

Moff copy taster

Posters // Email // Mail // Naming

POSTER SELECTION

The Economist takes on the US
BK gets saucy for the World Cup
Yeo Valley shows its true nature

America. Home of Warren's
'all you can eat Buffett'

The
Economist

Text PROFIT to 80000 for an article to chew on

Wall Street Station

2

3



53
AM ST

WALL ST

WAY

MPC
Culture
Fest BLUE ZONE
NYC 2008
All in
All the
boroughs
Summer Fest
Free

NO
PARKING



The International Enquirer



Get the story before it's an issue



Republican



Democrat



Independent



When opinions matter, have your own



A rounded opinion on the Oval Office

Independent since 1843



**If your country leads the Free World
Make sure your opinions are global**

Independent since 1843



**EXTRA MAYO?
EXTRA KETCHUP?
HAVE IT YOUR WAY[®]**



COME ON ENGLAND!

NATURE

MILLIONS OF LITTLE REASONS TO BUY YEO VALLEY



TRY YEO VALLEY ORGANIC DAIRY. PUT NATURE FIRST.





TRY OUR ORGANIC MILK.
IT'S PRETTY WILD.

PUT NATURE FIRST





A REAL TASTE OF THE COUNTRYSIDE

(AND THE VIEW'S NICE TOO*)



LOVELY
ORGANIC MILK

Yeo Valley
ORGANIC
Semi-Skimmed Milk

Yeo Valley
ORGANIC

VIEW FROM YEO VALLEY

A POETIC EMAIL

Disney's CRM was so retail heavy, it was more like Argos. Looking to Disneyland for inspiration, we put all the mechanics behind the scenes, giving their emails some magic.



From: enews@disney.co.uk
Date: 30/04/2015
To: Sally@email.com
Subject: Welcome to the Disney family!

Ready? Let's begin...

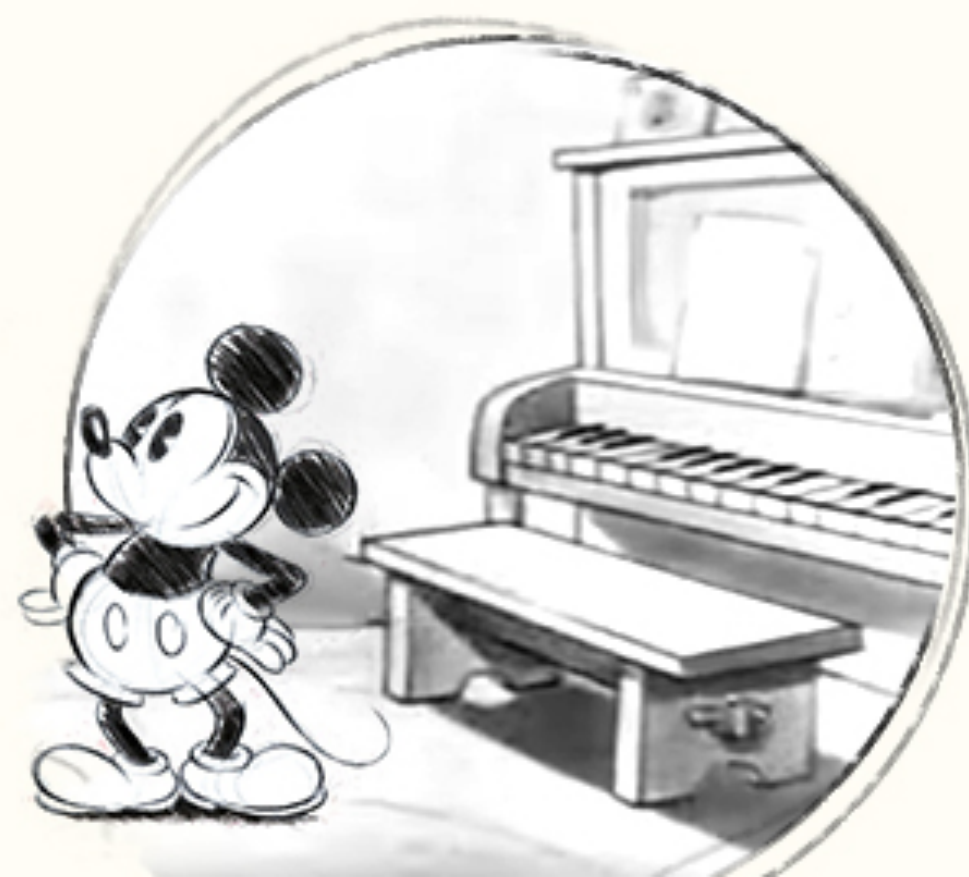
If you can't see the pics, give [this](#) a click



