

Portfolio Example #1

Employer – Urban Fabric

Title – Artic Challenge Case Study

Published – The Case Studies section of the Urban Fabric website

Audience – Potential Clients. The average client of Urban Fabric was a group of professionals, e.g. workers on a team-building trip or an incentive trip.

Tone – Informal but informative. The aim of this copy was to show potential clients the range of trips and events Urban Fabric could put on.

Notes – I worked closely with the in-house copywriter when producing this case study. We worked together to design a template for the subsequent case studies, and to choose the most engaging pictures of the event itself.



Arctic Challenge

Event
Incentive Trip

The Challenge

Our client wished to devote quality time to valued clients and suppliers in an informal, intimate and remote “get away” environment. The trip should combine team-bonding and companionship, but also provide some additional life-changing challenges and experiences.

Company
Insurance Firm

The Solution

We hired a typical, small farm house with private chef and a selection of great wine. The only difference was that this holiday home was located on the Barents Sea, 260 miles north of the Arctic Circle.

Goal
Integration

The group had to quickly bond in the extreme terrain and adapt to the harsh weather conditions. The group had the choice to be transported by either skidoo or even by handling their own team of husky dogs and traditional sledge.

Group Size
16

The group embraced the local culture of the indigenous Sami peoples, taking their meal inside a traditional tepee, which included a warming meal of reindeer stew and local vodka. As an added challenge, a further meal consisted of the giant King Crabs that were caught by the group from inflatable high speed ribs, within the extreme temperatures of a frozen arctic fjord.

Location
Arctic Circle,
Norway

To thaw out, there was also the opportunity of a surreal sauna and open air plunge pool experience at minus degrees, located on the Russian border under a cloudless arctic sky.

The Result

The trip was a life changing event and a great challenge to the entire group. The programme combined a unique blend of local cuisine and provided a bonding team building experience, unique to the remote isolation of extreme north eastern Norway.



Portfolio Example #2

Droid Razr Maxx Phone

Audience – People who use a smartphone. People use smartphones for a number of different reasons, but the main reason is to avoid the feeling of never missing out on anything. With connections possible with anywhere in the world, to millions of apps offering new experiences, smartphone users want to make sure they're getting the most out of life.

Premise – That no-one ever changed the world stuck charging their phones. The less time you spend charging your phone, the more you can do with your life.

Promise – You'll stop wasting your time when charging your phone.

Picture – That feeling of utter boredom and uselessness as you sit and watch your phone slowly charge up.

Proof – 19.78 hours of talk time.

Push – If you keep that old phone you'll have to spend more time waiting for it to charge, and less time out and about doing stuff.

Headline Copy:

No-one ever saw the world attached to a wall.

Get out there with the Droid Razr Maxx.

Picture:

An exasperated woman holding her charging not-Motorola phone. Plug should be visible, and she should look uncomfortable and bored. Maybe sitting down against the wall. Perhaps a window in the background depicting sunshine and people doing something productive with their lives.

Paragraph copy:

Browsing the web, listening to music, sharing pictures, downloading from the Google App Store. Of all the possibilities, charging is the last thing any of us want to do. With 20 hours of talk time, you can keep doing what you love doing for longer, and with less time wasted shackled to your plug socket. For the smartphone with the longest lasting battery life, get the new Droid Razr Maxx.

