

My Summer at CPB

Jeff Gillette, Intern





Welcome to Pain.

INTERNSHIPS AT CPB COME IN TWO SHADES OF INTENSITY: “OW.” AND “MAKE IT STOP! PLEASE!”

That may be a bit overstated. But not by much. The truth is, interns will say both these things many times while at Crispin Porter + Bogusky. But at no time during the experience do they truly want it to stop. When you're here, you get the sense you're learning too much about advertising to let it end. And, whether you realize it or not, you're having too much fun to notice all the new places your brain has welcomed hurt into its folds.



A JOB AT CPB ISN'T JUST A JOB. IT'S A TEST OF WILL.

You aren't just handed work at this place, you're given a laptop and pointed toward a chair. The rest is pretty much up to you. It's a bit like winning the lottery only to find that you haven't won a check for a million dollars. Instead, what you've won is the chance to earn that million dollars for yourself.



YOU'RE HOLDING 1/50TH OF MY SUMMER.

The following pages of this booklet outline a small fraction of what I did during my tenure at CPB. A very small fraction. To put everything in would be counterproductive, as I'd prefer you remain awake while you flip through it. So, I cut it down to the bare essentials. You'll notice there are 36 pages here, stuffed with about six months worth of work. What's odd is that I was only there for two. (Funny how much you can accomplish when you don't leave the building. Ever.)



Persistence pays.

my internship
mini-book

ONCE YOU FIND WORK, THAT'S WHEN THE MADNESS BEGINS.

After hunting for a day and a half, I finally landed my first piece of work. It was an interactive job for the Gateway account. Paul Keister, the Creative Director, was building an Internet “dejargonizer” that would help demystify common computer terms new users typically encounter on the Web. My job was to create definitions for these terms that were both clear and interesting. And to do it over, and over, and over again.



THE SECRET TO NOT GETTING FIRED: EXCEEDING EXPECTATIONS.

This being my first gig, I dug in and tried to give Paul more than what he asked. He wanted one definition for each word, I gave him three: one serious, one semi-serious, and one ludicrous but fun. And, in doing so, I earned myself the exclusive rights to this beast of a project until the day CPB fired Gateway over creative differences. On a positive note, from that moment on finding work in this agency wasn't really a problem. Saying no to work, however, was.



“Zip”

- a. A particular type of data compression.
- b. Shrink-wrap for your computer files.
- c. One of the few things your computer does that sounds relatively interesting.

“Download”

- a. To copy data such as files, pictures, songs, etc. from the Internet to your computer.
- b. One of the best ways to share information, gain viruses and conduct illegal activity from the comfort of your home.
- c. What got all those Napster® kids into so much trouble.

“Webisode”

- a. A piece of entertainment presented by a Web site that resembles something you might find on television.
- b. A video people watch in a 3-inch box on their computer rather than on their large-screen, high-definition television. (It's true. People do this.)
- c. A clever combination of the words Web and episode. But you knew that.

“Domain Name”

- a. An easy-to-remember word or phrase that serves as a virtual address for all Web sites (for example: www.example.com).
- b. What you type into your Web browser to see all the fancy Internet stuff.
- c. One of the reasons business cards have become so cluttered lately.

“Dialog box”

- a. A window through which your computer obtains information it needs to configure itself.
- b. The little box that asks all the questions you don't know the answers to.
- c. A pop-up with a purpose.

“dpi”

- a. Stands for dots per inch, an indication of an image's clarity. The higher the number, the better the clarity.
- b. A measurement that tells how clear a printer will print, a scanner will scan, or a monitor will... um, monitor.
- c. Not to be confused with “bps,” this is the other popular lowercase acronym everyone will assume you know.

“Cursor”

- a. A special symbol, usually a vertical line, that sits in your text and shows you where the next character you type will appear.
- b. The blinking line that gives birth to your words.
- c. One of the world's most simple, elegant and underappreciated tools.

“CPU”

- a. The Central Processing Unit of your computer. The thing that actually does the computing.
- b. The brains of your computer. It does all the fun stuff, like complex logarithmic calculations.
- c. That part of HAL that went screwy and turned against Dave and his crew.

