

COPY SAMPLES

by

Sanderson Dean

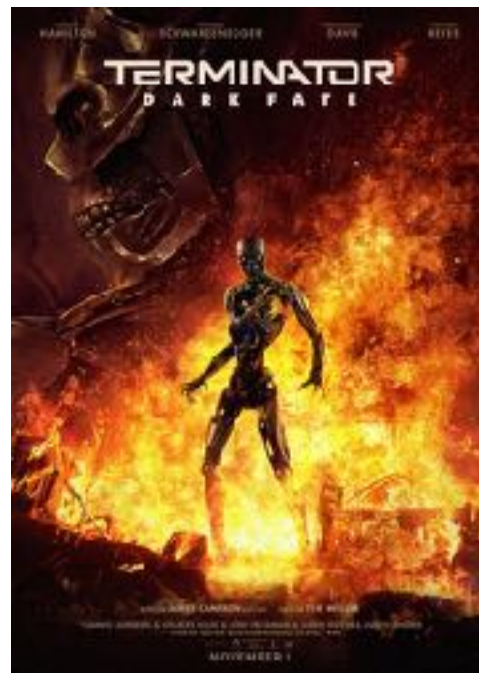
aka ROCKET SCIENCE CREATIVE

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Dearest Reader,

There is no easy way to assemble the experience of copywriting. I would hope that this compendium of creativity will capture at least some of the magic covering the past 17+ years, and hopefully entice you to hire me. If not, at least I've learned how to organize a vast majority of my life's work into a two-column format, and therefore, made reading my samples a much simpler endeavor. I appreciate your time, understanding, and gentle judgement.

Sandy



Q?: So, how do you set apart a movie franchise that started in the 80's?

THIS ISN'T THE FUTURE
YOU REMEMBER
TERMINATOR: DARK FATE

Client: A/V Squad
for Paramount Pictures

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Q?: How do you sell a horror movie to teens, that doesn't really have much horror... or teens? *Brahms II* was universally panned, but it became a minor box office success. Frankly, it wasn't very scary. We created digital spots with extra VFX, social media "surprises", built mystery/suspense/jump scares anyway we could, and even supplied a little eerie poetry. Sometimes it's the small victories.



FRIENDS
DON'T LET FRIENDS
SCREAM ALONE
BRAHMS: THE BOY II

["Ode to Brahms" BBII TV spot](#)

["Don't Scream Alone" BBII Digital](#)

["Horror Comes Home" BBII Digital](#)

Client: Heartsleeve Creative
for STX Entertainment

Q?: How do you sell hell as a hero?

TO DELIVER US FROM EVIL
RAISE HELL
HELLBOY

Client: Heartsleeve Creative
for Lionsgate Films

CHANGE THE CURSE
OF HISTORY
MALEFICENT

Client: Walt Disney Studios

THE ADVENTURE COMES
FULL CIRCUS
MADAGASCAR 3

Client: Aspect
for Paramount Pictures

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MEET YOUR MAKERS
VICTOR FRANKENSTEIN

Client: Wild Card
for 20th Century Studios

ANYWHERE IS POSSIBLE
LOST IN SPACE

Client: The Refinery
for Netflix

THE BIGGEST EVENT
OF THE YEAR...
IS RIGHT NEXT DOOR
NEIGHBORS

Client: Universal Pictures

Q?: How do you champion chores as an exciting opportunity? Amazon Audible wanted to increase subscribers with a digital campaign, but they wanted a clear benefit. So we proved you could do more - while doing anything.

THE AVERAGE PERSON
SPENDS 760 HOURS
A YEAR COOKING.

LEARN ITALIAN
WHILE MAKING ITALIAN
AMAZON AUDIBLE



Client: Versus for Amazon Audible

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THIS IS THE MOMENT...
THEY HEAR YOUR HEART
CRAZY HEARTS:
NASHVILLE

Client: mOcean
for A&E



WHAT LIES
IN THE SHADOWS...
LIVES ON CARNIVAL ROW
CARNIVAL ROW

Client: The Refinery
for Amazon Studios



IT'S NOT THE CLEAVAGE...
IT'S THE CALIBER
MACHETE KILLS

["High Caliber Cleavage" MK TV spot](#)

WHEN THE SHIT
HITS THE FAN...
HE'S THE BLADE
MACHETE KILLS

["Shit Hits Fan" MK Redband trlr](#)

Client: Seismic Productions
for Open Road Films

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Q: How do you get users to download the Minibar App? A social campaign that's so simple... it's refreshing.



