



Alex Genn  
COPYWRITING

*First concept to final content*

## About us

Alex Genn Copywriting is a copy and content agency working with global giants, disruptive start-ups and funky agencies. We develop tone of voice and other brand properties, create fascinating blogs, high-value internal comms, peanut-butter-sticky web content, scintillating scripts and all sorts of other goodies.

Unlike many other content shops, we use only senior writers. Sharp minds, who can wrangle and finesse even the trickiest details from a CEO. Super-star creatives, with more Lions and Pencils than a zoo's gift shop. And exceptional generalists, chameleon-like in their abilities, who adapt fast to any task and use their considerable experience to meet any challenge.

Beyond all that, our writers are great communicators, remotely and in person. They've put smiles on the faces of all sorts of clients and never bring their ego to work. This vast experience means they get to grips with the brief quickly and are happy to challenge it. They know the right questions to ask and can predict issues that might crop up later, as well as knowing how to deal with them. All of which means we work fast, are easy to get on with and always deliver.

We live and die on the quality of our work, and never forget you're trusting us with your reputation.



Financial sector  
case studies

Project: **Investment Site Journey, Voice and Content**

Audience: **Consumers**

Region: **UK**

Channel: **Web**

Agency: **Sapient Nitro**

World Selection ISA



## Brief:

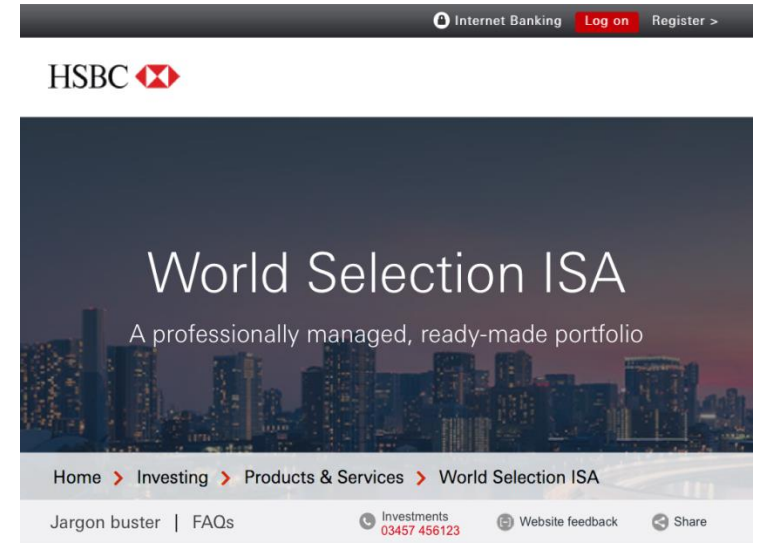
HSBC wanted to help people who were new to investing find a managed portfolio that met their financial objectives and appetite for risk. They needed a welcoming voice and simplified content.

## Response

We worked closely with the UX and design team at Sapient Nitro, as well as with HSBC directly, to develop a journey that guided users through understanding their approach to risk and how to invest. We developed a straightforward voice that was friendly and helpful without being patronising, then wrote all the copy for the site.

## Result

The project was completed on time and to budget and has become the foundation stone for many other projects.



The HSBC World Selection Stocks and Shares ISA makes it simple to invest at your preferred level of risk, with a range of portfolios, managed by qualified HSBC investment professionals.

- Start investing with as little as £50 per month or a £1,000 lump sum
- Exclusively for HSBC customers
- Invest up to £15,240 in this tax year
- Withdraw or top up whenever you like
- A ready-made portfolio will be managed by our team of qualified investment professionals, hand picking diverse assets, to maintain your chosen risk level
- Benefit from a range of asset classes, geographies and currencies
- Simple online application

