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Samples of Corporate & Creative Copywriting

1. Introductory letter from Calash, a Scottish due diligence organisation

Traditionally, investment opportunities relied on one-dimensional disciplines converging to create a semblance of diligence and business insight. Despite knowing that holistic intelligence is critical to effective decision-making, accountants, solicitors and marketing professionals pursue their own agendas to generate profit for themselves. None can independently deliver the breadth of understanding needed to recognise and confidently commit confidently to opportunities. Their hands are tied – *ours are not*.

2. Advertorial copy for DSM Dyneema, The Netherlands

DSM Dyneema's role as a value player in the oil and gas market is founded on a philosophy of continuous improvement and innovation, applicable to everything that it does, and to the benefit of all its customers.

Integral to this philosophy is the Research and Development component, which follows a consistent strategy across the entire organisation. As DSM Dyneema's Manager of Application Development, Rigo Bosman explains, every part of the business plays a part in the technological advancements that lie at the root of its success.

"Although our Expert Groups reside in separate business segments to support associated products, the development of new solutions draws on our collective intelligence. Interdepartmental collaboration optimises the power of creative thinking and technical proficiency, as well as our varied experiences of course. This process feeds innovation, revealing completely new ideas along with new applications for existing technology".

Ingenuity is the basic fuel of problem-solving, but pragmatism and commercial sensibility are vital too. The conceptualisation process at DSM Dyneema tackles challenging project parameters and operational constraints using a rich diversity of expertise and multiple perspectives as a matter of course.

3. Design Agency Christmas Promotion

Mr Snowman stood awake all night, imagining his future as the market-leading *glacial mannequin*. But dawn brought with it a spirited sun, and before long, all thoughts of fame and wealth began to melt away - along with the majority of his head and torso.

4. Promotional copy for a range of premium tequilas

UWA infuses the finest blue agave tequila with Scottish inspiration to create a range of pure and luxurious, super-premium artisanal spirits, crafted for the truly discerning tequila lover.

From the mineral-rich volcanic soil of the Jalisco lowlands of Mexico, where our agave plants grow, through our careful choice of wild yeast and traditional cooking methods, to the triple distillation and unique ageing of UWA tequila, every bottle is infused with passion and dedication.

We use only 100% blue weber agave plants, handpicked by local *jimadores* to reveal their sugar-rich *piñas*. These are cooked in traditional stone ovens before being pulped into nectar and *bagazo* which is then fermented with local, natural, airborne yeasts, gently flavoured by the estate's surrounding mango, orange and lemon trees.

Traditional copper distillers then triple-filter our tequilas, removing impurities and the harsher qualities of the spirit. The result is a clean, well-balanced Platinum *blanco*, a rich, full-bodied tequila with a glorious blend of sweet and spicy notes.

Finally, we use Speyside whisky casks to age our *Reposado* and *Añejo* brands, enhancing the flavours with a touch of Scottish smokiness, adding a richness and roundness to the tequila that defines its unique character..

5. Promotional brochure text for a UK financial services company

From the moment we enter the world, to the point that we leave, life is about endurance. Everybody, at some point, needs the reassurance that *someone's* on their side.

Synergy seeks to enrich and secure life. Whether it's buying a new home, planning for your own or your family's future, protecting what's most important to you or looking for guidance on your investments – we have the right solution for you.

Discover for yourself what makes Synergy special.

6. Website text for a Dutch regional development agency

NHN is the economic development agency for 'Noord-Holland Noord' - the northern part of North-Holland. Under the stewardship of local and regional government, it brings together entrepreneurs, investors and government authorities to promote better business relationships, foster employment and improve the regional economy.

The northern part of North-Holland is located 35 km north of Amsterdam and Schiphol Airport. It has a strong connection with energy, maritime and agri-food industries and provides an excellent quality of life for people living and working there, being close enough to the capital city and yet surrounded by the distinctive features of traditional Dutch landscapes - windmills, flowers, water and lots of open space.

NHN works with authorities to provide optimum conditions for attracting and nurturing business. From the creation of infrastructure to the granting of special licences, NHN is at the centre of economic growth in the north of North-Holland.

