

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*

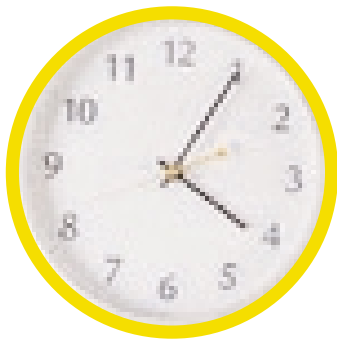
**NCE**

*Orio Al Serio Airport
Milan, Italy*

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

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OSAKA



NAPLES



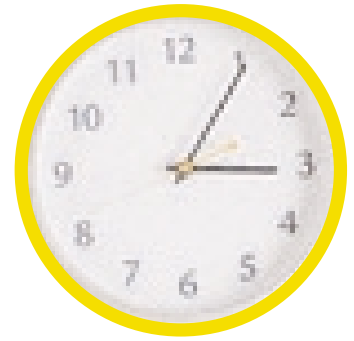
SAO PAULO



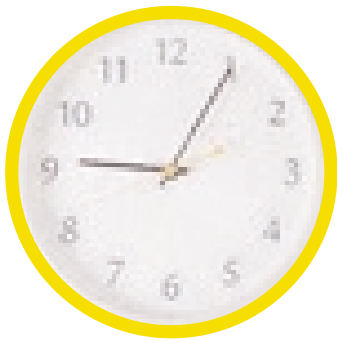
MOSCOW



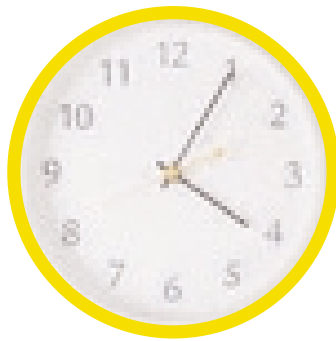
BUENOS AIRES



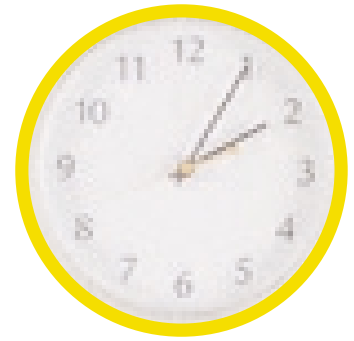
MANILA



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



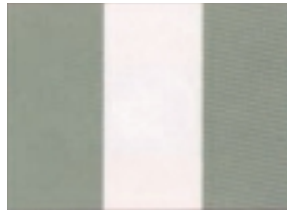
Portugal



Thailand



Philippines



Japan



Senegal



Germany



Japan



Costa Rica



Sweden



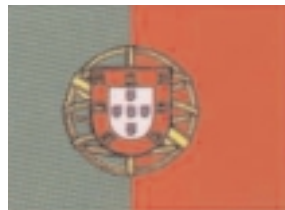
Vietnam



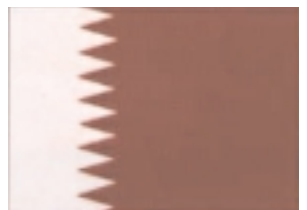
Egypt



New Zealand



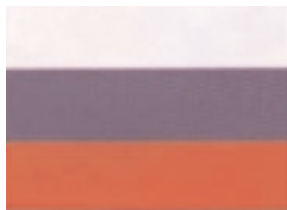
Tanzania



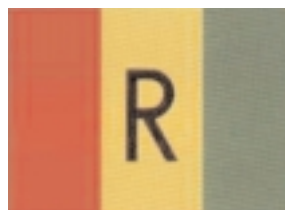
Italy



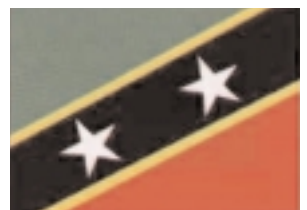
China



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



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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



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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



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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



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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



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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



