

**LAUREL
LINDAHL**

612.328.0096

COPYWRITING PORTFOLIO
MINNEAPOLIS, MANHATTAN, MILAN
& PARTS BEYOND

**LAUREL
LINDAHL**
COPYWRITER

IN ADDITION TO BEING A WELL-SEASONED COPYWRITER, I AM AN EMMY-WINNING STORYTELLER. MY FIRST NAME IS AN ANAGRAM FOR "ALLURE." I CAN SPOT A TYPO AT 50 FEET. I EXCEL AT PARALLEL PARKING AND, THANKS TO A GUEST VOCALS STINT ON A FRIEND'S RECORD, I AM VERY BIG IN BELGIUM.

Six films. One town. And that's just the beginning.

No other town in Alaska boasts an Emmy-winning film series.

Then, no other town in Alaska
is quite like Ketchikan.

**LAUREL
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WRITER/
PRODUCER
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Ketchikan Visitors Bureau Film Series, Website, Marketing Materials + App

I was retained to write a film about the salmon fishing industry in Ketchikan, Alaska. I had never written a film before—plenty of corporate training and fundraising videos, but nothing over 10 minutes long. The producers believed in me and, what followed, was a crash course in filmmaking.

The project, which would last over the next seven years, yielded six 30-minute films, 39 digital shorts, 50 stories about Ketchikan's fishing history, a curated website, a passel of marketing materials, and a total of seven Emmys (four of which are currently sitting on my trophy shelf).

To view the films, visit my website at ebenandelle.com and click on the vimeo icon.

SIX FILMS. ONE TOWN.
And that's just the beginning.

AN EMMY® AWARD-WINNING SERIES

NOW SHOWING

COMING SOON!

KETCHIKAN: *Our Native Legacy*

KETCHIKAN: *A Fish Story*

KETCHIKAN: *The Artist*

KETCHIKAN: *A True Frontier*

KETCHIKAN: *The Bush Pilots*

KETCHIKAN: *THE TIMBER YEARS*

No other town in Alaska boasts an Emmy® Award-winning short film series. Then, no other town in Alaska is quite like Ketchikan. Take a click around and discover more about what our unique town has to offer. Then venture out and explore for yourself!

the story continues at www.ketchikanstories.com

KETCHIKAN
Our lifestyle, your reward

Available on the App Store

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THE ARTISTS:

FOUND ART



PLAY CHAPTER

Ketchikan Visitors Bureau
ketchikanstories.com

The film series was supported by a comprehensive website that included additional content about Ketchikan and the people we interviewed.

excerpt from The Artists
Ketchikan's Wearable Art Show is where local artists get to raid the most creative corners of their brains and design wearable artwork from materials only a dumpster diver could love. The premise ... is the perfect example of the town's high creativity quotient. Also of the tight-knit art community's unofficial motto: If you need something, make it. If you make something, share it. If you share something, somebody will usually bring cake.

1 The Opening

2 Performing Arts

3 Native Arts

4 Collaborative Arts

5 Visual Arts

6 Found Art

THE ARTISTS FOUND ART

Ketchikan's annual Wearable Art Show is where local artists get to raid the most creative corners of their brains and design wearable artwork from materials only a dumpster diver could love. The premise, which sprang from the mind of a brilliant arts promoter back in 1986, is the perfect example of the town's high creativity quotient. Also of the tight-knit art community's unofficial motto: If you need something, make it. If you make something, share it. If you share something, somebody will usually bring cake.

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Ketchikan Story Project App

As a part of the Ketchikan Story Project, we developed an app to help visitors learn more about Ketchikan either while they were in town or before they arrived.

The app features a pinch-and-drag map that helps visitors find local areas of interest and learn a bit more about each locale or attraction. Also included, are five of the town's major icons, with accompanying copy and videos that serve to tell each story in a fun and interactive way.

