

**I'm a
strategic,
editorial,
conceptual,
collaborative,
and very crafty
Copywriter.** 🧐

Read a little about me, and see some examples of my brand copy work.
If you'd like your client or brand to shine through words, please [get in touch](#).



Talking about my favourite subject for Den Danske Reklameskole (The Danish Advertising School) "How to make words the hero of everything!"

My love of words is limitless

I enjoy all forms of writing. From punchy captions to award-winning ads, email flows and foundational guides. I'll dive head first into any brief, from fintech to food waste. Bring. It. On.

My superpower is connecting copy through tone and structure for a distinct and seamless audience experience.

Long-form copy makes me feel like a real writer, so I'm proud to be a published author, and to feature in Creative Review and Etapes magazine.

My experience keeps growing

I've been writing for decades, independently and for stellar agencies like 180 Amsterdam, TBWA Hunt Lascaris and Republica. I've gained broad category knowledge from amazing clients like BIC, BMW, Landrover, adidas, Saxo Bank, Coop and Triobike.

My global experience in strategy, branding and concepting gives me deep expertise and a wide lens. When creating connected platforms, no detail or opportunity escapes.

And, I love giving back. I've taught and mentored around the world from Miami to Vilnius and Copenhagen.

“Language is much more than words. It’s a system that helps people make sense of their experience.”

I’m always collecting copy quotes, like this gem from Candi Williams 🍷

Some amazing brands I've worked on at agencies worldwide as a **Creative Director / Conceptual copywriter.**



Some wonderful clients I've worked with directly as a **Brand consultant** / **Brand copywriter**.



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HÅRKLINIKKEN



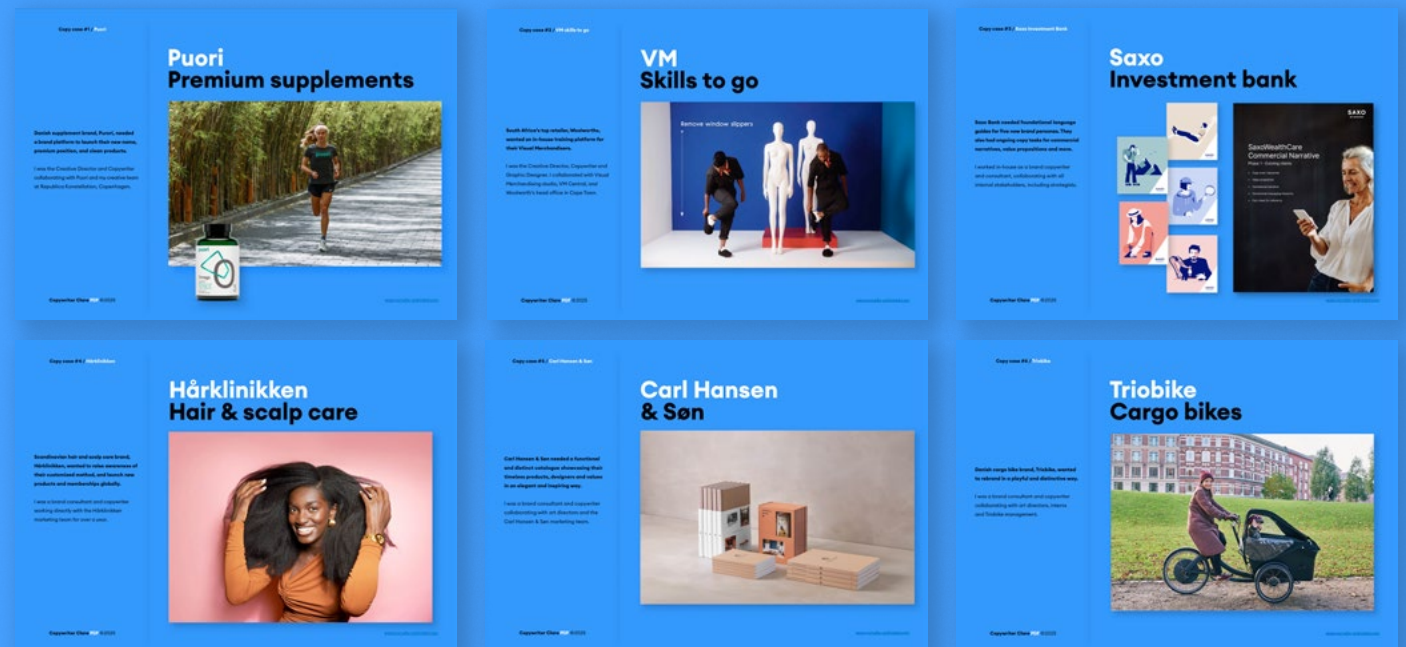
CARL HANSEN & SØN

Audo



PHILIPS

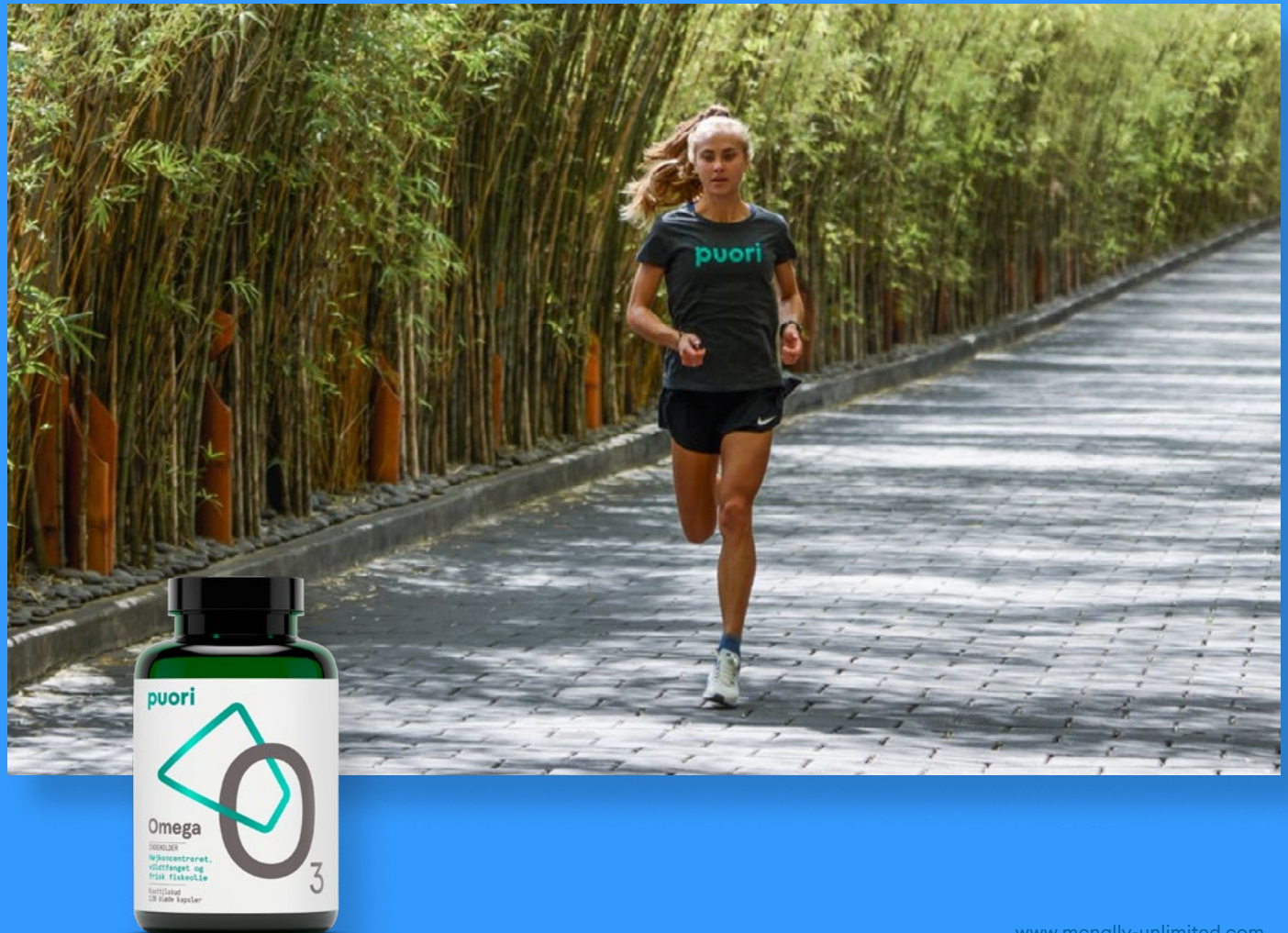
A collection of copy cases



Puori Premium supplements

Danish supplement brand, Puori, needed a brand platform to launch their new name, premium position, and clean products.

I was the Creative Director and Copywriter collaborating with Puori and my creative team at Republica Konstellation, Copenhagen.

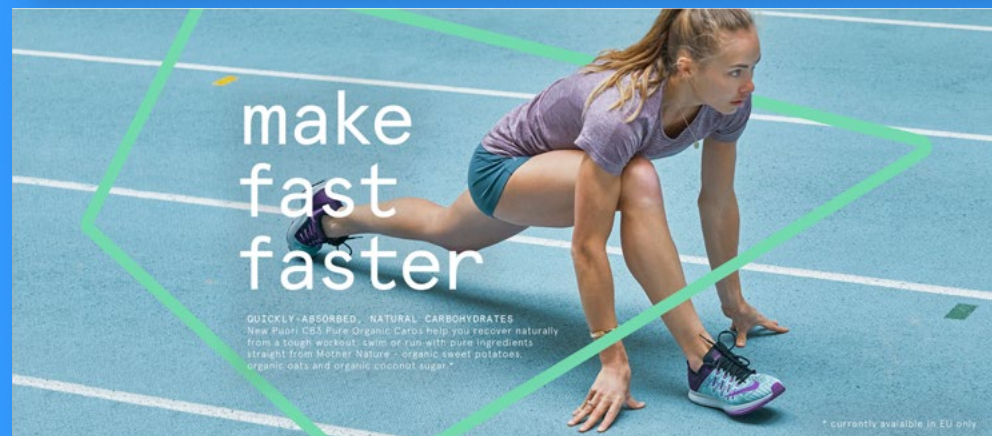


Copy case #1 / Puori

Challenge — Share the performance and purity of Puori with a diverse audience, from cross-fitters to everyday fitness folk and yogis.