**Project: Ongoing monthly blogs**

**Audience: Investors with current portfolios**

**Region: Worldwide**

**Channel: Web**

**[Read the blog](#)**

## Brief

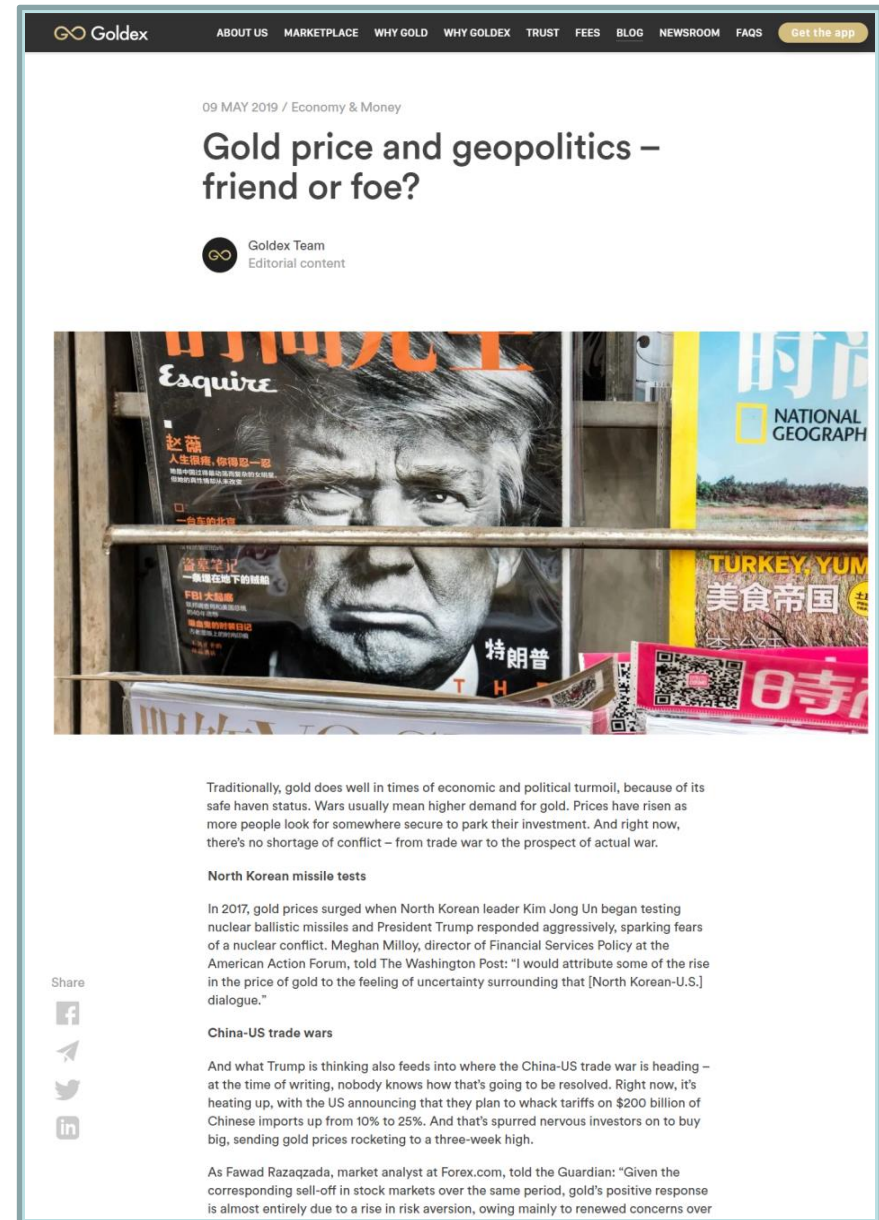
Goldex is a fintech brand that allows consumers to trade gold on the world markets, in the same way as stocks and shares. They needed to develop a unique voice that spoke to people new to trading, between 20 and 40. They also needed web content and ongoing blog support.

## Response

We developed a tone of voice for the brand that was energetic and conversational, with a touch of humour but that maintained the necessary gravitas for a financial brand. This ensured it appealed to young potential traders, as well as more experienced, slightly older traders.

We worked with the design and UX teams to ensure the content worked on the site and stayed true to our newly established voice.

Each month we write two blogs, on a range of subjects from world politics to new investment opportunities.



