

Roger Horberry

An experienced copywriter and branding creative, Roger is familiar with the brand development process from initial idea to final expression. His areas of expertise include tone of voice development, brand storytelling and translating strategy into creative copy. Roger has written three books on copywriting, his work has won numerous awards and he is a visiting lecturer at the University of Lincoln.

General

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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

Work

July 03 to present: Copywriter, Williams Murray Hamm, Design Bridge and many 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

Recently

Signage and infographics for **CurrrysPCworld** with **Williams Murray Hamm**
Packaging for **Lipton** and **Tate&Lyle** with **Design Bridge**
Product copy for homeware range for **RNLI** with **The Workshop**
Brand story development for **Veolia** with **Radley Yeldar**
Tone of voice development for **Capita** with **Radley Yeldar**
Brand messaging for **Rio Tinto** with **Dragon Rouge**
Annual report for **Leumi Private Bank** with **Zoo&Co.**
Brand book and tone of voice for **NorTel** with **Wolff Olins**
Brand development work for **The Met Office** with **Elmwood**
Web text for **Mission: Explore** website with **The Workshop**
Brand and marketing material for **Morrisons** with **The Workshop**

Books

“Read Me – Ten Lessons on Writing Great Copy” (Lawrence King Publishing 2014)
“Sounds Good on Paper – How to Bring Business Language to Life” (A&C Black 2010)
“Brilliant Copywriting – How to Create the Most Effective Copy Imaginable” (Pearson 2009).

Side projects

“Keeping Mum” - the world’s first collectively written novel, published by Unbound in 2104
“Other Worlds” – video installation, part of the permanent collection at The Story Museum, Oxford
10 CDs of electronic music, including tracks used on two Hollywood movie soundtracks

Awards

Design Week Awards 2014 (Copywriting). Also shortlisted in 2006 and 2013.
D&AD in book 2013 and 2005 (Writing for Design)
Creative Review Annual 2013 (Writing for Design)
International Design Effectiveness Award 2005 (Corporate Identity)

Perspective

I’m a conceptual thinker as much as a craftsman. My first task on any project is to get the thinking right – that means looking at the problem from a strategic perspective to find a creative solution that matches the client’s aspirations and achieves the right result.