

Long form copy

Neal Cavanaugh

Senior Copywriter

nealcavanaugh@gmail.com

www.nealcavanaugh.com

Text: 415-722-1906

My website includes a download link for my cv, and displays some of my digital work. This document includes a number of long form copy pieces that demonstrate work that required research, interviews and different styles.

In addition I also have a great deal of experience as a radio/audio producer. In many cases I would write, cast, product and mix final deliverables for certain clients. An example, not present here, is the entire 'wireframe', scripting and production for a company much like RingCentral...an interactive office telephone/data system. This was a very complex project. Once the flow was approved I also produced all the audio for the service.

There are a number examples here

One:	Crimson Hexagon	Page 2
Two:	Brand Differentiation	Page 17
Three:	Johnson & Johnson	Page 22
Four:	Box Email	Page 28

It's a lot of prose. If time is tight, bounce around and wherever you land you will find well-researched and conversational copy.

One.

Crimson Hexagon began as a data analytics company primarily providing social analytics to marketers. They have expanded to producing deep dive marketing insights based on social, forums, blogs, TED, newsletters and books. They are involved in numerous new product launches and campaign guidance. I have written over 25 long blogs for Crimson. Here are two of them

They are involved in numerous new product launches and campaign guidance. I have written over 25 long blogs for Crimson. Here are two of them:

“AI Powered Campaign Analysis”

Page

“Defining Consumer Insights”

Page

Crimson Hexagon #1

“AI Powered Campaign Analysis”

(Intro Copy Blurb)

If you have anything to do with an active marketing campaign, sooner or later you want to know if it’s working. The numbers come in, the surveys come back and you’re getting a clue. But then one evening at the gym, your TV spot shows up on all those monitors in front of the bikes. The spot ends and a complete stranger looks over from the next bike and says... ‘wow did you see that? That was awesome. Maybe it really IS working.

(Headline)

Campaigns.For Crimson Hexagon
#1 Consumer Insights from Campaign Analysis

(Headline)

AI-Powered Campaign Analysis
How are you doing? Seriously.

Hard Work and Great Expectations.

(Copy)

A campaign takes a lot of effort. It may well involve the whole team. From R&D, to product, to marketing, to sales and distribution, there’s no such thing as an average campaign. Big budgets, urgent deadlines and heavy breathing are the norm. And campaigns usually represent a point in time. A

specific effort is made to reach an important goal. We're here, we want to get there. Go.

Planning a campaign usually involves establishing a goal which means that the success of the campaign can be measured. which is excellent. It also means that campaigns can be measured. Was the goal accomplished? Yes or no. With that in mind, every imaginable tool is used to assess the results.

(Headline)

This Is How We've Always Done It.

(Copy)

(Headline)

Is Your Picture Of Success A Little Blurry?

(Copy)

If things didn't go well with a campaign, you'll know. But will you know why? You want to learn from your experience and do better next time. And if your latest campaign was a huge success, do you really know why? It may not be so obvious. Who knows, there may be some priceless bits and pieces of your effort that made you succeed, elements that you might not have considered. If you want to have that same success next time, you need to identify every little detail that made the campaign successful so that you can do it all again. Either way, you want your understanding of the campaign to be in perfect focus.

(Headline)

How to Get Campaign Insights from the Consumer Conversation.

(Copy)

With so much on the line, you'll want to take advantage of anything that gives you an edge. The edge comes from listening to the online consumer.

Online posts and comments make up the biggest conversation the world has ever seen, yours for the asking. What would you like to know? Would you like to get a quick pulse on what people are saying about your campaign? A survey sample might not be enough. How about asking *everybody!* Anyone who has ever posted on Twitter, Instagram and most other social platforms may well have something valuable to say about your latest effort. And you can very easily listen in.

A wealth of insight is available, and artificial intelligence is the key. All of a sudden the analysis of your efforts isn't so much binary as it is three dimensional. Let's take a look at some examples of what this emerging technology can do.

(Headline)

Welcome to the Bigger Picture

(Copy)

Using large-scale consumer insights for campaign analysis is like a million close ups. Put them all together and you get a very powerful picture of your campaign. It's more real, more current, and more accurate than ever. Here's a question: how often are people talking about your campaign? That's clearly a valuable insight .

