

## Spec Portfolio

### AllTrails


Products: Water bottle and/or car sticker

Other copy ideas for stickers...

- Get dirty
- Get outside
- Kindle adventure
- Outdoors > Indoors
- Where's your next adventure?
- Mother Nature is calling and I must go.



Display Ad: Lightbox Message for AllTrails basic members on app and website



Join Pro for just \$2.50 month or \$29.99 annually! Adventure with confidence. It's easy to use and loaded with benefits.

No service on the trail? Download offline maps or print a copy to stay on track.

[Explore Pro](#)

**Zox**

Display ad or Billboard Copy: Looking for the perfect yet affordable gift? This will knock their Zox off.

Product Copy: You are resilient OR I am resilient.  
(on bracelet with Lotus flower similar to below)

