

Copywriting Samples

Project: Banner concept and copy

Client: avesu OHG (vegan and ethical shoes)

A banner was needed for a couple of planned trade shows with an ethical theme, with the potential for these to later be used in-store to quickly explain the concept of the company to first-time visitors in both English and German (the German version being a later translation of the English original).

A delicate balance had to be struck between demonstrating the appeal and importance of ethical footwear in regards to the three main considerations (sustainability, fair trade, and animal welfare) and not coming across judgemental and unwelcoming.

With this in mind, I decided to relate each consideration to walking and footwear, using related metaphors to delicately illustrate the ideas.

avesu was very happy with the result and the banner attracted a lot of positive attention at Heldenmarkt and other events. A printed flyer version of the German translation was also produced, with the website main copy text on the reverse side.

“We love it!”

Thomas Reichel, avesu

(see next page)



English Rose

BERLIN

Copywriting Samples

WELL-FITTING, STYLISH
SHOES
DON'T ALWAYS FIT OUR
LIFESTYLE.

AVESU SCOURS THE GLOBE TO GIVE
YOU THE BEST OF BOTH.



SUSTAINABLE

Because we buy shoes to enjoy and explore our
environment, not to destroy it.



FAIR

Because we buy shoes to enjoy the freedom we are
lucky to have, not to reward the oppression of others.



VEGAN

Because we want to walk comfortably in our own skin,
not someone else's.

avesu
a vegan shoe