

FULL SAIL STUDIOS

Portfolio VII Copy Deck

PROJECT TITLE: Jason Matthews – The Scoot-SARZ-22

CLIENT/CONTACT: Jason Matthews, Owner, Founder & Project Manager –
JMatthews@stillalive.com

COPYWRITER: Ashley Andrews

VERSION #/ DATE: V1 – 02/23/2022

FORMAT: Newsprint

BRIEF DESCRIPTION OF PROJECT: Business-to-consumer ad presented in newsprint as a consumer-to-consumer ad to market The Scoot-SARZ-22

Notes and Guidelines

Previous Version Notes: This is the first version of the product.

Client Requests/Goals: Mr. Matthews has requested an ad to drive survivors and potential customers to his farm while highlighting the many advantages of owning a Scoot-SARZ-22.

Formatting Guidelines:

Headline: Impactful Headline Text (Note: only one headline per project)

Subhead: The Subheading Builds on the Headline ((You can use subheadings to separate sections)

Body: This is where all of your copy goes.

Sidebar Subhead: 100% of Consumers Love Facts or Further Information

Call to Action: Write Exactly What the Audience Should Do (e.g. “Call 1-800-000-000 to sign up!”)

(Note: You can also add things like bullets to the body text or sidebar; use the corresponding color and add “Bulleted” before it, like in **Bulleted Sidebar**)

Background Information

Premise Summary: Mr. Matthews's target audience is survivors. The ad will show potential customers how the Scoot-SARZ-22 can help them accomplish their number one shared goal – staying alive.

Research Findings: In a post-apocalyptic world, the currency would most likely return to a bartering system where people exchange goods or services that they have available for other goods or services that they need. Items of value in this situation would be anything that would make life easier. Mr. Matthews offers a valuable means for transportation that can outrun zombies and runs entirely off renewable energy.

Audience Analysis: The audience for the Scoot-SARZ-22 is any survivors still out there. There are two very defined demographics in a post-apocalyptic world – survivors (potential consumers) and undead (not potential consumers).

Competition Analysis: The amount of competition in the market is nearly nonexistent. Regardless, Mr. Matthews has decided to take a relatable approach to ensure that potential consumers understand how they can benefit from his product based on how he benefits from his product.

Reference Image(s):



Copy

Headline: Reliable transportation, for when it matters most!

Subhead: Introducing the Scoot-SARZ-22 – Straight from the sanctuary of Jason Matthews himself.

Body: Are you tired of the hassle of traditional transportation? Do you feel held back from reaching your full potential due to relying on gas? If only there were an affordable, easily accessible way to purchase a vehicle that didn't have these limitations.

Look no further! The Scoot-SARZ-22 can get you where you need to go, in a slim and sleek way, without any of the limitations of gas-powered vehicles. As long as the sun's out, this bad boy is ready to go!

We've all experienced it—that moment when you run into someone you would rather avoid. Now, with the SARZ-22, you can outrun undesirables while you're out and about, without having to run at all!

If you're reading this, we know that it's a hard time being alive right now. Speak with Jason about working out a payment plan that works best for you. Barter goods or services today to own your very own Scoot-SARZ-22.

Sidebar Subhead: Don't take my word for it; let the SARZ speak for itself:

- 100% solar – no gas, charging stations, or oil changes!
- Speeds up to 80 MPH!
- A single charge lasts up to twelve hours!
- No doors for faster traversal in and out of the vehicle!

Call to Action: See Jason Matthews today! Head to Wichita, hook a left at the water tower, and go all the way to the end of the drive. DON'T STOP IN TOWN.