



ADV-260

Copywriting Portfolio



McKenzie Jackson



The image features a white background with three hand-drawn black scribbles. One is in the top right corner, another is in the bottom left corner, and a third, more complex scribble is in the bottom right corner. In the center, there is a dark teal rectangular box containing the word "PUEBLO" in white, uppercase, sans-serif font.

PUEBLO

Creative Brief

Background Information

Pueblo is mainly a small house plant nursery with the addition of some small lifestyle goods and gifts. Pueblo was founded in 2015 by Michael Lanier, a native Arizonan. In 2017, Coby Bruckner, a landscape architect who graduated from Arizona State University (ASU) in 2014, became a co-owner of Pueblo. Pueblo started at the Phoenix Public Market as a folding table-based booth. In 2020, Pueblo moved into a building location in Historic Grand Avenue, Downtown Phoenix. Since then, Pueblo has often partnered and physically hosted Caffio Espresso Bar, a mobile coffee shop.

Reason For Being

The founder of Pueblo, Lanier, found that there was a lack of stores geared toward new homeowners in Downtown Phoenix. Pueblo was created to fill that gap and provide the household goods and greenery that a new homeowner would need and look for. With outdoor space within the store, Pueblo seeks to create a space that people in the community can use.

Deliverables

3 Print Ads 8.5 x 11”
3 Social Media Posts

Objective

Pueblo is very heavy on public relations. Since community is evident in Pueblo's mission, a goal for Pueblo would be more community engagement. Hosting more community events and workshops and then receiving a decent amount of engagement would be considered a success for Pueblo.

Target Audience

Pueblo's audience is specifically geared toward new Downtown Phoenix homeowners searching for ways to add greenery to their homes. Pueblo trims its plants to be open and spacious, as residents of Downtown Phoenix are likely to have smaller apartments or homes.

Tone of Voice

Warm, welcoming and down-to-earth.

