


MawPap Paper

The paper for your

Inner

Woman

MawPap Paper Company

A silhouette of a person sitting on a rock, looking out over a sunset. The person is in profile, facing right. The background is a vibrant sunset with orange and yellow clouds and a low sun on the horizon. The overall mood is peaceful and contemplative.

**Be
Inspired**

MawPap Paper Company

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**Be
Determined**

MawPap Paper

The paper for your

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**Be
Sexy**



Mawpap Paper company

A black silhouette of a person in a dynamic, jumping pose against a grey background. The person is captured mid-air, with their right arm extended upwards and their left leg bent. The overall shape is reminiscent of a stylized letter 'F'.

**Be
Free**

MawPap Paper Company

Benchmark Reflection

My product is paper, and i am advertising for my company, to get people to purchase my paper. My message is that advertisements recently have been more about style than about the actual product, and more about marketing things subconsciously, and tricking people in to buying them rather than having people who need the product purchase the product.

My intended audience is women, mostly because i wanted to portray the recent silliness of marketing things toward a specific audience when it doesn't make sense. Like marketing paper towards women, when paper tends to be a gender neutral product.

I think this is an effective way to reach my audience because it shows silhouettes of women and empowering messages directed towards women, but at the same time i think it is hilariously ineffective because it doesn't really show anything about the paper company

If i were to do this again the thing i would do the most is spend more time on my advertisements and try to make them in a better quality, but i am awful at photoshop and things of that nature, so doing something along those lines would probably be pretty difficult and time consuming for me.