

A red square logo with a white border. Inside the square, the name 'IZZY PAYNE' is written in white, bold, uppercase letters. Below the name, the text 'Copywriting, communications, & journalism.' is written in a smaller, white, serif font.

IZZY PAYNE

**Copywriting,
communications,
& journalism.**

Get to know me

I am a creative and ambitious person with over four years of professional writing experience.

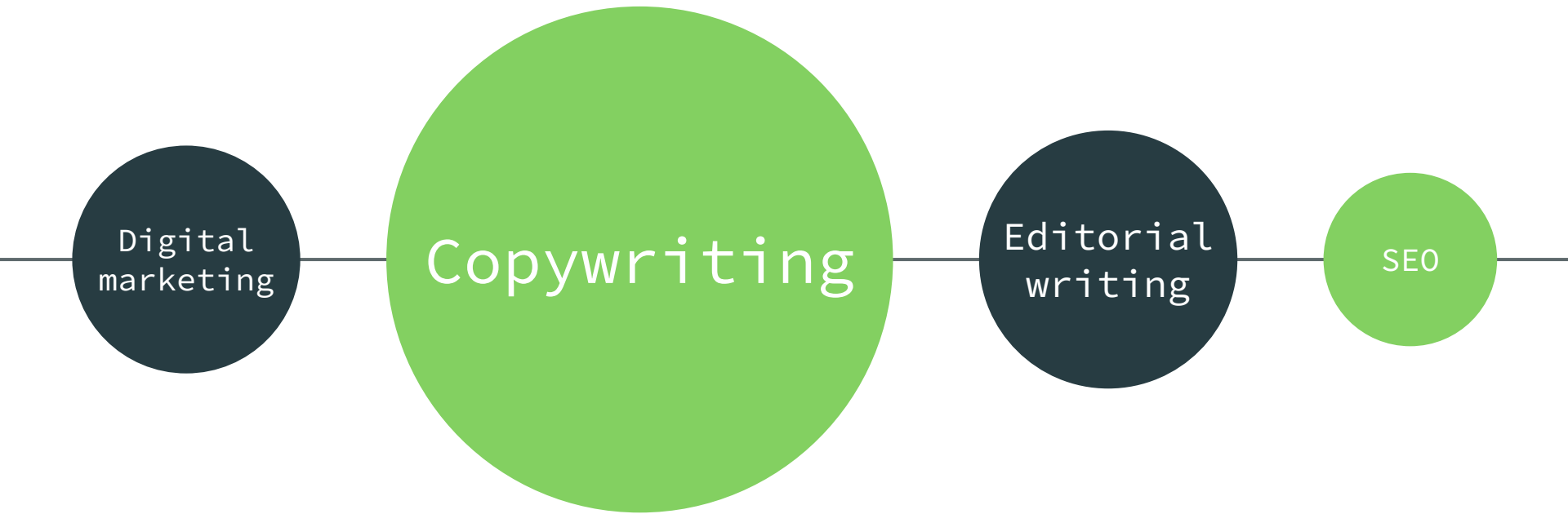
I'm confident and outgoing with a natural ability for storytelling. My experience across both editorial and marketing roles has equipped me with the necessary tools to thrive in fast-paced, challenging environments.

Before I got into writing professionally, I worked in hospitality. I got my first job in a coffee shop at 14 years old. I quickly fell in love with it and became a qualified speciality barista. After my dalliance with all things caffeinated and frothy, I dabbled in pubs, bars, and restaurant service. I loved the intricacies of spirits and wines, the comradery between colleagues, and the technicality of mixology.

My current work as a copywriter has allowed me to combine my love of hospitality with my passion for writing, as I often write copy for FMCG clients and create digital marketing campaigns for food and drink brands.

This portfolio contains samples of my latest work with hyperlinks, as well as some snippets of past projects that I'm particularly proud of. Enjoy!

Skills & expertise



Career highlights:

Digital Communications Manager

Neverbland, London

Head of Communications

Peak Mood, London

Copywriter and PR Executive

Neverbland, London

Freelance Copywriter

KHWS, London

Staff Writer

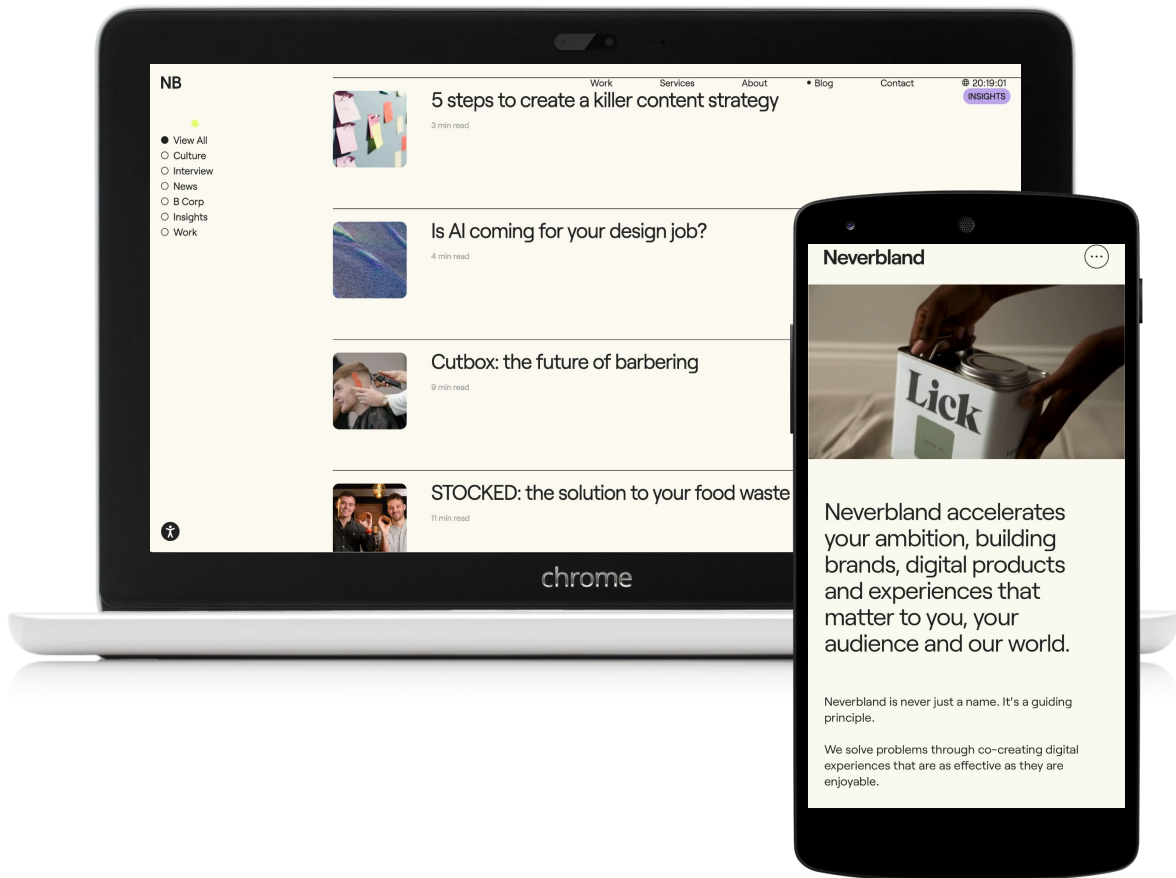
The Human Perspective, London

Neverbland

I joined Neverbland in 2022 as a Copywriter and PR Executive. I was promoted to Digital Communications Manager in 2023.

I am responsible for writing original, SEO optimised copy for the Neverbland blog and socials, as well as creating copy for clients sites.

The content I have created for the Neverbland website ranges from casual, humorous blogs to informative thought leadership pieces on important topics.

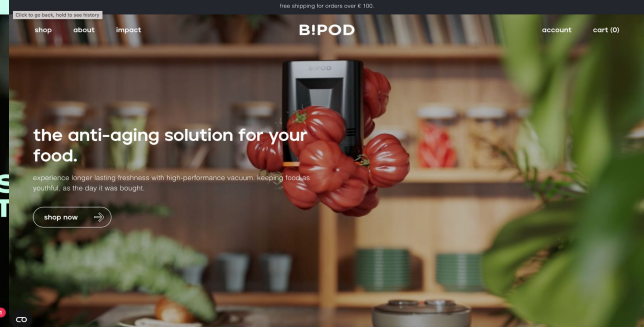
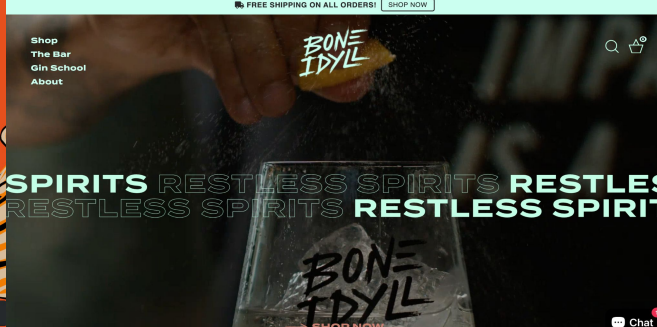


Peak Moods

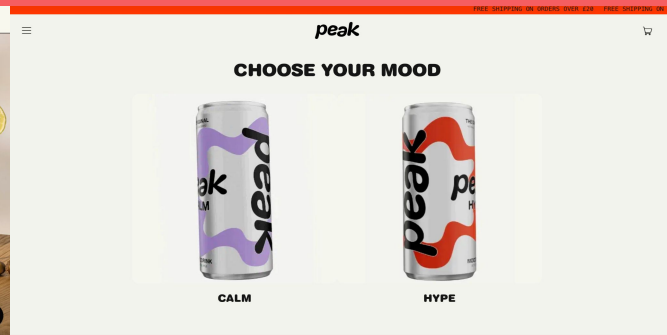
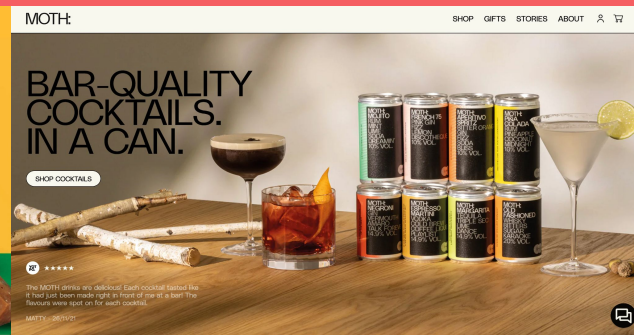
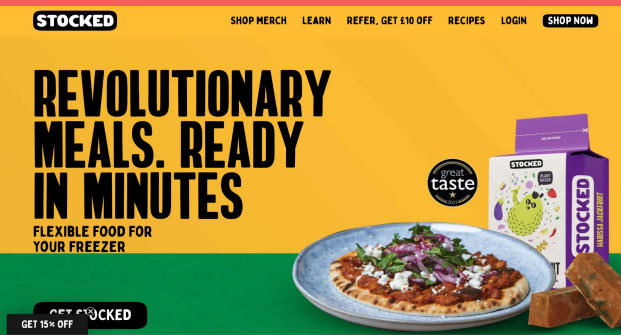
Peak is a revolutionary new functional beverage set to rewrite the drinks industry.

