

# WHERE YOU CLICK IS UP TO YOU!

Not sure how to pick a color? We've created a highly scientific test to determine whether Blue, Green, or Red is right for you—and it's only got three questions.

*Just a word of advice before you begin: Color is key.*

You're at a bar. The menu only has three colors. Which do you choose?

Q1  
fallback

Q1  
fallback

Q1  
fallback

Saturday rolls around. It's still early. How are you going to start your day?

Q2  
fallback

Q2  
fallback

Q2  
fallback

It's time to finally plan that vacation. Money is no issue. What appeals?

Q3  
fallback

Q3  
fallback

Q3  
fallback

Mostly blue answers?  
You'll like crisp and nice Blue

0001

0002

Mostly green answers?  
You'll like refreshing and nice Green.

0001

0002


Mostly red answers?  
You'll like rich and nice Red.

0001


0002

Seeing a little of every color? You're clearly the open-eyed type. Where you click is up to you.

Shipping is always free on orders of \$10 or more.



1 Olympic Place Suite 1120, Towson, MD, 21204


 **MileOne**  
OUTDOOR GROUP

# WHERE YOU CLICK IS UP TO YOU!

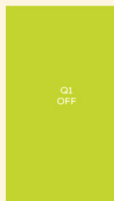
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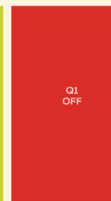
**You're at a bar. The menu only has three cocktails. Which do you choose?**



Q1  
OFF




Q1  
OFF

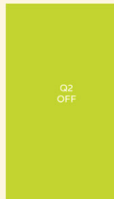


Q1  
OFF

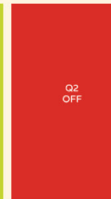
**Saturday rolls around. It's still early. How are you going to start your day?**



Q2  
OFF




Q2  
OFF

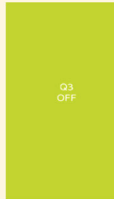


Q2  
OFF

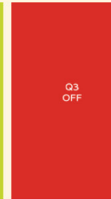
**It's time to finally plan that vacation. Money is no issue. What appeals?**



Q3  
OFF






Q3  
OFF



Q3  
OFF

**Not a fan of pop quizzes? We get it. Feel free to explore on your own.**



[VIEW INVENTORY](#)

MileOne  
AUTOSURVEY

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You're at a bar. The menu only has three cocktails. Which do you choose?

Q1  
ON

Q1  
OFF

Q1  
OFF

Saturday rolls around. It's still early. How are you going to start your day?

Q2  
ON

Q2  
OFF

Q2  
OFF

It's time to finally plan that vacation. Money is no issue. What appeals?

Q3  
OFF

Q3  
OFF

Q3  
ON

Seems like you like crisp and Blue.


Try Blue

cta1cta2

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MileOne  
AUTOSURVEY

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**MileOne**  
AUTOSURVEY

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**You're at a bar. The menu only has three cocktails. Which do you choose?**

Q1  
OFF

Q1  
ON

Q1  
OFF

**Saturday rolls around. It's still early. How are you going to start your day?**

Q2  
OFF

Q2  
ON

Q2  
OFF

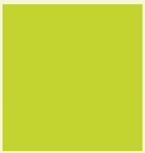
**It's time to finally plan that vacation. Money is no issue. What appeals?**

Q3  
OFF

Q3  
OFF

Q3  
ON


**Turns out you like refreshing and Green.**



**Try Green**

cta1cta2

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**MileOne**  
AUTOSURVEY

1 Olympic Place Suite 1120, Towson, MD, 21204

The advertisement is set against a light yellow background. At the top center is the MileOne logo, which consists of a circular icon with the letters "m" and "o" followed by the word "MileOne" in a bold sans-serif font and "AUTOBIOGRAPHY" in a smaller font below it.

The main headline reads "WHERE YOU CLICK IS UP TO YOU!" in large, bold, black capital letters. Below this, a paragraph states: "Not sure how to pick a color? We've created a highly scientific test to determine whether Blue, Green, or Red is right for you—and it's only got three questions."

A sub-headline follows: "Tap the illustrations below to select your answers, then scroll to the bottom to discover your match."

The first question section is titled "You're at a bar. The menu only has three cocktails. Which do you choose?". It contains three colored squares: blue, green, and red. Each square has white text indicating a choice: "Q1 OFF" for blue, "Q1 OFF" for green, and "Q1 ON" for red.

The second question section is titled "Saturday rolls around. It's still early. How are you going to start your day?". It also features three colored squares: blue, green, and red. The choices are "Q2 OFF" for blue, "Q2 OFF" for green, and "Q2 ON" for red.

The third question section is titled "It's time to finally plan that vacation. Money is no issue. What appeals?". It shows three colored squares: blue, green, and red. The choices are "Q3 OFF" for blue, "Q3 OFF" for green, and "Q3 ON" for red.

Below these sections, a solid red square is centered on a light pink background. Above it, the text "Seems like you like rich and Red." is written in red. Below the red square, the text "Try Red" appears in bold black. Underneath are two red rectangular buttons with white text: "cta1" and "cta2".

A dark grey horizontal bar at the bottom contains the text "Shipping is always free on orders of \$10 or more." in small white font.

At the very bottom, the MileOne logo is repeated, followed by the address "1 Olympic Place Suite 1120, Towson, MD, 21204" in a small black font.

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**You're at a bar. The menu only has three cocktails. Which do you choose?**

Q1  
ON

Q1  
OFF

Q1  
OFF

**Saturday rolls around. It's still early. How are you going to start your day?**

Q2  
OFF

Q2  
ON

Q2  
OFF

**It's time to finally plan that vacation. Money is no issue. What appeals?**

Q3  
OFF

Q3  
OFF

Q3  
ON

**Turns out you like a little of everything. Why not try a variety pack?**

CMB

CMB

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MileOne  
AUTOGROUP

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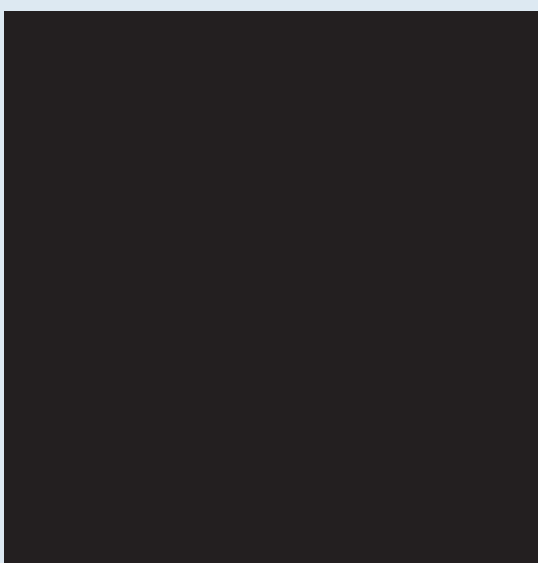
**Saturday rolls around. It's still early. How are you going to start your day?**



**It's time to finally plan that vacation. Money is no issue. What appeals?**



Seems like you like  
crisp and blue.



Try Blue





SUV'S



SEDANS



TRUCKS



HATCHBACKS



COUPES



MINIVANS



FAMILY FRIENDLY



ADVENTUROUS



LUXURIOUS



FUEL EFFICIENT



HIGH PERFORMANCE



HEAVY LIFTING