Client: Modop
for AbinBev/Budweiser

WHEN THE WORLD
NEEDS A HERO...
WE'LL GET 4
FANTASTIC 4

Client: Skip Film
for 20th Century Studios

IN SQUAD WE TRUST SUICIDE SQUAD

Client: The Refinery
for Warner Bros.

Q?: How do you encapsulate the joy/humor/originality of the next big Pixar movie? Remember, this was Pixar in their heyday. It had to be big. The "epiphany moment" happened while staring at traffic on the 101.

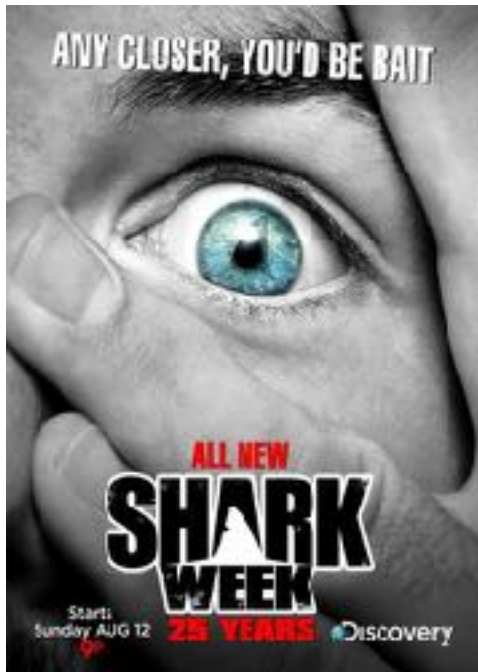


YOU WON'T BELIEVE
YOUR EYE
MONSTERS, INC.

Client: mOcean
for Disney/Pixar

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Q?: How do you revive a franchise that's "leaking" viewers? In 2012, interest in Shark Week was waning. The challenge was re-discovering that "fearful fun" - the attraction between viewers(families) and the thrill of sharks. Frankly, we needed to bring the sharks to the average viewer, or... the average viewer to the sharks.



ANY CLOSER,
YOU'D BE BAIT

DISCOVERY CHANNEL
"SHARK WEEK"

Discovery website traffic soared. And that summer, Shark Week had record audiences.

["Dripping Television" SW TV spot](#)

Then, we did it again...

("Snuffy" won a National Emmy and an International Cannes Lions Bronze)

["Snuffy the Seal" SW TV spot](#)

And again... (over 10 million views!)

["Shih Tzu!" SW TV spot](#)

And co-branded spots... this one for Redd's Apple Ale. Plus the 2017 tagline:

[SHARK 'N AWE!](#)

Oh, and the 2020 spot!



****I'm proud to have worked on every Shark Week campaign since 2012****

Client: mOcean/A/V Squad
for Discovery Channel

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Q: How much Evil is too much Evil? I wrote marketing for the 1st "Resident Evil" dvd release(yeah, that long ago)... But soon found myself working on the RE2 theatrical trailer and my work only grew from there. By the last few RE releases, I was helping on full 360° campaigns, which included Comicon stunts, digital assets, SMM, and radio, among theatrical trailers and tv spots.



