

Welcome to our portfolio of work.

Here you'll read less about who we are, and see more of what we do.

Don't take our word for it...

The businesses we work with each have their own niche needs and nuances. We give them clear, cohesive, clever copyhitting their targets and connecting with their customers.

Our clients love us.

And we love them right back.

"Their responsiveness to our briefs, timelines and feedback means working together is always easy."

- Sascha Sinclair, Brand and Creative Lead, Uniting Vic.Tas

Want good copy?

We've got the goods.

Uniting

Client Uniting NSW.ACT

Project Tone of Voice strategy and ongoing content

What we do Working with the in-house brand team,

Tabitha developed the tone of voice

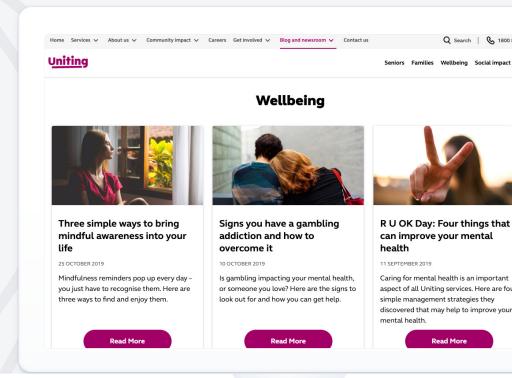
guidelines for the Uniting rebrand. Since then,

we write, create and communicate on behalf

of Uniting NSW, editing and crafting reports,

brochures and web copy.

Our words here Uniting.org





ery hearty welcome m Norm.

etirement Living ger shares his

pondering, book your tour with Giselle before it's too late.



Finally, I want to send a very heartfelt welcome to everyone who has shown curiosity about



Client Lady Small Haven Retirement Village

Project Retirement Village marketing campaigns

What we doCollaborating with seniors living specialists,

Entero, we develop digital and print copy for

their regular Retirement Villages newsletters

and promotions.

Our Words Here Newsletter.pdf



Client ADM8

Project TV Ads

What we did Collaborating with the talented team at

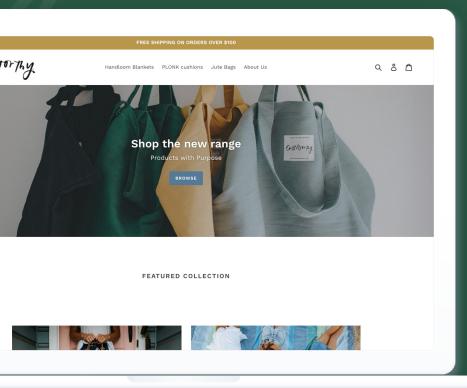
AdM8, we delivered TV ad scripts for their

Instagram ad campaign - aired during the

Cricket World Cup.

Our words here https://youtu.be/zF7NrqgVX68





Earth Worthy

Client Earth Worthy

Project Web TOV refresh and marketing copy

What we did When Jess Clark needed content to capture

her brand, she reached out to Pencil + Crown.

We told the story of her fair-trade fairytale,

weaving words and crafting copy that

represents her boutique business.

Our words here <u>www.earthworthy.co</u>



Client My Forever Family

Project Tone of voice writing

What we didWhen foster care agency, My Forever Family.

wanted to "make a departure from the

usual, stilted jargon found in family services

communications". they called Pencil + Crown.

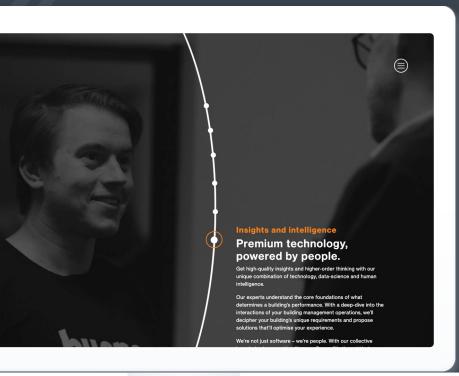
We reviewed and updated their website to

reflect a warmer, more accessible tone of

voice.

Our words here <u>myforeverfamily.org.au</u>





bueno

Client Bueno

Project Web TOV refresh

What we did Bueno Systems needed a translator for their

tech-speak. Launching their new systems

management software online, we transformed

their tech language into real-talk.

Our words here https://www.buenosystems.com.au/



Client Nine Muses Designs

Project Design Profiles

What we did When Jane Macrae wanted to power-up her

web presence, Pencil + Crown were ready.

We created property profiles for her latest

designs, helping Nine Muses stand out from

the crowd and build a following of design

bloggers and journalists.

