

PORTFOLIO

BASED ON WEEKLY ASSIGNMENTS AND READINGS

FALL 2008

PREPARED FOR DR. ODE AMAIZE

COURSE: AADV311 COPYWRITING
DEPARTMENT OF VISUAL COMMUNICATIONS

AMERICAN UNIVERSITY IN DUBAI

PREPARED BY

A stylized, handwritten signature in white ink, appearing to read 'J. Smith'.

JEFFRY SMITH
17 DECEMBER 2008

Assignment: Write the copy for a print advertisement with a complete set of copy elements for a fictional brand, in this case Mountain Toothpaste.

Copy Platform

Media

Print

Media Target

Active adult males
Adventure seekers

Action Objective

Drive viewers to purchase the product

Communication Objectives

Category Need

Dental hygiene

Brand Awareness

Introduce both brand and product to market

Brand Preference

Create product awareness

Brand Action Intention

Establish product as adventurous new product to try

Purchase Facilitation

Local pharmacies and grocery stores

Positioning Statement

Mountain Toothpaste is adventurous new toothpaste that brings exotic and stimulating flavors to a daily ritual.

Headline

Explore new taste sensations and discover geographies of flavor

Subline

Find your daily adventure in Mountain Toothpaste

Swingline

Tired of a lackluster morning routine? Seize the chance for something different.

Bodycopy

Mountain Toothpaste is a collection of invigorating toothpastes created to take you on a flavor adventure. With Mountain Toothpaste you can enhance your mornings with invigorating taste, take the time to explore new sensations, and revitalize your health. A series of exotic flavors take you around the world before you start your day.

Zinger

Why simply brush, when you can discover?

Call to Action

Purchase now at your local pharmacies and grocery stores.

Slogan/Tagline

Mountain Toothpaste: Taste Adventure

Assignment: Create a product description for a new product to sell through a fictional brand; identify the target consumer for that product.

Mountain Toothpaste: Product Description

Mountain Toothpaste is an invigorating new brand that brings exotic flavor to traditional toothpaste. With a dedication to the incorporation of innovation into gustatory experience, Mountain Toothpaste creates new sensory opportunities for its consumers. Product ingredients are among the finest available, sourced from around the world, and a wide a range in product offering seeks to offer unique flavors for the varied tastes of different users.

Mountain Toothpaste: Target User

Mountain Toothpaste is for the active individual who seeks sensory experience in everything s/he does – a wo/man who expects and enjoys a strong sensory experience. Mountain Toothpaste is seen not as toothpaste by this target population, but as a way to engage the senses in the morning, as well as at other times of use. Consumers are health conscious and physically aware – they seek to experience life to the fullest, and have an appreciation for high standards of ingredients and product performance.

JEFFRY SMITH

16 Diana Circle Leominster, MA 01453 • jeffry_smith@emerson.edu • Cell: (978) 660-9250

17 August 2008

Dr. Ode Amaize

oamaize@aud.edu

American University in Dubai

PO Box 28282, Dubai, UAE

Dear Dr. Amaize,

In preparation for my upcoming semester abroad as a Clinton Scholar at AUD, I began looking into courses to take. I came across your Copywriting course and felt it would be an important class to take while abroad. A course in writing and communication is best taken in an international setting, in my opinion, for it allows one to become more fully aware of the meanings and modes of communications across cultures. I am hopeful to join your course in the Fall. But who am I?

I am a junior at Emerson College in Boston, Massachusetts, and as a double major in Marketing Communications and Creative Writing, with a minor in Visual Studies, I am most intrigued by creative communications. My coursework has included marketing theory and practice, public relations, and semiotics. I have extensive experience in video production, from Italian language comedy to visual travel narrative; travel photography, with experience in 14 countries over the last few years; and over six years of web design and management experience. I have been writing creative fiction since the fifth grade and likewise have been dedicated to the study of Italian, French and Spanish, eager to begin Arabic when I arrive in Dubai. I also have experience with print, design and layout. It is not just the message that interests me, but also the ways presented and communicated.

As such I feel Copywriting would allow me to execute many different aspects from my past experience. I feel I would be able to contribute to the class as a native English speaker, but one who has had experience in different cultures across the globe. I feel that my experience with video and film would further offer a unique perspective, as it is a form of communication that unites visual with spoken message. My experience with the web and with photography is further a perspective from which I can contribute to the course.

I will be arriving in Dubai on August 28, and would be happy to meet or phone at your convenience thereafter to discuss a admission into the course. I will send another e-mail by the end of the week to follow up. In the meantime, you can reach me at jeffry_smith@emerson.edu.

I thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeffrey Smith', written in a cursive style.

Jeffrey Smith

JEFFRY SMITH

16 Diana Circle, Leominster, MA 01453 • jeffry_smith@emerson.edu • mobile: +19786609250

Education

Emerson College Boston, USA *expected* December 2009
B.S. Marketing Communications: Public Relations and Advertising
Writing, Literature and Publishing
Minor in Visual Studies and the Arts

American University in Dubai Fall Semester 2008 Dubai, United Arab Emirates	New York University in Florence Spring Semester 2008 Florence, Italy	Harvard Summer School Summer 2007 Vasto, Italy
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Work Experience

Guest Concierge, Dubai 5th International Film Festival December 2008

- Functioned as liaison between festival and guests, resolving festival related issues.

Freelance Research, Lothery and Associates June – August 2008

- Thrived under pressure of tight deadlines to identify and qualify business leads.

Office Assistant, Graduate Studies, Emerson College June – August 2008

- Launched Graduate Student Orientation website and guide to Boston student life.
- Assisted planning and organization of Fall 2008 Graduate Student Orientation.
- Edited the 2008-2009 Graduate Student Handbook and Graduate Course Catalog.

Peer Advisor, New York University in Florence January – May 2008

- Coordinated student activities to encourage interaction within local community.
- Acted as information resource on cultural and residential issues.
- Completed administrative duties in the Office of Student Life.

Desk Receptionist, Emerson College 2007 – 2008

- Maintained campus security while assisting with campus related inquiries.

Web Management, Ufficio Scolastico di Boston, Italian Consulate 2006 – 2007

- Revitalized web site to streamline content and make site more accessible.
<http://www.ufficioscolasticoboston.org>

Web Management, Sholan Farms 2002 – 2008

- Created Internet presence for non-profit farm in response to organization's needs.
<http://www.sholanfarms.com>

Extracurricular Activities

EmComm, Student-run Marketing Agency 2006 – *present*
Conducted research to identify potential expansion opportunities within marketplace.

Women in Motion, Student Film Association 2006 – *present*
Production Assistant, responsible for the maintenance of well functioning cast and crew.
Grip, responsible for moving and arranging equipment and props on set.

Gauge Magazine, Cultural and Media Arts Publication 2006 – 2007
Assisted coordination of issue launch party and established relations with potential advertisers.

Italian Committee 2005 – 2006
President and founding member. Coordinated two large-scale fundraisers yielding a 1000% return on initial investment, allowing for student-sponsored travel scholarships to Italy.

Honors and Awards

American Pavilion Venice Intensive 2009
One of thirty students selected for the program at the Venice International Film Festival, which aims to give students exposure to the business of the entertainment industry.

American Pavilion Cannes Student Business Program 2009

One of thirty students selected for the program at the Cannes Film Festival, which aims to give students exposure to the business of the entertainment industry.

William Jefferson Clinton Scholar 2008

A full-tuition scholarship awarded to 15 students per semester, for fostering ties between America and the Middle East. Sponsored by the Clinton Foundation and the American University in Dubai.

Amelia V. Galucci-Cirio Scholarship Award 2005, 2006

A study and travel scholarship issued by the Center for Italian Culture at Fitchburg State College for academic achievement in Italian Studies .

Dr. Jeanne Moore Italian Language Proficiency Award 2005, 2006

For high academic achievement and excellence in Italian studies.

