

# **Mike Fusello**

concepts  
creative direction  
art direction  
copywriting

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## **some recent work**

here are a few projects  
i've been involved in

**new business pitch  
vayama**

vayama is a travel website  
much like travelocity or expedia, except  
that they specialize in international travel

helped agency in new business pitch  
to introduce the brand

this is the creative that helped them  
win the account over much larger and  
more established agencies

## **international icons**

uses international icons to  
help make the point that we are the  
international travel specialists



## When it comes to international travel, our coverage can't be beat.

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vayama.com   
so far, so easy



## You'll find that nobody packs as much into international travel as we do.

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**MSJ**

*Le Bourget Airport  
Paris, France*



**BDX**

*Viracopos Airport  
Sao Paulo, Brazil*



**LPU**

*Wajir Wilson Airport  
Ukunda, Kenya*



**KQE**

*Lampang Airport  
Lampang, Thailand*



**EKL**

*Kansai International Airport  
Osaka, Japan*



**CTC**

*Mechanics Bay Airport  
Auckland, New Zealand*



**RTS**

*Bamrauli Airport  
Bombay, India*



**HGK**

*El Nohza Airport  
Alexandria, Egypt*



**YLN**

*Ninoy Aquino International Airport  
Manila, The Philippines*



**EUX**

*Ministro Pistarini Airport  
Buenos Aires, Argentina*



**LXV**

*Hongqiao Airport  
Shanghai, China*



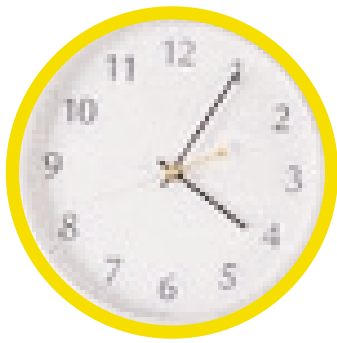
**NCE**

*Orio Al Serio Airport  
Milan, Italy*

**When it comes to international travel,  
nobody speaks the language like we do.**

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so far, so easy



**OSAKA**



**NAPLES**



**SAO PAULO**



**MOSCOW**



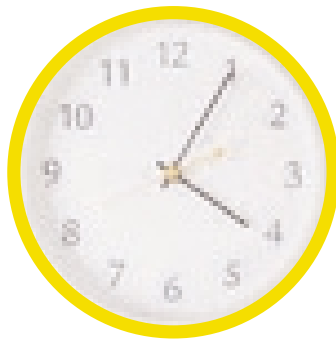
**BUENOS AIRES**



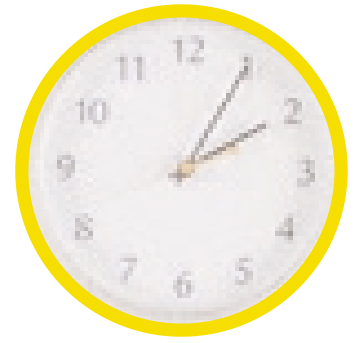
**MANILA**



**SHANGHAI**



**BOMBAY**



**BRUSSELS**

**We're your best choice  
for international travel, no matter  
what time you want to go.**

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*Bolivia*



*Australia*



*Portugal*



*Thailand*



*Philippines*



*Japan*



*Senegal*



*Germany*



*Japan*



*Costa Rica*



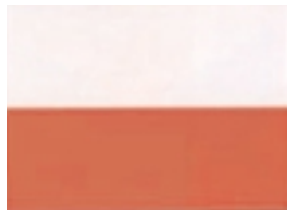
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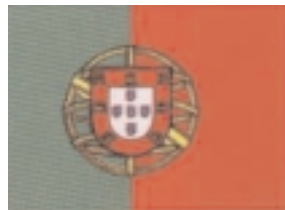
*Vietnam*



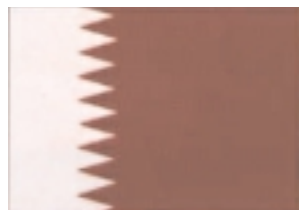
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*New Zealand*



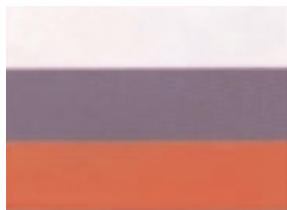
*Tanzania*



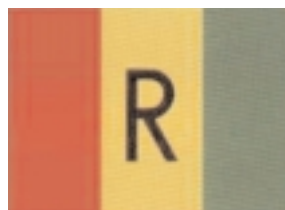
*Italy*



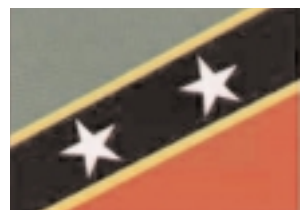
*China*



*India*



*France*



*Argentina*

**When it comes to international travel,  
no one shows their true colors like we do.**

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**yes, no**

when you're looking to make  
travel plans locally, there are any number  
of sites to use

but when you're looking to make  
travel plans internationally – look to us  
that's our territory

# Miami. No. Milan. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to go to Miami, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



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*so far, so easy*

# San Diego. No. Santiago. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to go to San Diego, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



# Boston. No. Beijing. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to go to Boston, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



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# Philadelphia. No. Punjab. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to go to Philly, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



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# Memphis. No. Manila. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to go to Memphis, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



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# Expedia. No. Vayama. Yes.

