

**Rylee Efaw**

**AsparFlakes Breakfast Cereal**

**Brand:** AsparPower Mills, Inc.

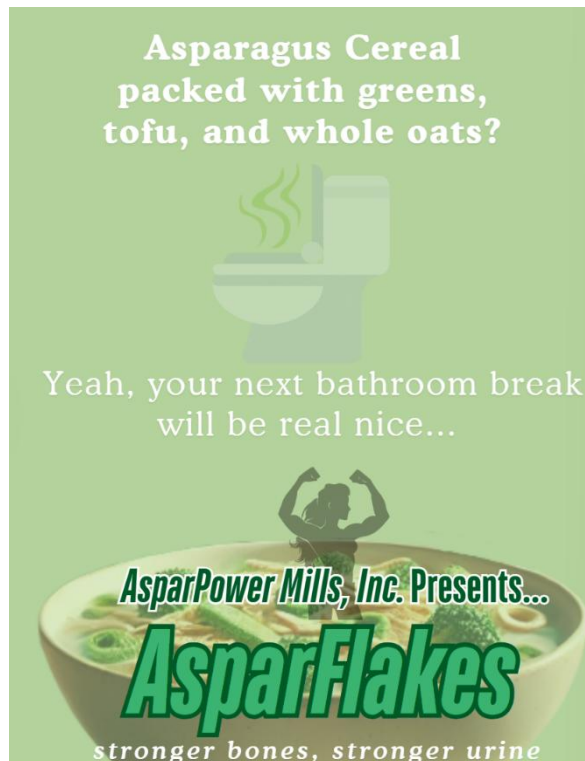
**Target:** Middle-aged (40-60), health-conscious women within the United States and Canada. They are college-educated professionals who have a spouse, children, and a family income of \$90,000/yr on average. Though they are familiar with AsparPower Mills, they are unaware of this cereal.

Shop commonly in health-food stores a few times a week and concentrate on eating healthy throughout the entire day. Because of this, they prefer all-natural, organic ingredients and like the production process to be as natural as possible.

**Tagline:** stronger bones, stronger urine

**Headline:** Asparagus Cereal packed with greens. Tofu, and whole oats?

**Subhead:** Yeah, your next bathroom break will be real nice...



**Copy A:**