

FOR SAMPLE PURPOSES ONLY

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Mock Client: A Company in the beauty industry with a clean product line which is sustainably sourced

Goal: Sale Pages/Ads/Product Description which hook and obtain customers



Mock Picture/Brand Advertisement

Pitch Ad: The Dream Cream; A Lipstick Made for Smiles

Product Description: Experience the allure of our mattifying lipstick, which embraces your lips like a cozy winter night, leaving behind a luxurious satin finish. With vibrant shades designed to endure, our formula lasts for up to 8 hours without cracking, allowing you to pucker up confidently without the need for constant reapplication!