Gateway Dejargonizer

There were literally hundreds of these.
(I told you it was a beast.)





go jet set, go![™]
virgin atlantic 

FROM COMPUTERS TO AIR TRAVEL.

Before the Gateway job died, Paul passed my name to another Creative Director, Bill Wright, who approached me with a new job—Virgin Atlantic (a fun reward after the killer Gateway project). Virgin is a great brand, and what CPB has done with it is really unique. They haven't just branded the airline, they've branded everything about it: its passengers, its amenities, its planes, its routes. And last summer, they wanted to take that a step further and brand each individual seat. That's where I came in. On the following pages are eight of about 50 descriptions I wrote for Virgin's Upper Class suites. A tough job since I never actually stepped foot on the plane.



VIRGIN ATLANTIC SUITE DESCRIPTIONS.



6A&K | "Honeymoon Suite"

Soon after you've taken the plunge, you're taking off on a transatlantic adventure. These facing suites offer you the most intimate flying experience available in Upper Class. A continuation of your nuptial bliss. Share personal conversation, flirtatious grins and commemorative toasts (the Champaign is our gift to you) without having to leave the privacy of your own suites. And on your return flight home, utilize the extra storage space behind the ottomans to store those honeymoon souvenirs you couldn't bear to check. There's just enough room for several bottles of wine or a couple of stolen bath robes. (Don't worry, your secret's safe with us.)

10A | "The Mingler"

As a young, virile, unattached jetsexual (have we got your attention yet?), it's only natural you'd be interested in meeting other young jetsexuals as well. And booking your flight in The Mingler suite will help you accomplish just that. Located in the middle of the cabin, this suite affords you the opportunity to inconspicuously scope the place out. You're also mere steps away from the bar, so mingling with other singles over a drink is easily accomplished any time. And if you don't see any eligible jetsexuals in the Upper Class cabin, feel free to extend an invitation to one of our Economy flyers. They're often interested in enjoying drinks and clever conversation at a private table in Upper Class.

7A | "The Study"

You're a studious jetsetter. You've risen to where you are through calculated decision-making based on extensive research. And an eight-hour flight isn't about to slow you down. You're here to work. And when you're done working, you're going to work some more. Which means silence is the best complimentary gift we can offer you. The Study is a favorite for CEOs and other executives who enjoy its remote location and quiet feel. Your ottoman also doubles as a guest seat, so you can have an in-flight meeting, or a brief drink with a colleague, before getting back to work. Because you only have so long before your flight begins its descent and your window of solitude comes to an end.

11K | "V:Port Vigilante"

This suite is premium real estate for those interested in diving deep into Virgin's complimentary entertainment system. V:Port offers 300 hours of Video content, which could conceivably keep you busy for over 37 transatlantic flights. You also have a serious selection of audio content—from Audio-on-Demand channels to music CDs to a selection of audio books. So, whether you want to spend the flight watching back-to-back first run blockbusters on your 10.4" screen, or catching up on your video game playing, this seat keeps you in the middle of the action. But also far enough away from other Upper Class passengers that your enjoyment won't disrupt theirs.

7K | "Suite Sleep"

How do you fashion the perfect chamber of sleep for those who often go sleepless? You build a seat that can be converted into a 6' 7" fully flat bed and then arrange it in the calmest nook of the plane. While all of our Upper Class suites offer the most comfortable night's sleep you'll find 30,000 ft. up, this suite is something special. Nestled near the nose of the aircraft, the Suite Sleep is positioned for maximum solitude and minimum interruption. So when the plane touches down at your final destination, you are the one with the brightest eyes, freshest spirit, and most noticeable bedhead. (Not to worry, though, that tussle can easily be tamed at our onboard beauty salon.)

12A | "The Conference Room"

When you board an aircraft, does your workday begin or end? We think that choice should be up to you. Which is why we've developed business-class amenities that can help you gear up for a day at the office (on the way to the office). Spread out your laptop, folders, espresso and PDA on the large, maneuverable table. Or host a meeting with a colleague. The dual purpose ottoman serves as an extra seat that lets the two of you get down to business while you're 30,000 ft in the air. The secluded feel of The Conference Room suite allows for private meetings where work can be done with little interruption from passenger traffic or noise from the main Upper Class cabin.

