

EDWARD VIA COPYWRITER



portfolio highlights



client: **DTS AUDIO** agency: **IGNITED**



"HASTA LA VISTA, BOBBY"

SURROUND SOUND SO IMMERSIVE, IT FEELS LIKE YOU'RE IN THE MOVIE

dts  **THE NEXT GENERATION**
OF HOME THEATER SURROUND SOUND

listen.dts.com

DTS:X is a new home theater surround sound system with lifelike audio that fully envelops you in 360° sound—both left to right, and top to bottom. In fact, it's so realistic, it immerses you in movies like never before.

This teaser campaign plays off the immersive nature of DTS:X by showing the audience how they might get immersed in their favorite films.



client: SEQUOIA NATIONAL PARK



IF YOU HAD TO STAND IN ONE PLACE FOR OVER
A THOUSAND YEARS, YOU'D WANT TO BE IN A PLACE
JUST LIKE THIS.

Our Giant Sequoias aren't just the largest living things this planet has ever seen, they're also the oldest. So it goes without saying they have dibs on all the best places to live—which is why they live here. We think it's due to our clean air, majestic views and four distinct, yet mild, seasons. Or perhaps it's because our fertile slopes provide the perfect refuge to get away from it all. Either way, you'll find us just five hours from LA or San Francisco. And with vacation packages starting at just \$199, there's never been a more spectacular time to spend a weekend here. Or a millennium. **SEQUOIA.** *Go where the trees are.*



SEQUOIA
NATIONAL PARK

888-252-5757 www.visitsequoia.com

Featuring some of the tallest, largest and oldest living things on the planet, Sequoia National Park is truly a special place. This campaign exemplifies the beauty and majesty of the park by showcasing these extraordinary trees in a unique and interesting way.



client: **TORRANCE MEMORIAL HOSPITAL** agency: **PSM COMM ARTS**

THANKS TO THE MINIMALLY INVASIVE TECHNIQUES and state-of-the-art facilities at our all-new Lundquist Tower, we're advancing beyond traditional open surgery wherever possible, and embracing laparoscopic procedures that require less cutting and faster recovery. Which means you won't miss a beat — or a wave. TorranceMemorial.org.

**TORRANCE MEMORIAL
MEDICAL CENTER**

ADVANCED TREATMENTS • LEADING-EDGE TECHNOLOGY • CLINICAL RESEARCH

AT THE
CUTTING
EDGE OF
CUTTING
LESS



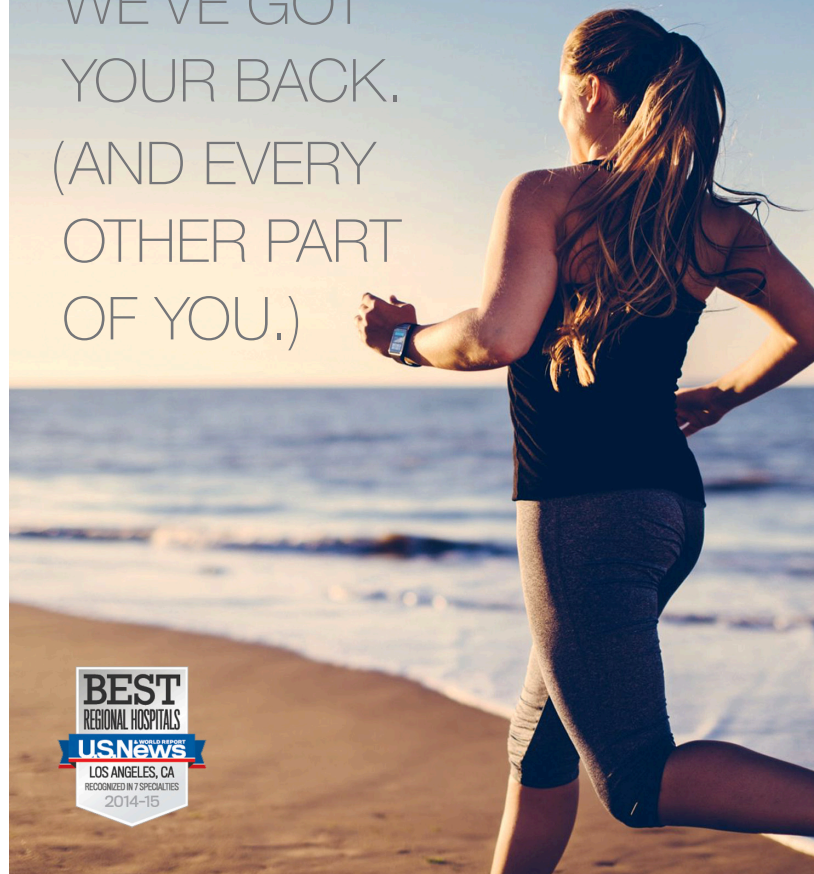
**BEST
REGIONAL HOSPITALS**
A WORLD REPORT
USNews
LOS ANGELES, CA
RECOGNIZED IN 7 SPECIALTIES
2014-15

