



DEAD ZONE DIVING  
MEDIA & SOCIAL

MARCH 23 2022

# CREATIVE RATIONALE

DEAD ZONE DIVING IS A NORTH AMERICAN COMPANY BASED AROUND THE MISSION OF INTRODUCING EXHILARATING EXPERIENCES WITH THE PAST BODIES. DEAD ZONE DIVING TAKES SCUBA DIVING TO THE NEXT LEVEL BY BRINGING THE WILLING TO THE WRECKS OF NOTORIOUS SHIPWRECKS THAT SURROUND THE GREAT LAKES AND BEYOND.

DEAD ZONE DIVING COMBINES THE ALLURING MYSTERY OF HISTORY, WITH THE ENIGMA OF THE PHYSICAL WORLD, IN AN ATTEMPT TO BREAK ITS BARRIERS AND INTRODUCE OUR CLIENTS TO ONCE-IN-A-LIFETIME OPPORTUNITIES TO VIEW THE PARANORMAL.

DEAD ZONE DIVING IS OFFERING A SELECT DEAL OF 50% OFF THIS SUMMER IN CANADA FOR THEIR GHOST WRECK DIVES, ENTICING THE MONEY OFF THE DEAL TO CONSUMERS WHO WISH TO PURSUE, BUT MAY NOT BE ABLE TO AFFORD THE SERVICES. DEAD ZONE IS ALSO OFFERING A ONCE-IN-A-LIFETIME OPPORTUNITY TO ESSENTIALLY "BECOME LIQUID" AND "FLOAT INTO A DREAM," WHICH IS THE PURGATORY BETWEEN THE PARANORMAL REALM AND THE REAL. THE VISUALS ARE USED TO COMMUNICATE THE FEELING OF UNEASINESS, HAUNTING, AND WONDER, WHICH IS WHAT THEY WILL RECEIVE WITH OUR SERVICES. THE VISUAL MONOCHROMATIC TONE ALLOWS FOR A DARKER AESTHETIC, WHICH MATCHES THE BRANDS SERVICES. IF WE ARE GOING TO SELL PARANORMAL EXPERIENCES, OUR BRAND NEEDS TO REFLECT THE SCARE BEHIND SUCH EXPERIENCES. THE UNEASINESS OF THE VISUALS IS A TASTE OF WHAT OUR CONSUMERS WILL EXPERIENCE, WHICH COULD BE A TRILL OF A LIFETIME.

COPY CONSISTS OF:

"DRIFT IN A DREAM"

"BECOME LIQUID"

"NORTH AMERICAS ONLY HAUNTED SCUBA DIVING COMPANY"

"SEE THE SECRETS BENEATH THE WAVES."

"SEA THE SECRETS BENEATH THE WAVES."

"SEA, WHY THEY'RE STILL HERE."

"SINK OR SWIM."

"ENTER THE DEAD ZONE."

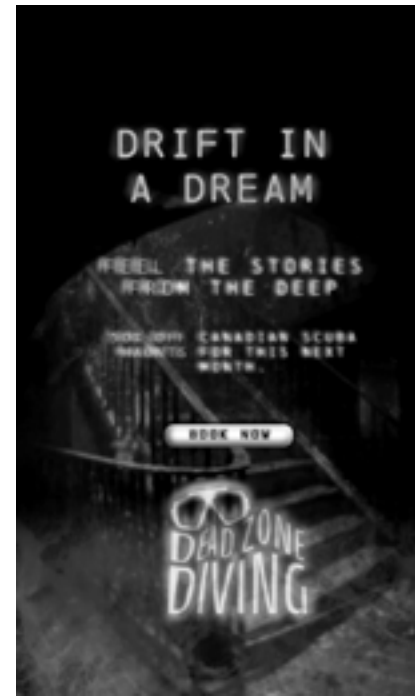
"50% OFF CANADIAN HAUNTS"

A PLAY ON WORDS WAS DECIDED TO REPLACE "SEE" WITH "SEA" TO ADD IN MORE OF AN AQUATIC ELEMENT, WHICH THE COMPANY IS BASED ON. IT ALSO ADDS MORE OF A HUMOROUS TONE TO SEPARATE THE MAJORITY OF SEVERE OR FRIGHTENING IMAGERY/COPY.