[excerpt]

Thomas Basin Harbor

This harbor is home to more than 200 commercial and recreational fishing boats. From seiners to gillnetters and trollers, these vessels and their captains/crews are at the heart of one of Ketchikan's major passions: providing wild salmon, halibut and other Alaska seafood to your local fishmonger and beyond! Watch the [video](#).

KETCHicons

[View More by This Developer](#)

By Ketchikan Visitors Bureau

Open iTunes to buy and download apps.



View in iTunes

This app is designed for both iPhone and iPad

Free

Category: Travel
Released: Feb 02, 2016
Version: 1.0
Size: 90.8 MB
Language: English
Seller: Ketchikan Visitors Bureau, Inc.
© 2015 Ketchikan Visitors Bureau, Inc.
Rated 4+

Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch.

Description

Beautifully curated, the Ketchikan Story Project is a must-have travel companion.

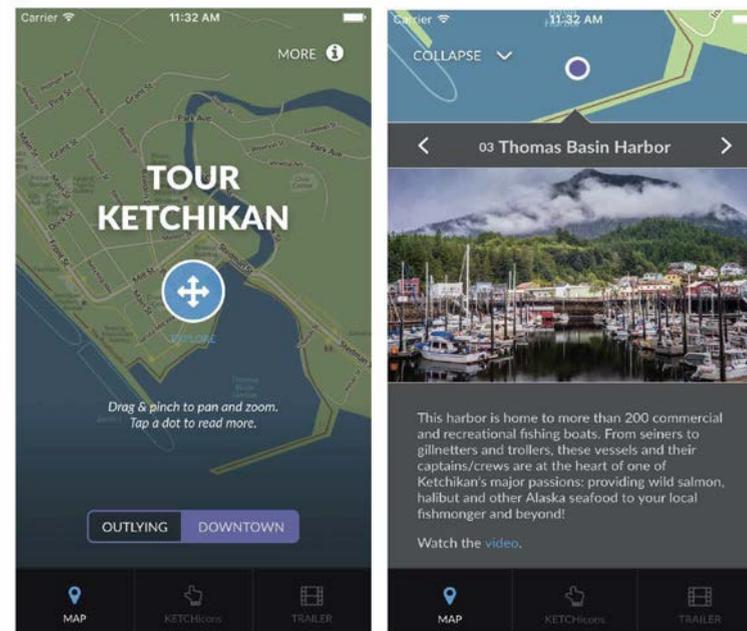
If you're planning a trip to Alaska's Inside Passage, this app includes an interactive town map that will guide you to

[Ketchikan Visitors Bureau Web Site](#) > [KETCHicons Support](#) >

...More

Screenshots

iPhone | iPad



**LAUREL
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Alaska Fish House | Ketchikan, Alaska
Naming, Tagline, Packaging, Cookbook + Marketing Collateral

