

DAVE ROGAN

WRITING SAMPLES

- Campaign concepts
- Headlines & Copy
- Scripts
- Newsletters (long form)
- Web

This is just a small snapshot selection of my writing. Please note that all the concepts, copy, and scripting in the main WORK section, including all of the broadcast samples, were also executed by me. If there is a more specific style of copy you'd like to review samples of, just send me a request in the CONTACT section of this site, and I will do my best to accommodate.



TIM HORTONS

Regional Tim Hortons franchisees wanted a clutter-cutting OOH campaign that took dead aim at competitors like Dunkin' Donuts, McDonalds, Subway, etc., emphasizing the freshness of their menu items. The result was a playful and brash campaign that paid off the concept with the apropos tagline, "Yep, that fresh."

MULTIPLE PRINT/OOH HEADLINES (VARIOUS ITEMS)

(COFFEE)

WE KNOW YOU LIKE IT REALLY HOT 'N STEAMY.

(DONUT HOLES)

AMAZEBALLS.

(HEALTHIER SANDWICHES)

MAYBE IT'S TIME YOU STOPPED ORDERING YOUR SANDWICHES BY THE FOOT.

(CHILI)

WE'LL HELP YOU SPICE THINGS UP. AND THEN SOME.



OLD BROOKLYN SODAS

A series of brash and irreverent radio spots, OOH, and print ads introduced this specialty micro-soda brand in specific urban markets throughout the country. Each adopted a cocky Brooklyn-centric attitude towards the local culture, and were served up with the no-apologies tagline: "Whadaya want? We're from Brooklyn."

<http://www.nytimes.com/2001/02/18/nyregion/li-work-cheers-us-ing-nostalgia-to-sell-a-brooklyn-soda.html>

MULTIPLE PRINT/OOH HEADLINES (VARIOUS FLAVORS/VARIOUS LOCALES)

MADE WITH 100% BADA-BING CHERRIES.

GOES GREAT WITH THE CRAP THAT PASSES FOR PIZZA IN LOS ANGELES.

THE FRUITIEST THING TO HIT VEGAS SINCE SIEGFRIED AND ROY.

HEY, LASORDA...IT COMES IN DIET, TOO.

THE DOM FRIGGIN' PERIGNON OF SODAS.

RADIO :60 (MIAMI)

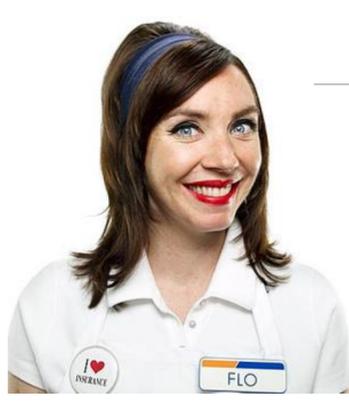
FAST-TALKING BROOKLYNITE: Come to Miami, my cousin Carmine says, the weather is beautiful. Beautiful? Talk about humid. I laid out by his pool for 20 minutes...when I tried to roll over it felt like somebody spot-welded my culo to the chaise lounge. Meanwhile Carmine, who has the physique of a boiled ravioli, comes prancing out in a thong. Listen, a thong on a woman is a beautiful thing...a thong on a 68-year-old wiseguy from Bensonhurst is a cry for help. He looked like a porpoise in a jockstrap, but with a pastier complexion. He says he couldn't be more comfortable in it, meanwhile the fabric on this thing is stretched tighter than a suspension cable on the Verrazano Bridge.

VO: When you're from Brooklyn, you learn to expect things a certain way, and anything less won't do. At Olde Brooklyn Sodas, we make seven premium sodas meant to capture all the color and flavor of the old neighborhoods.

FAST-TALKING BROOKLYNITE: Next day, we're gettin' ready to hit South Beach, and he's lookin' for his thong. I tell him, fuhggettaboutit—wear trunks like a man. He says his thong is very French. I tell him so is the Eiffel friggin' Tower, but some things just don't belong near a man's rear end.

VO: Try an Olde Brooklyn soda—available in root beer, birch beer, orange, cream, grape, black cherry, and ginger ale. Believe it, we know from soda.

FAST-TALKING BROOKLYNITE: Whadaya want? We're from Brooklyn.



NUTMEG • FLO/PROGRESSIVE BLOG, LONG FORM

Why we love TV's perkier brand ambassador

In her starched white duds, branded apron and honkin' name tag, Flo is the crowned queen of TV brand spokespeople. She's been around so long (appearing in well over 100 commercials) surveying her white limbo Progressive Insurance kingdom, you are forgiven for not remembering why this unassuming, working mom-type became such an innovative and effective brand character in the first place.

Simply put, people like her. I like her. You probably like her. That doesn't sound too earth shatteringly innovative until you remind yourself that Flo is selling insurance—a reviled product in a reviled industry with a reputation for humorless, impersonal, pain-in-the-arse bureaucracy. Flo, with her unassuming mid-western joviality, pluck and wit, managed to flip the script on an entire category to become legitimately likable. And that's no small feat.

