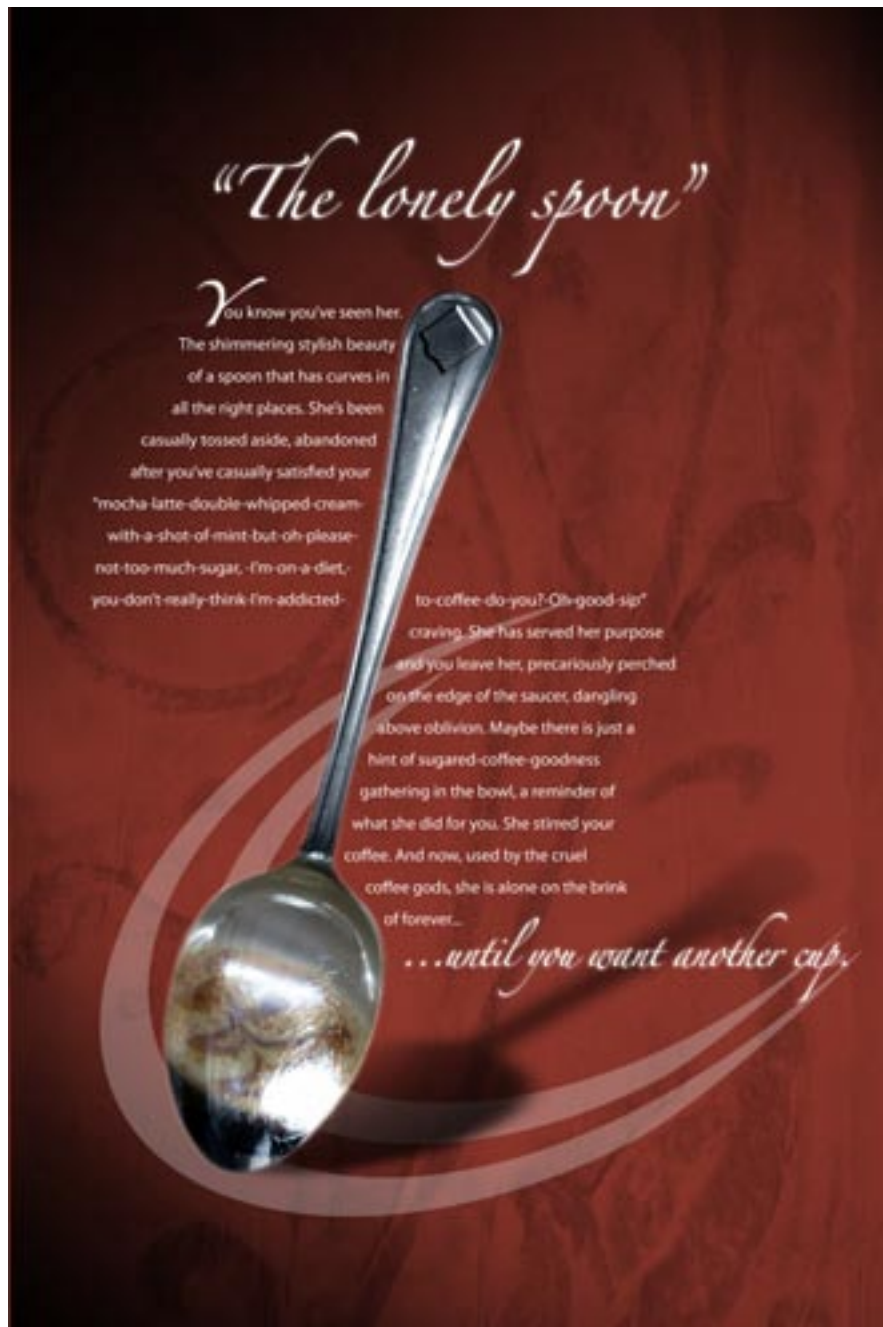


C H A R L E S M U R D O C K L U C A S
C O P Y W R I T E R



CLIENT: ShowCase Marketing

OBJECTIVE: Created as one of a series of point-of-purchase pieces for ShowCase Marketing's various services, this piece was designed for the in-house coffee bar.

