



Alex Genn

COPYWRITING

First concept to final content

A bit about me

My copywriting career started in 2007, building a portfolio while working as an agency-side Business Development Director. I moved client-side to work with Mencap, where I learned the invaluable skill of writing in their unique 'easy-read' style. This form of writing improves understanding by people with a learning disability. However the principles (*simplify* and *clarify*) apply to how we all consume content. This is especially true of digital channels, where space is at a premium and every word must be as engaging and effective as possible.

Blending this approach with a creative style and focus on results, I've worked with agencies big and small, and some of the world's best known brands.

I'm easy to work with and as happy teaming up with UX or design people as senior stakeholders. I form relationships fast, so can usually hit the ground running, assuming a ready supply of coffee and biscuits.

I've worked with...

Previous clients



So, is the work any good?



Project: **Tone of Voice Development and App Content**

Audience: **Consumers**

Region: **Worldwide**

Channel: **Mobile**

Agency: **Monetise Create**

Brief

Santander wanted to develop a new app that made it easy to understand the state of your finances at a glance, with simple, colourful graphs and a focus on how and where money was spent. To accompany this new approach they needed a less formal tone of voice.

Finding the Balance

I developed a tone of voice that was relaxed and chatty, while maintaining the gravitas of a trusted banking brand. I also consulted on usability, colour palette choices and style issues around the appearance of the copy.

Something New

The app looks and 'sounds' genuinely fresh, unlike any other banking app. It has been well received both by Santander and the public, and is already receiving excellent reviews.



Project: **GREAT Britain campaign**
Audience: **Foreign investors and tourists**
Region: **Worldwide**

Channel: **Integrated**

Agency: **Radley Yeldar**

Brief

GREAT is an international marketing campaign, run from 10 Downing Street, aiming to bring tourism and investment to the UK. I was asked to help evolve a simple brand mark ('GREAT') into a tactical campaign to drive engagement and action. I was required to develop a tone of voice and brand language and all written content.

Response

As Lead Copywriter I established a voice that worked for both B2B and consumer audiences. All communications used unique facts and a specific call to action. For UK Trade & Investment I highlighted business benefits, while for VisitBritain I used fun headlines with emotive, destination-specific invitations.

I wrote: guidelines, an introduction to the brand for embassies, event branding, magazine advertising, outdoor media and numerous one-offs, including: bus livery, a Wall Street Journal wrap and MINI tour flyers.

Result

GREAT has brought over a billion pounds of investment into the UK and significantly raised the UK's profile as a tourist destination.



Project: **Naming a new online game**
Sector and Audience: **Gaming, Children 8-12**
Region: **Europe and USA**
Channel: **Online Game**



Brief

Disney was developing a Sims-style online game. I was asked to devise a name that suggested celebrity without overtly using themes of stardom or fame.

Response

I developed a number of names, some around the game's themes, others around the feeling of playing the game and its objectives.

The name **'Superbia'** felt new, fun and celebratory. It played on the word 'suburbia', creating something unique, special and appealing that worked across multiple territories.

I also devised a strapline to give more detail to the name. It was crucial that the line put the player at the centre of the game, letting them know it was theirs. The line chosen was: **'Your place. Your friends. Your rules.'**

Result

The project was completed on time and to budget. The online game was an immediate success.



Project: **Council youth violence campaign**
Audience: **12-19 year olds**
Channel: **Outdoor, POS, and 'z-cards'**

Agency: **hey moscow**



Brief

Every summer youth crime increases in London, so local councils organise activities to keep young people occupied. The objective here was to raise awareness about these positive activities and drive web traffic to the council's youth site.

Response

Youth research showed an association between weapons and violence, and gaining respect. My approach addressed this directly, with a simple, directive headline that worked with the visual to question what 'respect' meant. Images showed creative activities, such as DJ-ing, through which young people could gain respect and self confidence. The look was high impact, using graffiti and young people to draw interest.

Response

Significant uplift in website visits during the campaign period.



Project: **Mobile app voice and content**

Audience: **Consumers**

Region: **Worldwide**

Channel: **Mobile**

Agency: **Monetise Create**



Brief

Doddle is a disruptive new player in the parcel delivery business. It allows customers to collect items they've bought online, from locations that fit in with their commute. The company needed a tone of voice and app content.

