Get a cool name.
Find your voice.
Tell your story.
Make them listen.
Spread your message.
Engage people.
Entertain.
Get to the point.
Be precise.
Provoke.

I can make that magic happen.
Word. By. Word.

Kasia Drazewska,
Creative Copywriter.

Kasia Drazewska is a Creative Copywriter producing copy in both Polish and English languages, filling that niche you've sobbed over for years. She also thinks it's really, really weird to write about herself in the third person.

Copywriter, wordsmith, linguistic freak… Call it what you like, but essentially I provide words for brands.

Naming. Storytelling. Advertising. Web content. Slogans, claims, taglines. Marketing communication. Blogs. Transcreation.

I make it simple, memorable, inviting to look at, and fun to read. I do my homework. I get to know the audience thoroughly before I start. I read into client's emotions when they talk about their product. I do extensive – and I mean extensive! – research and find a new voice for each product. Or a really great name. Or a cool story hidden in some boring details.

I know how design and creative copy work together. I've paired up with the best designers to get a brand from zero to hero.

I listen. Thanks to this skill, I continuously showcase my knack to write in any niche possible. Food, design, technology, fashion, health, beauty – you name it! Or leave it to me.

Experience:

Creative Copywriter – freelance
Kosmonaut, Poznań, Copywriter/ Marketing Manager
Fruit PR, London, Copywriter/ Content Strategist
FOUR Magazine, London, Journalist
Stylist, London, Copywriter – Intern

Education:

Advertising, Public Relations and Branding, City University, London
Media and Communications, City University, London
Edukacja Medialna, Uniwersytet im. Adama Mickiewicza, Poznań

Crowning achievement, icing on the cake, feather in my cap:

James Frey – You're a good writer.

FLOE

NAMING

Naming for premium cosmetics brand. The client looked for the term representing crystal minerals used in the ingredients composition. The branding revolves around the name symbolising floating icebergs and crystals.

floe

ice
water
crystals
dedicated
to you
floe
your dedicated care

FOUR MAGAZINE

ARTICLES

Some excerpts from my time as a journalist at FOUR Magazine.
I also contributed to Condé Nast Traveller, The Stylist and several other titles with features on travel, food, design and art.

Moments with Amaro

There is an uplifting yet subtle aura of celebration in the restaurant when I arrive at Atelier Amaro, in Warsaw. My interview is interrupted twice: first by a leading Polish politician who comes over to praise the chef and a second time by a team of TV journalists who choose Atelier Amaro as their hang out for lunch—they want to congratulate the chef on his achievements. “It’s never ending,” says Wojciech, with a broad smile. “It happens over and over again.” There’s no wonder—I visit Wojciech barely a week after he received his first Michelin star.

Paul proves prunes are sexy

Master Chocolatier Paul A. Young shuns the negative press prunes usually get by creating two new fruity recipes in time for Chocolate Week! They're not pretty. In fact, they're pretty ugly. And they're the butt of many a joke. Just the word 'prune' can make people laugh out loud. But despite all that, Brits are reinvigorating their love of the wrinkled fruit as sales of California Prunes in the UK reaches new heights. Partly due to celebrity fans like Heston Blumenthal and other high profile food retailers and manufacturers, who are using prunes in a wide variety of products – but mainly because Brits have suddenly cottoned on to the power of prunes as a super healthy snacking food.

FOUR MAGAZINE

KASIA DRAZEWSKA, CREATIVE COPYWRITER.

Irish West Coast storm watching

The winter storm season in Ireland is kicking off, and Donegal Inn is where you need to go to experience its mighty, mighty power.

In 2017, interior designer Sharon Dourado , Principal of DF Design Consultants Inc. was contacted by Charles McDirmah to design a new kind of Inn, one built specifically for winter storm watching. McDirmah had a revolutionary idea. Not only did he want guests to come and enjoy the West Coast of Ireland during the stormy winter months, he also wanted that natural world reflected within the interior of his new Donegal Inn.

HALIER

NAMING | TONE OF VOICE | PACKAGING

A new series by Halier required inventive names and catchy formulas description. Full packaging copywriting and gift box description.