National Junior Classical League 2005

For high academic achievement in Latin studies.

Production Experience

High Class, No Cash: How to Travel Well, Without Breaking the Bank – Italy

Currently in pre-production; scheduled completion 1 September 2009

Travel series comprised of six one-hour specials focused on Rimini, Umbria, Rome, Tropea, the Aeolian Islands and Sardinia, with emphasis on traveling luxuriantly while on a budget.

The Yard *Currently in pre-production; scheduled completion 21 March 2009*

A farcical scripted-reality drama looking at collegiate life in the Ivy League.

The Amalfi Coast March 2007

Didactic, hour-long visual narrative created for local high school Italian I and II classes focused on landscapes of the Amalfi Coast, utilizing contemporary and traditional Italian music.

La Donna Neri 2004-2007

Wrote, directed, edited and acted in a series of short, Italian narratives incorporating Italian language and culture. Utilized topics discussed in Italian I & II classes. Focused on vocabulary while farcing the language-learning process and the inherent joys of misunderstanding.

The Adventures of CMYK November 2006

Served as Associate Producer during month-long film shoot. Managed meal times and food donors, coordinated on-set responsibilities and ensured crew positions were filled.

The Future of the Italian AP Exam, Harvard College November 2006

A 90-minute documentary on the creation of the CollegeBoard Italian AP Exam. Highlighted presentations by internationally recognized academics and the exchange of teaching methodology between teachers.

From Rome to Sicily April 2006

Produced, filmed and edited hour-long documentary following high school class trip to Italy. Focused on lands and cultures of Southern Italy and Sicily. Utilized contemporary music to assist in the conveyance of a nonverbal narrative.

Relevant Travel Experience

American University in Dubai, United Arab Emirates Fall Semester 2008

Enrolled in Middle Eastern literature, advertising and marketing courses while on scholarship.

New York University in Florence, Italy Spring Semester 2008

Enrolled in literature, art history and intensive Italian language courses to take advantage of opportunities host culture provides. Employed as a Peer Advisor by host university.

Vasto, Abruzzo, Italy Summer 2007

Harvard Summer School, Italian Language and Literature course. Intensive eight-credit course, focused on language, literature and culture of Italy, with immersive seminar on Dante.

The Amalfi Coast March 2007

Hour-long visual narrative exploring Amalfi Coast region. Recipient of grant from Fitchburg State College Center for Italian Culture. Conducted during spring break and focused on landscapes and people of region. Focus on Rome, Amalfi, Capri and Ravello.

From Rome to Sicily April 2006

Scholarship recipient to travel with Italian II class to southern Italy. Served as Student Chaperone and information source for peers.

Scuola Palazzo Malvisi, Ravenna, Italy Summer 2005

Scholarship recipient for three weeks of Italian language study in Italy.

People 2 People: Student Ambassadors 2003, 2004

Heart of the Mediterranean trip to France, Italy & Malta

South Pacific Adventure trip to Australia & New Zealand

Countries Visited

Australia, Belgium, Canada, England, France, Holland, Italy, Malta, Monaco, Morocco, New Zealand, Oman, Slovenia, Spain, Tunisia, United Arab Emirates, USA

Language Skills

English	Italian	French	Spanish
Native	Fluent	Elementary	Elementary

Assignment: Create an ad for a coffee company to compete against its competitor's claims.

Cubano Brown

Target Audience

18-35
Male/Female
Soft Users

Advertising Objective

Challenge the position of Black Monarch coffee, to convince the viewer that Cubano Brown is a better tasting and lower cost alternative to the competition

Product Benefits

- The highest quality Cuban coffee beans are slow roasted to provide a rich, consuming aroma/flavor
- Cubano Brown is seen as a richer flavor coffee; heartier taste

Competition Analysis

Black Monarch
skews to upper-class markets
caters to individuals who care more for product image than for product quality.

Big Idea

Better flavor
Easily available

Creative Strategy

Show the ability of Cubano Brown to trump the more popular, upscale Black Monarch coffee

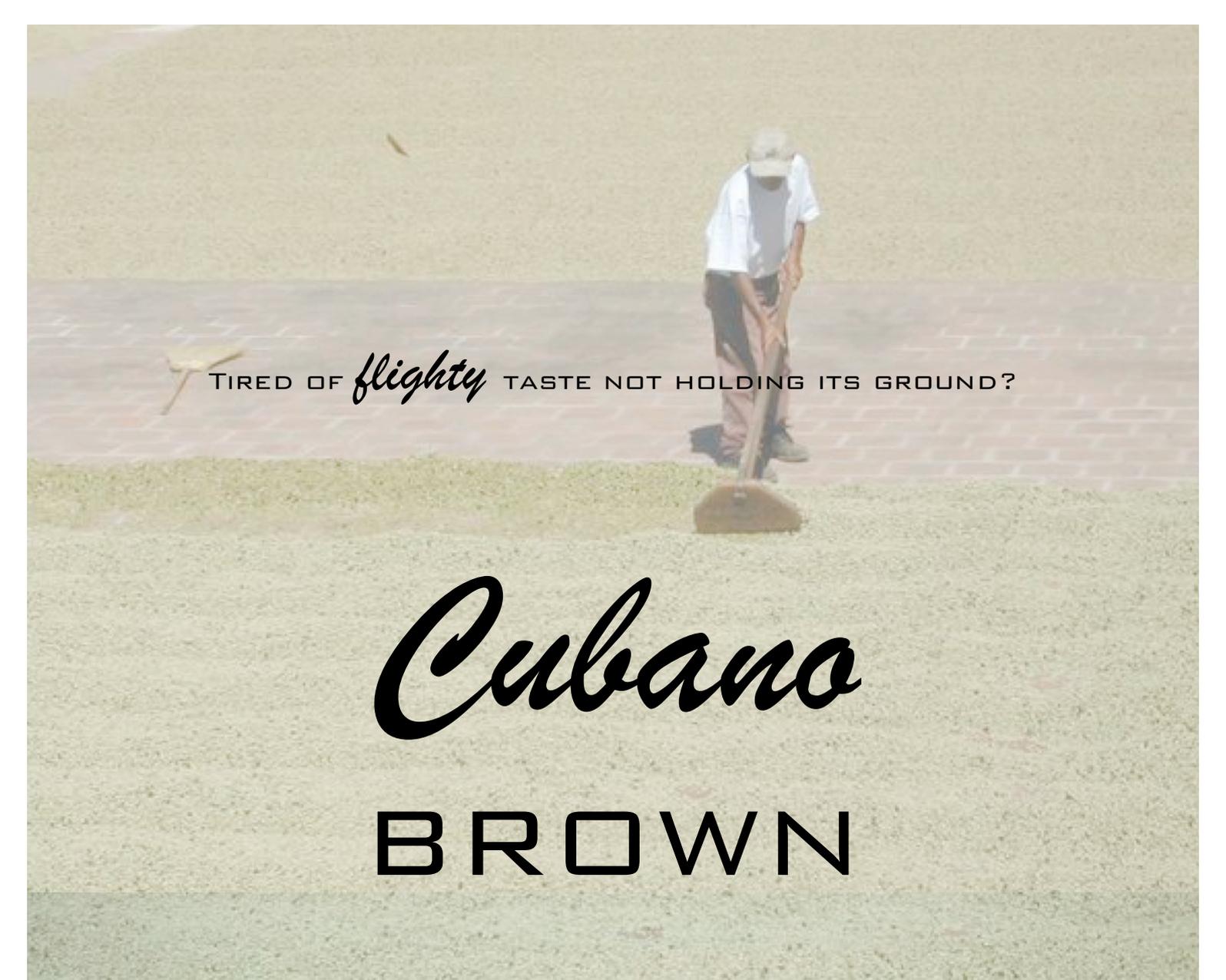
Tone

Subtle, hard sell on product

Comparative Copy

Coffee with Roots.

