the copysmith

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hi

Welcome to the Copysmith, a collective of English copywriters with experience from top multinational agencies. We've cut our teeth on some of the world's most outstanding brands, above and below-the-line, giving us a solid foundation for what we love most – crafting language that makes brands come alive.

"It's always reassuring to know that your job is in good hands. The Copysmith's professionalism is reflected in their delivery, quality of writing and constant commitment to deadlines. They make a difference by closely understanding the client and the project.

The copysmith is a team driven by a geniune passion for what they do."

Akram Farhat
Regional Client Director Middle East
The Brand Union, Dubai, UAE

what

We provide the A to Z of copywriting skills – from polishing and editing to tone of voice development, SEO webcopy and through the line marketing. This includes headline concepts, radio ads, brochure copy, annual reports, straplines, newsletters, press releases and top-level speeches.

What's more, with years of experience in markets such as the Middle East, Europe and Africa, we understand the diversity of today's global consumer and the importance of regional sensitivity. That's why we're trusted by major clients such as the BMW Group in Germany and Publicis Graphics in Jordan to be their English language consultants.

"We at Interone appreciate the Copysmith's enthusiasm for the high-standards we share with the BMW Group and, of course, as our language watch-dogs their ability to 'get' the subtleties of what we are trying to say from German to English. They have a friendly and flexible work-style; always willing to just give advice and talk about ideas on the phone."

Werner Plücker
Account Manager for BMW/MINI
Interone Worldwide, Düsseldorf, Germany

who

Over the years, we've been privileged to work with an exciting list of clients. From multi-national brands to start up companies and pro bono clients, we value each of them equally. Here's a list of those we've worked for so far.

Automotive
BMW
MINI
Land Rover
Jaguar
Ford
Lincoln
Mercury
Audi
Peugot
Citroën
Kia
Al Tayer Motors
Caterpillar

Retail
BurJuman
Ski Dubai
Dubai Mall
Mall of the Emirates
Virgin Megastore
Axiom
Booksplus
Dubai Shopping Festival

Fashion
Levis
Harvey Nichols
Revlon
BurJuman
Al Hokair

Education
GEMS Education
Kickstart Enterprise
Oxford Brookes University

Finance & Investment
Mubadala
Citibank
HBOS
Abbey
Friends Provident
Legal & General
Mawarid Finance
Al Mal Capital
Abraaj Capital
Amlak Finance
Zabeel Investments
Emaar Industries & Investments (EII)
Amwal (Qatar)
Nedbank (South Africa)
Mercantile Lisbon Bank
(South Africa)

Media
Mbc
Gulf News
Radio 1&2 (Dubai)
5fm (South Africa)
Highveld fm
702
eTV
Natmags
Arabian Eye Images

Hospitality
Rosewood Hotels
Southern Sun
Marriot
Utel
Saraya Holdings

Real Estate
Tiger Woods Dubai
Emaar Corporate
Dubai Marina
Arabian Ranches
Emirates Hills
The Greens
The Lakes
The Meadows
The Springs
Dubai Healthcare City
The Burj Dubai
Al Barari
Business Bay
Tiara Residence (Palm Island)
World Trade Centre Residence
Park Place
Royal Oceanic
Arabian Bay
Water Homes (PJA)
Signature & Garden Villas (PJA)

Airline
Virgin Atlantic
Etihad Airways
Abu Dhabi Aircraft Technologies
Dubai Freight Services

Technology
Samsung
LG
Canon
Hitachi
Nokia
Sony Ericsson
Thuraya
Streetscape Internationall

FMCG
Masafi
Nestle
Cadbury
Coca Cola
McDonald's
Yoplait
Jordans Cereals
Pronutro
Nutriphase Dog Food
LIV Energy Drinks
WKD
3M
Yale

Log on To manage your Abbey accounts online

Our full range: Go

Current Accounts

You are here: Abbey home page > Future > Savings > Instant Access Savings > 50+ Saver

Search: Go

Abbey

PART OF THE SANTANDER GROUP

What do I get?

An exclusive account if you are over 50 that gives you an excellent rate of interest and which allows you instant and easy access to your account whenever you want or need it; whether it is for a holiday, helping the kids in some way or just treating yourself to something nice.

50+ Saver

Apply

Consider it if...

