

VICTORIA TEESDALE-IVES

‘FOLIO

HELLO

and welcome to Tors' creative mind.
Here you'll find examples of the various
writing styles I enjoy exploring – from
script to UX, article to conceptual.

VICTORIA TEESDALE-IVES /TORS
COPYWRITER /WORD WIZARD



HMD/NOKIA

BRINGIN' BRICKIN' BACK

INSIGHT

Nokia are stronger than ever – but with their old-school associations, the world doesn't necessarily know this.

IDEA

We created a series of snappy, cutting-edge product films showcasing the cool 'currentness' of Nokia's latest and greatest releases. I relished the challenge of making every word count.





Premium design

First-rate finish

It's easy to be precise with the premium performance keymat, comfortable curved back and separate function keys. Plus, the glossy, hard-coated colors deliver a high-end finish.



Support for years
and battery for
days

Keep going
and going
and going

2 days



For illustrative purposes only. Based on real life usage tests by HMD Global. See more info at www.nokia.com/phones/nokia-c2-twin



Long life

Here to stay

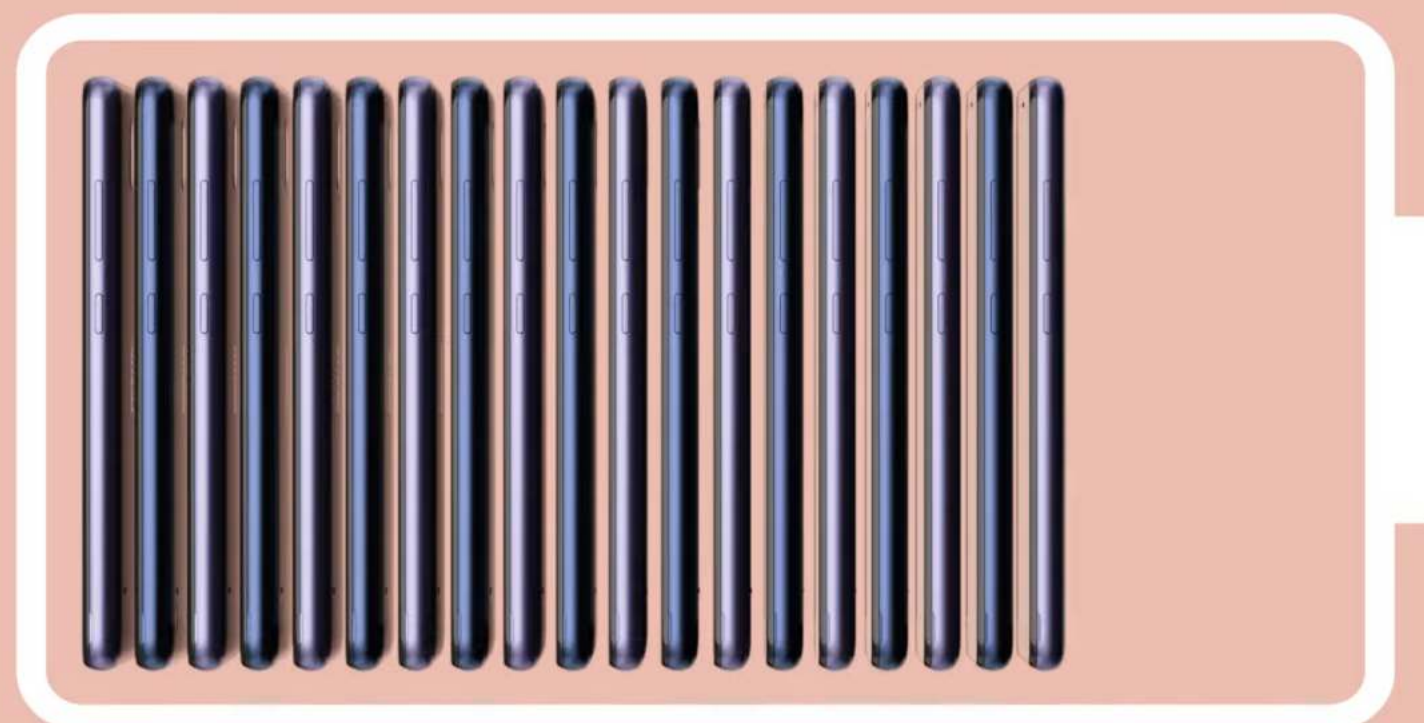
Seize the day with a phone that won't hold you back. With a long-lasting 1150 mAh battery¹ and signature durability, Nokia 225 4G is built to last.