Re:flect | Active Shine & Repair

Re:hab | Pure Balance

Re:scue | Super Hydration

HALIER
re:flect
shampoo
COLOUR-SAFE CARE
ACTIVE SHINE & REPAIR™
FORMULA
250 ml
8.79 FL OZ e
HALIER
re:flect
shampoo
COLOUR-SAFE CARE
ACTIVE SHINE & REPAIR™
FORMULA
250 ml
8.79 FL OZ e

HALIER
re:scue
shampoo
HALIER
re:scue
conditioner

HALIER
re:hab
shampoo
HALIER
re:hab

HALIER
re:hab
shampoo

HALIER
re:scue
shampoo
HALIER
re:scue
shampoo

HELLO SLIM

WEB CONTENT | TONE OF VOICE | TRANSCREATION

I gave the brand directed at young women a new tone of voice allowing for healthier, relaxed and upbeat approach to losing weight.

We know that you're always on the go and you love living life to the fullest: this is why we support your efforts to always feel incredible.

hello slim
hello slim
helloslim

Ginger root

Ah, wonderful ginger! We are not able to list all of its amazing attributes - let's just concentrate on its slimming properties! As a plant with warming abilities, ginger activates the body to faster fat burning. Through its thermogenic capabilities, is also helps you feel fuller for longer – Hello Slim drunk after your last meal prevents you from reaching for unhealthy snacks!

Orange Zest

Yes, we also love orange juice! But what about the peel of this refreshing fruit - do you know any of its attributes? Well, here goes: orange peel contains flavonoid that supports metabolism and reduces the amount of body fat! It helps to lower the blood sugar, too. Orange zest in our delicious tea relaxes, soothes your nerves and ensures a peaceful, deep sleep. Good night!

the new traditions
the new york brunch
helloslim
30
DAY TEATOX
Burn calories
Boost your metabolism

OH!TOMI
helloslim
30
NIGHT TEATOX
DAY TEATOX
Lower your appetite
Burn calories
Boost your metabolism

Cleanse your body, lose weight and feel wonderful!

OH!TOMI

BRANDING | TAGLINE | TONE OF VOICE | PACKAGING | WEB CONTENT | TRANSCREATION

I was asked by Tato Studio to join their team to work on the new brand of cosmetics for young women. With full span copywriting, tagline, playful tone of voice, fun packaging and website, the brand is a huge success.

Big dreams & good vibes

Rule the world!

We’ve created Oh!Tomi to have fun: why should body care be a boring chore? Our collections of personal care cosmetics are exciting to use and contain fantastic natural ingredients. The dreamy scents hidden in each gorgeous box will enhance your personality and your mood. Have a great time and show your colours!

Hey
you!

OH!TOMI Dreams Melon

Exotic Melon is a dose of happiness and a dollop of good mood. It has a calming effect on your senses, bringing energy back and boosting your confidence.
To the next adventure, please!

