

Katie Henriksen Copywriting

COLLATERAL COPY

CLIENT: **Jet Marketing**

JOB: **Memorial Ad Campaign**

1) Lilly Henbry (970) 826-2851

Note: She doesn't have e-mail, but can mail ad to her at: 755 Legion St., Craig, CO 81625

Imagery: Lilly's headshot

Headline: My Life. My Memorial.

Body Copy: "I think the new Memorial Hospital is VERY nice. Last winter, when I had a bad fall, the folks in the Emergency Department took great care of me. They took x-rays that showed that my knee was broken, put me in a splint and coordinated my care with a specialist. It's nice to have a place like Memorial so close by. I'm feeling good today and my knee has healed very well. Recently, I also had cataract surgery there. Both times I received great care, and I'd definitely recommend Memorial Hospital to others."

2) Colleen Manley: (970) 272-3561

Note: E-mail final copy to her for review at: manley_colleen@wreawildblue.org and call to confirm receipt

Imagery: Colleen's headshot

Headline: My Community. My Memorial.

Body Copy: "My loyalty will always lie with Memorial. Back in February, I started feeling terrible and knew something was seriously wrong. With just a few tests, they quickly connected the dots and determined that I had a rare, rapidly progressing disease. Without their quick diagnosis and pushing me to see a specialist immediately, I would have ended up in a wheelchair. And within a year of that, my organs would have started shutting down. I'll be on medication for a few years, but I feel wonderful! It's been an amazing journey and I'm so thankful for the care I've received at Memorial Hospital and Medical Clinic."

3) Davida White: (970) 824-9686

Note: She doesn't have e-mail, mail to: 595 Ledford St., Apt. 309, Craig, CO 81625 /
She also asked if she could have a copy of her photo

Imagery: Davida's headshot

Headline: My Health. My Memorial.

Body Copy: "There's always a certain level of stress when you're admitted to the hospital. When I was going in for my surgery, my stress level was greatly reduced by the nursing staff and my doctor at Memorial Hospital. They have wonderful personalities and used a lot of humor to make me feel at ease - which was nice with such a serious thing going on. After surgery, when I was finally ready to get up and move around, I walked all over the halls as the nurses cheered me on. They made me feel as if I was the only patient in the hospital that day. I give them all five stars!"