



BOOZT.COM, NOVEMBER 2020

Christmas Story

I was the Marketing project lead and main Copywriter for the Boozt Christmas concept.

The goal was to establish Boozt as a place where it's easy to buy all your Christmas gifts.

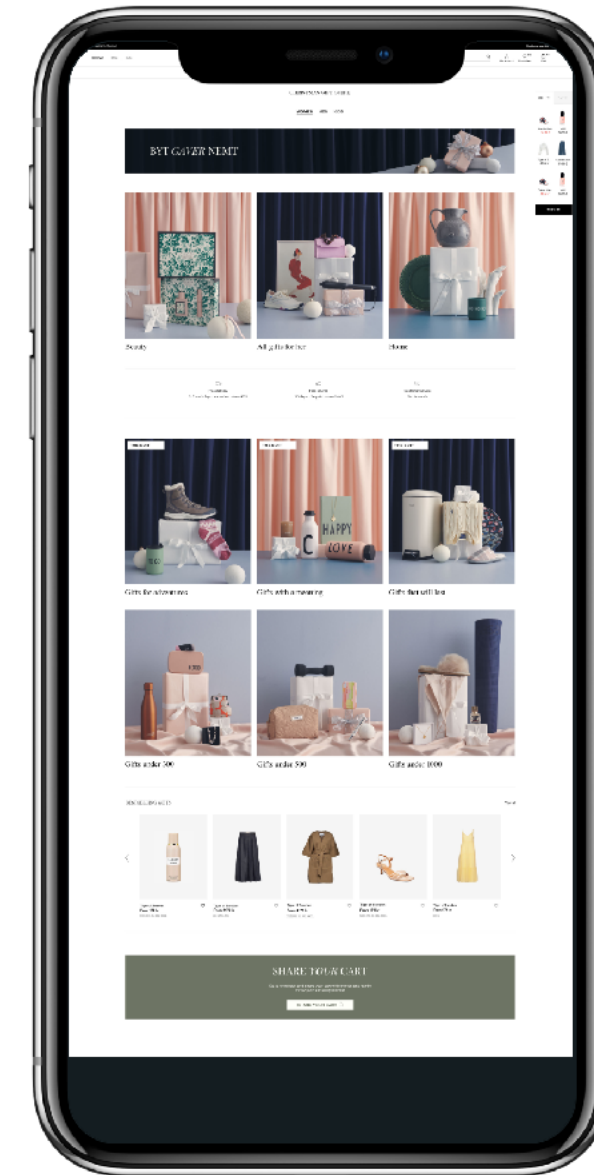
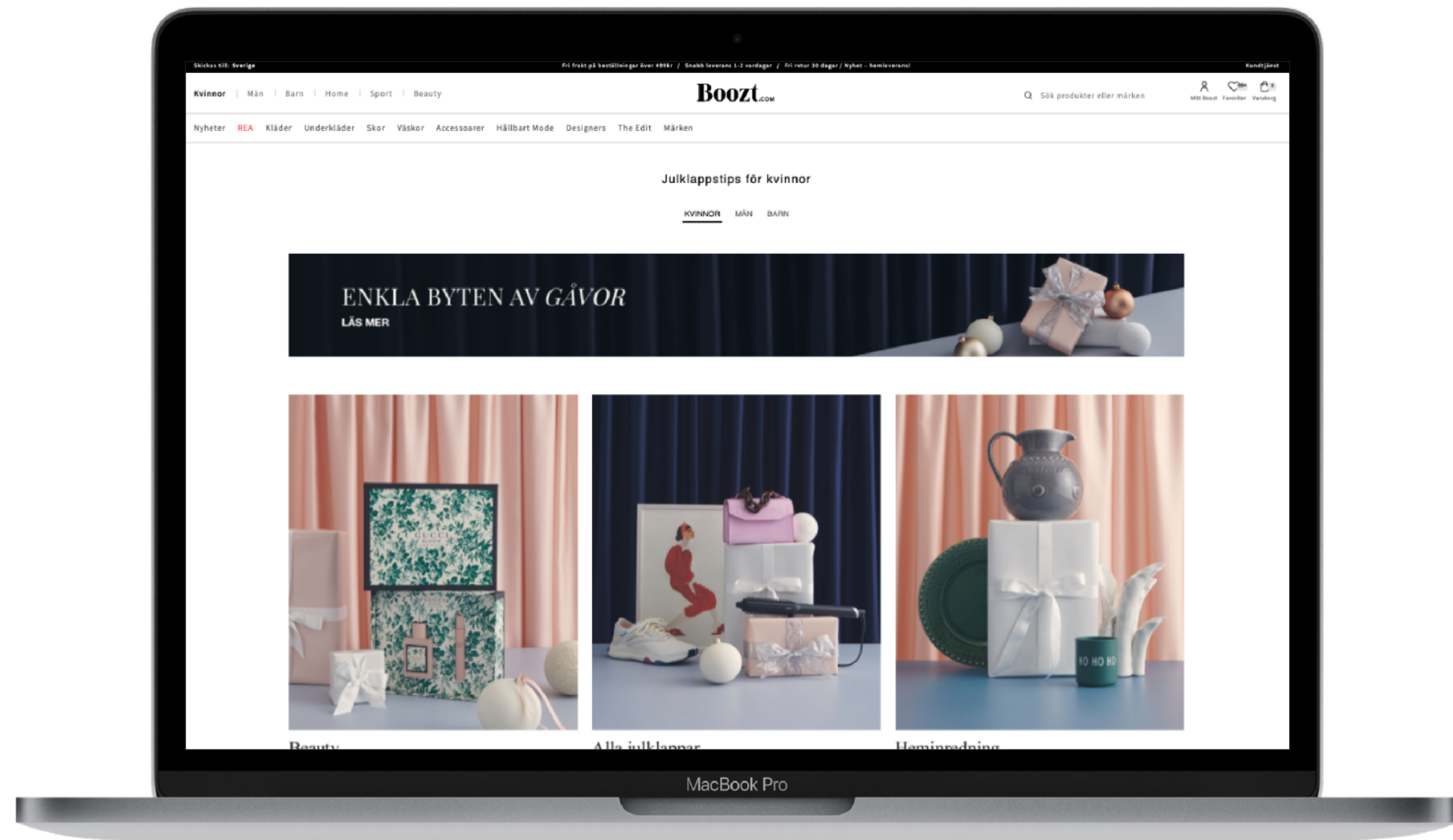
I wrote an inspirational Christmas story to set the mood, inspire my colleagues, and define the relevant keywords.

