



Copy Samples

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- Web Copy
- Brochure Copy
- Catalog Copy
- Ad Copy
- Sales Letter
- Names & Taglines

WEB COPY

Web Copy for Marriott Vacation Packages

Discover a Picture-Perfect Destination in South Carolina.

Travel back in time to a charming barrier island and a world of simple pleasures, exquisite golf and sunny, southern hospitality. Explore miles of lush trails dotted with scenic lagoons. See flocks of seabirds swooping over sandy shores.

Discover chic boutiques and charming island shops. See dolphins up close and watch potters and painters at work in Old Town Bluffton. Savannah is a short drive away but the most memorable drives of all are on the island's stunning golf courses; beautifully designed by the game's preeminent architects who have turned Hilton Head Island into one of the greatest golf destinations in the world.

Escape to the Entertainment Capital of the World.

Leave the real world behind and escape to the glitz and glamour of Las Vegas.

Get out on the Strip and take in a dazzling wonderland of lights, mind-blowing architecture and non-stop entertainment. Try your luck at the tables or the slots and check out a surprisingly long list of spectacular family-friendly attractions.

Las Vegas is like no other city in the world and you'll be right in the middle of it in one of the world's most mesmerizing vacation destinations.

Discover Hawaii's "Garden Island."

Explore a lush, tropical paradise defined by its heavenly beaches, magnificent canyons, spectacular sea cliffs and dreamlike fern grottos. Connect with a natural world that has to be seen to be believed, where green mountains rise straight up from white sand beaches and where emerald valleys provide a showcase for exotic flowers and cascading waterfalls. Marvel at Waimea Canyon, the Grand Canyon of the Pacific. Take a catamaran cruise along the Napali Coast or board a helicopter for a truly unforgettable experience. On golf courses, river cruises and driving excursions around the island, Kauai's majestic beauty is simply beyond compare.

Web copy for Charter Global IT
Charter Global/Industry/Telecom

We're connected to you

Charter Global brings over a decade of end-to-end network management experience within the telecom industry. Teams of engineers in the U.S., U.K. and India work across multiple platforms to integrate and customize services, plan and optimize networks and provide operational support to keep systems running and to ensure future growth. Your customers rely on you to connect them to the world and the telecom industry relies on Charter Global for a world of IT network solutions.

About Us web copy for Charter Global

A Personal Approach to the Development of World-Class Technology

Charter Global is a team of over 300 IT professionals located in major American and Asian Pacific cities backed up by three development centers in India. The benefit to you: local service and project managers who offer cost-effective, scalable, world-class enterprise technology solutions. Our product may be technical, but our approach is personal. Our pathway to delivering cutting edge technology winds through the offices of leaders and managers at every company we work with. We talk to as many people as we can in order to design tech solutions that work throughout the enterprise. We are a single resource providing you with virtually every solution and service you might need in the area of information technology. At Charter Global, our success is measured by your performance. The gains you make in productivity and efficiency from implementing our products and services are what drive us. Our mission: to help you meet the future by providing transformative technology and delivering incredible value at a great price.

Web copy for Summit Broadband

Welcome to the fast lane. Introducing blazingly fast Internet speeds from Summit Broadband.

Summit Broadband. Performance Is Everything.

Web copy for Bridge Securities

FUNDING THE FUTURE

Bridge Securities is an independent brokerage and investment banking firm. We preserve and build wealth. We provide you with unique insights, access to capital and strategies for individual and institutional wealth management. Whether you are saving for college or retirement or looking for an array of investment opportunities for yourself or your business, Bridge provides the support you need. If you are looking for a clear path to your financial goals, contact a Bridge representative today.

BROCHURE COPY

Brochure copy for the island of St. Kitts

Take a detour off the beaten path. Discover the peace and quiet, the adventure and romance, the history and the mystery of a Caribbean island like none other. St. Kitts. Slightly southeast of Puerto Rico, in the heart of your most vivid Caribbean dreams.

