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Creative Ad Writers

[9/17/17]	Client:	<u>Fensterwald Fidelity Bank</u>
[9/18/17]	Product:	<u>Banking Service</u>
	Title:	<u>Fensterwald Fidelity Bank, where you come first.</u>
	Length:	<u>83 word count</u>
	Script #:	<u>3</u>

Customer Service is at the heart of Fensterwald Fidelity Bank

ANNCR: Fensterwald Fidelity Bank--- where you come first. Around long enough to know you and your needs. We offer good, friendly, efficient service. Avoid the inconvenience of long lines, while we help you make money on your savings. We compound two and a half percent on your money daily and pay it up quarterly. Feel secure seeing those quarterly payments added to your account. Fensterwald Fidelity Bank, located on the corner of McConnell and Topaz in Websterville. Easy to find. Come in and see us today!

Magic Moose Communications

9-30-2017	Client:	<u>Geico</u>
10-2-2017	Product:	<u>Car Insurance</u>
	Title:	<u>We Got You Covered</u>
	Length:	<u>:30</u>
	Script #:	<u>4</u>

Production Note: The scene is on a two-way highway really late at night. Bob and Joe are pulled over the right side of the road in a little ditch area. Bob is around 25-30 years old with a midwestern accent. Joe is between 30-35 years old and talks with a surfer boy accent and is from the west coast speaking really chill and laid back. It is relatively quiet outside due to the fact that the fender bender happened really late at night. You can hear a car drive by in the background and crickets chirping throughout the ad.

(SFX: CARS CRASH, CRICKETS CHIRPING)
BOB: Hey man--- sorry for all the damage.

JOE: No worries man!

(SFX: PHONE RINGING, VOICEMAIL)

BOB: I called my insurance company, but they never picked up.

(MUSIC: PIANO PLAYS DEEP DUN, DUN, DUN RIFF) (MUSIC OUT)

JOE: I never worry about that with Geico.

BOB: What makes Geico different?

JOE: With Geico you get more services.

BOB: What kind of services?
More

JOE They provide licensed agents available anytime of the day.

BOB: So, they got you covered even at times like tonight?

JOE: Yup.

BOB: I need to make the switch.

ANNCR: GEICO--- helping people like you since 1936.

:30

Magic Moose Communications

From:Humane Animal Treatment Society1105 S Isabella RoadMount Pleasant, Michigan 48858(989) 775-0830Time: 30 secondsWords: 96For Release:Monday, October 9, 2017Message No.: 5

ANNCR: Many great animals in our own community struggle finding warmth of a loving home and family. Give back to the Mount Pleasant community. Rescues need love and attention, so come in and spend some time with these furry friends. Animal socializing programs at the Humane Animal Treatment Society allow you to come in and show them your love. The pets always wag their tails to donations too! Donations put food in their bowls, buy medications, and cover every-day-shelter expenses. Brighten a pet's day at the Humane Animal Treatment Society of Mount Pleasant. (Courtesy of Humane Animal Treatment Society)

Client Prospect File

Client: Blue Gator

Exterior:

Location: 106 N Court St.

Mt Pleasant, MI 48858

Surrounding Area:

Downtown atmosphere, other places of business around, including stores and restaurants.

Parking:

Downtown parallel parking available, and parking lots across the street and throughout the downtown area as well, but not a designated place right in front for customers

Emitting impression:

College bar; patio at one entrance with outdoor seating with space to hangout.

Interior:

Layout:

Spacious, U-Shaped for lots of people to socialize; bar is in the corner of the U; seating covers the entire layout of the bar. Pool tables at the entrance on Broadway street.

Customer capacity:

About 400 people on one side and 300 people on the other

Hours of Operation:

- Bar Hours
 - o Tuesday-Wednesday
 - § 11:30am-12am
 - o Thursday-Saturday
 - § 11:30-2am
 - o Sunday
 - § 12pm-10pm
- Kitchen Hours
 - o Tuesday- Wednesday
 - § 11:30-12am

- o Thursday- Saturday

§ 10:30-12am

- o Sunday

§ 12pm-10pm

Specifics of decor:

Chalkboard featuring drink specials; noticed a lot of louisiana based signs including sports teams and other signs based on louisiana's culture; Different almost human-quality like alligators placed throughout the bar; Sports memorabilia; tvs throughout; pub sign behind the bar; CMU flag behind the bar; touch music dj option.

Lighting and noise levels: At any time of the day, the lighting is pretty dim. Music plays at all times of the day, as well. Weekends (especially Thursdays) tend to be much louder than a typical week day.

Restrooms (location, size, cleanliness): The restrooms were tucked behind the bar, had two stalls and were decently clean. They were not super fancy but also were not outdated.

Overall ambiance/impression: It is a typical college bar. The Gator is usually filled with college students. Loud and current music usually plays in the background. It has a very fun, energetic, and party-like atmosphere.

Customer Service:

Method and Quality: The service is quick during the day, and although it's busy on weekends, the bar service tends to be quite fast as well. The staff is friendly and fun. College students also tend to work here as well.

