

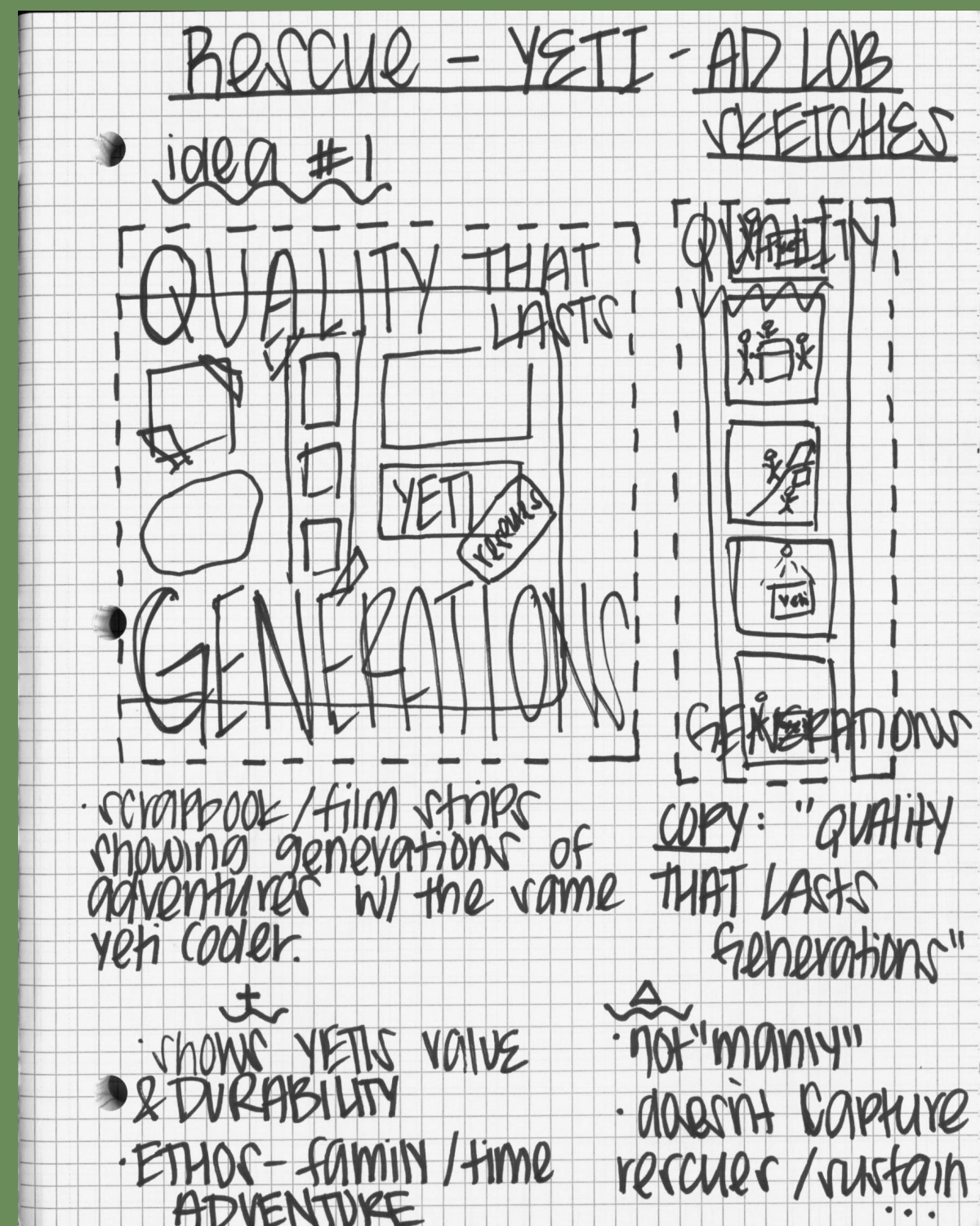
# CONCEPTUAL ADVERTISING ASSIGNMENT



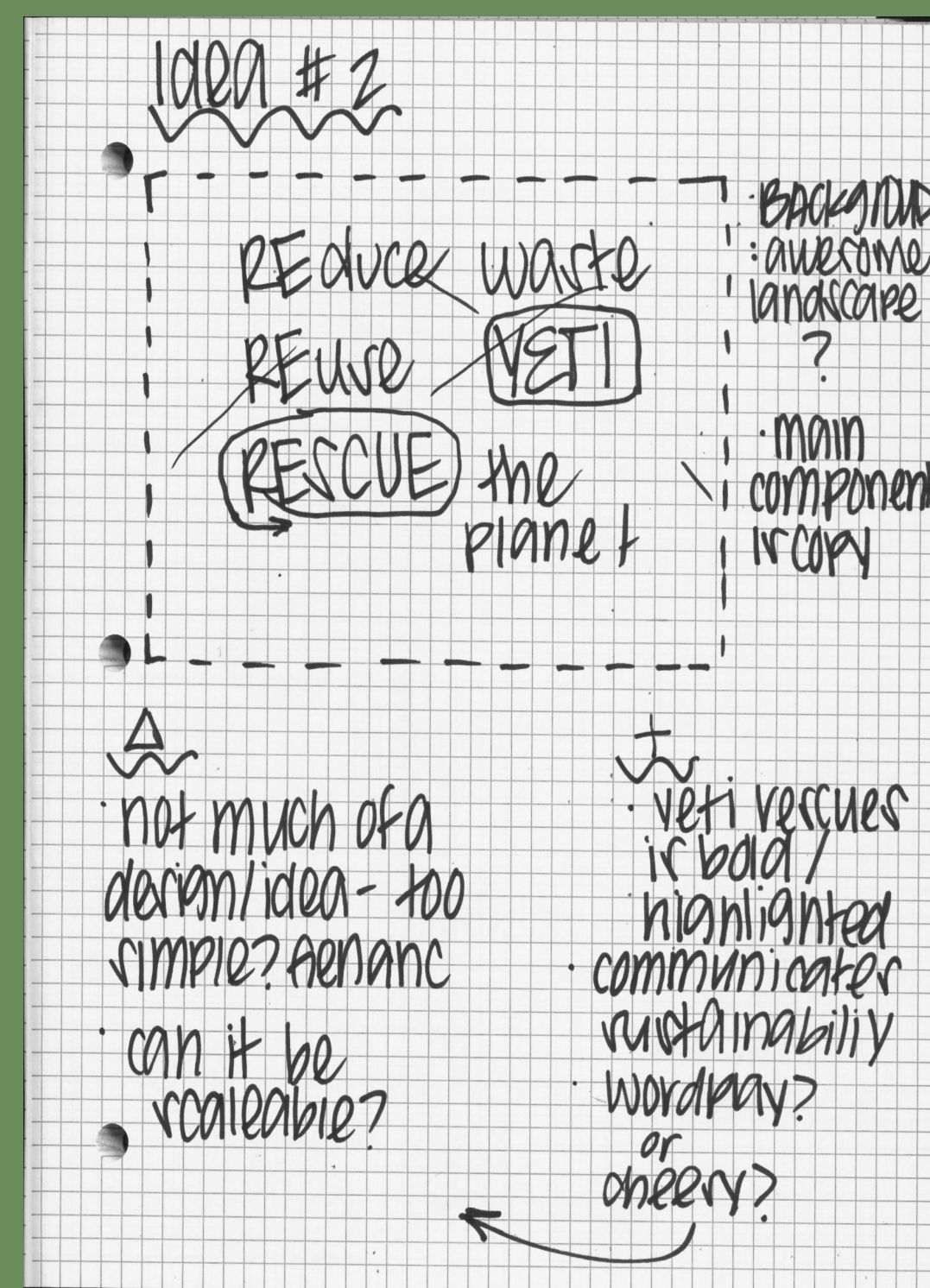
**SAM BRENNEMAN**



