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## **Copywriting examples: business-to-business**

- **Meaning**
- **Marmalade MTB**
- **UX Brighton**
- **Clearstone Paving**

# Meaning

An annual conference for business leaders striving for a better world

## Lanyard page:

*Here today are 300 people from a range of organisations, backgrounds and industries. We're all different, but there are some things we all value.*

*We recognise that the current system is not working as it should, and we must find smarter ways to run an economy for everyone's benefit.*

*We believe organisations can only truly succeed if they have a clear purpose and a collaborative, innovative culture.*

*We feel this new way of working empowers us all to become leaders, using empathy, understanding and resilience.*

*So enjoy Meaning. Listen. Connect.*

*Share what you have to offer. Play your part.*

*There's work to be done.*



## Blog post announcing event speaker:


### ***Join us for Meaning Spotlight on Sunday 9 June in Brighton***

*One of the things that motivates us most about Meaning is the chance to hear from some of modern life's real big thinkers. Faced with the challenges before us, and the multitude of ideas that bombard us, there are certain voices that ring out above the crowd, setting the standard in how to really tell truth to power.*

*Anand Giridharadas is one such voice. As a journalist, author and editor-at-large for Time Magazine, his criticism of capitalists, corporatists and politicians is often scathing, but his honesty, humour and self-deprecation capture the attention of anyone who listens. His readiness to call out hypocrisy and bullshit is refreshing, combined with his deep understanding of human behaviour and the ways our society functions (and dysfunctions).*

*When we read Anand's latest book [Winners Take All: The Elite Charade of Changing the World](#), we knew we had to meet Anand and invite him to meet the Meaning audience. And rather than waiting until our next conference in November 2019, we seized upon an opportunity to bring him to Brighton for a special event we're calling Meaning Spotlight.*

*Meaning Spotlight is a new approach for us. It's an opportunity to focus. On 9 June, there will be the time and space for us to hear*



The image is a screenshot of a blog post on a dark background. At the top, it says 'ALL BLOG' in small white letters. Below that, the title 'Meaning Spotlight: Anand Giridharadas' is written in a bold, orange font. The date '16 April 2019' is in small white text. There is a circular logo with a white 'M' on a dark background, followed by 'The Meaning Team' and 'MeaningCast' in small white text. Below this is a video player showing a man with grey hair and a beard, wearing a dark suit, speaking. In the bottom left corner of the video player, there is a logo that says 'M SPOTLIGHT'. Below the video player, there is a link 'GET TICKETS FOR MEANING SPOTLIGHT' in small white text. The main body of the text is in a white, sans-serif font, repeating the text from the main document. At the bottom, there is a paragraph about the event being a new approach for the organization.

*Anand Giridharadas explain the thinking and the philosophy behind his recent book – and his other writings. He'll share his thoughts, challenge us to face some uncomfortable realities, and offer alternatives that may help our world to become a fairer, more just society.*

*Of course, we'll need big questions in order to provoke the big answers we're looking forward to from Anand. So we've asked Aditya Chakraborty, award-winning Guardian journalist, to host our Meaning Spotlight event. Aditya himself is well-versed on the issues at hand – with a remarkable career of reports, investigations and critiques of the inequality we have created within our society. When Aditya spoke at Meaning 2018, we were transfixed by the rigour and candour of his journalism – so we have invited him to return to Brighton, as the perfect match for Anand's attacks on the status quo.*

*Meaning Spotlight, at Brighton's The Old Market on 9 June, promises to be an evening of insightful analysis, shocking honesty, and informed analysis of where we've gone wrong – and how we can get back on track. Don't miss it.*

# Marmalade MTB

A mountain biking experience company offering services to corporate groups

Brochure for corporate group experiences:

**CHOOSE YOUR EXPERIENCE**

There are many good reasons to spend time on the trails with your team. Whatever you need, Marmalade has the locations and the expertise to make it happen.

**1 LEARNING AND DEVELOPMENT**  
Off-road cycling is full of opportunities to learn. Working together, planning ahead, taking on new challenges. We can plan a true outdoor learning experience for your team.

