

## Advert A

You do so much for your family...

*You deserve some  
me-time with*

*Escape*  
*Chocolate drink*

*Only 99 calories*

A woman with long brown hair is relaxing in a white bathtub filled with bubbles. She is holding a white cup of chocolate drink. Several lit candles are placed around the tub, creating a warm and relaxing atmosphere. The background is a soft, out-of-focus white.

## Advert B



IMPROVING  
**GENDER**  
BALANCE  
**SCOTLAND**

**GOOD TIMES**  
**BANTER**

**BIG MO'S PIZZA**

The advertisement features a photograph of four young men sitting around a table, laughing and eating pizza. They are holding green beer bottles. The text 'GOOD TIMES BANTER' is written in a large, stylized, comic-book font at the top, flanked by two stars. At the bottom, a red banner with white text reads 'BIG MO'S PIZZA'.



## Advert C



The healthier option  
for your little



## Advert D



Has she left you  
to do the cook-  
ing again!?

Jo's Country Kitchen delivers freshly pre-  
pared meals to your door...

**She'll never know!**





# Advert E



## Advert F



**He's in bed with a cold,  
but you need to keep going...  
What's your secret?**

**UN-STOPPABLE** ▶▶  
COLD & FLU REMEDY

