

Headline: With the new LBR Chiller, it really does just take two to tango

Visual: Two chefs in white chef coats (ideally, a mother-son, father-daughter, etc. pair to invoke the family-owned/independent business target; a sign on the wall in the background with the restaurant name—also indicating it's a family restaurant) smile and "dance" with the chiller as they move it around a kitchen.

Visual text: 15% discount when you demo the new LBR Chiller

Body copy:

The new LBR Chiller is a game-changer. Enjoy the ease of movement that comes with a lighter chiller on rollers and the same volume as comparable models. You can change your kitchen layout as often as you change your menu – and it only takes two people to do it.

CTA line: Want to try out your dance moves? Schedule a demo before June 15, and get a 15% discount coupon that is good for SIX months.

CTA button text: Schedule today for 15% off!

Note: The LBR Chiller is a fictional product, and this sample was created as part of my certification.