a dad, a son, and a daughter. All are filled with joy. The product is in a bright orange bowl steaming where the daughter has the bowl in her hands, with the biggest smile one could see, and she is passing the bowl to her brother who has the same excitement on his face ready for the green beans."

Body Copy- Green Giant Fresh Green Beans are filled with tons of different antioxidants that are extremely healthy to your for your body and mind.

The beans come in a bag that is big enough to fill the whole family, as everyone can enjoy them more ways than one.

Even though the beans are small each one of them offers a wide variety of vitamins and are rich in color.

Logo/Signature- “Green Giant Fresh, “One of your daily Five” for your recommended nutritional intakes per day. Here’s our contact information for any questions or concerns, you can reach us at (800) 998-9996 weekdays from 8:30 AM-6:00 PM ET”.