

# WORK EXAMPLE

## CLIENT

**salmon-luke.com:** a website selling cutlery and crockery which makes toddler self-feeding easier

## BRIEF

Friendly copy to reflect and address parents' concerns about self-feeding

## THIS IS HOW IT LOOKS



## SAMPLE COPY

Less mess. Less fuss. More food. Innovative dinnerware designed to help toddlers master the tricky art of self-feeding.

### The Salmon Luke me-feed-me collection

We're passionate about what we do, so we're delighted you want to find out more about our products. There's loads of information here, but if you can't find what you're looking for please contact us. We will be only too glad to talk to you about our me-feed-me collection.

### Self-feeding toddlers: mess, fuss and frustration all round

At the age of around one most children become determined to feed themselves.

This is a frustrating time for toddlers, as their motor coordination is not yet fully developed and their attention span is short. They have the desire to self-feed but don't necessarily have the ability to do it. Result? Hungry, frustrated toddler, lots of mess and stressful mealtimes

### What is the Salmon Luke me-feed-me collection?

The me-feed-me collection from Salmon Luke includes a bowl and cutlery set which have been designed to make it easier for children to master the tricky art of self-feeding.

## TESTIMONIAL

"We needed to get the copy for our website done pretty quickly. Fiona was really responsive to our timelines and the quality of the work she produced was spot on."

**Anthony Broad, MD, SalmonLuke.com**

07956 855 276  
fiona@mocatta.org  
www.mocatta.org

**FIONA MOCATTA**  
COPYWRITER & MARKETING CONSULTANT