With campaign insights generated from the consumer conversation you can track your campaign hashtag, your brand name, how often your product is talked about...you might even look for mentions of key copy or promotional tags. Artificial intelligence can analyze a trillion messages and tell you.

(Headline)

Real People Can Be Really Emotional

(Copy)

And you need to know what emotions your campaign and your brand are evoking at any given time. The social conversation is real. It's unsolicited and natural. No one is asking questions. But you are definitely getting answers. Let's say you want to know how people feel about your campaign. How are people reacting? The first thing to look at is the basic sentiment around the conversation. Is it generally positive, negative or neutral? And

from there you can dig into specific emotions associated with the conversation. Artificial intelligence allows you to look for specific emotive tags that may come up repeatedly. Beyond positive or negative you may find emotional or topical spikes that you might not have been aware of otherwise. You may discover that elements of your campaign evoke emotions such as:

Joy

Fear

Sadness

Disgust

Surprise

Anger

Again, these are the kinds of insights about your campaign that can only be discovered by working with the broad consumer conversation. This information can be incredibly valuable the next time your brand managers sit down with the creative department.

(Headline)

Our Consumers. Who ARE these people?

(Copy)

Of course, it's not all about measuring the performance of active or past campaigns. You also want to make sure that you're using consumer data to actually plan and execute effective, targeted campaigns going forward. And this starts by knowing what consumers like and don't like.

Every day you go to work thinking 'I know who my customers are. I have a very good idea of what they want and what they want to hear about in my next campaign'. You may be right. But there's always more to know, and the online consumer conversation is where to find it. At a minimum your understanding will be enhanced. On the other hand, your entire picture may be turned upside down. Here's how.

Campaign analysis can reveal consumer affinities. In other words, what are you customers interested in? Measuring these affinities is something you might want to do before you sign off on your next marketing plan. Here's a great example:

Pretty stunning if you're about to make key decisions about your next campaign. All of a sudden your consumers are a lot more human.

(Headline)

The immediacy of intent to purchase

(Copy)

The goal of most campaigns is to get people to buy what you're selling. But the consumer mind can often seem like a black box, making it hard for brands to know why someone buys your product over a competitors'. Luckily, social data can help here as well, by giving marketers insights into what factors – like price, ingredients and reputation – actually influence consumer purchase decisions.

(Headline)

Campaign Analysis for the 21st Century.

(Copy)

Everyone has a gut feeling about social media. Sometimes even the most sophisticated marketers say things like 'it's too much information', 'how could you possibly manage that much stuff?', 'there's no way to make sense of it', and 'I've already got my hands full'. Understood. But with the development of artificial intelligence, this gigantic database of messages and images is no longer a giant, scary question mark. It's the answer.

(CTA)

(Options)

For more information.

URL

Take the next step and find out more.

URL

Find out more. Here's the next step.

URL

Crimson Hexagon #2

“What Are Consumer Insights?”

A new way to think about sourcing the “A-ha moments” that can change your business

A New Way To Get Ready for Work.

Let’s say you’re in the shower one morning. You’re running a little late so you might be thinking about the commute, or what’s up next weekend or getting your daughter to school on time. But you are NOT thinking about work. You’re drying off and all of a sudden you have the insight that if you tighten your supply line by 10 days you could add another two months of sell-in time for the new bluetooth headphones you’re about to introduce. Congratulations on your bonus check and have a great day!

Insight. Where Intelligence Meets Inspiration.

An insight is special for several reasons. For one thing, it’s new. An insight usually stems from a fresh observation or brainstorm that has potentially valuable implications on whatever goal you’re trying to accomplish. And when the lights go on you’d probably say to yourself “I never looked at it that way before” or “This is exactly the missing puzzle piece we need”. When you share this new thinking with your team, there’s a good chance at least one person’s eyebrows will go up just a little bit, signalling that you’re onto something important.

Something else about insights that’s important to keep in mind: They arrive in unexpected ways. If you put this on your schedule, “Thursday 10:30 AM: Invent a new way to manufacture glass”, you’ll probably be disappointed. Much of the real work of generating insight happens in the background.

Subconsciously. Or by finding a new piece of information that you weren't expecting, but that totally changes your perspective on an entire problem.

