

JAMES DENNING



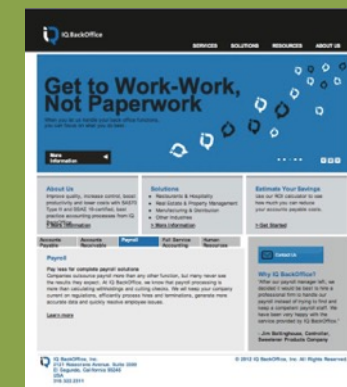
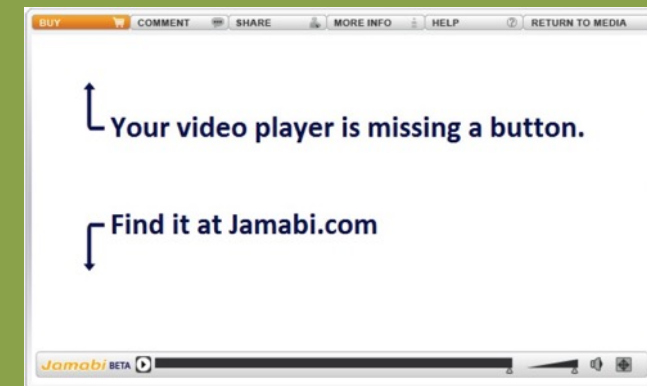
POSTERS, TAGLINES, AND  
OTHER BRIGHT IDEAS:

AN ORIGINAL COPY PORTFOLIO

# JAMES DENNING

## I can fit your value proposition on a t-shirt.

For examples of complex corporate stories I've distilled into memorable copy, see below and read on:



# JAMES DENNING

## Scrubbed

*An accounting startup focused on the cannabis industry*

I developed the themes and taglines below and the flyer on the right.

- Theme: Relax, we got this
  - **4/20 is coming. So is 4/15. Get Scrubbed.**
  - **Sometimes your work can make math... difficult. Get Scrubbed.**
- Theme: Get it right this time
  - **Don't launder your cash. Have it Scrubbed.**
  - **Some laws are still on the books. Get Scrubbed.**
- Theme: We're a best practice
  - **Your business went legit – keep it that way. Get Scrubbed.**
  - **You haven't come all this way to trip on your taxes. Get Scrubbed.**
- Theme: You're growing
  - **When you're too big to know too little. Get Scrubbed.**
- Theme: You are the future
  - **You're changing the world. We just changed accounting.**



# JAMES DENNING

## Boeing Rocketdyne

### *An aerospace manufacturer's rocket engine division*

I researched and wrote the commemorative poster for the 40<sup>th</sup> anniversary of the Atlas rocket engine program: Our World Was on its Shoulders. The poster and selected pull quotes follow; the poster text is on the next page.



*"We had a railroad track that went across the middle of the base, and on the early launches, if it made it over the tracks, it was a successful launch."*  
– **Jim Lucas, Retired Base Manager, Vandenberg Air Force Base**

*"The first Atlas mission to orbit was a satellite that broadcast President Eisenhower's Christmas message. Of course, that told everyone that you could put an Atlas missile anywhere in the world."*  
– **Geoff Hunter, Retired Project Engineer, Atlas Engine Systems**

*"When I came on in 1979, Geoff Hunter said he could promise me three to five years and the program was possibly going out of business. Now, here it is 20 years later, and we have 22 left to fly."*  
– **Ray Krise, Project Engineer, Atlas Engine Systems**

*"The teamwork on this program has been pretty incredible. It's been a really good experience in terms of the people and the customer I've worked with."*  
– **Karen Petersen, Engineer, Atlas Engine Systems**

# JAMES DENNING

## **Boeing Rocketdyne**

*An aerospace manufacturer's rocket engine division*

I researched and wrote the commemorative poster for the 40<sup>th</sup> anniversary of the Atlas rocket engine program: Our World Was on its Shoulders. The poster is on the previous page; the body text follows.

Powered by Rocketdyne, the Atlas has racked up records that may never be matched: A 40-year plus career, more than 550 launches to date and mission profiles that have included America's first manned orbital missions, scores of military satellites and the first probes to explore Venus, Mars, Jupiter, Saturn and the asteroid belt.

No one could have foreseen that future when work began on the Atlas, the Air Force's first production ICBM, in 1954. Convair developed an innovative balloon-like stainless steel shell for the missile and Rocketdyne initially matched it with the MA-1, a unique propulsion system made up of a two-barrel booster and a sustainer engine.

