



Pre-Plan Your Year

MESSAGE MASTERY

Write In the Chat...

**WIN or
LESSON FROM
THE PAST
WEEK?**



AUGUST QUEST

EVERYTIME YOU SHOWER:

STEP 1: Take a Shower

STEP 2: Slowly Reduce the Warm Water

STEP 3: Stay in full cold water for 3 minutes

STEP 4: Breath Calmly and Deeply

Step 5: Dry off (and get warm!)

COLD SHOWERS





AUGUST Power Word

WELCOME

**What does WELCOME mean for
you today?**



AUGUST Birthdays

25



Nadege Welsch



Pre-Plan Your Year

Solidify Your Messaging

**...an offer can only sell
as well**

**as its unique value can be
communicated**

**... in a way that resonates
with its intended market.**



The truth is...
that behind every sales issue
often lies a messaging issue.



THREE BIGGEST MISTAKES



MISTAKE #1

**You're ONLY
highlighting
Problems &
Benefits**

FIX IT:

**Connect with the
emotional impact
of the problems
and benefits.**



Problem & Benefits vs. Emotion



“Lose the 'dad bod' and increase your energy.”



“Lose the 'dad bod' and increase your energy in just 60 days so you never miss playing soccer with your kids again.”

ACTION

- Write the down the Problem you work with
- What is the emotional impact of the Problem
 - How do they feel when it comes up?
 - What worries does it create?
 - What Image of themselves do they see with the problem?
 - What is the consequence of leaving this unresolved?



WRITE ONE EMOTIONAL SENTENCE

**Get [RESULT 1] + [RESULT 2] so you can
have [EMOTIONAL BENEFIT]**



MISTAKE #2

**You're being
too formal**

"Too many online business owners create confusion (instead of connection) by using jargon that means nothing to their ideal clients"

**-Holly MacCue
Sales & Messaging Coach**

**"What good do your words do
if they can't understand you"**

**-Erykah Badu
Singer & Songwriter
Lyric from "& On", Mama's Gun**

Jargon-Full Vs. Jargon-Free



“You’ll discover how to use emotional intelligence to stay calm during those dreaded toddler developmental milestones.”



“Use these 3 little-known tricks to leave the house on time with your toddler (with BOTH of their shoes on) and your sanity intact.”

**SIMPLE
DIGESTIBLE
ATTAINABLE**

Jargon-Full Vs. Jargon-Free



“Use this handy neuro-linguistic programming tool to guide your teen through the ups and downs of adolescence.”



“How to help your teen open up for more honest conversations that don’t end with shouting, swearing, or slammed doors.”

FIX IT:

Use their:

- Words
- Feelings
- Challenges
- Hopes



ACTION

Write one sentence about what your product does that reflects one of their challenges



WRITE ONE CHALLENGE SENTENCE

We help [TARGET AUDIENCE]

get [RESULT THEY WANT]

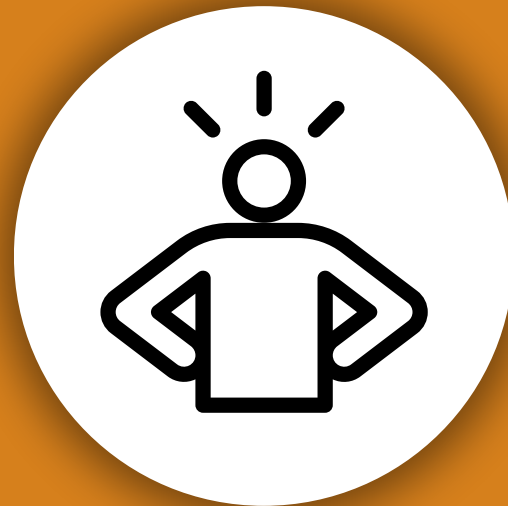
without [STRUGGLE THEY HAVE]



MISTAKE #3

**You're not
being
specific
enough**

Generic vs. Specific



3 Tips for Creating Confidence



Here are 3 tips to confidently share your expertise on a Facebook live to create raving fans and clients in your brand new business (even if you're terrified of public speaking)

WHY IT WORKS



"3 tips" feels more digestible & attainable



"Facebook Live" narrows to a specific relevancy



It connects with their problem & desire



We remove doubt with the "even if" statement

FIX IT:

**Get Specific.
Don't be afraid to
say exactly what
you're supporting
them with.**




ACTION

Write one hyper-specific sentence about what you help them do.



WRITE ONE CHALLENGE SENTENCE

[Product name] enables you to [desire they want] so you don't have to [problem they have] even if you [doubt they carry about their ability].




MESSAGE

MASTERY

MESSAGE ASSETS

 **What is a Value
Proposition?**

 **A value proposition is a short statement that communicates why buyers should choose your products or services**

**“It’s the SPECIFIC SOLUTION that
your business provides...**

**...and the PROMISE OF VALUE that
a customer can expect you to
deliver”**



VALUE PROPOSITION

Your value proposition details what you offer customers and why they should choose you

MISSION STATEMENT

Your mission statement details your objective as an organization





VALUE PROPOSITION

"An easy-to-use CRM."

MISSION STATEMENT

"To help businesses grow better."

HUBSPOT





VALUE PROPOSITION

Your value proposition details what you offer customers and why they should choose you

SLOGAN

A slogan is a short, catchy statement that is used in marketing campaigns to sell a specific product.





VALUE PROPOSITION

"Exquisite diamonds, world-class designs, breathtaking jewelry."

SLOGAN

"A diamond is forever."

De Beers





VALUE PROPOSITION

Your value proposition details what you offer customers and why they should choose you



TAGLINE

A tagline is a short statement that embodies a certain aspect of your brand or business.





VALUE PROPOSITION

"The best experiences. Only on Apple."

TAGLINE

"Think Different."



VALUE PROPOSITION

"Customizable performance or lifestyle sneakers with unique colorways and materials."



MISSION STATEMENT

"To bring inspiration and innovation to every athlete in the world."

SLOGAN

"Twice the guts. Double the glory."

TAGLINE

"Just do it."



How to Write A Value Proposition

- **Identify your customer's main problem.**
- **Identify all the benefits your product offers.**
- **Describe what makes these benefits valuable.**
- **Connect this value to your buyer's problem**
- **Differentiate yourself as the preferred provider of this value.**