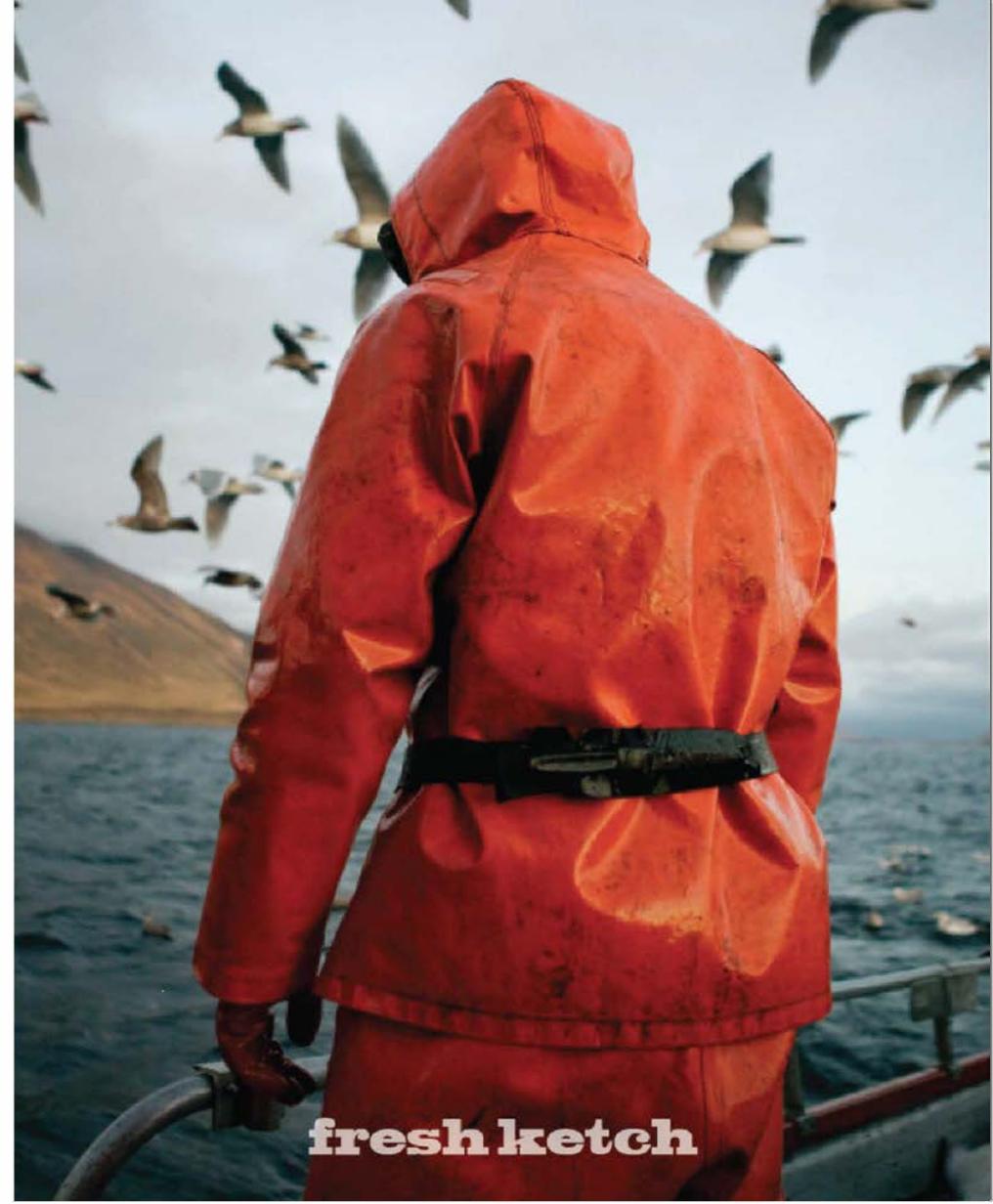
The client, a Ketchikan-based restaurateur and fishing outfitter, had an innovative product idea to re-package the traditional “fish box.” The box would arrive with Alaskan salmon, halibut and/or king crab along with helpful items (a dry brine, fish flipper, finishing butter) and instructions about how to cook the fish and prepare a dinner party for up to eight friends.

Name/Tagline

Fresh Ketch. Bringing Alaska Home.

Product Names

One Fine Brine
Very Berry Butter
Flip for Fish



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**Kindness Echoes
Documentary + Cultural Education
Program Prospectus**

The Kindness Echoes Foundation strives to foster kindness and understanding by highlighting shared human qualities, finding ways to dispel stereotypes, and introducing audiences to the beauty and wisdom inherent in all cultures.

My job included naming the foundation and crafting the principals' vision into a comprehensive proposal for a documentary film and attendant cultural studies program. The 50-page prospectus, which includes robust program details and budgets, is currently being considered for funding.



Just because your loved one has entered hospice care, it doesn't mean they've stopped being present in the world. As long as she's talking, she can still sing.
As long as his eyes are open, he can still enjoy the beauty of life.

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AdventHealth **New Brand Voice/Web Refresh**

Adventist Health System needed a brand refresh, including a major re-tooling of their brand voice from clinical and emotionless to one that truly reflected their level of commitment and care. I was honored to work with the team at 22 Squared to employ this new brand voice on more than 600 web pages across 100 customized hospital sites.