Insight — The “Striver Mentality” mindset exists across audiences, from elite athletes to you and me. All improving in different areas, from fitness to mindfulness, diet to supplementation.

Solution — We captured this desire for progress with the core positioning line **Make good great**. The line was adapted for every audience, product benefit and media.



Copy case #1 / Puori

Make good great.

Some examples of the line in action ...

Performance

Make strong stronger.

Make fast faster.

Make high higher.

Make far further.

Make heavy heavier.

Product

Make pure purer.

Make clean cleaner.

Make green greener.

Make whey wow.

Make recovery quicker.

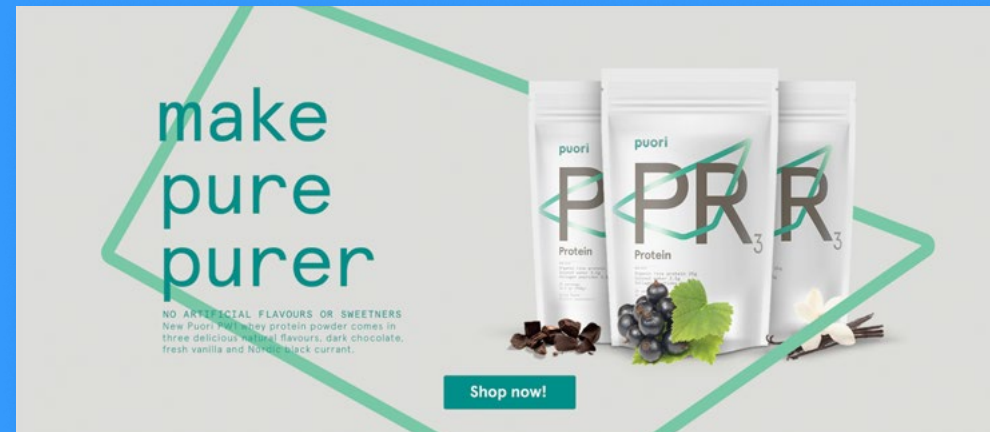
Mindset

Make calm calmer.

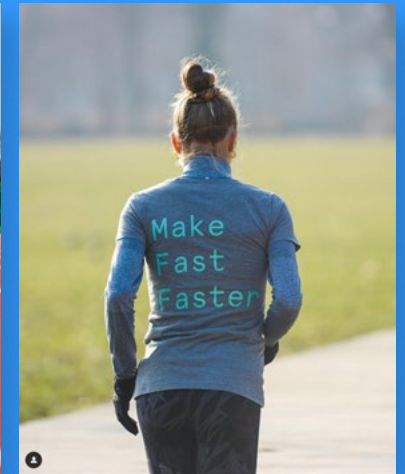
Make nice nicer.

Make easy easier.

Make kind kinder.

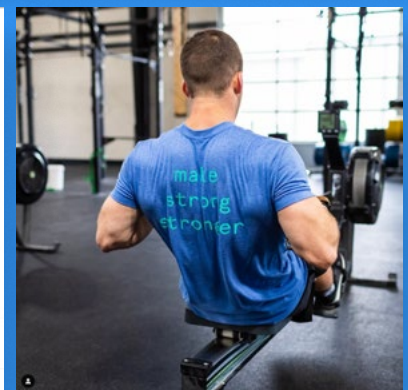
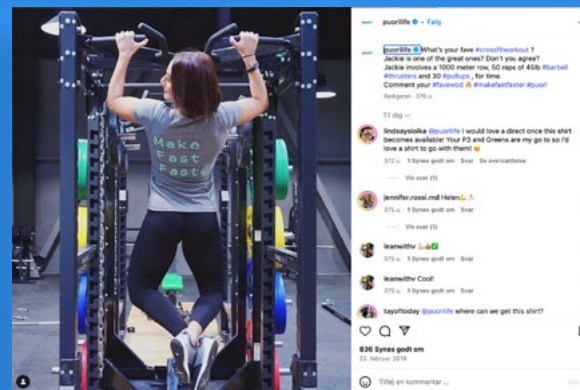
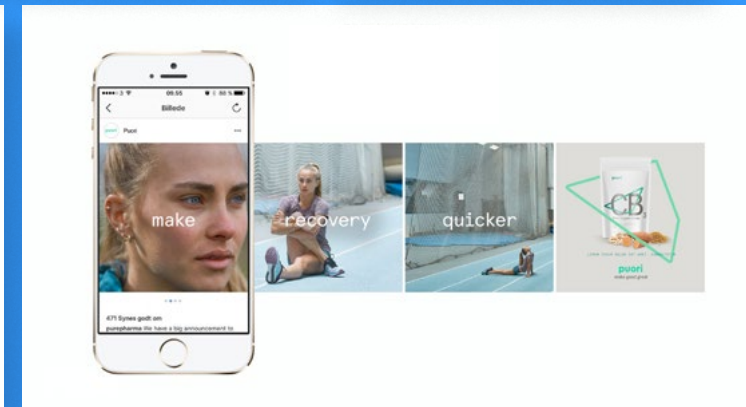
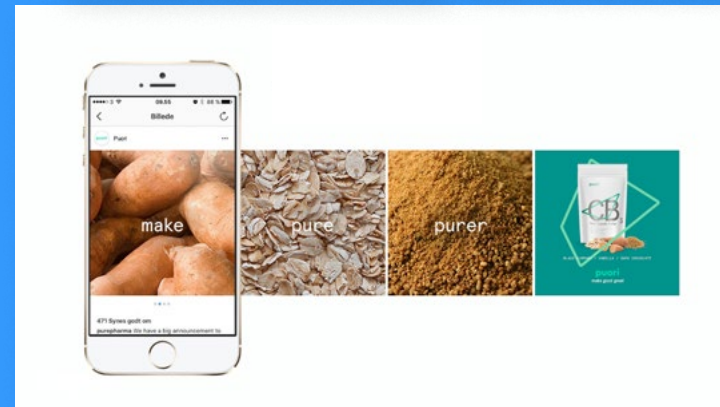


Copy case #1 / Puori



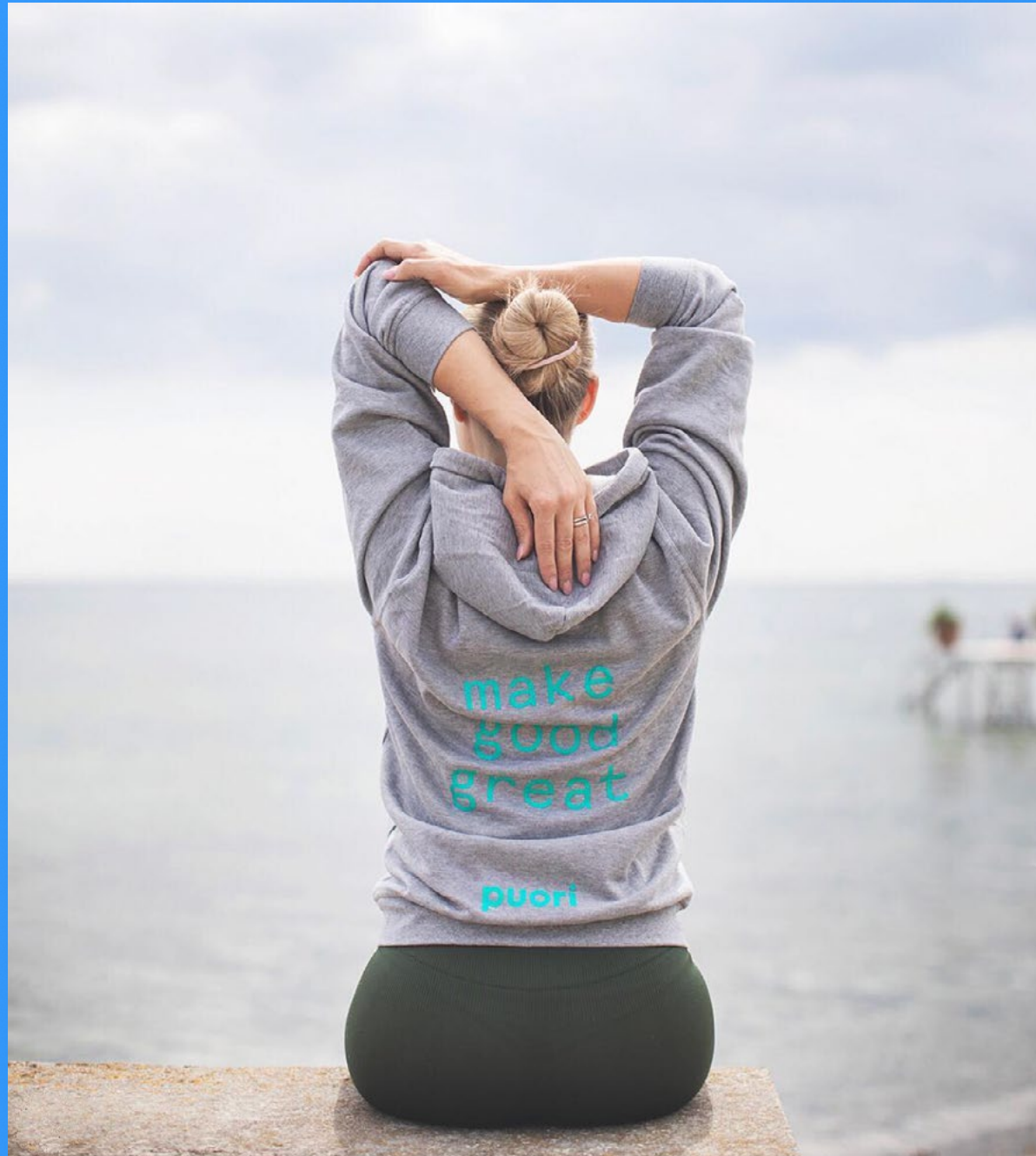
Make copy simple.

The copy structure and brand mindset stretched across SoMe, newsletters, web, email flows, merch and more. The client loved it. The brand ambassadors were excited. Puori problem solved!