Anti-slip case

Never lose your grip

The anti-slip coating and rubberised edges help Nokia 800 Tough to fit securely in your hand – meaning you're less likely to drop your phone.



EXAMPLE IN ACTION
<https://youtu.be/8cL70vVsJZI>

KILLED
WOMEN

THE LIST GOES ON

INSIGHT

Non-profit ‘Killed Women’ taught us that **125 female victims were murdered** at the hands of men in 2022 alone – and **the list just keeps growing**. It’s very hard to find all the killed women’s names.

IDEA

We turn those 3 truths into a punchy vinyl display ad. There are so many names from 2022 that it literally bleeds off the frame. Every 3 days, we add the name of a victim from 2023.



THE LIST GOES ON

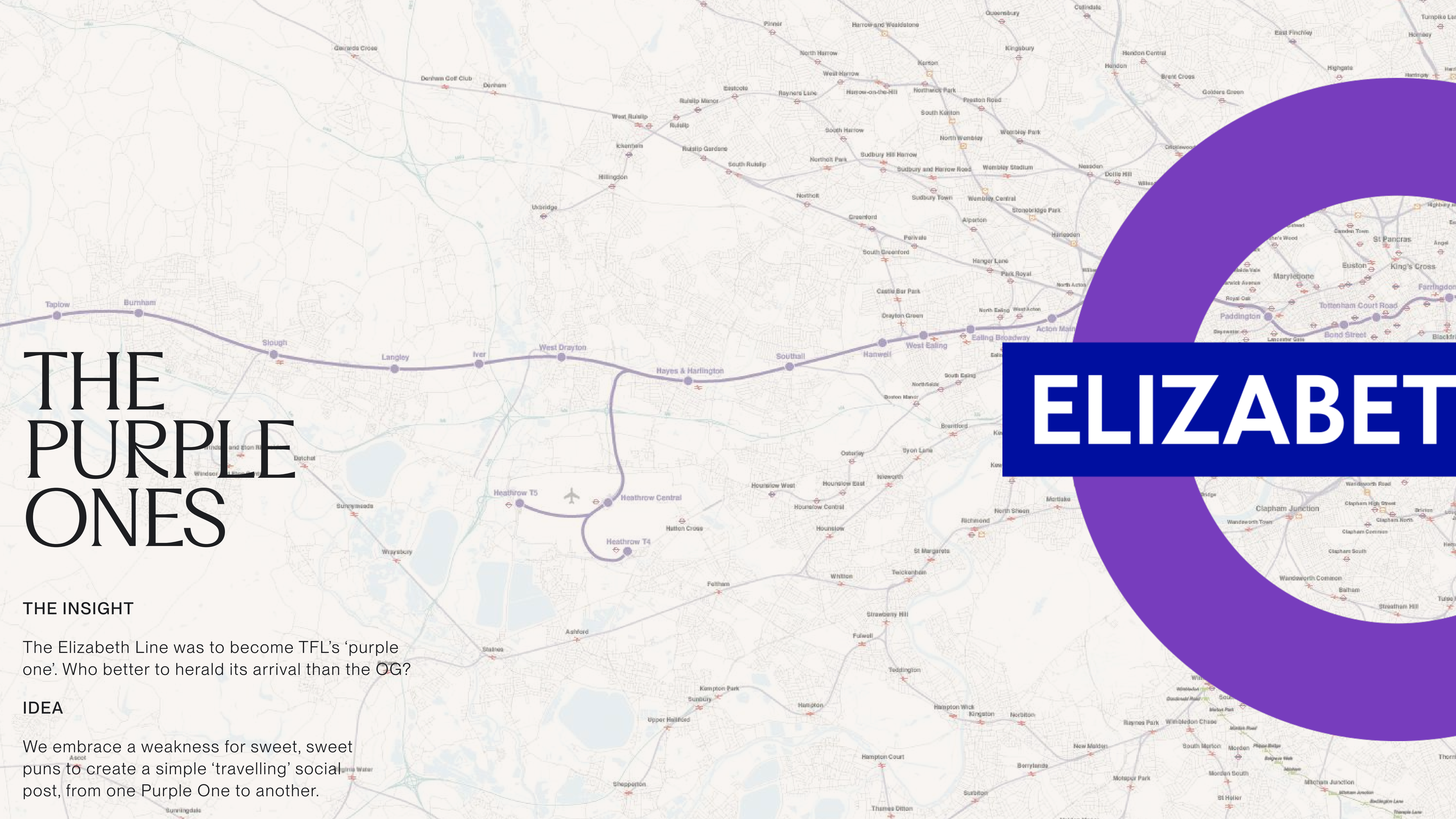
Stacey Knell was murdered by a man
Yasmin Chkaifi was murdered by a man
Wenjing Ling was murdered by a man
Sarah Everard was murdered by a man
Samantha Heap was murdered by a man
Geetika Goyal was murdered by a man
Sabina Nessa was murdered by a man
Julia James was murdered by a man
Bobbi-Anne McLeod was murdered by a man
Phyllis Grant was murdered by a man
Carol Hart was murdered by a man
Maria Rawlings was murdered by a man
Karen McClean was murdered by a man
Loretta Herman was murdered by a man
Stacey Knell was murdered by a man
Yasmin Chkaifi was murdered by a man
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It's time it didn't.