As their Head of Comms, I was responsible for creating and managing content across all channels. This meant writing copy for their social media posts, blog articles, thought leadership pieces, product and ad copy, weekly newsletters, and managing their CMS.





Recent clients.



Blogs.

The Great British Shake-off



This article was written in partnership with Moth canned cocktails to illustrate the high quality of their product.

The tone needed to be funny and a little sarcastic to suit the content.

All photography by me.

After building a website for our friends at Moth our eyes were opened to the possibilities of canned cocktails, but is the canned version better than the DIY? We did a very official experiment to put them to the test.

Moth, standing for 'mix of total happiness', is a brand of canned cocktails that packs premium mixology into a portable can at an affordable price. Canned cocktails are so in right now, and Moth has created an elevated product to take your at-home cocktail experience to another level.

One thing you should know about me is that I /love a good DIY. From making my own clothes to building furniture to doing DIY gel manicures, if I can do it myself I'll always give it a fair whack. So upon the first sip of my first magnificent can of Moth, I began to wonder...could you do it yourself and it still be this good?

I know that a big plus factor of Moth is its inherent portability. If this test were a real controlled study, we'd probably have to be doing this on public transport, but that seemed pretty inconsiderate for everyone involved.

This is not a test of portability or convenience, because if it was Moth would already win. This is a test of taste and overall drinking experience. So I gathered the most inexperienced gaggle of Neverblanders I could find to put their skills to the test.

We basically wanted to see whether doing it yourself is better. I think you can see where this is going. The teams were chosen and their names were picked:

Margarita Mammias a.k.a. Lauren and Bichen

Scared Shotless a.k.a. Ryan and Bethan

Shake-Off Queens a.k.a. Sarah and Laura

Let the games begin.

My first year in tech



This piece was really fun to write. I kept the tone lighthearted and a little witty as I was writing about myself and my own experiences, and it performed really well as a result.

Last week, I was curled up on the sofa one evening, when my phone began to vibrate vigorously. *Buzz. Buzz. And buzz again.* Odd, I thought.

I turned my phone over and examined the screen, expecting a stream of ranting texts from a friend or perhaps a sequence of spam emails. My face was illuminated by equal parts LED and horror as the notification glared back at me:

"Congrats on your work anniversary!"

Oh, God. A whole year has passed since I started working at Neverbland. A year of my life blinked past me in an instant. A whole year. Not to be too overly cliché, but they do say that time flies when you're having fun. I would tend to agree, and it definitely flies by whilst you're in the first year of your new career.

Some fifty-something weeks ago I was pouring pints and shaking cocktails, writing sporadically as a freelance hustle in between bouts of desperately crying out into the LinkedIn void: "please someone hire me!" Flash forward to the present day and I've progressed to become the Digital Communications Manager at Neverbland, with a whole year of industry experience under my belt. Wild.

Despite being a member of Gen Z, arguably the techiest generation, I'm not much of a tech wizard. I use tech with ease, but like most of the general population, I'm not sure I understand it – so you can imagine my surprise when I had to learn what a digital product studio does.

I had envisioned every unfortunate stereotype under the sun. I roughly knew what designers did as I have a few arty-farty friends, but developers were a new and foreign concept for me. And what even is coding? My mind swirled at the concept of a few measly letters being able to give the user control of a new function on the website.

I remember *feeling* like a coder back in the day, tweaking my 2012 Tumblr theme to be just the right shade of '*no one understands me*' grey, but real coding? Way above my mental pay grade. And as for the type of person who codes – I had visions of a basement-dwelling group of boys, afraid of sunlight and socialisation. Sorry guys.

I think it's the only time I've ever been happy to be wrong.

B!POD: the anti-aging solution for your food



This article aimed to inform the reader of the issues associated food-waste and provide them with a solution from one of our clients.

B!POD specialise in improving the way we store, cook and eat out food.

Food waste is rapidly becoming one of our world's biggest issues. When we think of making more sustainable choices, we often leap to taking up cycling or installing solar panels in our homes. All too frequently we neglect to consider the issue of food waste when we're trying to be a little greener.

This shouldn't be the case.

- ✓ The UK throws away 9.52 million tonnes of food per year
- ✓ This emits 25 million tonnes of CO2 – more than Kenya's total annual emissions
- ✓ 40% of food produced globally goes to waste

The fact of the matter is that most CO2 emissions don't come from you driving to your local supermarket or doing the school run, they come from a small number of massive corporations who refuse to think of the planet. However, this doesn't mean that you should give up on thinking a little greener entirely. Every positive choice makes a positive impact on our planet's fragile climate, and food waste reduction is one of the easiest ways to reduce our individual emissions.

