

Selected editorial and paid campaign copy

Thrillist 50, a travel guide:

THRILLIST 50

<https://www.thrillist.com/travel/nation/thrillist-50-adventure-guide>

Dust off your passport and get on the next flight to Tokyo... Score a front-row seat on the most anticipated new roller coaster... Splurge on tickets to that bucket list concert you always talked yourself out of in the past... There are so many adventures waiting for you, both brand-new and time-honored. With so many new ways to connect, live it up in style, and so many reasons to live like there's no tomorrow, Thrillist 50 is your guide to savoring the moment in 2023.

Night Market (nominated for a James Beard Award):

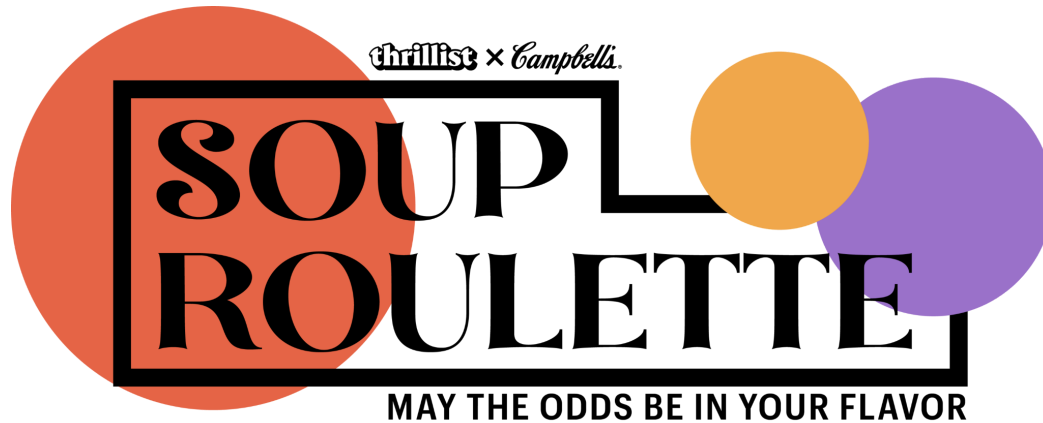
NIGHT MARKET

<https://www.thrillist.com/eat/nation/night-market>

Hissing, sizzling, shouting, laughing, the smells of moo ping and yakitori on the grill. The bustling Asian night market is a feast for the senses as much as the taste buds, and doesn't dinner taste better on a stick, walking around under the stars on a warm night? We're taking you on a tour of these casual, open-air bazaars where food, music, and retail vendors all coalesce to celebrate street food and culture. Come explore with us

and discover mouth-watering recipes, time-honored traditions, and the true meaning of community. Make some night market memories of your own.

Soup Roulette sponsored by Campbell's:



<https://soprulette.splashthat.com/>

Thrillist has a knack for throwing crazy food-focused events. That's why we've teamed up with Campbell's® to host a competition that's part game show, part cooking show, and part tribute to the humble MVP of our pantries: soup. We've tapped acclaimed chefs Nyasha Arrington and Brian Malarkey, who are well known for being extraordinaires in the kitchen, and now they've come to face off in a head-to-head challenge. The two will use beloved Campbell's soups to craft meals that showcase their culinary talents and the versatility of soup

But of course, it wouldn't be enough to just have them cook. We had to put a spin on things—literally—to make it a little heated in the kitchen. Our participants will take turns spinning the Wheel of Soup and adding the new ingredients fate deals them at each turn. Plus, we've got a special guest host to make things even funnier. Tune in to see what happens and who will be crowned the one and only Soup Roulette Champion.

Slay Ride, a video fundraising event:

HEY SANTA, U UP?

<https://www.thrillist.com/entertainment/nation/slay-ride-fundraiser>

Manila Luzon and Monique Heart will be in the studio live in LA, whipping up signature cocktails by an open fire, sharing gift guides, and manifesting your holiday wishes. Meanwhile, in the Big Apple, a merry gaggle of elves will be wo-manning a donation call

center from Thrillist HQ. So pour yourself a generously spiked eggnog, wrap yourself in luxury, and get ready for the fundraising holiday event of the season.

Global Table:



<https://www.thrillist.com/global-table>

Whether it's a family affair, a neighborhood Friendsgiving, or even the awkward office hang, we savor the chance to fill our plates with the creative dishes everyone brings to the table. This time of year means different things to different people, and we love experiencing those disparate memories, cultures, and stories through food. From tamale and sushi how-tis to recipes for crispy catfish and vegetarian congee to tips on mixing cocktails like a pro, mastering grocery shopping, and embracing imperfect presentation, here's how to throw your own globally inspired holiday party this year.