Brochure copy for Disney Cruise Line

Palo. The spectacular ocean-view restaurant reserved exclusively for adults. Welcome to Palo, a stunning dining room inspired by the Italian birthplace of the ships of Disney Cruise Line. Taking its name from the poles that line the canals of Venice, Palo is an elegant, yet casual setting just for adults. Here, you'll dine on Northern Italian cuisine that can be enjoyed as appetizers or main courses. The specialty of the house is an expansive 270° view of the sea. Romantic vistas are complemented by an open kitchen, espresso bar and wine cellar for a truly delightful meal with not a highchair in sight.

Brochure copy for St. Jude Children's Research Hospital

In this building there is hope. Down these halls, there is conviction. In these labs, there is certainty that the crucial work being done here positively affects the lives of children all over the world. Danny Thomas founded this hospital on the belief that "no child should die in the dawn of life." Today, with the support of companies like yours, St. Jude Children's Research Hospital is the world's preeminent research institution in the area of catastrophic childhood illness. It is a unique place where scientists make groundbreaking advances in the lab, where doctors transform these advances into new patient treatments and where everyone is driven by four words: hope, love, life, cure.

Brochure copy for tech firm EnableSoft

Foxtrot AT is the agile testing tool developed specifically for software testing using EnableSoft's core Foxtrot technology, which can be trained to automate virtually any repetitive task. Foxtrot AT's intuitive drag and drop tools let you create scripts that will fully automate your testing process. Train Foxtrot AT just like you'd train an individual. Create your script step by step and then let Foxtrot AT do its magic. Like an automated QA programmer on steroids Foxtrot AT quickly types text, clicks buttons, copies information and makes logical decisions, never once complaining about the repetitive nature of the task. What may have taken days or weeks with manual testing is reduced to mere hours. Labor costs are slashed, quality improvement soars, and QA staff enjoys a stress-less experience with no need for coding, software programming, GUI mapping or API.

Brochure copy for Hawaiian Electric

Power has its price. And Hawaii's people pay a premium for it. We pay more per kilowatt-hour to cook, to cool, to wash and dry, toast and blend, refrigerate and illuminate, than almost anyplace else in the country. Hawaiian Electric would like to shed some light on the reasons why.

CATALOG COPY

Product Descriptions for a Wells Fargo Catalog

Ladies Clique Performance Sport Shirt

Exercise your right to look terrific in this moisture-wicking polyester/Spandex jersey. Sporty contrasting trim and zippered front. Cool and casual in white with gray trim. Machine washable.

Clique Navy Blue Windbreaker

Stylish, unisex design by Cutter & Bank. Packs into its own pocket for compact carrying. Hideaway hood. 100% polyester. 100% chance of looking great... no matter what's in the forecast.

Coated High Density Foam Football

48! 29! Hike! Eight inches of pure foamy fun. Get set for hallway scrimmages or backyard games with the kids. Grab one for every member of your team.

Insulated Travel Cooler and Organizer

This is so cool! An insulated cooler for food and up to 14 cans. Keeps open drinks at your fingertips. Slip maps and other papers under top straps and get going!

Zippered Neoprene Wrap and Tumbler

Dress up your drinks with a neoprene wrap and 20-ounce frosted plastic cup. Smartly dressed in Wells Fargo red. Keeps hot drinks hot and cold drinks cold.

Salad To Go Set

Go green. Take homemade salads to work! Separate gel-cooled tray and container for vegetables and dressing. Mix up fresh, healthy lunches at a fraction of the cost of restaurant salads.

AD COPY

Ad copy for Sheraton Waiakea

A part of nature. Apart from the world.

You hear soothing streams of water flowing. You see an incredible abundance of tropical greenery. You can almost taste the fresh air. You're on the grounds of the luxurious Sheraton-Waiakea Village Hotel on the Big Island of Hawaii. And the rest of the world is very far away. This is a low-rise Polynesian village with a carefree, easy-going style. Relax. Catch your breath. Or visit nearby Volcanoes National Park, and have it taken away.

Ad copy for The Hideout at Flitner Ranch

Find cowboy adventure, spectacular scenery...maybe even, yourself.

Find yourself at The Hideout

Your day in the saddle is richly rewarded with memorable adventures, meaningful camaraderie and winding trails leading to a profound new sense of yourself. Escape to a world of horseback riding, cattle drives and fine dining at the luxurious Flitner Ranch in magnificent Wyoming.

