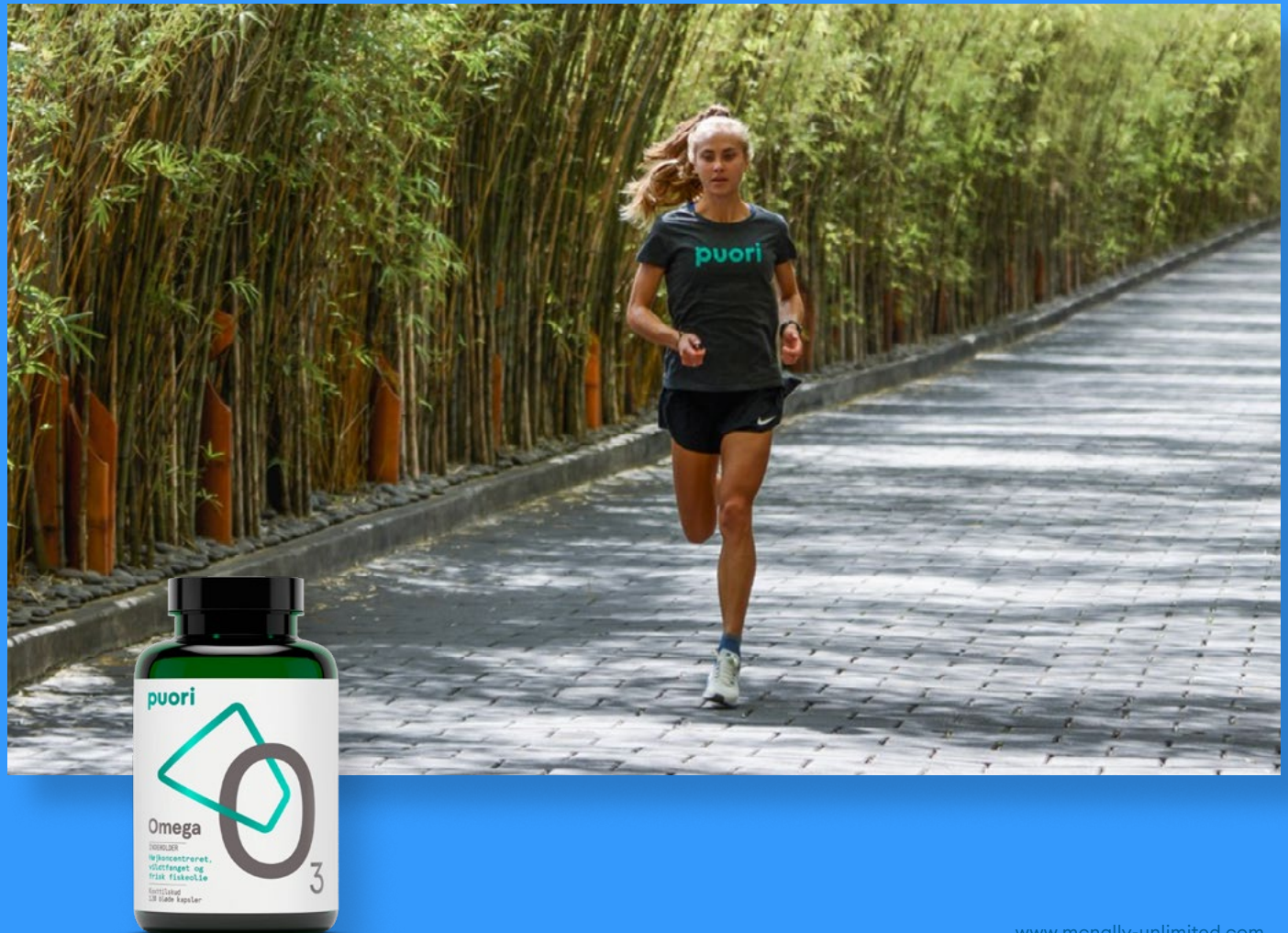


Puori Premium supplements

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 Konstallation, Copenhagen.