QUALITY
STREET



THE PURPLE ONES

THE INSIGHT

The Elizabeth Line was to become TFL's 'purple one'. Who better to herald its arrival than the OG?

IDEA

We embrace a weakness for sweet, sweet puns to create a simple 'travelling' social post, from one Purple One to another.

ELIZABET



IN TRUE TFL STYLE

The idea got from A to B at a commuter-enviable pace – Quality Street bought, produced and posted the concept that very same day.

IG LINK

https://www.instagram.com/p/CeOyiHloGm8/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

KITKAT

INSIGHT

Spiders can't catch a break. They spend hours building a beautiful home – only for the world to destroy it without a second thought.

IDEA

We create a film that follows an adorable, persistent spider in serious need of a break.



SCORE

The one and only... Hans Zimmer

FILM

We open on a little city garden bathed in dusk light. Tranquil orchestral music romanticises the scene.

Everything looks normal and unassuming for a moment – then the camera starts zooming into the garden furniture. Waaay in, until we're close enough to see a little spider weaving a large, intricate web between two chair legs. We cut through the night to show her progress.

Just after sunrise, it's finally complete. Spidey's only had a split second to look proud...

before a dog's tail appears out of nowhere, swiping her careful creation to non-existence. Pandemonium. The music crescendos dramatically as web and spider are slo-mo sent into orbit.

Cut to a wide-angle shot of the street, bathed in dawn light. To the restored tranquil melody, we zoom waaay into a car door handle. Our tiny little spider's putting the finishing touches to her next big attempt. As she steps back proudly... a human opens the car door. The music swells as spider and web are once again scattered in slo-mo.

End-frame reads 'Have a break'. In the background, Spidey is stubbornly starting up again on a pot plant.



