

# COPYWRITER PORTFOLIO GEORGIA BLOO NICOLAOU

**Company:** Hackett London

## INSTAGRAM POSTS

Demo proposal for IG Posts, IG Stories, and newsletter promoting specific products of the AW23 Campaign.

**Product:** New AW23 collection



**Caption:**

Looking for the perfect blazer to wear in between seasons? Return to the city with an impeccable casual look with this brushed-cotton blazer made in Italy. Its single-breasted closure and notch lapel, exudes casual elegance, while its lightweight feel allows you to move with confidence and ease, fit for any occasion.

[#HackettLondon](#) [#HowToHackett](#) [#AW23](#)

**Caption:**

Welcome the cool autumn mornings and chill evenings with a new addition to your wardrobe. Wrap up in the coziness of the soft, extra-fine merino wool fabric of this blazer-style cardigan. Stay true to your style wearing a piece of impeccable tailoring, with subtle details like its notch lapel.

[#HackettLondon](#) [#HowToHackett](#)



# INSTAGRAM STORIES

Demo proposal for IG Posts, IG Stories, and newsletter promoting specific products of the AW23 Campaign.

Company: Hackett London

Product: New AW23 collection



# NEWSLETTER (Demo)

SL: Embrace comfort, Wrap up in Elegance

PH: Discover the New AW23 Collection

TITLE: Get comfortable, stay elegant

SUBTITLE: Complement your look with the perfect blazer for the changing weather.

BODY: Let the cool autumn breeze bring a breath of fresh air to your wardrobe. Wrap up in the textile embrace of the soft, extra-fine marino wool fabric of our wool knit blazer to enjoy comfort without sacrificing sartorial precision enhanced by little details, like its discrete notch lapel. Looking for that perfect blazer to wear in between seasons to complete your look? Project composed elegance against the fickle weather with our brushed cotton Prince of Wales check blazer. Get comfortable, and stay stylish, as you return to the city with an impeccable casual look.

CTA: NEW IN

Alts.

CTA V2: Shop the New Collection

CTA V3: Shop the AW23 Collection

# Demo Campaign Proposal (Remote Year - 2022)

## The Insight

After multiple lockdowns and the feeling that years of our 'youth' have been robbed from us, people are looking to fulfill dreams they were postponing, especially travel dreams.

We are also looking for more profound, 'real' experiences and there is a hunger for connection with the world around us, with other people, and with ourselves.

With remote work on the rise, people have more freedom to take their time into their own hands and find a better work-life balance, which better resembles their dream life.

## The Idea

### 1. "Come out and Play" / "Life Can Be Like the Movies"

We have experienced many things lately that we thought only happened in movies. It felt as if the world ended and then began again. The idea is based on 'play' as if we have just reborn; playing means exploration, learning, new connections, discovery, and adventure. The new life can be epic, like the movies.



### 2. "I Came, I Saw, I Felt"

This concept means to focus on participants' personal stories, that show us how traveling the world and working remotely doesn't only offer you fantastic vistas and fun, but it can also move and change you; through all of your senses and emotions. Remote, but more present than ever.





# The Creative Strategy

Both related concept ideas can follow the same creative strategy, as the aim is to focus on the human factor and on the participants' personal, often life-changing experiences.

On the **blog** and **website**, we share curated stories from our participants who tell of a place, a moment, a view from their journey that impacted them. These can be blog posts and/or small video essays or simple edits; a sort of 'show and tell' or 'love letter' to a place.

The stories can be organized by feelings or words:

i.e. **Growth, Awe, Love, Fun, Fears Overcome, Adventure, Lessons Learnt**, etc.

These words will be carefully chosen to appeal to prospective participants as well our dear algorithms (SEO).

On **Instagram**, these are presented as brief testimonials or a word that describes a feeling with an impressive picture of the location that inspired it.

## Examples Follow...



## Demo Instagram Posts

"Come out and Play" /  
"Life Can Be Like the Movies"



**remoteyear** "On the beaches of Byron Bay, at sunset, everyone turns and looks towards the sun. It looks like a scene from 'The City of Angels'. I swear you can even hear those angelic voices Nicolas Cage was hearing, except it's a duo of local musicians busking nearby. "  
-Ana, Byron Bay, 19:30

Bring your work and curiosity and let the vistas change your perspective.

