

This ad is a postcard “love letter” revolving around a Valentine's Day deal. The ad leverages pop culture by hijacking Caleb Love to make him the face of the campaign. This draws UNC students in, as Love is a widely known UNC basketball player and effectively targets the intended audience, UNC students. Furthermore, this ad is authentic to Meantime as it briefly states the mission of the company and emphasizes their student focused model. The play on Love's last name also ties in with the theme of Valetine’s Day. This campaign is to be distributed to students on postcards.

\*front of postcard\*



\*back of postcard\*



*Because we  
Love you*

Enjoy 14% off all orders this  
Valentines Day

**Giving back to  
Carolina one cup  
at a time.**

STUDENT DRIVEN FUNDING  
PROFESSIONAL DEVELOPMENT  
SUSTAINABLE FOOD HUB



Meantime Coffee co  
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