SPIDERS DESERVE A BREAK

RHS

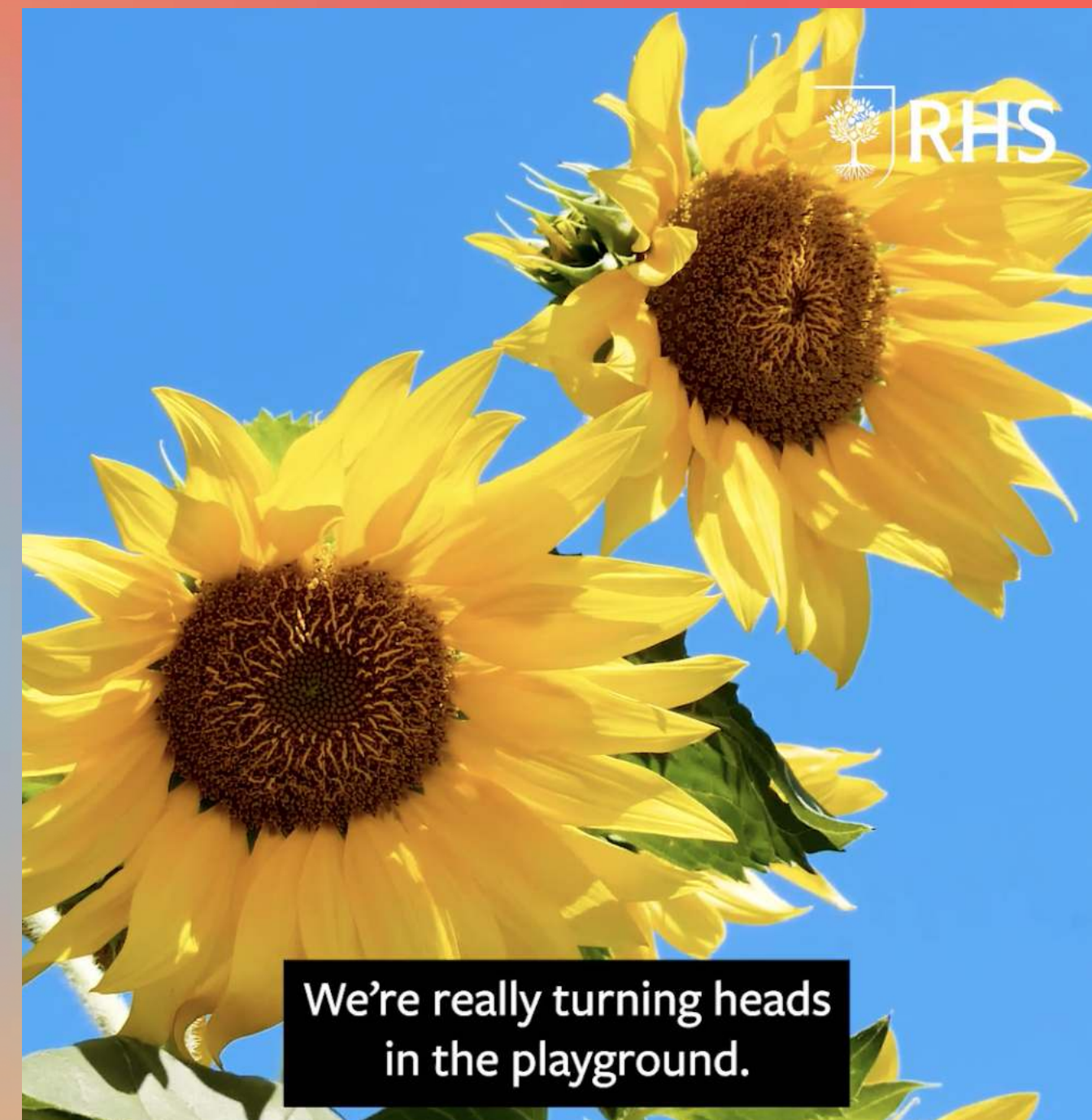
WE SPEAK PLANT

INSIGHT

The RHS understands plants and gardening so well, it's almost as though they speak the language.

IDEA

RHS gives vegetation a voice, understandable to even the least green-fingered of us.



We extended the hero asset – a TVC following the woes of handmade plant puppets – with a series of scripts portraying relieved flora post-RHS-fix.

Next, we sourced footage to find the perfect (real) plant protagonists, matching them with carefully selected voiceover artists.

The beautiful end products are promoted across social and the RHS site – have a little lookie below.

LINKS

<https://vimeo.com/880122539?share=copy>

<https://vimeo.com/880122517?share=copy>



CENTRE FOR HUMAN RIGHTS IN IRAN



INSIGHT

More and more people are being murdered in cold blood for protesting peacefully. And other than a slight social media stir, no one's doing anything about it.

