

# Katie Gibson

## Freelance copywriter

Work samples for Virgin Atlantic

- Eurostar
- Ruby Hotels
- Comic Relief

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# Eurostar

Digital banners promoting a sale on key routes.

Brevity was everything, with an extremely limited character count and a split-second to catch the reader's attention.



**SEIZE THE DÉJEUNER**

**e**

**SOUTH OF FRANCE**  
3,000 SEATS

FROM **£49** EACH WAY\*  
\* BASED ON A RETURN TRIP. TS&CS APPLY.

**EUROSTAR.COM**



**THIRST COME, THIRST SERVED**

**e**

**BELGIUM**  
16,500 SEATS NOW AVAILABLE

FROM **£29** EACH WAY\*  
\* BASED ON A RETURN TRIP. TS&CS APPLY.

BOOK BY 11 SEPTEMBER

**EUROSTAR.COM**



**AVIGNON** FROM **£29** EACH WAY\* **BOOK NOW** **e EUROSTAR™**  
Gateway to Provence \* Based on a return trip. Ts&Cs apply.



**PARIS** FROM **£29** EACH WAY\* **BOOK NOW** **e EUROSTAR™**  
\* Based on a return trip. Ts&Cs apply.

# Eurostar



I had all sorts of fun with catering, from naming and describing cocktails in the Business Premier lounge and witty lines for coffee cups and napkins, to coasters for the Eurostar champagne tent at Le Tour de Yorkshire.



SIGNATURE COCKTAILS

GIN

ANGÉLIQUE

Created with Raymond Blanc, this heavenly blend of botanicals is un petit taste of Provence. Our lavender-infused Toujours 21 gin, Cointreau, green Chartreuse, honey syrup, chardonnay and fresh lemon juice.

LADY MARMALADE

A sparkling twist on a classic negroni, this muddled mélange is topped up with a dash of bubbly. Bombay Sapphire, Campari, Martini Riserva Speciale Rubino, marmalade syrup and Crémant d'Alsace.

EARL GREY SOUR

Evoke an English summer afternoon with this fresh, aromatic sour, shaken together with a hint of Cornish tea. Bombay Sapphire, our Cornish smoked manuka Earl Grey syrup,



# Eurostar

This started as a silly sketch on a quiet day in the office and went on to become Eurostar's first April Fool – a fish-spotting guide for use en route.

1 April 2014

**EUROSTAR**

FSC MIX Paper from responsible sources FSC® C000000X

SHAFDOR & ELF SEBBET  
*Vectate a Cantia*  
These two smaller fish are both species of the Vectate a Cantia genus and share a green, leafy habitat which often benefits from warm ocean currents.

KING CRUSTACEAN  
*Magna locum in Londinensi*  
Discovered in 1852, this species is notable for the evolutionary leap which saw substantial changes to its skeleton and appearance in 2013. Lives alongside the Nast's Carp.

POISSON D'AVRIL  
*Piscis aprilis*  
With its small, front-facing eyes, the Piscis aprilis has somewhat limited binocular vision, making it vulnerable to attack from behind.

RED HERRING  
*Aprilis Stulti omnes diem*  
Often hard to spot until the last minute, the Red Herring takes its prey by surprise, approaching from an unexpected angle to distract and confuse.

Geo Oceanic Tunnel  
CHANNEL SECTION  
EUROSTAR

INTRODUCING THE GEO OCEANIC TUNNEL (CHANNEL SECTION)

At 37.9km long and 75m deep at its lowest point, the ground-breaking acrylic glass Geo Oceanic Tunnel is a world first.

And now, with the help of cutting edge LED technology, our trains will light the way through the Channel section for the first time.

Providing a unique window on the fascinating marine ecosystem between the UK and France, the **GOTCHA** is the ultimate in onboard entertainment.

So sit back, relax and watch the whales go by...

Spotter's Guide

ORANGE RUDD  
*Galli urbem stationem*  
A striking species with distinctive orange and pink lines passing through it. Not to be confused with the Red Sea-Gelt which lives nearby.

BRISID MUSSEL  
*Unione Europaea capitale*  
Surviving on a diet of sea waffles and praline plankton, the Brisid Mussel cultivates green, pearl-like organisms which are harvested each December.