8A | "Window Gazer West"

As a jetsetter, you've seen a lot of landscapes at 37,000 ft. But as a human being, you never quite get over the breathtaking beauty of a sun-kissed cloud rushing by, or the sparkling churn of the ocean surging below. You are a window gazer. And Window Gazer West is your Upper Class sanctuary. Located at the forward sweep of the plane, it gives you the best mix of forward and side views of any seat on board (except maybe the cockpit). Window Gazer West provides incredible views of the DC mall, Empire State Building, and Miami Beach when taking off from the States. And when embarking from Heathrow or Gatwick, it offers impressive views of Big Ben and Parliament.

12K | "The Jetsitter"

A parent's work is never done. That includes transatlantic flights, as well. But we can make child care-taking easier on you if you book a seat in The Jetsitter suite. This suite provides immediate access to the rest of the aircraft, so you can check up on the kids in Economy, as often as you like. Never be out of earshot of your children, even when you've got your feet up and your earphones on. (Just don't crank the music or movies up too loud.) Your kids will be quite content watching movies of their own or playing one of our popular video games on their in-chair screens. Of course, they're always welcome to come visit you in your suite, as long as the seat belt sign is off and happy hour isn't on.

NO JOB IS TOO SMALL FOR AN INTERN WILLING TO PLEASE.

Especially not a small space ad for Compass Bank. After my first draft of Virgin suite descriptions, Bill offered me another project. It was an ad to run in sports programs for local sporting events, little league games, etc. I wrote five pages of headlines. Bill wanted one ad. He ended up liking seven. It's my understanding that the client bought them all and is planning on saving them to use later (just what you'd expect from those thrifty bankers). These are the ads.



Three things that would make this game better: Hotdogs. Giant foam finger. More bankers.



The hotdogs and foam finger are pretty self-explanatory. And the extra bankers? Well, they're good for keeping track of your investment options so you don't have to. The idea being, less money worries leads to more game-time enjoyment. At Compass Bank, we give you your own team of bankers, who monitor your business and offer proactive investment advice. So you can worry a little less and enjoy your free time a little more. If that sounds just a little better than what you have now, give us a call at 1-800-COMPASS.

MEMBER FDIC



Compass Bank

COMPASS SMALL SPACE ADS.

Our favorite part of the game: the coin toss.

Call it an overzealous interest in the financial outcomes of others. Whatever it is, we've always been eager to keep our eye on other people's money. That's why we offer a dedicated team of bankers for every one of our business clients. Professionals who keep track of your assets and call with proactive advice about treasury management, insurance services and other ways to save your company money. If that sounds just a little better than what you have now, call us at 1-800-COMPASS.

Are you as concerned as we are about what happens to the coin after the coin toss?

Maybe it's us, but starting a game by throwing money around doesn't seem like a good idea. Money should be invested, tracked and carefully supervised at all times. Which brings us to your business. Who's monitoring its investments while you're here watching the game? With Compass Bank, you get a dedicated team of bankers who call you with proactive advice about how to keep your money where it belongs – hard at work for you. If that sounds just a little better than what you have now, call us at 1-800-COMPASS.

You call that hustle? You should see our bankers.

They're a thing to behold. At Compass Bank, our team of dedicated bankers move quickly to provide you with proactive advice about your business investments even before you ask for it. And their ability to approve your loans locally means you'll never be slowed down by corporate red tape. A tribute to the economic value of 'banker hustle.' If that sounds just a little better than what you have now, call us at 1-800-COMPASS.

(cont.)

Banking is a team sport. Where do you do your recruiting?

Everyone knows it takes teamwork to make business happen. What most people don't consider, though, is that the number of players you have on your side depends on where you go to enlist your team. At Compass Bank, you don't just have a single manager handling your account, you have an entire lineup of bankers at your disposal. Each one dedicated to providing you with proactive investment advice. If that sounds just a little better than what you have now, give us a call at 1-800-COMPASS.

Is your bank bringing its A-game?

