



# Flavoured Bread

Fresh baked bread

From all the  
choices, chose  
**HEALTHY!**

**FRESHNESS IS OUR MAIN  
INGREDIENT**

Based upon the Market Research we identified, the poster was designed to target the age category 25-34, so we choose the picture to be relevant with the title in which we talk about HEALTHY but more than that we want to attract all the categories of ages, as we think is important that everybody should try a healthy lifestyle. As in our questionnaire 69% of the people consider healthy ingredients very important so our image is based on whole grain bread and almonds, those two linking to the words Healthy and Natural. The main reason we choose whole grain bread for our main picture is because 50% of the potential customers consider that this type of bread is healthier. In a large number 92.3% Freshness is extremely important so we choose to write a subhead about freshness so we can meet their standards and assured them that we have the same principle as them.

The main colour we choose to create the poster is green, because this colour is related to nature, refreshing, balance, is a colour of health again our main target. Is very important in our poster to assure people that we only work with the nature and hopefully this will make more customers interested to try our products.

This poster was created to attract more customers to a healthy lifestyle, to feel the taste of a nutrient slice of bread, baked with natural, organic and fresh ingredients, and to enjoy a slice of NATURE.