

FULL SAIL STUDIOS

Portfolio VII Copy Deck

PROJECT TITLE: Scooters for Independence.

CLIENT/CONTACT: [REDACTED]

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VERSION #/ DATE: V1 – 07-24-2020

FORMAT: Web

BRIEF DESCRIPTION OF PROJECT: Mobility aids offer independence for those who need them.

Notes and Guidelines

Previous Version Notes: N/A

Client Requests/Goals: 200-300 words required.

Formatting Guidelines:

Headline: Impactful Headline Text (Note: only one headline per project)

Subhead: The Subheading Builds on the Headline ((You can use subheadings to separate sections)

Body: This is where all of your copy goes.

Sidebar Subhead: 100% of Consumers Love Facts or Further Information

Call to Action: Write Exactly What the Audience Should Do (e.g. “Call 1-800-000-000 to sign up!”)

(Note: You can also add things like bullets to the body text or sidebar; use the corresponding color and add “Bulleted” before it, like in **Bulleted Sidebar**)

Background Information

Premise Summary: The long-term value of the scooter to those in need of mobility aids makes this scooter worth the price. Electric mobility aids are the leader in giving disabled people their independence, and now that independence is not just limited to the indoors.

Research Findings: This is a Turkish electric scooter. It doesn't appear to be listed on the seller's website anymore, but there are other similar products. It's a charge-able electric three wheeled scooter. According to another source, it might be marketed for individuals with mobility issues.

Audience Analysis: Elderly and others with need of mobility aids. Looks to be suitable for people who go outdoors so possibly good for golfing/leisure.

Competition Analysis: The scooter appears to be affordable, though it's possibly a bit more than a young disabled person would have. For example, a retired person might be able to afford it with a few payments but a young person who needs mobility aids might struggle. However, the price does denote that the product is of fair quality and is also something that will last for a long time. It is only slightly more expensive than scooters with fewer features, and is far more accessible for those who want to use it for long trips and as a mobility aid. <http://etscooter.com/product-category/electric-scooter/page/9/>

Reference Image(s):



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Put your best foot to rest.

Your independence is calling.

It's time. Time to get outdoors again, to visit your favorite places, to make new memories anywhere wheels can take you.

When you need a mobility aid, suddenly the world seems lined with yellow tape. Stairs, steep hills, even a sidewalk curb – things everyone takes for granted become gated. But all gates with locks have a key, and a key can be anything. Anything that sets you free.

From the board room to the boardwalk.

Any electric-powered wheels can take you from room to room, but how many will provide protection from the elements? The poly-carb visor and windshield offer shade and keep out water and wind. The rechargeable battery is protected from weather, so you never have to slow down your all-terrain tires. With universal plugs available, nowhere is off-limits.

Plus, the sleek design means that you can fit through doors while still taking up little space in your car port. So, go ahead and settle in on the leather seat; never miss a game, graduation, or grill-out ever again.

Flexible payment schedules keep you control, with agents on the line ready to work with you.

Go to www.thisisanexample.com to order now and find information on payment options.