Welcome to **Disney!**

We're glad you're a fan
We thought that we'd start
where it all began...

First there
was Walt,
then came
a mouse



First there
was Walt,
then came
a mouse



then a park
with a castle
*(a magnificent
house!)*

Then came
some favourites,
seven dwarves



and a deer
*(Wasn't it cute when
Thumper appeared?)*



Now we've
Monsters
and Cars



and all
these new
releases,





and all
these new
releases,

With TV
and games,
the fun just
increases!





There's
trips on ships

and shows
on the stage



With the ultimate app,
whatever your age

There's also
a store,



and so much
to do

But best of all <Name>,
we've just met you!

But best of all <Name>,
we've just met you!



THANKS FOR JOINING
THE DISNEY FAMILY!

We're looking forward to keeping you up to date
with all our news, competitions, discounts and more.
Keep your eyes open for the next instalment of fun...



Disney Store



Disney World



Holidays



Inspired



DisneyLife



TV



Games



Movies

Find more fun at [Disney.co.uk](https://www.disney.co.uk)



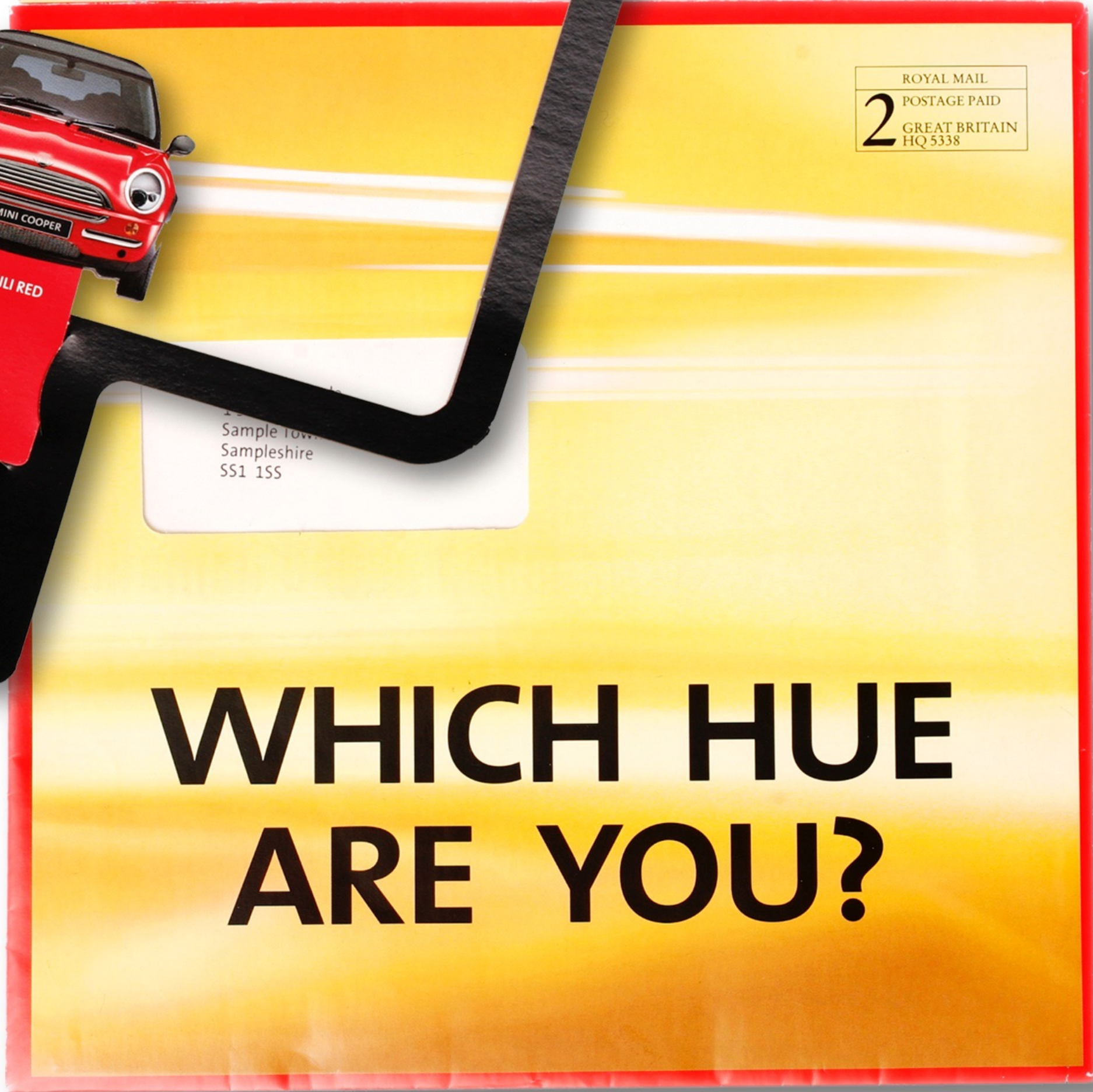
We hope you like our rhyme.

