

J. POWER & COMPANY
MARKETING AND PUBLIC RELATIONS

ADVERTISING
Highlight

Amusing, entertaining, informative...

...and effective!

This piece created by our firm for the Historical Society of Santuit & Cotuit to announce a Hallowe'en Weekend walking tour of one of Cape Cod's most historic resting places is pure fun.

Sarcasm works in marketing, when it doesn't risk insult, offense or injury to the innocent. And, especially around the season of Hallowe'en, the public expects — and appreciates — the unexpected.

This advertisement gave them that.

THE HISTORICAL SOCIETY OF SANTUIT & COTUIT

COTUIT CHRONICLES

Some of Your Quieter Neighbors
Have Been Dying to Meet You!

Halloween Tour of Mosswood Cemetery
Saturday, October 27th
10:00 AM

This Cotuit Village Cemetery was established in 1839 with the burial of Azubah Handy. A walking tour of these local, sacred grounds will introduce you to her and to many familiar names in our town and village's history — the famous, the infamous, the cruel, the gentle, the rich and the poor. Many of the characters of our community's past come alive when their stories are retold. Join the Historical Society and Dr. James Gould for this unusual Halloween tour of local epitaphs and graven images. (Meet at the Cemetery — No Costumes Required!)

Succession to Paul. Personal collection.
The Historical Society of Santuit & Cotuit
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Print advertising created by J. Power & Company for the Historical Society of Santuit & Cotuit.