

## WDPRO Copywriting Test

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### Brief Description: Caro-Seuss-el

Take your imagination on a whimsical adventure when you hop aboard the Caro-Seuss-el and ride atop your favorite Dr. Seuss character. It's a magical merry-go-round for young and old.

### Detailed Description: Dueling Dragons

Brace yourself for the hottest and coolest roller coaster you've ever ridden. Merlin's castle has been taken over by Fire and Ice, two inverted dragon-styled rollercoasters that twist, loop, and intertwine themselves throughout Merlinwood and over Dragonlake. Choosing between the two synchronized coasters, passengers experience many close encounters, as the Dueling Dragons appear to almost collide amidst the terrifying twists and turns. So beware of entering Merlin's castle unless you're ready to slay the dragons.

### Brand Feature Push

#### Blast Off On Disney's First Moon Shot

The countdown has started for Walt Disney World's inaugural commercial flight to the moon. Don't miss your chance to be the first to blast off for an out-of-this-world getaway! Experience the greatest advances in space travel luxury as you recline in your finely appointed seat and watch the in-flight movie, *Apollo 13*. But don't get too comfortable because you'll get to the moon in no time.

Once you're on the moon, you'll want to visit Mickey's Moon Cheese shop for the best cheese not on earth. And just around the corner you'll be able to shop for the trendiest designs in lunar apparel at Minnie's Crater of Clothes. After that you can join Goofy at his Extra-Terrestrial Sports Camp and play a little basketball where every shot is a slam-dunk or baseball where every hit is a homerun. Following all that activity, you'll want to relax at Daisy Duck's Spa with a soothing Moonsage and Moondust Facial. And to top it off you'll still have time to visit the Walt Disney Moonsuem, which is filled with all the science and fiction about the moon you ever wanted to know. It's a trip you won't want to miss, so call now because it's better to go lunar than later.

Promo Copy

KIDS EAT FREE!  
NOW THAT'S A MOUTHFUL  
DISNEYLAND RESORT HOTELS

Family at restaurant table. Kids wearing mouse ears are about to bite into a giant hot dog and hamburger.

WHO SAYS THERE'S NO SUCH THING AS A FREE LUNCH?  
WE'LL EVEN TOSS IN BREAKFAST.  
DISNEYLAND RESORT HOTELS

Goofy in chef's hat lifting the silver plate cover to reveal a piping hot plate of macaroni and cheese to wide eyed child.

INSTEAD OF FAST FOOD, TRY FREE FOOD  
DISNEYLAND RESORT HOTELS

Flash graphic. A tray with a greasy burger and fries from fast food place slides into frame. Dissolve to a nice restaurant where Goofy is delivering a plate with a nicely presented hamburger on a sesame bun with steak fries.

A STEAL OF A MEAL  
DISNEYLAND RESORT HOTELS

Disney character in prisoner black and white stripes tiptoes across the box with a plate of food he is swiping.