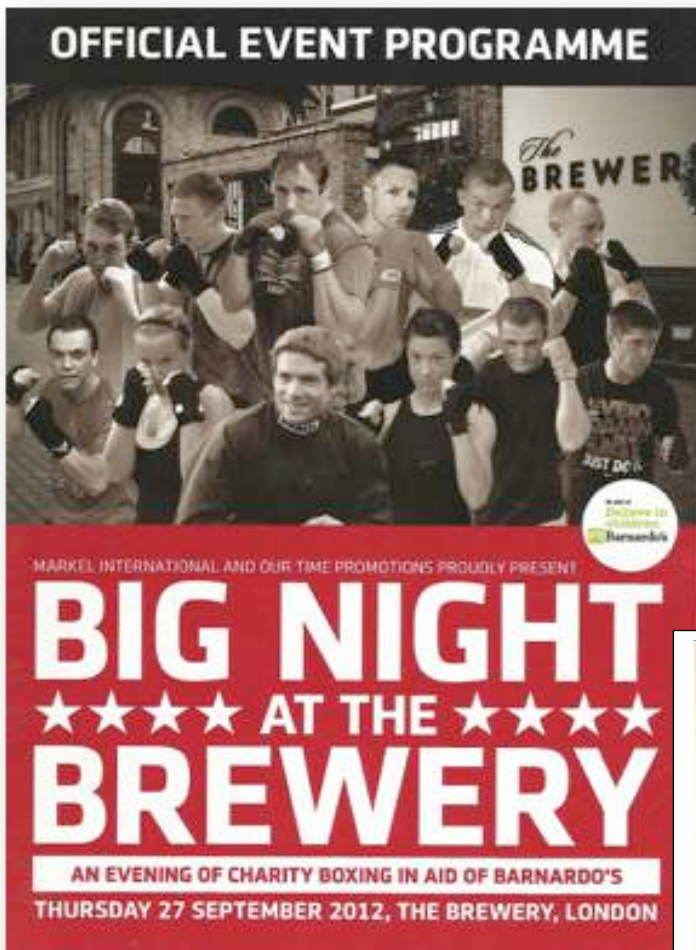


Client: Our Time Promotions / Barnardo's
Project: Programme for a charity show



Client: Castle Triathlon Series
Project: Copy for a charity challenge



Triathlon challenge

THREE CASTLES. THREE COMPETITIONS. THREE CHARITY PRIZES.

What is it?

The Markel Insurance Challenge is a triathlon

Prizes

The winning team at each castle will receive £5,000 for its nominated charity. So if you enter all three competitions, you could potentially win £15,000 for your charity. Each member of the winning team will also receive the latest iPad.

Choosing a charity

Each team must create an online sponsorship page for its chosen charity, which will ensure that the overall competition raises funds for a wide variety of deserving causes.



or call
code to
co.uk
h the
£76.



Conquer a castle for charity
 Form a triathlon team and enter
 the Markel Insurance Challenge

THREE CASTLES. THREE COMPETITIONS. THREE CHARITY PRIZES.

What is it?

The Markel Insurance Challenge is a triathlon team competition with a simple aim: to raise as much money as possible for charity. The challenge is open to anyone from the age of 16 up, and it doesn't matter if you've never entered a triathlon before – the most important thing is to help others while having fun.

Markel and sport

Markel is a leading specialist insurer and the title sponsor of the Markel Castle Triathlon Series, a unique sporting franchise at castles across the UK and overseas.

The competitions

The Markel Insurance Challenge comprises three separate competitions, held opposite, with three people in each triathlon team. One person swims (800 metres), one cycles (40 km) and the third person runs (8 km). You can enter one, two or all three triathlons.

Prizes

The winning team at each castle will receive £5,000 for its nominated charity. So if you enter all three competitions, you could potentially win £15,000 for your charity. Each member of the winning team will also receive the latest iPad.

Choosing a charity

Each team must create an online sponsorship page for its chosen charity, which will ensure that the overall competition raises funds for a wide variety of deserving causes.

HOW TO ENTER

Please email info@castletrathlonseries.co.uk or call 01892 870 681. You will then receive a discount code to register your team at www.castletrathlonseries.co.uk. Because Markel has arranged a 20% discount with the organisers, teams will pay a reduced entry fee of £76.



1. Chelmsley Castle
Sunday 24 June
2. Castle Howard
Sunday 22 July
3. Hever Castle
Sunday 30 September



Client: High Street Salon

Project: Copy for an advertorial

Headline Act: Daniel Jordan

Daniel Jordan is a name with a distinctive ring. It speaks of retail refinement, superior consumer style and the kind of bespoke service that discerning people love. In other words, precisely the image that Daniel wants.

As the eponymous creator of a new hairdressing brand, Daniel is determined to emulate the success of industry legends Nicky Clarke and Vidal Sassoon.

