

Roger Horberry

An experienced copywriter, branding creative and published author with excellent communication and client-facing skills. Familiar with the development of brands from initial idea to final expression, with a particular interest in tone of voice issues. Recent projects include writing marketing material, internal comms and corporate identity literature.

General details

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Education

1987 to 1988: Sheffield City Polytechnic. MSc Software Engineering
1983 to 1986: Trent Polytechnic. BA (Hons) Communication Studies - 2.1.

Employment summary

July 03 to present: Copywriter, Wolff Olins, Elmwood and others
April 01 to July 03: Copywriter, Elmwood
April 00 to April 01: Copywriter, Wolff Olins and others
April 99 to April 00: Copywriter/Web Designer, Wolff Olins
July 96 to April 99: Web Designer, various
July 90 to June 96: Business writer, various

Recent projects

Brand development work, ads and literature for **Comet**
Internal comms and press material for **Morrisons**
Conference scripts for **Yorkshire Water**
Brand book and tone of voice for **NorTel** with **Wolff Olins**
Customer newsletters for **Orange**
Tone of voice and brand guidelines for **118 118** and **3** with **Dave**
Brand development work for **Nokia** with **Fold7**
Staff newsletters for **Reuters** with **The Writer**
Brand development work for **The Met Office** with **Elmwood**
Video scripts and promotional copy for **New Look** with **Odd**
Web copy and brochure for **Vertu** with **Dave**
Brochures, case studies and mailers for **NCR**
Web copy for **Hovis** and **Nimble** with **Ikon**

Writing perspective

I am interested in how brands can use language to maximum effect. That means looking at brand's big idea, values and personality to create an appropriate tone of voice. Once I understand how a brand should speak I can write in a way that reflects its unique character.

Publications

Author of "Sounds Good on Paper – How to Bring Business Language to Life" (A&C Black 2010)
Author of "Brilliant Copywriting – How to Create the Most Effective Copy Imaginable" (Pearson 2009)
Chapter in "Bard & Co. – Shakespeare's relevance to business today" (Cyan 2007)
Chapter in "Common Ground – Around Britain in 30 Writers" (Cyan 2006)
Limited edition whisky label included in "26 Malts – Some Joy Ride" (Cyan 2005)
Poster (designed by Michael Johnson) included in British Library exhibition and published in "26 Letters - Illuminating the Alphabet" (Cyan 2004)

Awards

D&AD Nomination 2005 – Writing for Design
International Design Effectiveness Award 2005 – Corporate Identity
Design Week Awards 2006 – Identity Program