



# COPYWRITING PORTFOLIO

## COPY & CONCEPTS



I'm a visual thinker who's developed, literally, thousands of concepts, with copy, for visual communications.

My work has ranged from postal flyers and press advertising to high-impact posters.

The following examples will give you an insight into what I've done for my previous clients and employers.

Do you need copy and/or concepts for an advertising or communications project?

You can get in touch and tell me about your needs using the form on my [contact page](#).

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## **CLIENT: Rapid Business Systems**

Rapid Business Systems is a Leicester-based company specialising in the development of custom business software.

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## **PROJECT: Double-sided A4 flyer**

One of the services Rapid Business Systems offers is customised add-ons and upgrades for Xero accounting software.

The ad had two main purposes: First, it needed to draw attention to the fact that Xero is designed to be augmented. Second, it needed to give the accountants an idea of what their Xero software might be capable of and how that could improve their business.

RBS also wanted to use their flyer to offer an opportunity to anyone who had an innovative and saleable upgrade idea.

I supplied the concept and the words.



Take your  
accountancy practice

# FROM XERO TO HERO

with custom software from  
Rapid Business Systems

If you run your accountancy practice with Xero, you'll already know about its powerful capabilities.

But that's only a fraction of what it can do.

## **Xero is made to upgrade**

While Xero is a highly capable product in its own right, it's built for augmentation and for third-party developers — like us — to expand on.

We do this by introducing **custom software**.

**Want to take your accountancy practice from Xero to Hero?**

Get in touch and tell us what you're looking for.

Call us on 0116 456 0125 | [info@rb.systems](mailto:info@rb.systems) | [www.rb.systems](http://www.rb.systems)



## How custom software can improve Xero for you

- Work smarter, not harder, by adapting Xero to meet your specific requirements and fit into your preferred way of working
- Save time and effort by automating the tasks that currently can't be automated, for example, tasks that would need Xero to work with your other applications
- Present data in a range of ways by creating unique and multi-platform reports, from one or more Xero organisations and other applications
- Have the flexibility to insert, manipulate and extract data from Xero using external software
- Automate further by allowing actions that occur within Xero to trigger processes outside Xero
- Improve compatibility by creating custom reports in a wide range of file formats, including XLSX, DOCX and PDF
- Improve efficiency by automatically raising invoices and credit notes within Xero, following actions outside Xero — for example, if an order is received in another system
- Easily reconcile payments in Xero — we'll create an integration with your existing payment provider if one doesn't already exist
- Consolidate data from multiple sources and share it with your clients online, via a bespoke and branded customer portal.

## How would you improve Xero?

Imagine if you could adapt Xero to make life easier for you and your clients. Would you automate a monotonous and time-consuming task? Or develop a way to collate and share data from Xero and other sources?

If you have an idea that would make Xero work more productively and efficiently for your business, we may be able to execute it for you.

## Is your idea a game-changer?

If your idea satisfies an unmet need in your market, there could be an option for us to resell your development to other accountants — and for you to make some money.

## What's in it for you?

- **Reduce your development cost by up to 50%** We'll co-fund your development to significantly reduce your outlay.
- **Earn a recurring revenue from sales of your development** Partner with us and get a 50/50 share of the profits every time your development resells.

### Want to take your accountancy practice from Xero to Hero?

Get in touch and tell us what you're looking for.

Call us on 0116 456 0125 | [info@rb.systems](mailto:info@rb.systems) | [www.rb.systems](http://www.rb.systems)



## **CLIENT: GDPR Safe**

GDPR Safe offers customised GDPR data protection policies for residential customers and businesses installing CCTV and/or video doorbells on their properties.

The policy packs are bought and stocked by distributors, then sold to customers on site by the CCTV installers during set-up.

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## **PROJECT: Press ad**

GDPR Safe wanted a press advert they could publish in relevant industry magazines.