Portfolio Example #3

Stagecoach Brief

The Goal

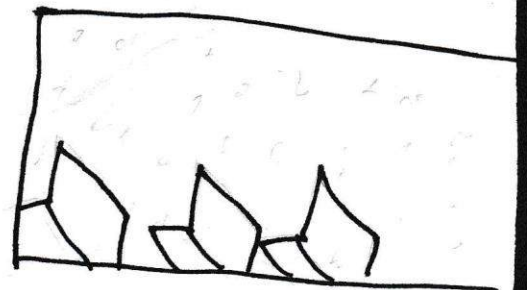
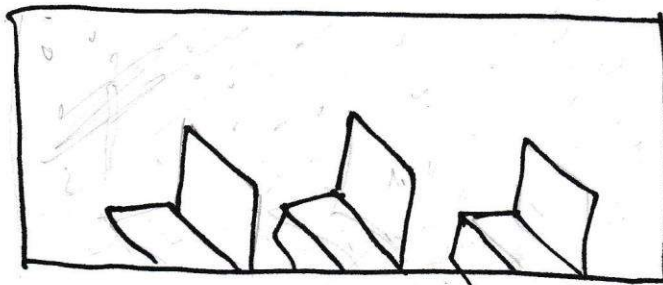
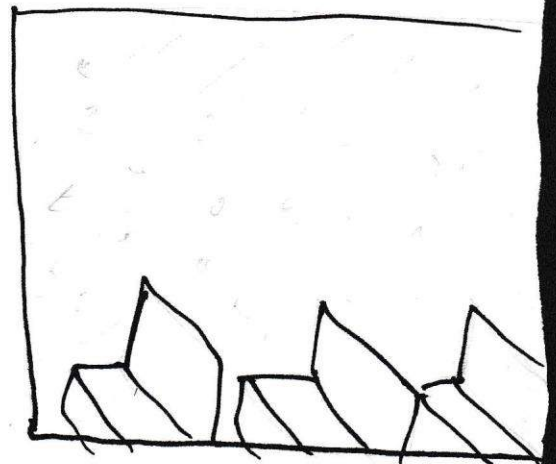
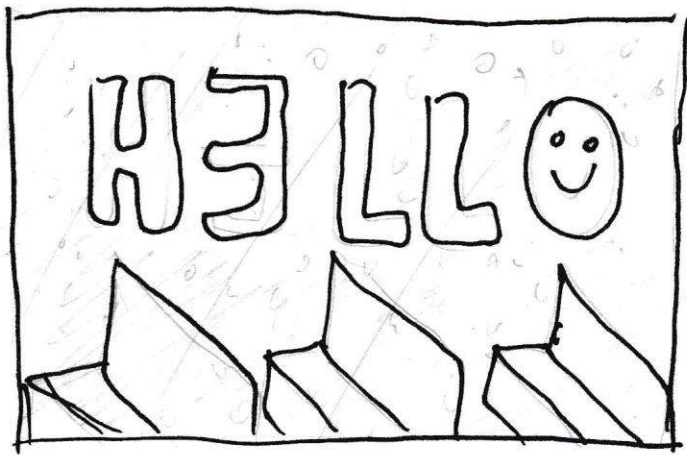
To create a fun and quirky campaign to get people to start taking buses more, instead of other forms of transport.

The Audience

Commuters, and those who live in areas that Stagecoach covers.

The Medium

Posters and radio.



