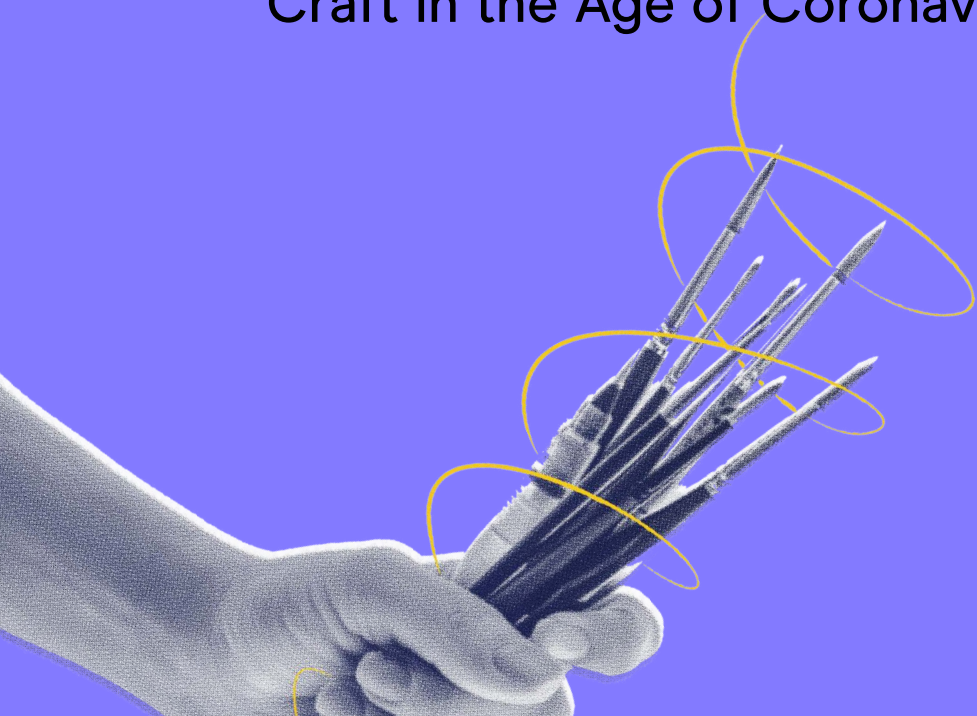


# Great

# British

# Creativity

Craft in the Age of Coronavirus #2



**DM**  
Data &  
Marketing  
Association  
**A**



# On Copywriting



#copywritersunite

To find out more on the craft of copywriting, and how it has changed in the context of the coronavirus, we interviewed the famous [Vikki Ross](#).

Get insights from the renowned Copywriter, Brand and Tone of Voice Specialist, Trainer (including for D&AD Masterclasses), Speaker (most recently Adidas and Zenith Media), and Mentor.

Plus, check out some of her favourite covid comms.







**What is the best advice someone has given you on copywriting?**

Marc Lewis at [School of Communication Arts 2.0](#) tells his students they have to write hundreds of lines to get to The One. It's true. No shortcuts.

**Where do you get your inspiration from?**

Anywhere and everywhere.

I walk around listening to what people are saying on the street or in the supermarket. They're the people we're writing to, so they're who we should get our inspiration from.

**How can you transform mundane topics into something exciting?**

Emotion.

Find the emotion your audience will relate to. What might seem boring to you means something to someone else.

**IF YOU EVER  
DREAMED OF  
PLAYING FOR  
MILLIONS AROUND  
THE WORLD,**

**NOW IS  
YOUR CHANCE.**

Play inside, play for the world.





# We are always DAPHT

**D** Dedicated  
**A** Authentic  
**P** Passionate  
**H** Helpful  
**T** Trusted

## Our Bland Personality

We work hard at not grabbing our audience's attention, so we identify with five ineffective characteristics that make sure we are totally unidentifiable.

6 | Our Bland Guidelines

You've recently launched the **Bland Book**.  
How can this be applied to covid comms?

Don't be bland.

I specialise in branding and write brand books all the time, and I'm just so disappointed when brands don't have aspirations to be anything remarkable. They don't have to be big and bold and shouty, but they have to be something, otherwise they're nothing – and they go unnoticed.



**WE'VE BEEN  
PROTECTING  
PEOPLE SINCE  
1929**

Now it's your turn.



RB-M-03888

In a world that's completely dominated by the coronavirus, how can brands communicate their original purpose? Is this still possible?

Absolutely.

A brand purpose – much like its identity – should last forever. Changing it to show a response to the times weakens what a brand originally is claimed to stand for. Adapting it to include pandemic clichés like “now, more than ever” ruins it – and your brand reputation – completely.







## Vikki's favourites

For the way they've adapted their communications to fit into our new world, what is a great campaign?

St Luke's [Stay Home Now](#) for the NHS.

I love an idea that seems so effortless and obvious. And effective.

What essay/article on copywriting do you recommend?

Clare Barry's [Everyone's a Copywriter](#)

Three favourite words?

All signed off.

Check out Vikki Ross on [Twitter](#), where she created [#copywritersunite](#) and [@copynights](#) to connect copywriters, as well as [#CopySafari](#) to give brands and agencies a new way to learn.



**About the Great**

**British Creativity**

**Campaign**

This campaign shines a light on one of UK business' most valuable resources.

Through keeping our community up-to-speed on the finest, fiercest examples of copywriting, design, and art direction in the marketing industry, we aim to raise awareness of creativity's often overlooked importance in brand-customer relationships.

Our on-going campaign research helps us to better understand how consumers view creativity in relation to their interactions with brands; our virtual events, both for professionals and young talent, offer expert-led insights on creativity in business; and our content, from editorials to podcasts, inspires creatives to push the boundaries of their craft and gives them the tools and resources to do so.

Led by an advisory board formed of industry leaders, we ensure that our themes and objectives remain relevant to the industry they represent.

Join us in the fight for creative work and talent to be recognised, respected, and celebrated; join us in the fight for the power of the word and beyond.

Find out more at [dma.org.uk/greatbritishcreativity](https://dma.org.uk/greatbritishcreativity).