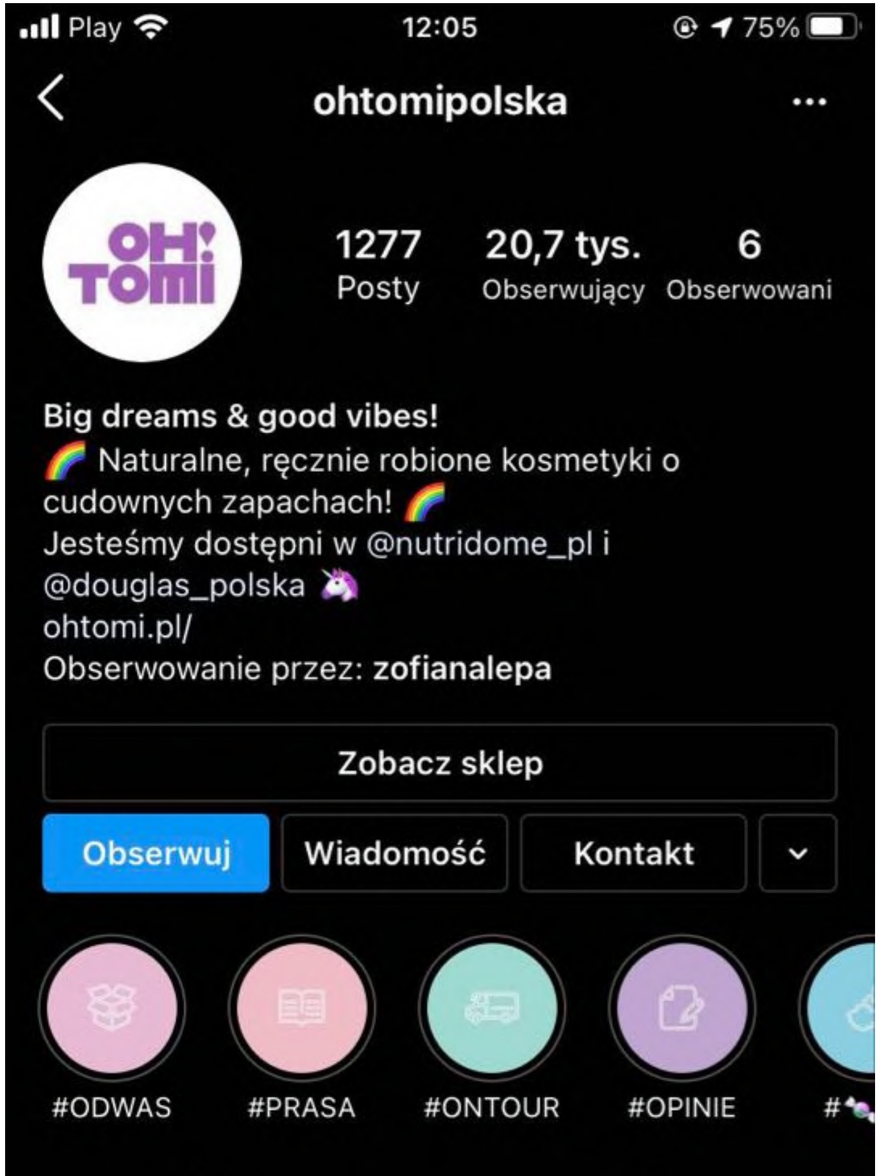
OH!TOMI Deams Strawberry

Our lovely, aromatic Strawberry is an essence of charm and sweetness. Its fresh, heavenly scents take you to juicy green strawberry fields – and it’s not too far from here to conquer the world. Go for it!

Watch out!
Good vibes
inside.
We care about our baby Earth. Give me a second life!
www.ohtomi.eu

We care about our baby Earth.
www.ohtomi.eu

OH!TOMI
bath salt


Play
12:05
75%
ohtomipolska
1277
Posty
20,7 tys.
Obserwujący
6
Obserwowani
Big dreams & good vibes!
🌈 Naturalne, ręcznie robione kosmetyki o cudownych zapachach! 🌈
Jesteśmy dostępni w @nutridome_pl i @douglas_polska 🦄
ohtomi.pl/
Obserwowanie przez: zofianalepa
Zobacz sklep
Obserwuj
Wiadomość
Kontakt
#ODWAS
#PRASA
#ONTOUR
#OPINIE

OH!TOMI WISHES

BRANDING | TAGLINE | CLAIMS | PACKAGING | WEB CONTENT | TRANSCREATION

To continue the success of the brand, I was asked again to create all copy for the limited series of Oh!Tomi cosmetics. Keeping the youthful tone and coming up with additional packaging claims, this time it was all about cosiness and long winter evenings by the fire.

Who said that body care cannot smell like chocolate or freshly brewed coffee? Those aromas that can warm you up and relax for hours on end, are locked up in the surprising Wishes Collection. Deep and soothing notes with mysterious, slightly spicy aura will be very, very hard to resist...

Candle
LIGHT
AND
QUIET
NIGHT
B-A-B-Y
2 days
COLD
Bathside
EAT
SLEEP
AND
CUDDLE
LONG
TALKS
AND
FUZZY
SOCKS

B-A-B-Y
2 days
COLD
Bathside
LONG
TALKS
AND
FUZZY
SOCKS

OH!TOMI Wishes Vanilla & Orange

Wonderfully aromatic, sweet Vanilla and refreshing, invigorating Orange are a match made in heaven. The scent soothes your senses, boosting the energy, vitality and waking up a fantastic mood!

OH!TOMI Wishes Linden Flower

Delightfully sweet, warming and refreshing, Linden Flower scent is one of our favourite. The flowery aroma brings the stress levels down and allows for undisturbed, blissful chill.

OH!TOMI

LINDEN FLOWER
bath salt

Go on, treat yourself! Grab a handful of this delicious Salt, run it under warm water and dip your body in pure, warming delight.

WHAT WE PACKED INSIDE / INCI: Maris Sal, Parfum, Aqua, Hexyl Cinnamal, Butylphenyl Methylpropional, Geraniol, CI 19140.

