
Words with ideas

I'm a writer who likes to think.

I've got energy, ideas and a bag of good words.

Here are a few examples of my work.

Piers Alder

07887 632184

piers@wordbrain.com

www.wordbrain.com

In-branch ad for Stroud & Swindon building society

I helped rebrand this building society, dragging it kicking and screaming into the 21st century.

The feeling's mutual

Being a mutual building society means our customers are our owners. So instead of paying profits to shareholders, the benefits go to you.

We're now the biggest regional building society based in the South West, but we remain committed to certain principles:

- > We believe in a truly personal service
- > We value the community around us
- > We support local charities (we gave in excess of £45,000 in 2007)
- > We have a purpose beyond profit

We're here for you.

Stroud & Swindon
Your Building Society

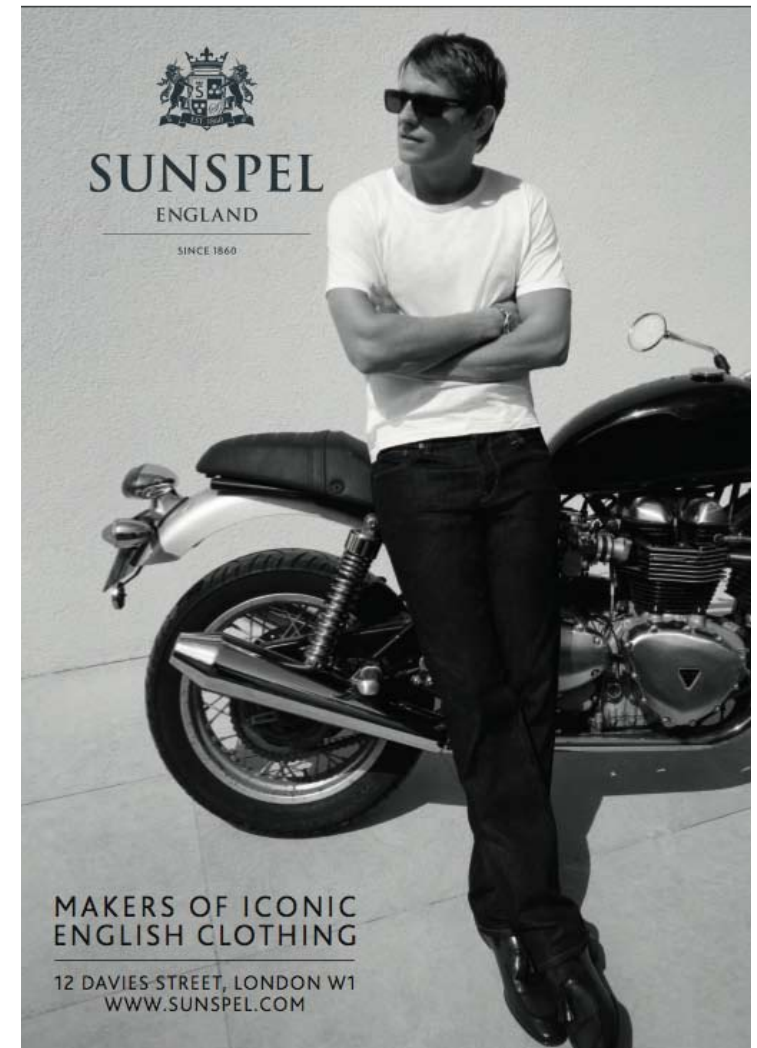
Telephone calls may be monitored and recorded to assist with staff training, customer service and for the purposes of security and fraud prevention. Member of the Building Societies Association and licenced by the Financial Conduct Authority. The Society is regulated and supervised by the Financial Services Authority. All financial products are available to the products and services of The Society and its parent company. Head Office: Stroud and Swindon, Gloucestershire, Stroud, Gloucestershire GL8 3JH.

Verbal identity and web content for classic fashion brand

I've taken charge of Sunspel's entire verbal branding, from website to advertising. That includes fortnightly marketing emails and keeping the web content fresh and new.

SUNSPEL: ESSENTIAL CLOTHING MADE EXCEPTIONAL

At Sunspel we create a range of beautifully made clothes in sophisticated, understated designs. As well as our underwear we also make t-shirts and polo shirts in a number of colours and styles, using our own unique fabrics. Our philosophy remains the same in all that we do: true comfort and timeless style.



