

# echo dot

*Ask Anything Campaign*

Promotes the simplicity and convenience of using the echo dot to accomplish everyday tasks like reordering dog food.

"ALEXA, REORDER  
DOGFOOD"



echo dot

\$49<sup>99</sup>

# A Closer Look

**Original Design**

# Design

*Cartoon Style font makes the ad fun and contributes to the creative style.*

*Cartoon style drawing brings a non-literal element into the ad and creates an imaginative feel while combined with an actual image.*



"ALEXA, REORDER  
DOGFOOD"

amazon

echo dot \$49<sup>99</sup>

The advertisement is enclosed in a thin black border. At the top, the text "ALEXA, REORDER DOGFOOD" is written in a hand-drawn, cartoonish font. Below this, a black and white line drawing of a dog with large, expressive eyes sits behind a real, dark blue Amazon Echo Dot smart speaker. The dog's front paws are positioned as if it is touching the top of the device. The Echo Dot has the "amazon" logo on its front. Below the device, several small black dots are scattered on the white background. At the bottom left, the words "echo dot" are written in a clean, sans-serif font, with "echo" in blue and "dot" in black. To the right of this, the price "\$49<sup>99</sup>" is displayed in a similar font.

# Typography

*Slab Serif font keeps the text clean and contributes to the cartoon style of the ad.*

"ALEXA, REORDER  
DOGFOOD"



echo dot

\$49<sup>99</sup>

# Color

*White and black colors keep the ad simple and clean, while the splash of blue color at the bottom creates variety and interest to the eye.*

"ALEXA, REORDER  
DOGFOOD"



echo dot

\$49<sup>99</sup>



# Consistencies

*Same Cartoon-Style Font*

*Same Cartoon-Style drawing*

"Alexa, turn on the  
Christmas tree lights"



echo dot

\$49.99

# Consistencies

*Same Colors:  
Black, White, and  
Blue*

"Alexa, turn on the  
Christmas tree lights"



echo dot

\$49.99