

**Lauren White.**  
**Creative Copywriter.**

**Unjumbling people, places, and briefs.**



# IDEATION TO DECORATION.

## WHY PAY INTEREST?

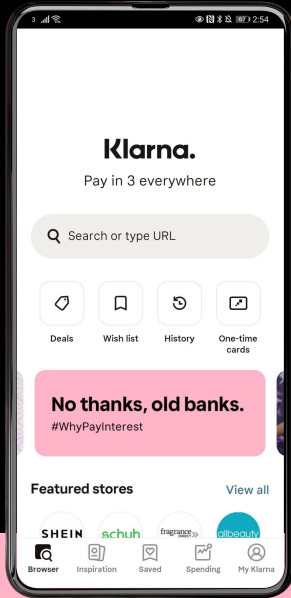
Klarna needed a campaign that showcased its benefits. It was time to say no thanks, old banks with a campaign unlike any other.

Content included:

- Targeted OOH
- Digital properties, from app to online
- Cultural & topical social copy
- SEO content and landing pages.

A multi-award winning campaign was born. Award entries and case studies? I wrote them too.

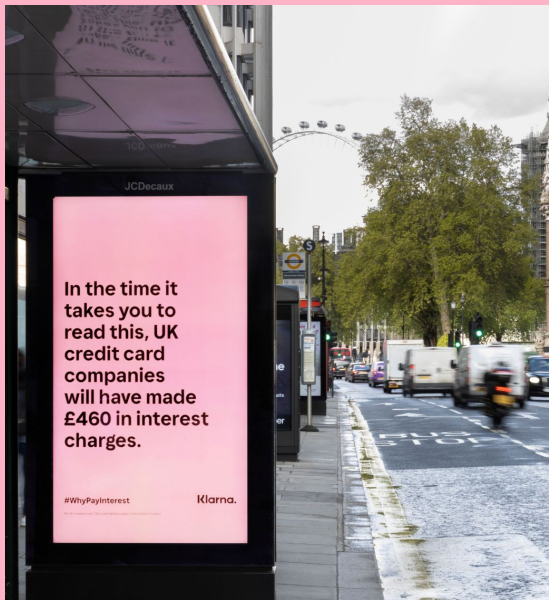




Extra time.  
No penalties.

#WhyPayInterest

Klarna.



Award Winning 2020

## Best Consumer: Why Pay Interest?

Client: Klarna

Agency: Public London

Award: Best Consumer, 2020: Gold

As a fintech disruptor brand, Klarna stands apart from traditional banking.



### Brief

Klarna makes the shopping experience as simple, safe, and smooth as possible.

Being in the financial services sector naturally brings detractors and confusion about products, services and fees. It's also not traditionally the most interesting sector. But being a fintech disruptor brand, Klarna actually is interesting. Very interesting.

Working closely with the Klarna team, we were briefed to devise and launch a bold, multi-channel campaign that would

- Stand Klarna apart from traditional banking. We do things differently with our products and for our customers – so we do things differently with our marketing.
- Increase awareness; this was in-fold. Awareness overall, awareness with key audiences and awareness ahead of competitors
- Counteract myths, dispel confusion and silence critics. Klarna's pay later products are interest and fee free and allow you to choose payments, providing a safer way to shop
- Showcase the benefits of Klarna products vs other financial services products such as credit cards. We're always on the side of shoppers – and we want them to know it.

Of course there was a long lead time to get things going. Only joking – the campaign was to launch immediately.

Most campaigns want to grab your interest. This campaign decidedly did not want your interest.

### Solution

Keeping brand synergy strong and staying true to our objectives were absolutely key to the success of this campaign.

Riffing on one of Klarna's pay later product benefits – no interest – Klarna decided to do the opposite of most marketing campaigns, and tell people we didn't want their interest. We knew this would help the message hit home.

We worked with our partners in the Klarna marketing team and partner agencies to quickly launch our creative across multiple paid and owned properties. Campaign bursts in May & July 2020 saw Klarna take driving around London, print ads, OOH sites and organic and paid social content all getting tonnes of interest (unless Klarna itself during that time).