- You are over 50
- You want easy access to your money through cash machine, branch or by transferring to an abbey account with no withdrawal penalties.
- You'd like to be able to manage your money online, by phone, cash machine or by post

Don't consider it if...

- You are under 50
- You want to keep your money safely out of reach and avoid dipping into your savings
- You want to manage your money by using the branch
- You want to pay bills or transfer money to an external bank or building society

A variable rate from 5.60% gross p.a./AER on balances from £1

By phone, post, cash machine or online, Abbey's 50+ Saver is designed exclusively to give you a great rate with instant access to your savings.

Facts at a glance

Click below to check out all of the important things you need to know about this account (like the features, charges and loads of other info)

More information

- **Overview**
- Facts at a glance
- Interest rates
- Legal details
- Apply

Your alternatives

- eSaver
- Flexible Card Saver
- Reward Savings
- Fixed Term Savings
- ISAs - **Tax-free savings**

Log on To manage your Abbey accounts online

Our full range: Go

Current Accounts

You are here: Abbey home page > Cash > Current Accounts > Abbey current account > The Abbey current account

Search: Go

Abbey

PART OF THE SANTANDER GROUP

What do I get?

e-banking service

Manage your account online, 24 hours a day at the click of a mouse. To find out more, view our e-banking demo. (opens in new window)

The Abbey current account

Apply

Bank accounts designed around you

With Abbey, you get to choose a bank account that matches the way you live your life. If you're usually in credit, the Preferred In Credit Rate Bank Account offers 8% AER (see note 1) interest on balances up to £2,500 for the first 12 months. Or, if you tend to use your overdraft, the Preferred Overdraft Rate Bank Account gives you an interest-free overdraft for the first 12 months. To get access to these great rates, simply switch using our Account Transfer Service and pay in £1,000 or more a month. What's more, we'll even help you save with our Sweep Facility which moves any spare cash straight into your savings.

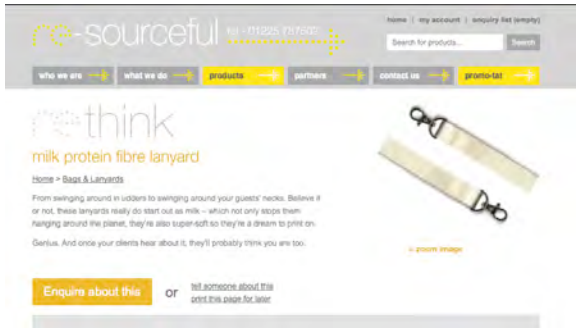
Why choose an Abbey Bank Account?

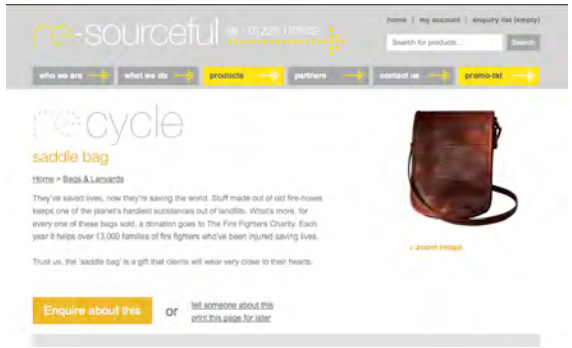
- Enjoy one of the highest rates of interest for a bank account in the UK when you switch to Abbey using the Account Transfer Service.
- Choice – we are the only UK provider to offer two bank accounts depending on whether you are usually in credit or overdrawn.
- Preferred In-Credit Rate Bank Account pays up to 8% AER in the first year on balances up to £2,500 and 2.5% AER if you pay £1,000 or more into the account each month.
- Preferred Overdraft Rate Bank Account offers an interest-free overdraft for 12 months on the full amount of the overdraft and then changes to our standard preferred overdraft rate (currently 12.9% EAR, see note 2).
- Access your current account around the clock with Online Banking, Telephone Banking and over 700 Abbey

More information

- **Overview**
- Facts at a glance
- Interest Rates
- Legal details
- Apply

www.abbey.com





www.re-everything.com/resourceful
For their online portal that sells recycled and sustainably sourced promotional goodies, Re-sourceful wanted copy that was light-hearted, yet serious.

Milk protein fibre lanyard
From swinging around in udders to swinging around your guests' necks. Believe it or not, these lanyards really do start out as milk – which not only stops them hanging around the planet, they're also super-soft so they're a dream to print on.