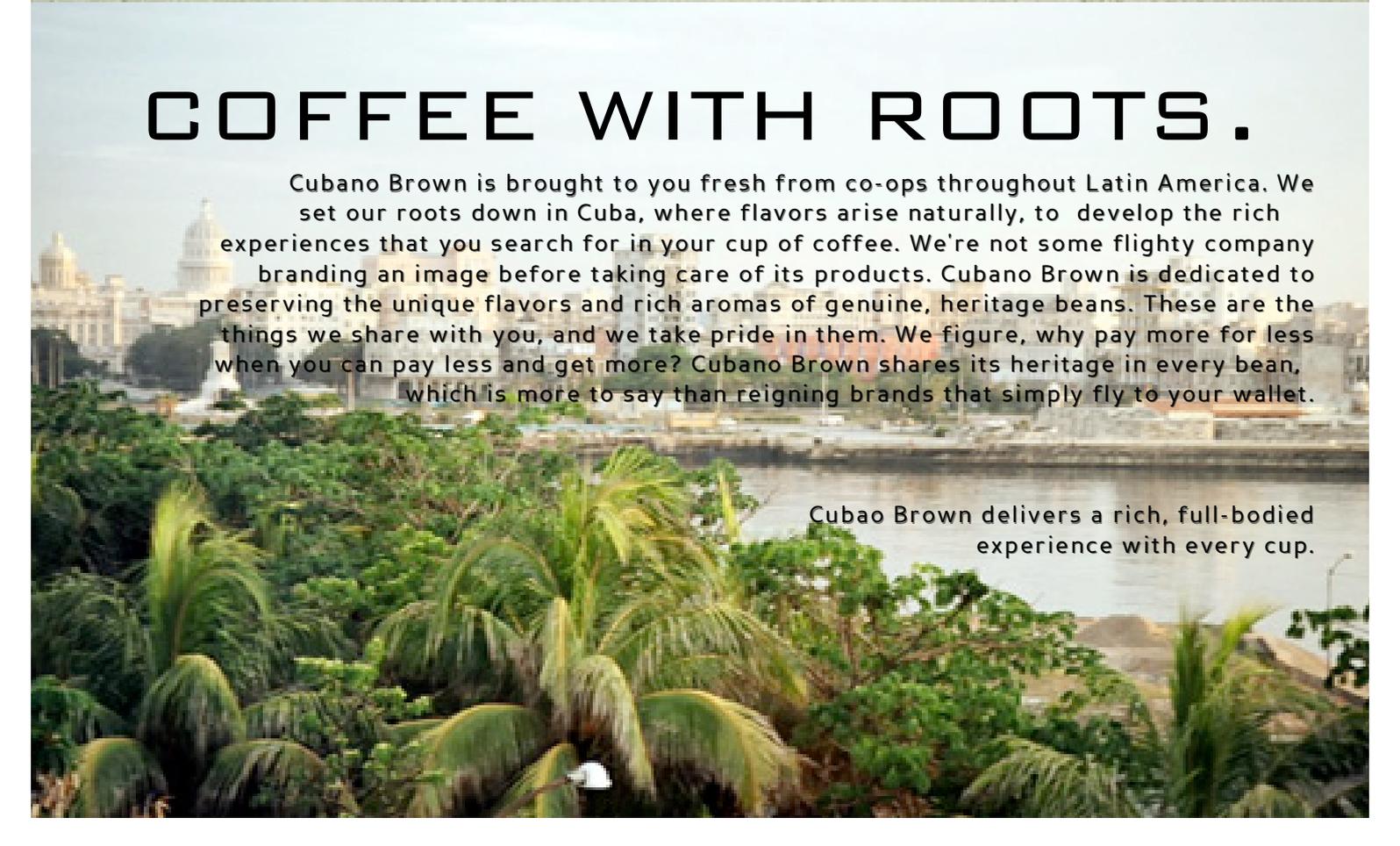
Cubano Brown is brought to you fresh from co-ops throughout Latin America. We set our roots down in Cuba, where flavors arise naturally, to develop the rich experiences that you search for in your cup of coffee. We're not some flighty company branding an image before taking care of its products. Cubano Brown is dedicated to preserving the unique flavors and rich aromas of genuine, heritage beans. These are the things we share with you, and we take pride in them. We figure, why pay more for less when you can pay less and get more? Cubano Brown shares its heritage in every bean, which is more to say than reigning brands that simply fly to your wallet. Cubano Brown delivers a rich, full-bodied experience with every cup.



TIRED OF *flighty* TASTE NOT HOLDING ITS GROUND?

Cubano BROWN

COFFEE WITH ROOTS.



Cubano Brown is brought to you fresh from co-ops throughout Latin America. We set our roots down in Cuba, where flavors arise naturally, to develop the rich experiences that you search for in your cup of coffee. We're not some flighty company branding an image before taking care of its products. Cubano Brown is dedicated to preserving the unique flavors and rich aromas of genuine, heritage beans. These are the things we share with you, and we take pride in them. We figure, why pay more for less when you can pay less and get more? Cubano Brown shares its heritage in every bean, which is more to say than reigning brands that simply fly to your wallet.

Cubano Brown delivers a rich, full-bodied experience with every cup.

AsparFlakes BSM

	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	Health-conscious wives/mothers	Health-conscious wives/mothers	Health-conscious wives/mothers	Health-conscious wives/mothers and their families	Health-conscious wives/mothers
Where	Home	Online, Word of Mouth, Magazine Information	Supermarket	Home, Office	Supermarket
When	Assessment of health and diet	Pre-shopping	Post-Information Search	1-7 days	Next trip to supermarket
How	Need arises for continued bone health	Internet	Evaluation of cost, taste, health benefits	Monitors whether or not product is consumed	Brand remains in purchasing habit once product has been tried and liked

Creative Target

- Health conscious women, married with children, aged 40-60, with income ~\$90,000

Media

- Lifestyle magazines (Martha Stewart Living, Domino, O, Vanity Fair)

Media Target

- Health conscious women, married with children, aged 40-60, with income ~\$90,000
- Health-food shoppers, all-natural foods
- Old-fashioned, natural production processes
- Postmenopausal women

Action Objective

To get target audience members to view AsparFlakes as the healthiest all-natural asparagus-flavored breakfast cereal because it fights osteoporosis.

Positioning Statement for Campaign

AsparFlakes is certified organic, baked in brick ovens to bring you the taste of health, reinforced with calcium to support bone health.

Communication Objectives

Category Need

Need for healthy, calcium rich breakfast cereal

Brand Awareness

Introduce product to market

Brand Preference

Emphasize product stance as category leader for quality/taste

Brand Action Intention

Establish brand to encourage brand loyalty

Purchase Facilitation

Availability in Supermarkets

Mandatory Content

- Health Benefit, Calcium Content

Key Benefit Claim

- All-natural AsparFlakes fights osteoporosis because it's an excellent source of calcium.



ASPARPOWER MILLS INC.
ASPARAGUS CITY, MICHIGAN

26 October 2008

Mr. Smith,

Here at AsparPower Mills Inc. we're dedicated to bringing you the utmost in organic, all-natural foods. Since 1903 we've been bringing people like you the quality food that they deserve, but that's not all we've been doing. Even while we're always busy perfecting our recipes for you, we aren't too busy to get involved in the neighborhood. Since 1953 AsparPower Mills Inc. has been helping out with local community charities and foundations, but we can't do it without you.

We recently decided to help out the Dubai Children Fund by donating 1 million dirhams through fundraising efforts, we think you might like to as well. The Dubai Children Fund is a local community that looks to give back to the students in your neighborhood, encouraging academic growth while balancing education with social growth. It's kind of like our food – great taste, but it's good for you, too. But this is all for the kids.

