

HOLY  
CUSTARD



# Who am I?

Hello, I'm Esther, a freelance copywriter with seven years of writing experience and 26+ years in marketing and comms. (Yes, that makes me a little bit over 40 or so).

I was once described as a terrier straining at the leash of life. My creative process is driven by enthusiasm and energy, without the bark or the bite. But my work does have teeth.

I've played a key role in big-brand campaigns, and I've helped smaller, independent brands with big ambitions find their voice.

What am I best at?

- Developing a distinctive Tone of Voice
- Brand storytelling that feels human and honest
- Longer-form copy with energy, warmth and flow
- Conversational copy that connects
- Snappy headlines

But the most important bit is I care about helping brands sound like the very best version of themselves.





# LUNA & me

Tone of voice and brand storytelling for premium pet food brand LUNA & me. Bringing to life the focus owners have on their pets wellbeing and creating a connection that naturally sells the product.

## Brand Manifesto Line

Every pet teaches us something new. Their quirky personalities shine through. And we build an unspoken bond. But there's one thing that's true for all of them. They'll show you when you're feeding them the right food.

## Strap line

LUNA & me. The food your pet would buy.

# LUNA & me

**Journal to engage existing and new customers. Subtle product weave.**

Luna is not impressed. How can I tell? Because she's given me the look. You know, the one that instantly communicates exactly what they're thinking. No one else would notice, but you see it right away. It's an unspoken understanding.

Why is she feeling this way? Because she's realised we're going back to the office. Like all of us, she's enjoyed her break so much, she doesn't want to return to our usual routine. She's spent Christmas snuggled up in her favourite place, her bed by the radiator, and she's not ready to leave it.

But this feeling doesn't last long. As soon as we get into the office, everyone fusses over her. She's the belle of the ball, and she loves it. I see Sarah slip her a sneaky LUNA & me treat, and that puts a spring in her step. I don't mind her getting this little extra because they're so good for her.

She comes to me tail wagging to let me know our disagreement is over. All is forgiven. I love the way we silently communicate with each other. She goes to her bed under my desk to have a snooze. She needs to recharge before the next round of love.

How did you find getting back to work? What made your day even better?

# LUNA & me

**Journal to engage existing and new customers. Ethos and trust building.**

Have you ever noticed your dogs nudging you in a specific direction? They stop at a certain point and alternate their gaze between you and where they want to go. Willing you to follow their lead.

These moments remind me of my journey. I chose a path and followed it with determination. When I started LUNA & me, I made a pledge to myself. If I committed to it, I would do it right every single step of the way. Deviating from my promise has never been an option, no matter who is watching. I owe it to myself, and I owe it to you, to stick to my beliefs and standards.

This commitment means no cutting corners, no taking the easy route, no shortcuts. And no selling out, no matter who knocks at the door. I'm in control of our products and, if they don't live up to my expectations, they don't leave the building.

I'm sure you've heard the saying the road less travelled is a harder path to take. And that has certainly been true with LUNA & me. Upholding uncompromising standards, unwavering beliefs in quality and a commitment to raising the bar haven't made life easy. But then, nothing worthwhile comes easily, and I'm ready and willing to go the extra mile.

Why do I do it? If I can give you the peace of mind and sheer joy of seeing your pets thrive, it's all worth it. And I can promise you, like my dogs, I'll stubbornly follow my path and continue to walk the walk.

# Riot MSI Tournament

## Manifesto for League of Legends event.

The day has finally come. London is our battleground. Our home stage. Here we rule.

From near and far we take our stand. Defiant. Unbreakable. Stronger together. United as one.

There's no surrender. No taking prisoners. No playing it safe. No giving in. No backing down.

Our battle cry thunders through the air. A roar that shakes our enemy's core. Time to defy expectations. The power has shifted. Pride will be their downfall. We will destroy.

This is our bond. Our commitment. Stand unmovable. Take our place in history. Remembered forever.

We're the brave. The bold. Our story will be told.

# EE Digital Comms

## Apple Products - In App/MMS

Get crisp Apple sounds

Get juicy sounds with Apple

Which is the Apple of your eye?

Got Apple envy?

Pick your Apple accessory

<Name>, been dreaming about a sweet new piece of Apple tech, but you've crunched the numbers, and you can't fork out all at once? How about spreading the cost?

## TNT Sports - In App

TNT Sports home and away

Get EE broadband with extra mobile data thrown in and never miss a second of your favourite sports wherever you are.

## TNT Sports - MMS/In App

Game on / It's a striking offer/ It's a result

Upgrade to a Smart Plan with TNT Sports thrown in

<Name>, make a great save and get TNT Sports free in time for Premier League kick off. It's a perfect match.

## TNT Sports - EM

<Name>, get kitted out for UEFA action

Download the discovery+ app to watch TNT Sports

Transfer to TNT Sports

<Name>, discovery+ app is subbing in for the BT Sport app.



# EE Digital Comms

## Product Trials - In App

Take it for a spin

You've got one month to trial a free Full Fibre Speed Boost. Rev up your devices and see what it can do.

## Registration - In App

Change your tunes

Finish setting up Apple Music and start streaming and downloading 70 million songs online or off with no ads.

## Registration - In App Cont.

Get your fix

Finish setting up Netflix and step into a world of award-winning series, movies and documentaries on demand.

It's a juicy combination

Finish setting up Apple One and get it all, Apple Music, Apple TV+, Apple Arcade and iCloud+ with 50GB of online storage.



# Creative Translation

TOV development and website copy for creative translation agency.

**Strap line and brand statement**

**Speaking your language**

We're original thinkers and strategic doers. Harnessing language craft and cultural expertise filtered through performance data to create ideas that travel. We're Creative Translation.