The booster engine provided maximum power off the pad, while the sustainer was optimized for high-altitude performance. The result was a versatile one-and-a-half stage launch vehicle that was quickly adapted for space launch use and during the 1960s, an Atlas was fired off about every 10 days. When the Air Force retired their Atlas missiles in 1965, they converted many of the old ICBMs into space launch vehicles. Through the 1970s and 1980s, they joined the fleet of two-stage Atlas-Centaur launch vehicles that had been developed in the mid-1960s.

Over time, the MA-1 has become the MA-5A, and the thrust has increased from 300,000 lb. to 429,5000 lb. The Atlas has evolved into a family of launch vehicles. Convair is now part of Lockheed Martin, and Rocketdyne was acquired by Boeing. Through the years, Rocketdyne's production of Atlas engines has waxed and waned, but as the current production cycle comes to a close with the delivery of the 713<sup>th</sup> engine system, one thing won't change: The Rocketdyne-powered Atlas system will remain one of the most successful rocket programs in history.

# JAMES DENNING

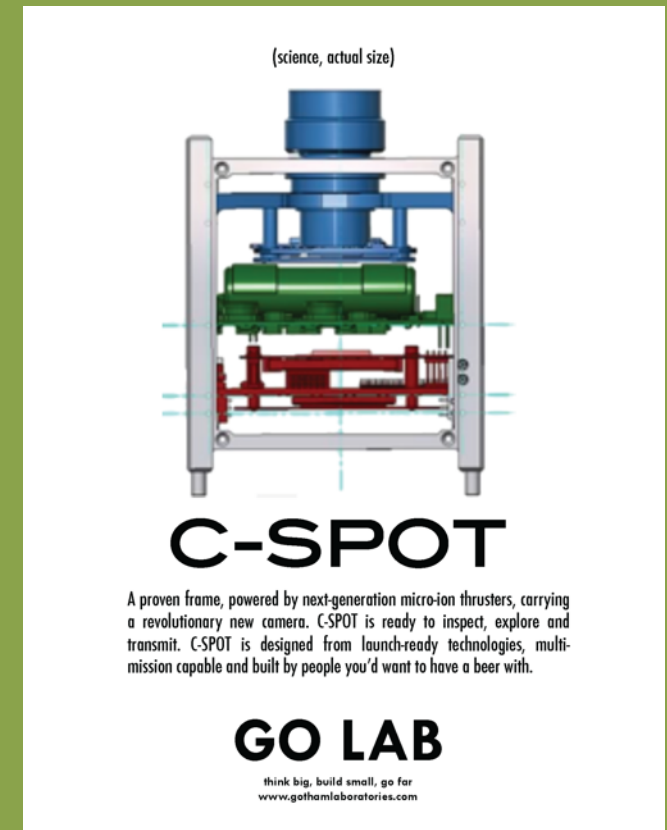
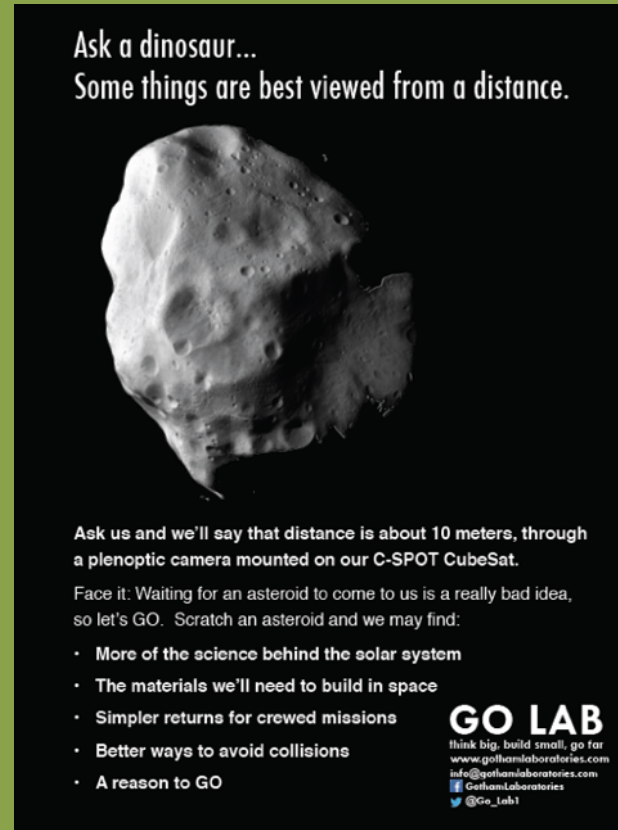
## GO LAB

*An aerospace startup focused on CubeSat micro-satellites*

I developed the tagline below and the posters on the right.

