

Inspiring women to be active, take on new challenges, and conquer personal goals



#BETTERFORIT

A DEEPER EXPLORATION

ORIGINAL AD

DESIGN



The girls have a high contrast to their background.
They are aligned and working together.

TYPOGRAPHY



The words are big, bold, and eye-catching.

COLOR



The colors of the type and the clothes are bold and vibrant against an otherwise dull background.

A DEEPER EXPLORATION

NEW AD

DESIGN



The girls again have a high contrast to their background. There is an obvious focal point.

TYPOGRAPHY



There are still big, bold letters to catch your eye immediately.

COLOR



The colors of the words and the clothes are vibrant against the darker background.

