

Kevin Saunders
A few copywriting samples



**BOXPARK™
SHOREDITCH
08/2011**

**NOT SOME RUN-OF-
THE-MALL SHOPPING
CENTRE. IT'S A LIVING,
FERTILE COMMUNITY
PACKED WITH TALENT,
INNOVATION AND
ATTITUDE THAT PUTS
CREATIVITY AND
FASHION BACK
WHERE THEY BELONG:
ON THE STREET.**

**DESTINED TO BE
HOME TO MORE THAN
FIFTY CAREFULLY
CHOSEN FASHION,
ARTS AND LIFESTYLE
BRANDS. BOXPARK IS
A RETAIL REVOLUTION
– THE WORLD'S FIRST
POP-UP MALL.**

THE CONCEPT

BOXPARK IS A FRESH RETAIL REVOLUTION FROM ROGER WADE, CREATOR OF BOXFRESH AND FASHION BRAND CONSULTANCY BRANDS INCORPORATED, IN PARTNERSHIP WITH RETAIL DEVELOPERS HAMMERSON AND BALLYMORE.

BOXPARK STRIPS AND REFITS SHIPPING CONTAINERS TO CREATE UNIQUE, LOW COST, LOW RISK, 'BOX SHOPS'. PUT THEM TOGETHER WITH A UNIQUE MIX OF INTERNATIONAL FASHION, ARTS AND LIFESTYLE BRANDS, GALLERIES AND CAFÉS AND YOU'VE GOT THE WORLD'S FIRST 'POP-UP' MALL – SO NAMED BECAUSE ITS BASIC BUILDING BLOCKS ARE INHERENTLY MOVABLE: THEY CAN, AND WILL, LITERALLY POP UP ANYWHERE IN THE WORLD!

BOXPARK IS RADICAL STUFF. IT'S NOT SOME RUN-OF-THE-MALL SHOPPING CENTRE. IT'S A LIVING, FERTILE COMMUNITY OF BRANDS PACKED WITH TALENT, INNOVATION AND ATTITUDE THAT PUTS CREATIVITY AND FASHION BACK WHERE THEY BELONG: ON THE STREET.

BOXPARK ISN'T JUST WHERE YOU SHOP. IT'S AN INSPIRING AND ENJOYABLE PLACE TO DROP IN AND HANG OUT. IT'S WHAT A REAL BRAND EXPERIENCE SHOULD BE ALL ABOUT.

**BOXPARK - for Lamb to Slaughter
Launch brochure, poster and website copy for
the world's first pop-up mall.**

**BOXPARK ISN'T
INTRUSIVE OR
INVASIVE. WHEREVER
IT POPS UP, IT FITS
IN, JOINS IN AND
CONTRIBUTES TO THE
COMMUNITY. BXPARK
AIMS TO BECOME PART
OF THE FABRIC OF
LOCAL LIFE BY ADDING
COLOUR, CREATIVITY
AND LIFE OF ITS OWN.**

**LOW-COST, LOW-RISK ETHOS –
FOR A REVOLUTIONARY PRODUCT MIX**

BOXPARK IS A HOME THAT NURTURES THE SMALLER BRANDS, THE EDGY
AND INNOVATIVE ROUND PEGS THAT CAN'T AFFORD AND WON'T FIT IN
TO THE HIGH STREET'S SQUARE HOLES.

**NO HIGH STREET RETAILERS – JUST SELECTED, GROUND-BREAKING
BRANDS BY INVITATION ONLY**

TO CREATE A REVOLUTIONARY MIX
– AND SIMPLY GREAT PRODUCTS – THAT YOU WON'T FIND ANYWHERE
ELSE IN THE WORLD. THAT'S ONLY POSSIBLE BECAUSE THE BXPARK
PHILOSOPHY IS TO GIVE THOSE INNOVATIVE RETAILERS SPACE
AT AFFORDABLE RATES – AND ON UNBEATABLY FLEXIBLE TERMS.
AND IT'S AS LOCAL AS IT'S GLOBAL – SOME 'BOX-SHOPS' WILL BE
OFFERED TO LOCAL CREATIVE INDUSTRIES AND ORGANISATIONS AT
PREFERENTIAL RATES TO ENSURE BXPARK ALWAYS INVOLVES AND
ENHANCES EVERY COMMUNITY IT JOINS.



WHY LONDON?

THE LIFEBLOOD OF THE WORLD'S CREATIVE INDUSTRIES - ART, MUSIC, FASHION AND MORE - FLOWS OUT OF LONDON, THE TRUE CAPITAL OF STREET STYLE. IT'S A CITY WITH A TRADITION OF TAKING RADICALISM TO ITS HEART: THE HOME OF ID MAGAZINE, OF VIVIENNE WESTWOOD, ALEXANDER MCQUEEN AND SOME OF THE BEST MUSIC IN THE WORLD.

