

EVAN LEE ELLIOT

Writer, Editor, Teacher

COPY SAMPLER

CAMPAIGN CONCEPTS AND DISPLAY COPY:

[FOR FLAT-SCREEN TELEVISION CAMPAIGN IN THE SEARS WISH BOOK:]

Watch what you wish for.

[FOR RED ENVELOPE GIFT CATALOG:]

Because.

[FOR COVER OF USAA JEWELRY CATALOG:]

This Valentine's Day, whisper sweet somethings.

When words fail, diamonds deliver.

[FOR PATAGONIA CATALOG:]

Life begins at 40 below.

This goose down parka makes light of winter's worst.

[FOR LIGHTWEIGHT, WRINKLE-RESISTANT, EASY-TO-PACK SHIRTS IN TRAVELSMITH CATALOG:]

Send wrinkles packing.

[MULTICHANNEL CAMPAIGN FOR SALE ON MODERN FURNITURE AT DESIGN WITHIN REACH:]

More is less.

[NEWSPAPER AD FOR COST PLUS:]

Enjoy Your Flight

New Zealand \$10.99 Round-Trip

Cost Plus World Market

low fares to the world of wine

[FROM A BROCHURE FOR NATURAL INVESTMENT SERVICES,
A SOCIALLY RESPONSIBLE INVESTMENT FIRM:]

If money talks, what is yours saying?

[HOLIDAY PRINT AD FOR OFFICE DEPOT:]

Printer Wonderland

For three days only, take 20% off every printer in the store.

[FOR A PAGE OF UPSCALE WATCHES IN THE AMERICAN EXPRESS
REWARDS GIFT CATALOG:]

There's no present like the time.

["INVITATION" MAILER FOR SUNGLASS HUT. IT CONTAINS A \$20 GIFT
CARD.]

[outside:] **We make a great pair.**

[inside:] Can't wait to see you again.

[SPREAD INTRODUCTION FOR PRIORITIES CATALOG:]

Who's Been Sleeping In My Bed?

A dust mite has eight legs and no eyes. It eats flakes of human skin. It lives in your bed with millions of companions. And while it's smaller than a pinpoint, this critter has the power to make you miserable.

[INTRODUCTION FOR HALLMARK DREAM BOOK CATALOG:]

What Is A Keepsake Ornament?

It's a thing of beauty and a sign of care. It's a car on the floor and a plane in the air. It's a bear on a sled or an angel in flight, a parent's passion and a child's delight.

It's the warmth of the past and the tug of tomorrow. It's the spark of adventure and a springboard for dreams. It's an instant heirloom, a gift for the ages, a symbol of love, an investment in life.

[SIDEBAR FOR BARNES & NOBLE CATALOG:]

If children are our future, it follows that their literature should not be merely adequate but the best available—bright and bold, alive with possibility, a delight for the senses and a challenge to the mind. Charged with this mission, we're proud to carry classics from the likes of E. B. White and Shel Silverstein, Dr. Seuss and Louisa May Alcott. These books aren't pacifiers; they're *actifiers*.

PRODUCT COPY:

a partial list of flavors

SHORT AND SIMPLE [FOR J. CREW]:

Halter Dress

Midweight cotton so finely woven that it rustles like taffeta. The fitted bodice flares to a sweeping skirt. Low back, point collar, on-seam pockets, self belt. 35" from natural waist. Imported. Sizes 2–14.

SLIGHTLY LONGER AND SIMPLE [FOR SMITH & HAWKEN]:

Raffa Gathering Bag

This tote makes sense. It's big enough to hold a bunch of farmer's market vegetables, but not so large that you can't lift it when it's full. Also good for a wallet, sunglasses, lunch, small pets. Knotted by hand; 34" long overall; 10" across at the the bottom.

SHORT AND CHEEKY [FOR L.L. BEAN TRAVELER]:

Raffia Carryall

Madagascar raffia is to straw what Mozart is to Yanni. The genuine island fiber makes this handwoven bag simultaneously smooth, supple, durable, and upstanding. Loop-and-button closure. Imported. 14" high, excluding handle.

SOMEWHAT FOLKSY [FOR RESTORATION HARDWARE]:

Dinner Triangle

If you grew up on a ranch, as I didn't, the clang of a triangle was the sound of dinnertime. Well, wherever you live, this handy device is wonderful for rounding up far-flung family members or anyone else at the edge of earshot. Hand-forged in Oregon of hot-rolled steel with a rust-resistant acrylic finish. 10" across. The steel striker is included; a hook for hanging is up to you.

(continued)

SNOOTY [FOR J. PETERMAN]:

Frame Envy

When Ford Madox Ford brought one of these back from Paris, Katherine Mansfield took one look at it and turned a delicate shade of verdigris.

She had to cross the Channel to get one. You don't.

Exact replica of the Art Deco original. Pewter base is 7¾" wide. The panes of glass measure 4" x 5½".

Just the thing for a photograph or an old postcard. Price: \$50.

GENTLY ENTICING [FOR POTTERY BARN]:

Malabar Screen

A rattan screen is a portable plane of tropical atmosphere. Ours, made with gently curved panels, brings graceful lines and rich texture to any room or window. Each panel is lacquer-coated for a subtle sheen and long life. The black iron frame assembles in minutes.

FRIENDLY [FOR L.L. BEAN]:

Adventure Duffle

If you ever had to jettison a souvenir that didn't quite fit into your bag, take heart. Our adventure duffle has a startling capacity and an extra-long zipper to make packing easy—at a price that makes buying painless. And it's rugged, too, with extra-strong bottoms, cinch straps, padded grab handles, and a comfort-carry strap that makes light of heavy loads. Nylon. Made in USA. Blue, green, red, gold, or black.

DARING [SIDEBAR FOR A "ROAD TRIP" SECTION OF J. CREW]:

(this one didn't make it to print)

You'll see it at sunrise, where the highway meets the sky and Venus winks and the saguaros nod and your engine is running cool and the road seems smoother than the lake ice in Ontario in February and you're wondering if maybe you should sleep or maybe it was just the peyote you bought in Gila Bend but then it turns out okay because you're wearing blue denim and everything matters more because it's frayed.