

AFTER
(see comment
below right)

Palmetto Dunes

Associate Location

Over the river and through the woods...to **golfing**

heaven you will go. To courses that kiss the **ocean**

surf. Meander through thickly wooded **forests**. Dance

alongside deep blue **lagoons**. *Golf Digest* readers

proclaim Hilton Head Island among the Top 10 golf

nirvanas in the world. But make sure you pack your

willpower along with your **nine iron**... 'cause you'll have

to drag yourself away from the white sandy beaches and

shimmering island waters first. Oh well...you'll catch

up on your sleep when you get back home, right?

Kayaking • Heritage tours • Dolphin cruises • Freshly harvested shrimp
and blue crab • Loggerhead turtle watches and moonlit beach strolls
• Antiquing and sightseeing in historic Bluffton • Intimate jazz clubs ...
outdoor concerts under the stars • Gullah culture of the sea islands.

BEFORE (See comment below)

Twelve miles of silky white beach welcome you to one of the most treasured golf and family vacation destinations in the world. The presence of more than 36 magnificent courses is only the beginning of Hilton Head's legendary popularity. It is also known for outstanding fishing, boating, kayaking and wind surfing. More than 100 wonderful restaurants and shops cater to the rich and famous. Of course, the not-so-rich-and-famous shoppers will love them just as much. Palmetto Dunes offers its own excellent golf course, swimming, tennis and bike riding with a variety of excellent accommodations. Experience all the treats, including the mild year-round climate, that make Hilton Head a famous, historic and exciting place.



PROJECT: Rebranding Campaign (print & online)
CLIENT: Fairfield Resorts

This 2002 project required new profiles for over 100 different resorts across U.S., Canada, Caribbean.

Client wanted to replace standard travel copy (above right) with a fresher, edgier voice that was more vibrant and would resonate with its younger, more upscale guest demographics.

Fairfield remains one of my best and longest-tenure clients today.