

TAMAR HALPERN

Copywriter + Creative Producer

Tamaroland@icloud.com 323.240.5800

CROSS-PLATFORM COMMUNICATION

-emails, letters, notices, buckslips, banners, posters, website comms-
Blue Shield of California

SOCIAL MEDIA

Look What She Did

CBS Studios – various shows

Mark Burnett

Instagram

WEBSITE + BRANDBOOK

Lume

Fruitstitute

Raw Garden

Lume

COMMERICALS + DIGITAL MARKETING CAMPAIGNS

DeBeers

Visa

FIFA

Stuller

YSL

Amazon

Lawyers.com

WalMart

Armani

Various political candidates

DPS, Diamond Professional Services

In-house Copywriter for SpotRunner Agency

VR

EventBrite

TV

Everyday Luxe

Breaking the Day

EDUCATION

BA Broadcast Journalism, USC/MFA Film Production, USC

TAMAR HALPERN

CROSS-PLATFORM PROFESSIONAL WRITER + CREATIVE PRODUCER

323-240-5800

www.TamarolandPictures.com

tamaroland@icloud.com

CORPORATE

Senior Copywriter Blue Shield of California

- Health care. Wrote member emails, member letters, buckslip mailers, direct mailers, tabletop displays, banners, posters and postcards.

Senior Copywriter Lume

- Medical service spa chain. Wrote company brand book and website copy.

Senior Copywriter Fruitstitute

- Agriculture and fruit tree care service. Wrote new website copy, rebranded, created bios for company leads.

Senior Copywriter Nestle.com

- Candy company. Authorized by the Roald Dahl Estate (*Charlie and the Chocolate Factory* writer) to write a branded Choose Your Own Adventure series starring Willy Wonka.

Senior Copywriter SpotRunner

- Wrote dozens of TV commercials, radio spots, banner ads and digital marketing campaigns as an in-house copywriter at SpotRunner. Worked with Creative Directors and Sales, client facing. Created pitches, scripts, commercials, and viral campaigns for online, TV and radio. Clients include Pepsi, WalMart, Amazon, Diamond Professional Services, De Beers, Stuller and Lawyers.com.

Creative Producer + Copywriter Look What She Did

- Non-profit sector. Created and branded social media copy and look.

Producer + Copywriter Freshwire

- VISA credit card marketing campaign series. Wrote voice over scripts and titles to ensure on-brand storytelling.

Copywriter Yves Saint Laurent

- Cosmetics. Rewrote scripts for YSL digital marketing series, client facing, agency liaison.

Copywriter Armani

- Cosmetics. Rewrote scripts for Armani digital marketing series, client facing, agency liaison.

Creative Producer + Copywriter Raw Garden

- Cannabis manufacturer. Rebranded website.

FILM

Producer + Writer Feature documentary LLYN FOULKES ONE MAN BAND

- Netflix, iTunes and Amazon. "Undeniably fascinating," Variety. "A joy to watch," Hollywood Reporter.

Writer Feature film book adaptation JEREMY FINK AND THE MEANING OF LIFE

- Wrote in the voice of New York Times Bestselling YA author Wendy Mass. Starring Mira Sorvino, Joe Pantoliano and Michael Urie.

Writer Feature film SHELF LIFE

- “A whip smart film that taps into a fresh source of American comedy,” Variety. Stars Betsy Brandt of *Breaking Bad*. Amazon, Netflix, iTunes.

Writer A&E Feature films

- Wrote five thrillers for Lifetime and A&E, which were produced and aired 2017-2020

Producer + Writer Short film DEATH TAXES AND APPLE JUICE

- 40+ film festivals, winning 16 awards including Boston Women in Comedy.

Writer Feature film book adaptation SOME OF TIM’S STORIES

- Hired to adapt a book by SE Hinton (*The Outsiders*, *RumbleFish*), honoring her voice in the screenplay.

Writer Feature film true story adaptation YOU BELONG TO ME

- Hired to conduct extensive Interviews with family of the deceased subject, researched to authentically write in the regional vernacular.

Writer Feature film true story adaptation NELLIE BLY

- Hired to write life story of daring 1890’s journalist Nellie Bly. Researched time period, wrote in authentic voices of the era.

TV

Story producer + Writer

- Endemol/ICON. Beauty/lifestyle show *Everyday Luxe*, wrote scripts and titles to fit into existing show and honor brand content.
- Karga 7/RedBull. *Breaking The Day* documentary series.

NEW MEDIA

Writer + Director, Digital Marketing Series CBS Studios

- Wrote viral videos to promote a variety of CBS shows. Agency hire.

EDUCATION

BA, Broadcast Journalism USC

MFA, Film and TV Production USC

WRITING AWARDS + PUBLICATIONS

Writing Fellow, Hedgebrook, a funded writing retreat for women

Published Fiction, Joyland Magazine, Sundress Fiction, Byline Publishing, winner Best Short Fiction 2014

Published Non Fiction, Huffington Post, Gulf Coast, SheRa Magazine, Ms In The Biz

Ghostwriter and editor of best-selling book All About Me

Guest lecturer USC School of Cinema/TV – screenwriting

The Jack Oakie Comedy Screenwriting Award

Paramount Screenwriting Fellowship Award

Black List

Familiar with Oxford and AP style

TAMAR HALPERN

copy writer/concept driver

Client:

How can we increase our social media presence?

Me:

By creating clean copy with stunning images that communicate your mission and pique curiosity.

