

THE FREEDOM BOAT CLUB



**If you love boating, the last thing you should do is buy a boat.**

Why put yourself through all the hassles of owning a boat when there's a much smarter alternative? The Freedom Boat Club. With us, you'll experience all the joys of recreational boating and none of the hassles of ownership.

Join us! You'll have unlimited usage of a huge fleet of truly beautiful boats. Any one of which you can take wherever you wish from any of our 19 East Coast locations.

The cost of membership? A fraction of the cost of ownership.

To find out more about The Freedom Boat Club, just call us toll-free at 1-877-315-5200. Or visit us at [www.freedomboatclub.com](http://www.freedomboatclub.com).

Embrace the joy of boating. Reject the hassles of owning.

**Freedom Boat Club. The ecstasy of boating without the agony of owning.**

Their Marketing Mandate

The Freedom Boat Club was a business based on offering people a very tempting proposition: full access to any of a huge fleet of beautiful boats ... for any length of time ...without ever having to worry about the expenses and responsibilities of ownership. Actually a pretty innovative concept. They wanted us to target the nautical-minded and dramatize this concept's many advantages.

Our Creative Solution

We knew we couldn't position The Freedom Boat Club as a sort of a sea-going rent-a-car. The service was too unique and multi-layered for that. Our task was to define the basic idea while simultaneously extolling its benefits. To celebrate the emotional satisfaction of going to sea

piloting your own vessel without ever having to pay for its steep costs. And that's what we did. In ads like "The Ecstasy Of Boating Without The Agony Of Owning" we pointed out that you could experience the exhilaration without also experiencing the non-exhilaration. That is, the non-exhilarating costs of buying ... of insurance ... of maintenance ... of storage, etc.

Say, are you possessed of a nautical nature? If so, we heartily recommend you look into The Freedom Boat Club. No, we're not saying that just because they're a client. It's really a sensational concept. Honest!