

# Hello

This portfolio includes ten examples of my more creative copywriting. In each case my aim is to *make it interesting*. As David Ogilvy put it, “You can’t bore your audience into reading your ad”.

With around 20 years’ professional writing experience I understand how to use language to maximum effect. I could go on but I won’t – instead I’ll keep quiet and let the words speak for themselves.

If you’d like to know more don’t hesitate to get in touch.

Tel:	01904 623448
Mobile:	07817 267775
Email:	<a href="mailto:roger@rogerhorberry.com">roger@rogerhorberry.com</a>
Web:	<a href="http://www.rogerhorberry.com">www.rogerhorberry.com</a>
Mail:	71 Union Terrace, York, YO31 7ES

# RNLI

## Attention All Shipping



*“Attention all shipping” are the first words of Radio 4’s Shipping Forecast, a much-loved British institution famous for its hypnotic delivery and evocative place names (“Shannon, Rockall, Malin, west 4, occasionally 5 later...”). My copy takes the Shipping Forecast’s unique language and twists it to create a successful range of RNLI-branded homeware items including crockery, aprons and of course tea towels.*



THE  
ANNUAL  
2013



IN BOOK  
2013



**Agency:** The Workshop | **Format:** Homeware range

# Serious\*\*

Take my word for \*\*it



*This rebrand of a sewage disposal business raises a smile with a series of punning tag lines like “\*\*it matters”, “\*\*it's in safe hands”, “\*\*it's sorted”, “Keep \*\*it legal” and “Leave \*\*it to us”. The result doubled the company’s turnover in 12 months with no additional marketing spend.*



**Agency:** Elmwood | **Format:** Brand, brochure and website  
([www.weareserious.co.uk](http://www.weareserious.co.uk))

# Azorieblue

## The Secret(s) of our Success

*A small format in-pack booklet describing the virtues of this ultra-premium single estate Brazilian espresso. I created a strong tone of voice with a touch of Stephen Fry about it to help establish a character for the whole brand – witty, tasteful and sophisticated, just like the drink (and indeed its drinkers).*



**Agency:** Direct | **Format:** Eight page in-pack booklet

**Sample:** “Imagine a coffee that’s smoother than a tiger in a tuxedo and more luxurious than a cashmere codpiece.

Are you imagining?

Well, that’s Azorieblue, a remarkable espresso that is, quite simply, like no other. Given its unique character we might be excused for keeping the secret of our success, well, *secret*. But we can’t. Instead we want all who share our love of fine things and even finer coffee to enjoy the singular experience that is Azorieblue. So that’s what this little book is all about – the inside story of Azorieblue, a premium coffee for, well, premium people.”

# Vertu

## Creating a new brand category



*A launch brochure designed to help establish a new brand category – that of the luxury mobile phone. Instead of pouring on the adjectives I chose a restrained, almost journalistic, tone. This involved giving readers fifty “reasons to believe” designed to convince doubters that Vertu’s exquisitely over-engineered products are worth their eye-watering price.*

**Agency:** Calling Brands | **Format:** 50 page brochure

**Sample:** “Every mechanical component in a Vertu handset is custom-designed and built from materials selected for their strength and endurance. The result is a handset as robust as it is beautiful.

The sapphire crystal display cover is exceptionally hard and clear. The quality of sapphire used by Vertu exceeds that of the finest wristwatches.

The highest quality automotive-grade leather is coloured using a dye specially formulated to ensure it does not interfere with the handset’s signal reception.

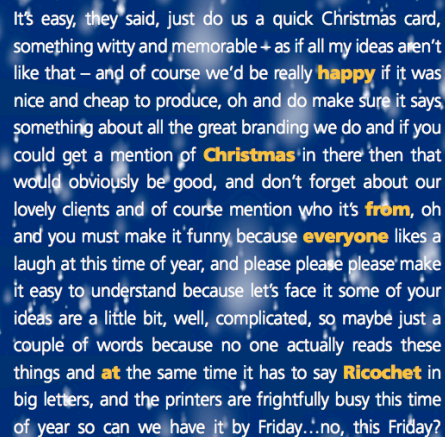
Twenty five different sizes of screw, the smallest of which is only 0.8mm thick with a thread tolerance of just 0.05mm, are used to build each handset. Each is secured in place by a specially formulated adhesive painted on their tip.

In terms of quality, beauty and desirability nothing else comes close.”

# Ricochet Design

## Merry Christmas from Ricochet

*The dreaded Christmas card brief, pulled off with economy and a touch of wit. It takes the form of a rant by a frustrated copywriter asked to create a memorable card at a moment's notice – exactly what I was asked to do.*



It's easy, they said, just do us a quick Christmas card, something witty and memorable + as if all my ideas aren't like that – and of course we'd be really **happy** if it was nice and cheap to produce, oh and do make sure it says something about all the great branding we do and if you could get a mention of **Christmas** in there then that would obviously be good, and don't forget about our lovely clients and of course mention who it's **from**, oh and you must make it funny because **everyone** likes a laugh at this time of year, and please please please make it easy to understand because let's face it some of your ideas are a little bit, well, complicated, so maybe just a couple of words because no one actually reads these things and **at** the same time it has to say **Ricochet** in big letters, and the printers are frightfully busy this time of year so can we have it by Friday...no, this Friday?

**Agency:** Ricochet Design | **Format:** Christmas card

**Sample:** "It's easy, they said, just do us a quick Christmas card, something witty and memorable – as if all my ideas aren't like that – and of course we'd be really **happy** if it was nice and cheap to produce, oh and do make sure it says something about all the great branding we do and if you could get a mention of **Christmas** in there then that would obviously be good, and don't forget about our lovely clients and of course say who it's **from**, oh and you must make it funny because **everyone** like a laugh **at** this time of year, and please please please make it easy to understand because let's face it some of your ideas are a little bit, well, complicated, so maybe just a couple of words because no one actually reads these things and at the same time it has to say **Ricochet** in big letters, and the printers are frightfully busy right now so can we have it by Friday...no, this Friday?"

