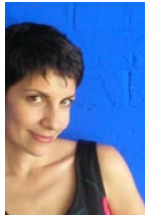




# Phyllis Foundis

copywriting | pr | direct | editorial | retail | online

COPYWRITING EXAMPLES



## Nutrimetics Retail Catalogues & online eBooks

Target audience: Women 24+. Agency: The Holla Agency, Sydney

### An Affair to Remember ~ NEW nc Lip Affair Lip Plumper...

Make your lips irresistibly kissable with this translucent, high-shine lip gloss that instantly plumps and hydrates. Mint and Vanilla Extracts plump up your lips with a deliciously tingling sensation while moisturising with Jojoba and Shea Butter. Use with nc Lipsticks for the ultimate in beautiful lips.

**Love Lush Lashes ~ New nc Flattering Lashes...** For those nights when you need an instant glamour hit, these false eyelashes give you perfectly full, sweeping lashes in an instant. Reusable.

**New nc Bump Up The Volume Mascara...** Make a lush statement; create gorgeously thick, long lashes with this ultra-volumising classic black mascara. The bristle comb provides perfectly even coverage without clumping, for flirty, full lashes.

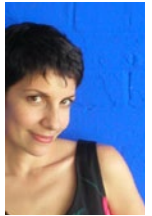
**Make a statement...** Get this season's hot looks with these pearlescent eyeshadows that add contour, colour and definition and can complement every look, Built-in smudge brush for perfect blending. Available in a range of chic finishes, from classic shades to high-fashion colours.

**Spa Perfect Skin...** Treat your face and body throughout the day with this cooling mist, enriched with the 'Energy' mineral Ruby to recharge the skin. Pomegranate Extract provides a powerful antioxidant while Cherry Blossom Extract hydrates and refreshes.

**Revitalise Your Eyes...** Soothe tired eyes with easily portable eye pillows. Infused with Malachite, the 'Harmony' mineral, to help combat free radicals and reduce puffiness and dark circles. Grapefruit and Cucumber Extracts combine to soothe, tone and brighten delicate skin around the eyes.

**Create the Perfect Canvas...** Get a gorgeously smooth, clear and even complexion. Mineralised Matte Oil-Free Foundation evenly covers imperfections and reduces excess shine. Formulated with Alpine Willow Herb and Kaolin to control oil production. Minerals Mica and Silica naturally even the skin tone – for a natural matte look and light feel. Medium coverage. All skin types except dry.

For many more examples visit: [www.nutrimetics.com.au/portal/eBrochure](http://www.nutrimetics.com.au/portal/eBrochure)



### NSW Dept. Education & Training ~ newsletters

Target audience: School principals, administrators and teachers.  
Agency: In-house (planning, co-ordinating, interviewing and writing articles)

#### The writing's on the wall...

As the dynamic qualities of digital learning grow more and more popular, the era of the blackboard is slowly coming to an end. In response to your feedback, we have developed more affordable interactive classroom equipment together with simpler purchasing options.

Early last year, we grouped the relevant interactive technology into one convenient bundle to make it easier to buy. Soon after our first bundle was released, two more lower cost options followed and we now have a fourth bundle option available to schools, TAFEs and corporate offices. Equipment bundles make it as easy as possible for you to purchase all that's necessary to establish an Interactive Classroom.

**CALLOUT:** More and more schools Australia-wide are using interactive whiteboard technology and the benefits speak for themselves. Students and teachers can access information immediately via internet-enabled whiteboards making the learning experience more engaging, dynamic and ultimately more compelling.

#### Students lap up modern technology...

The Digital Education Revolution (DER) is well underway and more students are starting to enjoy the convenience of working with laptops in class. Like you, we're delighted that the rollout of these laptops has been such a great success. And, based on the feedback, we recognise there's a much greater demand in schools for laptops than can be met within the DER program. So, we're working with the Information Technology Directorate (ITD), DER program office, the NSW Secondary Principals' Association and our DER suppliers to make DET student laptops available for discretionary purchase by schools.

This means that schools will have the option of purchasing laptops for students in earlier than years 9-12 of the DER program. TAFE institutes and even corporate offices will also be able to take advantage of these competitively priced laptops and the many special features they offer, including:

- Extraordinary processing power
- 'Intelligent' long-life battery
- Suite of sophisticated software
- Advanced security features

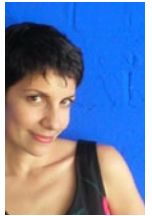
A selection of practical accessories for the laptops will soon be available for purchase.



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**C O P Y W R I T I N G E X A M P L E S**



**University of Western Sydney ~ prospectus 24 pg**

Target audience: Prospective high school and mature-age students.

Agency: In-house

It's all about opportunities...  
...and yours begin today.