Click on our bio to read more stories from our Remote Year travelers and how the journey changed them.

Life can be like the movies!

Press Play and start your journey with us!

#RemoteYear #globetrotter #WorkRemote #Travel  
#bucketlist #LifeLikeTheMovies #Play #Feel #See  
#Grow #Australia #USA #Asia #Africa

"I Came, I Saw, I Felt"



**remoteyear** Location: Byron Bay, Australia, Southern Hemisphere, 28.6419° S, 153.6105° E  
Time: 19:30, Sunset  
Feeling: Goosebumps

Pack up your work and curiosity and open up your senses to the world!

Click on our bio to read more stories from our Remote Year travelers and how the journey moved them and what the views really made them see.

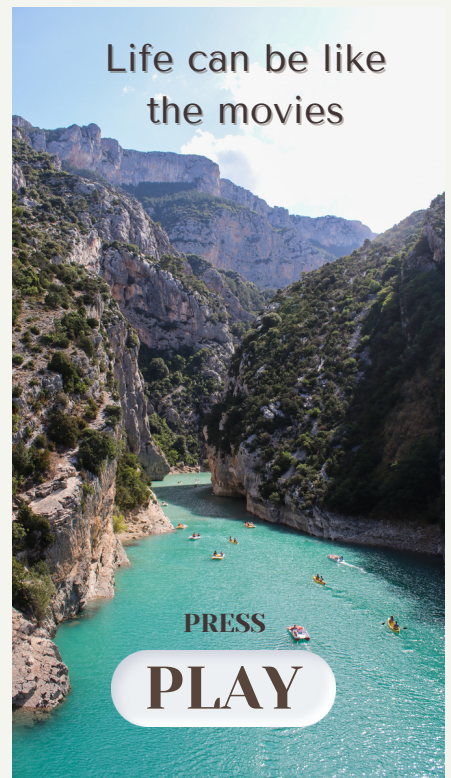
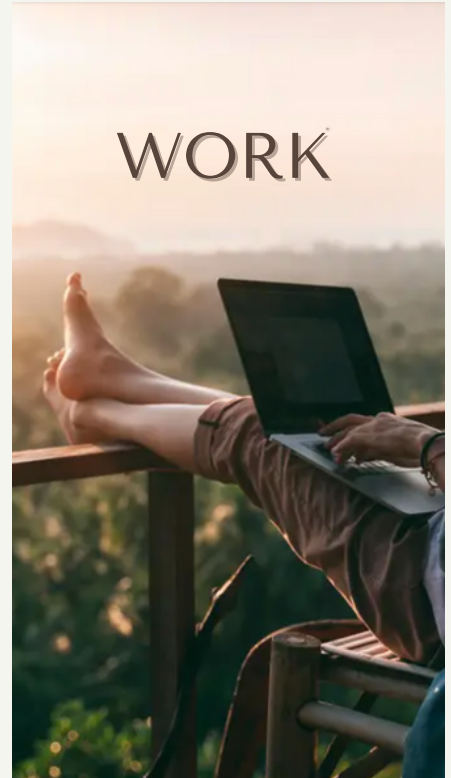
Let the vistas change you.  
Start your journey with us!

#RemoteYear #curiosity #senses #WorkRemote  
#Travel #bucketlist #Explore #Discover #Feel #See  
#Grow #Australia #USA #Asia #Africa



