

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.



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Challenge — Create a name, design and content strategy for a Visual Merchandising training platform. Make content easy, fun and informative, while staying true to the Woolies brand.

Insight — Visual Merchandisers are multi-taskers who enjoy variety and inspo. They want easy, quick communication.

Solution — A platform called **VM skills to go**, inspired by fast and easy 'to go' coffee. And, where better to be than inside every Visual Merchandiser's pocket on Instagram.



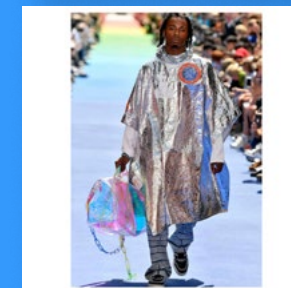
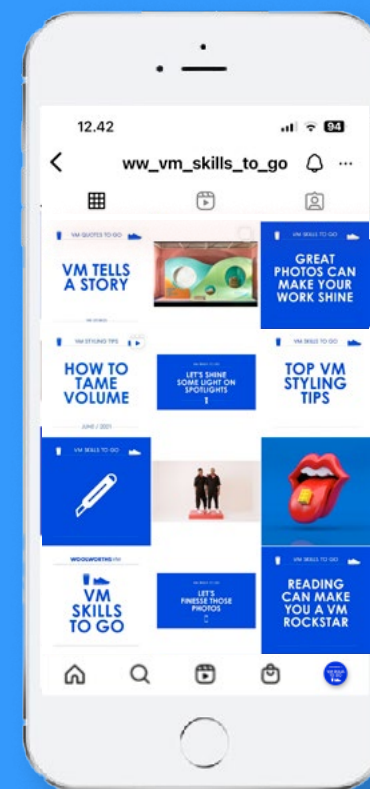
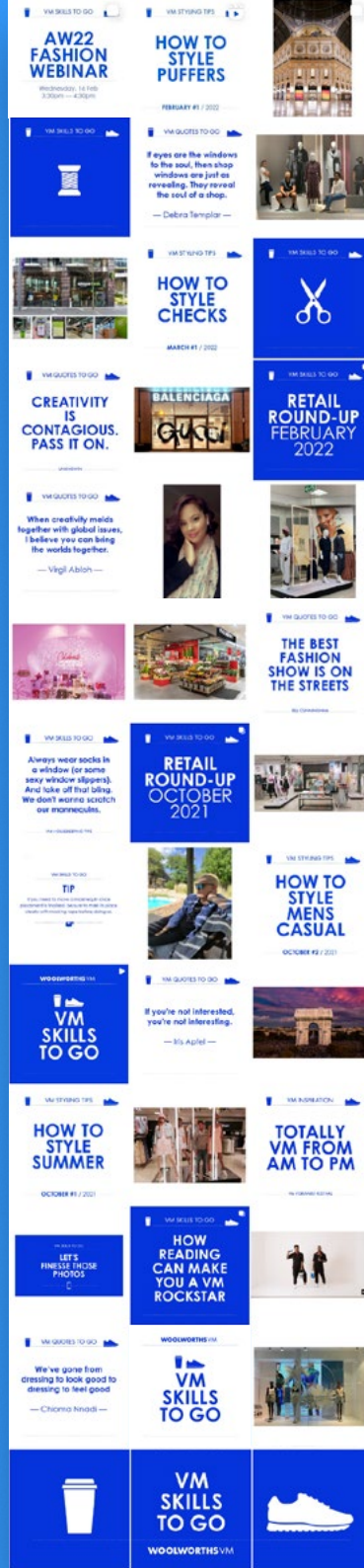
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Content strategy

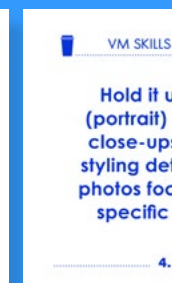
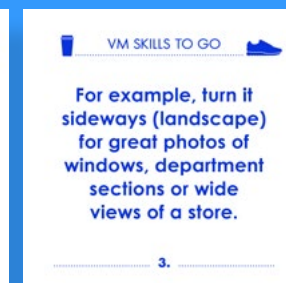
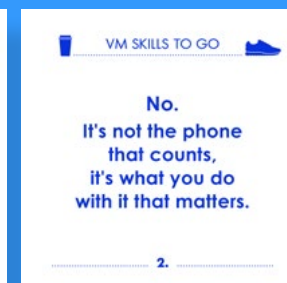
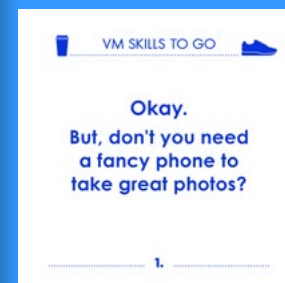
VM skills to go has three pillars:
READ, WATCH and **USE**.

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.