So how can you help out Ahmed, Emilie, and their friends? All you have to do is donate 25 AED.

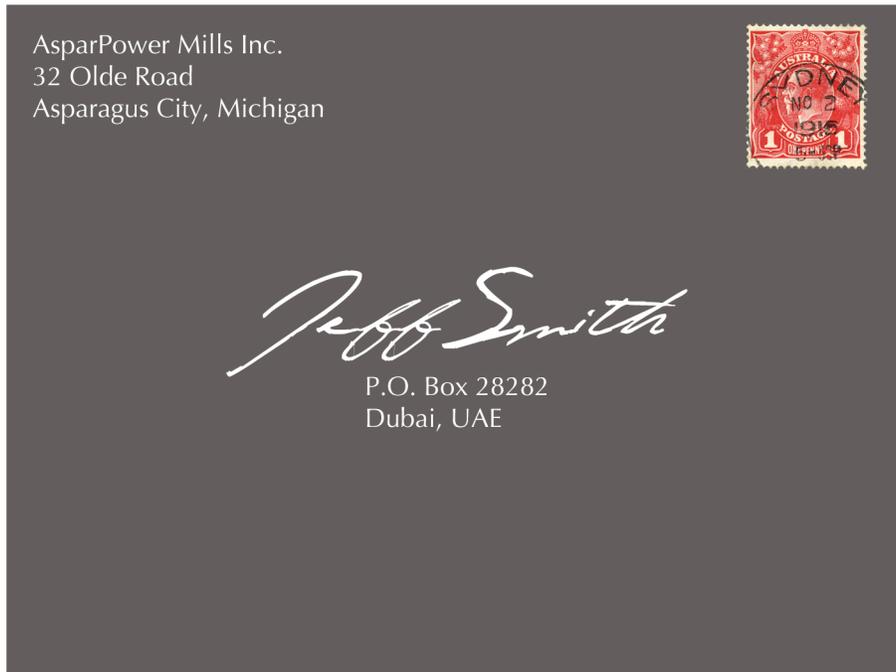
The kids will thank you. And so will we. In fact, visit <http://asparpowermills.com/donate> and fill out the donation form. We'll give you a coupon to print for a free box of AsparFlakes, completely on us.

Sincerely,

A handwritten signature in black ink that reads "A. Sparagus". The signature is written in a cursive, flowing style.

A. Sparagus
CEO AsparPower Mills, Inc.

Midterm: AsparPower Mills Inc.



Envelope Description

Manila style, fastener envelope, full-sized, so that letter does not have to be folded, implying importance and individuality. Script with recipient's name matches that of the CEO's signature on the letter, and while computer generated, it implies familiarity and accessibility, as well as personalization. The dark color envelope is subtle yet clearly stands out from the rest of the mail. White, or light, script further adds to this, as well as a contrasting red stamp. The overall effect is an inversion of the traditional letter. The simplicity and sense of "exclusive inclusion," in the wording of the letter and the personalized script, builds off of the company image and its existing clientele, while still standing out from competing messages.



AsparFlakes

AsparPower Mills Inc. is proud to announce AsparFlakes, our newest offering. You know us for our other asparagus products, but this one has us excited. Made in our century-old brick ovens, AsparFlakes is the taste of tradition, made for today. Organic tofu, ground whole wheat and whole oats, and the quality asparagus you know us for. Just add skim milk, and a bowl of AsparFlakes provides 100% of your daily osteoperosis fighting calcium. Simple as that.

Certified organic, all-natural, and delicious. AsparFlakes.

Assignment: Adapt a traditional holiday myth into a short story and then create an advertisement that uses the idea of gift giving to sell a product.

The Newton Bootie by Gucci

	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	User	User	User	User	User
Where	Home; Shopping	Online, Word of Mouth, Magazine Information	Shoe store	Home, Office, Special Events	Shoe store
When	Any time	Pre-shopping; Shopping	At purchase point	Variable	Next trip to shoe store
How	Desire arises upon decision - equivocates need	Online, Word of Mouth, Salespersons	Try and buy	Wearing Shoes	Revisit to continue shopping habits

Creative Strategy

- Appeal to the traditional notion of Gucci as provocative
- Maintain upscale image while extending cultural nod to the origins of the company and product.
- Play off of the traditional story of la Befana story of gift giving and the relationship with good children and their shoes.
- Incorporate subtlety into campaign, to reassess the notion of gift giving during the holiday time period

Media

- Magazines

Media Target

- Women
- Luxury shoe purchaser

Action Objective

To identify the book as an adventure tome suitable to many different readers with many different interests and perspectives.

Positioning Statement for Campaign

The Newton Bootie by Gucci is naughty and nice, stylish and refined, perfect to gift yourself with this holiday season.

Communication Objectives

Category Need

Create desire for self-giving during holiday season

Brand Awareness

Brand awareness already exists, ad should play off of the traditional brand image of provocative footwear

Brand Preference

Maintain brand dialogue with existing customers

Brand Action Intention

Self-gifting of shoes

Mandatory Content

- Gucci logo
- La Befana reference
- Purchase Point in Rome

Key Benefit Claim

- Style

Assignment: Adapt a traditional holiday myth into a short story and then create an advertisement that uses the idea of gift giving to sell a product – the Newton Bootie by Gucci.

La Befana

La Befana was an old woman who lived on the road that led to the baby Jesus' manger. As the Three Wise Men were following the Star of Bethlehem to find the newborn Jesus, they stopped at La Befana's house and sought shelter. She gladly obliged, putting the Three Kings up for the night. In the morning, when they again left, the Three Kings invited La Befana to continue on the journey with them. She refused, saying she had work to do. However, after realizing what she had done in rejection of the invitation, she set out in search of the Christ Child on her own. Unable to locate the manger in which Jesus was resting, La Befana continues to this day searching for the Christ Child, visiting the homes of children across Italy. Hoping to leave a gift for Jesus, she leaves small trinkets and sweets in the shoes of the children she visits, oftentimes leaving coal for those who have been naughty the preceding year.



Were you a good girl this year - or were you *naughty*
As a child you left your shoes out hoping she would gift
you something sweet, yet she always left you coal. Not surprising.

Not quite time for her arrival, la Befana is seeking out good
boys and girls, but don't wait for her to come to you.

This year gift yourself with something a little naughty, a little something sexy.
La Befana might not surprise you this year, but we will.

Newton Bootie by Gucci. Gift yourself.



Now available in Coal at Via Condotti, Roma.

Buon Natale a
GUCCI

Assignment: Write a comparative juxtaposition print advertisement for a fictional brand, Mountain Toothpaste.

	Mountain Toothpaste				
	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	Consumer	Consumer	Consumer	Consumer	Consumer
Where	Bathroom	Online, friends	Store	Home, Office	Store
When	When previous tube expires	On the spot	On the spot	Morning, Evenings	After product has expired
How	Desire for dental hygiene, product purchased when supply expires	Researches the flavors and background of the company, looking for technology and ingredients	Whether or not the flavors are desirable, and the product will do as required for health - intuitive decision	Daily	Habits form, typically resulting in habitual repurchase

Creative Target

Establish the brand and the product as a new and invigorating alternative to traditional toothpastes.

Media

Magazine ads

Media Target

Individuals looking to practice healthy dental hygiene

Action Objective

Increased purchasing and brand recognition.

Communication Objectives

Category Need

Dental health

Brand Awareness

Brand recognition, recall

Brand Preference

Establish the brand as a desirable option

Brand Action Intention

Purchase the product and establish brand loyalty through use

Purchase Facilitation

Call to action closing

Positioning Statement for Campaign

Mountain Toothpaste is a rugged approach to dental health, bringing innovative technology and flavor to invigorate your daily ritual.

Creative Strategy

To align the product with the perceptions of strength, ruggedness and adventure that are preexisting with the "Jeep" off-roading vehicle.