In that way, insights can seem a little mysterious. You can do many different things to stimulate the process but don't expect results on Thursday at 10:30. Inspiration simply doesn't work that way.

Consumer Insights. Getting Down To Business.

For obvious reasons, business insights are most valued when they "increase effectiveness of a product or service for the consumer, as well as increase sales for mutual benefit". Thank you, Wikipedia. In other words, **consumer insights are tidbits of data that help businesses better market and sell their products...or help them better understand the market landscape.**

Consumer insights can come directly from sales or engagement data, surveys, focus groups, direct interviews, and online data. For example, someone may examine a report and connect several line items in a new way and bingo, something innovative is born. Or, after all of these sources have been thoroughly reviewed and absorbed, an entirely new synthesis could occur.

But if all of this sounds intentionally opaque and circumstantial, we're here with some good news: There's a new way to think about, and source, consumer insights that is changing the way many businesses use data to inform their decision making.

What we're really talking about here is public online data.

A New Way To Look, A New Way To See.

Generally speaking, there is some level of the 'ah-ha!' moment involved with consumer insights, typically rooted in data or information. A spark. A realization. A new way to connect the dots. Increasingly, these dot-connecting insights come from the huge – and ever-growing – pool of unsolicited, unprompted online consumer conversations.

Traditional research methods are solid, time-tested ways to get there, and they still have value. But it's time to truly introduce yourself to the new kid on the block: Online consumer insights powered by artificial intelligence.

First, it enables you to query essentially everything online. That's billions of people and trillions of posts, messages, blogs and articles. But even more important, there is a great synergy between online consumer research and the pursuit of more deeply understanding your customer. They have this in common.

The random, unexpected answer that leads to an insight.

In online research you are going to see things you didn't ask for. You're not asking questions and getting specific responses from individuals. You are examining topics, areas of concern. And the answers will often surprise you. Simple example: If you're looking at fast food trends and focusing on the price of a meal, you may actually discover that price isn't the deciding factor in most cases. People actually place grilling vs. frying higher on their burger decision tree. Priceless info.

The reason those kinds of insights pop up is that you're examining unsolicited information that consumers have volunteered to express in their own words, at their own pace. It's a bigger picture, not as precisely defined as a research questionnaire, and more likely to tell you something new.

What Kind of Questions Can Modern Consumer Insights Answer?

Sometimes a good consumer insight will reveal a perspective that the analyst may not have thought of before. Sometimes the insight is simply one data point that can confirm or dispute a previously held belief. Sometimes good consumer insights will lead to 'ah-ha!' moments mentioned above.

In any case, here's a collection of business concerns that are crying out for insight.

Who is my target customer?

How does my target customer compare to the target customer of my competitor?

What does my target customer care about?

What else is my target customer interested in beyond my brand or my product?

Who is a previously undiscovered audience that may be interested in my brand/product?

How has my brand/product trended over time?

How has perception changed over the past 1, 3, 5 years?

Did our company's most recent campaign resonate with consumers? Why or why not?

You Already Have A Huge Research Department. Use it.

Your whole crew can be 'enlisted' in the pursuit of insight. In the everything-all-the-time age of information, it's conceivable that everyone in your organization can contribute to business strategy ideas and a better understanding of your consumer. Not everyone will have access to your most proprietary information and research results, but absolutely everyone has easy access to a wealth of information that, when seen through the prism of your business, can lead to important consumer insights.

Whether you have in-house research or you've engaged an outside research team, in either case, all of your employees are looking at online news, forums, chats, Twitter, Instagram, Reddit, online publications and more. It's the democratization of information and with a little training and encouragement your whole workforce can be keeping an eye out for valuable information and business insights.

It's important for everyone in the enterprise to be open to discovery. It doesn't have to be a measured result like a key performance indicator, in fact that's probably the worst way to think of insight discovery. But It's a big miss if anyone on your team is reluctant to look for and champion consumer insights.

Is There A Business Anywhere That Doesn't Need This?

Intelligence is the bedrock of a growing business. No matter how you gather it, you can never have enough. With that in mind you should compliment your traditional efforts with online consumer research. You should consider getting your whole team to jump up onto the seeking insight process. And be open to the possibility that some of your best discoveries may be things you weren't even looking for.

Two.