Welcome to an exciting chapter of your life – university. This is a time that will sow the seeds of your future both professionally and personally. You'll make great friends. Learn new skills and broaden your view of the world.

But let's be realistic.

Starting university can be overwhelming; new environment, new faces, a new way of learning – so encouragement is vital.

At UWS you will benefit from a world-class tertiary education complemented by an outstanding collection of supportive professors, lecturers and tutors.

Everyone on campus will play a key role in your academic growth. And here's the best part. They're all available to you – because we want you to succeed.

Areas of study are designed to nourish your mind and prepare you for the 'real world'. So you'll enjoy an exciting, contemporary mix of theory and applied knowledge.

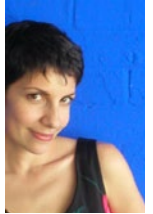
This means you can be involved in your industry before your professional life even begins. It's part of our commitment to creating an academic life you'll find rewarding, fulfilling and ... fun! So go ahead. Choose UWS and get ready to grow in ways you've never imagined.

Get ready to grow in ways you never imagined.

You are one step closer to a world of opportunity, friendships & knowledge.

**Phyllis Foundis** | StarScribe Productions Pty Ltd – *ideas that shine*

**m 0421 545 805** | **p 02 9599 8441** | **e phyllis@starscribe.com** | **w starscribe.com/advertising** | **c latte, 3 sugars**



**Reinforced Earth Company ~ brochure** 24 pages

Target audience: Civil and construction engineers and project managers.

Agency: Sydney freelance team

**A brief history**

It was the invention that revolutionised an entire industry... In the 1960s, noted engineer and architect, Henri Vidal introduced 'reinforced earth technology'. Vidal built the first full scale demonstration retaining walls which quickly became recognised as one of the most significant developments in civil engineering.

To realise his engineering vision, Henri Vidal quickly established companies throughout the world when he formed the Reinforced Earth Group. In 1974, The Reinforced Earth Company (RECO) was set up in Australia. Today, the Reinforced Earth Group is internationally renowned as the leader in mechanically stabilised embankments.

**What is the Reinforced Earth System?**

Reinforced Earth structures combine selected granular, engineered backfill with steel or synthetic tensile reinforcements and a modular facing system. This highly adaptable, robust system ensures retaining walls are as strong as they are durable.

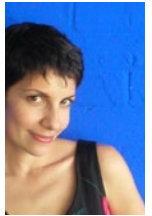
Reinforced Earth structures combine selected granular, engineered backfill with steel or synthetic tensile reinforcements and a modular facing system. This unrivalled combination creates a durable, mass gravity retaining wall. The technique is adaptable to retaining walls of any practical height. What's more, it's capable of supporting its own weight as well as large dead and live loads imposed by associated structures and vehicles.

**Why is the Reinforced Earth technique a success?**

The reasons are simple:

- Strength by providing significant load-bearing capacity
- Flexibility by providing superior differential settlement on poor foundations
- Resilience by providing exceptional seismic response and effectively absorbing vibrations from both heavy and high speed rail and explosions
- Predictable longevity through the use of reliable and durable materials
- Cost effectiveness in both construction time and materials cost
- Aesthetics by offering a wide range of architectural treatments.

Since its invention in the 60s, the Reinforced Earth Technique has enjoyed rapid adoption in many applications across all sectors.



**Selfridges ~ Christmas Beauty Book 45 pages**

Target audience: 25-55 year old female readers of the weekend broadsheet and tabloid papers. Agency: In-house

**A modern twist for young hearts**

Miss Dior Cherie captures all the promise and beauty of a new generation. Sparkling strawberry top notes lead to a sweet heart of violet, pink jasmine and popcorn. A legend in the making for the new Dior girl by John Galliano. (Price detail.)

**...only skin deep.**

Introducing Boss Skin – the new male skincare range from Hugo Boss that scrubs, nourishes and protects.

Quality skincare that includes a Smoothing Face Scrub, Perfecting Skin Serum and Instant Moisture Gel, combine to deliver high performance, low maintenance skincare for all men, all skin types. This isn't vanity – it's good skin sense. (Price detail.)

**A supernatural experience. A mystery unravels from another world...**

Introducing Alien. The incredible, enigmatic new fragrance by Thierry Mugler.

Strange, exotic, beguiling, Alien is an unforgettable fusion of woody, amber and solar floral notes. The bottle, resembling the precious stone Amethyst, is as distinctive as the scent itself – multi-faceted, striking, timeless.

Fire your imagination. Surprise your senses with the new and mystical. (Price detail.)

**Classic fragrance love affairs...**

**Je Reviens Couture.** True to its name, Je Reviens Couture has returned. This beautiful vintage scent of rare spices and blossoms, has been rebottled in a breathtaking midnight blue glass. (Price detail.)

**Arpege.** From one of the most famous perfume houses in the world comes this extraordinary fragrance of precious flowers. A scent that truly envelops the senses...

