

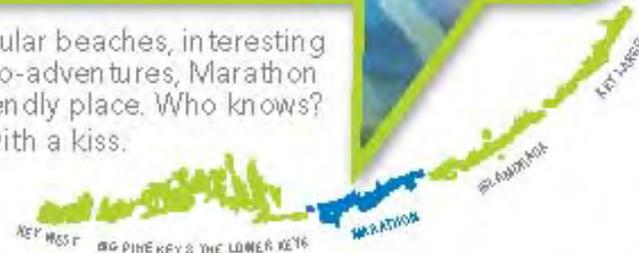
The charm of Marathon
has a way of sneaking up on you.



The Florida Keys
Marathon

With great boating, spectacular beaches, interesting museums and an array of eco-adventures, Marathon has always been a family-friendly place. Who knows? You may even be greeted with a kiss.

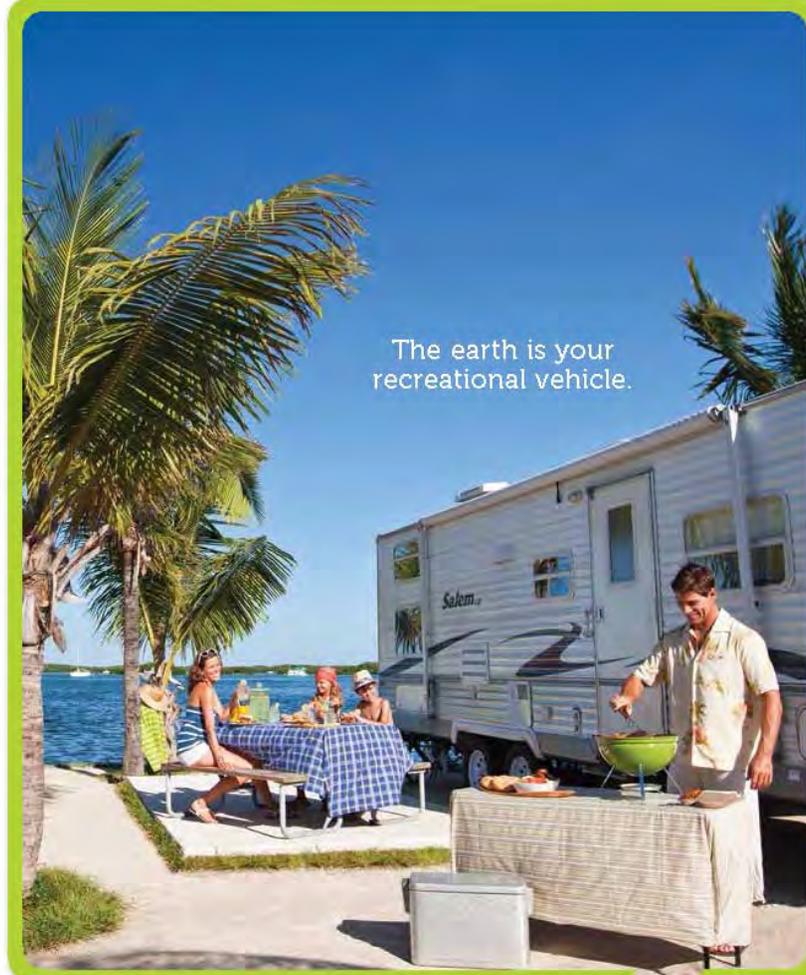
fla-keys.com/marathon
1.800.262.7284



Ad # 1

THE CHARM OF MARATHON HAS A WAY OF SNEAKING UP ON YOU

COPY	OPTIONS	BACK TRANSLATION	CREATIVE RATIONALE
<p>HEAD: THE CHARM OF MARATHON HAS A WAY OF SNEAKING UP ON YOU</p>	<p>LAISSEZ-VOUS SURPRENDRE PAR LES CHARMES DE MARATHON</p>	<p>(Let yourself get caught by Marathon's charm)</p>	<p>This is the option that is the closest to the English. <u>In French, sneaking up is used mostly in a negative way</u> so (se faufiler, s'immiscer, de manière insidieuse, etc) so I thought it best to stay away from it while maintaining the element of surprise.</p> <p><u>For this English tagline, I am making a few assumptions:</u></p> <ul style="list-style-type: none"> a) Marathon wants to put forward the family-friendly atmosphere (create proximity, ie kiss) b) Put forward the Dolphin Center and eco-adventures b) Appeal to beach and nautical sports lovers
	<p>LE CHARME DE MARATHON PREND DE NOMBREUX VISAGES</p>	<p>Marathon's charms takes many faces...</p>	<p>This one is the most clever option because:</p> <ul style="list-style-type: none"> 1. It's a pun, the dolphin is humanized (of course!) and it will allow to bring the idea of a kiss into the body copy. 2. On the second degree, it means that they're are many different things to do in Marathon
	<p>MARATHON SAIT CHARMER SON MONDE</p>	<p>(Marathon knows how to charm its people (implied - visitors))</p>	<p>This option works because it conveys know-how and it gives a feeling of proximity (son monde). Here, the dolphin does the charming, Marathon does the rest in the body copy!</p>
<p>BODY COPY: With great boating , spectacular beaches, interesting museums and an array of eco-adventures, Marathon has always been a family-friendly place. Who knows? You might be greeted with a kiss.</p>		<p>Avec ses excursions en mer, sport nautiques, plages spectaculaires, fascinants musées et toute une gamme d'éco-aventures, Marathon est depuis toujours le paradis des familles. Qui sait? Vous pourriez même récolter un baiser...</p> <p>NOTA: fascinants musées (fascinating museums) might be a bit strong, musées originaux could be more appropriate.</p>	



The earth is your recreational vehicle.

