

Shipyard Applehead Ale

Presented here is an ad for Shipyard Applehead Ale, a seasonal beverage that is only available from December until March. The flavor of apples, being the unique selling point, is communicated with the image of an apple branch with the bottle of Applehead ale on the ground beneath as if it fell from the extended branch. The apple remaining is used as part of the sentence that cascades down to pull attention to the product and reinforce the "falling from the tree" aspect of the message.

THE
DOESN'T
FALL
FAR
FROM
THE
TREE.

PLEASE ENJOY RESPONSIBLY

The advertisement features a central visual of an apple branch with a single red apple hanging from it. Below the branch, a bottle of Shipyard Applehead Ale and another apple are shown resting on a patch of grass. The text 'THE DOESN'T FALL FAR FROM THE TREE.' is arranged in a descending staircase pattern, starting from the apple on the branch and ending at the bottle and apple on the grass. The Shipyard logo, which includes a dog's head and the words 'SHIPYARD' and 'APPLEHEAD', is positioned in the bottom left corner. Below the logo is the text 'PLEASE ENJOY RESPONSIBLY'.