



**PROJECT: FULL PAGE AD SPIN MAGAZINE**

Project's Primary Objective	<ul style="list-style-type: none"><li>• Create online engagement</li></ul>
Points that must be included.	<ul style="list-style-type: none"><li>• Introduce Luke</li><li>• Introduce the company</li><li>• List of products</li><li>• Parameters for the gift-card competition</li><li>• Contact info</li></ul>
Main Call to Action	<ul style="list-style-type: none"><li>• Tag us with a picture of your dog!</li><li>• Contact Us!</li></ul>