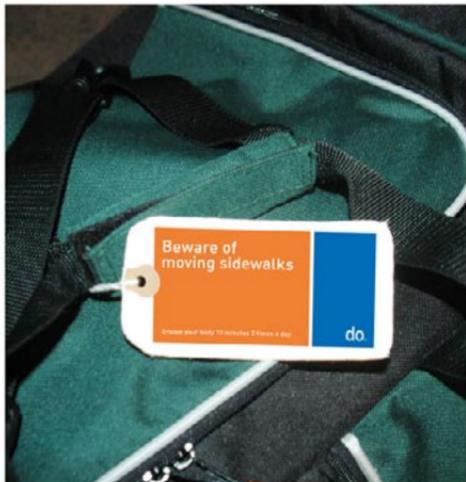
When was the last time a banker proactively picked up the phone and called you to discuss your company's assets? How often are you able to walk into your local branch and get a loan approved that day? You don't have to settle for sub par performance. At Compass Bank, you get all of these things and more as part of a new approach to business banking. If getting 110% from your bank sounds just a little better than what you have now, call us at 1-800-COMPASS.

There is no good reason to read this ad.

You're at a sporting event. Why in the world are you reading about banking? The only possible explanation is you're worried about your company's money. And there's simply no reason for that. At Compass Bank, you could have a team of bankers dedicated to serving you and your company's banking needs with proactive investment advice. So you can stop worrying about your corporate finances and start enjoying the game. If that sounds just a little better than what you have now, give us a call at 1-800-COMPASS.

do. tags

Luggage tags to be left in airports (or attached to bags as they're put on conveyer belts by baggage handlers). Emphasizes the evils of moving sidewalks. Encourages a more natural way to groove your body after a long flight.



do. swings

What better way to groove your body than to push a child on a swing? You get fresh air, they get a thrill. And the city's parks get brand spanking new swing seats and chains.



do. fly

These pre-packaged kites will be given out at city parks, on windy days. The perfect way to get in touch with your inner child while grooving your outer body.



YOUR WORK DOESN'T GET TO THE CLIENT BY ACCIDENT.

That's what I learned a couple weeks into my internship when I experienced my first (of many) pitch cycles. This one was for Blue Cross Blue Shield of Minnesota, and by the time word filtered down to the interns that the agency wanted more nontraditional ideas for their "do" campaign, there were only a few hours left. Time to turn it on. I never spent so much time standing outside an office, comps in hand, waiting for a few precious seconds of my CD's time. We went through revision after revision of layouts, finally getting four ideas out of 20 to a point where the CD felt comfortable taking them to the client. It was a day of struggle. In the end, though, it was worth the effort. If I hadn't been as pushy as possible with my designers, my CD, or myself, we would never have gotten these three ideas into the meeting, and eventually sold to the client. The fourth one? That died an agonizing last-minute death (but we don't like to talk about it).



Stay with me.



INTERMISSION.

You're half-way through. Bask in the glow of that accomplishment. You've earned it. Your reward shall be a fresh sip of your slowly-cooling coffee, or perhaps a refreshing breath mint (if you happen to like breath mints—and who doesn't). My apologies. I never thought this book would get this long. Then again, I never figured I'd do this much in one summer. Hang in there. It's all downhill from here. Not the work, though, that gets stronger with each flip of the page.



THE COOLEST THING I DID AT CRISPIN WASN'T AN AD.

As a self-proclaimed inventor, I drooled at the mouth when the Shimano project came along. It was for a new concept of bike called the Coaster, a bike for non-bikers. Something the rest of us can tool around on during the weekends without any intention of climbing a mountain or breaking a sweat. What the CD wanted from me and my design partner was a list of new product accessory ideas that would fit with the coasting theme. What we came up with seemed to work. (See below for the response we received from the CD on the account after sending him our stuff.)