## Demo Instagram Story

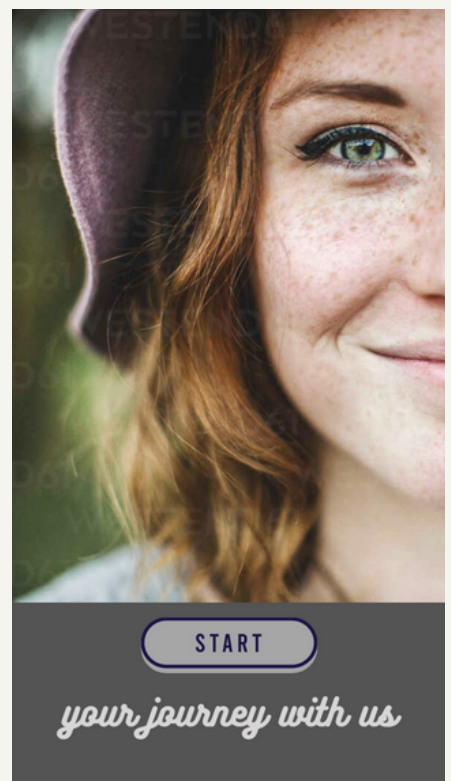
### 1. 'Come out and Play' / 'Like the Movies'





## 2. 'I Came, I Saw, I Felt'

The first three slides can be brief video edits accompanied by epic, moving music to show respectively: 1. The excitement of arrival, 2. The beautiful vistas, 3. The feelings they make you feel: Goosebumps, joy, peace, laughter.





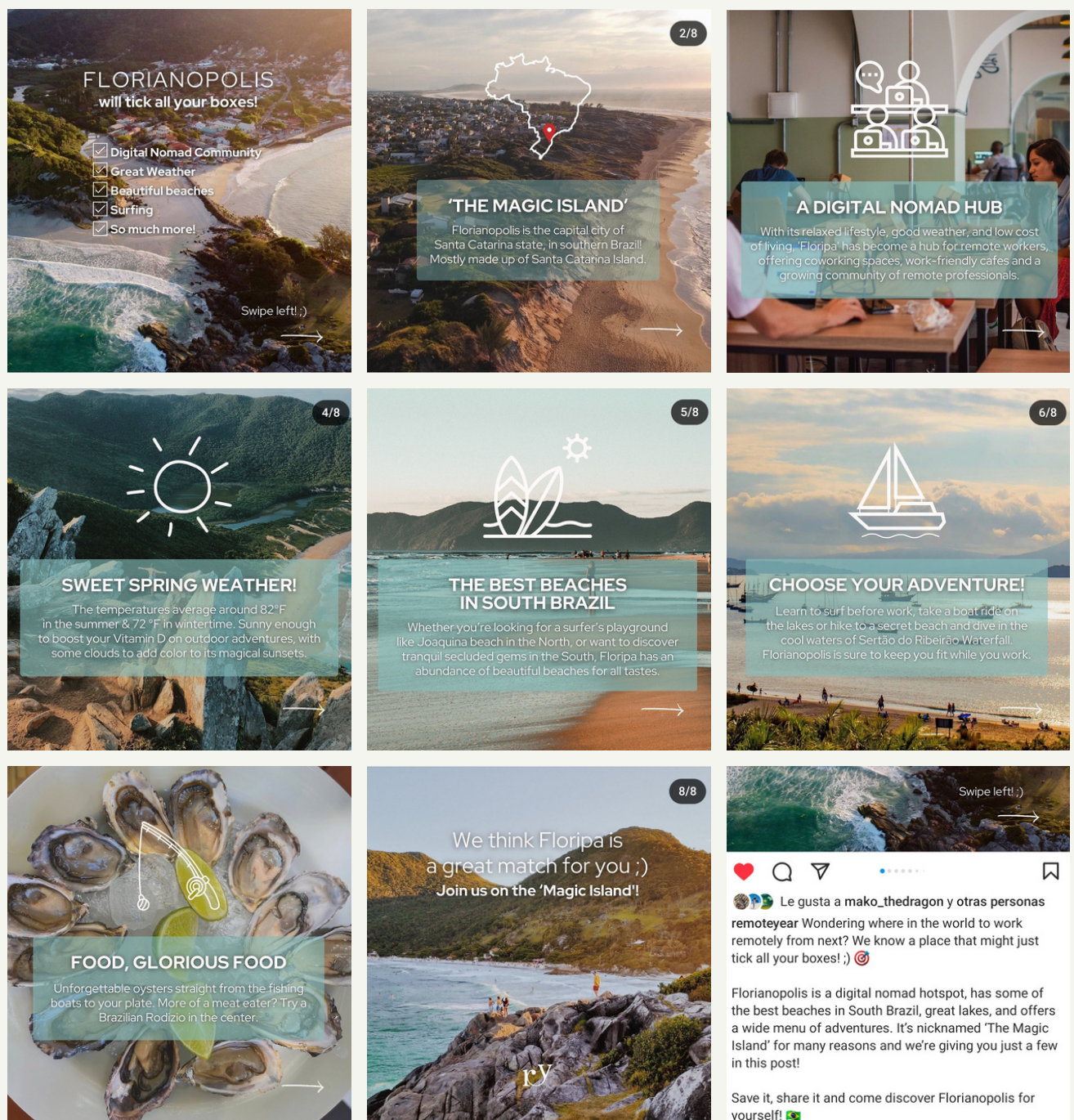
# Social Media (Published)