7. Website text for GLC – a Scottish lawncare company

It's time to SPRING into action and start preparing for the growing season with GLC.

As the North East of Scotland's recognised experts in local lawns and soil conditions, Grampian Lawn Care is your first port of call as winter gives way to warmer weather and wearisome weeds! An army of unwanted guests are preparing to gatecrash your garden party and now's the time to put precautions in place.

GLC offers a range of expert treatments including aeration, scarification, lawn feeding and fertilisation, weed control and pesticide application, ensuring that your lawn is the envy of the neighbours all your round. Give us a call!

8. Press release for a SkillsXP software application by Tritanium

The global reach of this software is testament, in part, to its ability to negotiate the wide variations in international training and safety standards. Keeping track of legislation and workforce proficiency can be haphazard and inefficient without the right tools, and mistakes can prove costly on many levels. SkillsXP helps companies to mobilise personnel, safe in the knowledge that their training is up-to-date, their qualifications and proficiencies are compatible with the job they are expected to do, and their certification is compatible with the legal requirements of the company or region in which they are working.

There are strong indications that operational standards and workforce proficiency are due for a radical shake-up in certain regions. This will invariably lead to the introduction of new legislation that will impact on training and competency requirements, but SkillsXP is perfectly suited to managing such change. As well as being easy to configure and customise to suit specific customer requirements, the software is constantly evolving in line with the industries that it supports. Ongoing R&D at Tritanium and bi-annual software updates ensure that SkillsXP continues to deliver consistent, reliable assurance with incredible ease - despite its technical sophistication.

9. Advertising copy for technical oilfield equipment

A new era of hydrocarbon production demands a new generation of downhole tools - tools proven to meet the extremes of deepwater, HPHT wells.

When Peak launched the SIM System back in 2010, its design team was already working on new ways to extend both the capability and versatility of the concept. Underpinning the development process was a genuine commitment to safety and simplicity; if advancement meant complexity, it was back to the drawing board!

In 2014, we rolled out our revolutionary range of V3-certified SIM^{PLUS} retrievable bridge plugs that deliver superior sealing performance, however they are deployed. With SIM ULTRA, we've taken another leap forward - creating the **ultimate plug** for the **ultimate downhole challenges**.

10. Core values written for SeaEnergy, a UK PLC

SeaEnergy's Core Values describe the commitments that we undertake to ensure that we achieve our Vision and Mission. These are:-

Integrity and Fairness

We uphold the highest standards of legal compliance and fairness in our dealings with colleagues, partners, suppliers and others.

Value-Adding Relationships

We identify, pursue and develop long-term business relationships that bring added value to all stakeholders.

Cohesion and Collaboration

We work as a team, integrating our strengths and collaborating internally and externally, to achieve the best possible outcomes.

Innovation and Advancement

We focus on the people, processes and technology that create innovative solutions, and invest our knowledge and resources into the application and advancement of those solutions.

Resolution and Prudence

We are resolute in our actions and prudent in the way that we invest.

Safety and Environmental Responsibility

We treat safety as a priority at all times, endeavoring to do no harm to people, infrastructure or the environment.

11 Website copy for a media production company

The more eye-catching and original your presentation, the more likely your target audience will notice and remember it. At NorthCmedia, we're not afraid to think out of the box – combining innovation and insight to create unique productions that make a lasting impression.

Whether we're working on a major promotional campaign using television and media spots, or a low-cost video for a select audience, creativity and enthusiasm is key to achieving success. Getting great ideas to work takes dedication, imagination and know-how - the building blocks of our business model.

12. Video script introduction for an international services company

Scotland - a country of outstanding natural beauty... home to centuries of great innovation in science, engineering, art, architecture and literature. Where advances in education, philosophy, science and the law laid the foundations for a rich heritage of invention and creativity.

A culture of curiosity and adventure created a nation of pioneers, who, from the discovery of basic elements and breakthroughs in genetic science... to the harnessing of new energy resources, have guaranteed Scotland's place in the history of technological advancement.

Today, the legacy continues through advances in I.T., microelectronics, medicine and alternative energy.