Likes

Simple designs
Product photos
Minimalism

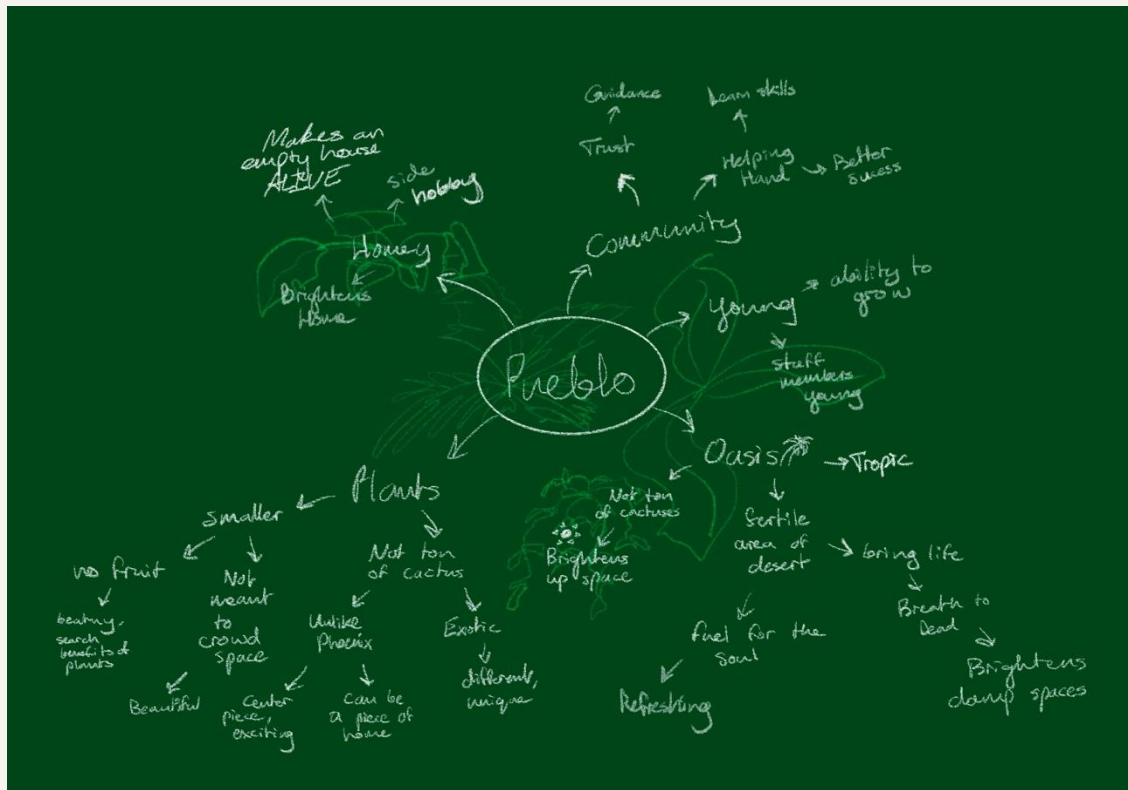
Dislikes

Lifestyle photography
Bright colors

Thumbnails



Mind Map



The Pueblo Guide to Houseplants for Dummies

So, you are a plant owner. Whether it's your fifth plant or your first, it's important to foster the growth of your plant. I mean, nobody just wants a pot with a seed in it. The basics include giving your plant sunlight, water, and soil. You would think then that plants are easy to keep alive, but for some people that's just not the case. Proper care and regulation of your plant, however, can help you keep it alive more than just a couple of weeks.

A plant's leaves should remain the same color as the color they were at time you bought the plant.

Any discoloration of yellow or brown mainly indicates one of two things. You are either under-water or over-watering your plant. A crispy leaf often indicates an under-watered plant, while a leaf that is soft and limp can imply an over-watered plant.

The stem of a plant is the structure between and connecting the roots and the leaves of the plant.

Try not to bend the stem out of place. Bending the stem would be the equivalent of attempting to break a wall that is separating and supporting the roof and floor of a house; it would be, simply put, not good for the house and it turns, a plant.

The pot is what contains and holds the plant. When you don't have the means necessary to plant something outside in the ground, a pot is a good go-to solution. Make sure the soil is loosely packed into the pot. Too packed in and you run the risk of poor water drainage. Too loose and you run the risk of too much water drainage.

It is important to find that middle ground so as not to drown or dehydrate your plant.

Paint Your Thumb Green

<https://www.pueblo.life/#>

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A plant's leaves should remain the same color as the color they were at the time you bought the plant. Any discoloration of yellow or brown mainly indicates one of two things. You are either under-watering or over-watering your plant. A crispy leaf often indicates an under-watered plant, while a leaf that is soft and limp can imply an over-watered plant.

The stem of a plant is the structure between and connecting the roots and the leaves of the plant. Try not to bend the stem out of place. Bending the stem would be the equivalent of attempting to break a wall that is separating and supporting the roof and floor of the house; it would be, simply put, not good for the room and hence not good for the plant.

The pot is what contains and holds the plant. When you don't have the means necessary to plant something outside in the ground, a pot is a good go-to solution. Make sure the soil is loosely packed into the pot. Too packed in and you run the risk of poor water drainage. Too loose and you run the risk of too much water drainage. It's important to find that middle ground so as not to drown or dehydrate your plant.

Paint Your Thumb Green

It's Human Nature to Seek Out Nature

Biophilia: a theory that suggests that the human desire to seek out experiences in nature is based upon reasons found in evolution. It helps to explain why humans are drawn to natural environments. Why people enjoy sitting at a porch to enjoy the afternoon. Why individuals choose to wake up before dawn to watch the rising sun. Biophilia suggest it is innate human nature for humans to seek out exposure and connection to nature.

Pueblo embraces biophilia in everything it does. As a tropical plant store centered in Downtown Phoenix, Pueblo seeks to

bring the beauty of nature into your home regardless of how small your studio apartment may be. After all, it is human desire to seek out nature.

PUEBLO

Paint
Your
Thumb
Green

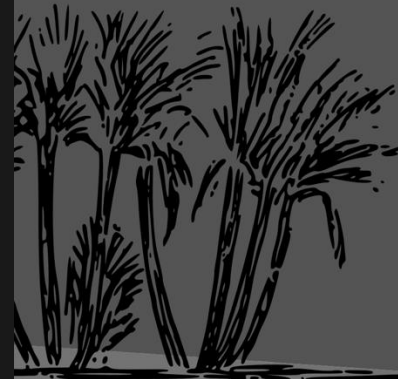
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Ditch the Cactus. Embrace the Oasis.