Progressive gets bigly props for their marketing insight, but it's actress Stephanie Courtney who won over audiences with her retro 'do, prom makeup and relatable humor. A trained actress and comedian, Courtney's performance has become synonymous with the success of Progressive Insurance, and business insiders have taken notice. Inc. Magazine

Progressive gets bigly props for their marketing insight, but it's actress Stephanie Courtney who won over audiences with her retro 'do, prom makeup and relatable humor.

has named the campaign among the top 10 most effective of the past decade. Not bad for a character who unapologetically matches a Peggy Sue headband with Elgin Baylor-era Chuck Taylors. In Hollywood-speak, "it all just works."

Oddly, in 2007, a year before she donned the Progressive cashier's apron, Courtney appeared in the short-lived TV series "Cavemen," based on the popular commercials by another insurance company, GEICO. And you may be somewhat surprised to know she has also left her mark on classic advertising in an entirely different way, appearing as a recurring character—Marge, a switchboard operator for Sterling Cooper—on AMC's legendary "Mad Men," temporarily trading her signature headband for '60s cat eye specs. Courtney has also appeared in countless commercials for McDonalds, Skittles, Bud Light, Quaker Oats, among others, and even has an impressive filmography with humorous turns in "The Solomon Brothers," "Blades of Glory," "The Heartbreak Kid," "For Your Consideration," and many more.

Without question, Courtney has acting chops, and anyone who has seen her stand-up act will concede that she is legitimately funny. But the Flo character will always be her pièce de résistance much in the same way that Henry Winkler will always be The Fonzo even if he lives to make another thousand movies. Thankfully, it seems that Arnold Worldwide, Progressive's advertising agency, is hip to the notion that Courtney has more to bring to the table, and has recently created new spots in which she plays multiple characters in the same family, a la Nutty Professor-era Eddie Murphy. And, yeah, it all still works.

Anyway, no marketing spokesperson list would be complete without a tip of the bouffant to dear ol' Flo. Nearly 10 years after we fell in love with her, our reigning queen can still wear white. Long live the queen.



LEMON TREE SALONS

Lemon Tree is a regional chain of 50 family hair salons specializing in style, service and convenience for the fashionable, budget-minded customer.

MULTIPLE PRINT HEADLINES AND PAYOFF BODY COPY.

MORE BANGS FOR YOUR BUCK.

Great designer hair styling for less money.

"A LITTLE OFF THE TOP" DOESN'T HAVE TO BE A PAIN IN THE BOTTOM.

Open early. Open late. Walk-in anytime.

AT THESE PRICES YOU'LL THINK YOU DYED AND WENT TO HEAVEN.

\$19 for coloring and designer styling.

DESIGNER PERMS AT A PRICE THAT WILL CURL YOUR TOES.

Soft, natural BODYWAVE™ perms starting at \$29.



NIVEA

Nivea is a global skin- and body-care brand that enjoys a strong web and social media relationship with its millions of users. This is an example of an article from their monthly online newsletter.

SPECIAL SKIN CARE IN AUTUMN

Extra help for your skin and hair.

Time for an Extra Portion of Moisturizer

Now that the sun has taken a respite from its long summer of hard work, wind and drizzle have cozied up as our newest seasonal companions. Skin and hair benefit from the change, preferring fall's cool, damp air to the scorching sun, chlorine and salt water of summer. In the shortened days of fall, we also tend to have more indoor leisure time. What better time to enjoy a creamy, moisturizing bath? Put on your favorite CD, light a few candles, and luxuriate in splendor. And while your body rejuvenates, take a little extra time with your face and hair as well. A soothing facial mask can do wonders for your skin—and your soul!

Masquerade

Changing seasons can cause skin to become oversensitive resulting in drying, flaking and itching. Read this article to find out how you can better prepare your skin for a healthier transition from season to season.

Temperature changes, increased time spent in dry indoor air, and an unconscious change in diet (less fruit and veggies, more sweets) can adversely effect the health of your skin, so be prepared when winter approaches. Rash changes in your routine are probably not necessary, however if you develop irritations you may choose to intensify your routine by using highly effective facial masks. Facial masks are concentrated, direct moisturizers that can quickly repair, refresh and firm up your skin. If you develop blemishes or skin impurities, a mild cleansing mask may better suit your needs. A purifying mask removes excess sebum, removes shine and reduces inflammation. You will see that applying a mask once a week (always after cleansing your face) will make minor skin irritations and impurities a thing of the past.

Play of Colors

Shower days, chillier temperatures, and a riot of colorful autumn foliage tell us that we are smack in the middle of fall. Instead of fighting the change of season, why not welcome it with joy?

Fall can be the most beautiful time of the year—there's a good reason people refer to it as "golden October." We find ourselves bathed in warm, soft light among the rustic charm of seasonal color. Both invite you to imitate the ambient color of autumn inside your four walls. Try combining colorful shades such as pink, fresh green or romantic lilac with the more fall-like hues of mocha, caramel or cream inside your home. But don't run out and return! Pick up a quilt here or a knick-knack there to accessorize for fall. You can even try a string of lights or colorful new dishes to spruce up your environs. But there's more to October than fall color—Halloween awaits with its crazy costumes and ghouly decorations! Things can get very colorful at this time of the year, from bright reds to gentle pastels—so color your world to keep the autumn blues away.