[excerpt from Hospice Care]
What you will learn in the next weeks or months will challenge everything you think you know about hospice care. It's not merely a service that helps you and your family make the most of the time that remains; it's a gift that brings emotional and spiritual healing not only to your loved one, but to you as well.

Client/Creative Partner: 22 Squared, Tampa, FL

When You Tend to the Important Moments

Healing Always Shows Up

What you will learn in the next weeks or months will challenge everything you think you know about hospice care. It's not merely a service that helps you and your family make the most of the time that remains; it's a gift that brings emotional and spiritual healing not only to your loved one, but to you as well.

Hospice is more than just compassionate care given by inter-disciplinary teams with years of experience in pain and symptom management. It's an honor that means you are blessed with the opportunity to keep your loved one's days full of beauty and favorite things, comfort and joy. At AdventHealth, your hospice care team will include physicians as well as a case manager, social worker, chaplain and bereavement counselor. You will find throughout this process that the care provided ministers to you as well. We honor this season of life with so much love and care for you, your loved one, and your whole family. We are here to see you through this time.





Pain Management Specialists
Reclaim Your Joy

If you deal with chronic pain, you know that it's like living life inside a small, windowless box. It entraps you, limits your movements and steals your joy. Living with pain doesn't have to be your future. At Advent-Health Dade City, formerly Florida Hospital Dade City, there is hope and help. Our pain management program is here to help you get relief from your pain — whether it's acute or chronic — so you can find the joy in your life again. You don't have to live with pain. Let our comprehensive pain specialists help.



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[excerpt from Pain Care]

If you deal with chronic pain, you know that it's like living life inside a small, windowless box: It entraps you, limits your movements and steals your joy. Living with pain doesn't have to be your future.

Client/Creative Partner: 22 Squared, Tampa, FL

[excerpt from Orthopedic Care]

Your shoulders are the crossbar to your body's "T," an important crux of physical and emotional support. From lifting and reaching, to being a sturdy surface to catch your loved one's tears, your shoulders do so much. That's why shoulder pain and injuries like a fractured clavicle or bicep tendonitis can be so taxing on your daily routines. We're here to help.

Expert, Orthopedic Shoulder Care

Because **So Much is Resting on Your Shoulders**

Your shoulders are the crossbar to your body's "T," an important crux of physical and emotional support. From lifting and reaching, to being a sturdy surface to catch your loved one's tears, your shoulders do so much. That's why shoulder pain and injuries like a fractured clavicle or bicep tendonitis can be so taxing on your daily routines. We're here to help.

The teams at Advent-Health use the most innovative orthopedic shoulder treatments for relieving pain and restoring full motion. With non-surgical techniques, physical therapy, and minimally invasive procedures, we lift the burden of pain off your shoulders, ease your mind, and lift your spirit with whole-health care that improves your range of motion and your quality of life.



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Li & Fung/JC Penney | NYC
Naming

LF USA was conceptualizing a “design supermarket” for JC Penney, a branded in-store space that would showcase gift items from brand names/design greats like MOMA, Muji, Sharper Image, Dylan’s Candy Store, Build-A-Bear, and others. This space, which would exist as a store-within-a-store, needed a name that would engage and entice customers to enter ... and exit with a passel of gifts in hand. NOTE: I did **not** write the copy for this ad. <shudder>

Name: **Wrapt**

Rationale:

The name they chose, Wrapt, is a homophone that encompasses both the physical and emotional benefits of the new gift program: wrapped and rapt. The first referring to the fact that all the gifts are wrapped and ready to go and the second, a shortened form of the word “rapture,” which means a feeling of delight.

