

Great Campaigns for sale. A selection of original campaigns, themes, and ideas developed for use by advertisers, advertising agencies, investors, etc., who are looking for powerful, fresh, effective ideas.

As we all know, to cut through that media clutter and claims, you some very special kind of message – especially with the rise of the Millennials. Not to be pedantic, here, but you need something that will:

- attract the attention of the prospect
- appeal to the lowest common denominator
- not exclude any prospect
- involve him/her
- give him/her a reason to identify with the advertiser
- make him/her feel good about the advertiser
- give him/her a reason to buy
- give him/her a way to rationalize the purchase
- suggest urgency
- stick in his/her memory

That's exactly what these Great Campaigns do

They are all available for short or long-term lease or total buyout. You may just take the message and seminal copy already written for them, and have them produced in-house or by your agency, or contract with us to provide a complete, finished, campaign tailored to your specifications.

Here are links to separate posts, for greater recognition by search engines.

A terrific new name for a ladies' thrift shop.

<http://rentawriter.com/index.php/2020/03/03/terrific-new-name-for-a-ladies-thrift-shop/>

A powerful, off-center approach for local or regional car dealerships, or for a national brand. Written with KIA as example, but could be any low-to-medium priced brand. This campaign is complete with an extensive rationale, a powerful theme line and complete radio, television, and newspaper copy, all of which would also make great internet ads, blogs, etc.

<http://rentawriter.com/index.php/2020/03/03/a-powerful-new-whimsical-but-hard-hitting-approach-for-car-dealerships/>

A concept and slogan for a hospital that makes patients feel more comfortable being there.

<http://rentawriter.com/index.php/2020/03/04/concept-and-slogan-for-a-hospital/>

Hard-hitting theme for a retail establishment of almost any kind that promises the lowest price on their goods. Words and music for a jingle is also available, which we would be happy to produce for you (or use your own resources).

<http://rentawriter.com/index.php/2020/03/04/new-theme-for-aggressive-retailer/>

Hard-hitting concept, theme, and spec copy for a bank, including radio, television, jingle. Brand new, never used in any market. Includes highly memorable, flexible, and powerful theme, unique graphics. Approach works for commercial, industrial, and consumer services of all types, permits special offers (such as premiums) if desired. Email us with your bank's name, and we'll tell you whether it's right for you.

<http://rentawriter.com/index.php/2020/03/04/powerful-theme-for-retail-financial-institution/>

Complete fund-raising media campaign for United Way. Includes television, print, outdoor, jingle. Brand new campaign, never used in any market. Based on fresh, extremely powerful, dramatic, emotionally intrusive theme. Exists now in rough form, can be comped for presentation to client or prospect.

<http://rentawriter.com/index.php/2020/03/04/compelling-powerful-united-way-campaign/>

From the man who gave you Thank Heaven for Seven-Eleven and We Got Some!, another extraordinarily powerful campaign for Seven-Eleven or other large convenience store operation. Completely flexible, permitting special offers, sales, image building, heightened awareness campaign, with humor or with straight, strong approach. Never before used in any market. Exists in rough form, can be comped for presentation to client or prospect.

<http://rentawriter.com/index.php/2020/03/04/exciting-new-theme-for-convenience-store-chain/>

The best, most powerful, most memorable anti-litter campaign ever created.

<http://rentawriter.com/index.php/2020/03/04/the-best-most-exciting-litter-campaign-ever/>

The best, most powerful, most memorable anti-smoking campaign ever created.

<http://rentawriter.com/index.php/2020/03/04/the-best-most-memorable-anti-smoking-campaign-ever-created/>

Kellog, Post, Nabisco, sit up and pay attention. Rent-A-Writer has a brand new approach to selling cereal. I can give it to you in just two words. Two words that will increase sales across the board by presenting cereal in a new, attractive, compelling way that will stimulate sales, word of mouth, probably even win you an award or two if you're into that sort of thing.

<http://rentawriter.com/index.php/2020/03/04/simple-extraordinarily-powerful-cereal-campaign/>

Okay, Australia. Are you listening? I'm talking Foster's Lager. I have a powerful, powerful, POWERFUL, unusual, campy, exciting, astonishingly simple campaign for you. One that will multiply Foster's recognition factor in America almost overnight. Two words. Only two words. But they are so right, so strong. Why are the truly great ideas always so simple? Fly me to

Australia. I'd like some Foster's right off the line, anyway. Okay, okay. if you don't want to do that just have your people get in touch with my people.

<http://rentawriter.com/index.php/2020/03/04/i-want-one-of-these-fosters-t-shirts/>

A perfect premium campaign for banks. With an inexpensive but much needed and appreciated giveaway that ties into the bank name, the newspaper ads, the radio ads, the statement stuffers... If you're getting the impression this is a full-blown campaign, you're right. Email us with your bank's name, and we'll tell you whether it's right for you.

<http://rentawriter.com/index.php/2020/03/04/another-powerful-memorable-campaign-for-banks-credit-unions-sls/>

Rent-A-Writer created and owns a hard-hitting, award winning radio campaign for banks, placing them above savings and loans, credit unions, etc., based on a powerful, memorable, resonating theme. Run only in Oklahoma City a few years ago, this campaign won Best radio for banks under \$250,000,000 in assets. More important, it works. It'll pump up your name recognition, market your entire range of services and products, wake your market up to reality, and start people talking in a positive way about your bank.

<http://rentawriter.com/index.php/2020/03/04/award-winning-bank-campaign-now-available/>

Here's a very specific, ridiculously memorable and intrusive off-center theme for retailers with "Red" in their names (like Red McCombs Chrysler Plymouth), with explanatory copy.

<http://rentawriter.com/index.php/2020/03/04/got-red-in-your-retail-operation-name/>

A powerful, memorable off-center approach for local or regional car dealerships. This campaign is complete with a humorous, catchy theme line that will draw prospects in, plus radio, television, and newspaper copy, all of which would also make great internet ads, blogs, etc.

<http://rentawriter.com/index.php/2020/03/04/powerful-humorous-campaign-for-car-dealerships/>