The purpose of the ad was to promote their GDPR policies to the CCTV distributors who would stock them.

The CCTV distributors had a goal of selling as many CCTV systems as possible. But a high profile court case, which made national news, had been making their customers think twice about buying CCTV.

GDPR Safe solved this problem for them, by giving their customers a GDPR policy to protect them. This meant they could buy their CCTV with confidence.

I supplied the concept and the words.





GDPR Safe allows customers to create and customise a fully compliant GDPR policy for their CCTV or video doorbell system.

All by answering a few basic questions online.

Our handy A5 pack offers end customers:

- ✓ Professional guidance on operating a fully GDPR-compliant CCTV system
- ✓ Complete peace of mind with a 12-month renewable policy
- ✓ A 'CCTV in Operation' window sticker.

**For installers, GDPR Safe offers:**

- ✓ A one-off easy upsell with no expert GDPR knowledge required
- ✓ A simple set-up that takes just 60 seconds to activate
- ✓ Credit to spend with their distributor each time a policy they've sold is renewed.

GDPR Safe is suitable for all commercial and domestic UK customers.

And we take care of all annual renewals and payments after the first sale is made.

**For information on stocking GDPR Safe, contact our sales team**

- ☎ 020 8050 7052
- ✉ [sales@gdprsafe.co.uk](mailto:sales@gdprsafe.co.uk)
- 🌐 [www.gdprsafe.co.uk](http://www.gdprsafe.co.uk)





#### **CLIENTS: Various clients**

I worked as the managing editor for a company that created a weekly programme of workplace posters for clients in various industries.

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#### **PROJECT: Poster copy and concepts**

The posters covered a range of workplace issues including:

- Health and safety
- Healthy living
- Morale
- Communication
- Environment/waste reduction
- Customer service.

On a monthly basis, they were sent to clients in:

- Airport ground handling
- Food manufacturing
- Logistics and warehousing
- Industrial manufacturing
- Public transport (buses)
- Waste management.





During the longer hours of darkness, your **hi-viz** could be a

# LIFESAVER

Please remember to wear it at all times

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Lifebuoy © Claudiodivizia | Dreamstime.com

11-11-EU-ASM1



# NEAR MISS?

**For every workplace fatality there are 3,000 near misses**

**Report every near miss so we can take the necessary action to prevent a potential accident**

**If we don't learn from past mistakes they could come back to bite us**

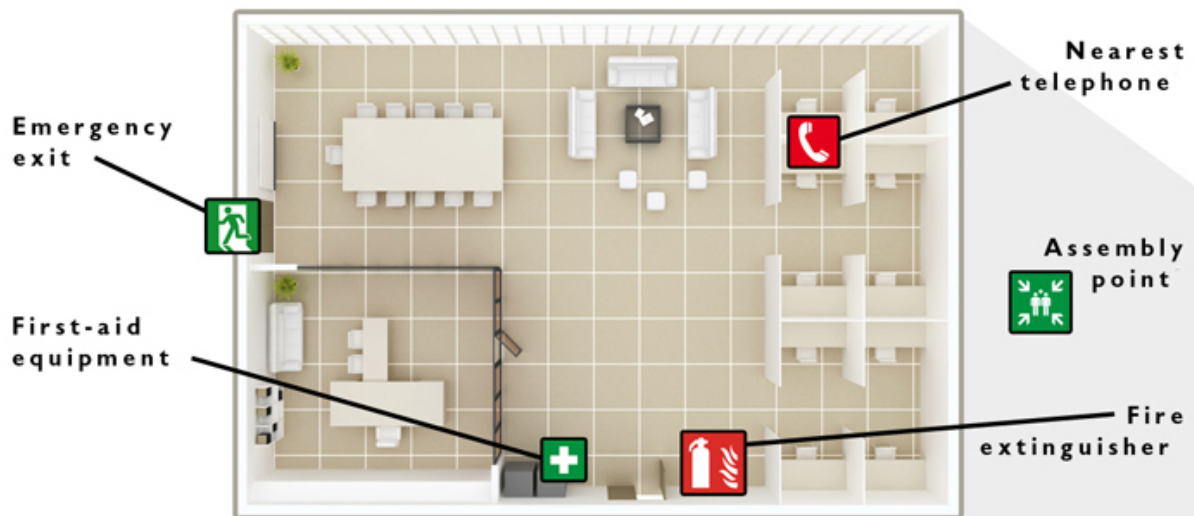
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17-01-EU-UM2



# IN A CRISIS

could you find this?