Stagecoach ©



Stagecoach
Let us drive

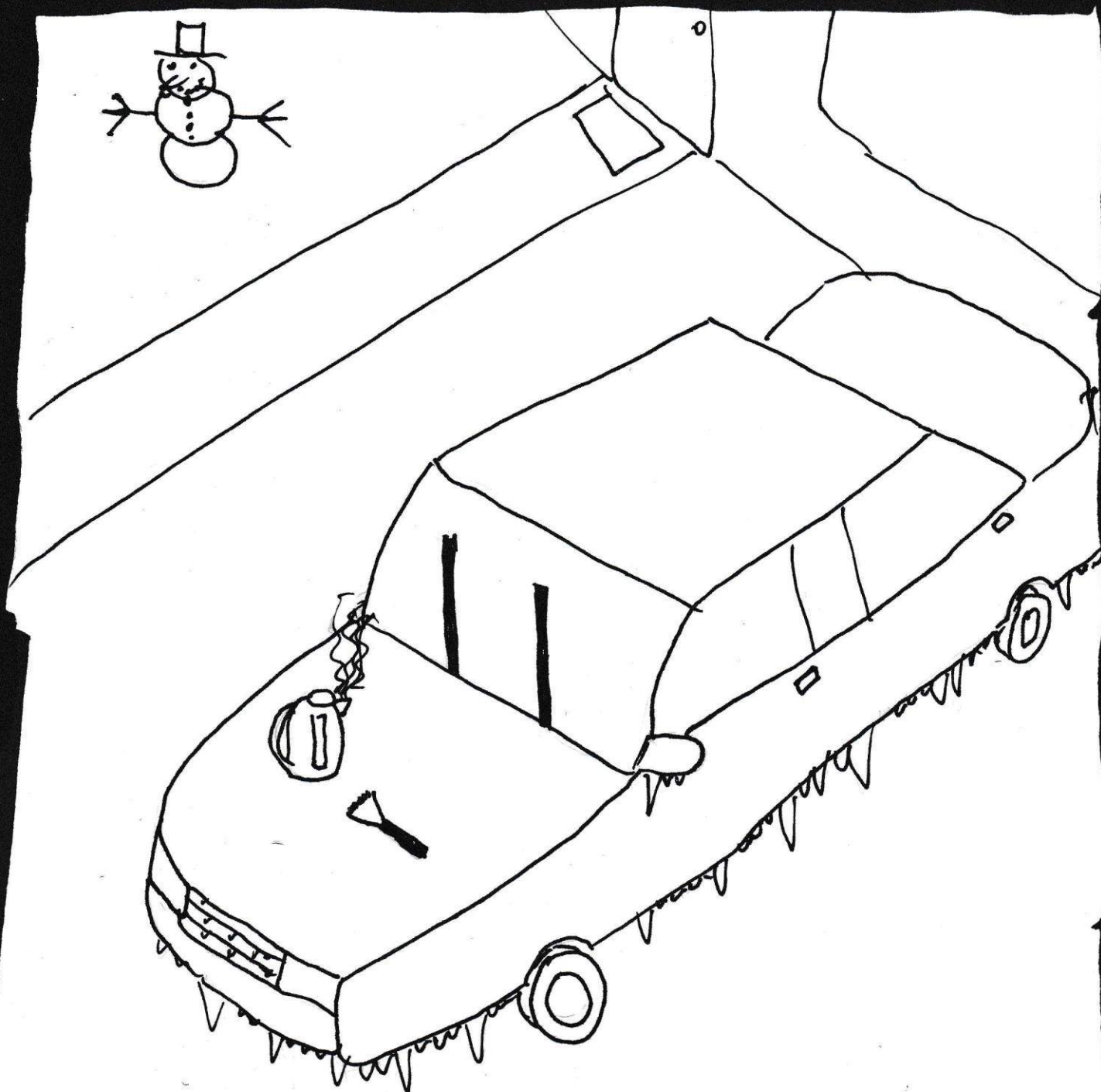
Ding!

STOP

Ding + Ding!

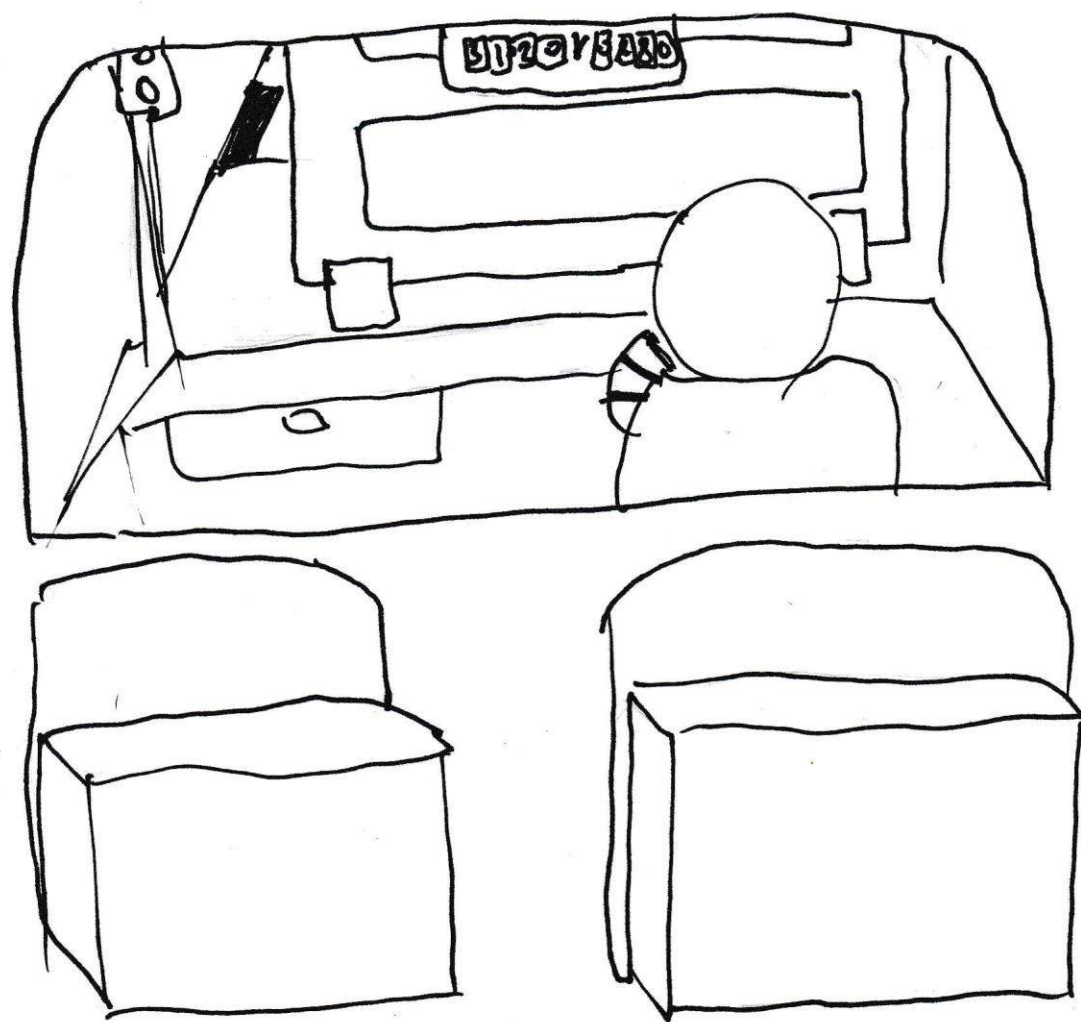
Ding!

