

Strat Writing 2 Book

Vincent Vitale

Sugary Daddy
Candy
Print Campaign



Where's My **SUGAR DADDY?**

Some think I've got it good.
Money, girls, dashing looks.
But I don't have it all

**SUGAR
DADDY**

It's What's Missing



Where's My **SUGAR DADDY?**

*3 women and an expensive suit,
you'd think I'd be smiling, right?*

**SUGAR
DADDY**

It's What's Missing



Where's My **SUGAR DADDY?**

*I don't care about your little dog, or dancing
or how "Fly" I look in this suit
You'll never compare to my real love*

**SUGAR
DADDY**
It's What's Missing

Comedy Central
TV Station
Print Campaign

So your friend texts you a joke,
and you text him back three
letters. **L.O.L.** But did you really
laugh out loud, of course not,
the joke and your friend are not
that funny. You should have
said **SALTS** instead.

Smiled A Little Then Stopped.



Laugh Out Loud Funny

So your friend messages you a video on Facebook, of a dog licking the screen, and says,

HOW FUNNY IS THIS. After watching once, you Facebook him back with three letters, **L.O.L.** But did you really laugh out loud, of course not, a dog licking a screen isn't funny. You should have said **SHOTS** instead.

Said Ha Once Then Stopped



Laugh Out Loud Funny

So your friend emails you, and the subject of the email is, **DUDE YOU ARE GOING TO LAUGH SO HARD**. After reading the email, you email him back with three letters, **L.O.L**. But did you really laugh out loud, of course not, the email was stupid. You should have said **DELI** instead.

Didn't Even Laugh Inside



Laugh Out Loud Funny

Resolve

Carpet Cleaner

Print Campaign

AS SOON AS
YOU LEAVE,
THIS PLACE IS
ALL MINE.



BRING IT

I WOULDN'T
TURN AROUND
IF I WERE YOU.



BRING IT

MOM!!!!!!!!!!!!
I'm COMING IN



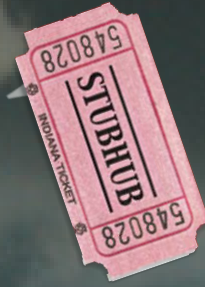
BRING IT

Oreck

Vacuum

Print Campaign

Crayolas Beware



**ORECK
VACUUMS**

A storm is coming

batton down the hatches Legol and



**ORECK
VACUUMS**

A storm is coming

take cover stuffed animals



**ORECK
VACUUMS**

A storm is coming

Oreck

Vacuum

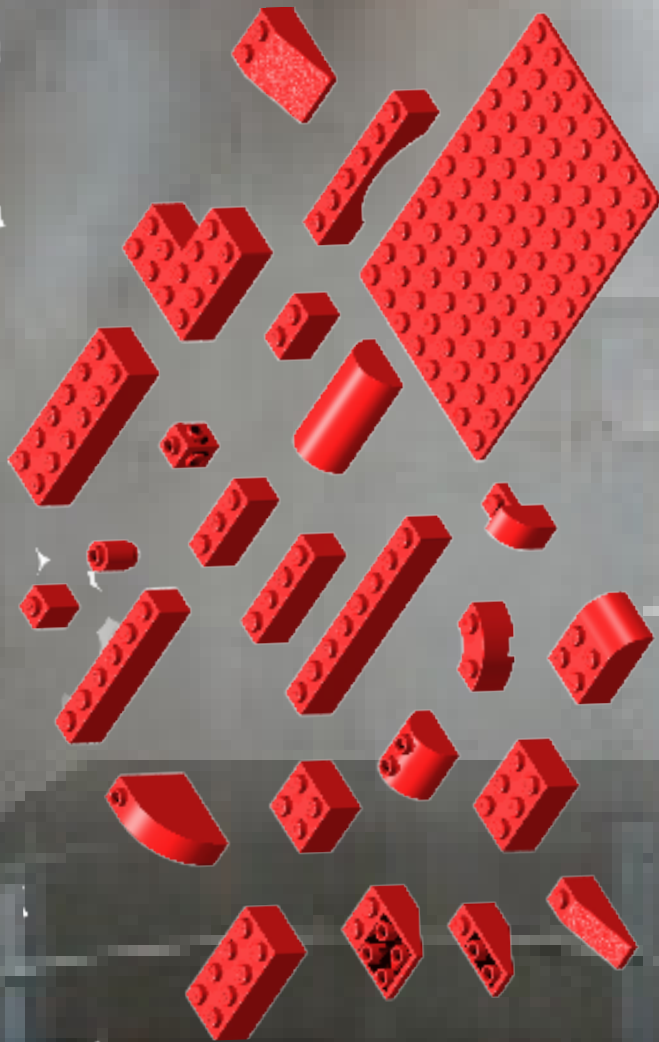
Out of Home Campaign

Inside a crowded mall, there would be a suction container with a lego house in it right by a busy elevator, there would be a sensor by the suction container that tells the suction container when there are enough people by the container to turn on, once enough people are near, the suction turns on and the lego pieces break apart into the container, showing the power of Oreck.

Oreck



Oreck



Comedy Central TV Station 30 second commercial

This 30 second spot for comedy central is an extension of my print campaign showing that not everything is funny, but Comedy Central is Laugh Out Loud funny.



