

**It's even got flaps!**

The cardboard box gets squat when ad awards season comes around. Who makes an ad for a box anyway? Today, that's going to change. Think about it. If you can market something as rudimentary and utilitarian as a 6" x 6" x 6" cardboard box, you can market anything, right? Right.

So that's your task for today.  
Come up with an ad for the cardboard box.

Create a headline, the body copy, and the visual.  
Consider primary and secondary uses, construction highlights and customizable options. It can be open or closed, come assembled or flat.  
Think of the money you'd save on shipping!

