



Copywriting

PLANET FREELANCE: Issue 40 - January 2010

Walkers crisps copy madness!

It's nice to kick off the new decade with a giggle.

Walkers Sensations Thai Sweet Chilli crisps' livery is sleek and black, embellished with a gorgeous tattoo-like dragon in scarlet. The pack is very simple, with only three bits of copy:

SENSATIONS

Thai Sweet Chilli Flavour Crisps

MADE WITH REAL INGREDIENTS

Hang on a minute. **REAL** ingredients?

Hm. Are Walkers implying that other, less fortunate crisp brands don't use **REAL** ingredients?

If so, what're they making their crisps from? Unreal ingredients, no ingredients at all, imaginary ingredients, virtual ingredients, fake, invisible or counterfeit ingredients?

Having picked myself up off the floor and stopped giggling, I turned the packet over. Aha... mystery solved.

As it turns out 'real' ingredients means they're free from artificial sweeteners, flavour enhancers, preservatives and artificial colours.

Having spent a highly enjoyable five minutes on a flight of fancy, in a quantum world where Walkers crisps assume Schrödinger's Cat-like qualities, I confess I'm slightly disappointed!



Last Month

During December 2009 I helped businesses with:

- press releases
- blog posts
- newsletter writing, editing and production
- video scriptwriting
- email campaigns
- holiday destination website copy
- website copy editing
- tender document editing

Kate

Written, designed & produced by Kate. Back issues archived online at www.helpinthecity.com

click to visit www.helpinthecity.com

I'm Kate Naylor, an experienced freelance copywriter and editor with a strong Direct Marketing focus. And this is my monthly five minute newsheet. You can find out more about what I do on my website: www.helpinthecity.com

Kate Naylor
trading as helpinthecity
katien@helpinthecity.com
07976 737243