Response

I developed a tone of voice that was chatty, while maintaining the respectability of a trusted brand. Once this was agreed I wrote the app content.

Result

The tone is full of energy but simply expresses the brand while the content works well, connecting with users and guiding them through the process.



Project: **Site journey , voice and content**

Audience: **Consumers**

Region: **UK**

Channel: **Web**

Agency: **Sapient Nitro**

World Selection ISA

Brief

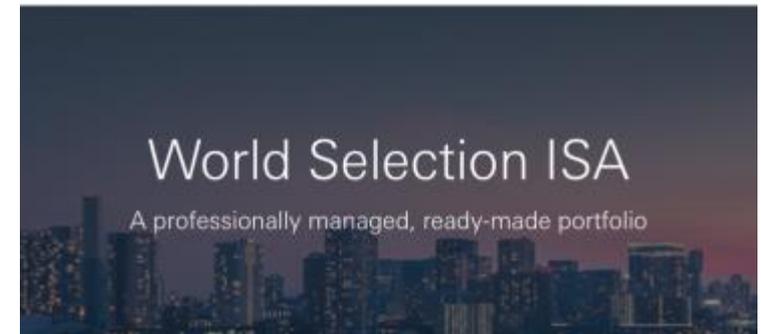
HSBC wanted to help people who were new to investing find a managed portfolio that met their financial objectives and appetite for risk. I was required to develop welcoming tone of voice and simplified content the site

Response

I worked closely with the UX and VD team at Sapient Nitro, as well as with HSBC directly, to develop a journey that guided inexperienced users through understanding their approach to risk and how to invest. I developed a straightforward voice that was helpful without being patronising, and then wrote all the copy for the site.

Result

The project was completed on time and to budget, and has become the foundation stone for many other projects.



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The HSBC World Selection Stocks and Shares ISA makes it simple to invest at your preferred level of risk, with a range of portfolios, managed by qualified HSBC investment professionals.

- Start investing with as little as £50 per month or a £1,000 lump sum
- Exclusively for HSBC customers
- Invest up to £15,240 in this tax year
- Withdraw or top up whenever you like
- A ready-made portfolio will be managed by our team of qualified investment professionals, hand picking diverse assets, to maintain your chosen risk level
- Benefit from a range of asset classes, geographies and currencies
- Simple online application

Project: **Facebook pay-per-click advertising**

Audience: **12-14 and 15-19 year olds**

Channel: **Social Media**

Brief

ChildLine wanted to update its Facebook advertising, engaging more young and older teens.

Response

I wrote 25 of these ads, looking at the key worries for young people, across a range of issues; from cyber bullying, to body image concerns and exam stress.

Result

Beyond Social Media, I worked with the NSPCC, across a range of child-protection issues, from harrowing case studies, to successful corporate pitches (winning £250,000) and advice leaflets for newly-released paedophiles.

Hate your body?



We all want to look our best but if you're worried about how much you think about it you can talk to someone at ChildLine today.

Confused about sexuality?



Whether you fancy boys, girls or both, your feelings can be confusing. That's normal. Contact Childline 24/7 for confidential advice.

Project: **Mental health schools' pack and campaign**
Audience: **Young people aged 9-14**
Channel: **Schools' pack**



Agency: **hey moscow**

Brief

The client wanted to create a mental health resource for teachers to use with young people aged 9-14. This was to be the first schools' pack that would communicate the complex issues around mental health to this age group.

Response

Using a cast of existing characters I wrote amusing comic strips to communicate a variety of emotional issues including bereavement, verbal and physical abuse. This format was chosen to encourage children to more willingly engage with the issues.

Result

The resource became popular with the kids and was extended to a website and outdoor advertising.



