



2023 Commercial Campaigns

Objective

Create engaging commercial campaigns for Writerly to gain new users, boost brand recognition, and stand out from the competition.

Our approach is to create stunning visuals, with award-winning storytelling. Pair that with expert strategies designed to reach maximum profitability goals and garner user engagement while driving new users to Writerly.



The background of the entire slide is a repeating pattern of green leaf icons. Each leaf is a stylized, rounded shape with a white diagonal line running from the bottom-left corner towards the top-right, creating a sense of movement or a 'split' effect. The leaves are arranged in a grid-like fashion, slightly offset from each other.

Campaign Idea

“Say goodbye to life without Writerly”

Concept

Short 10-15 second ads for social media showcasing life without Writerly. Ever feel so frustrated you wanted to take a baseball bat to your computer? Well those are now days of the past with Writerly.

These ads will be formatted for both horizontal & vertical viewing. The ads will feature engaging visuals & graphics and can be watched with or without sound.



Campaign Idea: Say goodbye to life without Writerly

EXT. Driveway

In cinematic slow motion a man in a robe smashes his laptop with a bat. Freeze frame on his angry expression.

Text animates:
"Say goodbye to writer's block"

LOGO: Writerly
Your content creation superpower.

INT. Cubicle

In cinematic slow motion a woman busts her keyboard over her desk. Keys fly everywhere. Freeze frame on her frustrated expression.

Text animates:
"Say goodbye to boring reports"

LOGO: Writerly
Your content creation superpower.

INT. Living room

In cinematic slow motion a man chucks his phone at the floor. The screen shatters. Freeze frame on his manic expression.

Text animates:
"Say goodbye to un-original captions"

LOGO: Writerly
Your content creation superpower.