THIS IS WHO MADE THIS PIECE OF GOODNESS: OH!TOMI, Via Cesare Battisti 106, 25018 Montichiari (BS), Italy. AND THIS PERSON IS RESPONSIBLE TO HANDLE YOUR COMMENTS: Sas Simplo France, 25 Rue Lenepveu, 49100 Angers, France

Keep away from kids & monsters

5 903240 550517

(__/)
(='.'=)
Bunny friendly

300 g

You can find batch number and expiry date on the jar

3M

read more

PERPETUUM

NAMING | BRANDING

Naming and logo for the Off Piotrkowska coworking space, prize winner.

The space combines energy, constant exchange of information and movement, which is encouraged by interior design elements – gym equipment for physical recreation. The project was made in a creative team with Maciej Żelaznowski.

A shape that has no beginning or end.
The Penrose triangle that inspired the Perpetuum logo is an impossible object, just as Perpetuum Mobile is impossible. The continuum, infinite movement is a symbol of constant activity and development. Industrial look of the logo fits in with the philosophy of the place.

A perpetual motion machine is a mechanism whose internal movement is constantly sustained despite the lack of any external power source. Coffee doesn't count.

Use your head. Move through the gears.
Feel the ground under your feet and be one jump ahead. Climb to success. It’s your move.

PERPETUUM
Off Piotrkowska
Piotrkowska 138/140
90-062 Łódź

LIT BY FILM

NAMING | STORYTELLING | TONE OF VOICE

Naming and storytelling for presets by world-renowned photographers for Adobe.

Imagine taking a deep breath and walking into the most scenic film frame. One that instantly tugs at your heart and radiates nostalgia and romance. Highlights seem brighter and shadows deeper, bringing out the emotions of intimacy and serenity...

Our presets represent the most direct expression of our passion for film.
The statement they create is almost as soft as brush strokes in Caravaggio's paintings illuminated by Vermeer himself. Minimalistic and simple yet rich in meaning, they will elevate photos taken in any environment.

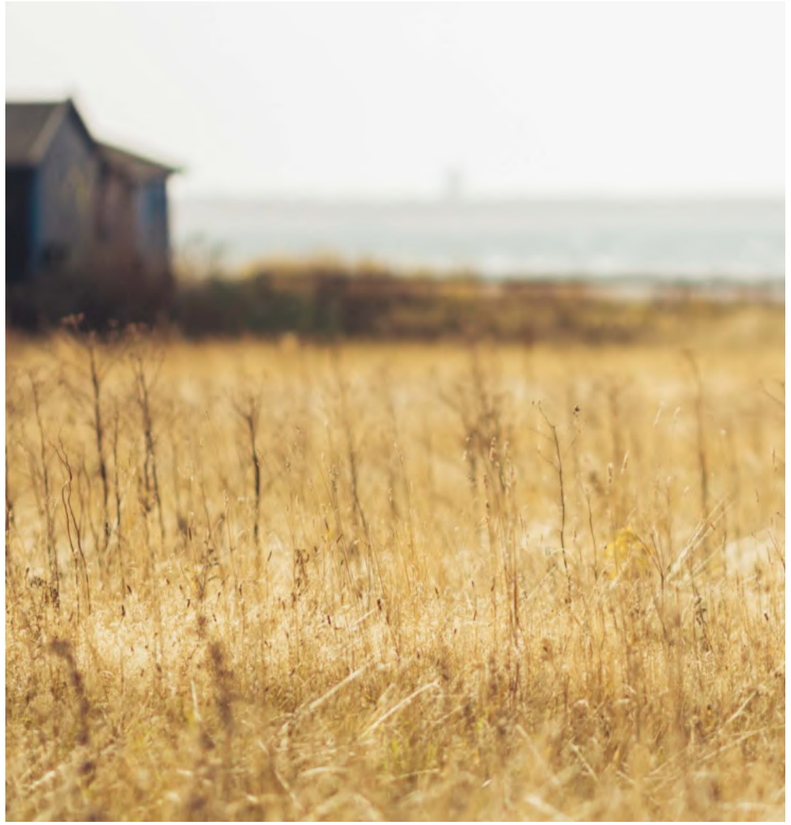
LEGACY
LIT BY FILM

RUUKKI HYYGGE

WEB CONTENT | STORYTELLING | TRANSCREATION

Storytelling and web content for a new product by Ruukki.