Big Pine Key
and Florida's Lower Keys

With two oceans, a canopy of stars, and an endless variety of quiet places for camping, fishing, hiking and biking, Big Pine Key and The Lower Keys is the natural selection.

fla-keys.com/lowerkeys
1.800.872.3722



Ad # 2 THE EARTH IS YOUR RECREATIONAL VEHICLE

COPY	OPTION	BACK TRANSLATION	CREATIVE RATIONALE
<p>HEAD: THE EARTH IS YOUR RECREATIONAL VEHICLE</p>	<p>TOUTE UNE COUR DE RÉCRÉ!</p>	<p>Quite the playground!</p>	<p>By far the strongest as it's a pun. Recreational vehicle in French is called véhicule récréatif. Cour de récré is the short form for cour de récréation, which means schoolyard and most adults have fond memories of it.</p> <p>It conveys the idea that the whole area is an immense playground, which is what I think you wanted to do in English by using "The Earth..." besides pushing the "natural beauty" aspect.</p>
	<p>TOUT UN TERRAIN DE JEU!</p>	<p>Quite the playing field!</p>	<p>Basically the same idea here, although the tie is less evident with the RV.</p>
<p>With two oceans, a canopy of stars, an endless variety of quiet places for camping, fishing, hiking and biking, Big Pine Key and The Lower Keys is the natural selection.</p>		<p>Bordée par deux océans, sous une myriade d'étoiles, la région regorge d'endroits tranquilles pour camper, faire de la randonnée, de la bicyclette ou pêcher. Que demander de mieux? Big Pine Key et les Lower Keys, un choix tout naturel.</p>	

FRENCH TAGLINES FOR AQUASTAR PRODUCTS

Sylvie Nault Creative Writing and Translation
 Montreal Quebec Canada 514-575-0130

Created on 12/11/2006 12:33 PM

Page 1 of 3

FRENCH TAGLINES FOR AQUASTAR PRODUCTS

The taglines are quoted in order of preference.

FRENCH TAGLINES	LITERAL TRANSLATION	CREATIVE RATIONALE
1. Product Cooked Peeled Tail On <u>AN ENTERTAINING WAY TO ENJOY SHRIMPS</u>		
 1. La star d'un soir Or Star d'un soir ! 	Star of the evening/the queen of the ball	Star d'un soir was the name of a popular Quebec TV program at the end of the 80's. Today, it's still being used about someone that has a lot of success for a special occasion (amateur contests, etc.), both in France and here. It became part of the French language. It has the advantage to recall part of your company name
 2. Complices de vos soirées. (plural because many shrimps) 	The accomplice/A party of your evening/Companion	Complice here is used in a warm sense, the companion, accomplice, the idea of success is carried.
2. Product: Cooked Peel On <u>SHRIMP BEAUTY WITH ZERO MESS</u>		
1. Si simples et faciles à aimer !	So simple and easy to love!	Speaks for itself. Idea of no mess is carried in a positive way. Carries the bonus idea that they will love it.
2. Simples comme bonjour !	Easy as pie	Idem. It's a popular idiom.
3. La crevette sans souci !	The carefree shrimp!	Idem. Would be easy to brand.

FRENCH TAGLINES FOR AQUASTAR PRODUCTS

Sylvie Nault Creative Writing and Translation
 Montreal Quebec Canada 514-575-0130

Created on 12/11/2006 12:33 PM

Page 2 of 3

FRENCH TAGLINES	LITERAL TRANSLATION	CREATIVE RATIONALE
3. Product: Raw Quick Peel <u>SPECIAL QUICK PEELS MEANS FLAVOR WITHOUT FUSS</u>		
1. Saveur ultime en un tour de main !	Ultimate flavor in the twinkling of an eye	The strongest statement. Main means hand, it also conveys the idea of manipulation
2. Pleines de saveur en 2 temps 3 mouvements !	Full of flavor in no time at all, in a jiffy.	2 temps 3 mouvements is an idiom. It's quite positive as well. Mouvement means move, the literal would be Full of flavour in 2- 3 moves.
3. Plus de saveur illico presto !	More Flavor pronto/ right away.	Means the same but is a little more intellectual because of Latin root.
4. Product : Shrimp Rings French product name: Couronne de crevettes <u>SHRIMP GOES FULL CIRCLE</u>		
1. La reine de vos réceptions !	The Queen of your partys!	For the first three, I am playing with the word Couronne which means Crown in French. It's a nice pun.
2. La couronne digne d'une reine !	The crown worthy of a queen.	See above. Skewed female.
3. La reine de votre table !	The centerpiece of your table/the Queen of your table	See above No female skew as the Queen (reine) is the crown.
4. Parfaite pour votre cercle d'amis!	Perfect for your circle of friends	Here, I am playing with proximity. I am assuming people will catch on with circle being a round shape, a little more subtle. Refers to serving this in friendly gathering.