Now it's small print time

Vero eccam et accusam et iusto odio dignissim qui bla praesent lupatum delenit siduce doloret molestias excsint occaecat cupiditat non provident simil tempor sunt culpa qui officia deserunt anim id esetlaborum et dolor fugai. Et harumd deferud fac este expedit distinct. Nam a tempor cum sciuta nobis eligend optic comg nihil quod a impedit anim sic semper earud rerum hic sapiente delectus cu out odio deleris conerise

DAFT DIRECT MAIL

We were launching the new MINI and all we'd been told were the paint colours. There was only one way round it:
a sprinkle of British humour.



FIND OUT WITH THIS FREE CO-ORDINATION TEST!

Streets across the UK will be burning up this summer, thanks to two new arrivals: MINI One and MINI Cooper. It'll be so exciting that we think you might want to begin preparing.

So let's start with the range of colours on offer. To help, we've sent you this handy tool – the MINI Harmonic Ambience Facilitator. After all, it'd be a disaster if you got yourself so ready for road-gripping fun that you forgot to see if your MINI went with the wallpaper. Imagine!

So follow the instructions below, and enjoy. If you want to know more about the cars, there are details in our mini brochure, which you'll also find in this pack.

How to operate your MINI Harmonic Ambience Facilitator



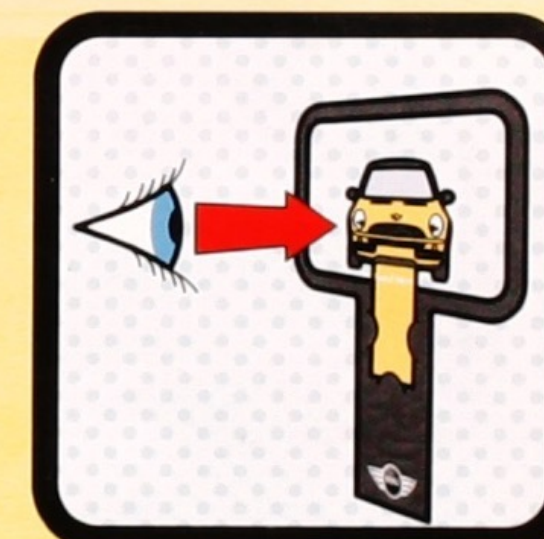
1. Pop the mini MINIs out of the card. Careful, mind.