Find out now **before** you really need to know

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15-09-EU-UM4

# FIRST DAY NERVES?

New starters might be shy and unsure at first

**But, with the right support, they will soon come out of their shells!**

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15-04-EU-UM4

# SINKING FEELING?

Didn't you see this hole during pre-use checks?

Yes, I plugged it with some chewing gum and hoped it would be okay.

**Avoid sticky situations – ensure all defects are dealt with by an authorised maintenance person**

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13-12-EU-UM1



An idea shared can often turn into something great

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11-02-EU-UM4



# WORSE FOR WEAR?

○ Losing their groove?

○ Thinning on top?

Down-at-heel? ○

Can't keep body and sole together? ○



IF YOUR SAFETY SHOES HAVE SEEN BETTER DAYS,  
IT'S TIME TO GET THEM REPLACED

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16-01-EU-DTM1



**PREVENTION**  
is always...



...better than  
**CURE**

**BE PREPARED – WEAR PPE**

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15-04-EU-UM2



**CLIENTS:** Large print book companies and UK libraries

I worked for a large print book company that supplied large-print and audio books to public libraries across the UK.

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**PROJECT:** Poster advertising

The brief was to produce some concepts for posters to be displayed in UK libraries.

The purpose of the posters was to promote each library's range of large print books.

The ranges included top authors, anticipated titles — in fact, everything you would get from regular books, but with the benefit of large print.

Previous library poster campaigns had featured wild animals, like giraffes and gorillas, which were eye-catching. But they also seemed quite childish, considering the target audience for our large print books was older adults.

I created a series of poster concepts that focused on the joy of reading and how large print made that possible.

And I provided the following mock-ups to show how each poster might look.





**BROUGHT  
TO YOU  
BY  
LARGE  
PRINT**

**COMFORT  
without  
COMPROMISE**

# Lose yourself in **LARGE PRINT**



**Big Names • Big Stories**  
**Big Satisfaction**

**uninteresting**

**unenjoyable**

**uninspiring**

**unrewarding**

The difference is  
**LARGE PRINT**





**CLIENT: Bakermill Bakeries**

Bakermill Bakeries is a fictional bakery, devised for a conceptual project.

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**PROJECT: Press ad concepts**

A conceptual project to devise a press advertising campaign for a new kind of bread, which is made using a new manufacturing process.

The bread has two main selling points:

First, it's healthier and tastes better than other loaves on the market. This is because the new manufacturing process doesn't destroy the goodness of the wheat, like the normal Chorleywood process does.

Second because the bread contains less air and water, which gives it a better and more granular texture.

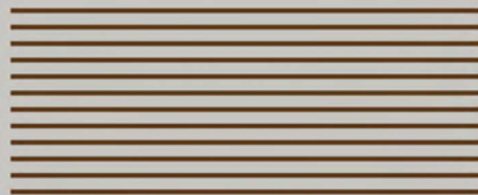
The brief was to focus on the short copy for each advertisement, allowing space for the body copy to be added later.



From out of the oven...



...comes out of the ordinary



Wholemeal just got a whole deal better



The best things, in sliced bread

A loaf that **preserves**  
the goodness of the wheat



Crumbs!



The best things, in sliced bread



It's not pumped up  
or watered down



The only thing our bread is full of  
is flavour



The best things, in sliced bread