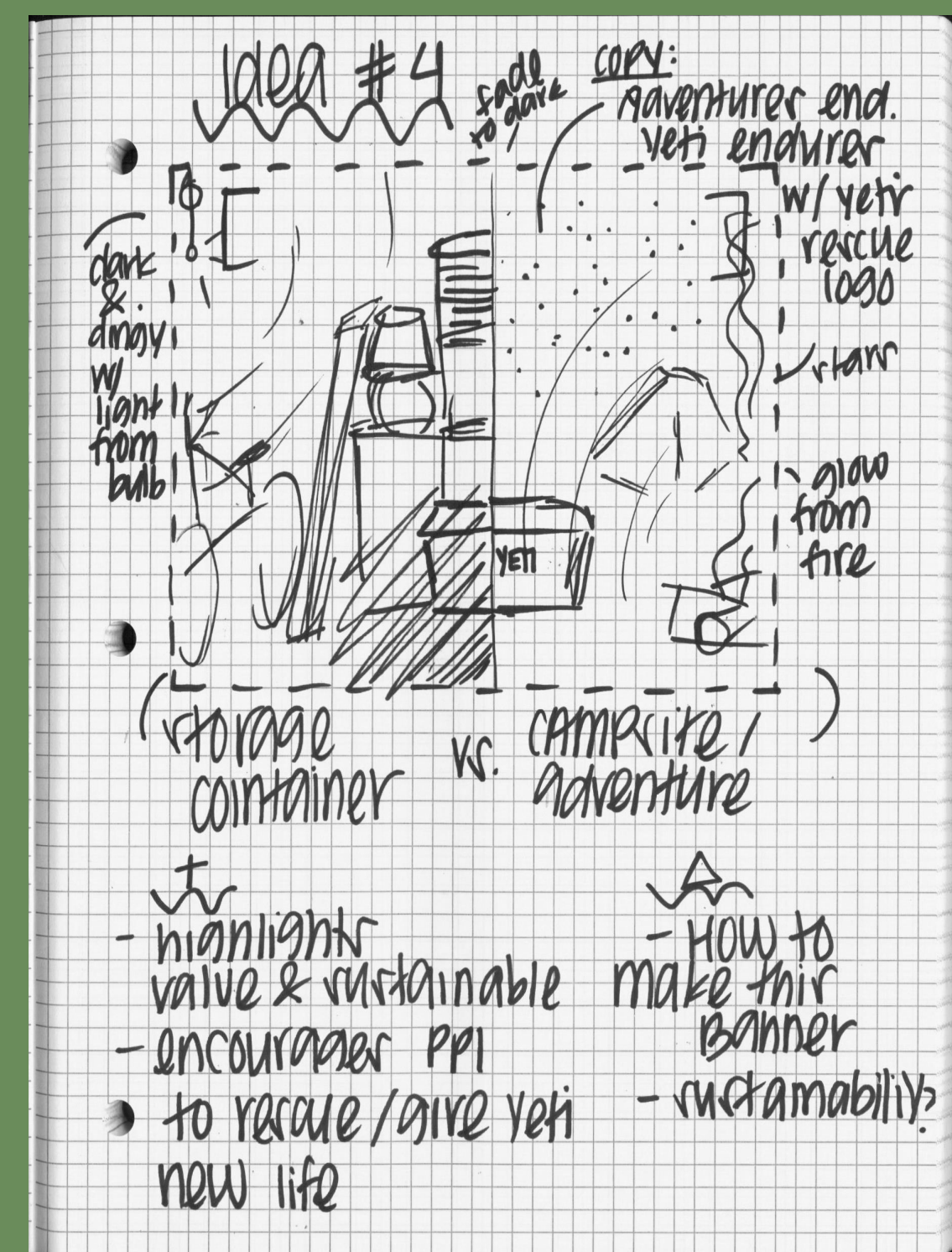
# SKETCHES



- A Scrapbook featuring film photos and film strips of camping trips with YETI coolers
- COPY: "Quality That Lasts Generations"
- The concept highlights YETI's value and durability as the same cooler can be used by different generations of the same family.