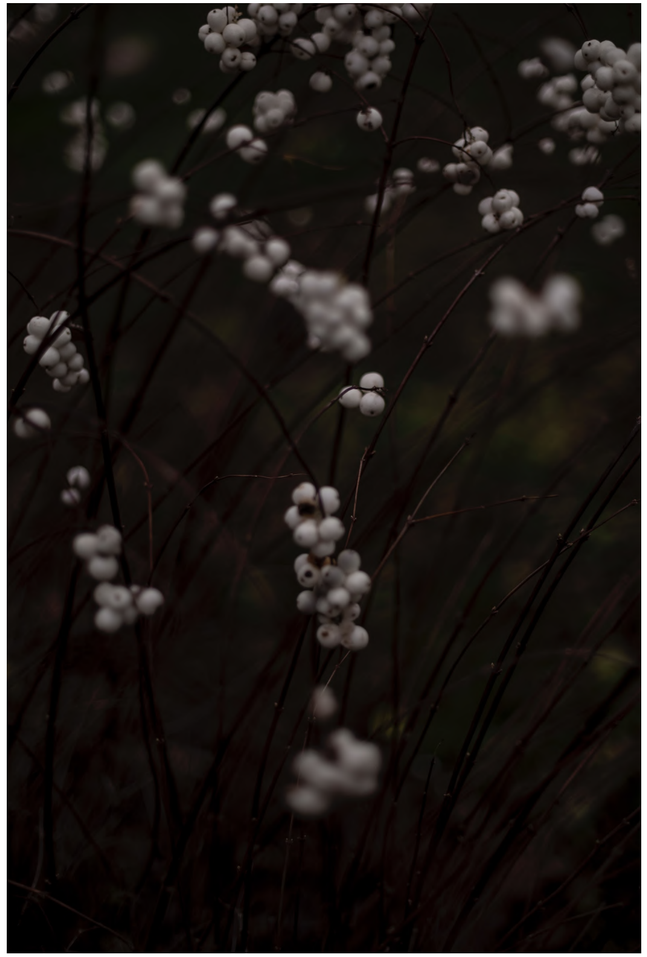
Ruukki® Hyygge
The Simple Form of Happiness



Hygge

This short, humble Danish word, untranslatable to other languages describes everything that matters in life: a sense of closeness and security, peace of mind and cosiness. It represents a Scandinavian art of happiness and states the need for comfort and the joy of simple pleasures.

Simple, modern, cosy home close to nature – a place that evokes feelings. Ruukki® Hyygge, The Simple Form of Happiness, was created for such home.



KOSMONAUT

MAGAZINE | WEB CONTENT | BLOG | EVENTS

One of those jobs where you start with absolutely nothing and end up with full on marketing material taking the brand to new heights. As the Head of Marketing and Copywriter, I produced all company material (website, brochures, blog, etc.) with Kosmonaut Magazine being the game changer turning the sales funnel upside down.

CHANGE THE BANNER, KEEP THE FRAME.
NEW CAMPAIGN IN FEW MINUTES

YOUR CONCEPT, OUR INGREDIENTS.
BY KOSMONAUT.
Imagine: you walk into a new restaurant.
There is no menu card. There are only ingredients. You are somewhat familiar with the ingredients and yes you don't seem to be able to cook a dish out of them. Or you don't have time. Whatever the reason may be, you trust the chefs. And you're hungry.
The team will take the ingredients you ask for - or advise you on what works best – and they will plan, schedule and mix the components to the perfect balance. They will give you the price upfront so you don't need to worry about the cost. They will cook the dish, let you try it and if it's up to your standards, they will make a full blown feast. And you'll get your personal menu card so whenever you come back, they'll know what to do.
This is how we work.
No menus, no pricelists (apart from some standard products) – most things at Kosmonaut are custom-made. We're flexible, we're open and we have experience. Come on in, you'll like us.
WOOD COVERED IN BRASS