**We focus on international travel. That's our territory.**

India. China. Brazil. Europe. The Philippines. Australia. Africa. You name it. With more choices. More airlines. Better fares. And all your flight connections organized in one convenient place. So if you're looking to travel in the States, you can book that at any number of places. But if you're flying international, that's our territory. Go where the international travelers go first. [vayama.com](http://vayama.com)



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## **destinations**

**uses not-your-typical international destinations and images to help make the point that we have all your international travel needs covered**



**NO ONE GETS YOU THERE LIKE VAYAMA.COM**

**KANDLA AIRPORT  
DHARAMSALA, INDIA**

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**NO ONE GETS YOU THERE LIKE VAYAMA.COM**

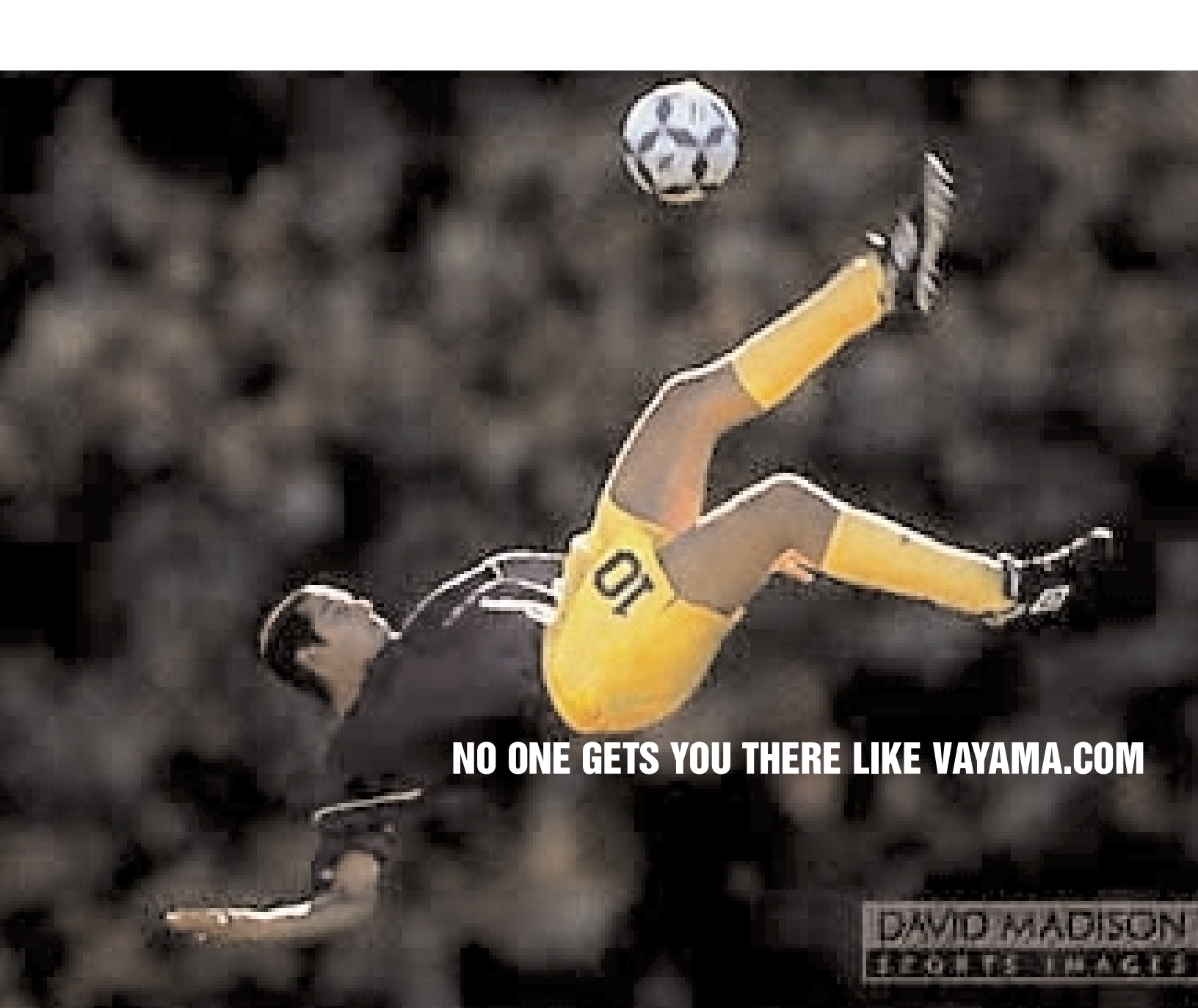
**HONGQIAO AIRPORT  
SHANGHAI, CHINA**

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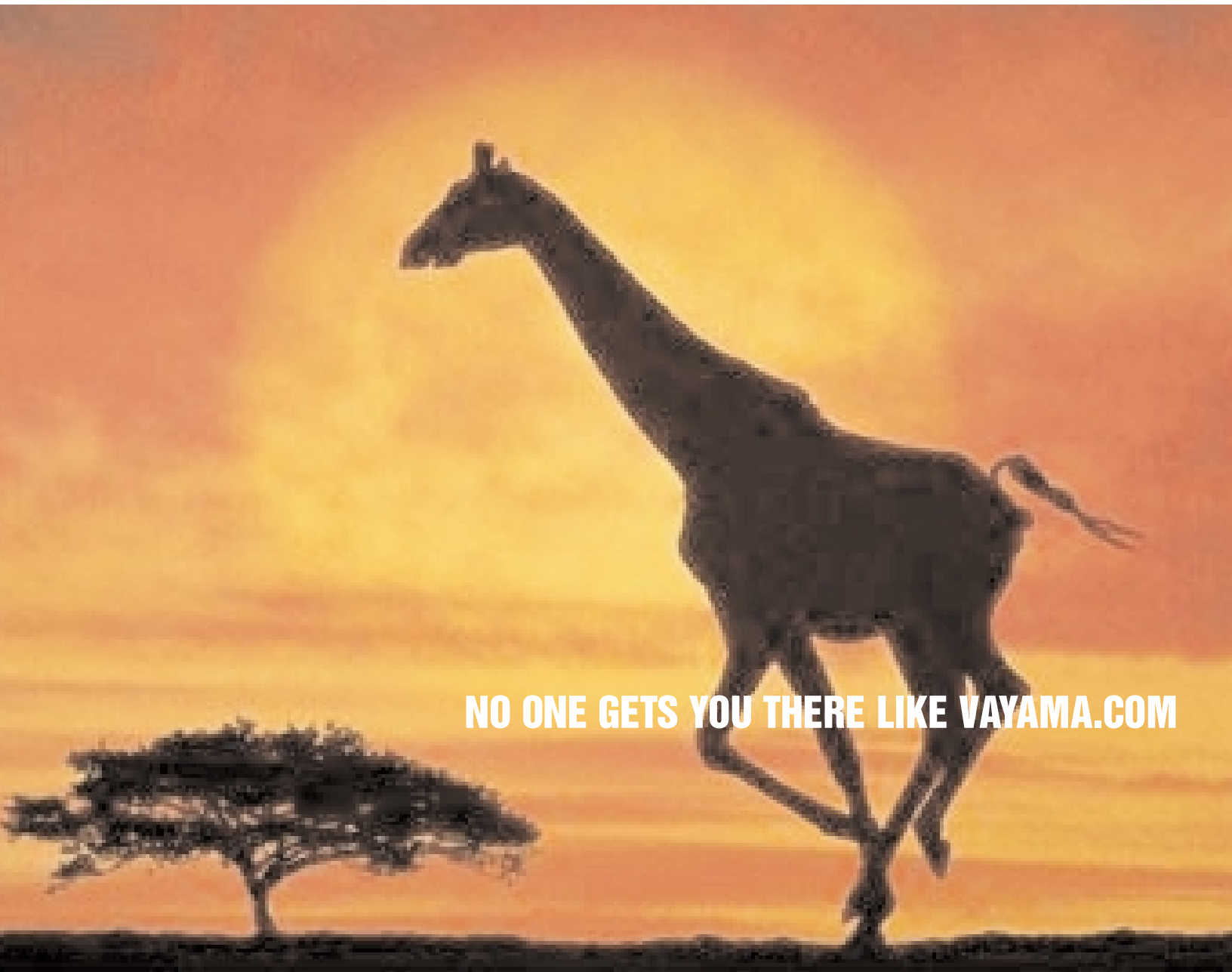
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DAVID MADISON  
SPORTS IMAGES

**PAJAS BLANCAS AIRPORT  
CORDOBA, ARGENTINA**

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**NO ONE GETS YOU THERE LIKE VAYAMA.COM**

**WAJIR WILSON AIRPORT  
UKUNDA, KENYA**

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**thanks!**

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