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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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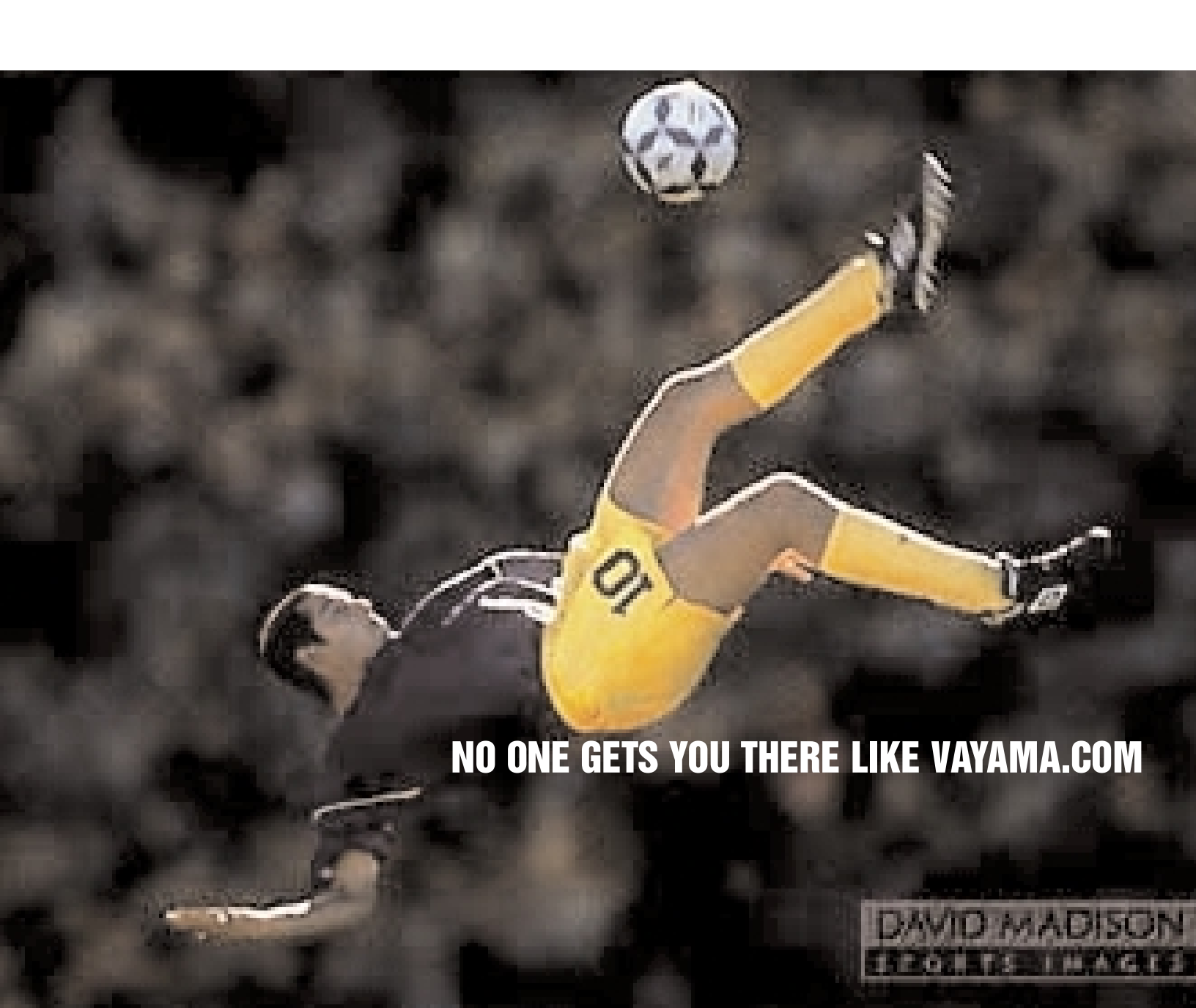
**HONGQIAO AIRPORT
SHANGHAI, CHINA**