AFTER DEATH...
LIFE EVOLVES
RESIDENT EVIL:
AFTERLIFE

["The End" RE TV spot](#)

["The Truth" RE TV spot](#)

Client: mOcean/The Refinery
for Screen Gems



THE BEST PART OF LIFE
IS LIVING IT

HECTOR & THE SEARCH
FOR HAPPINESS

["Best Part of Life" Hector Trailer#3](#)

Client: Giaronomo
for Relativity Media

SURVIVAL
IS THE ONLY WAY HOME
THE HUNGER GAMES

Client: Giaronomo
for Lionsgate Films

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THERE ARE SOME THINGS...
YOU HAVE TO KEEP INSIDE
DON'T BREATHE

Client: The Refinery
for Sony Pictures

JUST D'OH IT
EVERY SIMPSONS EVER
ON FXX

["DOH!" TV spot](#)

Client: mOcean
for FXX

Q?: How do get people to upgrade to
1G internet... quicker? How 'bout an
AT&T social campaign where emojis
do the fast-talking!



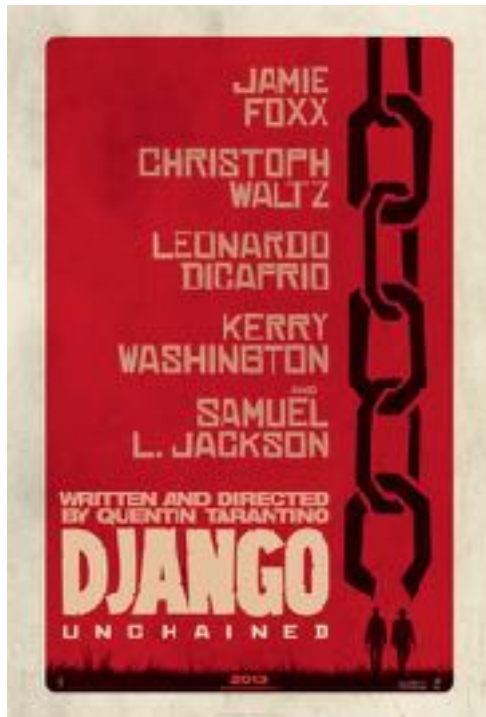
INTERNET WITH MORE 🔥
AT&T FIBER

Client: AT&T

ENTER THE MIND
OF A MADMAN
THROUGH THE EYES
OF A GENIUS.
SHERLOCK HOLMES:
A GAME OF SHADOWS

Client: mOcean
for Warner Bros.

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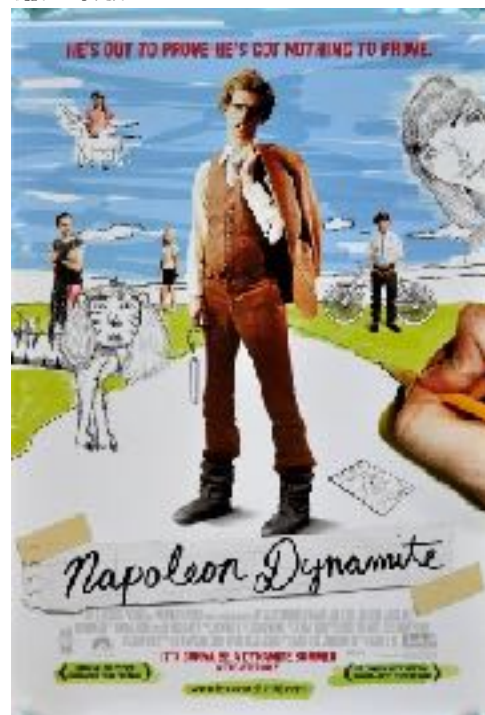
LOVE GUIDES HIS HAND...
 REVENGE PULLS
 THE TRIGGER.
 DJANGO UNCHAINED

Client: Giaronomo
 for The Weinstein Company

IN THE NAME OF AMERICA...
 WE HAVE AN AVENGER
 CAPTAIN AMERICA

Client: mOcean
 for Walt Disney Studios

Q: (from the client) "This guy just doesn't care what people think, he's cool in his own world. How do we say that?" The idea was to make Napoleon Dynamite a cult film before it ever became a cult film. Frankly, it's a movie that does "live in it's own world". We even created a whole "Vote for Pedro" sub-campaign that manipulated an insider's joke before most had seen the movie.