Current clientele (and whether it varies by daypart): During the day, the clientele varies. Typically, college students stop in to order food and drinks most often. It is more of a relaxed place to eat and hang out at during the day. However, the Blue Gator is most popular on weekends and at night. College students typically go to the Gator to party and hang out on weekends.

Specifics of offerings of salon/barber:

Detailed, objective analysis of service quality:

- Food

- o The Blue Gator has a very Cajun inspired menu. The menu is split into different sections including; Starters, Salads, Snacks, Burgers, Tacos, Wraps, Po'Boys (Louisiana sub sandwich), House Specials, and Sweets

- Drink

- o They have 16 beers on tap, 28 Bottles and 3 cans. They have a large variety from light and dark beers. They have 3 different types of Bourbon Recipes: Traditional Recipe, High-Rye, Wheaters. There are 9 different selections of Traditional Recipe. High-Rye has 9 different selections and Wheaters has 3. There are 5 different Cocktails served at the bar. Blue Gator has 3 different white wines and 3 red wines

Pricing:

- Food
 - o Everything on the menu ranges between 8-12 dollars. When you get to the House Specials, these meals are more expensive ranging from 12-15 dollars.
- Drink
 - o The prices of on tap beer range from \$3, \$4, \$4.50, and \$5.
 - o The prices of bottles range from \$3, \$3.50, \$4
 - o The prices of Bourbon range from, \$4, \$4.50, \$5, \$5.50, \$6, \$6.50, \$7, \$8, \$9
 - o The prices of wine are split. A glass is \$7, a bottle is \$26

Existing advertising and promotion (include exterior signage):*What is being conveyed?**Via what media?*

The Blue gator has a website which customers can write in questions or issues to the staff.

Blue Gator also has a twitter page in which, at the time of writing this, they have 1992 tweets, follow 1650 and 2638 followers.

Along side this Blue Gator has a snapchat where their customers post videos and pictures or the good time they are having at the bar.

With what frequency?

Tweets are being made from their twitter on a daily basis. They are also routinely retweeting their customers posts about their establishment.

Daily on Snapchat the Blue Gator is posting videos or their customers having a good time.

Client Brand Character:

The Brand Character of the Blue Gator is energetic, social, and fun.

Blue Gator Ad Campaign Proposal

Client Information

- Statement of Brand Character: The Blue Gator is a Louisiana themed bar specializing in serving Cajun food and Michigan beers on tap with an energetic, social, and fun atmosphere.
- Current Advertising Information's: Currently the Blue Gator engages with their audiences using a variety of social media. They are Tweeting out deals and responding to their audiences daily. They also keep their audiences up to date with their Facebook page. Here they also post very regularly. Where Blue Gator really shines on Snapchat. Here there are constantly posting videos of their patrons and what is going on at their establishment. Their patrons are posting their own videos have them having a good time and tagging the Blue Gator in their videos. This is just free advertising that the Blue Gator is able to take advantage of.

Competition Information

- Competition yardstick
 - The competition for the Blue Gator would include a full bar, open, fun, and welcoming atmosphere, Michigan beers on tap, late-night hours, fresh home-style Cajun food for around \$10.
- Comparison of primary competition

- One main competitor would be O'Kelly's. O'Kelly's has a small menu featuring some Irish themed food. With that said, O'Kelly's doesn't really focus on their food. Most of the dishes include small appetizers ranging from \$3-\$4. O'Kelly's has a smaller location with the main focus being on the attached nightclub Wayside. This could be something that draws people away from Blue Gator, but Blue Gator is also connected to nightclub called Encore. The main clientele for O'Kelly's is college students looking for that nightclub atmosphere Wayside provided. Wayside has an age-limit of 18+ letting younger people into the club. Encore has a limit of 21+ so this separates the underage people.
- The Birds is another main competitor of Blue Gator. The menu features typical bar food such a pizza, burgers, and subs. The food is like much of the food in Mount Pleasant unlike the Cajun food that can only be found at Blue Gator. The Bird does have Michigan beers on tap though. The Bird has only 14 Michigan beers on tap, where Blue Gator has 16. The clientele for The Bird is older college aged students and local residents but does not offer a nightclub attached trying to attract a more mature audience.
- Competitor advertising
 - O'Kelly's uses social media platforms such as Twitter and Facebook to make its customers aware of its upcoming events and promotions. O'Kelly's tweets out several tweets a day reminding their audience about deals such as featuring Thursday night football on the big screens, streaming the CMU football games on the mega screens, and the "Ultimate Bloody Mary" and \$3 mimosas for a Sunday Funday deal.
 - The Bird is a little bit less active on social media platforms. However, The Bird does have its own Facebook page but does not seem to actively post on the Facebook page. However, on the Facebook page customers of the bird do post of their different experiences.

Client Brief/Copy Platform

1. Who is the target audience and why?

The target audience is local and college residents, ages between 22-27. Students between this age range are more mature and will be looking for more of a social time, rather than just to get drunk. Having this target audience will separate us from competitors who are just trying to get people into their bar and/or club.

