



PENCIL+CROWN

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 copy—hitting 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

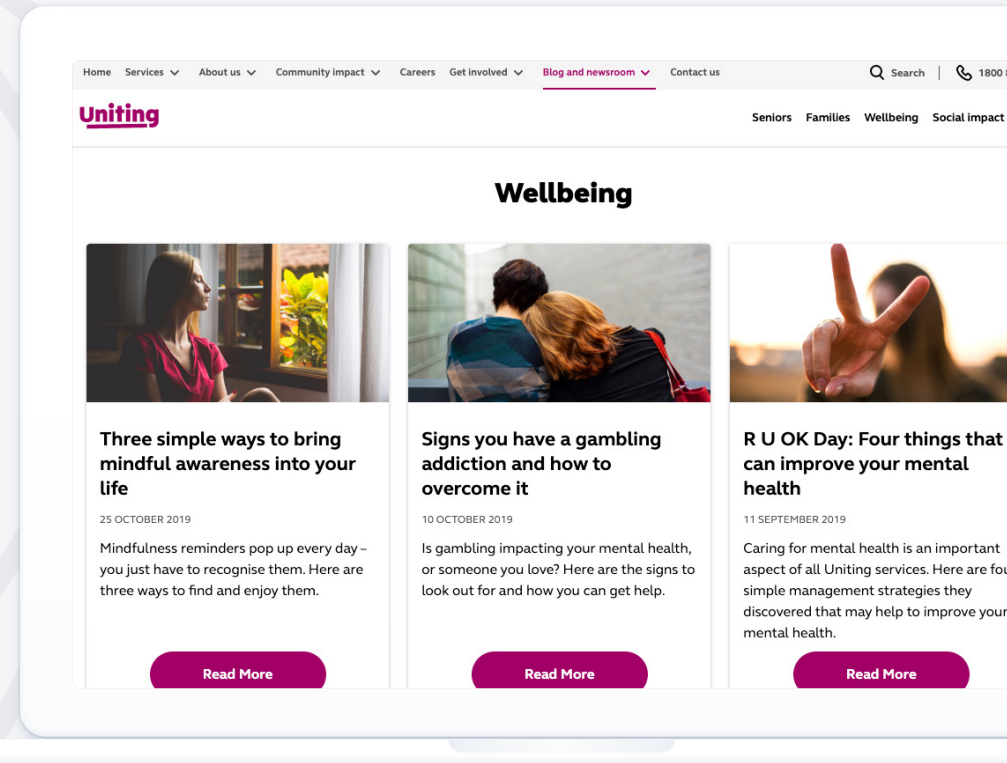
Tone of Voice strategy and ongoing content

