



Job Name: Bad Hero Landing Page Copy	Client: Bad Hero Productions	Date: 1/27/15
Job # 2122	Brand: 	Version/Round: 1

Headline:

Welcome to Bad Hero; the new movement in motion picture.

Body Copy:

We are Bad Hero, a title that is not just a juicy little oxymoron, but a moniker and rallying cry for a better class of filmmaker. It says, in just two words, that we are a people's champion; a single collective mind with no celebrity directors or 'heroes' but rather, a team of talents all united in the strengths we bring to a single vision.

For you we are a core of in-house collaborators from all spectrums of production. At every stage you'll work with the director, the editor, the composer, the casting department, and the producer, and enjoy clarity and expertise at every turn. In short: Bad Hero is turnkey production and endless creative possibilities as a result

Layout:

-Headline

-Company Reel

-Body Copy

-Team Photo



Job Name: Bad Hero Portfolio Copy	Client: Bad Hero Productions	Date: 1/18/15
Job # 2123	Brand: 	Version/Round: 1

Head Line:

Dream More Than You Sleep

Body Copy:

In our office, 'work' is a tainted word. We place a lot of effort into our projects and we always challenge ourselves for greater ideas, but being in a business we're passionate about, our job is our life. We stay up late nights, we drink a lot of coffee, and we live the dream.

Layout:

- Headline
- Body Copy
- Portfolio



Job Name: Bad Hero Client Sample Copy	Client: Bad Hero Productions	Date: 1/18/15
Job # 2122	Brand: 	Version/Round: 1

Body Copy:

Elegant, entertaining, hilarious, and serious; all in one brand. Stay Hard Jeans, even in title alone, embodies all of these things. So when the Swedish clothing company reached out to us to produce a series of commercials intended for release in European theaters, we jumped at the chance.

The Concept:

Max is on a worldwide hunt for his pants, but becomes tangled in a conspiracy of international proportions.

The Result:

A hilarious, twisted, strange, and ultimately compelling parade of mock trailers driving interested (and likely confused) viewers to visit the website, and procure a pair of these mania-inducing Stay Hard Jeans.

Layout:

-Commercial Link

-Product Synopsis