For an agency working on audio products for cars I wrote primary branding copy for each of its brands and services. In each case, I wrote three versions to display nuanced versions of tone for each brand. The idea here is to differentiate each of these products.

Theory Associates

3 Brand Books: Stinger/Phoenix Gold/Echo Master

Stinger

Stinger 1

The Cure for 55MPH is 140db.

The Stinger customer knows exactly what he wants. Because mobile audio isn't a hobby. It's an obsession. A serious passion. A reason to live. Well that might be a little extreme, but you know who we're talking about. The Stinger guy has already invested a small fortune in car audio and they come to the Stinger brand to make sure they're getting every nickel's worth of sound they paid for. Look, any brand that calls it's sound dampening material 'RoadKill' is probably on the right track. And if you say Stinger, you're talking his language.

Stinger 2

The Devil's In The Details

You know what a 'tuner' is right? It's a guy who can take a 2006 Honda Civic and turn it into an Earth orbiting personal entertainment system that sounds way better than an IMAX theater. 'Tuner'. Damn, that's an audio word! And it does describe the Stinger customer. Because every detail

matters. What's the use of having a 1000 watt monoblock subwoofer amp if your cable is stealing power. Or a no-start dead battery because your system needs more juice than your engine. And what can we say about RoadKill? If you have \$3000 worth of tires and there's still a little vibration...it's RoadKill time. You're getting the picture.

Stinger 3

Stinger Products Don't Speak for Themselves. They fking Scream.**

Besides proven quality and a deep line of products for a vast array of installs, Stinger stands out for something else very 'brand-centric'. We don't go around hyping. We go around solving problems. The Stinger customer can see smoke and mirrors from 1000 miles away. So we're known for solution selling. What is your issue? What is the component you want to perfect? Exactly what do you need? Because Stinger probably makes it. That's how we present these products to the world and by taking a really close look at this brand book, you'll be better positioned to profit from the Stinger opportunity.

Phoenix Gold

Phoenix 1

Moving Audiophiles for Over 30 Years.

When you get behind the wheel of a luxury car your whole body is gratified. Trilled even. Because when the engineers made the millions of design decisions it takes to create that sensation, they made all the right ones.

Phoenix Gold belongs in these cars. Because our engineers take the same approach. Innovative circuits, bold design and an almost reckless obsession with materials and build, Phoenix is how you get mobile audio to sound the way your Benz, BMW or Lexus drives. There are no compromises. Only performance worthy of drivers who require the ultimate in automotive audio supremacy.

Phoenix 2

The Ultimate Sound Machine

Look at it this way. Phoenix Gold amplification is like jet fuel. It converts a line level signal into a relentlessly powerful and consistent source of energy. Without changing the sound, it brings it to life. Our speakers and subs are the engines. Literally. They are complex machines that turn electrical energy into mechanical power, moving the air in your car in the most sophisticated ways. A gentle solo violin, a crushing rock track and everything in between are recreated in the car as if you were mixing the music in a studio. We've engineered everything around the acoustic space in a car. It's a unique problem. And we've solved it.

Phoenix 3

The Message Meets the Music

It's not a good idea to shout at a Phoenix Gold driver. Everything about our messaging including logos, naming and product descriptions are the exact opposite of our products. Quiet. It's best to display and sell Phoenix Gold in the same tone you might sell a fine watch. Somehow great design and execution has a way of communicating that doesn't need a hard sell. The

elements available to you in this brand book are your best way to put the power of Phoenix Gold to work for your business.

Echo Master

Echo Master 1

The Best Car Is The Safest Car

For a vast number of drivers, when they think about cars, the first thing they think about is safety. You could add reliability. Cost of ownership. Mileage. And when you put it all together you have a basic understanding of what the Echo Master customer is looking for. Their main priority is not likely to be the sound system or the 0-60 spec. Their main priority is getting the family from here to there safely. Driving with confidence, knowing that their vehicle is enabled with the best safety equipment available is the number one priority for these drivers.

Echo Master 2

Echo Master. It's Like A Safety App for You Car

The evolution of auto safety technology has closely followed the explosion of the consumer technology we're all familiar with. What you've become used to in your smartphone or tablet has found its way into cars and Echo Master is one of the most powerful proponents of auto safety in the country. Our broad line of safety products includes parking sensors, backup cameras, monitors and daytime running lights. And we've engineered these

products for specific fit in specific cars. Think about how much advertising car manufacturers put behind safety features.