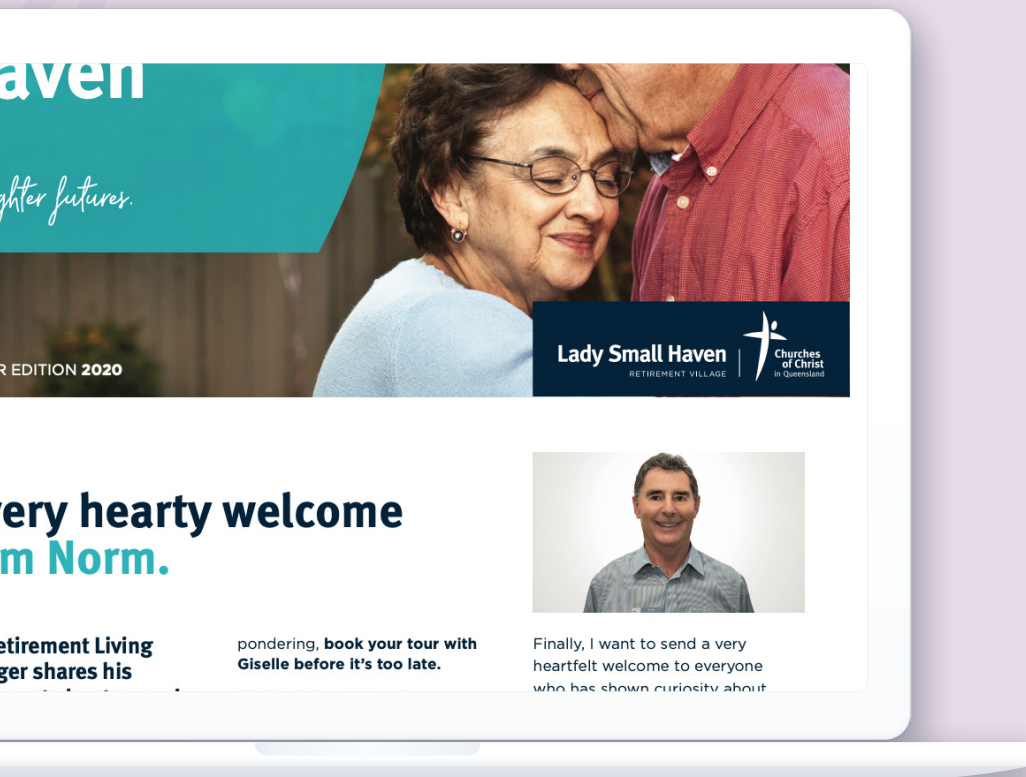
What we do

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](https://uniting.org)





