

**Lighthearted, funny, chatty copy** gets attention. And it's more conversational, which readers consider more authentic and, hence, more credible.

This first piece was done for a large design firm that'd just bought a Heidelberg printer and wanted to get the word out to the creative community.

I suggested a birth announcement, which ended up being a small, accordion-style brochure. A series of fun double-entendres kept the audience reading.

*We've got a new baby at  
Studio One © One.*



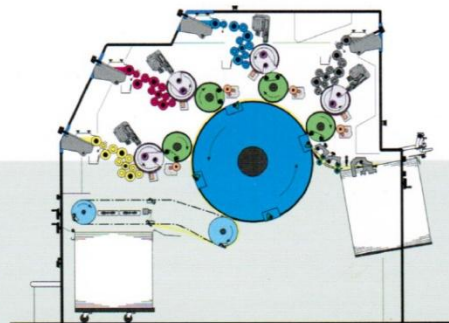
( She's 1,482 lbs., 12oz. )

*Her name is Heidi...*



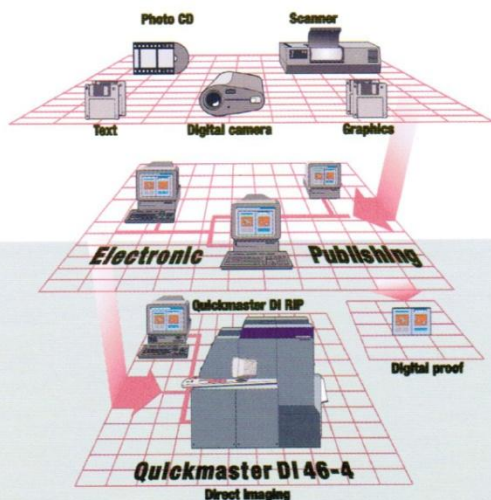
( That's short for Heidelberg Quickmaster DI - the Direct Imaging Printer - featuring computer-to-press simplicity, allowing short runs as small as 100 pieces, and eliminating all those extra manual steps involved in regular offset printing )

*She's already a real show-off...*



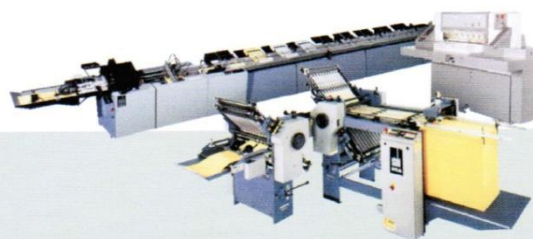
( Printing in full process color, with waterless offset quality, and in resolutions up to 2540 dpi. )

*... And she makes almost no mess*



( No film, film processing chemicals, toners, or dampening chemicals - making her a true environmental dreamchild )

*She's bound to keep you in stitches*



( It's no joke. Whatever she prints - up to 13"x 17.75" - can be folded, collated, and stitched right here on-site. )

*She can't wait to perform for you*



( So, call Studio One O One at 404.350.1700 or  
come by 1661 Defoor Avenue and take her  
for a stroll... We're sure you'll love her as much  
as we do. Course, we are biased - you know  
how parents can be... )

*Listen to us gush on and on about her...*

*But, we can't forget the rest of the One O One family of services  
we've been delivering to Atlanta for over 15 years.*

Thanks to Color 101, our own on-site production facility, we own the creative process.  
From concept to completion, your project stays in-house and in sight.

And while, technologically, we know our stuff; first and foremost, we are artists - creators  
who use our minds first and then the wondrous technology to bring those ideas to life.

Whether designing from scratch or adopting an existing concept, with designers  
across the style spectrum, we're big on possibilities, small on ego.

With joy, spirit and spunk, we make our workspace our playground. And we know what it takes  
to keep our clients happy. So give us a call and come meet the family. You're all they talk about...

