

RUSTY LUCAS
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Western Creative, Inc.
26135 Plymouth Road
Redford, MI 48239

Dear Ad-makers:

I am writing to find out what I might do to break into the biz. I have a number of ideas for television commercials that I think will sell products and I want to share them. I see that you are a midwestern based advertising agency and I believe that you would be better served to produce the type of wholesome heartland type advertising that I enjoy. I also heard somewhere that you were America's leading ad agency for growing or emerging businesses. I think my ad ideas would be perfect for growing or emerging businesses!

My goal in life has become to be the writer and idea behind a commercial that airs during the SuperBowl. How proud those people must feel when they see their work portrayed on television in front of millions. Last year's SuperBowl was quite exciting and it was the first time in years that the game was more interesting than the commercials. Still, millions of people saw those commercials and millions of people saw Janet Jackson's breast. I missed that myself because I used the half time show as my only chance to go to the kitchen and bathroom for a snack. (The snack came from the kitchen, I mean, and then I also went to the bathroom to do bathroom things).

So I have a few ideas that are SuperBowl worthy, and the best part is that just about any product peddler can use them because they are not product specific. Nowadays, most of the best and memorable commercials are really just funny or clever or heartwarming situations that rarely have a connection to the product being advertised.

So how is this for an ad?:

Open up to a large family gathering sitting down to a Thanksgiving dinner and the youngest child is saying grace. [You don't think that this will be a problem with the ACLU do you? Will they object to a Christian prayer being said on the airwaves? I don't like them].

As the child finishes the blessing, the other family members comment on how cute she is and how well she did with the prayer. Then the mother tells the family what they are eating for dinner and they all give thanks for having such a great cook for a mom and that dad had such a prosperous year in his job as the family bread winner. [You don't think that this will be a

problem with the National Organization of Women do you? Will they object to a stay at home mom and a father-provider earning the money? I don't like them].

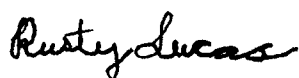
As they all gush over each other and the family begins their presentation of things they are thankful for, the father will comment that "Old Tom Turkey" was mighty tasty this year and that he really loves the way that his wife prepares the bird with all the fixings and that he will be happily eating left over turkey for a week or more. [You don't think that this will be a problem with PETA do you? Will they object to an endorsement on TV for eating meat and enjoying it? I don't like them].

One of the children will be thankful for having a loving family and will tell a brief story about the homeless drunk man who he saw in line that afternoon at the soup kitchen downtown past the playground and how he decided to donate his allowance to the guys that ran the soup kitchen to help feed the homeless and the alcoholic man down on his luck. [You don't think that this will be a problem with Alcoholics Anonymous do you? Will they object to an alcoholic stereotyped as a homeless vagrant? I don't like them].

Then the grandma will say that she is thankful that the war is finally over and that she feels sorry about the poor people in Japan who had to live through the horrible bomb that the pilots dropped on their city, but that she is thankful that her brother Herbert (who has been dead for 15 years) was able to make it out of Normandy alive and that he came home to marry his high school sweetheart. [You don't think that this will be a problem with the AARP do you? Will they object to a retired grandmother stereotyped as a senile forgetful old woman? I don't like them].

Then the commercial will close with the simple voice over or maybe just a flash up of text on the screen: "Family... it's what we're all about..." and then fade to the product or service logo of the ad sponsor. I think the feel-good family scene will boost public opinion of any product or service regardless of the specific details. I think it would even be a good commercial for rat poison or for hemorrhoid cream. I think that there are many growing or emerging rat poison and hemorrhoid cream businesses in America.

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The signature is written in a cursive, slightly slanted style.

Rusty Lucas

p.s. Do you have any baseball caps that bear your advertising company logo? I think that I should start to wear one (in the daytime) so that I can promote you as America's leading ad agency for growing or emerging businesses. I would love to help, and it would be actually free advertising (minus the cost of the cap and postage to mail it to me). It would be so cool to advertise for an advertising company! Please send me a baseball cap!