Plaque, gingivitis, gum disease - it takes a 4x4 approach to break through that kind of muck. Mountain Toothpaste is an all-terrain approach to dental health. Fortified with calcium and fluoride, it defends teeth against attack. Utilizing the latest in scientific research, Mountain Toothpaste is the cutting edge approach to keeping your mouth in shape. But its not about sitting back and enjoying the ride. Mountain Toothpaste is invigorated with natural mint extract, intense flavor to say the least. Use it daily to keep your mouth in tip-top shape. Available now in local stores.

INTRODUCING
Mountain Toothpaste
ARCTIC BLAST

“The Reading Public” Create a book cover and radio spot for *Among the Monkeys of New Guinea*.

Among the Monkeys of New Guinea

	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser
Where	Home, Office, Transport	Online, Word of Mouth, Magazine Information	Bookstore	Home, Office, Transport	Bookstore
When	Any time	Pre-shopping	Online, At the Bookstore	Variable, wide time frame	Next trip to bookstore
How	Need arises for new reading material	Online, Word of Mouth, Magazine Information	Reviews, Back cover, Price	Monitors whether or not product is enjoyed	Revisit to purchase similar books

Creative Strategy

- Maintain ambiguity of contents in order to maximize salability
- Establish an inviting, multifaceted appearance to appeal to many
- Upscale look and field, in order to maximize pricing

Media

- Lifestyle magazines (Martha Stewart Living, Domino, O, Vanity Fair)
- Business Magazines (Business Weekly)
- Newspapers (New Yorker)
- Radio

Media Target

- Men
- Book readers
- Book purchasers

Action Objective

To identify the book as an adventure tome suitable to many different readers with many different interests and perspectives.

Positioning Statement for Campaign

Among the Monkeys of New Guinea is a book offering unique adventures among far flung and varied destinations, multifaceted excitement brought home to the reader.

Communication Objectives

Category Need

Need for a new, relevant book

Brand Awareness

Raise the awareness for the newest book from the highly successful author, who has many other successful products

Brand Preference

Encourage author loyalty, while opening the book up to new demo's

Brand Action Intention

Book Purchase

Mandatory Content

- Name, Author, Plot Key Points,
- Purchase location (Your Private Collection by Arthur Sellyer)

Key Benefit Claim

- Interesting to many different readers
- Photographs included from New Guinea
- Award-winning and highly successful author

“The Reading Public” Create an advertising platform for the unnamed bookstore, creating a name, logo, position, creative platform., etc. Execute the creative campaign in the form of a magazine ad.

Your Private Collection by Arthur Sellyer -- Bookstore (Books)

	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser	Reader/Purchaser
Where	Home, Office, Transport	Online, Word of Mouth, Magazine Information	On Street, at Info Source	Home, Office	Supermarket
When	Desire for new reading material	Pre-shopping	Post-Information Search	highly variable	Next trip to bookstore
How	Need arises for continued bone health	Online, Word of Mouth, Magazine Information	Reviews, Back cover, Price	Monitors whether or not product is consumed	Revisit to purchase additional products

Creative Strategy

- Appeal to traditional service desires while establishing a contemporary, relevant brand
- Appeal to “concierge” mindset of exclusivity and uniqueness

Media

- Lifestyle magazines (Martha Stewart Living, Domino, O, Vanity Fair)
- Business Magazines (Business Weekly)
- Newspapers (New Yorker)

Media Target

- Male/Female
- Affluent readers, book purchasers as opposed to renters

Action Objective

To establish brand as the foremost bookshop for audience, and to encourage visits/purchases at storefront.

Positioning Statement for Campaign

Your Private Collection by Arthur Sellyer is the concierge to your collection, maintaining your literary interests while peaking your own.

Communication Objectives

Category Need

Need for informative, well-connected bookstore

Brand Awareness

Establish brand as forefront in bookselling market

Brand Preference

Remind users of the core offerings, to encourage loyalty

Brand Action Intention

Establish brand to encourage brand loyalty

Mandatory Content

- Location, ideology

Key Benefit Claim

- Extensive product knowledge
- Ability to match purchaser to perfectly selected reading material

Assignment: "The Reading Public" Create a book cover and radio spot for *Among the Monkeys of New Guinea*.

Among the Monkeys of New Guinea

SFX *Monkey screech*

VO (dramatic, slow, MOVIE style) From the author that brought you (**SFX** tribal music, faint, fade to bed, end after CORFU) *Among the Cannibals of Corfu*... a gruesome adventure set in the jungles of the Far East. [BEAT] Thomas Ablecraft is back at it again.

VO (calm) The New York Times calls it "One of the year's finest [BEAT], Everything you could want [BEAT], and so much more."

SFX (2 sec) *Group of monkeys howling, hollering.*

VO *Among the Cannibals of Corfu* brought you to the edge of the word, pushing you to the edge of your seat as it dealt with the unimaginable, but *Among the Monkeys of New Guinea* is a new, riveting work, pushing the boundaries of psychology, cultural study and literary craft. Take hand of adventure, and explore life as you turn the page.

SFX (Wind through Rainforest)

VO Available immediately at *Your Private Collection by Arthur Sellyer*, be sure to pick up your copy of *Among the Monkeys of New Guinea*. Perfect for yourself, perfect for someone else. Now featuring genuine photographs from the jungles of New Guinea.

Among the Monkeys of New Guinea (**SFX** Monkey screech), grab one before it gets you.

FROM THE AUTHOR OF
AMONG THE CANNIBALS OF CORFU

A STORY UNLIKE ANY OTHER. SET FOR LIFETIME ADVENTURE, THOMAS ABLECRAFT CREATES A WORLD UNIQUE AND TERRIFYING, EXPLORING LAND, SEA AND EVERYTHING IN BETWEEN. ENGAGE AND TRAVEL THE GLOBE AS HEART-WRENCHING NARRATIVE TAKES YOU TO THE HILLS OF NEW GUINEA, WHERE THINGS AREN'T QUITE WHAT THEY SEEM.

THE NEW YORK TIMES CALLS IT
ONE OF THIS YEAR'S FINEST.
EVERYTHING YOU COULD WANT,
AND SO MUCH MORE.



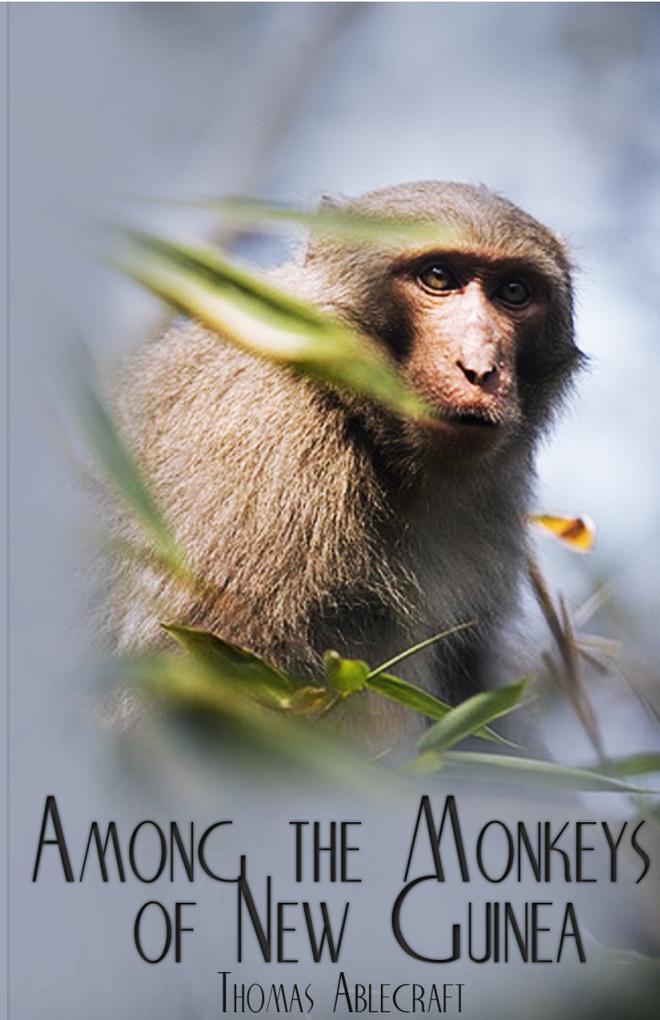
MATRICES PRESS



ABLECRAFT AMONG THE MONKEYS OF NEW GUINEA



AMONG THE MONKEYS
OF NEW GUINEA
THOMAS ABLECRAFT





THE CONCIERGE TO YOUR CARD CATALOG
YOUR PRIVATE COLLECTION
BY ARTHUR SELLYER

Looking for a bookstore with modern
service and traditional sensibility?