Lady Small Haven

RETIREMENT VILLAGE



Client

Lady Small Haven Retirement Village

Project

Retirement Village marketing campaigns

What we do

Collaborating 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

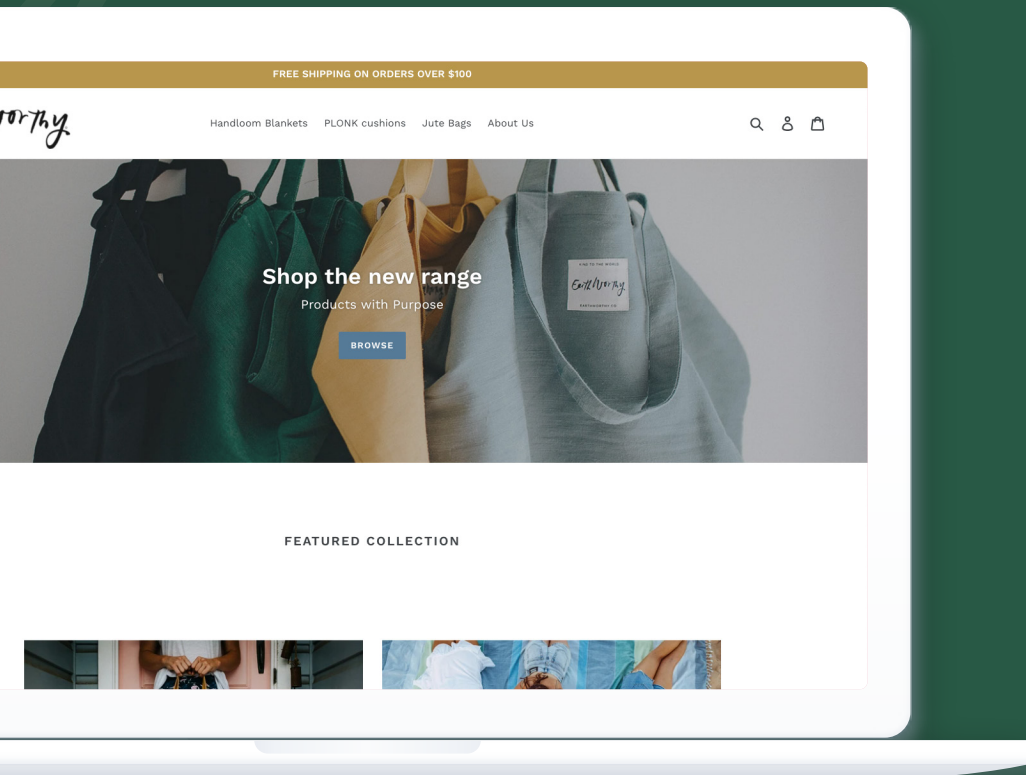
What we did

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/zF7NrpgVX68>





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

www.earthworthy.co



Client