**First by Van Cleef & Arpels.** As luxurious as silk on bare shoulders, this lively, twinkling fragrance of rich floral notes is still capturing hearts 29 years on. The triumph of femininity. (Price detail.)

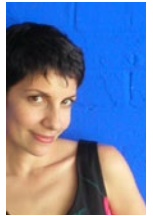
**Joy by Jean Patou.** Rare Bulgarian roses are just some of the exquisite ingredients that make up Joy's symphony of scents. Elegance and opulence in one magnificent fragrance. (Price detail.)



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COPYWRITING EXAMPLES



## TKMaxx ~ Seasonal Internal Newsletter 14 pages

Target audience: Head Office and store staff nationwide. Agency: In-house

### Eco Chic

TKMaxx goes green with the first Jute 'Bag for Life' in UK retail stores!

Did you know the average person uses 300 plastic bags a year?

That's a mind-boggling 1.75 million bags that clog our waterways, kill wildlife, crowd landfills – and take hundreds of years to decompose.

Say hello to Jute – the ultimate goodie bag.

This Autumn, TK Maxx launches the first Jute Bag for Life in UK retail stores.

Available in two funky designs, the fashionable tote-style Jute bag will retail for a tiny £2 and replace the existing TK Maxx 'bags for life'.

So just what is Jute?

Jute is a natural fibre which is farmed using traditional methods in India and Bangladesh. As well as providing employment and income for some of the world's poorest people, Jute is kind to the environment too. When you throw a Jute bag away, it breaks down naturally, putting precious nutrients back into the earth where it came from.

It's simple. Jute looks good, feels good and does good. It really is the ultimate goodie bag. And it's enough to make other retailers go green with envy.

The new Jute bags will be available in a third of all TK Maxx stores this September before they launch UK-wide in XXX.

It won't be long before the rest of the UK's retailers jump on the Jute bandwagon – but we're proud to say, TK Maxx got there first.

### Trend Watch – The hottest looks of the season.

This Summer, we couldn't get enough of wedges and hippy chic. So what's sizzling on the catwalks this Autumn? Maxx Fauxx has the lowdown on the high street trends...

**Black is back.** Draped, soft fabrics. A great antidote to Summer's wispy boho look.

**A Russian revolution.** Full skirts, elaborate embroidery, panelling and sumptuous plum-coloured velvets...

**All that glitters.** Think elaborate, eye-catching beadwork, studding and sequin details.

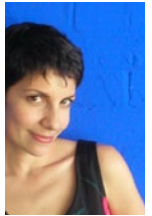
**Metallic style.** A huge look this season – lots of golds, tarnished coppers and space-age silver.



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COPYWRITING EXAMPLES



### Garnier ~ Summer magazine mailing

Garnier Summer magazine product mailing  
Target audience: Customer database of 700,000. Agency: Publicis

#### Hello and welcome to Summer!

This is the time to break out of your wintry shell, peel away those layers and prepare to bask in the long, hot days of Summer.

Chilled drinks, sunkissed skin, stunning barely-there fashion... But if you think you'll need weeks, or even months to gear up for the warm days ahead, thing again.

Garnier is here to help. And inside these pages you'll find everything you need to give your body, your hair, your skin and even you – a sizzling Summer makeover. It's fun, it's easy and best of all it's fast. So don't fret. Summer may be only weeks away, but when it's here you'll be ready to step out and show it all off.

So sit back and relax with your exclusive Summer edition of the Garnier magazine. Happy Summer, Nicky O'Brien. Garnier

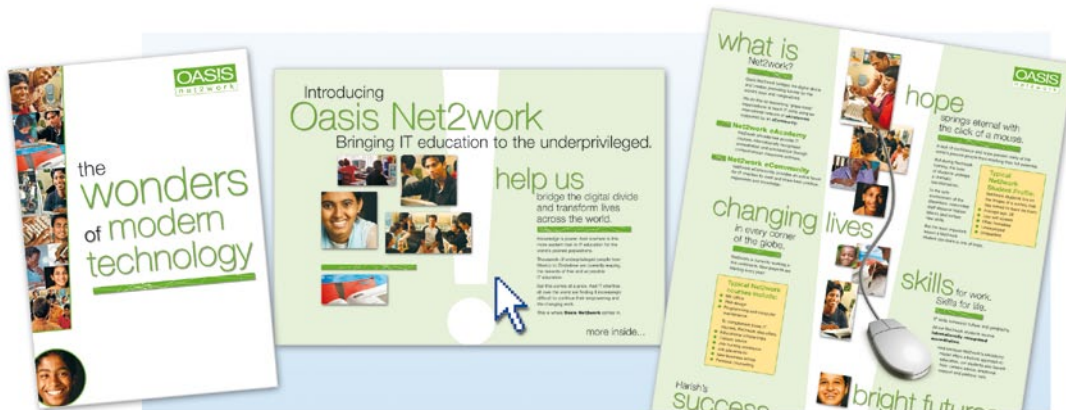
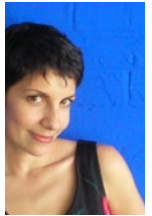
#### Go for it.

