



Service Corp. International

Insight on a couple of key projects



Advantage Funerals & Cremation

Advantage is SCI's low-cost brand.

Objective

Launch digital assets for 3 Advantage locations with a new Advantage brand.

Target

cost-sensitive shoppers, who are searching online in a time of immediate need

Stakeholders

Director of Strategy & Innovation + Market Directors for 3 locations

Collaboration

Digital Graphic Designer & UX/UI Specialist

Brand team: congruent messaging across digital, T.V., and on-location collateral

Before...



[Home](#) [About Advantage](#) [Locations](#) [Obituaries & Services](#) [Preplanning](#)

Expressive

Not Expensive

An inexpensive option for a traditional funeral or cremation.

[LEARN MORE](#)



Advantage® Funeral & Cremation Services – The Leader in Low Cost Funerals and Cremations



We believe a meaningful funeral can be an affordable funeral. When you make funeral or cremation arrangements with Advantage Funeral & Cremation Services, you'll receive quality funeral care from professional, compassionate experts at a low price. Let us provide the traditional funeral or cremation arrangements you want at the price you need.

Immediate Need?

If a death has just occurred, please contact an Advantage Funeral & Cremation Services provider near you at any time of day or night for immediate assistance. [Find a provider.](#)

Low-Price Guarantee

Our Advantage Guarantee is your assurance that you won't have to pay more for funeral or cremation services when you choose an Advantage provider. [Learn more.](#)

Funeral Preplanning

In addition to our low prices, preplanning is another way you can manage funeral costs. Planning and paying for your funeral or cremation in advance helps you avoid future price increases. [Learn more about preplanning.](#)

Affordable Funerals

Get quality funeral services that are just right for your needs at an affordable price. Traditional services with a focus on the basics are economical options at Advantage.


Low-Cost Cremations

Cremation can be a low-cost alternative to traditional funerals. Advantage offers affordable cremation services for families who prefer cremation over traditional burial.

Local Funeral Providers


There are 21 Advantage Funeral & Cremation Services providers locally operated in states across the U.S. to serve you. [Find an Advantage location near you.](#)

After...



Need help now? Call 502-937-6400

[Why Advantage?](#) [Funeral Costs](#) [Obituaries](#) [Send Flowers](#) [Contact Us](#) [Chat with an advisor](#)



Honest, affordable care

A beautiful funeral service is not out of reach. At Advantage Funeral Home & Cremation Services Hardy Chapel, we give you **costs** up-front, so you'll never be surprised by hidden fees. During this emotional time, the last thing you need is financial stress. That's why we've put together **flexible packages** to help you plan the ceremony your loved one deserves at a price you can afford.

Affordable funerals

See how our costs compare.

Description	Advantage	*National average
Graveside funeral	\$2,595	\$3,716
Chapel funeral	\$2,595	\$4,211
Funeral with visitation	\$2,795	\$4,631

[See more prices](#)

Prices quoted are for funeral services only. Merchandise, including flowers, caskets and urns, cash advance items such as death certificates and newspaper obituaries, and taxes and certain fees are not included in the above quotes. Additionally, prices do not include cemetery space or cemetery services or merchandise. Please contact your preferred cemetery for information on cemetery pricing.

Obituaries

Name	Published on:
Rhoads, Mary K	12/9/2017
Preston, Donald Lee	12/8/2017
Beck, Jean	12/6/2017
Thrasher Jr., Robert Gene	12/4/2017
Silcox, Juanita Clara	12/3/2017

[See more](#)

[Search Q](#)

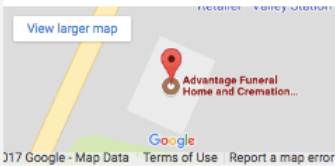
Express your sympathy with flowers and gifts

[Send flowers now](#)

Advantage Funeral Home and Cremation Services Hardy Chapel

10907 Dixie Highway
Louisville, KY 40272
Available 24/7
502-937-6400

[View larger map](#)



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Advantage Funeral Home and Cremation Services Hardy Chapel
10907 Dixie Highway
Louisville, KY 40272

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Cemetery Flowers

Dignity Memorial is SCl's largest brand.

Objective

Launch e-commerce platform for Dignity Memorial's floral placement program

Target

Family/friends unable to place cemetery themselves, likely out of town

Stakeholder

Director of Products

Collaboration

I.T. for platform build – CRM team for remarketing via email

Before...

Dignity[®] | Floral Placement Service

*You pick the flowers.
You pick the months.
We do the rest.*

**The Dignity Memorial[®]
Floral Placement Service**



[Click here](#) to see the new service coming soon to a Dignity Memorial provider near you!

**Four
Placement Plans**
Starting at \$90

[View Details](#) ▶

Contact your
Dignity Memorial
provider to place
your order today.



