

Sarah Knight
copywriter

Neighbors Loving Neighbors Fund

SFX: (UPBEAT MUSIC - UP AND UNDER)

ANNCR: (VO) The worst flooding in years left thousands of our neighbors in West Virginia without homes.

Grand Home Furnishings asks you to join our efforts to help

by donating to the Neighbors Loving Neighbors Fund

online at The-Rhema-Life-dot-com

or texting "neighbor" and the amount you want to give to the number on the screen.

Right now, there is a desperate need for medical treatment, food, water and shelter.

Your gift goes directly to purchasing necessities and supplies.

Stand strong with West Virginia. Donate to the Neighbors Loving Neighbors Fund today

RADIO

Off! Sportsmen Deep Woods

Parody to Beyonce's hit song, Irreplaceable.

SFX: (UPBEAT MUSIC - UP AND UNDER) spritz + mosquito buzz

ANNCR: (VO) Just a spritz

Just a spritz

Mm-mmm just a spritz, just a spritz

Every time I go outside, I hide with just one spritz.

Off! Sportsmen Deep Woods, that's my stuff.

Yes, baby, fly away.

You can't see me; you can't munch,
can't munch.

And I wear it and still smell fine!

Fragrance-free, 10 hours of protection time

And you used to me, oh so mad.

Now I throw a bottle in my bag, and baby,
your the one that's sad.

Standing in the backyard, feeling free.

I was such a fool, thinkin' about

How I spent so many itchy nights with you...

Off! Sportsmen Deep Woods.

Just try to bite me!

You can't find me.

I can get rid of you in a minute.

Concentrated, you'll be gone in a minute,
baby!

Just try to find me.

You can't bite me.

Got more plans outside for tomorrow.

Now I've got Sportsmen Deep Woods.

It's irreplaceable.

Grand Home Furnishings

Black Friday Sale

LINK: [Grand Home Furnishings Black Friday Sale](#)

Amber Engine

Parody to Beyonce's hit song, Irreplaceable.

SUBJECT: We've Got Life-Changing News for Retailers

ANNCR: Hi Austin,

Amber Engine is a brand new service created by furniture people for furniture people. They untangle your product data chaos with a sensible technology service that helps you grow your business and save over \$42k a year!

DID YOU KNOW: 65% of customers are LESS LIKELY to buy from a retailer with incomplete product data.

Amber Engine gives you a single place to find your brand's product data in an industry-standard format that's easy to import and compatible with your existing system. Gone are the days of manually tracking, checking, and typing in product descriptions for hours - and hours. Amber Engine provides complete, accurate, and timely data for today's omnichannel shoppers.

If you would like to upgrade your product data process and ignite your sales, let's set up a quick call. I'd love to talk with you about all the ways that Amber Engine can help.

Looking forward to tackling your product data challenges,
Sarah Knight

EMAIL

BROCHUERS

LINK: [Targtable](#)

LINK: [Harness Data Consulting](#)

LINK: [PlusHorizon](#)

MAGNETS

Mango Languages

Top 9 Cities for Beginner Language Learners

Learning a language for the first time can be a bumpy road. Software can be a great starting point, but eventually, you'll have to go out into the real world and try it. Using your new language as much as possible is key; however, one of the biggest obstacles is not having anyone to practice with. Having the opportunity to travel and fully immerse yourself in the culture helps you learn a new language much faster.

So, after you've decided what language to learn, how do you determine where you should go?

One of the most important things to be mindful of is that dialects can be slightly different depending on what region you visit. If you're a beginner, it's going to be a lot easier for you to navigate your surroundings if you pick a place where they use a more textbook version. Different accents and slang are better saved for a more advanced trip.

Another thing to consider is how populated a country is. Learning in a big city with lots of people translates into more opportunities to practice. Larger towns are usually homes to universities and are more likely to have signage in your native language to guide you in a pinch. If you go to a small town, there will be fewer people to bump into, and you'll be fully immersed in the new language without any training wheels. However, I have noticed that the people you do come across are usually very accommodating.

Mango Languages

Top 9 Cities for Beginner Language Learners

Whether you're a second language learner or a bonafide polyglot- the only way it gets easier is by trying it. Check out my list below to discover which country you want to visit based on the new language you're learning with Mango.

Learning Levantine Arabic? Beeline to Jordan.

