
PRINT/OOH

ADS

the ask:



Research Insights

- Wine
 - Recycling/Reuse
 - **Target audience:** women in their 30s-40s who enjoy a “granola” lifestyle
 - **Brand:** Avaline
-



Creative concept

Saturday Night vs. Sunday Morning
Double use. Single Price.



SATURDAY
DATE NIGHTS...



DOUBLE USE. SINGLE PRICE.

LEAD TO
SUNDAY MORNINGS.



SHOP NOW AT [DRINKAVALINE.COM](https://www.drinkavaline.com)

Transit



People



Magazine

Billboard



AVALINE
double use. single price.

saturday nights...

into

sunday mornings.

A hand holding a glass of white wine next to a bottle of Avaline and a bouquet of flowers. The background is a soft pink gradient.

shop now at drinkavaline.com

SATURDAY
DATE NIGHTS...

A bottle of Avaline and a bouquet of flowers on a wooden surface.

DOUBLE USE, SINGLE PRICE.

LEAD TO
SUNDAY MORNINGS.

A bottle of Avaline and a bouquet of flowers on a wooden surface.

SHOP NOW AT [DRINKAVALINE.COM](https://drinkavaline.com)

double use, single price.
buy now at drinkavaline.com

A bottle of Avaline, two glasses of white wine, and a bouquet of flowers on a wooden surface. The background is a blurred outdoor setting with string lights.

Overview

Media Citations

Magazine:

“People” magazine logo [JPG]. (2020). Hyperpix.
<https://hyperpix.net/fonts/people-magazine-font/>

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Avaline White Wine, 750 mL. Mariano's,
www.marianos.com/p/avaline-white-wine-750-ml/0081613602536.

Aver Side Table, White Oak, Front View. Hedge House Furniture,
hedgehousefurniture.com/cdn/shop/files/aversidetable-whiteoak-front-clip-23_2000x.webp?v=1687996934

Transit:

Two Urban Posters Mockup [PSD]. (2024). Freepik.
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Avaline Rosé bottle [JPG]. (2020). DrinkAvaline.
<https://drinkavaline.com/products/rose-wine?srsId=AfmBOoo5uMCZl25K84Gt3VH897J2kEE7o0lqgFHsKrVCnF5TGWWiMJwZ>

Billboard

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<https://drinkavaline.com/products/rose-wine?srsId=AfmBOoo5uMCZl25K84Gt3VH897J2kEE7o0lqgFHsKrVCnF5TGWWiMJwZ>

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<https://www.pinterest.com/pin/149111437651486865/>

MockupTree. (n.d.). *Building billboard mockups PSD*. MockupTree. Retrieved September 25, 2024, from
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Wine Picture

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Thank you!