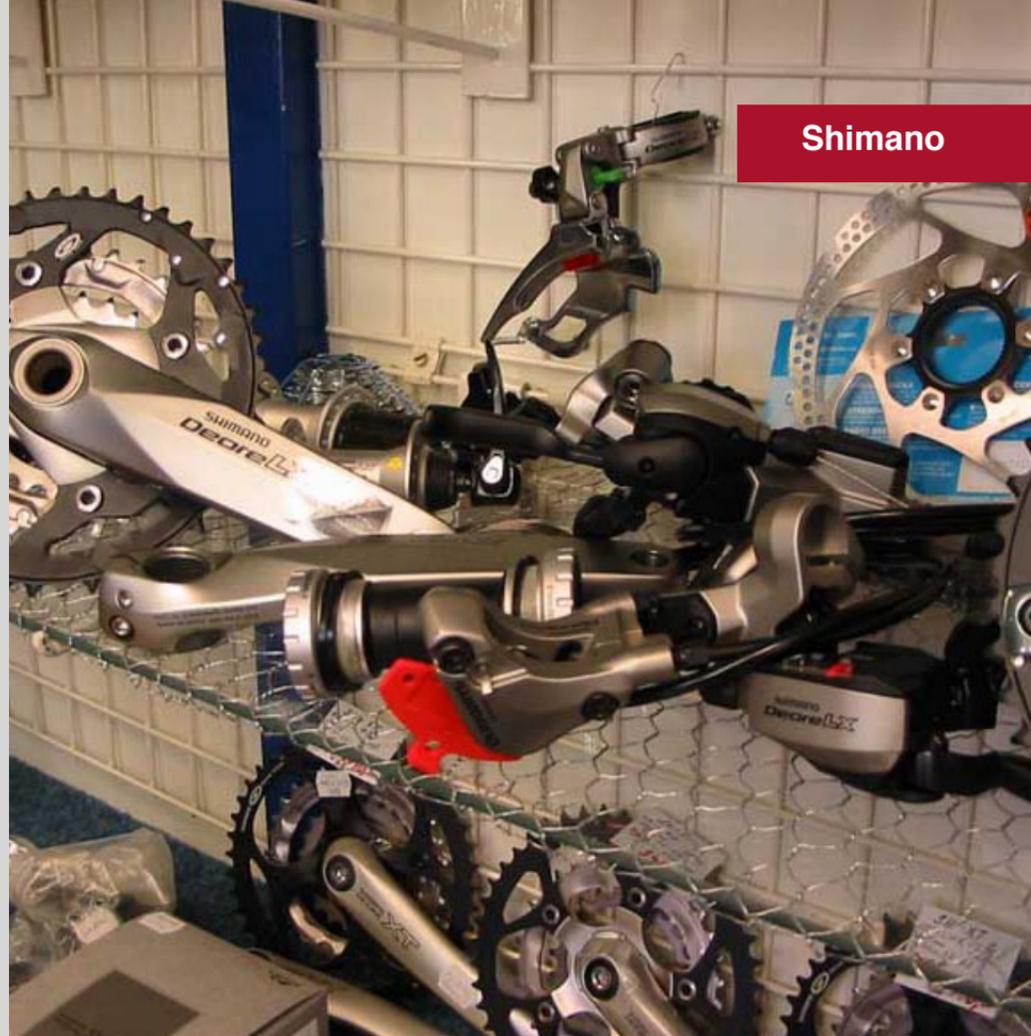
From: Scott Linnen <slinnen@cpbgroup.com>

Date: Thu, 23 Jun 2005 12:53:43 -0400

Subject: Re: Coasting Accessories

Excellent. You guys really get it. Plus I love that you used the word lackadaisical. Very Coasting.

Jeff... where have you been all my life? I have another potentially juicy project for Coca-Cola. That is, if you're not being monopolized by my fellow writer CD guys. Stop by my place at 3ish if you can.



Shimano

SHIMANO COASTING ACCESSORIES.

A short list of cool inventions to make Coasters even more comfortable while coasting.

“Cool Coasting” Integrated Spritzer

A spritzer of water at the touch of a button. A refreshing treat for those really hot coasts.

“Toe Ticklers” Pedal Covers

Soft, spongy pedal covers with an integrated shield that can be fitted over standard pedals. Now you'll have the option of going barefoot without the danger of getting your toes lopped off.

“Scented Coasts” Air Fresheners

How do you make the fresh air experience fresher? You scent your coast with these funnel-shaped air filters. They take air in as you ride, pass it through a scent filter, and direct it up towards your face. Come in a variety of scents: ‘BeachWave’, ‘ForrestRun’, ‘CherryBlaster.’

“Convertible Coasters” Bike Sandals

Sandals with soles that lock into standard bike pedals like bike shoes.