IDEA

To highlight both the cold-blooded execution and the landslide impact of inaction, we place a red ice sculpture of a woman outside the Iranian Embassy.

As it melts, it spills over its acrylic plinth to form an ominous red pool. The gradual deterioration demonstrates a powerful parallel to the future of Iran if no one acts.

IN COLD BLOOD

VIRGIN RED

POINT MADE.

In the last few months at Wunderman Thompson, I effectively owned copy for all Virgin Red comms. From Virgin Wines to Virgin Trains Ticketing (and a whole bunch of offers in between), it was a lotta fun pushing tonal boundaries and pun tolerance.



Subject: Cheers to over 50% off craft wine, and more! 🍷



ONE
CORKER
OF A DEAL

Hey <Name>,

Heard on the grapevine? Virgin Wines are serving WineBank members truly sumptuous offers this season. **12 bottles of craft wine – get this – for just £65.88... that's more than 50% off. Plus 2,000 Virgin Points, free express delivery AND your choice of freebie.**^A We can't think of a better excuse to spend quality time with your friends and favs.

TOP ME UP



SIP, SAVE AND EARN

**12 bottles of craft wine for just
£65.88 (over 50% off!)**^A

~~£136.38~~

Plus these perks 🥰 on us:

- 2,000 Virgin Points
- Free delivery
- An epic freebie – pick between a bottle of Italian bubbly, a luxurious McLaren Vale Shiraz or a stylish pair of stemless wine glasses

Now THAT'S a deal to drink to. And top tips(y) – don't forget to enter your Virgin Red ID at checkout to claim your extra Virgin Points.

WINE NOT?



SO LET'S GET THIS
VINO!

To claim this grape deal, you need to be a **member of Virgin Wines' WineBank**. And on top of the epicness above, there are bunches of benefits – saving money each month to spread the cost of new vino, earning £1 for every £5 you save, and having the whole lot delivered straight to your doorstep at no extra charge.

SIGN UP TO SIP UP

<PROMO CODE>

LET'S GET TO THE POINTS



Twice the win

But wait, there's more – bargains galore. Double points means double the incentive to win that bidding war. Or close on the item you left in your basket.

GET BIDDING

Ends 08.12.23. Virgin Red membership required. 18+ UK residents only. Terms apply.



POINT-PACKING
CROWD-PLEASERS

Here are some of the many, many ways to make the most of togetherness this season.

POINT THE WAY



The points have never been higher

Take the jump with iFLY Indoor Skydiving experience and land with parachutefuls of points. Double the thrill – for a limited time only.

9,500 points*

CHECK IT OUT



Polish off prizes

Be in with a chance to win by dining out before 10 December. Pay with a linked card at a participating restaurant or complete a reservation booked via SquareMeal. Plus, 4 runners up enjoy a side order of 10,000 Virgin

EXTRA EXTRA

[READ ALL ABOUT IT](#)

ASK

Concept and create a full week of fun, inclusive Valentine’s Day celebrations + company comms.

IDEA

We went to town to make the Saint proud – from giving all the meeting room names a little extra love, to grabbing meet-cute opportunities by the candy.

VAL’S
DAY
@WT

WooWeek

13FEB-22FEB

FIRST LOOK

WHAT IS WOO WEEK?

Woo Week is a Valentine’s-sponsored opportunity for you to meet, interact and share the love with your fellow WTers.

You (the Wooer) will be randomly assigned to an individual (the Woeee) who you’ll secretly serenade through the week. You’ll also have your own mystery Wooer sending you Valentines surprises. Win-win.

READY TO PLAY CUPID? I’M IN, LOVE

Simply sign up below to show a bit of appreciation to your fellow WTers. We’ll let you know who your Woeee is by the end of this week. In the meantime, start having a think about potential wooing strategies.

Some thought-starters:

- Daily affirmation notecards
- Sweet treat afternoon pick-me-ups
- A different flower for each day of the week

Get creative!

