

Writing Samples

Subject:

Android OS Product Page

Written for:



Available at:

<http://www.rogers.com/web/content/os-android>

Example of:

marketing copy, website content, short-form, consumer-facing, engaging copy

It's Android™ Like Never Before

Want to see what a smartphone can really do? Experience it for yourself with Android. And thanks to groundbreaking apps from Google Play, you can customize your phone like never before.



Built-in Google

Get instant access to the best Google has to offer. With Android, all the hottest Google apps come built-in to your phone. And it's all available from the very first time you press power.

Play Anytime, Anywhere

The Google Play store is packed with more than 700,000 apps just waiting to entertain, inform and generally make you more productive.

And with Google Play, don't even worry about cables and syncing. Your apps are instantly available over all your Android devices.

Connected to What Matters to You

Get the latest sports scores, current to-the-minute news, or live weather updates - right from your home screen.

With Google's vast range of widgets and apps you can personalize your device and truly make it your own.

Freedom of Choice

When it comes to Android, there is no need to compromise. You have the freedom to pick a device that's perfect for you.

Choose from different screen sizes and resolutions, colours, speeds and more. There is an Android device for everyone — no matter your budget.

Writing Samples

Subject:

Samsung Galaxy S5 Product Page

Written for:



Available at:

<http://www.rogers.com/web/content/samsung-galaxy-s5>

Example of:

marketing copy, website content, short-form, consumer-facing, persuasive, benefit-led

Samsung Galaxy S5™ on Rogers LTE

Way beyond the basics, the Samsung GALAXY S5 breaks boundaries with never-before integrated technology - all designed to improve your life and make every day just that much better.



Capture Like a Pro

Capture the moment with the GALAXY S5's enhanced 16MP camera. A precise Selective Focus tool lets you pick your subject at the tap of a finger. And with HDR (High Dynamic Range) you can experience vivid, true to life video and picture quality.

Lightning Fast Processing Speeds

Wherever your day takes you, you need a device that can keep up the pace. The GALAXY S5 provides seriously fast and stable Wi-Fi while giving you the maximum LTE experience (LTE Cat4).

Take Charge of Your Fitness

Track your fitness levels, diet and exercise records from the S Health 3.0 dashboard. With a heart rate sensor and many more health-related apps, the GALAXY S5 can provide a truly life-enhancing experience.

Freedom to Take Your Phone Anywhere

With a 5.1" full HD super AMOLED adaptive display, and battery life designed for a solid 10 hours of LTE web use, the GALAXY S5 is built to perform, no matter where you are.

For the technical-minded, here's how the Samsung GALAXY S5 packs quite a punch:

- A quadcore 2.5GHz AP
- Built in USB 3.0
- P67 water and dust resistant
- Ultra Power Saving Mode (10% battery can last up to 24 hours in standby)

Writing Samples

Subject:

UK User Experience Awards
Website

Written for:

Bunnyfoot

Available at:

<http://uxukawards.com/>

Example of:

website content, about us
page, short form copy,
knowledgable

About the UK User Experience Awards

The UK User Experience Awards recognises excellence in userfocused web design.

Are you pushing boundaries and setting trends?

Our panel of judges – all pioneers and experts in web usability – want to reward the shining beacons of great digital usability design.

We want to recognise the innovative, envelope pushing, and just plain hard working digital professionals who are putting user experience at the forefront of their thinking.

The origins of the awards

The organisers of the UK User Experience Awards are some of the most notable advocates of usable web design in the country. The creators, all from top usability and marketing firms, share one goal: to raise the profile of online user experience.

[Meet the judges](#)

Be a source of inspiration

Has your site, or app, been thoroughly usertested by the right people? Are you breaking new ground in digital usability?

Nominate your site for a UK User Experience Award and show the world just how dedicated you are to your audience.

[Enter now](#)



Writing Samples

Subject:

BikeCoffee direct mail flyer

Written for:



Example of:

print copy, marketing, short form, snappy, engaging, consumer-focused

You Like Coffee. We Deliver Coffee. It's All Good.

How does this sound for your new morning routine?

1. Wake to the smell of our home delivered, freshly roasted coffee beans.
2. Sit back and savour your first cup of the morning.
3. Watch the good karma come your way because you picked an eco-friendly coffee with a social conscience.

That's a BikeCoffee morning in a nutshell.

Our richly flavoured roasted coffee beans are ethically sourced from fair-trade growers and delivered to your doorstep by bike in reusable mason jars. It's all good!

It's Coffee Of The Highest Order

Yes, our beans are award winners. Yes, they're certified organic too. But what makes BikeCoffee beans stand out most is that you get them right on your doorstep just days after roasting. Cup after cup, you get that unmistakable, freshly roasted flavour.

To Do List: Drink Coffee, Save World

With BikeCoffee, you're making the world a little better one sweet, sweet sip at a time. Here's how:

Stamping out that carbon footprint: Eco-friendly, re-usable packaging? Check. Home delivery by bike or hybrid car? Yep, that's us too. Choose our coffee and you're choosing a coffee with a conscience.

Helping those in need: 50% of our profits go to the incredible Coffee Kids charity. That means you're helping kids in coffee growing countries to rise out of poverty.

Freshly Roasted Coffee Awaits!

Go ahead and place a single order or set up regular delivery from [website address].

Writing Samples

Subject:

Getting Started – Your Guide to Fertility Treatment

Written for:



Available at:

<http://www.hfea.gov.uk/fertility-treatment-guide.html>

Example of:

print copy, medical, informative, scientific, long-form, patient informative, in-depth

Treatment Options (from page 43)

In vitro fertilisation (IVF) treatment involves the fertilisation of an egg (or eggs) outside the body. The treatment can be performed using your own eggs and sperm, or using either donated sperm or donated eggs, or both.

IVF for me?

Your clinic may recommend IVF if:

- you have been diagnosed with unexplained infertility
- your fallopian tubes are blocked
- other techniques such as fertility drugs or intrauterine insemination (IUI) have not been successful
- you are using embryo testing to avoid passing on a genetic condition to your child (see p61).

How does IVF work?

IVF techniques vary according to your individual circumstances and the approach of your clinic. Before your treatment starts, you will need to complete various consent forms (see p81). You and, if applicable, your partner may also need to have blood tests to screen for HIV or other conditions.

Treatment then typically involves the following stages:

For women

1. Suppressing your natural monthly hormone cycle

As a first step you will be given a drug to suppress your natural cycle, which you can administer yourself in the form of a daily injection or a nasal spray. The drug treatment continues for about two weeks.

2. Boosting the egg supply

After your natural cycle has been suppressed, you will be given a type of fertility hormone known as a gonadotrophin (see p40). You will usually take this as a daily injection for around 12 days. The hormone will increase the number of eggs you produce.