

This is a small sample of some of my most recent work. All copy was written to exacting briefs and to specific client requirements within each brand's guidelines. And all working alongside planning, art direction, design, and client services agency departments.

ENGLISH HERITAGE



Member rejoining eDM

THE BRIEF

Entice lapsed English Heritage members to rejoin by creating excitement around the upcoming St George's Day celebrations across a number of English Heritage sites. Backed up by clear features and benefits of membership.

Subject options:
Celebrate St George's Day with English Heritage
It's St George's Day. Hup, hup, hooray!
Three cheers for St George!

[Preheader]
Drinking 0,000 years of history to life at over 400 remarkable places.
This message contains graphics. Can't see them? [Click here to view](#)




FLY
THE FLAG THIS
ST GEORGE'S DAY

Rejoin English Heritage as we celebrate St George's Day across the country on April 23rd. From the biggest St George's Day festival in the land to hundreds of events that put you at the heart of where history happened.


ST GEORGE'S DAY FESTIVAL
WREST PARK 27-28 APRIL

Join us at our action-packed St George's Day celebration as England's patron saint takes on the fearsome beast. And celebrate England's history through the ages with a medieval jousting tournament, Elizabethan living history encampment and Roman infantry march.




WHO'S THE REAL ST GEORGE?

A gallant English knight who killed a ferocious dragon? A proud patriot? A martyr? We've uncovered nine things you might not know about England's patron saint – and you may be surprised with what you discover.




HOW TO SPOT A DRAGON

From fire-breathing winged Welsh dragons, to four-legged Chinese ones, folklore across the world is steeped in different types of dragon mythology. Here's our handy guide to these magnificent legendary beasts.




English Heritage logo and social media icons.

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MAKE 2019 A YEAR TO RE-MEMBER

Join again from just £4 a month by Direct Debit

- Unlimited access to over 400 places.
- Free or reduced price entry to our exciting events.
- Free handbook to plan inspiring days out, worth £10.95.
- Exclusive Members' Magazine four times a year.
- Free entry for up to six children*
- Members' Rewards – exclusive special offers on great brands.



Rejoin now


Free parking at sites managed by English Heritage[®] – new for 2019

Step into England's story

English Heritage logo and social media icons.

0370 333 1181 | EMAIL US | GO ONLINE

Next Day Delivery: Order before 3pm for delivery next day.
Standard Delivery: Delivery within 7 working days.
Fast International Delivery: Over 130 countries worldwide.




SLAY
THEIR BOREDOM
THIS ST GEORGE'S DAY

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CREATE YOUR OWN SWORD


Preparing for your own dragon-slaying quest this St George's Day will be easy once you follow the simple steps in our making video.



MAKE YOUR SWORD


WHO'S THE REAL ST GEORGE?

A gallant English knight who killed a ferocious dragon? A proud patriot? A martyr? We've uncovered nine things you might not know about England's patron saint – and you may be surprised with what you discover.



MAKE 2019 A YEAR TO RE-MEMBER

Join again from just £4 a month by Direct Debit



English Heritage logo and social media icons.

THE BRIEF

To get recipients to join English Heritage by providing a clear offer of 20% off annual membership, while showing the benefits and value for money membership offers.



UNLIMITED ACCESS TO OVER 400 HISTORIC PLACES WITH


20% OFF[†]

MEMBERSHIP
by annual Direct Debit




ENGLISH HERITAGE


Kenilworth Castle and Elizabethan Garden



EXPERIENCE 6,000 YEARS OF HISTORY – ALL YEAR ROUND



6 REASONS TO JOIN TODAY



1 Unlimited access to over 400 historic places

2 Free entry for up to six children*

3 Free handbook to plan inspiring days out, worth £10.95

4 Free or reduced price entry to our exciting events

5 Exclusive Members' Magazine, four times a year

6 Members' Rewards - exclusive special offers on great brands

LIMITED OFFER

20% OFF[†]

Offer is only available by annual Direct Debit.

Family (one adult)	£56.00 £44.80
Family (two adults)	£99.00 £79.20
Senior	£49.00 £39.20
Joint Senior	£74.00 £59.20

Other membership types are available.

JOIN NOW



ehjoin.org.uk
0370 333 0601

Use code

STORY09

*Membership includes six accompanying children per adult Member, under 18 and within the family group.
[†]Offer is only available by annual Direct Debit.
 Offer not in conjunction with any other promotion.
 Prices valid until 31st March 2019.

The English Heritage Trust is a charity, no.1140351, and a company, no.07447221, registered in England.

Step into England's story



PLAY YOUR PART IN HISTORY THIS YEAR

History isn't just something to read about; it's something to experience.

As a Member of English Heritage, you won't just be able to see, feel and live history first-hand all year round; you'll also be helping to keep the story of England alive for future generations.