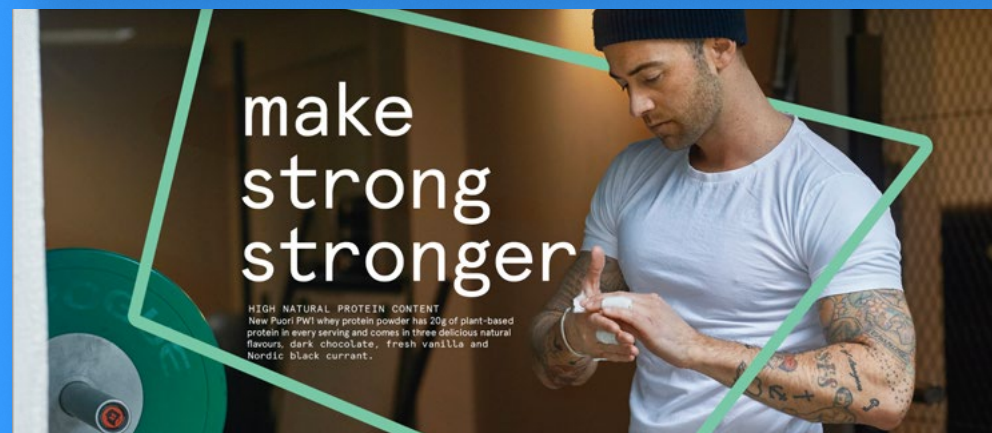
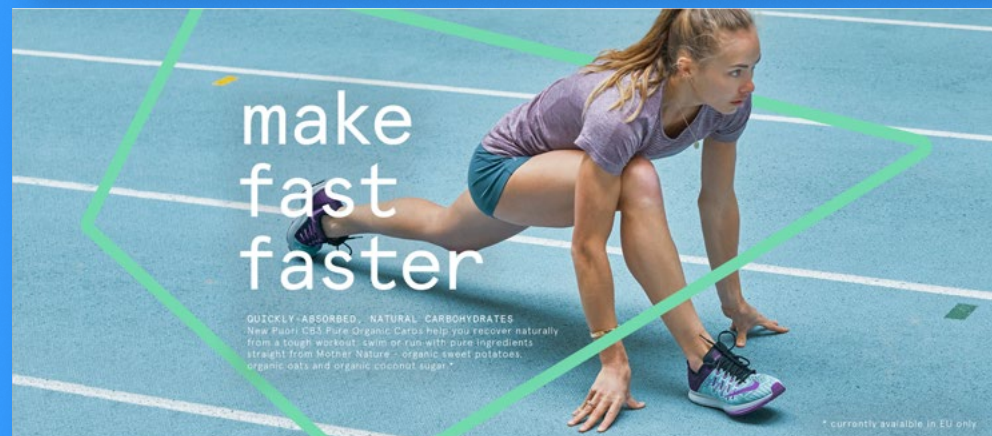


Copy case #7 / Puori

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 #7 / 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.

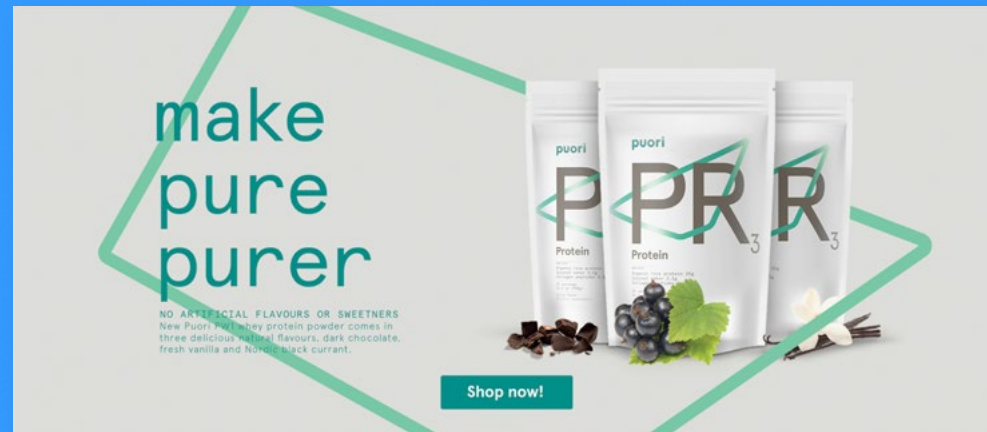
Mindset

Make calm calmer.

Make nice nicer.

Make easy easier.

Make kind kinder.

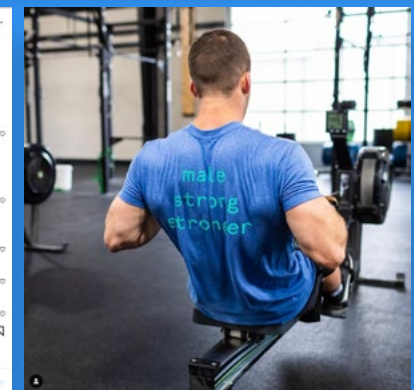
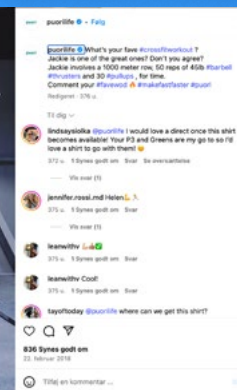
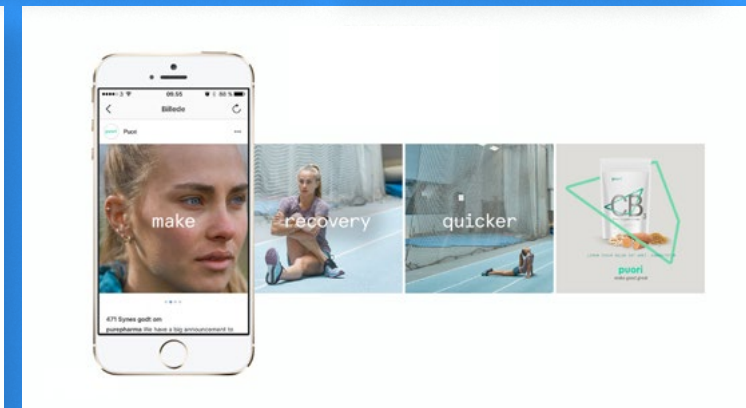
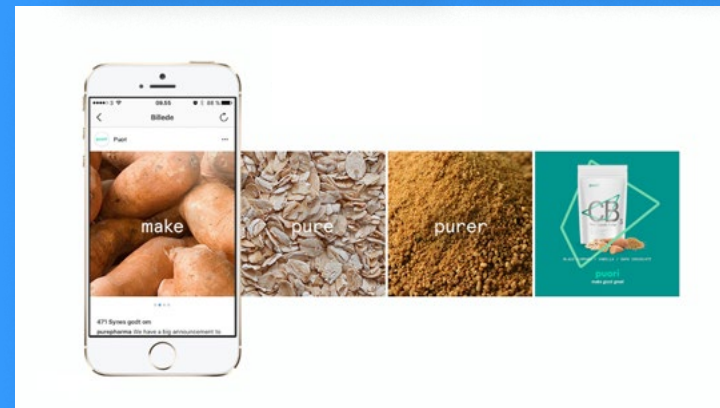


