

Health and Adverting Essay

The screenshot shows the EssayPro website homepage. At the top left is the EssayPro logo and navigation links: "How To Order", "Reviews", "About Us", and "Write My Essay". At the top right are links for "DBA: EPRO", "Log In", and "Sign Up". The main banner features a student sleeping at a desk with the text: "WRITING SERVICE AT YOUR CONVENIENCE", "You - Send us your homework", "We - Do it all for you", and "Grab your original paper for just \$10 per page with a free plagiarism report included". A "Write My Essay!" button is present. A "Calculate the price" calculator is overlaid on the right, showing options for "Writing", "Rewriting", and "Editing", a dropdown for "Essay (any type)", "College", "2 weeks", and "1 page / 275 words". It also has radio buttons for "Double spaces" (selected) and "Single spaces", and a price of "\$11.4" with a "Write My Paper" button. At the bottom of the banner, it says "NO MORE SLEEPLESS NIGHTS... 100% PLAGIARISM-FREE ESSAYS. ANY TOPIC OR DIFFICULTY CAN BE HANDLED!". Below the banner are three review sections: "EssayPro Reviews" with a 4.9 rating, "ResellerRatings" with a 4.9 rating, and "Sitejabber" with a 4.8 rating.

LINK => <http://787787.com/writing-service?415134352>

Arby's is a fast food chain started in 1964, by founders, Leroy and Forrest Raffel. The first Arby's opened was a sandwich shop in Boardman, Ohio. The idea was to serve up something quickly and was not a hamburger; Arby's served up hot, freshly sliced roast beef sandwiches ("Arby's", n.d.). Arby's does not have the size of other popular fast food franchises, Subway, Mc Donald's, or Burger King. Arby's currently operates in about 3,400 locations, in 48 states and five countries: U.S., Canada, Turkey, United Arab Emirates, and Qatar ("Arby's", n.d.). Arby's menu has stayed very close to the original for almost thirty years. In 1991, they introduced salads, and sandwiches with less than 300 calories. In 2001, they introduced and heavily marketed a new line of sandwiches the [Market Fresh sandwiches](#). Arby's then added wraps to the Market Fresh menu three years later ("Arby's", n.d.). The [Advertising](#) strategy for the Market Fresh Menu included radio, TV commercials, and magazine ads. Advertisement promoting Market Fresh menu items showed premium deli style sandwiches made with fresh ingredients. For consumers that wanted a healthier choice when it came to fast food options. The wraps add to Arby's Market Fresh menu were to give customers more unique tasting, high-quality options in fast food dining. Even the menu name chosen elicits certain images for a consumer. The term market conjures images of picking fresh fruits and vegetables from the farmers market. The term fresh has consumers believing that the food is made on the spot for each

order. Where other fast food restaurants, like Subway, slice it before the meat reaches stores. Arby's advertising campaign "Slicing Up Freshness", which highlights the chain's freshly sliced [sandwich](#) m...

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