There is no debate about it, the desert is bleak. It is tan, empty, and barren. Nobody sane is ever going to argue the beauty of the Phoenix desert over the Amazon rainforest. The same applies to your home. If all your living room features is a television and two recliners, you will be hard-pressed to find many people who are impressed. So, what is the solution then if you live in the Phoenix desert and have a poorly decorated home? A tropical house plant from Pueblo. It is ten times better than any bleak figurine, poster, or dare I say succulent—you could put up. Ditch the tiny cactus in a pot and visit Pueblo in Downtown Phoenix for a real plant.

Paint Your Thumb Green

PUEBLO

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Paint Your Thumb Green







Gardening Gossip

A tip for new plant owners:

Tropical plants enjoy lots of humidity! Using humidifiers can help your tropical plants beat Arizona's dry heat and thrive!

#Green #Houseplantclub #Pueblo



pueblo.life  · Follow



100 likes

pueblo.life Apartments can be small, and free space can be limited. Consider looking into a hanging planter to give a home to your Pueblo plant when room is scarce.

#Green #Houseplantclub #Pueblo

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Housing a House Plant

Apartments can be small, and free space can be limited. Consider looking into a hanging planter to give a home to your Pueblo plant when room is scarce.

#Green #Houseplantclub #Pueblo



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100 likes

pueblo.life Become involved in the vibrant Phoenix environment. Come to the Tres Rios Nature Festival on Sat., Feb. 24 to visit our booth and enjoy the event.

#Green #PhoenixAZ #Pueblo

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Digging Community Roots

Become involved in the vibrant Phoenix environment. Come to the Tres Rios Nature Festival on Sat., Feb. 24 to visit our booth and enjoy the event.

#Green #PhoenixAZ #Pueblo

THE JOINT[®]
chiropractic



Creative Brief

Background Information

With over 900 clinics nationwide, The Joint has the largest network of chiropractic care in the country. A membership at The Joint gives you access to any of these clinics, and other visit packages/plans are available based on the unique needs of the patient. It is a direct-pay model (not paid for by insurance), but regular visits often cost less than the typical copay.

Reason For Being

The Joint was founded in 1999 with the intent to transform the traditional chiropractic model and make it more convenient, friendly and affordable. Care is given in a retail setting (often located in high-traffic shopping centers by groceries and stores visited regularly) vs a medical office or hospital, so you can stop in during routine errands.

Tone

Empowering, Friendly, Confident

Deliverables

3 Print Ads 8.5 x 11”

2 Emails

Objective

Communicate to first-time visitors of a chiropractic clinic the benefits of routine check-ups. How, like going to the dentist routinely, getting in the habit of visiting the chiropractor can be easy, affordable, and have lots of benefits.

Target Audience

Our target audience for this project is a prospective patient who has never been to a chiropractor before. They are in their early to mid-thirties, skew female (62%), and work full-time. They want to live a more active lifestyle but are encumbered with back pain. They are curious about chiropractic care but have never tried it before because they don't know enough about the process or its effectiveness. They don't know where to go for chiropractic care, are apprehensive about how safe it is, and are concerned they won't be able to afford it.

