



Combo Mat



“ Because you deserve the best! ”

Contents



Creative Brief: 3

Brand Profile: 5

Research Report: 7

Target Audience: 8


Mediums & Collateral: 11

Resources: 21



Creative Brief

Creative Strategy Statement



The campaign will target yogis of any skill level or background. We will highlight the features of the combo mat, positioning it as a luxury indulgence, and how the benefits justify the price of the mat.

Key Insight or Advertising Problem

The Combo Mat has a higher price tag than competitors, so we need to justify the price to consumers by showing that the features and benefits are worth the money.

Advertising Objective

Our advertising objective is to position the combo mat as the premium yoga mat that yogis of any skill level deserve and show consumers that it will provide them with safety, convenience, and luxury.

The biggest problem with our product is the mat cost for consumers compared to other yoga mats on the market. We want consumers to believe the combo mat is a quality product worth the higher price rather than buying cheaper alternatives.

Target Audience Overview

According to research by Yoga Alliance, women 30-49 years old practice yoga the most. Given this data, we expanded the focus of our campaign to target millennial women aged 27-42. Women falling within our target audience are millennials who prioritize health, wellness, and happiness.

Key Messaging

Headlines: Headlines will communicate positivity, quality, and wellness. They will achieve further support for our campaign objective.

Visuals: Visuals will be supplementary and showcase combo mat designs and features. Visuals will strengthen the tone (minimalistic, calm, and zen) and reinforce the brand voice (quality, positivity, and wellness).

Copy: We want to emphasize the all-in-one product features of the combo mat, the superior grip, and the quality of the product. We want consumers to know that the benefits of the Combo Mat make it worth the price tag.

“ Inhale ”



Creative Brief

Support

Consumers will believe our messaging because of the features, benefits, and community of yogis who use our products. We want consumers to consider Yoga Design Lab a luxury indulgence to take their practice to a new level.

We want them to believe the benefits and values of the combo mat exceed the higher price point. Consumers will buy into the campaign's message by seeing the combo mat in action to demonstrate the benefits of the quality mat.

Tone Statement:

Yoga Design Lab will communicate in a way that is bright, lively, and vibrant.

Mandatories & Limitations:

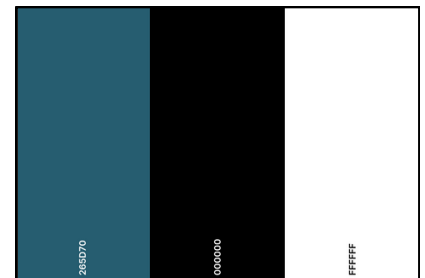
Logo Inclusions and Restrictions:

- It is permissible to abbreviate Yoga Design Lab to “YDL”
- The primary logo is a cyan circle with two white triangles stacked inside it.
 - The primary logo may occasionally be used with alternate colorways, such as a white circle with black triangles or a black circle with white triangles.
- Oftentimes, the primary logo is accompanied by the YDL brand name. The name is usually in white or black text.
- Advertisements must always include the primary logo.



Color and Font Guidelines:

- The main colors that will be used are cyan (#265D70), black (#000000), and white (#FFFFFF). The fonts used will be Carmen Sans Semi Bold, TT Norms Pro Medium and ITC Schuss Hand Std Bold.



Themelines:

The consumer deserves a high-quality yoga mat.

“ Exhale ”

Brand Profile

Brand Voice:

Yoga Design Lab has a unique brand voice focusing on key yoga themes like balance, support, beauty and comfort. According to the [Yoga Design Lab](#) website, the brand's motto is "Live. Beautiful." and this message is seen throughout the Yoga Design Lab website and media impressions. The brand focuses on themes such as positivity, wellness, beauty, sustainability, quality and innovative design.

Visual Tone:

The visual tone for this brand could be described as calm, inspirational and airy. Each product has beautiful pictures showcasing the design and the product in use. The website primarily uses a white background, black text and a specific shade of Cyan (Hex code: #265D7) in the logo, headers and footers. The website combines Carmen Sans Semi Bold for the headings, TT Norms Pro Medium for the products and ITC Schuss Hand Std Bold fonts on the website. YDL's logo is a blue circle with two vertical triangles stacked on each other. The brand uses a shortened version of its name, "YDL" in many product titles. We used the adobe color wheel and [myfont.com](#) to find the colors and fonts used on the website.