My copy tasks

- Brand positioning / tagline
- Website / UX copywriting
- Content strategy / SoMe
- Product descriptions
- emails / newsletters
- Press releases
- B2B communication
- Ambassador guides
- Presentation decks
- Merch



VM Skills to go

South Africa's top retailer, Woolworths, wanted an in-house training platform for their Visual Merchandisers.

I was the Creative Director, Copywriter and Graphic Designer. I collaborated with Visual Merchandising studio, VM Central, and Woolworth's head office in Cape Town.



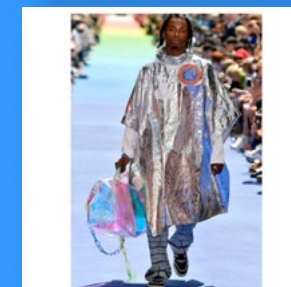
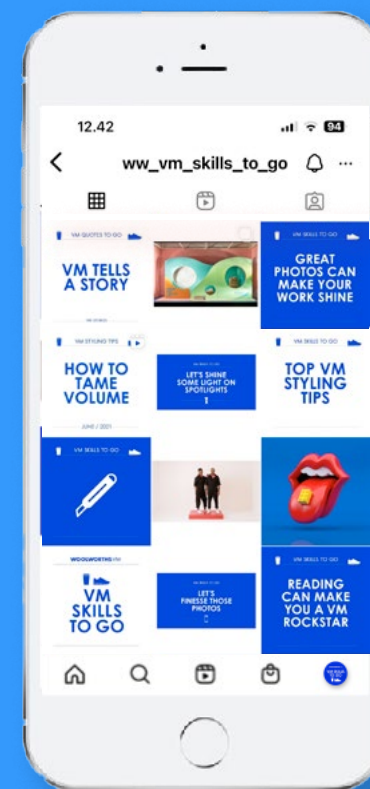
Copy case #2 / VM skills to go

Content strategy

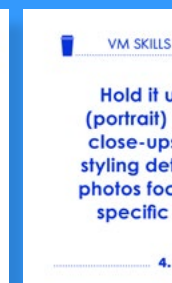
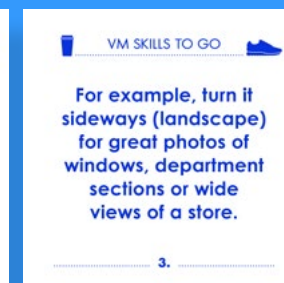
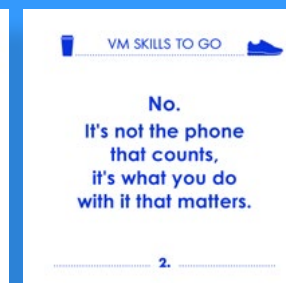
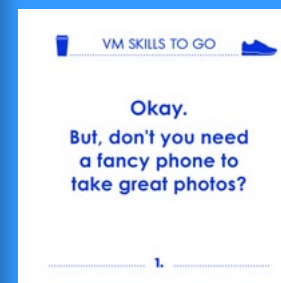
VM skills to go has three pillars:
READ, WATCH and **USE**.

The feed is packed with useful VM tools, tips, trends, quotes, webinars, films and guides. Plus, cool shop windows, retail displays, awards and wonderful Woolworth's VM people. All in your pocket and ready to go!

The flexible name works for all kinds of content: **VM skills to go**, **VM tools to go**, **VM quotes to go**, **VM tips to go**, **VM people to go**, **VM films to go**, **VM inspo to go** etc.



Copy case #2 / VM skills to go

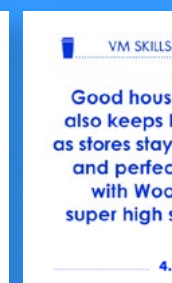
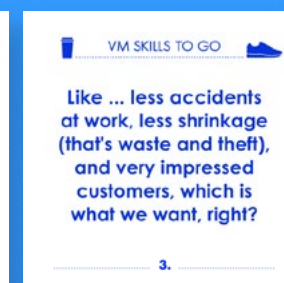
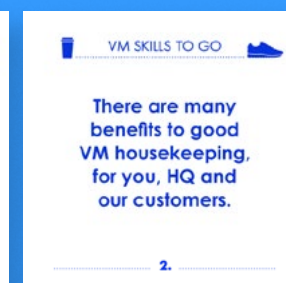
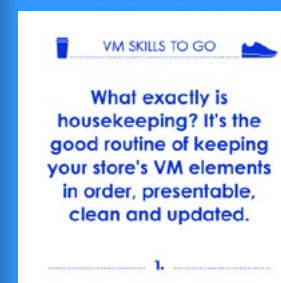
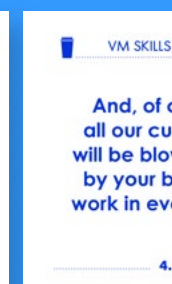
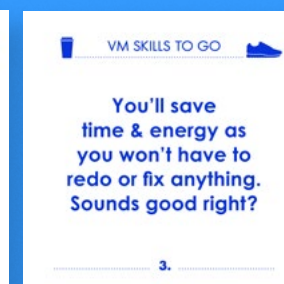
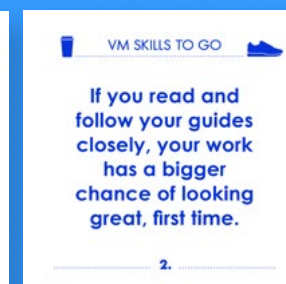
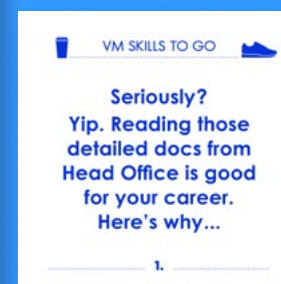
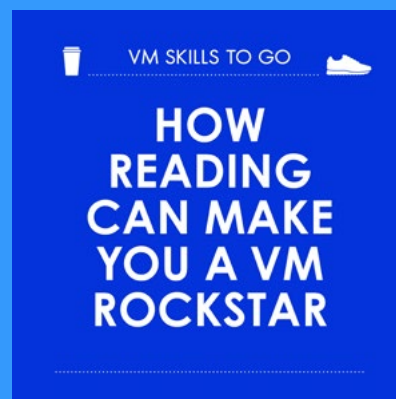


Educational content

These **mini guides** encourage speed learning, with topics like in-store photography, VM housekeeping, and the importance of reading documents from Head Office.

They can be broken up into shorter sections, used as GIFs, or downloaded as PDFs.

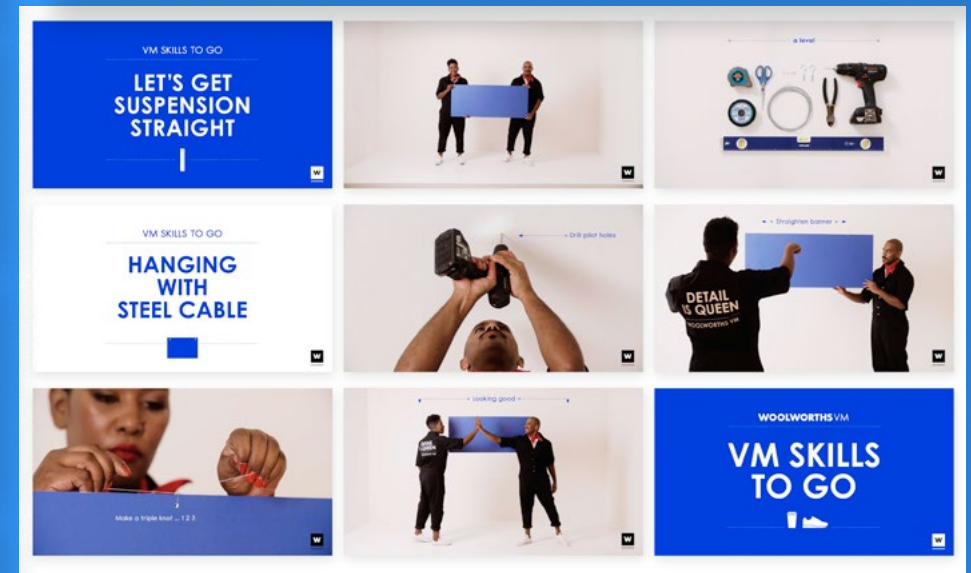
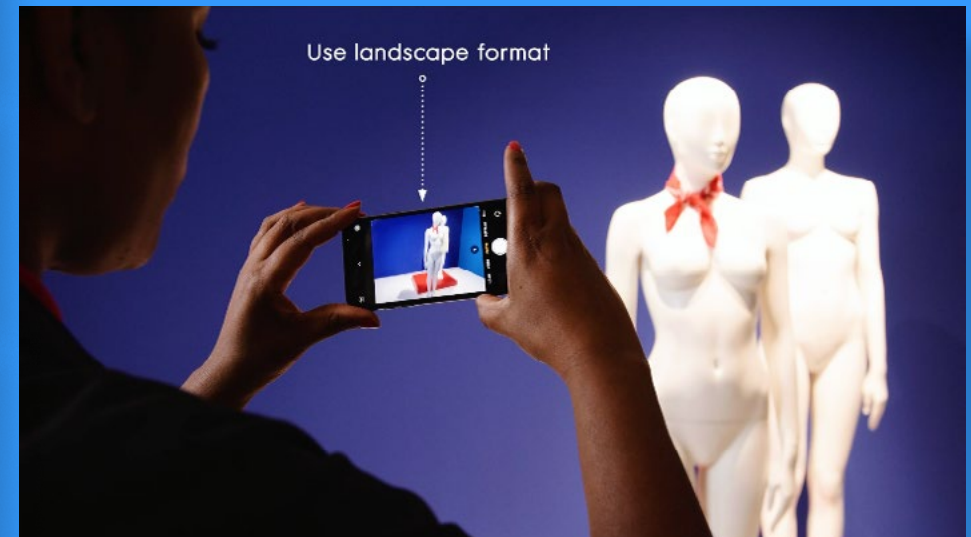
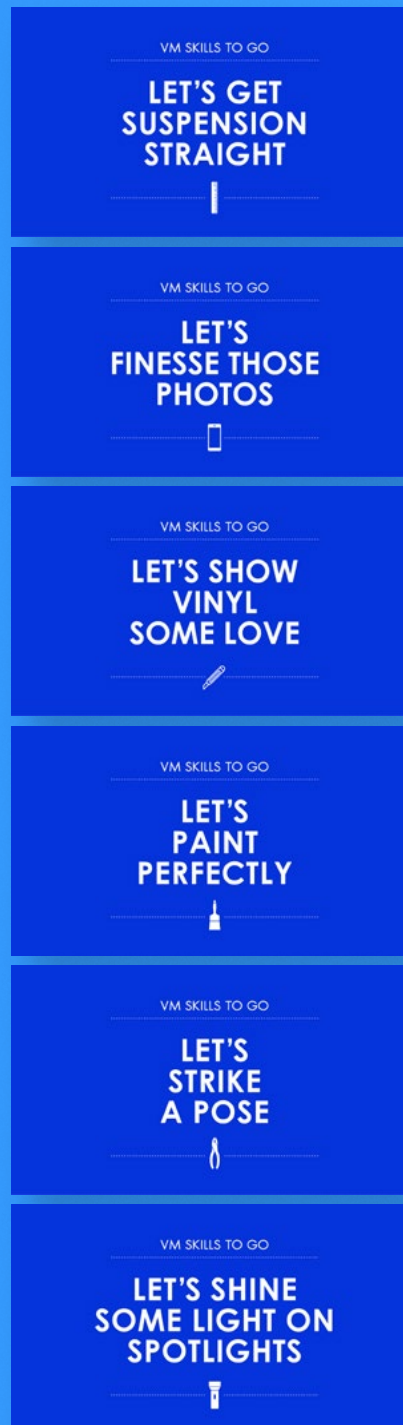
The tone is casual, clear and energetic.



