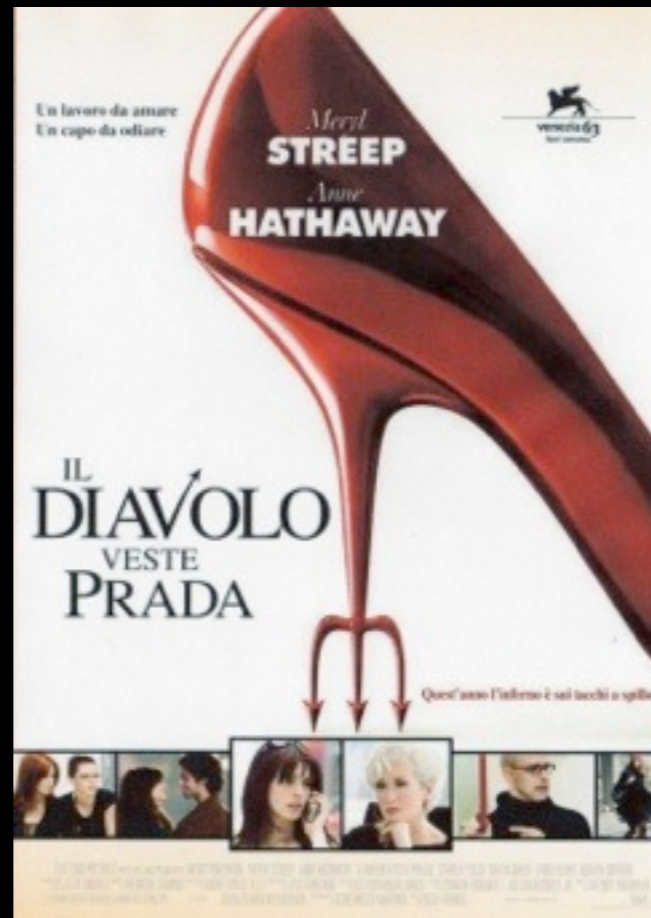


sophia stuart  
copywriting example:



client: 20th Century Fox International  
John Cosley, VP, digital



*I also wrote a game (and produced it while at the agency 8Edge) for the digital division of 20th Century Fox International.*

*This game was compiled in a modular fashion so it could be broken up, translated and re-compiled in foreign territories.*

*Here are some screens ----->*

# THE DEVIL WEARS PRADA

COMING SOON TO THEATRES



➤ Miranda's foot is tapping impatiently. Are you ready? Click on a task to begin and stay alert. You never know when she might call with more ridiculously urgent requests.

➤ **CLICK ON A TASK. LET'S GO**



TIME 0:00:16

TO DO

SCORE 00



## BUY FRAGRANCE

Miranda needs a cloud of beautiful perfume to inspire her as editor of Runway magazine. Even the air is sweeter here.

**GO NOW** ➤



## HEEL BREAKS, GET SHOES REPAIRED...

While your shoes are being repaired downstairs at Grand Central Station, answer this question. Keep up!

**GO NOW** ➤



## COLLECTION SELECTION OF SKIRTS FOR A SPRING SHOOT

What kind of skirts? Bore someone else with that question. It's spring; think floral shot in an industrial landscape (of course).

**GO NOW** ➤



TM and © 2006 FOX and its related entities. All Rights Reserved. Property of FOX. Use of this web site constitutes your acceptance of these Terms & Conditions and Privacy Policy. The materials on this web site are not to be sold, traded, or given away. Any copying, manipulation, publishing, or other transfer of these materials, except as specifically provided in the Terms and Conditions of Use, is strictly prohibited.

# THE DEVIL WEARS PRADA

COMING SOON TO THEATRES



>> TO DO  
 BUY FRAGRANCE

When did Chanel introduce Chanel No. 5?

>> 1922

>> 1913

>> 1941



TIME 0:13:37

TO DO

SCORE 00



COLLECTION SELECTION OF SKIRTS FOR A SPRING SHOOT

What kind of skirts? Bore someone else with that question. It's spring; think floral shot in an industrial landscape (of course).

