

AD CREATIVE

GISELLE BOETGER

AD CREATIVE WORK

**CHIPS JUST
GOT HOTTER.**

BIGGER CRUNCH. FIERY FLAVOR. BETTER CHIPS.



**IT'S KIND
OF A BIG DILL.**

BIGGER CRUNCH. TANGY TWIST. BETTER CHIPS.



**FLAVOR THAT
STANDS OUT.**

BIGGER CRUNCH. PEPPERY PUNCH. BETTER CHIPS.



GISELLE BOETGER
AD CREATIVE

OOH
ADS

AD CREATIVE

PAXTON'S
GROCERIES

LOW GROCERY PRICES
THAT ARE OUT OF THIS
WORLD

At Paxton's, avocados are only 50 cents each. Every day.
So, whether it's guacamole for the big game or tacos
for Tuesday night, your grocery bill *will never* be scary.

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ART DIRECTION

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IF YOU CLOSE
YOUR MOUTH,
NO ONE CAN
HEAR YOUR
TONGUE
SCREAM.



Challenge your taste buds. Try the fiery intensity of Mrs. Renfro's Ghost Pepper Salsa. Made with one of the hottest peppers in the world, this salsa's heat level is screaming.

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