Creative taglines like 'No thanks, old banks', 'Why pay the old way?' and 'This ad doesn't want your interest' coupled with Klarna's quirky branding helped deliver the message in a punchy, instantly accessible way.

Additional hero elements included:

- Digi OOH of London Piccadilly lights – designed, delivered and live in just few days
- Wraps and ads in publications including the Evening Standard, The Telegraph, Grazia and TimeOut.
- Using consumer input to creative elements, to show the hype wasn't just by and for ourselves. For example, featuring tweets from people with positive experiences using Klarna to take ads
- Using location specific cultural references for OOH featuring 'Buy now, pay later customers in the UK saved £76 million in interest charges last year' messaging. This included that's enough to buy Liverpool a new centre back pairing or 'that'd buy 15,987,629 pairs of socks' (examples featured in Liverpool and Bristol)
- Jumping on trending memes with Klarna specific messaging to fit culturally relevant notes and help our message travel organically on social. For example, the huge success of the England team in the Euros gave the chance to drop classics like 'Toto time. No penalties' (in reference to Klarna's snapo payment function) during gameplay. We also used the Southgate / Kane hugging meme format, at the height of its popularity with Kane tagged as 'Klarna' and Southgate tagged as 'Shoppers who don't want to pay interest, delivering product benefits in an engaging way.

Partner agencies also ran activity targeting policy and regulation decision-makers during the campaign periods, to encourage action around bringing pay later regulation up-to-date.

# JAR-GONE.

## STRATEGIC COMMS WORTH READING

~~engagement~~ ~~utilise~~ ~~empower~~  
~~alignment~~ ~~step-change~~

Making a written-by-committee, buzzword heavy strategy meaningful. Full of heart and purpose to fuel the fight for home.

*'Lauren's approach was excellent – taking the time to understand exactly what we needed, the key messages we needed to convey and the expectations of our internal audiences. The result was a strategic document that has seen fantastic engagement across Shelter, thanks in no small part to Lauren's robust approach. I would thoroughly recommend Lauren to anyone looking for a talented copywriter who is able to convey complex information concisely and effectively.'*

*[Nick, Shelter](#)*

# FIGHT FOR HOME



# CONTENT IS KING.

With 2,600 pubs across the UK and 12 different brands, Greene King has a whole heap of physical and digital real estate.

Writing for various audiences, purposes, and platforms, taking briefs and acting as an extension of their team, I've written:

- Segmented CRM email copy
- SEO landing pages
- Blog, pub, and hotel content
- Lively small-space copy for POS and in-venue signage
- Hundreds of SEO-boosting venue descriptions.

***Say hello to SEO on the next slide...***



**GREENE KING**  
BURY ST EDMUNDS



## PUBS SHOWING ALL THE BOXING DAY FOOTBALL FIXTURES

03 NOVEMBER 2024

### SCORE THIS CHRISTMAS WITH BOXING DAY FOOTBALL FIXTURES

It's one of the biggest days of the year.

There's a cracking in the air, as an electric atmosphere has to offer. It's the first Christmas Day.

In Boxing Day, there are no less than eight Boxing Day football fixtures. And you're sitting in a Greene King pub, about to watch them score.



### LET'S LOOK AT THE FIXTURES

Your best prospect could be set to come, if your team takes home the points from their Boxing Day match. We've got 787 Sports on and 510 Sports in, so you won't miss a match.

There's one last but definitely notable, with Manchester City playing Arsenal in the EFL Shield. Chelsea and Aston Villa at Stamford Bridge. Chelsea will be looking for a bit of Christmas magic to help maintain their streak, having now lost to Fulham at Stamford Bridge.

Things get hectic at the 1pm mark, where five of the Boxing Day football fixtures kick off concurrently.

Let's see, in the morning, it's a Friday, you are Leicester playing top of the board against Liverpool. But Christmas is the focus for everyone.

