

THE COURSE

How Brands Talk

VIKKI ROSS



training



Vikki Ross

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Copywriter
Vikki Ross Writes



WHAT'S IT ABOUT?

Brands are talking more than ever. On line, on social, on air, on billboards, on trains, planes and automobiles – the list goes... well... on. With so many brands around and so many places to communicate their message, now has never been a better time to make sure a brand's voice is heard. So, how does a brand create a voice? How does a brand communicate with its audience? And how does a brand stand out from the crowd?



HOW BRANDS TALK

In this informal, interactive, engaging and entertaining half-day course, we'll look at where a brand voice comes from and see how world-famous brands use their voice well, how some don't, and how you can create a voice people want to hear.

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Have pens and paper ready as laptops and tablets aren't allowed, you'll be writing – actually writing, flexing your imagination, getting creative, tackling new techniques and taking on different personas throughout the session.

LEARNING OUTCOMES

By the end of this workshop you will:

—
Understand where a brand voice comes from

—
Have learned the difference between good and bad brand voices in action

—
Get the toolkit you need to create a brand voice

—
Gain the confidence to create a brand voice

—
Leave with the techniques to get your brand message across effectively

—
Have a comprehensive understanding of conversational copywriting

SUITABLE FOR

Anyone who works in or is considering joining an in-house branding team

—
Those working on brand development in-house or agency-side

—
Individuals who regularly write for brands

—
Account or project management teams, marketing or promotions teams that review brand copy

—
Anyone who is tasked with working on a brand launch or rebrand

—
Those responsible for briefing a creative team or agency to work on their brand

—
Anyone who wants to understand or master the art of writing for a brand

YOUR FACILITATOR

Vikki Ross has been writing copy for big-name brands for 20 years, from The Body to the BBC. She specialises in branding and tone of voice, runs workshops and courses across the UK and tutors future copywriters and designers at School of Communication Arts 2.0. Focusing mainly on entertainment these days, Vikki's clients include Sky, NOW TV, ITV and Audible, and she regularly works with agencies like WCRS, WTF Creative, Sapient Nitro, Table 19, Kitcatt Nohr and Venture Three.

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Vikki has been judging D&AD and D&AD New Blood writing categories for the last three years, even writing the D&AD New Blood Copywriting brief in 2014. Intent on celebrating copywriting, Vikki created the Twitter hashtag #copywritersunite, which sees copywriters from around the world connecting with each other every day.

CONTACT

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