Genius. And once your clients hear about it, they'll probably think you are too.

Saddle bags
They've saved lives, now they're saving the world. Stuff made out of old fire-hoses keeps one of the planet's hardiest substances out of landfills. What's more, for every one of these bags sold, a donation goes to The Fire Fighters Charity. Each year it helps over 13,000 families of fire fighters who've been injured saving lives.

Trust us, the 'saddle bag' is a gift that clients will wear very close to their hearts.

Mousemats made from tyres
Over the years, mice have generally come off worse in the tyre v rodent battle. But we love mice – so now they get their revenge by running over tyres all day long.

These recycled tyre mousemats are certainly a lot prettier than road kill, and they'll last longer too. So your message will get loads of mileage.

www.kia.co.uk/ceed

Neuro fuzzy technology

Something with a name like 'neuro fuzzy technology' had to have a place in the cee'd. We've been working with Artificial Intelligence (AI) for years to make our cars smarter and easier to use. But the cee'd is one of the first to have an AI gearbox – which actually learns how you drive to make your gear changes smoother and more efficient. It's not just better for you, it saves petrol and lowers CO2 emissions as well.

Streetpole International Brochure

Bright Lights. Big beautiful cities.

Since our launch in 1998, Streetscape has been revolutionising the streets of the world's most iconic cities such as Sydney, Barcelona and Dubai.

Clean up the streets with Smartpole

Streetscape International's simple-yet-smart design approach materialised in the breakthrough invention of Smartpole. As exclusive manufacturer and supplier of Smartpole, we've become the world leader in urban network planning. Our patented track makes room for an endless array of accessories, all on one pole, operating seamlessly and independently at any height or angle. With Smartlighting, Smarttraffic, Smartsignage and Smartcell, every Smartpole becomes a high-tech hub that can operate a wide variety of lights, traffic signals, advertising, video surveillance and anything else your project's streets will need to function smoothly.
Furthermore, with fewer poles on your boulevards, Streetscape International gives you the freedom to design open and striking space and still allow for urban expansion economically and efficiently.

