

Mock Scenario (Optional)

Evergreen Wellness is a small local business that offers health and lifestyle services such as yoga, nutrition workshops, and mindfulness sessions. They are planning a Spring Wellness Workshop on the 17th – 23rd September, and want to create marketing materials to promote it. Activities will include morning yoga sessions, nutrition and meal-planning workshops, guided meditation, and an optional herbal tea tastings featuring products from their own range. They rely heavily on print flyers and Instagram. Their clients range in age, typically between 25 to 50 years old, are health-conscious, and mostly female. Jenni is the owner and head Yoga instructor at *Evergreen*, and would like to provide feedback on the design before it's finalised for publishing.