

Cocktail Straws EBC/A+ Content Image Guidance & Copy

Purpose: To inform the client of exactly which amazon module to use, image size, idea for the image, and to provide the copy. This guidance can then be used by Guava's graphic designer or the client's graphic designer to create the images (*or photographer if product images have not been completed yet*).

Target Audience: Adults (30's+) who enjoy crafting cocktails at home.

Audience Wants/Challenges: They want to bring the bar experience home. They want to perfect the details of their cocktails, including the presentation. Don't want to buy wasteful plastic straws anymore (viewed as tacky looking and not environmentally friendly)

Tone: "Down-to-Earth", confident but not flashy.

1.

Logo

Amazon Module: Standard Image & Dark Text Overlay

Image Size: 970x300

IMAGE: Your Business Logo

2.

Hero Image

Amazon Module: Standard Image Header With Text

Image Size: 970x600

IMAGE: Cocktail in a lowball glass with the straw in it, on an at-home bar. Person's body in the background with one hand holding bar edge (near cocktail), one hand behind the back. Similar shot to below but without the hand pouring.



- Smaller cup is 18oz and larger cup is 28oz
- Leak-proof, water tight seal
- Circle welded for durability
- Made of food-grade stainless steel 304

TEXT: The Finishing Touch for Your Cocktails

SUBTEXT: Add these straws for bar-level aesthetics at home

Image Alt Text (Image Keywords): private to client*

3.

BANNER

Amazon Module: Standard Image Header With Text

Image Size: 970x600

IMAGE: People gathering at an elegant housewarming party smiling and toasting.

TEXT: Craft your next inspiring cocktail without crushed ice getting in the way. With these reusable metal straws, savor the flavor of your favorite mixes until the very last drop.

Image Alt Text (Image Keywords): private to client*

4.

Features of Product Amazon Module: Standard 4 Image & Text All Image Sizes: 220x220

IMAGE A: Dishwasher bag being placed in the dishwasher.	IMAGE B: Someone holding the storage box with straws inside	IMAGE C: Two people with cocktails making a toast.	IMAGE D: Cocktails on the bar with straws in them and with the flag in the background
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Headline A (plain text below): Dishwasher Bag

Image A Copy (plain text below):

Each bag is custom-made to fit your reusable straw so they look new after every wash.

Image Alt Text (Image Keywords): private to client*

Headline B (plain text below): Damage Protection

Image B Copy (plain text below): With the storage box, keep your straws safe, organized and easy to find when it's time to pour another round.

Image Alt Text (Image Keywords): private to client*

Headline C (plain text below): The Planet Says Thank You

Image C Copy (plain text below): Make the switch to our reusable cocktail straws and make a toast to a greener tomorrow.

Image Alt Text (Image Keywords): private to client*

Headline D (plain text below): For the Cocktail Lover

Image D Copy (plain text below): Gift it to your favorite mixologist, or use it yourself to elevate your evening affairs.

Image Alt Text (Image Keywords): private to client*

5.

Use Case of Each Set Amazon Module: Standard 4 Image & Text All Image Sizes: 220x220

IMAGE 1: Short Straws	IMAGE 2: Standard Straws	IMAGE 3: Wide Straws	IMAGE 4: Combo Straws
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Headline 1 (plain text below): Short Straws

Image 1 Copy (plain text below): These 5" straws are the right size for stirring and drinking cocktails out of a lowball glass.

Image Alt Text (Image Keywords): private to client*

Headline 2 (plain text below): Standard Straws

Image 2 Copy (plain text below): These 8" long straws have your back for most tall drinks. Anything you might desire to drink from a highball glass.

Image Alt Text (Image Keywords): private to client*

Headline 3 (plain text below): Wide Straws

Image 3 Copy (plain text below): These 5" and 8" straws offer an extra-wide diameter. Start effortlessly sipping those frozen Margaritas.

Image Alt Text (Image Keywords): private to client*

Headline 4 (plain text below): Combo of Straws

Image 4 Copy (plain text below): Our short, wide, long, and narrow straws all-in-one set to help you on your quest to craft the perfect cocktail.

Image Alt Text (Image Keywords): private to client*

6.

<p>Banner</p> <p>Amazon Module: Standard Image Header With Text</p> <p>Image Size: 970x600</p> <p>IMAGE: Showing different finishes, Stainless and Gold straws. Shot from above looking down at a table or bar.</p> <p>TEXT: For a More Satisfying Cocktail Experience</p>

Image Alt Text (Image Keywords): private to client*

7.

<p>Comparison Chart</p> <p>Amazon Module: Standard Comparison Chart</p> <p>Image Sizes: 150x300</p>

Product	Boston Shaker Set With Hawthorne Strainer	Bronze Cocktail Picks – Regular Length 4" (Set of 12)
Description	This tough, high-volume shaker is excellent for both professional and home	These metal skewers are designed to rival the ones found at the best cocktail

	bars. One of the highest quality and best mixing tools available.	bars. They'll last a lifetime and are ideal for stirring and garnishing cocktails.
Professional Food-Grade 304 Stainless Steel	✓	✓
Loved by Experienced Bartenders	✓	✓
Provides a Lifetime of Unforgettable Memories	✓	✓

Image Alt Text (Image Keywords): private to client*