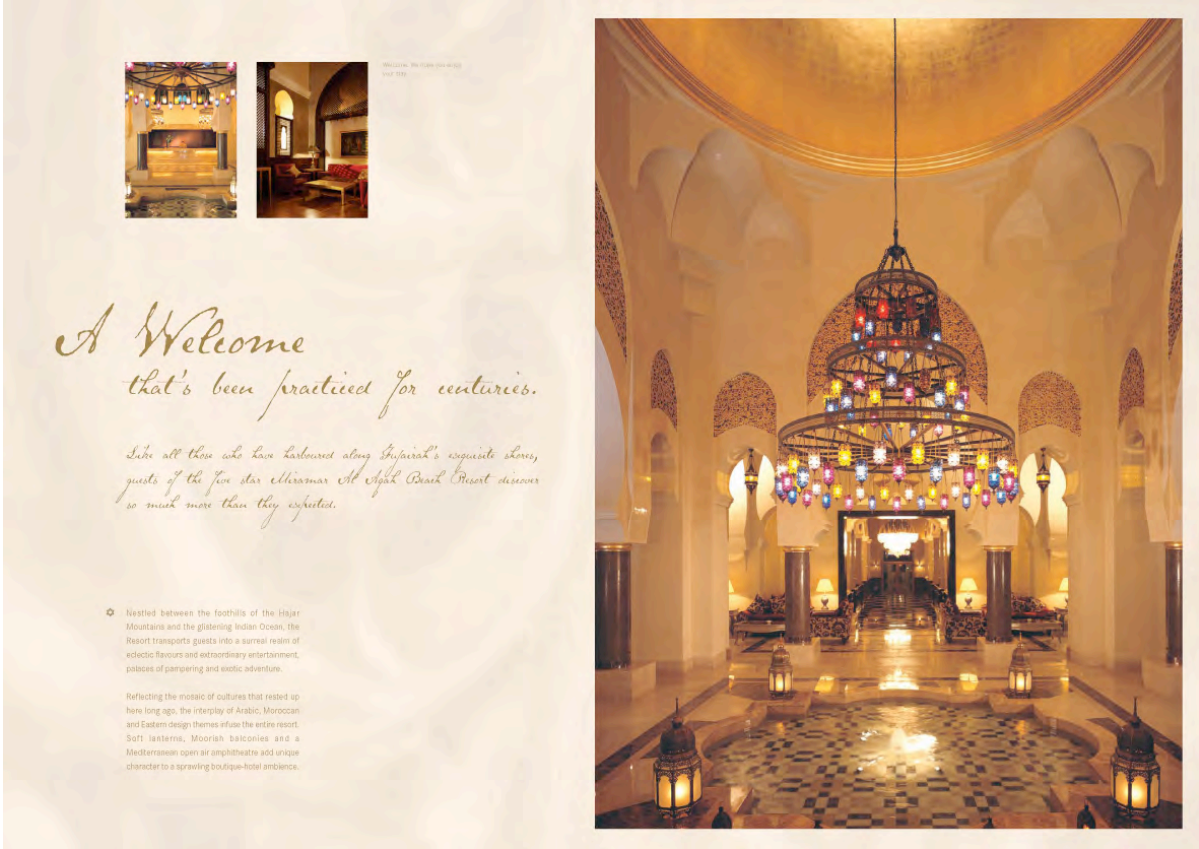
Miramar Brochure for Genius Loci

A welcome that's been practised for centuries.

Like all those who have harboured along Fujairah's exquisite shores, guests of the five star Miramar Al Aqah Beach Resort discover so much more than they expected.

Nestled between the foothills of the Hajar Mountains and the glistening Indian Ocean, the Resort transports guests into a surreal realm of eclectic flavours and extraordinary entertainment, palaces of pampering and exotic adventure.

Reflecting the mosaic of cultures that rested up here long ago, the interplay of Arabic, Moroccan and Eastern design themes infuse the entire resort. Soft lanterns, Moorish balconies and a Mediterranean open air amphitheatre add unique character to a sprawling boutique-hotel ambience.



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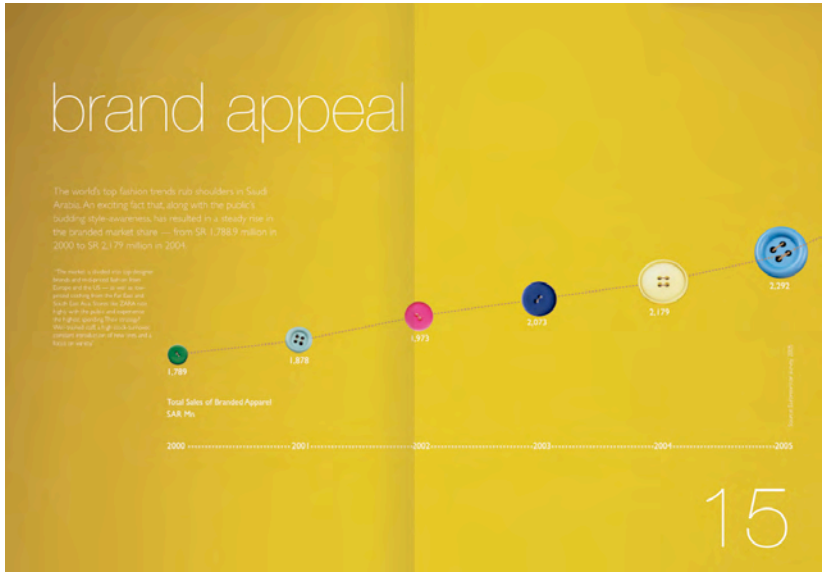
Dubai Freight Services brochure for Propeller

Anything. Anytime. Anywhere.
DFS is a company that knows how to get the job done. We were established in 2003 to capitalise on the growth in the Middle East transportation industry, and have already notched up an excellent reputation for reliability and versatility. Especially in the most testing circumstances.

Unparalleled reliability
People put a lot of trust in us and we don't let them down. Over the past few years, we've delivered passengers and cargo to the most remote and troublesome locations – such as Iraq, Afghanistan and Sudan. Our extensive expertise and thorough approach to every mission ensures total peace of mind, no matter what's at stake.



Al Hokair Brochure for Brand Union

From Runway to Retail

Consider the most competitive and sophisticated retail segment in Saudi Arabia: apparel retail. It's an industry that has been and continues to be shaped by enthusiastic, fashion savvy consumers — discerning young people who make up 45% of the total population of Saudi Arabia. It's a market that, thanks to global media, has its fingers on the pulse of the ever-evolving trends from Tokyo to Milan, NY to London.