Studio One O One • 404.350.1700

*Graphic Design • Electronic Pre-Press • Color Retouching • Production • Digital Photography • Web Publishing  
Large Format Output • Mounting & Laminating • 3-D Modeling & Animation • Account Services*

Next are these two examples of a “newsette” – a combo newsletter/direct mail postcard, for a mortgage company. Designed to be fun and chatty, and to convey the impression of friendliness, approachability, AND competence.

## 15-Year Re-Fi's: Lower Rates, Huge Savings!

Chew on this: Say you've got a \$150,000 30-year mortgage at 6.75%. You're already planning on refinancing. I mean, with these crazy-low interest rates, it's a no brainer, right? Want to get an even lower rate? *And* save an enormous chunk of money over time? *And* own the property free and clear in half the time?

Consider switching to a 15-year note. Your present monthly payment probably runs about \$948.10 (Excluding taxes and insurance). A 15-year loan at a much lower rate 4.75% in this case increases your payment only \$185 more per month\*.

For just \$185 extra monthly, you'll save – you ready for this? – about \$144,000 over the life of the loan! And that life will be short and sweet: you'll be holding the deed in your hot little hand in just a decade and a half. Whoa. That's some seriously smart thinking. (Hint: make



one extra payment a year and you'll chop down that term even more).

Family Mortgage has all the details on this and countless other great loan programs. Find the one that fits your life, your budget and your future. Give us a call today at 678.483.3300.

\*Interest rates, loan amounts and loan terms used here are for illustrative purposes only. Final calculations depend on individual property values and equity levels, and prevailing interest rates.

*The Easy Way Home™*

Visit Our Online Home Buying Knowledge Base  
[www.familyga.com](http://www.familyga.com)

**FAMILY SECRETS**  
A Publication of Family Mortgage of Georgia



## The Easy Way Home™

### Congratulations! You're Brilliant!

(Now, Go Refinance!)

How did you do it? How did you know that interest rates were going to plunge to almost *supernatural* levels?



Trivia: The floors of buildings are called *stories* because early European builders used to paint picture stories on the sides of their houses. Each floor had a different story.

You could have jumped in a year or so ago, when rates were a full 1% higher than now. They looked *awfully* good then, but you just had a feeling, didn't you, you sly dog? Everyone was refinancing left and right, but you just sat back with your feet up and said, "Nope. This thing isn't over yet." Of course, everyone just shook their heads, chuckled, wagged their fingers. "You snooze, you lose," they said. Just *knowing* rates would start rising. Now, who's chuckling. You're a genius. Bet you're a heckuva poker player, aren't you?

OK, you won. You were right. And now it's time to lay those cards on the table with a smug grin. Do a little victory dance. Go, "Nyah, nyah, nyah, nyah, nyah." Or whatever your preferred method of gloating is. But before you do, give Family Mortgage a call at 678.483.3300. We'll make your victory even sweeter!

The nice part about living in a small town is that when you don't know what you're doing, someone else does.

REFI-01-7/03



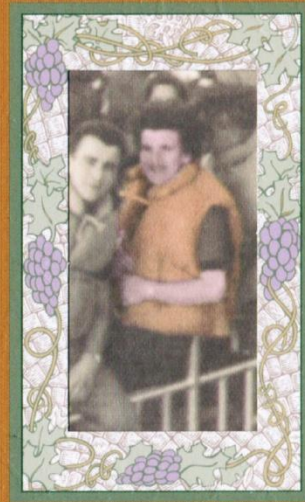
1800 Water Place, Suite 245  
Atlanta, GA 30339

Georgia Residential Mortgage Licensee  
License No. 14292

PRESORTED  
STANDARD  
US POSTAGE  
PAID  
PERMIT # 585  
MARIETTA, GA

**Front cover and three inside pages** of a really fun capabilities piece I wrote for my long-time graphic design partner's business. We played on her Italian ancestry – with all the tradition and honor surrounding it – but, she wanted the reader to have a good time learning about her and her work. As you'll see from the next page, the cover has a die-cut window revealing her mother on the inside page.