Copy case #2 / VM skills to go

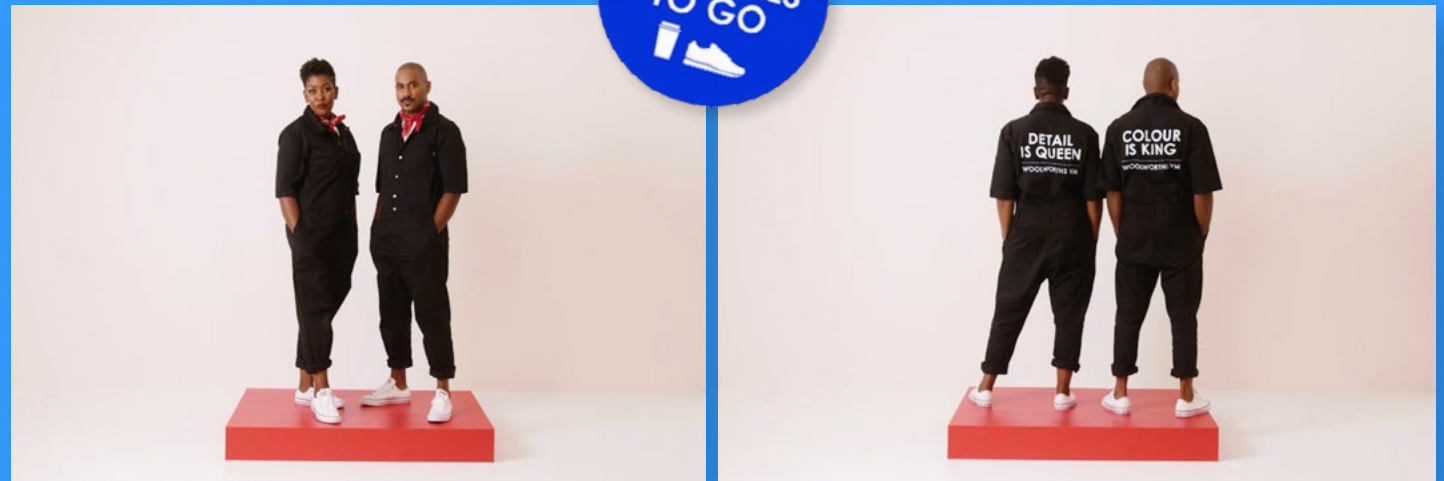
Instructional films

A series of **step-by-step films** explain VM tasks, from posing mannequins to painting perfectly. The skilled presenters inject their own VM humour.



My copy tasks

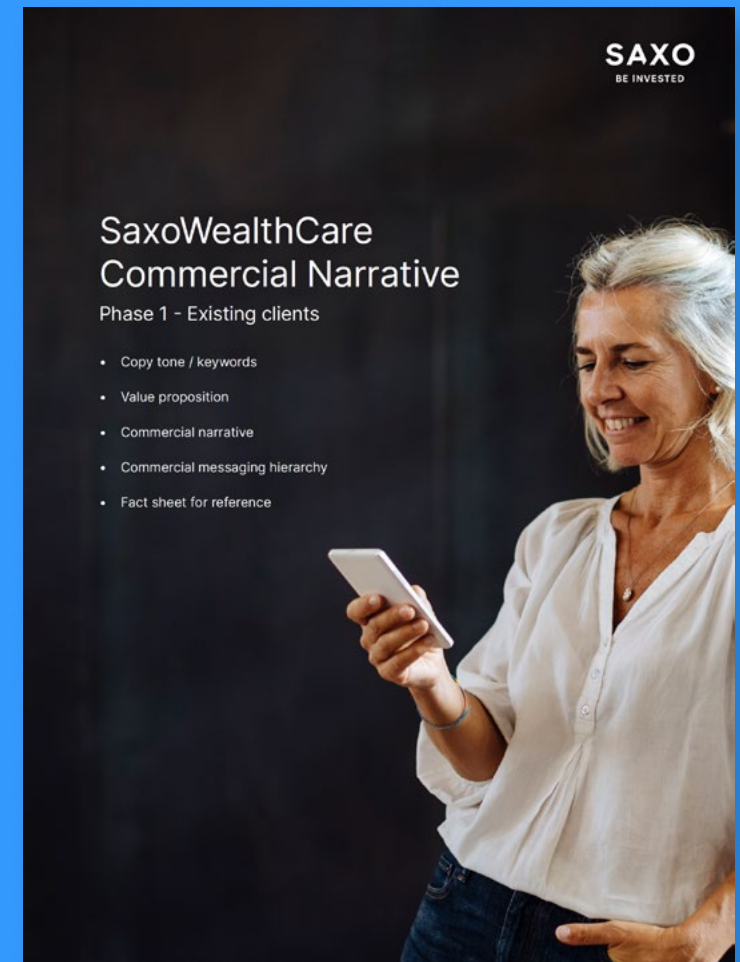
- Naming
- Tone of voice
- Content strategy / SoMe
- Film scripts
- Online guides
- Presentation decks
- Interviews
- Merch



Saxo Investment bank

Saxo Bank needed foundational language guides for five new brand personas. They also had ongoing copy tasks for commercial narratives, value propositions and more.

I worked in-house as a brand copywriter and consultant, collaborating with all internal stakeholders, including strategists.



Challenge — Understand the complexity of investment banking at Saxo. Then, create distinct persona copy guides aligned with Saxo's TOV. Make the guides accessible throughout the bank.

Solution — Strategically aligned copy guides expressing unique personas. Each with their own instructions, examples, do's and don'ts, and crafted copy prompts for use throughout the bank.

As all content is under NDA, it cannot be shown here. Instead, here are some kind words from **Philip Trampe**, Global Head of Client Communications at Saxo Bank. Thank you Philip. The feeling's mutual.

“Clare quickly engrained herself in our business and developed a comprehensive understanding of our needs and goals. Her final deliverables will serve as a new cornerstone in our communications strategy, and I hope I have the pleasure of working with her again on future projects.”

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Hårklinikken

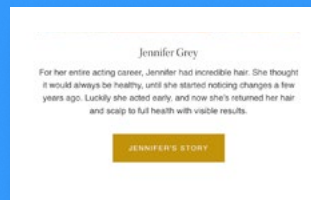
Hair & scalp care

Scandinavian hair and scalp care brand, Hårklinikken, wanted to raise awareness of their customised method, and launch new products and memberships globally.

I was a brand consultant and copywriter working directly with the Hårklinikken marketing team for over a year.



