

JAMESON O'GUINN
COPY DECKS

Website Copy

The Foxfire Agency

Landing Page Copy

Welcome to Foxfire. We're just the typical ad agency with one notable exception: Everything.

The answer, circa 2007, isn't the standard agency selling you creative. Sometimes, hack work works. And it's not the agency full of heady strategies and data either. Sometimes pure emotion works.

People are people. Left brain + Right brain.

From corporate identities to personal blogs, direct mail to trade show consultation, we do it all, with a mind for the person receiving your message.

Cruise around our site for a bit. Get a feel for who we are and what we do. We know that you'll see that we're just the typical ad agency.

Yeah, right.

Advertising Information Page Copy

If first impressions are the best impressions, then what your ads say is everything. Foxfire's experience in the advertising industry is just what you need to boost profits, get your message out, and create a following.

We have a knack for turning ad nauseam into ad delirium. Commercials that are engaging and memorable, print ads that are eye-catching and head-turning, radio ads that make the Top 40 sound like the boring part.

Talk to Foxfire. In no time at all, we'll be finding the best ad solutions for you. After all, you should spend your time making sales, not finding them.

Marketing Plans Page Copy

It's all about your audience. If you're targeting the unwired retirees, a print ad will turn heads, while banner ads and podcasts for the constantly connected college co-ed are more apropos. Tag Foxfire to plan your media coup. They won't even see it coming.

Motorola “Seamless Mobility In Action” Internal Product Features

MOTOROKR Z6

MOTOROKR Z6: Slide your way into a mobile media experience

- **Seamless** - Drag-and-drop music transfer is a breeze with Windows Media Player 11.
- **Swift** - USB 2.0 provides quick file syncing between your computer and phone.
- **Striking** - Metallic finish and sleek lines make this media beast a real beauty.
- **Intuitive** - The Z6's 2.0 megapixel camera holds like your favorite camera. Just point and shoot in either landscape or portrait mode.
- **Brainy** - New Linux operating system gives you tomorrow's user interface today.

Motorola H680 Headset

Motorola H680: Taking tiny to a new level

- **Smaller than a tube of lipstick, the H680 is ultra-portable and hardly noticeable**
- **Long-lasting battery provides 8 hours of talk time and 8 days of standby time**
- **Included case doubles as a stylish charger**
- **Lightweight headset makes even the longest wearing periods comfortable**
- **Vacuum metal sides and high-gloss top offer beauty and durability**

Print & Email Copy

Motorola Intern Apprentice Competition

Intern Apprentice Announcement

Motorola's Intern Apprentice competition is back, with a focus on innovation.

Your task: to develop and pitch two of your most innovative ideas to the Early Stage Accelerator group. So start thinking about what new communication products or services you would create specifically for the college market. If the judges like what they see, you'll be on your way to intern fame and glory.

- Register by 5 p.m. Thursday, June 28. Then watch for an email by June 29 with your team assignment.
- If your team makes the first cut, you'll pitch your idea to a boardroom full of judges on July 26 or 27.
- You might even see one of your ideas hit the worldwide stage!
- But that's not all. Because you work for one of the world's coolest companies, get ready for some awesome prizes. Members of the second-place team will receive a MOTOROKR S9 Bluetooth headset. Our grand-prize team walks away with their choice of one of the hot, new Motorola mobile phones.
- Just for participating, you'll receive a gift from the i'MOTO store.

Do you have what it takes to be a winner? We'll see you in the boardroom.

Intern Apprentice Finalist Email

Hello Finalists!

Congratulations on making it to the top 10! Your task for round two is to present your idea to the judging committee in person or via audioconference and provide more detail - on your marketing plans, implementation and the competitive landscape. You can find the assigned time for your presentation [here](#).

