

Co-written Copy for Q-Tip Advertisement
Drug Store Brand (Ideas that would get you fired...)
- Assignment at University

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Note: Our "Make your Qface, hit your Qspot" campaign focuses on the guilty pleasure of cleaning your ears - divided up into two realms. We have chosen specific mediums for our more sexxed up copy: adult settings such as adult magazines (playboy) or outside of more adult/risqué cultured places (record stores, strip clubs, etc.). Overall, a sexxed up versions of the campaign are set in such environments to match the vibe / show a versatile personality just like the product. Meanwhile, some headlines or assets such as the Qface game & Qspot commercial can go in more public, PG settings.

Spot #1

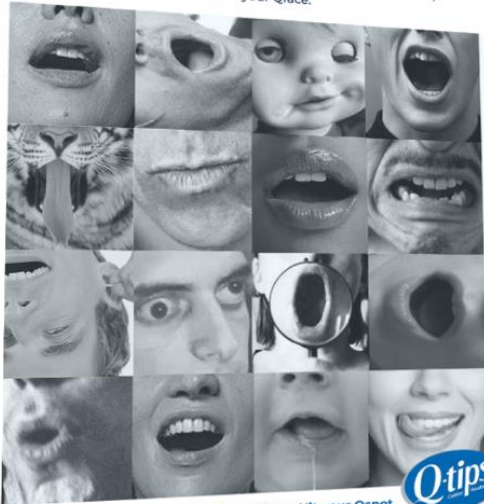
What's your Q face? You know the face...or maybe you don't. It's the one you make at the end of a long day or after a long shower- when extreme satisfaction causes you to drop your jaw, curl your toes, roll your eyes. When you're switching positions, trying new things, getting a little too into it? I mean...who knew cleaning your ears could create such a sweet, intoxicating sensation? Yeah, Meet your Qface.

Spot #2

What's your Qspot? Well, only you would know...and it can change by the hour - but we can help you find it. Hitting your Qspot is like finally devouring the food you've been craving for days - or listening to the song you can't get out of your head. It's like that tickle in the middle of your back you finally reach - a special place that holds the key to your satisfaction. It's your vice, your guilty pleasure, it's the type of toxic Britney keeps singing about. Yeah, that's your Qspot.

What's your Qface?

What's your Q face? You know the face...or maybe you don't. It's the one you make at the end of a long day or after a long shower- when extreme satisfaction causes you to drop your jaw, curl your toes, roll your eyes. When you're switching positions, trying new things, getting a little too into it? I mean...who knew cleaning your ears could create such a sweet, intoxicating sensation? Yeah, Meet your Qface.



Make Your Qface. Hit your Qspot.



Be gentle...
Don't go too deep.



 Make Your Qface.
Hit Your Qspot.

Round 2 ?



 Make Your Qface.
Hit Your Qspot.



That hit the Q-spot