In today's technological world it's nice to find a place where customer service and valued tradition still exist. *Your Private Collection* by Arthur Sellyer is a novel approach to literature, a bookstore in which you can find everything you have been seeking. But with up-to-date and advanced consumer profiles, the busy work is done for you. Our staff maintain complex databases, meaning all you have to do is come in and be matched with literature to your liking. It's like having a concierge to your card catalog, without all the paperwork.

So come by and see for yourself, our stacks are always
changing to better suit you.

OPEN SUNDAY THROUGH SATURDAY, 9AM - 5PM | 25 EAST 52ND AVENUE AT WILFRED AND BANKS

Assignment: Create radio and television advertisements for Dubaitown Transit, Howard's Housekeepers, Rapidfire Microwave Ovens and Eze-Shine Shoe Shiner. Should utilize sound effects and proper stylistic presentation.

Dubaitown Transit

Media

Radio

Media Target

Commuters affected by traffic

Action Objective

To convince listeners to switch to public transport

Communication Objectives

Category Need

Easier, quicker transport method

Brand Awareness

Establish brand as alternative to traffic

Brand Preference

Identify current habits as being cause for negative implications on their daily lives

Brand Action Intention

Identify public transport as easier

Purchase Facilitation

Nearest bus stop

Positioning Statement

Dubaitown Transit is a safe, secure and easy way to get to your destination - always on time, no stress.

Creative Strategy

Emphasize the chaotic and overwhelming nature of driving in Dubai, while showing the negative effect on relationships and personal happiness.

Howard's Housekeepers

Media

Radio

Media Target

Newlywed Couples desirous of more free time

Action Objective

Establish HH as alternative of choice

Communication Objectives

Category Need

Need for a clean house without sacrificing time

Brand Awareness

Howard's is more in tune with its users' needs

Brand Preference

Emphasize the increase in spare time gained by using Howard's Housekeepers

Brand Action Intention

Howard's is the brand of choice

Purchase Facilitation

Telephone call-in

Positioning Statement

Howard's Housekeepers help you to get happy without sacrificing sanctified spare time.

Creative Strategy

Play off of the relations between newlyweds in order to emphasize the many ways that Howard's Housekeepers help to maximize client's free time.

Assignment: Create radio and television advertisements for Dubaitown Transit, Howard's Housekeepers, Rapidfire Microwave Ovens and Eze-Shine Shoe Shiner. Should utilize sound effects and proper stylistic presentation.

Rapidfire Microwave Oven

Media

TV

Media Target

Families, those that cook at home

Action Objective

Purchase product

Communication Objectives

Category Need

Quickest method to prepare food

Brand Awareness

Identify as alternative technology for cooking

Brand Preference

Highlight the rapidity and effectiveness of product

Brand Action Intention

Purchase

Purchase Facilitation

Department/Home stores

Positioning Statement

Rapidfire Microwave Ovens cook in lightning speed, taking charge of your food to deliver hot, delightful food in minutes.

Creative Strategy

Play off of the rapidity through association with superhero - also allows for the ideas of family to be explored in further detail.

Eze-Shine

Media

TV

Media Target

Fashion oriented individuals

Action Objective

Create product awareness

Communication Objectives

Category Need

Clean, polished shoes

Brand Awareness

Only product of its kind

Brand Preference

N/A

Brand Action Intention

Purchase at local stores

Purchase Facilitation

In-store

Positioning Statement

Eze-Shine is a powerful yet stylish tool for helping you look your most presentable, your most polished.

Creative Strategy

Highlight the fashion-oriented nature of the product through a graphic, high-fashion inspired commercial while also informing potential users of how the product is and can be used.

Assignment: Create radio and television advertisements for Dubaitown Transit, Howard's Housekeepers, Rapidfire Microwave Ovens and Eze-Shine Shoe Shiner. Should utilize sound effects and proper stylistic presentation.

Dubaitown Transit

SFX *Fade to Bed* Establishing Horns, Tire Screech, Indistinct Hollers, Sounds of Cars Swerving

MAN (yelling) THAT'S MY SPOT! (**SFX** horn). Parking here is impossible. I swear... if I have to do this (terse) one more day...

VO (calm) Endless traffic... bad drivers... no parking... hours upon hours of waiting. Not with Dubaitown Transit. Avoid the hassle of commuting.

SFX SOUNDS OF HIGHWAY, SCREECH of Breaks

MAN Ugh. There has to be a better way than this. (**SFX** Window rolling down, **MAN** yelling) HEY, WATCH IT!! (**SFX** aggressive horns)

VO Dubaitown Transit has expanded its lines, offering over 20 destination hubs. Less mileage for you, no need to park.

SFX RINGRING of mobile, sound of MAN fumbling for telephone

"Hello?... oh hey habibi. I know I was supposed to be there an hour ago. I'm stuck... what? ...no, no. I'll call to reschedule the dinner date. I'm sorry. (**SFX** dial tone) Honey?"

VO Dubaitown gets you there [beat] on time.

SFX DINGDING of Gas Tank

MAN (frustrated) Nononono, not now. Not now.

SFX DINGDING

VO And no need to fill up the tank. Check your daily Gulfnews for a limited time offer of free roundtrip bus fare. Our gift to you.

SFX HORNS, YELLING, Tires Screeching

VO (flip) It may just be the last time you pick something up in your car.

Assignment: Create radio and television advertisements for Dubaitown Transit, Howard's Housekeepers, Rapidfire Microwave Ovens and Eze-Shine Shoe Shiner. Should utilize sound effects and proper stylistic presentation.

Howard's Housekeepers

MAN (suggestively) Honey, you want to?

WOMAN (voice rising) Oh, dear, you know there are things to be done around the house first ... (trailing)

MAN (pleading) Baby come here (**SFX** sound of two embracing) mm... yeah baby, you know what Howard's does?

WOMAN Mmm.... No, tell me...

MAN They'll mow the lawn (**SFX** roar of lawnmower)... blow the leaves (**SFX** whirr of leaf blower)... trim the bushes (**SFX** sound of chainsaw)... and take care of the neighbor's tree... (**SFX** sound of chainsaw, tree falling)....

WOMAN ooh...

MAN And then they'll come inside and wash the windows (**SFX** SPRAY, SPRAY, sound of squeegee squeaking) do the dusting (**SFX** SWISH), the dishes (**SFX** PLASH), the laundry (**SFX** WHIRL) and then...(trailing)

WOMAN mmm, what?

MAN They'll do the vacuuming (**SFX** vaccum)

WOMAN Oooh!

VO Call us now at 29204357, that's 292 HELP. Howard's Housekeepers. We do the busy work so you have more time to get busy.

WOMAN Shopping?

MAN Golf?

WOMAN Reading?

MAN Grilling?

VO Whatever you like. Howard's Housekeepers helps you get it done.

Assignment: Create radio and television advertisements for Dubaitown Transit, Howard's Housekeepers, Rapidfire Microwave Ovens and Eze-Shine Shoe Shiner. Should utilize sound effects and proper stylistic presentation.