*Your journey to business success begins with this woman.*



*Come inside and pay your respects.*

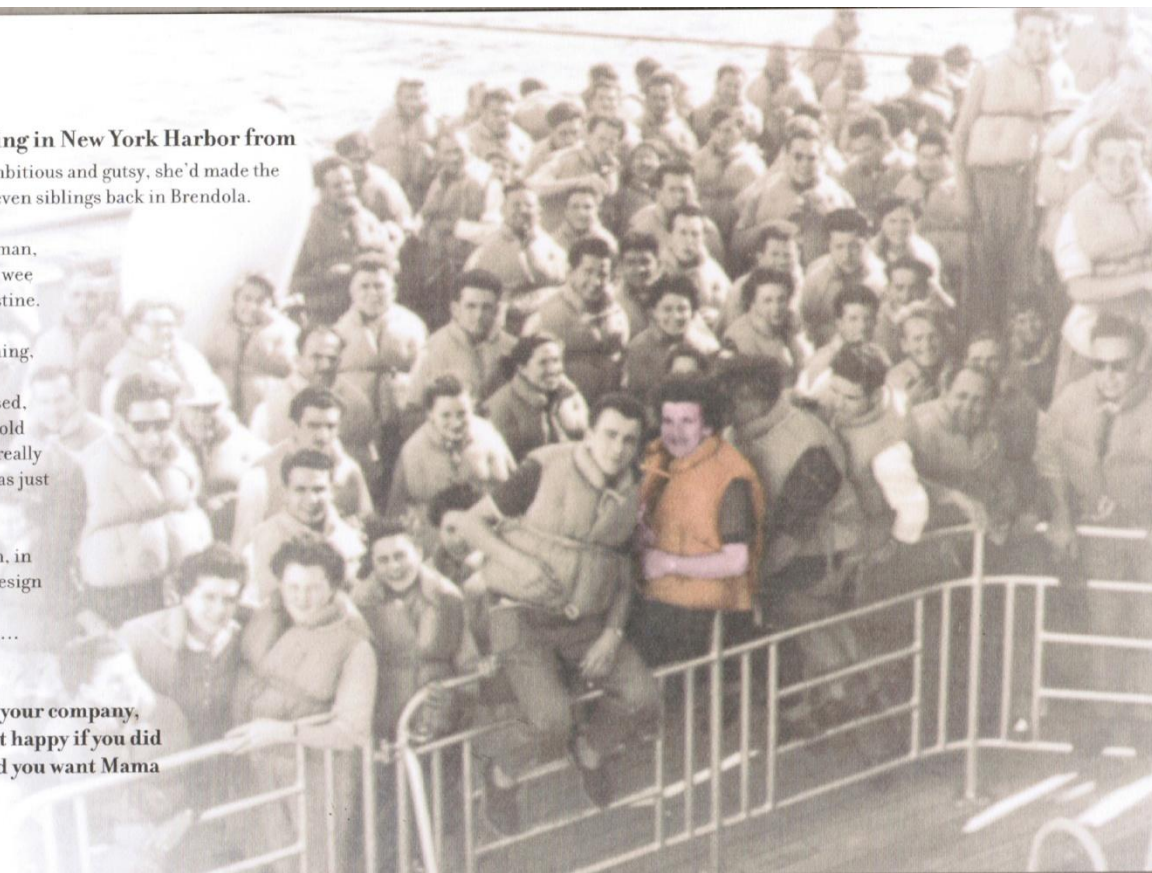
**That's Clara Cenghialta arriving in New York Harbor from Italy in June of 1953.** Strong, ambitious and gutsy, she'd made the trip alone, leaving her parents and seven siblings back in Brendola.

Married to Jack, a fine hardworking man, God rest his Irish soul, they had four wee bambinos, including the lovely Christine.

Creative and artistic from the beginning, Christine entertained the family by sketching her mother's nattily-dressed, violin case-toting relatives from the old country. OK, we're lying. She didn't really have relatives like that. Her family was just family, not *family*.

Nonetheless, it was no surprise when, in 1997 – after 15 years marinating in design and printing – Christine opened Di Natale Design (her married name... to a full-blooded paisan, of course).