FREE SHIPPING EVERY DAY on orders of \$69 or more code SHIP69
📦 **free ship to stores** no minimum purchase required! code FREESHIP [get details & exclusions](#)

THE SMILE SHOP GLAMOUR MoMA DESIGN STORE DYLAN'S CANDY BAR MAXIM X-TREME GEEK

WRAPT
SMALL SURPRISES. BIG REACTIONS. GIFTS FOR EVERYONE

ESPECIALLY NIFTY GIFTIES
ONE-OF-A-KIND FINDS FOR EVERYONE
ON YOUR SHOPPING LIST

The advertisement features a vibrant, multi-colored background. At the top, a red banner promotes free shipping. Below it, a row of brand logos is displayed in colored boxes. The central focus is the word "WRAPT" in large, multi-colored letters, with a yellow ribbon tied around the "W". Below the word is the tagline "SMALL SURPRISES. BIG REACTIONS. GIFTS FOR EVERYONE". The bottom section has a blue background with the text "ESPECIALLY NIFTY GIFTIES" and "ONE-OF-A-KIND FINDS FOR EVERYONE ON YOUR SHOPPING LIST". Various gift items are scattered around, including a silver mug, a pink bag, and a box of "Classic Jm" candy, each with a small tag indicating its brand.

Puritans were convinced that the tomato was poisonous and forced it out of popularity for 200 years. Mean old superstitious Puritans.

—Archer Farms Pasta Sauce

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**Target Archer Farms
Brand Voice Development & Packaging Copy**

When Target entered the competitive retail food market, it needed a new brand that would stamp its products with the distinctive Target edge. I developed three unique brand personalities/voices—one belonging to an earnest farmer; one belonging to his farm-raised, city-dwelling daughter; and one belonging to his brother, a quirky farm-hand I named Elwood “Archie” Archer.

Target chose Archie, a wholesome and folksy fount of knowledge. Channeling Archie’s inimitable voice, I wrote copy for everything from canned pears to coffee beans—all in all, more than 2,000 SKUs.



Design Partner: Yamamoto Moss



Pears (in light syrup)

It’s a fact: Pears bruise easily. That’s why, at Archer Farms, we talk to our pears gently and with the greatest compassion. Because one cross word and bam! You’ve got a bruised pear on your hands!

Vanilla Ice Cream

According to a recent study, vanilla ice cream was rated America’s favorite dessert. (Those who eat ice cream as a main course were excluded from the study.)

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B&W Farms Brand Voice + Social Media

My client, the largest grower of watercress in the US, wanted to harness the hype coming off a study that showed eating watercress could prevent breast cancer. They had already developed a brand character and hired me to give her a voice on Facebook and Twitter. In addition to social media, I wrote the copy for their product packaging as well as their website at watercress.com.



Illustration by Dawn Schreiner



Watercress

December 20, 2010 · 🌐

Anti-aging news! As an avatar, I do not worry about wrinkles, but for the rest of you real people: Watercress has high amounts of sulfur, which is a key ingredient in rebuilding healthy skin cells!



Watercress

February 3, 2011 · 🌐

新年快樂 Happy Chinese New Year everyone! This is the Year of the Rabbit, who as you know, is a great fan of leafy greens ... so, I'm just going to go ahead and take the liberty of declaring this the Year of the Watercress! Who's with me?



Watercress

June 12, 2012 · 🌐

OK. I just learned this fun fact: Did you know that the last meal served to diners on the ill-fated Titanic included a watercress salad? Wouldn't it have been ironic if they'd served a salad of iceberg lettuce instead?

One thing is for sure:
If humans had to go through what wild salmon do in order to reproduce, the human race would be on the verge of extinction.

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Ketchikan Visitors Bureau Blog series

I was retained to write a blog series about Ketchikan's fishing community, which comprised 50 stories about fish, local commercial fishermen/women, sustainability, and the area's rich history. Because the stories were commissioned by the local visitor's bureau, they were available to anyone who wanted to feature them on their websites or personal blogs. Much of this work is featured on exclusivealaska.com.

[excerpt]

Think about this: If, in order to reproduce, you had to swim as many as 2,000 miles (the last 50 to 1,000 or so upstream), dodging ferocious predators the whole way, with no hope of surviving the experience, you'd probably think twice about doing your part to ensure the survival of your species, yes? Thank goodness salmon are instinctual creatures that lack any ability to reason, or wild salmon would have gone the way of the dodo bird a long time ago.