Fashion Following

The industry's breakneck growth over the last few years has seen market estimates rise from SAR 8.36 billion in 2000 to SAR 8.55 billion in 2005.

The bulk of these sales were non-global brands and unbranded products — mostly Asian imports. But as the Saudi consumer became more in tune with global trends — with sophisticated taste, brand awareness and loyalty — we saw a shift to international designer brands. In 2000, sales of top brands made up 21.4% of the total apparel sales — by 2005 this had increased to 26.8%. Meanwhile, on the street, the number of boutiques and malls specializing in international designer brands boomed.

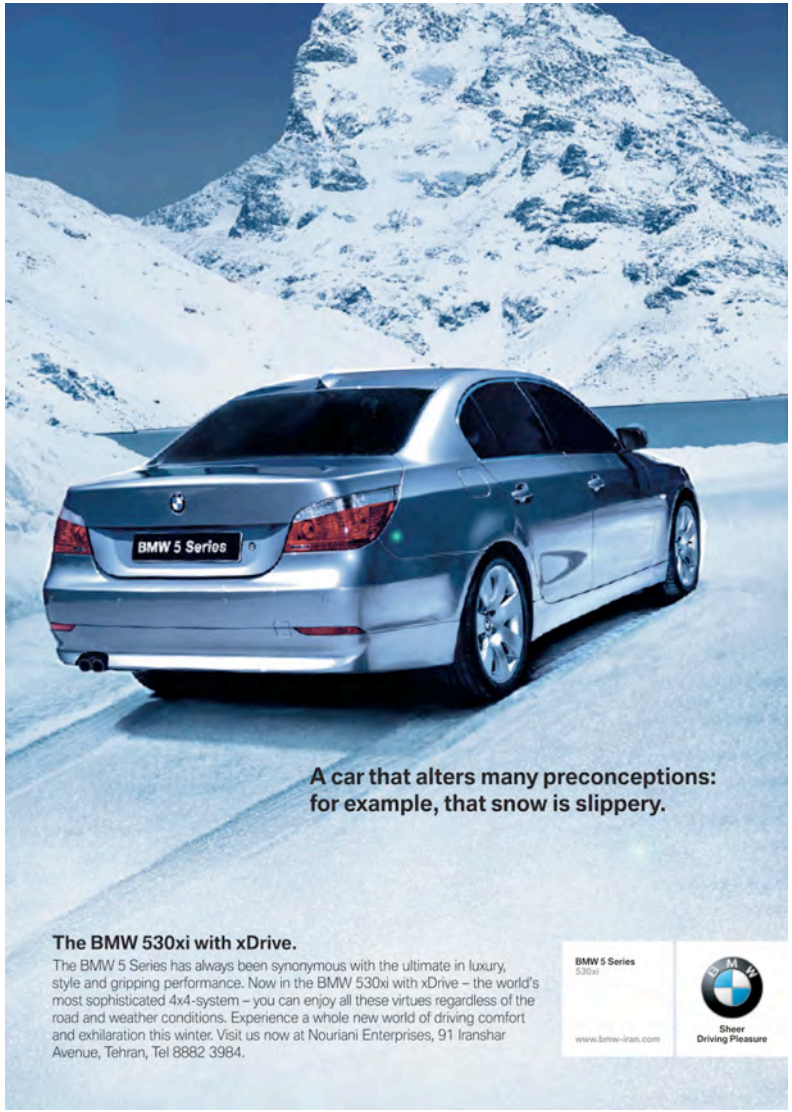
Mubadala Corporate Guidelines
We assisted in writing and compiling the communication guidance for Brand Union. Other guidelines that we've worked on have been Nokia Online Guidelines and Nokia Wiki Online Guidelines.

What is tone of voice?
Our brand positioning revolves around solid values. To make sure it is recognized and trusted, these values need to create a brand personality that is consistent in all visual and verbal communication. Our visual language is covered in the rest of this manual, as well as in the Business Units Manual. Here we'll show you how the verbal side works – promoting the right brand image through our choice of words, copy style and grammar. We call this our tone of voice.

Just like the visual language, tone of voice is a vital asset of our brand style. So we need to use it consistently in all our written communications – from external advertising and brochures, to emails and memos.

MINI
Branding the Madinat shopping mall carpark in Dubai.