Here. Let me show you...



WHAT I
LOOK
SHE
DID.

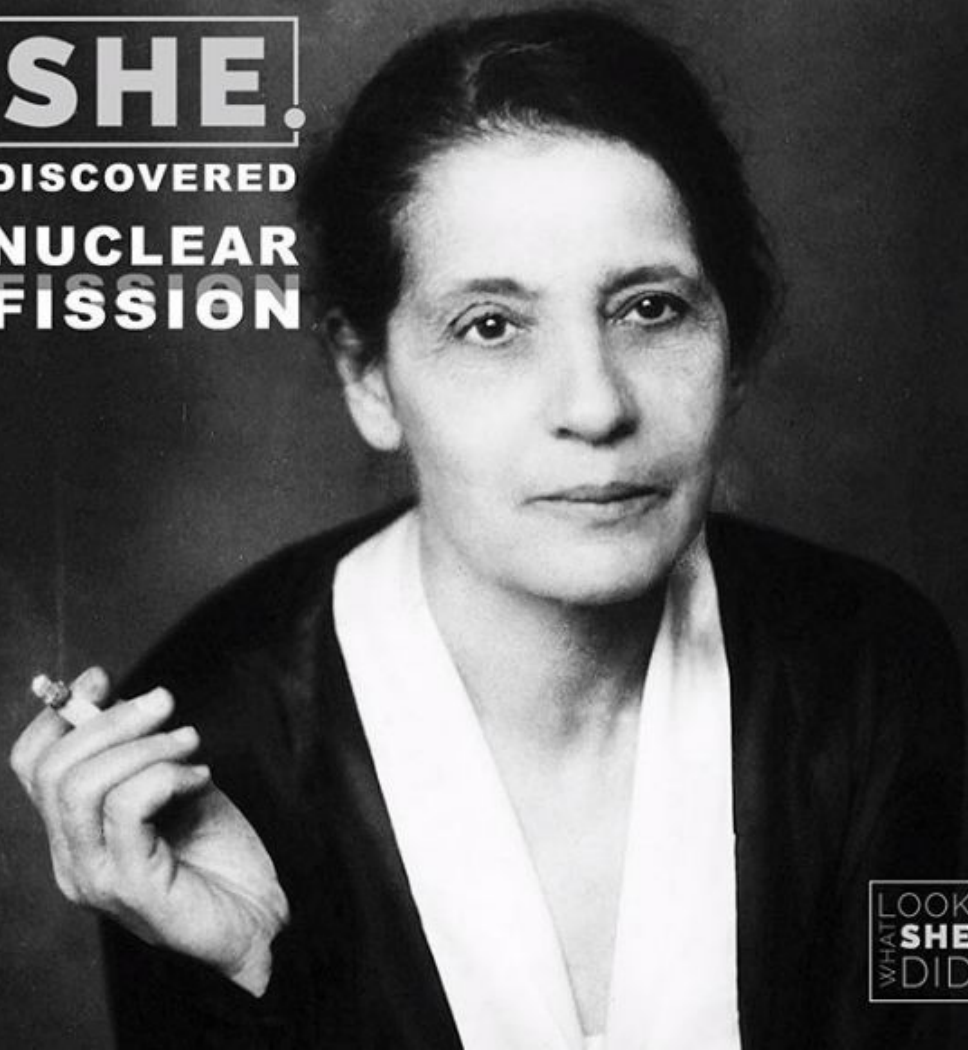
SHE.

DECON
STRUCT^{ED}
THEATER

SHE.

DISCOVERED

**NUCLEAR
FISSION**



LOOK
WHAT
SHE
DID.

SHE. TOOK DOWN
STANDARD OIL







CHANGEMAKER

WHAT I
LOOK
SHE
DID.



GIRLS TRIP



ENVIRONMENTAL CRUSADER

LOOK
WHAT
SHE
DID.

INVENTOR



LOOK
WHAT
SHE
DID.

ARRESTED FOR YOGURT POSSESSION.



WHAT
LOOK
SHE
DID.

LOOK
WHAT
SHE
DID.

WITHOUT
HER **SMARTS**
WE'D HAVE

NO

**SMART
PHONES**





Pursue your best self.

Lume invites people to feel, look & function their best by providing quality wellness services in an everyday luxury setting— all at an accessible price point.

What We Believe

We believe that everyone should be investing in prevention + recovery when it comes to their physical and mental health and wellness.

We believe you don't have to be an extreme athlete or extremely hungover to deserve an hour to recover.

We believe you shouldn't have to spend an entire day or a full paycheck at the spa in order to experience rejuvenation and relief.

Why We Exist

It's no secret that the wellness industry is booming. People are actively making healthier choices and prioritizing wellness through exercise, food, sleep and diet. We believe the next wave of mainstream wellness is prevention & recovery.

While there are recovery services + wellness spas that exist, most are very narrowly stigmatized and don't cater to the everyday person who needs a space to rest & recover from their everyday life.

We see an opportunity to change the narrative and broaden the audience of these services through proper education, accessible branding and excellent overall experience.

Our Mission

Our mission is to help people pursuit their best self by living a balanced lifestyle.

We're bringing quality wellness and recovery treatments out of stigmatized settings and into a comfortable, everyday-luxury environment.

Similar to Nike's 'if you have a body, you're an athlete' slogan we believe that if you're living life, you deserve rest & recovery.

