

Writing straplines, thinking up names and conceptual copywriting are part of what we do. These are a few examples from recent material.



WORDS

(lxb)³

02

dummy 

03

hullabaloo

04

JAZZY
SHADES

05

XPOSÉ

06

nothing-ventured.com

07

inseminar

08

Dentel

09

How are you tomorrow?

10



NAME GENERATION AND COPY

- | | |
|-------------------------------------|--|
| 01 The Poetry Trust | Theme for poetry performance |
| 02 LxB Properties | Name and logo for property developers |
| 03 ArjoWiggins Fine Papers | Name for 'dummy' report and accounts for paper merchants |
| 04 Hullabaloo Communications | Name and logo for telecoms company |
| 05 Jazzy Shades | Name for jazz trio |
| 06 ArjoWiggins Fine Papers | Brand name for translucent papers |
| 07 Nothing Ventured | Name for online share dealing company |
| 08 London Women's Clinic | Brand for artificial insemination seminars |
| 09 Tristel | Brand name for dental hygiene products |
| 10 Lab21 | Strapline for health diagnostics company |
| 11 Favini | Advertising concept for paper manufacturers |