Competition:

	Material	Thickness (millimeters)	Dimensions (inches)	List price
Lululemon The Mat 5mm	Natural rubber ("grippy" side), polyurethane ("sticky" side)	5	71 by 26 (one additional size option)	\$88
JadeYoga Harmony Mat	Natural rubber	4¾	68 by 24 (three additional size options)	\$92
Gaiam Performance Dry-Grip Yoga Mat	PVC	5	68 by 24 (one additional size option)	\$70
YogaAccessories 1/4" Extra Thick Deluxe Yoga Mat	PVC	6.2	72 by 24	\$32
JadeYoga Voyager	Natural rubber	1.6	68 by 24	\$47

According to this data from the [New York Times](#), The Combo Mat is more expensive than competitors at \$95. The competition for Yoga Design Lab yoga mats includes direct sources like yoga mat manufacturers, retail stores, online shopping platforms, and indirect sources like towels, blankets, rugs, and the floor. The biggest brand competitors are LuluLemon, Amazon, and Alo.

Brand Profile

Features

- Carrying strap
- Balances sustainability, style, and quality performance
- Made from eco-friendly materials such as natural rubber and recycled plastic water bottles
- Printed with water-based inks
- Micro-Fiber Top Layer
- Variety of thickness options
- Mats can be hand-washed or machine-washed on a gentle cycle
- Multiple size options accommodate kids, yogis of average height and tall yogis
- Mats are “moisture-activated” and allow for easier gripping the more that you sweat
- Beautiful designs

- Easy to carry
- Combo mats are ideal for rigorous yoga practices
- Feel better about helping the environment
- Eliminates the need for a separate towel
- Safer to practice on
- Prevents joint pain
- Easy to clean and maintain
- Pick the perfect size mat for you
- No more slipping on your mat
- Express yourself with multiple designs to choose from

Benefits

“ Enjoy ”



Research Report



Audience Research:

The best group to target would be millennial women between 27 and 42. According to survey statistics women between 30 and 49 practice yoga the most. With yoga and health and wellness being a growing trend, targeting this audience could also help increase our campaign goals since millennials are both health-conscious and eco-conscious. Widening the age range to encompass all millennials instead of just women 30 to 49 and explaining the benefits of our products creates an opportunity to add new users. While a good percentage of our target audience is aware of the benefits of yoga, we look to increase the awareness of our brand and how we differ from other yoga mats on the market.

Medium Research:

Based on the initial research on social media usage and our previously established target audience of women aged 27-42, we have decided that the Web is the best medium to reach our target audience. According to initial research we did for our campaign, consumers in our target age range of 27-42 spent an average of 2 hours per day watching TV in 2022. While TV may have lower usage compared to other mediums our target audience uses, it is still a valuable medium to target.

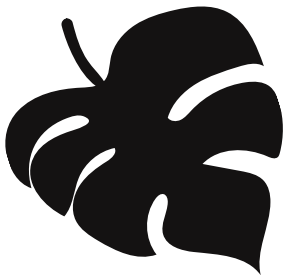
Recent data from Pew Research shows that 81% of all U.S. adults use YouTube. Within age groups, 95% of U.S. adults aged 18-29 and 91% of adults aged 30-49 use YouTube. Additionally, in that same research study, 69% of all U.S. adults said that they used Facebook. Our television ad will also be run on YouTube or streaming services like Netflix or Hulu. Current research shows that streaming accounts for almost 40% of U.S. TV consumption. YouTube accounts for 9% of TV consumption, with Netflix slightly behind at 7.8% and Hulu and Prime Video at 3.8%. Cable still accounts for 29.8% of TV consumption, and broadcast accounts for 23%, so while those may be our main focus, we will not ignore streaming as well.

Given this research on the best mediums, combined with what we know about our target audience, we want to focus on YouTube and Facebook especially.

