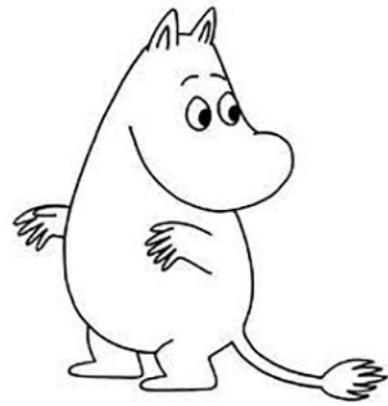


wordspring ltd
copywriting that flows

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Hello. I'm Fiona Thompson,
a London-based freelance
copywriter.

I work with organisations and agencies, writing vivid, engaging copy that connects with people.

When you hire a copywriter, you don't just need a writer. You need someone who's also a good listener and a creative thinker.

I'll add an extra dimension to your written marketing materials by listening carefully to what you want, unearthing the essence of your offer and coming up with creative suggestions to help you get your message across.

If you like the sound of this approach, let's talk.

A bit of background

THE  **TIMES**

**The
Guardian**

President of the D&AD Writing for Design jury

I was President of the D&AD Writing for Design jury in April 2018. D&AD represents global creative, design and advertising communities and celebrates brilliance in commercial creativity. It was an extraordinary opportunity to see some of the best copywriting and design work out there at the moment.

The story so far

I started with a degree in French, worked in fashion and textile publishing as a writer and editor, had a stint in business psychology, then became a freelance journalist and wrote regular features for The Times, The Guardian and Esquire magazine.

This means I'm good at interviewing people and identifying what makes your business tick, and writing clear, concise, engaging copy that tells the world what you do and how you do it.



Awards 2018
Jury President
Writing for Design



Languages and music

I've played the harp since I was nine and currently work with a range of music clients, from Help Musicians UK and Decca to the Paris Opera House. I'm fascinated by the crossover between words and music, including the importance of rhythm, contrast and silence.

I also speak fluent French and Italian, which is useful when I'm working with international clients.

arts and heritage, charities, cosmetics,
education, food and drink, music,
professional services

digital content, brochures, books,
tone of voice, communications
training, case studies, blogs, articles

Clients

Paris Opera
House

Nokia

LSE

Coca Cola

Deloitte

Help Musicians
UK

The Brooke

Battersea Dogs
and Cats Home

Corney & Barrow

Cult51

Save the
Children

Nike

The Crafts
Council

BBC

Microsoft

GSK

Sport England

British Council

Cass Business
School

National Trust

City Pantry

Countrywide

Decca

Renegade
Generation

V&A

Imperial War
Museum North

Museum of
Childhood

National Museum
of Scotland



Helsinki comes to Brighton

Look beyond Brighton's famous pier, the fish and chips and the seagulls, and you can detect something unexpected stirring in this quintessentially English seaside city. A subtle, but growing, Finnish presence. You might notice Moomintroll books and Marimekko china in North Laine shops. Spot a school that offers Finnish lessons for children on Saturdays. Or see Finns crowded into a Scandinavian bar eating Finnish rye bread sandwiches, drinking Scandinavian vodka and watching ice hockey on the big screen.

Over the past few years, a small community of Finns has established itself in Brighton. Some first visited the city as teenagers for the summer language schools and moved back as adults. Others came to study at the university and stayed on, attracted by the sea and the city's laidback yet lively atmosphere.

Pauliina Talvensaari, company director/restaurant manager at the Northern Lights Scandinavian restaurant and bar, arrived in Brighton from Helsinki 13 years ago. "I've always lived by the sea, so that's one of the reasons why Brighton appealed to me. It felt like a vibrant fun city where it would be easy to settle in and find friends."

