

Carolina Goris

MCA 363
Advertising Copywriting Spring 2020

CAROLINA GORIS

220 Manhattan Ave New York, NY, 10025 (917) 783-2455 carolinagorisent@gmail.com

EDUCATION

CUNY Baccalaureate for Unique and Interdisciplinary Studies
New York, NY

B.S. Multimedia Production and Entrepreneurial Journalism

- **GPA:** 3.76
- **Awards & Honors:** Phi Theta Kappa, Communications Honors Society, The National Society of Leadership and Success, Sigma Alpha Phi
- **Extracurricular Activities:** Host & DJ at WHCR 90.3 FM - The Voice of Harlem

PROFESSIONAL EXPERIENCE

Multimedia Production, New York, NY

Student and Freelancer, Mar 2017 – Present

- Multi-Camera Television Production Course at Brooklyn College: Producer, director, sound/lights/camera operator to various live performances at Greenwich House Music School, broadcasted live via social media platforms
- Television and Radio Journalism Course at City College: DJ, host, and creator of 'The 411' podcast airing live on WHCR 90.3 FM. Producer, videographer, narrator, writer, and editor news stories content.
- Advertisement/Public Relation Production at City College: Created Newsletters, Poster ads with image and typography for different brands
- Media Planning Course at City College: Created a budget plan for a small business' ad campaigns.
- Producer Assistant for Anne Pass at Hiker Company

NYC Department of Education, New York, NY

Educational Paraprofessional - Teacher Assistant, Mar 2014 – Present

- Provide extra assistance to students with special needs, such as non-English-speaking students or those with physical and mental disabilities.
- Carry out therapeutic regimens such as behavior modification and personal development programs, under the supervision of special education instructors, psychologists, or speech-language pathologists.

ADDITIONAL SKILLS

- Spanish - Business Level Speaking, Reading and Writing
- Adobe Photoshop, Premier, InDesign, Illustrator. Microsoft Windows, Word, Excel, and PowerPoint
-

CREDENTIALS AND LICENSES

- Teaching Assistant Certification
- Licensed Zumba Instructor

REFERENCES

References available upon request



VIA

PRODUCT/CLIENT DESCRIPTION

In REALITY: Via is the smart, affordable, easy way to get around your city. A mobility solution for on demand and prescheduled transit which increases efficient, reduces traffic congestion and carbon emission, while improving the quality of life for communities through this ride sharing experience. Request a ride on your phone and share with other riders going your way. It's fast, convenient, and cost efficient.

As PERCEIVED: Via picks up riders from a nearby corner, it is not door-to-door service, sometimes may require a small walk.

The COMPETITION: Lyft, Uber, curb.

WHY ARE WE ADVERTISING?

The problem to solve: Bringing awareness to consumers that Via is the cheaper and wiser option, it is better for the environment than our competitors and creates a better living for communities.

WHAT'S THE MAIN MESSAGE OF THE AD/PR CAMPAIGN?

The COMMUNICATION OBJECTIVE is: To increase brand awareness, consumer loyalty, and to convince potential clientele that Via is the best ride hailing option due to its lower rates, eco-friendliness, and overall treatment of drivers.

WHO ARE WE TALKING TO?

The TARGET AUDIENCE is:

Demographically, A majority of ride-hailing app users are between the ages of 16-34, live in urban areas, with a household income of at least \$75k.

Psychographically, People who travel frequent for business or pleasure, that frequently attend concerts and sporting events, and frequent bar/nightclub go-ers.

REASONS TO BELIEVE

The benefit to consumers using Via app is convenience and cost efficiency. Saving more money on each ride. Via happens to be better for the environment than competitors which appeals to morals of our consumers. It is an opportunity for us to focus on what's important to us and our world, using the money we saved using via to spend on our loved ones while also feeling a sense of fulfillment knowing we are reducing emissions through ride sharing.

The service can support this because Via uses advanced software and turn-key transit operation to efficiently and conveniently pickup riders who are already heading the same way. Via fits seamlessly into existing infrastructure, reducing operational costs, traffic congestion, single-occupancy trips, and carbon emissions.