Target Audience

Research Summary:

According to a survey by Yoga Alliance, women aged 30 to 49 practice yoga the most. We will be shifting our reach to include all millennials. Health is what millennials value most, besides family. This generation is also known as Generation ME, due to an emphasis on “self” that is greater than in previous generations. They are motivated by success and happiness. Yoga has been shown to have a strong correlation with positive self-image. This appeals to YDL’s target audience as it meets their needs for succorance, achievement, consistency, diversion and stimulation.



Target Audience Segment:



Affluent Active Adults

This segment includes millennials and some of Gen X, but they are not our primary audience. They reside in well-to-do neighborhoods in urban and suburban areas. They are college graduates and prioritize their health while pursuing a lucrative career. They enjoy frequent exercise when they aren’t at work and often start their mornings with a short walk. Quality and sustainable products are important to them. They only buy organic food from stores like Trader Joe’s or from local farmers markets. They are constantly looking for ways to improve their health and are the first to hop on the latest health trends. They feel empowered most when they feel in control of both their lives and their health.

“ **Breathe** ”



Target Audience

Target Audience Summary

The primary audience we will target for this campaign is millennial women ages 27-42. According to Yoga Alliance's survey, women ages 30-49 practice yoga the most, so while they are a prime group to target, we will be shifting our reach to include all millennials. Our campaign will show the benefits of using our combo yoga mat that our competitors' products don't offer while highlighting key benefits meaningful to the target audience. Our target audience falls into several sections of Maslow's Hierarchy. The two we will focus on are self-actualization and safety needs. This group values self-improvement, health and being environmentally conscious.

According to research by Sanford Health, health is what millennials value the most, besides family. Women falling within our target audience are millennials who prioritize health, wellness and happiness. This prioritization leads to stress reduction, self-image improvement and improved health (both mentally and physically). According to Mental Health America, yoga has a strong correlation with positive self-image. The motivators for our target audience are success and happiness. This group tends to reside in populated areas while rushing through life. The target audience focuses on staying fit while working towards independent goals. Women in this age range tend to take on many responsibilities leaving little time for self-care. They are motivated by success and drawn to products that fulfill their needs of succorance, achievement, consistency, diversion and stimulation. Many have adopted the "work hard, play hard" mindset.

Target Audience

According to Pew Research, millennials, born between 1981 and 1996, are now the largest generation in America, overtaking Baby Boomers. This group grew up in an era where conventional means rapidly transitioned into a technological-based society, making them versatile and open to change. Millennials were early adopters of environmentally cautious movements and sustainable, green lifestyles. According to Live Science, millennials have been referred to as “Generation ME” due to their emphasis on "self" compared to previous generations. Our campaign seeks to justify the cost of our Combo Yoga Mat by showing that the benefits of our all-in-one eco-friendly product are worth the price.

Target Persona



Google Drive Stock Photo

Jessica is a female in her mid-thirties. She grew up in the suburbs but has lived in downtown Miami since she graduated college. Her marketing job is very demanding, but she loves what she does. She often spends her days working on a computer, so she makes it a point to exercise daily in her free time. She is single but open to dating and isn't opposed to kids if she meets the right person. For now, she enjoys being an aunt and spoiling her nieces. She goes to the farmers market every Sunday to buy weekly organic groceries. Jessica consistently meal preps when she gets home to save time during her busy work week. She loves trying new things and being active to destress and stay healthy.

“

Live

”



Creative Strategy

Mediums:

Based on the initial research on social media usage and our previously established target audience of women aged 27-42, we have decided that the Web is the best medium to reach our target audience.

Research on these social media platforms shows that U.S. adults falling into our target age range use YouTube and Facebook the most.

Given this research on the best mediums and what we know about our target audience, we will focus our efforts on YouTube, Facebook, and Instagram. Since social media is also very popular with Gen Z, these platforms would give our campaign great reach beyond just our target audience.



Social Media Ads

Facebook Ad:

This Facebook ad highlights the 2-in-1 feature of the Combo Mat. The copy explains how the mat works to grip the yogi during practice. The “Shop now” button directs users to the Yoga Design Lab website, where they can view The Combo Mat in all its designs and select their desired mat thickness. This ad is a Two-Fer in the sense that it plays on the word “unwind” in both the copy and the photo.