**2 OFF-SITE MEETINGS AND CONFERENCES**  
After work, play! When your team has been hard at it, follow up with time to unwind.

**3 FUNDRAISERS AND CHARITY EVENTS**  
Stage a sporty event to raise money for a cause that matters to your organisation.

**4 JUST FOR FUN**  
Spend time in the outdoors with your team or clients. Add some hospitality for a complete day out to remember.

MARMALADEMTB.COM/CORPORATE | SEAN@MARMALADEMTB.COM

OFF-ROAD CYCLING FOR CORPORATE GROUPS 2

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## *JUST FOR FUN*

*Spend time in the outdoors with your team or clients. Add some hospitality for a complete day out to remember.*

*ADVENTURES IN THE OUTDOORS, BROUGHT TO YOU BY QUALIFIED PROFESSIONALS, FOR THE PEOPLE WHO MATTER MOST TO YOUR BUSINESS.*

*Mountain biking is one of the most rewarding ways for workplace teams to spend time together, whether simply for fun or as a real outdoor learning experience:*

- *Experienced accredited leaders, high quality bikes, and a welcoming atmosphere of fun and inclusion*
- *A wide range of locations within easy reach of London and Gatwick*
- *Custom experiences to suit your team*

# UX Brighton

An annual conference for user experience professionals

## Overview for event listing site:

*Research belongs at the heart of UX. It guides our work and shapes our decisions.*

*It's time to take a look at the place of research within the UX landscape - time to further our knowledge of tools and methods, and time to extend our research skills to embrace new technologies.*

## LinkedIn post for event organiser:

### ***Research is the heart of user experience design***

*The work we do as UX professionals can determine the direction of a business. When that's grounded in the best, smartest research, we get the reassurance of knowing we're designing meaningful experiences. Research connects us to reality and ensures our work is based on solid foundations.*

*As UXers, we are the truth-seekers brave enough to ask the tough questions and deliver the answers. It's our research that gives us the confidence needed to create things of brilliant functionality.*

### ***Recognition of research has increased but so have expectations***

*UX research seems to be getting the recognition it deserves as a central pillar of product design —as evidenced by the increasing presence of the word 'research' in job titles and vacancies within our industry.*

*But on the other hand, the pressures of time and client expectation have never been greater, so there's a temptation for companies to pay lip service to research in the rush to get products to market.*

*We've spent years convincing clients and managers that user research is the best way to get actionable insights. The challenge for us is that they now demand those insights.*

### ***Advancing research: the theme for UX Brighton 2018***

*So this year at UX Brighton we're focussing on research, and its role in our work. Let's give ourselves time and space to consider our approach to UX research - the parts we're doing well, the parts we could improve, and the parts we may even be missing.*

## **Select the right research approach – don't just rely on old favourites**

*As researchers, how do we design the best experiments and ask the best questions to deliver the insights we're looking for - and discover the ones we're not?*

*We all have our preferred techniques and methods. From an ever-expanding range of tools and ideas, are we selecting the best ones with which to better understand our projects and our users?*

## **Apply research methods to experiences around new technologies**

*Technologies like augmented reality and voice interfaces are no longer novelties - they have established firm footholds in our lives. How comfortable do we feel with the task of researching and understanding the implications of these innovations? Are we extending our research practices in ways that accommodate these new worlds?*

## **Good research is wasted through ineffective communication**

*What is research if it's not shared and understood? We should probably take a look at the way we share our research work with our colleagues and clients, to ensure it remains powerful and useful.*

## **Inspire your team with sharply focused insights**

*There's so much to share and explore. We're putting together a day that will enable us all to take a good look at the broad landscape of UX research and how we navigate and work within it. Let's refine what we do, consider alternatives, and advance our research to be the best it can be.*

*Join us in Brighton on Friday 2 November 2018*



Danny Hope: founder, UX Brighton

## **UX Brighton 2018: Advancing Research**

Published on March 14, 2018



Danny Hope | [Follow](#)  
Founder of UX Brighton and ...