Play your part in 2019 and join English Heritage today at ehjoin.org.uk

WHAT YOU CAN GET UP TO THIS YEAR

- Immerse yourself in the legend of King Arthur.
- Try on the clothes of 1930s millionaires in an Art Deco palace.
- Stand where King Harold fell in 1066.
- See inside Queen Victoria's personal bathing machine.
- Walk in the footsteps of your Neolithic ancestors at Stonehenge.
- Follow the dramatic journey of a wounded WWII fighter pilot.
- Watch a cannon being loaded to defend a Tudor coastal fortress.
- Wonder as knights battle it out in a joust.

Enjoy all of this and much more with an English Heritage membership.

JOIN NOW FOR

20% OFF[†]

MEMBERSHIP
by annual Direct Debit

ehjoin.org.uk
0370 333 0601

Use code

STORY09



Scarborough Castle

HAVE A HISTORIC YEAR

As soon as you join, you'll be able to interact with **6,000 years of England's history** – and do some serious exploration into England's story.

Enjoy **over 400 historic places** and hundreds of events all year long.

CONSERVATION IN ACTION

The places in our care span six millennia and include palaces, houses, hill figures, castles, abbeys, industrial sites, Roman forts and deserted medieval villages. Caring for these places and their collections is a cornerstone of everything we do. The generous support of many donors enables us to do this. We have now embarked on the largest conservation programme in our history with highly skilled work being carried out.



Woolpack Battery, Isles of Scilly

FREE ENTRY FOR UP TO SIX CHILDREN*

Looking to give the children days out to remember all year round?

Membership means you can visit our places as often as you like and **bring along up to six children each time***.



Framlingham Castle

DIAGEO

Open Gate new beers eDM

THE BRIEF

Promote three brand new beers created by Guinness's Open Gate brewery, sent to people who opted in to communications from Diageo brands

Subject 1: NEW Open Gate Beers from the brewers of Guinness
Subject 2: NEW From the brewers of Guinness – Open Gate Beers
Subject 3: NEW Open Gate Pilsner, Citra IPA and Pure Brew

New Open Gate beers now available at Morrisons
Can't see your email? [View it here.](#)



NEW OPEN GATE BEERS FROM THE BREWERS OF GUINNESS



BITTER CITRUS **HOPPED & CRISP** **CRISP ULTRA LOW ALCOHOL**

Dear #NAME#

We know that as a Guinness lover you appreciate unique beers full of flavour. That's why here at the Open Gate Brewery – Guinness' experimental brewery – we're always looking to create delicious new ones for you to enjoy.

So welcome to our three fresh new brews – Citra IPA, Pilsner, and ultra-low alcohol lager, Pure Brew.

NOW AVAILABLE IN **Morrisons**



PILSNER 4 PACK **CITRA IPA 4 PACK** **PURE BREW 4 PACK**
£4 £5 £4

The packs and prices are correct, live from 18/04/18 until 12/06/18

drinkaware.co.uk  Catch up with us on:   

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DIAGEO

Guinness Storehouse visitor eDM programme

THE BRIEF

Part of a wider conceptual project I helped create for a new visitor email programme – post-booking, two weeks before arrival, 24 hours before arrival and post-visit. This was the email sent after people had visited to ask them for a review of the tour. Worked closely with agency ACD to provide three original concepts.

Subject: What was your Guinness Storehouse moment?

Pre header: Please let us know about your time with us
Can't see your email? View it here.

The email content features a dark background with a photograph of three people walking through the Guinness Storehouse. At the top, the Guinness Storehouse logo is displayed. The main headline reads "Take a moment to tell us about your visit". Below the photo, the text says "Hope you had a great day, #First-Name#". A paragraph follows: "Thank you for coming to see us, we really hope you enjoyed your time at GUINNESS Storehouse and that you experienced many magic moments. We're always striving to deliver the best possible experience, so we'd love to hear what you thought about your visit – please could you complete our short survey?". A prominent orange button with the text "COMPLETE SURVEY" and a right-pointing arrow is centered below. At the bottom, there is a footer with the "Get the facts. Be DRINKAWARE" logo, social media icons for Facebook, Twitter, and Instagram, and a block of small text containing important notes and contact information.