Facebook Ad Specs: Square Size 1080px x 1080px

Photo from Yogadesignlab.com



Instagram Carousel Ad:

This Instagram ad will allow potential users to see themselves with one of our combo mats. The carousel option prompts users to choose their favorite design, which will take them to that mat on the website if they click the picture.

Instagram Ad Specs: Portrait Style, 1080px x 1350px , Multiple Images.

Post Copy:

Woosah 🥰! This is YOUR time.
How will you treat yourself?

Call to Action: Swipe to choose your favorite design.



Photos from Yogadesignlab.com

Tags: #YDL #YogaDesignLab #LiveBeautiful #YogaMats #Yoga #YogaCommunity

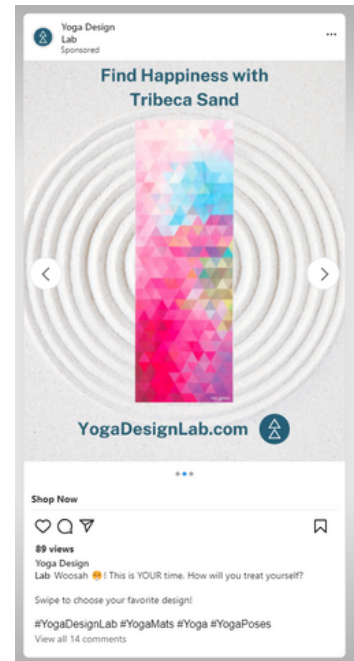
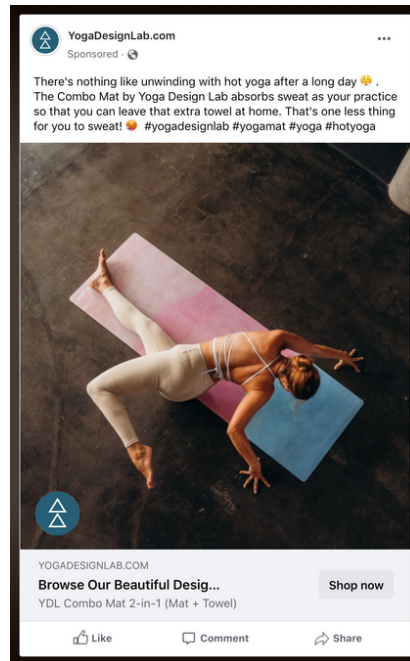
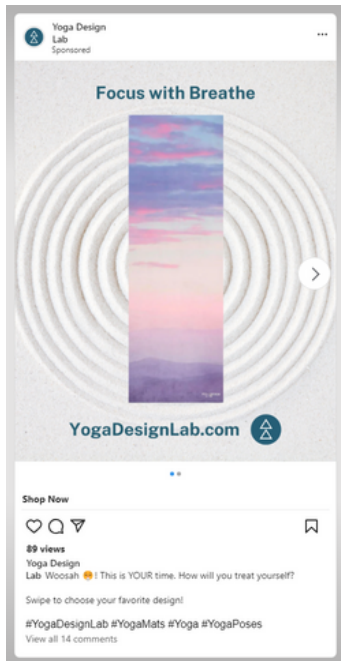
“ Love ”



Social Media Ads



Social Media Mock-ups:



Print Ad

Print Ad:

We will place print ads in magazines. Each print ad will include a QR code to measure the ad's success. The QR codes link directly to the Combo Mat's page on the website. Our target publications are Breathe, Yoga Journal, Shape, and Women's Health magazines. These magazines allow us to reach our target audience, as research has shown that millennials are very health-focused.

The ads will help bring top-of-mind awareness to our target consumers while allowing them to indulge in the benefits of a Combo Mat. This ad uses the staying alive trend and small indulgences trends. We want consumers to believe that they deserve a luxury yoga mat like the YDL Combo Mat to keep from injuring themselves on a cheaper yoga mat.

Cost of a Yoga Design Lab Combo Mat - \$95.

Cost of an emergency room visit from falling off of a slippery yoga mat -\$527.

SCAN ME!

Combo mats have a superior grip that is moisture-activated to support you better as it gets wet.

