





WARREN MAPES
art director / web designer

“The Agonizer”

- 12:45 p.m.** Received **Voice Your Choice** material in the mail.
- 1:45 p.m.** Couldn't decide between electricity suppliers.
- 2:45 p.m.** Couldn't decide between fixed or variable.
- 3:45 p.m.** Called friends.
- 4:45 p.m.** Called his mom.
- 5:45 p.m.** Called to voice his choice.

Be sure to **voice your choice** for your electricity supply. No matter what kind of choice maker you are, be sure to voice your choice for your electricity supply. Voicing your choice ensures you get the options you really want, so look for the **Voice Your Choice** material in the mail this fall, and respond by 7 p.m., December 28. You can voice your choice online, by phone or through the mail. **Need some help choosing?** Visit rge.com or call 1.800.RGE.VYCNOW (1.800.743.8926).

CATEGORY:
print advertising

Involvement:

Concept and art direction of print campaign. Art directed and project managed on-location original photography shoot.

“The Procrastinator”

- 4:20 p.m.** Received **Voice Your Choice** material in the mail. *(mid-October)*
- 4:25 p.m.** Placed material on desk and went to watch television.
- 6:30 p.m.** Stumbled across material looking for remote. *(December 28)*
- 6:45 p.m.** Finished reviewing material.
- 6:50 p.m.** Watched dancing cat video online.
- 6:59 p.m.** Voiced her choice.

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“The Flip-flopper”

- 2:15 p.m.** Received **Voice Your Choice** material in the mail.
- 3:30 p.m.** Decided on electricity supplier.
- 3:35 p.m.** Changed mind.
- 3:40 p.m.** Selected pricing option.
- 3:45 p.m.** Changed mind.
- 3:50 p.m.** Changed back to original choices.
- 4:00 p.m.** Thinking she might switch again.

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“The Researcher”

- 2:05 p.m.** Received **Voice Your Choice** material in the mail.
- 3:05 p.m.** Finished online fact finding for electricity providers.
- 3:35 p.m.** Finished analyzing electricity usage trends.
- 4:45 p.m.** Cross-referenced household electricity patterns with pricing option matrix.
- 5:00 p.m.** Double-checked all data.
- 5:10 p.m.** Voiced his choice.

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**WHEN IT COMES TO EMPLOYEE HEALTH CARE,
THE OPTIONS DON'T LOOK VERY ATTRACTIVE.**

UNLESS YOU'RE LOOKING AT OURS.

ViaHealth Plan is much more than a low-cost alternative. Offering access to an exceptional panel of physicians, including all of the area's pediatric specialties. Access to five of the area's finest hospitals. The security of Excellus Blue Cross Blue Shield, including coverage worldwide. And now, with our exciting new Point-of-Service plan, ViaHealth Plan Alternatives, you can offer an option that gives your employees even more. At a cost to you and them that's less than other Point-of-Service plans. All of which means your employees will be a whole lot healthier. And so will your bottom line.

Sign up for a **FREE**
blood pressure screening
for your company,
ON-SITE.



Visit www.viahealthplan.com/healthy,
or call us at 800-828-6560.



**CATEGORY:
print advertising**

Involvement:

Concept and art direction of print campaign.



**MANAGEMENT WANTS YOU TO CUT BENEFIT COSTS.
EMPLOYEES WANT YOU TO STRENGTHEN BENEFITS.**

TO DO BOTH, YOU'LL NEED A SMARTER PLAN.

ViaHealth Plan is that smarter plan. Far more than a low-cost alternative, it provides access to an exceptional panel of physicians, including all of the area's pediatric specialties. Access to five of the area's finest hospitals. The security of Excellus Blue Cross Blue Shield, including coverage worldwide. And now, with our exciting new Point-of-Service plan, ViaHealth Plan Alternatives, you can offer an option that gives your employees even more. At a cost to you and them that's less than other Point-of-Service plans. All of which means your employees will be a whole lot healthier. And so will your bottom line.

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