

OSU-OKC Farmers Market: Creative Copy Concepts

- ★ OSU Farmers Market offers farm-to-table fresh food for the whole family. Think fearless flavor when it comes to feeding your loved ones.
- ★ We believe in fearless flavor--the power of fruits and veggies! Here at OSU Farmers Market, we want you to take our farm right to your table. It's okay to ditch the negative attitude because everyone can afford it (You might be thinking it's not for you because you can't afford it)...that's why we've made it possible for families of all incomes to enjoy our picked fresh, just for you, produce.
- ★ Join the fruit and veggie revolution at OSU Farmers Market. We make it super simple for everyone to enjoy the bounty of our farms right on your table.
- ★ Our roots run deep, just like the ones in your family. Why not feed them farm-fresh, affordable eats, too? Just because some people think it's old-school to shop farmer's markets doesn't mean you can't learn a thing or two from your ancestors. That's why we take pride in everything we grow. We wouldn't put it on our table if we didn't trust it, so why should you? Think fearless flavor when it comes to feeding your loved ones.

Short Copy

- ★ Local legends, OSU Farmer's Market, Cowboy Grown!
- ★ OSU Farmer's Market
Local Legends. Cowboy Grown. Our Roots Run Deep.
- ★ From farm to table, our roots run deep. Buy Cowboy Grown!
- ★ Our roots run deep, just like our locally grown veggies.
- ★ Just like our veggies, our roots run deep. Eat Cowboy Grown.
- ★ Spend your weekend with OSU Farmer's Market and buy from local legends.
- ★ Sunday Funday with Local Legends at OSU Farmer's Market. Buy Cowboy Grown!
- ★ Sunday Funday: Where local legends meet local foodies for one Cowboy Grown throw down.
- ★ Our roots run deep. Spend your Sunday Funday with our family farmers at OSU Farmer's Market.

- ★ Wonderfully Bold & Liberating, our local legends grow fresh picked for foodies.
- ★ Fresh picked for foodies. Shop OSU Farmer's Market. Cowboy Grown!
- ★ We might grow in different directions, but our roots run deep. Eat Cowboy Grown.
- ★ When the roots run deep, there's no reason to fear the food. Eat Cowboy Grown!
- ★ Humble, evolving, our farmer's roots run deep. Shop local legends. Eat Cowboy Grown.

Slogans

- ★ Fire up fearless flavor from our farm to your table. Eat Cowboy Grown!
- ★ Fire up fearless flavor tonight with our farm-fresh fruits & veggies. Eat Cowboy Grown.
- ★ Wonderfully bold & liberating, our roots run deep. Fire up fearless flavor with our Cowboy-grown veggies!
- ★ Tasty, delicious, wonderfully bold & liberating. Our roots run deep. Eat Cowboy Grown.
- ★ Wonderfully bold & liberating. Packed with fearless flavor. Our roots run deep in Cowboy Country. Eat Cowboy Grown.
- ★ Packed with fearless flavor. Our roots run deep in Cowboy Country. Eat Cowboy Grown.

Keywords:

- ★ ripe
- ★ robust
- ★ juicy
- ★ spice
- ★ rich sweet
- ★ bursting
- ★ chopped
- ★ crispy
- ★ crunchy
- ★ decadent
- ★ dash
- ★ drizzled
- ★ roasted
- ★ fine

- ★ folded
- ★ glazed
- ★ golden
- ★ gooey
- ★ gritty
- ★ griddled
- ★ grilled
- ★ luscious

- ★ Hearty, hardy, heavenly. Our roots run deep. Eat Cowboy Grown.
- ★ Hearty and heavenly our farm fresh veggies are saturated in history. Eat Cowboy Grown.
- ★ Hearty and heavenly our mouth-watering produce can't be beat. Eat Cowboy Grown.
- ★ Mash em', mince em', mix em'. We give you mouth-watering goodness straight from the farm. Shop OSU Farmer's Market.
- ★ Raw Lip-smacking Goodness. Straight from the Farm. Eat Cowboy Grown.
- ★ Raw, ripe, robust. Our roots run deep. Eat Cowboy Grown.
- ★ Our farms might be seasoned, but our produce is still scrumptious...
- ★ We might be seasoned, but that means we're still scrumptious. Fresh from the farm. Eat Cowboy Grown.
- ★ Seasoned just means we're scrumptious. Shop OSU Farmer's Market.
- ★ Seasoned just means we're scrumptious. Eat Cowboy Grown.
- ★ Strong, succulent, seasoned. We grow with Cowboy Pride.
- ★ Raw, ripe, robust. We grow with Cowboy Pride.
- ★ Our farms are seasoned, so our produce is scrumptious. Eat Cowboy Grown.
- ★ Saturated in history, our roots run deep. Farm fresh goodness straight from our nitty gritty Cowboy ways.
- ★ Saturated in history. Grown with Cowboy Pride. Eat farm fresh goodness straight from our nitty gritty Cowboy ways.

- ★ Saturated in history. Grown with Cowboy Pride. Shop Local Legends. OSU Farmer's Market.

- ★ Get down with homegrown goodness. We put the nitty-gritty in farm-fresh veggies.
- ★ Our farm-fresh veggies are grown with nitty-gritty Cowboy pride.
- ★ Grill it, griddle it, glaze it. No matter how you like your veggies, get nitty-gritty with OSU Farmer's Market.
- ★ Marvelous, mouth-watering veggies grown with nitty-gritty Cowboy Pride.