

Advertising Copywriting

Richard Williamson • Fort Myers, FL



Does your bank know your business?

At Edison National Bank, we understand the importance of knowing our customers, not numbering them. Customers like Barbara, Jerry and Bob Snyderman of Snyderman Shoes.

You get service and attention to detail that's rare in banking today. And, since we are Lee County business people, we have a special insight into doing business in Southwest Florida. Local insight and knowledge that only your hometown bank can provide.

At Edison National Bank, we are committed to providing you the very best products and services, designed especially to meet the needs of businesses in Lee County. After all, we're a local business serving local business people.



Fort Myers • Sanibel
941.466.1800

Member FDIC



This is a miscellaneous series of ads for a range of clients. Two are of a series for Edison National Bank for its business banking and mortgage division. The third ad is for a large commercial builder. The fourth is for a computer file protection firm.

In addition to the copywriting, I also did the concept, photoshoot management, design, and production. The blow dryer illustration is a pastel painting I did for the ad.

We build
education
in Southwest Florida



Like you, we've spent a lot of time at Cypress Lakes High School.

It wasn't long ago that Owen Ames Kimball started work on a very important project: a \$7.4 million expansion and renovation of Cypress Lake High School.

We built the new two-story, 18,000-square-foot classroom building, the administrative facility, and an addition to the school kitchen. And we renovated the media center, classrooms, restrooms and kitchen.

Since 1982, we have created facilities in which minds are enriched, businesses grow and a community becomes stronger. We are proud that Cypress Lake High School is among them.


11941 Fairway Lakes Drive, Fort Myers, FL 33913
Voice 941-561-4141 • Fax 941-561-1996

Building in Southwest Florida since 1982
www.owen-ames-kimball.com



The average buyer looks at 50-75 houses before choosing the right one.

How selective are you in choosing a mortgage




For most of us, a home mortgage is the largest investment we will ever make.

At Bank of the Islands, we feel that home mortgages are an investment in the community. That's why your loan decision is made right here in Southwest Florida, not in another state.

We also offer quick service, lower closing costs, creative financing options, construction loans, plus a full array of accounts and services—all the advantages of a full service bank but with a hometown touch.

Come in and talk with one of our loan specialists and you'll see that Bank of the Islands is a better way to home ownership. It's just one of the ways we are meeting the needs of the community.



AN OFFICE OF EDISON NATIONAL BANK
An Equal Housing Lender Member FDIC.

1699 Periwinkle Way • Sanibel Island, FL 33957 • 941/472-7211

Only 28,326 pages to go.



Picture this: thousands of pages of your business records swirling in the warm waters of the Gulf of Mexico. Scary thought. But it can happen during the hurricane season in Florida.



Now imagine all your files stored safely in an electronic archive designed by Computer Rescue Squad. Using Alchemy, the world's leading electronic document archiving software, our DocuSquad team can help you prepare for the worst—and make your office more efficient and less cluttered in the process. Think of it as a life preserver for your office.

Naples 643-xxxx • Ft. Myers 337-xxxx • Cape Coral 542-xxxx