2. What is the Advertising Objective

Convince town residence ages 22-27, that the Blue Gator offers a fun, entertaining time while offering 16 Michigan beers on tap and an original Cajun menu.

3. What is the selling theme that needs to come across?

The central selling point will be the unique Cajun menu that can't be found anywhere else in Mount Pleasant and their 16 Michigan beers that are on tap.

4. Bonus Items

Production Note: Ryan is a 26-year-old male with a Midwestern accent. Jack is a 27-year-old male with a southern accent. Announcer is a man in his late 30's with a midwestern accent.

JACK: Hey man, any plans for the night?

RYAN: Nah, not much to do around here.

JACK: You wanna grab somethin' to eat?

RYAN: Eh, I dunno. All the food around here is the same.

JACK: How 'bout The Blue Gator?

RYAN: That bar? I don't really wanna deal with a bunch of drunk sophomores.

JACK: No that's not this kinda crowd. It's a much more social place with Cajun food so good it reminds me of home.

RYAN: Damn, if it's that good let's go give it a shot.

ANNCR: Blue Gator is downtown, right across from the Isabella bank. Come check out our 16 Michigan beers on tap with our original Cajun menu. Blue Gator; Spice up your night.

Production Note: Talent should be a male in his early to mid 20s with a slight southern accent.

(SFX:GRILL SIZZLING)

ANNCR: Enjoy Cajun inspired food right here in the comfort of your own town, at Blue Gator. Located at the corner of East Broadway and Court Street, Blue Gator offers a variety of comfort foods to make ya feel right at home. Our Cajun eats and craft beer make for a great time out with friends or family. We offer 16 Michigan beers on tap to satisfy every cravin'. Come today and get a little taste of Louisiana right here in Mount Pleasant. Blue Gator; spice up your night.

5. Positioning Statement

"Blue Gator; spice up your night."

6. What approach needs to be taken to get the audience's attention?

We think that the best way to get the audience's attention would be to really focus on the unique approach. We want to show that all the food in Mount Pleasant is the same and that there is only one place in town that can offer Cajun-style food. Transporting the audience to Louisiana and making them feel like Blue Gator is a place you can go to get out of Mount Pleasant. Though the 16 Michigan beers on tap will still give comforting feeling of home.

Magic Moose Communications

CLIENT	Geico	SUBMIT DATE	Oct 30, 2017
JOB #	8	LENGTH	:30
PRODUCT	Car Insurance	ISCI #	8
REVISION #	0	TITLE	Cookies Just Like Insurance
CLIENT APPRV DATE	Oct 30, 2017	AS PRODUCED	Oct 29, 2017

Objective: To convince the indecisive car insurance buyer that Geico is well established insurance provider that provides its customers the best quality customer service despite the company's large size.

Production Note: The scene is in a house of a family. The kitchen table the Gecko is standing on is a yellow/beige color, the kitchen walls appear to have a teal color to them. Behind the table is a sliding glass door and you can see a little boy and girl running around playing outside on a nice summer day. The Gecko from Geico is on the kitchen table standing next to a plate of cookies. The gecko plays the role of the announcer and is talking with a British accent.

VIDEO	AUDIO
OPEN ON WIDE SHOT OF THE GEICO GECKO ON KITCHEN TABLE STANDING NEXT TO PLATE OF COOKIES WITH TWO STACKS ON IT, CHAIRS IN BACKGROUND BEHIND TABLE.	ANNCR V/O: Choosing between these stacks of cookies. What an easy decision.
CUT TO MEDIUM SHOT OF THE GECKO'S UPPER BODY AND HEAD	Almost like shopping for car insurance.
CUT TO FULL SHOT OF GECKO, PLATE OF COOKIES, AND KITCHEN	Geico offers more than your average company.
DIZ TO LS, GECKO WALKS OVER TO OTHER END OF TABLE	They pride themselves on taking care of customers since 1936.

CUT TO ZOOM IN ON GECKO AT EDGE
OF TABLE

Agents at Geico provide professional
service any time of the day.

CUT TO MEDIUM SHOT OF GECKO,
ZOOM OUT GECKO WALKS BACK OVER
TO PLATE OF COOKIES

Probably the reason these guys rank as
the second largest auto insurer in the
nation.

CUT TO WIDE SHOT, GECKO GRABS
AND STARTS EATING COOKIE FROM
TALL STACK

Like choosing between cookies. Why
accept less when you could have more?

DIZ TO ZOOM OUT, GECKO STARTS
WALKING AWAY WITH COOKIE

Geico---get a free quote today!

A PUBLIC SERVICE MESSAGE FROM:

Humane Animal Treatment Society
 1105 S Isabella Road
 Mount Pleasant, Michigan 48858
 (989) 775-0830

FOR RELEASE:

JOB/ISCI # 9	LIVE	FILM XX	VTR	SLIDE
SUBJECT <u>Humane Animal Treatment Society PSA</u>	LENGTH	:30		
REVISION 1	TITLE	<u>HATS A Wonderful Place to Volunteer</u>		
APPROVAL DATE <u>Nov. 8, 2017</u>	AS PRODUCED	<u>Nov. 6, 2017</u>		

Objective: To bring in potential volunteers from both the CMU and local Mount Pleasant community that want to give back in some way, shape, or form. Also, to bring in some money from some people who do not fall in the 18-23 -year -old demographic in the Mount Pleasant community who may be able to afford to donate a little bit of their money.

