

Heathers' Commercial Copy.

#1 American Express

Do you know me? Probably not. In my business recognition is always important, but when I'm buying goods online I prefer a little privacy. With Private Payments from American Express, I get the security of a unique number created for each business transaction I make. Because my private Information is my business.

#2 ETHAN ALLEN

Fashion you relish. Quality you expect. Service you can depend on. Furnishings you can afford. Choices galore. This is the colorful image of Ethan Allen we want consumers to know. The wide spectrum of our image is expressed in many ways: through our galleries, our advertising, and our team of professionals who represent Ethan Allen. But is our image clearly visible to consumers? How can we ensure that Ethan Allen's true colors shine through? Building a strong image that withstands the test of time takes imagination, innovation, and participation. Those who have succeeded in maintaining a colorful, appealing image have followed a simple rule.