

COPY STYLES

ByGeorge

EXAMPLES:

CARHARTT

BENTLEY / ROLLS-ROYCE

CLIF DESIGNS

GM-STG

RED WINGS

APPLICON

CODE ALARM

EUROSTONE

CHEVROLET TRADEMARK

POLARIS

FORD CREDIT

COPY STYLES

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CLIENT:

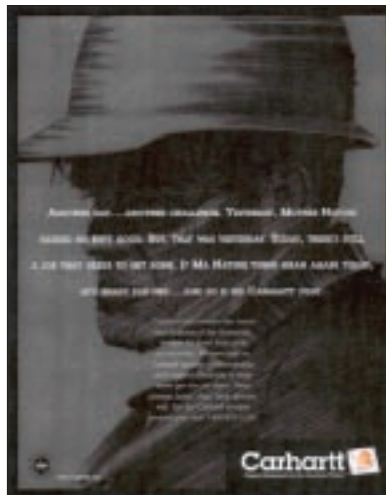
CARHARTT

COPY STYLE:

The voice of CARHARTT.

Another day...another challenge. Yesterday, Mother Nature kicked his butt good. But, that was yesterday. Today, there's still a job that needs to get done. If Ma Nature turns mean again today, he's ready for her...and so is his Carhartt coat.

Carhartt has covered the backs and bottoms of the American worker for more than four generations. Workers rely on Carhartt quality, craftsmanship and rugged durability to help them get the job done. They always have. And they always will.



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CLIENT:

BENTLEY/ROLLS ROYCE

COPY STYLE:

The voice of BENTLEY/ROLLS ROYCE.

**Bentley. You don't park it,
you position it.**

A Bentley was born to be driven. Driving a Bentley is a truly unique and exhilarating experience. Powered by its turbo-charged 6.75 litre V8 engine, it is capable of doing far more than you'll probably ever ask of it. And when you arrive at your destination, you never just park your Bentley. You position it for the next driving experience.



COPY STYLES

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CLIENT:

CLIF DESIGNS

COPY STYLE:

The voice of CLIF DESIGNS

Let the truth be heard.

Clif Designs sets a new standard for car audio. Okay. Truth is everything. Justice is blind. Proof is in the doing. Then, just close your eyes. Listen. Absorb. Enjoy. Pure, true sound as you've never heard before from anything on wheels.

Seekers of truth will especially appreciate the full range of this new, unprecedented quality standard. The highs are high and mighty. The lows are mighty low. The midrange is...truly extraordinary, offering uncolored, unlimited reproduction of this most crucial frequency. It is the total sound of truth. The whole truth. And nothing but the truth.

If you are looking for car audio sound that is truly superior, stop by your nearest Clif Designs dealer...for truth and justice, the Clif Designs way.



COPY STYLES

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CLIENT:

GENERAL MOTORS STG

COPY STYLE:

The voice of GENERAL MOTORS STG

The world keeps getting smarter. So do our GM cars and trucks.

Today's consumer is much better informed and more demanding. In a word, "smarter". Way back in 1980, General Motors made a decision that all of our cars and trucks had to become "smart", in order to meet today's anticipated demands. So, we began an evolution in technology. We put our own Delco Electronics computers on every vehicle we make in the U.S., and on many more international models. Today, we are the world's largest producer of automotive computers, with more computer controlled vehicles on the road than any other manufacturer.

Maybe, we didn't invent the word..."smart", but we are giving it new importance and new meaning to our customers. Smart? It runs in the family. The GM family.



COPY STYLES

ByGeorge

CLIENT:

DETROIT RED WINGS

COPY STYLE:

The voice of the DETROIT RED WINGS.

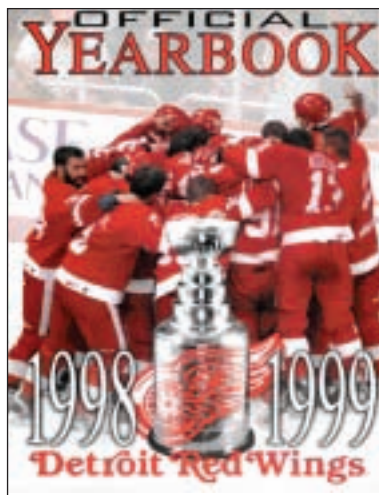
Stanley stays in Hockeytown.