PRODUCT

CUSTOMER

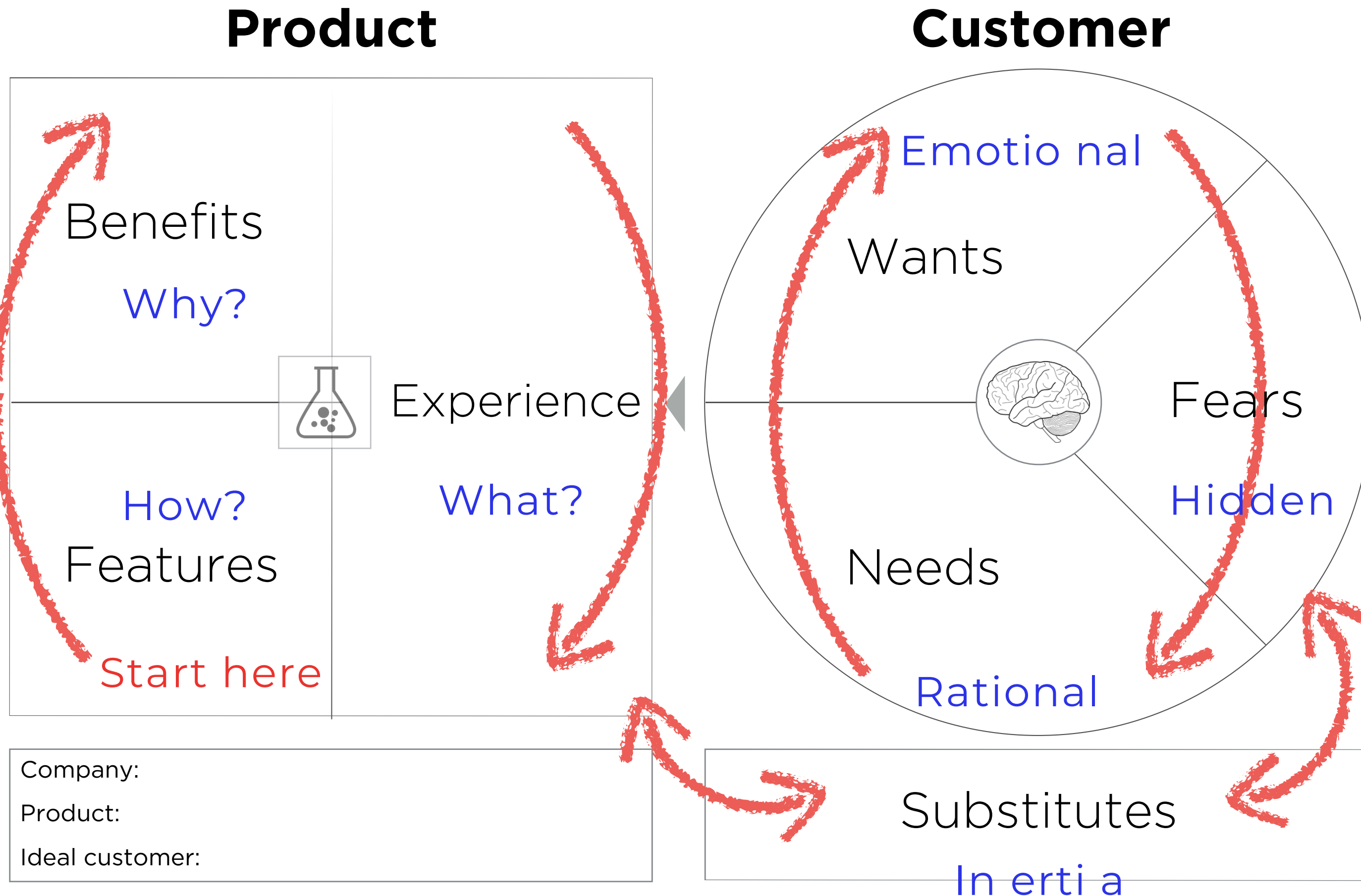
<i>Benefits</i>	
<i>Features</i>	
<i>Experiences</i>	



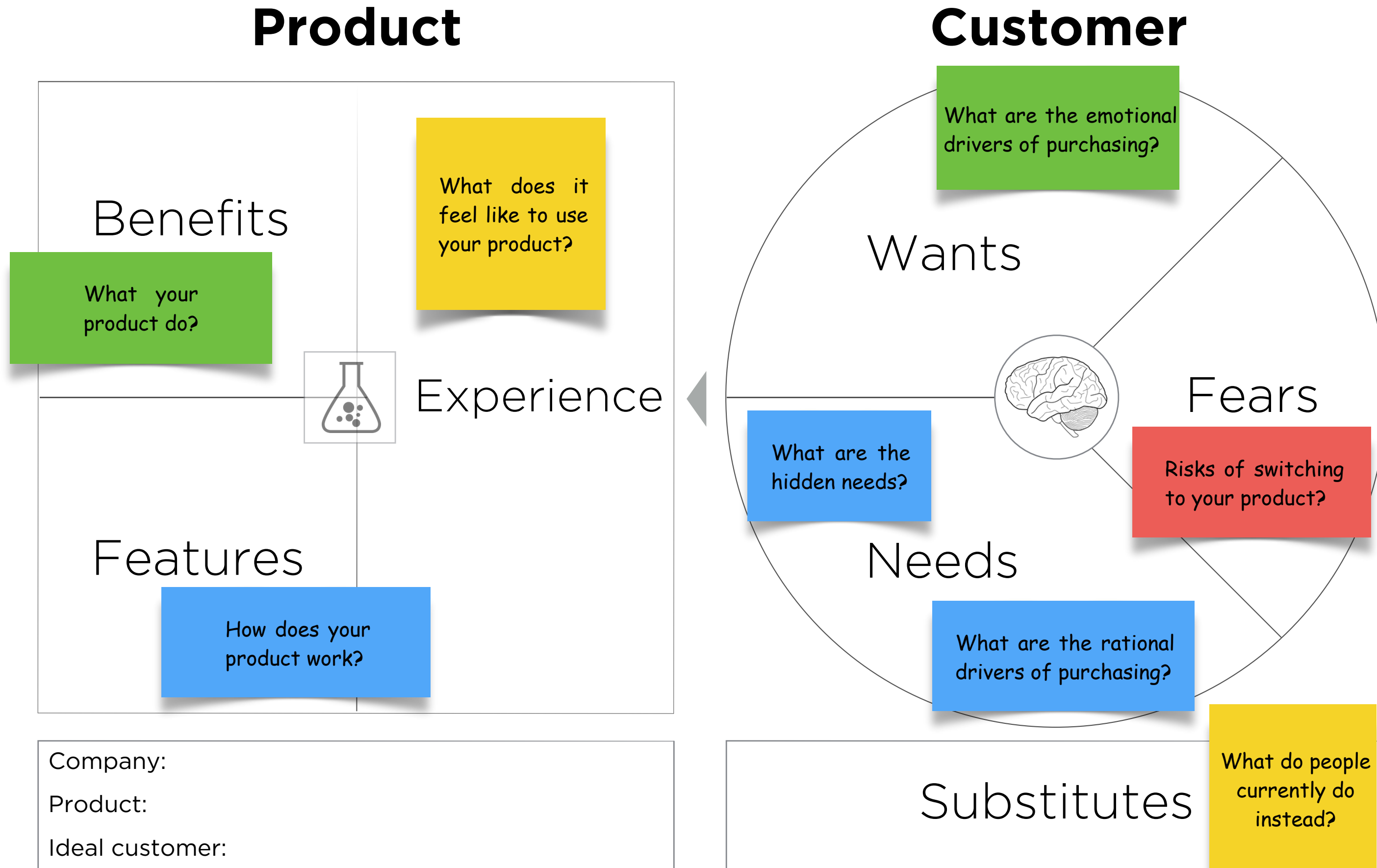
Company:
Product:
Ideal Customer:

Substitutes

Value Proposition Canvas



Value Proposition Canvas



Value Proposition Canvas

Step 1:
**Create a product
profile**

Value Proposition Canvas

**What are your
product's
FEATURES?**

Value Proposition Canvas

**What are your
product's
BENEFITS?**

Value Proposition Canvas

**What are your
product's
EXPERIENCES?**

Example

PRODUCT

<p><i>Benefits:</i> Affordable Customizable Accessible</p>	<p><i>Experiences:</i> Customers using CustomBike are able to design their own bicycles online or at one of our many stores. This process provides a unique experience for cyclists who know they are using a unique, quality bicycle built just for them on races and rides.</p>
<p><i>Features</i> Quality Hardware Online Building Free Shipping</p>	

Company: CustomBike
Product: Custom-Built Bicycles for Die-Hard Cyclists
Ideal Customer: Professional and Recreational Cyclists

CUSTOMER



Substitutes:
Traditional Bikes, Modifications to Standard Bikes

HOW ARE WE FEELING?

