

Simon White

Copywriting
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/siwhite0>

Professional Experience and Curriculum Vitae

Working for large and small agencies, I have written copy and concepts for consumer advertising (tv, radio, press, posters), b2b advertising (business, specialist & trade press), direct mail, video, websites, brochures and collateral, corporate ID, and brand guidelines.

Also available for original writing, editing or polishing for fiction, non-fiction, features, reviews and just about anything else that can be written except news.

Previous Clientele

Alliance & Leicester, Argos, Associated Newspapers, AXA, BBC, British Digital Broadcasting, Bentley, Bosch, BP, Britannia Music, BT, BT Cellnet (now O2), Channel 4, The Commonwealth Bank of Australia, CITB (Construction Industry Training Board), Credit Suisse, DAB Digital Radio, Daimler Chrysler, DETR (UK Government: Department of Energy, Transport and the Regions), DTI (UK Government: Department of Trade and Industry), Douwe Egberts, FT, Hitachi, Jet, Mars, NEC, O2, Ordnance Survey, Panasonic, Parcelforce, Posthouse, Qualcast, Royal Mail, RNLI, RSPCA, Sainsbury's, Save the Children, Shell, SportingOdds.com, Stora Enso, Virgin, Volkswagen, Volvo, Walkers, Waterstones, Wella, WH Smith, Yellow Pages.

Awards and Accolades

Once upon a time in a faraway land, a character with the unlikely name of Simon White lived in a small picturesque New Forest village.

This fellow liked to write. And people came from far and wide to give him money to write things for them.

These were universally intelligent and insightful people. The kind of folk who enjoyed the respect of their peers, and were famed across the land for their sparkling personalities and impeccable professional judgement.

And they all lived happily ever after.

Awards and Accolades

2 x SPCA, 2 x ISP, 1x IPA, 1 x Creative Circle

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If cancer has affected you,
here's a way to give **something**
back on your big day.
Maybe you've lost an **old**
friend,
or perhaps **something**
wonderful has happened
and they have a **new**
lease of life.
Or it could be **something**
more immediate, like you or
someone you love are on **borrowed**
time.
Or maybe it's bittersweet: by **some**
quirk of fate, someone
special is around to be part of this **thing**
after all. Unexpectedly,
tragically, joyfully, out of the **blue**.

Visit
www.giveincelebration.org
and use your wedding list
to give something back.

Together we will beat cancer

CANCER RESEARCH UK



NOT TONIGHT, LOVE

HEY, HOW ARE YOU?
OK, YEAH, BYE, CALL ME.
I'M ON THE TRAIN.
YEAH, EXACTLY. SO ANYWAY, I TOLD HIM EXACTLY
WHAT I THOUGHT, AND THAT SHOT HIM RIGHT UP.
YOU'RE JOKING! WHAT DID HE SAY?
HELL, LOVE, I'M GOING FOR A QUICK KISS AFTER WORK.
WHO DOES SHE THINK SHE IS, ANYWAY?
YOU'LL NEVER GUESS WHAT JUST HAPPENED.
GRAVY! ALL DOWN MY FRONT.
JUST GET HERE AS FAST AS YOU CAN.
OH, JUST LAUGHED. BE HOME IN AN HOUR.
I CAN'T BELIEVE I SEE THE MIDDLE THING.
I'M GONNA BE LATE.
SOMEBODY WANTS MARRIAGE.
HOW'S YOUR DAY - HOPE BEER GOOD?
SOMEbody GOES THAT, MADE AN UKE.
WHAT ARE YOU WEARING TONIGHT?

TALK FOR FREE FOREVER
ASK ABOUT SKYPE TODAY



HE WOULD HAVE SAID I WAS A BIT OF A
I WANT YOU AND YOU CAN'T BELIEVE IT?
YEAH, RIGHT, AS IF.
YEAH, I HAD A WICKED TIME. IT WAS AWESOME.
WALLOP! RIGHT ON THE NOSE.
WHY DIDN'T YOU SAY THAT IN THE FIRST PLACE?
NO, THE CAT BROUGHT IT IN, AND NOW I CAN'T FIND IT.
GOOD, I'M GLAD YOU'RE FEELING BETTER. SAD OK?
WHY DIDN'T YOU SAY THAT IN THE FIRST PLACE?
WELL, Y'KNOW, I MEAN, SO WHAT?
LISTEN, DON'T TALK. JUST LISTEN.
DON'T FORGET TO GET MILK.
WELL, I COULD, BUT IT MIGHT BE TIGHT.
I LOVE YOU.
I'D BETTER GO, I'M DRIVING.
WASSAPIN TONIGHT THEN?
SEE YOU FRIDAY THEN, WE'LL HAVE TO
THINK ABOUT WHAT MOTHER WAS THE GROWN-UP.

