

# APPENDIX 2.5 "Toyland" Sample Advertisement

**TOYLAND!**

THE WORLD'S BEST TOY STORE!!

THE HOTTEST TOYS AROUND!

SAVE 50%

BUY 1, GET 1 FREE!

AMAZING SALES EVERY DAY!

SALE: \$14.95

NO ONE BEATS OUR SELECTION!

SALE: \$39.00

LOW LOW PRICE

The advertisement is a hand-drawn collage of promotional elements. At the top left, the word 'TOYLAND!' is written in large, bold, stylized letters. Below it, a rectangular box contains the text 'THE WORLD'S BEST TOY STORE!!'. To the right, a starburst shape says 'THE HOTTEST TOYS AROUND!'. Further right, a tricycle is shown with a box above it that says 'SAVE 50%'. Below the starburst, a box says 'BUY 1, GET 1 FREE!' next to an illustration of a box of 'CRAYONS' and two crayons. To the right of the crayons, another starburst says 'AMAZING SALES EVERY DAY!'. On the left side, a teddy bear is shown with several hearts around it, and a box above it says 'SALE: \$14.95'. Below the bear, a starburst says 'NO ONE BEATS OUR SELECTION!'. In the bottom center, a handheld video game console is shown with a box above it that says 'SALE: \$39.00'. On the bottom right, a baby stroller is shown with a box below it that says 'LOW LOW PRICE'.