2. Choose the hue that suits you best, and insert it into your M.H.A.F.



3. Now it's a test of manual ability. Hold up the M.H.A.F., and keep it steady.



4. Using your visual skills, look at the MINI, and then through the frame. Not too fast, or you might faint.



5. Aah, the open road. What does your MINI look like? Can you feel the wind in your hair?



6. Now park the MINI in your driveway. Good, eh?



7. The ultimate test – inside. Does your MINI match the cerise woodchip?



8. Oh well. You can always get some decorating done, can't you?

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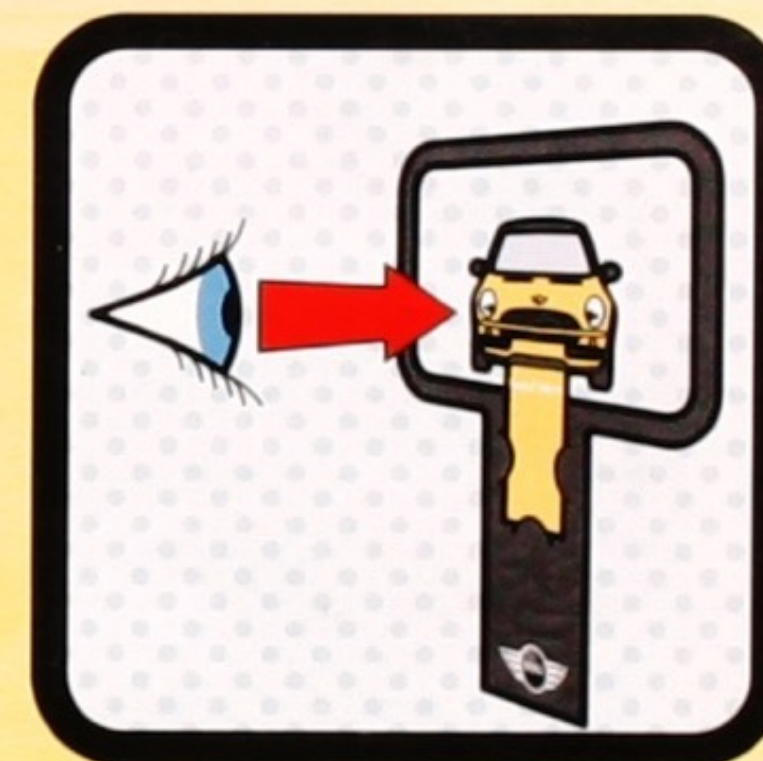
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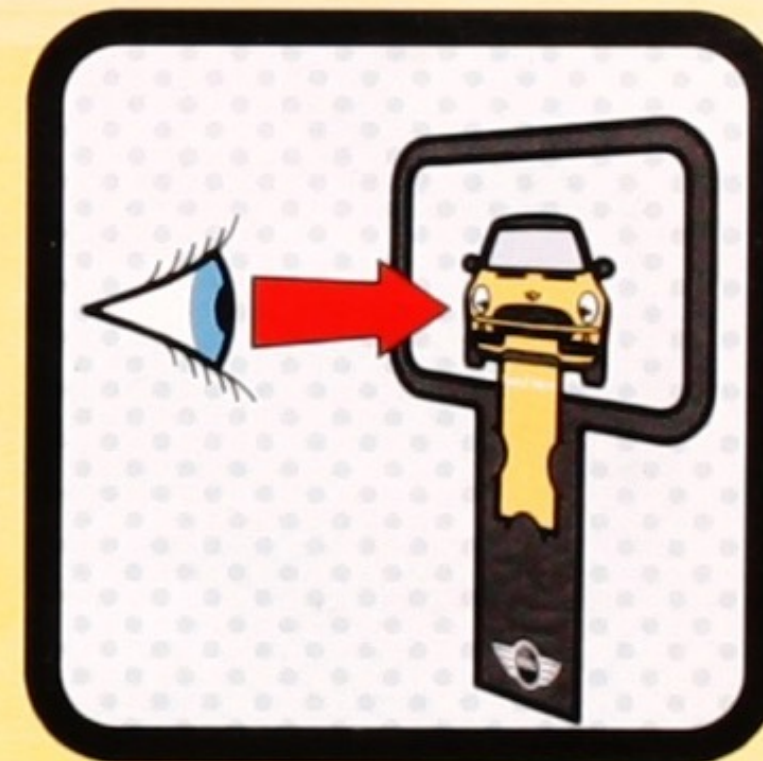
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A SIMPLE LETTER

Great Ormond Street Hospital's legacy campaign targeted an older audience. It needed a rational plea from an experienced doctor. By interviewing a senior consultant, I had what I needed.