Stagecoach
Let us drive



Our Kettle is just a little bigger.
Our scraper too.

Stagecoach
Let us drive



It's not just the meter that keeps running.
For 24 hours a day,
7 days a week
so our are buses.

Stagecoach
Let us drive

ITEM	DESCRIPTION
Gender	Male or Female
Length	:30
Target Demographic	Commuters
Vocal Direction	Factual and confident

Buses. Crowded trips to School (SFX: Kids yelling and screaming), three of them coming at once(SFX: A bus driving past), those passengers with their headphones just a little too high (SFX: Music coming from a nearby headphones), and those kids who just love pressing the button (SFX: Ding! Ding! Ding-ding-ding-ding-ding! Baby laugh). There's a lot that might come to mind when you think about Stagecoach buses, but when we thought about our buses, we invested £300 million into them to make them fully accessible for all our customers with disabilities, as well as kinder to the environment. At Stagecoach we're committed to giving you the best public transport options possible, and, try to reduce the time you have to listen to that in the mornings.(SFX: Music coming from nearby headphones). Stagecoach. Let us drive.

Portfolio Example #4

Employer – Design My Night

Title – Hula Tiki Lounge – Cocktail Bar Review

Format – Blogpost / Review

Audience – Students and revelers who live in Manchester. Design My Night is a nightlife site exclusively, but this particular review was targeted to those who had prior knowledge of Cocktail and Tiki bars, but who had not been to the Hula Tiki Lounge yet.

Tone – Cheeky but informative.

Notes – This was properly my best, and most favourite, piece that I wrote for Design My Night. I was happy with the blend of tone throughout, and the informative nature of the piece vs the engagement of it.

HULA TIKI LOUNGE - COCKTAIL BAR REVIEW

The sunshine-filled nature of Tiki bars seems somewhat out of place for Manchester, but when the weather is at its worst, there is no finer rebuttal to the cold and rain than a night out at the Northern Quarter's Hula Lounge. Located in Stevenson Square, Hula Lounge's rum filled cocktails and summery interior are the perfect remedy to any seasonal affective disorder.



Hula Lounge's interior, complete with leopard skin poufs and tropical (ish) plants

Venue

Hula Lounge perfectly embodies the feeling and atmosphere of a secret beach hut on the edge of a secluded beach, despite the fact it's under Manchester's grimy streets! As I ventured down the bamboo adorned stairs, peered through the luminescent fish tank and push open its door, I was hit with the full organised chaos of the bar's design. From the jumble of items on the wall behind the bar, to the floral patterned pillars and walls full of polaroids of some of the bar's more crazy nights, and even the Puffer fish light fixtures, sitting at the bar of Hula Lounge makes you feel like you're in the midst of a hula hurricane of parties and good times.