The 1997 Stanley cup was for the team, the city and the Hockeytown fans that had waited more than four decades for its arrival.

The 1998 Stanley was different. This one was for Vlady and Sergei who faced far greater challenges than keeping the cup in Hockeytown.

From the first day at training camp, there was little doubt that the Silver Chalice that everyone had waited so long for, fought so hard for...should stay, must stay, would stay in Hockeytown. Each Red Wing player felt something special inside.

It was like an invisible aura that enveloped each player, each coach, every member of the Red Wing organization. It united them. It motivated them to maybe skate a little faster, hit a little harder...dig a little deeper. They became a team with a mission, a mission to win it all for their missing teammates, a mission to keep Stanley here, in Hockeytown.



COPY STYLES

ByGeorge

CLIENT:

APPLICON

COPY STYLE:

The voice of APPLICON.

Free the Designer.

Bravo3 is the result of 300 man-years of development. It was designed to make it easier for the designer to do what he does best...design.

Bravo3 features knowledge-based applications that allow the designer to build and create in a specific expertise that focus on a specific job. It features a common menu format that never leaves you...or loses you. With the Bravo3 Marching Menus format, you always know where you are, where you've been, how you got there and how to get back. You only have to enter data once, so it's faster and there's less likelihood for error.



COPY STYLES

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CLIENT:

CODE ALARM

COPY STYLE:

The voice of CODE ALARM.

And you wanted...an office with a window?

Having a mobile office with all the latest high-tech equipment creates more than an efficient business environment...it creates temptation.

The best way to protect your windowed world headquarters with all of its advanced technological wonders is with the industry's most advanced technological Vehicle Security System from Code Alarm.

New Code Alarm XTPlus will not only deter the theft of your valuable mobile office equipment but also the 4-wheeled windowed office that contains it. Code Alarm's advanced microprocessor technology also gives you the convenience of remote, keyless entry and remote trunk release to make getting in and out of your office much easier.

Make a smart business decision. Schedule a brief meeting with your Code Alarm dealer soon.



COPY STYLES

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CLIENT:

EUROSTONE

COPY STYLE:

The voice of EUROSTONE.

Beauty is more than skin deep.

The beauty of Eurostone.

A beauty born of Volcanic perlite that is expanded and mixed with inorganic binders that will not support the growth of bacteria or mold.

An inherent beauty that features intrinsic colors that will never fade or discolor.

A protective beauty that is impervious to both fire and water. Nothing to burn or emit toxic smoke. Nothing that moisture can cause to sag or warp.

A dimensional beauty that embraces many unique sculptured patterns reminiscent of the great ceilings of Europe.

A beauty that adapts to all environments... from signature spaces to office suites, from hospital rooms to schoolrooms, from indoor pools to outdoor porticos.

A practical beauty that allows for easy installation, easy maintenance, and best of all...at a reasonable price.



COPY STYLES

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CLIENT:	CHEVROLET
COPY STYLE:	The voice of CHEVROLET TRADEMARK.

License the power...of the BLUE BOW TIE.

All the power of Chevrolet isn't just under the hoods of its cars and trucks.

The Chevrolet trademarks are among the most powerful in the world. Generation after generation, the Chevrolet brand has earned its way into the garages and hearts of millions and millions of people. When you become an official Chevrolet Licensee, your products can become a part of America's heart, history and heritage. A Chevrolet trademark can be your symbol of success.

And, there's only one place to get it.



COPY STYLES

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CLIENT:

POLARIS

COPY STYLE:

The voice of the POLARIS brand.

The brand that **BLURS** whatever is in second place.

The Polaris brand is the ultimate sign of power ... marketing power. It has a proven track record of growing successes for its licensees. Now, you can share the passion, power and proven performance of the Polaris brands.

Contact Trademarketing Resources, Incorporated at 248.922.0124.



COPY STYLES

ByGeorge

CLIENT:

FORD CREDIT.

COPY STYLE:

The voice of FORD CREDIT.

The competition is breathing down our tailpipe...and that's just the way we like it.

We are committed to being out front. Ahead of the pack. Our innovative approach to automotive financing gives Ford, Lincoln and Mercury dealers a winning edge over the competition. From innovative new vehicle financing to Red Carpet leasing options, we offer the best financial products and services for today's lifestyles. We know that when it comes to the race for winning new customers...there is no second place.