Customer comms and brand positioning for 3

I worked with 3 to define their brand from launch, created welcome programmes, wrote in-pack materials, edited customer magazines and generally helped them acquire more than 4 million customers.



Print ads for Welsh tourism agency Visit Wales

Visit Wales insists that its ads are steeped in a sense of the local and particular. The trick is to use this to appeal to outsiders.

We'll treat you like royalty

When Queen Victoria came to stay at Penrhyn Castle in North Wales a one-ton slate bed was built for her. We don't promise to make a bed specially for you but we promise to put together an event you won't forget in a hurry.

Imagine a themed party in the 45 acre grounds. Or an evening of fine dining in the dramatic grand hall. Or a drinks reception in the Victorian walled garden.

The choices in Wales are endless. You could throw a party in a cave (try the largest cave complex in Europe at Dan Yr Ogorf), enjoy a champagne buffet on a mountain railway, or picnic on mountainside. Or if it's comfort you're after, come and relax in a world class spa or unwind at one of the most stunning golf resorts in the world.

Whatever your choice, we'll make it special. And we won't insist you sleep on a slate bed.

Wales Cymru

Find out more
www.meetings.visitwales.com
amy.cromwell@wales.gsi.gov.uk

TO UNISEE ENWYFFAID
 UNICAN I
 EUROPEAN UNION
 OBJECTIVE I

70,000 Welsh men and women can't be wrong

We are proud of our Millennium Stadium. And with good reason.

With its retractable roof, movable pitch and stunning contemporary design, it's an apt symbol of the energy and inventiveness that we bring to whatever we turn our attention to. It's also a unique setting for business events of all kinds, offering seven suites and a range of intriguing spaces.

The Millennium Stadium is just one of hundreds of inspiring venues for business events in Wales. Come and try them. We will be cheering you on.

Wales Cymru

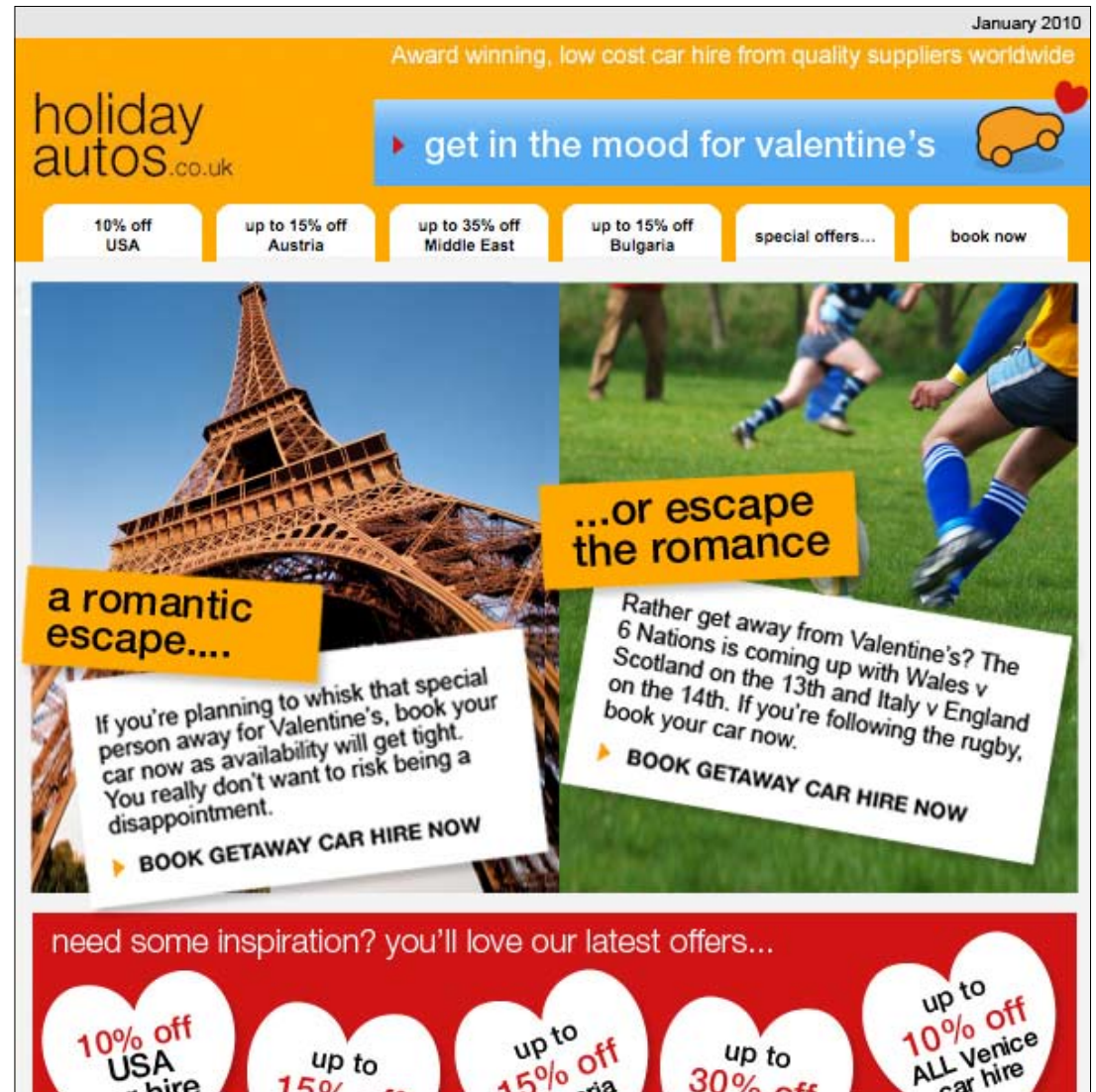
Getting here
 The Millennium Stadium is in the centre of Cardiff, 20km from Cardiff International Airport and less than two hours by road or rail from London Heathrow Airport and Birmingham International Airport.