One of Manchester's finest Rum collections, and one of its craziest bars.

The Atmosphere and Clientele

The atmosphere and clientele of Hula Lounge greatly differ depending on when you visit. For a quiet, chilled out drinking session, you can copy me and go on a mid-week evening when you can still hear the bartenders' jokes, although with drinks being served until 2am from Monday to Thursday, and 3am on Fridays and Saturdays, the party times of Hula Lounge are home to one of the wildest party atmosphere in all of the Manchester. With the regular DJs pumping out a skanking mix of reggae, hip-hop house and everything in between, and the licks of the fire that comes with some of the bar's more daring cocktails, the weekend party goes on further into the night than any other bar in the Northern Quarter. Hula Lounge perfectly caters for the party animals who want to stay out till 2am on weekdays, as well as for those who just want a quiet drinking session with one of the huge sharers.



Be prepared for flowery shirts and cocktail-fuelled madness.

The Food and Drink

Hula Lounge has a huge range of cocktails, including sharers such as the Volcano Bowl (£16) and the gigantic Powder Keg (£55), to more traditional cocktails like the Zombie and Caipirinhas (£7). Every cocktail is served with the same flair and style from the skilled bartenders, and is packed full of carefully selected rum and fresh fruit to make each one beautifully looking and tasting. As well as the cocktails, Hula Lounge also serve all the staples of modern bottled beer, with the Jamaican Red Stripe beer (£3.30) being one of the most popular.

On my visit, both I and my partner-in-crime plumped for a cocktail each, I chose the delicious Fiji Fizz and my friend chose the fruity Sweet Leliana (Both £7), before moving onto the fiery Volcano bowl.

All of our drinks were delicious and incredibly moreish, and were perfectly complimented by the fun-loving nature and jokes of the bartenders.



Don't worry - everything's under control!

Summary

Hula Lounge never fails to send off any of its patrons with a huge grin on their face, either from the one-drink-more effect of their cocktails, or from the contagious atmosphere of the toe-tapping music and the dance floor. Just make sure to book one of the cosy booths for your own private space in one of Manchester's most popular and busiest bars

Portfolio Example #5

Employer – Freelance

Title – Arabian Charms Slot Overview

Format –Overview

Audience – Slot players of all levels, but with a particular emphasis on those playing for free.

Tone – Cheesy.

Notes – This is my foremost freelance client at the moment.

Arabian Charms Online Slot Game – Play for Real or for Free!

Take home your own magical Arabian Charms! Play Barcrest's exciting online slot game for huge returns of up to 500 times your stake! Try for Free!

Arabia will always be one of the most magical places on earth. With enough stories to last A Thousand And One Nights and Genies that magically appear from lamps to grant you wishes, Arabia is just the place for a quick spin. All you need now is enough gold to fill up your very own personal Ali Baba's cave!

Travel to the Far East

As well as the Genies, Arabian Charms is full of plenty of other Arabian charms for you to line up in any of the twenty possibilities. The treasures start with the Queen, King and Ace symbols, before moving on up to the Snakes, Crown Princes, and the elusive Magical Carpet riding Sultans of the Wild symbols. All of this with an autoplay option that keeps the music playing, until it counts up your winnings, to make this a great all round package.

The Many Treasures of Arabia

Where Arabian Charms really sets itself from other games are the mystical opportunities for bonuses. Get five of either the Queen, King or Ace symbols, and you'll net yourself a cool return of 100 times your stake. And it only goes up from here. Five Snake or five Prince symbols gets you 200 times your stake. Sometimes when you spin you'll notice these titular Arabian Charms that sometimes appear. Every time you spin these symbols, there is a chance they will for either improving your existing returns, or even saving a lost stake. These symbols will morph into helpful symbols to improve or form new lines, making these mirages that you do want to see in the desert! And if you spin five of these Arabian Charm Symbols or five Wild symbols, you'll even get an amazing return of 250 times of your stake.

Find the Golden Trail!

If that wasn't enough, if you're able to spin up 3 Genie Scatter symbols in the middle reels, you'll even get the chance to take part in the Golden Trail Bonus Game. You spin, and hopefully spin and spin again, until you've either landed on a collect space, or even reached the top prize of 500 times your stake!

