



Copywriting

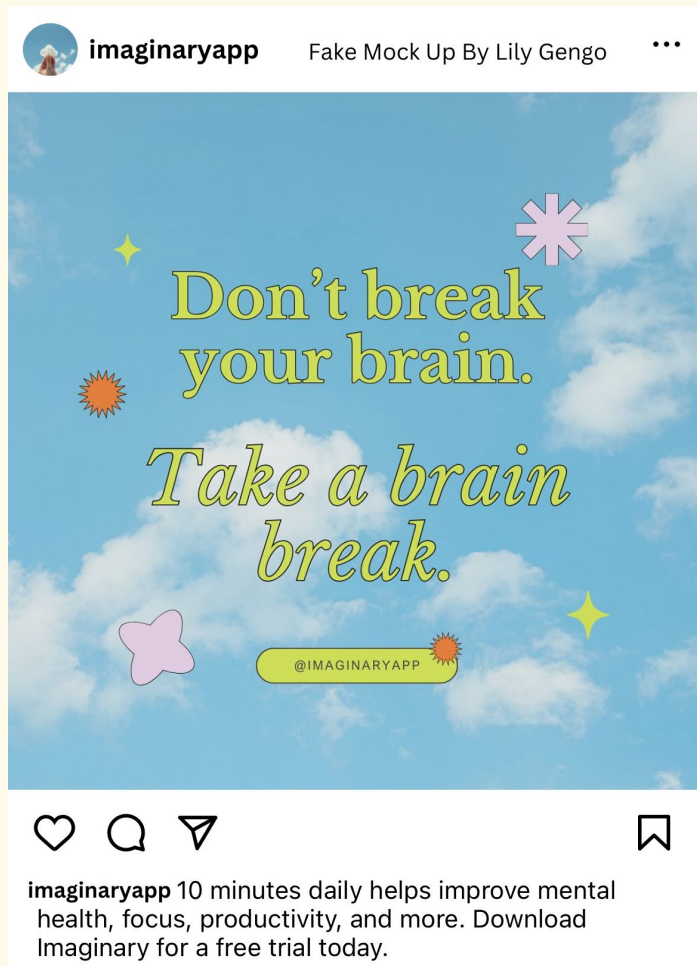
IMAGINARY APP LAUNCH SOCIAL CAMPAIGN

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.

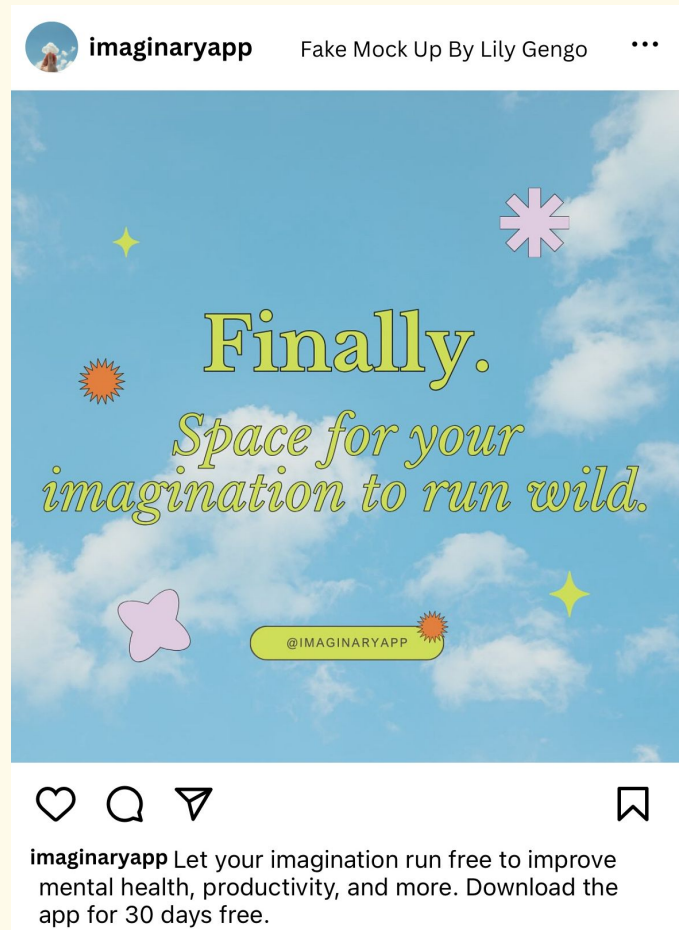
My strategy involved clever wordplay, flipping the meaning of familiar phrases to provoke a second thought and compel the audience to pause, ponder, and ultimately, feel intrigued.



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IMAGINARY APP HOMEPAGE HERO

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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.

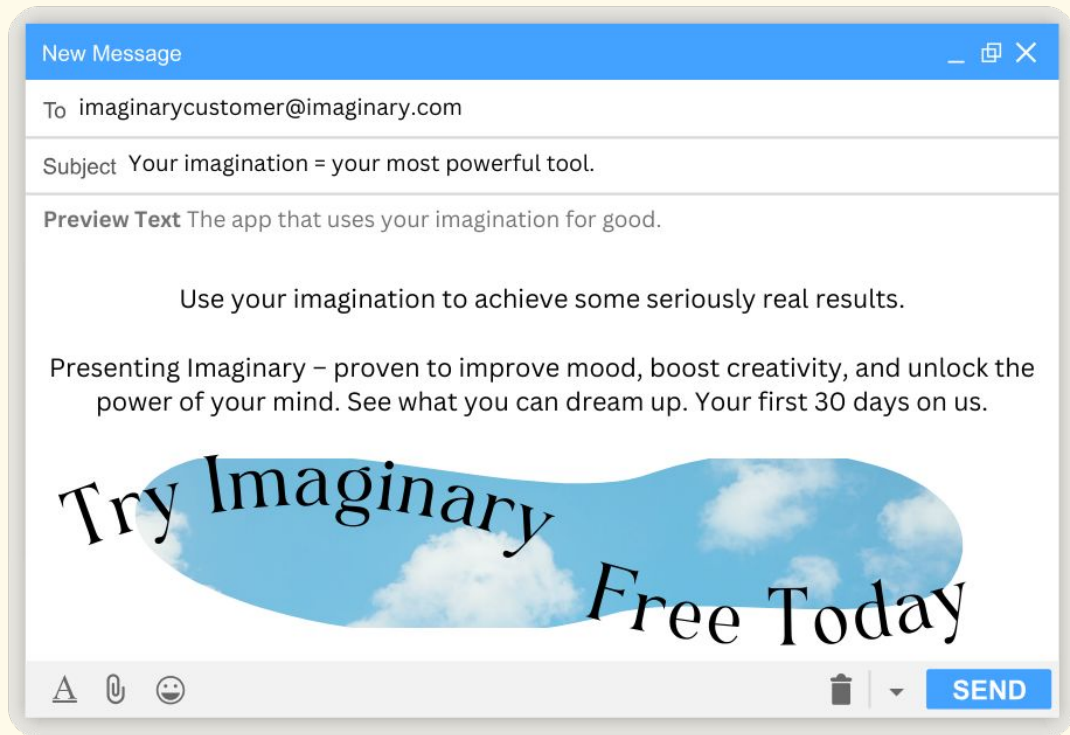
Daily exercises to help boost your mood, creativity, and productivity.

IMAGINARY APP EMAIL MARKETING

CLIENT: IMAGINARY

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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.



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