Find out more
www.meetings.visitwales.com
amy.cromwell@wales.gsi.gov.uk

TO UNISEE ENWYFFAID
 UNICAN I
 EUROPEAN UNION
 OBJECTIVE I

Print and digital marketing for car hire company holiday autos

For over two years, I've helped holiday autos develop a distinctive positioning through segmented monthly eshots, plus print ads and other marketing materials.



Messaging on Sky 'free digital' retail pack

A key part of the brief here was to try and explain an infernally complex proposition simply. The 'Pay once, watch forever' headline managed to gain approval from James Murdoch himself.

sky

£75 ONE-OFF PAYMENT

PAY ONCE WATCH FOREVER

Enjoy over 200 free digital TV channels PLUS 6 months Sky TV

itv1, CBeebies, itv2, BBC THREE, S4C, 4, five, FILM, CNN, FLAUNT, mm menmotors, BBC ONE, travel channels, Community, TMTF, SKY three, CLASSIC MTV

What you'll get with this pack...

- ✓ No contract = no monthly fee
- ✓ Access to over 200 free channels
- ✓ Standard installation & set up
- ✓ No need for an aerial upgrade
- ✓ Sky box, minidish & Sky remote
- ✓ 6 months Sky TV
- ✓ Access to Sky Pay Per View Events*

Simply buy this pack and call Sky to arrange delivery and standard installation of your equipment on a day that suits you.

get set for digital ✓

* To get full access to our Pay Per View Events you will need to register your bank details with us when you call.

new Sky TV customers, this pack gives you:

200 free digital TV channels – that's over 4 times more than Freeview.

two most popular Entertainment Mixes – 'Variety Mix and 'Knowledge Mix' (15 per month) – showing stunning documentaries, top drama and comedy.

you'll continue to have access to over 200 free channels with no ongoing Sky. If you like you can also choose to subscribe to any of Sky's TV Mixes from just £15 per month.

minidish & Sky remote are yours to keep (and come with a 12 month warranty) so there's no need to buy anything else, Sky's equipment will work with any digital TV, so you'll be ready for the digital switchover starting next year.



What's next?