**USPs copy**

**Creative:** We shape your ideas around the subtleties and nuances of culture and context to deliver stand out creative in any language.

**Data:** We leverage performance and customer data so your ideas land strong and work hard.

**Boutique:** We're independent and agile with the drive and vision to make us early adopters and fast adapters.

# Sky

## Tape Measure Film - LinkedIn Recruitment Post

Copywriters wanted. Ideas rule. Portfolio expansion guaranteed.

Here at Sky, we don't do standard. And we don't expect you to either.

We'll go to great lengths to bring out the best in you and us.

## Script for Sport's Day

There'll be back seat driving  
And nonstop armchair commentating  
You'll be a better manager  
You know a better stroke

The time has come  
Turn off your phone  
Rev your engine  
Switch on Sky  
Sports day is here

Sports day. Without teachers.



## Marketing EMs

<Name>, no queue for you  
We're delivering early Black Friday deals direct

<Name>, for the favoured few. Yes, that's you.  
We're giving early Black Friday deals

<Name>, this offer is limited  
Your broadband won't be

<Name>, are you ready?  
For broadband that won't make you wait

<Name>, get this unbeatable deal  
And have unbreakable wi-fi

<Name>, what are you waiting for?  
Get broadband that won't slow you down

<Name>, get up to speed  
With a faster broadband connection

<Name>, miss the rush hour  
With broadband that runs directly to your door

<Name>, switch and ditch that glitch  
With a fantastic deal on unbreakable  
broadband

<Name>, wave goodbye to drop outs  
Say hello to unbreakable broadband

<Name>, drop the connection issues  
With unbreakable broadband

# Virgin Red - App copy

**Promoting Virgin Red experiences to users, including copy for Virgin Atlantic and Virgin Holidays.**

## **Astronaut experience for two at Space Store**

You'll be over the moon when you book this experience.

Booking tickets takes one small step and one giant leap of joy on the day, the buzz of feeling lightyears ahead of daily life. Houston, we don't have a problem.

Virtually rocket into the stars as you use state-of-the-art VR to take a walk in space and interact with augmented reality to uncover the wonders of the solar system.

Blast off on an out-of-this-world adventure and still be home in time for tea.



# Virgin Red - App copy

## Japan & South Korea

Immerse yourself in a culture that bounces between achingly cool neon streets and ancient treasures sprinkled with cherry blossom.

Japan will take you on a journey from the sublime to the quaintly ridiculous, traditional to the oh-so new, silly to the serious, and everything in between.

## South America

South America will turn up the heat for Latin lovers. Tango till twilight, salsa till sunrise, or Marinera Norteña in the moonlight. A rainbow carnival of action is waiting for you. Spin the colour wheel and choose a destination.

Have a riot in Rio or sashay into São Paulo. Enjoy copious caipirinha on Copacabana beach, or take the cog train up the Corcovado mountainside to see Christ in Rio.

# Virgin Red - App copy

## Shanghai & Hong Kong

If you are looking for tantalising tastes and visual delights, these two cities have it all.

Hong Kong and Shanghai are the culture clash of Titans, with old and new existing in harmony.

Hong Kong has retail therapy to make your credit card shiver, Buddhas at every turn, and a taste for boozy nights. This vertical city will leave you needing some horizontal time.

Shanghai is China's sweet showpiece, from the sugary cuisine to its candy colour night lights. Get your teeth into this city and consume its dramatic skyline, sprawling gardens, ancient temples and addictive shopping.



# Conscious Water

TOV development and website copy for flower remedy company.

## Rejuvenation

Our life path twists and turns and, along the way, we create a web of experiences and assumptions that stop us from seeing the world afresh. We lose touch with our inner spirit and forget to connect with our youthful vigour. Relearn how to let your mind run free, unrestrained and light-hearted. Our flower remedy helps you revive the energy and creativity you need to be dynamic and powerful.

Fuchsia's playful sophistication, with her dancing bell-like flowers, will give you a glow that brings fun and joyfulness into your being. She drives you to harness your talents and fulfil your potential.

The snowdrop, a flower strong enough to burst through icy cold layers of snow, boosts willpower and determination, setting you on a path of renewal. She brings vivacity and exuberance to enhance your mood.

With her elegant plume of feathery flowers, Goatsbeard enriches our connection to the creative power we hold within. She nourishes us mentally and helps us visualise the path of change.

# What Clients Say (See LinkedIn for full versions)

## **Francesca Monaco - Chartered Institute of Internal Auditors**

I had the pleasure of working with Esther and I cannot recommend her highly enough. Esther has an incredible talent for transforming complex ideas into clear, engaging, and accessible content.

Esther's ability to focus on the audience and highlight the benefits we offer has been invaluable in shaping our new website content. Her way with words is truly remarkable, and she has a unique knack for capturing the essence of what we want to communicate.

## **Chanté Batson - Three**

I had the pleasure of working with Esther for eight months on the app team, where she showcased exceptional copywriting skills.

She is highly dependable, consistently delivers high-quality work, and brings a positive, proactive attitude to everything she does.

She quickly grasped the intricacies of the business functions. Her attention to detail and deep understanding significantly improved customer touch points.

## **Rose Walker - BT/EE**

I worked intensively with Esther on a project that required in-depth technical knowledge, with input from many stakeholders. Esther was brilliant at breaking down complex information and conveying it to a wide range of audiences concisely and clearly.

She understood the business challenges, and came up with solutions to help campaigns work well. Esther consistently hit tight deadlines with excellent work, and was a genuine pleasure to work with.



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