We strive to create access to these proven treatments, so that 'everyday' people can utilize them with ease & enjoyment, every day.

We hope that everybody will leave our space feeling better than when they walked in— not just from their treatment, but from their entire experience with us.

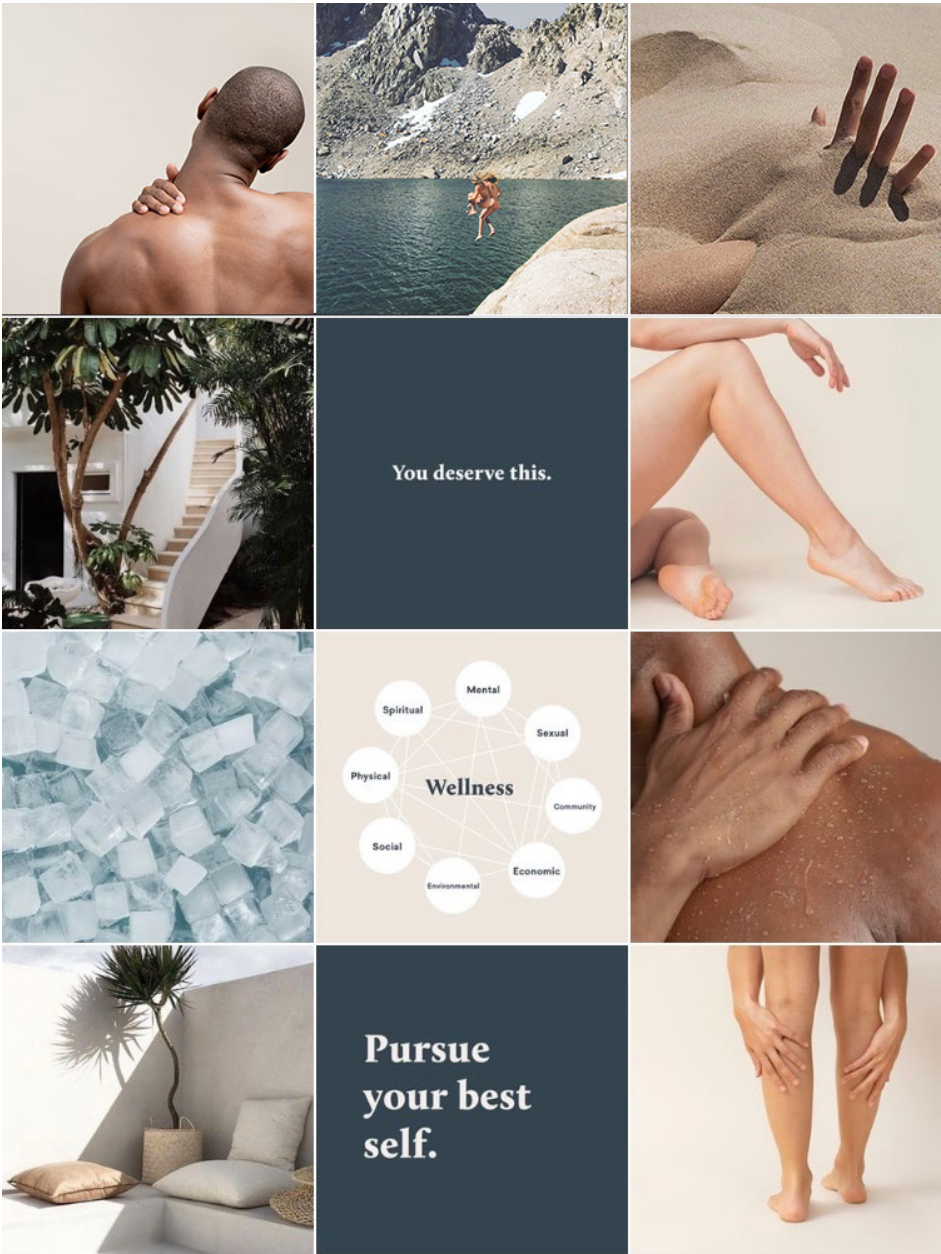
The Lume Experience

We are bringing quality wellness and recovery services out of stigmatized settings and into an accessible, enjoyable setting.

