

1

EXTRA

1 Extra Word



At work

WORD

Unilever (1)

Infrequently unasked questions.



Rewriting FAQs

The problem with the typical structure of FAQs is the way they rely on questions that are never asked frequently.

It's not the question that's common, it's the problem. We used this insight to turn FAQs into Problems Shared, Simply Solved.

“Updating the elements of your site to **optimise search rankings** can be a tricky business.

No need to worry. When there's a detailed process to follow, you know there's also a detailed process document not far behind.”

“When you have a star recipe, you'll be interested to know how you can give it the movie star treatment it deserves on your own Recipe Pages.

Before you know it, you'll be salivating at the screen.”

“The first action required when hitting Go-Live is to celebrate. Take a moment to step back, admire your work and congratulate your brilliant selves.

The second action - often coming immediately after the first - will probably be to make an urgent change to the live site.”

Boozr

A social social network.



1
EXTRA
WORD

NESS. HUMAN.

An app that sounds human

The objective of new social networking app, BooZR, was to get you back to being social in real life.

BooZR needed to sound like just another mate. We helped develop a tone of voice that could be used consistently within the app, on the app stores, and in advertising.

If social networks have got too damn global, it's time you took your social more local.

With BooZR, you can be social in a boozier that feels like a local.

We know the locals on your doorstep.

And the ones where you're still feel local when you're further afield.

The ones sharing the match... when you've a welcome night to yourself.

And the ones you can plan ahead for... when the whole gang is involved.

Whatever you need from a local to make it feel like YOUR local.

BooZR knows a boozier that's right up your street.

Be more local. Be more social.

BroadwayBaby

A spotlight on theatre.



BroadwayBaby.com

Theatre reviews for humans

BroadwayBaby were known for their Edinburgh Fringe Festival coverage. To extend this remit into the West End, it wouldn't be enough to just get in. They would need to get noticed.

Since joining them as Senior Theatre critic, my reviews have been noticed more than 250,000 times.

From Under Milk Wood - June 2021

Michael Sheen may have been “begin(ning) from the beginning” since he was beginning to speak. Each note is a huge slap of paint he daubs onto the imagination to bring the poetic language to life.

Though it takes a while for his performance to stop being so over-handsy, he speaks the text with the authority of someone who has studied every form of every syllable. Many times.

From Peter Gynt - July 2019

The reaction to Ibsen's five-act poem was hostile, the quality of poetry lambasted, and Ibsen's defence – “it is poetry; and if it isn't it will become such” – showed signs of him taking it to heart.

It was revised for the stage nine years later. The stage burned down after less than 30 shows in its initial run.

Omens.

Unilever (2)

A truly helpful helpdesk.



Rewriting FAQs

When writing the content for Unilever's new digital helpdesk, we wanted people to understand it without needing help from another helpdesk.

We simplified terminology, breaking everything down into the Anti-Acronym, the Headline and the Easy Explanation.

The Anti-Acronym

BIN is our Buy It Now capability.

In some languages, it is also a very unfortunate acronym to be stuck with.

The Headline

....is a Content Management System.

All the mouth-watering creations inspired by ingredients from Unilever food brands are stored here so they can be shared with consumers, who can enjoy cooking them anywhere in the world.

The Easy Explanation

If you know that your web pages have the functionality you require already built-in and optimised, you have a serious head start when it comes to your site build.

The time - and worry - you save means an idea can go from boardroom strategy to consumer reality in less time than it might take many of our competitors.

Havas helia for Costa Coffee

Personalising the pitch.



From pitch to personal

The strategy was sound.

The pitch document was beautifully designed

We were asked to rewrite the content to make it more 'Costa Coffee' appropriate.

Without changing the meaning of the content at all.

Your coffee isn't instant.

Neither is your customer's loyalty.

Just offering a loyalty scheme these days is like just offering a drinkable cup of instant coffee.

It fulfils a need for the provider and the recipient. An extremely basic need.

Being handed a loyalty card with your coffee is as expected as getting chocolate on your skinny capp...

If you're have just another scheme, you might as well be just throwing in a Hob Nob.

havas helia.

Neem Consulting

The human consultants.



neem
CONSULTING

Humanising consultants

To call yourself a consultant, you need a lexicon of vaguely defined verbs and a business registered with your name followed by the word Consulting.

When they relaunched their website, we wanted to make the people behind Neem Consulting sound more human.

Driven by Data. Powered by People.

Helping businesses grow since 2009.

The right solution starts with understanding the real problem.

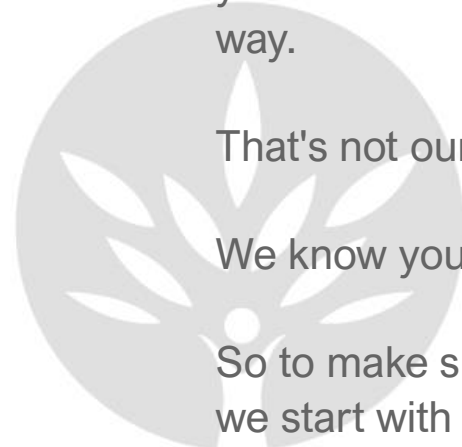
Some bigger consultancies will tell you the solution you need lies in the product that they just happen to have already.

They will bend it, fold it, squeeze it, and reshape it to try and fit your needs. Desperate to convince you that their way is the right way.

That's not our way.

We know you know your business best.

So to make sure we help your business succeed as it should, we start with the problem.



neem
CONSULTING

Read some Bad Language or
Wise Words in our
blog of words on words

CHEERS

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