The secret of bold, sexy women doesn't only lie in a great new haircut or sleek couture – it comes from within. It's an attitude. A state of mind. And here's your brief guide to finding the bold woman in you – and letting her out!

Stand up straight! A good posture can work wonders for your figure and confidence. Push your chest out, pull in those tummy muscles, hold your head high and walk proud. You'll look taller, more self-assured and significantly reduce the chances of backache as well.

Take longer strides! Little steps are for kids. You shouldn't be afraid to take long, confident strides. Remember to fully extend your front leg as you walk – walking with bent knees is the equivalent to slumping your shoulders! So, walk long, proud and slowly – a slower pace actually conveys strength and attitude.

Do something bold everyday. Propose to your significant other. Bungee jump. Give a speech. Learn to ride a motorbike. Go skinny dipping. The list is endless and the results – invigorating! Try it for a week and feel the difference in you.



Oasis Trust ~ UK ~ Net2Work IT donations

UK-based charity for the homeless and underprivileged. Operations active worldwide. Target audience: Donors and sponsors database of 30,000

The wonders of modern technology

Introducing Oasis Net2work. Bringing IT education to the underprivileged.

Knowledge is power. And nowhere is this more evident than in IT education for the world's poorest populations. Thousands of underprivileged people from – Mexico to Zimbabwe are currently reaping the rewards of free and accessible IT education. But this comes at a price. And IT charities all over the world are finding it increasingly difficult to continue their empowering and life-changing work. This is where Oasis Net2work comes in.

help us bridge the digital divide and transform lives across the world. more inside...

What is Net2Work?

Oasis Net2work bridges the digital divide and creates promising futures for the world's poor and marginalized. We do this by resourcing 'grass roots' organizations to teach IT skills using an international network of eAcademies supported by an eCommunity:

Hope springs eternal with the click of a mouse.

A lack of confidence and hope prevent many of the world's poorest people from reaching their full potential. But during Net2work training, the lives of students undergo a dramatic transformation.

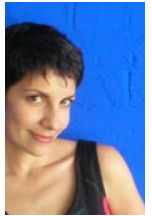
In the safe environment of the classroom, committed staff discover hidden talents and nurture new skills. But the most important lesson a Net2work student can learn is one of hope.

bright futures begin with education – and your support

Some of the world's most underprivileged young people are literally only a mouseclick away from changing their poverty-stricken paths. All they need is a modem, a PC, dedicated teaching staff – and you. Your support could take the form of:

- Financial support • Gifts in Kind – IT hardware • Volunteer help

Why not contact us on 020 7450 9000, email enquiries@net2work.org or visit our website at: www.net2work.org



### personal ~ the best of my Travel Diaries

Taking my one-woman show – **the virgin club** – to the Edinburgh Festival 2004: Some women go their whole lives not really knowing if their husband truly, really, I mean deeply, deeply, deeply loves them. I don't have this problem.

Six weeks before we got on a plane bound for Edinburgh, Kym volunteered to dress up as the world's largest hot pink vibrator.

In lieu of a big advertising budget, our vibrator would give the virgin club a unique stand-out factor at the Edinburgh Festival. We grew so close to the biggest member of *the virgin club*, we gave him a name – Weapon of Mass Debating (or WMD for short). WARNING: It's almost impossible to talk about WMD without slipping in some innuendo – see, I've done it already, believe me it's unintentional. I mean, who has the energy to keep that up.

Kym's first attempt at putting on his costume almost ended in tears – and a shopping trip for a glass eye. But after a few more attempts, the costume was up and ready to show off. When we took to the streets one sunny Sunday, the Fringe office weren't amused. And within seconds of arriving on the Royal Mile (a cordoned-off street with stages, street performers and dozens of people with thousands of fliers!), WMD and I were swooped on. She was a Fringe Steward with a radio mic and an attitude.

'I'm sorry you can't be here.'

'What? Why?'

'This is a family day.'

'So we can't be here today, or ever?'

'Ever.'

'What? Why?'

'The Fringe upholds family values.'

'But he's a big, jolly pink thing!'

'He's a penis.'

'Actually, I'm a vibrator.' I could sense Kym's temper rising.

'So where can we stand?'

'Outside the barriers is fine.'

'Outside the barriers? People will still see him.'

'But you'll be outside of the Fringe jurisdiction.'

Some major butt covering was clearly afoot. But Kym bit his lip. I bit mine. And we moved behind the barrier. And that's where we stayed.