

**Client: B2C - Start-up company offering healthcare deals via channels such as Groupon**  
**Project: Web page - develop catchy, clever "a la Groupon" style copy**

### **Pre-Natal Massage Offer**

**"You look beautiful!"** Don't you love hearing that? But as your baby gets bigger...and seeing your toes becomes a fond memory...*feeling* beautiful is another story. Back pain, muscle tension and an upset stomach are common complaints for many pregnant women. But there's good news. A prenatal massage can work wonders on relieving many of those symptoms...including stress.

So feel as beautiful as you look..with this special one hour Pre-Natal Massage \$75 offer from XXXX!

### **Chiropractor offer**

**It may start with a backache...and that's a good thing.** Why? Because a trip to the chiropractor can put you on the road to renewed health and vitality. Chiropractors treat more than joint function – they help restore nervous system function. And now, you can take that first step to optimal health at XXXX. For \$89 you get the full bodywork package; initial consultation, exam, X-ray and a 30 minute massage.

Thank your aching back!

### **Skin Care Offer**

**Your face. Take a closer look...your life story is staring back at you.** And like all good stories, it just gets better over time. But your skin is a different story. Wouldn't it be great to take back – just a few of those years? Well now you can! Microdermabrasion is a gentle yet effective way to soften fine lines and acne scars while giving your skin a fresher and younger appearance.

If you have considered microdermabrasion - now is the time to try it for \$65 at XXXX.

Your story just got better!