- 12:30pm Manchester City v Everton
- 1pm Southampton v Crystal Palace
- 1pm Chelsea v Fulham
- 1pm Newcastle v Aston Villa
- 1pm Southampton v Tottenham Hotspur
- 1pm Southampton v West Ham
- 1pm Wolves v Manchester United
- 1pm Liverpool v Leicester

Whether there's one game in the Boxing Day football fixtures that is a must see for you, or you want to go in and see all of the early go-go-go, a Greene King is the place to be.

### A DAY OF CHRISTMAS CHEERING

There are lots of other good reasons to watch the football fixtures in the pub on Boxing Day.

Food you haven't had to cook and you don't need to wash, are some of the things you're looking for. A great job is done, so it's all about the food. Or maybe a meal that's a little bit different, why not? Why not get the tartan table out and all the best beers and wines, including low and no alcohol, to make a good time of the day.

Of course, your fellow football fans will be here, too. Creating the best matchday atmosphere, like being in the stadium. But without the cold, queues or stands for your seats. Cheers and clatters when your team scores without a fair bit of singing on a loudspeaker for you to sing along to. And the best thing about it is that you can be there with those that understand your pain if your team loses.

There's plenty of space if you need some a family affair. Finally, if you're the one who wants some space, come along and get some out of your car. One night or many, why not bring all the Boxing Day football fixtures, so we're your covered.



### FIND A PUB FOR THE BOXING DAY FOOTBALL FIXTURES

Football is best experienced with a buzzing atmosphere and loads of Christmas cheer. That's why you should join us in your local Greene King pub.



## PLANT-BASED PUB FOOD TO TRY THIS VEGETARIAN

By Charlotte Jones

It's a lovely holiday season of feasting. You know you do, because vegetarians struggle to eat a regular diet throughout the month of January. We're here to help. We've got a list of plant-based recipes to try this year.

Around 200 million people are vegetarian, which is up from 120 million in 2014. The year before, in 2023, an estimated 25 million people cook on the challenge.

Essentially, vegetarians do not have a diet of heavy things like red meat, game, and seafood, and eat only plant-based.

### WHY GO GREEN?

There are a lot of reasons to go vegetarian. From personal preference to helping your health and reducing impact on the environment.

One thing that's not about judgement. If you're not on this right now, it's not your fault. If you're not on this right now, it's not your fault. If you're not on this right now, it's not your fault. If you're not on this right now, it's not your fault.

But, what's the reason you're not on this right now? It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.

If you'd like to try your dietary preferences without the price, getting on this right now, it's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.



### FINGER LICKING WITHOUT THE CHICKEN

So, we're really going to try to do this. We're really going to try to do this. We're really going to try to do this. We're really going to try to do this.

Once you've had a taste, it's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.

### A FULL OF BEANS

An adult doesn't need to be healthy to be happy. Or to be healthy to be happy.

Our plant-based food is not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.

There's one more thing to try. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.

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### FANCY A FEAST? FIND A PUB WITH VEGAN OPTIONS NEAR YOU

Whether you're all about the veggie or you're just a little bit of a veggie, we've got you covered. We've got you covered. We've got you covered. We've got you covered.

If you're not your fault, it's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault. It's a diet that's not your fault.

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## ENJOY A DAY OUT AT A DOG-FRIENDLY PUB NEAR YOU

17 JANUARY 2023

### ENJOY A DAY OUT AT A DOG-FRIENDLY PUB NEAR YOU

There's no better time to take a day out than in the winter months. That's why we're here to help you find a dog-friendly pub near you. We've got you covered. We've got you covered.

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### WALKIES!

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### DOG FRIENDLY CITIES

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### FAMILY FUN FOR ALL

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# OUT COLD.



*Oops!* OUR FRIDGE ISN'T  
WORKING, *but* WE STILL ARE!