Our words here https://www.bowerbird.io/kits/











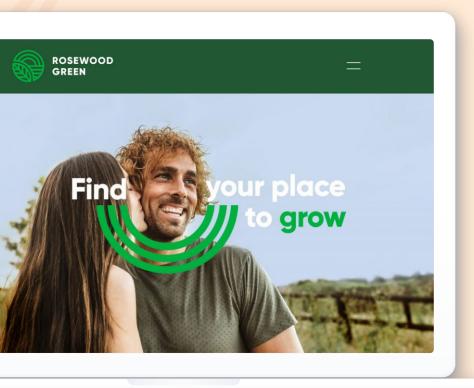














Client Rosewood Green

Project Website and print brochure

What we didWorking with the team at Bullet Studios,

we developed digital and print copy for a

property development project.

Our words here https://rosewoodgreen.com.a

sprout

Client Sprout

Project Tone of Voice strategy and ongoing content

What we did Sprout is smart, savvy software that needed

a website to match. Developing their TOV,

we did a wide sweep of their website,

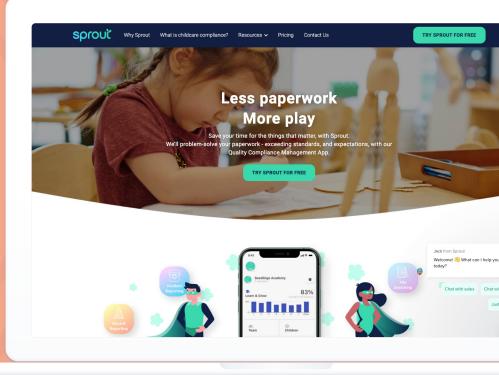
transforming tech-filled text into sharp,

snappy content. Creating copy for their app

and website, our TOV tune-up took their

brand to the next level.

Our words here <u>www.sprouthub.com</u>



Tillee

. , .

WEDDINGS

EVENTS

CONTACT



Nat & Bob

Nat's voice is forever evolving, lending itself

to a huge variety of styles and musical eras though admittedly folk has well and truly captivated her over the past few years.



LOCATION: SYDNEY

Jerry & Bob

Jerry & Bob are travellers and journeymen from a by-gone era when songs and their stories were a

Tillee Music

Client

Tillee Music

Project

Web copy and artist bios

What we did

When Tillee was looking for creative

copywriter to capture her fun and loved-up

tone of voice, Tabitha's name slid into her

DMs.

Our words here

tilleemusic.com/our-artists

Uniting

Client Uniting VIC.TAS

Project Fundraising campaigns

What we do Every season, P+C provides copy and content

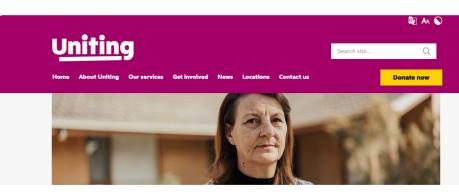
for Uniting's quarterly fundraising campaigns.

Covering Direct-Mail, eDMs and digital

content, P+C proved their skill by raising 15%

more funds than in previous years.

Our words here https://www.unitingvictas.org.au/fundraising



Building a fresh start, together.

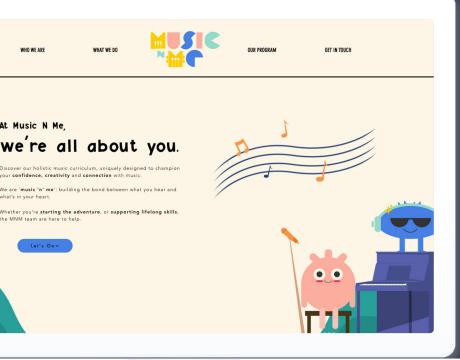
Uniting Winter Share Appeal

1 in 6 of us - that's 3 million Australians - find it difficult to cover their every-day costs of living.

This means that when an emergency happens, like a house fire, or losing their job, they don't have any resources to fall back on.

And it's so easy for those troubles to grow. Losing your job or your home can significantly affect your mental health, making it much more difficult to get back on your feet. Moving somewhere more affordable or where there is work means you don't have people you love around you to support you.

Together, we can build a fresh start for people who find themselves in such vulnerable situations.



Music n Me

Client

Music N Me

Project

Tone of Voice strategy and ongoing content

What we did

Music maestro, Laura Kahar, needed a fresh

new voice for her ever-expanding audience.

We cultivated a dynamic, accessible TOV

for Music N Me, updating her brochures, info

pack and website.

Our words here

www.musicnme.com.au



Client BSA

Project Engagement + fundraising campaigns

What we do Copy and storytelling content for integrated

campaigns covering Direct-Mail, eDMs and

digital content.

Our words here View them here or here or here



BRENDAN BEIRNE DARK DAYS ABOUT CONTACT ARCHIVE +

BRENDAN BEIRNE

Client Brendan Bierne

Project Web copy

What we did When Walkley award-winning photographer

Brendan Bierne, needed content to

complement his latest body of work, EmJ

was his first port of call.

Our words here <u>brendanbeirne.com/abou</u>



You've seen what we've done for them.

Imagine what we could do for you.