3 300 X 600 PX



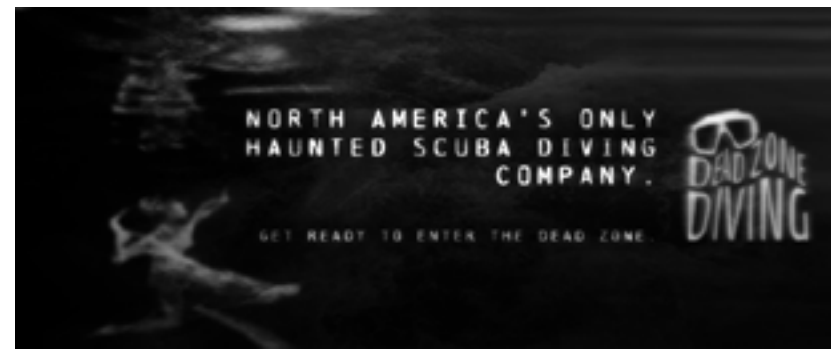
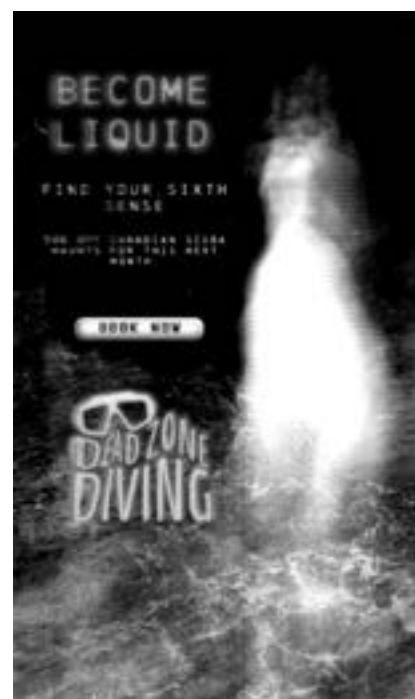
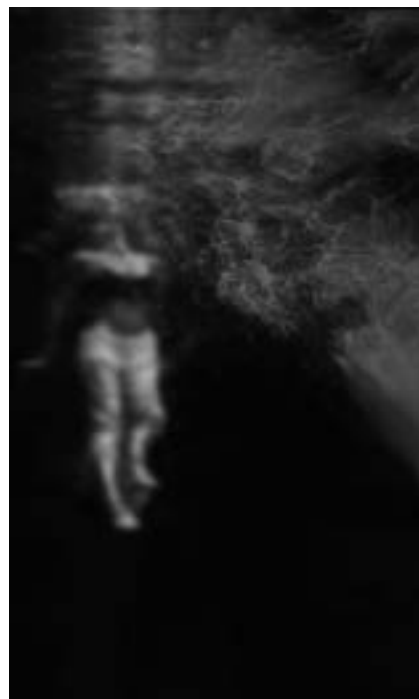
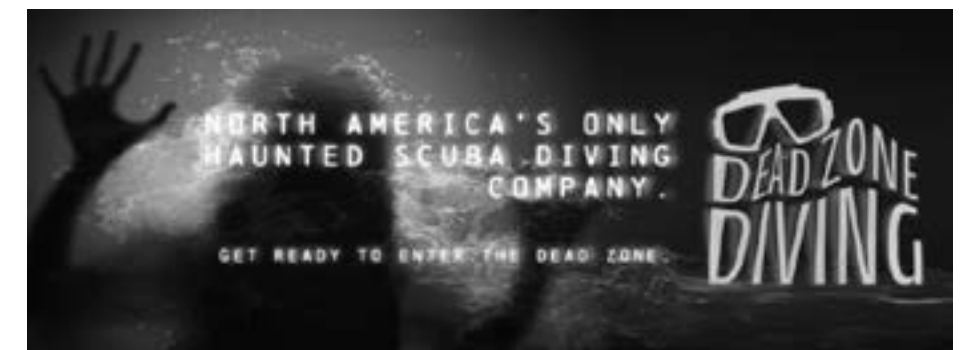
3 300 X 600 PX