Carolina Goris

Advertising Copywrite

Spring 2020

VIA Campaign Proposal: The purpose of this advertisement is to provide brand awareness to target audiences and communicate that Via is the cheaper and wiser option for transportation which at hand creates a better living for communities.

COPY:

Headline: Feeling Congested?

Body: Reduce New York City congestion problems by using share riding: Via is the mobility solution for on demand and prescheduled transit. Via increases efficiency, reduces traffic congestion and carbon emissions, while improving the quality of life for communities through this ride sharing experience. Request a ride on your phone and share with other riders going your way.

Tagline: Powering Public Mobility



Feeling congested?

New York City, clear up congestion problems by using share riding: Via is the mobility solution for on demand and prescheduled transit. Via increases efficiency, reduces traffic congestion and carbon emissions, while improving the quality of life for communities through this ride sharing experience. Request a ride on your phone and share with other riders going your way.

Powering Public Mobility™



Carolina Goris

Advertising Copywrite

Spring 2020

VIA Campaign Proposal: The purpose of this advertisement is to provide brand awareness to target audiences and communicate that Via is the wiser option for transportation because it creates a better living for communities and because it is the most efficient.

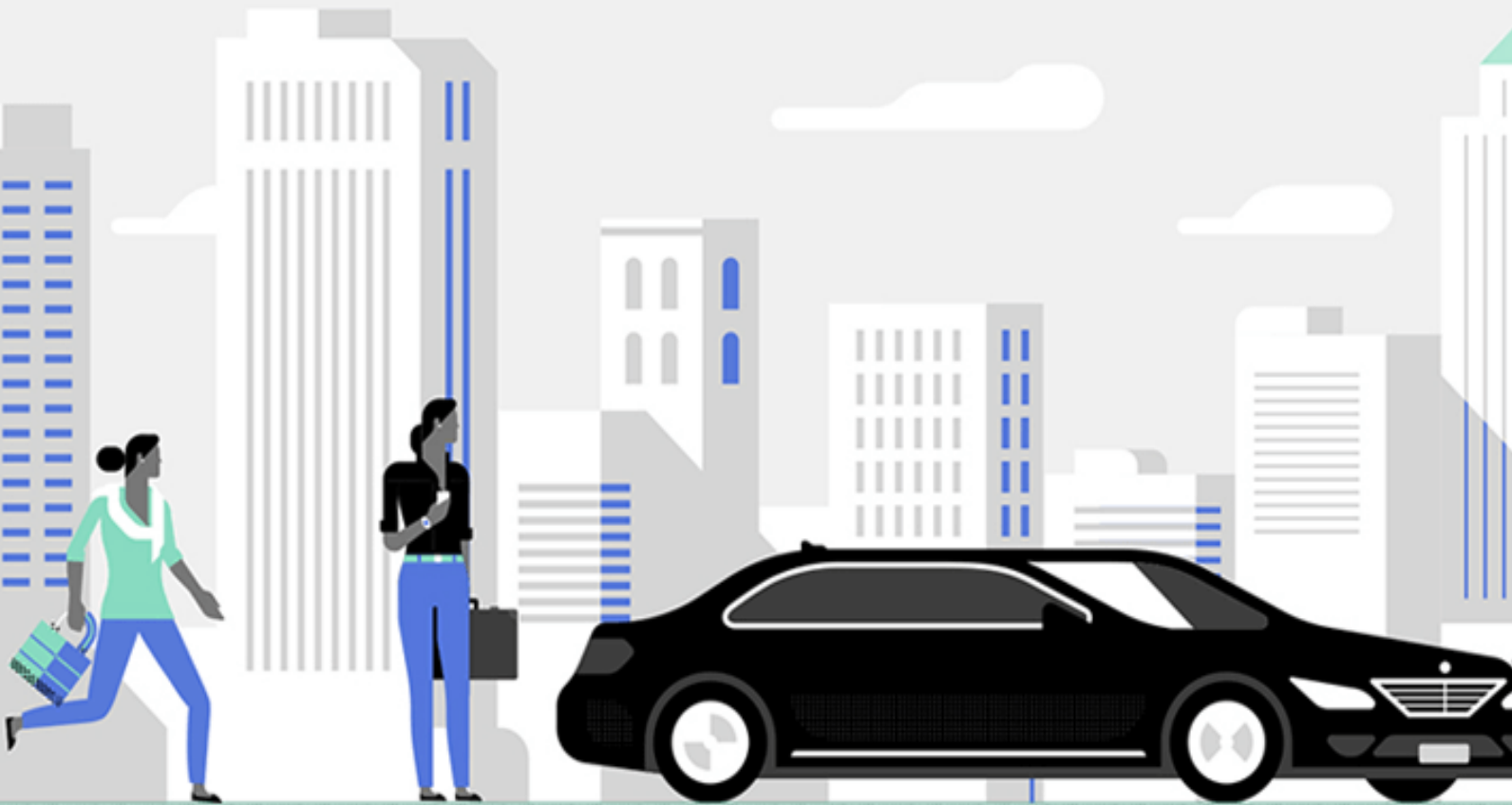
COPY:

Headline: We Ride Together.

Body: We develop innovative mobility solutions for on demand and pre-scheduled transit, powered by the world's most advanced technology. Via increase efficiency, reduce traffic congestion and carbon emissions, while improving the quality of life in their community.

Tagline: Powering Public Mobility

We ride together.



We develop innovative mobility solutions for on-demand and pre-scheduled transit, powered by the world's most advanced technology. Via increase efficiency, reduce traffic congestion and carbon emissions, while improving the quality of life for their communities.

Powering Public Mobility™



ridewithvia.com

Carolina Goris
Alternative Media
Spring 2020

Proposal: "Less wait time- faster, cleaner, better rides." In this alternative media, there will be a designated pick-up spot for Via's riders. The bench for this pick-up spot will be painted blue to be on-brand with Via's colors. The goal for this bench is to increase brand awareness and reach target audience.



Carolina Goris
Alternative Media
Spring 2020

Proposal: “Go green by going blue” This media will represent Via’s cleaner energy and reduced emissions—it’s making the world a greener and better place. Painting plants and trees blue is aimed to emphasize brand awareness to the target audience. Each tree will have a logo that visually symbolize who is Via, what it does, what they believe in, and why viewers should use the service.







MCA 36300 – Ad Copy Spring 2020
Creative Strategy Statement
CLIENT: Advil Liqui-gels

PRODUCT/CLIENT DESCRIPTION

In REALITY: Advil Liqui-gels is clinically proven to relieve migraine pain and related symptoms. The active ingredient in Advil Liqui-Gels, Ibuprofen, is already dissolved in a soft gelatin capsule. Advil Liqui-Gels were designed for fast absorption, providing hours of pain relief. Advil Liqui-gels is proven to be 5x quicker dissolving than other brands.

As PERCEIVED: Advil Liqui-gel is a well-known brand used to reduce fevers and treat pain or inflammation caused by many conditions such as headaches, toothache, etc. It works faster and longer than other forms of medicine. Advil Liqui-gels is the fastest acting pain reliever, that lasts a longer than other brands.

The COMPETITION: Tylenol, Aspirin, Aleve, Excedrin, Motrin, Generic brands

WHY ARE WE ADVERTISING?

The problem to solve: To ensure Advil Liqui-gels remains a household name and the go to medicine for longest and fastest pain relief.

WHAT'S THE MAIN MESSAGE OF THE AD/PR CAMPAIGN?

The COMMUNICATION OBJECTIVE: Advil Liqui-gels is the first choice because nothing works faster. It is absorbed two times faster than standard ibuprofen tablets, ensuring a strength that lasts.

WHO ARE WE TALKING TO?

The TARGET AUDIENCE is:

Demographically, Advil's target audience is 18+ with all range household income. All of the United States.

Psychographically, Active people, athletes, multi-taskers, mothers/fathers/caretakers, people who work out, people who need fast relief, often busy and on the go, have hard time swallowing traditional tablets, also values family bond.