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GREAT WESTERN RAILWAY

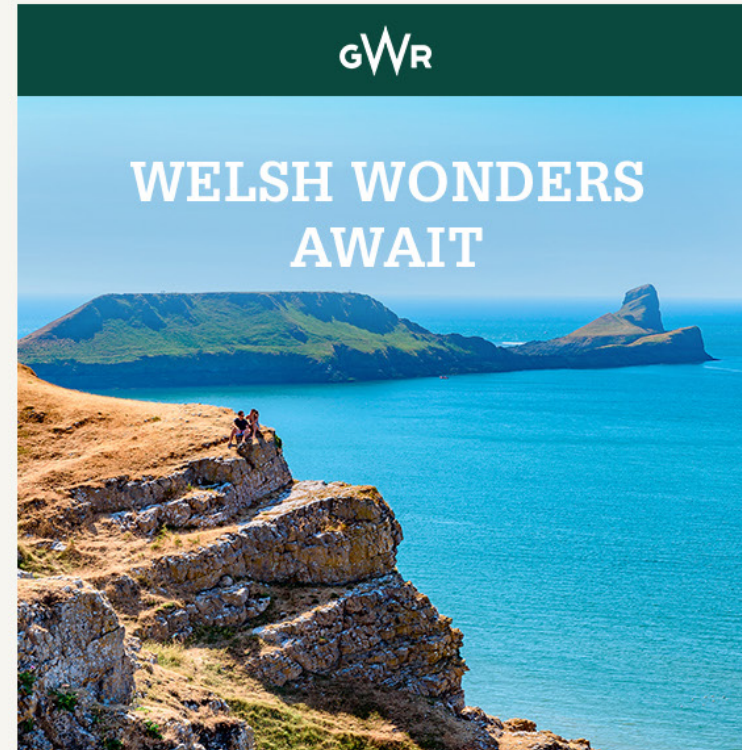
Visit Wales by GWR train eDM

THE BRIEF

To encourage people who opted in to receiving communications from GWR to visit Wales during Visit Wales Year of Discovery by GWR train.

Subject: #FIRST_NAME#, welcome discovery, welcome Wales
[or]
Book your wonderful Wales escape with GWR
[or]
It's destination Wales with GWR
Preheader: Escape to the wonders of Wales this summer
[or]
Discover Wales by train this summer for less
[or]
Ready for a wonderful Welsh adventure with GWR
Can't see the pictures? View online [here](#)

Book tickets



GWR


WELSH WONDERS AWAIT

Sea for yourself, #First_Name#?

Wales by train offers dramatic coastlines, pristine beaches, vibrant cities, rich history and culture, and much more. So what are you waiting for?

To celebrate Visit Wales Year of Discovery we're sharing some great adventures across the country. Find the best fares when you book in advance, and don't forget to #FindYourEpic on every trip.


Book tickets now



Swansea
• Gower Peninsula •

Walking, beaches, stand up paddleboarding, surfing – discover this pristine Welsh beauty.


[Find out more](#)



Cardiff
• Cardiff International White Water •

Take the plunge and get wet and wild at Wales' leading white-water adventure centre.


[Find out more](#)



Swansea
• Gower Peninsula •

Walking, beaches, stand up paddleboarding, surfing – discover this pristine Welsh beauty.


[Find out more](#)



Cardiff
• Cardiff International White Water •

Take the plunge and get wet and wild at Wales' leading white-water adventure centre.


[Find out more](#)



Port Talbot
• Go Ape Margam •

Hit the high life with a trip to Wales' first and only Tree Top Challenge.

[Find out more](#)



Newport
• Newport Transporter Bridge •

Spectacular views and fascinating industrial heritage promise a great Welsh day out.

[Find out more](#)

The lowest fares – and no booking fees

XXXXX – XXXXX single from	XXXXX – XXXXX single from	XXXXX – XXXXX single from	XXXXX – XXXXX return from	XXXXX – XXXXX single from
£X.XX	£X.XX	£XX.XX	£X.XX	£X.XX
Book now	Book now	Book now	Book now	Book now

Collect Nectar points

Link your card and collect points every time you book online.



Log in for more from GWR
You can log into your account [here](#). Your username is simply the email address that we sent this email to. If you have forgotten your password, you can reset it [here](#).



[Contact us](#) | [Privacy policy](#) | [Unsubscribe](#)

