Lauren White. Creative Copywriter.

Unjumbling people, places, and briefs.



IDEATION TO DECORATION.

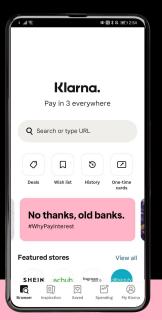
WHY PAY INTEREST?

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.





Best Consumer: Why Pay Interest?



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

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

- · Stand Klama 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 tri-fold. Awareness overall, awareness with key audiences and awareness ahead of
- · Counteract myths, dispel confusion and silence critics. Klama's pay later products are interest and fee free and allow you to snooze payments, providing a safer way to shoo
- Showage 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 compaign was to launch immediately

Most compaigns want to grab your interest. This compaign 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 compaign.

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

multiple paid and owned properties. Campaign bursts in May & July 2020 saw Klama taxis driving around London, print ads, OCH sites and organic and paid social content all getting tonnes of interest (unlike 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.

- Dial OCH at Landon Piccadilly Lights designed, delivered and live in a just few days
- · Wrops and ads in publications including the Evening Standard The Telegraph, Grazia and TimeCut
- Using consumer input in creative elements to show the hope wasn't just by and for ourselves. For example featuring tweets from people with positive experiences using Klarna in tube ads
- Using location specific cultural references for OOH featuring 'Buy now, pay later customers in the UK saved £76 million in interest changes last year messaging. This included that's agount to buy livergood a new centre back policing or 'that'd buy 19,587,628 pints of cider (examples featured in Liverpool and Bristol)
- Jumping on trending memes with Klarna specific messaging to hit 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 Totra time. No Penalties' (in reference to Klarna's snagze 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



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...



ABOUT US V VISIT US V SHOP WITH US V WORK WITH US V STORIES FROM US Beers Brands Community Discover Environments Food Inclusion And Diversity



PUBS SHOWING ALL THE BOXING DAY **FOOTBALL FIXTURES**

CS NOVEMBER 2024

SCORE THIS CHRISTMAS WITH BOXING DAY FOOTBALL

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

Picture this.

other No. It's not Christman Fee. ..

It's Boxing Day. There are no less than eight Boxing Day football flatures. And you're sitting in a Groose King pub, about to watch



LET'S LOOK AT THE FIXTURES

esent could be set to come. If your tests takes home the noists from their Boutes Day match. We've not TNT Sports (as well as Sky Sports) so you won't miss a match.

There's not one but two deeby matches, with Man City playing Everoon at the Ethad Sadium and Chebea and Fulham at Stamford Bridge. Chalusa will be looking for a bit of Christmas magic to help maintain their streak, having rever lost

Things get hectic at the 3pm mark, where five of the Boxing Day football fixtures kick off concurrently.

Last up, in the evening, is a tough one for Leicester playing top of the board against Liverpool. But Christmas is the

- 9 12.30pm: Manchester City v Evertor 3pex Bournemouth v Crystal Palson

to Fulham at Stansford Bridge.

- 3prx Chebsa v Fulham 3pm: Newcastle v Aston Villa
- New Nationham Forest v Tottenham Hotsus
- Jon: Southampton v West Ham Sprx Wolves v Manchesser United

Whether there's one game in the Boxing Day football focuses that's a must-see for you, or you want to do in and out of as many as possible, a Greene King pub is the place to be.

A DAY OF CHRISTMAS CHEER(ING)

There are less of other good reasons to

watch the football flatures in the pub this Boxing day.

Food you haven't had to cook and pots you don't need to wash are two of them! Maybe you're hankering for a steak (or even a salad) after all the turkey-based overindulgence. Or maybe a match classic like a burger is what you want. We've got the transless dishot and all the best boors and wines, including low and no alcohol, to make a good time the best time.

Of course, your follow football fans will be here, too. Creating the best marchday attreosphere. Ilso boing in the stadium - but without the cold, queues or squash for your seats. Cheer and colebrate when your toam score without the fear of stepping on a brand-new toy as you might at home, and share knowing nods

eer there out of your bair. One manch or many, we're showing all the Boxing Day football flutures, so we've got you covered.



FIND A PUB FOR THE BOXING DAY FOOTBALL FIXTURES

Festive football is best experienced with a buzzing atmosphere and loads of Christmas cheer. That's why you should

View All Bees Brands Community Discover Environments Food Inclusion And Diversity 3



PLANT-BASED PUB FOOD TO TRY THIS

VEGANUARY

03 DECEMBER 2024

You've probably hourd of <u>Vegenuary</u> by now. But in case you hexen'r, Vegenuary encourages people on case a vegen dec throughost the month of January. We've here to help heap it flux make sure it down't impact your social life and, impactually, to they be case;

Around 1,000 people took part in Vispensary when it learnhed in 2014. The years book, in 2004, an estimated 25 million people took on the challenge.

ordally. Veganusry has done more than a docade of heavy lifting to get more greens, beam and all-round good stuff

WHY GO GREEN?