BANNER 960 X 250 PX



HEADERS 820 X 312 PX



1 GIF 720 X 1280

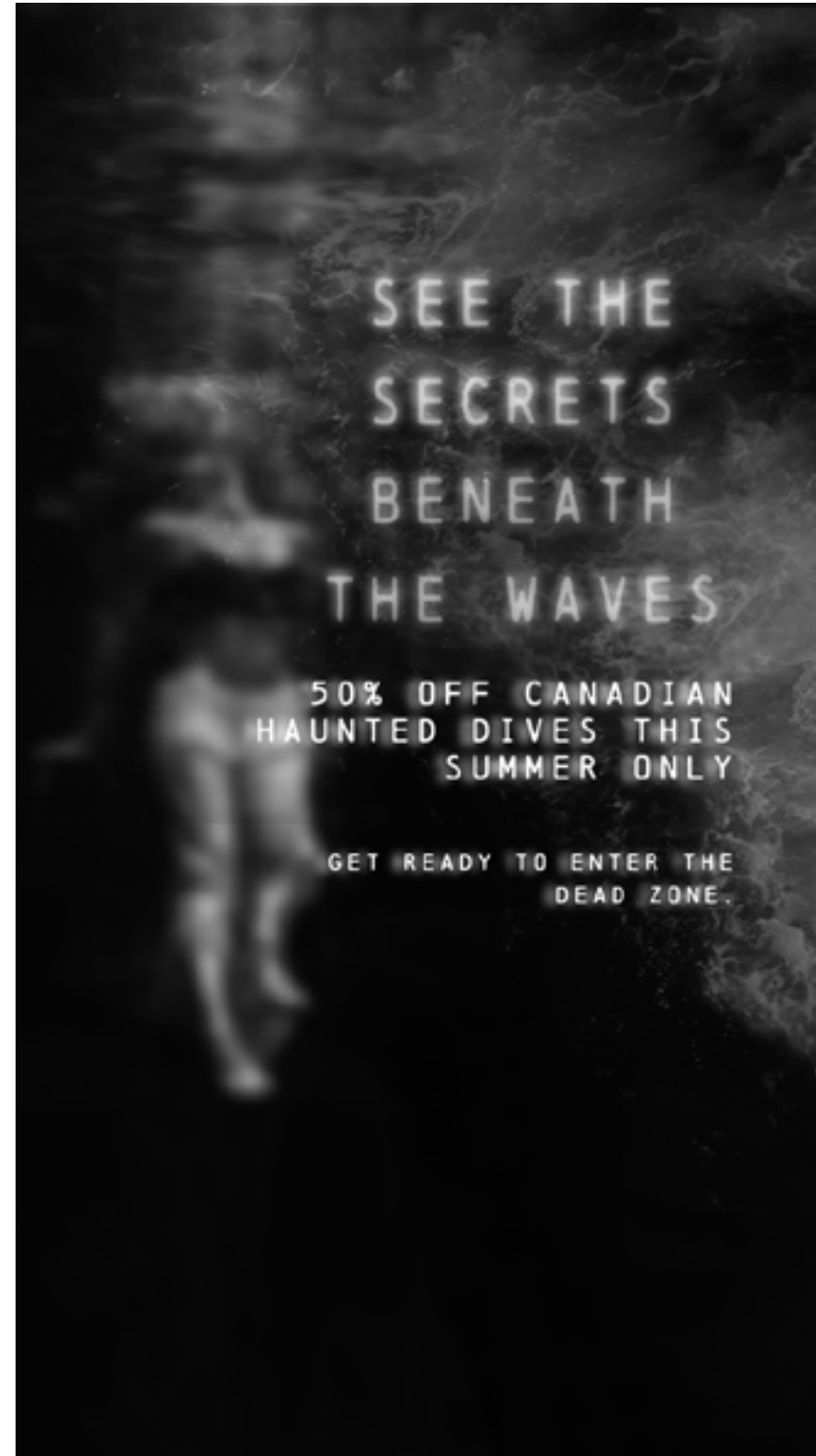
3 300 X 600 PX

POP UNDER 720 X 300 PX

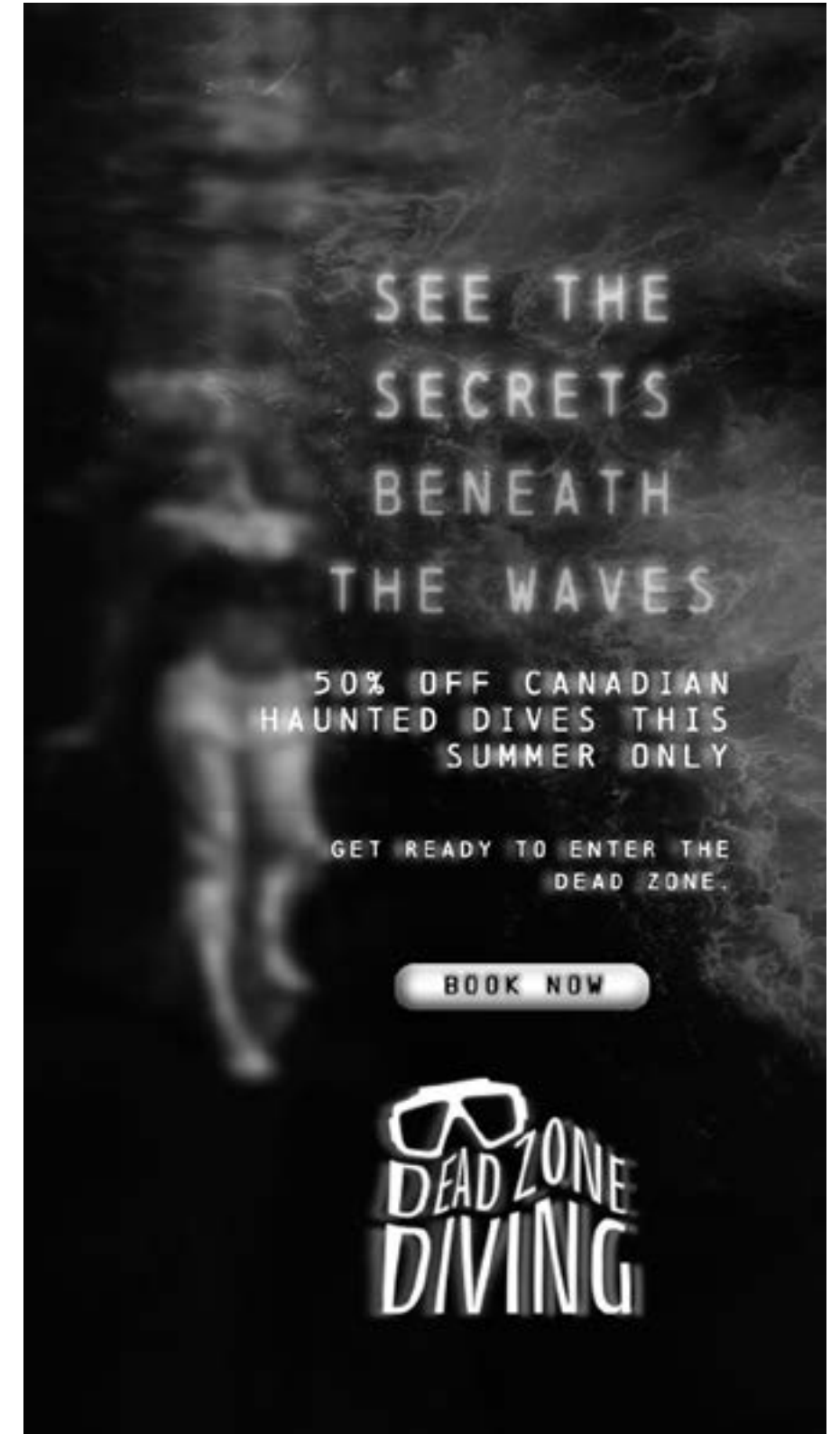
BANNER 960 X 250 PX



FRAME 1



FRAME 2



FRAME 3



# DEAD ZONE DIVING

## ABOUT US

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DEAD ZONE DIVING IS A NORTH AMERICAN COMPANY, BASED AROUND THE MISSION OF INTRODUCING EXHILIRATING EXPICIENCES, WITH BODIES OF THE PAST. DEAD ZONE DIVING TAKES SCUBA DIVING TO THE NEXT LEVEL, BY BRINGING THE WILLING TO THE WRECKS OD NOTORIOUS SHIP WRECKS THAT SURROUND THE GREAT LAKES AND BEYOND.