“The Wind Machine”

A fan that runs on pedal power. On a muggy day, flip the switch, engage the gears, and add pedal-powered wind to your lackadaisical ride.

“Coaster’s Back Rack”

Coasting is all about relaxation. Add this back rest to your bike when you really want to lean back and coast your way around. (Unlike tennis elbow, Coaster’s Back is a good thing.)

“Stick in the Mud” Kick Stand

An optional add-on stand that keeps bike stable and vertical on any surface. Lets your coasting bike double as a comfortable seat for outdoor concerts, chilling on the beach or relaxing in the park. Kick down the stand, kick up your feet, and lean back against the optional Back Rack for a lazy snooze wherever your coast happens to take you.

“Ottoman Bars”

Soft, elegant foam wrap for your handle bars. Turns them into a more comfortable leg rest when combined with Stick in the Mud Kick Stand and Coaster’s Back Rack.

“Low-riders”

Optional low profile tires. Smaller tires keeps frame lower to the ground so coasters don’t have to dismount when they stop to chat with someone or stop to take in the local scenery. Smaller tires keep you moving slower too, which, when you think about it, is the true coaster way.

“Prolonged Exposure” Coasting Lotion

Shimano branded suntan lotion for those long, leisurely rides. Designed to fit perfectly onto the handlebar frame.

“Get Your Coast On” Coasting Maps

Regional maps that outline safe and fun places to coast in major metropolitan areas.

Coasting Test Drives

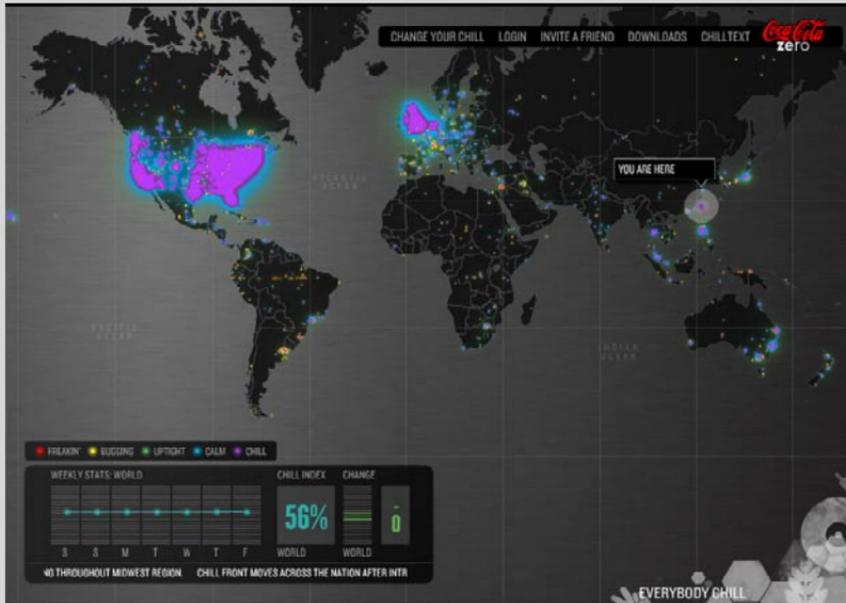
More of a promotional idea than a product accessory. Let’s give bikes away to popular bed and breakfasts, inns, beach resorts, hotels, etc., so they can offer guests free coasting bikes to explore the local scenery. Or, if business is booming, they can rent them out for a small fee.



THREE-QUARTERS THROUGH THE INTERNSHIP. TIME TO REMAIN CHILL.

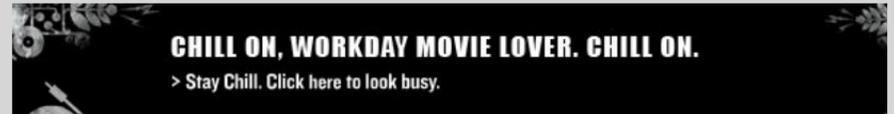
For a giant account like Coke, the agency was doing a lot of different things. All of which hinged on the concept of chill. What you see on the next few pages is a smorgasbord of chill. Chill “ticker” lines for Worldchill.com. Chill banner ads that lead to Worldchill.com. Small space “chill tips” for college newspapers. Even chill posters for video games. It’s quite a site, really. But it’s only a fraction of what was written.