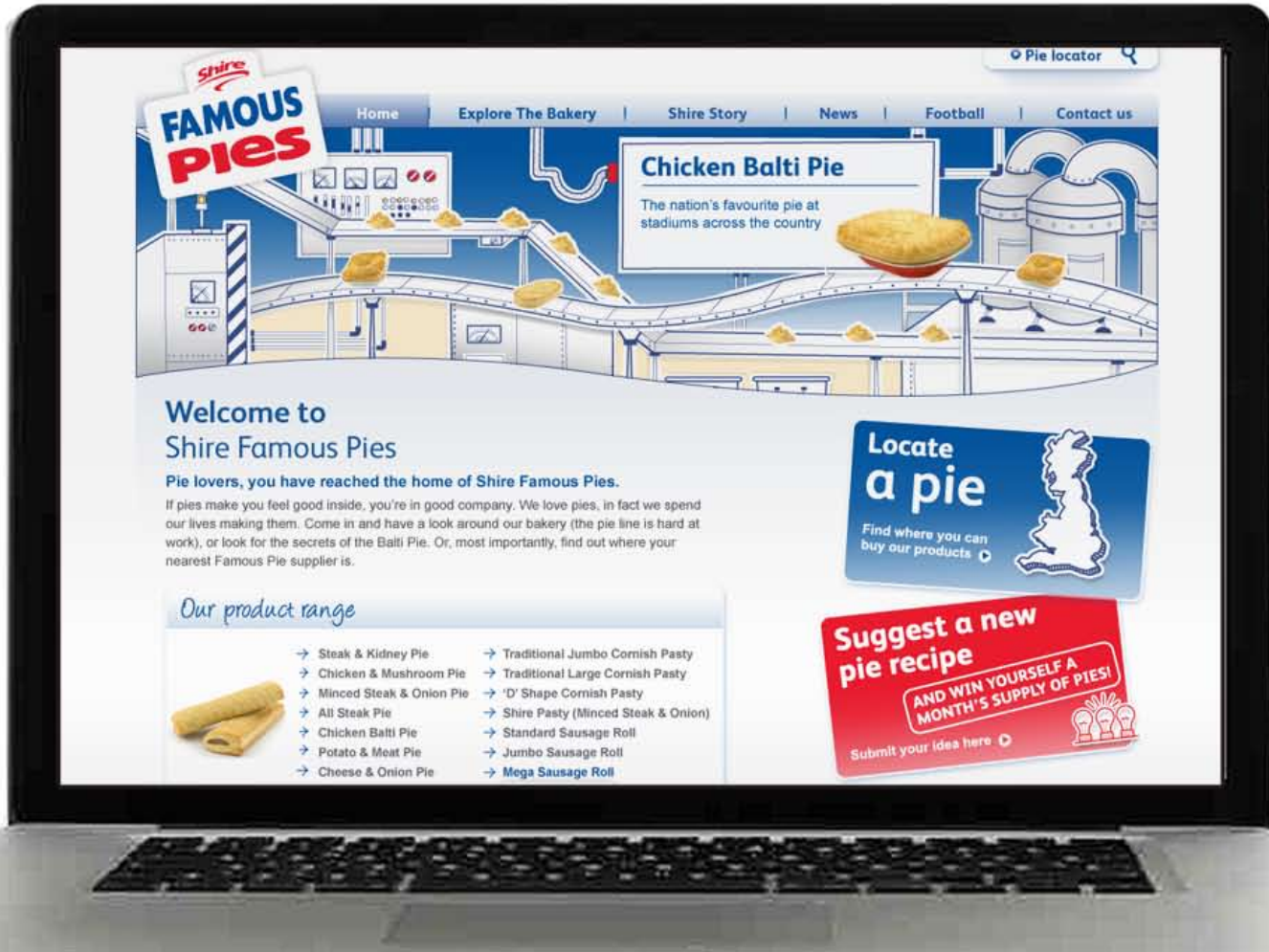
once you've got the pack, you'll find all the information and help you need to get started. Just call us on 10100 or visit our website. We'll find a day when it's convenient (including weekends) for one of our installers to bring everything you need to your home and get it all set up. It's that easy.

Simply buy this pack and call Sky to arrange delivery and standard installation of your equipment on a day that suits you.

When you call Sky, you could also get Sky TV equipment for you. Standard installation charges may apply. Call us on 10100 for more information. If you don't have a telephone line, you can get a free Sky TV line. You can get a free Sky TV line without subscribing to Sky digital. Further terms apply. Additional costs apply for Pay Per View Events. Information correct at time of print March 2007.

