

the galloping skirt

Client: Xero

Delivered: Interviews, synopses, and customer stories

Project overview: Xero is a cloud-based accounting system. With the 'Xero Changes Everything' campaign the client wanted to target a significant percentage of the business market in Australia: the small business community.

The brief was to interview a section of Xero's client base on their business story. I developed a range of angles and questions and conducted phone interviews. I then condensed this information into sample synopses and headlines, with personal interest highlighted as much as product insights.

The most interesting and insightful Xero customer stories, including the Blackbird & Fox example below, were rolled out into 850-word articles and blurbs on the Xero website, in short videos, on social media, and on Adshels on public transport sites around Melbourne.



Writing sample:

Boutique owner and self-confessed 'square box' on track after bumpy start

What does a former Creative Arts and Museum Studies major, croc-wrangler, and wedding registry buyer do once she's ready to branch out?

"Initially, I really wanted to work in an art gallery," says Kate, owner of giftware boutique Blackbird & Fox. With few opportunities presenting themselves, she moved to Thailand to use her animal handling skills in an aquarium, and eventually moved back to Australia to help a friend with her online wedding registry business.

Five years later, Kate was still working as a buyer for the online shop, and with few jobs coming up in the eclectic areas she studied, she launched Blackbird & Fox "from sheer stubbornness!" she declares. "That streak is in my family. My dad and my brother started their own businesses, so I could see that it was possible."



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