echodot Ask Anything Campaign

Promotes the simplicity and convenience of using the echo dot to accomplish everyday tasks like reording dog food. "ALEXA, REORDER DOGFOOD"



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 imaginitive feel while combined with an actual image.

"ALEXA, REORDER DOGFOOD"



Typography

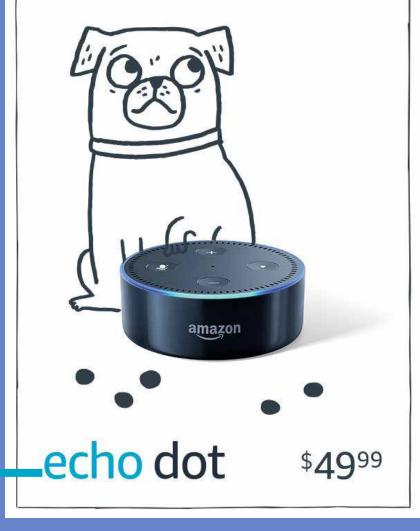
Slab Serif font keeps the text clean and contributes to the cartoon style of the ad.



Color

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

"ALEXA, REORDER DOGFOOD"



New Ad

Consistencies

"Alexa, turn on the Christmas tree lights"

Same Cartoon-Style Font

Same Cartoon-Style drawing



Consistencies

Same Colors: Black, White, and Blue