Some vital information:

- [Templates](#) and [examples](#) for your presentation, as well as rules and presentation time assignments, can be found in this folder. General Motorola PowerPoint templates can be found [here](#).
- All presentations and judging will be conducted in the Norm Parker, Jr. conference room inside the lobby of IL01 (the corporate tower in Schaumburg, Ill.). You can find a map to Norm Parker, Jr. [here](#).
- Those dialing in should use this number: [REDACTED], access code [REDACTED]
- The total time allotted for each team is 20 minutes. Ten minutes are reserved for the team presentation; the remaining ten minutes will cover setup and a brief question-and-answer session after each presentation. It is in your best interest to assign a time keeper because **penalties will be assessed for exceeding the time limit.**
- Participation by every member of your group will reflect positively in your score. Team members who cannot attend in person should plan to dial in.
- Please have all visual and audio aids submitted by Wednesday, July 25 at 5 p.m. U.S. Central time so we may pre-load them onto the computer used for the live presentations.
- The prizes are incredible, so work hard. Members of the first-place team will receive their choice of one of Motorola's iconic mobile phones, and the second-place team members will receive a MOTOROKR S9 Bluetooth headset with an iPod adapter.

Intern Apprentice Finalist Reminder Email

Hello Finalists:

Before you make your pitch to our panel of judges on Thursday or Friday, keep these guidelines in mind:

- **Meet the submission deadline — All electronic materials (PowerPoint decks, videos, etc.) must be submitted via email (jameson.o'guinn@motorola.com) by Wednesday, July 25, at 5 p.m. U.S. Central time.**
- **Know your numbers —** Those calling in should dial [REDACTED] and use conference code [REDACTED].
- **Be on time —** Because of time constraints, your team must present at the time you are assigned. We recommend that you arrive at least five minutes before your scheduled presentation start time. Those on the phone should dial in a couple minutes prior to their time slot, but not so early as to interrupt another group's presentation.
- **Come prepared —** There will be nine judges on our panel. If you plan to hand out any materials, you should make enough copies for each judge to get one.

- **Stay fired up** — Enthusiasm sells. The more excited you are about your product and presentation, the more excited the judges will be.
- **Dress the part** — One of the goals of Intern Apprentice is to prepare you for projects and presentations in the real world. While dressing nicely won't necessarily boost your score, it certainly won't hurt.

Questions? Email [Jameson O'Guinn](mailto:Jameson.O'Guinn),

Intern Apprentice Planning Team

Motorola Chairman's WNNRs Club

Island-Themed Direct Mail Piece (Obverse)

Enjoy the best of both worlds. Natural beauty in a cosmopolitan atmosphere. Secluded beaches near the Caribbean's most visited port. The perfect getaway on an island rich in romantic lore.

Meet us in St. Thomas for the 2008 Motorola WNNRs Club.

Island-Themed Direct Mail Piece (Reverse)

Create your own Caribbean adventure.

Turn in a sales performance that places you among the top 10 percent in your organization this year to join the 2008 Chairman's WNNRs Club. Win a trip for two to St. Thomas in the U.S. Virgin Islands.

You and your guest will stay at the Frenchman's Reef & Morning Star Marriott Beach Resort - voted the "best resort hotel" and "best resort with a view" by readers of Caribbean Travel & Life. Enjoy luxury accommodations in an exclusive setting. View the stunning vistas in almost every direction. Plan to meet senior leaders and other sales achievers. Get set for amazing activities. Prepare for the trip of a lifetime.

Mark your calendar: **3-6 April 2008...**
and don't forget your sunscreen!

Watch for more details.

Pirate-Themed Direct Mail Piece (Obverse)

M marks the spot! Discover the treasure that awaits the 2008 WNNRs Club.

Shimmering seas. Golden sunset. Glistening beaches. A wealth of activities and fun. Meet us in St. Thomas.

Create your own Caribbean adventure. Join the WNNRs Club.

Pirate-Themed Direct Mail Piece (Reverse)

Not all treasure is buried
You just have to know how to find it.

Turn in a sales performance that places you among the top 10 percent in your organization this year to join the 2008 Chairman's WNNRs Club. Win a trip for two to St. Thomas in the U.S. Virgin Islands.

You and your guest will stay at the Frenchman's Reef & Morning Star Marriott Beach Resort - voted the "best resort hotel" and "best resort with a view" by readers of Caribbean Travel & Life. Enjoy luxury accommodations in an exclusive setting. View the stunning vistas in almost every direction. Plan to meet senior leaders and other sales achievers. Get set for amazing activities. Prepare for the trip of a lifetime.

Mark your calendar: 3-6 April 2008

Watch for more details.



Pirate-Themed Direct Mail Piece (Obverse)



Pirate-Themed Direct Mail Piece (Reverse)



Island-Themed Direct Mail Piece (Obverse)



Island-Themed Direct Mail Piece (Reverse)