Daisy - Daffodil

Bright white and yellow daisies, yellow daffodils

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Red Rose

Classic red roses and white baby's breath

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Peony Rose

Purple and pink peonies and white daisies

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Rose Calla Lily

Full pink roses and cream calla lilies

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Yellow Rose

Yellow roses and white baby's breath

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Patriotic

Red roses, white daisies, and blue cornflower

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Sunflower

Golden sunflowers mixed with red mums

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Harvest Mums

Chrysanthemums in many shades of orange

Suitable for Flat Memorial, Upright Memorial, Mausoleum and Niche



Poinsettia

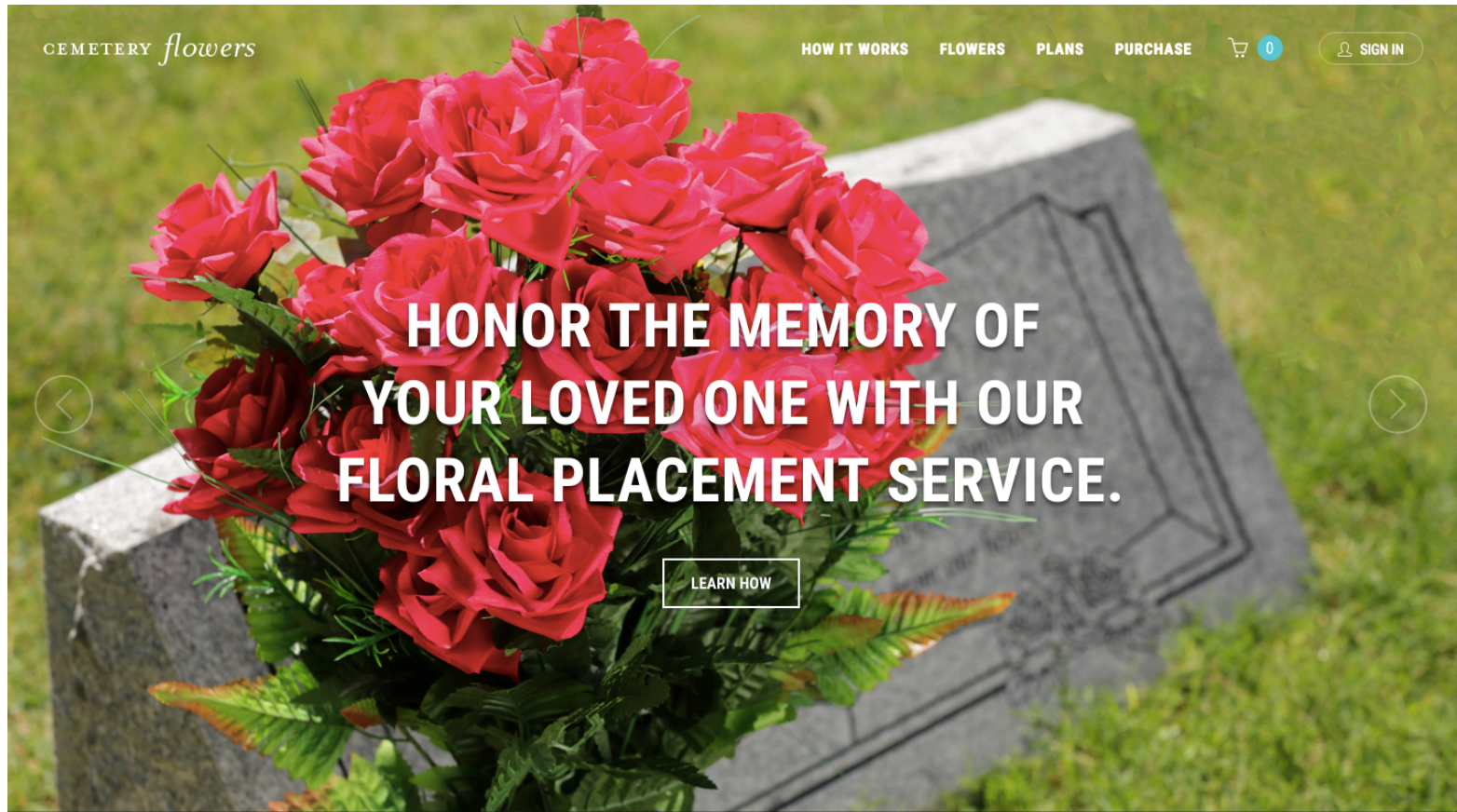
Festive red poinsettias, white roses and pinecones



20" Wreath

Holiday pinecones and red berry wreath

After...



Digital projects can be hard to depict as clips. Thank you for hanging in there.

I hope this has given you some insight into my ability to write, edit, collaborate, and conceptualize.

If you need more information or would like any pages as PDFs, I will be glad to provide.

Thank you!