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Discovery Document - Midterm

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June 7, 2021

MY TWO PRODUCTS



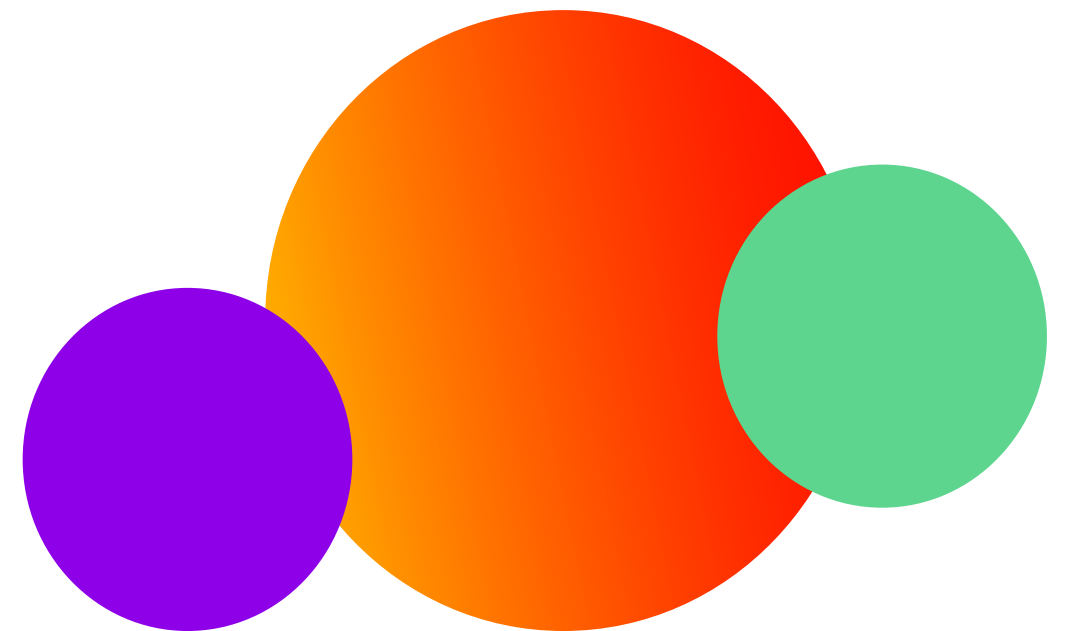
LABATT BLUE



SCOTTS® TURF BUILDER®
THICK'R LAWN™ SUN & SHADE

BRAND MASHUP STORY

I have two brands one of which is actually is a beer(Labatt Blue) and the other one is Fertiliser brand (Scotts Thick'r Lawn sun and shade). Finally i chose that i will take labatt blue bottle and Scotts fertiliser's information that's why my beer name is scotts thick'r lawn sun and shade which is actually a fertiliser brand name.



SCRIPT

You know that tired feeling you get at 5 pm?

Neither do we: SCOTT BEER: For energy that lasts:

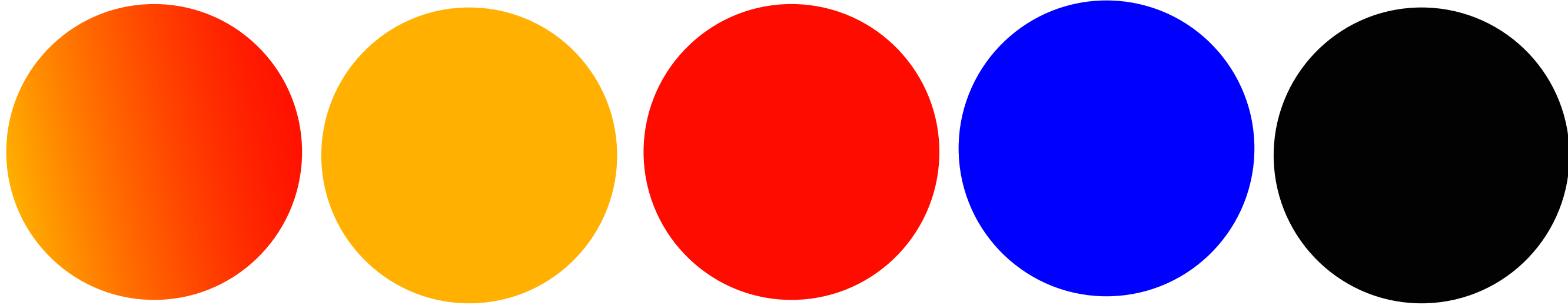
It's pretty simple really: Either you want to drink the best Beer
... or you don't: SCOTT BEER ... only better:

Onscreen Text

In My whole life i never tasted anything like this. its just amazing,
This Beer has something that energise me.
its been a month i started buying this beer but now i don't have any other option left in my mind.
The flavour, Aroma and design every this is perfect

SCOTTS Thick'r Lawn Beer is Bestest

COLOR SCHEMES



INSPIRATIONAL VIDEOS

<https://www.youtube.com/watch?v=j9E3MlnHjOQ>

<https://www.youtube.com/watch?v=WOMwKWhncL4>

FONTS

SCOTT'S

SCOTT'S
THICK'R
LAWN™
SUN AND SHADE

SCOTT'S
THICK'R
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