

CHICAGO OUT OF HOME TEST

CREATIVE - RD 3



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



OPTION 1



OPTION 2



OPTION 3

TOP CARDS - COPY OPTIONS



BYEEE, GREASY TAKEOUT

SAY "HII" 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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★★★★★

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CUT THE PREP

NO SHOPPING, NO CHOPPING, NO CLEANUP. WE'RE NOT MINcing WORDS HERE.

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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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NO-PREP MEAL PREP

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

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FUTURE OF FOOD

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

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THREE MINUTE MEALS

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

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MICHELANGELO



OPTION 1



OPTION 2

RECOMMENDED | SIDE + TOP + MICHELANGELO



TOP CARD



SIDE CARD



MICHELANGELO

MOCKUP IN TRAIN

