Here's your chance to be the youngest advertising Art Director in the history of the world! A struggling new company, The Daily Doughnut, desperately needs a new advertising campaign to get their name out and their business off the ground. It's your job to develop a campaign that consists of a billboard and two different size magazine print ads. Start by developing an attention-grabbing, effective concept. Make sure each ad includes a visual and a headline that work well together. And remember, for the three pieces to work together as a campaign, they need to have something in common. Sketch your ideas in the spaces that follow and remember that sketches can also include color. The Daily Doughnut is depending on you!

Sketch your billboard ad here.