For MBR Creative Flare, Dubai.

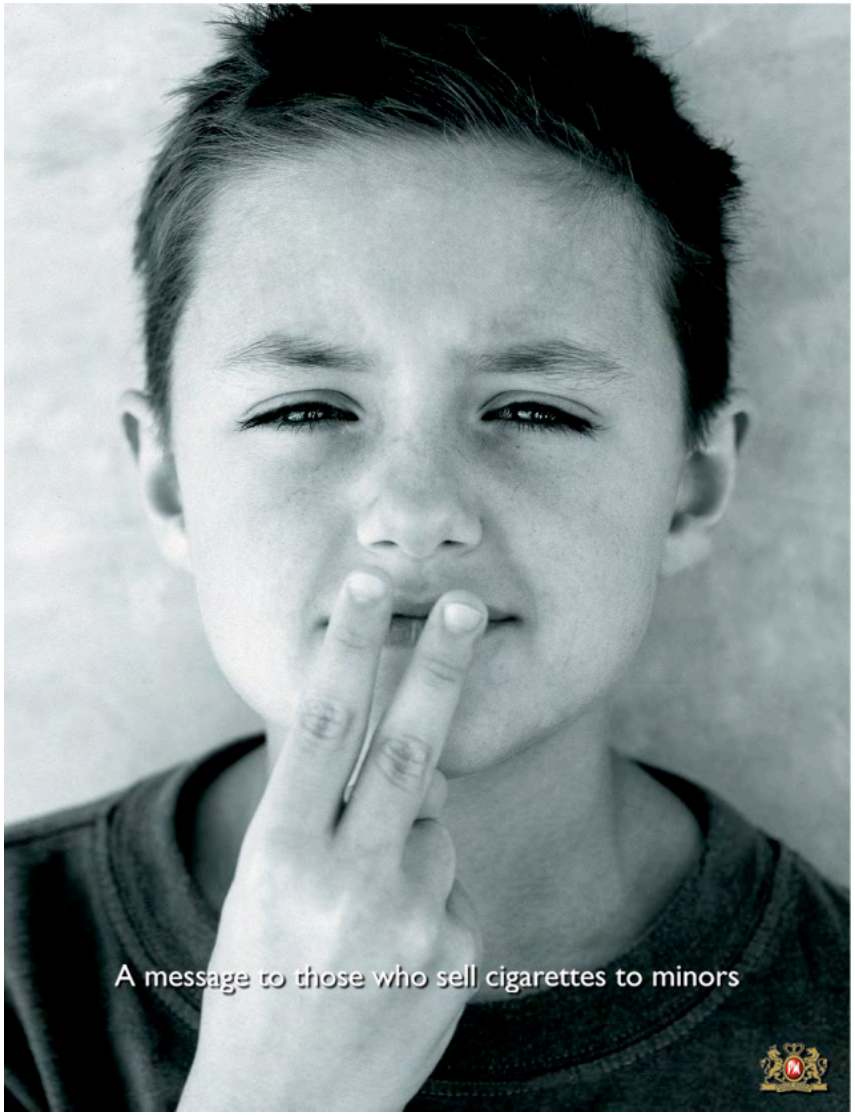


BMW xDrive (E. Europe)
A car that alters many preconceptions: for example, that snow is slippery.

For BBDO Interone, Munich.

South African War Museum
An ad promoting an exhibition, including Hitler's glass found at the Eagle's Nest in the German Alps.

For Red Nail, Johannesburg.



Phillip Morris
A message to those who sell cigarettes to minors.

While at TEAM Y&R, Dubai.

why

Like traditional smiths, we pride ourselves on being experts in our craft – a dedication that runs deeper than just a passion for the written word. We build good old-fashioned working relationships, by giving responsible advice, solving problems and being reliable. We also work closely with our clients, ensuring a shared commitment to the quality of their work.

Head of projects
kim.wareham@thecopysmith.co.uk
Previously helped set up MBR Creative Flare in Dubai. Also worked at FCB and Leo Burnett (Johannesburg).

Head of words
james.wareham@thecopysmith.co.uk
Previously worked as Group Head at Team Y&R, Dubai. Also worked at O&M and Leo Burnett (Johannesburg) and Biggart-Donald (London).

We'd love to discuss any upcoming projects. Drop us a mail any time or feel free to call us on +44 (0)1225 445 809.

the copysmith