Production Note: The setting is out at the Humane Animal Treatment Society of Mount Pleasant. The Scene is both outside of the building as well as inside the building in the main lobby area right when you walk-in and in the back area where the animals are kept. Behind the building is a big open accessible area with a warming yard for the dogs to get out and play. Mary is around the age of 25-30 about 5'7 with dark black hair with a midwestern accent. Joe is about 18-21 around 5'11 and has a midwestern accent as well. The Announcer is a guy late 30s early 40s with a deep stern voice.

VIDEO	AUDIO
(:04) OPEN ON FULL SHOT OUTSIDE OF THE HUMANE ANIMAL TREATMENT SOCIETY	SFX: DOGS BARKING
(:08) CUT TO LS OF JOE WALKING INTO THE LOBBY BEING GREETED BY MARY WITH WELCOMING SMILE ON HER FACE	MARY: Welcome to the Humane Animal Treatment Society of Mount Pleasant! What brings you in? JOE: Looking for ways to volunteer around here. More

(:12) DIZ TO LS OF MARY WALKING
AROUND CORNER OF HER DESK
MOTIONING FOR JOE TO FOLLOW HER
BACK

MARY: Great---let me show you around.

JOE: Works for me.

(:15) DIZ TO MS OF MARY AND JOE
TALKING OUT BACK IN AREA DESIGNED
FOR SOCIALIZING WITH THE PETS
ZOOM IN ON VOLUNTEERS WALKING
SOME PLAYFUL DOGS

MARY: The furry friends around here
love socializing---animal socializing
programs here at HATS makes for a
wonderful way to give back.

JOE: Sign me up!

(:18) DIZ TO LS OF MARY AND JOE
WALKING BACK IN SIDE AND STOP TO
PET PUPPY THAT RUNS UP AND JUMPS
UP WITH EXCITEMENT ON JOE

SFX: DOGS BARKING

(:20) DIZ TO MS OF JOE ON KNEES TO
PET THE PUPPY AND GETTING LICKED

JOE: Any other ways?

(:24) DIZ TO CS OF MARY AND JOE
WALKING BACK TOWARDS THE LOBBY

MARY: You know---donations go
towards buying food, medication, and
covering every-day-shelter expenses.

JOE: I bet that makes for some happy
pets around here.

(:26) DIZ TO MS OF MARY AND JOE IN
FRONT LOBBY WITH FRONT DOORS IN
THE BACKGROUND

SFX: DOG TOUNGE KISSES

(:28) CUT TO CU OF MARY

MARY: Oh---it does.

More

(:30) DIZ TO FS OF OPENENIG SCENE OF
HUMANE ANIMAL TREATMENT
SOCIETY

ANNCR (VO): Brighten a pet's day at the
Humane Animal Treatment Society of
Mount Pleasant.