Project: **Website Tax Content**

Audience: **Consumers**

Region: **UK**

Channel: **Web**

Agency: **Sapient Nitro**

<http://personal.rbs.co.uk/global/operational-tax-services.html>



## Brief

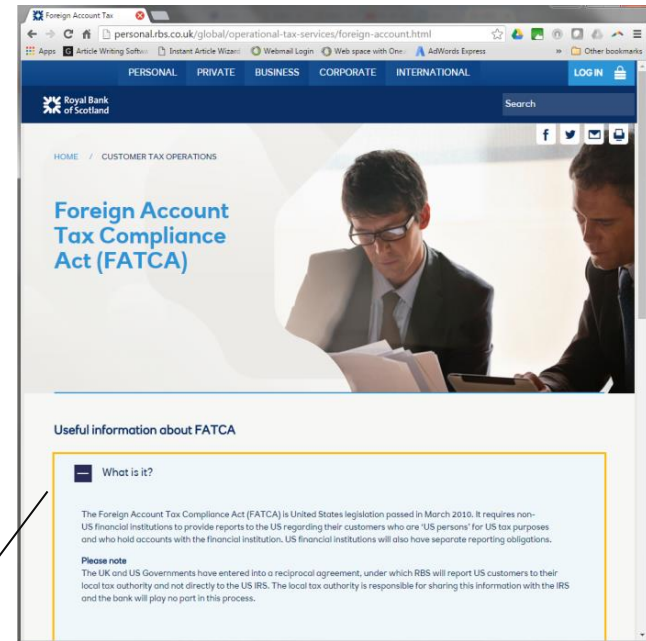
RBS needed to update their customer tax operations mini-site. They wanted to explain FATCA (The Foreign Account Tax Compliance Act) and new Common Reporting Standard (CRS) in a way that could be quickly and easily understood by readers without financial expertise.

## Response

We researched the RBS tone of voice and applied a relatively relaxed version, after clearing this with the client. We then took core content and broke it down to its simplest form, reducing sentence and paragraph length, cutting out jargon and using simplified terminology where compliance allowed. We worked closely with the UX and design team, and client to ensure a smoothly-run project.

## Result

The work was completed within the allotted time frame and all parties were happy, The site is currently live.



### What is it?

The Foreign Account Tax Compliance Act (FATCA) is United States legislation passed in March 2010. It requires non-US financial institutions to provide reports to the US regarding their customers who are 'US persons' for US tax purposes and who hold accounts with the financial institution. US financial institutions will also have separate reporting obligations.

### Please note

The UK and US Governments have entered into a reciprocal agreement, under which RBS will report US customers to their local tax authority and not directly to the US IRS. The local tax authority is responsible for sharing this information with the IRS and the bank will play no part in this process.

**Project: Voice and app content**

**Audience: Consumers**

**Region: Worldwide**

**Channel: Mobile**

**Agency: Monetise Create**



## **Brief**

Santander wanted to develop a revolutionary app that made it easy to understand the state of your finances at a glance, with simple, colourful graphs and a focus on how and where money was spent. To accompany this new approach they needed a more informal tone of voice and language.

## **Finding the Balance**

We developed a tone of voice that was relaxed and chatty, while maintaining the gravitas of a trusted banking brand. We also consulted on usability, colour palette choices and style issues around the appearance of the copy.

## **Something New**

The app looks and 'sounds' genuinely fresh, unlike any other banking app. It has been well received both by Santander and the public, and is already receiving excellent reviews.



**Project: New website development**

**Audience: Consumers**

**Region: UK**

**Channel: Web**

**[www.invescoperpetual.co.uk/uk](http://www.invescoperpetual.co.uk/uk)**



## Brief

Invesco Perpetual is an investment house that historically has served its clients through advisers. This project aimed to develop the company's first online-trading platform, which customers could use directly, without an advisor.

