

CHICAGO OUT OF HOME TEST

CREATIVE - RD 3

FRESHLY

CONCEPT

3 WORDS

—

IDEA

There's a lot you can say about our meals in 3 words. With a strong campaign headline and supporting 3-word headlines throughout, we're able to present our meals as nutritious and convenient as succinctly as possible.

SIDE CARDS

DINNER. IS. DONE.

NUTRITIOUS, FULLY COOKED MEALS
YOU'LL WANT TO GO HOME TO.





GET \$20 OFF + FREE SHIPPING
WITH CODE: **CHICAGO**
AT FRESHLY.COM

OPTION 1



DINNER IS DONE.

NUTRITIOUS, FULLY COOKED MEALS
YOU'LL WANT TO GO HOME TO.



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+ FREE SHIPPING
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AT FRESHLY.COM

OPTION 2



DINNER IS DONE.

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AT FRESHLY.COM

OPTION 3

TOP CARDS - COPY OPTIONS



BYEEE, GREASY TAKEOUT

SAY “HI!!” TO NUTRITIOUS DISHES WAITING AT HOME FOR YOU.

FRESHLY | NUTRITIOUS, FULLY COOKED MEALS YOU’LL WANT TO COME HOME TO.

GET \$20 OFF
+ FREE SHIPPING

WITH CODE
CHICAGO
AT FRESHLY.COM



TAKE BACK TIME

** SPEND LESS TIME FOLLOWING RECIPES AND **
MORE TIME FOLLOWING TRUE CRIME PODCASTS.

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CUT THE PREP

NO SHOPPING, NO CHOPPING, NO CLEANUP. WE’RE NOT MINCING WORDS HERE.

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AT FRESHLY.COM



ZERO COOKING. SRSLY.

LET’S BE HONEST, MEAL-KITS ARE JUST FULL-ON GROCERIES IN DISGUISE.

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TAKE BACK TIME

** YOU’VE GOT A LOT ON YOUR PLATE—AND**
A LOT OF SHOWS ON YOUR NEED-TO-BINGE LIST.

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ALMOST LIKE MAGIC

WEREN’T YOU *JUST* SAYING YOU WISHED YOU NEVER HAD TO COOK AGAIN?

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CHICAGO
AT FRESHLY.COM



NO-PREP MEAL PREP

1. GRAB A FORK AND A KNIFE. 2. YOUR PREP WORK IS NOW FINISHED.

FRESHLY | NUTRITIOUS, FULLY COOKED MEALS YOU’LL WANT TO COME HOME TO.

GET \$20 OFF
+ FREE SHIPPING

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CHICAGO
AT FRESHLY.COM



FUTURE OF FOOD

WHERE WE’RE GOING, YOU WON’T NEED OVENS.

FRESHLY | NUTRITIOUS, FULLY COOKED MEALS YOU’LL WANT TO COME HOME TO.

GET \$20 OFF
+ FREE SHIPPING

WITH CODE
CHICAGO
AT FRESHLY.COM



THREE MINUTE MEALS

READY TO EAT IN LESS TIME THAN IT TAKES TO GET TO THE NEXT TRAIN STOP.

FRESHLY | NUTRITIOUS, FULLY COOKED MEALS YOU’LL WANT TO COME HOME TO.

GET \$20 OFF
+ FREE SHIPPING

WITH CODE
CHICAGO
AT FRESHLY.COM



MICHELANGELO



OPTION 1



OPTION 2

RECOMMENDED | SIDE + TOP + MICHELANGELO



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CHICKEN
MISGIANA



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CHICKEN
MISGIANA



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CHICKEN
MISGIANA

TOP CARD

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SIDE CARD



FRESHLY

MICHELANGELO

MOCKUP IN TRAIN