:04

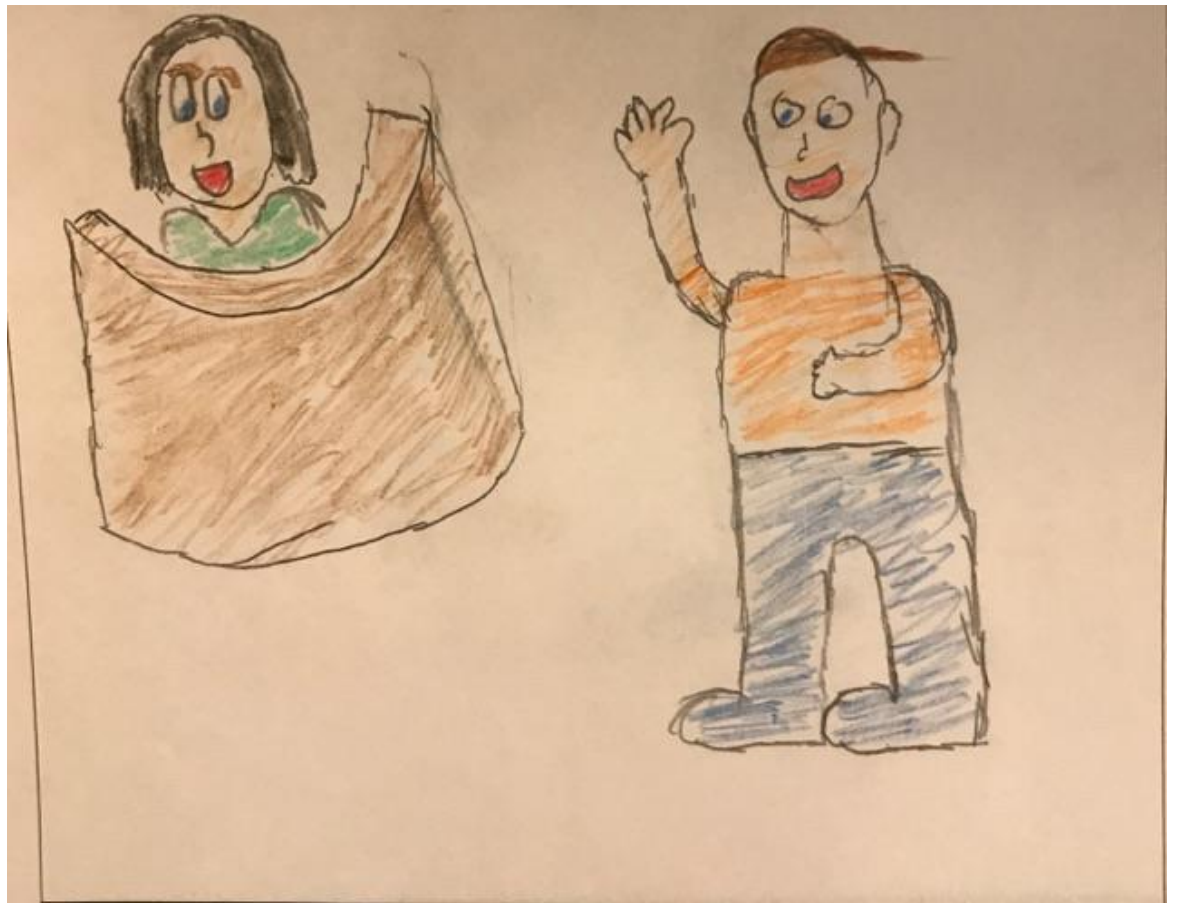
OPEN ON FULL SHOT OUTSIDE OF THE HUMANE ANIMAL TREATMENT SOCIETY



SFX: DOGS BARKING

:08

CUT TO LS OF JOE WALKING INTO THE LOBBY BEING GREETED BY MARY WITH WELCOMING SMILE ON HER FACE

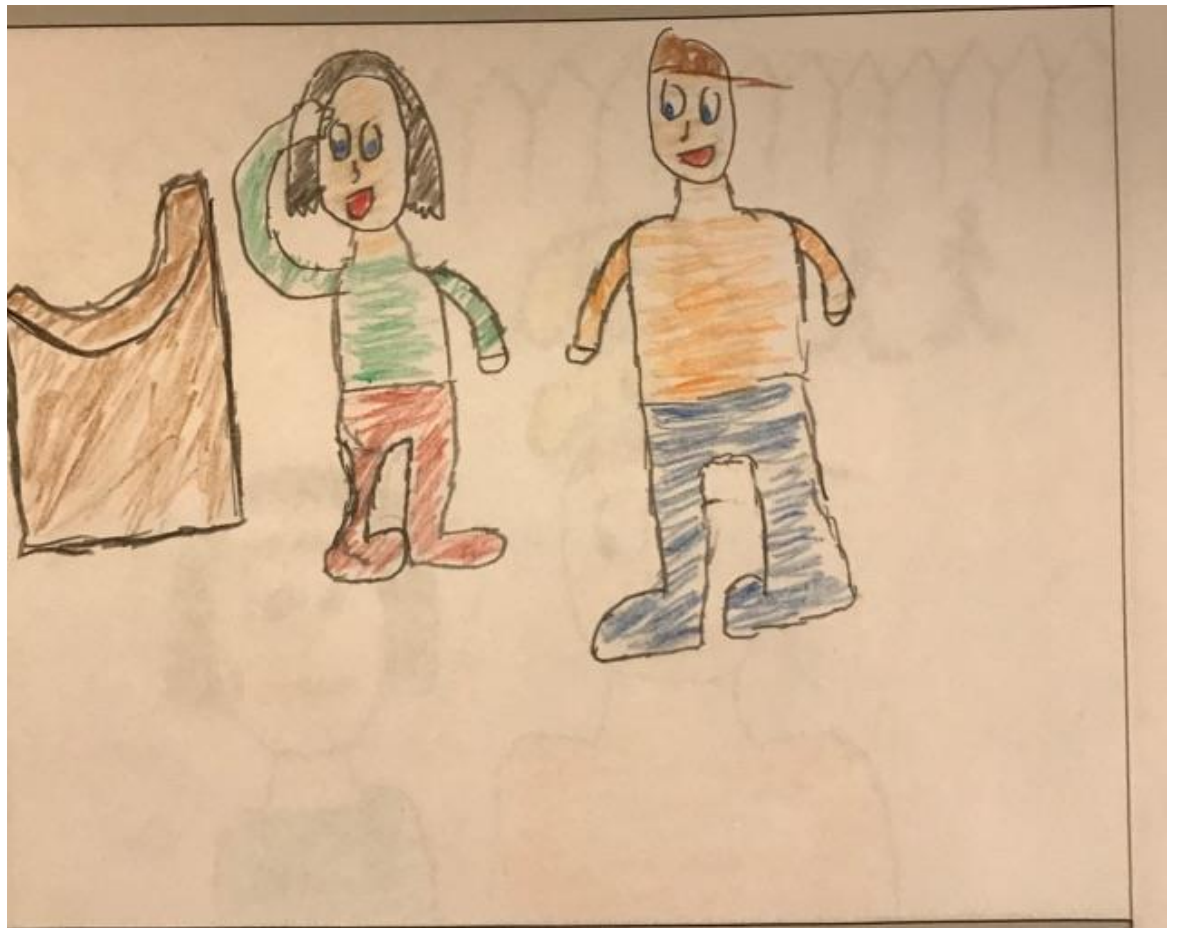


MARY: Welcome to the Humane Animal Treatment Society of Mount Pleasant! What brings you in?