REASONS TO BELIEVE

The benefits are that it dissolves rapidly, and the pain relief lasts a long time.

Advil generally starts working within about 15 minutes and typically continues to work for four to eight hours. No other OTC pain reliever has been proven to work faster or stronger than Advil Liqui-Gels. You'll get fast relief where you need it most within minutes!

Client: Avil
Product: Liqui-gels
Date: 03/10/2020
Title: Rid of Obstacles with Advil Liqui-gels
Writer: Carolina Goris

HEADLINE

Is pain an obstacle? No pain. No Gain.

BODY COPY

Don't let pain get in the way and stop you from doing what you do. Advil Liqui-gel has the strength to keep you going and to get rid of all your obstacles whether it is back aches, head aches or joint pains. Get fast liquid relief, right where you need it most. Advil® Liqui-Gels® are faster, stronger, and longer lasting pain relief. Because nothing should hold you back.

TAGLINE

Advil Liqui-gels. What pain?

NO PAIN.

NO GAIN.



Don't let pain get in the way and stop you from doing what you love to do. Advil® Liqui-Gels® has the strength to keep you going. Get fast liquid relief, right where you need it most. From back aches, headaches and joint pains, Advil Liqui-gels has rapid dissolving formula that helps get rid of your pain so you can focus on your gains.



What Pain?

www.advil.com

Client: Advil
Product: Liqui-gels
Date: 03/10/2020
Title: Keep Life Moving
Writer: Carolina Goris

PROPOSAL: The target audience are athletic and enjoy fitness. This campaign is meant to target audience ensuring Advil Liqui-gels remains the go-to medicine for fastest pain relief.

HEADLINE

Don't stop now.

BODY COPY

When you want to stay active, when you want to be in motion, if you want to feel alive you can rely on Advil® Liqui-Gels® fast-acting formula. Advil® Liqui-Gels® provide powerful relief of headaches, backaches, muscle aches, menstrual pain, minor arthritis and other joint pains.

TAGLINE

Advil Liqui-gels. What pain?

Don't. Stop. Now.



When you want to stay active, when you want to be in motion, if you want to feel alive you can rely on Advil® Liqui-Gels® fast-acting formula. Advil® Liqui-Gels® provide powerful relief of headaches, backaches, muscle aches, menstrual pain, minor arthritis and other joint pain.



What Pain?

www.advil.com

Client: Advil
Product: Liqui-gels
Date: 03/05/2020
Title: Keep on moving
Length: 30 secs
Writer: Carolina Goris

GROUP FITNESS CLASS IN A STUDIO IN THE GYM. INSTRUCTOR IS HYPING UP AND ENCOURAGING STUDENT DANCERS WHILE MUSIC PLAYS LOUDLY AND THE STUDENTS ARE SHOUTING BACK WITH ENTHUSIASM

INSTRUCTOR: (STUDENTS SHOUTING WITH ENTHUSIASM) Looking good, come on!

AMY (DANCING AND BREATHING HEAVILY) I can do this, I can keep going.

INSTRUCTOR (SHOUTING FROM STUDENTS) Work it, come on, uh-huh!

AMY Advil Liqui-gels got rid of all my tough aches and pain so that I can be the best version of myself!

INSTRUCTOR That's right!

ANNOUNCER So, you can keep on moving and you can keep on grooving. Don't worry about your pains, just aim for your gains with Advil Liqui-gels.

Advil Liqui-gels got rid of all my tough aches and pain so that I can be the best version of myself!