GO NOW >



GET BAGS FOR ACCESSORIES SHOOT

A truly stylish woman is never without the perfect bag for every outfit. We have a shoot to organize and we need premium leather. Pronto!

GO NOW >



PICK UP ADVERTISERS' SAMPLES

Without advertisers, there would be no editorial pages. There is a package waiting for you. Hurry, hurry; don't keep Miranda waiting!

GO NOW >



TM and © 2006 FOX and its related entities. All Rights Reserved. Property of FOX. Use of this web site constitutes your acceptance of these Terms & Conditions and Privacy Policy. The materials on this web site are not to be sold, traded, or given away. Any copying, manipulation, publishing, or other transfer of these materials, except as specifically provided in the Terms and Conditions of Use, is strictly prohibited.

# THE DEVIL WEARS PRADA

COMING SOON TO THEATRES



## ➤ INCORRECT

What a fantastic answer.  
And yet so completely wrong

## ➤ RANDOM FASHION FACT

When Chanel left her suite at the Ritz, Paris each morning, the hotel would call her boutique so they could spray Chanel 5 on the steps for her plus chic entrance

**YOUR PHONE IS RINGING!**  
YOU HAVE A NEW TASK ADDED TO YOUR LIST.

➤➤➤ MIRANDA CALLS: PICK UP A STEAK; RARE, VERY RARE



TIME 0:13:52

TO DO

SCORE 00



### PICK UP ADVERTISERS' SAMPLES

Without advertisers, there would be no editorial pages. There is a package waiting for you. Hurry, hurry; don't keep Miranda waiting!

➤ GO NOW



### MIRANDA HAS RUN OUT OF WHITE SCARVES!

Emily ordered twenty-five of her favorite white scarves. Make sure they are spotless and wrapped in delicate (monogrammed) tissue paper.

➤ GO NOW



### MIRANDA CALLS: PICK UP A STEAK; RARE, VERY RARE

When Miranda is hungry, she needs the finest lean protein in NYC. Fries? Are you kidding me?!

➤ GO NOW



TM and © 2006 FOX and its related entities. All Rights Reserved. Property of FOX. Use of this web site constitutes your acceptance of these Terms & Conditions and Privacy Policy. The materials on this web site are not to be sold, traded, or given away. Any copying, manipulation, publishing, or other transfer of these materials, except as specifically provided in the Terms and Conditions of Use, is strictly prohibited.

# THE DEVIL WEARS PRADA

COMING SOON TO THEATRES

OH DEAR, YOU HAVE A LONG WAY TO TRAVEL.  
That's going to add 37 minutes to your time.



Watch this clip while you wait for a cab.  
Next time try to plan a little better.

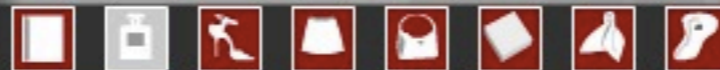


## INCORRECT

What a fantastic answer.  
And yet so completely wrong

## RANDOM FASHION FACT

When Chanel left her suite at the Ritz, Paris each morning, the hotel would call her boutique so they could spray Chanel 5 on the steps for her plus chic entrance



TIME 0:13:54

TO DO

SCORE 00



### PICK UP ADVERTISERS' SAMPLES

Without advertisers, there would be no editorial pages. There is a package waiting for you. Hurry, hurry; don't keep Miranda waiting!

GO NOW >



### MIRANDA HAS RUN OUT OF WHITE SCARVES!

Emily ordered twenty-five of her favorite white scarves. Make sure they are spotless and wrapped in delicate (monogrammed) tissue paper.

GO NOW >



### MIRANDA CALLS: PICK UP A STEAK; RARE, VERY RARE

When Miranda is hungry, she needs the finest lean protein in NYC. Fries? Are you kidding me?!

GO NOW >



TM and © 2006 FOX and its related entities. All Rights Reserved. Property of FOX. Use of this web site constitutes your acceptance of these Terms & Conditions and Privacy Policy. The materials on this web site are not to be sold, traded, or given away. Any copying, manipulation, publishing, or other transfer of these materials, except as specifically provided in the Terms and Conditions of Use, is strictly prohibited.

sophia stuart  
copywriting example:



sophsstuart@gmail.com

646-388-1715