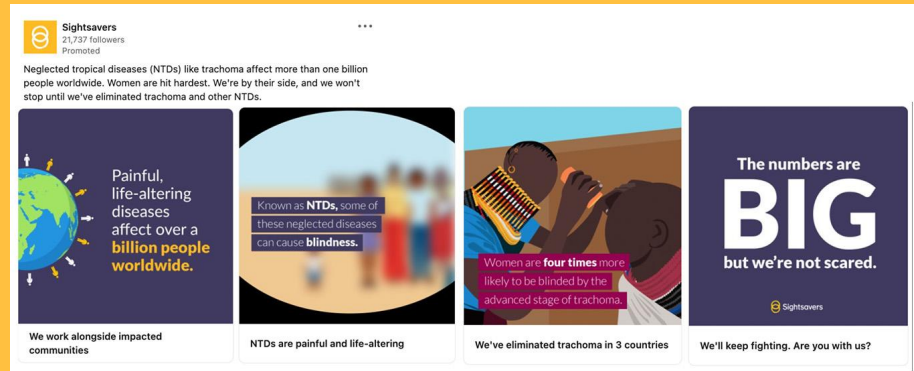
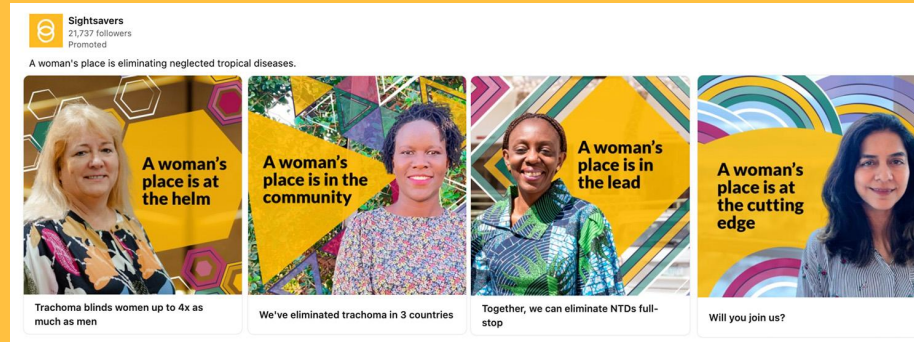
**GRAB A SLICE OF OUR DELICIOUS  
BAKED-IN HOUSE CAKES NOW!**

# NICE AND NICHE.

## SOCIAL ACTION FOR ULTRA-HIGH-NET-WORTH-INDIVIDUALS

For six months, I worked alongside a team of paid media specialists to deliver ads and landing pages testing different theories for Sightsavers in America. Including:

- areas and themes from Sightsavers' work that would most resonate
- types of language that worked best for the different phases, from awareness building to action taking
- best performing platforms.



Sightsavers





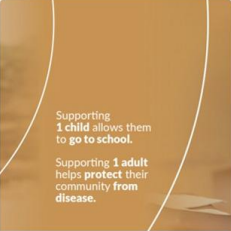
Sightsavers  
21,736 followers  
Promoted



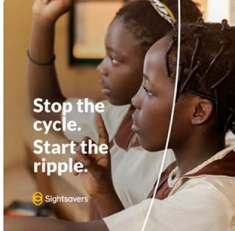
Over one billion people globally are affected by neglected tropical diseases (NTDs). We're fighting to eliminate them, causing a ripple effect where more families can earn and more children can learn. NTDs can be stopped. We won't be.



NTDs are painful and life-altering



We work alongside impacted communities



Together, we can eliminate NTDs



Sightsavers  
21,737 followers  
Promoted



125 million people are at risk of going blind from trachoma, but the disease is preventable. Now is the time to play your part - together we can #EndTrachoma.



Sightsavers protect sight



Trachoma is painful but preventable



Will you join us in eliminating trachoma?



Sightsavers  
21,736 followers  
Promoted



Eliminating neglected tropical diseases creates a ripple effect that can transform lives and communities. We've eliminated trachoma in 3 countries. We won't stop there.



NTDs are painful and life-altering



Sightsavers protects sight



We've eliminated trachoma in 3 countries



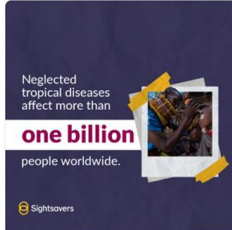
Will you help us do more?