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YOUR HOME IS AT RISK IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR OTHER LOAN SECURED ON IT.

“If mortgage calls on first mortgage are charged at local rates and will be recorded and may be increased Commonwealth Bank of Australia is a company incorporated in Australia with limited liability. ACTN 123 123 124. Mortgages are available subject to terms and conditions. A first legal charge is required over property in England and Wales. A guarantee may be required. Borrowers must be UK residents aged 18 years or over and before their mortgage term ends. A written statement is available on request. Term at example based on current rates, for the first 2 years of the term the rate is a Fixed Rate of 6.45% p.a. (APR 7.2%). After the first 2 years the interest rate is the Standard Variable Residential Mortgage Rate. Currently 6.74% p.a. Example assumes the Standard Variable Residential Mortgage rate remains at its current level for the duration of the term but in practice it is likely to vary and so affect payments. Example illustrates a borrowing amount of £80,000 to purchase an investment property for a purchase price and valuation of £150,000. Repayable by 120 minimum monthly payments over 25 years on a repayment basis and interest basis. 24 payments of £1,000.00, 275 payments of £1,350.00 and a final payment of £2,000.00 including discharge fee £195. Total amount payable £148,258.91 including application fee £50, booking fee £190, valuation fee £175, bank transfer fee £25 and annual Mortgage Service fee of £100 p.a. for 25 years. Example assumes all payments are made as scheduled and no amount is overpaid or borrowed back. Overpayments during the first 2 years are limited to a maximum of £3,000 p.a. Overpayments and repayments in excess of the first during the first 2 years may be subject to an Overpayment Fee. And will be subject to an Overpayment Administration Fee. Borrowing back is not available during the fixed rate period. Overpayments made during a fixed rate period may be borrowed back once the fixed rate period ends, subject to conditions. Maximum credit limit is 85% of the property valuation or purchase price, whichever is lower. Minimum borrowing of £40,000. Not available for business expenditure. Limited funds available. This offer may be withdrawn at any time without notice.

“Buy to Let: Buy a house. Let someone else pay for it.”

If you think that's a good idea, how does a NewWorld flexible Buy to Let mortgage with interest rates from just 6.45% p.a. (APR 7.2%) sound?

And it's not just great rates. Things like daily interest calculations, fortnightly payments and overpayments can save you thousands of pounds in interest. Which is what we mean by flexible.

To find out more about flexible mortgages you can get someone else to pay for, call us now on

0845 845 44 55*

(8am - 10pm weekdays and 9am - 5pm weekends including most holidays)

or visit www.mynewworld.com

newworld

from the Commonwealth Bank of Australia

Turning the mortgage on its head.

Until recently, if you wanted to steer your lawn mower, you needed one you could sit on. And of course a garden big enough to put it in.

Not anymore. Designed for small gardens and even smaller budgets, the Qualcast Easi-Lite is the first ever steerable hover mower. Available in either 28 or 34cm cutting widths with fold-down handles for space saving storage, it's all about ease of use. And crucially, instead of the standard hover-maneuvring technique of pushing, pulling, heaving and maulhanding, its unique pivotal head means you can direct its movements with a minimum of effort. Especially useful on slopes and around obstacles. Here, briefly, is how

it came about. It all started in 1959 when a British engineer called Christopher Cockerell invented the hovercraft. Fortunately, he also invented a way to steer it; otherwise it would probably be less extensively used to ferry people and their cars across the Channel.

The sixties saw a Swedish inventor called Karl Dahlman designing a lawnmower which, like the hovercraft, could float on a cushion of air and needed no wheels - a flying lawnmower.

Incredibly, it took nearly forty years for hover mowers to gain a sense of direction.

In 1998, as his small boat was tossed about on the February sea off Ipswich, a young Qualcast engineer found himself watching the gimbal.

keeping his compass level. As the boat moved, the gimbals moved in the opposite direction, keeping the instrument horizontal. This reduced apparent motion to almost nothing, and gave it the appearance of stillness in the chaos around it. Safely on dry land, he drew up the Easi-Lite design that would finally finish the job started back in the sixties. And so the simple elegance of compass gimbals led to the perfection of the hover mower. A hover that steers. Simply and elegantly. Revolutionary, really.

A NEW STEER ON HOVERS

QUALCAST

EASI-LITE The first ever steerable hover mower.

www.qualcast.co.uk