

**I was asked to give the script provided at left a little more personality so I provided the two options below. This received high praise from the CMO and Director of Marketing, but was not produced while I was there. I still thought the script effectively illustrates how I could help spruce up copy.**

	<b>Provided to me for updates</b>	<b>Option 1 – written by Melanie</b>	<b>Option 2 – written by Melanie</b>
<b>Screen 1</b>	Entertainment is celebrating 60 years of providing discounts and savings, fundraising for schools and communities, and empowering small businesses across Canada and the U.S.	Entertainment has been saving consumers money for 60 years! We've been helping communities and family budgets since JFK and black & white tv—far out!	Entertainment is celebrating 60 years of saving people money, helping groups and schools with fundraising and connecting people to local businesses. So yeah, we know a thing or two about discounts.
<b>Screen 2</b>	Whether its saving money on a date night out, coupons for shopping with friends, or discounts on travel for the family - Entertainment has you covered!	Date night or dry cleaning, family dinners or family vacations, Entertainment's got your back when it comes to saving money!	Entertainment has you covered—whether it's date night or grocery shopping or a family vacation! Welcome to the world of <b>not</b> paying full price...it's pretty cool here!
<b>Screen 3</b>	Entertainment has a mobile app that comes free with the book, or for a small monthly fee as a standalone product. Choose your way to save!	Entertainment has a mobile app that comes free with the book; or can be purchased on its own for a small monthly fee. Save your way--you do you!	Our mobile app comes free with your membership when you purchase the Entertainment Book or if paper coupons aren't your thing, just get the app only for a small monthly fee—we're flexible!
<b>Screen 4</b>	With more than 500,000 up-to 50% off and buy-one-get-one offers across the US, we help people just like you save hundreds of dollars every year!	With more than 500,000 offers across North America, you can save hundreds of dollars every year! Enjoy a lifestyle that's a little smarter—and a lot more fun!	Enjoy access to more than 500,000 GREAT offers across the US! Saving an extra 2 or 3 hundred dollars throughout the year is pretty exhilarating! Try it out!

<b>Screen 5</b>	New this year, we're introducing the Save Green Initiative. Helping save you green, while providing sustainable solutions to help save our environment together.	We help people spend locally and now with our new Save Green Initiative, your membership contributes to the good of the planet! Just download our app and we'll plant a tree in your name—it's on us!	This year, we're proud to announce our new Save Green Initiative. We're planting a tree for every person who downloads our app! Be green while you save green!
<b>Screen 6</b>	Use the Entertainment App and we'll plant a tree for you at no cost to you. Just buy the book, download the app and register - and we'll handle the rest!	We're saving trees by printing fewer books AND we're planting a forest!	We're doing this at no cost to you! One member equals one tree, but all our members together create a forest!
<b>Screen 7</b>	Even better - we'll give you the exact map coordinates of your little sapling as give you updates on how it's growing.	We'll provide you with updates about your sapling and map coordinates so you can see exactly where your tree is living and sending out oxygen into the atmosphere!	Once your tree is planted, you'll get map coordinates and updates so you can keep tabs on your tree!
<b>Screen 8</b>	Go on - have an adventure! With Entertainment, thousands of exclusive savings are at your fingertips daily.	Go have adventures and wonderful times with friends and family—do more because you can spend less with Entertainment!	Get out in your town...try new places. Let the app guide your adventures while you stack up all the dollars you save!
<b>Screen 9</b>	Entertainment - where saving green means more! Visit us at entertainment.com or download our app in the app store or google play.	Visit us at entertainment.com or download our app in the app store or google play. Live large while you save green!	Visit us at entertainment.com or download our app in the app store or google play. Live life well...save green!