And that's no idle ambition, because he has the personality and pedigree to bring something new and refreshing to high-street salons. So why is his brand different? What makes his business – and there's no better phrase for it – a cut above the rest?

First, Daniel's credentials. The 35-year-old enjoyed a stellar apprenticeship, starting at the age of 15 in John Frieda's Mayfair salon and then refining his craft under Clifford Stafford, Michael John and Nicky Clarke.

In his 20-year career, Daniel has worked on both sides of the Atlantic, hired by film stars, royalty, media personalities and other A-listers. Pierce Brosnan, the Duchess of Kent, Paula Yates and Martine McCutcheon are just some of the many celebrities who have passed through his creative hands.

Daniel was responsible for makeovers on ITV's *This Morning* show, and has worked on the *Generation Game* and the *X Factor*. He has also completed numerous sessions for *Tatler*, *Vogue* and *Marie Claire*, and he helped Nicky Clarke to launch his hair-care products in the United States.



While still working with Nicky, he assisted Guido Paulo, the international fashion guru, and contributed to catwalk shows for Louis Vuitton, Givenchy, Prada and Alexander McQueen.

It's this exclusive background that's now shaping the Daniel Jordan brand. As Daniel explains: "We're bringing something extra to the hairdressing experience. It sounds clichéd if I say we're passionate about making people feel special and pampered, but that's what the Daniel Jordan brand is about. Not only will you get an excellent haircut, you'll have a dedicated service that mirrors the finest London salons. Anyone who leaves our premises will not only see the difference, they'll feel it as well."

The salon itself is a tribute to good design. Fine detailing, highly polished surfaces and rich colours create an unmistakable regency feel more familiar to the West End, which is why Daniel Jordan sports a 'London' suffix on its logo.

The Sevenoaks salon has already made a big impact, particularly through word of mouth. "We've had tremendous repeat business in the first few months," says Daniel, "and new clients are coming to us because of recommendations." That may well be the essence of the Daniel Jordan brand: an experience that's not only worth repeating, but also one you feel compelled to tell people about.



Client: The Kiwi Collection, high-end hotels and destinations

Project: Mini stories to capture the essence of a luxury hotel, published in lavishly illustrated travel guides



Capri Palace

The adventure begins. Your helicopter leaves Naples and scuds across the bay, the Tyrrhenian shimmering below. There's not a cloud in the sky or a blemish on the horizon. It's just you, a solitary yacht in full sail, and Capri rising dreamily from the sea. Because you've booked the Megaron Suite, a penthouse with a circular pool and a rooftop garden, you're sure to keep your 'helicopter view' once you arrive. What's more, the Capri Palace offers elevated living in every sense: Jazz nights, free art lessons, exclusive shops, pizza from paradise, and a leg spa that might have been tailor-made for the jaded limbs of Riverdance stars. Yes, it's all waiting for you. A week later, you'll swap rotor blades for propellers. Fly in fast, float out slowly – it's the only way to make every second count.

Hotel Casa del Mar

A light Mediterranean breeze dispenses heat from the hillsides and olive groves. It carries the delicious scent of pine and ruffles the pages of your book – just enough to break your concentration. You look up and gaze across the bay of Porto-Vecchio as a speedboat slits the water, drawing aquaplanes over cascades of white foam. On the far side of the bay, blurred by a slight haze, the mountains reflect the soft colours of late afternoon. It's a difficult choice: do you stay on your cedar-wood terrace, reading your novel until the sun dips behind the peaks, or do you end the day on a lilo in the infinity pool? Then again, you could go for a spa and sauna. Sometimes, at Hotel Casa del Mar, it's hard to move. Wherever you are, whatever you're doing, the moment seems just perfect.

Client: Christopher Ward Watches

Project: Cover-wrap advert with a fairy story theme to help launch the brand and its USP: luxury at an affordable price



there was a watchmaker called Christopher.

He was a very fine watchmaker indeed. In fact, so fine that Swiss craftsmen would tip their hats to him.

But the cost of time made Christopher sad.

People always told him it was the most valuable possession. Philosophers said so. Priests and poets said so. Even Einstein, whose mind ran like clockwork, said time is money.

Christopher disagreed: "I can enrich the value of every minute, second and hour while lowering the cost. I can bend time to my will."

Everyone laughed.

But Christopher was no fool. He knew that value and price are not the same. He knew the secret of time and money.

So, what's the secret?

"Simple," said Christopher, his eyes twinkling. "It's quality without excess, luxury without waste. No million-pound marketing budgets. No wholesalers or retailers. No middlemen. Just beautiful watches, designed to the highest standards. Watches sold directly to those who appreciate the difference between price and value. I'll make the cheapest most expensive timepieces in the world."