<https://exclusivealaska.com/alaska-salmon>

The screenshot shows the website for BARANOF Fishing Excursions. The navigation menu includes: HOME, FISHING EXCURSIONS, ALASKA SEAFOOD, EXPLORE KETCHIKAN, BLOG, and ABOUT US. There are also social media icons for Facebook and Twitter. The main content area features a large image of a building with 'ALASKA FISH HOUSE' and 'KETCHIKAN' visible. Overlaid on this image is the text: 'ALASKA SEAFOOD', 'COOKING YOUR CATCH • THE ALASKA FISH HOUSE •', and 'ALASKA FISH SPECIES • COMMERCIAL FISHING STORIES'. A 'SEAFOOD INFO' button is also present. Below this is a smaller version of the website showing an article titled 'SALMON LIFE-CYCLE'.

SALMON LIFE-CYCLE

One thing is for sure: If humans had to go through what wild salmon do in order to reproduce, the human race would surely be on the verge of extinction. Think about that: If, in order to reproduce, you had to swim as many as 2,000 miles (the last 50 to 1,000 or so upstream), dodging ferocious predators the whole way, with no hope of surviving the experience, you'd probably think twice about doing your part to ensure the survival of your species, yes? Thank goodness salmon are instinctual creatures that lack any ability to reason, or wild salmon would have gone the way of the dodo bird a long time ago.

Consider the salmon's homeward trek. After spending the bulk of its life swimming around in the ocean eating zooplankton and krill, there comes a time in every salmon's life when he or she knows it's time to spawn. One day its dual biological clock begins to tick: grow up and off it goes swimming toward its natal stream.

In a beautiful bit of poetry, salmon spawn and die in the very same place they were born. Once in their natal spawning ground, females dig into the gravel (buried with their tails to make a nest) and deposit their eggs. Males, their counterparts, spend six hours after fertilizing the eggs. Female fish long enough to guard their eggs for several weeks. Then they die, leaving their tiny little offspring to fend for themselves.

The most homeward part of a salmon's life is when they're small: fry because, as you can imagine, everyone and their mother is out to eat them. Once they grow too big for most air- or sea-dwelling predators to eat, a salmon's main job (aside from avoiding nets and sharp hooks) is to bulk up for the final journey – the one that takes it home to spawn.

Salmon in the prime of their lives are called "cobs" or "brights" because they are bright silver. When it's time to make the mountain swim back home, salmon use all their strength and reserves – like a marathon runner – to get to the last few miles of the race – to make it to their destination. At the same time, they begin to physically change, depending on the species, from silver to bright red or green. Once they enter their natal stream, salmon stop eating and use every bit of stored energy to swim upstream, spawn and die. Each parent's decaying body provides nutrition for the tiny salmon to be. And the cycle is complete.

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**Request Magazine | Sam Goody/Musicland
Ad Campaign**

Request needed an ad campaign to drive people to its new website—
an e-zine that built on the magazine's music-heavy content by adding
pop culture, news, tech reviews, and such.

(Not many people know about my mad rhyming skills, but—truth be
told— it is one of my most awesome superpowers.)

NOTE: requestline.com is no longer online.

Illustrations by Laurel Lindahl

Music Isn't Everything

From pop rocks to gravlax,
steamy stuff
to mounds of fluff,



red-hot news
to chi-chi shoes,
midnight gigs
to fancy wigs,
coffee beans
to low-rise jeans,
trends and style

to rank and file,
enlightened hype
to Michael Stipe,
concert reviews
to daily news,
vodka martinis



to teeny bikinis,
goofy shades
to bad hair days,



famous folks
to cosmic jokes,
alien encounters
to rogues and bounders,
comic strips to gals with hips ...

Request Line covers music.
And a whole lot more!

www.requestline.com

When you find someone who lights your way, let them lead.

