



Put Your Message
Centre Stage



headliners

Words. It pays to choose the right ones. Because good copywriting works. It makes an entrance. It grabs an audience's attention and inspires them to act.

First, you need people who can write words that get results. Select wisely and you'll enjoy copy that hits the spot. Miscast and you might get copy that misses the mark.

So, invite Characters for an audition. As a tried, tested and trusted team of professional writers, we'll understand your brief and craft your messages into clear, compelling copy.

Whatever you want to say, our words will talk your audience's language. And leave them wanting more.

performers

No two people are the same. We think, talk and act in our own unique ways. Organisations are no different. Each deserves words that reflect their brand and identity.

Fun or factual, direct or conversational, companies need writers who can give their prose some personality.

With Characters, every project enjoys the attention of two writers. One writes the copy. The other ensures it's the best it can be. But before we put pen to paper, we get to know who you are and what you want to say. Only then will we provide you with words that add style and substance to your messages.

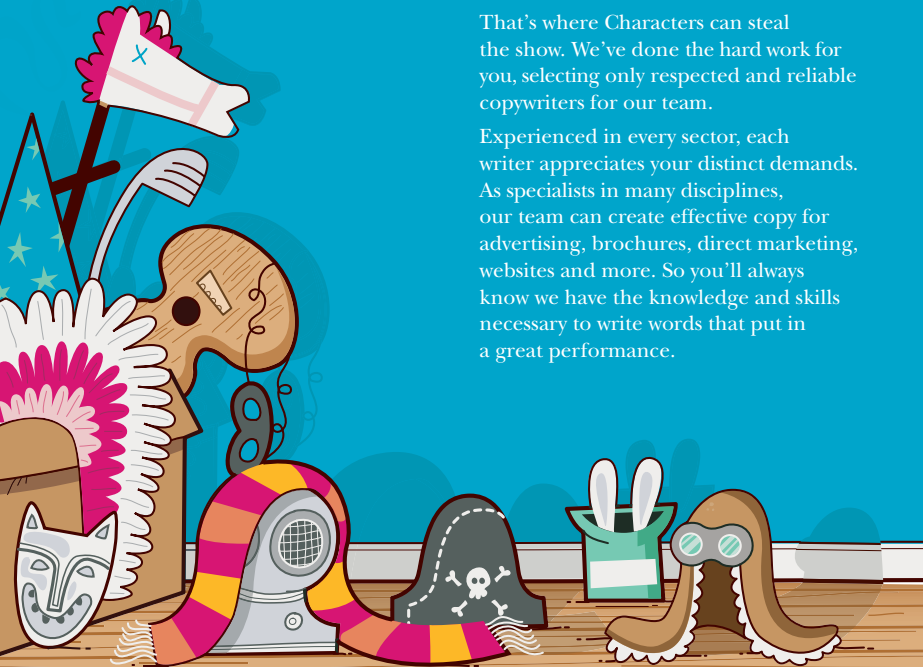


extras

Finding a copywriter can take hours of your precious time. Even then, there's no guarantee they're up to the job. Maybe they don't understand the brief. Perhaps the copy just isn't right.

That's where Characters can steal the show. We've done the hard work for you, selecting only respected and reliable copywriters for our team.

Experienced in every sector, each writer appreciates your distinct demands. As specialists in many disciplines, our team can create effective copy for advertising, brochures, direct marketing, websites and more. So you'll always know we have the knowledge and skills necessary to write words that put in a great performance.



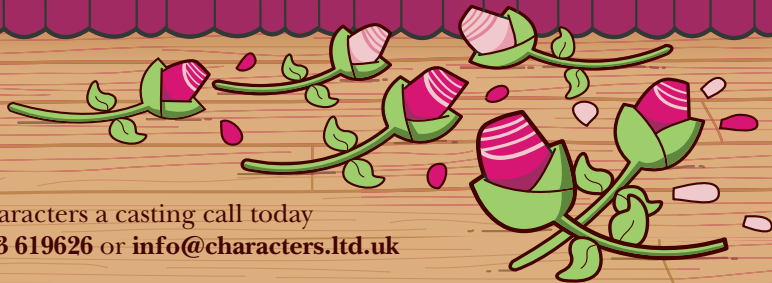
encore

From working with design agencies to writing for clients direct, companies the world over trust Characters to deliver captivating copy.

Big brands, small outfits, global enterprises and public services alike know our team has what it takes to make more of their communications.

Naturally, you'll want to see our work for yourself. We'll be delighted to introduce ourselves, get to know you, and reveal what we can do. Discover how our cast of copywriters can lift the curtain on words that work and messages your audience will remember.

Give Characters a casting call today
on **01793 619626** or **info@characters.ltd.uk**



play the part

Automotive | Charity | Design | Education | Financial | Food and Drink | Government | Healthcare | Housing
IT | Law | Multimedia | Public Relations | Recruitment | Retail | Telecommunications | Travel | Utilities

get into character

Advertising | Annual Reports | Brand Guidelines | Brochures | Case Studies | Concepts | Direct Mail | Emails
Features | Leaflets | Letters | Magazines | Newsletters | Point of Sale | Posters | Press Releases | Radio | Websites

showstoppers

- tried and tested copywriting team
- two writers involved in every project
- freedom from time-consuming copy tasks
- flexible in-house and external service
- affordable service, professional results
- copywriters matched to your needs



reviews

We love writing. But we don't just do it for pleasure. We do it for our clients. Here's some of their critical acclaim for Characters.

“Characters consistently demonstrate their ability to take our complex proposition and turn it into easy-to-read text that can be understood by just about anybody. We have been delighted by their work for us on e-newsletters, business white papers, product collateral and a ‘best practice’ series.”

Ian Ashby
CEO, Exony

“When it comes to copywriting, we're looking for talent, creativity and insight. With Characters, that's exactly what we get. They understand brands, appreciate good communications and never fail to excite.”

Paul Richards
Director, The Groovy Food Company

“Excellent communication is a blend of enticing images and engaging words. In partnership with Characters, we consistently provide our clients with designs and copy working in harmony.”

Sam Allen
Managing Director, Elevation Creative Studios



characters
copywriting for business

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