Making better choices about your food consumption not only helps the planet but also helps your wallet. Investing in food waste solutions alleviates some of the struggles of the recent cost of living increase. As we're spending so much more money on basic groceries, it's important to preserve the food we're paying for. Ensuring that you're not overbuying food with a shorter shelf life, and investing in food storage techniques that prolong the life of your produce could really improve the amount of food waste you produce. B!POD is the newest solution to our food waste problem.

Client blog: VIVE

The science of CBD skincare



VIVE is a CBD Skincare company who make products to help soothe the effects of menopause on the skin.

This article aimed to inform readers of how CBD can benefit their changeable skin.

CBD skincare has gained popularity in recent years due to its potential benefits for the skin. In this article, we will explore the science behind CBD skincare and why it is considered effective. We will also discuss relevant scientific studies supporting its effectiveness and how it can be particularly helpful for women experiencing menopause.

CBD, short for cannabidiol, is a natural compound found in the cannabis plant. Unlike its counterpart THC, CBD does not have psychoactive effects and is believed to offer various therapeutic properties. When applied topically, CBD interacts with the body's endocannabinoid system (ECS), which plays a crucial role in maintaining skin health.

The ECS consists of cannabinoid receptors located throughout the body, including the skin. When CBD is applied to the skin, it binds to these receptors, influencing various physiological processes. One of the main benefits of CBD skincare is its potential to reduce inflammation. Studies have shown that CBD can inhibit inflammatory responses in the skin, which may help alleviate conditions such as acne, eczema, and psoriasis.

Furthermore, CBD has been found to possess antioxidant properties, meaning it can help protect the skin from damage caused by free radicals. Free radicals are unstable molecules that can contribute to premature ageing and skin damage. By neutralising these free radicals, CBD can potentially promote a more youthful and radiant complexion.

Several scientific studies have provided evidence of the effectiveness of CBD in skincare. A study published in the Journal of Clinical Investigation found that CBD can reduce sebum production in the skin, which is beneficial for individuals with oily or acne-prone skin. Another study published in the Journal of Dermatological Science showed that CBD can help regulate skin cell growth and differentiation, potentially aiding in the management of conditions like psoriasis.

For women experiencing menopause, CBD skincare may offer additional benefits. Menopause often brings about hormonal changes that can result in dryness, thinning, and loss of elasticity in the skin. CBD's moisturising and anti-inflammatory properties can help combat these skin concerns, promoting a healthier and more balanced complexion.

Client blog: Scope

The AI Revolution



Scope is a CPQ service business that specialises in digitally transforming the manual process of service based businesses.

This article discusses the changing landscape of pricing strategies thanks to the rise of AI.

The AI Revolution: Transforming Pricing Strategies for Agencies

Artificial Intelligence is permeating every aspect of modern life. From online shopping to autocorrect, we use AI every single day without even noticing it. But how could agencies benefit from using a tool that prices up services far quicker than clients or employees ever could?

The introduction of AI should enable agencies to drastically change the way they price their services. If you're an agency that bills by the hour, then AI is a threat to you. Mat Baxter, Global CEO at Huge, mentions that if you're an agency and you sell 100 hours today, you might only be able to sell 80 hours tomorrow, because AI removes 20 hours of those from the process.

The introduction of AI to this process means computers can do the work a client would typically pay for. So how you price up such services today and in the future is paramount. Pricing manually today in Excel or other spreadsheets would not allow you to make better decisions. A Scoping tool should be used to analyze all scopes created manually in today's world. By digitally transforming the process agencies will have the opportunity to improve and learn.

With the help of AI, agencies can gain a competitive edge and make informed pricing decisions. Agencies that opt to invest in AI resources could easily optimise their pricing strategies by utilizing this to replace the people they bill for.

Personalisation & Dynamic Pricing

AI allows agencies to personalise pricing based on customer preferences, boosting customer experience and satisfaction. Dynamic pricing, influenced by real-time factors like demand and competition, enables agile and flexible pricing models.

Thought leadership.

What can we do about the gender bias in the tech industry?



I spent days researching the topic and interviewing my coworkers in order to write this article.

It needed to be well-evidenced and thought-provoking with a serious tone of voice to suit the important subject matter.

Despite several initiatives set up to boost female participation in fields like coding and computer science, only 26% of the tech workforce is made up of women. That's right, a five-trillion-dollar industry that continues to be made up of predominantly men.

But things *are* changing. Our industry is more actively seeking female employees than ever before, as demonstrated by the recent partnerships formed between huge companies and organisations like Code First Girls. It's a great first step, but we're asking: what else can we do to balance the scales?

Bethan McGrath, Product Designer at Neverland, explains: "The tech industry can look intimidating from the outside, especially startups. In the past ten years, it seemed like men who talked a big game and made big promises were rewarded with investment, but now people are realising that approach isn't always successful in the long term. The shine of this traditionally masculine, bullish leadership style is wearing off."

How did we get here?

The reasons why so few women are working in tech are nuanced and multifaceted, starting with how we choose to educate women. In 2020, the number of girls choosing to study computer science at GCSE was 16,919 – just over 21.4% of total entrants in the UK. Only 9% of female graduates studied a core STEM subject in 2018, whilst just 3% of women say a career in technology is their first choice career. From the get-go, whether it be consciously or unconsciously, we teach girls that tech is not for them.