Rapid Fire Microwave Ovens TV Script

VO (SFX Glitter sound effect) Rapid Fire Microwave Ovens aren't just a kitchen appliance, oh no.

WOMAN What am I going to eat tonight? Looks like cold Chinese again...

VO Not with your Rapid Fire Microwave Oven - just open the door and place your cold WonTons and Lo Mein inside...

WOMAN It's that easy?

VO Oh yes. Just shut the door, press a few buttons (SFX microwave BED, Focus on colors and lights of MICROWAVE CLOSEUP) and...

(SFX) BAM

SUPERHERO Wahooooo.... (SFX Zooming, wooshing. Microwave DING).

VO... it's that easy. Rapid Fire Microwave Ovens take up less space than a traditional oven, and they take less time to cook your food. Which means you have more time to enjoy the ones you love while eating delicious food (SFX BED laughing family) Rapid Fire Microwave Ovens, for a little superhero action in your kitchen.

Eze-Shine Television Spot

SFX *bed* Trendy, heavy bass music

GFX Establishing shot of feet walking against background, quick cut between men's feet and women's feet. Close up showcasing the quality and craftsmanship of the shoes. Rotating camera angles encircling the shoes, **CROSSFADE** the background to showcase various landscapes, ranging from rain and mud to beach.

VO No matter where your feet take you, you want to look your best. Dynamic Corporation introduces the Eze-Shine, your portable shoeshine that can go wherever you go.

GFX Introduction of EZE-SHINE into spot, continuous motion yet appliance applied into circling motion.

VO It takes 2 D batteries, but can take whatever you can.

GFX *Cross through white* Eze-Shine, effortlessly look your best.

The Adventures of the



Rapid Fire Microwave Oven

superhero theme music



establishing shot of fridge, woman looking
quick zoom to close up of woman with
Chinese food box



close up of microwave, finger pushing
buttons. focus on lights and the twirling
portion of the microwave, box spinning



quick fade through white, featuring Super-
Hero. Focus on the movement and colors
surrounding him. Soundtrack featuring
superhero theme jingle.



Cut to appetizing looking food, emphasizing
the heat and freshness of the food.



cut to the family group, laughing and
enjoying their food.

The Adventures of the Rapid Fire Microwave Oven



return to the establishing shot of the
microwave, continue superhero jingle



establishing shot of dress shoes walking



continuous shot of feet walking, male and female versions able to be created



continued footage of feet walking with background changing, now shoe shiner is added, demonstrating product capabilities



close up of product, demonstrating capabilities and product itself.



From: Jeff Smith
Sent: Mon 10/20/2008 9:06 AM
To: Ode Amaize

Subject: How busy have you been lately?

THE DUBAI YOUTH FOUNDATION
info@dubaiyouthfoundation.org

Hey Ode,

My name is Jeff. I'm writing to you on behalf of The Dubai Youth Foundation, an organization dedicated to improving the lives of the youth in Dubai. We not only offer tutoring and educational services, but also a complex program of social activities for kids of all ages. But we can't do it without the generous support and help of our volunteers.

Right now we're looking for volunteers, people like you, to come and spend some time with the kids. The Dubai Youth Foundation is looking for students to tutor students 4 or 5 hours per week. That's all we ask. But we don't just need you to help students with their homework – we want you to come spend some time with them, too! And in return you will get to have some of the best experiences in all of Dubai, and really help out people who need it.

Too busy for that? Take an hour a day and come help us out. Send us an e-mail or call us at +0556531461 to set up a visit.

Looking forward to hearing from you:

Jeff Smith

Jeff Smith

j@dubaiyouthfoundation.org

Assignment: Rhetorical fallacies – create examples of rhetorical fallacies, using a unifying campaign theme to demonstrate use.

Rhetorical Fallacies using *San Pellegrino Effervescent Water*

1. **Non sequitor**, Latin for “it does not follow,” is the basis for many fallacies.
 - With bubbles, San Pellegrino simply has more flavor.
2. **Ad hominem** refers to a personal attack on an opponent that draws attention away from the issues under consideration.
 - Sparkling waters not from the natural Tuscan Hills are simply not good enough.
3. **Appeal to Tradition** is an argument that says something should be done simply because it has been done that way in the past.
 - Continue a century of tradition, and enjoy San Pellegrino sparkling water.
4. **Bandwagon** is an argument saying, in effect, “Everyone’s doing or saying something, so you should too.”
 - San Pellegrino is found across the tabletops of the world, in homes and the finest around. Why not pick some up for you and your family?
5. **False Authority** is the assumption that an expert in one field can be credible in another.
 - The Pope says he drinks nothing but San Pellegrino: water with a higher taste.

Assignment: Using the handout provided as a stylistic template, complete 37 headlines for a chosen product.

San Pellegrino Sparkling Water

1. Water falling flat?
Why be still when you can sparkle?
2. Italian politics are always changing. San Pellegrino is always refreshing.
3. Enjoy the finest in San Pellegrinian refreshment.
4. Ladies and gentlemen, introducing San Pellegrino Sparkling Mineral Water.
Piacere.
5. Taste the finest in Italian mineral water.
6. 90% of people drink bottled water. Stand out.
7. San Pellegrino Sparkling Mineral brings balance to water.
8. Rise to the top with San Pellegrino Sparkling Mineral water.
9. San Pellegrino Sparkling Mineral water: quenching thirst from the Italian countryside since 1899.
10. For a little something more in life, try the effervescence of San Pellegrino.
11. San Pellegrino Sparkling Mineral Water, a refreshing source of minerals.
12. More excitement per bottle versus still waters.
13. Tiny baubles of effervesce burst forth from every bottle.
14. Monica Leroy states she'll never go back to still waters.
15. Your complimentary San Pellegrino history booklet free with purchase.
16. San Pellegrino: Sparkling Mineral Water.
17. Let it burst atop your tongue.
18. Wonder how they get the bubbles in the bottle?
19. San Pellegrino Sparkling Mineral Water comes from the hills of Italy, bottled at the source and shipped directly to you.
20. Sometimes you want simple, sometimes refined, and sometimes different.
San Pellegrino is always the decision.
21. San Pellegrino is timeless. This special offer is not.
22. Taste Italian culture for a fraction of the ticket price.
23. Your search is over. San Pellegrino is here.
24. Water is for everyone. San Pellegrino is for you.
25. Try it and don't get hooked.
26. San Pellegrino is bottled at the source to bring you the highest quality in taste.
27. San Pellegrino Sparkling Mineral water – 10 dhs.
28. Exclusively refined and available at local stores.
29. How else can you live better with the twist of a bottle cap?
30. With all of those other waters out there, how do you know you're getting the best? Taste and discover.
31. As crazy as it sounds, San Pellegrino made it through the Great Depression.
Quality survives.
32. Unless you've tasted San Pellegrino your thirst has never been quenched.
33. Open a bottle and taste the health benefits.
34. The average American doesn't get enough minerals in their everyday diet. Get yours.
35. The green bottle is to keep it fresher for your enjoyment.
36. You'd pay premium for your purse, shoes, and clothes. Why not for your water?
37. Start getting healthier today. Drink San Pellegrino Sparkling Mineral Water.



Benefits

- A. Covers accidental death in motor vehicle accidents occurring while driving or riding in or on:
 - a. automobile
 - b. truck
 - c. camper
 - d. motor home
 - e. non-motorized bicycle
- B. \$100,000 for accidental death on common carrier
- C. \$20,000 for accidental death in motor vehicle accident
- D. \$100 / day for hospitalization as result of motor vehicle or common carrier accident
- E. Cash paid in addition to any other insurance carried

Costs

- A. Coverage is only pennies a day
- B. Convenient payment – billed quarterly
- C. No individual rate increases
- D. Individual coverage is only \$17.85 per quarter
- E. Family coverage is \$26.85 per quarter
- F. Free, no-obligation examination period

Qualifications

- A. Guaranteed acceptance for all applicants
- B. No physical exam or health questions

Final Exam: Execute a campaign for a fictional insurance company, establishing company materials as well as Print, Broadcast, Direct Response, and Outdoor advertisements, as well as a three-panel brochure.