Project: **New website development**

Audience: **Consumers**

Region: **UK**

Channel: **Web**



www.invescoperpetual.co.uk/uk

Brief

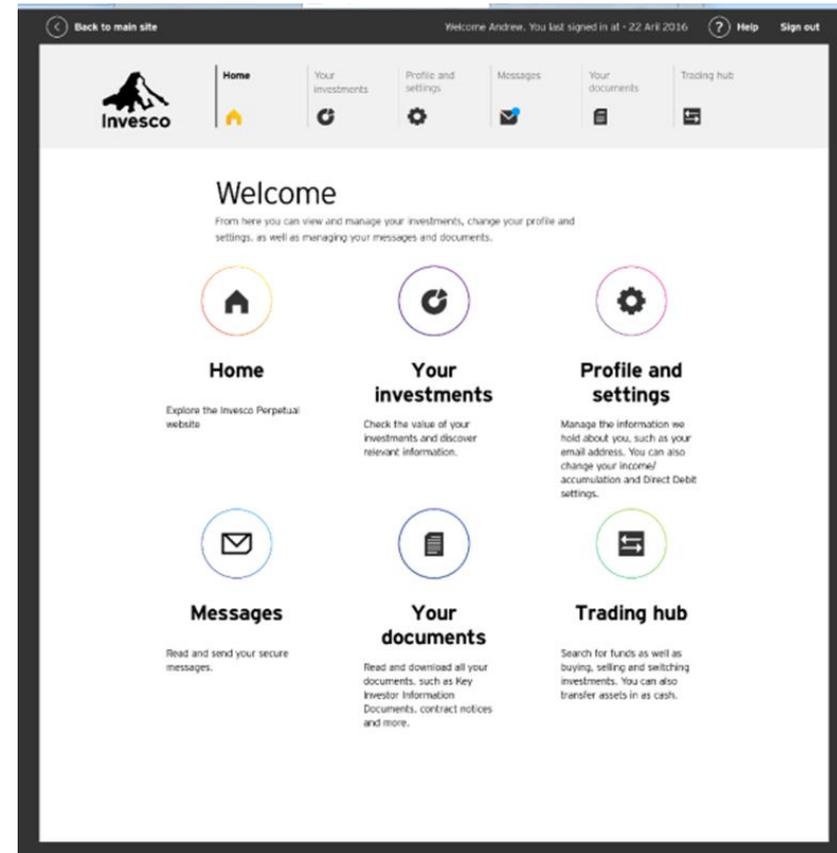
Invesco Perpetual is an investment house that historically has served its clients through advisers. This project aimed to develop the company's first online-trading platform, which customers could use directly, without an advisor.

Response

I worked closely with UX, marketing, operations, legal and external agency partners to ensure swift, clear communication and a fast-moving project. Working with the UX team I helped build user journeys for new and existing clients. I also collaborated with the customer services team, to understand the typical Invesco client, gaining valuable insight into their barriers and preferences. After consulting with the senior stakeholders I re-worked the corporate tone of voice, to modernise it and to suit the new website. This was welcomed by all senior stakeholders and adopted by the marketing team as their standard writing guide. Finally, I wrote all site content, including FAQs and supporting marketing materials.

Result

The [site](#) was finished on time and to budget, and was an immediate success with clients.



Project: **Ongoing blog writing**

Audience: **Drone owners and potential owners, private and business**

Region: **UK**

Channel: **Web**



Read the blog

Brief

COPTRZ sells drones and drone pilot training. They wanted to create a blog series with three objectives: to support SEO; keep their audience informed and interested through social media; provide content for e-books.