VOA: It's Monday morning after a long weekend, and you could use a laugh to pick you up. Your friend dave inboxed you a video that he said would make you fall out of your chair laughing.

SFX: Mouse clicking

Camera looking at person, Person sits at desk, takes sip of coffee,



VOA: You open the email, just to find it's another video of a dog licking the screen,

close up of computer email, click email, dog licking computer screen



VOA: this video isn't funny, and dave is an idiot, so you email him back saying LOL. But you didn't laugh, you should have said SALTS instead. Smiled a little and than stopped.

Close up of person sighing



Sugar Daddy

Candy

30 second Radio Spot

(Jazz Music Background/ Blues
SFX)

(Girls Laughing SFX)

Sugar Daddy (Old guy VO)

Where is my sugar daddy?

Some think I've got it all

The money, girls, dashing good
looks

But I don't have it all.

I don't have my delectable candy

And without, who am I

(Announcer) Sugar Daddy, It's
what's missing

Comedy Central
TV Station
Interactive Banner

Loading Page

3..... 2..... 1

**RELATIONSHIPS ARE A LOT LIKE
ALGEBRA.**

**HAVE YOU EVER LOOKED AT YOUR X
AND WONDERED Y?**

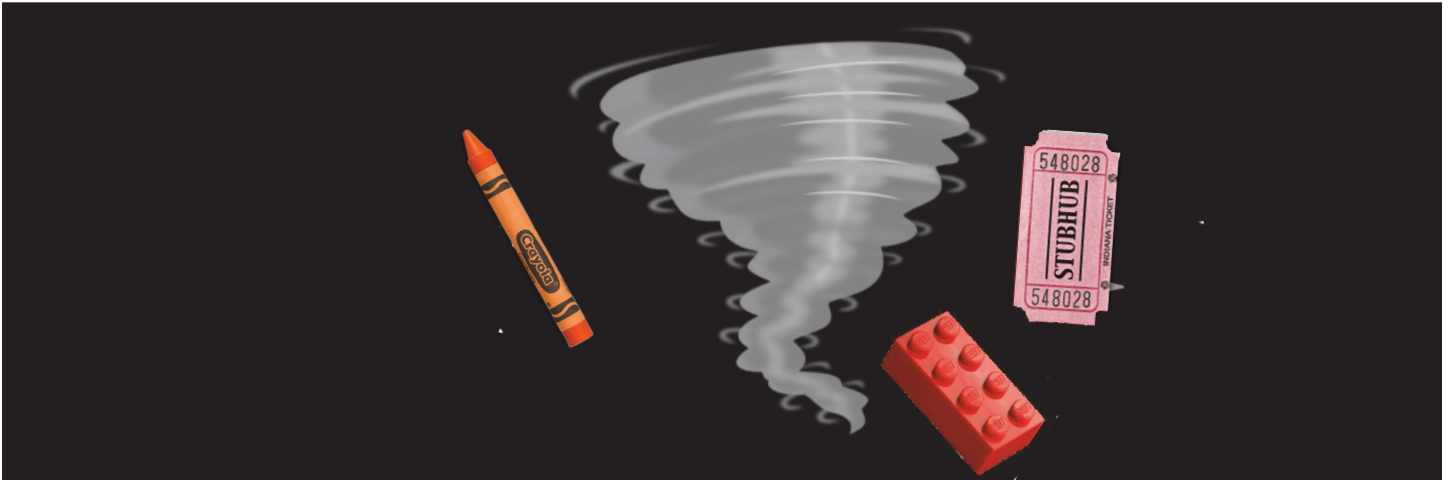
CLICK TO GO TO COMEDYCENTRAL.COM

ANOTHER JOKE

Oreck

Vacuum

Interactive Banner



ORECK

A STORM IS COMING

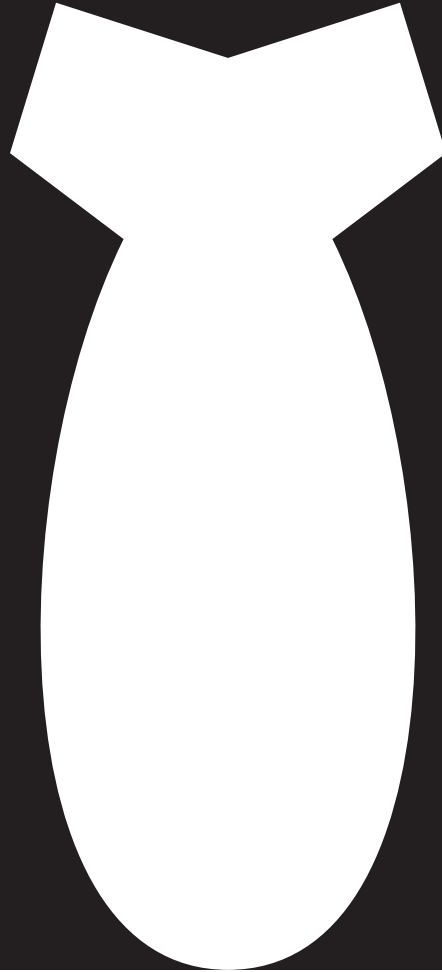


OUR WATER BOTTLES DONT.



Life is tough. Be tougher.

Two things are certain in life:
Death and _____ .



Cheese.
Mutually Assured Destruction.
An M. Night Shyamalan plot twist.

**Cards
Against
Humanity**
Everyone Loses.