

Project Notes

ASSIGNMENT

A new vodka company required two short product descriptions with two different lengths. The description needed to outline the company's unique distilling process and communicate this information with a bit of attitude and wit. One piece of copy needed to be 85 words or less, and the other needed to be 30 words or less

CREATIVE SOLUTION

I transformed a 500 word explanation of the vodka's distilling process into a short and snarky description that touched upon the main points and made the process easy to comprehend for the average consumer.



Vodka doesn't need to come from one country and that country doesn't need to be Russia. We can't tell you all our secrets, but to make a long story short: our grains are sourced from France, distilled continuously and then blended with pure Icelandic water before being filtered through carbon and lava rock filters. Scientifically speaking, our vodka is the most awesome on the market. Stop drinking boring vodka and enjoy [vodka brand]. We don't care how responsibly you do it.

(Word Count: 83)

Blending specialty French grains with Icelandic water, we have mastered the science behind the purest premium vodka. We haven't yet perfected the DNA of humans, but vodka is a start.

(Word count: 30)