A LITTLE HELP CAN GET YOU FARTHER THAN YOU THINK. That's why we match every incoming patient with an expert care navigator who will be there to help you navigate every step along the way — from primary care, through hospitalization and even post care. Because getting better is just the first step toward getting you back on your feet. TorranceMemorial.org.

**TORRANCE MEMORIAL
MEDICAL CENTER**

ADVANCED TREATMENTS • LEADING-EDGE TECHNOLOGY • CLINICAL RESEARCH

WE'VE GOT
YOUR BACK.
(AND EVERY
OTHER PART
OF YOU.)

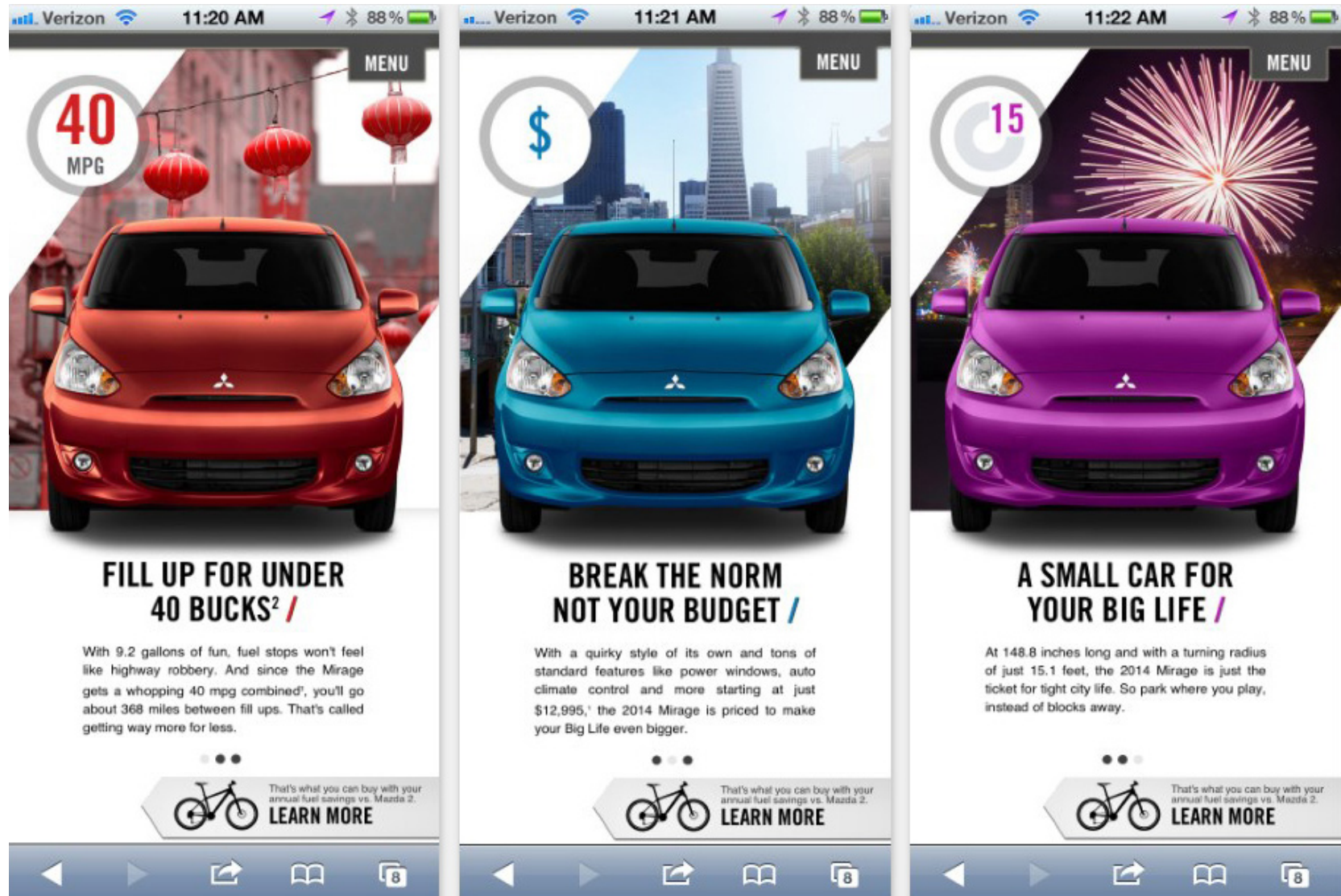


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Torrance Memorial is a top-rated regional hospital that offers world-class care for the South Bay. This campaign highlights their advanced care, while featuring photography that plays off their South Bay location rather than typical hospital imagery.



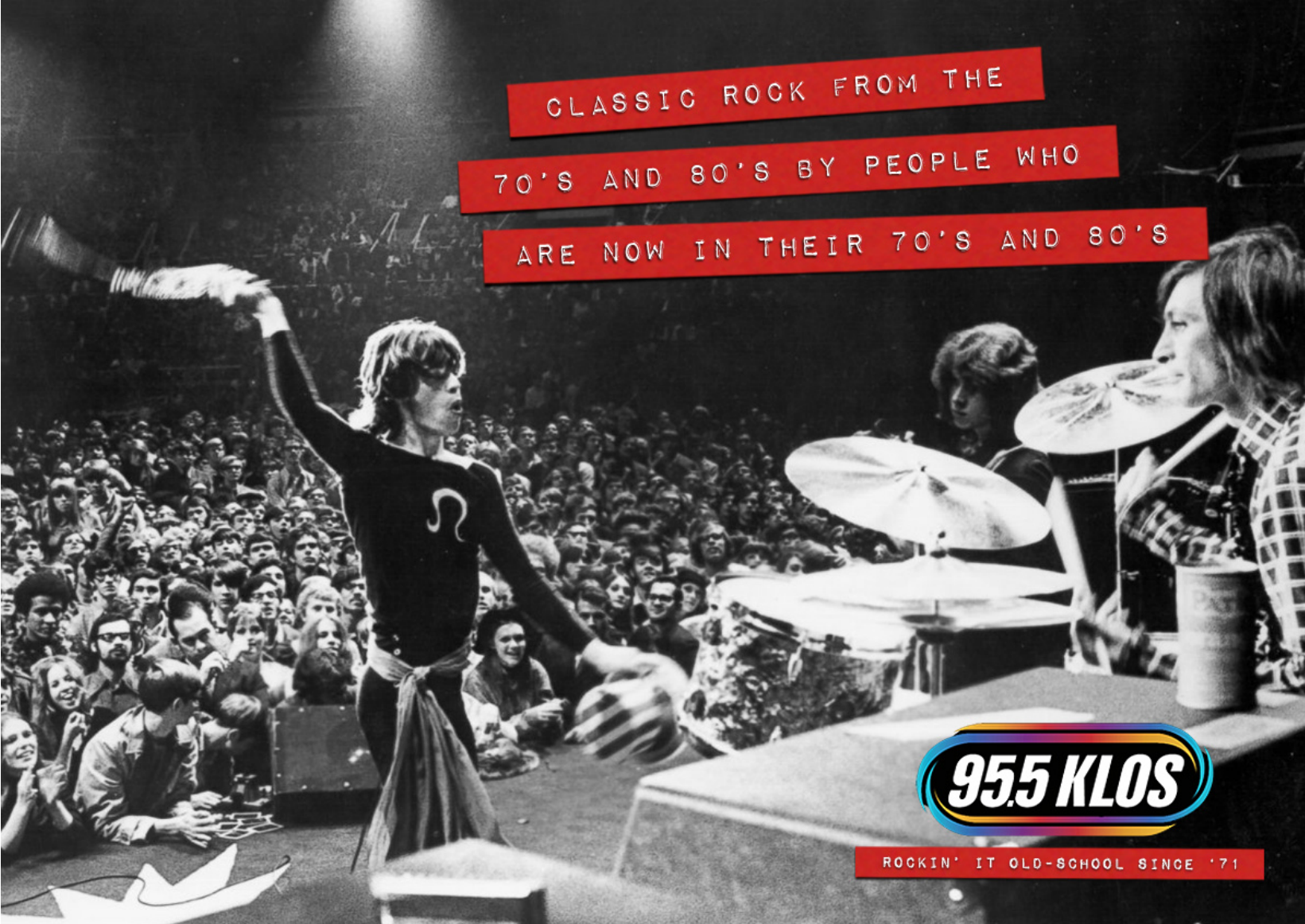
client: MITSUBISHI MOTORS agency: POSSIBLE