There are lots of reasons to my Viganuary, from personal

right in a fishing of I from want to start with ment free Principly and see how you go, good for you. If you want to support your friend that may give it a go yourself, that's als. Within here as serve up good cimes and good pub Sood for all.

That with semalest more visible than ever 3% also explor than soon is get anomals. You save where is get startes? Feet and loads of mecha-librar out then its bely you get going. Sonything there one got planning to quick cook respect, special octasions to subtant classics, children, werest areats and anados, can all be whipped up at home.

planning or pots to wash - shoult out your local Groom King puls so see what vegan delights we have on offer.



FINGER LICKING WITHOUT THE CHICKEN

So, are you needy to goad 'n' noll with Greece King' Because we're needs to siddle your tassebush and open your mind to the plant-based possibilities on our reens this Vegansary and beyond

Once upon a time, vegen had as sough it out with pagy idde tablet and cald claps as their only applican when trapping out. On no more, Letzico list all of that behind as and options the certainingly carry plant-based beauties at your favoration Green's Kinguish. Care was part as last yearly!

FULL OF BEANS

A most doesn't word to be receip to be heavily. Dr lip amastingly delicious.

Our pleating plant-based treats mean you can my semething tasty without forgoing taste. Let's tack in.

languary can be a cold and block murch, so we'll start with a sciencise of a present year on a second man treatment on the a second on a second or a second from the Nicowood Arms in Cheltonham. Cheltonham is full of family-friendly for - yez like our guide - and makes for a great day out.

To seen, write centering the Virgin Plane Almost Mestabilis. They're sheery, come in a nich poses source and with seasond based on the side. Fore plane based perfection. Howing on to our main, and, as it is flamary, it's got to be a jain. Vilging to Haldmann A. He Mr. to be precise. Subtravel in grow and served with chips or more possess and of it, we can't certain sources. Sub-over's next caractering surrentees. Not write next caractering surrentees. Not write next caractering surrentees. Not write next caractering surrentees. Not seen while you see a Vilgin Currentees all contents are under other agents.

ice cream is up for grains. Perhaps that was a little spoints, after the Clinianus indulation? Don't worm, we'll take a fairter turn now.

Next, wi're heading so Busson for beautifully stanning winter scenes. And delicious pub food that won't require you so break your Veganusry word These mens choices come from the <u>OM Chib Hease.</u>

Haumous is tempting to sears dipping into, but way in each a wholesome winter close that not're oping for that. The Chicamine Katsa Curry is a standout carry main dish but, if you want correcting lighter still, there's always the Tomato & Peter Salad.

Take a nam further north to the historic city of York, and the Golden Lies is serving up over more ways to sep-out for Vegenary. This time, we're starting with sometime from the Snall Place. Place based Naggets (and oping for the Texas 88Q sauce for dipping). The Beyond Mest Burger is a solid choice for a main but then again, the area resplication and regard for cream has pur publing firmly back on the mens. We did on to know it light

Phew, we're feeling say full shar all of that.

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

Whether you're gold gall out for Viganiary or just want to give it a go, we've got something difficient for you to try. Wh've even got opdoes on the lidd' menu, so the little even can get involved, as well.

If the rest of your family or friends aren't joining in this time

Prey your postends in our handy publisheder and start your culinary advorsurs with Grozna King this Viganuary? We look forward to seeing you soon.















ENJOY A DAY OUT AT A DOG-FRIENDLY PUB NEAR YOU TO LANGUAGY 2005

ENJOY A DAY OUR AT A DOG-FRIENDLY PUR NEAR YOU

They're sur host friends and friendlisat recentors of the family. They lose to with, not, we're, awayde up on the court and be by our side no mater what. Then right, we're taking about heldful sid bounds, perfect poordes and dutible designer.

Here so Greene King, we have loss of <u>depertmently pale near year</u> to ensure they can stap by your dide when Kit case so refuel after a long day out, calciums something special with family, or soak up the methodsy smooghers with

Lat's take a look at things to do with your dog and day-friendly puls in a city or town near you.

WALKIESI

Nothing boxx s good walk to get the blood-pumping and spirits. Mad.

A slow mounder through somic country-lide or a storage through the city can holp get your chance judge flowing, give you since to reflect, and floors your playlood and mental health. It cleren't mound to be a hard hits so that the benefits — just. ten minutes of brisk walking a day can do the trick. What better way to do it than with your best friend by your side!