And with stakes ranging from anywhere from £0.01 to £25.00, you could need to buy some camels to haul all your gold back home! You'll need to cover all 20 lines with a stake, for the highest potential stake of £500.00 a spin. As ever, Barcrest games have stake options that are welcome to players of all levels. Everyone will have the chance to multiply their buy-in exponentially and take home plenty of gold.

Open Sesame!

Arabian Charms is the perfect game to see this historical part of the world and experience its ancient folktales. With a great backdrop, catchy music and huge opportunities for pay-outs, Arabian Charms is one game we'll return back to again and again. Enough times to fill your cave for all 40 of your thieves!

Mars One Brief

The Goal

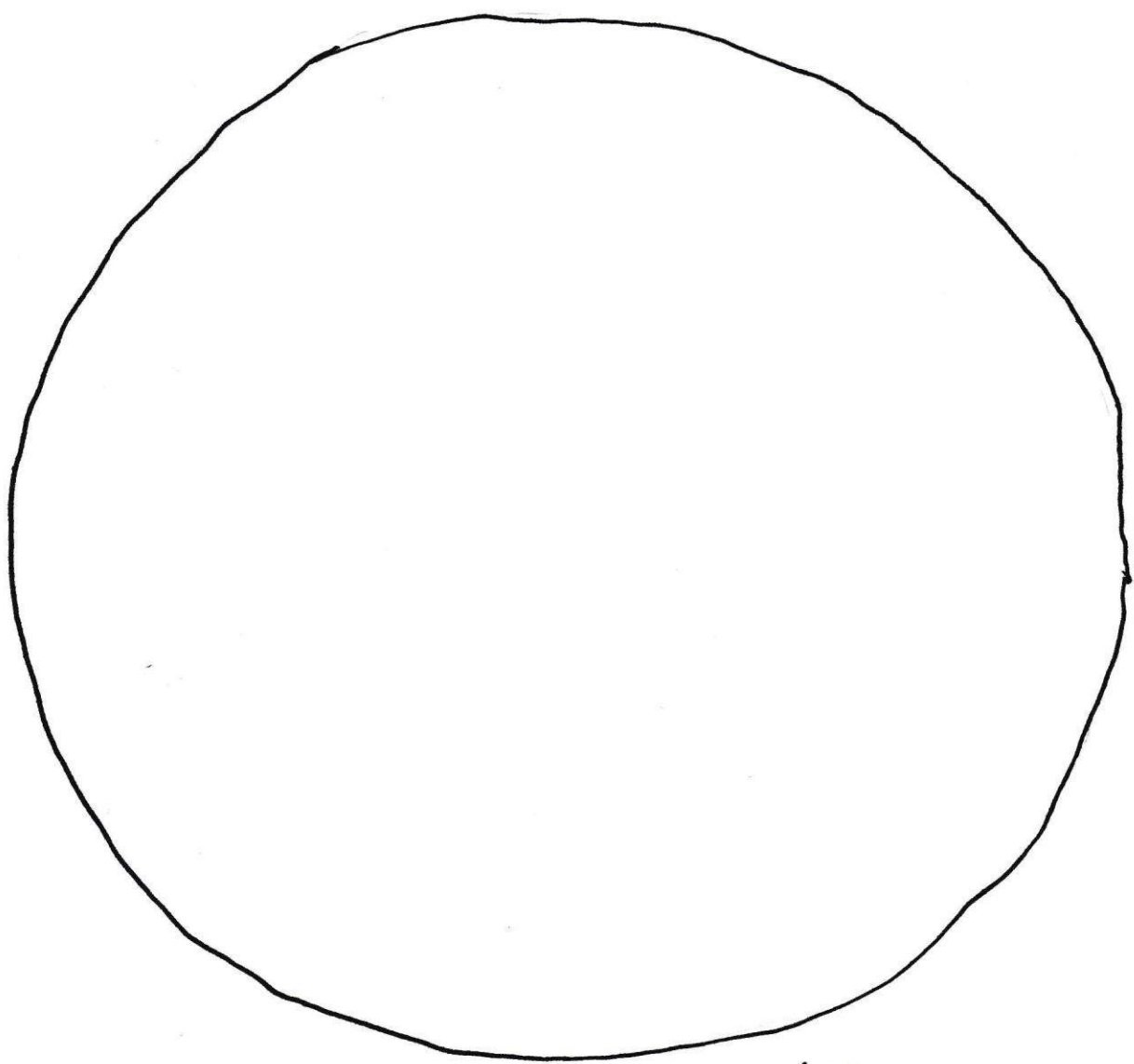
Mars One is looking for promotional ideas and strategies to convince the people of earth to colonise the red planet.