NAST'S CARP  
*Terminus europa-stella Londinium*  
Sharing a system of underground tunnels with the King Crustacean (see overleaf), this larger species is able to travel very quickly over long distances.

# Eurostar

## SAY YES AND SEE WHAT HAPPENS

Mais oui, oh yes or pourquoi pas? However you say it, travel makes you think positively, take the plunge and embrace the extraordinaire.

From the moment you step on board and away, life lightens up and you become *you* again.

Spontaneous, take-a-chance, pourquoi pas you.

That thinks nothing of hopping cross-Channel at high speed.

The you that says yes and dives straight in: to the dancefloor, the lingo, a big bowl of escargots.

That seizes the day, the night or the weekend.

C'est ça, a travel state of mind.

All it takes is one little word.

So what do you say?

[EUROSTAR.COM](http://EUROSTAR.COM)

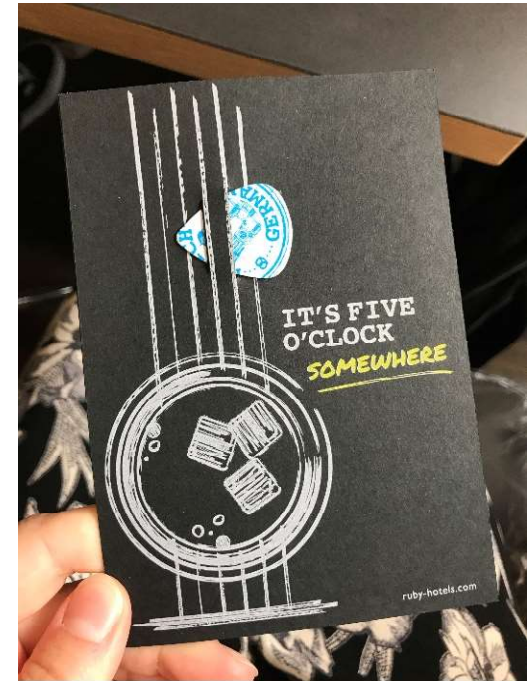


A lovely, long copy brief for the Travel State of Mind campaign, which appeared at major stations across London.



# Ruby Hotels

Since 2018, I've been the lead writer for Ruby Hotels, creating copy and concepts for everything from welcome letters and website content to window vinyls, door hangers and bar bits and bobs.



# Ruby Hotels

Every hotel has a unique story and design, based on the building or neighbourhood it calls home. That means lots of opportunity for spinning a yarn to inform and draw in guests.



## GET TO KNOW LILLY

Stepping through the doors of Ruby Lilly is like stepping back in time, to the age of champagne and shoulder pads: the glittering 1980s.

Accompanying us every loafer-clad step of the way is the inimitable Monaco Franze. In fact, Lilly's named after his one unrequited love.

From cassette tapes and old TVs to a champagne chandelier, Lilly's look pokes affectionate fun at that most decadent of decades and its glitzy schickeria set.

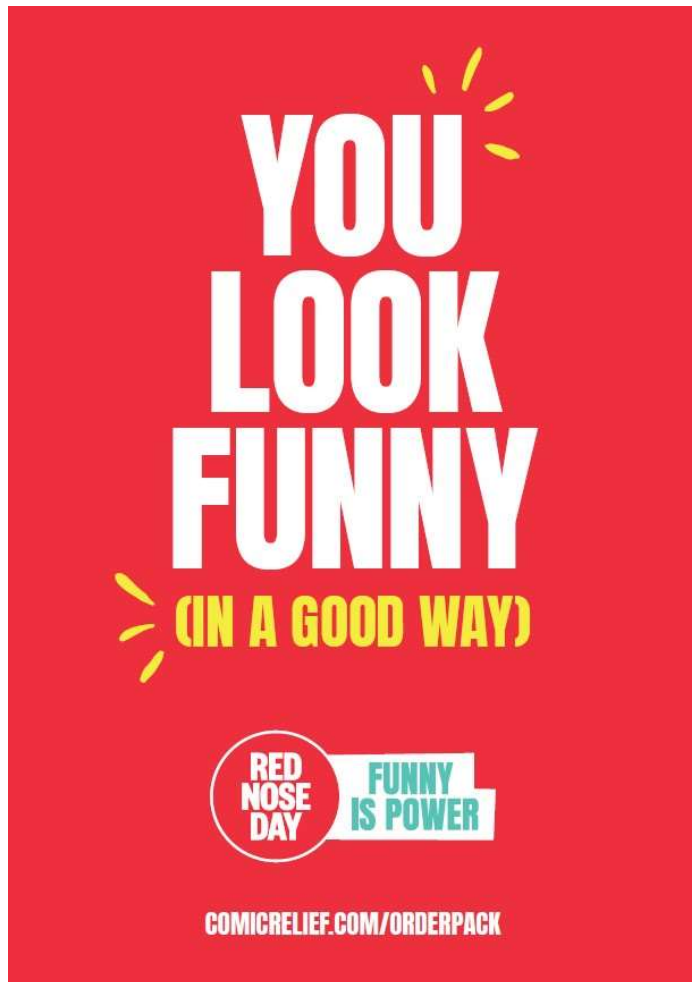
In the bar and on the roof terrace the kir royale's still flowing, alongside drinks and snacks tailored to modern tastes. Come morning, a healthy breakfast's served with barista coffee.

