



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...



radley yeldar.



Public sector work

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: **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.

Result

Significant uplift in website visits during the campaign period.



Project: **Mental health schools' pack and campaign**

Audience: **Young people aged 9-14**

Channel: **Schools' pack**

Agency: **hey moscow**



Brief

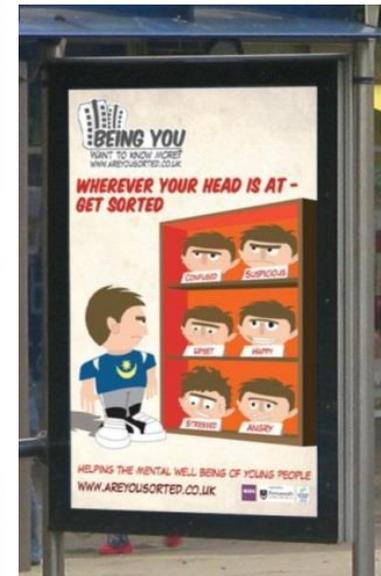
The client wanted to create a mental health resource for teachers to use with young people aged 9-14. This was to be the first schools' pack that would communicate the complex issues around mental health to this age group.

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: **Drive traffic to new website**
Audience: **14-19 year old Londoners**
Channel: **Radio**
Agency: **hey moscow**



Brief

The Learning and Skills Council had created a new online, searchable database called 'Choice', with details of all the education and training options available to Londoners aged 14-19. They needed to drive young people to the site. I was asked to write one of a series of radio ads, two of which were already written.

Response

Working with reference to the established work, I wrote this ad around the theme of achievement and used humour to create a distinctive and engaging message. I incorporated a strong call to action, driving listeners online, leading to a significant uplift in web visits.

Result

130,000+ unique website visits during the campaign



[Listen to the add](#)

Project: **National drink-driving campaign**
Audience: **18+ pub users**
Channel: **Integrated**

DRINKAWARE

Agency: **hey moscow**

Brief

DrinkAware wanted to create in-pub communications to discourage potential drink drivers.

Response

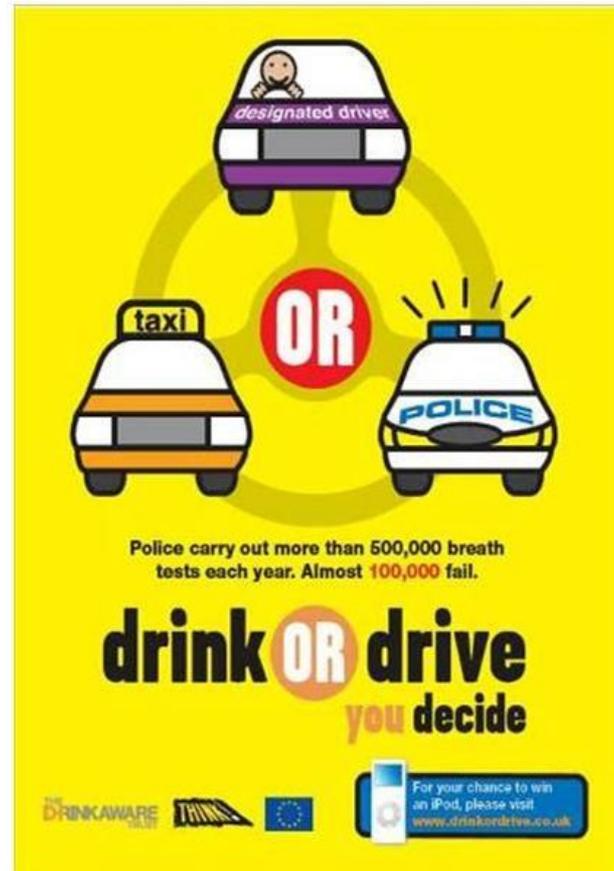
Having seen many similar campaigns that lead to confusion around what a unit is and how much you can drink and still drive, I decided to remove this element, to create a more simple message.

I devised a strong choice-driven concept with the line *Drink or drive. You decide.* This 'either or' solution bypasses 'how much can I drink?' and asks readers simply not to drink, showing alternative transport. One alternative is a police car, reminding drinkers of the seriousness of drink driving.

Stand-out background colours and cartoon-style icons were used to create an eye-catching campaign, suited to its in-pub delivery. A competition incentive was used to drive people to the website for more information.