Company: Remote Year

## INSTAGRAM - Carousels

Carousels focused on highlighting the best reasons why remote workers should join us on these featured destinations.

Product: Travel Program & Destination





# INSTAGRAM Carousels

A simpler, more concise carousel presenting a 1-week Retreat and another destination.

Product: Retreat & Destination



1/7

**5 Must-do experiences in Cape Town, South Africa**

Le gusta a artbykimthao y 317 personas más remoteyear Lions, fantastic wines, and the most scenic road trip of your life. Our community loves these 5 unmissable experiences in South Africa!





**Stellenbosch Wine Tour**

Enjoy incredible mountain views, good wine and great conversations with your travel buddies on the Stellenbosch wine route.





**Boulders Beach Penguin Colony**

Take a scenic drive along the rugged coastline of Cape Point National Park and say hello to the friendly penguins on Boulders Beach.





**Kruger Homestay Safari**

Encounter lions, elephants and rhinos in their natural habitat on a safari and stay at a South African farm homestay for the night.





**Garden Route Road Trip**

Paraglide over stunning contrasting landscapes, discover untouched beaches and mountain passes on this scenic Road Trip.

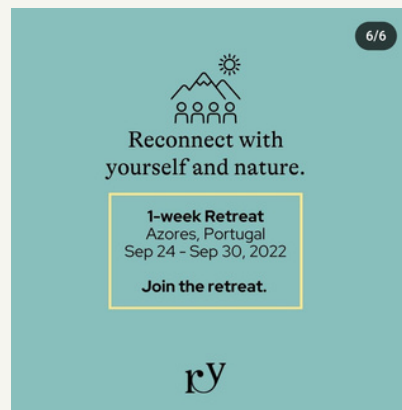
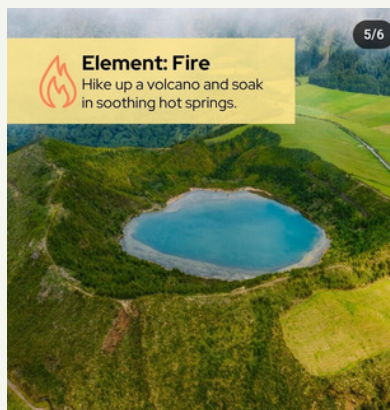
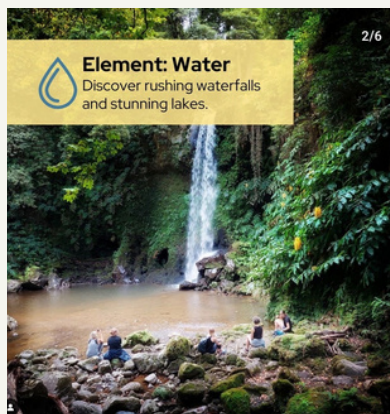
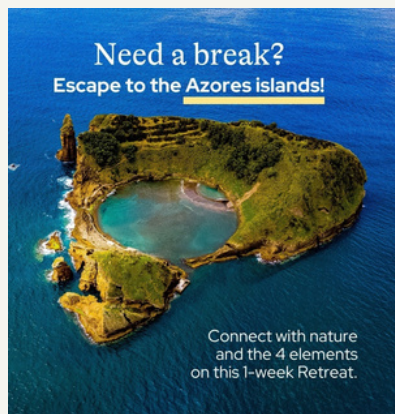




**Cape Malay Cooking Workshop**

Cook a delicious Cape Malay chicken curry in the home of our friendly local host as she shares stories about the Bo-Kaap community.