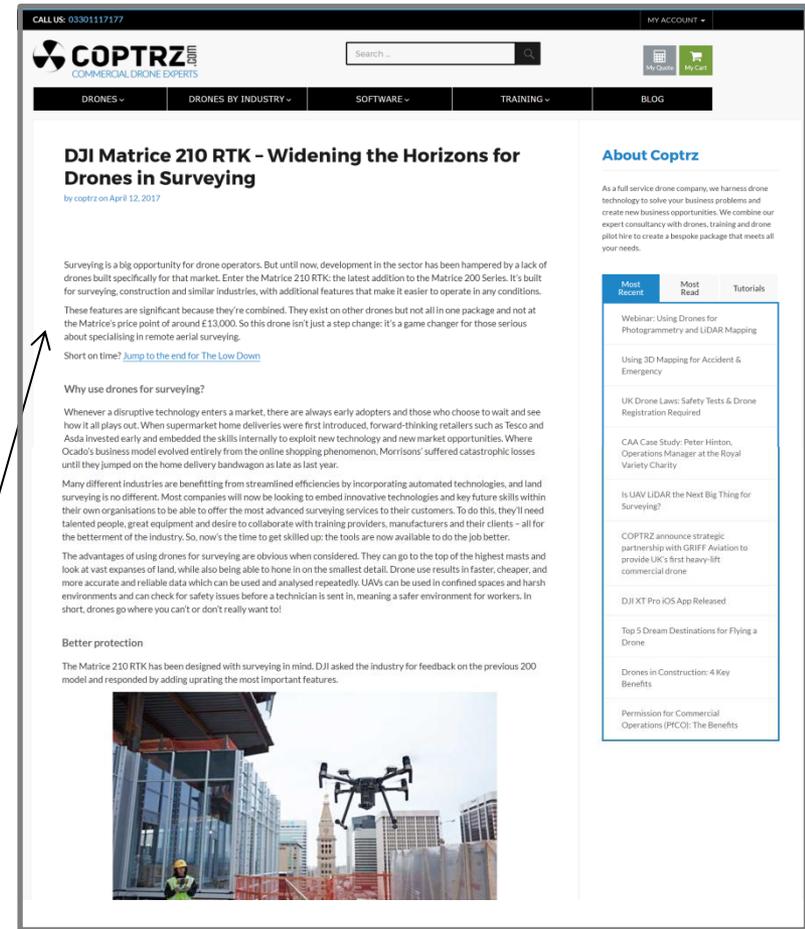
Response

I developed a blog calendar, so the client could plan publishing, social activity and e-book releases. Following approval of the calendar I wrote four blogs per month for 6 months, to support SEO and social impact.

Result

Blogs were well received by the audience with regular commenting and sharing. After 6 months the work was brought in-house to cut costs.

“Surveying is a big opportunity for drone operators. But until now, development in the sector has been hampered by a lack of drones built specifically for that market. Enter the Matrice 210 RTK: the latest addition to the Matrice 200 Series. It’s built for surveying, construction and similar industries, with additional features that make it easier to operate in any conditions.”



Project: **Vertu Tone of Voice, Guidelines & Website Content**

Audience: **Global Luxury Consumers**

Region: **Worldwide**

Channel: Web



www.vertu.com

Brief

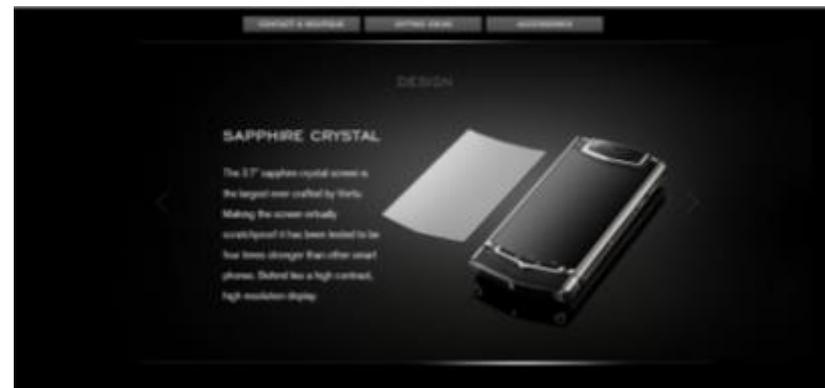
Vertu is the world's leading luxury mobile phone brand. They required broad support, including: a new tone of voice and guidelines, refreshed web content, new e-commerce site content, email marketing, PR and social media.

Response

The previous voice was cold, verging on arrogant, often the baseline for a luxury brand. Following lengthy discussions with stakeholders I added passion and emotion to the gravitas and Britishness of the voice to drive a real connection with the audience. This was important, as the brand was looking to expand from its main customer base of mostly men to a more balanced demographic. Following this, I wrote a detailed set of usage guidelines to ensure the new voice could be used throughout the company.

Result

Following successful completion and company-wide adoption of the new brand voice, I wrote web content, as well as populating the company's first [e-commerce site](#).



