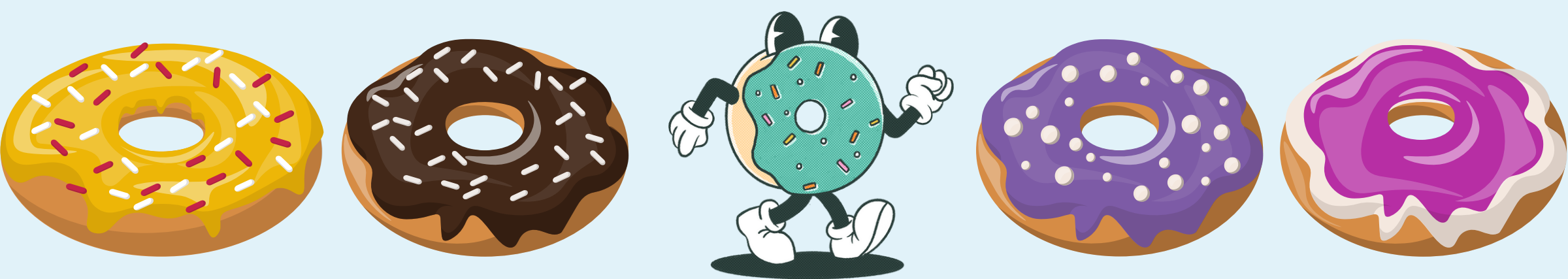


# COPYWRITING- RECREATING AN ADVERTISEMENT

*Task- Recreate the ad and highlight the formulas, principles, and/or type of appeals you have used.*



# ORIGINAL

## Doughnuts are bad for you.

So are cream cakes, lie-ins and loud rock music.  
So is sugar. If you take it in your tea, stop immediately. If you take two sugars in your tea, obviously you're trying to commit suicide and it's a cry for help. Don't do it.  
Your life is precious.

Not drinking enough water is bad for you. You must drink 6½ pints a day, or you'll get dehydrated and that's bad for you too. Don't drink too much though, that can be really bad for you. If you drink over 14 pints at once it makes you feel drunk. So don't drink too much water and drive.

TV is bad for you. Watching too much can cost you your friends. None at all and you've got nothing to talk to them about. Lack of exercise is bad for you. But getting addicted to gyms is bad for you too. Also, some gym towels aren't laundered properly and spread germs.  
Germs are bad for you.

Stress is bad for you. Well, at least too much stress is bad for you. Not enough and you don't realise you're alive which is bad for you too.  
The thing is, life and the living that is involved is bad for you.  
It must be, because it kills everyone in the end.

At Krispy Kreme, we think the key to life, by which we mean eating doughnuts, is balance. Sure, if you eat them morning, noon, and night and they are brought directly to your armchair, then that would be bad. But then if you've never felt the pleasure of eating a delicious fluffy original glazed doughnut hot off the line and, heaven forbid, you get struck by lightning, well surely that would be really bad. Really really bad.



# RECREATED

## Doughnuts Do Not mean anything

without balance. **We need balance** in all aspects of life. Balance is important for living and loving. Balance is a important for a healthy and fulfilling life. Balance is necessary at all times, from playing see-saw as kids, to meeting course deadlines during valentines week.

And the world is filled with such ideas.

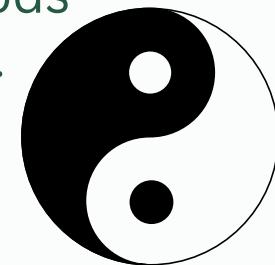


If you go to Japan, you see the **Ikigai** concept talking about adopting a balanced and mindful eating approach and their people live for over 100 years so they must be doing something right.

The **Hara Hachi Bu** encourages moderate eating and stopping before feeling too full. As annoying that may sound, it emphasizes the importance of enjoying a variety of foods in moderation, giving a healthy and balanced lifestyle.

**Yin and Yang** represent the balance of opposites.

They show how these forces are connected, emphasizing the need for balance as well as change in life, giving you a reason to fall for the playboy your friends ask you to not talk to.



As we grow up, we see the importance of **work life balance**. It could be used as the reason you leave work early as well as an excuse to skip the annoying relatives wedding.

Just like life, our taste buds crave balance too. At **Krispy Kreme**, we provide a world of flavors with a diverse range of doughnuts.

We also have a 4 doughnuts per week limit if you buy join our premium membership (free of cost). This serves

as a reminder for you to **enjoy, but in balance**. Because, in both life (and doughnuts) balance is the secret ingredient to a truly satisfying experience.



## My Advertisement incorporates elements of the AIDA model-

- **Attention:** The opening line, "Doughnuts Do Not Mean Anything," immediately grabs attention by saying something controversial.
- **Interest:** The use of relatable scenarios, from childhood see-saw play to navigating course deadlines during Valentine's week, engages readers' interest. The mention of concepts like Ikigai and Hara Hachi Bu adds a layer of cultural intrigue.
- **Desire:** The mention of those concepts connect the ideas of balance and moderation to longevity, creating a desire for a healthier and more fulfilling life.
- **Action:** The call to action comes in the form of the reminder to enjoy, but in balance. By introducing the 4 doughnuts per week limit through a premium membership, we effectively encourage readers to take action by trying Krispy Kreme's offerings.





THANK YOU