

Copywriting Précis

Editorial content: core scripts:

For a pet food client I produced a script for an internal product training session. The challenge was to fit a timeline of product history, future directions and rebranding, along with a number of key statistics. The solution was to use an animated storyteller who could morph into various 'characters' while relaying a punchy-yet-light narrative. The character proved popular and will be considered again for future training films.

Editorial content: promotional materials:

I wrote copy for the websites of charity Alzheimer's Research UK and leading market research company TNS-BMRB. The brief for ARUK was to make their re-designed website more user-friendly in terms of light touch copy and make it a one-stop shop – especially for fundraisers and potential new fundraisers - so that they had a handle on the difference they were making.

Meanwhile, Hilton Hotels asked for flyers to market their conference rooms to outside companies, emphasising the bespoke services recently introduced by the hotel chain. Room bookings increased after the publication of the flyers.

Editorial content: case studies:

I sourced case studies of former war veterans for the Sir Oswald Stoll Foundation's annual report. Industry case studies were an integral part of the work I did for sustainable non-profit Forum for the Future, these required a chronology the information and summarising the challenges and trends to both sectors.

Editorial content: key messages:

I have supplied a number of SEO copy blogs for companies including shopping centres, dentists, suppliers of radiator care products and makers of environmental garden furniture. All of these blogs required me to write around a number of 'preset' key messages and re-phrase them to avoid unwanted direct repetition.

For Pierre Fabre I had to make sure that the advantages of a new cream for eczema sufferers were consistently mentioned throughout a series of web pages. For stationery clients Leitz, Rapid and Esselte, I created key messages about product strength and durability for all three brands, but tailored them to their respective market target audiences.

Editorial content: creative headlines and titles:

Headline writing and strapline writing was a key part of my work for Hilton Hotels (in particular for a series of promotional leaflets for their Christmas and New Year packages) and for the website of Leitz and New River sport centres. The headlines provided were for an array of materials; flyers, posters, website banners, and large advertising hoardings.

Tone of voice:

Alzheimer's UK, TNS-BMRB, Leitz and Pierre Fabre commissions needed a tone-of-voice sustained over all or large sections of their websites: for ARUK I pared down the text to a simple level, neutral and matter-of-fact; Leitz involved a more detailed approach with short, information-rich sentences; Pierre-Fabre was a friendly warm tone-of-voice complement the children's eczema cream I was writing about.

Creative ideas:

Many of my roles have required me to think through ways of augmenting messages beyond providing text. As an extension to the tone-of-voice work, ARUK used me to lay some of the groundwork for a style guide. For Leitz, Esselte and Rapid I set a style blueprint for their product descriptions and the way that they presented them, including exact length and sentence order. Meanwhile, the brief for New River sport centres required me to write promotional copy for flyers, posters in and around the centre, website banners and even slogans on bins! The project essentially gave New River their corporate identity and re-branded it away from a previous incarnation.