- Company slogan  
**think big, build small, go far**
- Poster taglines
  - **Ask a dinosaur... Some things are best viewed from a distance.**
  - **(science, actual size)**

The posters were a key part of a display that received the Editor's Choice award at 2013 Maker Faire.



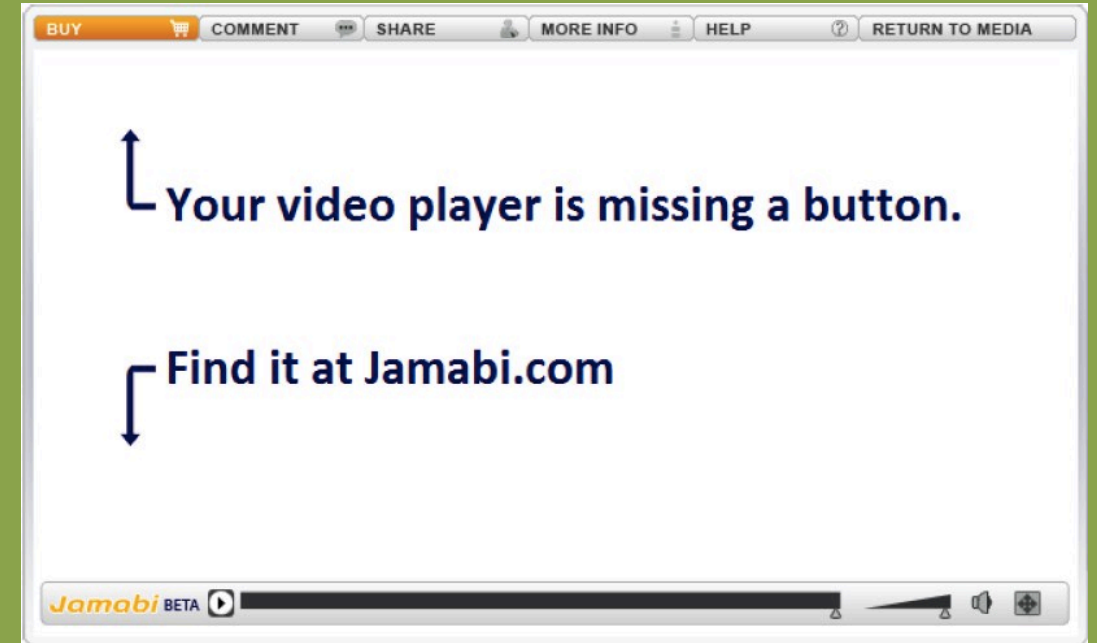
# JAMES DENNING

## Jamabi

*A developer of online video players with e-commerce functionality*

I developed the taglines below and the flyer on the right.

- For pitch decks  
**It's time for show and sell!**
- For company business cards  
**Post it • Share it • Sell it!**
- For fliers showing a mock-up of the player  
**Your video player player is missing a button.**  
**Find it at Jamabi.com**



# JAMES DENNING

## Cumming Corporation

*A construction management firm celebrating Construction Safety Week 2019*

I led the writing and design of these tweets as part of a team project to address the Construction Safety Week 2019 theme Safe By Choice.

- We choose our TEAM because everyone's safety matters to us! Celebrate #safetyweek with us this week and every week! [lnkd.in/gfwHreB](https://lnkd.in/gfwHreB) #BuildingValue
  - **We Choose OUR TEAM**
- We choose our families because getting everyone home safely is our top priority! [lnkd.in/gfwHreB](https://lnkd.in/gfwHreB) #BuildingValue #safety week2019
  - **We Choose OUR FAMILIES**
- We choose project success because noting is more important on a job site than safety. [lnkd.in/gfwHreB](https://lnkd.in/gfwHreB) #BuildingValue #safety week2019
  - **We Choose PROJECT SUCCESS**
- We choose safety first by building futures for our clients, our projects, our team members and their families. [constructionsafetyweek.com](https://www.constructionsafetyweek.com) #BuildingValue #safety week2019
  - **We Choose SAFETY**