Women are not provided with enough awareness and opportunities in the early stages of their education. Perhaps if organisations partnered with schools, providing young women with role models within the industry, we could see an increase in female interest. Even offering more extensive career counselling that introduces opportunities within the tech sphere could help balance the scales. If girls were encouraged to engage with STEM subjects from the get-go, we might not be experiencing this gender imbalance today.

[illegible]

Nowadays, so many smaller agencies outsource their copywriting needs to freelancers. As the only in-house copywriter in my agency, I wrote this piece to inform other agency-folk that copywriting is still of great value.

In the dynamic world of digital product development, copywriters play a crucial role in creating compelling and engaging content that drives success. A digital product studio encompasses various disciplines, including design, development, and marketing. While each of these areas is essential, the impact of a talented copywriter should not be underestimated. Here's why copywriters are an important part of digital product studios:

Crafting Persuasive and Engaging Content

One of the primary responsibilities of a copywriter in a digital product studio is to craft persuasive and engaging content. Whether it's website copy, app descriptions, or promotional materials, copywriters have the expertise to captivate the audience and convey the brand's message effectively. By carefully selecting words, creating catchy headlines, and structuring content in a compelling way, copywriters can entice users to explore further, increasing the chances of conversion and user engagement.

Establishing a Consistent Brand Voice

Consistency is key when it comes to brand identity. Copywriters ensure that the brand's voice remains consistent across all digital touchpoints. They work closely with designers, developers, and marketers to understand the essence of the brand and translate it into written communication. By maintaining a consistent brand voice, copywriters help build recognition, reinforce brand values, and foster a sense of trust and familiarity among users.

How canned cocktails are shaking up the drinks industry



As we had just started working with MOTH cocktails, I wanted to write an informative and entertaining article all about the rise of ready-to-drink canned cocktails. I kept the tone of voice light and humorous to match the subject.

Great British summertime.

No one does sunshine quite like the Brits. Shirtless football hooligans, sticky humidity without a breath of air conditioning, and frankly far too many uncovered toes for my liking. But love it or loathe it, most of us will agree that the best thing the Brits do in Summertime is the indulging in a refreshing beverage. Sure – an ice-cold lemonade will hit to spot, or a fruity Pimms, or even a cold crisp larger, but you know what would be even better?

A cheeky cocktail.

If you're not a mixologist, ready-to-drink (RTD) canned cocktails are a great way to spice up your summertime drinking.

Canned cocktails have historically had a bad rep. From the saccharine sweet flavourings of the 90s wine cooler to the original canned cola and Jim Beam 'cocktail', these drinks have to flip-flopped in and out of fashion for decades.

The first canned cocktails emerged as early as the 1800s when a Connecticut hotel batch made and bottled martinis and manhattan cocktails for a picnic. The 1960s saw a resurgence of the canned cocktail, with Jim Beam leading the genre with their bottled Manhattans, Whiskey Sours, and Old Fashioned's. Bacardi soon followed suit with a canned Daiquiri.

Whilst these drinks fell prey to the fickle popularity cycle, the 1990s refreshed the genre with the introduction of hard lemonades. That's right, say hello to the iconic Smirnoff Ice. These refreshing cousins of the cocktail paved the way for the hard seltzers of the 2010s. Hard seltzers, like White Claw, boast a high alcohol content but a low calorie count, with subtle flavourings and at a low cost.



Dopamine: getting more out of your time



This piece was written for Peak Moods and aimed to inform the reader about the effect that dopamine levels have on our time perception.

To play on the fun branding of the product, I gave the copy a little sci-fi twist.

LET'S START WITH TIME TRAVEL.

An immense sci-fi dream curated by decades of comic books, films and art. We have dreamed of the possibility for aeons, but it's not possible for humans to control time, right? Wrong ... sort of.

Sadly we've not developed the technology to jump to the year 3000 just yet, but we can influence our perception of time by taking control of our brain chemistry.

LESS DELORIAN'S, MORE DOPAMINE.

Recent evidence suggests that the chemicals in your brain can impact your perception of time. So, time moves faster depending on what chemicals are kicking about in your bloodstream.

TIME PERCEPTION

Time perception, or Chronoception if you're feeling fancy, refers to the rate at which we experience time. This also impacts how we view past events and future possibilities.

ENTER: DOPAMINE

Scientists have long suspected that Dopamine plays a role in the perception of time. People with brain disorders that are linked to Dopamine defects, such as Parkinson's, have trouble tracking time and have long been treated with Dopamine enhancing drugs.

Mood Drinks enter the mainstream



This article aimed to educate readers on the creation of a new category within the drinks industry: mood drinks.

We've been doing the same beverage routine for the last century and a bit. Since our industrial revolution, we've been conditioned to caffeinate to increase performance and then self-medicate with alcohol to relax in the evening. Most of us wake up and have our morning cuppa joe to get us jolted with caffeine and ready for work. You do this, not just because it's the done thing, but because you do feel more awake.

But caffeinating yourself can come with some less-than-useful side effects. You can shake, sweat and stress yourself into a caffeine-induced panic pretty easily after just a couple of jolts of coffee. After a full day of working and a few brews later, you need to come down from that caffeine high. What better way to do that than a cold beer or chilled rose to switch your engines off? It's simple and so instantaneously effective that it has become nearly irresistible to avoid.