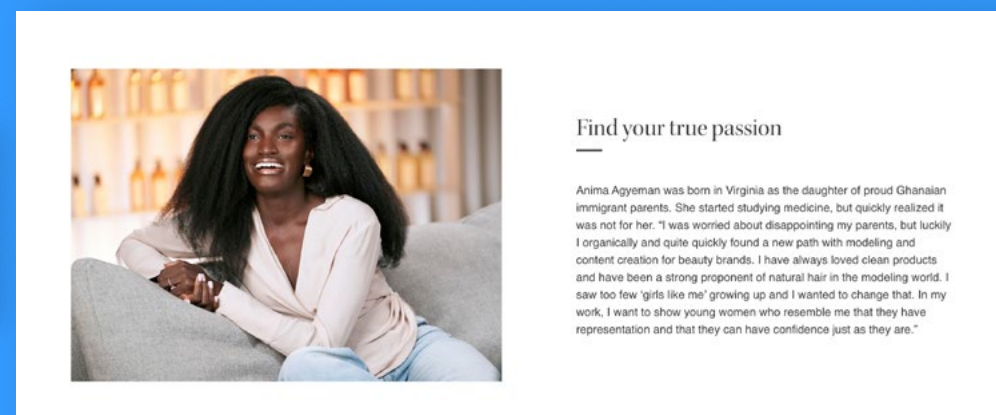
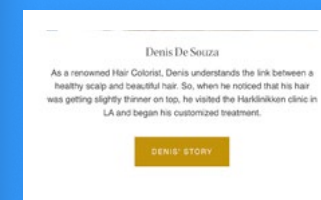
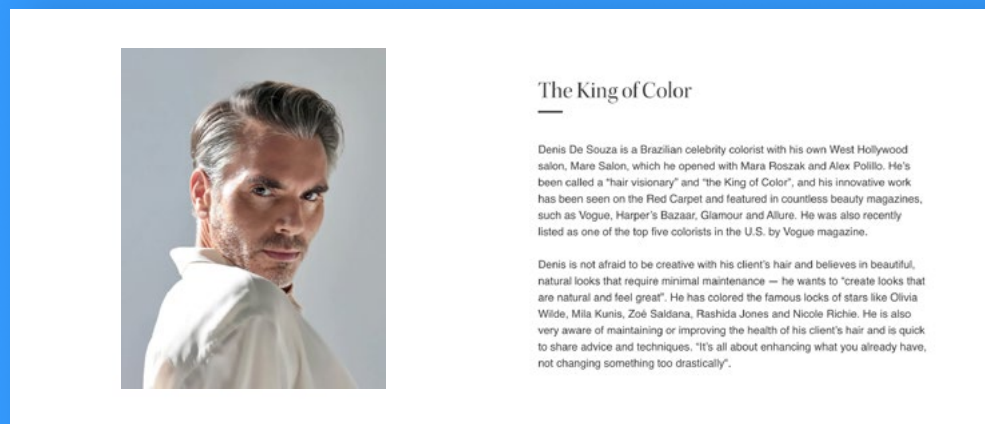
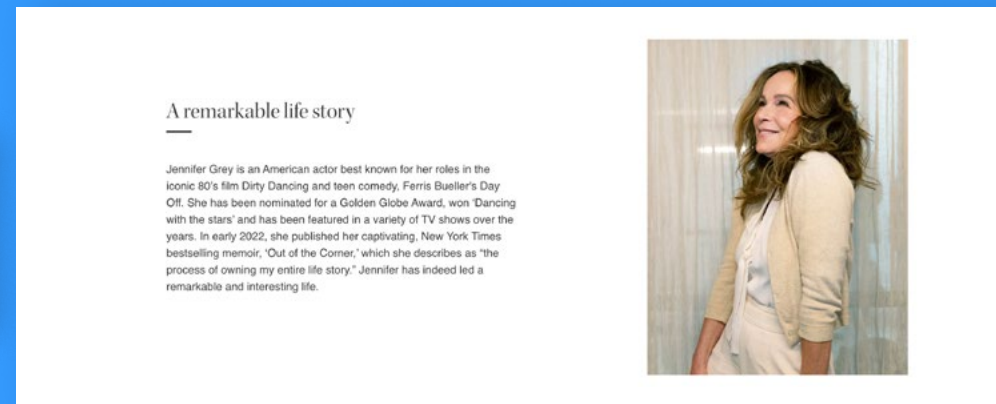
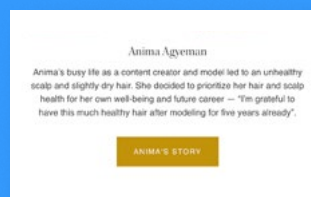
Copy case #4 / Hårklinikken



Challenge — Communicate the supreme quality of Hårklinikken's hair gain products, methods and offers in an empathetic, inspirational and precise voice.

Insight — Hårklinikken's new pay-off **It's more than hair, it's you** inspired a personal approach to brand storytelling.

Solution — A collection of **Ambassador hair stories** from high-profile clients who shared their unique hair stories and experiences. From Dirty Dancing's Jennifer Grey to celeb hair stylist Denis De Souza and content creator Anima Agyeman.



Copy case #4 / Hårklinikken

Product naming / descriptions

Launch copy for **luxurious accessories, hair care sets** and **exclusive memberships** across web, SoMe, emails, newsletters and PR.

Copywriter Clare PDF ©2025



The Hair Brush

The new Harklinikken Hair Brush lets you effectively brush your hair and improve its condition at the same time. The brushes' nylon and natural, wild boar hair bristles stimulate your scalp, protect each strand, lessen frizz and breakage and give you softer, smoother hair.

SHOP

The Toiletry Bag

Keep all your Harklinikken products organized with the stylish Harklinikken Toiletry Bag in warm gray with gold details. Made from 100% pure cotton with a convenient zipped inner pocket, it's the perfect companion for your travels or at home, and the Harklinikken Travel Essentials set fits perfectly inside.

SHOP



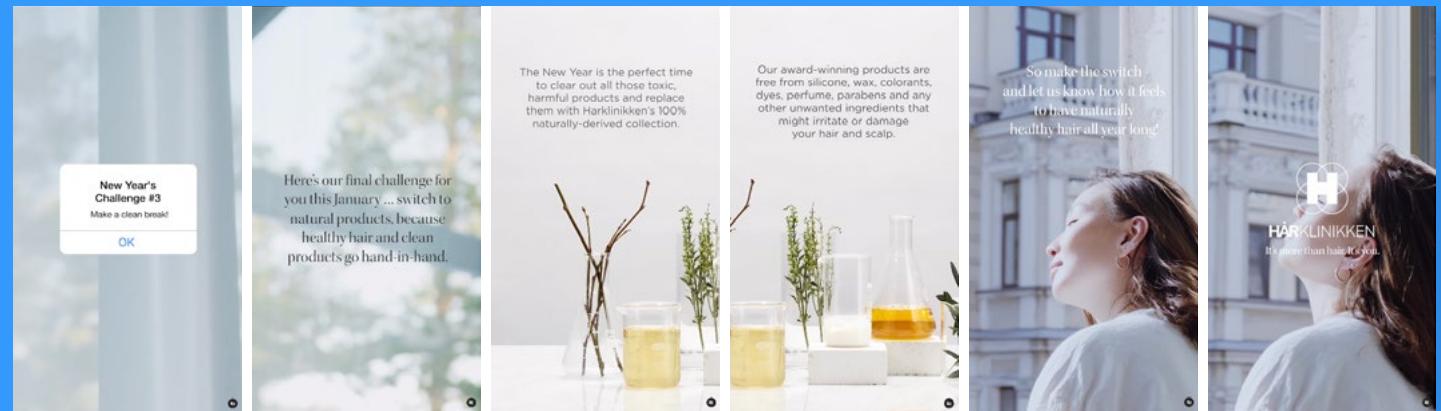
The Hair Towel

Pamper yourself daily with the new, super soft and absorbent Harklinikken Hair Towel. This beautiful towel is made from 100% cotton, with a specially-designed elastic band sewn in. Simply wrap the towel around your head with the band at the base of your neck, twist the towel around your hair and place the ends inside the band.

SHOP

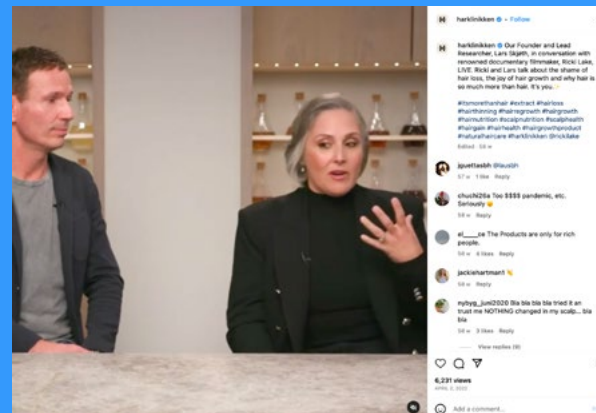
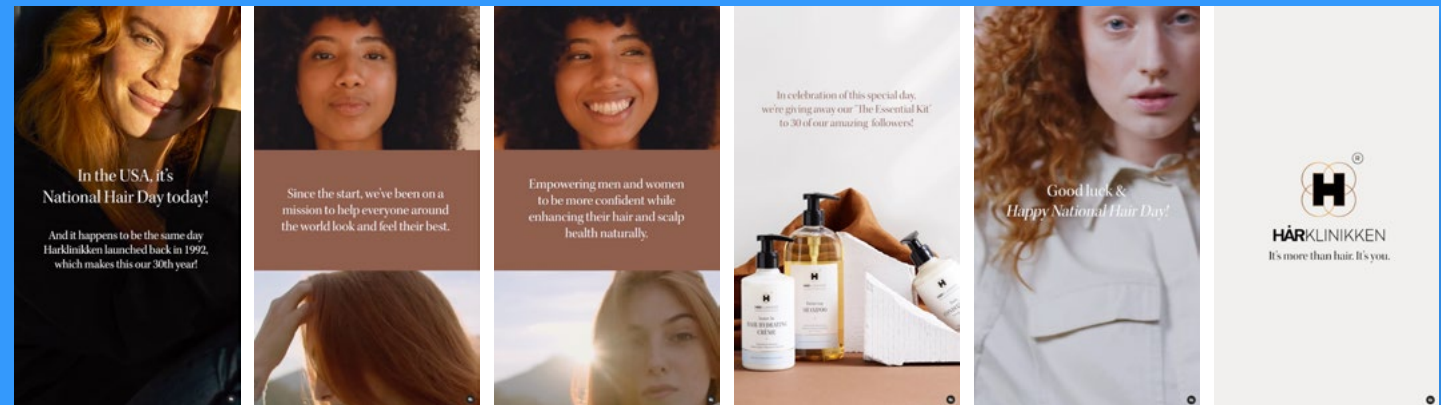


Copy case #4 / Hårklinikken



Social Media

Hårklinikken social media for Meta posts and reels. Everything from giveaways to education, product launches, brand news, community challenges, and captions for celebs like Ricki Lake and Jennifer Grey.



Some kind words from the Global Brand
Director at Hårkliniken, **Katrine Leisby
Hammerlund**. Thank you Katrine.

“Clare worked with us through a period of huge growth,
and her vast knowledge of copywriting and strategy
have been invaluable. Her experience means she can
successfully write for any part of our brand platform,
from storytelling for our Ambassadors to promotional
SoMe posts or product names. She’s a great support
and inspiration to our marketing team”.



My copy tasks

- UX / website copywriting
- SEO copywriting
- Product naming
- SoMe content
- Blog content
- Signage
- Email flows
- Newsletters
- Press releases
- Presentation decks
- Competitor audit
- Interviews / editorial



Carl Hansen & Søn

Carl Hansen & Søn needed a functional and distinct catalogue showcasing their timeless products, designers and values in an elegant and inspiring way.

I was a brand consultant and copywriter collaborating with art directors and the Carl Hansen & Søn marketing team.



Challenge — Product catalogues can feel a bit too functional. So, how can you bring in storytelling and personality?

Insight — The Carl Hansen & Søn tagline is **Every piece comes with a story**. So, it felt quite natural to also write about the beautiful stories they create.