My Forever Family

Project

Tone of voice writing

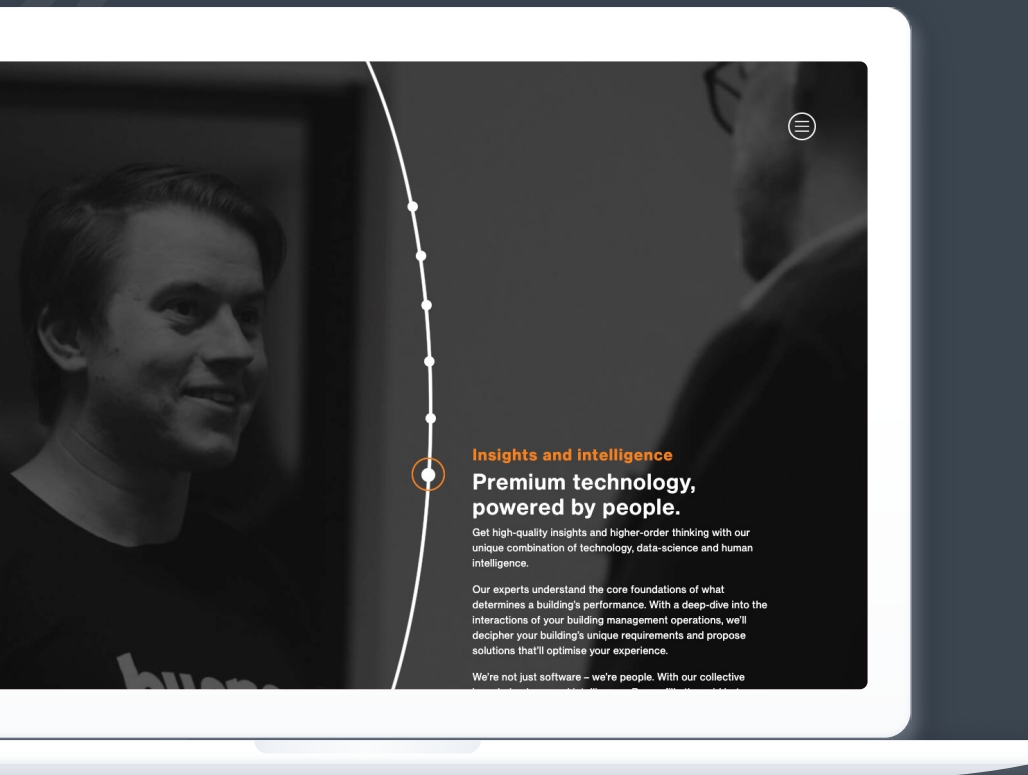
What we did

When 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

myforeverfamily.org.au





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/>



ninemuses
architectureanddesign

Client

Nine Muses Designs

Project

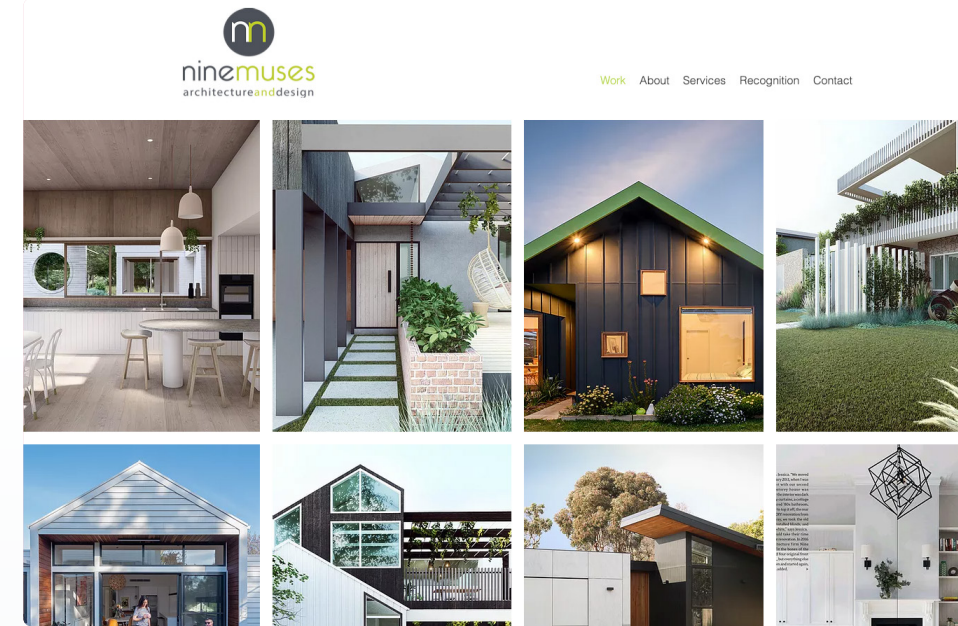
Design Profiles

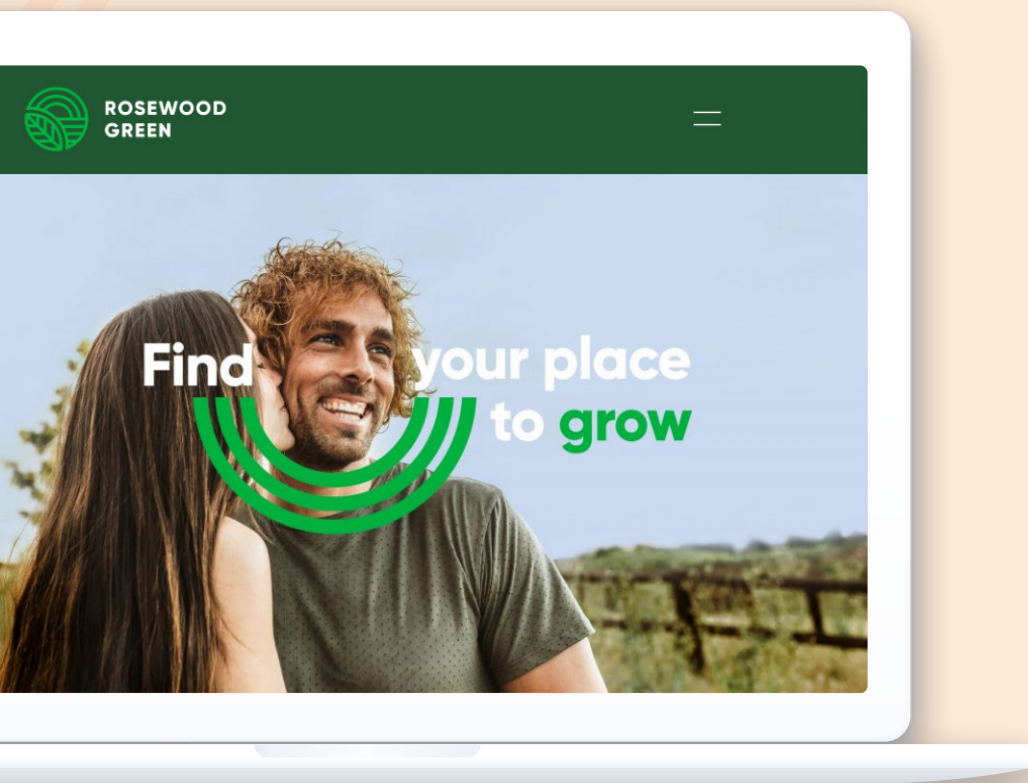
What we did