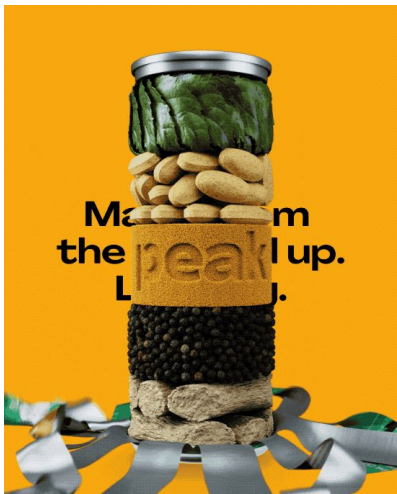
I like a cocktail as much as the next gal, but the next generation of beverages has got us rising up and unwinding differently. Say goodbye to over-caffeinating and a glass of vino before bed, we're in a new age of mood-boosting beverages. It's official, the mood beverage industry is here to stay: The Financial Times recently released a groundbreaking [article](#) detailing the genre's skyrocketing success.

The wellness industry's massive growth in recent years has flooded us with every crunchy life hack out there. From mindfulness to meditation, the wellness industry has got all of us doing the absolute most in the name of feeling better. The mood industry is the alternative dovetail to the cutesy pastel pink millennial wellness trends.

The wellness industry has sparked a clean eating and sober curiosity amongst the younger generations. People more often than ever before are reaching for sober alternatives. 0% alcohol is to gen z what gluten-free is to millennials.

This is where mood drinks come in. rather than drinking a low-alcohol beer or a 0% G&T, you can now choose to drink something that still gives you a social buzz despite its lack of alcohol. Even when not socialising, mood drinks are helpful to unwind and unplug from the stresses of everyday life. Rather than reaching for the beer out of the fridge, you can now reach for a Peak Unwind for example, and allow the unique blend of ingredients to relax you without the need for numbing alcohol.

Covid, the rise of wellness, and the birth of brain boosters



I wrote this article as part of a discussion about how life had changed post-covid, and how we were all beginning to take a very holistic view of health.

In case you missed it, the whole world has shifted. The unfathomable impact of a global crisis has forced many of us to reconsider our priorities. Together, as we navigate Covid, you'll be hard pushed to find someone who hasn't suffered the pressure of lockdowns, restrictions and this newfound anxiety as the world reopens.

One silver lining we should all find solace in is the increasing interest in more conscious living. Specifically, it's unearthed a new mindset of '*health above all else*' and, perhaps most significantly, mental well-being for Millennials and Gen Zs.

Prioritising Health in Life After Covid

Due to the general health anxiety that's arisen out of the pandemic, it's clear we're becoming more conscious of what we consume and what we purchase. Recent research from [FMCG Gurus](#) found that 59% of consumers from around the globe are now more aware of their overall health and well-being. In addition, 73% state that they plan to eat and drink better because of it.

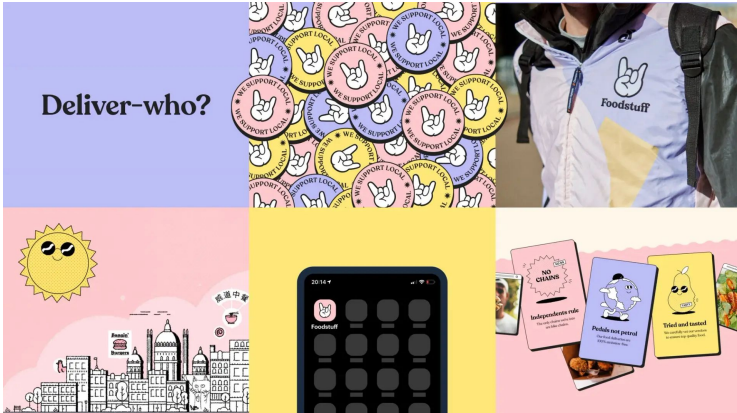
Similarly, according to research by the Grocer and [Strategy& \(PwC\)](#), 29% of UK consumers have made changes to their diet and health since March 2020. Although we've seen a spike in comfort eating and snacking, there is a heightened consciousness around healthy food and drink and interest in alternatives to sugar, alcohol, and energy.

Conscious consumption is highest amongst the Millennial and Gen Z demographic, with 17% of 18–34-year-olds changing their diet for environmental and ethical reasons. Since March 2020, Gen Z consumers have made the most significant changes to their diets, with 36% of respondents to The Grocer and Strategy&'s survey revealing they've made a dietary change, compared with 28% of 35–53-year-olds and 24% of over 55s.

Championing Mental Well-Being

As Covid health anxiety mounts on top of back-to-work stress, the importance of mental well-being amongst younger adults has snowballed. Millennials and Gen Zs are now championing the fight for better mental health awareness in the workplace.

Foodstuff: service with soul



This article was written to discuss how our food delivery services have changed in recent years, with reference to a great delivery service business we worked with called Foodstuff.

We all love a takeaway, but the process can be taxing.

Picture it: it's Friday night and you're rooting through the takeout menu drawer. After calling the restaurant and waiting on hold, you begin impatiently waiting for your food. It arrives some unknown time later, only to be delivered by an underpaid and unappreciated delivery driver. You sit down to tuck into your lukewarm dinner, but you're left with a bad taste in your mouth.

The pandemic shone a light on the importance of supporting local businesses. Whilst restaurants continue to fall victim to the rising tides of restrictions and lockdowns, many independent businesses took to third party delivery services to stay afloat.