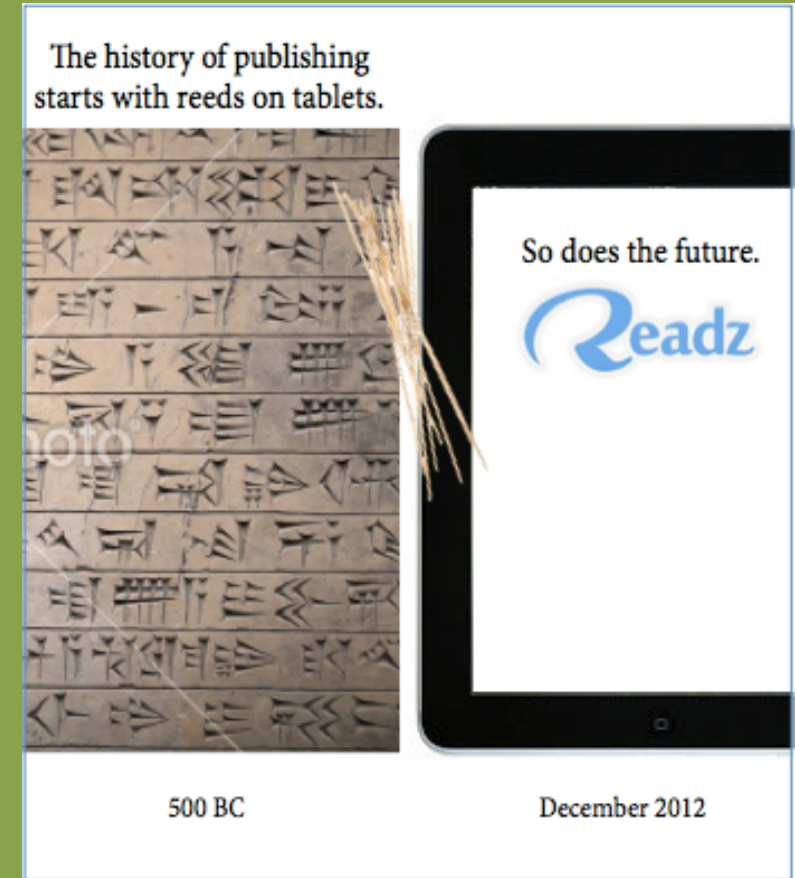
# JAMES DENNING

## Readz

*A developer of easy-to-use software for publishing on tablets*

I developed the web page headlines below and the ad on the right.

- Pitching to traditional publishers  
**Install nothing, layout anything, publish everything**
- Pitching to graphic designers who don't want to use HTML codes  
**Design without <label>s**
- Pitching to business users  
**Finally, a page big enough for your story**
- General  
**Tap Readz to refresh your pages**
- Ad  
**The history of publishing starts with reeds on tablets.  
So does the future.  
Readz**



# JAMES DENNING

## eTelecare Global Solutions

*A global call center outsourcer selling on value, reliability, and quality*

I developed the taglines below and the brochure on the right. The brochure told eTelecare's general story but also included a pocket for custom inserts that helped the sales team target specific markets and clients.

- Web site headline
  - **Cheaper than Free**
- White paper titles
  - **How to Outsource and Still Sleep at Night**
  - **You Can Sell Here from There**
- Email tagline
  - **World Class, Worldwide**
- Brochure
  - **Invest to Outperform**
- Case studies
  - **Applied "Challenge / Solution / Impact" format for clarity**



# JAMES DENNING

## IQ BackOffice

*An accounting startup focused on restaurants and small offices*

I developed the themes and taglines below and the sample web page on the right.

- Web site headlines
  - **Get to work-work, not paperwork**
  - **Hire an expert and pay yourself**
  - **Do what you do...better**
  - **Why do everything yourself?**
- Direct email headline to restaurant managers
  - **You didn't get into this business because you love paying bills**
- Direct email headline to financial professionals
  - **Do what you do best – we'll do the rest**
- Direct email headline to manufacturing managers
  - **Innovation drives assembly lines and bottom lines**



# JAMES DENNING



[james.denning@outlook.com](mailto:james.denning@outlook.com)

[www.jamesdenning.com](http://www.jamesdenning.com)

818.625.0948