JOE: Looking for ways to volunteer around here.

:12

DIZ TO LS OF MARY WALKING AROUND CORNER OF HER DESK MOTIONING FOR JOE TO FOLLOW HER BACK



MARY: Great---let me show you around.

JOE: Works for me.

:15

DIZ TO MS OF MARY AND JOE TALKING OUT BACK IN AREA DESIGNED FOR SOCIALIZING WITH THE PETS ZOOM IN ON VOLUNTEERS WALKING SOME PLAYFUL DOGS



MARY: The furry friends around here love socializing---animal socializing programs here at HATS makes for a wonderful way to give back.

JOE: Sign me up!

:18

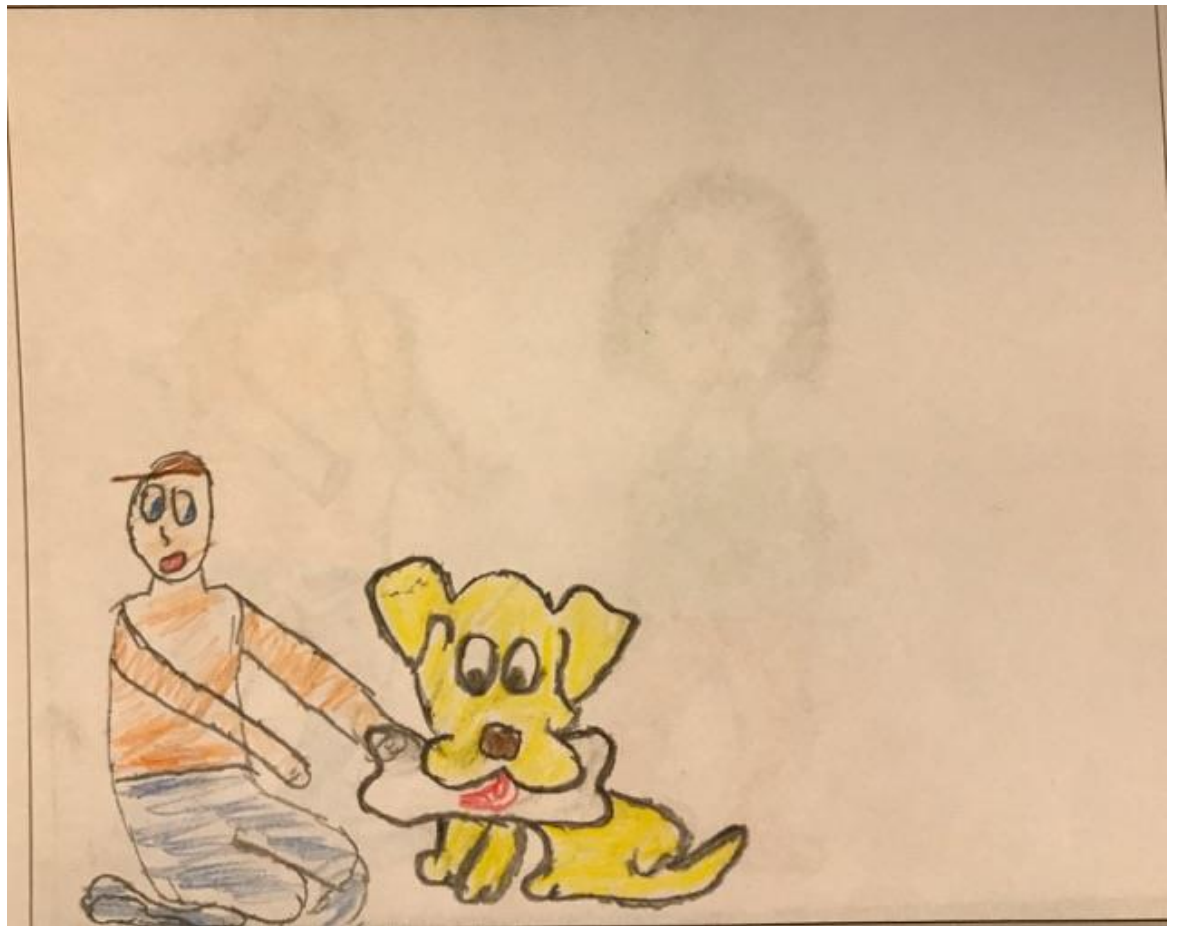
DIZ TO LS OF MARY AND JOE WALKING BACK IN SIDE AND STOP TO PET PUPPY THAT RUNS UP AND JUMPS UP WITH EXCITEMENT ON JOE