AND WHY SHOREDITCH?

IF LONDON'S THE SOURCE OF THE WORLD'S CREATIVE LIFEBLOOD, SHOREDITCH IS THE CREATIVE HEART OF LONDON - A BREEDING GROUND FOR IDEAS, WHERE THE OUTSIDERS, THE RENEGADES AND THE RADICALS ARE MAKING STUFF INTERESTING BY MAKING INTERESTING STUFF.

THE FIRST BOXPARK IS RIGHT WHERE IT SHOULD BE. NOWHERE IN THE WORLD COULD BE MORE FITTING THAN DIRECTLY OPPOSITE SHOREDITCH HOUSE AND THE NEW SHOREDITCH HIGH STREET STATION AND WITHIN WALKING DISTANCE OF BRICK LANE, SPITALFIELDS, HOXTON, AND OLD STREET.

ONCE HOME TO THE TEXTILE INDUSTRY, SHOREDITCH IS NOW THE SETTING FOR THE 'SILICON ROUNDABOUT', GALLERIES, FASHION SHOWROOMS, BARS, CLUBS AND HIP HOTELS. IT'S WHERE NEW MEDIA BUSINESSES RUB SHOULDERS WITH BRICK LANE, PETTICOAT LANE, COLUMBIA ROAD AND SPITALFIELDS MARKETS AND THE OLD RAG TRADE'S REMNANTS.

GOODSYARD

BOXPARK IS LOCATED AT THE GOODS YARD, A 4.7 HECTARES SITE AND FORMER RAILWAY GOODS YARD, WHICH HAS BEEN UNUSED FOR OVER 40 YEARS AND LIES BETWEEN THE NEIGHBOURHOODS OF SHOREDITCH, SPITALFIELDS, AND TO THE NORTH OF THE CITY OF LONDON.

THE SITE WILL BE DEVELOPED IN PARTNERSHIP BETWEEN HAMMERSON AND THE BALLYMORE GROUP AND THE REGENERATION HAS THE POTENTIAL TO DELIVER UP TO 2000 NEW HOMES, OFFICE SPACE FOR BOTH LARGE ORGANISATIONS AND START UP ENTERPRISES, RETAIL AND LEISURE FACILITIES, AND UP TO 1.7 HECTARES OF NEW PUBLIC OPEN SPACE.



All The Best!

Liam Delaney

Beef Farmer, Derrygarron, Laois

Good food is never far away



All our beef is 100% Irish supplied by certified members of the Bord Bia QAS

McDONALDS, IRELAND

(for The Marketing Store Worldwide)

St Paul's Hotel & Spa brochure copy

Very rough visual to illustrate headline concept for in-store and poster campaign.

The challenge was to express the fact that all beef is the very best, locally sourced Irish beef AND to thank the local farmers for their participation. Hence the umbrella line: ALL THE BEST!

Rock an' Drool!



**PSYCHIC BURGER - for Lamb to Slaughter
Launch PR for new pop-up burger restaurant at
Birthdays rock venue, Dalston**

Psychic Burger – the luscious new pop-up diner at Birthdays, Dalston

If you like your burgers oozing with lusciousness and sandwiched between great big fulfilling slabs of Rock 'n' Roll, Psychic Burger's so far up your culinary street it's laid out a welcome mat on your tastebuds. Not that Psychic Burger's confined to burgers and buns. Far from it...

The brand new pop-up diner at Dalston's favourite live music venue comes with a menu that pokes its tongue out at po-faced 'wealthy-eating' gourmet burger joints and licks its lascivious lips at some seriously down and dirty, cheap and easy eating. With main courses ranging from the eponymous Psychic Burger and Baby Back Ribs to Smoked Fried Chicken and a Soft Crab Burger, it's specifically designed for easy, relaxed diner-style eating in the midst of a gig with the added frisson of forbidden fruit...

NEWSLETTER



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As you are doubtless becoming aware, there is more to Hoxley & Porter than meets the eye.

If you would like an Open Sesame - a passport if you will - to our inner sanctum; if you would like to be among the select few who are first to experience new delicacies, new seasonal menus and some rather special offers, why not subscribe to our newsletter. Penned personally by our discreet, yet all-seeing and all-knowing butler, our newsletter is your insight on the magically multifarious world of Hoxley & Porter.

Simply enter your email address to pass through this hallowed portal!

COMING SOON

EVERYONE HAS A PART TO PLAY

To whom it may concern...

I fear this may be the final epistle from this weary traveller; the last dry scratches from this brittle quill, not because of any imminent demise but because I have at last found a home Heaven-sent for this wanderer's soul.