Result

This successful campaign was widened to include Premiership football match hoardings.



Other work...

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

Audience: **Consumers**

Region: **UK**

Channel: **Web**

Agency: **Sapient Nitro**

World Selection ISA

Brief

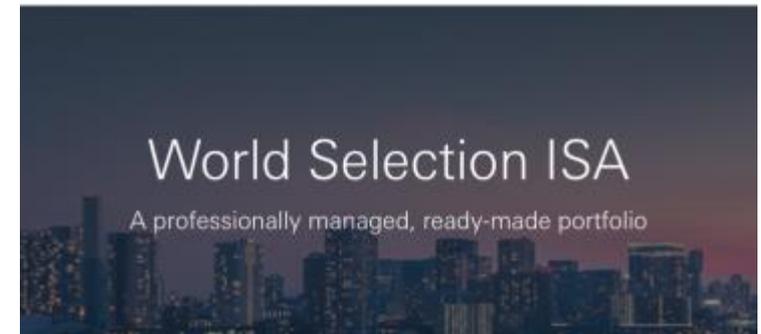
HSBC wanted to help people who were new to investing find a managed portfolio that met their financial objectives and appetite for risk. I was required to develop welcoming tone of voice and simplified content the site

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.



Home > Investing > Products & Services > World Selection ISA

Jargon buster | FAQs

Investments
03457 456123

Website feedback

Share

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: **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.

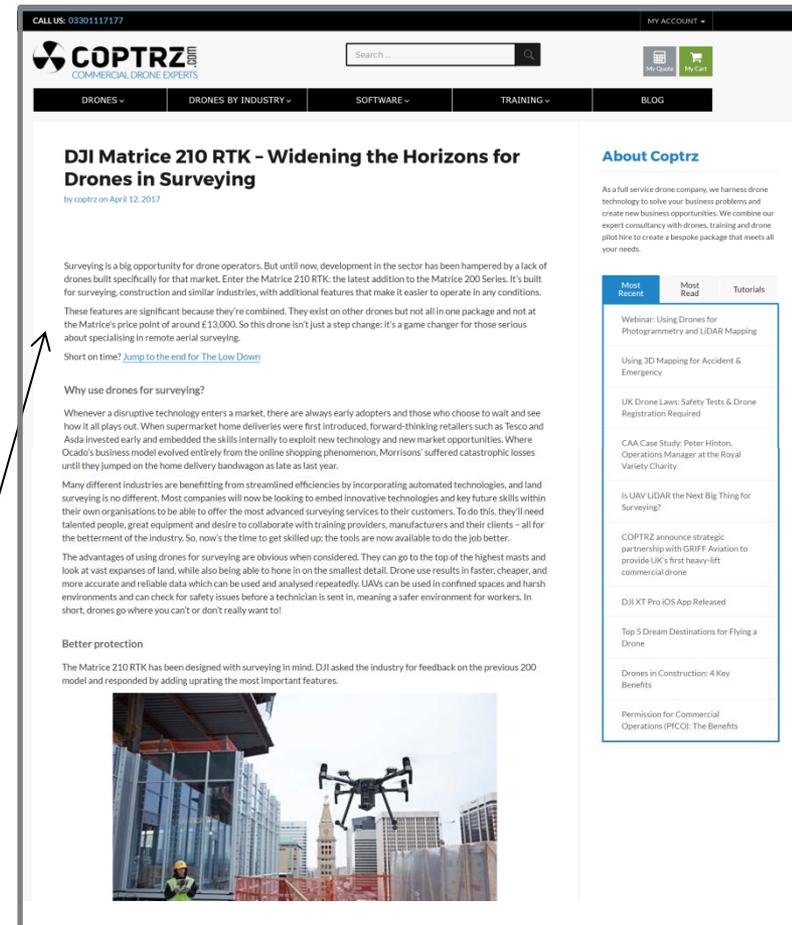
Response

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: **Tone-of-voice guidelines, banner ads and product emails**
Sector and Audience: **Financial, B2C**
Channel: **Display Ads, Web**

TotallyMoney
Beyond Comparison

Brief

This price-comparison website also provides credit cards. I was asked to write display (banner) advertising, landing pages and tone of voice guidelines for their new credit card 'Luma'.

Response

The creative approach was developed, working to an already-established tone. I worked closely with the in-house design and compliance teams.