Ambassadors for Finnish design

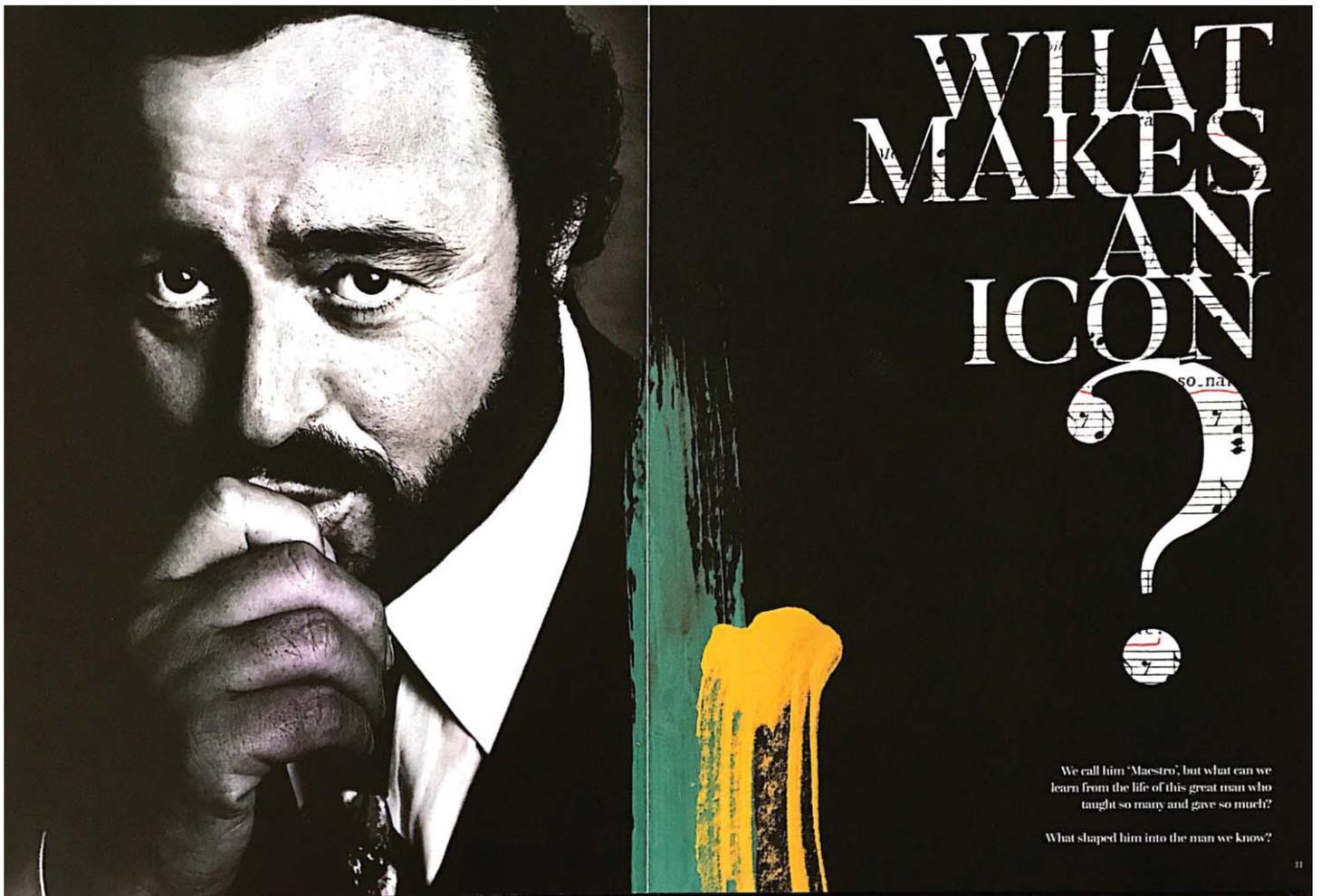
This little band of Finns are now acting as ambassadors for Finnish design along the south coast of England, one Iittala plate at a time.

Nokia - Articles / Industry / Technology

Nokia owes much of its ethos to its industrial heritage, and the sparse but beautiful influence of Finnish design and culture.

The company asked me to write some features for a new book they were publishing on Finnish design. While researching these articles, I came to appreciate Finnish design and culture on a new level, and soon built up a wish list of objects of desire. (An Iittala fireplace, cast-iron Sarpaneva cooking pot and Eero Aarnio bubble chair, in case Father Christmas is listening.)

I interviewed designer Tom Dixon about his long-term love affair with Finnish design, and heard about the collaboration between Jasper Morrison and Wataru Kumano for Finnish furniture company, Nikari. I also talked to people from the surprisingly large Finnish community in Brighton. I learned that Brighton has its own Scandinavian café (Northern Lights) and that you should never deprive a Finn of access to gin-in-a-tin. You can read the beginning of the story above.



