

MANAGING DIRECTOR
TESCO LTD
TESCO HOUSE,
DELAMARE ROAD,
CHESHUNT,
HERTFORDSHIRE
EN8 9SL



IF YOU'RE NOT WITH
ED, YOU'LL BE LEFT
ON THE SHELF.



Dear Mr. Sample,

Soon shoppers will be looking for **ed**.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam sem. Suspendisse congue ullamcorper nibh. Quisque varius ante et augue. Integer nisi pede, scelerisque sit amet, interdum id, tincidunt eu, felis. Nulla in metus.

Massive media spend launches push for recycl**ed** packaging.

Nunc nec odio a ante pulvinar fringilla. Nulla sed felis ut felis condimentum suscipit. Pellentesque facilisis rutrum felis. In tincidunt. Nullam mi ipsum, condimentum eu, ultrices a, imperdiet vitae, tortor. Proin in leo tristique quam auctor lacinia. Aliquam sed turpis quis orci hendrerit volutpat. Ut vel lorem vitae nisi venenatis pulvinar. Curabitur tincidunt augue eget dolor mattis scelerisque. Nunc luctus tristique lorem.

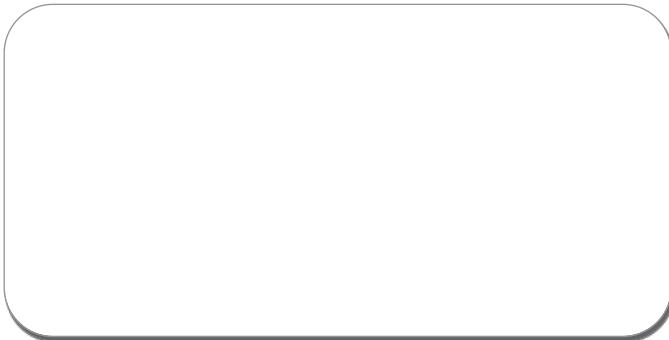
Tesco brands can be even more valued by shoppers.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam sem. Suspendisse congue ullamcorper nibh. Quisque varius ante et augue. Integer nisi pede, scelerisque sit amet, interdum id, tincidunt eu, felis. Nulla in metus. que facilisis rutrum felis. In tincidunt. Nullam mi ipsum, condimentum eu, ultrices a, imperdiet vitae, tortor. Proin in leo tristique quam auctor lacinia. Aliquam sed turpis quis orci hendrerit volutpat. Ut vel lorem vitae nisi venenatis pulvinar.

Tesco and **ed** can help save our planet.

THIS LOGO WILL MAKE
YOUR PRODUCTS FLY OFF
THE SHELF.

75% recycled



Clean ed up?



IF YOU'RE NOT WITH
ED, YOU'LL BE LEFT
ON THE SHELF.



Dear Mr. Sample,

Soon shoppers will be looking for **ed**.

Placeholder text for the first section.

Massive media spend launches push for recycl**ed** packaging.

Placeholder text for the second section.

Ariel will be even more lov**ed** by shoppers.

Placeholder text for the third section.

Ariel and **ed** can help save our planet.

THIS LOGO WILL MAKE
ARIEL FLY OFF THE
SHELF.

75% recycled

Managing director
Tesco LTD
Tesco House,
Delamere Road,
Cheshunt,
Hertfordshire
EN8 9SL



Who's in?

Who's out?



The  list.

ed

To: mrsample@sample.com

Cc:

Subject: Everyone's looking for ed.

► Attachments: none

Font Font Size B I U T

Massive media spend launches push for recycled ed packaging.



Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam sem. Suspendisse congue ullamcorper nibh. Quisque varius ante et augue. Integer nisi pede, scelerisque sit amet, interdum id, tincidunt eu, felis. Nulla in metus.



IF YOU'RE NOT WITH
ED, YOU'LL BE LEFT
ON THE SHELF.



They've changed ed, have you?

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam sem. Suspendisse congue ullamcorper nibh. Quisque
varius ante et augue. Integer nisi pede, scelerisque sit
amet, interdum id, tincidunt eu, felis.*

THIS LOGO WILL MAKE
ARIEL FLY OFF THE
SHELF.



75% recycled

The **ed** list

Get educat **ed**



according to **ed**

The **ed** effect



They've chang **ed**, have you?

FIND OUT WHAT
→ **ed** ←
CAN DO FOR you.

Why Millions of Shoppers are looking for **ed**

THIS LOGO WILL MAKE ARIEL FLY
OFF THE SHELF.

→ **75% recycled**