This mobile-only site showcased the all-new 2014 Mirage in all 8 of its vibrant colors. Combined with a “Big Life” savings calculator that shows what your yearly fuel savings really add up to, this mobile experience proves that frugality and fuel efficiency can be fun.



client: **95.5 KLOS**



CLASSIC ROCK FROM THE
70'S AND 80'S BY PEOPLE WHO
ARE NOW IN THEIR 70'S AND 80'S

95.5 KLOS

ROCKIN' IT OLD-SCHOOL SINCE '71

LA's most iconic classic rock station, many of the bands that KLOS plays originated in the 70s and 80s, or earlier. This campaign plays off this fact in a fun and memorable way.



client: **YOKOHAMA TIRES** agency: **KOVEL/FULLER ADVERTISING**

The advertisement features a blue Honda Civic driving on a road that leads towards a series of wind turbines on a green hill under a clear blue sky. In the foreground, a close-up of a Yokohama tire is visible. Overlaid on the sky is a large, arching chemical structure representing a rubber compound. The structure is a complex polymer chain with various functional groups, including silanes, siloxanes, and unsaturated bonds, illustrating the nanotechnology used in the tires.

YOKOHAMA
Technology Drives Better Tires™

Engineered to make fuel more efficient. The nanotechnology-powered dB Super E-Spec.™

At Yokohama, their research into rubber compounds results in tires that can perform significantly better than the competition. After coming up with the new tagline “Technology drives better tires”, we sought to create a print campaign that drives this idea home.



client: **APPLE**



Without a screen to help you select tunes, the iPod Shuffle is designed to let you enjoy your playlists randomly. In fact, you never know which songs will follow your favorites.



client: **BMW**



CORNERING DOESN'T GET MORE **FORCEFUL.**

Experience a whole new level of G's with
the track-ready BMW M4 competition pack.

Enjoy the thrill of a BMW M4 at BMWUSA.com/M4 or visit your local BMW Center.



With 425 horsepower, a 6-speed short throw manual and race-bred handling, the BMW M4 is the ultimate version of the Ultimate Driving Machine.



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