## Response

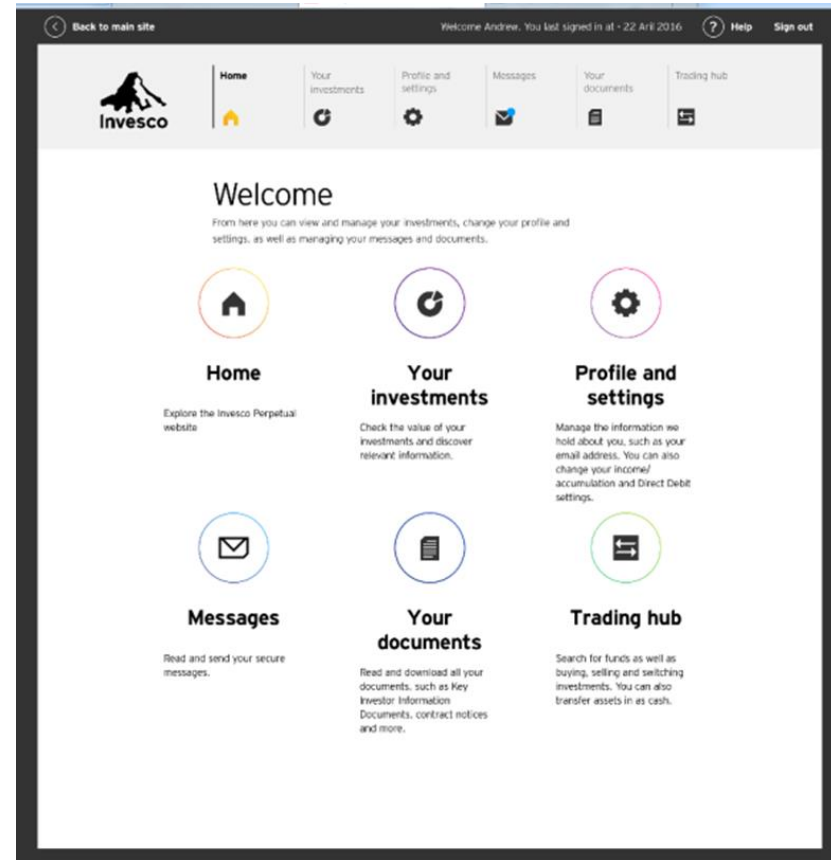
We worked closely with UX, marketing, operations, legal and external agency partners to ensure swift, clear communication and a fast-moving project. Working with the UX team we helped build user journeys for new and existing clients. We also collaborated with the customer services team, to understand the typical Invesco client, gaining valuable insight into their barriers and preferences.

After consulting with the senior stakeholders we re-worked the corporate tone of voice, to modernise it and to suit the new website. This was welcomed by all senior stakeholders and adopted by the marketing team as their standard writing guide.

Finally, we wrote all site content, including FAQs and supporting marketing materials.

## Result

The [site](#) was finished on time and to budget, and was an immediate success with clients.





**Project: App Development**  
**Audience: Consumers**  
**Region: Worldwide**  
**Channel: Mobile**  
**Agency: Monetise Create**



## **Brief**

US Bank wanted to develop an app that made it easy to check your balance, make payments to other people, deposit cheques and pay bills. The framework was pre-established but the tone of voice needed to be decided, before the content was written.

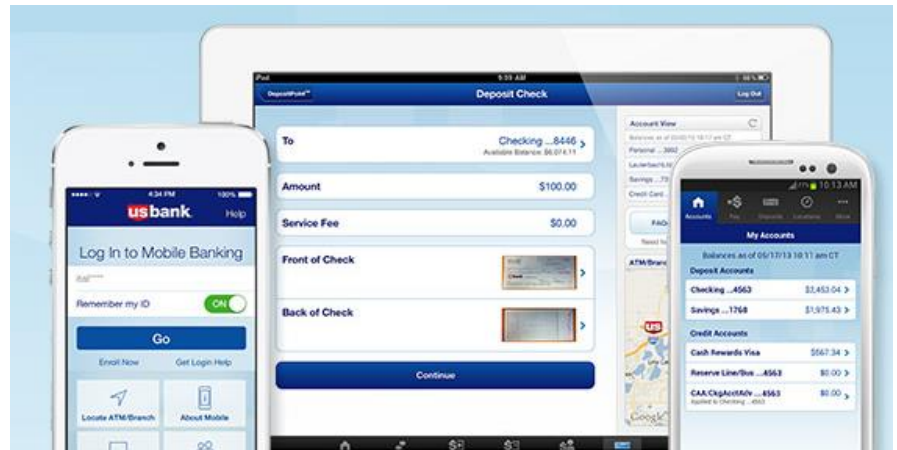
## **Voices Across the Ocean**

We co-ordinated with the US-based creative team to find a tone of voice that worked for both the brand and the new app. It needed to be relaxed, while maintaining the gravitas of a trusted banking brand.

We also consulted on user experience and style issues around the appearance of the copy. Following this we wrote all the content.

## **On Brand and On time**

The app language works perfectly for the brand and its environment, and the project was finished on time.



# Project: Re-development of Personal Current Account Application

Audience: Consumers

Region: UK

Channel: Web

Brands: Lloyds Bank, Bank of Scotland and Halifax



## Brief

The group wanted to overhaul its online personal current account application journey, for the first time in ten years. We were asked to develop the journey and copy, which were to be used across all Lloyds Banking Group brands. They also wanted to use the project to test agile working, which was new to the organisation.