Campaign Idea: Say goodbye to life without Writerly



Campaign Idea: Say goodbye to life without Writerly



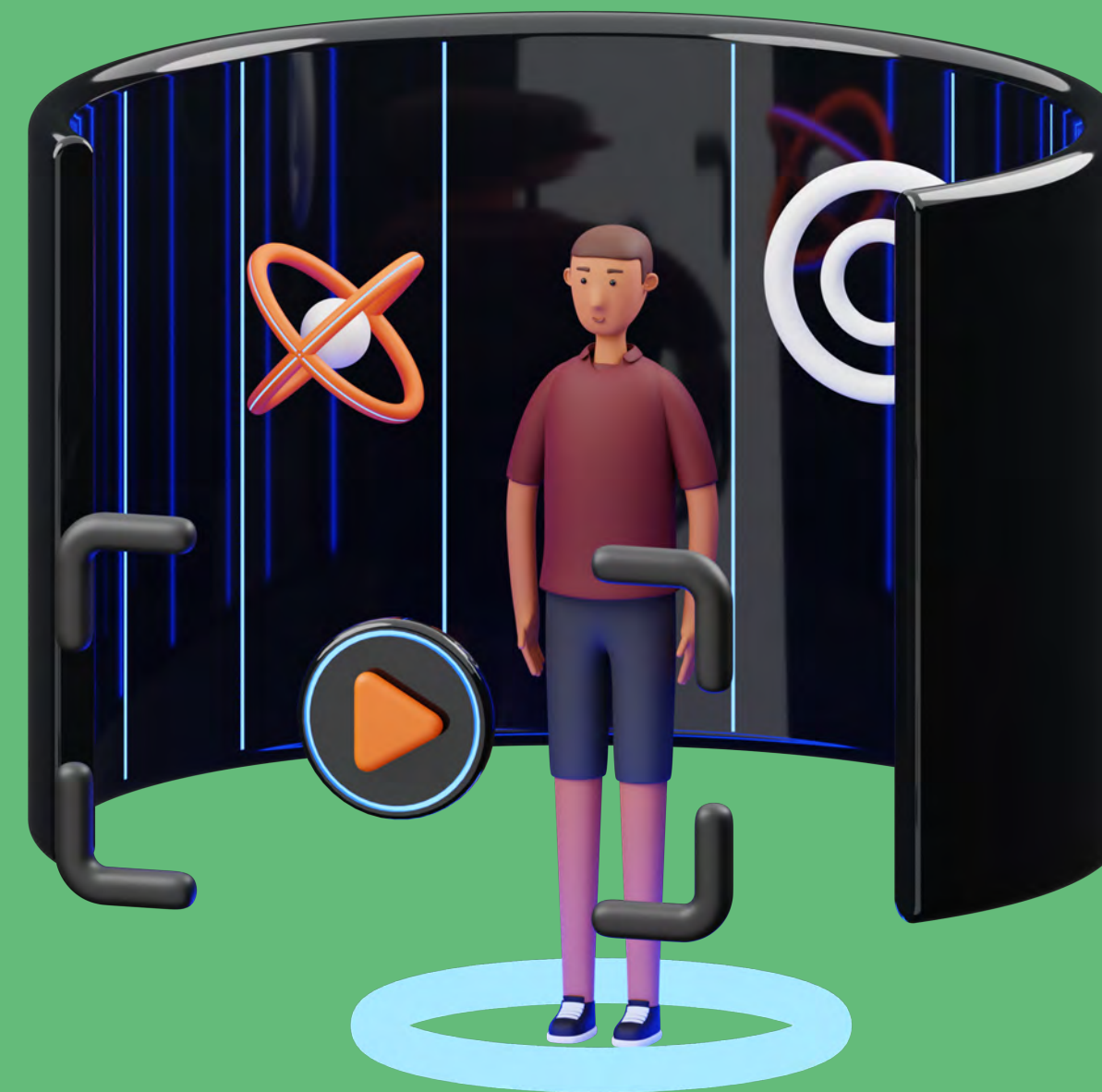
Campaign Idea

“Famous lines from history”

Concept

Comical 30 second re-imagining of some of the most famous lines in history. Take iconic events in pop culture and show them having been written with the help of Writerly.

Using the latest virtual production technology we can take a trip to space, or teleport back in time. With virtual environments anything is possible.



Campaign Idea: Famous lines from history

INT. Apollo 11

BUZZ & NEIL are debating who gets to take the first step on the moon. They decide with rock, paper, scissors. Neil wins.

BUZZ

Damn!

NEIL

I'll bring you back a rock.

BUZZ

What are you going to say once you take your first step?

Neil ponders this. He goes to his computer and pulls up Writerly.

EXT. MOON

NEIL takes his first step on the moon.

