



# Copywriting

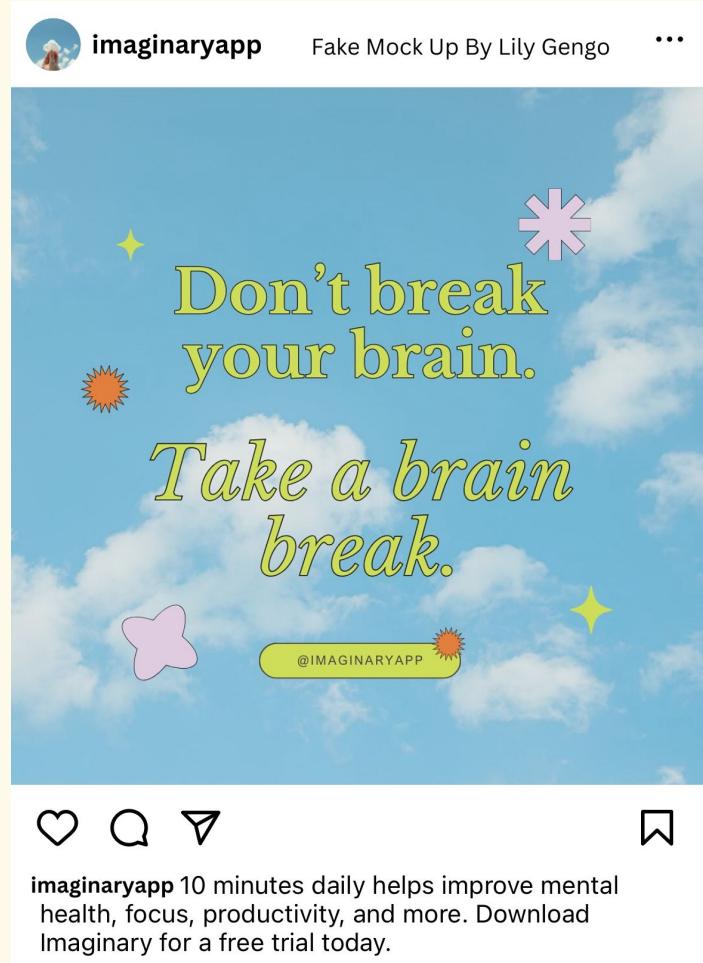
# IMAGINARY APP LAUNCH SOCIAL CAMPAIGN

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app. I finished a copywriting course in March 2024.

The goal of this project was to produce on-image copy and caption copy for paid social ads. The client wanted \*thumb-stopping\* copy that will make the target audience (adults over the age of 25, specifically professionals with desk jobs, and who struggle with anxiety/depression) stop scrolling and want to download the app.

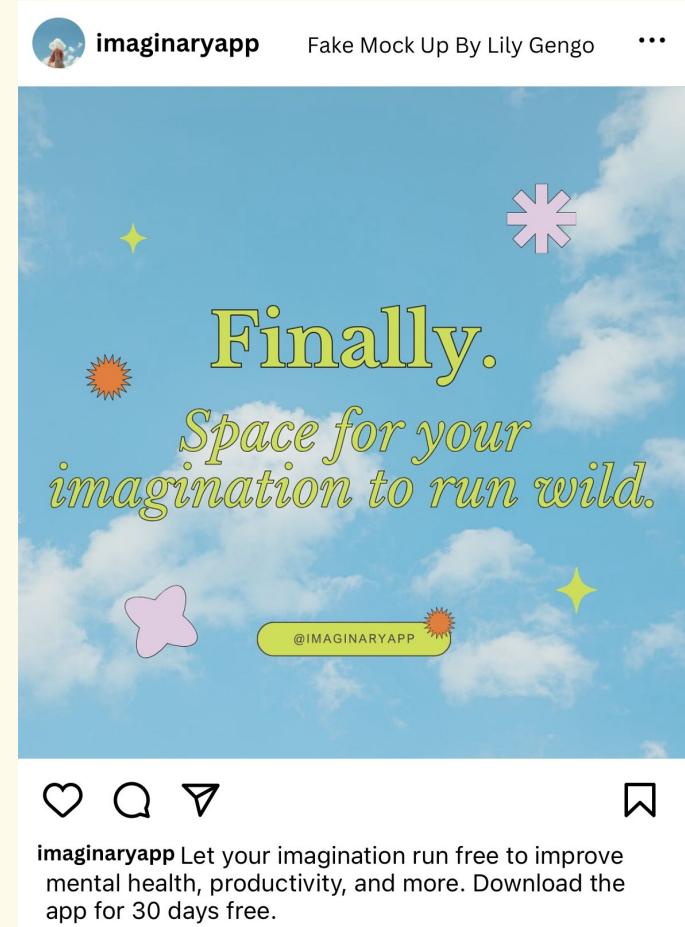
My strategy involved clever wordplay, flipping the meaning of familiar phrases to provoke a second thought and compel the audience to pause, ponder, and ultimately, feel intrigued.



