

NEED WINGS?



114 mg
OF CAFFEINE

37 g
SUGAR

B-Group
VITAMINS

GET
YOURS
TODAY...

BEFORE THEY FLY AWAY!

Artist's statement: I first started with a blank page, and some brain-stomped ideas. I then found the picture of the Red Bull can, and chose this one because it was a picture that would stand out. I then placed the picture of the can on the side of the ad page and added margins and guidelines for everything else. After that, I decided on what I wanted to say, adding the nutrition facts on the other side of the can, and picking a darker font that will be different and not take our focus off of the can. Then I added a title "Need Wings?" using the same logo the brand uses. Then I finished it off by adding a catchy line, encouraging people to buy the product.