CHECK IN

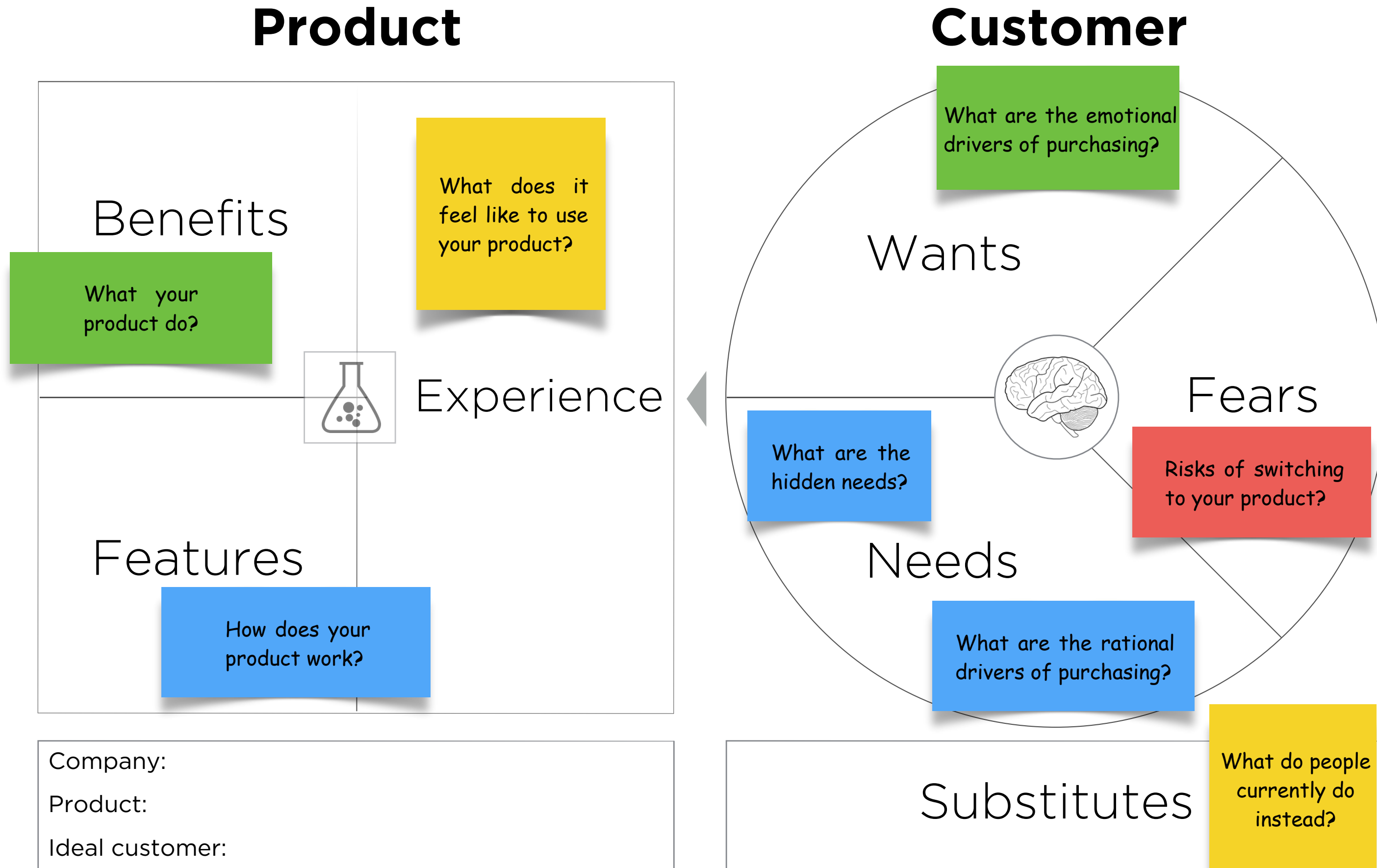
ANY INSIGHTS SO FAR?

Value Proposition Canvas

Step 2:

Create a customer profile to represent your target buyer.