# IMAGINARY APP LAUNCH SOCIAL CAMPAIGN

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## IMAGINARY APP HOMEPAGE HERO

CLIENT: IMAGINARY

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The goal of this project was to create header and subhead copy for Imaginary's website. I wanted to connect on a personal level with Imaginary's audience, so I infused the header text with emotion and excitement, followed by more descriptive text in the subhead. By painting a vivid picture of the app's potential impact, I hoped to spark curiosity and inspire users to envision themselves achieving their goals through Imaginary.

# IMAGINE A BETTER YOU.

Use your imagination for more intentional living.

## WHAT CAN YOU IMAGINARY?

Fuel creativity, sharpen focus, and boost mood – all with your imagination.

## TAP INTO YOUR WILDEST DREAMS.

Daily exercises to help boost your mood, creativity, and productivity.

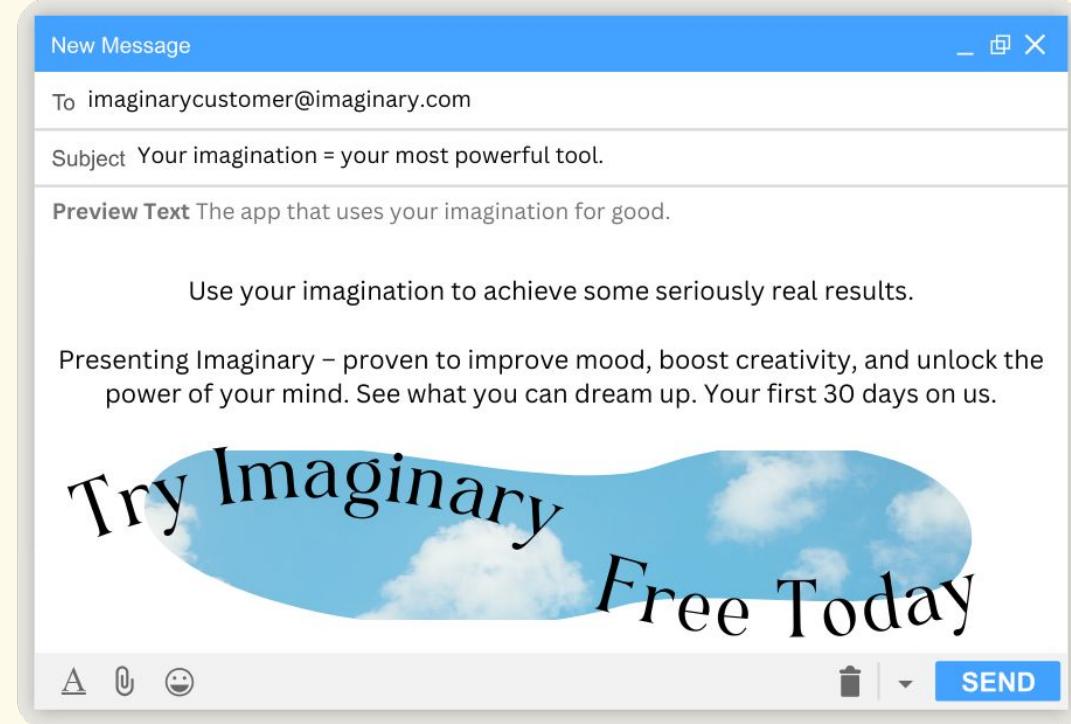
# IMAGINARY APP EMAIL

## MARKETING

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app.

The goal for this project was to write copy for an email newsletter announcing the launch of Imaginary. I had to deliver potential subject lines, preheader text, and body copy options that included a CTA to sign up for the free trial. I aimed for a friendly, casual tone to spotlight the app's key benefits and playfully explore the idea of turning imagination into reality.



# IMAGINARY APP EMAIL

## MARKETING

CLIENT: IMAGINARY

NOTE: This is a school project and not a real app.

### New Message

To imaginarycustomer@imaginary.com

Subject You can start dreaming. Imaginary is here.

Preview Text Inspire change with Imaginary. 30 days free.

Imaginary is the first app to engage your imagination to produce real-life results. Improved mental wellness, productivity, and creativity through fun exercises and games. Download today for your first month free.

Feel Free To Imagine

A U ☺



|

SEND

### New Message

To imaginarycustomer@imaginary.com

Subject Picture your dream life with Imaginary.

Preview Text Improve mood & boost creativity with 30 days free.

You bring the brain power. Imaginary brings the tools.

Try our fun exercises and daily lessons proven to fuel creativity, sharpen focus, and boost your mood. Download the app for your first 30 days free.

Try Imaginary Free Today

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SEND