Likes

Relatable content

Life without the product

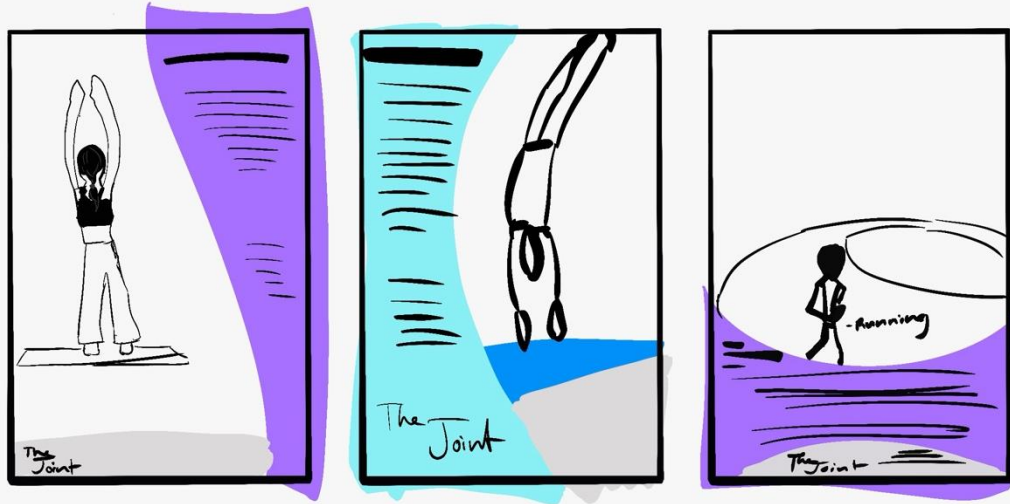
Dislikes

Dim imagery

Telling more than showing



Thumbnails



Inspiration

**Balance your body
Balance your mind**

Be part of
mass yoga session at
The Pavilion 5 B Road, Pune
to celebrate
**INTERNATIONAL
DAY OF YOGA**

June 21, 2018
Thursday
6am to 8 am

Session conducted by
Senior International
Yoga Teacher
**Prashant Rajore Ji of
The Art of Living**

For registration: Preeti: 9422290516, Shailesh: 9549544344
anbarash.joshi@yogagroup.com | Carry your own yoga mat |

FREE ENTRY FOR ALL



Take an online
YOGA

Daily classes
from 7am-10pm

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251 West Nichols
ST. Cherry Hill, NJ 085621.