Solution — Show how inspiring leaders within the worlds of design, hospitality and architecture embrace Carl Hansen & Søn pieces to create iconic spaces in homes, hotels and galleries.

ARCHITECTS AT QUINCOCES-DRAGÒ & PARTNERS
AND CURATORS AT SIX GALLERY

Fanny Bauer Grung and David Lopez Quincoces



Fanny Bauer Grung and David Lopez Quincoces are a couple in work and in life. Fanny is Norwegian, but has lived in Italy her whole life. Her Scandinavian roots mean she has always been close to design. David has lived in Milan for 15 years, but originally comes from Spain - he is the son of an artist and an engineer. So, just like the space they curate and work in, this couple are an eclectic blend.

The idea behind the Gallery is a space in flux, where new and older pieces combine and varying styles and influences mix. The couple are clear, however, that their design choices are not purely whimsical. History and research are what give them real freedom to play and explore. For Fanny, it is important that everything ultimately has coherence, that things come together and make sense as a whole - "Those days things change so quickly and there are so many trends. We still feel, however, that you should recognize one vision in all the work".

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The couple's architectural office looks down onto the Gallery courtyard where an open archway frames two Kaare Klint Safari Chairs, placed neatly next to one another. The chairs are surrounded by lush palms, unknown pieces and diverse items. The couple like it this way as they feel this encourages the pieces to "talk to one another". Fanny also feels that the tradition and heritage of the Carl Hansen & Søn furniture lends strength to the other pieces.

Plants feature prominently in the space as does the natural light beaming in from the roof skylight. But the plentiful foliage is not only decorative. Fanny and David use plants to divide rooms and create spaces. They believe that plants offer elasticity and bring life to a space. They remove the need for walls and are a different way of delineating, of seeing things from a fresh perspective. It is this perspective that makes Six Gallery so appealing - an inspiring and evolving space worth revisiting.

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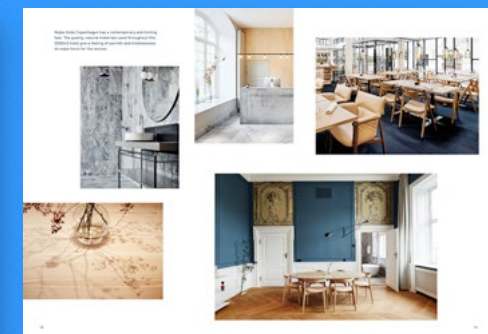
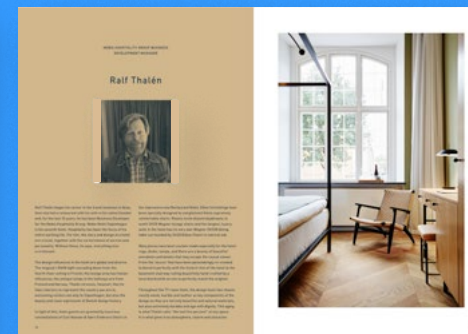
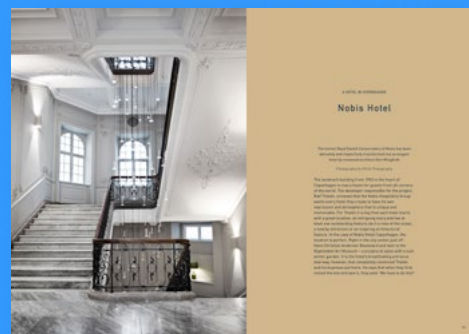
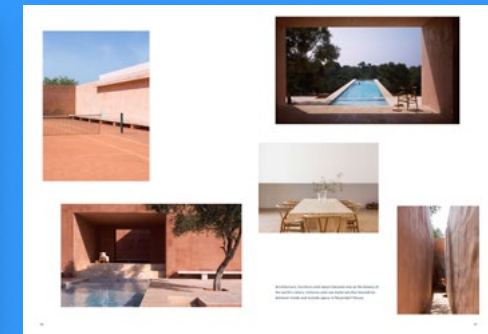
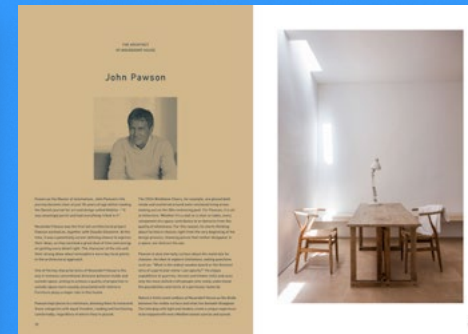
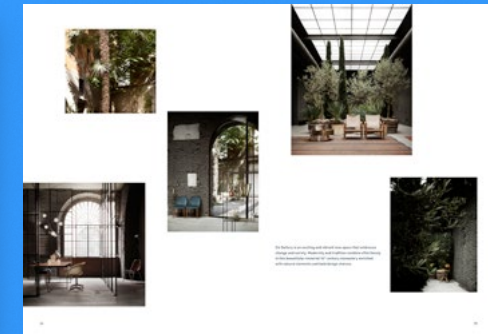
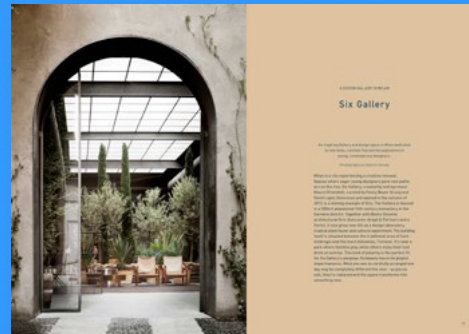


Catalogue

For this **editorial series**, I interviewed prominent Carl Hansen & Søn spokespersons about their design ethos, creative journey and use of space and materials. Each article tells a pioneer's story and highlights a space created by them.

Nobis Hotel in Copenhagen by Ralf Thalén, Six Gallery in Milan by Fanny Bauer Grung and David Lopez Quincoces, and Neuendorf House in Mallorca by John Pawson.

Specific Carl Hansen & Søn pieces are showcased within each article.



For the **sectional spreads** introducing furniture categories I asked creative professionals how space and design influence their work and emotions.

Interviews included a star chef in New York, an international editor in London, a Danish textile artist, a French Creative Director, a British photographer, and a Japanese fashion designer.

Imagining in Chairs

Clarisse Demory likes to follow her intuition. She feels she has unconsciously memorized billions of interiors and pictures and shapes and colors, and somehow resurrects these when working. She respects the past and likes to recycle what is already there instead of rebuilding, even if this poses challenges. Clarisse says that this limitation pushes her to work with shapes, colors and materials she would not necessarily have chosen. It gives a soul and some charm she would not be able to create herself – "I believe that the past can teach us modernity. Pieces with history are an infinite library that should make us humble as designers and artists". Clarisse has a lively imagination when it comes to furniture. For her, a chair can be many things. Each one has its own personality and use. Her favorite is her kitchen chair where she enjoys her morning routine of coffee, mail, radio, iPhone and brioche or, as she puts it, "Being greedy with life – when I open my eyes, the first thing I visualize is that chair waiting for me in the kitchen".

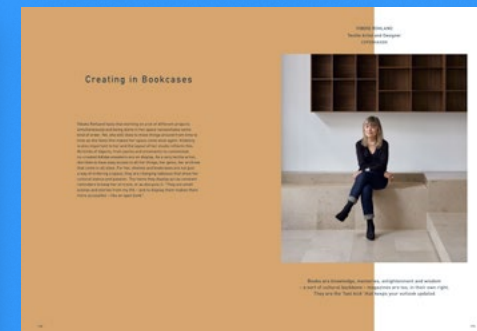
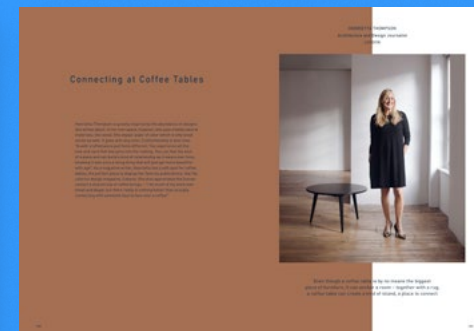
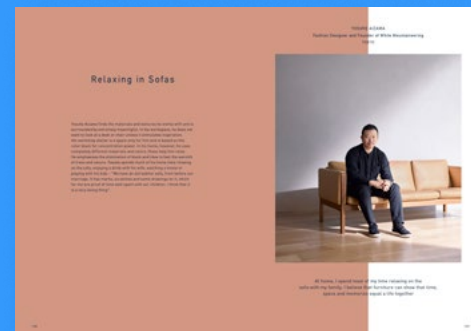
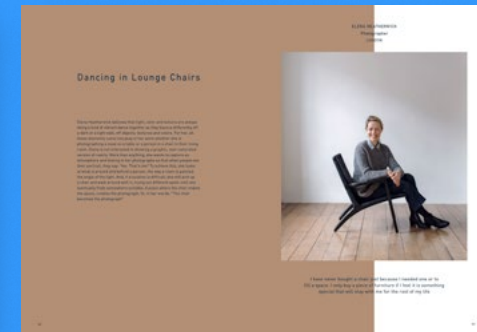
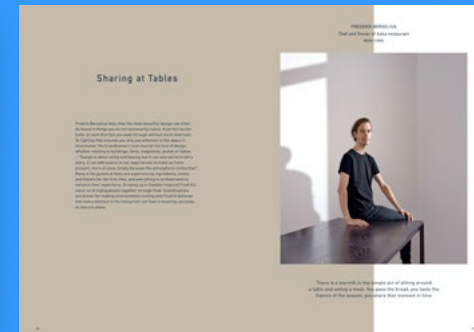
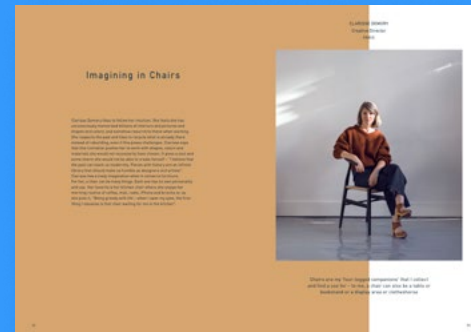
CLARISSE DEMORY
Creative Director
PARIS



Chairs are my 'four-legged companions' that I collect and find a use for – to me, a chair can also be a table or bookstand or a display area or clotheshorse

Copy case #5 / Carl Hansen & Søn

Creatives shared what they love about their work and a chosen Carl Hansen & Søn piece. Their choices **introduce each catalogue category**, from “Imagining in chairs” to “Sharing at tables”, “Creating in bookcases”, “Dancing in lounge chairs”, “Connecting at coffee tables”, and “Relaxing in sofas”.



