

Nescafé

Helping a global coffee brand find their voice

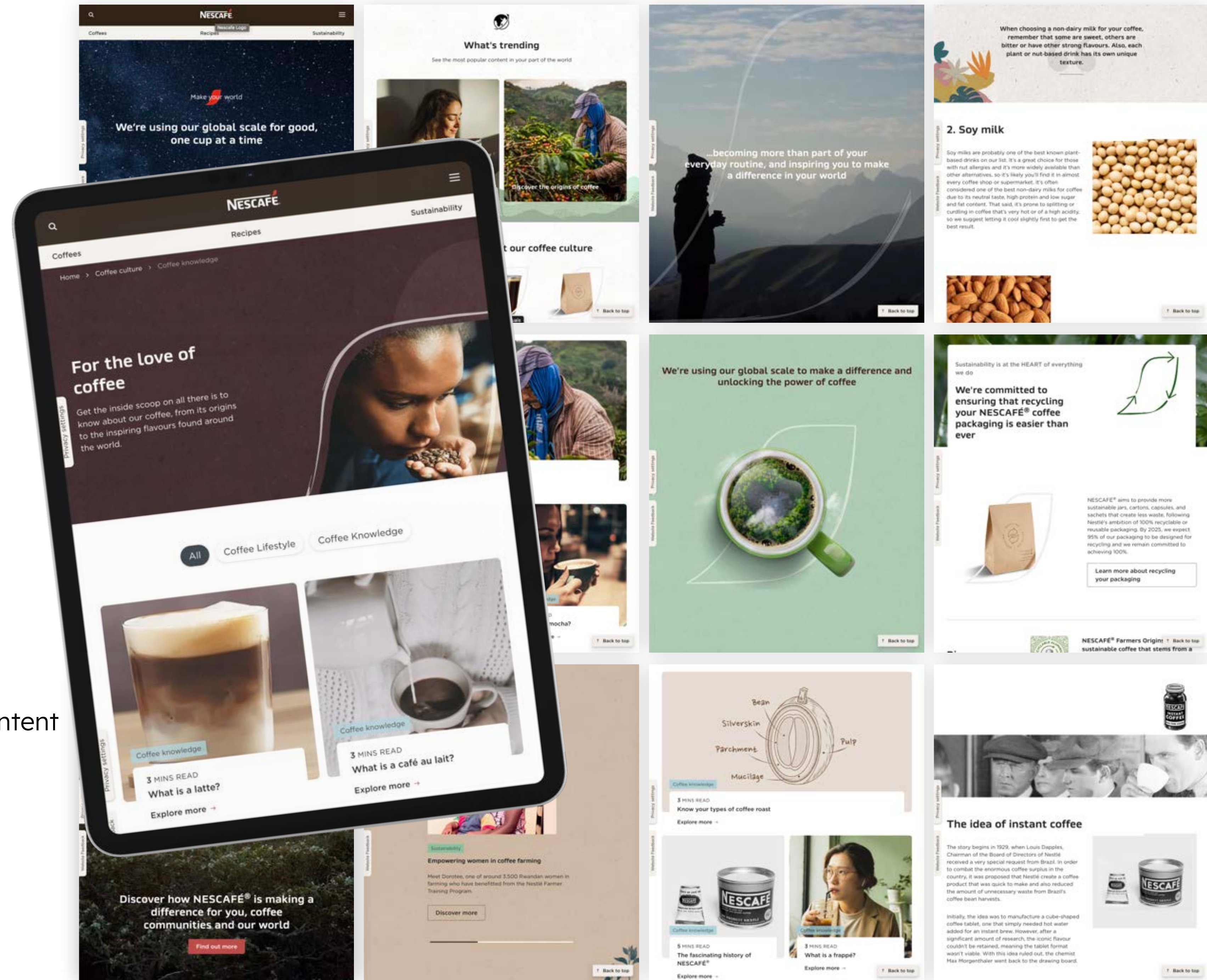
Nescafé's refreshingly authentic approach to storytelling for new audiences around the world.

NESCAFÉ

I helped to define the digital tone of voice for the Nescafé's new global platform 'Make your world' and brand identity. First launched in Australia, my role included copywriting for the global website, long form content, video, social media and CRM.

<https://www.nescafe.com/au/>

- Brand tone of voice for website & digital content
- Copy Guidelines
- Website copy
- Content architecture
- Articles
- Social and Video (Copy)
- CRM (Copy)



Extensive articles (80+) across a broad range of coffee knowledge and lifestyle categories, integrating the brand’s tone of voice in a natural, engaging way - that’s also search optimised.

