

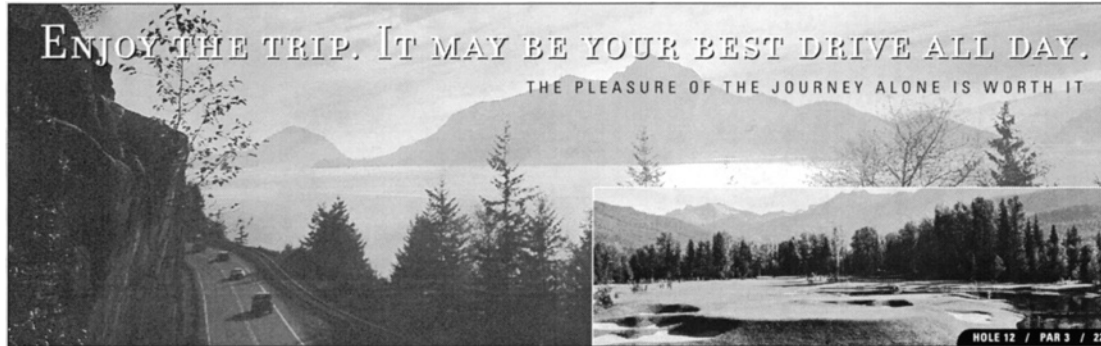
Craig Holm

Copywriting

Brand Strategy

Big Ideas

› Nicklaus North Golf Club



ENJOY THE TRIP. IT MAY BE YOUR BEST DRIVE ALL DAY.
THE PLEASURE OF THE JOURNEY ALONE IS WORTH IT

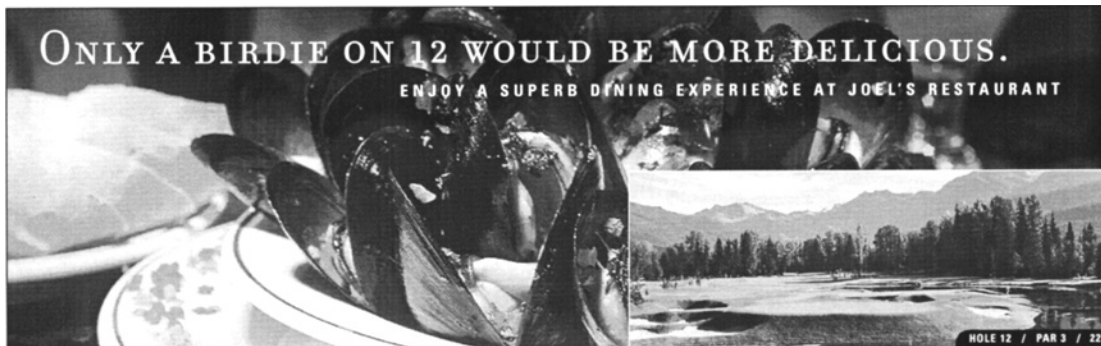
CHALLENGING GOLF
AMAZING EXPERIENCE
1-800-386-9898



HOLE 12 / PAR 3 / 225 YARDS



NICKLAUS NORTH
WHISTLER
MEMBER GolfBC GROUP



ONLY A BIRDIE ON 12 WOULD BE MORE DELICIOUS.
ENJOY A SUPERB DINING EXPERIENCE AT JOEL'S RESTAURANT

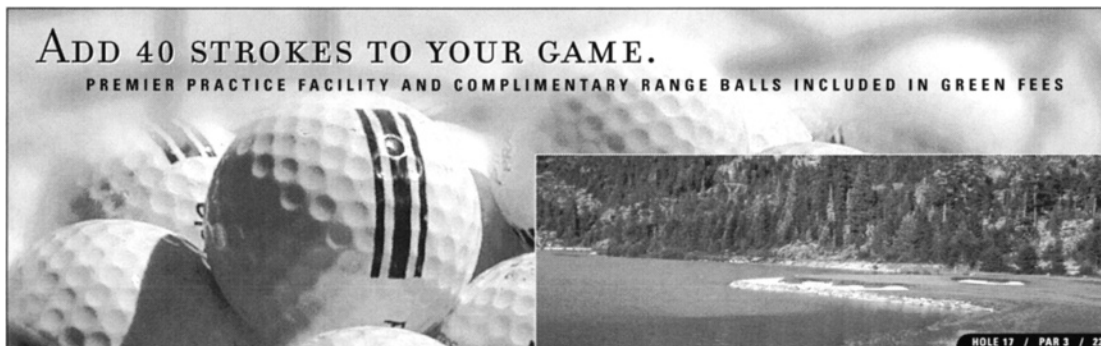
CHALLENGING GOLF
AMAZING EXPERIENCE
1-800-386-9898



HOLE 12 / PAR 3 / 225 YARDS



NICKLAUS NORTH
WHISTLER
MEMBER GolfBC GROUP



ADD 40 STROKES TO YOUR GAME.
PREMIER PRACTICE FACILITY AND COMPLIMENTARY RANGE BALLS INCLUDED IN GREEN FEES

CHALLENGING GOLF
AMAZING EXPERIENCE
1-800-386-9898



HOLE 17 / PAR 3 / 226 YARDS



NICKLAUS NORTH
WHISTLER
MEMBER GolfBC GROUP

Agency:

Timm Williams Design

My Roles:

Concept development
Copywriting