

dinner is all about **value**  
 and natural, delicious taste.



let's say, **tonight**, we'll help  
 make your dinner decisions.

 <b>2<sup>98</sup></b> Product Name® Assorted varieties	 <b>43¢</b> Carrots	 <b>1<sup>97</sup></b> Ancho® Classic Crockers Seasoned 6 oz. box
 <b>2<sup>98</sup></b> Emerald® Clear Dressing 8 oz.	 <b>71¢</b> Cucumber	 <b>93¢</b> McCormick® Salad Toppings 3 oz. Assorted varieties
 <b>3<sup>68</sup></b> Product Name® Assorted varieties	 <b>93¢</b> Tomatoes	 <b>7<sup>08</sup></b> Product Name® Assorted varieties
 <b>1<sup>67</sup></b> Horizon® Organic Finely Shredded Cheese 5 oz. bag		

7am - 10pm **every day**

Chandler 420 North 55th Ave  
 Gilbert 250 West 55th Street  
 Mesa 1901 Baseline Road  
 Tempe 400 East 55th Street



**Client:** Wal-Mart Corporation  
**Concept:** Copy for Marketside weekly ad circular: this smaller-footprint, neighborhood grocery chain is owned by Wal-Mart and offers key grocery staples plus freshly-prepared meals to go.  
**Audience:** Busy working professionals who enjoy wholesome, well-prepared dinners with their families, but have little time to shop or cook.  
**At left:** One of several layout concepts (ignore copy,) that showcased both cold and hot prepared meals on cover. Team needed actual copy to convey:

1. The extraordinarily-fresh ingredients
2. The affordability and wide selection of family-pleasing, fresh-cooked meals
3. The extra convenience and faster shopping a smaller neighborhood store offered compared to bigger supermarkets.

**Shown below: 2 headline/subhead concepts out of many** I wrote for both cover and interior pages. Since there was no offer available, used "you're just minutes away" as call-to-action burst to coax busy audience in. (Other pieces included specific coupons/specials as draw.)

**Tonight's Dinner? Done.**  
 Fresher flavors. Faster shopping. Fewer dollars spent.

*Visit your neighborhood Marketside now – you're minutes away!*

**100+ inspiring answers to "What's for dinner?"**  
 Fresher flavors. Faster shopping. All for fewer dollars.

*Stop by Marketside now – you're just minutes away!*