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Mock Client: A company in the hair care industry, specifically engineering high end hair styling products for modern men and women

Goal: Sale Pages/Ads/Product Description that stand out from competition and attract a range of customers



Mock Picture/Brand Advertisement

Pitch Ad: PRESSED FOR THE FUTURE

Pitch Ad: Beauty *Without* the Hangover of Heat Damage

Product Description: Meet our new *Sync* line, where beauty isn't synonymous to damage. Our cutting-edge styling tools don't just shape your hair, they elevate your styling experience. Featuring advanced sensors, our "Pressed for the Future" straightener automatically adjusts its ceramic plates temperature to match your hair's unique texture, minimizing the risk of heat damage. Understanding day to day usage, our straightener is water-resistant and features snag-proof heating plates with round edges, so you can enjoy your day without the worry of any hair breakage. Remember, beauty shouldn't come with a cost. Embrace the future of hair care with our new *Sync* line!