FINISHED DIMENSIONS: 24" x 36"

TEXT

"The lonely spoon"

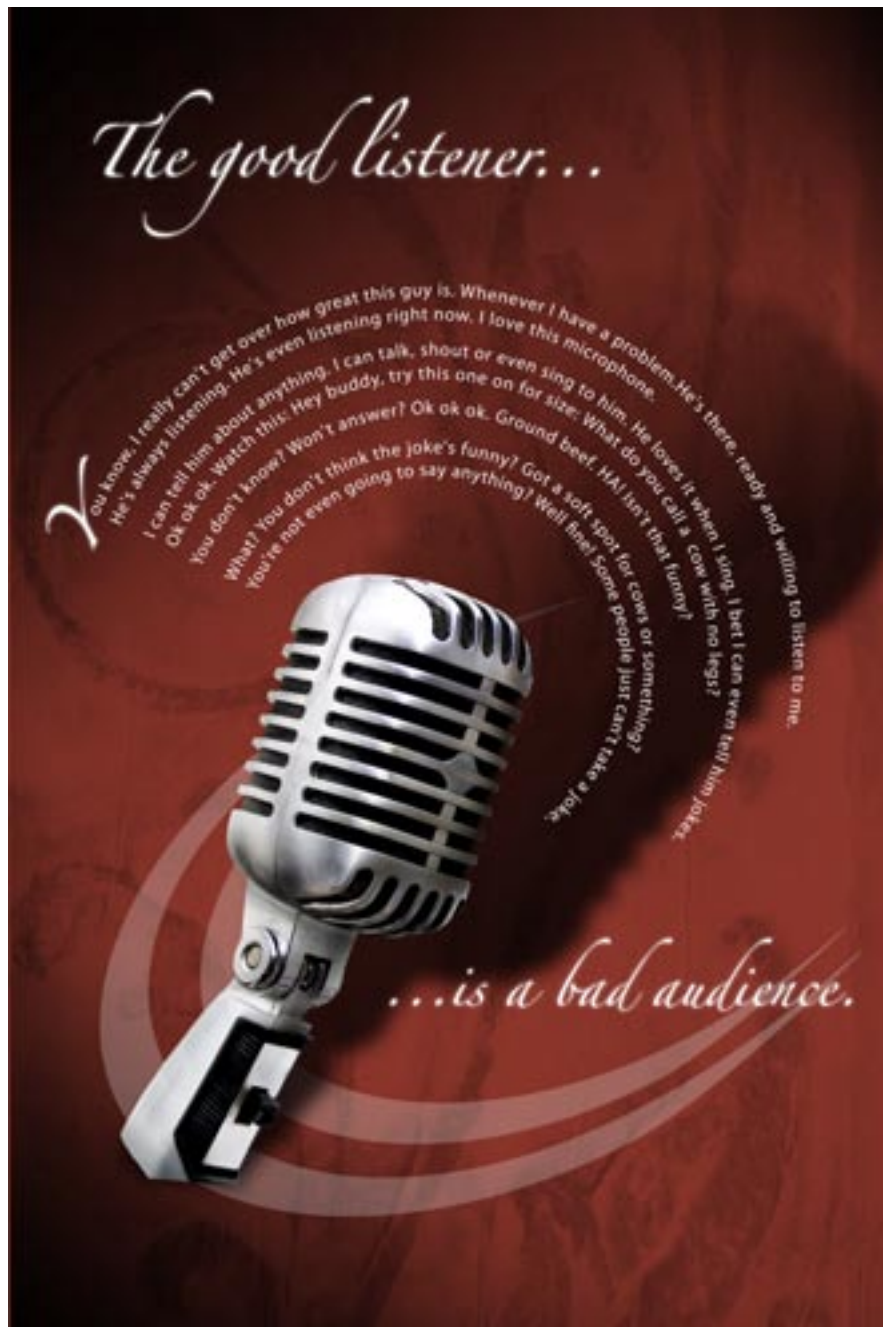
You know you've seen her. The shimmering stylish beauty that has curves in all the right places. She's been casually tossed aside, abandoned after you've casually satisfied your "mocha-latte-double-whipped-cream-with-a-shot-of-mint-but-oh-please-not-too-much-sugar,-I'm-on-a-diet,-you-don't-really-think-I'm-addicted-to-coffee-do-you?-Oh-good-sip" craving.

She has served her purpose and you leave her, precariously perched on the edge of the saucer, dangling above oblivion.