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/>





**ROSEWOOD
GREEN**

Client

Rosewood Green

Project

Website and print brochure

What we did

Working with the team at Bullet Studios, we developed digital and print copy for a property development project.

Our words here

<https://rosewoodgreen.com.au>



Client

Sprout

Project

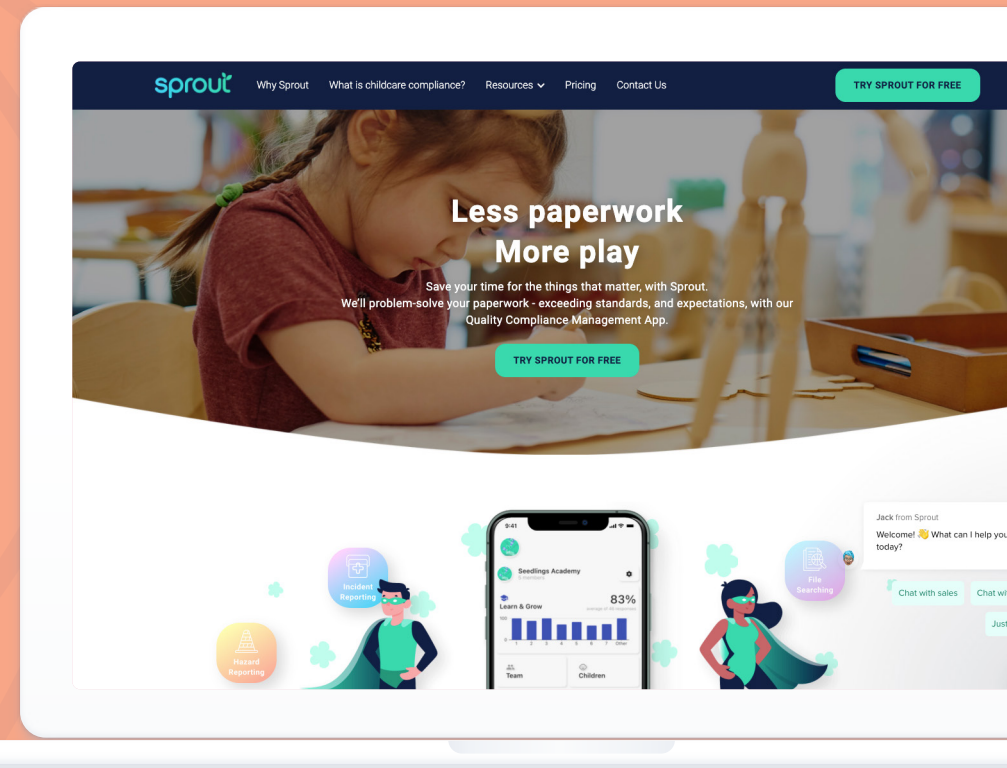
Tone of Voice strategy and ongoing content