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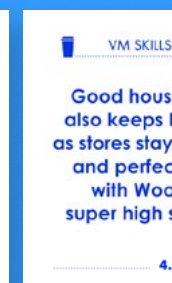
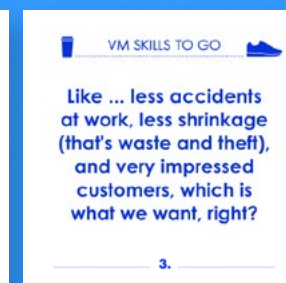
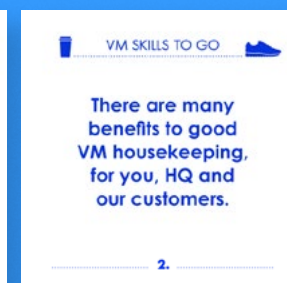
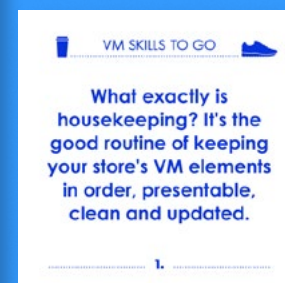
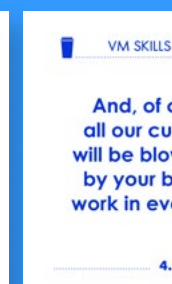
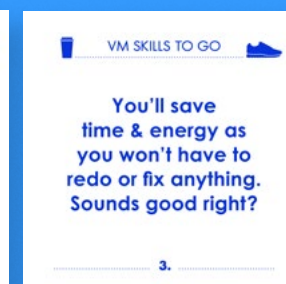
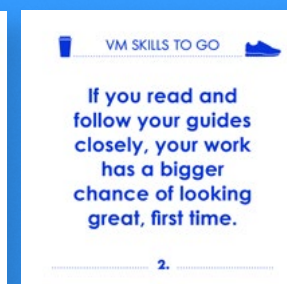
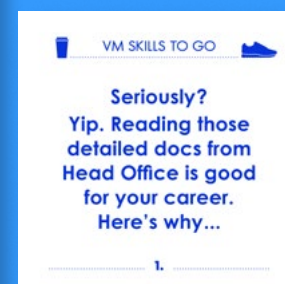
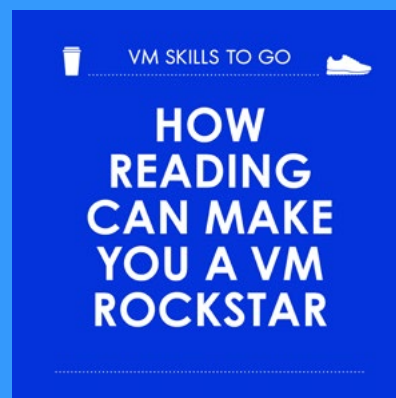


Educational content

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.

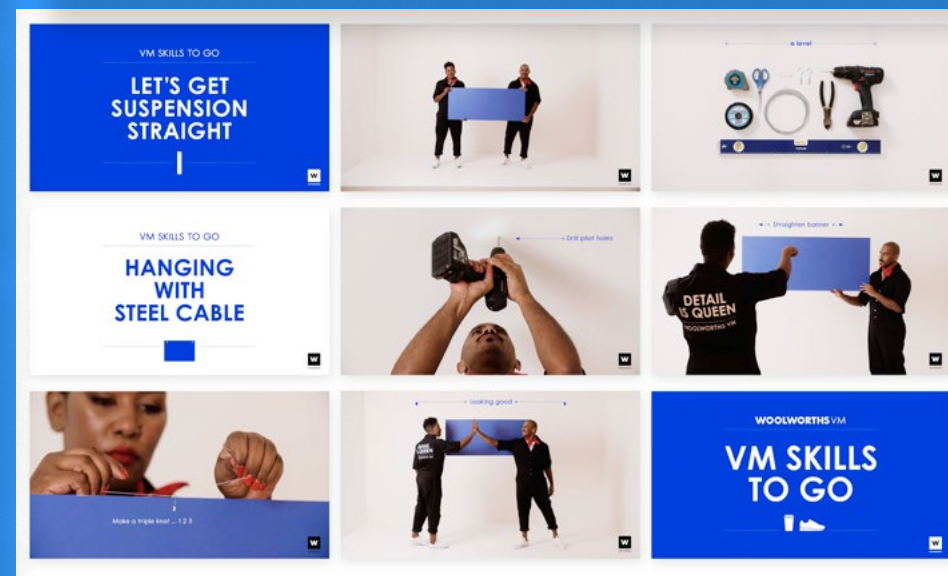
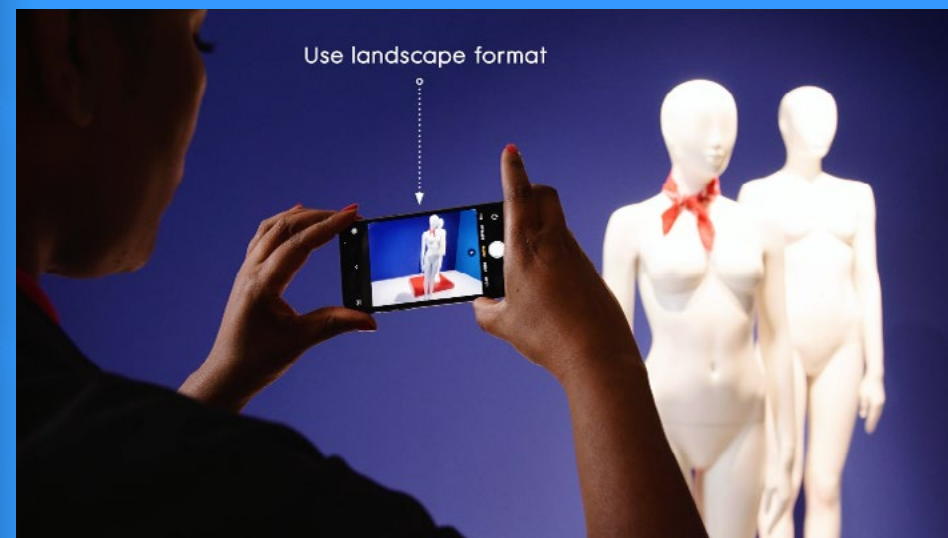
The tone is casual, clear and energetic.



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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.



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My copy tasks

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