Sightsavers  
21,736 followers  
Promoted



Neglected tropical diseases affect over one billion people worldwide. That doesn't scare us. We've eliminated trachoma in 3 countries. And we'll keep going.



The numbers are big - but we fight on



Sightsavers protects sight



Will you help us do even more?

# EMAIL IS DEAD. LONG LIVE EMAIL.

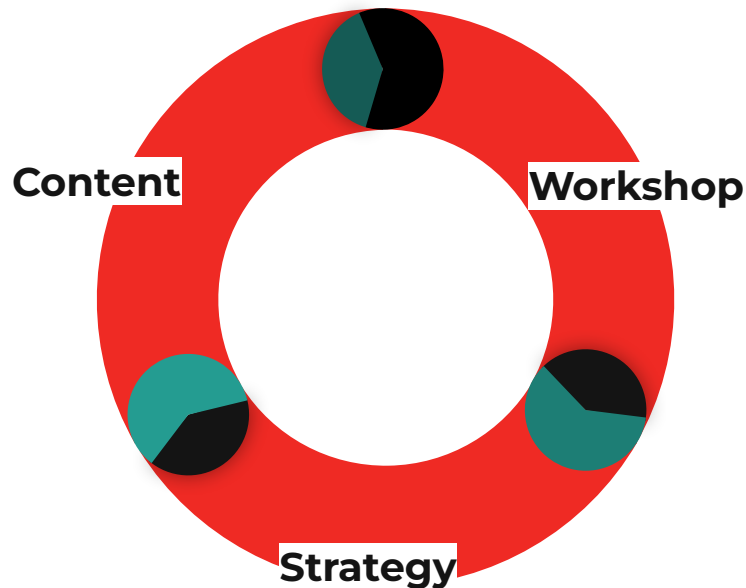
Not only did I revive and revamp the British Red Cross' email strategy and content, I did it for the team, too.

Devising and running interactive workshops helped to upskill the internal team. They found inspiration, motivation - and plenty to say.

Theirs is now an email programme that packs a punch, fully integrated with the wider supporter comms mix.



British  
RedCross



## SL: I'm a big fan of your work

...and here's why - [View online](#)



"IT WILL NEVER BE NORMAL TO HAVE BOMBS GOING OFF AROUND YOU."



Hi Lauren,

I don't know if you support other charities or not, but I know it's sometimes easy to feel taken for granted.

This might not mean anything coming from me, but I want you to know I mean it when I say thank you for being with us, as a supporter of British Red Cross.

**The difference we can make together is real.**

How do I know that?

So. My name's Ria.

I've had a pretty unusual role at the Red Cross. From early 2017, I worked in the 'Global Surge Team'.

Put simply, being in that team means being ready to be deployed at a moment's notice – usually when there's been a disaster in another country.

There's 9 of us, with different expertise and specialisms to support other National Red Cross societies. I am a food security and livelihoods specialist.

And as I said, it's an unusual role – **it will never be normal to have bombs going off around you.**

One moment, you are sitting in a room in Lebanon meeting Syrian female refugees who have been abused, abandoned, and on the road to recovery... the next, you find yourself in -35C Outer Mongolia, discussing plans to offset the challenges of the harsh winter months.

It really can be tough.

But it's important. **And to go back to my first point, so are you and so is your support – without it, we're nowhere.**

Ultimately, without our supporters I don't think the Surge Team would exist. You're helping people in crisis receive financial aid. You're helping them get food to eat. You're helping them to find a sense of purpose again.

As I said, I mean it when I say thank you for being with us Lauren.