Copy case #7 / Puori



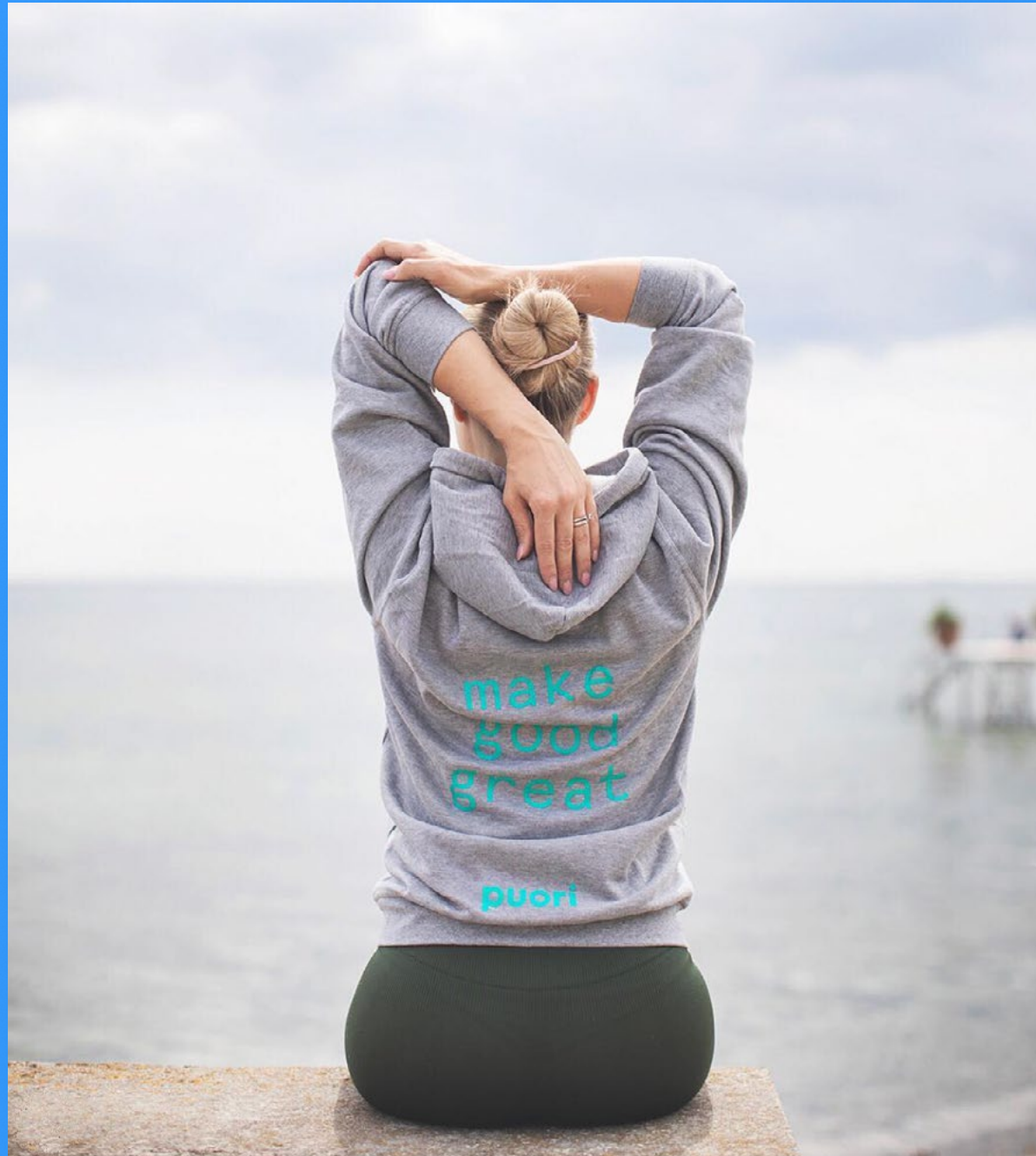
Make copy simple.

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



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 optimisation
- AEO/LLM optimisation

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! 🥰

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