Christmas has always been a way to light up the Nordic winter darkness. It's a time to let go of unnecessary stress and focus on those we love the most. And if we've learnt anything this year, it's how to do just that.

Instead of fighting through crowds at the mall, **cross off your gift list from home** this year. Just a click away, you have the selection of a department store from the comfort of your own sofa. Let a **gift guide** help you get it just right – whether it's the perfect perfume, soft home decorations, stylish designer accessories, beautifully wrapped gift sets or supporter gear for a hardcore sports fan. **You've got time.** For kids, Disney, Barbie and cartoon themes are always a big hit under the tree. If you're still not sure they'll like it, it's easy to create a gift receipt so they can return the gift without you knowing about it. **Just like in the store, but from home.**

As Christmas Eve comes closer, **get in the holiday spirit** with a Christmas sweater. It's both a great gift and a fun, festive treat for yourself! For a **stylish stay-in**, go for cool loungewear sets and comfortable classics like cashmere knits and soft cotton shirts. Pair it with chinos or jeans for an outfit that will last beyond the festive occasions. If you'd rather dress up, **raise your style level** with shirts, dresses and suits in soft, luxurious materials like velvet, wool or silk and a deep, warm scent to match. Christmas – and New Year's Eve! – is still a celebration, even if the big parties are called off. **Add a subtle sparkle** with elegant jewellery and a trendy dark nail polish. A little goes a long way!

