

## Direct marketing mailout to retailers

*Brief: The client, a Manchester-based clothing SME, wanted an eye-catching email to send to local businesses to convince them to stock her products. I was asked to emphasise the homegrown link, the striking nature of the clothes and the ethical focus of the line. The brand has since featured prominently on Fab.com.*



## **30 Days of Victory: gorgeous local ethical apparel**

Manchester-based designers 30 Days of Victory are on a mission to prove that fair needn't mean foul when it comes to clothing. Far from it. We create designs that are both fierce and full of the cheeky indie charm that gives the city its unmistakable character. Take our [Beauty is in the eye of the beholder](#) shirt, with its ingenious sight test graphic, or our [Chemistry](#) vest, which features an alternative atom model for the lovers and geeks out there. For the bold, our [Bitches](#) tee combines Debbie Harry's timeless style with the acid tongue of *Mean Girls* and *Heathers*.

But it's not just about great design. Our mischievous t-shirts and vests may have bite but they're all heart when it comes to ethics and responsible labour practices. We believe in fair trade and a responsible supply chain, and source our garments from top ethical supplier [Continental Clothing](#). We opt for organic cotton for our t-shirts and gorgeously soft Tencel Lyocell for our vests. Run your hand over a 30 Days of Victory piece and you'll understand why our fans on Asos and Etsy keep coming back for more.

Not content with our online success, we want to spread the word even further, giving customers the option of buying our stunning ethical clothing from their favourite local boutiques. Stocking 30 Days of Victory products tells the world that your business supports responsible, innovative brands. Fashion and fair trade belong together, and we want to work with you on making a difference.

Visit [www.30daysofvictory.com](http://www.30daysofvictory.com) to view our full range, or email Natasha at [natasha@30daysofvictory.com](mailto:natasha@30daysofvictory.com) to arrange a visit and sample session, so you can see and feel the quality for yourself.

You can also visit our ASOS store at <https://marketplace.asos.com/seller/30daysofvictory/collection>.

We look forward to hearing from you.

## Direct marketing to consumers

*Brief: The client wanted approx. 500 words promoting their seasonal offers to international students. This involved keeping the writing fairly simple and clear, while emphasising the excitement of a visit to London and the benefits of the course.*



## Shop, sightsee and start speaking English!

This December, give someone the gift of language, or treat yourself to a brand new tongue, with Tti's Christmas language course. Get to know the city and the language over a festive fortnight!

If you've always wanted to pick up English, our experienced, supportive teachers would love to meet you. Here at Tti's Camden location, just a short train or bus ride from the major city sights, you can learn in a relaxed, friendly environment, at a pace that suits you.

And since learning is easiest when you're having fun, once you leave class, we'll show you the best of London. After all, it is Christmas!

Test out your English the enjoyable way! A sample programme might include:

- A British Christmas pub lunch with all the trimmings.
- Christmas shopping at world-famous stores, including Harrods, Selfridges and Fortnum & Mason.
- An unforgettable show at a West End theatre.
- Ice skating at the beautiful Somerset House.
- A visit to a traditional Christmas market, with mulled wine, traditional gifts and plenty of festive cheer.
- Seeing the Christmas tree in Trafalgar Square and the spectacular lights on Regents Street and Oxford Street.

Something else in mind? Perhaps you'd like to visit Covent Garden's famous markets, or the night-time lights of the glittering South Bank. London is full of possibilities, so whatever your interests, you can spend a magical Christmas in the capital.

Tti have a number of course options, depending on how long you'd like to stay.

Fancy a taster? Then choose our shorter week option. For just £105, you will receive nine lessons across 23rd, 24th and 27th December, leaving you free to explore on Christmas Day and Boxing Day.

A little more adventurous? Book 12 lessons for £135 across 30th and 31st December and 2nd and 3rd January.

Ready for the full English experience? For £225, you'll receive all 21 lessons with our expert teachers.

Individual tuition is also available, so if you'd like some extra practice, or simply a chance to progress more quickly, book some one-to-one sessions to make the most of your visit.

Can't wait to get started? Study with us in July and August 2013 and receive 20% discount on the Christmas tuition fee!

That's your days and evenings taken care of, so what about accommodation?

Tti can help you find accommodation close to the school. We have a variety of options, including single ensuite rooms (self-catering) at £260 per week and Tti single study rooms at £220 per week. Why not learn with your partner and book one of our twin study rooms for £180 per week? It could be the start of many travels together!