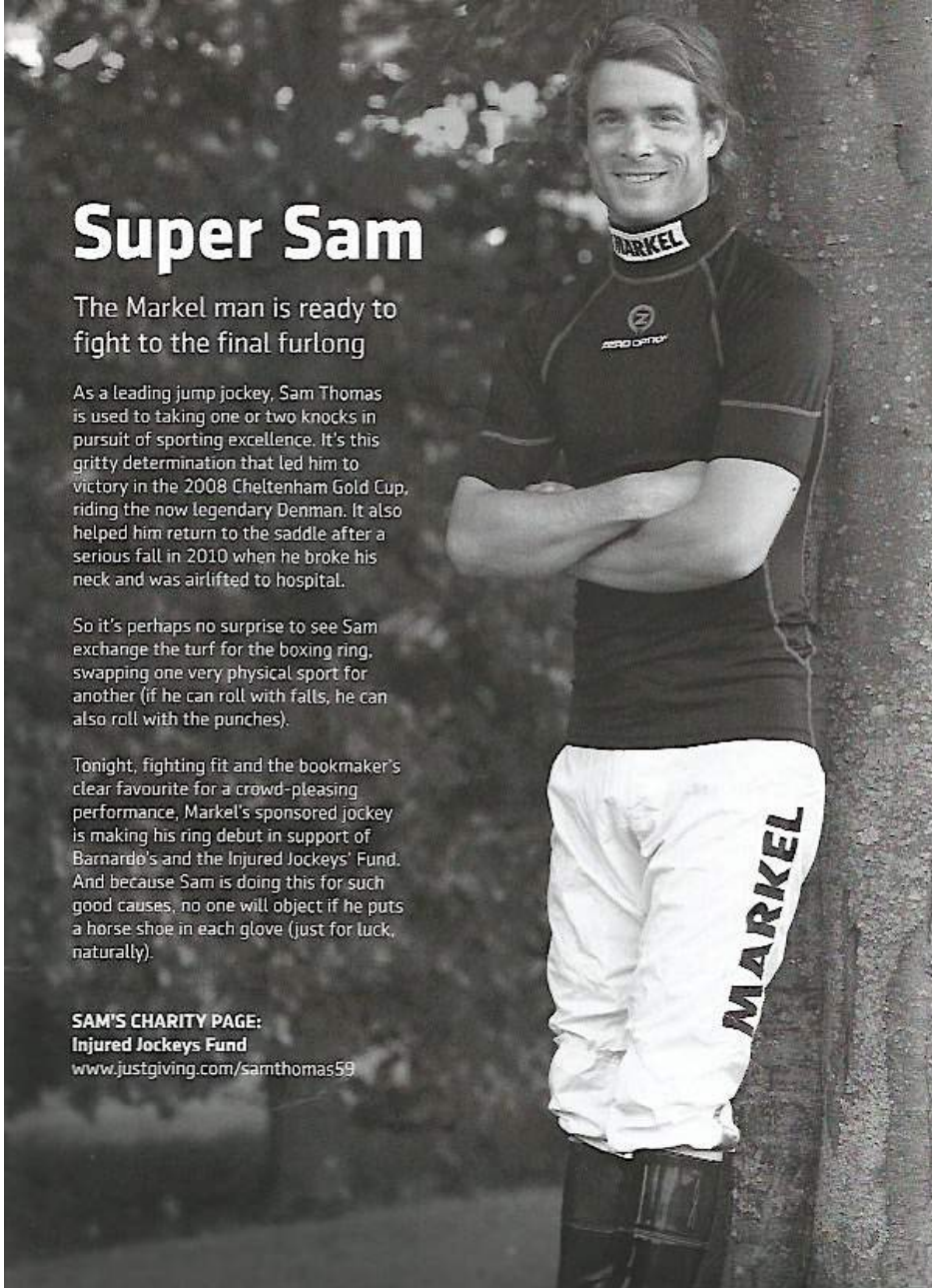
And so he did. Which is why people of taste and distinction loved him.

Three cheers for Christopher Ward.

The man who proved that time is precious, not priceless.

Client: Sam Thomas / Injured Jockeys' Fund

Project: Promotional copy for a charity challenge



Super Sam

The Markel man is ready to fight to the final furlong

As a leading jump jockey, Sam Thomas is used to taking one or two knocks in pursuit of sporting excellence. It's this gritty determination that led him to victory in the 2008 Cheltenham Gold Cup, riding the now legendary Denman. It also helped him return to the saddle after a serious fall in 2010 when he broke his neck and was airlifted to hospital.

So it's perhaps no surprise to see Sam exchange the turf for the boxing ring, swapping one very physical sport for another (if he can roll with falls, he can also roll with the punches).

Tonight, fighting fit and the bookmaker's clear favourite for a crowd-pleasing performance, Markel's sponsored jockey is making his ring debut in support of Barnardo's and the Injured Jockeys' Fund. And because Sam is doing this for such good causes, no one will object if he puts a horse shoe in each glove (just for luck, naturally).

SAM'S CHARITY PAGE:
Injured Jockeys Fund
www.justgiving.com/samthomas59