Lilly's rooms all reflect our Lean Luxury style, with a big, comfy bed, a rainfall shower and soft, fluffy towels. And while warm wood finishes contrast with unpolished elements, a Marshall amp mean you can leave your Walkman at home.

# Comic Relief

I've been working with Comic Relief since 2018 and it's a dream come true. There's always an excuse to have some fun with the copy, while keeping the tone warm and inclusive.

Along with acquisition postcards, we sent out a thank you note to fundraisers.



I couldn't believe it when Lenny Henry also used this line on TV...





# Comic Relief

Helping teachers visualise how to fit fundraising into their day helped boost engagement, while giving 30 cupcakes funny names for a sweepstake was an entertaining way to spend an hour.

**FILL YOUR FRIDAY WITH FUN**

Go all out and squeeze in the whole lot, or just pick the activities that fit in around your day. You'll find more tips for each activity on pages 8 and 9.

**RED NOSE DAY**

Make a note of your Red Nose Day plans

**REGISTRATION**

**NON-UNIFORM DAY**

- Collect the cash for your dress-down day.

**SELL RED NOSES**

- Do a quick circuit and get every conk covered.

**ASSEMBLY**

**SET THE SCENE**

- Use our assembly or film to show your pupils what Red Nose Day is about at [comrelief.com/fanzart](http://comrelief.com/fanzart)

**HIT THE RIGHT NOTE**

- Sing along to the Red Nose Day song. Put A Nose On It!

**BREAK TIME**

**UPLIFT THE TEACHERS**

- Head to the playground and get set to get wet.
- Ask for a donation for every sponge thrown.

**LUNCH TIME**

**RAVE SALE**

- Pick a central spot to set up shop and sell, sell, sell!

**QUICK-FIVE QUIZ**

- Find an empty classroom and get teachers agogged pupils.
- Charge teams for entry and the audience for tickets.

**AFTER SCHOOL**

**DISCOAL DISCO**

- Clear the dance floor and fire up a playlist.
- When the final bell rings, get the party started.
- Sell tickets in advance or on the door.

**TEACHERS HAVE GOT TALENT**

- Set the stage for an after-school talent show.
- Give each act a labelled bucket.
- Votes are cast with conks and ruffles – highest earner wins.

**ONLINE EXTRAS**

Watch videos and download games, label templates, word tags and more at [comrelief.com/primaryextras](http://comrelief.com/primaryextras)




**GUESS KATHERINE RYAN'S FAVOURITE CUPCAKE**

**HOW TO PLAY THE STAFFROOM SWEEPSTAKE**

- Play 10 to 20 rounds, the more the better!
- On a random occasion, stop play on Friday 12 March when the winner can get home-made!
- Half the cost – £10 for the winner and £20 for Comic Relief.
- Put out the 20 cupcake photos in a random order to begin!

**RED NOSE DAY**




UNICORNETTO



BERRY BERET



PINA CAKE-LADA

See more at [plumtreecreative.com](http://plumtreecreative.com), or drop me a line – I'd love to chat.

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Other existing/previous clients include:

- Daily Telegraph
- EE
- HomeSense
- Immediate Media (BBC Magazines)
- Moonpig
- NOW TV
- Rough Guides
- Sky
- TK Maxx
- UKTV
- Virgin Media
- Virgin Mobile
- Wellcome Collection