So, in the long-term interest of your company, Mama Cenghialta would be most happy if you did business with her daughter. And you want Mama to be happy. Capise?



1953

# WHO WE ARE...

**Di Natale ("Of Christmas" in Italian) - dee-nah-TAH-lee**

Of course, Christmas means gifts, right? Think of us as a gift for your business. Once you see what we can do, the difference we can make for your image, Mama mia you'll feel like a child on Christmas morning. You'll see.

## **WANT TO TALK CREATIVITY?**

You kidding? We Italians wrote the book on creativity. Michelangelo. Leonardo DaVinci. Marco Polo. Galileo. Dante. Rafael. Marconi. Puccini. Vivaldi. What, you want more recently? C'mon, ya killin' me here. Armani. Versace. Fellini. Montessori. My cousin Vinny. Pavarotti. Sinatra. DeNiro.

Brilliant, driven, wildly imaginative.



Mura, Venetian Lace, Sicilian Ceramics, Neapolitan Olive Oil, Tuscan Wines. And Di Natale. Hey, no eye-rolling. Italians are world-renowned for the superior quality of their products and their commitment to excellence in craftsmanship. And that tradition continues with us.

Murano Glass. Venetian Lace. Sicilian Ceramics. Neapolitan Olive Oil. Tuscan Wines. Di Natale Design. Hey, no eye-rolling. Italians are world-renowned for the superior quality of their products and their commitment to excellence in craftsmanship. It continues with us.

Can you picture Michelangelo coming down from the scaffolding of the Sistine Chapel 20 times a day to ask his patron a bunch of stupid questions?

Wanna bet that if they did performance reviews back then, his would've read: "Works well without supervision"? Same with this Italian. **Do business with Di Natale Design and you can fuhgedaboudus** (forget about us). **That's right. We meet, nail the creative direction and we're outta there. You're back to business and we're back in the studio.** Not bugging you with *molto* silly questions (we should have asked before) that *mange* your day.



And speaking of "*mange!*", if anything's going to get eaten, it should be maybe a nice plate of ziti with red sauce (secret to a good sauce? Add a tablespoon of sugar and a splash of Balsamic vinegar...) but not your day, *signorè*, not your day.

**That's why you hire us - to make your life simpler, not more complicated. To take things off your plate, not add to it.** And that's what you get with Mama Cenghialta's daughter. A big pot of *fuhgedaboudus*. Some Chianti with that?

# HOW WE WORK...

**Not laugh-out-loud funny**, just some color and whimsy. Front cover and first two pages of a brochure for a manufacturer of data-capture equipment for clinical drug trials. The prevailing way to gather data was downright prehistoric, and DCI was offering a far better mousetrap.

I suggested setting up a contrast, with this first page as "The Present." Here, we described the antiquated process (with graphics to match, and poking fun with the copy), driving home how time-consuming and error-prone the process was. Second page – "The Other Present" – showcases their offering.