- A Solid background Ad Lob with the copy featured as the main concept
- COPY: "Reduce Waste, Reuse Yeti, Rescue the Planet"
- highlight how YETI's are so durable that they can be used second hand
- highlights the sustainability aspect of the brand.



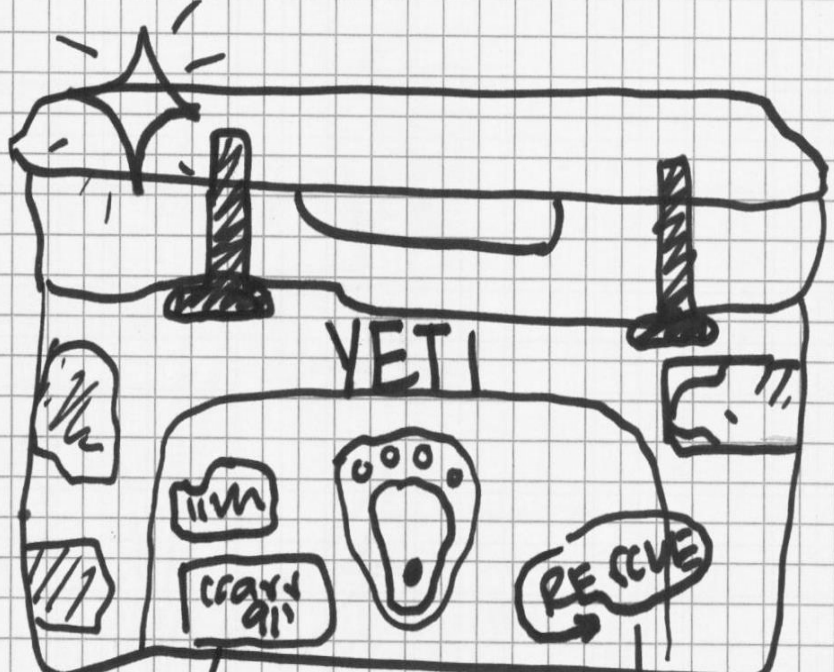
- A split contrasting image with one side being a YETI left in a packed, dark storage closet and the other side showing the YETI at a campsite under a starry night sky
- Shows how YETI Rescues gives YETI's new lives
- Highlights durability of YETI products and sustainability of using YETI Rescues.



# THE IDEA

Idea #3

not really just showing clean



WORN & PEELING sticker

pristine, undamaged & clean YETI cooler.

rescue sticker

COPY: TBD!

↓

- shows yeti's durability over time
- incorporates yeti rescuer in a cool way
- connects to trend... putting sticker on yeti

↑

- no COPY
- how do we make this a banner?

## ADVENTURES END



## YETI® ENDURES

- YETI Cooler covered in weathered stickers from various national parks and experiences while the YETI remains pristine
- Showing how one YETI cooler has been passed between generations and still is durable enough to continue to be used
- Highlights YETI's value
- COPY: Adventures end. YETI endures.
- play on END and ENDures.



# ADVENTURES END. YETI® ENDURES.

Coolers built to last generations, Yeti's aren't meant to be thrown away or kept in storage when your adventures end. **YETI RESCUES** gives older, retired Yeti's the opportunity to go to a new home for the adventures they were built to endure.





ADVENTURES  
END.  
YETI®  
ENDURES.



Coolers built to last generations, Yeti's aren't meant to be thrown away or kept in storage when your adventures end. **YETI RESCUES** gives older, retired Yeti's the opportunity to go to a new home for the adventures they were built to endure.



# BANNER



INCORPORATING THE COPY