2

3

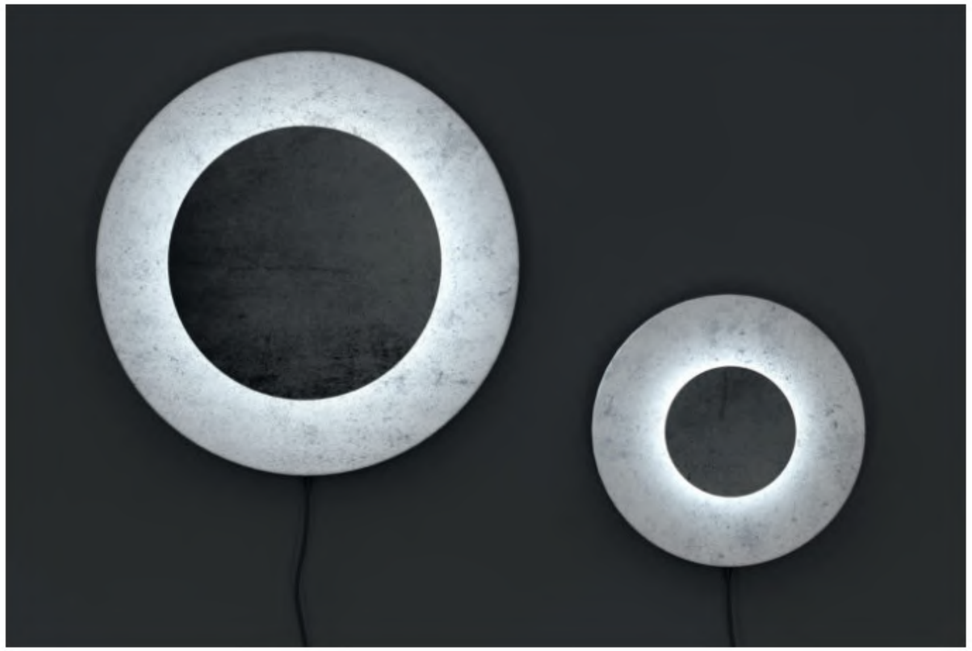
1 SEE MORE ON PAGE 44

4

NORDIC & RAW

ATMOSPHERIC DESIGN – HOW KOSMONAUT CONTRIBUTES TO THE TREND

As soon as we enter a room, our emotions about it are shaped. The instinctive dialog with the environment starts: we can immediately tell whether we feel welcome and comfortable.
The trend called 'atmospheric design' puts people and their emotions at the centre. The market is in huge demand of architects that can 'design' atmosphere, also in retail.
With our range of products and possibilities, we can contribute to this growing tendency. Soft and rough surfaces, cold and warm materials as much as textures are our passion.



INSPIRATION

Enlightened designs

We are lucky. We are very very lucky. We have an amazing privilege working in an environment that encourages new ideas and with materials that deliver time and time again . Of course, we have talented people on board. Product development, design, planning, engineering, actual production – it takes a lot of skill to transfer what [...]

INSPIRATION

A new dimension of steel

No matter how many sublimated Rustic Boards we produce, we never get tired of them. This is the case of endless possibilities. We have written about the process of dye-sublimation before – transferring images onto metal or any given surface (more on it here and here). We are however in constant awe of how [...]

NORDSIGN

MAGAZINE | WEB CONTENT | BLOG | EVENTS

As the Head of Marketing and Copywriter, I produced all company material (website, brochures, blog, etc.) with Nordsign Magazine being the game changer for the company.

nordsign specialises in large format commercial printing and supplying supporting products for marketing and advertising displays.

→ LEARN MORE

The Bigger Picture

“There is a Danish saying: If you have the skill you also have the duty. I guess I live by it every day”. We are driving through a thick forest leading us to Destylarnia – Tomas’s favourite restaurant located in Mierzęcin Palace, halfway between Poznań and Szczecin. We are surrounded by picturesque lakes, woods and inimitable beauty of nature. Motorway is an easier way to get to our destination, but Tomas chooses to savour the trip by meandering between one charming spot and another.

YES LUNARIA COLLECTION

WEB CONTENT | STORYTELLING

Lunaria Collection by YES has gained a wonderful branding through my storytelling kept within marketing requirements.

Open the door to the garden where dreams are hidden.

Lunaria Collection – elegant, full of shine and subtle charm, for lovers of sophisticated classics and thoughtful romantics.

Bright topaz and precise weaves of precious metal surrounding the stones are braided in neat lace patterns. The tiny stones reflect the light from every angle, creating dazzling rings, necklaces and bracelets.

In the romantic garden, Lunaria annua gets the full attention only once a year. The delightful abundance of small, luminous moons shimmers in the sun, attracting the eye with its ultra-delicate sparkle.

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