# John Smedley knitwear

## To your wardrobe

*A seasonal direct mailer aimed at fashion retailers. My job was simple: explain the new range, whet the buyers' appetite and then shut up. The tone of voice is informal without being faddish and classy without being conservative – very much like the product itself.*



**Agency:** The Workshop | **Format:** mid format DM piece

**Sample:** “Let’s talk colour. This season we’ve gone for a selection of neutral creams, camels and melanges ably augmented by a brace of beautiful greys and a rather regal Sapphire so deep and inviting you’ll want to dive in.

Let’s talk shape. In womenswear we’ve gone for an easier fitting new shape, with fuller, longer styles that flatter without being oversize. For the chaps we’ve come up with new U and V necklines with colour blocks, optical effects and textures employed to great effect.

Finally, let’s talk luxury. For some time now we’ve been working with Better Thinking Ltd to fashion the perfect tee shirt – ethical, sustainable and beautiful in equal measure. The result is the ultimate knitted t-shirt that redefines luxury for the 21<sup>st</sup> century. We think you’ll be impressed.”

# Social Media Super Heroes

## From story telling to story sharing

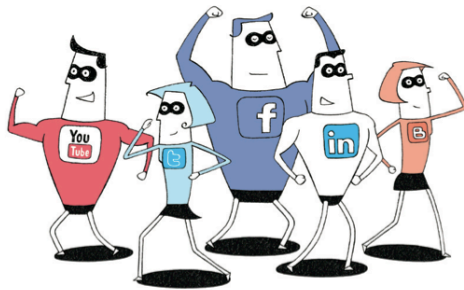
radley yeldar

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A review of social media communication in the FTSE 100  
Research by Radley Yeldar

### Release the power of social media

Make the move from storytelling  
to story sharing



*“Release the Power of Social Media” is a report that examines the FTSE100’s use of social media, in particular how forward-thinking businesses are using Twitter, Facebook and the like to move from one way story telling to two way story sharing. I wrote the report’s text, including an introductory story that casts the main social media channels as superheroes who enable ordinary people to talk back to faceless corporations.*

**Agency:** Radley Yeldar | **Format:** 80 page report

**Sample:** “A shadow settled over the city and seeped into every heart. For too long politicians, corporations and institutions had held sway. And when things went spectacularly wrong, trust quietly died. Faith in institutions and corporations sank to an all time low, and the people - confused, cynical and not a little afraid – were desperate for change.

The situation seemed hopeless until out of the shadows emerged a group dedicated to helping citizens find a voice. Who were they? What was their motive? No one was sure, but that didn’t stop them taking these champions of expression to their hearts.

As the news spread, the group moved from the margin to the mainstream. Their power grew, their reputation increased. Ordinary people began to think of them as superheroes with amazing powers to help everyday people share ideas and make themselves heard. A ray of light pierced the city’s gloom. But not everyone was quite so enthusiastic...”

# Kick-ass Fireworks

## Fired Up



*Pack copy, leaflet and tone of voice for a massive single ignition firework display. Aimed squarely at the 'lads' market, the Fired Up copy combines humour with safety instructions for a serious quantity of explosives.*

**Agency:** Elmwood | **Format:** Pack copy and collateral

**Sample:** “We know what you’re thinking: how can something this good be legal? A fair question, but rest assured this is a completely safe and fully authorised product, carefully manufactured to meet the UK’s stringent firework regulations.

First things first - is there anyone you should tell about your show (other than your mates)? Well, you could call the local paper to tell them something *big* is going to happen, but do you really need that sort of attention? Probably not.

More realistically, if you think your show will disturb someone else’s peace (neighbours, old people’s homes etc) then it’s good manners to let them know in advance. After all, you don’t want them dialling 999 with news that a small war has started in your back garden.”

# Mission: Explore

A world of slightly warped excitement



*Mission: Explore is an online game created by a group of “guerrilla geographers” called The Geography Collective. The idea is to get kids exploring and undertaking missions. As my copy puts it, “To the backyard, and beyond!”*

**Agency:** The Workshop | **Format:** Website ([www.missionexplore.net](http://www.missionexplore.net))

## Sample:

“Dear Explorer

The all-new Mission: Explore website is now live and only slightly dangerous. From extreme stair climbing to making yourself invisible, from starting a new country to discovering a new life form, Mission: Explore helps you discover new places and explore in new ways.

Every time you complete a mission you earn points. Collect enough and you’ll qualify for one of our incredibly cool embroidered badges. There are plenty to collect – how many will you get?

Best of all you’ll live to tell the tale. Well, probably.

*WARNING: Mission Explore will totally change your attitude to geography. You may experience a strong sense of enjoyment during missions that can be habit-forming. Not to be taken at all seriously.”*

# Scotch Malt Whisky Society

My one and only published poem



*What happens when you throw 26 writers together with 26 designers and give them carte blanche to create identities for 26 rare malt whiskies? Chaos, that's what. Amid the madness I came up with a short poem (beautifully typeset by my design partner Rob Andrews) that reflects the process of tasting our allocated tippie, from look to sniff to sip to afterglow. Cheers!*

**Agency:** Direct | **Format:** limited edition label

## **Sample:**

"A look of lemon gold  
Bright as light off winter water  
Then the nose takes hold  
Warm as a lover's hug  
Lips burning before the sweetest explosion  
A confection detonation lingering on and on  
Soft toffee from dirty pockets  
Bonfires blazing, hot and strong."