Value Proposition Canvas



Value Proposition Canvas

**What are your
customer's
WANTS?**

Value Proposition Canvas

**What are your
customer's
NEEDS?**

Value Proposition Canvas

**What are your
customer's
FEARS?**

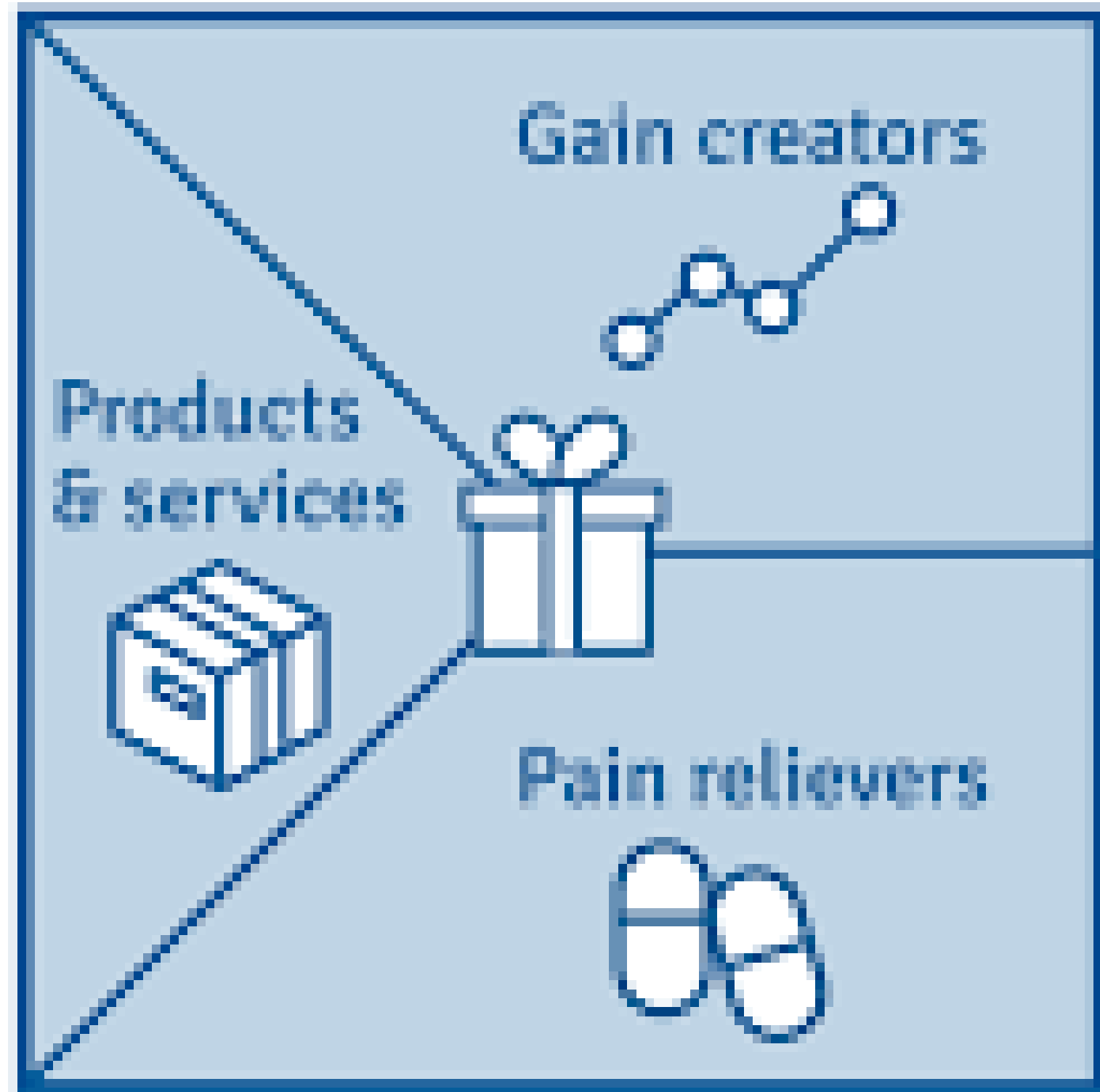
Value Proposition Canvas

**What are your
customer's
SUBSTITUTIONS?**

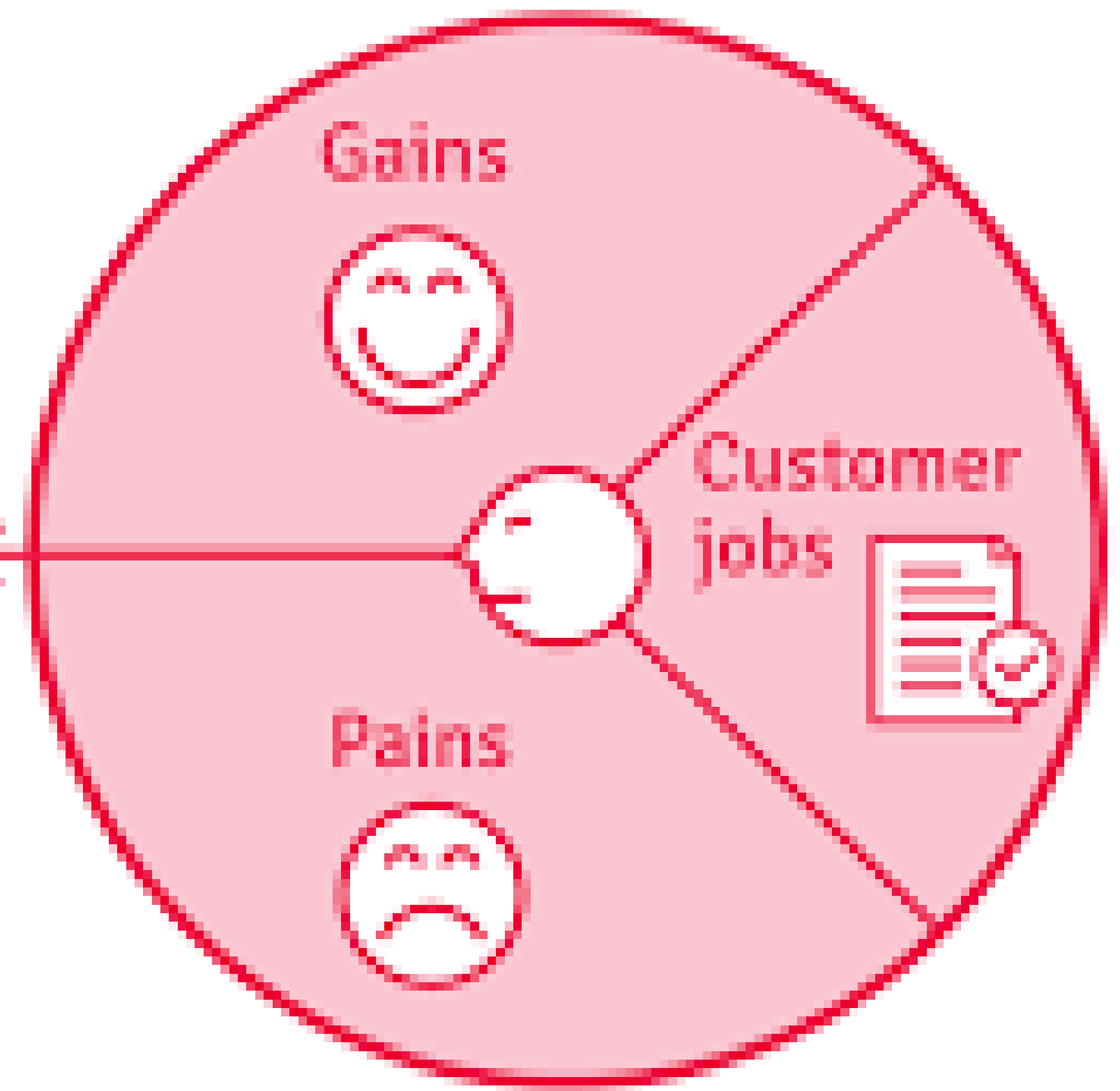
VALUE PROP CANVAS

VERSION 2

Value Proposition



Customer Profile



Value Proposition Canvas

Step 1: Customer Profile

Value Proposition Canvas

**What are your
customer's JOBS
TO BE DONE?**

Value Proposition Canvas

**What are your
customer's
EXPECTATIONS
(GAINS)?**

Value Proposition Canvas

**What are your
customer's
PAIN POINTS?**

Value Proposition Canvas

Step 1:
Product Profile
Value Map

Value Proposition Canvas

**What are your
product's
GAIN CREATORS?**

Value Proposition Canvas

**What are your
product's
PAIN RELIEVERS?**

Value Proposition Canvas

**Which products
meet the most
PAINS & GAINS?**

CONNECT IT

HOW DOES THE PRODUCT
CONNECT WITH THE
CUSTOMER?

**Rate your products
from 1-5 based on
how well they meet
Pains & Gains**

**What PAIN does
your product
relieve the most?**

**HOW does your
product relieve
that PAIN?**

**What is the
biggest GAIN your
product creates?**

**What expectation(s)
does your product
meet, exceed, or
change?**

**What FEAR does
your product
relieve?**

What NEED

does it

meet?

**What JOB
does it help
them do?**

**Which
experience of
your product
benefits them?**

**What is your
biggest
insight so far?**



Brand Messaging Hierarchy

The Three Pillars

**VALUES guide
your decisions
& direction**

- **Authenticity:** Being genuine, transparent, and true to your brand's identity.
- **Innovation:** Embracing creativity, new ideas, and continuous improvement.
- **Quality:** Commitment to delivering products or services of the highest standard.
- **Customer-Centricity:** Focusing on meeting and exceeding customer needs and expectations.
- **Integrity:** Upholding ethical principles and maintaining honesty and trustworthiness.
- **Sustainability:** Demonstrating environmental responsibility and social consciousness.
- **Diversity and Inclusion:** Valuing and promoting diversity in all aspects of business.
- **Empowerment:** Enabling individuals to reach their full potential and achieve success.
- **Community Engagement:** Active involvement in and support for local or global communities.
- **Respect:** Treating all stakeholders with consideration and dignity.
- **Collaboration:** Emphasizing teamwork, cooperation, and partnerships.
- **Excellence:** Striving for greatness and setting high standards in everything you do.
- **Passion:** Demonstrating enthusiasm and dedication for your brand's mission.

Inclusivity: Ensuring that everyone is welcomed and represented.

Responsibility: Taking ownership of actions and their consequences.

Leadership: Setting an example and guiding others in a positive direction.

Adaptability: Being open to change and embracing flexibility in response to challenges.

Inclusivity: Making sure everyone is welcomed and valued.

Inspirational: Motivating others through a compelling vision or purpose.

Balance: Striving for equilibrium between work, life, and well-being.

Transparency: Sharing information openly and honestly with stakeholders.

Courage: Facing challenges with bravery and taking calculated risks.

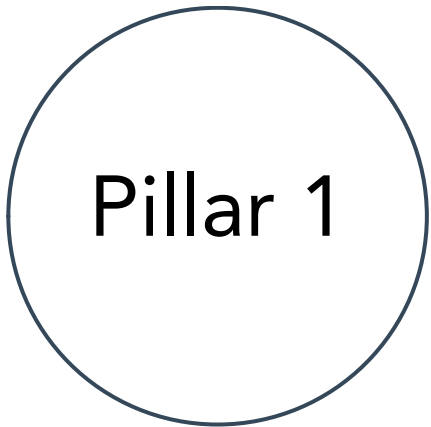
Learning: Commitment to ongoing education and continuous improvement.

Fun and Playfulness: Adding enjoyment and entertainment to the customer experience.

Happiness: Focusing on bringing joy and positive emotions to customers' lives.

Empathy: Demonstrating a deep understanding and compassion for the emotions and needs of customers and stakeholders.