Now imagine selling those features to people who want all that safety without having to buy a new car.

Echo Master 3

Building A Brand By Building In Safety

Echo Master is an established brand, well known for a deep catalog of parts and product descriptions. Right along with the demand for these safety upgrades, the company has grown considerably and is now available in Best Buy and other high volume consumer stores. To build the brand into the dominant player in this growing category, we have provided you with these tools and recommendations as to how best to use them. Join us in spreading the word that the best car is the safest car.

Three.

Baby Center is the web play for babies developed by Johnson & Johnson. There are millions of loyal families. This is an intro piece used as a .pdf, a website, and Medium article to encourage new memberships. For demonstration there is a long and a short version.

Longer
(Headline)

BabyCenter. Welcome to the Family.

(Subhead)

How Are You Feeling?

(Copy)

In the next 9 months you'll be asked this a million times. "How are you?". "How are you feeling?" Your friends and family want to check-in and make sure your pregnancy is going well. They ask, because they care about you

But it's not always the easiest question to answer. Pregnancy is like a roller coaster ride that goes on for nine months. There will be ups and downs, and at least one very important bump along the way. (*Yours!*)

Through all that you want to feel secure, informed and confident no matter what. And that's what BabyCenter is about. We're a community totally focused on kids. Having them. Teaching them. And making family life full of what we like to call 'practical joy.' A realistic approach to having a family, and making it work.

(Subhead)

We've been here before. Over 50 million times.

(Copy)

BabyCenter is pure and simply the 'go-to' for parents everywhere. It is by far, the world's most popular and well-respected digital digital destination for parenting. In fact, it's comforting to know that 8 out of 10 expecting moms in the U.S. visit BabyCenter every month. That's a lot of sharing.

So what goes on here? We listen and learn. Our community is the place where parents share everything. The practical. The emotional. The financial. Family dynamics. You name it, and you'll find moms and moms-to-be talking about their personal experiences. And they want to hear from *you*, talk it over and engage in conversations that are honest, real and from the heart. Here is a short list of some of our most popular resources.

- Birth Stories
- Mom Answers
- Trying to Conceive
- Breastfeeding Support
- Naming Babies
- Miscarriage Support
- Plus Size and Pregnant
- Teaching Your Child to Sleep
- Cooking For Your Family
- Parenting Advice
- Large Families
- Preemie Parenting
- Bargain Hunters

This is just a tiny peek and what people are talking about at BabyCenter.

(Subhead)

Is There Anything More Personal?

(Copy)

Every pregnancy and every family is unique. That's what's so great about BabyCenter.

With so many voices being heard, it's easy to find individuals or groups that 'get it.' Women who understand what you're going through and want to help you figure it out. It's that personal.

In fact, BabyCenter is the exact opposite of a cookie cutter program. Instead of all the common advice and mythology you've already heard, this is one-on-one. Right now. Imagine getting up one morning and starting a chat about how you're feeling that day about breastfeeding. Don't be surprised that in a matter of moments you'll be sharing stories and advice with hundreds of new moms.

(Subhead)

It's Like A Massive Search Engine Just For Parents

(Copy)

If you Googled "trying to get pregnant" you would probably get over a 100,000,000 hits in less than a second. Good luck with that. No doubt much of what's available will be good advice from reputable sources. The rest? Who knows. But you'll never find out because the information is too vast and unmanageable.

Welcome to BabyCenter. It really is like the perfect search engine for expecting moms and new parents because we're about one thing. Kids and families. You should visit BabyCenter.com and take a look. You're going to feel right at home, right away.

(Subhead)

Good Will Is In Our DNA

(Copy)

When you become a part of the BabyCenter community it's good to know where we stand in the big picture. BabyCenter is responsible for Mission Motherhood, committed to improving maternal health globally. We work with 100's of nonprofits, NGO's and government organizations around the world to help make motherhood safer for women everywhere.

(Subhead)

Much More Than You're Expecting

(Copy)

Here's a great way to get started. Visit BabyCenter.com and enter your due date. It's right there on the home page. The next thing you'll see is a series of animations that track exactly what's happening in your body as the fetus develops. From a tiny ball of a thousand cells to the infant ready to meet the world.