HE'S OUT TO PROVE,
 HE'S GOT NOTHING
 TO PROVE
 NAPOLEON DYNAMITE

Client: Flyer
 for Searchlight Pictures

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THE GREATEST RISK
IS NOT TAKING ONE
SECRETARIAT

Client: Giaronomo
for Walt Disney Pictures



DEATH...
COMES WITH ALL
THE OPTIONS
DEATH RACE
GET READY FOR A KILLER RIDE

Client: Universal Pictures

OPPORTUNITY ROCKS
THE ROCKER

Client: Flyer
for 20th Century Studios



IF YOU TAKE HIS HEART...
CAN YOU TAKE THE BEATING?
CRANK: HIGH VOLTAGE

Client: mOcean
for Lionsgate Films

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MEET CARL.
HIS HEART IS
IN THE RIGHT PLACE...
HIS HOUSE ISN'T.
THIS SUMMER -
TAKE LIFE
IN A NEW DIRECTION
UP

Client: mOcean
for Disney/Pixar



GET YOUR QUEST ON
YOUR HIGHNESS

Client: Universal Pictures

WHEN ALL IS LOST...
ANY HOPE
IS VICTORY
DUNKIRK

Client: Giaronomo
for Lionsgate Films

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(*note: pretty much every copywriter
in Hollywood wrote "The Ultimate Tool"
so no credit claimed here)

AFTER BEING DEAD
FOR 10 YEARS...
HE'S THE MOST DANGEROUS
MAN ALIVE

THIS SUMMER -
HIS MIND IS HIS WEAPON...
IT'S JUST NOT LOADED

MACGRUBER

Client: Universal Pictures

Q: How do you get people to pause during
the holidays? Social Media Marketing
Minions of course! Because people stop
for Minions... especially caroling
Minions.



Client: Propeller Group
for Universal Home Entertainment

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Video Games A/V

YOU'VE SEEN THE MOVIES
YOU WANT MORE
YOU GET JACK.
... IN LEGO.

LIVE THE LEGEND
BE THE PIRATE

LEGO: PIRATES OF THE
CARIBBEAN
THE VIDEO GAME

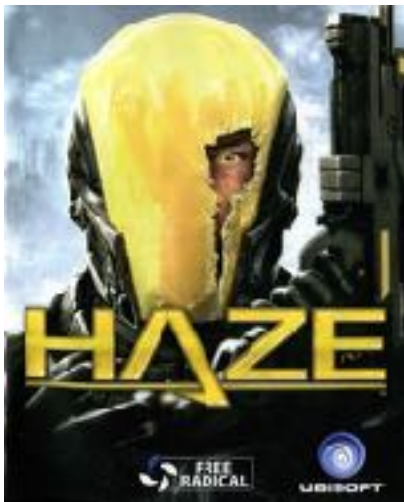
Client: Ignition
for Disney Interactive



LET THE DREAMS INSIDE...
ROCK OUT!

DISNEY SING IT

Client: Aspect
for Disney Interactive



RAGE GOES IN...
WAR COMES OUT
HAZE
START YOUR REVOLUTION

Client: Ignition
for Ubisoft

HE BEGAN AS A MAN...
HE BECAME A LEGEND...
NOW, HE'S BACK -
AS THE ULTIMATE ADVENTURE

INDIANA JONES:
THE VIDEO GAME

Client: Ignition
for LucasArts

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THE SAND...
THE BULLETS...
THE BLOOD...
NOTHING
CAN STOP
THE FLOW

50 CENT:
BLOOD ON THE SAND

Client: Ignition
for THQ

WHEN ALL BETS ARE OFF...
YOU'RE ON
TOM CLANCY'S
RAINBOW SIX VEGAS 2
SIN CITY
GOES TO HELL

Client: Ignition
for Ubisoft



LIVE THE VIRTUAL
FIGHT THE REALITY
TRON: EVOLUTION

Client: Aspect
for Disney Interactive

THERE ARE MORE
IMPORTANT THINGS
THAN SHAUN WHITE
SNOWBOARDING.
WE JUST CAN'T THINK
OF ANY RIGHT NOW

SHAUN WHITE
SNOWBOARDING

Client: Ignition
for Ubisoft

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THE SICKER...
 THE BETTER
 SHAUN WHITE
 SNOWBOARDING
 PREPARE FOR AIR

Client: Ignition
 for Ubisoft

Q: After the following ACII trailer, how would we capture attention with ACIII?
 Well... the next project was writing a cinematic for the murder of the Pope.
 Yeah. I'm not too religious, but I did have a slight fear of being "smited".