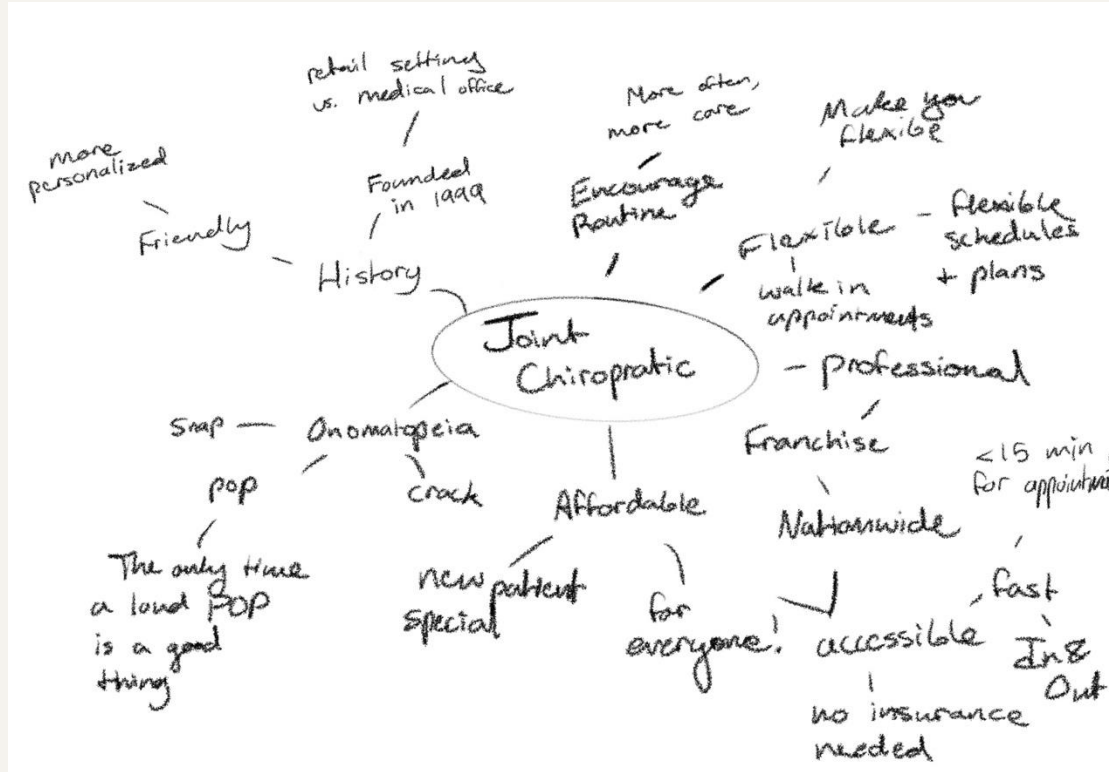
Your Goals

YOU SHOWED US THAT AN 10-YEAR-OLD COULD PLAY WITH THE BEST.
YOU SHOWED US THAT A CHAMPIONSHIP, AN EXHIBITION GAME AND A CHARITY EVENT ARE ALL MUST-WINS.
YOU SHOWED US HOW TO PLAY CHECKS WHILE OTHERS PLAYED CHECKERS.
YOU SHOWED US HOW TO HIT GAME WINNER AFTER GAME WINNER.
YOU SHOWED US THAT AN 10-FOOT GAME IS A REAL THING.
YOU SHOWED US THAT COLD STILL MATTERS.
YOU SHOWED US HOW TO TAKE AN ICE BATH.
YOU SHOWED US HOW TO SCORE 50 POINTS IN A QUARTER, TWICE.
YOU SHOWED US THE MAMBA FACE.
YOU SHOWED US HOW TO BE A MAN OF PERFECTION AND DEMAND IT OF EVERYONE.
YOU SHOWED US THAT YOU WERE NEVER OUT OF IT, EVER.
YOU SHOWED US HOW INSPIRATIONAL A PAIR OF PAKE THROWS COULD BE.

HOW, SHOW US AGAIN.

JUST DO IT.

Mind Map





Embody the Tenacity of an Olympian

The Triple-twisting double tuck. Aka, the Biles II. It's a gymnastic floor exercise first created by US gymnast Simone Biles. The move consists of two flips and three twists all while in a tucked position. With this move, Biles won gold for her floor routine in the 2016 Rio Olympics. Biles demonstrated unmatched strength, flexibility, and dedication in her routine. Do you think she could have become a gold medalist if she struggled with back pain?

While we may not all be gold medalists, back pain can affect small victories in our day-to-day lives. Visit or book an appointment with your local Joint Chiropractic clinic today and achieve your own victories pain-free.

Find a Joint Chiropractic
Location Near you

<https://www.thejoint.com/>

THE JOINT
chiropractic

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Find a Joint Chiropractic Location Near You.

Best Challenges like a Gold Medalist

ABC's Athlete of the Year award. In 1988, American Olympic diver Gregory Louganis received that title. During the preliminary rounds of the 1988 Seoul Olympics, Louganis injured his head on a springboard and gained a concussion. Despite this, Louganis still competed and managed to retain his Olympic titles. Do you think he could have won without proper care?

The same applies to your joint pain—it needs to be addressed for you to achieve your daily activities. Visit or book an appointment with The Joint Chiropractic today and overcome the painstaking challenges in your life at a location near you.

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<https://www.thejoint.com/>

THE JOINT
chiropractic



THE **JOINT**
chiropractic



Excel in Life Like a Winner

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Location
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The most decorated U.S. Olympic Track and Field athlete. With the most gold medals awarded to any woman in Olympic history for track and field, sprinter Allyson Felix holds that title. Participating in five separate Olympic games, Felix has seven gold medals across her Olympic career with Felix first having competed in the 2004 Athens Olympic games as an 18-year-old. Even after struggling with complications of the pregnancy of her daughter in 2018, Felix continued to compete in the Tokyo 2020 Olympic Games.

Track and field Olympic history isn't made overnight, and it certainly can't be accomplished with bad joint pain. The same applies to your own work being accomplished, whether that be on a track or not. Visit or book an appointment with your local Joint Chiropractic clinic today to accomplish triumphs in your career.

Excel in Life Like a Winner

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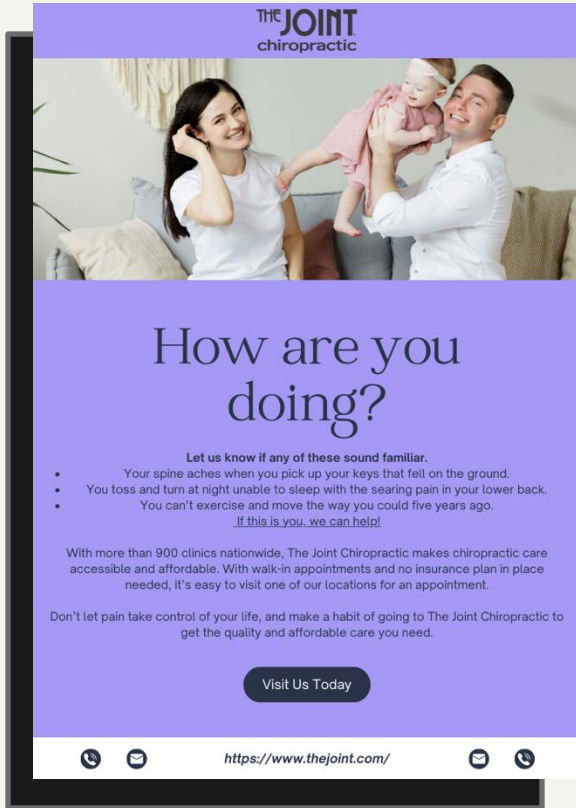
Embodiment of the Tenacity of the Olympian

