

Jenn E. **erson**

**copywriter
& creative**



THEORY ▶

wild

Crest

Wild EXPRESSIONS

Flavors

Fun Stuff

Say Cheeeeze

Change it! ▾



Wacky sweet tooth?
Brush up with BURSTIN' bubblegum.

cinnsational SWIRL
Introducing the super fresh, ultra zingy,

Wild Expressions cinnsational SWIRL from Crest!

KABAM! Let out your snappy side with Wild Expressions cinnsational SWIRL!

Whether you're playing video games or singing at the top of your lungs, that yummy sweet and spicy flavor will stick with you.

It's the cinna-mini-est!

The Wild Daily Challenge

Be bold. Be brave.
Be totally you.

Your wild challenge:
Dress up really fancy for no reason.

SunnyLightningSparkle,
South Carolina, 10 years
Everybody kept asking me
where I was going. It was
funny.

Did you take a
Wild challenge?
How did it go?

GO

X-Press Yourself Art GO

Decorate Your Mirror GO

Flav-Meter

What flavor are you?



Next



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Young Audience CPG: Crest Wild Expressions

copy; awarded Best in Class (Kids) by IMA 2006



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 questions

What's standing in your way?

You think you're doing everything you can to lose weight. You're making sacrifices, adding exercise into your routine, but the weight just isn't coming off. Why?

Stress is...well, stressful.

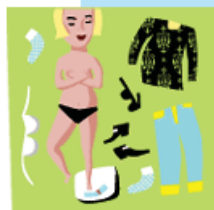
It's not just in your head. It's a scientific fact: How you respond to and cope with stress determines your appetite, body composition and overall fitness level.

Research has shown that a sustained high level of cortisol, which the body creates during chronic, unrelenting stress, can have dangerous, even life-threatening effects on the body. It literally poisons your body, making you more vulnerable to colds, flu, fatigue and infections. It can affect your memory and concentration. New evidence proves that it can also give you a voracious appetite. Researchers have concluded that cortisol helps refuel the body during and after stress by ramping up your appetite.

Are you a slave to the scale?

There are lots of recommendations out there for the "perfect weight." But the reality is that there are so many variables involved, like your height, bone structure, environment, activity level, etc. Your perfect weight really depends on your own body.

However, many specialists in the health in nutrition field think the Body Mass Index gets pretty close. BMI. You've heard of it. You might even know what yours is, but do you know where the healthy range is for you? The National Institutes of Health (NIH) states that healthy weights fall into the 18.5-24.9 BMI range.



Take the
 "Weight Loss
 Readiness" quiz



Challenge yourself
 with our "Exercise
 Barriers" quiz

what would you do?

How do you deal with people who sabotage your diet?

- Ask people to be respectful of my diet
- Get angry with them
- Avoid them



Marilyn & Edith,
Friends for 10 years

Edith's HIV diagnosis has made this friendship even stronger. Learn more.

[Meet Marilyn & Edith](#)

Marilyn & Edith, Friends for 10 years
[GO](#)

Click here to get to know more positive lives



Unbranded Pharma: apositivelife.com for GSK

account pitch writer, account won

loss of interest

aches and pains

sadness

always tired



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changes in weight loss of interest

sleep too much sleep too little

aches and pains decreased energy


loss of enjoyment

easily distracted

sadness

insomnia

always tired



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down in the dumps

changes in weight loss of interest

depressed mood

sleep too much sleep too little

aches and pains oversleeping

decreased energy thoughts of suicide

changes in appetite


difficulty making decisions loss of enjoyment

easily distracted feelings of worthlessness

sadness feeling anxious

increased irritability gloom always tired

insomnia frustration over minor matters



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How would you define depression?

distra...
sadness
insomnia
pain
down in the dumps
loss
sleep too much
aches and pains
decreased energy
loss of interest
easily distracted
feeling anxious
sadness
feeling anxious
somnia
frustration over minor matters
as in weight
loss of interest
sleep too much
sleep too little
aches and pains
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It doesn't have to define you.



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Depression hurts. Cymbalta can help.

[Learn More](#) ▶



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Pharma Banner: Cymbalta by Lilly
copy and concept

PEACE ON EARTH



WORLD PIECE BATH BOMB -
RELAXES TENSIONS WITH PINE AND PEPPERMINT.

SPREADING BEAUTY, JOY AND FIZZY BATHWATER
TO ALL THIS HOLIDAY SEASON



FRESH HANDMADE COSMETICS

WHAT DO THEY WANT? GET 'EM GIFT CARDS!*

Get a soothingly scented gift for everyone on your list
at your local LUSH retail store. Order over the phone
at 1.888.733.5874 or online at www.LUSH.com

*In \$5 to \$500 denominations

Retail: Lush
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CALENDAR OUTSIDE



CALENDAR INSIDE



Industrial: Acura
copy and concept

ON YOUR
MOCS
GET SET
& GO
IN OUR
NEWEST
SPRING
FLATS

Neiman Marcus



FRYE

Fashion/Retail: Neiman Marcus
copy



**He lost his girl.
Lost his mind.
Almost lost his life.**

**But, on the
cold edge of the
Western world
he found
his way out
of the woods...**

**and into the
weeds.**

CHRONIC TOWN



GREY JUMPER PRODUCTIONS PRESENTS A TOM HINES PRODUCTION
"CHRONIC TOWN"
JR BOURNE EMILY WAGNER TOM DOOLEY ALICE DRUMMOND AND DAN BUTLER
WRITTEN BY MICHAEL KAMSKY DIRECTED BY TOM HINES

Theatrical: Indie Film Posters

copy and concept



Academic: The Art Institutes New Web Design Degree

copy, concept and creative direction; client extremely happy with a 300% jump in student engagement in first month online

NEW
regenerist
 Thermal Contour & Lift At-Home Treatment

OLAY

NEW
regenerist
 Step 1 Contour

Contouring Thermal Treatment

OLAY

NEW
regenerist
 Step 2 Lift

Lifting Complex

OLAY

NEW
regenerist
 Thermal Contour & Lift At-Home Treatment

A BEAUTIFUL LIFT IN TWO STEPS

Rollover to see the system in action.

OLAY

NEW
regenerist Contour & Lift 101

STEP 1
 Contouring Thermal Treatment

Activate with water to gently **warm** while micro-definers help **recontour** skin's surface. Massage at forehead working down the face and neck.

STEP 2
 Lifting Complex

Infuses moisture deep within skin's surface allowing the natural production of collagen, actually **strengthening** skin's structure. Apply at lower-neck in an upward motion until reaching the forehead.

>> LIVE CONSULTATION. Learn more about the beauty of thermal contour and lift.

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NEW
regenerist
 Thermal Contour & Lift At-Home Treatment

LEARN MORE get a live consultation at olay.com

Rollover to see the system in action.

OLAY

Beauty CPG: Olay by P&G
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