Project: Re-development of Personal Current Account Application

Audience: Consumers

Region: UK

Channel: Web

Brands: Lloyds Bank, Bank of Scotland and Halifax



Brief

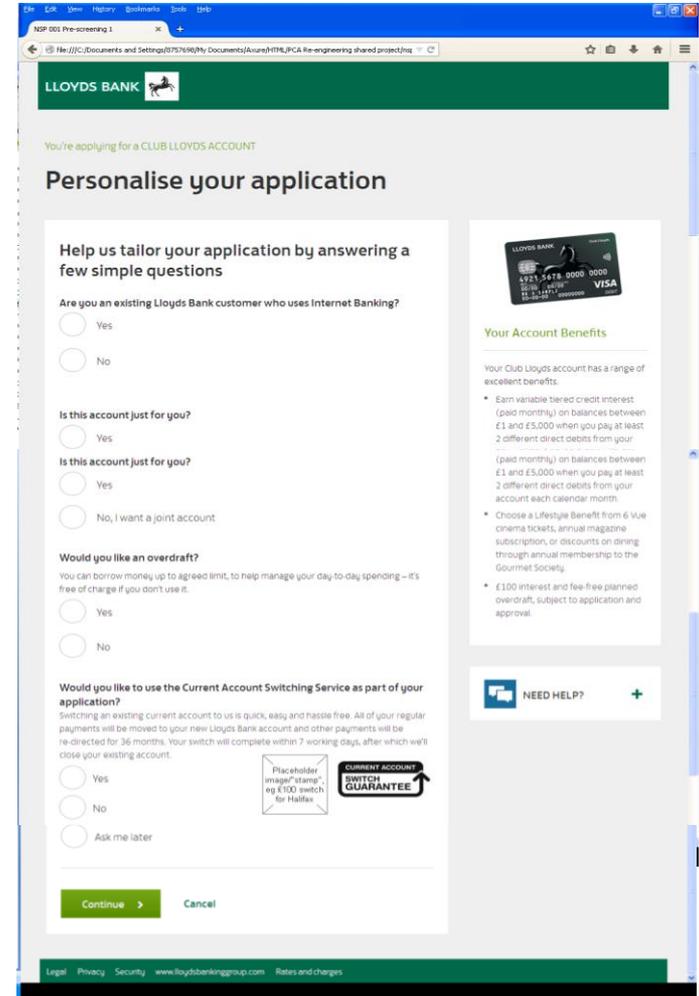
With the group overhauling its online personal current account application journey for the first time in ten years, I was asked to develop the journey and copy, to be used across all Lloyds Banking Group brands.

Response

I worked with senior stakeholders as part of an agile working group, bringing together UX, design and copy with representatives from the marketing, business, legal and compliance teams. I also wrote all copy for the application form; this involved developing new tool-tip copy, re-formatting questions that posed a challenge in testing and ensuring flow was logical and easy to follow. The form is used across Bank of Scotland, Halifax and Lloyds Banks, so I provided three copy variants, using the correct tone of voice for each brand.

Result

As one of the first projects at Lloyds Banking Group to test the new agile way of working, this one was heavily scrutinised but met with approval from the senior digital team. The form is currently in use across all brands, and agile working has now been implemented across other digital teams.



Project: **Anti-abuse campaign**
Audience: **Donors and potential donors**
Channel: **Social Media**



Brief

Mencap is the UK's leading learning disability charity. As part of a national campaign to change attitudes towards people with a learning disability, the charity wanted to use twitter and facebook to raise awareness and drive action to stop abuse.

Response

I developed an approach that used a snappy, memorable headline: **'Spread the word, end the abuse'**, which also served as an effective call to action. This worked well within 140 characters, leaving space for user comments, hash tags etc.

Working with the social media team I devised the 'quotes approach'. This promoted sharing of shocking quotes via facebook or twitter, which then linked back to the main campaign site.

Result

The campaign was highly successful in raising awareness, with a correlating uplift in traffic to the campaign page on the main Mencap site.



But what's he like?



Richard Yadgar, Client Director,
Radley Yeldar

“...he had the formidable task of developing new language for a campaign that needed to move on from simple brand mark to responsive communications, speaking to specific audiences to drive (measured) response. With a such a high-profile campaign the demands have been considerable. He more than rose to the challenge and has been a big part of the campaign’s success.”



Kristen Brewe, Head of Brand,
totallymoney.com (MediaIngenuity)

“Though wildly creative, they are also extremely results-oriented, embracing testing as a way to explore how different creative approaches work. Always learning and always teaching, Alex is a creative leader who inspires creatives and other professionals to do better work.”



Michelle Crossan-Matos,
Head of Marketing, Vertu

“Alex was excellent in turning projects around fast and with great quality. We loved working with him due to his dedication to the brand and his big picture thinking, making an impact from day one.”



Jennifer Johns, Lead Games Developer,
The Disney Company

“Alex is a fantastic copywriter and a pleasure to work with. Based on my experience of working with him, I do not hesitate in recommending him.”

Fancy a chat?

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...or shout **really** loudly.