



Creative Copywriting Assignment

ELUNO

Sarah Fathima

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Brand Manifesto Microcopy

About Us

Eluno was envisioned with a fascinating enigma: to design frames that enabled you to view the world crystal clear. But when the world lays its eyes upon you wearing our specially curated, premium eyewear, they cannot take their eyes away from you! That's because the frames at Eluno are just like your persona—a glimpse of enamour, a statement of your novelty, and a hint of unfathomable mystery, quietly ruling the slay.

Equipped with strong scratch/smudge resistance, advanced UV protection, and Blue-lens technology, our frames are your ticket to redefining your vision and style. From luxurious acetates to comfort-loving, on-the-go eyewear, Eluno's blend of fine craftsmanship and crisp cohesion promises to capture your allure, beyond what meets the eye.





Campaign Ad Copy Exercise



HEADLINE:

Eluno Eyewear. Handcrafted, jewel-toned acetates- for you to precisely see the world, and them to see the enigmatic jewel that you are.

SUBHEADLINE:

Redefining your vision with tinted lenses and enamour, with a touch of our signature, jewel-toned glamour.





Body copy

Tired of wearing your old, unrefined frames that in no way benefit your sight? Do they make you look like a total misfit? Do you feel embarrassed to sport them because they lack a fresh feel, look, and vibe that you desire?

Try Eluno's new acetate frames, customised with warm, tinted lenses to equip you with sharpened vision. Their ultra-stylish, jewel-toned frames revamp your style with perfect poise, allowing your chic eyewear to speak louder than the noise.





Call To Action (CTA):

Be an early bird and grab your fashion statement-worthy Eluno frames now. Choose from our limited edition, jewel-toned acetates with warm, tinted lenses and experience the joy of precise vision like never before. Eluno premium eyewear-embrace the enigmatic you, and let the charm unfold.



Social Caption: Script for a Creative Brand Launch Reel

DURATION:

20-30 seconds

PLATFORM:

LinkedIn

STYLE:

Insight-driven, self-aware, quietly ambitious





Reel Script: LinkedIn Style

Sometimes, confidence is not forced upon others by loudly declaring and then waiting for others to appreciate it. On the other hand, confidence is about persistence of effort and silently achieving your aspirations, without feeling the need for others to know.

In the age of social media, it is increasingly common for everyone to flaunt their wins and strengths at their best. How many times have you wondered why you had no esteem to flaunt, except the emptiness choked in your being?

The key to your confidence is to feel it in your soul and let it shine outward with quietest grace, and no drama. That is actual power, to own your allure with admirable simplicity and a feeling of completeness.

Eluno's premium eyewear is built on this philosophy to give you cohesive, sharpened vision, without any compromise. And that feeling of self-assured, élan confidence. For those who cherish quiet moments of wins and shine, let our frames speak volumes about your strength and style.





First-Person Narrative: LinkedIn Style

As each chapter of life unfolds at a fast pace, people progress. Some accomplish their dreams and aspirations, while others find unique ways to derive meaning and purpose in their lives. Looking back, I came to realise that I wasn't really where I wanted to be; in fact, my confidence hadn't moved ahead at all.

I always thought that confidence stemmed from the results we bring, and the results people see outwardly. Much later, I learned that actual confidence and power are earned for ourselves, not to show to others.

Wearing Eluno's premium eyewear was the turning point in my understanding of confidence and esteem. Each of their handcrafted, specially curated eyewear pieces corrects your vision, also changing the way you see yourself.

Wearing its frames, I now own the aura of true confidence and self-validation in a quietly graceful way. Thanks to Eluno, I carve my own, unstoppable path of growth, gratitude, and grace.



The image features a light cream-colored background with a subtle paper-like texture. It is decorated with watercolor-style floral illustrations in the corners. The top-left corner shows a cluster of small blue flowers and a single larger yellow flower. The top-right corner has a sprig of green leaves. The bottom-left corner features a small cluster of blue flowers. The bottom-right corner is more elaborate, with a large yellow flower, several blue flowers, and a branch of small white flowers. The text 'Thank You' is centered in a large, dark blue serif font. Below it, the contact information is written in a smaller, dark blue sans-serif font.

Thank You

sarahfathima1104@gmail.com | [@sarahwrites.com](https://sarahwrites.com)