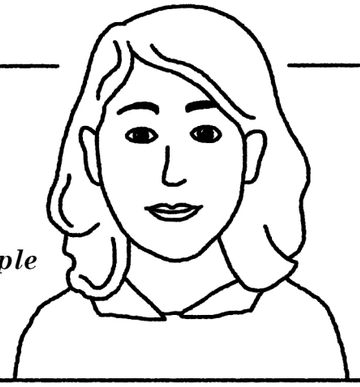
The ground-breaking event that positively impacted empowerment

Written by Rachel Example

Stories that last are told in ink

MAYBELLINE
TRY SUPER STAY MATTE INK

Rachel Example



Told in Ink

Newspaper - Super Stay Matte Ink Lipstick

Insight:
People wear lipstick to make a big impact & lasting impression. However, it is important for these driven people to have a long-lasting lipstick so they can focus on their day and not reapplying their lipstick.

Idea:
Use the writers of impactful news articles as the models for the lipstick. These adverts will be placed below their powerful print articles that are about positive events & news with long-lasting positive change.

The day that united the entire community

Written by Lauren Ipsum

Stories that last are told in ink

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Lauren Ipsum

The young activists who influenced Government environmental policies

Written by Exemplar Name

Stories that last are told in ink

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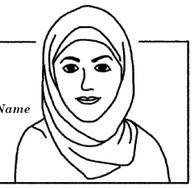
Exemplar Name