Visit [www.ttischool.com](http://www.ttischool.com) for further details, and if you have any questions, please call us on +44 (0) 20 7419 2300 or email [info@ttischool.com](mailto:info@ttischool.com).

Welcome to the world.

## Press release for Sidekick Books

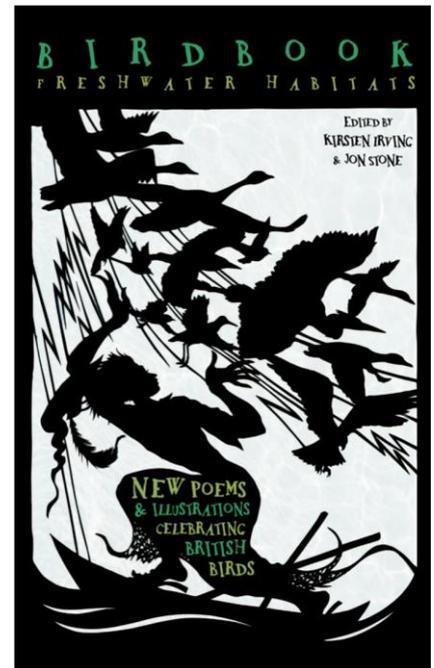
*Brief: The product, an anthology of new writing celebrating British birds, needed a strong, creative press release that would encourage reviewers and bloggers to consider and feature it.*

# Out Now *Birdbook: Freshwater Habitats*

Britain's water birds are as eccentric and distinctive as Britain itself. From the whooper swan's bellow and the shoveler's powerful bill to the rituals and exotic markings of newcomer the Egyptian goose, they make up a captivating cast.

Which might explain why Sidekick Books is so excited to present the second instalment in its *Birdbook* series: *Freshwater Habitats*. Edited by prize-winning young poets Kirsten Irving and Jon Stone, the *Birdbook* project will gather into four beautiful volumes new poetry and illustrations for every species of British bird. A response to threats against the habitats and diversity of the UK's wild birdlife, the series allows each breed room to stretch its wings. Alongside more familiar species like the heron, expect to find portraits of lesser-known, but no less vibrant, characters like the red-necked phalarope and spotted crane.

*Freshwater Habitats* includes new work by prominent and prize-winning poets, including W. N. Herbert (nominated for the T.S. Eliot prize) A. B. Jackson (winner of the Forward Prize for Best First Collection) and John McCullough (recent winner of the inaugural Polari First Book Prize), alongside a range of others, new and established, young and not so young. The poems are accompanied by striking illustrations in an array of contemporary styles. With contributions from over 50 artists and poets, the anthology forms an ecosystem of its own, buzzing with contrasting voices.



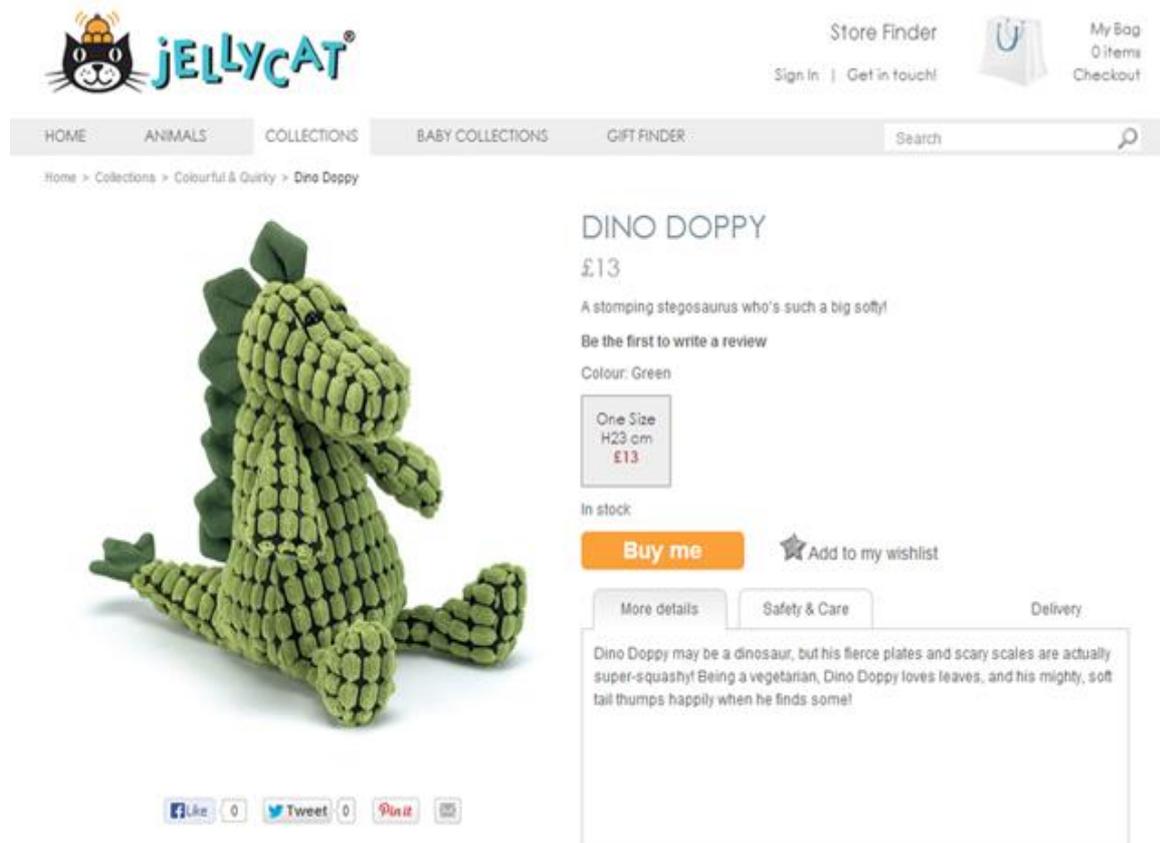
Featuring a foreword by Tim Birkhead, author of *The Wisdom of Birds*, *Birdbook: Freshwater Habitats* celebrates the flamboyant stars of the riverbank alongside their shyer, more secretive relations, parting the reeds to each one's hidden world.