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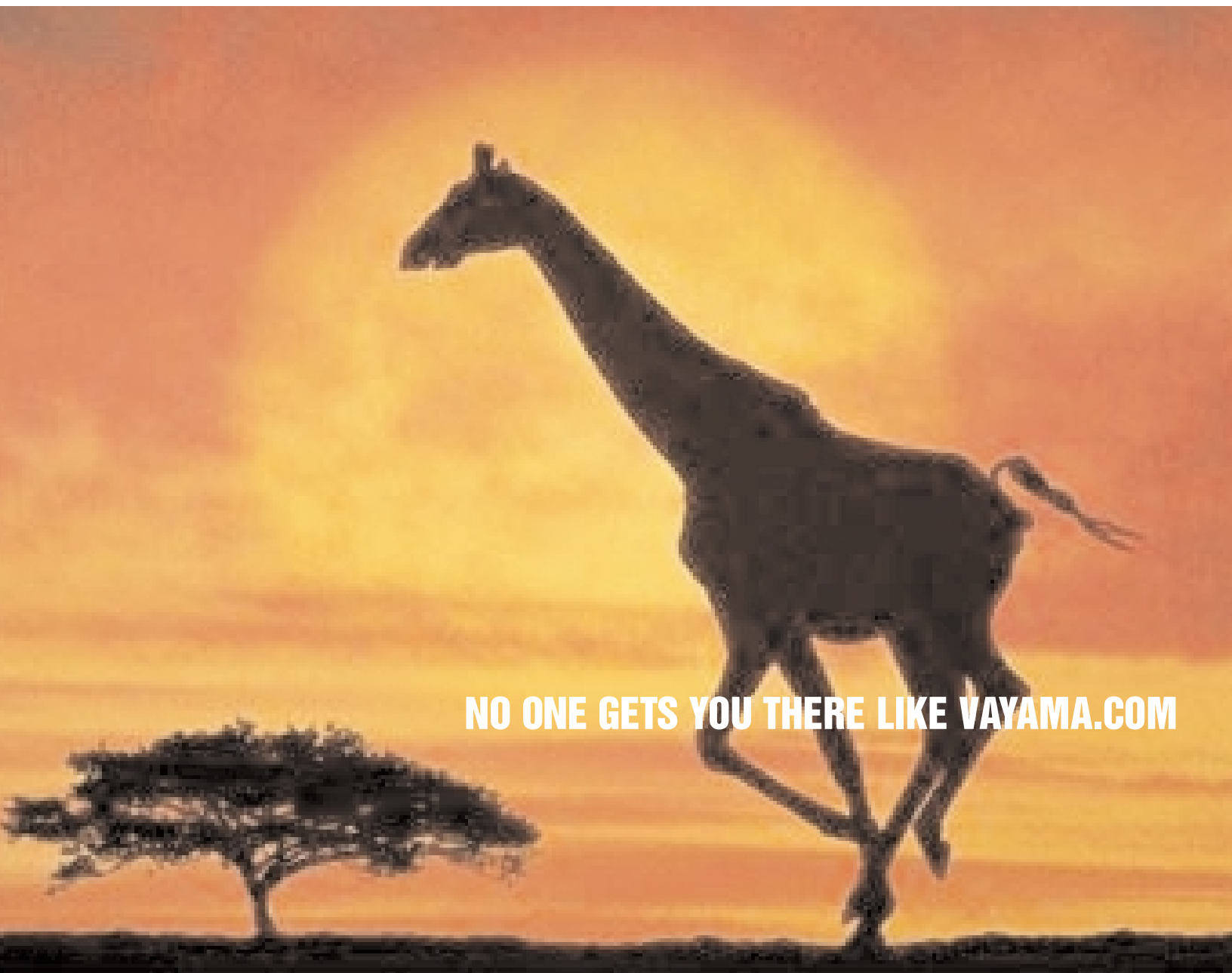
DAVID MADISON
SPORTS IMAGES

**PAJAS BLANCAS AIRPORT
CORDOBA, ARGENTINA**

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**WAJIR WILSON AIRPORT
UKUNDA, KENYA**

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thanks!

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creative direction

art direction

copywriting

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415 541-5680