Ad copy for the state of Florida

Where on earth are they developing virtual emergencies that will improve how first responders deal with real ones?

In Florida. Innovation hub of the Americas.

A Florida simulation and training company, one of over 300 in the state, is developing software that will give fire fighters, police and other officials crisis response training in an immersive virtual reality environment. Visit eFlorida.com, and discover why innovative businesses like yours belong in an innovative state like Florida.

SALES LETTER COPY

Sales letter for IBM

Dear _____

Imagine being able to know exactly what's going on with your total IT infrastructure in real time. Imagine nipping problems in the bud and pinpointing issues before end users are ever aware of them.

There's a way to have this kind of power and it starts with IBM Tivoli OMEGAMON XE for Distributed Environments, a dynamic suite of performance monitoring solutions that put you in total control of your systems and applications. Now you'll be able to:

- Find and fix problems quickly while viewing conditions across your distributed environment.
- Actually prevent problems by using historical reports to identify trends and take early action.
- Monitor the status of all systems, subsystems and applications with one powerful product.

IBM Tivoli OMEGAMON XE for Distributed Environments helps find, analyze, resolve --- and ultimately prevent- problems that can threaten mission critical business services. In real-time, you're monitoring performance, making intelligent decisions and identifying potential problems faster than ever.

There was a time when you had to wait for phone calls before being aware of performance and availability issues; when you were aware of irregular system behavior but couldn't identify the root cause. There was a time when the complexity of distributed systems put enormous pressure on IT professionals to find and fix problems.

Those times can be a thing of the past for you and for your company. Join the IT professionals who have discovered the power of IBM Tivoli OMEGAMON XE for Distributed Environments. Real-time monitoring that helps you find and fix problems so everything stays up and running at peak performance.

Find out more about the full suite of easy to use, easy to install solutions at www.ibm.com/software/tivoli/partners. Or call me at ____-____-____.

P.S. OMEGAMON XE can be installed right onto your laptop giving you the power to monitor your entire distributed system in real time wherever and whenever you like.

TAGLINES

BEYOND THE CALL

Hawaiian Tel

THE DOCTORS AT STRAUB

Straub Clinic & Hospital

YOU'VE GOT US RIGHT WHERE YOU WANT US

Hilton Hawaii

WHERE EVERYTHING HAPPENS LIKE MAGIC

Disney Meetings

THERE'S A WORLD OF REASONS TO JOIN

World Gym

FIND YOURSELF AT THE HIDEOUT

For a Wyoming resort

WHERE EVERYTHING REVOLVES AROUND YOU

Orlando Sun Resort

CELEBRATE THE SPIRIT

Radisson in Celebration, Florida

THE NEXT CARIBBEAN ADVENTURE

The island of St. Kitts

PERFORMANCE IS EVERYTHING

Summit Broadband

BIG SAVINGS FOR SMALL BUSINESS

Florida Digital Network

WE'RE CONNECTED TO YOU

GTE Pacifica

ITALIAN RECIPES FROM THE OLD NEIGHBORHOOD

Crisci's Restaurant

THE BEST IN CLASS CELEBRATION

Disney Grad Night event

TWO OF A KIND

Sister islands of St. Kitts & Nevis

COLOR YOUR WORLD

U-Lace, a Shark Tank-funded company that makes colorful shoe lace systems for customizing sneakers.

NAMES

Accelera	A consulting firm that speeds up organizational development
Intrigue	For a collection of innovative Sheaffer Pens
Protechnica	A computer services company
FedEx Smart Savers	For a FedEx earned discount program
LearnAlong	A company devoted to educational audio products for children
Castaway Club	Rewards program for Disney Cruise Line
The Frugies™	Cartoon fruit and vegetable characters
The Brush-Along Song	For LearnAlong's tooth-brushing audio cassette
Alianda	Combining Alicia, Kiana and Daniel (wife, daughter and son of this company's founder)
Native Arts International	An importer of hand-made artifacts
Spanish Accent	A translation company specializing in Spanish
Kiana's Kandies	A small specialty candy maker
Companies Care	For a St. Jude Children's Research Hospital corporate fundraising program
Turnstile	A marketing company specializing in theme parks and attractions
Talk Back!	Radisson newsletter featuring their walk-around parrot character in the masthead