



Assignment 2

For creativity and consistency

ADBR-332

The Product

Strongway Battery Jump Starter and Portable Power Pack
— 1600 Peak Amps, 44Ah (Two 22Ah Batteries)



Features

- Delivers an 800mA charge rate
- 2 built-in DC outlets with on/off switch — 3 total outlets
- 1 USB port, 2.1 Amps
- LED indicator lights provide information at a quick glance
- Includes an ultrabright LED worklight for high visibility

What's Included

- (1) Jump starter
- (1) AC adapter

Roughs

What is the worst moment for your car battery to be dead.



What is the worst moment for your car battery to be dead.

When the get away car won't start.

STRONGWAY™



What is the worst moment for your car battery to be dead.

Did you bring a condom?

shit.....



STRONGWAY™

Campaign Idea

My idea for this campaign was to focus on the funny moments that you probably really want to make sure your car starts for, also since sex sells, I thought it was funny to use sexually implied texts.

Final Campaign

Posters



My roommate is spending the night at her boyfriends. ;)

What is the worst moment for your car battery to die?



SCAN ME



Do you have a condom?

What is the worst moment for your car battery to die?



SCAN ME



Hurry up, my husband is almost home!

What is the worst moment for your car battery to die?



SCAN ME

Instagram Photo



Email Photo

Parents just left, you should
come over. ;)

STRONGWAY™

Mockups

1. The QR code works
when you scan it
and takes you
directly to the site
to buy your jump
starter pack



2



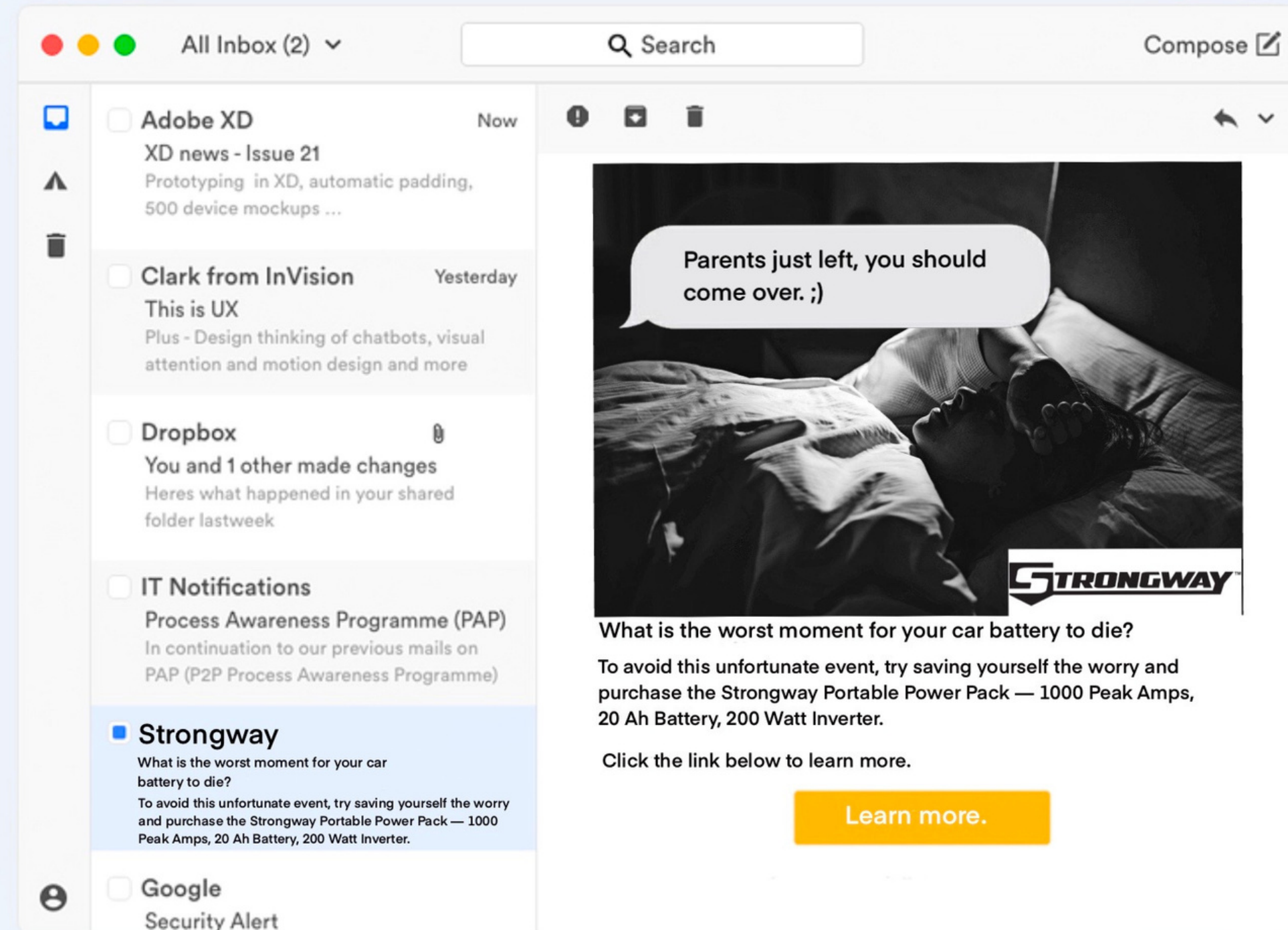
Do you have a condom?

What is the worst moment for your
car battery to die?



SCAN ME

Email



Instagram



Thank You!