From the office of Dr Paul Riley



40 Bernard Street
London WC1N 1LE
T 0207239 3000
www.gosh.org

Dear Mrs Goddard,

I'm a senior consultant at Great Ormond Street Hospital. My speciality is cardiovascular medicine, but today my role is very different. I'm writing to you for a simple reason - to ask you to help find a breakthrough in children's medicine. Does that sound daunting? It shouldn't. Let me tell you why.

The hardest thing about working with children is losing one. When a child is brought to me, I'm often their last hope. Other treatments simply haven't worked, so it's up to me to find a brand new way to overcome a lethal condition. That incredible responsibility inspires me to find those ways. Now, regenerative medicine means amazing things are possible. My greatest belief is that there's a cure for everything, we just don't know it yet.

So how could you play a part in all this?

I know you already support the hospital, and thank you. But there's another way you can help generations of children to come. Would you please consider leaving us a gift in your Will? An astonishing amount of the research we do here at the hospital is only made possible by gifts and legacies from supporters like you. They've helped us make amazing progress through the years.

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Let me give you an example. My team and I work with stem cells, the body's building blocks. We've discovered a way to use a person's own stem cells to grow new blood vessels in the heart. Now we're working out how this technique could be used to treat heart disease, even to repair damaged tissue after a heart attack.

It's exciting because it's about getting the body to heal itself, and every step we take brings us closer to an alternative to invasive surgery and the need for transplants. Now, our ultimate aim is to grow organs from people's own stem cells. Can you imagine?

Using this technology, teams here are working towards amazing goals. As well as mending broken hearts, we're looking for ways to cure conditions that weren't curable before – from stomach disorders to epilepsy. The trauma of a child suffering from terrible quality of life is all the inspiration we need.

Bone marrow transplants are a widely-used example of this technology, but a lot of stem cell treatment is still very new, so it's still only a last resort. Many of these goals are years away, but they're in sight - and if a child needs help, we'll do everything we can to get there.

Any life-saving breakthrough you help fund won't just save one child. It will save hundreds more. By leaving us a gift in your Will, you'll be giving future generations a fighting chance.

Continue...

From the office of Dr Paul Riley



40 Bernard Street
London WC1N 1LE
T 0207239 3000
www.gosh.org

My colleagues in the dedicated Legacy Team are happy to help. They've included a form which gives you a few options for information, to help you make a decision. I understand that your first priority is probably to your family and loved ones, and whatever you choose to do is, of course, entirely up to you. Whatever you decide, we'll be incredibly grateful.

Finally, I'd like to ask you to take a look at the leaflet we've sent you. Ciaran's story is a very moving one, and shows exactly why medical breakthroughs are vital if we're to help other children and families avoid similar suffering.

Stem cell technology has changed his life, and an advance like this today could save countless lives tomorrow. If I haven't persuaded you why funding for tomorrow is so important, perhaps Ciaran's story can.

Thank you for taking the time to read this letter.

Yours sincerely,

A handwritten signature in black ink, appearing to read "P. Riley".

Professor Paul Riley PhD BSc
Professor of Molecular Cardiology

NAMING

Yeo Valley were creating a new thick yogurt to take on skyr and greek.
What would it be called? I looked at a range of territories.



There's slow, and there's Somerset Slowe. Extra laid back for a thick and creamy countryside taste.



Sometimes, it's nice to slow down. This yogurt gets deliciously thicker with every slow churn.



Kerned means 'to thicken milk' in old Somersetshire, as a nod to our family heritage.



By slowly churning our delicious yogurt, we've created Yeo Valley Super Thick, the thickest you'll ever try.



All the way from Somerset, super thick Greek style yogurt.



When yogurt's this thick, there's only one way to describe it.



Inspired by Iceland. Made in Somerset.



We strain our delicious Somerset yogurt over and over, for extra creamy yumminess.



And the winner!
They loved two names so much...

Still need more evidence? Head back to the copy page and look over the campaigns and TOV work.