Website for Shire Foods

...the makers of football's no. 1 half-time snack, the chicken balti pie. This website gave their brand some real character, based entirely on their actual staff and factory.



Outdoor ad for Cable & Wireless in the Channel Islands

From a series of ads that combined a hand-drawn and highly approachable visual style with a confident, knowing tone.

**Now
there's no
excuse**

Hi mum.

Now your inclusive
minutes include calls
to call any land line
on the island.

sure.

**New name,
new thinking.**

CABLE & WIRELESS

Point of sale materials for Sweetbird syrups

I named this cute little brand as well as devising its positioning and cheeky attitude.



A large graphic featuring a simple black outline of a bird character on the left. To its right is a white coffee cup with a thick layer of foam and a dusting of brown powder. A large speech bubble above the bird contains the text "Hello Sweetbird here." Below the bird, the text "Do yourself a flavour" is written in a bold, sans-serif font. Underneath this, a paragraph of text reads: "We love coffee. Hell yeah. Splash a dash of extra flavour in your coffee with an extra shot of any Sweetbird syrup. Mmm caramel, mmm hazelnut..." At the bottom left, the Sweetbird logo and website URL "www.sweetbirdsyrups.com" are displayed.

Hello
Sweetbird here.

Do yourself a flavour

We love coffee. Hell yeah. Splash a dash of extra flavour in your coffee with an extra shot of any Sweetbird syrup. Mmm caramel, mmm hazelnut...

Sweetbird™
www.sweetbirdsyrups.com



A graphic featuring the Sweetbird character on the left. To its right is a tall glass filled with a red, bubbly beverage, ice cubes, and fruit slices. A speech bubble above the bird says "Hello Sweetbird here." Below the bird, the text "Fruit Sparkler" is written in a bold, sans-serif font. Underneath, a paragraph of text reads: "Put a fizz in your face with a zingy Italian soda - lots of bubbles, ice and fruitiness." At the bottom left, the Sweetbird logo and website URL "www.sweetbirdsyrups.com" are displayed.

Hello
Sweetbird here.

Fruit Sparkler

Put a fizz in your face with a zingy Italian soda - lots of bubbles, ice and fruitiness.

Sweetbird™
www.sweetbirdsyrups.com



A graphic featuring the Sweetbird character on the left. To its right is a white coffee cup with a thick layer of foam and a dusting of brown powder, with several gingerbread cookies scattered around it. A speech bubble above the bird says "Hello Sweetbird here." Below the bird, the text "Gingerbread Latte" is written in a bold, sans-serif font. Underneath, a paragraph of text reads: "Here's a winter coffee designed to kickstart your internal heating system. The cookies of your heart are waiting." At the bottom left, the Sweetbird logo and website URL "www.sweetbirdsyrups.com" are displayed.

Hello
Sweetbird here.

Gingerbread Latte

Here's a winter coffee designed to kickstart your internal heating system. The cookies of your heart are waiting.

Sweetbird™
www.sweetbirdsyrups.com

B2B brochure for Ultimate Finance

A clean and crisp brochure positioning Ultimate Finance as accomplished experts who can make a difference to struggling small and medium sized businesses.



Sometimes a week's too long to wait.
Fast moving invoice finance specialists



Sometimes businesses lose their balance.

When cash flow becomes a problem, factoring or invoice discounting put you back in control of your own future. They offer a quick way to unlock your own assets and turn unpaid invoices into working capital.

Deliberate late payment of invoices is an increasing problem in many areas of business in the UK. Factoring and invoice discounting are very useful ways of coping with the problem, and more and more businesses are appreciating that they offer the stability of a predictable cash flow. That's why over £149 billion worth of invoices were factored or discounted in the UK last year.

Invoice finance is a far more speedy and cost effective way of raising finance than those available from clearing banks: a flexible solution that can prevent a company from having to interrupt its supply of services or goods to its customers.