Take a look at our gade to the best dog walks in Cambridge

If your feet are backing at the end of your eath, head to a day



DOG FRIENDLY CITIES

The UK is full of day lovers, But where are the best day-handly specified thing sight - we're about to explore them? Surey Brighton signs the charts according to reason. Wheelering what you can get up to their? From base's long-to-local hautor, Cherk's a <u>public Brighton</u> for you and your pooch.

Late of dog-friendy claim help you plan your only with specific sentions on drain efficial souries behavious who, so that's divelys a great place to start.

Stoping in the assets, Besh has less of deg-bloody places on vain. An inneir English que sown and beautil deg-bloody pude in Besh mische the Sassawin Houd, originally an old Counting I've that Charles Dide See what color deg-bloody pub-delights; are on other in both.

Landon is a busing dog-freedly cop, if you want something close by tus a latie less busy, hop out so piccareager for Albana on the commutan hels, Yau'll be blown away by all the dog-friendly things you can get up to. There's even

Meeting up on the middensh, and Mostdingham has everything you need for a disprise of your entrypool pub foor weining for you at the end. Sujey's plot on the River Trees after a walk along the water or head into a depiction with historic significance.

Carrying on northbound, and <u>Owestor is full of dog-friendly astroactions</u>, chaps, walks, pulse and mont Obestor is assuming the brinning with needless? sow and elegans sunharcores. For gaths embessors, head as the deg-friendly Managemen Buy, and less in the alless members during in England.

We'll and our whitele-map cour of dog-friendly coles in Harrageau. We'll due Torkshire Dales at its edges, it's the perfect place to streetly some lags and go we'll. There are also lines all degrid breedly accordings, cells and pales.

FAMILY FUN FOR ALL

As the LRCs best-leved pers, it's no surprise that dag friendly and family-drawdly go hand-in-hand, partitive they do at Greene King puts.

trips to country parks, be sino to chock for the neutral day thisroly pub that's also packed with family-briandly ben.



DOGGY DAY CARE? DON'T NEED IT! FIND A DOG-FRIENDLY PUB NEAR YOU

Home or every, put a town, tity or postande in our <u>bandy pub finder and find a deg fellendly pub</u> in a place near you.

While mod far welcome you in a Greene King pub soun!

BACK TO POSTS

OUT COLD.



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

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

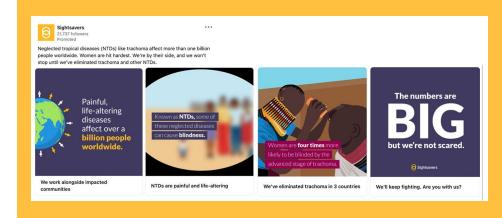
NICE AND NICHE.

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.









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



Supporting
1 child allows them
to go to school.

Supporting 1 adult
helps protect their
community from
disease.

We work alongside impacted

• • •



NTDs are painful and life-altering

We work alongside impacted communities

Together, we can eliminate NTDs



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?



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?





The numbers are big - but we fight on





We know that together, we can eliminate NTDs.

Sightsavers

Sightsavers protects sight

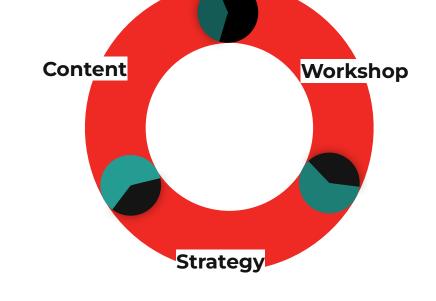
Will you help us do even more?

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.





SL: I'm a big fan of yours Lauren

... and here's why - Vie



"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.

ia

Ria Lewis Global Surge Team Specialist

SL: A photographer's story

Your update from Bangladesh - View onli



"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 chis



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 <u>Community volunteer programme</u>, 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 <u>Faces</u> 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.

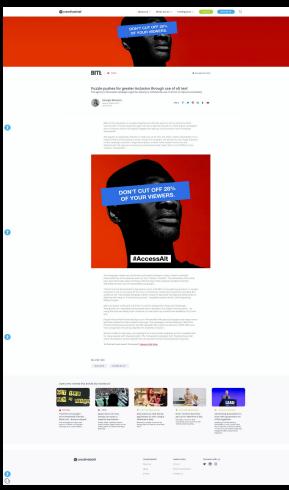
Lauren is brilliant to work with. We work with her as often as we can - and it's always fun. A HUGE recommendation from me.

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







C malichimo

Get up to

7x more orders

with automated

journeys

Start Free Trial ->

GOT QUESTIONS? GET ANSWERS.