Product descriptions

A selection of 160 **unique product descriptors** written within the precise Carl Hansen & Søn tone of voice and adapted for online following SEO principles.



KK96620 Faaborg Chair

Contemplate a significant piece of artwork, in an artwork. This iconic design is one of life's rare pleasures, designed for everyone who appreciates beauty.



MK99200 Folding Chair

There when needed, swiftly folded away when not. Feel supported by the elegant simplicity of this highly-functional folding chair.

AB001 Rocking Nest Chair

Meditative movement, considered design and practical construction make the Rocking Nest Chair a sanctuary of peace and harmony.



SH900 Extend Table

A bold table that blends new and known materials to create a novel take on functionalism. A true feast for the eyes.

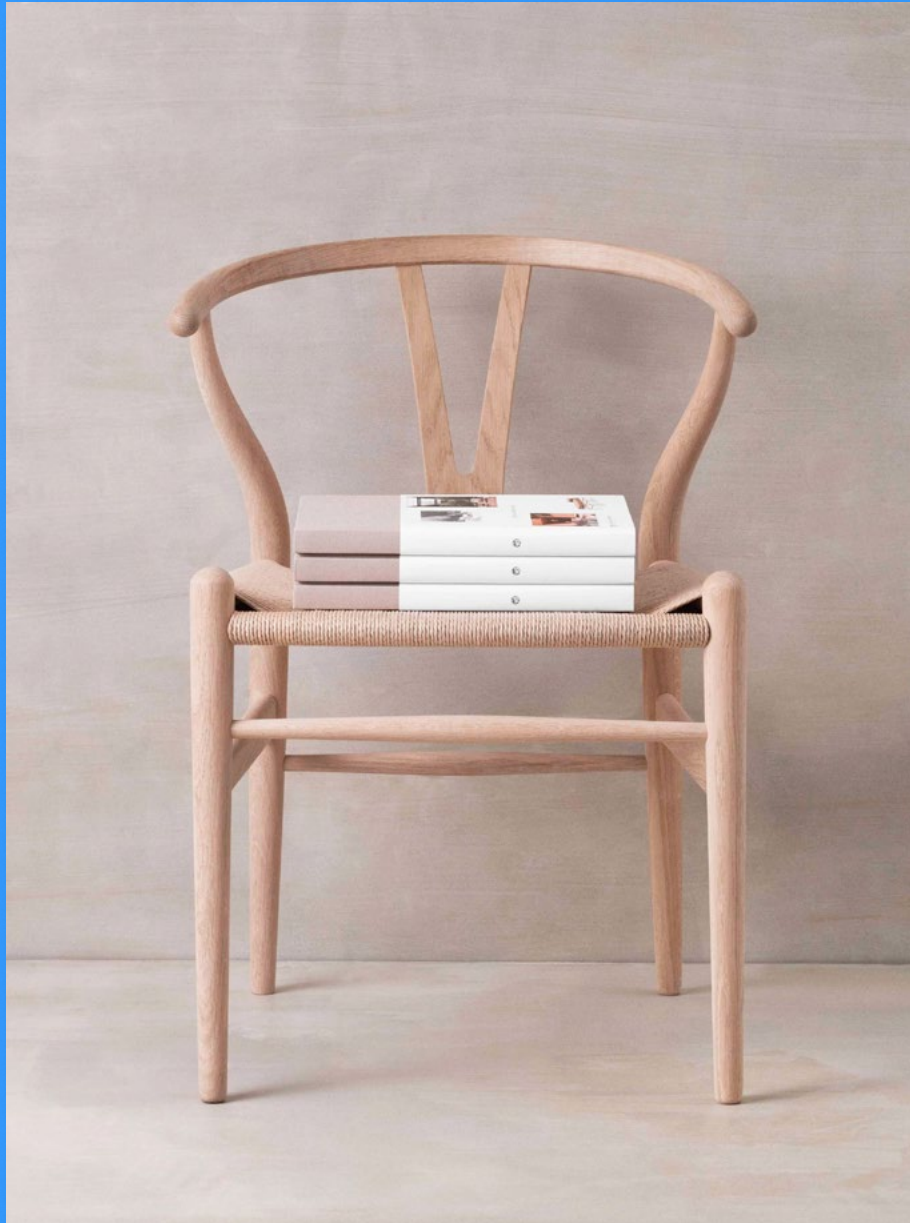


MK Bookcase System

The simple square is elevated to an art form in this visionary bookcase system. Find peace and calm knowing that there is a place for everything.

My copy tasks

- Catalogue copy (180 pages)
- Articles / Interviews
- Product descriptors (160 in total)
- SEO copywriting for all products
- Editing / Proof-reading
- Presentation decks
- Competitor audit



Triobike Cargo bikes

Danish cargo bike brand, Triobike, wanted to rebrand in a playful and distinctive way.

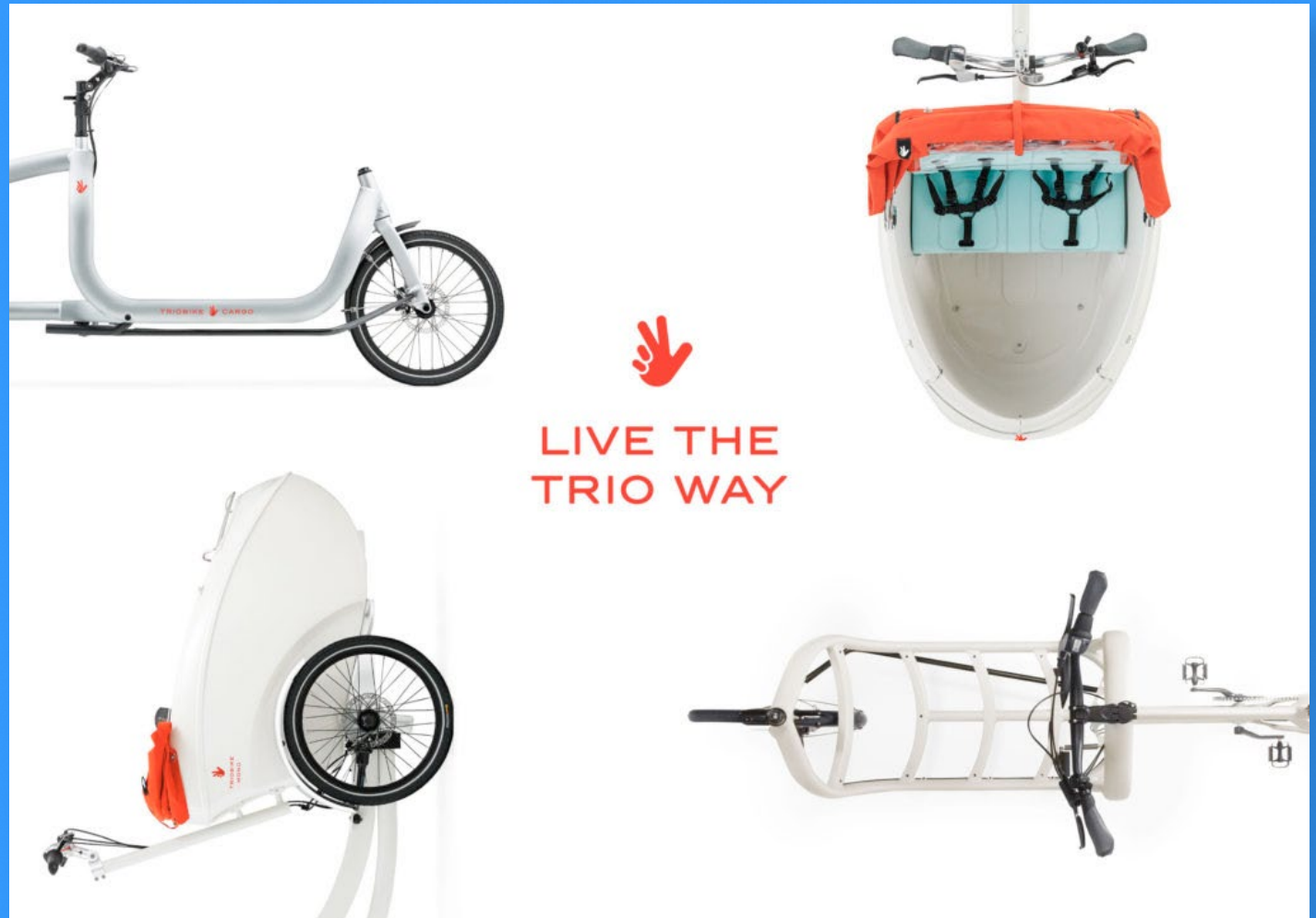
I was a brand consultant and copywriter collaborating with art directors, interns and Triobike management.



Challenge — Make Triobike stand out as a lifestyle brand, rooted in Danish design.