Template

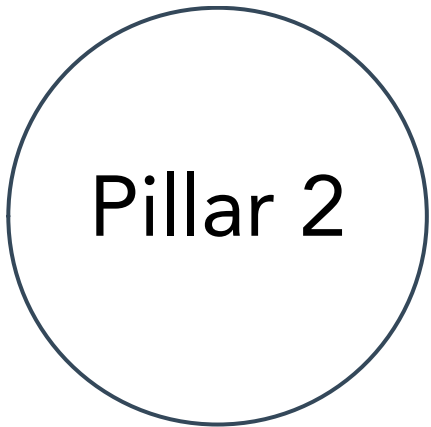


Brand Pillar Name

*Supporting Point
#1*

*Supporting Point
#2*

*Supporting Point
#3*

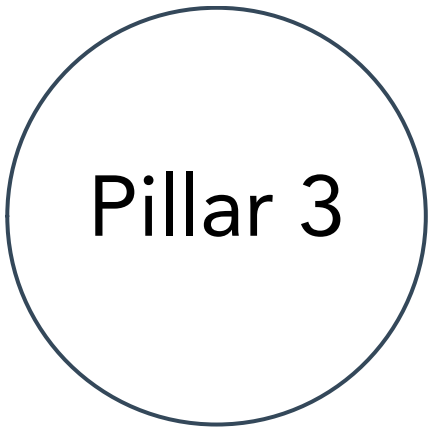


Brand Pillar Name

*Supporting Point
#1*

*Supporting Point
#2*

*Supporting Point
#3*



Brand Pillar Name

*Supporting Point
#1*

*Supporting Point
#2*

*Supporting Point
#3*

CHOOSE

your

THREE VALUES

Example

Pillar 1

Creativity

All of our designs are limited-time only and take years to develop.

We invest in young, ambitious designers who think outside the box.

We've won the Most Creative Retailer award for eight years running.

Pillar 2

Authenticity

Products are labeled so wearers know exactly what clothes are made of.

Designs can only be purchased at one of our stores or on our online shop.

Our clothes are produced in American factories with high-quality materials.

Pillar 3

Durability

Our clothes are built to last in any environment or climate.

80% of our clientele consider themselves "blue collar workers."

We offer a free replacement policy if clothes ever wear or tare.

**BIGGEST
INSIGHT SO
FAR?**

DO THE WORK

**FIND YOUR VALUE
PROPOSITION STATEMENT**

× × × ×

Steve Blank Method

We help (X) do (Y) by doing (Z)

We help [TARGET MARKET] do [RESULT] by doing [WHAT WE DO]



Geoff Moore Method: VERSION 1

**For [target customer] who [needs or wants X],
our [product/service] is [category of industry]
that [benefits]**

Geoff Moore: VERSION 2

For [target customer], our [product/service] delivers [primary benefit] that [competitive alternative] cannot match, resulting in [quantifiable outcome].

EXAMPLE VERSION 2

For environmentally-conscious homeowners, our solar energy systems deliver reliable, renewable power that conventional electricity cannot match, resulting in up to 40% lower energy costs and reduced carbon footprint.

Geoff Moore: VERSION 3

Unlike [competitive alternative], our [product/service] offers [primary differentiator] which leads to [unique outcome] for [target customer].

EXAMPLE VERSION 3

Unlike traditional gyms, our fitness studio offers personalized, one-on-one training with certified experts, leading to accelerated fitness results and higher client satisfaction for busy professionals.

Geoff Moore: VERSION 4

With [product/service], [target customer] can [key benefit], ensuring [critical result] without the typical [pain point] associated with [competitive alternative].

EXAMPLE VERSION 4

With our cloud-based project management platform, businesses can streamline collaboration and increase productivity, ensuring on-time project delivery without the typical complexities associated with traditional software solutions.



Harvard Business School Method

Answer the following:

- **What is my brand offering?**
- **What job does the customer hire my brand to do?**
- **What companies and products compete with my brand to do this job for the customer?**
- **What sets my brand apart from competitors?**

"[Brand Name] offers [brand offering] to [target customer], allowing them to [customer job] better than [competitors/alternatives] by [highlighting your brand differentiators]."

Example:

"Acme Tech provides innovative cloud-based collaboration tools to small businesses, enabling them to streamline team communication and project management more effectively than traditional office software solutions."

Value Proposition Template #1

Headline: The best way for *(ideal customer)* to *(task you make easier)*.

Subheadline: *(Your company)* makes *(task)* simple and effective with *(competitive advantage #1)*, *(competitive advantage #2)*, and *(competitive advantage #3)*.

See it in Action:

The best way for baristas to create latte art.

FrotherMax makes creating beautiful latte art simple and effective with easy-to-use frothers, signature latte art technology, and – of course – an unbeatable price.



Value Proposition Template #2

Headline: Changing the way *(target market)* does *(task)*.

Subheadline: By offering *(competitive advantage)* that no one else can, *(your company)* makes it possible to *(task)* so that *(benefit attained)*.

See it in Action:

Changing the way surfers stay safe.

By offering a waterproof sonar signal that no one else can, SafelySurf makes it possible to alert friends and family to your whereabouts so that they can sleep soundly – and you can surf more safely.



Value Proposition Template #3

Headline: The only way to *(task)*.

Subheadline: *(Your company)'s (product/service name)* makes it possible to finally *(task)* without having to worry about *(customer fear)*.

See it in Action:

The only way to walk on black ice.

Reliaboot's ice-proof soles make it possible to finally walk on any winter road without having to worry about slips or falls from hidden ice.



Value Proposition Template #4

Headline: The most affordable way to *(task)*.

Subheadline: *(Your company)'s (affordability promise)* means you'll be able to *(task)* at a lower cost and better value than you can find anywhere else – guaranteed.

See it in Action:

The most affordable way to fly.

Yellow Jet's meet-or-beat ticket price policy means you'll be able to travel the world at a lower cost and better value than you can find anywhere else – guaranteed.



Value Proposition Template #5

Headline: No *(item)*? No problem.

Subheadline: Even if you don't have *(item)*, you can still get a *(item)* with *(your company)*. No need to worry about *(fear #1)* or *(fear #2)* – just enjoy the *(benefit)*.

See it in Action:

No credit? No problem.

Even if you don't have credit, you can still get a loan with Brooks & Matthews. No need to worry about high interest rates or quick rejections – just enjoy putting your loan to use faster.



Value Proposition Template #6

Headline: The *(superlative) (product)* you'll ever find.

Subheadline: *(Your company)* painstakingly *(action you take)* to ensure you have the *(superlative) (product)* that no one will be able to top. We promise.

See it in Action:

The finest art you'll ever find.

Maxwell's Art Dealership painstakingly sources art of all kind to ensure you have access to the finest art that no one else will be able to produce for you.



Value Proposition Template #7

Headline: Take the headache out of *(process)*.

Subheadline: We know that *(process)* is often complicated – but it doesn't have to be. Thanks to the *(benefit)* of *(product)*, *(your company)* makes it simpler than ever to *(task)*.

See it in Action:

Take the headache out of customer onboarding.

We know that onboarding your customers is often complicated – but it doesn't have to be. Thanks to the ease-of-use of our product, Onboard.me makes it simpler than ever to ramp up your customers without wasting anyone's time, money, or energy.