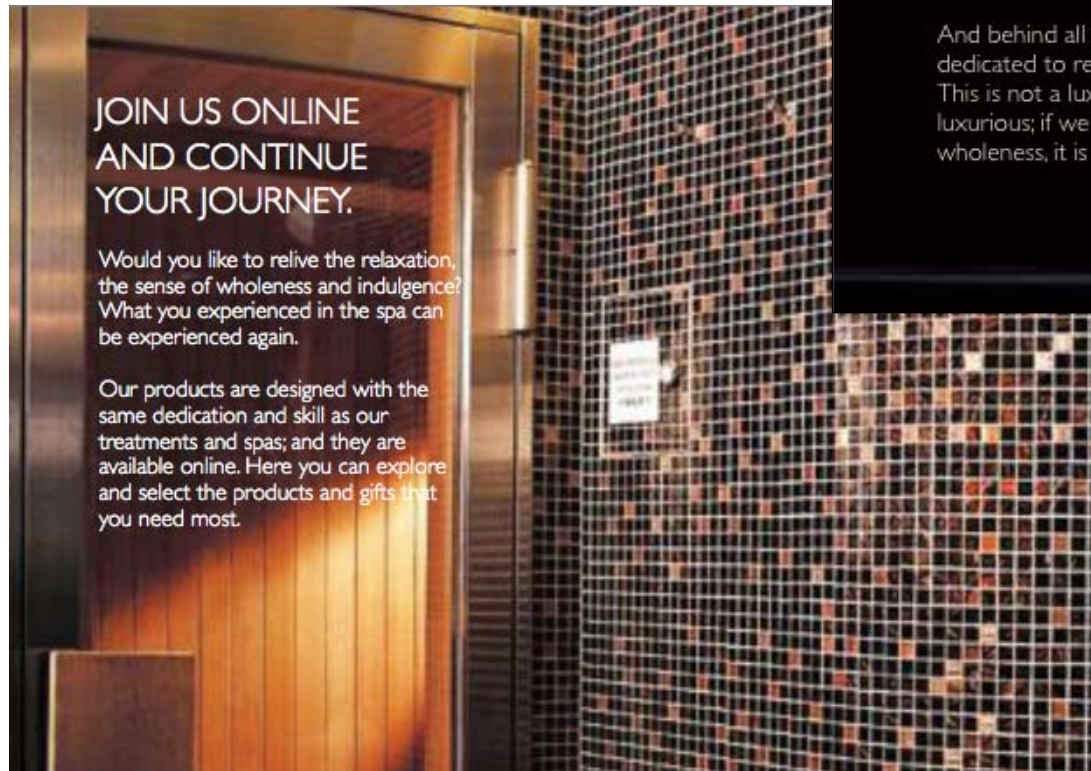
It is not, of course, a cure for ailing companies, but a very valuable service for sustaining controlled, profitable growth.

What sets Ultimate Finance apart is our unique way of offering invoice finance.

We are some of the most experienced people in the invoice finance industry, and we pride ourselves on working in a uniquely responsive and personal way.

Leaflet for ESPA

This company prides itself on being a global leader in luxury spa design, treatments and products, with a sensuous and evocative visual and verbal approach.



JOIN US ONLINE AND CONTINUE YOUR JOURNEY.

Would you like to relive the relaxation, the sense of wholeness and indulgence? What you experienced in the spa can be experienced again.

Our products are designed with the same dedication and skill as our treatments and spas; and they are available online. Here you can explore and select the products and gifts that you need most.

ESPA IS NOT ONE THING BUT MANY

We are a global company committed to developing the world's finest spas.

We are a provider of therapeutic spa treatments that fuse ancient wisdom and modern knowledge.

We are creators of natural skin care products and gifts made from natural ingredients of the finest quality.

And behind all our work lies a philosophy dedicated to restoring balance and health. This is not a luxury, although it may be luxurious; if we are to live our lives in wholeness, it is a necessity.



Do you want to hold onto your worries?
Then let them go.
All it takes is the luxury of time.
Time for yourself.

Your muscles loosen, your pulse slows.
Your senses open and the tension drops away.
Now you may begin
to restore yourself to yourself.

Launch ads for Scoff, a 'quality fast food' start-up

These adverts were displayed in the window of their first branch as it was being fitted out (they now have three). I came up with the strapline as well as copy for ads and packaging. The idea was simply real, no-nonsense good food, so the copy reflected that.



Christmas campaign for Rawww

A bit of animated nonsense for this Midlands design agency's xmas greetings. Turkeys were revealed as intelligent and sensitive creatures who liked a drink and a party as much as the rest of us.



Thanks for looking

...and do get in touch.

07887 632184

piers@wordbrain.com

www.wordbrain.com