We call him 'Maestro', but what can we learn from the life of this great man who taught so many and gave so much?

What shaped him into the man we know?

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Decca Luxe - Arts and heritage / Brochures / Music

Decca Luxe, an offshoot of British label Decca Records and part of the Universal Music Group, is celebrating the world's greatest musicians with its Masterpieces collection. This brings together unreleased recordings, new sound technology and skilled craftsmen to create timeless musical objects dedicated to iconic artists.

I contributed to this project by editing and copywriting text for a luxurious book to promote Decca's limited-edition Masterpiece dedicated to Pavarotti. This was a fascinating opportunity to dive into the life of one of the world's most celebrated tenors.

I discovered that Pavarotti loved to paint. He describes the moment when this passion was ignited. "I was playing Tosca's painter, Mario Cavaradossi, and after the show, a friend gave me some brushes, paint and canvasses. I don't know what happened to me but I was seized by an absolute uncontrollable urge to paint. So I started painting with all my heart, day and night, sometimes even forgetting to eat."

Thinking differently

Innovation doesn't just happen in the laboratory. It's also about changing the way we do business, from focusing on patients to increasing access to our products and making our workforce more inclusive.

Making medicines available to low-income communities

We want to make our products available, accessible and affordable to the people who need them most. So we're expanding our presence in emerging markets, most notably Africa, where access to healthcare is still unacceptably low.

We have a flexible approach to pricing, we collaborate with others to help reduce prices through high-volume contracts, and we reinvest 20% of the profits we make in the least developed countries into healthcare infrastructure.

We know that the supply of medicines can be a lifeline after natural disasters. In 2014 we supported humanitarian relief efforts in 93 countries worldwide by supplying medicines in times of emergency.

A diverse workforce

Our customers and patients have diverse needs and expectations. It is vital for our workforce to reflect the diversity of our patients and customers so that we understand their needs and create products that fulfil their requirements.

To achieve this goal, we welcome talented people from all backgrounds and cultures and with different levels of ability. We have established a global working group on LGBT, gender and disability to champion diversity in our business.

Supporting accessibility

Dan Levett followed the Global Manufacturing and Supply Future Leaders Programme and is currently based in Japan.

"When I was applying for graduate schemes, I was worried what employers would think of my disability. During the application process I reluctantly disclosed my dyslexia, which turned out to be a good decision. Throughout the Future Leaders Programme, GSK has shown me how it has respect for people with disabilities. GSK has not only supported me with my challenges but has also given me the confidence to be the best Mechanical Engineer I can be."

Dan Levett
Mechanical Engineer



No.1

The 2014 Access to Medicines Index ranked GSK 1st out of 20 pharmaceutical companies in improving access to medicines and healthcare in developing countries.

20,000

In India, we've developed low-price sachets of health care products to enable us to supply 20,000 remote villages.

20%

We are the only healthcare company to reinvest 20% of our profits from the least developed countries to strengthen those nations' health systems.

40,000

In the past five years, we have helped train 40,000 health workers and improved access to healthcare for 11 million people across 35 countries.

For more of our graduate stories visit futureleaders.gsk.com

GSK - Brochures / Digital content / Industry

With graduate recruitment, the challenge is to attract the best possible people while making sure they're the right fit for the company.

For a few years now, I've worked with MSLGROUP (part of the Publicis Group) to create striking graduate recruitment campaigns for GSK. I've written brochures and digital content, including copy for GSK's Future Leaders Programme website.

The most interesting element of this job is interviewing young people across the world who are taking part in GSK's graduate training programme. This has involved early morning calls to Malaysia and late-night calls to Mexico, tracking down recent graduates and hearing about their experiences of the programme.

Each year, there's a different emphasis and it's my job to elicit great stories to bring the campaign to life for the next generation of recruits.

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The better to see you with, my dear

Come closer, I won't bite. My teeth aren't what they used to be when the preacher's words hurricaned across the keening Ayrshire hillsides. Never mind my gashed sockets and spiked feathers lashed with blood-red stitches. I aim to disguise, not terrorise. Once my beard flamed bright; now it's a patched up shadow. My colours have faded but the minister's conviction still blazes.



Fiona Thompson

National Museum of Scotland – Arts & Heritage / Poetry

The National Museum of Scotland teamed up with writers' organisation 26 to celebrate some of its greatest treasures – from the Lewis Chessmen to the Darien chest. They then paired writers with objects and asked us to write precisely 62 words about that treasure.