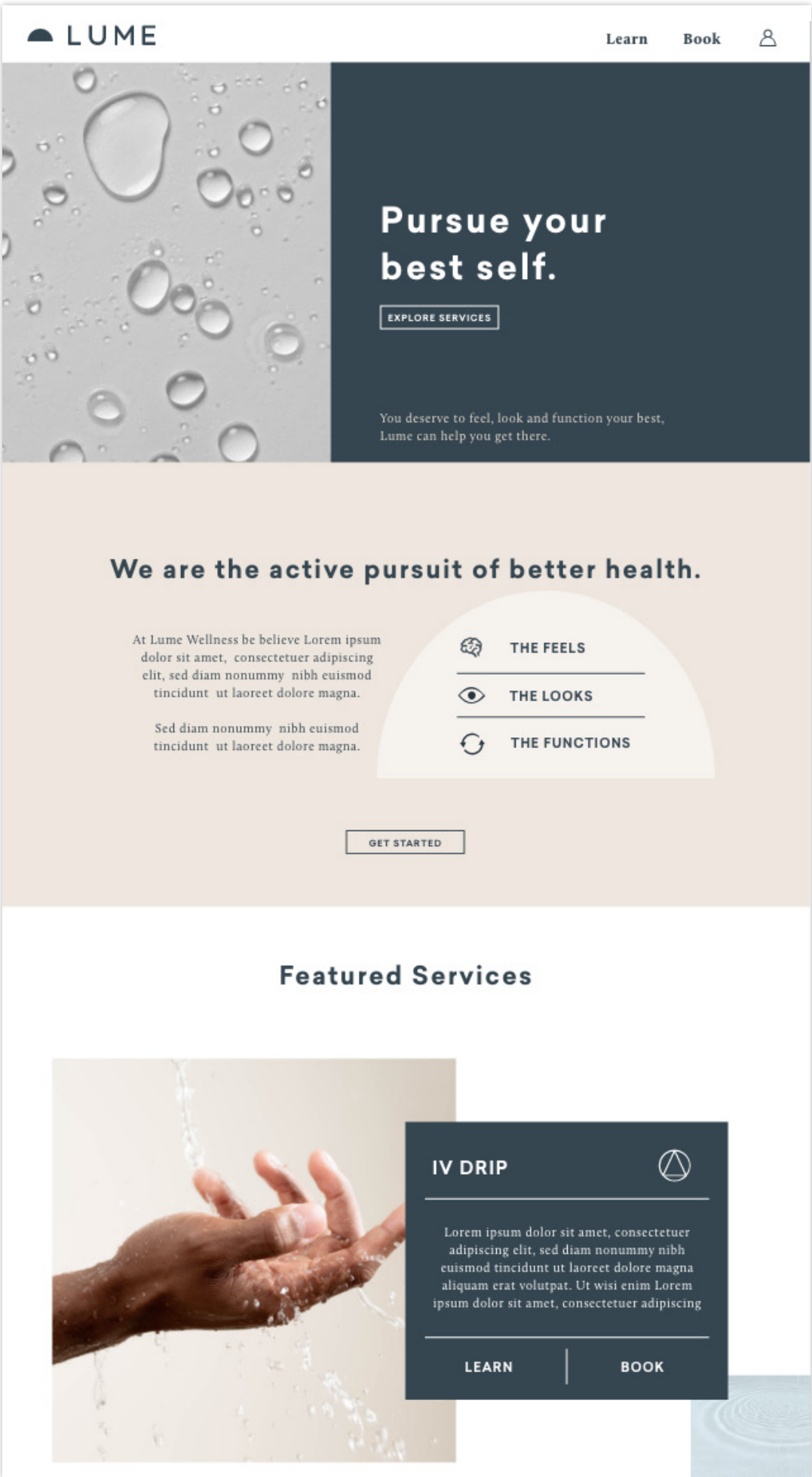


The Lume Experience

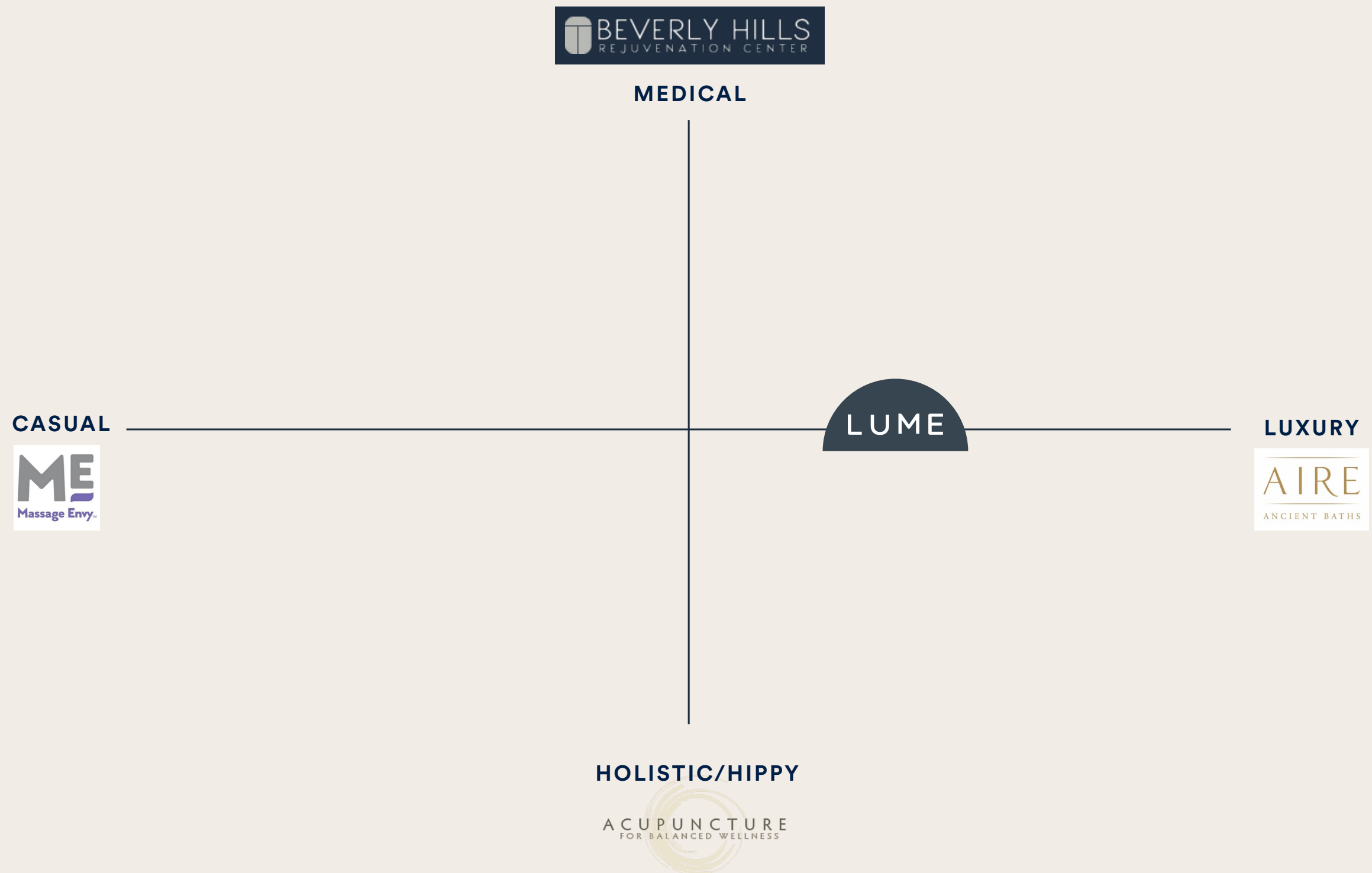
The Lume instagram feed



The Lume website - coming soon



Brand Positioning



We plan to sit in the 'everyday luxury' category. Our brand identity and price point will be accessible enough for people to integrate our services into their monthly & even weekly routines.

Flagship Location

RIVER NORTH, CHICAGO

Our flagship location will be located in River North, directly across the street from the exclusive East Bank Club with over 10,000 members.

Full of office buildings and highrise apartments. The neighborhood has a demographic of high income and current & future trend setters which fits squarely in our target market.



The pillars of Lume services

Dividing our services up into 3 core pillars not only helps the consumer better digest and understand what we provide, but it also helps to tell the brand story and mission through a clear definition of values. It creates an accessible way for consumers to relate to and desire what we provide.



FEEL

- Focus
- Stress relief
- Anxiety
- Mood boost
- Brain fatigue



LOOK

- Skin enhancing
- Anti-aging
- Weight control support



FUNCTION

- Muscular recovery
- Illness recovery
- Exhaustion
- Pain management

Menu of Services

IV DRIP

6 different IV drip recipes
service takes 30-45 minutes

\$95/\$165

BOOST SHOTS

4 different intramuscular vitamin injections
service takes less than 1 minute

\$50

CRYOTHERAPY

Available in Full Body, Facial or Localized
service takes 3 -10 minutes

\$65

INFRARED SAUNA

Available in Solo or Partner sessions
service takes 45 minutes

\$45/ \$60

MASSAGE

Release, Relax and Sport massage types
Available in 60 or 90 minute sessions

\$110/\$160

Brand principles

DIGESTABLE INFORMATION

from service to website, social media to digital marketing, all touch-points have an element of easy-to-understand education.

THOUGHTFUL DESIGN

everything is designed with the end user in mind.
“how will this be used and how can we make it enjoyable?”

STELLAR SERVICE

friendly, approachable, say “yes” vibe, customer is (almost) always right, follow through, communication.

EVERYDAY LUXURY