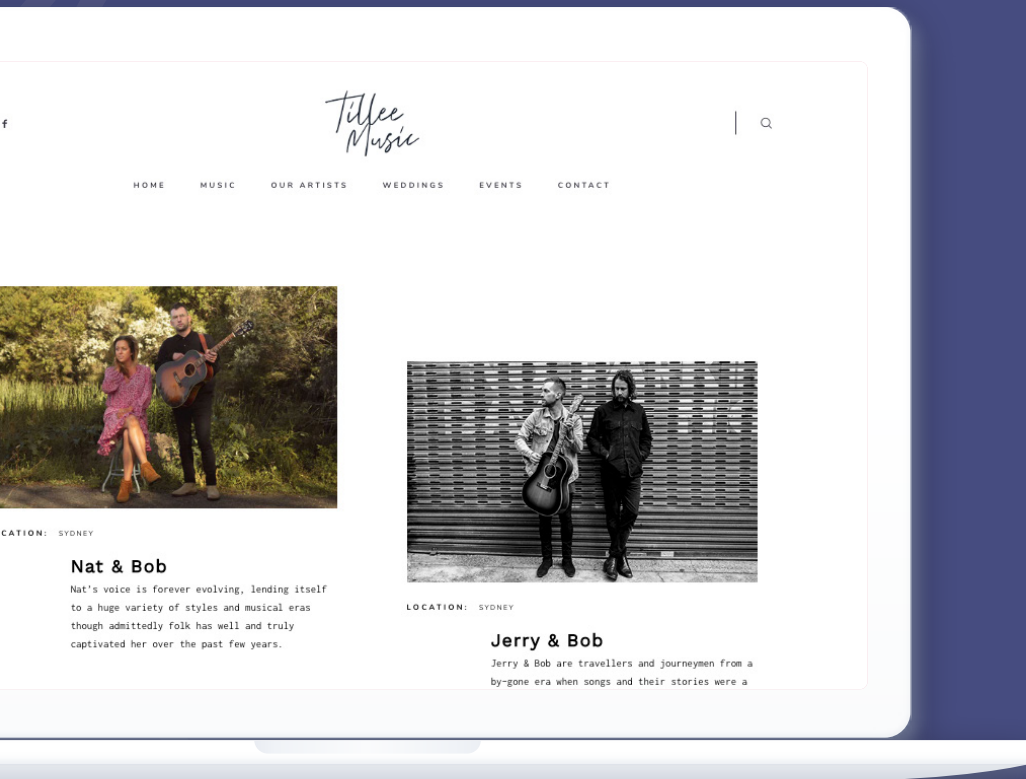
What we did

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

www.sprouthub.com





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

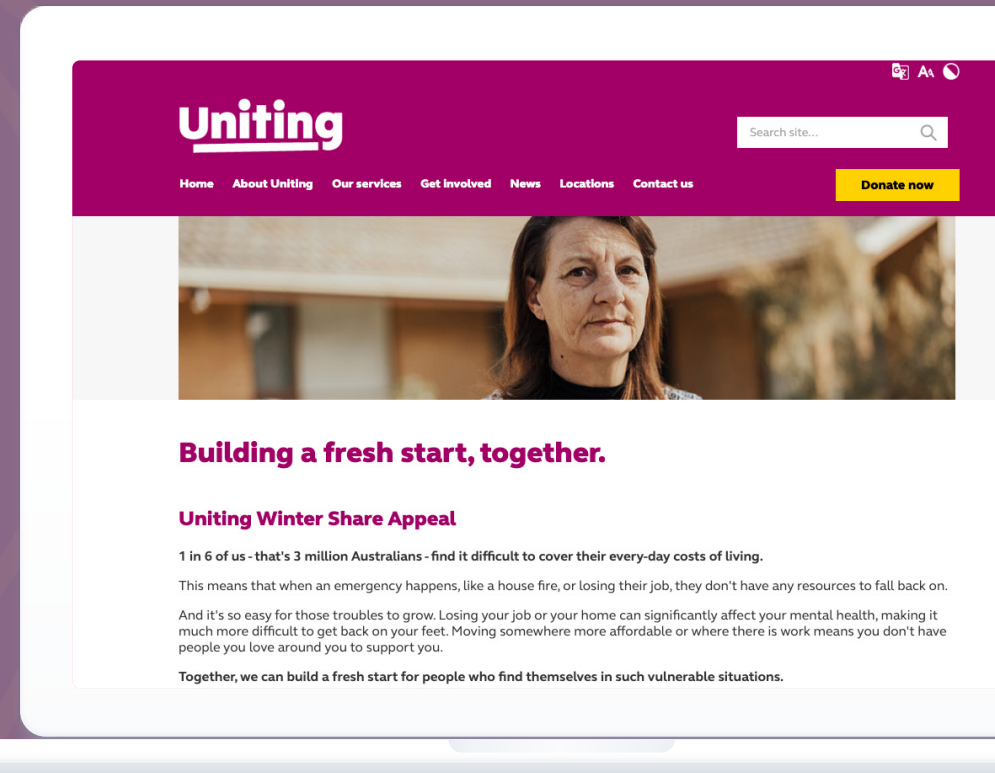
Fundraising campaigns

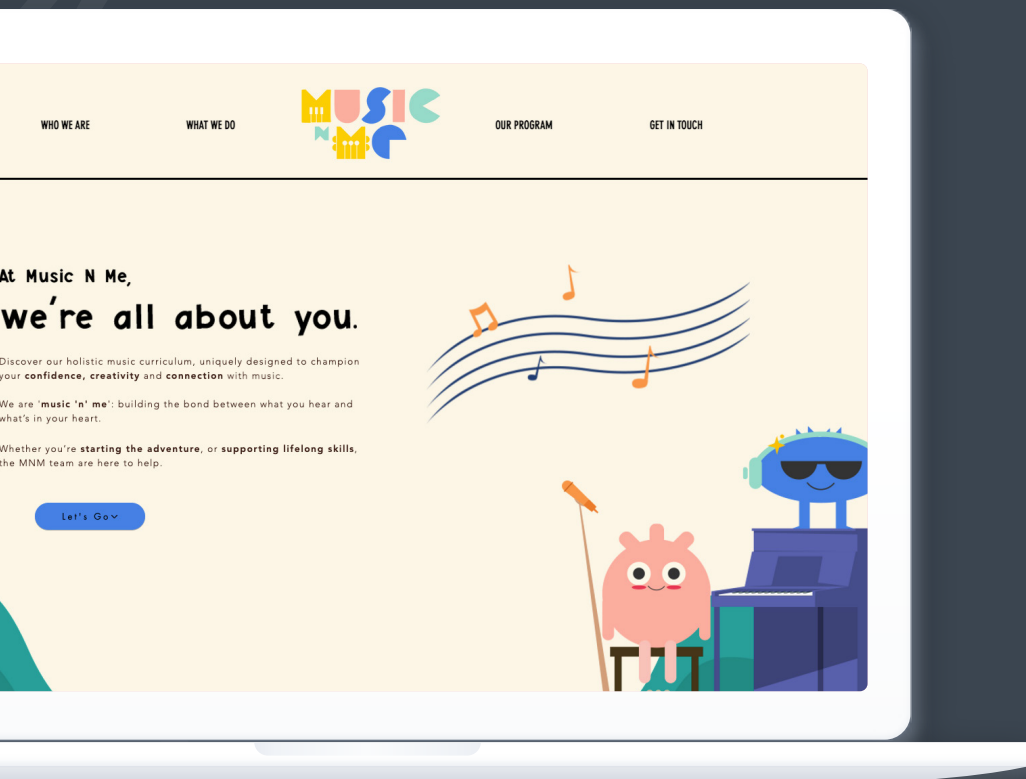
What we do

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>





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](#)





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

brendanbeirne.com/about



PENCIL+CROWN

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

**Imagine what we could do
for you.**

✉ hey@pencilandcrown.com.au