Treat yourself to the best support for every pose and #LiveBeautiful.

www.yogadesignlab.com

YOGA DESIGN LAB

Print Ad Mock-up:

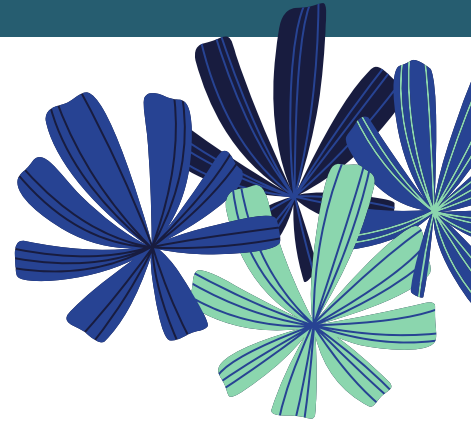


Print Ad Specs: 8.5" W x 11" H.

“ Laugh ”



Billboard Ad

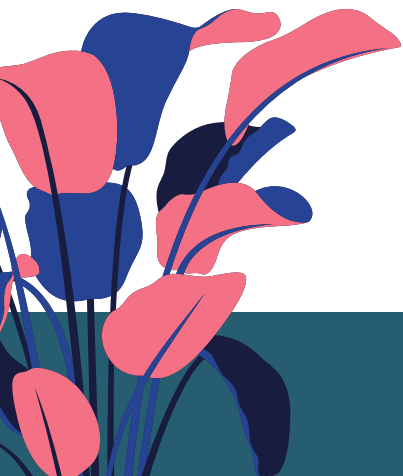


Billboard Ad:



Photo by Gustavo Fring

This billboard ad is appealing to the small indulgences trend. The billboard reinforces the luxury appeal by showing the leading woman in the front in colorful workout attire with a beautiful YDL Combo Mat. This copy reinforces this idea with the headline of “The Best Mat. The Best You.”



Billboard Mock-up:

Billboard Dimensions 10x22 ft



Photo by Scott Webb

Television Ad

Pitch

As with most advertisements in our campaign, this ad uses the small indulgences trend to appeal to consumers' desire for the best regarding yoga mats. This advertisement tells the story of a woman who settled for a sub-par yoga mat. After slipping on her unsupportive mat, she talks with her yoga instructor after class, who recommends YDL's Combo Mats for a premium, better-quality experience. This advertisement conveys that this is the best product to give consumers the best experience with yoga.

Additionally, our target audience research on millennials shows that millennial women prioritize health, wellness, and happiness. This advertisement will appeal to those needs by showing how the yoga mat provides support and stability to enhance their well-being and happiness.

Television Ad Script

VIDEO: Opens with footage from a yoga class in the park. The shot focuses on the instructor and a woman (Kathy) directly in front of the instructor. The instructor is notably using a YDL Combo Mat and wearing a bright workout set, while Kathy is using a gray, thin mat. Kathy is notably dull, wearing gray workout attire and struggling to keep up with the class.

MUSIC: PEACEFUL MEDITATION MUSIC FADES IN

SFX: BIRDS CHIRPING AND OTHER NATURE SOUNDS

ANNOUNCER: There's nothing worse than enjoying your favorite outdoor yoga class...

SFX: DEEP BREATH IN

ANNOUNCER: ...and soaking in the warmth of the morning sun...

SFX: DEEP BREATH OUT

ANNOUNCER: ...when all of the sudden...

YOGA INSTRUCTOR: Now slowly begin to move into tree pose.

VIDEO: Everyone moves into tree pose, with Kathy noticeably struggling to keep balance.



“ Feel ”



Television Ad

ANNOUNCER: ...you begin to sweat...

VIDEO: The camera follows the trail of a bead of sweat from Kathy's forehead to its impact on the dull yoga mat.

ANNOUNCER: ...and feel yourself start to slip.

VIDEO: Kathy slips and falls. Other students around them gasp and the instructor stops the class. Passerbys that were walking their dog in the park stop in their tracks as well.