t h e

# present

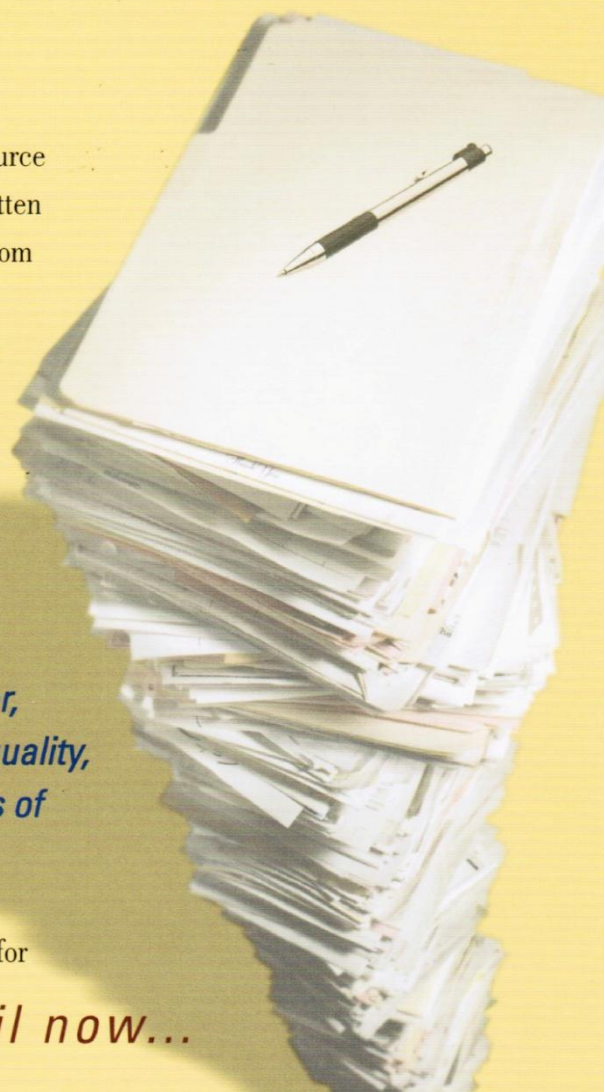
## *Tick, tock...*


The laboratory technician manually collects the clinical trial's source data (tick), after which a fellow staff member verifies the handwritten data (tock). Again, manually (tick, tock), the data is transferred from the source document to the Case Report Form (CRF). And, yet again, a separate staff member reviews each handwritten entry on the CRF (tick, tock, tick). Now four steps later, the CRF data is transferred, keystroke by keystroke (type, type, tick, tock), into the electronic database. And verification, once more, by another staff member (tick, tock, tick, tock). Finally, the study report is prepared from the dataset.

*Seven steps, seven opportunities for error,  
seven chances for compromised data quality,  
multiple staff members and lots and lots of  
tick, tock...*

This is the current state of clinical data collection for  
Phase I clinical trials.

*Until now...*





# the *other* present

## *Redefining Electronic Data Capture (EDC)*

Using a handheld scanner, programmed with the clinical trial's complete protocol, the laboratory technician scans bar code labels, capturing all relevant data—instantly and error-free. Period.

We think this is a better way...