Or, why not try a Christmas outdoors? Whether on ski or by foot, a Christmas adventure could be just around the corner and with the right gear, **it's easy and fun for the whole family.** And after a long day in the snow, there's really nothing better than to curl up under a blanket and watch as candle-lit windows light up the Nordic winter darkness – just what Christmas is all about.

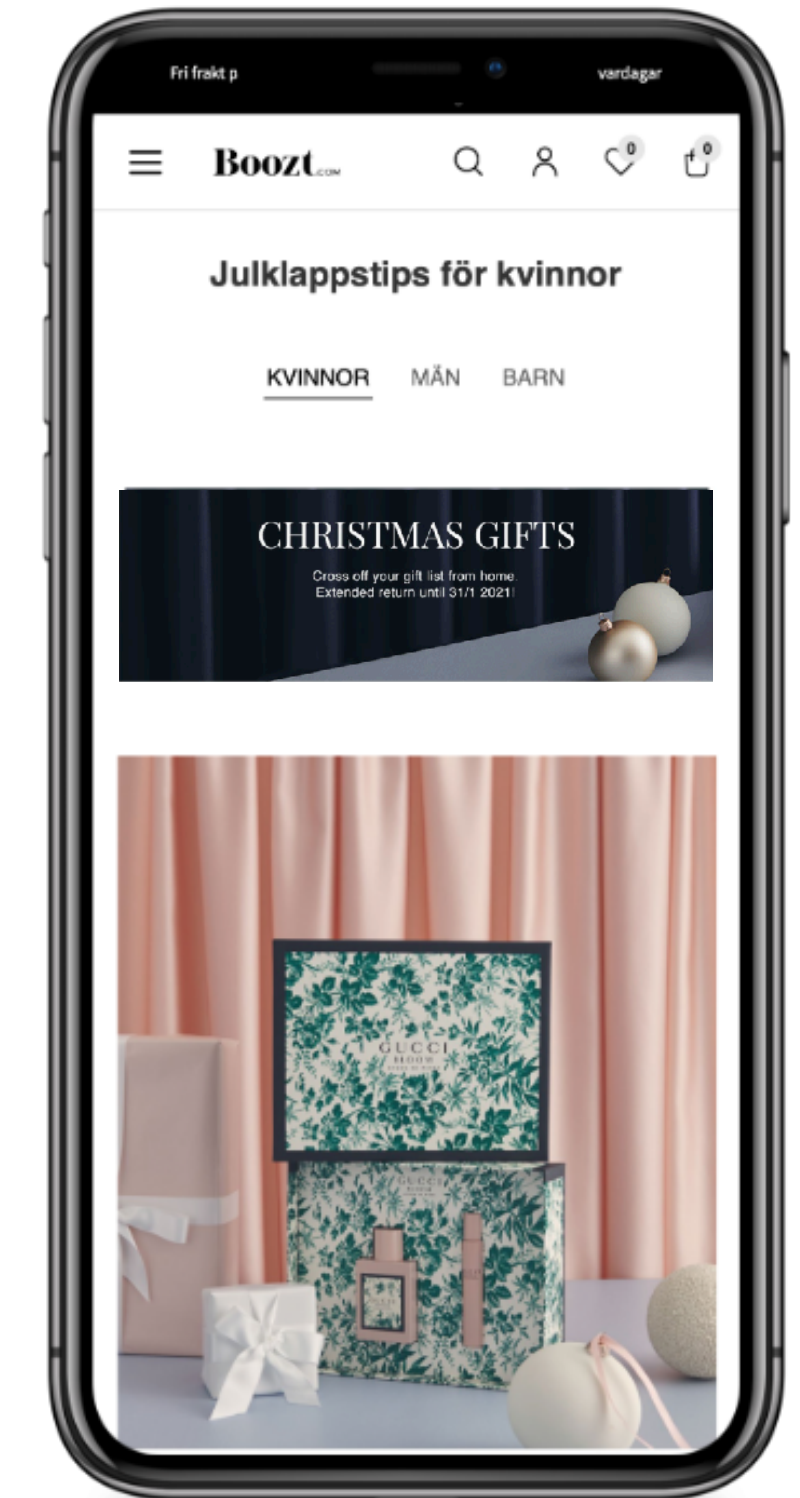
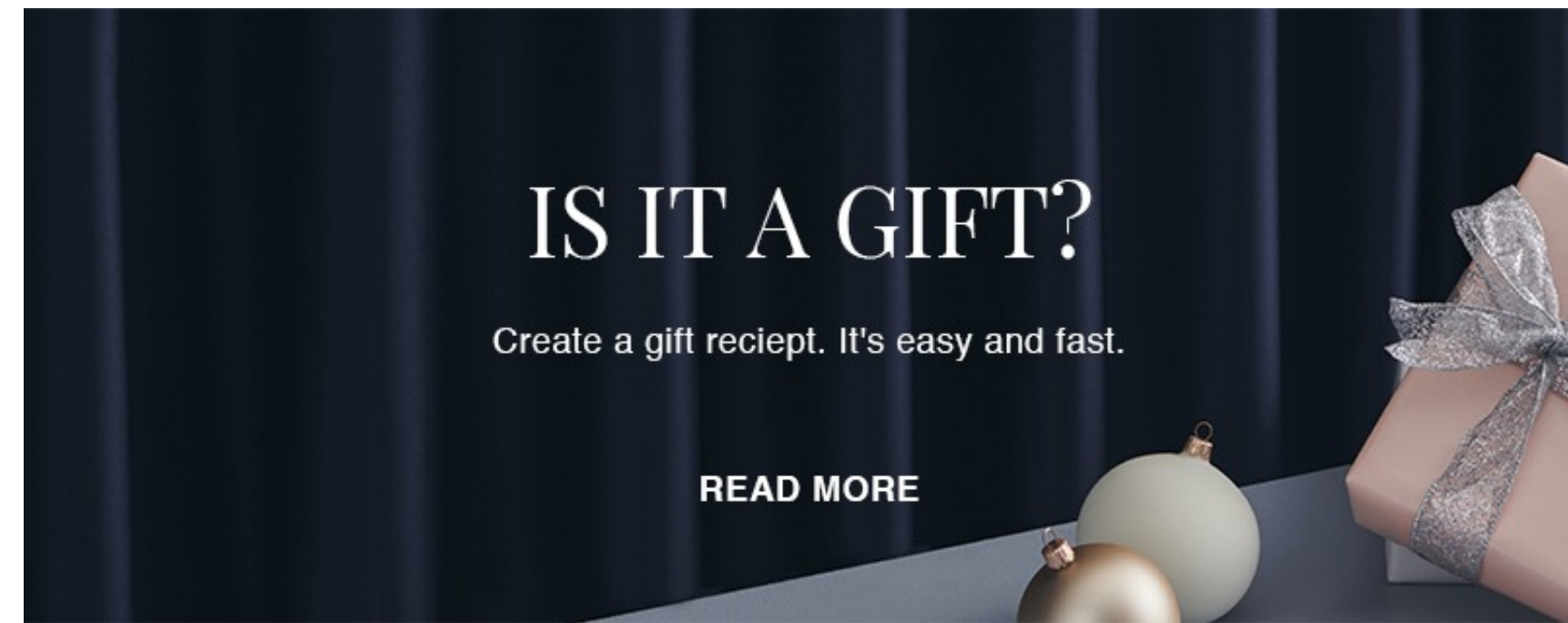


To make it easy for customers to find and shop their Christmas gifts, I created a gift guide with curated shopping categories, articles with tips on what to buy, and options to shop by budget.



The gift guide and other key features were promoted in both emails and onsite, using small components that could easily be added as supporting message in any email.

I used keywords from the inspirational story to create a cohesive tone of voice.



The story continued in themed Christmas emails throughout November and December.