SFX: DOGS BARKING

:20

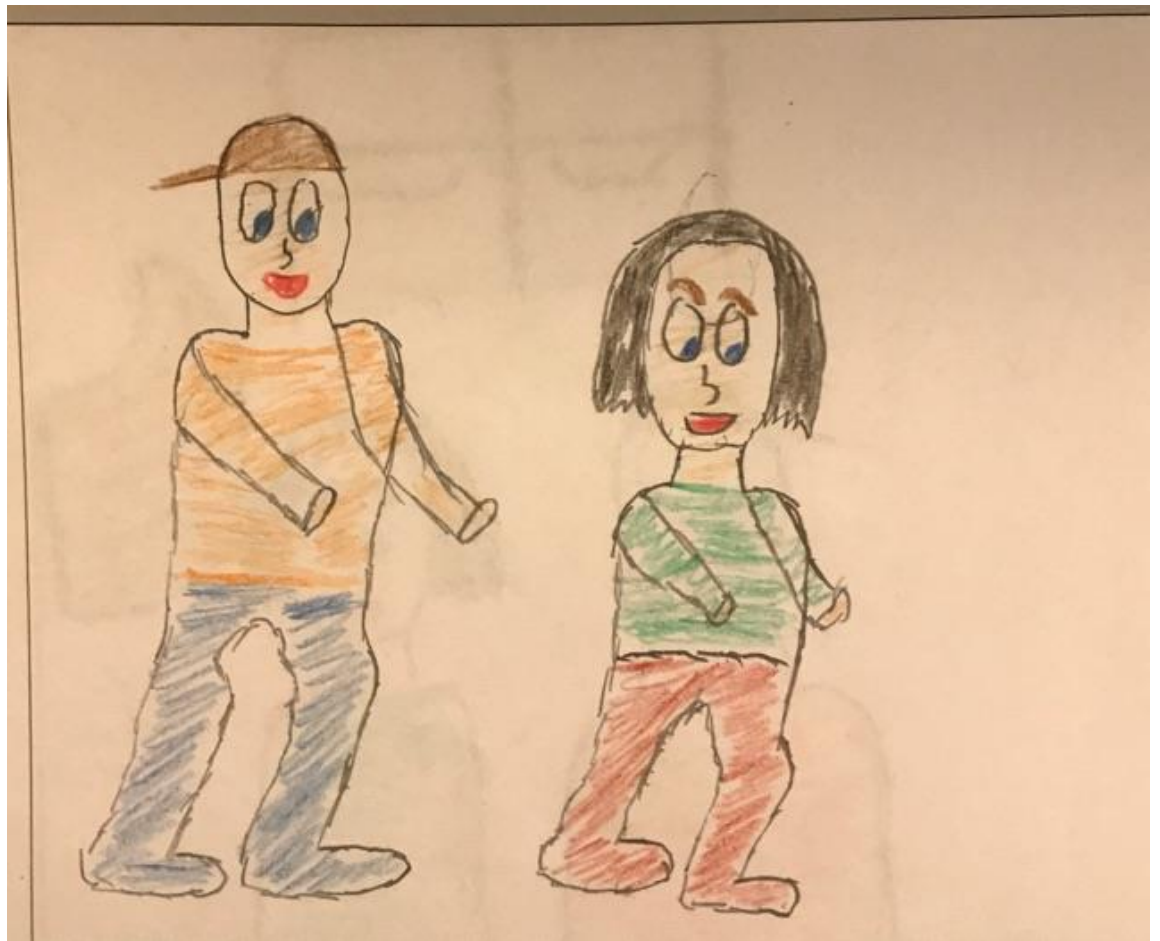
DIZ TO MS OF JOE ON KNEES TO PET THE PUPPY AND GETTING LICKED



JOE: Any other ways?

:24

DIZ TO CS OF MARY AND JOE WALKING BACK TOWARDS THE LOBBY



MARY: You know---donations go towards buying food, medication, and covering every-day-shelter expenses.

JOE: I bet that makes for some happy pets around here.

