

WORK EXAMPLE

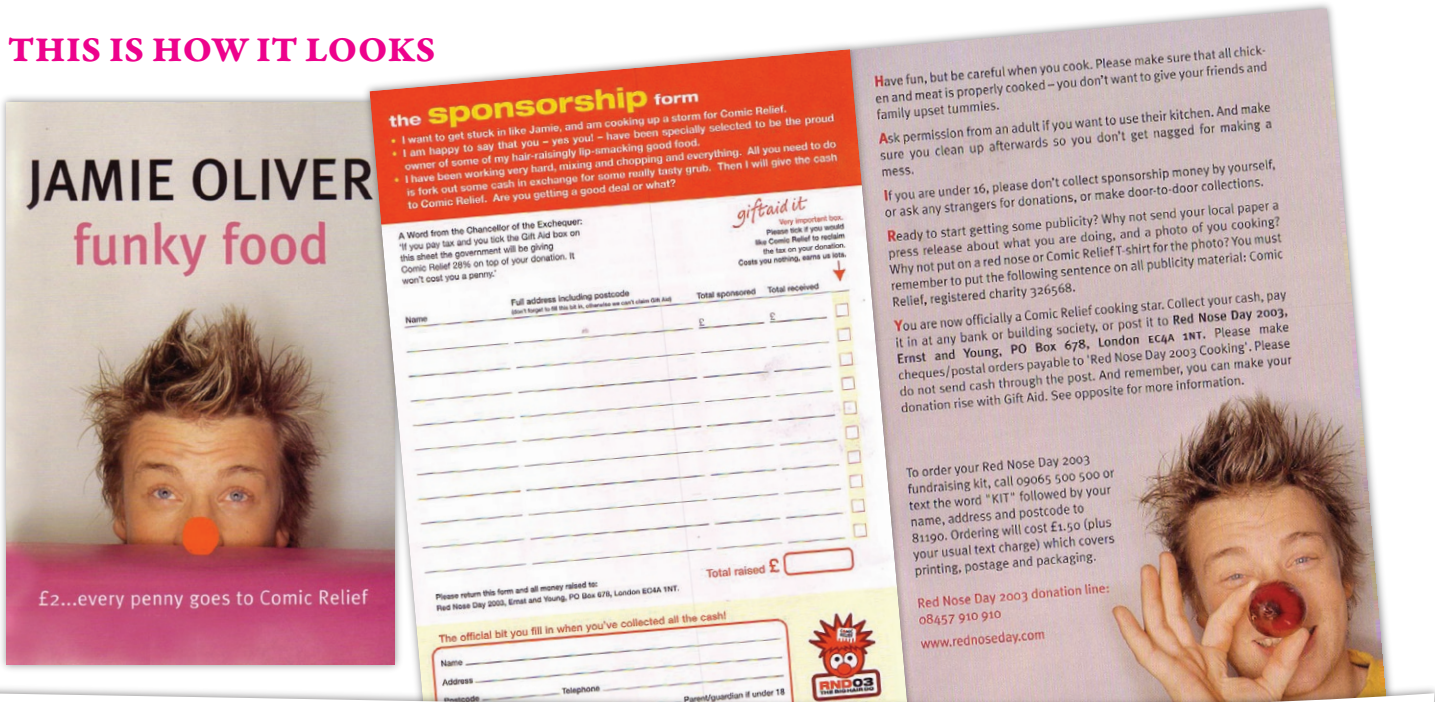
CLIENT

Comic Relief Jamie Oliver best-selling recipe book

BRIEF

Non-recipe copy to encourage people to make food and fundraise

THIS IS HOW IT LOOKS



SAMPLE COPY

The sponsorship form

I want to get stuck in like Jamie, and am cooking up a storm for Comic Relief. I am happy to say that you – yes you! – have been specially selected to be the proud owner of some of my hair-raisingly lip-smackingly good food. I have been working very hard, mixing and chopping and everything. All you need to do is fork out some cash in exchange for some really tasty grub. Then I will give the cash to Comic Relief. Are you getting a good deal or what?

Have fun, but be careful when you cook. Please make sure that all chicken and meat is properly cooked – you don't want to give your friends and family upset tummies.

Ask permission from an adult if you want to use their kitchen. And make sure you clean up afterwards so you don't get nagged for making a mess.

TESTIMONIAL

This book was as successful as you would expect, and even hit the top of the Sunday Times Bestsellers List.

THANKS!

...going out to all those people who have made this book possible – I couldn't have done it without you. Thanks to Lindsey, John, Tom, Catherine, Sophie, Nicky, Charlotte, Chris, Richard, Keith, Annie, Salette and Margaret and all the sales reps at Penguin; to Kevin, Michele, Fiona and Jane at Comic Relief; to David and Harry for their time and their amazing photographs; to Louise and Sue at Fresh for all their brilliant organizational help; to Charlotte, Chris, Richard, Ken for the food shoots; to all the companies and people who helped with the food shoots – including IPG, Lesley Churchill, Vanessa McKenney, Michele, Fiona and Jan for their photography; to Louise and Sue for their free distribution services; and finally to the great British book trade for supporting this little book and making loads of money for charity. Nice one, guys.

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