Samples from the Daily National Newsletter

October 14, 2023

Looking forward to a weekend in Los Angeles? In the City of Angels, It's easy to feel like a B-list celebrity's harried junior publicist, brimming with anxiety and chasing your next cold brew. Even if you'd be a terrible publicist, it's helpful to have a frame of reference for this strange desert planet. Take your pick from all kinds of different personas, from "Film Noir Assistant Prop Manager" to "Celebrity Who Has Given Up" to "Vegan Vintage Edwardian Bell Sleeve Fashion Influencer" to "Trust Fund Conspiracy Theory Cowboy" to "Rob Kardashian Watching *Licorice Pizza* and Turning it Off After a Half an Hour." It's important to have a character wherever you go.

Let's get to today's stories, before I *really* lose the plot. Today we have an opportunity to sleep on a sailboat on a car-free French island (oo la la!), a chat with Chef Ji Hey Kim about her recipes and her approach to the Korean festival Chuseok (sign me up), new air taxis from United Airlines (see you in the air), a list of the best pizza restaurants in the world (Lower East Side and Caserta, Italy tied for first!), and finally, the items you are most likely to forget to pack, according to flight attendants.

January 12, 2023

Today is Wednesday, sure, but it's so much more than that. A day that we've long anticipated, and a day after which we will never be the same. Today, I am here to tell you all about Thrillist 50! Thrillist 50 is a celebration of a life well lived, the new adventure, and putting a new twist on time-honored traditions. It's a guide to traveling far and wide in style, finding the exciting event nearby that is back and better than ever, the menu item that is creating a sensation. Thrillist 50 has everything from safaris to Broadway to all-inclusive resorts to sober parties to trip desert hikes. These are some of the best ways to spend 2023 living like there's no tomorrow.

Click through this gorgeous tapestry of exciting new adventures and get to work on your own itinerary. Your vision board is getting a glow-up.

This is our way of saying "YOLO" without saying "YOLO." Oops, I said "YOLO."

September 22, 2022

It's the first day of fall! Wrap your body in thick woolen scarves, wrap your troubles in dreams, and wrap your leftovers using reusable beeswax wrap, because it's about to get spooky, cozy, somewhat academic, and autumnal as all heck. Whether you think of this time of year as "Nora Ephron Season," NFL season, or simply "Rip Van Winkle Personal Time," this is no doubt an exciting pivot in the pivot, a time to go inward, to fold up your shorty pajamas and put on your long-sleeved pajamas, to pour your gazpacho down the drain and replace it with butternut squash soup, to stop flaking on plans because it's too hot and start flaking on plans because it's too cold. Just kidding, I would never encourage flaking!

Let's dive into the stories, shall we? From incredible Brazilian architecture to our favorite Latinx-owned superfood brands to new photos of the Orion Nebula from NASA to some incredible workshops on foraging, all the way to delicious autumnal spiced oatmeal cookies, today's newsletter is not to be missed.

Don't just stand there. Put on a cashmere sweater and enjoy today's newsletter, why don't you?!

Excerpts from a Tone Guide for Thrillist Editorial and Social Marketing Copy:

Finding immediacy, specificity, and character in the tone.

- Thrillist is your friend, sending you the funny/cool thing they saw on the internet.
- Thrillist is personable, wants to engage with the readers' emotions and imagination to get them dreaming big and planning the next big adventure.
- Thrillist is "down" to try the new place, eat the best thing on the menu, go to the party in the neighborhood you didn't know could be so fun, visit the hidden gem museum or

historic site in a new town. They're a "Yes" person who is also sharp, discriminating, and has done their research.

- Thrillist is ahead of the curve and up-to-date. They are in-the-know, and that knowledge is often casual, unexpected, through-the-grapevine info. Thrillist is not just a dusty old travel guide. We reflect a tone that feels word-of-mouth.
- Thrillist is self aware and finds the funny angle when appropriate. Self awareness goes a long way online, and can help content feel more personalized and connective.
- Beginning captions with verbs:
 - "Wander through otherworldly dunes..."
 - "Watch a parade from the window of your Airbnb..."
 - "Think outside the shell"
 - "Take Your Joint on a Journey"
- Describe things using sensory words
 - "Sip on a margarita that's spicy, sweet and everything in between"
 - "Relax with a cold beer and a chili while making eye contact with a friendly buro in Beatty, NV"
- Use hooks like exclamations, questions, jokes, or catchphrases to capture people's attention
 - "What's for brunch?"
 - "Slow down and sip!"