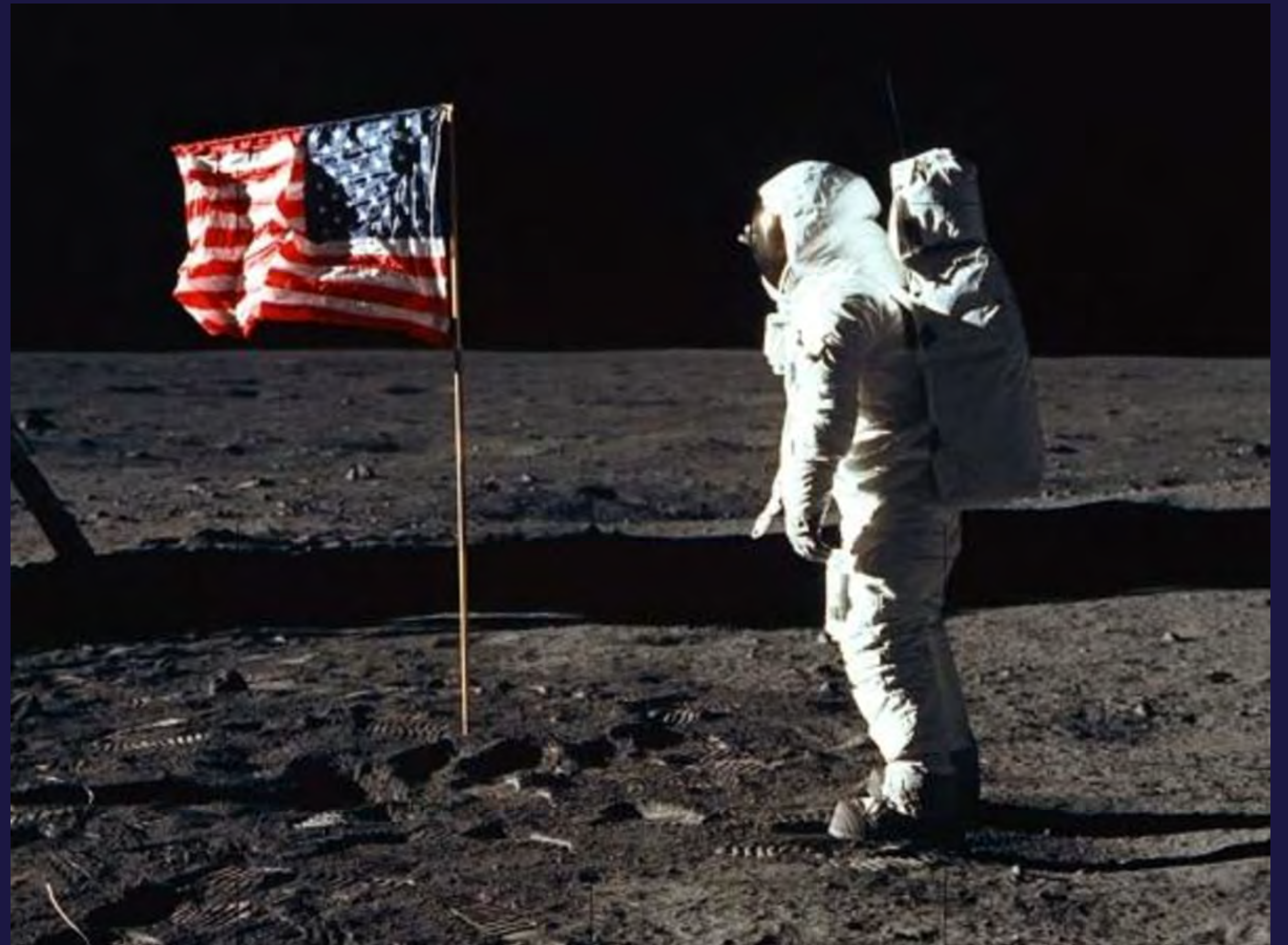
NEIL

That's one small step for man, one giant leap for mankind.

LOGO: Writerly

Make an impact with Writerly.

Your content creation superpower.



Campaign Idea: Famous lines from history

INT. BEDROOM

JULIET is seated at her vanity doing her hair. She's trying to express her feelings for Romeo but just can't find the words.

JULIET

My dearest Romeo... No no no...

Why are you Romeo? No that's stupid...

Romeo. Romeo. Gah!! Romeo!

JULIET pulls out her laptop and loads writerly.

EXT. CASTLE

While JULIET is out for a walk she runs into her lover ROMEO and knows just what to say.

JULIET

O Romeo, Romeo, wherefore art thou Romeo? Deny thy father and refuse thy name.

LOGO: Writerly

Become remarkable with Writerly.

Your content creation superpower.



Campaign Idea: Famous lines from history

The background of the entire slide is a dark blue color, overlaid with a repeating pattern of stylized green leaves. Each leaf is a light green color and has a simple, rounded shape with a small notch at the top. They are arranged in a grid-like pattern, slightly offset from each other.

Campaign Idea

“Transform your office”

Concept

A 30 second commercial targeting remote workers who are used to working from home. When your home life is chaotic, make the most of your time by using writerly.

Voice over paired with a montage showing a crazy home life, with the office being a place of peace and relaxation thanks to writerly.

This idea can also apply to chaotic office settings.



Campaign Idea: Transform your office

INT. HOME

A mother is trying to juggle multiple kids, pets, and work.

The mom is picking up after the pets. Making food for the kids. Dealing with house hold chores like a plumbing leak.

She tells her husband she is stepping away to do some work.

Once she enters her office things are peaceful. She pours herself a glass of wine, kicks her feet up and opens writerly.

SUPER: LOGO & Tagline

VOICE OVER

With a chaotic home life, Crystal needs to make the most of her time.

That's why she uses writerly. The perfect assistant for all her writing needs.

Giving her more time for whats really important.

Writerly.

Your content creation superpower.



Campaign Idea: Transform your office



Campaign Idea

“Water cooler Rhett”

Concept

A funny campaign following Rhett, the employee of the month for 9 months straight. Yet no one has ever seen him do any work...

That's because Rhett uses writerly, the Ai assistant giving him superpowers.

Rhett spends his free time at the water cooler bothering his colleagues who don't use writerly.



Campaign Idea: Water cooler Rhett

INT. OFFICE

A new employee is being shown their cubicle. As they get situated they sees someone from across the room.

NEW EMPLOYEE

Who is that?

COWORKER

That's Rhett, you don't want to go near Rhett.

NEW EMPLOYEE

Why? He looks nice.

COWORKER

Rhett never leaves the water cooler, he just stands there waiting to catch some one. Once he gets ya, you'll be trapped.

Two coworkers quickly walk past Rhett, avoiding all eye contact.

RHETT

Hey, happy Monday How about the game last night?...

NEW EMPLOYEE

But what if I need to get water.

She gestures with her eyes to a big water bottle.

NEW EMPLOYEE

Does he ever do any work?

COWORKER

I've never seen him work, he's always by the water cooler.

Campaign Idea: Water cooler Rhett

Cont.

NEW EMPLOYEE

Why hasn't he gotten fired?

She gestures with her eyes to the employee of the month wall, covered with Rhett's face.

COWORKER

I don't know how but he's the most productive person in the office...
Some bullshit.

She walk away.

NEW EMPLOYEE

Huh...

Rhett's empty desk, with writerly open on his laptop.



Campaign Idea: Water cooler Rhett



Campaign Idea: Water cooler Rhett

The background of the entire image is a dark blue color. Overlaid on this background is a repeating pattern of green leaf icons. Each leaf is a simple, stylized shape with a pointed tip and a small notch at the base. The leaves are arranged in a grid-like pattern, with some leaves appearing slightly offset from others, creating a sense of depth and movement. The word "thanks!" is centered in the middle of the image in a white, sans-serif font.

thanks!