

BLACK FOREST

MAGNESIUM

CLOCK OUT. MEAN IT.

Magnesium Sleep Aid. Melatonin-free. 90 capsules.

BLACK FOREST MAGNESIUM SLEEP AID



MAGNESIUM SLEEP AID

JASON WALKER · INDEPENDENT CONCEPT, NOT COMMISSIONED BY BLACK FOREST

FOUR ADS, FOUR SCHEMES.

BLACK FOREST

MAGNESIUM / 01

CLOCK OUT.
MEAN IT.

Magnesium Sleep Aid. Melatonin-free. 90 capsules.



MAGNESIUM SLEEP AID

READ THE LABEL /

01 · COMPLEMENTARY

BLACK FOREST

MAGNESIUM / 02

THE INBOX
CAN WAIT.

A deliberate end to the day. Read the formula.



MAGNESIUM SLEEP AID

READ THE LABEL /

02 · MONOCHROMATIC

BLACK FOREST

MAGNESIUM / 03

MELATONIN-FREE.
IT SAYS SO ON
THE FRONT.

Magnesium L-threonate, L-theanine, ashwagandha, apigenin, vitamin D3.



MAGNESIUM SLEEP AID

READ THE LABEL /

03 · ANALOGOUS

BLACK FOREST

MAGNESIUM / 04

YOUR STANDARDS.
NOBODY ELSE'S.

Magnesium Sleep Aid. Read it. Decide.



MAGNESIUM SLEEP AID

READ THE LABEL /

04 · SPLIT COMPLEMENTARY

THREE EMAILS.

BLACK FOREST01 / 03

CLOCK OUT. MEAN IT.



Close the laptop. Put the phone face down. The day has had enough of your attention.



ON THE LABEL
Magnesium Sleep Aid: melatonin-free, 90 capsules.

LOOK AT THE FORMULA →

CLOCK OUT. MEAN IT.

SPEC EMAILS; NOT SENT

BLACK FOREST02 / 03

FIVE, NAMED.



The front of the bottle lists them. So do we.



ON THE LABEL
Magnesium L-threonate, L-theanine, ashwagandha, apigenin, vitamin D3.

READ THE FULL LABEL →

Opens the official Magnesium Sleep Aid page.

FIVE INGREDIENTS, NAMED

BLACK FOREST03 / 03

YOUR EVENING. YOUR CALL.



Nobody can promise you a night. We can show you the label.



ON THE LABEL
90 capsules. Directions are on the product page.

SEE THE PRODUCT PAGE →

YOUR EVENING. YOUR CALL.

JASON WALKER • INDEPENDENT CONCEPT, NOT COMMISSIONED BY BLACK FOREST

A PRODUCT PAGE, WORKING.

BLACK FOREST · CAMPAIGN CONCEPT

OFFICIAL PRODUCT PAGE ➤

BLACK FOREST ·
CAMPAIGN CONCEPT

OFFICIAL
PRODUCT PAGE ➤

CLOCK OUT. MEAN IT.

A deliberate end to the day. Here is what's in the bottle.

READ THE FULL LABEL ➤



CLOCK OUT. MEAN IT.

A deliberate end to the day. Here is what's in the bottle.

READ THE FULL LABEL ➤



COLOR

SEVEN SCHEMES. ONE LABEL.

Label, observed #7E07EC. Campaign anchor #B399E7. Same line, same composition, same photograph; only the surrounding colors change.

BLACK FOREST

MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

MONOCHROMATIC



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MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

ANALOGOUS



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MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

SPLIT COMPLEMENTARY



BLACK FOREST

MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

TRIAD



BLACK FOREST

MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

TETRAD



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MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

COMPLEMENTARY



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MAGNESIUM

YOUR STANDARDS.

NOBODY ELSE'S.

Read the label. Make your call.



MAGNESIUM SLEEP AID

CLASH



COMMERCIAL · CLEAN RECORDING

THE INBOX CAN WAIT



The workday ended.

Your inbox didn't get the memo.

It'll survive.

Close the laptop. Put the phone down.

The day has had enough of your attention.

Meet Black Forest Magnesium Sleep Aid.

A melatonin-free formula to look into.

Read the label. Make your call.

Black Forest.

Clock out. Mean it.

ON THE LABEL.

Melatonin-free (front label); Magnesium L-threonate, L-theanine, ashwagandha, apigenin, vitamin D3 (label, includes); 90 capsules; 1695 MG (product title).

Front label and product title on the official product page, 27 September 2026.

The commercial is performed twice from Jason’s own recordings: the clean take for Earmuffs on, the uncensored take for Earmuffs off. The clean line: “The day has had enough of your attention.”

Independent concept by Jason Walker, 2026. No campaign ran; no results are claimed. The product scenes are supplied campaign images made from the official packshots; the labels are shown as sold.