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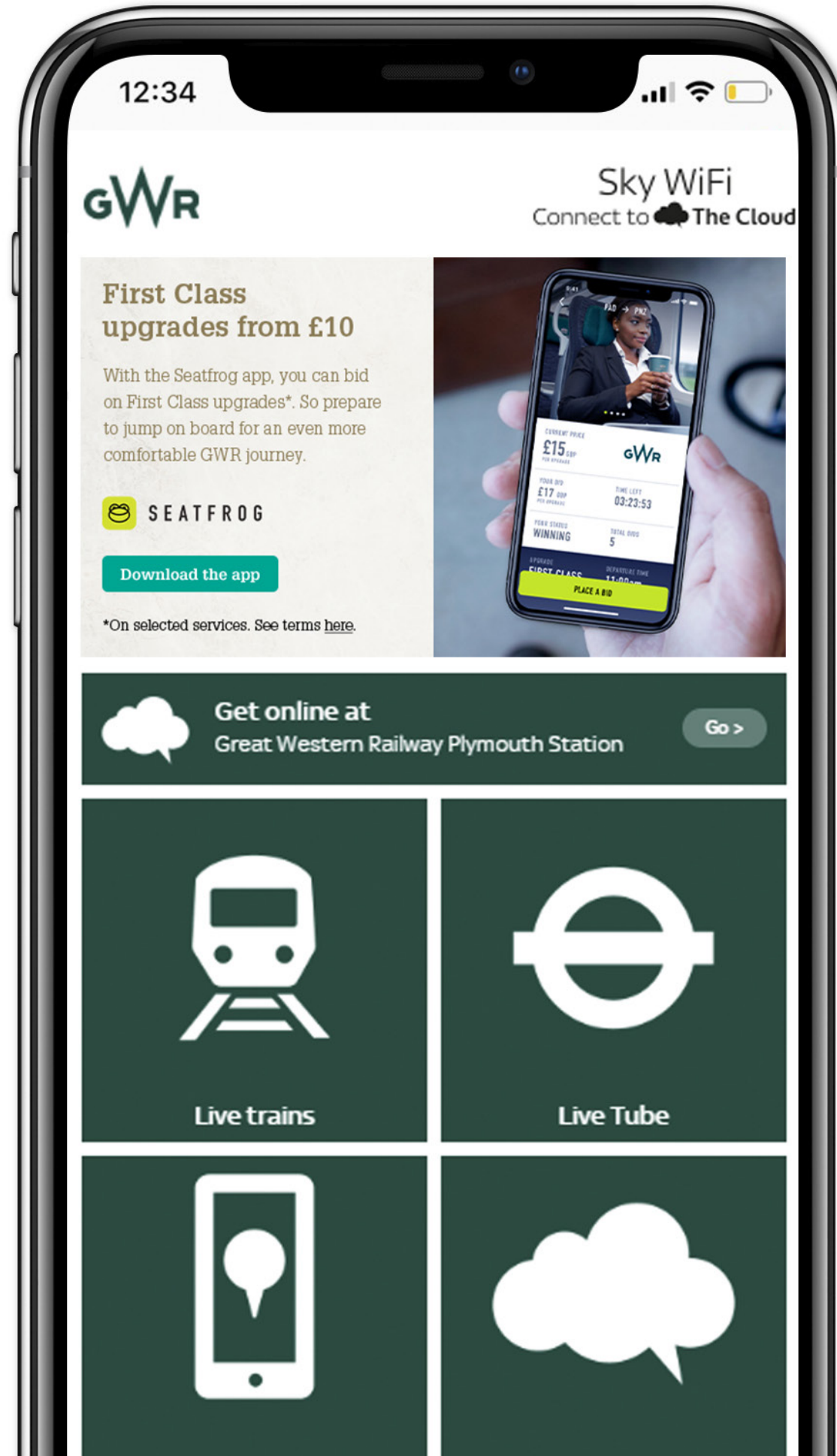
Terms apply for Advance tickets. For full terms and conditions of travel, please visit [GWR.com/fares-terms-and-conditions-advance](#)

GREAT WESTERN RAILWAY

New Seatfrog app push notification

THE BRIEF

To promote the download and use of a new app to opted in GWR customers. The Seatfrog app allows passengers to book first class carriage upgrades by bidding right up to departure.



PETS AT HOME



VIP app download eDM

THE BRIEF

Create an eDM to tell VIP member customers that the Pets at Home VIP app was celebrating becoming one year old. And show the benefits of downloading and using it while promoting a 5% off welcome voucher.




- Subject**
1. Have you got the VIP club app yet?
 2. Celebrate a year of our improved VIP club app
 3. Many happy returns to the VIP club app

- Preheader**
1. The VIP app has been a star to VIP members for a year!
 2. Join the app club – the simplest way to make the most of #Pet_Name's# benefits.
 3. Now's the perfect time to put VIP benefits at your fingertips.
Can't see this email? [View it here.](#)



it's been a year since we launched our new, improved VIP club app



What a year it's been! **Huge numbers of pet owners have downloaded the app** to make caring for their VIP super simple. Here are just some of the things they're saying:

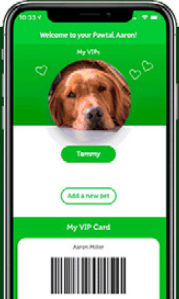
 <p>★★★★★ <i>'Fab. So easy to use and a lifesaver when I can't find my card!'</i> Rubie A</p>	 <p>★★★★★ <i>'The app is really great. I get loads of offers on all the things I need.'</i> Tialx</p>	 <p>★★★★★ <i>'Easy to use and you don't have to worry about losing your vouchers.'</i> Martyn C</p>
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Isn't it time you benefitted from the VIP club app too? After all, it lets you keep #Pet_Name's# vouchers, your VIP card, useful tailored advice and much more in one handy place.

Download and register today and you'll even **get an exclusive 5% off welcome voucher to celebrate.** Happy days indeed!

