

1 Extra Word

Copywriting. Consultancy. Client Service.

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Client: Unilever

Objective: Inform.

Media: Website.



Infrequently asked questions

'Frequently Asked Questions' are usually written around questions never frequently asked.

They forget it's not the question that's common.... it's the problem.

We used this insight to turn FAQs into Problems Shared, Simply Solved.

"When you have a star recipe, you'll be interested to know how you can give it the movie star treatment it deserves on your own Recipe Pages.

Before you know it, you'll be salivating at the screen."

"The first thing to do when you've finally hit Go-Live on your site is celebrate. Take a moment to step back, admire your work and congratulate your brilliant selves.

The second thing, often coming immediately after the first, will probably be to make an urgent change to the live site."

"Updating the elements of your site to optimise search rankings can be a tricky business.

No need to worry. When there's a detailed process to follow, you know there's also a detailed process document ready to take you through every step."

Client: Blue
Prism

Objective: Raise awareness.

Media: Emails.



blueprism®

Communicating confidence

Blue Prism wanted to raise awareness of intelligent automation with C-Suite and HoDs at Danske Bank.

The campaign positioning was 'Where Confidence Comes From.'

Around 75% of the email copy was fixed and consistent for all recipients...

Subject line: Boost your confidence in {*variable*}.

Pre-header: Discover better ways of working at Danske Bank.

Fixed body copy:

When it comes to {*variable*}, there's one simple way you can increase your confidence. One simple solution that can help you tackle your biggest challenges. And one partner you can have confidence in to help.

Introducing intelligent automation from Blue Prism

Blue Prism are taking robotic process automation (RPA) to the next level with intelligent automation, and we're committed to becoming a trusted software partner of Danske Bank. We've already started to transform departments by building confidence in compliance, performance, and experience.

...

...the penultimate paragraph was tailored to each of the 'tribes' into which the audience had been segmented.

We used this to highlight a 'problem and solution' that would be more relevant to each specific tribe.

Innovate with confidence

The Blue Prism Digital Exchange (DX) provides instant access to advanced technologies from best-in-class providers. You can browse reviews from other customers who may have faced challenges like yours. Then just drag and drop what you need into an easy-to-use process workflow, and you're all set to innovate.

Build loyalty with confidence

Our technologies can help you provide the service your customers really want. With fast-onboarding, easy-switching, seamless multi-channel and self-service experiences, you're certain to increase their loyalty...and your revenue.'

Flexibility with confidence

Dealing with remote working needs, new process requirements, employee absences, and rapid shifts in demand can be challenging. With a Blue Prism digital workforce on your team, you can be sure that, whatever else may change, you'll remain business as usual.

Perform with confidence

Our technologies can help you find better ways of working. With automation, you can increase productivity, become more efficient, drive down costs, and reduce admin man-hours.

Client: Boozr

Objective: Brand positioning.

Media: n/a.



Socialising a social network

The objective of new social networking app, Booze, was to get people back to being social in real life.

Booze needed to sound like just another mate. We helped develop a brand identity and tone of voice that would help Booze stand out by sounding human.

If you think social networks have got too damn global, maybe it's time you took your social more local.

With Booze, you can be social in a boozery that feels like a local.

We know the locals on your doorstep. And the ones where you'll still feel local when you're further afield.

We know the ones showing that match tonight... when you've managed to get the night to yourself.

And we know the ones where that band's playing next week... when the whole gang is involved.

Whatever you need from a local to make it feel like YOUR local, Booze knows a boozery that's right up your street.

Be more local. Be more social.

Client: Institute of
Contemporary
Music Performance

Objective: Convert.

Media: Web page(s).



Putting words to music

ICMP is a leading provider of training to all levels of musicians and singers.

They wanted to bring a consistency to the way they promoted their courses online.

ICMP

Collaborate, connect and create with like-minded musicians as you spend 12 weeks building your music production skills from the ground up. You'll gain an impressive working knowledge of Logic Pro, learning from expert music production professionals at the top of their game.