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# Clearstone Paving

A specialist installer of resin-bound driveways and surfaces

## Overview of guarantee on website:

*Clearstone's rock-solid quality assurance*

*We ensure the quality of your resin bound surfaces by handling every part of the process – from manufacture to installation. If anything goes wrong, we put it right. It's that simple. We guarantee our resin bound surfaces against:*

- *Stone migration*
- *UV degradation*
- *Poor quality workmanship*
- *Cracking*
- *Colour change*



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## Explanation of BBA certification on website:

*Our expert team designs, manufactures and installs entire projects according to [our custom BBA certification](#), giving you the reassurance you need for your project. Clearstone's resin bound paving system uses the highest quality UV-stable resins and a special blend of aggregates. It has a superb appearance and is [SuDS](#) compliant.*

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## Case study - Parc Tawe:

### Wayfinding graphic for Parc Tawe Retail Park, Swansea, Wales

The area occupied by Parc Tawe was once Swansea's North Dock, opened in 1852 and at one time exporting 60% of the world's copper from factories situated in the Tawe valley.


Owner managers Hammerson plc took bold steps to update and transform the retail park, with a £15 million refurbishment to update Parc Tawe into a high-quality leisure and retail park destination. Architects RGP were commissioned to draw up plans, and recognised that a new, inspiring entrance should be created for the park.

Keeping the area's industrial heritage in mind, RGP designed a public realm artwork in the form of a wayfinding graphic, to draw visitors through the complex while adding historical context.

The approach to Parc Tawe, and its connection to Swansea's city centre, were recognised as being in need of improvement. A previously enclosed corridor masked the side elevation to the Odeon cinema. This was opened up, creating restaurant courtyards and facilitating a pavement coffee culture linking towards the cinema foyer. Hard and soft landscaping has played a vital role in creating this refreshed feel to Parc Tawe.

WAYFINDING GRAPHIC FOR PARC TAWE RETAIL PARK  
SWANSEA, WALES

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Clearstone creates resin bound wayfinding graphic with historical message

Our ISG site team were happy with the service received by Clearstone. Spencer, their operations director was a joy to deal with throughout, despite our complex and chaotic programme which proved testing.

Richard Day, ISG plc Site Manager

Clearstone executes complex technical preparation and installation of resin bound graphic for architects RGP decorative landscaping scheme, facilitating a pavement coffee culture for the refreshed retail park

Save

**Clearstone installs prominent resin bound wayfinding graphic for the Parc Tawe retail park redevelopment, paying homage to Swansea's dockyard heritage.**

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**Clearstone interpreted the architect's drawings**

Clearstone interpreted the architect's drawings supplied by ISG plc, contractors on site undertaking the refurbishment for Hammerson. Clearstone realised RGP architect's vision, precisely creating a bold 809 m<sup>2</sup> concourse graphic – a stunning focal point outside the Odeon cinema.

Andy Forsey, Clearstone's design lead, used Vectorworks to overlay the architect's drawing, enabling individual elements to be laser cut, and calculated the quantities of materials needed for the installation.

Then Clearstone's team of highly trained craftsmen took the laser-stencil-cut letters and carefully pinned them in place, before infilling the design with PrismStone®, Clearstone's colour coated quartz range, designed for decorative surfaces. This careful process enabled the graphic to take shape exactly as envisioned by the scheme's architects.

"Our ISG site team were happy with the service received by Clearstone. Spencer, Clearstone's operations director, was a joy to deal with throughout, despite our complex and chaotic programme which proved testing" said Richard Day.

**The bright and colourful wayfinding pavement graphic creates a point of interest for the public.**

It helps visitors locate and orientate themselves within the landscape, while reminding them of Swansea's important seafaring heritage and industrial past. The new graphic provides an immersive talking point and an opportunity for the people of Swansea to reconnect with the maritime history of their town. The effect is dramatic, combining with other aspects of the refurbishment to convey the strong message that Parc Tawe has been truly transformed.

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