Excel in Life like a Winner

THE JOINT
chiropractic

Find a Joint Chiropractic Near you
www.thejoint.com

... Olympic history for the first time...
... Track and field athlete...
... With the most gold medals awarded to any...
... Track and field athlete...
... Olympic career...
... 18-year-old...
... pregnancy of her daughter in 2016...
... it certainly can't be accomplished with lead...
... track or not... Visit our...
... appointment with the Joint Chiropractic today to accomplish things in ways you can't...



[Subject Line]

a.Struggling with Pain?

b.You've got joint pain, we've got the cure.

[Preheader]

Learn how affordable and accessible chiropractic care can help.

[Headline]

How are you doing?

[Body]

Are you struggling with back pain? Let us know if any of these sound familiar.

Your spine aches when you pick up your keys that fell on the ground.

You toss and turn at night unable to sleep with the searing pain in your lower back.

You can't exercise and move the way you could five years ago.

If this is you, we can help!

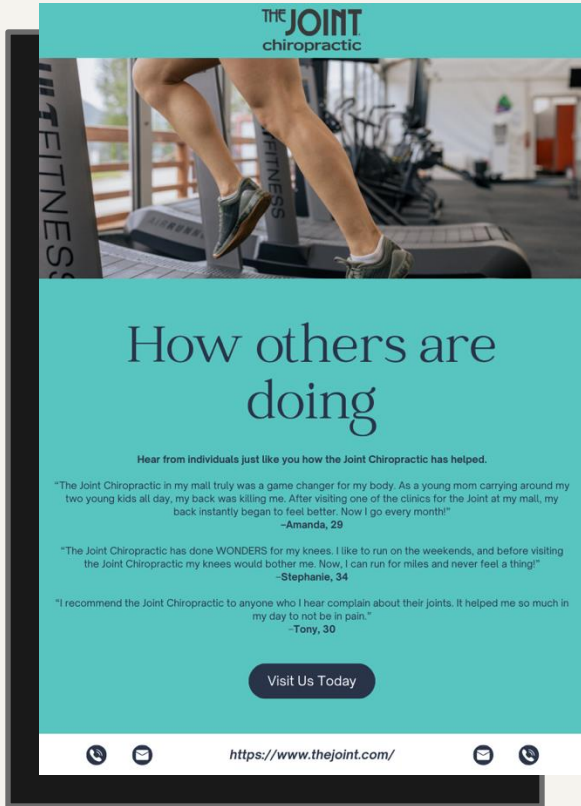
With more than 900 clinics nationwide, The Joint Chiropractic makes chiropractic care accessible and affordable. With walk-in appointments and no insurance plan in place needed, it's easy to visit one of our locations for an appointment.

Don't let pain take control of your life and make a habit of going to The Joint Chiropractic to get the quality and affordable care you need.

[Call to Action]

BUTTON

Visit us Today



[Subject Line]

- a. Don't just take our word for it.
- b. First-hand accounts of The Joint Chiropractic.

[Preheader]

Testimonies of individuals that the Joint Chiropractic has helped.

[Headline]

How others are doing.

[Body]

Hear from individuals just like you how The Joint Chiropractic has helped.

"Visiting The Joint Chiropractic in my mall truly was a game changer for my body. As a young mom carrying around my two young kids all day, my back was killing me. After visiting one of the clinics, my back instantly began to feel better. Now I go every month!"

-Amanda, 29

"The Joint Chiropractic has done WONDERS for my knees. I like to run on the weekends, and before visiting the Joint Chiropractic my knees would bother me. Now, I can run for miles and never feel a thing!"

-Stephanie, 34

"I recommend the Joint Chiropractic to anyone who I hear complaining about their joints. It helped me so much in my day to not be in pain."

-Tony, 30

[Call to Action]

BUTTON

Visit us Today