On the global map of chill, my job was to write the subtle, ticker-like news items that scrolled across the bottom of the screen unnoticed. Here are a few:

- > MINOR WAVES OF CALM SEND SCATTERED CHILL ACROSS GREAT PLAIN STATES.
- > ITALIANS STILL QUITE CHILL AFTER ONE YEAR WITH NEW GERMAN POPE.
- > HIGH LEVELS OF BUGGING AROUND WASHINGTON, D.C. EBB SLIGHTLY AS CHERRY BLOSSOMS BLOOM.
- > MID-SIZED WAVES OF CHILL SPREAD ACROSS THE U.S. AS BILL MURRAY'S 1981 MOVIE CLASSIC "STRIPE" IS RE-RELEASED ON DVD.
- > SWELLS OF CHILL PERMEATE CANADIAN TERRITORIES AS HOCKEY SEASON PROVIDES COUNTRY WITH SOMETHING TO DO.
- > SMALL TOWN OUTSIDE KANSAS CITY SEES RECORD HIGH CHILL AFTER LOCAL FARMER WINS STATE FAIR WITH GIANT TURNIP.
- > WISCONSIN RESIDENTS WARNED TO MAKE WAY FOR EXTREMELY CHILL CONDITIONS AS BRATFEST 2005 BEGINS.
- > CONSTANT FOG ROBBS U.K. OF CHILL MOOD.



Banner ads for Worldchill were placed at such chill locations as: movie sites and gaming sites, with chill messages like these:

- > Choosing the weekly release over the daily grind. That's chill.
- > Playing Games? Dude, you are stinkin' with Chill.



Small space print ads were placed in college newspapers
More headlines:

- > Just 15 minutes of chill a day can dramatically reduce your risk of bugging.
- > Chill is not something you do, it's something you become.
- > If you can't be smart, at least be chill.
- > Contrary to popular belief, studying often leads to feelings of greater chill.
- > Chill is mental preparation combined with inner calm.

We also threw some chill into video games (most of which are surprisingly lacking in the stuff). I'm not sure how many of these, if any, made it into the game. But it was a cool idea. And some fun copywriting:

- > Lock and load your chill.
- > Get ready. This next level requires significantly more chill.
- > You're a chill dude in a very unchill place.
- > Your greatest weapon is your chill. Don't lose it.
- > You are on the front lines of chill.
- > You're about to encounter heavy fire. We recommend staying chill.

THE SECRET TO GREAT ADS IS INCREDIBLE VARIETY.

Not that I make great ads, mind you. But I can see how having a lot of new and fresh directions for a single client would help. Burger King offers a ton of opportunities for interns willing to get their hands dirty. And, unlike Coke Zero, it isn't focused on a single concept. BK is all over the place. And it's great. Here's a miscellaneous grab bag of BK work I did while I was there. Fun stuff. All completely different.



THE TRIPLE WHOPPER™ TRAY

When the **WHOPPER**™ genies in the back kitchen cooked up the **TRIPLE WHOPPER**™ sandwich, our team of tray engineers had the foresight to understand the repercussions. They recognized, immediately, the need for a new, reinforced **TRIPLE WHOPPER**™ Tray. The product of their extensive research and hundreds of man-hours is the heavy-duty, polymer-enriched hunk of **WHOPPER**™-carrying plastic in your hands right now. It may feel like a typical plastic tray, but that's a tribute to their stealthy genius. This tray is actually three times stronger. So, after you've hoisted that behemoth of a burger to your face, be sure to lift your soft drink cup in a quiet toast to those brilliant tray-stiffening minds who made this whole experience possible. Because eating a **WHOPPER**™ off the floor is most certainly not having it your way.

Est. 1954

HAVE IT YOUR WAY®



HaveItYourWay.com

Somewhere in the world a Triple Whopper sandwich is spilling its meat juice all over this tray liner text.

TRIPLE WHOPPER TRAY TEXT #2.

These were too fun to write to stop at just one.

