



Project: The Irvine Company Brochure

Assignment: Write brochure copy based on the italicized directions above each copy block for a San Diego Amenities/Area Guide.

Inside Front Cover:

*75% of the page will be dedicated to a photo. Balance is general copy about the San Diego area and how it is advantageous for business. **Approx 75 words.***

As the nation's seventh largest city *and* number one on the list of *Best Places for Business and Careers*,* San Diego boasts more than just unrivaled quality of life. It represents a thriving, diverse economy. A Gateway to international travel and trade. A vigorous downtown that brims with unsurpassed shopping and dining experiences, business services and amenities. With all this to offer, it is small wonder that more and more businesses are finding a home in this vibrant city by the sea.

[82 Words]

**Forbes*/Milken Institute 2002, detailed in the May 27 edition of *Forbes* Magazine

[Please note: I capitalized "Gateway" on purpose, but it does not necessarily need to be that way]

Fold-over page:

*A collage of photos will be representative of their San Diego properties. The copy is devoted to a profile of The Irvine Company. **Approximately 100-125 words.***

Whether you're looking for a prestigious new address to augment business development, or a corporate environment flexible enough to grow with you, **consider** The Irvine Company. Our versatile portfolio of premium properties in the heart of San Diego's business district reflects your own high standards and affords access to the best the city has to offer. Built with only the finest materials, our properties include all the business amenities you might expect, plus a few you might not: Uncompromising quality. Superior service. Impeccable attention to detail. And the peace of mind that comes from knowing we are committed to preserving that level of excellence that attracted you to our properties in the first place.

[114 Words]

Alternatives to "consider":

grow with you, **start with** The Irvine Company. Our versatile portfolio
grow with you, **consult** The Irvine Company. Our versatile portfolio
grow with you, The Irvine Company **can help**. Our versatile portfolio

Middle panel:

A brief paragraph about the wide variety of services, amenities and destinations that serve their properties in the San Diego area. This will lead into landmark listings like SD International Airport, Gaslamp District, Convention Center, etc. The purpose of this copy is to show how centralized their locations are to everything important and vital in San Diego.

Approx. 30-40 words

Casual sophistication. Bustling leisure. San Diego represents an idyllic balance of everything your company needs and your mind wants. This sparkling waterfront city overflows with world-class culture and arts, exceptional entertainment and recreation, and a plethora of retail shops and business services, all enveloped in year-round sunshine.

[47 Words]

[Found a list. Thought I'd include it.]

- Downtown San Diego
- Gaslamp District
- Hotel Circle
- San Diego Convention Center
- San Diego International Airport
- Sea World
- The San Diego Concourse
- Wild Animal Park
- World-famous San Diego Zoo

This sparkling waterfront city overflows with world-class culture and arts, exceptional entertainment and recreation, and a plethora of retail shops and business services, all enveloped in a resort-like setting.

Casual sophistication. Bustling leisure. San Diego represents an idyllic balance of everything your company needs and your mind wants. This cosmopolitan city overflows with world-class culture and arts, exceptional entertainment and recreation, and a plethora of retail shops and business services, all suffused with year-round sunshine.

Casual sophistication. Bustling leisure. San Diego represents an idyllic balance of everything your company needs and your mind wants. This sparkling waterfront city overflows with first-rate culture and arts, exceptional entertainment and recreation, a plethora of retail shops and business services, and world-famous attractions.