

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:

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 Any Time, 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:

Annual Conference
press release

Written for:



Example of:

Awareness building,
media focused, long-form,
informative content

Serious about a career in the arts? Then it's time to get down to business.

Montreal, February 28, 2016: The life of a self-employed artist isn't for the faint of heart. But at this year's Artists' Conference, YES (Youth Employment Services) is setting out to prove that, with the right business know-how, a career in the creative industries can be a fulfilling and profitable option.

"These days, to make it as an artist, you need more than talent and passion. You need to be a charismatic networker, an expert self-publicist and a top-notch salesperson - business traits that many artists have traditionally shied away from," says conference organizer, Elizabeth Ulin.

"And that's what our Business Skills for Creative Souls conference is all about: equipping artists with the knowledge they need to turn their art into profit."

Artists from all fields are invited to the day-long event where they'll learn the business skills needed to turn their artistic passion into a sustainable profession. The event will include an in-depth look at how artists can develop their own brand, see what it takes to build a network of relevant industry connections, and discover how to gain access to vital arts funding.

This year's conference features an impressive line-up of speakers and panellists including: **Andy Nulman**, co-founder of Just for Laughs, CBC personality **Sonali Karnick**, Scotiabank Giller Prize winning writer **Sean Michaels** and more. Artists are invited to register for the event on YES' website: www.yesmontreal.ca.

What: Business Skills for Creative Souls, 2016 Artists' Conference

When: March 14th, 2016

Where: Rialto Theatre, 5719 Avenue du Parc, Montreal

Cost: \$35

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].

