

THE ONLY WATER WITH ENOUGH ELECTROLYTES
TO PUT BACK WHAT YOU LOSE IN SWEAT.

propel ELECTROLYTE WATER

*Using national reference water brands.
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Propel Ad Campaign

Looking at the...

DESIGN

Model is wrapped around typography

Image is simple with small message about product at the bottom

The advertisement features a vibrant blue background. A female gymnast in a blue and yellow striped leotard and blue leggings is performing a handstand, with her body curving around the large, yellow, stylized text 'Naturally WAY'. A pink circle highlights the intersection of the gymnast's leg and the text. At the bottom right, a white and blue bottle of Propel Electrolyte Water is shown. The text 'propel ELECTROLYTE WATER' is printed on the bottle. At the bottom left, the slogan 'THE ONLY WATER WITH ENOUGH ELECTROLYTES TO PUT BACK WHAT YOU LOSE IN SWEAT.' is written in yellow, followed by the brand name 'propel ELECTROLYTE WATER' in white and blue. Small legal text at the very bottom reads: 'Always hydrate with water. Propel, the Design and GRAPHIC are registered trademarks of Stanley, Inc. ©2015 Stanley, Inc.'

Looking at the...

COLORS

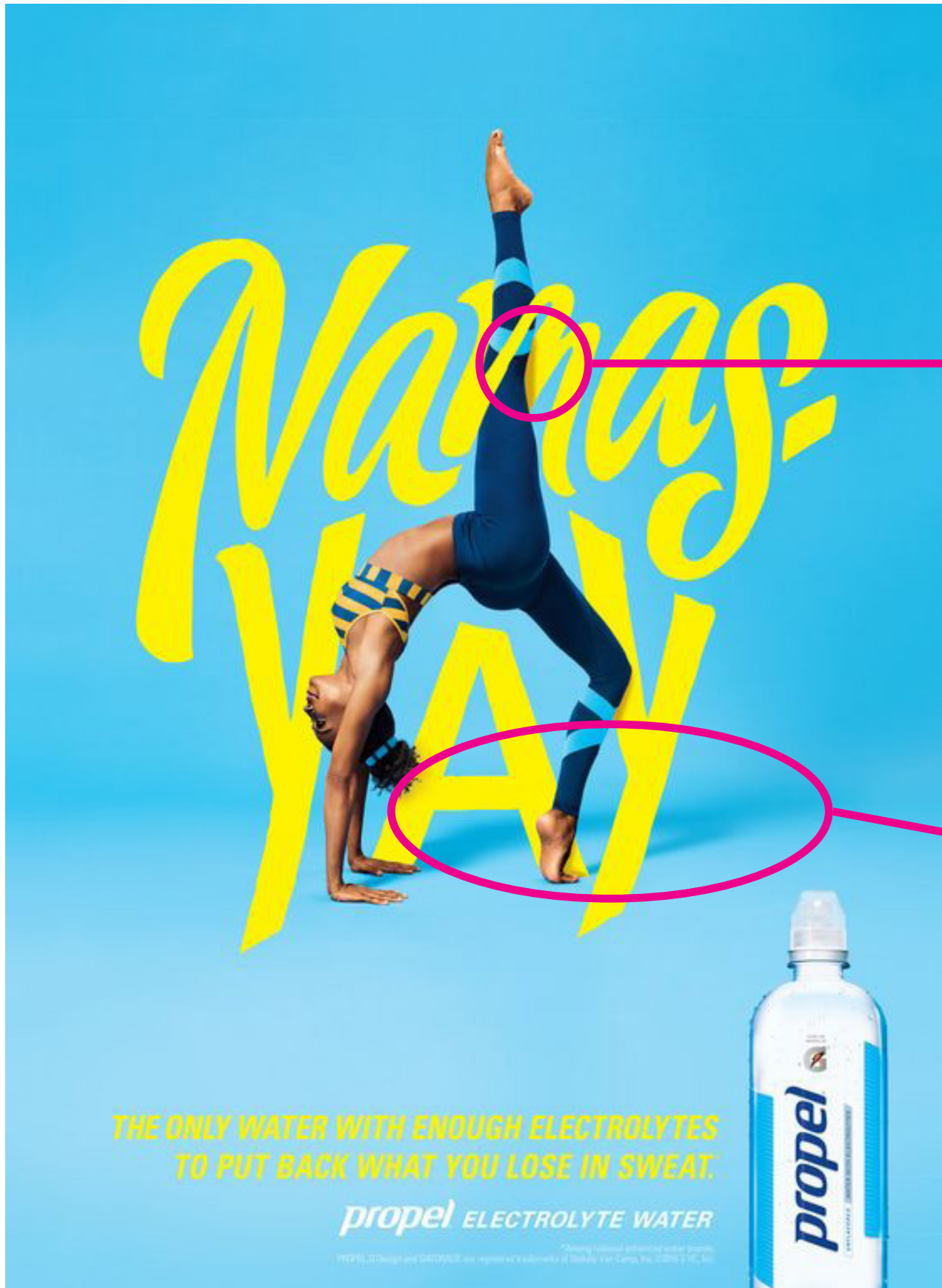


The background is a bright color and the text is a contrasting bright color making the message stand out.

The information is the same color as the text but considerably smaller.

Looking at the...

SHADOWS



Shadows added to typography to give 3D effect to workout pun.

Shadow of model is applied or added to background, but not the typography

Pop Lock & SQUAT



THE ONLY WATER WITH ENOUGH ELECTROLYTES
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ELECTROLYTE WATER



New
Propel
Campaign

Looking at the...

Design

Pop Lock
& SQUAT



Model is wrapped around SQUAT words

Simple Image and same message about product

THE ONLY WATER WITH ENOUGH ELECTROLYTES
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ELECTROLYTE WATER



Looking at the...

Colors

Pop Lock & SQUAT



Background color and text colors are bright and contrasting so the text is easy to read

THE ONLY WATER WITH ENOUGH ELECTROLYTES
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ELECTROLYTE WATER



color of text matches the workout pun

Looking at the...

Shadows

Pop Lock & SQUAT



There's shadow around the text and from the model onto the text giving parts of the text and model a 3D look

Shadow of model onto the background giving depth and interest to the image

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