IN A CHANGING WORLD...
 YOU CHANGE HISTORY
 THIS NOVEMBER -
 RAISE THE ART...
 MASTER THE KILL
 ASSASSIN'S CREED II

Client: Ignition
 for Ubisoft

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And just a few concept/shoot samples:

Shaun White Snowboarding - concept teaser script

Titles are layered in with X-rays of seriously broken bones - including legs, arms, ribs, etc. - all exaggerated to emphasize the idea of hard-core injuries ... intercut with awesome aerials and of course, crashes!

Titles: PYSCHO SQUIRREL (arm x-ray)

Narr: ALL YOUR TRICKS ...

FRONTSIDE TRUCKDRIVER (leg x-ray, multiple fractures)

ALL YOUR AIR ...

BACKFLIP RODEO 540 (spine/jaw x-ray?)

ALL YOUR FRIENDS.

SWITCH BACKSIDE 720 INDY (ribs x-ray?)

NONE OF THE PAIN.

Huge crash! Music stop ...

VO: "ohhhh su-weeet!"

SHAUN WHITE SNOWBOARDING

Client: Ignition
for Ubisoft

Your Highness - TV concept script

Titles/Narr: ENTER A WORLD OF MYTH ...

MYSTERY ...

MEN ...

MAIDENS ...

MINOTAURS ...

MIDGETS ...

AND LOTS OF OTHER "M" WORDS.

"magic mother (explosion)!"

THIS FALL -

GET YOUR QUEST ON.

YOUR HIGHNESS

Client: Universal Pictures

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Mater's Tall Tales - video game shoot concept

We're XCU on a cute Grandma mid-way thru a "tall" tale...

"... and that's when I realized
the blazing ring of fire was too low.
I was jumping over 27 cars right into
the flames!"

Reveal 6-year old boy: "What??"

"Aww shoot, that's nothin' - when you're
the greatest daredevil that ever was!"

And we reveal his incredulous 8-year old sister:

"Greatest... daredevil??"

And now we see Grandma has on a Mater the Greater helmet, and pink racing
suit... as she pulls goggles down over her eyes.

"Dag gum right! Let's do this!"

Music hits - as we see Gma and kids whip out their Wii-motes, and get playing!

Titles/Narr: GO FROM 0 TO FUN -

FASTER THAN A SPEEDING MATER.

THIS FALL -

THE TALLEST TALES...

ARE YOURS.

MATER'S TALL TALES

FOR THE Wii

THE BEST DAG-GUM GAME EVER!

COMING THIS FALL

Client: Disney Interactive

*original "FAST 'N LOUD" shoot spot

We find Richard behind the wheel of restored '68 Shelby - a grin on his face as he puts pedal to the metal. The engine WHINES!

Titles: ON FEBRUARY 4TH

Cut to: Aaron standing in the middle of the highway. He's peering thoughtfully down the highway... and that's when we realize Richard is coming right at him!

But Richard isn't slowing down, he's speeding up! And Aaron isn't moving, he's just peering curiously... what the hell is he looking at?!

THERE'S ONLY ONE WAY TO MAKE IT BETTER...

Now, its getting scary! Richard barreling right at him. Aaron just tilting his head curiously...

And suddenly, he drops to ground - rolling to his back. Just as the car ROARS over top of him!!!

STOP AT NOTHING.

In SUPERXXXSLO-MO we see an 1/8th of an inch shaved off the end of his beard (almost Matrix style).

He sits up, feeling his beard - contemplatively. We see the other mechanics on side of road, watching him.

AARON: "Yup, needs to come down another 1/8th of an inch."

ALL-NEW SEASON

FAST 'N LOUD



**And here's the final cut.

Client: mOcean
for Discovery Channel

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