SFX: RECORD SCRATCHING

MUSIC: PEACEFUL MEDITATION MUSIC STOPS ABRUPTLY

SFX: COLLECTIVE GASPS

VIDEO: Kathy sheepishly gets up and dusts herself off.

ANNOUNCER: You deserve a better mat than the \$10 mat you purchased from the grocery store.

VIDEO: Students are leaving the class, and the instructor stops the Kathy to talk to them afterward. The instructor is motioning towards her YDL Combo Mat.

ANNOUNCER: With Yoga Design Lab's Combo Mat, the moisture-activated technology ensures you will never have to worry about slipping again.

VIDEO: Video shows Kathy walking into class with the new YDL combo mat on her shoulder (via carrying strap). Kathy is wearing a bright workout outfit and looks visibly cheerier and more confident.

ANNOUNCER: Equipped with a carry strap and made from eco-friendly and sustainable materials, YDL's Combo Mat seamlessly combines convenience and luxury.

VIDEO: Shows Kathy successfully doing a tree pose. Passerbys from the first shot can be seen cheering from the path at Kathy's success.

ANNOUNCER: It's time to break up with your old mat and get the luxury yoga mat that you deserve.

VIDEO: Fades into YDL logo



Television Ad

Television Ad Storyboard



Advertisement opens with a yoga class in the park. The main focus is on the yoga instructor and a student (Kathy)



The next shot focuses on Kathy's movements as she follows along with the yoga instructor



The sun is shown beaming overhead
SFX: Deep breaths in; nature sounds



Instructor begins moving into a more difficult pose. Kathy is seen struggling.



Kathy can be seen visibly sweating. The shot follows a bead of sweat from her forehead down to hitting the mat



Kathy slips and falls on her sweaty mat. The yoga class pauses and other parkgoers stop and gasp.



Kathy dusts herself off and resumes the rest of the yoga class.



The yoga instructor talks to Kathy after class and recommends the YDL combo mat for a better grip.



Kathy can be seen in brighter attire carrying her new YDL mat at her next yoga class in the park.



The instructor moves into the difficult pose again, but this time, Kathy is able to follow along.



Parkgoers cheer and other yoga students clap at Kathy's success.



The screen fades into the YDL logo as the applause fades away.

Radio Ad

Pitch:

The listeners will be placed into a scene where a woman practices yoga in her home by watching a YouTube video. She lost her grip again during her practice and fell due to the low-quality yoga mat she purchased. The ad ends with an announcer offering the solution to slippery yoga mats, the Combo Mat from Yoga Design Lab. The ad will position the combo mat as a superior luxury product consumers can indulge in while highlighting the moisture-activated grip.

Radio Ad Script

MUSIC: PEACEFUL MEDITATION MUSIC FADES IN

YOGA INSTRUCTOR: Inhale.

SFX: MULTIPLE PEOPLE BREATHING DEEPLY

YOGA INSTRUCTOR: Exhale.

SFX: DEEP BREATHS OUT

YOGA INSTRUCTOR: Now, plant your palms and push into the mat to control your balance.

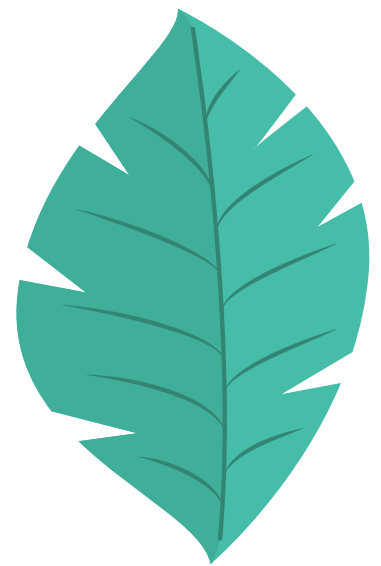
SFX: FALLING SOUNDS

SFX: RECORD SCRATCHING

MUSIC: PEACEFUL MEDITATION MUSIC STOPS ABRUPTLY

HUSBAND: Honey, did you slip while practicing yoga again?

YOGI: (Weakly) Maybe.



“ Learn ”



Radio Ad

HUSBAND: Maybe it's time for a new yoga mat. One that isn't slippery, you deserve it.