13. Email promotion for Offshore Seminars

The Offshore Seminar brings together leading energy developers, united in their commitment to securing clean, economical energy for the future.

As the world strives to lessen its dependence on fossil fuels, how can the experience of oil and gas companies drive innovation and make alternative energy sources more credible and efficient? Find out by attending the **Offshore Seminar**, where shared insight and expertise combine with the latest ideas and technological initiatives.

Learn who is pioneering change and how the industry is breaking new ground in developing sustainable energy to meet current and future challenges.

Join us and make your own contribution to improving understanding and *Evolving Energy through Innovation*.

Offshore Seminars provide a varied programme of pertinent discussion and debate, from the current state of energy portfolios and LCOE to the policies, projects and industry initiatives that are driving change. We look at the role that governments, industries and individuals play in working towards the future of sustainable energy and provide the opportunity to share knowledge, build partnerships and work more efficiently.

14. Intro text for Sport:80 sports company

Sport:80 is a professional event management and logistics company, supporting sports organisations and athletes around the world. We represent over 75 years of collective experience across a wide range of disciplines, enabling sporting events of any size and location to be planned and delivered successfully.

With offices in Sheffield and London, we cover the whole of the UK, providing diverse sporting organisations with prior consultation and planning, project delivery and management, logistics and on-the-ground support.

When asked by the International Shooting Sport Federation to handle the personnel logistics for the 2011 ISSF World Cup tournament, we faced the challenge of managing 2,000 athletes and coaches from over 90 countries over a three-week period. Our search for a digital solution to help simplify the background management and administration processes revealed nothing appropriate to the complexities involved, so we decided to create our own solution.

Using our connections with leading software developers, we built a cloud-based management application that fully automates the entire event management process. From invitations, applications, accommodation and travel; to visas, communications, accreditations and firearm transit; our Sport:80 Software streamlines everything within a single, secure, collaborative tool.

We continue to develop the scope and capabilities of Sport:80 Software in tandem with our ongoing consultancy and management services. The software is now applicable to events at every level, and to the daily operations and management of sporting organisations and athletes around the world.

Sport:80 allows people to focus more on sport, and less on time-consuming administration.

15. Brochure text for property company in Scotland

Aberdeen Property Leasing (APL) has been leasing and managing properties in and around Aberdeen for over 30 years. In that time, we have grown to become Aberdeen's largest and most comprehensive property leasing and management company.

We're owned and managed by our operational directors, who personally oversee operations and ensure that uncompromising standards of service and attention to detail are upheld throughout the organisation. We deploy the latest technology to monitor and maintain the properties that we manage, and our commitment to continuous improvement is fundamental to our service delivery.

Each element of our service is managed as effectively and efficiently as possible. Our Sales, Finance, Maintenance, Administration and Inspections Departments work together to provide the most best service possible. Strategic marketing allows us to optimise the catchment of potential tenants from each and every demographic, maximising interest in our property portfolio.

As members of the Association of Residential Letting Agents (ARLA) and The Property Ombudsman Lettings, APL is bound by stringent codes of practice that offer additional assurance on the professionalism and quality of service that you can expect. APL also provides a dedicated insurance service through APL Insurance Services, which provides a wide range of insurance covers, including our bespoke Landlord's Insurance policy, tailored to suit the specific requirements of our clients.

16. Extract from advents poem for children

On the **First** of December, there came a little mouse, who, freezing from the winter wind, began to build a house.

On the **Second** of December, the mouse had built the floor; a little disappointed that he hadn't managed more.

By the **Third** of December, the floor was all complete. The mouse felt very pleased at this, and sat down for a treat.

On the **Fourth** of December, Mr Badger came to call, "*Not much of a house!*", he said, "*There's not even a WALL!*"

By the **Fifth** of December, the wall was almost done. But Badger pointed out to mouse, you needed more than ONE!

By the **Sixth** of December, the walls now numbered four. Though mouse had quite forgotten to include a little door.

On the **Seventh** of December, the door had been included, but windows - there were none at all, and mouse felt quite secluded.

By the **Eighth** of December, three windows had appeared, with tiny pairs of curtains (which were green and pink and WEIRD!)