

# Writing Samples

July 1, 2016

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COPYWRITING • PLANNING • CREATIVE

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# Indoors, in the wilds, or anywhere in between

## Luxury design for great looks and hassle-free photography

A fusion of smart sophistication, incredible toughness and world-renowned quality, Nikon 1 AW1 is equally at home uptown, downtown or when you just want to get away to the mountains or beach. A knock-around companion that's always with you, ready to preserve those snippets of life you won't want to forget.

Pick one up and find out why. Perfectly balanced and with undeniable charm, you'll know instantly you've found the ideal partner for all your excellent adventures.

# Your comfort zone

## Superior luxury apartments in Tokyo's finest locations

Destination Tokyo? Try Sumitomo Realty.

Discover a quality of life that only Sumitomo can provide. From cozy, well-appointed studios to family-friendly six bedroom units, we have the ideal apartments to make living in Tokyo a truly comfortable experience.

Sumitomo Realty & Development Co., Ltd. | Global corporate website

# **Go ahead. Have a ball.**

We think people need to enjoy life more. So sit back, relax and smile. From pachinko in Japan to entertainment around the world, Maruhan is transforming the way people think about fun.

Maruhan Corporation | Full-page magazine ad

## **Seize the moment, with beauty and grace**

Before those once-in-a-lifetime moments slip away, capture them in beautiful photos and movies with Sony NEX-5N.

This feature-rich addition to our E-mount interchangeable-lens cameras packs all the quality and imaging precision of advanced-class models into a slim, wonderfully stylish body that goes where you go.

Amazing high-resolution images, lightning-quick response, Full HD and a host of advanced features. All you need to seize the moment.

# Civil engineering

Efficient, ecologically sound cities don't just happen. They are carefully engineered based on perceptive infrastructure design and responsible resource allocation.

In collaboration with our Group firm Nikken Sekkei Civil Engineering, we create well-functioning, high-density environments — both above and below ground — that blend utility with thoughtful urban planning and design.

Our civil engineering skills extend to social infrastructure programs as well. From transportation and electric power to waste processing and land reclamation, Nikken partners with public and private sectors, lending our expertise to projects around the globe.

## **Very clever**

We have to be. Because all network installations are not the same. Each comes with its own unique set of requirements that must be met in order for it to behave as it should — reliably and flawlessly.

On a supertanker in the middle of the ocean, under the bright lights of a celebrity auction, or in the corridors of an international financial institution.

Our clients trust us to get positive results — quickly and efficiently.

# Get away with Prince

For a winter experience par excellence, discover Prince Hotels and Resorts.

Super slopes, great hospitality, and supreme comfort are all yours at any of our deluxe resorts.

Prince Hotels Inc. | [Global micro website](#)

# Live for tomorrow, today

Your smiles, today and tomorrow.

Haseko imagines both. And proceeds from there.

Our expertise in creating wonderfully livable condominiums makes understanding your lifestyle a given, and fulfilling your dreams our promise. Combining advanced technology with human-friendly design, our structures include both a galaxy of modern conveniences and a simple familiarity you can call home.

# Home entertainment comes full circle

## An enchanting new look in computing

The VAIO TPG1 effectively redefines the computer as the stylish hub of a modern, full-featured home entertainment system. Its soft white gloss and compact, round design represent a radical departure from the typical PC box, making it the perfect addition to even the chicest of chic interiors.

Sony Inc. | Four-page product brochure

# The purity of white expressed in paper

Symbolizing purity and holiness, white is one of the fundamental colors in Japan, carrying with it the concept of noble beauty. The unclouded, pure white of Luminescence Maximum White paper is the perfect expression of this, subtly redefining both the color and its meaning. Takeo selected only the highest quality materials to create this unique stock, resulting in the ultimate white.

Takeo Company, Ltd. | Full-page product introduction

# White on

## Discover white

Produce film-based package proofs in-house with the new Epson Stylus Pro WT7900 — the world's first water-based, inkjet proof printer with white ink. This highly accurate printer is ideal for professionals who want a cost-effective alternative to conventional proofing systems using white ink. Boasting supreme ease-of-use and low maintenance, Epson Stylus Pro WT7900 streamlines proofing workflow by allowing you to print directly to film without the need for costly devices or specialized skills.

# Inspiration unlimited

## Feel the force

A large, high-resolution sensor requires powerful resources, and the EOS 5D Mark II delivers admirably with its new DIGIC 4 imaging processor. As Canon's most advanced processor to date, DIGIC 4 transforms the massive amounts of data produced by the 21.1-megapixel CMOS sensor into beautiful photos exhibiting superb tonal gradation, extended dynamic range, and a low signal-to-noise ratio. Its 14-bit analog/digital conversion delivers 16,384 colors compared to the 4,096 colors of 12-bit conversion, allowing you to create stunning 16-bit TIFF images from RAW 14-bit data.

# Real flavor. Real Japan.

## Experience curry

When one thinks of Japanese cuisine, the first dish that springs to mind is sushi. But curry? Hardly, even though the dish is so popular it is almost revered as the national food.

Originating in India, curry came to Japan via Europe and took on its own local flavor.

Discover the mellow warmth of Japanese curry from S&B Foods and discover one of Japan's best-kept culinary secrets.

# **We do travel right**

## **Great hotels, fabulous tours, super service**

Booking hotels and tours is a no-brainer. But booking the right ones requires an agency that knows your long-awaited vacation to Japan is precious. That's SeeJapan.

From the moment you arrive until boarding the flight home, your days and nights will be filled with fun, excitement and special memories you will cherish for years.