

ACME Pro Can Opener

A hypothetical restaurant supply company selling professional electric can openers. The assignment was to write an e-zine ad that would appear in a restaurant trade magazine. With limited space, the challenge was to entice prospects to find out more using very few words.

The Last Can Opener You'll Ever Have to Buy

Small but mighty, Acme Pro Can Opener, with built-in rechargeable battery, takes up half the space without giving up power. And thanks to its unique cutting blade, no more sharp edges means fewer accidents. With its sanitary stainless steel, water resistant construction, you'll have this beauty around for a long, long time.