The Audience

Young adventurers.

The Medium

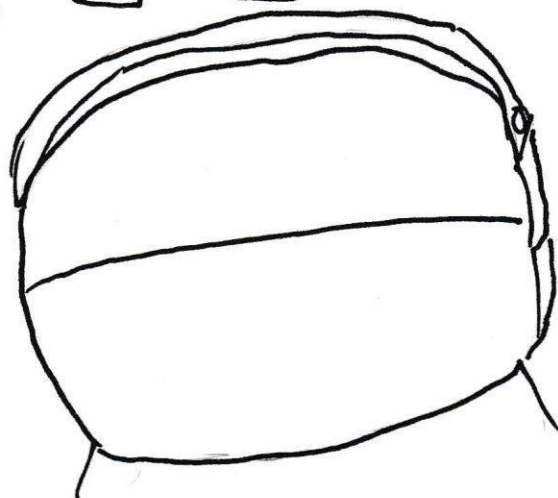
Posters and TV ad.



Enlist

Mars One

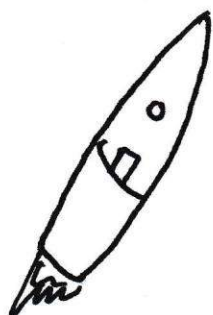
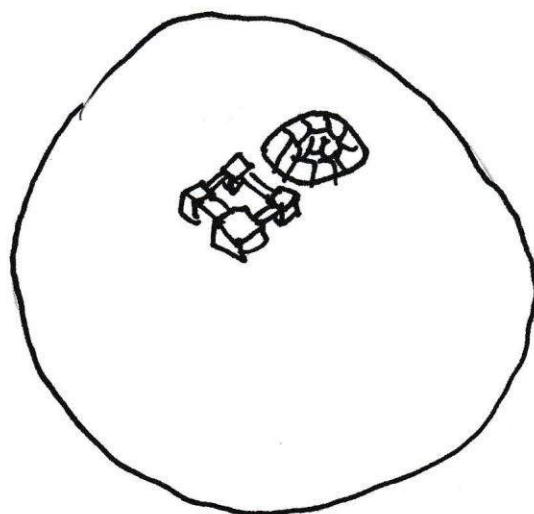
MARS