balancing accessibility and luxury to create a place that people can come often and easily, while still feeling like a unique luxurious experience.

Brand personality

FRIENDLY

we're elevated without being exclusive or snooty.

COOL

we're tapped into culture & what's going on.

CONFIDENT

we're confident in our point of view and our services,
consumers trust what we say.

CALM

our tone of voice, visuals and personality are calm & clear.
we don't need to shout or be the loudest to be the best.

Brand Tone of Voice

WE'RE 'COOL', NOT 'TRENDY'

WE 'EDUCATE', NOT 'PREACH'

WE'RE CALM & CONFIDENT, NOT OVERLY OBVIOUS AND OBTRUSIVE

WE'RE HEALTH & WELLNESS FOCUSED, NOT BODY-IMAGE FOCUSED

WE 'RECOVER', NOT 'HEAL'.

LUME
WELLNESS

HELLO@LUME-WELLNESS.COM


Blue Cross Blue Shield – PPO plans

Statewide

Postcard
8.5" x 5.5" one-sided

GET AHEAD OF OPEN SEASON





GO BLUE. GO DIGITAL.

Stay connected! **SCAN THE QR CODE** to find Open Season information about our Blue Cross and Blue Shield Service Benefit Plan options.

A downloadable version is also available on fepblue.org or blueshieldca.com/virtualevents. You can download brochures, explore your health plan options, attend a virtual health fair, and more!



Open Season Dates
November 9, 2020 – December 14, 2020

FEPSTCRD2019-02

Poster
11 x 17"



GET AHEAD OF OPEN SEASON

fepblue.org



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FEPSTCRD2019-02

Tabletop banner
11.75" x 21"



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Open Season Dates
November 9, 2020 – December 14, 2020


FEPSTCRD2019-02

Blue Shield – Access+ HMO

Central & SoCal

Postcard
8.5" x 5.5" one-sided

FINDING THE RIGHT CHOICE FOR YOU




Choice starts with Access+ HMO®

Scan the QR code to find Open Season information about our Blue Shield Health Benefits Plan option.

A downloadable version is also available on our Virtual Events Dashboard. You can download brochures, explore Access+ HMO®, and more!


blueshieldca.com/virtualevents



Open Season Dates
November 9, 2020 through December 14, 2020


* Blue Shield plans available in select counties in Southern and Central California. View the website to explore specific plan areas.