SIGN ME UP, BUTTERCUP

THE RULES AND REGS

COURTING ORDERS

Snitches end up in ditches. Keep your identity secret until the big reveal on the 23rd.

Don’t be that person. No creepy, uncomfortable or dangerous serenades – this is just a bit of fun.

No one likes a quitter. Once you’ve signed up and been given a Woeee, don’t give up on them halfway.

MORE TO LOVE

WE’LL BE IN TOUCH

Keep an eye out for more details in the upcoming weeks. But for now, a little teaser:

- More ways to spread the love
- Behind The Bar Valentine’s drinks
- Your friendly neighbourhood Front-of-Desk in a special Valentine’s get-up

+ WUNDERMAN THOMPSON

Cafe

The Black Cat → **The Smitten Kitten**

Meeting rooms

Reflections → **Like What You See?**

Brushes → **Blushes**

Sketch **Me Like One of Your French Girls**

Gilliam → **Happily-Ever-After**

Plenty more Fish in the Tank

It's Too Late to APologise

Rakes Progress → Rake's **Proposal**

Hockney → **Dive In**

Steadman → **Las Vegas Love**

Henry Moore → **A**'Moore

William Scott → **Hot to Trot**

Canvas – **Sail into the Sunset**

Acrylic – **Don't Go Breaking My Art**

Toy Store → **Good Vibrations**

Zinc → **In Our Element**

Wherefore Art Thou Gustave

Yves Marie → **Eternal Louvre**

Melrose Avenue → **Roses are Red**

Francis Bacon's Studio → **Breakfast in Bed**

Collision → **When Stars Collide**

The **Lovers'** Lounge

Couples' Wellness **Retreat**

Charlie Brown → **Brown-Eyed Girl**

Snoopy → **Puppy Love**

Woodstock → **Lovebirds**

CX-**y**

Spot → **Hot** Spot

Stripe → **Easy, Tiger**

Square → **Love²**

The Workshop – **Match Made in Heaven**



Easter Week

WUNDERMAN THOMPSON



Think you have what it takes to be a winner winner, Easter Egg dinner?

Next week, we'll be holding a three day **Easter Egg hunt** and a great big GLH **bake-off**. Read on for the golden deets.

4th-6th April

SCHEDULE

TUESDAY 4TH	WEDNESDAY 5TH	THURSDAY 6TH
Egg Hunt	Egg Hunt	Egg Hunt + Bake-off

Egg Hunt

This year at GLH, join the hunt to win more than just chocolate. Find an egg on either the 4th, 5th or 6th April and win one of our Easter prizes – that's a new hunt each day and triple the opportunity. Here's how it works:



1. FINDERS KEEPERS

We'll hide 10 eggs around GLH on each of the three days – so there are 30 eggs up for grabs. Find an egg, win a prize.



2. STRIKE GOLD

Keep those eyes peeled for treasure – one golden egg a day wins you a very special prize.



3. CASH IN

Simply take your find to reception and hand it over to the Egg Master (AKA Pawel) to collect your prize.

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THE BAKE-OFF



It's flouring season

On Thursday 6th, eggxhibit your culinary skills at the GLH bake-off. Simply make your best baked goods at home and bring them to the Black Cat first-thing. You're in for a chance to win one of our category prizes. And even if you're no baker, come and enjoy tea, coffee, cake and all-round good vibes.

If you'd like to participate, submit your name, your bake, and allergy information in [this form](#) so we can prep allergy labels in advance.

GOOD LUCK!

ASK

Come up with and communicate the company's Easter activities.

IDEA

We took the classics and made them more classic (once again taking full advantage of the freedom to go porangi with puns).

EASTER @WT



Hot right now



Be You with Microsoft

It's estimated that up to 20% of the UK population have dyslexia – but school, workplace and day-to-day support is still in short supply. So we worked on a new toolkit for Microsoft, promoting their inclusive tools during Dyslexia Awareness Week. The campaign launched on the 3rd October, and encourages those with dyslexia to 'Be You' with the help of Microsoft's inclusive technology.

[Find out more](#)



Le(t's)go!