:26

DIZ TO MS OF MARY AND JOE IN FRONT LOBBY WITH FRONT DOORS IN THE BACKGROUND



SFX: DOG TOUNGE KISSES

:28

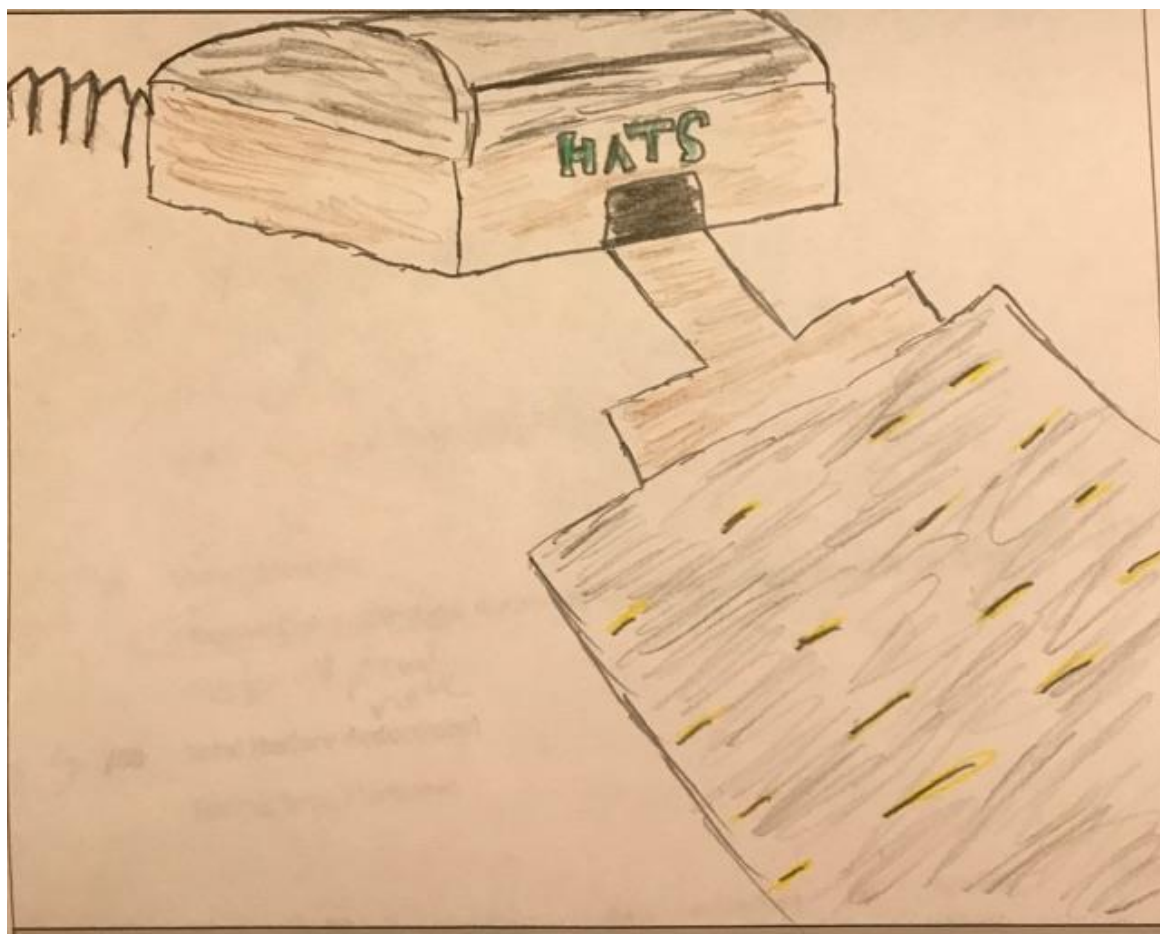
CUT TO CU OF MARY



MARY: Oh---it does.

:30

DIZ TO FS OF OPENENIG SCENE OF HUMANE ANIMAL TREATMENT SOCIETY



ANNCR (VO): Brighten a pet's day at the Humane Animal Treatment Society of Mount Pleasant.

Project 10 Storyboard

OPEN ON FS OF DOG OUTSIDE IN YARD ON
SUNNY DAY

:02



SFX: DOG BARKING

DIZ TO LS OF TINA STANDING NEXT TO DOG

:04



TINA: Thanks to Nationwide, I spend
more time with Bud.

DIZ TO CU OF TINA

:06



TINA: Paying vet bills, made easy. Even
Get 90 percent back on vet bills!

CU OF TINA

:08



TINA: Easiest coverage to manage.

CUT TO CS OF TINA AND BUD

:11



TINA: I spend more time giving my dog
the attention he deserves, rather than
worrying about vet bills

CU OF BUD

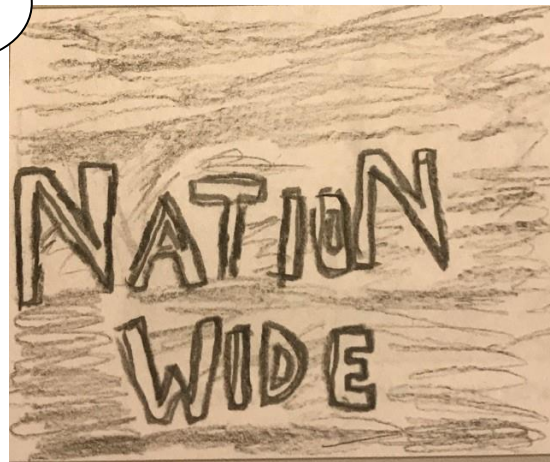
:13



ANNCR V/O: Spend more time with your
Pets---well take care of the rest.

FADE OUT TO BLACK SCREEN WITH
NATIONWIDE IN WHITE

:15



MUSIC: NATIONWIDE IS ON YOUR
SIDE.

Project 11 Storyboard Competition

PowerPoint Link

<https://d.docs.live.net/745db5319670b28e/Documents/BCA%20311%20PRESENTATION%201.pdf>