

CREST BAKING SODA & PEROXIDE WHITENING TOOTHPASTE AD EXAMPLE

HEADLINE

BEFORE. AFTER.

VISUAL

Two pictures set against a white background - the first is an image of a delicious chocolate cake. Underneath this image is the first headline, "BEFORE." Beneath it is the image of a smiling woman with clean, white teeth. Below that image is the second headline, "AFTER."

COPY

Crest Whitening Toothpaste with Baking Soda and Peroxide whitens your teeth just by normal brushing. No matter what life puts on your plate.

FOOTER

Crest - Healthy, beautiful smiles for life

www.crest.com

PHOTO ATTRIBUTIONS

Chocolate Cake Photo Credit: [timtak](#) on [Flickr](#) via [Compfight cc](#)

Smiling Woman Photo Credit: [spunkinator](#) on [Flickr](#) via [Compfight cc](#)