



**PEDAL**  
PARADISE

Image & Positioning Ads

## Advertisement #1: Pathway To Fun (Online/Social Media)

In this Instagram ad, Pedal Paradise effectively markets their new bike model, the Venga, by utilizing a combination of visual appeal, engaging the audience, and strategic targeting. Visually, the ad gives off a fun look, which gives viewers the idea that the bike is to ride around casually. A simple caption like this encourages the audience to go check out the bike on the company website to find out more information. Lastly, this bike targets those who like the outdoors or is interested in cycling casually. This post overall clearly conveys that message.

Casey Quach



## Advertisement #2: Swift Rush (Print Ad)

Our creative strategy for the Flamin Flash bicycle centers on capturing the essence of speed and competition, resonating with avid cyclists and racing enthusiasts. Through a visual of racers and messages that represent speed and performance tracking, we convey the hot and fast experience with Flamin Flash bicycle. By tapping into the thrill of the race and emphasizing a few features of the bike capabilities, we aim to inspire our audience to embrace their need for speed and choose the Flamin Flash as their ultimate racing companion.

Emily Chao

SWIFT RUSH

# FLAMIN FLASH

*ROLL  
FAST!*



*TRACK  
YOUR  
RIDE!*

[www.pedalparadise.com](http://www.pedalparadise.com) | [info@pedalparadise.com](mailto:info@pedalparadise.com) | 408-123-4567

# Advertisement #3: Summer Sprint (Print Ad)

The promotional image for the Carioca Cruiser V2 is designed to attract adventure lovers by highlighting the bike's durability and high performance. The black-and-white photo against a rugged background suggests toughness, while the diagonal layout adds energy and movement. The headline "SUMMER SPRINT" creates excitement for summer activities, and the tagline "Smooth the Ride and Power Through" emphasizes the bike's smooth performance and power.

The model name is clearly displayed to reinforce brand recognition, and the website URL ([pedalparadise.com](http://pedalparadise.com)) invites viewers to learn more, potentially boosting sales. Red stripes add a pop of color, drawing attention and conveying energy. Bold, clean text ensures the message is easy to read and modern. Overall, this design communicates that the Carioca Cruiser V2 is perfect for those seeking a high-performance, reliable bike for their summer adventures.

Huu Nguyen

CARIOCA CRUISER V2

**SUMMER SPRINT**

**SMOOTH THE RIDE AND POWER THROUGH**

PEDALPARADISE.COM