Services such as Deliveroo, Just Eat and UberEats grew hugely between 2019 and 2020, with thousands of businesses flocking to sign up during the peak of the pandemic. The majority of people under the age of thirty-five have said that they prefer using third party delivery sites, despite how their fees often financially damage independent restaurants.

Deliveroo, one of the major players in the delivery market, boasted a 110% increase in orders across the UK compared with the first half of 2020. It now offers takeaways from more UK restaurants and food merchants than any other service.

Third-party services seem like the most convenient option for restaurants and consumers alike, yet business owners still face high transaction fees, order errors and a general lack of control over their consumer experience. Ordering directly through the restaurant would be a better option, but without the sheer convenience of the app, with its order tracking capabilities and clear price breakdown, people aren't ordering directly anymore.

The average spend per person per year rose by 42 per cent over two years: from £452 in 2019 to £641 in 2021. 32% of consumers say they will continue to order more takeaway after the pandemic, while 31% say they will eat out less in the future.

So with the takeaway trend not slowing down and the use of third party delivery services continuing to increase, how can we enjoy our food more sustainably?

The answer: Foodstuff.

Exclusive interviews.

Interviews

I have a wealth of experience conducting lengthy interviews with entrepreneurs, CEOs, start-up founders, and public figures.

I am particularly adept in condensing these interviews into SEO optimised articles.

James Whitcombe talks rugby, social media, and mental health



Izzy Payne

29.06.2023



Vinny is a certified B Corp business dedicated to spotlighting mood-boosting and wellness gifts and products in their funky vending machines and new e-commerce site. We checked in with one of their founders, Matthew Kitchen, to learn more about their growing business.

Neverbland: Where did you get the idea for Vinny vending machines?

Matthew Kitchen, co-founder of Vinny: It was kind of a eureka moment, but also a typical frustrated founder's story in that Vinny was an answer to my own problem. Myself and my partner and co-founder Isla were both travelling in the South of France. We were stuck in this tiny little airport with no shops or food, just a couple of vending machines. Everyone was hammering these vending machines because there was no other option, and we were both vegan at the time so we had even fewer choices.



SCOPE Better: how CPQ is changing the professional services game

INTERVIEW



Cutbox: the future of barbering

INTERVIEW



STOCKED: the solution to your food waste woes

INTERVIEW



NEVERBLAND®

07.07.2023



STOCKED has put a twist on classic batch cooking techniques to deliver high-quality, fresh meals that are changing the convenience meal game. In these challenging economic times, could STOCKED be the product to satisfy your hunger for convenience and affordability without compromising on taste?

STOCKED: the solution to your food waste woes



Recent Dragon's Den entrepreneurs Sam and Charlie sat down with me for an exclusive interview.

They aim to rewrite the ready-meal rule book with their high quality product - STOCKED blocks.

STOCKED has put a twist on classic batch cooking techniques to deliver high-quality, fresh meals that are changing the convenience meal game. In these challenging economic times, could STOCKED be the product to satisfy your hunger for convenience and affordability without compromising on taste?

Neverbland met with Sam and Charlie, co-founders of STOCKED and life-long friends to hear more about their innovative business.

Neverbland: How did STOCKED get started?

Sam Moss, co-founder of STOCKED: I've always been a big fan of batch cooking. One day, I was defrosting a bag of chilli in the microwave and it exploded everywhere. I thought: there's got to be a better way to do this. I was having a conversation with my mum one day, and she mentioned that she used to freeze baby food for me in those handy reusable ice trays. So I went home and cut up a bunch of old ice cube trays, and the first chilli Blocks were born. I knew that I couldn't run a food business by myself as my culinary skills didn't extend past batch cooking chilli, so I went to my friend Charlie who's the best chef I know. I went to him for insight and walked out a business partner, and together we created STOCKED.

Charlie Gilpin, co-founder of STOCKED: I have been working in the food industry for over thirteen years now. I've worked every role in hospitality from waiting tables to cheffing, and even cooking on music tours with the likes of Katy Perry and the Spice Girls. I set up my own award-winning street food company in 2015. I did that for five years and achieved great success at pop-up events and street food markets in and around London. We'd taken over a pub kitchen in south London for a pop-up event when Sam came to talk to me about this wacky idea for Blocks of frozen food. It was too weird and wonderful to let go.

Product + Ad copy.

12 Brews of Xmas

As part of of an annual Christmas project at Neverbland, I wrote the product descriptions for 12 different beers, each of which had a fun festive name.

If there's one thing you should know about me, it's that:

I ♥ puns.

(See next slide for evidence.)

Play the game yourself:

<https://12brewsofxmas.neverbland.com/>


12 BREWS OF XMAS

For Christmas 2022 NEVERBLAND® created a small batch of craft brews for 3 lucky winners. Sadly, the competition is now closed but the game continues.

Flip cards. Match pairs. Keep it real.

PLAY THE GAME



SHARE    

LABELS DESIGNED BY NEVERBLAND

PRIVACY - TERMS

Some of
my
personal
faves:



**8 MAIDS A-MILKING
/COLD IPA**

BEER NO 08 5.0% VOL e 330MML

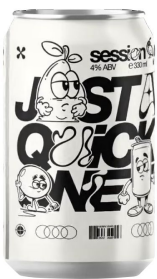
Dive into the deeply refreshing flavour of our Cold IPA. Bright and citrusy notes are delicately balanced against the hint of pine - it's so good you'll be thirsting for a bucket of it.