We've won! Lego is the latest to join the Wunderman Thompson client ranks. WT Consulting will be working alongside the brand's core team to refine creative and strategic recommendations for their new loyalty programme.



New capability alert

Through Prism, we're excited to be expanding our current extensive offering with a new music partnership proposition, helping to deliver powerful audience insight and brand strategy to our clients.

[Find out more](#)

In the spotlight

Now more than ever, people want to feel a genuine connection with the brands that they shop from. Creative Lead, Joe Gowdridge, explores how culture is the real driver of content, and the importance of choosing the right medium for a message.



ambitions. Watch out for a series of events and workshops designed to put you in charge of your future.



Gain some (WT) Insight

WT Insight is a quarterly download of everything you need to inspire growth for your brand and navigate increasingly challenging economic conditions. Register to get first-mover access to the latest.

[Get involved](#)



Meet Stella

Stella is a community for women at WPP, helping to develop and accelerate female leadership. And now, UK membership is open to anyone interested in women's careers. Interested in signing up?

[Get involved](#)

It's all about you

This week we spoke to Copywriter and Inspiration Spark author, Victoria Teesdale-Ives!



Hey Toria! Firstly, tell us a little bit about yourself and your role at WT.

Hey! I'm Toria or Tors (but never Vicky), conceptual and UX Copywriter here at WT. I joined Mirum at 19, and have recently celebrated the 4 year workiversary of what's still my first proper adult job. I'm currently working with the fabulous Specsavers team to totally revamp the website.

What project/s have you worked on that you're most proud of?

For creativity, I'd say HMD/Nokia product films and socials. Fun, fresh and a good challenge. For a real sense of achievement, the Specsavers site – it's a huge, technical project with a lot of moving parts. And for pure cuteness, Bepanthen baby web copy.

How do you overcome writer's block?

Never underestimate the power of fresh eyes. If it's one of those days where words just aren't working, I make myself write something – anything – and then shut the laptop. Coming back to the copy after a quick cuppa or short walk almost always gets rid of the brain block.

What is your go-to lazy dinner?

A super crispy jacket potato with whatever I can find as a topping. Usually it's cheese, tuna & sweetcorn, salt & pepper, and tomatoes. Or – who am I kidding? – a cheeky McDonald's.

INSPIRATION SPARK

ASK

You're looking at the dedicated agency newsletter authoress. This amalgamation of company and industry news was crafted and sent out every month, and allowed me to shape the agency's tone of voice from the inside out. At one point, it involved embodying both interviewer and interviewee.

CULTURE VULTURE

Moonlighting as a WT showreel voiceover artist, becoming a staple Duracell TikTok protagonist, womanning in-office crèches, donating my handwriting to event posters, organising the agency's Easter egg hunts – welcome to just a few examples of the (even more) fun bits.