*Birdbook: Freshwater Habitats* is available for £10 from [www.drfulminare.com](http://www.drfulminare.com), and can also be ordered through bookshops.

Go on, dip a toe in.

## Product descriptions for Jellycat website

Popular children's gift brand Jellycat recently relaunched their website with a direct-to-consumer focus (previously the gifts were only available through third-party retailers). In order to bring the personality and softness of the toys to the fore, they needed fresh product descriptions, filled with enthusiasm, energy and goofy humour.



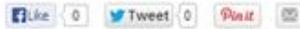
The screenshot shows the Jellycat website interface. At the top left is the Jellycat logo, a stylized cat face with a crown. To the right are links for 'Store Finder', 'Sign in', 'Get in touch', and 'My Bag' (0 items, Checkout). Below the logo is a navigation bar with 'HOME', 'ANIMALS', 'COLLECTIONS', 'BABY COLLECTIONS', and 'GIFT FINDER'. A search bar is on the right. The breadcrumb trail reads 'Home > Collections > Colourful & Quirly > Dino Dobby'. The main product image is a green, knitted stegosaurus toy. To its right, the product title 'DINO DOPPY' is displayed, followed by the price '£13'. Below the price is the description: 'A stomping stegosaurus who's such a big softy!'. There is a prompt to 'Be the first to write a review', the color 'Green', and a 'One Size' box listing 'H23 cm' and '£13'. The product is 'In stock'. There are 'Buy me' and 'Add to my wishlist' buttons. Below these are tabs for 'More details', 'Safety & Care', and 'Delivery'. The 'More details' tab is active, showing a paragraph: 'Dino Dobby may be a dinosaur, but his fierce plates and scary scales are actually super-squashy! Being a vegetarian, Dino Dobby loves leaves, and his mighty, soft tail thumps happily when he finds some!'. At the bottom left of the product image are social media sharing icons for Facebook, Twitter, and Pinterest, each with a '0' count.

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*A stomping stegosaurus who's such a big softy!*

*Dino Dobby may be a dinosaur, but his fierce plates and scary scales are actually super-squashy! Being a vegetarian, Dino Dobby loves leaves, and his mighty, soft tail thumps happily when he finds some!*

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## MAYPOLE OCTOPUS CHIME

£16

Eight arms for extra cuddles!

Be the first to write a review

Colour: Multi-colour

One Size  
H24 cm  
£16

In stock

Buy me

★ Add to my wishlist

More details

Safety & Care

Delivery

Make undersea jingles with the Maypole Octopus Chime! Octopuses are very clever, and great at solving problems, so this terry softy is a great friend to have. He also likes music, and you can wiggle him about to hear a gentle, pretty chime! We love his fluffy ribbon hair and snazzy stripes, as well as his adorable big eyes.

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