So come say hello at BabyCenter.com. (It's Free?) And you will instantly be among friends. 50 million of them. That's a lot of caring and support. See you there.

BabyCenter.

The Source for Generations to Come.

SHORTER

2) For Pinwheel Content (BabyCenter #2 Shorter, lighter tone)

About 350 words

(Subhead)

The Journey Is About to Begin

Becoming a mom means joy in your heart and a shock to your system. Talk about a new experience. Having a baby can turn your world upside down and inside out. But you know that already. People say it everyday.

(Subhead)

What You Really Need Is A Map.

As they say 'babies don't come with instructions'. That's why we're here. BabyCenter is the world's favorite digital destination for parenting. In fact, 8 out of 10 new moms in America visit BabyCenter at least once a month. We must be doing something right.

(Subhead)

When it's time to talk it over..

There are many good books and courses out there that try to prepare you for being a parent. But no matter how brilliant, words on a page can't compare to talking with someone. That's what BabyCenter let's you chat, in real time, with people having the same experiences you are.. We're a community of people sharing the stories of their lives, as moms.

(Subhead)

A Place to Share Everything. Seriously.

There are a lot of things about being a new mom that you might not want to share in a crowded Starbucks. But you can do it at BabyCenter. To give you a flavor of what we're about ...here's a quote from our mission statement.

We believe the four best words in the English language are sleeping through the night. We believe in those occasional, entirely unapologetic dinner-table conversations about poop. And we believe in those lengthy, insightful, amazingly open conversations with other first-time moms - your new best friends.

How's that for a reality check?

(Subhead)

We Never Sleep Either.

BabyCenter is the best 24/7 friend you could ever have. So if you have a concern at 4:30 AM, you don't have to wake us up. We're always up. And it's easy to get started. Visit BabyCenter.com and enter your due date. You'll know exactly what to expect. Physically and emotionally. Based on solid science and millions of real-time conversations, BabyCenter makes finding answers so easy, a child could do it. Yours!

BabyCenter.

For Generations to Come.

(CTA)

Four

Box Email. Box uses a modified account based marketing program to approach clients by category. This email is an invitation to life sciences people to attend the Box annual BoxWorks meeting.

Life Sciences Email (Prospects)

SUBJECT LINE OPTIONS:

Come see the future of Life Sciences

PREVIEW LINE:

BoxWorks October 3-4, 2019

HEADER:

A new era in Life Sciences starts here.

BODY COPY:

Success in Life Sciences often involves extremely long development cycles and or mergers and acquisitions. Both of these tracks are complex and packed with obstacles that go straight to the bottom line.

Box offers a unique platform to help streamline your business and build a faster road to market. How? Instant global collaboration. High level security. And ways to access information from different apps and silos in ways that save time and money. In short, productivity soars.

At Boxworks 2019 there is a full line-up of sessions (*and speakers*) designed to give you a thorough introduction to Box. It's the differentiator in today's complex and hypercompetitive Life Sciences landscape.

Here are three you won't want to miss:

- **High value clinical use cases for Box**

Starting up a clinical study is a complex process with many moving parts. Frequent and seamless collaboration with both internal and external partners is critical to clinical success. In this session, you'll see how several Box customers have built out high value R&D use cases in highly regulated environments.

- **30 Days to 21 CFR Part 11 compliance with Box**

Companies that must satisfy 21 CFR 11 compliance have a paner in Box. We help you meet electronics records requirements while seamlessly integrating with e-signature applications. In this session, you'll learn from compliance experts how to achieve Part 11 compliance with Box and leverage all the accelerators to deploy your solution in just 30 days.

- **Top integrations in Life Sciences**

With over 1400 integrations into key business applications, including the ones you're already using, Box is set up to support all of your critical business processes. In this session, you'll hear how our biopharmaceutical customers are making the most of best-of-breed cloud applications with Cloud Content Management.

(Optional)

We've also arranged industry thought leaders who will be sharing their expertise at the event..

Name/Position at Company/Speaker Topic/Date and Time.)

See you at BoxWorks 2019.

CTA OPTIONS:

REGISTER