



WRITING COPY

PROMISES, PROMISES

CHAPTER 03

KISS & SELL

92

WHAT YOU DREAM IS WHAT YOU GET

DESIGNED BY **ECCO** for use by: AT&T
Orange
Oxygen
Microsoft
Siemens
T-Mobile
and others



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ECCO Design: What You Dream is What You Get
Business-to-business and retail consumer advertising are increasingly indistinguishable. This ad addresses business prospects as if they were retail consumers, and the decision to buy hinges on their dreams. On the other hand, the writer hasn't forgotten what sells – a list of Blue Chip clients makes an age-old promise: 'You're judged by the company you keep'.

Copywriter
Art Director
Creative Director
Photographer
Agency
Client

Dev Patnaik
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ECCO Design
ECCO Design

Talk to consumers about cars and they rarely talk about the things car companies talk about. They talk about what image they want to project through their cars; which one is me [they ask]?

Eric Hirschberg, executive creative director, Deutsch Advertising, New York City, in *Creativity* magazine, May 2003