## Response

We worked with senior stakeholders to help develop an agile working group, bringing together UX, design and copy with representatives from marketing, business team, legal and compliance. We also wrote all copy for the application form, this involved developing new tool-tip copy, re-formatting questions which posed a challenge in testing and ensuring the flow was logical and easy to follow.

The form is used across Bank of Scotland, Halifax and Lloyds Banks, so we provided three copy variants, using the correct tone of voice for each brand.

## Result

As one of the first projects at Lloyds Banking Group to test the new agile way of working, this one was heavily scrutinised but met with approval from the senior digital team. The form is currently in use across all brands, and agile working has now been implemented across other digital teams.

A screenshot of a web browser displaying the Lloyds Bank application form. The browser's address bar shows a file path. The page header includes the Lloyds Bank logo and the text "You're applying for a CLUB LLOYDS ACCOUNT". The main heading is "Personalise your application". Below this, there are several sections of questions with radio button options. The first question asks if the user is an existing Lloyds Bank customer who uses Internet Banking. The second and third questions ask if the account is just for the user. The fourth question asks if the user would like an overdraft, with a sub-section explaining the benefit. The fifth question asks if the user would like to use the Current Account Switching Service, with a sub-section explaining the service and a "SWITCH GUARANTEE" badge. At the bottom, there are "Continue" and "Cancel" buttons. A "NEED HELP?" button is also visible on the right side. The footer contains links for "Legal", "Privacy", "Security", "www.lloydsbankinggroup.com", and "Rates and charges".

**Project:** Life insurance landing page rewrite  
**Sector and Audience:** Financial, B2C  
**Channel:** Email and Web

**TotallyMoney**  
*Beyond Comparison*

[www.totallymoney.com](http://www.totallymoney.com)

## Brief

As part of a site revamp we were asked to refresh product landing pages. These included: life insurance, mortgages, health insurance and utilities-comparison products.

## Compelling Copy, Hand-Drawn Design

Working with the design team, we developed the new layout and copy for these pages. We used compelling headlines, benefit-driven supporting bullets and a softer design, with hand-drawn elements. We also worked closely with the in-house compliance and legal teams to ensure all copy met FSA guidelines.

## Result

**18% increase in clickthroughs**

The screenshot shows the homepage for 'Protect Your Family with Affordable Life Insurance'. The navigation bar includes links for Home, Loans, Mortgages, Banking, Credit Cards, Insurance, Utilities, and Pensions. The main headline is 'Protect Your Family with Affordable Life Insurance'. Below this is a large image of a woman and a child flying a kite in a field of yellow flowers. To the right of the image is a 'How Much Cover Do You Need?' widget with a dropdown menu showing options from £50,000 to £250,000 and a 'Get a FREE Quote' button. Below the image, there are three bullet points under 'Why TotallyMoney?' and a section titled 'We Compare These Leading Life Insurance Providers' listing logos for ageas, Legal & General, ZURICH, AVIVA, PRUPROTECT, and bright grey. At the bottom, there is a 'Count on our Comparisons' section with a hand-drawn umbrella icon and a VeriSign Trusted logo.

**TotallyMoney** — Home Loans Mortgages Banking Credit Cards Insurance Utilities Pensions —

## Protect Your Family with Affordable Life Insurance

How Much Cover Do You Need?

£50,000  
£100,000  
£150,000  
£200,000  
£250,000

Get a FREE Quote >

\*The Cover\* is the amount you think your family would need if they had to manage without you.

### Why TotallyMoney?

- ✓ You'll get a personalised quote through an FSA-regulated broker – that could save you up to 49%.\*
- ✓ We ensure you can choose from leading providers to find the right policy and protect your family's finances.
- ✓ Some sites just show tables. Brokers find you an exact quote, taking advantage of premiums at 10-year lows.

### We Compare These Leading Life Insurance Providers

ageas Legal & General  
ZURICH AVIVA  
PRUPROTECT bright grey

\*Research conducted by Moneyfacts on behalf of Totallymoney in 2011 found a 49% differential between the top and bottom quartiles of providers pricing for similar applicants.

### Count on our Comparisons

We've made sure the FSA-regulated broker who calls you is independent. That means you get the best price whoever the provider. And you can relax, knowing any information you give us is secured through VeriSign.