[Advil Liqui-gels Radio Ad](#)

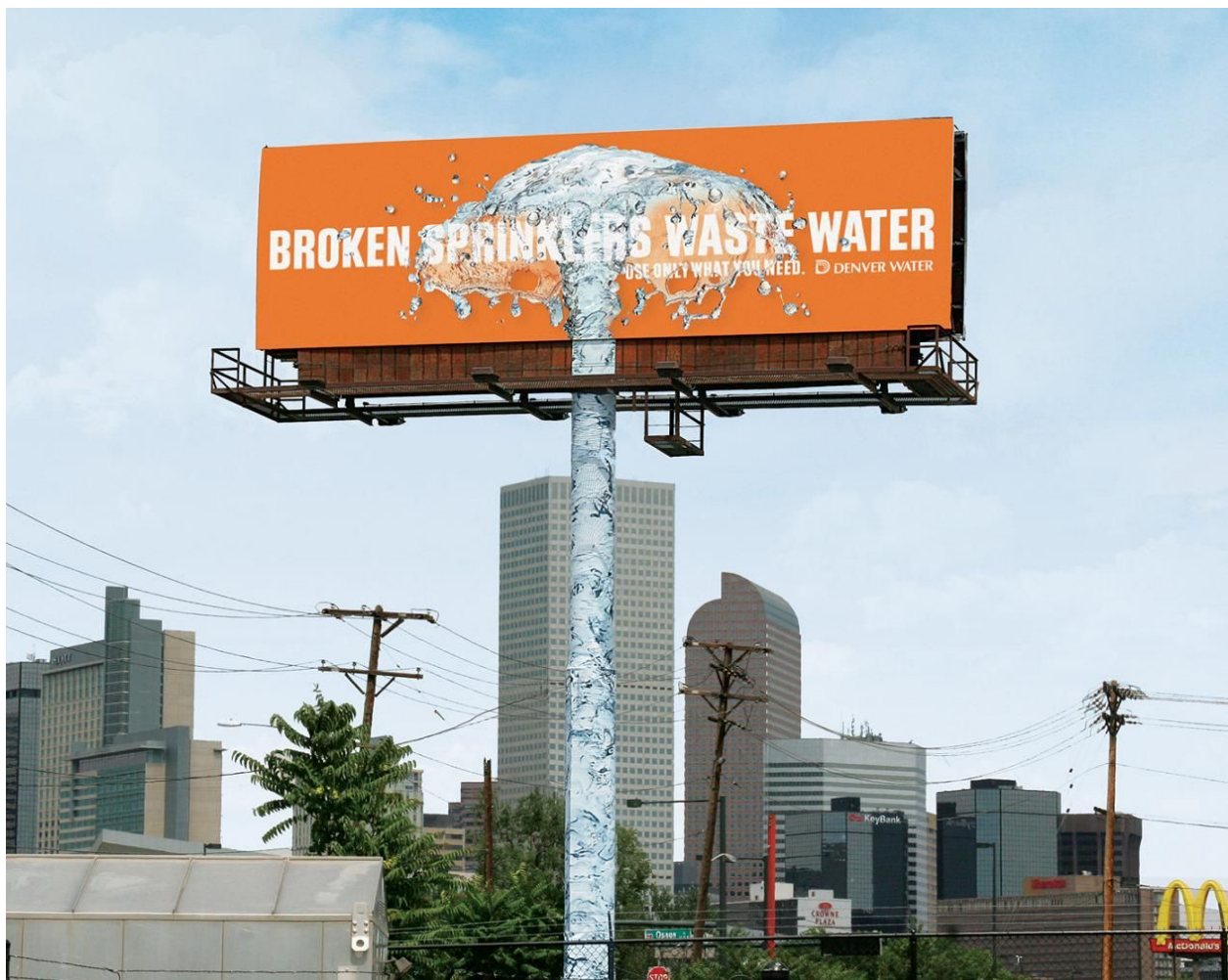
Carolina Goris

Ad Copy

Spring 2020

Alternative Media for Advil Liqui-gels

Using a billboard to physically and visually represent the fast-acting liquid-gels such as this following image:



TAGLINE: Relief that's fast, Strength that last. Advil Liqui-gels.

Carolina Goris

Ad Copy

Spring 2020

Alternative Media for Advil Liqui-gels

In a location where construction is going on for weeks or months: The installation would be a realistic drawing on the floor of a head and construction workers are jackhammering the head area. This idea relates to the headache that residents of the area gets when construction continues throughout the day. It visually represents what a headache feels like, using external influences such as construction (a jackhammer to the head).

