



# ANIMAL AD CAMPAIGN

Removes even the toughest stains.

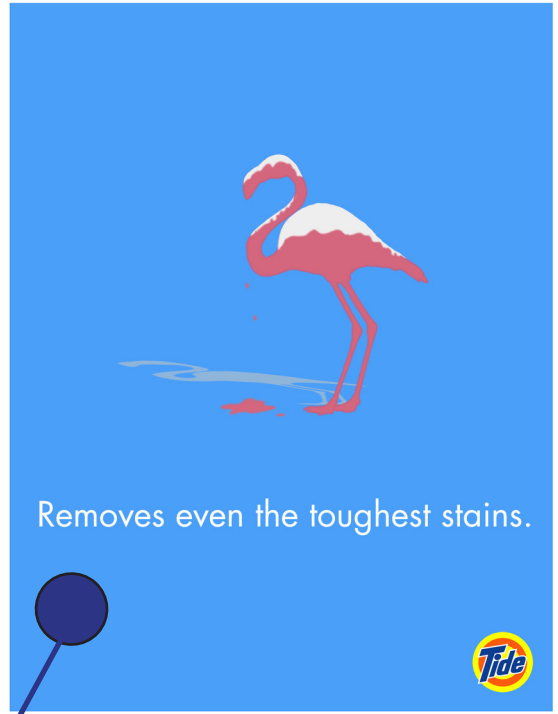
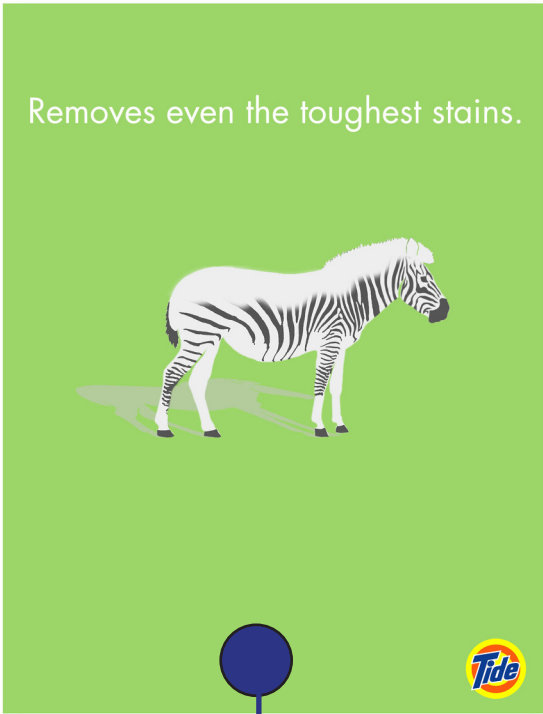


PROMOTING CLEAN  
AND BRIGHT LAUNDRY  
IN A SIMPLE, YET  
WHIMSICAL WAY



# DESIGN CONCEPT

LET'S  
EXAMINE

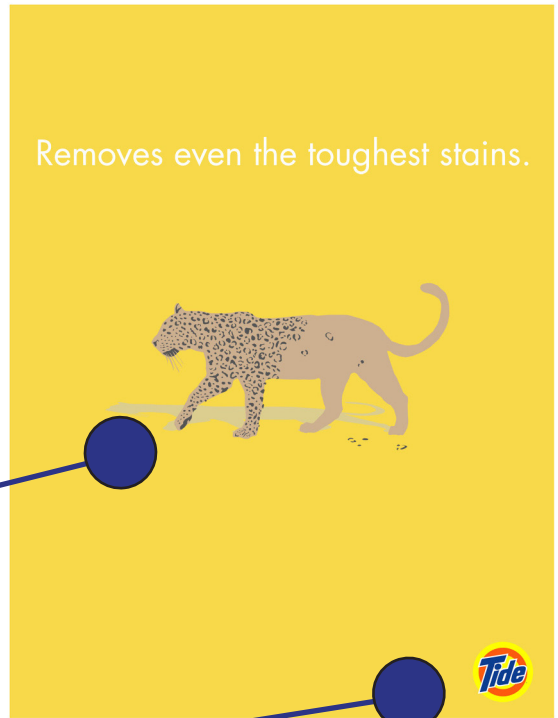


ONE COLOR SOLID BACKGROUND

SIMPLE ONE LINE OF TEXT

ILLUSTRATED ANIMALS WITH SHADOWS

TIDE LOGO IN THE LOWER RIGHT CORNER



# TYPOGRAPHY



LET'S  
EXAMINE

Removes even the toughest stains.