**Project: Tone-of-voice guidelines, banner ads and product emails**  
**Sector and Audience: Financial, B2C**  
**Channel: Display Ads, Web**

**TotallyMoney**  
*Beyond Comparison*

**Brief**

This price-comparison website also provides credit cards. We were asked to write display (banner) advertising, landing pages and tone of voice guidelines for their new credit card ‘Luma’.

**A Pre-Established Tone and Team**

The creative approach was developed, working to an already-established tone. We worked closely with the in-house design and compliance teams.

**Benefits and Regulations**

All creative needed to explain the card’s benefits, as well as the financial implications of taking up the offer, while adhering to strict FSA guidelines. This was all achieved, resulting in the company’s best ever card launch.

**Result:**

**The company’s most successful card launch**

**LUMA**

**Special 0% on Purchases – Apply for Your New Luma Card Today**

- ✓ 0% on purchases until December 2012
- ✓ Good for credit building or poor credit
- ✓ Quick & easy application – response in 60 seconds
- ✓ Manageable credit limits – up to £1500
- ✓ No annual fee

Representative Example	Representative 36.9% APR (variable)	Purchase rate 35.9% p.a. (variable)	Assumed credit limit £1,200
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**APPLY NOW >**

**Dear [x],**

Introducing the new Luma card. For a limited time only, Luma card holders will get 0% on purchases until December 2012. Apply today and you could take advantage of this special, limited time-only offer\*. Every day of the year Luma customers also benefit from these standard features:

- Hassle-free Account Management**  
With Luma, you can access your account anywhere, anytime to better manage your finances. Online or on your mobile, it's easy to manage your account.
- Peace of Mind**  
Luma customers get purchase protection insurance, fraud alerts, and identity theft support—all free of charge.

**Credit Know-How**

**1** **Introducing Luma - A Bright Idea to Build Your Credit**

- ✓ Relaxed **eligibility** if you have lower or poor credit
- ✓ Quick & easy application – get a response in **60 seconds**
- ✓ Manageable credit limits – up to **£1500**

**APPLY NOW >**

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**2** **Introducing Luma - A Bright Idea to Build Your Credit**

Representative Example	Representative 34.9% APR (variable)	Purchase rate 34.9% p.a. (variable)	Assumed credit limit £1,200
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**APPLY NOW >**

**Project: Tone of voice and mobile content**

**Audience: Financial, Mobile users**

**Region: Worldwide**

**Channel: Mobile**

<https://chimpchange.me/#/>



## Brief

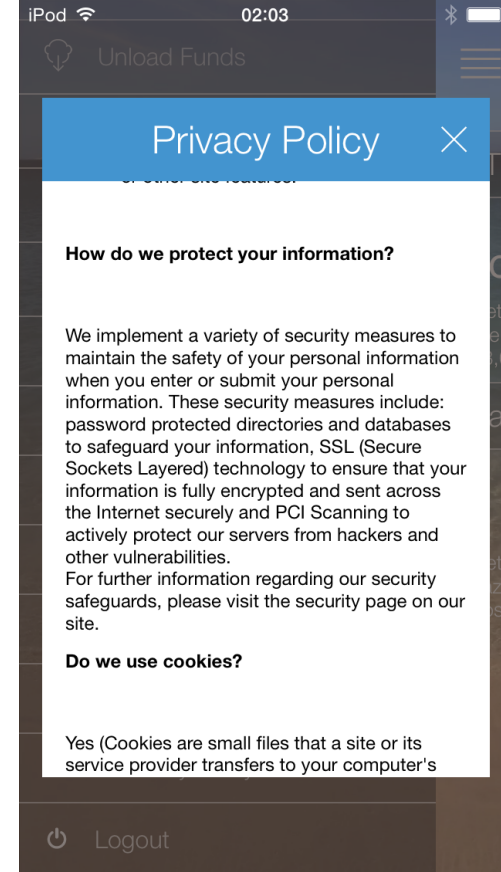
ChimpChange™ is a new mobile-payment brand based in Australia. We were asked to develop the brand's tone of voice, investor website and mobile app copy, while consulting on the user journey.

## Working Closely, Half-a-World Away

Despite the client being based in Australia, we developed a friendly working relationship with the management team, using regular Skype chats.

## From Tone to Touch Screen

We wrote both web and app content. Working with the UX team we evaluated the customer journey and recommended changes that were adopted, simplifying the user experience.



Fancy a chat?

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