All creative needed to explain the card's benefits, as well as the financial implications of taking up the offer, while adhering to strict FSA guidelines.

Result

The company's most successful card launch

Email

LUMA

Special 0% on Purchases – Apply for Your New Luma Card Today

- ✓ 0% on purchases until December 2012
- ✓ Good for credit building or poor credit
- ✓ Quick & easy application – response in 60 seconds
- ✓ Manageable credit limits – up to £1500
- ✓ No annual fee

APPLY NOW >

Representative Example	Representative 35.9% APR (variable)	Purchase rate 35.9% p.a. (variable)	Assumed credit limit £1,200
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Dear [x],

Introducing the new Luma card. For a limited time only, Luma card holders will get 0% on purchases until December 2012. Apply today and you could take advantage of this special, limited time-only offer*. Every day of the year Luma customers also benefit from these standard features:

- Hassle-free Account Management**
With Luma, you can access your account anywhere, anytime to better manage your finances. Online or on your mobile, it's easy to manage your account.
- Peace of Mind**
Luma customers get purchase protection insurance, fraud alerts, and identity theft support—all free of charge.

Credit Know-How

Banner ads

Introducing Luma - A Bright Idea to Build Your Credit

- ✓ Relaxed **eligibility** if you have lower or poor credit
- ✓ Quick & easy application – get a response in **60 seconds**
- ✓ Manageable credit limits – **up to £1500**

APPLY NOW >

Introducing Luma - A Bright Idea to Build Your Credit

Representative Example	Representative 34.9% APR (variable)	Purchase rate 34.9% p.a. (variable)	Assumed credit limit £1,200
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APPLY NOW >

Project: **Life insurance landing page rewrite**

Sector and Audience: **Financial, B2C**

Channel: **Email and Web**

www.totallymoney.com

TotallyMoney
Beyond Comparison

Brief

As part of a site revamp I was asked to re-write the content for product landing pages. This included: life insurance, mortgages, health insurance and utilities-comparison products.

Response

Working with the design team, I developed the new layout and copy for these pages. I used compelling headlines, benefit-driven supporting bullets and a softer design, with hand-drawn elements. Most important was to make complex financial ideas, and risk easy for consumers to grasp. I also worked closely with the in-house compliance and legal teams to ensure all copy met FCA guidelines.

Result

18% increase in click-throughs.

The screenshot shows the homepage for 'TotallyMoney' with a navigation menu (Home, Loans, Mortgages, Banking, Credit Cards, Insurance, Utilities, Pensions). The main headline is 'Protect Your Family with Affordable Life Insurance'. Below this is a large image of a woman and child flying a kite in a field. To the right of the image is a 'How Much Cover Do You Need?' calculator with a dropdown menu showing options from £50,000 to £250,000 and a 'Get a FREE Quote' button. Below the image is a 'Why TotallyMoney?' section with three bullet points: 1. Personalised quote through an FSA-regulated broker (up to 49% savings). 2. Choice from leading providers. 3. Exact quotes instead of tables. To the right is a 'We Compare These Leading Life Insurance Providers' section listing ageas, Zurich, PRUProtect, Legal & General, AVIVA, and bright grey. At the bottom is a 'Count on our Comparisons' section with an umbrella icon and a VeriSign Trusted logo.

TotallyMoney Home Loans Mortgages Banking Credit Cards Insurance Utilities Pensions

Protect Your Family with Affordable Life Insurance

How Much Cover Do You Need?

£50,000
£100,000
£150,000
£200,000
£250,000

Get a FREE Quote >

The 'Cover' is the amount you think your family would need if they had to manage without you.

Why TotallyMoney?

- ✓ You'll get a personalised quote through an FSA-regulated broker – that could save you up to 49%.*
- ✓ We ensure you can choose from leading providers to find the right policy and protect your family's finances.
- ✓ Some sites just show tables. Brokers find you an exact quote, taking advantage of premiums at 10-year lows.

*Research conducted by Moneyfacts on behalf of Totallymoney in 2011 found a 49% differential between the top and bottom quartiles of providers pricing for similar applicants.

We Compare These Leading Life Insurance Providers

ageas Legal & General
ZURICH AVIVA
PRUProtect bright grey

Count on our Comparisons

We've made sure the FSA-regulated broker who calls you is independent. That means you get the best price whoever the provider. And you can relax, knowing any information you give us is secured through VeriSign.

VeriSign Trusted

Clients say...



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.