Blue Shield of California is an independent licensee of the Blue Shield Association. AXXXX (10/20)




Poster
11 x 17"

get ahead
of open season




CHOICE STARTS WITH ACCESS+ HMO®




Scan the QR code

Access downloadable information about our Blue Shield Health Benefits Plan option.




Or, download Open Season health plan information on our Virtual Events Dashboard.

blueshieldca.com/virtualevents



Open Season Dates
November 9, 2020 – December 14, 2020


blueshieldca.com/virtualevents




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Tabletop banner
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choice starts with
Access+ HMO®




YOUR HEALTH. YOUR COVERAGE.




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blueshieldca.com/virtualevents



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Blue Shield of California

REF270899 | Prepared by the Creative Studio | October 22, 2020

look 1

Commercial audience


Subject line and Preheader options:

SL: Top alternatives to the ER
PH: These care options may save you money

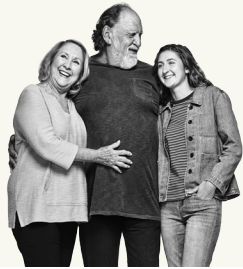
CTAs:
Show my options:
Blueshieldca.com/care

Modules are clickable and jump link
to relevant sections within
blueshieldca.com/care.

Desktop



**RIGHT CARE.
RIGHT PLACE.
RIGHT TIME.**



From \$0 virtual consults to primary doctors, explore all your care options – including how much you'll pay.

Show my options

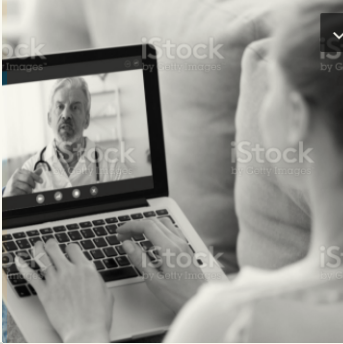
Get care when and where you need it


Knowing which option to choose can save you time and money:

**HATE WAITING HOURS
TO SEE A DOCTOR?**

Video chat with a Teladoc doctor or therapist without leaving your couch or even while you're on the go from your smartphone!

Learn more





**NEED ANSWERS TO HEALTH
QUESTIONS RIGHT NOW?**

If you're looking for a calm voice in the middle of the night just to settle your concerns, try NurseHelp 24/7SM.

Learn more


Remember: If you have a medical emergency, call 911 or go directly to the nearest emergency room.

Take your coverage anywhere

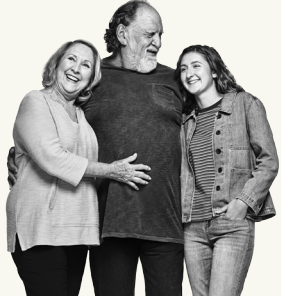
Find care options near you, view your benefits, and more.

GET IT ON Google Play | Download on the App Store

Mobile




**RIGHT CARE.
RIGHT PLACE.
RIGHT TIME.**




From \$0 virtual consults to primary doctors, explore all your care options – including how much you'll pay.

Show my options



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Get care when and where you need it

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Remember: If you have a medical emergency, call 911 or go directly to the nearest emergency room.

Take your coverage anywhere

Find care options near you, view your benefits, and more.

GET IT ON Google Play | Download on the App Store

Follow us:    

For more help and resources, visit blueshieldca.com or contact Member Services at the number located on your member ID card. If you do not have your ID card, you can call (800) 393-6130 (TTY: 711).

This is a promotional email from Blue Shield of California, an independent member of the Blue Shield Association. Don't miss out on future emails from us – learn how to add us to your address book.

If you'd like to be removed from all future email communications from Blue Shield of California, unsubscribe here.

[For emails, must include the embedded links in the headers for Language Assistance Notice, Nondiscrimination Notice, and grievance procedure]
Language Assistance Notice
For assistance in English or no cost, call (866) 346-7198. Para obtener asistencia en Español sin cargo, llame al (866) 346-7198. 如果需要中文的免费帮助, 请拨打这个号码 (866) 346-7198.

Nondiscrimination Notice
Blue Shield of California complies with applicable state laws and federal civil rights laws, and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, or disability. Blue Shield of California cumple con las leyes estatales y las leyes federales de derechos civiles vigentes, y no discrimina por motivos de raza, color, país de origen, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad ni discapacidad. Blue Shield of California 遵循适用的州法律和联邦法律。

Commercial audience

Subject line and Preheader options:

SL: Do you know all your care options?

PH: Video chat with a doctor, speak to a nurse online, and more.