Jordan is located in Western Asia on the East Bank of the Jordan River. It's home to the ancient city of Petra and the Dead Sea. Because it's a popular tourist destination, you'll have plenty of native speaking people to test your skills.

There are two types of Levantine Arabic you should be aware of- Modern Standard Arabic and Levantine Arabic. Modern Standard Arabic or MSA Arabic is the formal language, and you will encounter this in the Koran, news channels, and official documents. Levantine Arabic is the colloquial version, spoken in everyday life.

Jordan is a preferred destination for beginning Levantine Arabic learners because it's widely spoken there. The dialect they use is closer to what you'll see in your textbooks, making it easier to pin down.

Mango Languages

Top 9 Cities for Beginner Language Learners

If you're learning Brazillian Portuguese, Brazil is the spot.

Brazil is one of the largest and most populated countries in the world. You will encounter plenty of native speakers to help you practice. It's also known for its colorful culture and biodiversity. Because of the many indigenous cultures in this vast country, many words and phrases are unique to Brazil. There are many great urban cities and universities here as well, making it an excellent place to start.

Literature is another great way to take a deeper dive into the Brazilian Portuguese language and culture. Check out some new books to put on your reading list [here](#).

If you're learning Brazilian Portuguese, Salvador da Bahia is the place to be.

Salvador is the capital of the Brazilian state of Bahia and is home to more than 3.7 million people. Those who study Brazilian Portuguese here will have their experience greatly enriched by the Afro-Brazilian culture. This city has a vibrant community known for its easygoing people, many festivals, and an inclination for a good time. That's why they're also known as The Happiness Capital of Brazil.

Mango Languages

Top 9 Cities for Beginner Language Learners

It's much easier to speak Brazilian Portuguese when you're among friends. Salvadorians are considered some of the friendliest people in the world and will be more than happy to help you practice your new vocabulary. With its laid back culture, you'll feel at ease learning at your own pace.

Are you interested in diving deeper into Brazilian culture and the Brazilian Portuguese language? Add these books to your reading list here.

Studying French? Try Dakar.

One of Africa's most dynamic cities, Dakar is full of vibrant arts and traditions. It's the bustling capital of Senegal located on Africa's west coast.

This is the perfect place to start learning French because the accent is more understandable because they speak French a lot slower than you'll find in most of French-speaking Europe. You'll also encounter spectacular fashion, street food, and the occasional cow crossing the street.

As good travel reading for the plane ride there, discover our five favorite French books and the movies they inspired here.

If you're learning German, there's no better place than Hannover.

Hannover is well-known among German learners for being as close to the standard German in your textbook as you can get. There are several language schools and a university here too. It's right in the middle of Germany, making it a favorite spot for people to hang out. They host many festivals, and there's a good chance you'll have tons of opportunities to engage in German conversation.

Mango Languages

Top 9 Cities for Beginner Language Learners

Reading in a second language can introduce you to a new world of literary history and cultural understanding. Check out these five modern German books to read before your trip here.

Learning Italian? Book your ticket to Montepulciano.

Montepulciano is a medieval town at the southern border of Tuscany. The city is full of elegant Renaissance palaces, ancient churches, and hidden gems. For a student, it's a great place to learn Italian. You'll practice as you order your morning coffee, go shopping, and make new friends. The townspeople are said to be incredibly welcoming and supportive. There's also a large language learning school there as well, so, likely- you won't be the only Italian student there.

If you're practicing Japanese, you'll want to visit Sapporo (札幌).

Japanese culture and language are inexplicably intertwined. Visiting for even just a few weeks will be immensely valuable for any Japanese language learning student. Sapporo is in the northern-most island prefecture of Hokkaido. It's much colder here than most regions of the country and boasts some of the world's most impressive ski resorts.

Sapporo is also famous for Sapporo Beer and Miso Ramen soup. You'll also appreciate that the people here don't have as strong of a regional dialect as compared to other areas of Japan- making it a great place for beginners to study and meet new people.

Mango Languages

Top 9 Cities for Beginner Language Learners

Learning Mandarin Chinese? Travel to Beijing.

There are countless opportunities to practice your Mandarin in Beijing. It's a mega-city chaulked full of fortune 500 companies, limitless Chinese food from street stalls to high-end restaurants, craft beer, international goods, as well as numerous tourist sites from the Forbidden City to the Great Wall of China.

It's home to many universities, and they're accustomed to having visitors from all over the globe. The Mandarin beginner will have no trouble finding exciting opportunities for new conversations.

