

This sample of work is from an assignment where I was asked to provide copy when given the following item descriptions. I received full marks for providing clear, concise, and compelling copy by researching items online, using descriptive language, and adhering to a strict word limit.

Item Description:

Portland Basketball Excursion for Two

- Package includes two courtside tickets and four more close to the floor Trail Blazers game
- Private jet from Seattle/Portland

Copy:

IT'S RIP CITY! Watch the fiery Portland Trail Blazers play from these highly coveted courtside seats! You and a friend will get to sit courtside just a few feet from the action, with four more of your guests sitting nearby. This excursion package includes a private jet from Seattle to Portland, two courtside tickets to the game, and four tickets close enough to the floor to smell Damian Lillard's sweat as he blazes across the court. You do not want to miss these three-time NBA finalists in action!

Item Description:

Paris for two:

- Alaska Airlines miles for two business-class tickets, limited availability during peak travel season
- Le Bristol two nights in junior suite with breakfast excludes June, September
- Two gift certificates for two to Restaurant Apicius to Michael Rostang Restaurant

Copy:

Experience the opulence of Paris with a luxurious two-night stay for two at the exquisite Le Bristol Paris. This iconic hotel dating from 1925 exudes historical elegance and sits in the heart of the fashion, design, and art district. This package includes airline miles for two business-class tickets on Alaska Airlines, a junior suite with complimentary breakfast at Le Bristol, and two gift certificates to the beautiful Restaurant Apicius and Michel Rostang Restaurant. Enjoy magnificent French fine dining after a day spent perusing first-class art galleries and designer fashions. Miles are subject to availability during peak travel season. Hotel reservations exclude the months of June and September.

Item Description:

A tugboat ride from Seattle to Juneau for two:

- Airfare, car rental, and hotel for tug cruise
- Two-night stay in Juneau, rental car for two days, one-way airfare for two from Juneau to Seattle
- Tugboat ride for two from Seattle to Juneau; working tugboat ride for two; depart Seattle on a Thursday evening, arrive in Juneau late Monday night; stop in Ketchikan on Sunday. The stop in Ketchikan is 4 to 6 hours, just long enough to walk to downtown and back but not long enough to go fishing or sightseeing tours. On average the tug arrives Ketchikan mid-morning to noon and departs 4 to 6 pm and then arrives in Juneau at around 10pm to 12PM depending on tides.

Copy:

If you are ready for the adventure of a lifetime, this tugboat ride for two from Seattle to Juneau is beckoning you! Departing Seattle on a Thursday evening, you'll cruise the Pacific Ocean up to the Gulf of Alaska, taking in the breathless views before stopping in the scenic Alaskan city of Ketchikan on Sunday. Enjoy a 4-6 hour afternoon break to explore this idyllic scenery in a town rich in Native Alaskan culture before heading to the capital of Juneau, arriving late Sunday night. You'll enjoy a two-night stay in Juneau and a two-day car rental to explore all that Juneau has to offer: glacier sightseeing, thrilling outdoor recreations, fresh Alaskan seafood, and more! Car rental and hotel fares are included, as well as one-way airfare for two returning from Juneau to Seattle.

Item Description:

- A case of Hightower 2008 Pepper Bridge red wine

Copy:

This case of critically acclaimed Merlot was crafted by Pepper Bridge Winery, a site known for its sustainably farmed elegant, balanced wines. Made from fruits hand-harvested on their estate vineyard, this luscious red wine will please the palate for many years to come. Generous flavors of mixed berries and hints of exotic spices intertwine in layers of sophisticated complexity.

Item Description:

- Waterpik Ultra Water Flosser WP 100 cleans where string floss can't. Six specialized tips. Removes plaque and debris below the gumline and improves gum health.

Copy:

Say goodbye to string floss forever with the high-tech Waterpik Ultra Water Flosser, Model WP-100. This ultimate water flosser removes up to 99.9% of plaque from treated areas and is 50% more effective than string floss at improving gum health. The Waterpik comes with six specialized tips to remove plaque and debris below the gumline.

Item Description:

- A signed copy of *Desserted: Recipes and Tales from an Island Chocolatier*, by Kate Shaffer with a forward by Linda Greenlaw,
- a 28-piece and an 8-piece boxes of truffles,
- a selection of chocolate barks (Ancho Chili, Peanut Coffee, and Lavender),
- a ménage of dark chocolate Frogletiers (includes blue, green and orange froglets),
- and a gift certificate for \$100 that allows sampling of other offerings from Black Dinah Chocolatiers

Copy:

Indulge your sweet tooth with this luxurious chocolate package. Package includes:

- A selection of pure dark chocolate Frogletiers from Maine's award-winning chocolatiers Ragged Coast Chocolates, formerly Black Dinah Chocolatiers
- A selection of delicious, flavored chocolate barks: Ancho Chili, Peanut Coffee, and Lavender
- Two decadent boxes of truffles: a 28-piece and an 8-piece
- A signed copy of *Desserted: Recipes and Tales from an Island Chocolatier*, by Kate Shaffer with forward by Linda Greenlaw
- A \$100 gift certificate to Ragged Coast Chocolates