Trayliner copy: 'Bruce'

Take a minute to think about this tray. We'll bet you never considered the strength of resolve it takes to heave that Triple Whopper sandwich to its final destination. The heft of this mouth-watering beast is enough to send ordinary trays to the scrapper after two, maybe three totes. But not this tray. Nay. This is a specially stiffened, titanium-loaded, space-age-polymer-packed uber tray. A tray of promise. Of perpetual rigidity. Of over-written tray text. *ahem* Okay, the truth is, this tray has none of those things. But that makes it no less special. Like Bruce Wayne, this tray does extraordinary things with ordinary materials, on force of will alone. This is the Batman of trays. And that burger you're feasting on is its arch nemesis. So, kudos to you batmuncher. Kudos to you. For taking down the Triple Crown the best way you know how. Your own.



ANGUS 'SHROOM AND SWISS OUTDOOR.

The toughest assignments always call for the shortest lines. This was a two-day exercise on packing a lot of sandwich into seven words or less. I've got room for 5 of 30.

GO 'VEGAN' ON YOUR STEAKBURGER.

A STEAKHOUSE MEAL, MINUS THE STEAKHOUSE.

MEAT MEETS MUSHROOM. TASTEBUDS REJOICE.

MAKES DRIVING THRU SEEM INCREDIBLY IMPATIENT.

FINE DINING WITHOUT THE PRETENSE OF UTENSILS.



COQ ROQ INTERACTIVE TEXT MESSAGES.

The concept here was to invite fans of 'Coq Roq' to call in and play their favorite tunes. The band would then text back what they thought of the chosen music, thus making the fan feel warm and special inside. To make this magic possible, software beyond my comprehension was created to listen to the music, recognize the song and send appropriate text messages to adoring groupies. Which meant we literally had to write texts for every musical act and genre conceivable. And infuse them with hard-core edge. This is but a small taste.

In response to a song from...

OutKast:

OutKast can't spell outcast right. Let alone get music right. That's why they make songs like <song>.

Oasis:

Oasis wishes they were the Beatles. Unfortunately, with songs like <song> they sound like a band that wishes they were the Beatles.

The Sex Pistols:

How could The Sex Pistols not rock with a name like that? They've got sex. They've got pistols. And they've got songs like <song>.

Pearl Jam:

Grunge is what happens to rock when depressed teenagers get their hands on it. Pearl Jam's <song> is proof.

David Bowie:

David Bowie has as much rock as he has crazy. And he put them both to good use in <song>.

Garbage:

Garbage knows who they are and what they're about. <Song>, for instance, is garbage.

Wrapping up.



I THINK YOU'VE HAD ENOUGH.

I could go on. I did a bunch of other stuff that I just don't have room for in this booklet. But trust me, it was awesome. All of it. Slim Jim, for instance, was a project where I literally wrote 20 pages of words, eventually totalling about 750 lines. Last I heard, the project was still on hold (one of the reasons it's not included here). I also had concepts for the MINI and MGD pitches, which never made it out of the sketch phase – but which were, again, awesome. You're sensing a pattern here, no?



IN SUMMARY: WHAT DID I DO AT CPB?

- I wrote. A lot.
- I met some great people.
- I wrote even more.
- I ate my weight in instant oatmeal and English muffins.
- I learned that great copywriting is about writing conversations, not ads.
- I managed to see the beach. Once.
- I impressed my CDs enough for them to feed me a constant stream of work.
- I impressed one CD enough to invite me back for freelance during my last semester of school (some of the work from which can be seen on vwfeatures.com).



IN THE END, AN INTERNSHIP AT CPB ISN'T AS PAINFUL AS IT FEELS.

It took me awhile to figure this out. Looking back, there was a lot of what some people might call pain. But which I've since learned is dedication. And, let me tell you, dedication hurts. It hurts bad. But it also has its rewards. This book, for example. It's not much. Just a bit of paper with some copy on it. Yet it's proof that I didn't just survive in one of the most intense agency settings in the country, I thrived.

A photograph of a wooden circular object, possibly a piece of furniture or a decorative element, with a black teardrop-shaped object hanging from it. The object is mounted on a wall, and its shadow is cast onto the wall to the left. A red banner is overlaid on the top right of the image.

Tenderized.

My Summer at CPB

Jeff Gillette

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ez-browse.com