YOGI: (Weakly) Yup, maybe you're right.

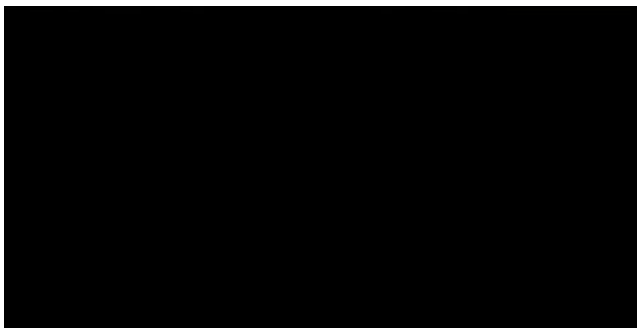
MUSIC: PEACEFUL MEDITATION MUSIC FADES BACK IN

ANNOUNCER: With Yoga Design Lab's Combo Mat, you never have to worry about slipping again. Equipped with sweat-activated technology and made with eco-friendly materials, the Combo Mat seamlessly combines convenience and luxury.

ANNOUNCER: It's time to break up with your old mat and get the luxury mat that you deserve.

MUSIC: PEACEFUL MEDITATION MUSIC FADES OUT AFTER A FEW SECONDS.

Radio Ad Audio Mock-Up:



YouTube Link



Resources



Brand Profile:

- www.yogadesignlab.com
- <https://www.yogadesignlab.com/pages/about-us>
- <https://www.yogadesignlab.com/pages/press>
- <https://welltech.com/content/looking-for-a-substitute-for-a-yoga-mat-try-these-7-options/>
- Google search “hot yoga mat”
- https://shop.lululemon.com/c/yoga-mats/_/N-8pj?cid=Google_PPC_US_NAT_EN_X_NB_Accessories-Omni-Control_RET_Y23_ag=PPC_G_US_EN_DM_X_RET_ALL_Accessories-YogaMats&gclid=Cj0KCQjw9MCnBhCYARIsAB1WQVUcZThCaqZ2oKs78nLQ6DKqmBdtbrLBlI2OznH-AtATfAuEOMZuFzcaAroLEALw_wcB&gclsrc=aw.ds
- https://www.manduka.com/collections/yoga-mats-grp-hot-yoga-mat-non-slip?utm_source=google&utm_medium=cpc&utm_campaign=US_S_NB_Mats_T1KW&gclid=Cj0KCQjw9MCnBhCYARIsAB1WQVULdkgA3mQW8AusfHjPI-fOOL78n9hzRDDU6H6Gqone-Mw6cfwF3aEaAkAXEALw_wcB
- https://www.amazon.com/s?k=hot+yoga+mat&hvadid=589943854291&hvdev=c&hvlocphy=9011792&hvnetw=g&hvqmt=e&hvrnd=7311936249579276466&hvtargid=kwd-1163579072&hydadcr=9376_13552929&tag=googhydr-20&ref=pd_sl_p4spqa70q_e
- <https://www.gaiam.com/collections/yoga-mats>
- https://www.aloyoga.com/collections/yoga-mats?gclid=Cj0KCQjw9MCnBhCYARIsAB1WQVU0tOzxtqCUvUWUXPnPp-LwZq1QELBL64Vj_YTHqfkwoo1ElB_IAnsaAlShEALw_wcB
- <https://www.nike.com/a/benefits-of-hot-yoga>
- <https://www.healthline.com/health/hot-yoga-benefits#lowers-glucose-levels>
- <https://www.myfonts.com/pages/whatthefont>
- <https://color.adobe.com/create/image>
- <https://www.forbes.com/sites/jonisweet/2020/04/30/best-yoga-gear-for-your-at-home-practice/?sh=5f6539857875>
- <https://www.vogue.com/article/best-yoga-mat>
- <https://www.popsugar.co.uk/fitness/photo-gallery/47926335/image/47926333/Yoga-Design-Lab-Combo-Yoga-Mat>
- <https://www.yogajournal.com/lifestyle/fashion-beauty/yoga-gear/6-gorgeous-wild-yoga-mat-designs-love/>
- <https://color.adobe.com/create/image>
- <https://www.myfonts.com/pages/whatthefont?step=resultPage>

