

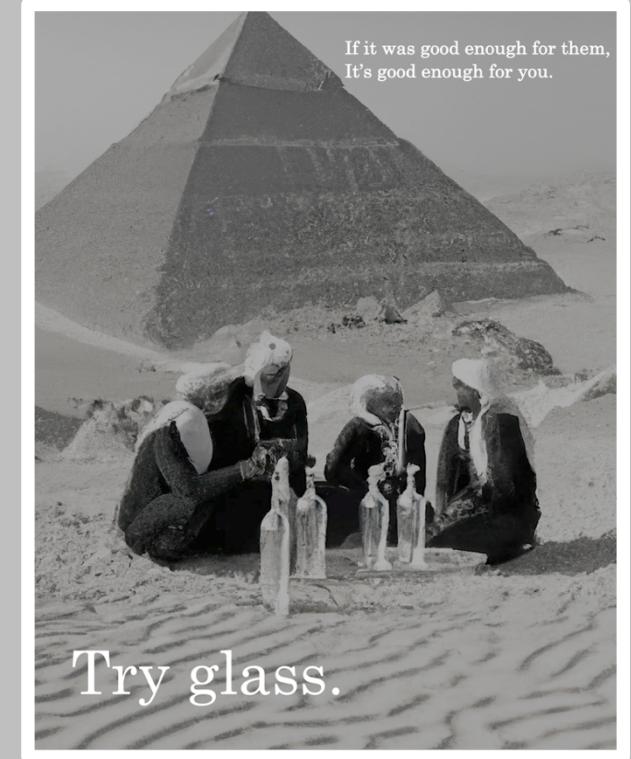
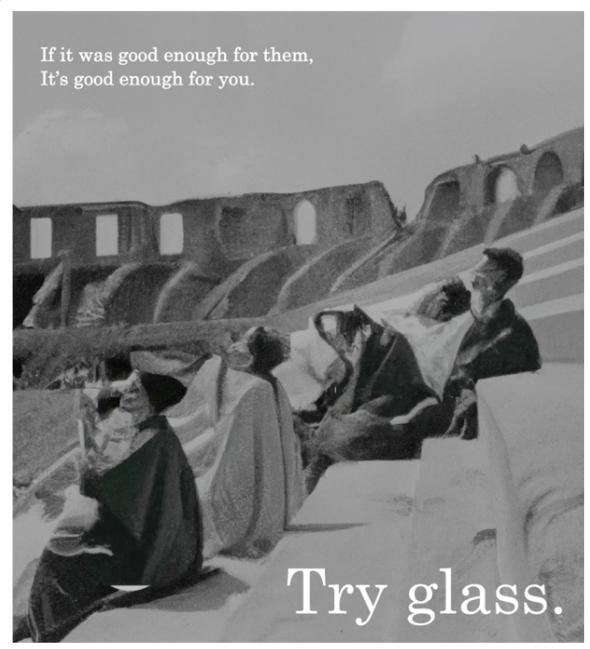
HENRY BIRT

Copywriter

As an English Language undergraduate at Cardiff University, Henry has a passion for advertising and copywriting. He has developed a portfolio through self-guided research and practice.

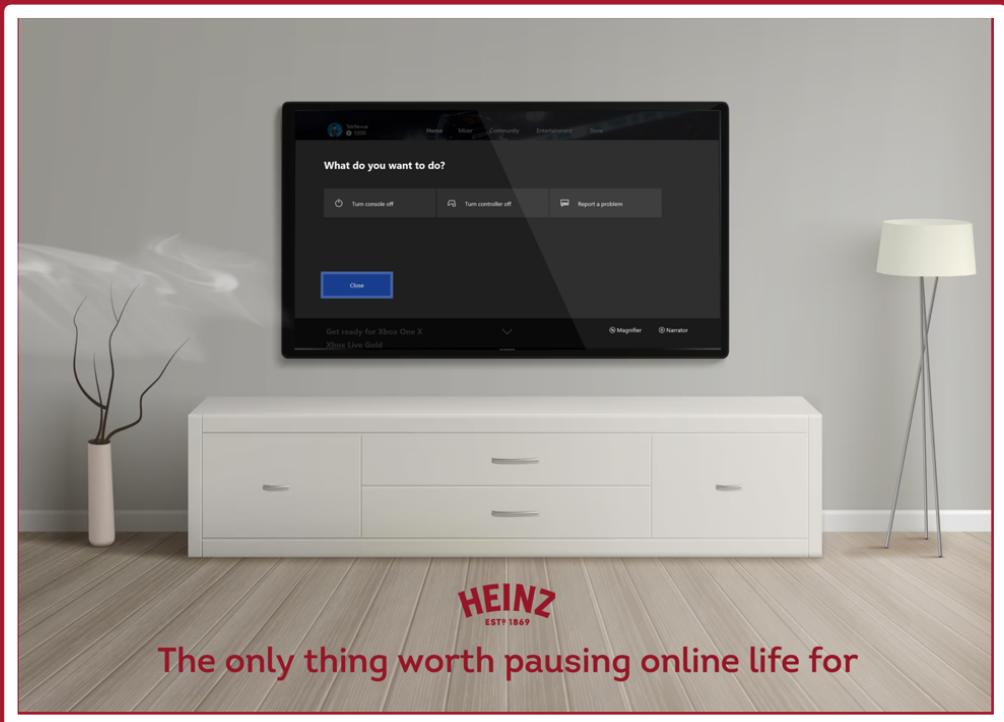
By creating compelling advertisements for renowned competitions such as One Minute Briefs and D&AD New Blood, Henry has showcased his talent as a copywriter and creative. His work demonstrates an innate ability to create engaging messaging and a deep understanding of effective copywriting techniques.

Concept: Try Glass



The "Try Glass" campaign aims to raise awareness about the environmental benefits of using glass bottles over plastic ones by associating glass with longevity. Glass is a sustainable material that can be recycled indefinitely, whereas plastic bottles contribute significantly to landfill waste and pollution. By encouraging people to switch to glass bottles, the campaign hopes to reduce the amount of plastic waste that ends up in our oceans and landfills by inspiring people to make more sustainable choices for the environment.

Heinz



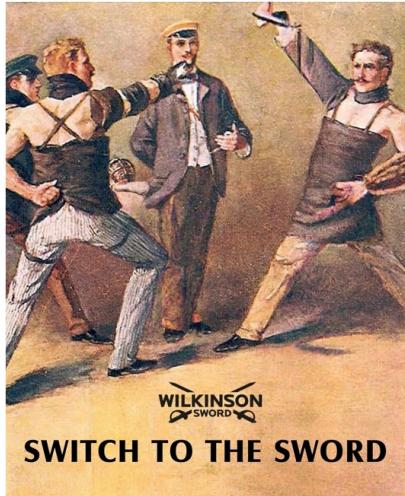
Created for the D & AD 'New Blood' competition.

Showcases Henrys fondness for simple yet effective advertisements that don't necessarily display the product. The design captures the idle screen of a gaming console that appears when inactive, accompanied by steam gradually seeping into the frame. The ad features the copy "The only thing worth pausing online life for," and conveys the message of Heinz without showcasing the product directly.

One Minute Briefs

Wilkinson Sword

Posters to promote how Wilkinson Sword Hydro provides a clean, sharp shave that protects the skin against signs of irritation.



Be Fibre

A poster to promote BeFibre. No price hikes.



Pie



Stjäkeändale
5.99-



Pie Week

A poster advertising 'Stjäkeändale' pies for British Pie Week, in the infamous style of IKEA

Snowify

A poster 'snowify-ing' MAN vehicle brand

