

EXCERPTS FROM STUDIO 44 COPYWRITING PROJECTS

From Retail and Industrial Services Capabilities Brochure...

Engineering and Equipment Services specialists know that it's a new world. Right now. And to ignore that fact means to expect the worst. The newest state-of-the-art equipment developments can have a dazzling effect on your profits. Dealing with the most current energy issues can help increase your product line. Radically changing consumer habits can mean a review of your service department layouts and decor. That's why we are committed to staying on top of current trends, and that's why it makes all the difference with our retail members. Remember, saving money, avoiding problems and enjoying increased profits...these are the benefits...this is what we offer. Make no mistake; the future belongs to the flexible retailer. So if you're at that planning stage, and you're interested in saving money, avoiding problems and increasing profits, discover Engineering and Equipment Services.

From Financial Services Booklet...

"New challenges and opportunities have arisen in the financial services industry as a result of rapid and fundamental changes in the nature of the industry itself. Deregulation has blurred the lines between security firms, banks and insurance companies. Banks sell stocks and security firms sell cash management services. And both sell insurance. Never before have so many firms had so many products to sell and so many markets to follow; stocks, bonds, IRAs, money market funds, zero coupons...

Pressures mount for increased productivity and increased profitability. Demands are placed on management to provide a way to handle and control a burgeoning number of products and the accompanying, almost overwhelming volume of information which surrounds the investment professional. Throughout all these changes, the one thing that has remained constant is investor needs, and to service these needs, the financial services firm needs to support its professionals with better, more up-to-date tools. These tools are key to expanding a firm's client base, competing successfully in this new marketplace, and ensuring that a firm's producers realize their full potential. Part of any company's strategy is going to have to include on-going investment in an information system that can support these business requirements."

From Real Estate Marketing Brochure...

An important message for those considering the sunshine, safety and serenity of California's favorite coastal city –

1427 18th Street features five beautifully designed townhomes, with high ceilings, balconies, patios and sundecks in each unit - for a gracious living experience. Each unit has been built well over minimum code requirements for wall and floor thicknesses, so

privacy is ensured. Your home will be your sanctuary. Living rooms and master bed rooms have fireplaces, for cool California winter evenings, and in summer, the sliding glass patio doors can be opened to let in the ocean breeze.

Schools, hospitals, fire station and post office are all within a few blocks, and of course, the beach is only minutes away. If you commute to work, the 405 and 10 freeways are nearby, and easy to access.

Busy Californians will appreciate the convenience and quality of these townhomes. From the safety of locked and gated garage parking, to the luxury of marble floors and granite countertops, these contemporary residences have all you expect and demand in a home.

From Corporate Public Service Brochure...

Thanks to the generosity of many caring companies, and countless individuals, Citymeals-on-Wheels has been able to deliver over two million weekend, holiday, and emergency meals to New York's homebound elderly.

A government program provides them with meals during the week. But without Citymeals-on-Wheels and your help these people might have nothing nutritious to eat on the weekends. Nothing from Friday all the way through Monday.

Have a Heart this Valentine's Day

Our Human Resources Department has organized a special Have a Heart-Give a Meal employee campaign to support Citymeals-on-Wheels. We're proud to announce that sixty-three companies have joined us in conducting their own employee campaigns.

We need your help, too. Every five dollars you give will buy one meal. Forty dollars will buy meals every Saturday and Sunday for a month. Your donation is tax deductible, and every penny you give goes directly toward providing the meal...and the personal visit that is part of each delivery.

Please join us...because the need won't go away.