Value Proposition Template #8

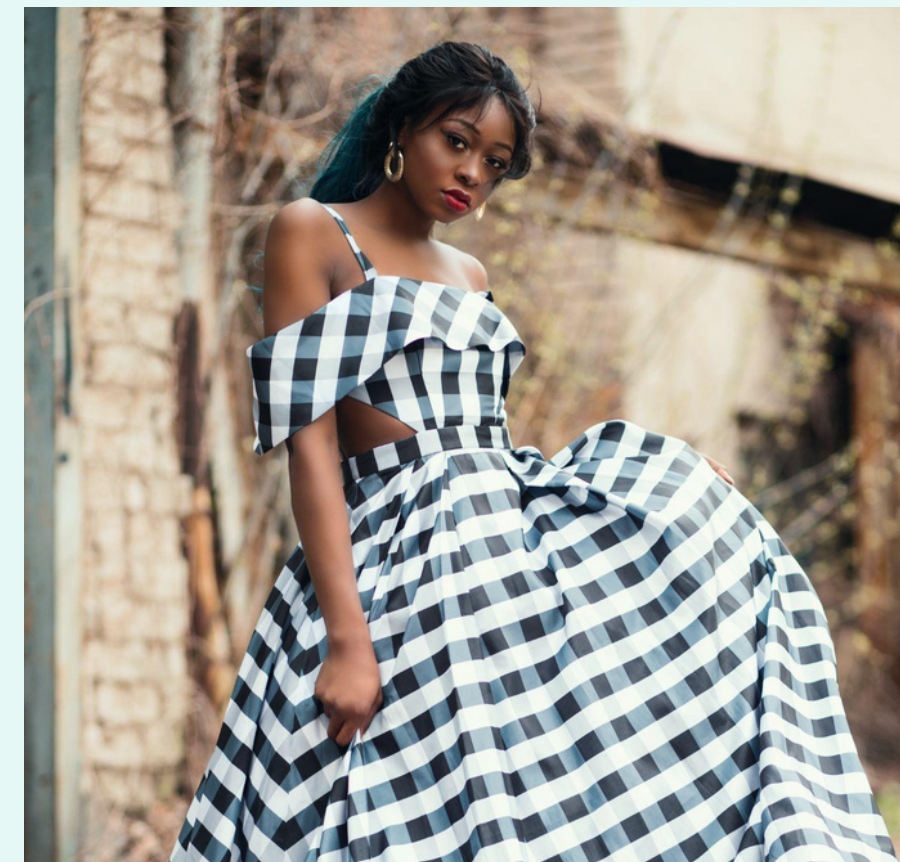
Headline: *(Brand pillar #1). (Brand pillar #2). (Brand pillar #3). That's what you get with (your company).*

Subheadline: *(Your company) provides direct value to you through (pillar #1 supporting point), (pillar #2 supporting point), and (pillar #3 supporting point). This means when you buy from us, you'll (benefit).*

See it in Action:

Creativity. Authenticity. Durability. That's what you get with Williams Designer Deluxe.

Williams Designer Deluxe provides direct value to you through uniquely-designed, American-made, and built-to-last fashion creations. This means when you buy from us, you'll be wearing a signature style that will draw attention wherever you are.



Value Proposition Template #9

Headline: Finally, the solution to *(problem)* that you've been waiting for.

Subheadline: Unlike *(substitution)*, *(your product)* has *(unique feature)*, meaning you'll be able to *(task)*.

See it in Action:

Finally, the bike that you've been waiting for.

Unlike modifications to traditional bicycles, CustomBike is built exclusively for its rider, meaning you'll be able to ride a bike incomparable to any other in the world – a bicycle just for you.



Value Proposition Template #10

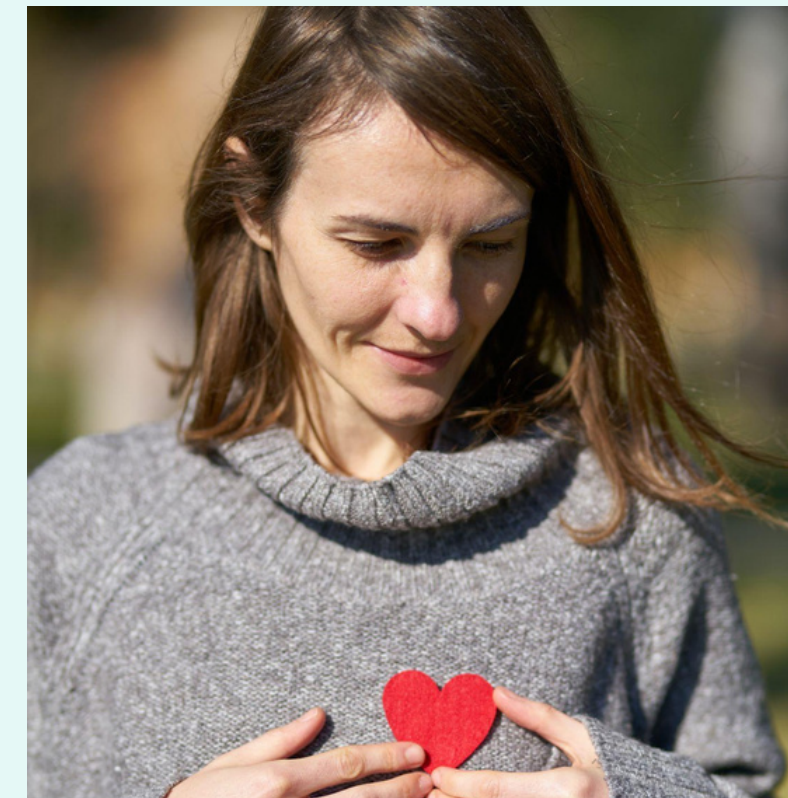
Headline: Changing the world. One *(item)* at a time.

Subheadline: At *(your company)*, we're just as passionate about *(value)* as you are. That's why we *(task)* in order to *(task)*. We hope you'll continue to support us in our mission to *(mission)*.

See it in Action:

Changing the world. One heart at a time.



At Heart & Mind, we're just as passionate about curing heart disease as you are. That's why we're aiming to raise more money to directly benefit heart disease research centers than any other charity in America. We hope you'll continue to support us in our mission to end heart disease once and for all.





Mission Statement

Pre-Work Questions

 <p>Why do you do what you do?</p>	<p><i>Answer: Place answer here.</i></p>
 <p>How do you do what you do?</p>	<p><i>Answer: Place answer here.</i></p>
 <p>What do you do for your customers?</p>	<p><i>Answer: Place answer here.</i></p>
<p>Mission: <i>Add mission statement here.</i></p>	

WHY do you do what you do?

Framework for Answering:

"My mission is to [impact or change you want to create] by [how you plan to achieve it], guided by [your core values or principles]."

Example:

"My mission is to empower solopreneurs to achieve their dreams of impact and independence by providing actionable guidance and unwavering support, guided by authenticity, integrity, and collaboration."

HOW do you do what you do?

Framework for Answering:

"I [your approach/methodology] to [what you achieve for your customers] through [key aspects of your process]."

Example:

"I combine tailored strategies with genuine connections to help my clients realize their business goals. I focus on building authentic relationships and providing value-based opportunities."

WHAT do you do for your customers?

Framework for Answering:

"I provide [your products or services] that [benefits or solutions for your customers], ensuring [positive outcomes they can expect]."

Example:

"I provide coaching and workshops that equip entrepreneurs with the tools and mindset they need to create meaningful connections, attract ideal clients, and grow their businesses with authenticity."

**"At [Your Business Name],
our mission is to [Why]
by [How],
dedicated to [What]."**

"At Authentic Connections Co., our mission is to empower solopreneurs to achieve their dreams of impact and independence by providing actionable guidance and unwavering support, guided by authenticity, integrity, and collaboration. We combine tailored strategies with genuine connections to help our clients realize their business goals, focusing on building authentic relationships and providing value-based opportunities."



Vision Statement

Pre-Work Questions



What do you hope to accomplish by doing what you do?

Answer: Place answer here.



How you will be doing what you do when you achieve your vision?

Answer: Place answer here.



What will you be doing for your customers?

Answer: Place answer here.

Vision: *Add vision statement here.*

Pre-Work Questions

 <p>What do you hope to accomplish by doing what you do?</p>	<p><i>Amelia's Cafe aims to be the premiere and preferred coffee destination throughout the United States.</i></p>
 <p>How you will be doing what you do when you achieve your vision?</p>	<p><i>We will source the world's absolute best coffee beans and tea leaves for guests to enjoy in their custom beverage at reasonable and exciting prices.</i></p>
 <p>What will you be doing for your customers?</p>	<p><i>Amelia's Cafe will offer unbelievable taste, value, and convenience for its guests across the nation.</i></p>

Vision: *Amelia's Cafe aspires to be the nation's most buzzed-about coffee destination by sourcing the world's best ingredients and brewing them into affordable and delicious beverages.*

**"Our vision is to [accomplish X]
by [methodology Y],
resulting in [benefits Z] for our
customers."**

MESSAGE MASTERY

SLOGAN

YOUR BRAND ESSENCE

SLOGAN

ESSENCE of the brand or
For a Specific Product

TAGLINE

IDENTITY & MISSION
of the brand

Slogan Pre-work

Who is your target audience?