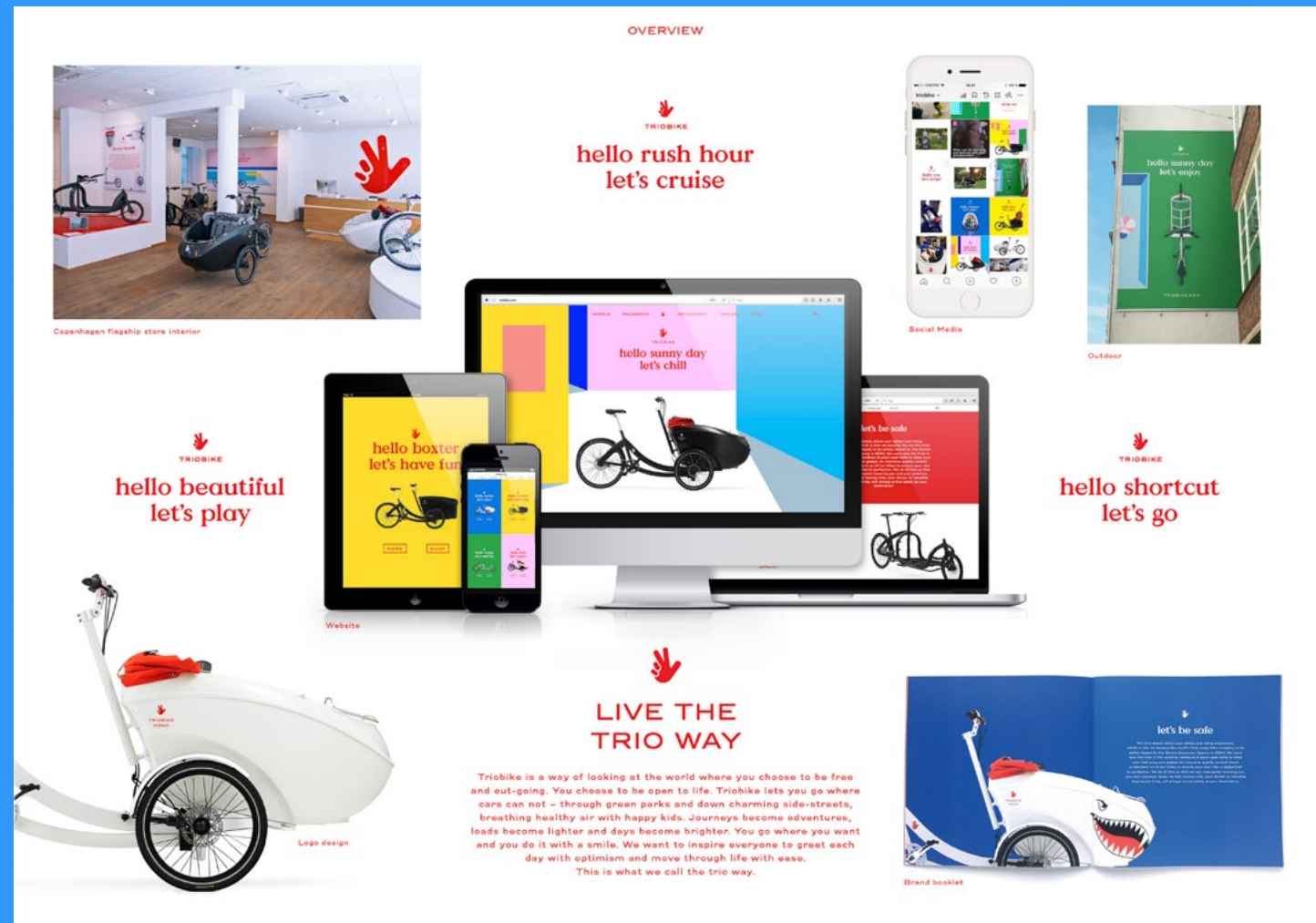
Insight — Other cargo bike brands are feature-focused and functional, lacking emotion and beauty.

Solution — A new and inviting positioning, **Live the trio way**, to expand Triobike's appeal beyond features and price.



Copy case #6 / Triobike

We created a **new visual and verbal identity** for use across all platforms. A playful, fun and energetic universe that had space for all Triobike models, as well as practical info about specs, safety, accessory options etc.



Brochure

Triobike's brochure captured their new philosophy in a practical and playful way.



Content strategy

We packed Triobike's fun feed with ...
cargo bike models, cycling quotes, cycling
facts, topical ideas, events, community
stories and mini campaigns for saving the
planet, cycling etiquette and more.

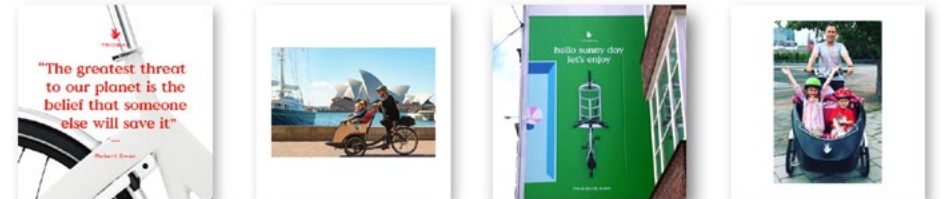
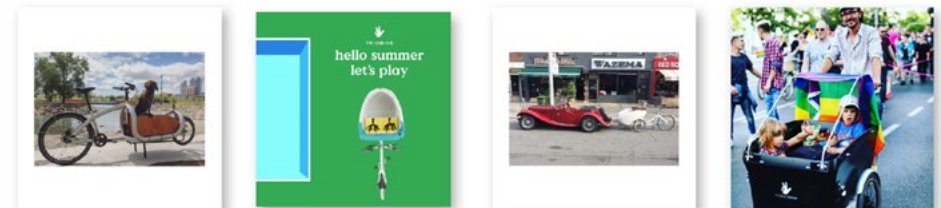
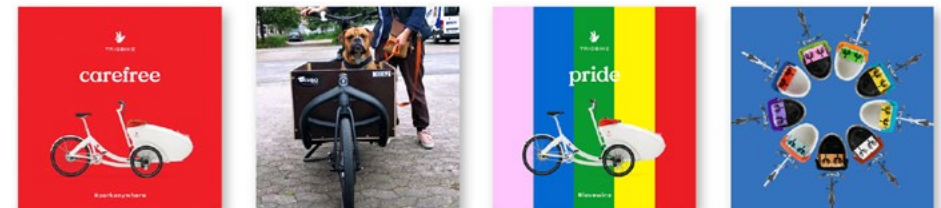


Topical illustrations (weather, events etc.) and GIFAnimations



Quotes about life and cycling

Interesting bike facts



Website

Live the trio way is connected to the brand's values with the word "way".

The way we craft

The way we innovate

The way we collaborate

The way we experiment





Triobike's practical content is expressed in a clear, but relaxed, way.

Let's test,

Let's be safe

Let's explore

WRITING STYLE



the way we innovate

Innovation projects fuel our passion and drive us forward. We're never happy with what is, we're always looking for new frontiers in urban mobility. For us, thinking big is essential. Experimentation is key. And working tirelessly to craft the tiniest of details is a given. As a testament to this, we've created the Triolab. A unique space where we play, ask questions and dream big.

the way we craft

At Triobike, we love our cargo bikes. For us, a frame is not just a frame, a seat is not just a seat ... they're invitations to challenge the status quo. Every day, we put our hearts, minds and souls into the tiniest of details to create the best cargo bikes in the world. And we'll keep doing this to make your ride lighter, safer, more fun and always stylish!

let's be safe

We are the first cargo bike company to be safety tested by the Danish Consumer Agency and the first cargo bike in the world to introduce 5-point seat belts to keep your kids safe and seated. An intensive quality control check is standard on all our bikes to make sure that you and your precious cargo always arrive safely at your destination.

the way we collaborate

We are always open to interesting collaborations with like-minded people who share our passion for city biking and new ideas in urban mobility. This is how we grow and stay inspired. Previous collaborations have been with Royal Copenhagen, Cycling Without Age, Ritzau, Calvin Klein and Bauhaus amongst others. We look forward to many more.

My copy tasks

- Brand tone of voice
- Brochure copy
- Website copy
- Content strategy
- SoMe copy
- OOH media
- In-store copy
- Editing / Proof-reading
- Presentation decks



A satirical map titled "DISCOVER PLACES THAT AREN'T EVEN PLACES YET." The map depicts a fictional region with various geographical features and place names. At the top, the text "DISCOVER PLACES THAT AREN'T EVEN PLACES YET." is written in bold, black, sans-serif capital letters. Below this, the map shows a coastline with several labeled points: "Steve's Point", "Steve Falls", "Stevebeach", "Steve Peninsula", "ISLE of STEVE", "Steve District", "Steveberg", "The Great Steve Reel", "The Bay of Steve", "Cape Steve", "Steve Gorge", "Steve Coast", "Riverside Steve", and "M1 Steve". A large body of water is labeled "GULF OF STEVE". In the bottom center, there is a black oval logo with the words "LAND-ROVER" in white, stylized font. Below the logo, the text "THE BEST 4x4x4R" is written in bold, black, sans-serif capital letters. The map uses a color palette of light blue for water, yellow and orange for land, and white for snow or ice. The entire map is framed by a thick green border.

Copywriter Clare PDF ©2025

Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO copywriting

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts** for foundational language guides if they help facilitate better brand writing. Most copy is, however, still best made by lovely, feeling humans! 🥰

Clare McNally CV

— Work / Education

2018 - present / Founder of creative consultancy,
[McNally Unlimited](http://www.mcnally-unlimited.com)

2015 - present / Guest Lecturer at the Danish
School of Media & Journalism, Den Danske
Reklameskole, KEA (Copenhagen); The Atomic
Garden School of Creativity (Vilnius)

2015-2017 / Creative Director, Konstellation
& Republica, Copenhagen

2013-2015 / Full-time Associate Professor,
Danish School of Media & Journalism, Creative
Communication. Created and headed up the
'Good Brand Creation' Course

2002-2012 / BDes in Graphic Design (GRA),
Freelance writer & designer, Concept teacher
MAS Amsterdam. Guest Speaker MAS, Miami

2000-2001 / Senior Copywriter, 180 Amsterdam

1994-2000 / Copywriter, TBWA Hunt Lascaris,
Johannesburg

1993 - 1994 / Copywriter, Bates Cape Town

1990 - 1993 / BA in Journalism & English Literature
(Rhodes University), post-grad Copy Course (AAA)

[Awards / Juries](#)

The Cannes Lions Festival of Creativity, D&AD,
The One Show, Art Directors Club and The Loeries
(South Africa). I've sat on international juries for
Cannes Lions, ADC, Gerety Awards and more.

— Self-initiated impact projects

* [The Ministry for Creative Advertising Women.](#)

Co-founder – A platform for Danish female
creatives to end gender inequality in the ad industry.

* [Mission Portfolio.](#)

Co-creator – An inspirational creative portfolio
resource for young creatives.

I also give **keynote talks** and offer **workshops**
on advertising creativity; branding, copywriting
systems and copywriting craft.

Please [get in touch](#) if you'd like to know more.

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I look forward to collaborating with you and making words the hero! 🙌