Resources



Research and Target Audience:

- <https://www.yogaalliance.org/Portals/0/2016%20Yoga%20in%20America%20Study%20RESULTS.pdf>
- <https://www.livescience.com/38061-millennials-generation-y.html>
- <https://www.pewresearch.org/short-reads/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation/>
- <https://www.pewresearch.org/topic/generations-age/generations/millennials/>
- <https://www.yogaalliance.org/Portals/0/2016%20Yoga%20in%20America%20Study%20RESULTS.pdf>
- <https://mhanational.org/blog/how-yoga-can-improve-body-image>
- <https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/>

Creative Brief:

- <https://www.nytimes.com/wirecutter/reviews/best-yoga-mats/>
- <https://www.yogadesignlab.com/>
- <https://www.yogadesignlab.com/products/ydl-combo-yoga-mat>

Mediums Research

- <https://www.pewresearch.org/short-reads/2023/08/17/for-national-radio-day-key-facts-about-radio-listeners-and-the-radio-industry-in-the-us/#:~:text=In%202022%2C%2082%25%20of%20Americans,of%20the%20U.S.%20coronavirus%20outbreak.>
- <https://www.statista.com/statistics/411775/average-daily-time-watching-tv-us-by-age/>
- <https://www.statista.com/chart/25381/tv-consumption-in-the-us-by-channel/>
- <https://www.pewresearch.org/short-reads/2023/08/17/for-national-radio-day-key-facts-about-radio-listeners-and-the-radio-industry-in-the-us/#:~:text=In%202022%2C%2082%25%20of%20Americans,of%20the%20U.S.%20coronavirus%20outbreak.>
- <http://www.rab.com/whyradio.cfm>
- <https://www.vgi.co.th/trends/detail/12563/>
- <https://makedigitalgroup.com/insights/understanding-digital-natives-advantages-generation/>



Resources

Television Ad:

- <https://unsplash.com/photos/group-of-people-raising-their-hands-GvF7RkA-E9Q>
- <https://unsplash.com/photos/woman-doing-yoga-z8Dw3pq06cQ>
- <https://unsplash.com/photos/white-and-blue-cloudy-sky-TSgwbumanuE>
- <https://unsplash.com/photos/woman-in-black-pants-and-pink-shirt-standing-on-green-grass-field-during-daytime-n5trbdfW7fM>
- <https://www.istockphoto.com/photo/sweaty-woman-looking-at-the-camera-close-up-gm1457034473-491907308?phrase=sweat>
- https://unsplash.com/photos/white-and-black-no-smoking-sign-M8_wXGEjUVg
- <https://unsplash.com/photos/woman-in-brown-long-sleeve-shirt-and-black-pants-sitting-on-white-textile-QiYZCKJQMck>
- <https://unsplash.com/photos/woman-in-black-long-sleeve-shirt-sitting-on-white-wooden-bench-during-daytime-4qmlxHbX6l>
- <https://www.istockphoto.com/photo/beautiful-young-sportswoman-text-messaging-on-a-mobile-phone-at-the-park-gm1342807656-421999856?phrase=woman+carrying+yoga+mat&searchscope=image%2Cfilm>
- <https://www.istockphoto.com/photo/woman-in-yoga-asana-vrikshasana-tree-pose-in-mountains-outdoors-gm589554884-101279111?phrase=tree+pose&searchscope=image%2Cfilm>
- <https://unsplash.com/photos/two-women-hands-up-standing-beside-body-of-water-zeqWKOn5PNM>
- <https://www.yogadesignlab.com/>

Social Media & Print Ads:

- <https://www.yogadesignlab.com/products/ydl-combo-yoga-mat>
- https://smartmockups.com/mockup/zBV06TgzHu2?keep_screen=true
- <https://admockups.com/instagram-ad-mockup>
- <https://admockups.com/facebook-ad-mockup>

Outdoor:

- Photo source for stock image of yoga- Pexels photo by Gustavo Fring
- Photo of billboard- Pexels photo by Scott Webb
- Yoga Design Lab Logo- Yoga Design Lab

