



Please note: This is just a selection of my writing, with a variety of tones and levels of formality. If you would like to request a tailored sample for a specific tone of voice, medium or industry, please do.

**The writing samples in this PDF start off at the informal end of the tone spectrum, and become more formal with each example.**

**WEBSITE** / [Newzealand.com/Backpacking itineraries/newzealand.com](http://Newzealand.com/Backpacking%20itineraries/newzealand.com)

### **Winter Highlife**

<excerpt>

We hope you've got your winter woolies ready, because this itinerary is all about getting amongst the epic adventures that winter in New Zealand brings. You'll get to ski or snowboard at the South Island's top ski fields, and enjoy adventure spots like Queenstown, Wanaka, Lake Tekapo and Methven.

But this winter playground is not just about the white stuff. Bungy jumping, skydives, canyon swings and jet boat rides are just some of the activities waiting when you need a break from the mountain. At other times, you'll be ready to just sit down and take in spectacular sights like Lake Tekapo and the best scenery the South Island has on offer.

### **Summer Rhythm**

<excerpt>

Summer's not complete without awesome tunes, and you'll get plenty on this tour. When you visit around this time of year the music festival season is in full swing, with an amazing line up of international and Kiwi artists of all genres. Check the festival dates before you come so you can hit up as many as possible.

**WEBSITE/homeclub.co.nz**

**Tone: Accessible. Authoritative. Appealing.**

***What's the deal?***

*Westpac's Home Club is an interactive home buying tool, believed to be the first of its kind in the world. I was asked to write copy for all the interactive elements, including the rollover explanation text for the 'Take a tour' feature, email responses and more. Here are some selected parts.*

[SPEECH BUBBLE]

Send your favourite properties from TradeMe to HomeCLUB to interact with them more.

[HOMECLUB BOX]

Open this listing in HomeCLUB

[CV ETC SPEECH BUBBLE]

Get unlimited CV, LV and IMV information when you register (but you can also have a play around the site before you sign up).

[QV SPEECH BUBBLE]

Thinking about making an offer? Get a FREE QV valuation report on property of your choice. And it's easy to earn even more.

[TOP LEFT BOX]

Import properties from your TradeMe watchlist, or by their listing ID, at any time.

[FAVOURITES BOX]

Make a favourites list you can edit and order.

[STREET VIEW]

Jump to street view to get a closer look.

[ADD YOUR THOUGHTS HERE BOX]

Write down notes, observances or things to remember about the properties you like.

[ASK AN EXPERT BOX]

Got a burning question? Ask it here.

[EXPERT PANEL]

Want to learn a little more? Brush up on all things home-buying in this helpful guide.

**WEBSITE/Saltedherring.co.nz**

**Tone: Accessible. Authoritative. Appealing.**

***What's the deal?***

*Salted Herring are a leading digital creative agency, based in Wellington. They're known for their cutting-edge digital work, and quirky company website. They needed updated web copy with a tone of voice to match.*

**<Intro page>**

Thanks for stopping in for a visit to the world of Salted Herring, a digital creative agency.

Everyone seems to have a fancy title for themselves these days, so what do we actually do? Well, we think of it as whatever it takes to help your brand navigate successfully through the big wide digital world out there. That could be digital strategy, creative website creation, iPhone and iPad applications, email marketing campaigns, social media and gosh, just so much more. If it's in the digital realm, we can do it, and we'll do it in a unique way that people enjoy, remember, share and come back to. Otherwise, what's the point?

So, one big question remains - why "Salted Herring"? Pep, our Creative Director, chose it for the agency name because it was the dish he missed most about the Netherlands when he first left. The strongly-flavoured raw fish cured in salt is a Dutch delicacy, and we offer all our clients a big hearty plate of salted herring when they come in to visit.

Not really.

**<end page>**

**WEBSITE/**[www.westpac.co.nz](http://www.westpac.co.nz)

**Tone: Accessible, fresh, informative, relatable, customer-centric**

***What's the deal?***

*It was New Zealand's biggest website upgrade: Westpac.co.nz. One of New Zealand's most visited sites, this giant project was all about overhauling the customer experience from a product-driven ethos of 'what does it do', to 'what does it do for you'. I came into the project in the latter stages, to check and improve the tone of voice for all high-level pages. Here are a couple of samples.*

<excerpt: Bank Accounts parent page: teasers>

**Transaction accounts**

Unless you like to hide your money under your mattress, you'll need at least one everyday transaction bank account - and we have four for you to choose from.

**Savings accounts**

Saving up your money - it can be a challenge sometimes. The good news is we've got lots of different ways to save, so you can do it the way you want.

**DebitPlus and Prepaid Visa**

They're like Eftpos cards, but oh so much better. Both can be used online, over the phone or overseas. You're using your own money instead of credit, so you'll feel in control of your spending.



LIL  
CAMERON  
WRITES

***What's the deal?***

*My colleague was launching a new product in New Zealand and needed ultra-quirky, "Kiwi-style" copy for the packaging. The bbqmat© sits under your BBQ and comes in cool designs such as a sheep, a snapper, a ketchup bottle, a paint splatter and more.*

**<Excerpt: About bbqmat©>**

Chances are, your deck is untreated - like most in New Zealand. So once it's stained, it's stuffed. These beauties are top-notch because they stop all the oil, unidentifiable black stuff and runaway sausies from your BBQ leaving nasty stains behind. We reckon they're bloody handy.

**<Sheep execution>**

Here's a sheep we found just off the road near Kerikeri. Seeing a bunch of sheep, that's usual. But seeing just one sheep? That's damn off-putting. Perhaps it was a mad killer sheep? Perhaps it had eaten all the surrounding sheep, moments before we arrived? We decided the best thing to do was to cook her up on the barbie.

**<Snapper execution>**

We have it on good authority that snappers are particularly grumpy fish. I met one once - boy, what an a-hole.

**<Paint splatter execution>**

Most people believe the moa, like the unicorn, is extinct. Not so. We hit one with our car the other day and liked the effect so much we've brought it to you here. And here. And here. And here...

**<Warhol ketchup bottle execution>**

It was Andy Warhol who coined the expression '15 minutes of fame'. My uncle Bob coined the phrase '80 years of obscurity', but nobody was listening.