Get clear on who you're speaking to

What's your unique value or essence?

Define what sets you apart

What emotion or feeling do you want to evoke?

Think about the impact you want to make

FORMULAS

SLOGAN OF CLARITY

Empowering [Your Audience] **to** [Your Essence].

Example: *"Empowering Creatives to Innovate."*

FORMULAS

SLOGAN OF EMOTION

Elevating [Emotion] through [Your Essence].

Example: *"Elevating Joy through Culinary Creations."*

FORMULAS

SLOGAN OF IMPACT

Fueling [Positive Impact] **with** [Your Essence].

Example: *"Fueling Sustainability with Innovative Design."*

MESSAGE MASTERY

TAGLINE

YOUR BRAND IDENTITY & MISSION

**A TAGLINE IS A SHORT
PHRASE THAT CAPTURES A
COMPANY'S BRAND
ESSENCE, PERSONALITY, AND
POSITIONING, AND
DISTINGUISHES THE
COMPANY FROM ITS
COMPETITORS**

OR IS IT?



MESSAGE MASTERY

WHAT MAKES A GOOD TAGLINE?

MOST LIKED



M&M's: Melts in your mouth, not in your hand.

U.S. Marine Corps: The few, the proud, the marines.

Las Vegas: What happens in Vegas, stays in Vegas.

Disneyland: The happiest place on the earth.

Cover Girl: Easy breezy beautiful Cover Girl.

Subway: Eat fresh.

Red Bull: Red Bull gives you wings.

Taco Bell: Think outside the bun.

California Milk Processor Board: Got milk?

AutoZone: Get in the Zone.



MOST REMEMBERED

Nike: Just do it!

McDonald's: I'm lovin' it.

Burger King: Have it your way.

M&M's: Melts in your mouth, not in your hand.

California Milk Processor Board: Got milk?

Subway: Eat fresh.

Campbell's Soup: Mmmm-mmm good!

Allstate: You're in good hands with Allstate.

Taco Bell: Think outside the bun.

BMW: The ultimate driving machine.



WHAT MATTERS MOST?

- CLARITY OF MESSAGE
- CREATIVITY OF PHRASING
- INCLUSION OF A BENEFIT

TAGLINE Pre-work



Step 1:

Write One Paragraph that explains who you are and what you do.

1. Pinpoint the heart of your brand's character. What sets your brand apart from others?
2. What feelings or emotions do you want your audience to associate with your brand?
3. How does your product or service bring about positive change in people's lives?



TAGLINE Pre-work



Column Five's Example:

“We believe your content is telling a story about your brand. We help brands discover and tell their best stories. We do this by designing a plan to reach your brand’s goals, crafting stories that engage, educate and inspire, and making sure your stories get seen and heard.”



CREATE YOUR TAGLINE



Step 2:

Condense that paragraph into ONE LINE

Column Five's Example:

"We help brands discover and tell their best stories—stories that educate, engage, and inspire people to work with your brand."



CREATE YOUR TAGLINE



Step 3: **Condense that even further**

Column Five's Example:

"Best Story Wins"



Three Elements of a Value Proposition

Headline

Describes the benefit the customer will receive as a result of making a purchase from your business.

Sub-headline

Should explain in detail what your company offers, who it serves, and why.

Visual Element

A video, infographic, or image may convey your value proposition better than words alone can.



**Identify your
customer's main
problem.**





**Describe what
makes these
benefits valuable.**





**Connect this
value to your
buyer's problem.**





**Differentiate
yourself as the
preferred
provider of this
value.**

1. HubSpot: "An easy-to-use CRM."

Headline: "An easy-to-use CRM."

Subheadline/Paragraph: "HubSpot's CRM platform has all the tools and integrations you need for marketing, sales, content management, and customer service."

Visual Element:



The CRM Platform Your Whole Business Will Love

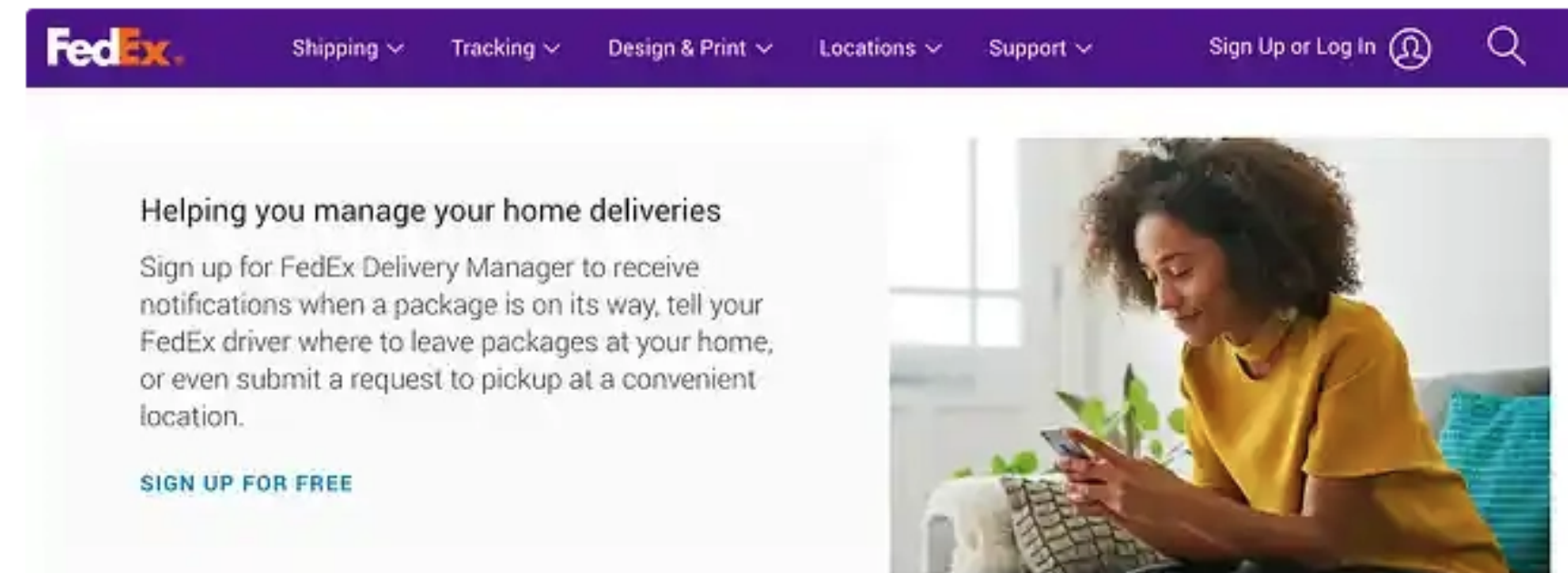
HubSpot's CRM platform has all the tools and integrations you need for marketing, sales, content management, and customer service. Each product in the platform is powerful alone, but the real magic happens when you use them together.

2. FedEx: "Manage your Home Deliveries"

Headline: "Manage Your Home Deliveries"

Subheadline/Paragraph: Sending and receiving packages is convenient and safe for individuals who want to ship ideas and innovations across the globe.

Visual Element:



3. LG SIGNATURE: "State-of-the-art Living Experience"

Headline: "State-of-the-art Living Experience"

Subheadline/Paragraph: LG SIGNATURE delivers an innovative product design that creates an exceptional living experience for people who want to achieve a state-of-the-art living experience.