Final Exam: Silver Seas Insurance

	Need Arousal	Information Search	Choice	Usage	Re-Order
Who	Business Man/Woman Family Household	Purchaser	Purchaser/User	Purchaser/User	Purchaser/User
Where	Home, Office, International Travel	Online, Word of Mouth, Referral, Testimonials	At Information Source	Home, Office, International Travel	via telephone
When	Need for travel and/or life insurance	Pre-purchase	Post-Information Search	Lifetime	n/a
How	Need for travel and/or life insurance	Online, Word of Mouth, Referral, Testimonials	Evaluation of cost and services offered	During lifetime as travel and health needs arise	n/a

Creative Target

- Business travelers
- International travelers
- Households
- Skews male

Media

- Lifestyle Magazines
- Radio
- Billboard placement

Action Objective

To encourage purchase of life and travel insurance policies

Positioning Statement for Campaign

Silver Seas Insurance is a streamlined, integrated service offering health and traveler insurance, with complimentary travel services provided.

Creative Strategy

Emphasis of the brand as a global, stylish and accessible yet inherently reliable and trustworthy brand.

Communication Objectives

Category Need

- Life Insurance Policy
- Health Insurance Policy

Brand Awareness

Establish brand as not just a life insurance brand

Brand Preference

Emphasize the completeness of policy offerings

Brand Action Intention

Encourage brand loyalty, forging positive consumer relations
Emphasize the brand personality to encourage consumer call0in

Purchase Facilitation

Phone number

Mandatory Content

- Mention of travel plan policy
- Mention founder name to establish personality
- Telephone number

Key Benefit Claim

- Life and Traveler Insurance Integration

Timetable

Release will begin in early May, with the idea of capturing the attention of business travelers as they switch from work to leisure travel, going through the holiday season until September, when business resumes.

- The print ad will run for the duration of the campaign, with additional materials being integrated at later points.
- Billboard ads will be placed at airports and surrounding locations, gaining the attention of business travelers and families alike. They will run for the duration of the campaign.
- Radio ads will come on in July and August, the two months during which most families take time off and vacation, often via car, therefore making the radio more accessible.
- The direct mail and brochure segments will run during May, June and September, leaving July and August empty as most are away from their mail for an extended period.

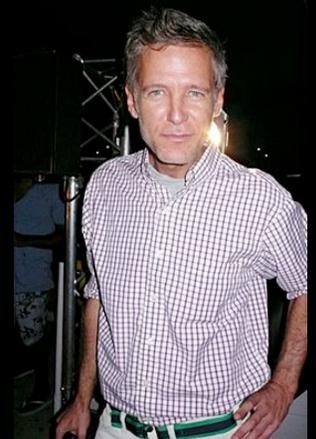
May	June	July	August	September
Print Ad	Print Ad	Print Ad	Print Ad	Print Ad
	Billboard	Billboard	Billboard	
		Radio	Radio	
Direct Mail	Direct Mail			Direct Mail
Brochure	Brochure			Brochure

Silver Seas INSURANCE

It's a big world out there, so why travel alone?

Silver Seas Insurance is a unique opportunity for the world traveler. With a focus on family and individual health plans, we offer you the most complete package for your money at the most competitive rates out there. But that's not all. We also specialize in international services, offering you an array of travel options to suit your needs. So you'll never have to travel alone again.

Silver Seas Insurance is guaranteed to all applicants, so call us today
1-800-SetSail



Jim Rice
Founder and Traveler

Never travel alone.

1-800-SetSail

Silver Seas
INSURANCE

Silver Seas INSURANCE

SFX *Faint ocean waves interlaced with jet taking off (quietly) and quiet hubbub reminiscent of travelers in an airport. Fade to bed.*

VO (Quiet, soft man's voice) In today's ever-changing world, safety and security is of the utmost importance for families and travelers. Silver Seas Insurance offers you a complete package, blending health insurance with the needs of contemporary world travelers. Silver Seas assists with not only with insurance, but also with your personal travel needs.

Jim Rice Hi. My name is Jim Rice, founder of Silver Seas Insurance. When I was working at a multinational insurance company, I found that it was an incredible hassle to try and organize everything that I needed in order to travel the world. Trying to get medical care abroad was a complicated mess of reimbursement forms and bureaucracy. So when I retired, I decided to do something about it. I founded Silver Seas Insurance to take care of our clients from home out into the world. So give us a call, and we'll take care of you.

VO Silver Seas Insurance is guaranteed to all applicants, with a multitude of easy to make payment options. At just pennies a day, coverage plans start at \$17.85 per quarter for individuals, and \$26.85 per quarter for families, with no individual rate increase guaranteed. Call us today at 1-800-SetSal, that's 1-800-SetSail.

Jim Rice Here at Silver Seas Insurance we'll be waiting to welcome you aboard.



58 Bay Way • Boston, MA USA

Mr. Smith,

Here at Silver Seas Insurance we take pride in the fact that we're the only company that provides health insurance packages along with integrated traveler's insurance. But that's not all - we also offer an array of travel concierge services, from travelers checks to hotel promotions. So what does this mean for you?

Well, by becoming a member of Silver Seas Insurance you will have complete integration of your traditional life insurance and travelers insurance policies, meaning no more extraneous forms to fill out and file. One health card, accepted in over 156 countries, will provide you with 24/7 services should you require medical attention, for you and your family members. But that card also keeps you connected to your selected liaison, an assistant who will be able to answer any questions about your medical programs, as well as offer travel arrangements, both for business and for leisure. It's a complete integration of services, streamlined to make your life simple.

So give us a call at 1-800-SetSail to get started on becoming a valued client.

A handwritten signature in black ink that reads "Jim Rice". The signature is written in a fluid, cursive style.

Jim Rice, Founder and CEO



An envelope the size of a traditional invitation, in order to convey the idea of an invitation to the company. The color palette will be simple, in keeping with the campaign materials. Use of the logo will serve to create a professional and strong image, while the relatively nondescript design will keep the letter from looking as a piece of junk mail.



Jim Rice

**Founder and
Traveler**

I founded **Silver Seas Insurance** after my retirement from a general insurance company. An avid traveller, I was tired of having to contact multiple insurance companies each time I wanted to travel at length.

Silver Seas was founded to act not only as a general health insurance company for its clients, but also as a secondary resource to aid in the travel process. We offer an array of complementary services to both help ease pre-departure preparations and as well as while you're away.

At **Silver Seas Insurance** your journey through life, wherever it takes you, is our first priority.

Silver Seas Insurance
58 Bay Way
Boston, Massachusetts
USA

Silver Seas
INSURANCE



Benefits

- Covers accidental death in motor vehicle accidents occurring while driving or riding in or on automobile, truck, camper, motor home, non-motorized bicycle
- \$100,000 for accidental death on common carrier
- \$20,000 for accidental death in motor vehicle accident
- \$100 / day for hospitalization as result of motor vehicle or common carrier accident
- Cash paid in addition to any other insurance carried

Silver Seas Insurance

Silver Seas Insurance is a unique opportunity for the world traveler. With a focus on both family and individual health plans, we offer you the most complete package for your money. But that's not all. We specialize in international services, offering you an array of travel services and packages to suit your travel needs. No other company offers this.

Silver Seas Insurance

- Guaranteed acceptance
- No physical exam or health questions

Costs

- Coverage is only pennies a day
- Convenient payment - billed quarterly
- No individual rate increases
- Individual coverage \$17.85 per quarter
- Family coverage \$26.85 per quarter