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JONES PUTS SKIPPERS BACK ON THE MAP

Seattle, WA - 6/28/2004 --- Jones Advertising created a new television campaign for Skippers Fish & Chips that airs nearly 8 years after Jones' last ad for Skippers. The two fifteen second spots are the first in a series of appetizing ads that focus on the food's Northwest origins and heritage of the sea.

"When we worked with Skippers from 1991 to 1996, they slowly shifted their focus from casual dining to fast food. In deciding to chase the low-price burger customer, they had to compete on price, which meant sacrificing food quality," said Mark Jones, creative director for Jones Advertising. "We would create great ads, people would come in to try the products, but not finding the quality they were used to, wouldn't return. I am happy to say the food quality is back, and these new ads reflect that. I'm really excited to be working with Skippers again."

Though shot on a tight budget, the ads don't appear that way. Filmed by North by Northwest productions, the spots combine food photography shot on 35mm film and stock Alaska Seafood Marketing Institute footage of a fishing boat at sea. The images are framed by a rustic parchment chart and accompanied by original music created by Glenn Sound of Seattle.

"The ads have a national feel," said John Jewell, marketing director for Skippers. "When I saw the storyboards, I was blown away. And when I played the spots for the Skippers staff there was a standing ovation. Mark [Jones] delivered beyond our highest expectations, especially considering our budget. These spots can compete with national players like Long John Silvers and Red Lobster."

Seattle-based Jones Advertising employs BrandAction—its proven advertising system that combines impactful brand concepts with compelling selling techniques. Client experience includes: VoiceStream, Eagle Hardware, PetsMart, Sleep Country, The Dairy Farmers of Washington, Rescue Pest Control and Washington Lottery. For more information, contact David Edgerton, 206-691-3124 or visit www.jonesadvertising.com

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