In my peregrinations throughout the dark continent from the Khan el-Khalili souk in Cairo to a Cape Town full of hope I have seen many wonders and horrors hitherto unknown to European eyes – but it is only upon my return, parched, ill-nourished, racked with sunstroke and ravaged by certain exotic infections, that I find what appears to me a mirage shimmering before these eyes that have seen too much already...

Bamboozled and bewildered by the unaccustomed hustle and uncouth bustle of Upper Street, Islington where natives of tribes seem to rub along without friction, I find the treasure that has eluded me; a veritable diamond amid the choking city dust that sandpapers one's eyes every bit as effectively as the Saharan sands...

Entitled Hoxley & Porter, this bejewelled oasis is no mirage. A wonder to behold, it is an amazing space; a haven replete with the qualities and standards befitting an English gentleman of distinction such as myself, who may quench a six-thousand-mile thirst and rejoice in the genteel company of his peers.

My ever-loyal butler was as beguiled as I, when we were ushered by an elegantly uniformed train conductor, through a perfectly preserved tramcar, into Hoxley and Porter's soft-cushioned splendour.

Dear reader, with its mysterious hieroglyphics redolent of esoteric messages and ancient curses, this fine establishment's sumptuous décor in turquoise, teak and filigree gold leaf transported me back to my adventures with my estimable colleague Porter Rhodes in the enterprise of building the ill-fated Cairo to Cape Town railroad.

Within, I made the acquaintance of a gentleman called Michael Prendergast whose wizardry with the tastes of ancient cultures and exotic flavours was honed at Powder Keg Diplomacy. A man after my own heart, he beckoned me into the exclusive darkness of the Crypt, where I raised a glass or three to good old Porter of Prendergast's splendidly intoxicating tinctures in memory of more genteel times and of the illicit treasure trove we allegedly unearthed.

In this veritable Aladdin's cave of alcoholic temptation, this bibulous adventurer encountered the sublime 'Thyme of Gentility'. After the ordeal of the Saharan sands, this

cunning blend of classic Millers gin and rum ingredients with homemade falernum, lemon and fresh lemon thyme was a kiss from a cool spring breeze. Like a tribal shaman, Merlin, Mr Prendergast then conjured up a concoction he described as the 'thinking man's Banana Daiquiri' – a claim I might refute since this thinking man found himself capable of little cogency after imbibing the 'Caribbean Inception' comprising fried plantain, fat-washed gold rum, lime juice, a touch of overproof white rum and molasses syrup. Finally, I was most taken by the charms of something called 'Whatever Doesn't Kill You', which, unless my intoxicated senses deceive me, was tantalisingly garnished with an absinthe-coated scorpion that changed colour chameleon-like from ultramarine to iridescent purple!

I am, dear reader, reliably informed that this wickedly decadent, yet gently surreal homage to the colonial days is the brainchild of a gentleman called Costa Tofan, an estimable proprietor of salubrious hostelrys in this locale, and who has urged me to conclude this missive with his words: *'We wanted to bring something unique and fresh to Islington - at Hoxley and Porter you'll find inspiring drinks, fine food and the space to appreciate great company. We have created somewhere you can stay all night and get lost in the story, somewhere you can come back to time and again and discover new elements to your surroundings.'*

Dear reader, I shall as ever endeavour to write more of the wonders of this little paradise on Upper Street and the delights that I expect to sample over the coming weeks.

For now, and always, sincerely yours,

Hoxley.

HOXLEY & PORTER
Newsletter as part of launch
PR project for Lamb to Slaughter

MERCURE

St Paul's Hotel & Spa brochure copy

A jewel of glass, stone
and steel set in the
heart of Sheffield



Love the style. Love the difference.

Mercure St. Paul's Hotel and Spa is a symphony in glass and stone that harmonises with its historic setting at the heart of the city. Combining the essence of Mercure with the spirit of Sheffield, it's unique, yet shares vital values with its surroundings.

Elegant, certainly. Distinctive, definitely. It's the epitome of the difference that comes as standard with Mercure and which preserves the individual character of each hotel in this twenty-six strong collection of unique UK hotels.

But what's really ground-breaking is way the Mercure St. Paul's Hotel and Spa shows its roots in Sheffield's past while setting the tone for its future. Although its design and construction are clearly at the cutting edge, this unique hotel is much more than a monument to modernism. In fact its concept architects, Weintraub Associates, were determined from the outset to create a landmark that truly complimented its setting.

They achieved it by incorporating elements that mirrored the features of the Peace Gardens, the Winter Garden and the historic Town Hall in the former St. Paul's (now Millennium) Square. By ingeniously cladding the hotel's exterior with local Stanton Moor sandstone to match that of the 19th century Town Hall, they've created an ultra-modern edifice that's comfortable in its own skin yet at home with history.