## INSTAGRAM POSTS



Le gusta a artbykimthao y 845 personas más remoteyear This view. The aroma of freshly ground Colombian coffee. A walk through the colorful city streets of the 'City of Eternal Spring', just before your work day begins.

Wish you were here? Meet us in Medellin and make this morning your reality.

🇨🇴 1-month Trip to Medellin  
Jun 26 - Jul 2, 2022



Le gusta a artbykimthao y 226 personas más remoteyear Looking for a fresh start?

Apply the Japanese technique of 'Kintsugi' to your life... fill up the cracks and missing parts with golden moments and new friendships in Osaka. 🇯🇵

Osaka's colors will look good on you.  
Start your morning with a nature walk in its spectacular woods.  
Take lunch between calls at an izakaya restaurant.  
Visit serene temples in the afternoon.  
Socialize with some (adorable) locals.

Book your spot before it's gone. Sign up closes



# Social Media

Company: Zedem Media

## INSTAGRAM POSTS - Playful TOV

When I took over and began to bring life to the studio's brand identity, TOV and instagram page, I used images from the studio's projects and repurposed them in a humorous way, to reflect current events, signal important days, promote our work, or simply to engage with out followers. This is a different audience from Remote Year and Hackett so I thought it would be useful to also show a different style.

**Purpose:** Establish a friendly brand identity, tone of voice and engage our followers through humour while promoting the studio's art & work.



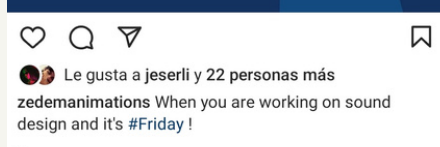
Le gusta a jeannebornet y 16 personas más  
zedemanimations Cypriot farmer Pambos Denirou has a serious case of the Monday blues. Goodmorning! Happy Blue Monday! #monday #blues #mondaytis #goodmorning #animation #illustration #bloopers



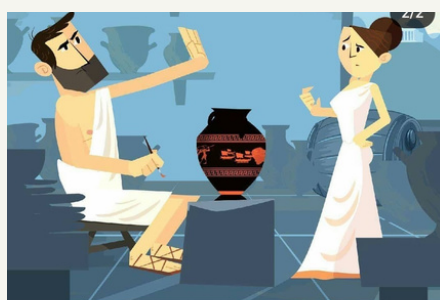
Le gusta a jeserli y 22 personas más  
zedemanimations When you are working on sound design and it's #Friday !



Le gusta a mia\_savva y 14 personas más  
zedemanimations May 29th marked JFK's 101st birthday. Here he is in our video 'What's The Big Idea?' Check it out on our site :) #jfk #animation #visionaries #ideas #inspiration



Le gusta a christos.ck.kou y 43 personas más  
zedemanimations 🌋 You stay cool out there, people! Like Alchimides! 🌊  
And let's take this climate matter seriously! Like Leonardo DiCaprio and Al Gore... #europeanheatwave



Le gusta a christos.ck.kou y 28 personas más  
zedemanimations Rejection in Ancient Greece! / "Αρχαίος Χυλότητες" #rejection #ancient... más



Le gusta a mkalopaidis y 12 personas más  
zedemanimations Reach far, wide and high with your story. #stories #aspirations #rocketship #reach #high #moon #animation #brand #identity



## Other Portfolio Samples

### Screenwriting:

[www.georgiabloos.com/cinema/](http://www.georgiabloos.com/cinema/)  
[www.zedemanimations.com/cinema/](http://www.zedemanimations.com/cinema/)

### Client Videos

(Promotional, Education, Instructional, PSA, etc.):

[www.zedemanimations.com/portfolio/](http://www.zedemanimations.com/portfolio/)

### Prose & Poetry:

[www.georgiabloos.wordpress.com/](http://www.georgiabloos.wordpress.com/)

### Blog Posts:

<https://zedemanimations.com/news/>

### Recognition:

<https://www.nytimes.com/2021/10/20/arts/boston-museum-fine-arts-technology.html>