I'd been hoping to be twinned with the Queen Mary harp, which is in the museum's permanent collection. Instead I got this terrifying mask that used to belong to the 17th century Covenanting minister, Alexander Peden.

He used the mask to disguise himself as he was giving illegal sermons on hillsides in Scotland during the 'Killing Times'. Made of vellum, the mask has wooden peg teeth and seems to have feathers stitched around the eyes.

To write my poem, I imagined what the mask would say to museum visitors today, if it could speak. The poem was displayed in the museum alongside the mask for a special exhibition celebrating the treasures. The mask still gives me chills.



Coca Cola - Internal communications / Storytelling / Training

There's something magical about storytelling. In a world where we're assailed by information on every side, stories still have the power to draw us in and engage us.

I worked with the communications agency, Radley Yeldar, to create and deliver a series of storytelling webinars for Coca-Cola Hellenic, one of the world's largest bottling companies. The training aimed to enable internal communications professionals to source and write stories that would populate a new storytelling platform on the company's website.

Working closely with the agency, I created a series of three two-hour webinars on the subject of storytelling. These ran over the course of two weeks and covered an introduction to storytelling for business, a look at best practice, and practical ideas on how people could source and write stories for themselves.

PLAYING A PROMINENT ROLE IN THE CITY OF LIGHTS

Paris attracts more international visitors than any other city in the world, largely due to its heritage and the extraordinary variety of arts and cultural activities it has to offer. It is home to some of the world's most important museums, most prestigious designers and most iconic buildings.

The Opera national de Paris, with its two legendary venues – Palais Garnier and Opera Bastille – plays a vital role among the City's internationally recognised cultural institutions.

Seminal operas and ground-breaking ballets for 350 years

A RICH HERITAGE OF SUCCESS

The Opera national de Paris is celebrated worldwide for its artistic and cultural heritage, the outstanding quality of its programmes, its artistic savoir-faire, its dynamic repertoire and the exceptionally creative nature of its opera, ballet and dance productions.

Since the beginning, we have embodied a distinctive pioneering spirit. The first French opera was created for Opera national de Paris and classical ballet, as we know it, was invented on our stage.

A WORLDWIDE REPUTATION FOR ARTISTIC EXCELLENCE

We are known for our highly original productions that combine the best of centuries-old artisanal skills with ground-breaking technology to create unforgettable moments that touch audiences around the world.

*✦ The Paris Opera Ballet
and the School come together
for a gala performance
at Palais Garnier*
© AGATHE POUPENELY / ONP

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Paris Opera House – Arts and heritage / Brochures / Music

As a Francophile, harpist and classical music lover, it was an amazing opportunity to be asked to write a new brochure for the Paris Opera House.

The brief was to write a brochure to introduce the skills and experience of the Paris Opera House to cultural organisations overseas. So if, for example, a city in India, China or Brazil was thinking of setting up an opera house, this brochure would showcase the expertise of Paris Opera House professionals who could help.

The brochure covers everything from the opera's two world-class venues, cultural milestones over the centuries and innovative commissions through to artisanal skills, set design and highly technical staging machinery.

What people say

“You picked up the baton with the most basic of briefs and just got on with it. Not only was your writing spot on, you also handled communication with our own people and clients fantastically well.”

Jenny Hardy, Director, Gowling WLG

“Fiona’s inquisitive nature helped unearth the uniqueness of the proposition – producing elegant and engaging copy that gave the brand immediate understanding and personality. A great job, delivered on time, on budget and with a smile.”

Kevin Cauldwell, Founder, Cauldron

“Fiona is an absolute pleasure to work with. She can take the bare bones of a brief and turn it into impactful and beautifully written copy, designed to appeal perfectly to your audience.”

Carly Vincent, Philanthropy Executive, Battersea Dogs and Cats Home

Fiona isn’t your average copywriter; she really gets under the skin of a brief, a subject matter and an organisation.”

Christine Brown, Communications Manager, Help Musicians UK

“Fiona wrote many award-winning case studies for the Management Consultancies Association Awards. She produced excellent work that attributed to Deloitte achieving a record number of wins.”

Eileen Whelan, Marketing, Deloitte

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