

SAMPLE HEADLINE EXPLORATIONS

**ULTIMATE JAMES BOND COLLECTION
TRADE AD HEADLINES**

FROM MGM WITH LOVE.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION HAS ALL 20 LEGENDARY FILMS IN UPGRADED 2-DISC EDITIONS.

FINALLY, SOMEONE PUT 007 IN HIS PLACE. AT THE TOP.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION FEATURES ALL 20 LEGENDARY FILMS IN UPGRADED 2-DISC EDITIONS.

40 YEARS. 20 FILMS. THE GREATEST FRANCHISE OF ALL TIME.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION WILL BE A MONEYRAKER AT RETAIL.

FROM 1962 TO 2002, ALL THE 007 ACTION IN ONE PLACE.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION IS THE ULTIMATE GIFTSET.

PREPARE TO BE SHAKEN...AND STIRRED.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION HAS ALL 20 LEGENDARY FILMS IN UPGRADED 2-DISC EDITIONS.

DIAMONDS ARE FOREVER. SO ARE BOND FILMS.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION, FEATURING ALL 20 FILMS, IS ONE CLASSY GIFT.

THE MAN THAT DEFINED COOL FOR FOUR GENERATIONS.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION, FEATURING ALL 20 FILMS, WILL BE A MONEYRAKER.

ALL THE ACTION. ALL THE STYLE. ALL THE FILMS.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION IS A MUST-HAVE FOR FOUR GENERATIONS OF FANS.

CLEAR YOUR SHELVES FOR THE GREATEST SPY OF ALL TIME.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION HAS A LICENCE TO KILL AT RETAIL.

ULTIMATE COOL. ULTIMATE JAMES BOND COLLECTION.

(SUBHEAD): WITH ALL 20 FILMS IN UPGRADED 2-DISC EDITIONS, THIS IS THE DEFINITIVE 007 EXPERIENCE.

RELIVE EVERY THRILL, CHILL AND KILL.

(SUBHEAD): ULTIMATE JAMES BOND COLLECTION HAS ALL 20 LEGENDARY FILMS IN UPGRADED 2-DISC EDITIONS.

HOTEL RWANDA CONSUMER AD HEADLINES

IN THE WORST OF ATROCITIES, HE BECAME THE BEST OF MEN.

HUMANITY FORGOT THEM. HEROISM SAVED THEM.

A FILM THAT WILL HIT YOU AT YOUR HUMAN CORE.

AN ERUPTION OF HATRED. AN EVOLUTION OF HEROISM.

A MUST-SEE FILM FOR ALL OF HUMANITY.

BEFORE YOU SAY "NEVER AGAIN," SEE THIS FILM.

UNSPEAKABLE CRIMES. UNFORGETTABLE HEROISM.

A TRUE STORY THAT WILL INVIGORATE YOUR HUMANITY.

THE WORLD TURNED ITS BACK, BUT ONE MAN STEPPED FORWARD.

A REMARKABLE REAL-LIFE HERO. AN INSPIRING MUST-SEE FILM.

HIS COURAGE AND CUNNING WERE THEIR ONLY WEAPONS.

THE REMARKABLE TRUE STORY THAT'S NEVER BEEN TOLD.

THEIR SURVIVAL DEPENDED ON HIS SAVVY.

IN A WORLD GONE MAD, ONE MAN STOOD FOR JUSTICE.

THERE HAS NEVER BEEN A HERO QUITE LIKE THIS ONE.

AN UNBELIEVABLE TRUE STORY THAT WILL CHANGE YOU FOREVER.