

Copy for series of print ads to be placed in the program for a Safari International Club convention. Client is a high-end jeweler who was exhibiting at the convention.

If Momma Ain't Happy...

You know how the rest of that wise old saying goes. And if you've spent lots of time and money on your passion for hunting...well, it's likely that you've *lived* the rest of that saying a few times. Know what makes Momma *really* happy? Diamonds. And so by extension, diamonds make *everyone* happy. You thought happiness couldn't be bought? Nonsense. Come By Kelly Mitchell Jewelry and take a look at the wonderful selection of happiness on display.

Think Diamonds Are a Girl's Best Friend? Nope, Not Even Close.

Diamonds are *YOUR* best friend. How so? You have a passion for hunting. You spend lots of money on it. Lots of time. And it might be that a certain someone at home isn't all that happy about it. Has she protested? Maybe not. But volcanoes sometimes erupt without warning. And diamonds buy *lots* of goodwill. I'm Kelly Mitchell. Stop by my booth and allow me to introduce you to your new best friend.

Hey YOU, Big Game Hunter...Are You Afraid to Go Home?

The thrill of the hunt - you live for it. The adrenalin rush. Maybe a little jolt of fear now and then. Nothing really compares to it. And when you finally bag your quarry? The feeling is indescribable.

But then you have to go home.

You've been away for quite a while. You've spent lots of money on your passion. And awaiting you is a certain someone. She's not happy. She's feeling neglected and ignored.

You think you've faced some ferocious beasts in the field? Gentle bunnies compared to what's waiting for you at home.

And so upon your homecoming, you experience it again: the adrenaline rush, the jolt of fear. Except this time, it's not exactly a thrill. It's more like a cold chill coursing down your spine.

This time, it's not a good feeling. It's bad. *Very* bad. You want it to go away.

I'm Kelly Mitchell, and I can make that happen for you. Stop by my booth and I'll help you pick out a different kind of trophy - one that's guaranteed to sooth the savage beast awaiting you at home.

Lest the hunter become the hunted!