Visual Element:

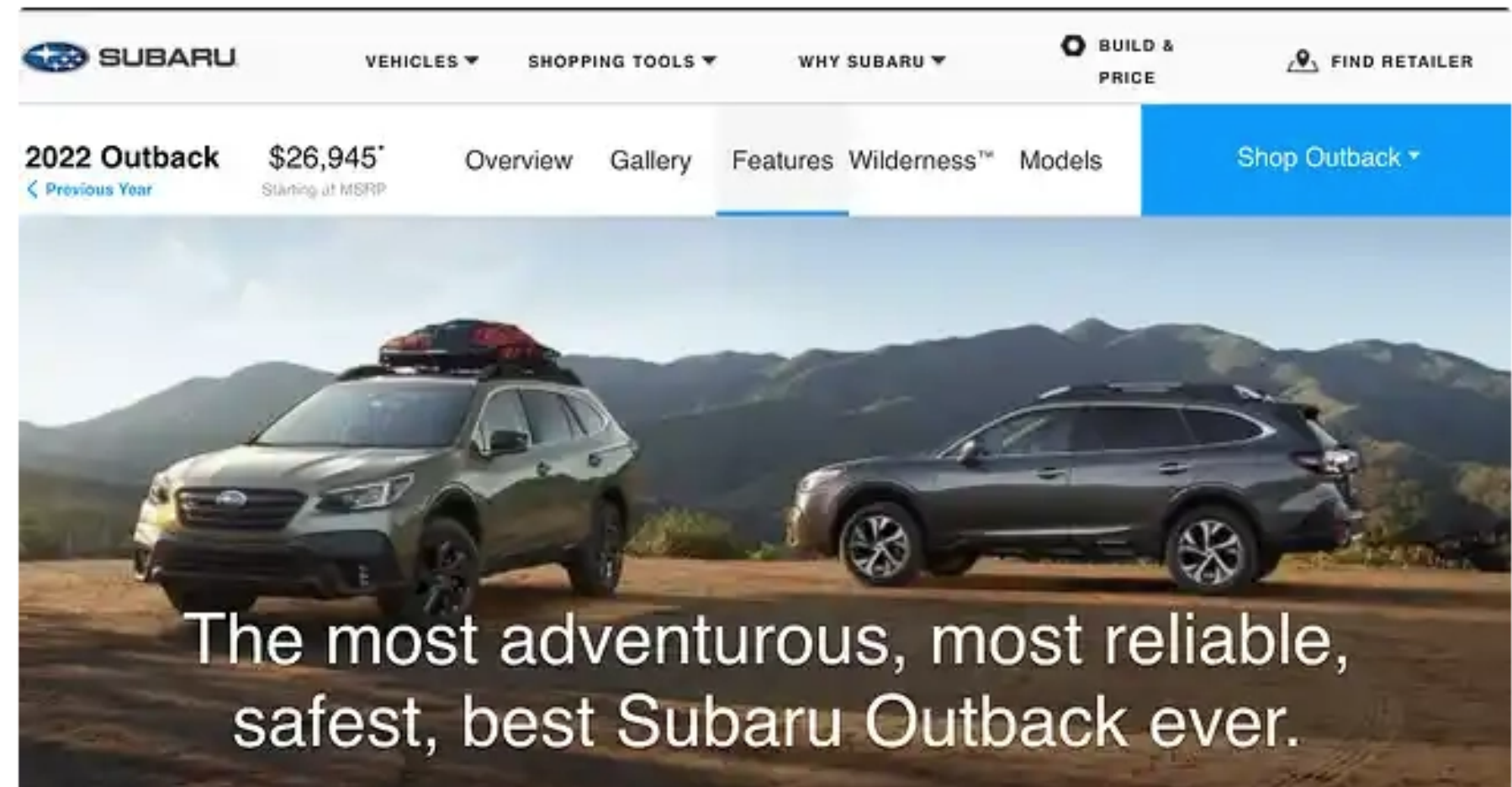


4. Subaru: "The most adventurous, most reliable, safest, best Subaru Outback ever."

Headline: "The most adventurous, most reliable, safest, best Subaru Outback ever."

Subheadline/Paragraph: The 2022 Subaru Outback takes drivers to the most adventurous places in style with the most advanced safety technology.

Visual Element:



5. Samsung: "Get Ready to Unfold Your World"

Headline: "Get Ready to Unfold Your World"

Subheadline/Paragraph: This is everything you'd want in a premium, durable, 5G smartphone. Then we made it unfold — revealing a massive screen so you can watch, work and play like never before.

Visual Element:

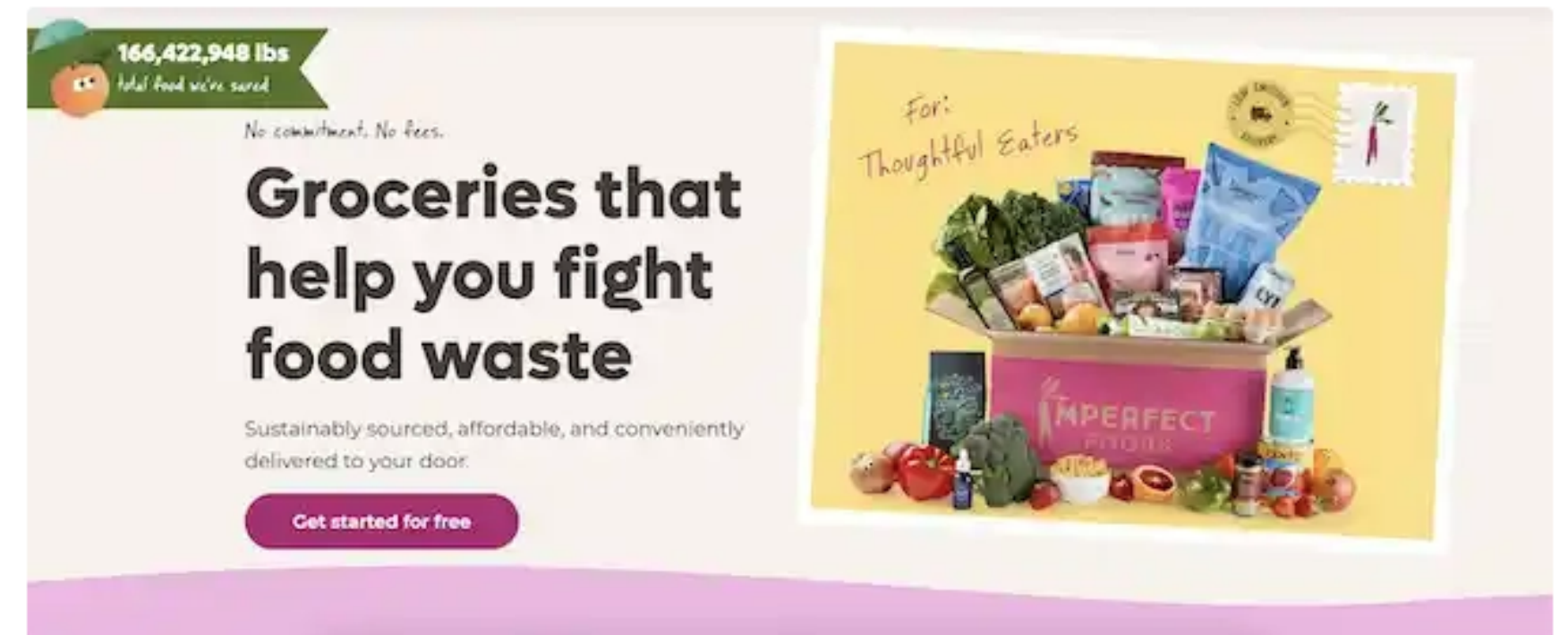


6. Imperfect Foods: "Groceries that help you fight food waste"

Headline: "Groceries that help you fight food waste"

Subheadline: "Sustainably sourced, affordable, and conveniently delivered to your door."

Visual Element:



7. Hulu - "All The TV You Love"

Headline: "All The TV You Love"

Subheadline: "What full seasons of exclusively streaming series, current-season episodes, hit movies, Hulu Originals, kids shows, and more."

Visual Element:

