

Lindsey Bullard

Ad subject: Solar Charge

Ad problem: Many people say they can't keep their phone charged long enough.

Product characteristics:

- The latest in solar power technology—works anywhere the sun shines
- Affordable at only \$15—Lifetime warranty available
- Comes with different adaptors for different phones (iPhone, Android, etc.)

Advertising objective: Let target market know that this product is the best option for those who can't seem to keep their phone charged and can't always get access to a plug.

Target market: Teens and adults ages 15-35

Competition: There are other products out there that have solar power or other means of charging capabilities; however, most of those products only cater to certain devices.

Statement of benefit or appeal:

- Most affordable solar powered phone charger on the market
- Easy to use and switch out adaptors

Creative theme:

- Power anywhere and anytime

Supportive selling points:

- Affordable and energy efficient
- Works anywhere

Product: Solar Charge

Medium: Magazines/websites used by teens and young adults

Client: Solar Charge

Writer: Lindsey Bullard

Headline: Power—Anywhere. Anytime.

Subhead: Solar power is the next big thing.

Body copy:

You need to be somewhere soon but your phone is almost dead. What can you do?

Solar Charge can give you the power you need anywhere you go. All you have to do is plug it into your phone and you're good to go. It charges quickly and easily using the power of the sun. It adapts to any phone, including iPhones and Androids, as well as many more. With Solar Charge you'll never have to worry about a dead battery again.

Check us out online at www.solarcharge.com or call 251-555-0125 today.

Subhead or slogan: Power anywhere and anytime

Signature:

Solar Charge, Inc., 2110 University Drive, Mobile, Alabama, 251-555-0125