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# DEAD ZONE DIVING

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THIS NEXT MONTH ONLY, 50% OFF CANADIAN HAUNTS

[BOOK NOW](#)

WELCOME TO THE DEAD ZONE. DEAD ZONE DIVING OFFERS NORTH AMERICAS ONLY HAUNTED SCUBA DIVES INTO HISTORIC SHIPWRECKS. WITH EXPERIENCED DIVERS, BECOME LIQUID AND FADE INTO A DREAM. AS YOU UNCOVER SECRETS FROM THE PAST, AND THOSE WHO WERE LEFT BEHIND.



[MICHIGAN DIVE LOCATIONS](#)

THE GREAT LAKES, A COLLECTION OF FIVE FRESHWATER LAKES LOCATED IN NORTH AMERICA, HAVE BEEN SAILED UPON SINCE AT LEAST THE 17TH CENTURY. AND THOUSANDS OF SHIPS HAVE BEEN SUNK WHILE TRAVERSING THEM. MANY OF THESE SHIPS WERE NEVER FOUND, SO THE EXACT NUMBER OF SHIPWRECKS IN THE LAKES IS UNKNOWN. THE GREAT LAKES SHIPWRECK MUSEUM APPROXIMATELY 4,000 SHIPS AND 30,000 LIVES LOST. [1] WHILE HISTORIAN AND MARINER MARK THOMPSON HAS ESTIMATED THAT THE TOTAL NUMBER OF WRECKS IS LIKELY MORE THAN 25,000. [2] IN THE PERIOD BETWEEN 1816, WHEN THE INVINCIBLE WAS LOST, TO THE SINKING OF THE EDWARD FITZGERALD IN 1975, THE WHITEFISH POINT AREA ALONE HAS CLAIMED



[CANADIAN DIVE LOCATIONS](#)



[FUTURE DIVE LOCATIONS](#)

"BY FAR ONE OF THE SCARIEST AND COOLEST EXPERIENCES OF MY LIFE, IT FELT LIKE WE WERE SURROUNDED BY THE PARANORMAL, AND FELT THEIR STORIES"

- CHRIS ROXBERG, MICHIGAN SHIPWRECK DIVER





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- CHRIS ROXBERG,  
MICHIGAN SHIPWRECK  
DIVER

FUTURE DIVE LOCATIONS



## THE FUTURE: HMMS BRITANNIC

TITANIC'S ILL-FATED SISTER SHIP THE BRITANNIC COULD SOON BE A TOURIST ATTRACTION MORE THAN 300FT BELOW (100M) BELOW THE AEGEAN SEA. THE VESSEL WAS MADE AS PART OF THE SAME PROJECT THAT CREATED THE TITANIC AND BECAME A NAVAL HOSPITAL SHIP FOR BRITISH FORCES IN WWI. IT HIT A SEA MINE IN THE AEGEAN OFF THE COAST OF GREEK ISLAND KEA IN 1916 AND WITHIN AN HOUR WAS AT THE BOTTOM OF THE SEA. THIRTY PEOPLE ON-BOARD WERE KILLED. PROPOSALS FROM THE GREEK GOVERNMENT WILL BE VOTED ON NEXT MONTH TO LOOSEN SUFFOCATING LEGISLATION PREVENTING DIVERS FROM VISITING WRECKS FOR FEAR OF LOOTING. THE IMMINENT TWEAK WILL SEE DIVERS GRANTED PERMISSION TO VISIT WRECKS FROM BETWEEN 1860 AND 1970 AS PART OF AN UNDERWATER PARK.

DEAD ZONE DIVES PLANS TO GO GLOBAL, WITH EXCLUSIVE TRIPS TO THE WRECK OF TITANIC'S SISTER SHIP, THE HMMS BRITANNIC. POSSIBLY ONE OF THE MOST NOTORIOUS AND VIEWABLE SHIPWRECKS IN THE WORLD, THE BRITANNIC HAS IN DIVING PARAMETERS, AND OFFERS TITANIC LOVERS A TASTE OF WHITE STAR LINES, IN AN UNDER WATER ENVIROMENT. TRIPS TO THE HMMS TITANIC WILL BEGIN IN SUMMER OF 2024

FOR MORE  
INFORMATION  
ON NOTORIOUS,  
HISTORICAL  
SHIPWRECKS

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