



For our food truck, Nav's Food Truck, we created the slogan - "Navigate Your Way With Nav Bowls". We created this slogan because we thought it was a clever way to incorporate puns/alliteration to grab the attention of potential customers. For the instagram post we had a bright yellow background with an image of an example bowl that a customer could purchase right in the middle. This allows them to see what they could potentially get in terms of ingredients and sizing, without having to worry about what might look like, or the portion sizes. Finally, included a price discount advertisement on our bowls to get customers more interested in trying our food for the first time.