

USER experience Exercise Briefing

KENT's Health Food Store

the food provided at Kent's is all GMO free and perfect for customers who want food which is as natural as you can make it.

The purpose of this Advertisement is to communicate the companies high standard for natural / 'pure' foods.

target audience: 23- 27 year old women, who have heard of Kent's before, but aren't aware of their strict food requirements and selection.

Centra Bank

Centra banks main message is that they don't want their customers to feel like they are not important, like they are just another account, as many large corporate banks do.

The purpose of this advertisement is to communicate this message; to show potential customers that Centra prides customers on an individual level.

Target audience : 21 - 25 year old men; who currently are part of other large national bank chains.