Our Music Production Basics course has been designed to give you the essential knowledge you'll need as a music producer. Each lesson combines theory with practice, so you can really get to know Logic Pro.

Over the first six weeks, you'll explore the role a producer plays in the music production process. You'll look at the individual elements of a music track, investigating how tempo, melody and chords can turn music into magic.

Client: Axa & Blue Prism

Objective: Generate leads.

Media: 12 pp eBook.



Being digitally curious

'Digital Curiosity' is a theme used by Blue Prism's CFO in his presentations to both prospects and customers.

This theme was to be extended in an AXA and Blue Prism cobranded eBook. The book would be promoted to AXA employees not already working with Blue Prism.

Anything's possible when you're curious

You may be surprised to learn just how many everyday items we use today were only discovered by accident. From Post-it® notes to Penicillin, Nylon to Teflon, their uses came about when someone stumbled across something during the research phase that took them in an unexpected direction.

Each of these discoveries were very different but the people who made them had one thing in common. They all worked for businesses that gave permission to pivot. When faced with something unexpected, they were encouraged to satisfy their curiosity and see what other possibilities may lie ahead.

In today's faster, digital world, we call this having a culture of Digital Curiosity. By creating an environment that allows employees to pursue alternative possibilities, even large organizations can get closer to true digital innovation.

Client: Costa
(via Havas helia)

Objective: Inform.

Media: PowerPoint
presentation.



HAVAS helia.

COSTA

From pitch to personal

The strategy was sound.

The pitch document was beautifully designed.

We were asked to rewrite the content to make it more 'Costa Coffee' appropriate.

Without changing the meaning of the content at all.

Your coffee isn't instant.

Neither is your customer's loyalty.

Just offering a loyalty scheme these days is like just offering a drinkable cup of instant coffee.

It fulfils a need for the provider and the recipient. An extremely basic need.

Being handed a loyalty card with your coffee is as expected as getting chocolate on your skinny capp...

If you have just another scheme, you might as well just be throwing in a Hob Nob.

Client: Neem Consulting

Objective: Convert.

Media: Website.



Humanising consultants

It seems anyone can be a consultant these days. You just need a lexicon of vaguely defined verbs and a business called “your name” consulting.

For a people business, it’s become faceless.

When they relaunched their website, we wanted to make the people behind Neem Consulting sound more human.

Driven by Data. Powered by People.

Helping businesses grow since 2009.

The right solution starts with understanding the real problem.

Some bigger consultancies will tell you the solution you need lies in the product they just happen to have already.

They will bend it, fold it, squeeze it, and reshape it to try and fit your needs. Desperate to convince you that their way is the right way.

That's not our way.

We know you know your business best.

So to make sure we help your business succeed as it should, we start with the problem.

Client: BroadwayBaby

Objective: Inform & entertain.

Media: Long copy articles.



BroadwayBaby.com

Putting copy under the spotlight

BroadwayBaby were well-known in Edinburgh for their coverage of the Fringe Festival.

To extend this reputation into London's West End, it wouldn't be enough to just get in.

They would need to get noticed.

Since joining them as Senior Theatre Critic, my reviews have helped them get noticed nearly 300,000 times.

From *Standing at the Sky's Edge* - Feb 2023

The show's appeal may not be immediately clear. As a title, *Standing at the Sky's Edge* sounds more fitting for a suicide note than a musical medley. Even the posters make it look as dreary as a John Osborne revival.

Trust me, things are not as bleak as this may suggest.

Sure, it is more real life than Happy Ever Afters. But it is a slice of recent history, not fiction. And yes, you may shed a tear or two. But hey, it's a musical, waddaya expect?

From *Peter Gynt* - July 2019

The reaction to Ibsen's five-act poem was hostile, the quality of poetry lambasted, and Ibsen's defence – "it is poetry; and if it isn't it will become such" – showed signs of him taking it to heart.

It was revised for the stage nine years later. The stage burned down after less than 30 shows in its initial run.

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