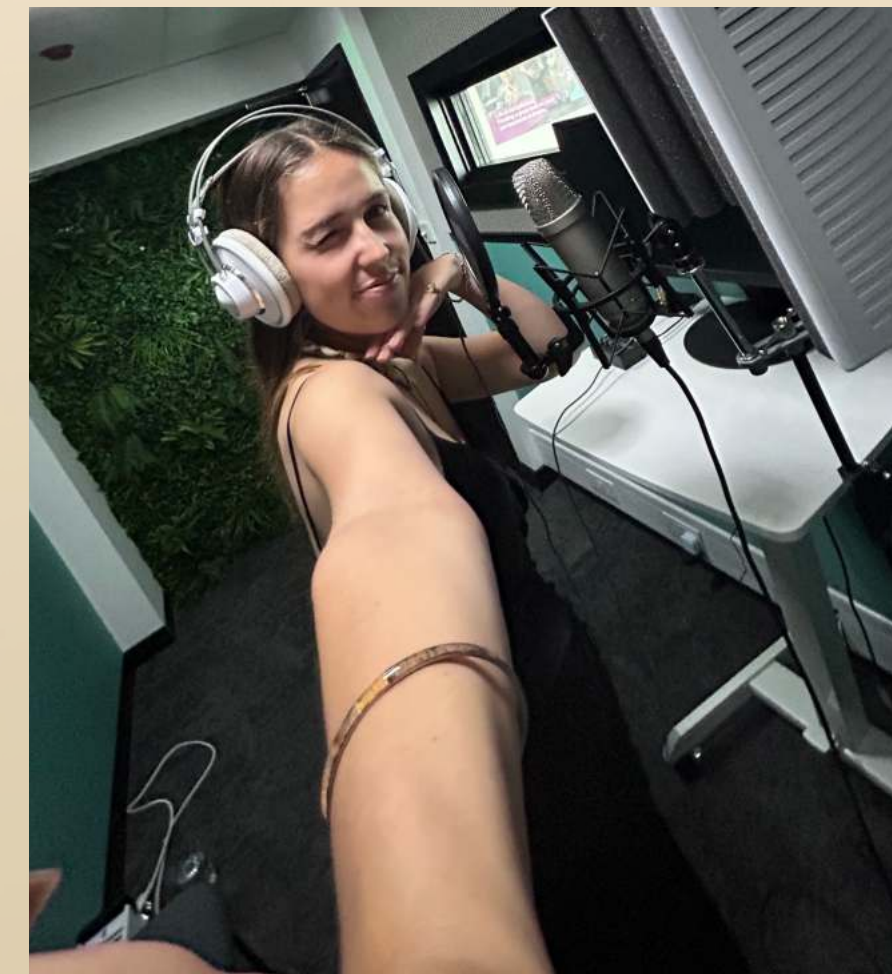
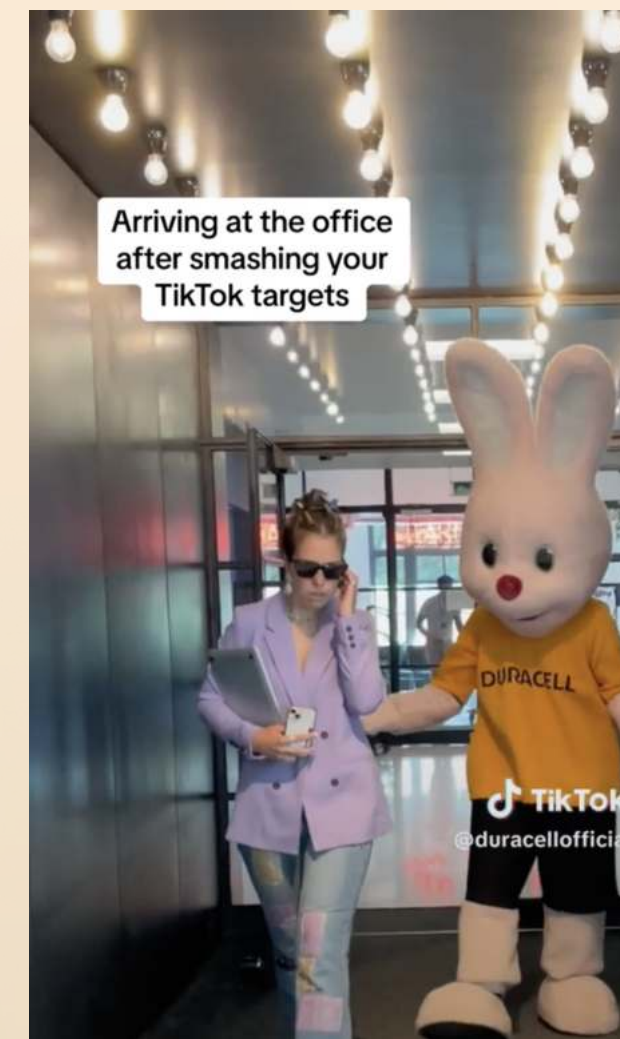
TIKTOK LINKS

<https://www.tiktok.com/@duracellofficial/video/7244106286726532378?>

<https://www.tiktok.com/@duracellofficial/video/7247465691282967835?>

VO ARTISTRY LINK

<https://vimeo.com/880126188?share=copy>



"That's all Folks!"

REACH OUT

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