



**ADVG 15538 ADVERTISING LAYO UT & C O PYWRITING 2**  
**PRO FESSOR: IRYNA MO LO DECKY**

**PRO JECT 1: FINAL AD LAYO UT**

**DUE DATE: WEDNESDAY FEBURARY 19<sup>TH</sup>**  
**STUDENT: ASHLEY MO LASY**

# ENERG⚡ZE YOURSELF



Energize yourself with Vitamin Water Energy. Enjoy the Tropical Citrus flavour filled with a burst of energy in every drop. It's a naturally sweetened water that contains B Vitamins and Caffeine that you can enjoy anytime of the day. Vitamin Water Energy can also temporarily relieve fatigue, promote endurance and enhance motor performance. Go ahead, have fun and do exciting things, Vitamin Water Energy will help get you through your day. Where ever that might be!

GLACÉAU  
**vitaminwater.**

# AdCopy Sheet

**Client: Vitamin Water**

**Product: Vitamin Water Energy**

**Media: Health Magazine**

**Ad Size: 6.75" x 4.65"**

**Colour: Full Colour**

**Fact/Benefit: Vitamin Water Energy will provide you extra energy to get through your busy day.**

**Target Audience: Students ages 18-25 years, who also work a part-time job while balancing school and having an active lifestyle.**

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**Heading: Energize Yourself**

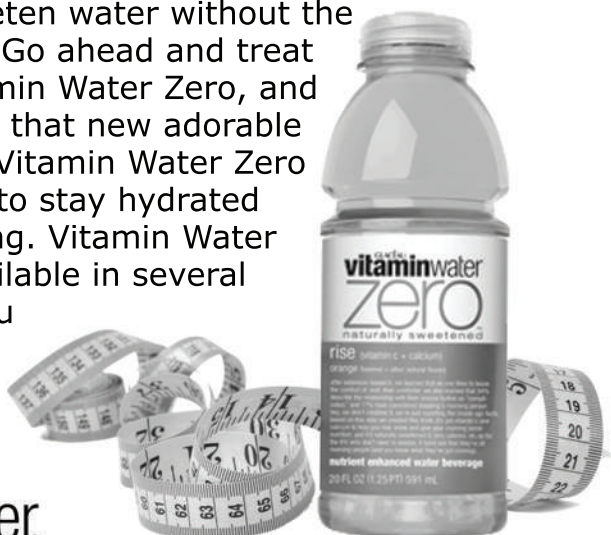
**Body Copy: Energize yourself with Vitamin Water Energy. Enjoy the Tropical Citrus flavour filled with a burst of energy in every drop. It's a naturally sweeten water that contains B Vitamins and Caffeine that you can enjoy anytime of the day. Vitamin Water Energy can also temporarily relieves fatigue, promote endurance and enhance motor performance. Go ahead, have fun and do exciting things, Vitamin Water Energy will help get you through your day. Where ever that might be!**

**(76 words)**



# Great Taste, Zero Calories.

Rise for the occasion with Vitamin Water Zero, a drink filled with sweet tangy flavour and zero calories. The perfect combination of great taste and great balanced to a healthy lifestyle. Enjoy a naturally sweetened water without the guilty pleasure. Go ahead and treat yourself to Vitamin Water Zero, and feel confident in that new adorable summer dress. Vitamin Water Zero is the best way to stay hydrated and look amazing. Vitamin Water Zero is now available in several flavours that you can enjoy!



GLACÉAU  
**vitaminwater**

# AdCopy Sheet

**Client: Vitamin Water**

**Product: Vitamin Water Rise**

**Media: Toronto Star**

**Ad Size: 5.208" x 10.312"**

**Colour: Black and White**

**Fact/Benefit: Enjoy the great taste and zero calories in Vitamin Water Rise**

**Target Audience: Students ages 18-25 years, who also work a part-time job while balancing school and having an active lifestyle.**

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**Heading: Great Taste, Zero Calories.**

**Body Copy: Rise for the occasion with Vitamin Water Zero, a drink filled with sweet tangy flavour and zero calories. The perfect combination of great taste and great balanced to a healthy lifestyle. Enjoy a naturally sweeten water without the guilty pleasure. Go ahead and treat yourself to Vitamin Water Zero, and feel confident in that new adorable summer dress. Vitamin Water Zero is the best way to stay hydrated and look amazing. Vitamin Water Zero is now available in several flavours that you can enjoy!**

**(84 words)**



# REFOCUS YOURSELF

**Try Vitaminwater Focus**

**For A Limited Time Only  
Buy Two for the Price  
of One.**

**Visit any local Shoppers  
Drugmart**



# Revitalize

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