[Find out more](#)



<p>Hundreds of thousands of downloads</p> <p>Tens of thousands of vouchers redeemed</p>		<p>700 lost pets found thanks to Find My VIP</p> <p>Over £10 million in Lifelines raised for animal charities</p>
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WHITBREAD


Premier Inn Business Booker eDM

THE BRIEF

To promote Business Booker, a tool that allows easier, cheaper hotel room booking for businesses, off the back of the clocks going back. This was a repurposing of an earlier eDM I created when the clocks went forward earlier in the year.

Subject line:
Clocks back. Business forward.

Preheader:
Business Booker – clock our free tool and save time and money in seconds.
Can't see the pictures? View online [here](#).



Extra hour of sleep?
Extra time (and money)
saved with Business Booker

The clocks go back this Sunday – meaning an extra hour in bed. And we can help you get even more out of your time with Business Booker.

Business Booker – your free online booking tool – can save you precious time when managing stays, as well as giving you exclusive Business Flex room rates. Now you can make your life easier and fit more into the shorter days. So remember to use it for all your bookings!

Save even more time

Your Business Booker tool is waiting

- Book faster by storing guest details, favourite hotels and payment method
- Uphold your Duty of Care remotely by being able to locate employees and emergency contacts
- Save money with exclusive Business Flex rates*
- Download reports to track spending
- Amend and cancel bookings easily up until 1pm on arrival day
- Set spending limits on food, drink, Ultimate Wi-Fi and car parking


Log in

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You're currently signed up to receive our emails. You can [unsubscribe](#) at any time.
Premier Inn Hotels Limited (company no. 6190411) is a member of the Whitbread Group, the parent of which is Whitbread Group PLC (company no. 29423). Registered office: Whitbread Court, Houghton Hall Business Park, Porz Avenue, Dunstable LU5 5XE.

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Get Business Booker

Contact us | FAQs | Terms & conditions | Privacy policy | How we use cookies

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DIAGEO

Roe & Co whisky
distillery tour eDM

THE BRIEF

A creative brief with an art director to provide concepts to promote a distillery tour for a new Diageo product to opted in customers. Unfortunately, the client watered down the original concept quite significantly! I did what I could and the client was happy.

Subject: **#First_Name#**, you're invited – Roe & Co distillery
Pre-header: Lonely Planet's 'Best New Openings 2019'



& SO IT BEGINS...

One of Ireland's most influential distilling names is inspiring a whiskey for a whole new generation. Experience our immersive Roe & Co Distillery tour, within the walls of the iconic former Guinness Power Station, in Dublin.

TAKE A LOOK HERE

THE TOUR



BE ONE OF THE FIRST...

Take our intimate hosted tour and get up close and personal with our innovative whiskey. Hear the hum of production on the distillery floor, smell the unique aroma and enjoy a fascinating tour showcasing our origins and evolution.

BOOK YOUR TICKETS

FLAVOURS WORKSHOP



BOOK YOUR TICKETS



PUTTING YOU TO WORK...

Explore the science of distilling Roe & Co whiskey, learn our craft as we reveal the secrets of our unique blend, then find your individual taste profile in our Flavours Workshop.

At the end of your tour, unwind in the show-stopping Power House Bar with an indulgent cocktail on us. Thirsty for more? Secure your place today.

BOOK YOUR TICKETS



FLAVOURS WORKSHOP

SLÁINTE!

Join us online



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drinkaware.co.uk
for the facts

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ROE & CO™

DIAGEO

Tanqueray competition flyer

THE BRIEF

To create a partnership flyer designed to sit in foyers and on bars in six ATG-owned theatres in the UK to promote Tanqueray. And give theatre-lovers the chance to win free tickets.



UNMISTAKABLY
Tanqueray

WIN YOUR
DREAM TICKETS

CURTAIN UP ON AN
EXCLUSIVE COMPETITION

ACT NOW

Here's your chance to win **four theatre tickets** to a performance at one of four classic Ambassador Theatre Group venues*, including drinks and nibbles in the VIP Lounge before the show. All courtesy of Tanqueray, official partner of ATG.

Don't miss out, visit www.winwithtanqueray.com to enter.

