

Copywriting Summary - Julian Hall

Core scripts:

I produced a script for a pet food company's internal product training session. The challenge was to create a timeline of product history, future directions and rebranding milestones, as well as including 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.

Agency: Jeffries, Parsons, Myers, Harvey.

Websites:

I wrote copy for the websites of Alzheimer's Research UK (ARUK) and leading market research company TNS-BMRB. The brief for ARUK was to make their redesigned website more user-friendly and a one stop shop for fundraisers and potential fundraisers.

Flyers:

Hilton Hotels asked for flyers to market their conference rooms to outside companies. They wanted to emphasise the bespoke services they had recently introduced. Room bookings increased after the publication of the flyers.

Agency for Hilton Hotels work: We Are Social.

Key messages:

I have supplied a number of SEO 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 rephrase them to avoid unwanted 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 but tailored them to their respective target audiences.

Agency for Leitz, Rapid and Esselte: King Campbell & Friends (formerly Blac).

Creative headlines and titles:

Headline writing and strapline writing were key parts of my work for Hilton Hotels including for a series of promotional leaflets detailing their Christmas and New Year packages. Headlines provided for New River Sport & Fitness centres were for an array of materials: flyers, posters, website banners and large advertising hoardings.

Agency for Hilton Hotels and New River Sport & Fitness: We Are Social
Agency for Leitz: King Campbell & Friends (formerly Blac).

Tone of voice:

ARUK, TNS-BMRB, Leitz and Pierre Fabre needed a consistent tone of voice sustained over their websites. I pared down ARUK's copy to a simple level and made it more direct. The work for Leitz involved a more detailed approach with short, information-rich sentences. For Pierre-Fabre I employed a friendly, warm tone of voice to complement the children's eczema cream I was writing about.

Agency for Leitz: King Campbell & Friends (formerly Blac).

Style Guides:

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 created a style blueprint for product descriptions. Among the criteria laid down was a fixed order for overall product descriptions and for individual attributes.

Agency for Leitz: King Campbell & Friends (formerly Blac).

Branding:

New River Sport & Fitness required me to write promotional copy for flyers, posters, website banners and even slogans on bins! The project essentially gave New River their corporate identity and rebranded it away from a previous incarnation.

Agency for New River: We Are Social.