## *Data Collection... ...Minus the "Collection"*

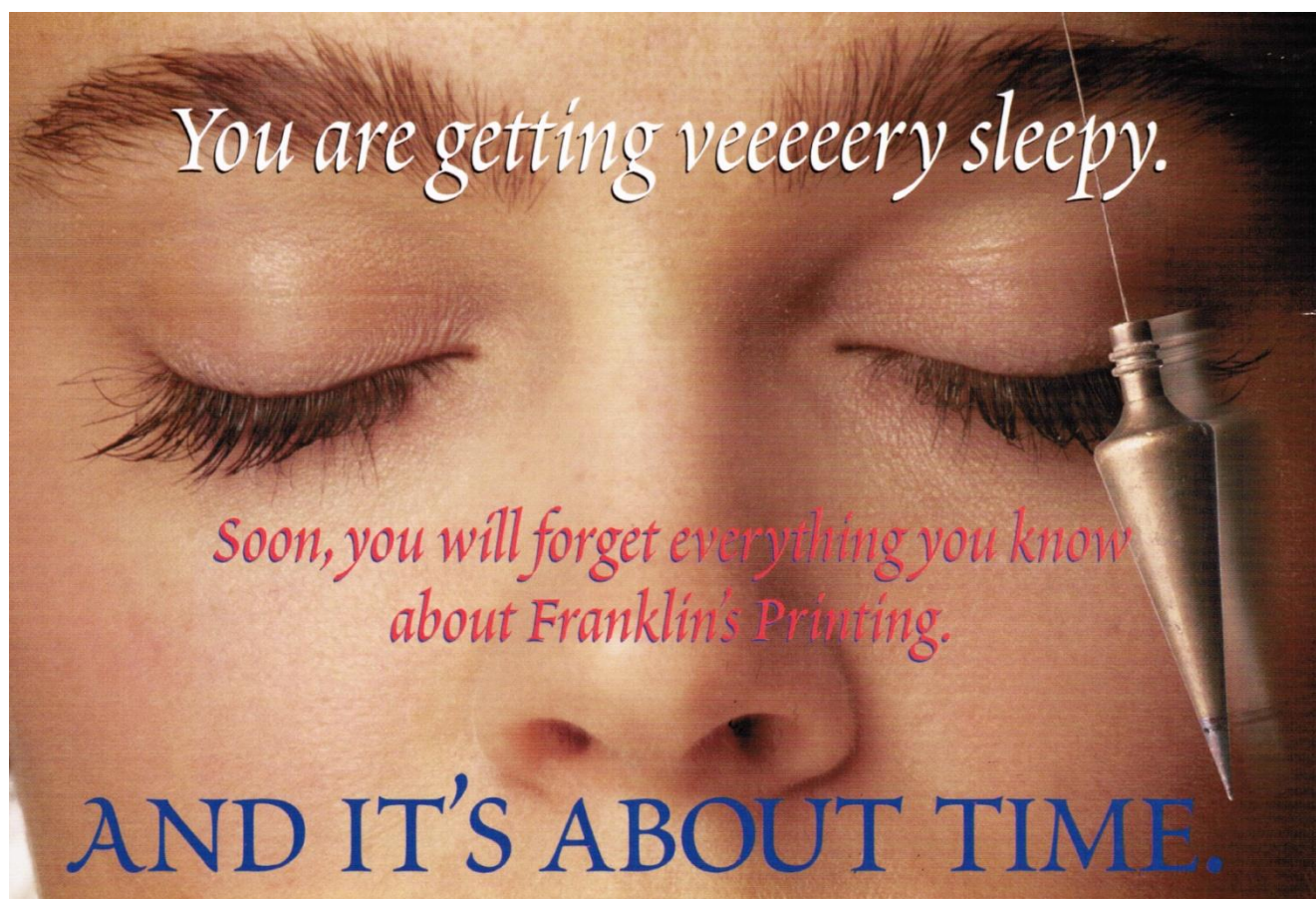
Introducing **SureLynx®** from DCI—creator, developer, and marketer of flexible, user-friendly, automated EDC systems for pharmaceutical product development. And with a focus on data capture for Phase I clinical trials.

**SureLynx** is a powerful combination of proprietary software, bar code technology, and wireless radio-frequency transmission (802.11b standards-compliant) merged with approved clinical trial methodologies. It all adds up to a superior product and process that drives *faster regulatory submission and reduced time to product approval.*

*And isn't that the point?*

A few light-hearted direct-mail postcards (front/back combos) I did for a local print chain that was trying to shake its image of the stodgy traditional "printshop" out of touch with technology.

In all, my designer and I did about 20 cards for this client.



Granted, brainwashing is a last resort, but we really do want you to know TODAY'S Franklin's®.

Color copying, serious digital output services, large commercial printing capabilities, electronic prepress, and so much more.

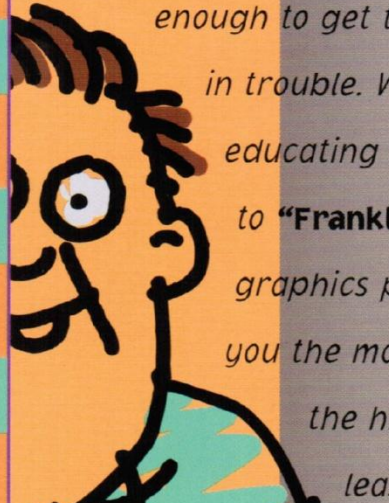
SO SNAP OUT OF IT,  
AND GIVE US A CALL.

**Franklin's®**  
Printing • Digital Imaging • Copying

What can  
you count on  
from your  
Print Shop?



Besides blank looks?



A lot of print shop personnel know just enough to get themselves - **and you** - in trouble. When you're tired of educating your print shop, come to "Franklin's". Where seasoned graphics professionals will show you the most effective ways to get the highest impact for the least expense.

**Franklin's**<sup>®</sup>  
Printing • Digital Imaging Copying

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