If you are learning Russian, you should travel to Minsk.

Minsk is the capital city of the Republic of Belarus. This small country is known for making potato soda and is home to St. Petersburg State University who hosts more than 1500 international students each year.

The people of Minsk are always willing to chat, creating a friendly language learning environment. They have excellent nightlife, and with all of the museums, theaters, and art galleries to check out- you'll have no shortage of opportunities to perfect your Russian in this beautiful town.

The Yaffe Group

Increased Enrollment By 76% At Houston Community College

Houston Community College is one of the top 5 largest and most diverse community colleges in the United States. Our agency took the challenges of marketing to a multicultural population and leveraged them to increase enrollment. Using our customer-centric marketing approach, we've taken enrollment up from 39,715 to over 70,000.

In a recent campaign, we were able to see modest gains in a down market and provide an extra 25% in added media value. Houston's cultural mix of Caucasian, Hispanic, African American, Vietnamese, Mandarin-Chinese populations speaks different languages and represent various multicultural marketing needs. We gathered customer data to add genuine value to the collegiate experience of every prospective student. This built brand affinity and ultimately increased prospective students' enrollment, helping them go from the awareness stage, through the admissions process, and beyond college.

For a recent HCC Summer Registration Campaign, we began by categorizing the population into demographic groups and then delivered specific messaging according to age, race, and culture. The primary targets were prospective students ages 18-34, and our secondary targets were the older segment of the population, ages 36-64. These were the parents, family members, and non-traditional students. To increase awareness about the upcoming enrollment opportunity, we launched a multi-platform campaign of traditional radio, Pandora Internet radio, online, billboards, and paid social media.

The Yaffe Group

Increased Enrollment By 76% At Houston Community College

HCC spots were played on top-rated stations at peak times during news, traffic, and weather updates on traditional radio.

Then, we strategically positioned outdoor billboards throughout the Houston area to reinforce the campaign message. We utilized Pandora's highly personalized internet radio platform to direct specific messaging to our diverse audience for extra impact. We hit over 1,785,500 listeners and showed more than 3,571,430 banner ads.

Digital media was essential in reinforcing HCC's positive brand image and building community awareness. We placed ads on sports, entertainment, local media news sites, and search engines. Including over 600,000 gross impressions on social media's highly targeted platforms such as Twitter, Facebook, Instagram, and YouTube drove students to the admissions web page.

Some of the other tactics used online included: video pre-roll news, entertainment, and sports on premium website channels, cost-per-click display, behavioral targeting including display on Facebook, online radio streaming, video-pre-roll on local media web sites and search engine marketing. Our agency reported an overall delivery of 4.6 million gross impressions for digital and 7.2 million gross impressions for radio.

In the end, we were able to enrich the collegiate experience by strategically planning our media budget and our customer-centric marketing approach to help us reach Houston's multicultural community. By making the best use of our budget, we gained an unprecedented 25% added value. This allowed us to expand the campaign with live broadcast remotes, call-ins, contests, luncheons, and interviews with college professionals. Ultimately, maximizing enrollment and increasing overall admission at HCC.

DIVERSITY LIFTS US TO GREATER HEIGHTS.

General Motors is proud to be a company of choice for employees dedicated to making a difference. We congratulate our 12-member Employee Recourse Group Council on receiving their fourth consecutive ERG & Council Honors Award and appreciate their commitment to the advancement of individuals and companies.

EVERYWHERE IS A BLINDSPOT WHEN YOU TEXT AND DRIVE.

The GM Foundation is proud to support Safe Kids Worldwide in their efforts to promote global child passenger safety.

A THOUSAND PERSPECTIVES. ONE GOAL.

General Motors is proud to be a company that values the full spectrum of our workforce. We congratulate our 12-member Employee Resource Group Council on receiving their fourth consecutive ERG & Council Honors Award and appreciate their commitment to the advancement of individuals and companies.

APPLICATIONS

LINK: [Alpha Sport](#)

APP

WEBSITES

LINK: Jojo's Chocolate

LINK: Sotiriou Official

LINK: PlusHorizon

LINK: Harness Data Consulting

LINK: Halloween 2020

LINK: Law Firm Aristotelis Papageorgiou & Associates

WEBSITES

SOCIAL MEDIA

If you like to read cool stuff about writing and other interesting things- follow me on twitter.

LINK: Sarah Knight

SOCIAL

THANK YOU!