Maybe there is just a hint of sugared-coffee-goodness gathering in the bowl, a reminder of what she did for you. She stirred your coffee.

And now, used by the cruel coffee gods, she is alone on the brink of forever.

... until you want another cup.



CLIENT: ShowCase Marketing

OBJECTIVE: Created as one of a series of point-of-purchase pieces for ShowCase Marketing's various services, this piece was designed for the in-house recording studio.

FINISHED DIMENSIONS: 24" x 36"

TEXT

The good listener...

You know, I really can't get over how great this guy is. Whenever I have a problem, he's there, ready and willing to listen to me. He's always listening. He's even listening right now. I love this microphone.

I can tell him about anything. I can talk, shout, or even sing to him. He loves it when I sing. I bet I can even tell him jokes.

Ok ok ok. Watch this. Hey buddy, try this one on for size: What do you call a cow with no legs?

You don't know? Won't answer? Ok ok ok. Ground Beef. HA! Isn't that funny?

What? You don't think the joke's funny? Got a soft spot for cows or something? You're not even going to say anything? Well fine! Some people just can't take a joke.

... is a bad audience



CLIENT: ShowCase Marketing

OBJECTIVE: Created as one of a series of point-of-purchase pieces for ShowCase Marketing's various services, this piece was designed for the lobby. The lobby's sofa, anyway.

FINISHED DIMENSIONS: 24" x 36"

TEXT

"The lazy one"

There's one in every office. A bum, a deadbeat, a do nothing slob. Feet firmly planted on the ground (all four of them) not budging an inch. Daring you to follow it's example, and let life pass you by. It's gotten fat and soft sitting there, in the waiting room. When you get up and go to work it always stays behind, laughing at you from deep beneath its cushions. It even gobbles up your pocket change. But you have the upper hand.

It's gotten fat and soft sitting there, in the waiting room. When you get up and go to work it always stays behind, laughing at you from deep beneath its cushions. It even gobbles up your pocket change.

But you have the upper hand.

After all, you're not a sofa.



CLIENT: ShowCase Marketing

OBJECTIVE: Created as one of a series of point-of-purchase pieces for ShowCase Marketing's various services, this piece was designed for the office itself.

FINISHED DIMENSIONS: 24" x 36"

TEXT

the office

It is a place that is respected, feared, and avoided. It is the separated, set apart, a sanctum sanctorium. It is where the work takes place.

But not here. Because we don't run things the way others do. This is not the place of stern meetings where decisions are handed down by grand old men with gravitas.

This is where we do real work. The "sensuous production of life," genuine exertion of creative energy packed dangerously into every effort.

That's why this office isn't dominated by desk that separates the "decision-maker" from the "decisioned." This is where creative energy flows between us and we work together.

Scary.

"The Watcher"



It's watching you. Waiting. Biding its time. Ready for anyone and everyone. Its sharp glassy stare will cut straight through you. It might even steal your soul.

But don't be afraid. It loves you. It adores you. It wants you. It needs you. Without you, it would have to content itself with taking pictures of fruit, packaging, and other stock-photo-y stuff. How boring. All this little camera really wants to do is look at you. To make you look great. To show your best side.

Still. It is kind of creepy.

CLIENT: ShowCase Marketing

OBJECTIVE: Created as one of a series of point-of-purchase pieces for ShowCase Marketing's various services, this piece was designed for the in-house photography studio.

FINISHED DIMENSIONS: 24" x 36"

TEXT

"The Watcher"

It's watching you. Waiting. Biding its time. Ready for anyone and everyone. Its sharp glassy stare will cut straight through you. It might even steal your soul.

But don't be afraid. It loves you. It adores you. It wants you. It needs you. Without you, it would have to content itself with taking pictures of fruit, packaging, and other stock-photo-y stuff. How boring. All this little camera really wants to do is look at you. To make you look great. To show your best side.

Still. It is kind of creepy.

CLIENT: You.

OBJECTIVE: To help you present yourself and your business with all the creativity, skill and passion I can muster.

FINISHED DIMENSIONS: Just right.

TEXT

Brilliant copy goes here.

I'll think of some later.

H I M S E L F @ C H A R L E S M U R D O C K L U C A S . C O M

more contact information
available upon request

resume, references & graphic design portfolio
available upon request