drinkaware.co.uk for the facts

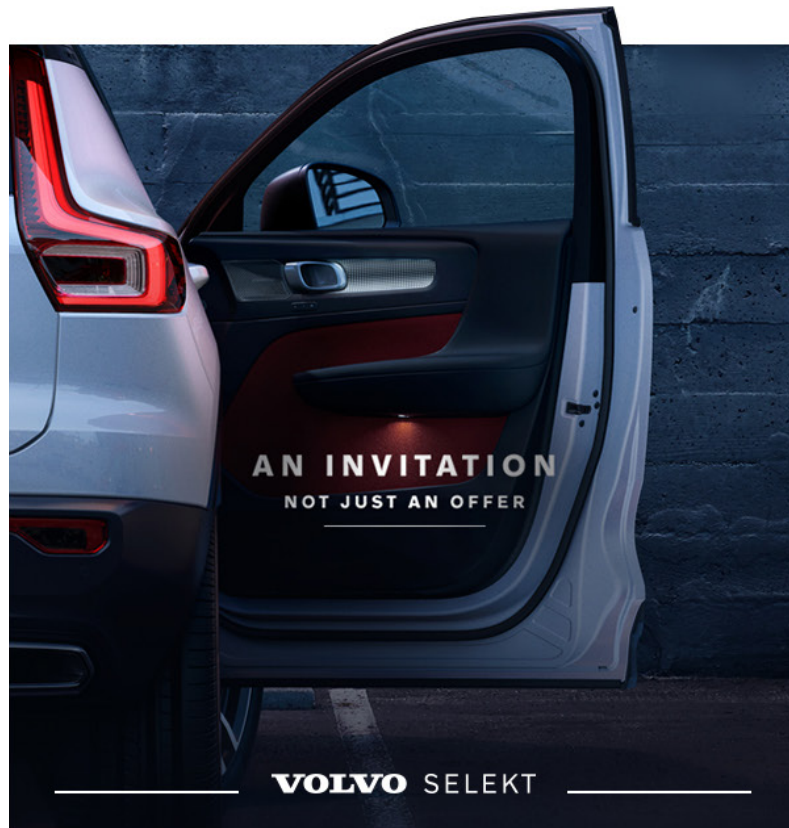
*Bristol Hippodrome, Manchester Palace, Piccadilly Theatre or Savoy Theatre
This competition is intended for UK and Republic of Ireland residents aged 18 and over only. For full T&Cs please visit <https://www.winwithtanqueray.com/>
Registered office: Diageo Great Britain Limited, Lakeside Drive, Park Royal, London NW10 7HQ, Company No. 00507652

SCAN TO
ENTER IN
2 MINUTES





APPROVED USED CAR EVENT
0% APR. 7TH – 10TH JUNE



Dear \$Customer_Name\$

%Retailer_Name% invites you to join us at our exclusive **0% APR**
Volvo Selekt Approved Used Car Event.

Come along to find your perfect model, discover a range of benefits
and take advantage of our limited **0% APR** offer.

CONTACT US

ADD TO CALENDAR

%Retailer_Name%
%Retailer_Address%

Our event is about more than 0% APR. Discover more compelling
reasons to choose a Volvo Selekt used car.