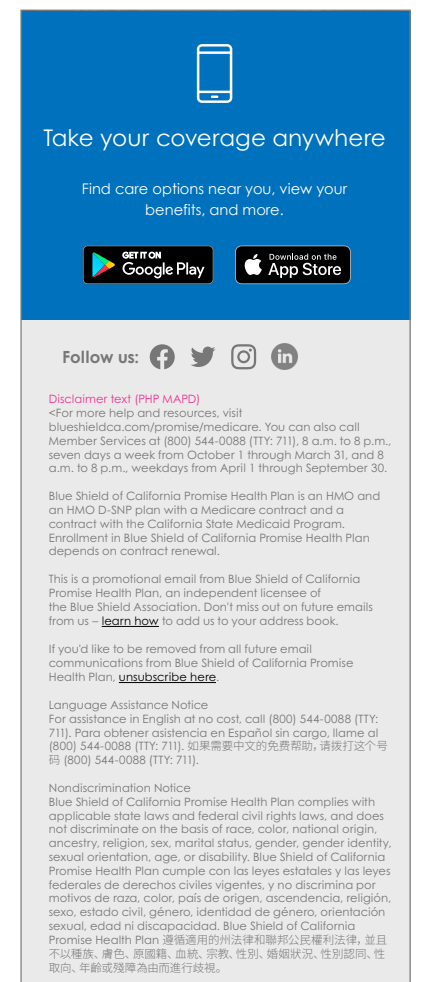
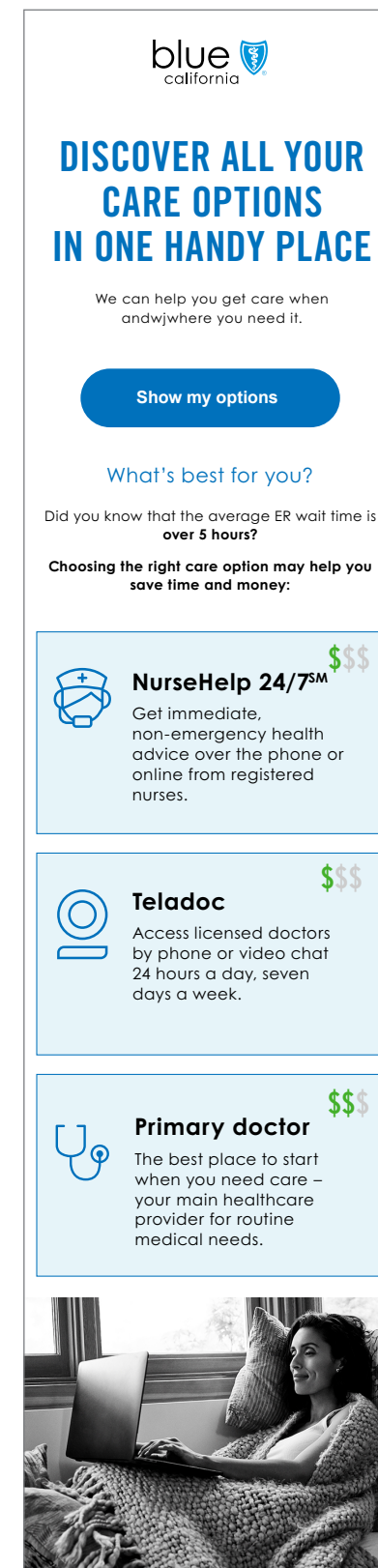
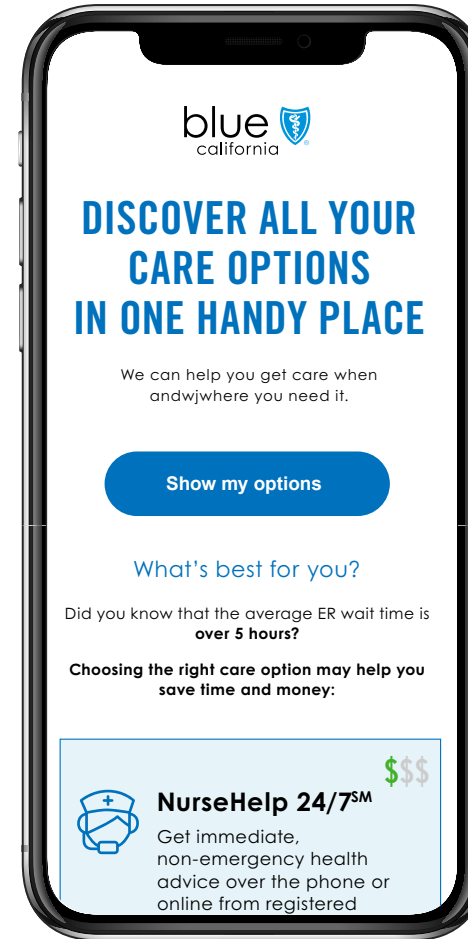
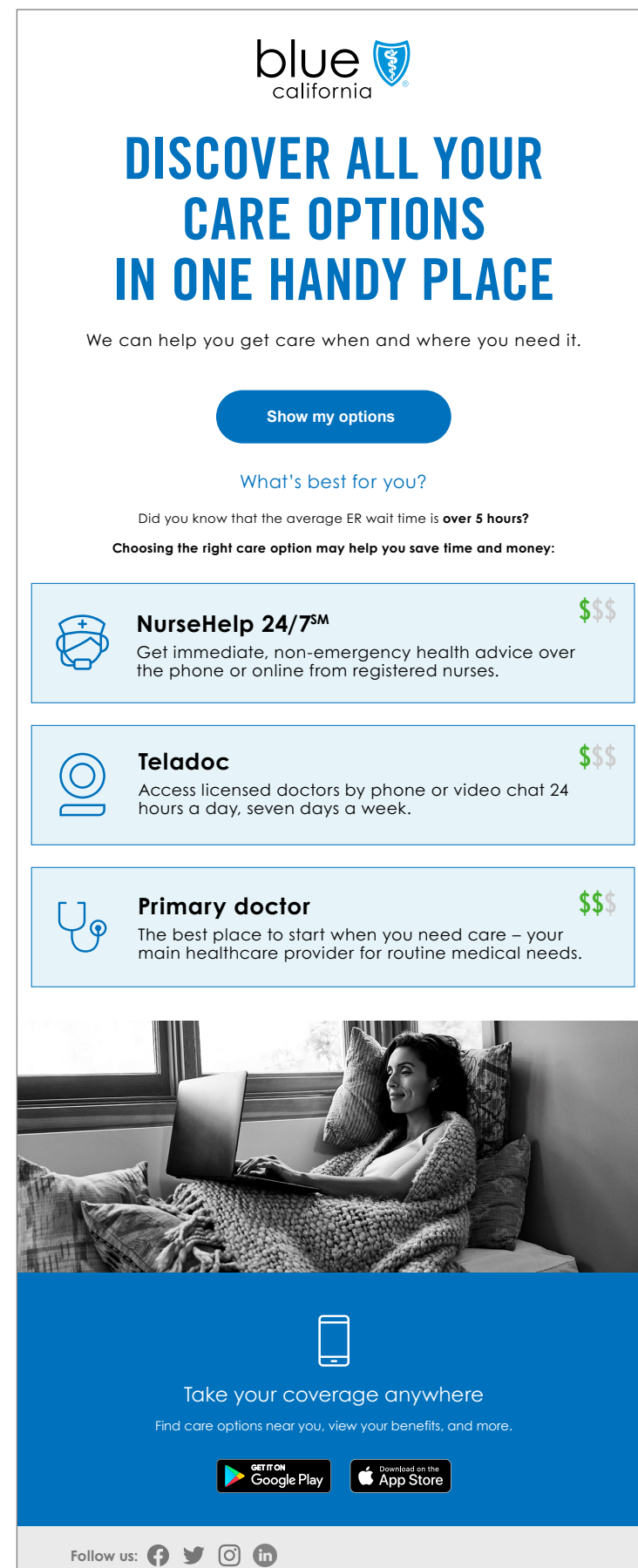
CTA Show me:

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Desktop

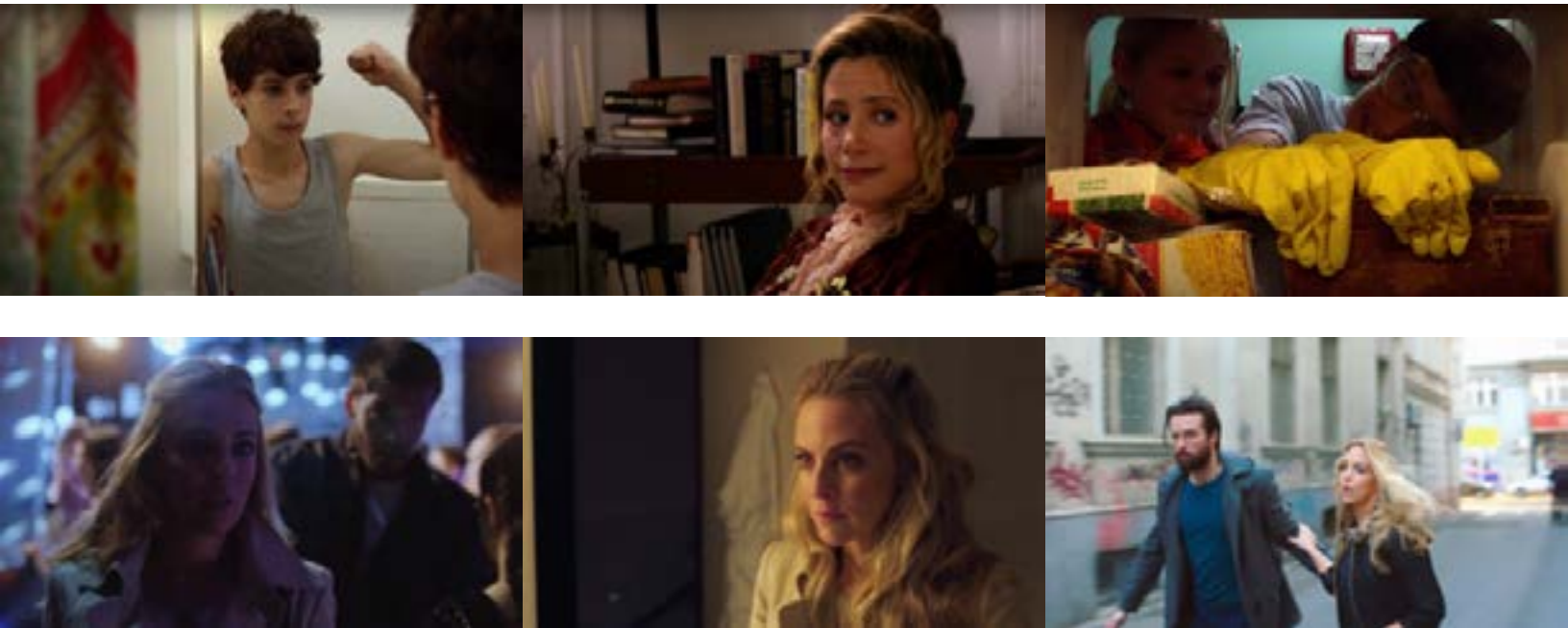
Mobile



Tamar Halpern has written and directed dozens of commercials and digital campaigns. Clients include Stuller, DPS, Amazon, Yves Saint Laurent, Armani cosmetics, WalMart, Lawyers.com and Rue La La.



She uses her experience as a screenwriter and film director to communicate original takes on advertising and branding.



Film Reel — <https://vimeo.com/180363474>

TV Reel — <https://vimeo.com/297027811>