Ria

Ria Lewis  
*Global Surge Team Specialist*

## SL: A photographer's story

Your update from Bangladesh - [View online](#)



"I WANT MY PICTURES TO HELP"



Dear Lauren,

**"When faced with photographing one of the biggest human crises on the planet, I felt overwhelmed first of all and nervous too."**

**These are the words of Farzana Hossen, a photographer from Bangladesh.**

Farzana recently joined my colleagues at the largest refugee camp in the world, Cox's Bazar, Bangladesh. It's where hundreds of thousands of people settled after fleeing horrific violence in Myanmar.

**Four out of five of them are women and children.**

In Farzana's blog post below, she tells us why she's motivated to take photos of this crisis and capture the lives of the people who are affected. People like Dil (pictured), who holds a photo of her missing husband – one of the few possessions she escaped with:

[Read Farzana's blog](#)

**I'm sure you're wondering what we're doing to help people like Dil. Here's a quick snapshot for you:**

> One of our main focuses has been to improve hygiene in the camps and limit the risk of waterborne diseases breaking out – something that's a big concern with the poor and crowded conditions.

> We've been building toilets and a system to manage human waste, with our colleagues at the Bangladesh Red Crescent. **It may not be glamorous, but this operation is vital.**

> Donations to our emergency appeal are also funding life-saving essentials that many are without, such as shelters and clean drinking water.

> Critically, with the current monsoon season – a huge worry right now – our volunteers have been helping families to prepare for extreme weather by providing materials to fortify their shelters.

**By the end of the monsoon season, up to a third of Bangladesh can be under water, so we urgently need to be proactive right now.**

> We're also working with host communities who have been affected by the crisis, helping them to develop sustainable livelihoods so they can provide for their families.

I can't thank everyone enough for their support of the [Myanmar appeal](#) so far – you've saved lives. I'll be in touch with any further updates.

Thank you,

Ben Chadwick  
*Bangladesh Programme Officer*

## SL: This is getting serious

[View online](#) - The climate crisis



FACES OF CLIMATE CHANGE



Hi Lauren,

As you have probably seen from the recent climate protests, there is a growing understanding that the climate crisis is no longer a future threat. **It's already here.**

Some of the effects are dramatic, others are less noticeable (for now). One thing is certain though, we're at risk of increasing food insecurity, water stress and a rise in the spread of diseases like malaria.

Did you know that we have around 400 extreme weather events every year? That's about **four times as many as in the 1970s**. These events are happening earlier and more frequently than predicted, and most disasters in recent years have been climate-related.

That's where we come in. Something you might not have known is that the British Red Cross is acting now to help people in the UK and around the world become more resilient to climate change.

My colleagues in Kenya have been developing programmes to support communities affected by increasingly bad droughts, as well as other climate and conflict-related issues. And here in the UK, we've developed a [Community volunteer programme](#), so that people can help their community when a disaster strikes in their local area, whether that's a flood or a fire.

**The actions you take today will affect tomorrow. Small individual changes can, and will, make a massive global difference. Lauren, you can help to end the climate crisis!**

You can help by becoming a Red Cross climate activist, making a vital behaviour change or by volunteering with your local Red Cross. To learn more head to [Faces of Climate Change](#).

With thanks,

Ben Webster  
*Head of Emergencies*

# WHO IS SHE?



17+ years in Marketing, Fundraising, and Comms.  
Mix of agency, in-house, and freelance roles. Adept at cracking on.  
Film + Journalism BA (Hons). Creative Copywriter trained.  
Allotment loving nature enthusiast hoping to rewild the world.  
Say Hi over on [LinkedIn](#).

Lauren is brilliant to work with. We work with her as often as we can - and it's always fun. A HUGE recommendation from me.

[Paul, Rally](#)

There is nothing better, I repeat, NOTHING better than having a great freelancer in your ranks; someone who can get the work done, on time and every time, someone who knows to ask all the right questions and someone who lives by 100% quality and accuracy.

I can honestly say she's a godsend and I love working with her.

[Rachel, Greene King](#)



**GOT QUESTIONS?  
GET ANSWERS.**



**LAUREN\_WRITES@OUTLOOK.COM**



**[LAUREN-WRITES.CO.UK](https://www.lauren-writes.co.uk)**



**07811449484**