12-month warranty

30 day/1,500-mile
satisfaction guarantee

12-month
Volvo Assistance

150 checks by expert
Volvo technicians



Latest
software upgrades



Volvo Genuine Parts

MOT Test Cover



£100 towards
accessories purchased
with your car*



VOLVO

Used car event eDM

THE BRIEF

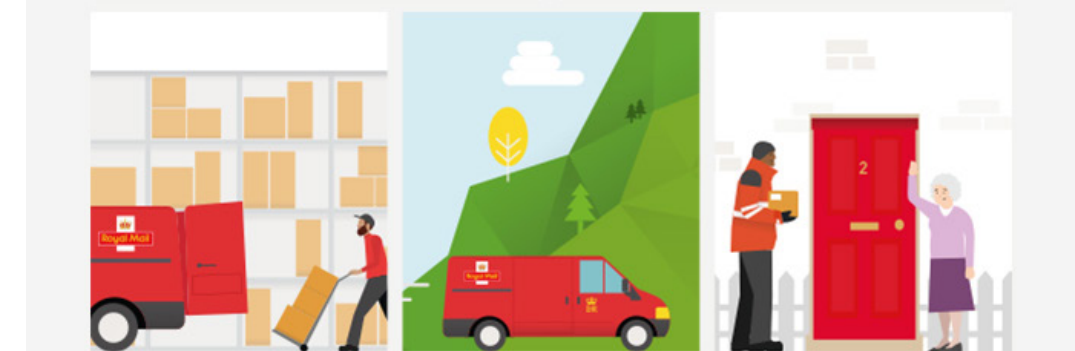
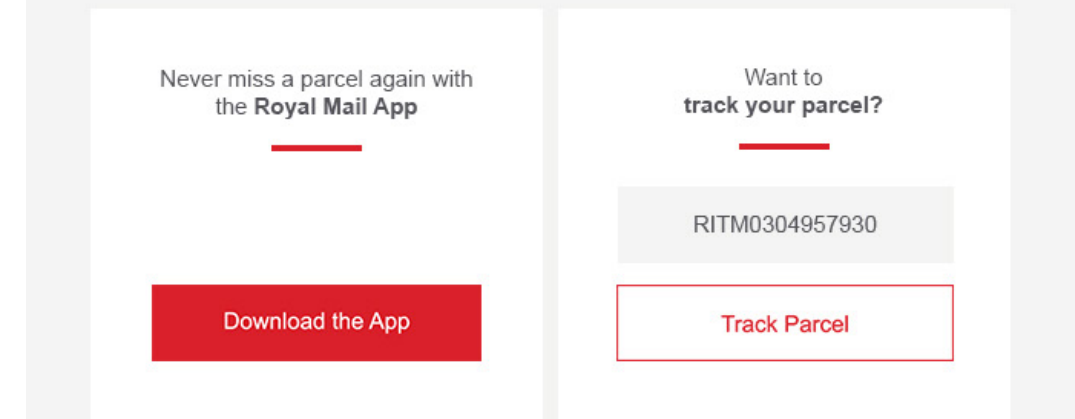
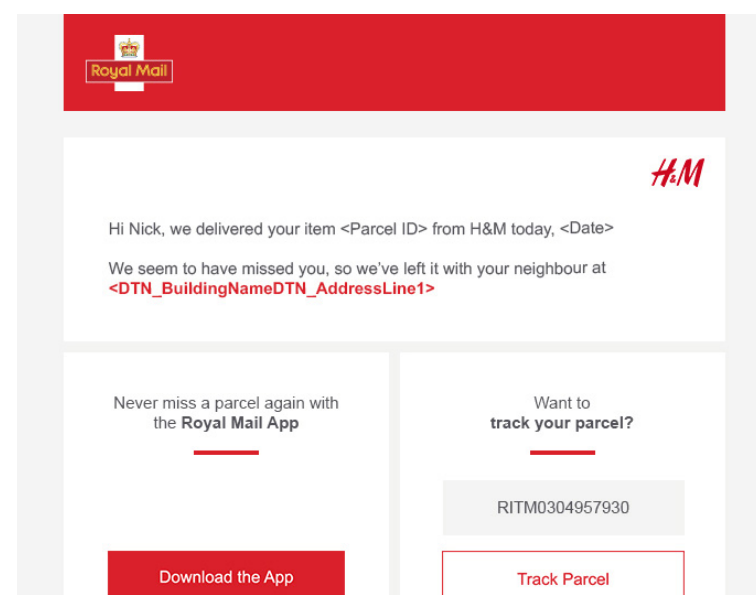
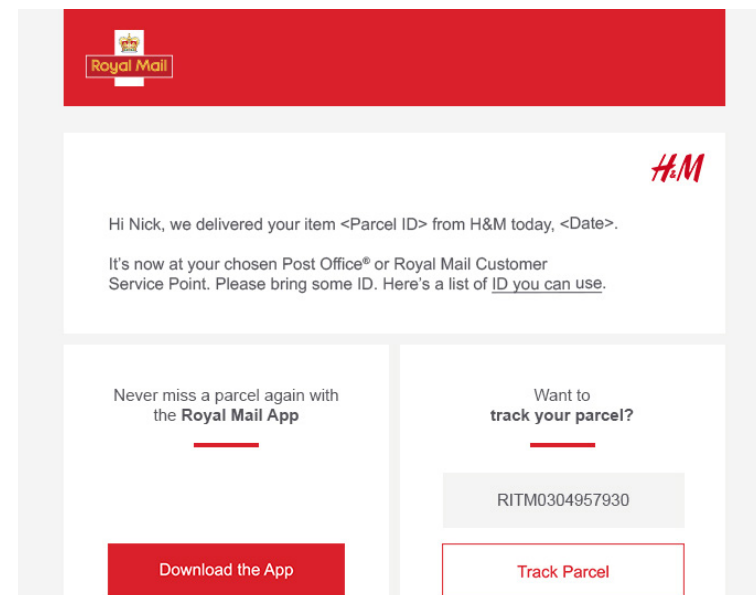
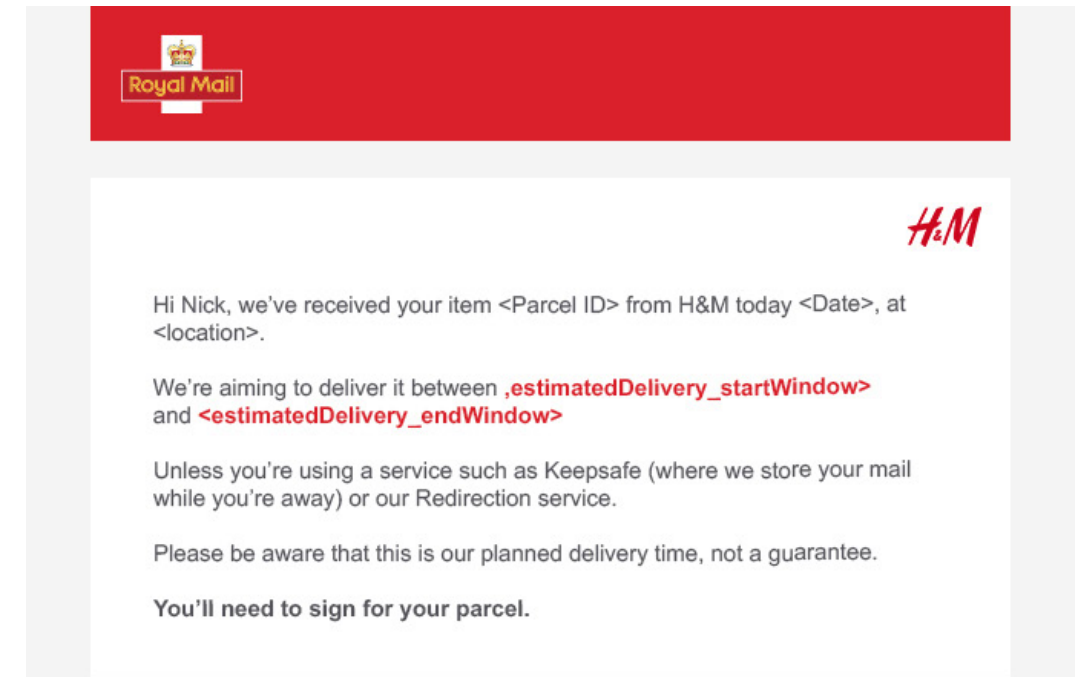
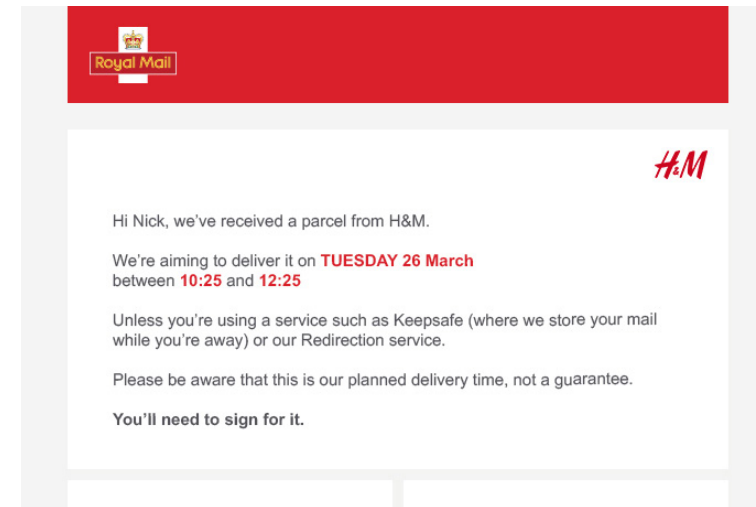
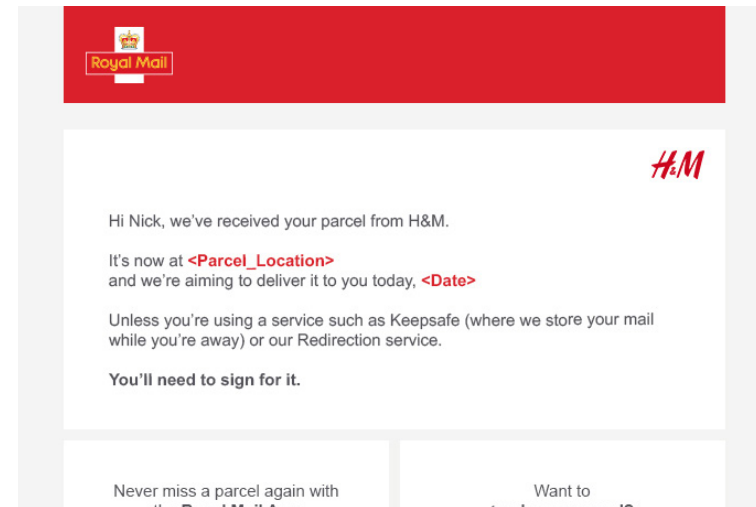
To tell existing Volvo customers about an upcoming event where they could learn more about Volvo cars and upgrade their Volvo car. I came up with a number of concepts with an art director.

ROYAL MAIL

Complete series of customer journey eDMS

THE BRIEF

To update the emails customers receive from Royal Mail throughout the parcel delivery process. The originals used lots of jargon and were really long-winded (they didn't even seem to be in their own brand guidelines tone of voice). So I trimmed them right back and simplified the language to get each communication across more easily.



This is an automated message. Please don't reply.



Royal Mail | Privacy Policy | Website Terms of Use

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ROYAL MAIL

Parcelforce online
banner concepts

THE BRIEF

Get across the benefits of choosing Parcelforce over its competitors in a short banner sequence. Alongside an art director, I created a choice of concepts that highlighted the benefits of choosing Parcelforce.

