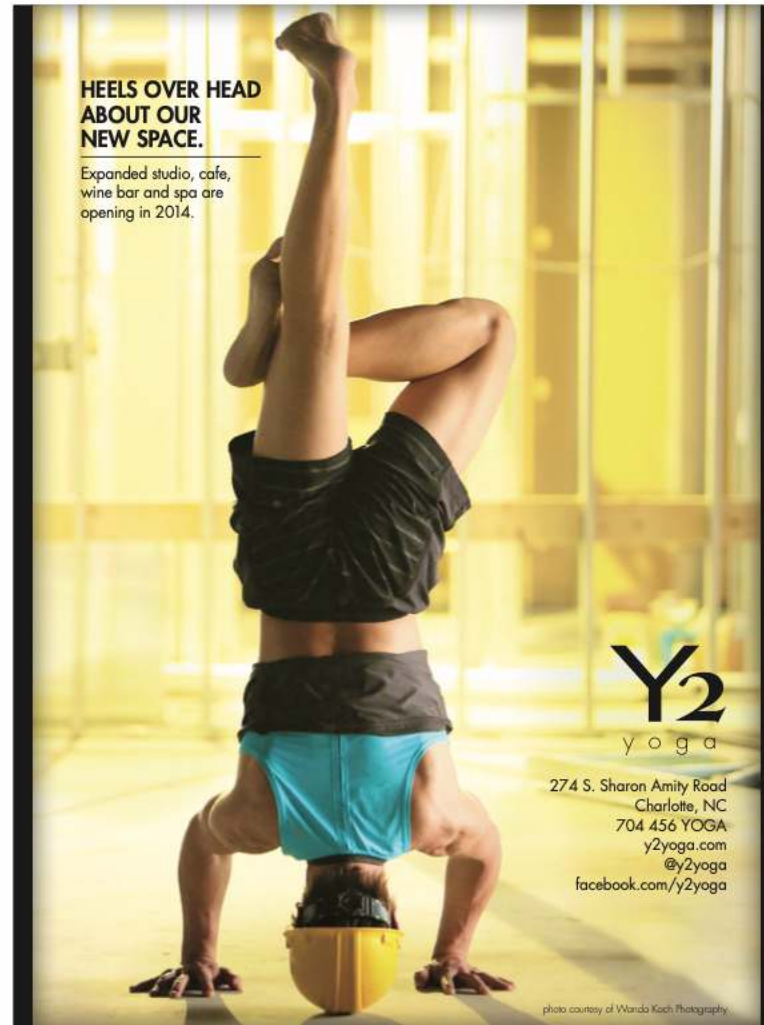


## THE REQUEST:

With a new studio under construction, Y2 asked ZGM to create an ad that would lend some excitement to the idea, tout the unique atmosphere of Y2 and its ownership while advising of opening details.

## THE SOLUTION:

ZGM created a clever full page ad for local pubs featuring the studio's owner doing a headstand in a hardhat with a twist on a common saying as a headline.

A full-page advertisement for Y2 Yoga. The central image shows a person in black athletic wear and a yellow hard hat performing a handstand on the hard hat. The background is a bright, modern yoga studio with large windows. Text is overlaid on the top left and bottom right of the image.

**HEELS OVER HEAD  
ABOUT OUR  
NEW SPACE.**

Expanded studio, cafe,  
wine bar and spa are  
opening in 2014.

**Y2**  
y o g a

274 S. Sharon Amity Road  
Charlotte, NC  
704 456 YOGA  
y2yoga.com  
@y2yoga  
facebook.com/y2yoga

photo courtesy of Wanda Koch Photography