**4 CALLING BIRDS
/PALE ALE**

BEER NO 04 4.4% VOL e 330MML

Calling all brew fans, this one's a gooden. Mosaic and Citra hops blend seamlessly together to create a beer that's sure to ruffle ya feathers.



**1 PARTRIDGE IN A PEAR
TREE
/SESSION IPA**

BEER NO 01 4.0% VOL e 330MML

The intense and refreshing flavour of this IPA is truly unique. The pineapple and citrus notes make for the most perfect pear you've ever tasted! (See what we did there?)



**12 DRUMMERS DRUMMING
/PALE ALE**

BEER NO 12 4.0% VOL e 330MML

Feel the flavours of mango and citrus beat against your tastebuds in this fierce little number. The revolutionary blend of Mosaic and Citra hops is sure to have you marching to the beat in no time.



**2 TURTLE DOVES
/PALE ALE**

BEER NO 02 4.4% VOL e 330MML

Like two turtle doves, the two core flavours of mango and citrus fruit swoon together oh-so elegantly in this pale ale. It's a match made in heaven.



**3 FRENCH HENS
/COLD IPA**

BEER NO 03 5.0% VOL e 330MML

Say 'bonjour' to the super refreshing flavour of Three French Hens. Notes of tropical fruit and citrus combine to produce a flavour that is truly magnifique. Tchin-tchin!



**5 GOLDEN RINGS
/SESSION IPA**

BEER NO 05 3.8% VOL e 330MML

The subtle spicy pine flavours delicately perched atop notes of orange peel make for a delectable drinking experience. You'll be ready to put a ring on it once you start sipping this.



**9 LADIES DANCING
/SESSION IPA**

BEER NO 09 4.4% VOL e 330MML

This saucy number is sure to have you dancing on the table in no time. The notes of mango will have your tastebuds doing the tango upon first sip.

See what
I did
there?

Beverage product + ad copy

HYPE

★★★★★

The original mood drink for more dopamine.

PEAK Hype is designed to enhance feelings of inspiration, focus and motivation.

Serotonin  Dopamine
☆ DOPAMINE ^

The 'feel good' chemical in your brain that gives you the inspiration for new ideas and the motivation to make them happen.

👉 TASTE ^


The original flavour HYPE is fruity, tart and citrusy.


♡ FEELING ^

Drink HYPE to feel more:

- + Inspired
- + Positive
- + Focused
- + Motivated

Online product descriptions and Meta Ads for Peak Moods and Bone Idyll spirits. Both adhering to each brand's TOV and brand guidelines.

 Bone Idyll
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Need some gift ideas? Get the party started with Bone Idyll. Small-batch spirits and cocktails made to impress.

Shop now


CALM

★★★★★


The original mood drink for more serotonin.

PEAK Calm is designed to enhance feelings of clarity, positivity and relaxation.

Serotonin  Dopamine

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Need some gift ideas? Get the party started with Bone Idyll. Small-batch spirits and cocktails made to impress.



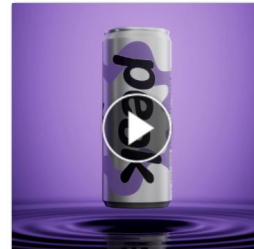
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Calm. Learn more Hype. Unleash

Sip yourself z...

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A drink like no other. Choose your mood. Only with Peak.



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Elevate your vibes.
What mood will you choose?

Order now

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Recent Project: VIVE Skincare

Our products

No *frills*: just *science*

Vive products use best-in-class ingredients to build deep hydration and moisturisation alongside antioxidant power.

Having studied the growing weight of evidence pointing to cannabidiol (CBD) providing great anti-inflammatory properties, Marina combined these powerful actives to produce our CBD Tri-Active Formula.

[View bundles](#)

Product page copy for premium Skincare brand *VIVE Skincare*.

NIACINAMIDE

To *nourish* & *strengthen*

Niacinamide, a form of vitamin B3, is a hard-working active that provides multiple benefits for our skin. It is known to promote elasticity, reduce the appearance of blotchiness and pigmentation, and strengthen skin barriers.

The strengthening of the skin barriers allows higher protection from environmental stress such as pollution and UV radiation, and locks in moisture, providing intense hydration which in turn plumps up the skin.

CBD

To *balance*

CBD, or Cannabidiol, is a non-psychoactive constituent of the Cannabis Sativa plant. The human body has an endocannabinoid system that receives and translates signals from cannabinoids.

When we apply CBD to our skin, it is thought to influence our skin's own ability to respond to challenges resulting in a reduction of the appearance of redness and blemishes.

Strength in science

The CBD Tri-Active *Formula*

As we move through the seasons of our life, we change and so does our skin. To maintain harmonious and healthy skin we need to adapt and react to these changes.

Many women will experience redness, dryness, and often teenage-style breakouts later in life. This was the experience of our scientist-founder Marina.

Having no luck with popular active ingredients such as retinoids, Marina looked to trusted compounds she knew would work for her increased skin sensitivity and dryness. After much experimentation and testing, our patent-pending CBD Tri-Active Formula was born.

Clinically tested with impressive results, these three powerful ingredients work together to soothe, nourish and protect your skin at levels that deliver noticeable benefits.

Experienced in SEO
Keyword Research,
Google Analytics and
Meta Ads.

Covering all the digital marketing bases.

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