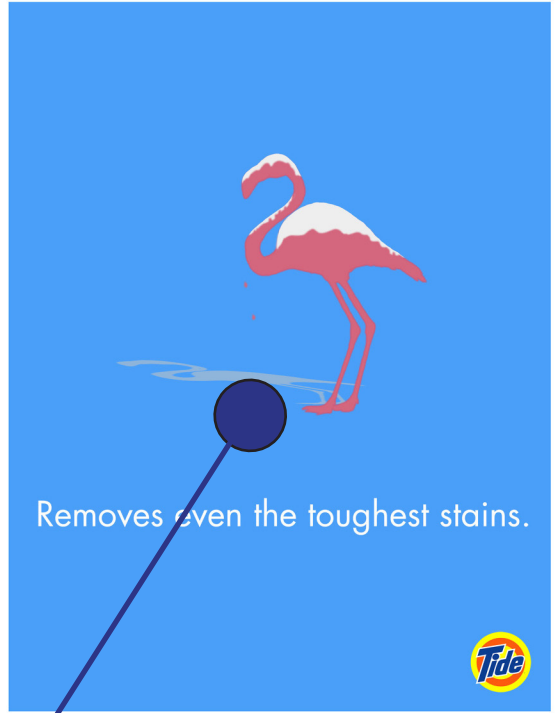
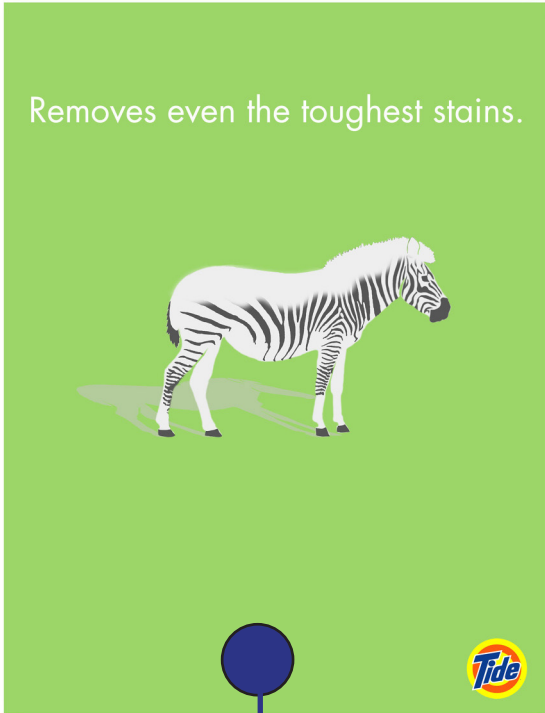


FONT IS A CLEAN  
AND WHITE SANS  
SERIF THAT STANDS  
OFF THE PAGE  
AGAINST THE  
SOLID COLOR  
BACKGROUND



# COLOR

LET'S  
EXAMINE



CHOSEN SOLID BACKGROUNDS ARE BRIGHT AND CHEERFUL

ANIMALS ARE ONLY ONE OR TWO COLORS AND CONTRAST AGAINST THE BACKGROUND AND HAVE BEEN "CLEANED"

FONT IS BRIGHT WHITE

TIDE LOGO IS BOLD AND COLORFUL AND BRINGS YOUR EYE TO IT



# NEW AD



LET'S  
EXAMINE





Makes your whites even brighter.



- SOLID COLOR BRIGHT BACKGROUND IS CONSISTENT WITH ORIGINAL AD
- FONT IS WHITE SANS SERIF WITH CREATIVE TAGLINE CONSISTENT WITH ORIGINAL AD
- SIMPLY DESIGNED ANIMAL ILLUSTRATION WITH SHADOW AND HAS BEEN "CLEANED"
- TIDE LOGO IN BOTTOM RIGHT CORNER