NEEDS
YOU

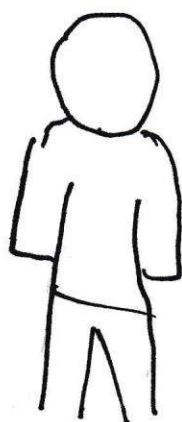
Join the human effort

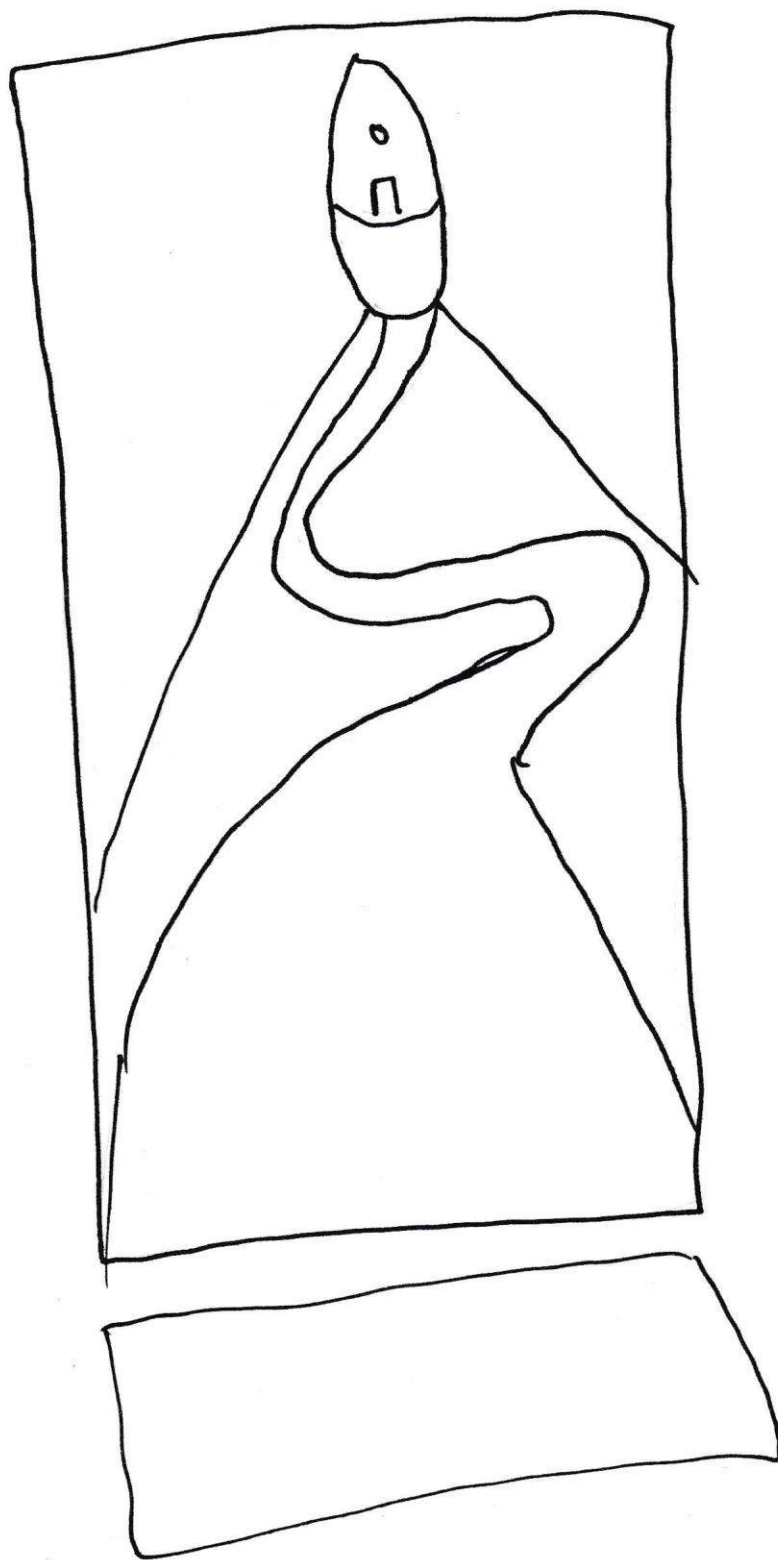
Mars One



Don't
Get Left
Behind

Mars One





Man was meant to adventure

Mars One

Colonists Wanted

for hazardous journey. No wages,
loneliness and isolation, constant
danger. Return home impossible.

Honour and recognition in event
of success.

— Bas Lansdorp

www.mars-one.com

Mars One

Video

WWII soldier is writing a letter in a trench.

A sailor aboard the *HMS Endurance* as it tries to break through the Antarctic ice.

An evacuated child sitting on a hilltop, looking down at a city being bombed in WWII.

Nurse in a WWII hospital.

Exhausted doctors and aid workers getting to a third world village.

A paratrooper about to jump.

Sailors using the sky to navigate.

Explorers stepping out of an ancient tent. The first to scale Everest. Stars cover the sky.

Kids watching a shuttle launch in school.

Female astronaut strapped into her seat, alongside her crewmates. Shuttle blasts off, then Mars One logo with the slogan 'Join the human effort.'

Audio

(Each voice over delivered by main actor in shot)
Some nights, when I look up at the night sky,

and those bright twinkling stars, I forget why I'm here. I forget that I'm in the midst of some soggy foreign mud, under constant fire.

Surrounded by water that can freeze skin black instantly.

Or that I had to leave my home and parents, and live with strangers.

But I know I can survive the hardships, the struggles.

The pain and endless toil.

The fear.

If I can lay down at the end of the day, and look up at the night sky.

And all those stars and planets and mysteries, they seem to remind me, that it was all worth it. (BEAT)

And on some nights, I stay up and wonder, what the view would be like.

If I got just* a little bit closer.*