**Layla Cline**

**Print Ad A – Get Up and Get Moving**

**Brand:** **AsparFlakes**

**Target:** Mothers ages 40-60, living with their husbands in a suburban area of the United States or Canada. They are smart, educated college graduates who have an income average of $90,000 per year. They prefer healthier alternatives of eating and living, making them familiar with our brands' past products. They are the type of woman who eats all-natural ingredients and are not particularly vegetarian but are looking for a new way to expand their healthy palette to live a healthier, more fulfilling lifestyle.

**Tagline:** Getting Older Just Got a Lot Easier

**Headline:** Say Goodbye to Your Achy Breaky Bones

**Subhead:** You can tell my kids I’m ready to play. You can tell my friends I’m ready to dance.

**Copy A:**  With just one bowl of AsparFlakes, you will be ready to do all of the old things you used to. From going outside to play with your kids to going out with your friends. Also, just by adding Skim Milk, you’ll be intaking all of your Calcium needs in just one meal. Get back to living. Get back to you.

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