

CLIENT: CareCredit

PROJECT: Cosmetic Usage Campaign
Online Episode #1
“The Awakening”
CCC 6939

DATE: June 4, 2007
Draft #3

COPY: My blind date with Michael didn't go quite as planned. At dinner we ran into my friend Lisa and Michael couldn't keep his eyes off her!!! I called Lisa early this morning to find out what was making her positively glow...did she have a new man in her life (and was it Michael!!!!). She told me that she'd finally gotten that cosmetic procedure we've both been talking about! After I hung up, it seemed every where I turned there was another sign...

First, I was reading my morning paper, and there it was – an ad about Lisa's practice. It mentioned they offer No Interest Financing. Hmmmm. The ad also said they were having a seminar tomorrow! I went online to find out more and I couldn't believe what I saw – they have instant financing so I can get approved and get that cosmetic procedure!! I cancelled my second date with Michael, and just for fun, I gave him Lisa's number – those two belong together...and then I called and signed up for the seminar. I'm so excited...I can hardly wait until tomorrow!