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Stephen Vincent's Muse Collection Brand Voice Development, Poster Campaign & Product Brochure

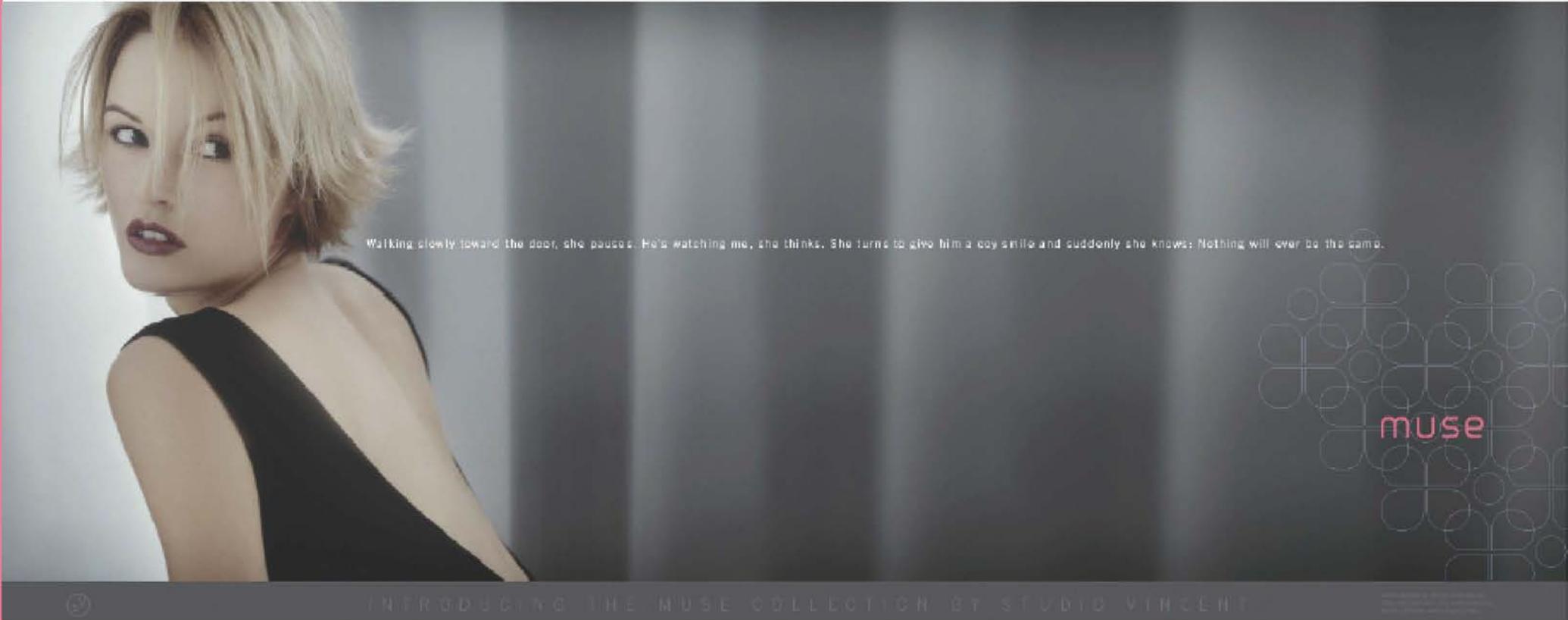
Jewelry designer Stephen Vincent needed a brand voice and marketing materials for a new collection of jewelry that featured an inspired amalgam of elements heretofore unseen in the industry.



Design Partner: Thomas Lehman

Walking slowly toward the door, she pauses. He's watching me, she thinks. She turns to give him a coy smile and suddenly she knows: Nothing will ever be the same.

**LAUREL
LINDAHL**
COPYWRITER
612.328.0096



Walking slowly toward the door, she pauses. He's watching me, she thinks. She turns to give him a coy smile and suddenly she knows: Nothing will ever be the same.

muse



INTRODUCING THE MUSE COLLECTION BY STUDIO VINCENT

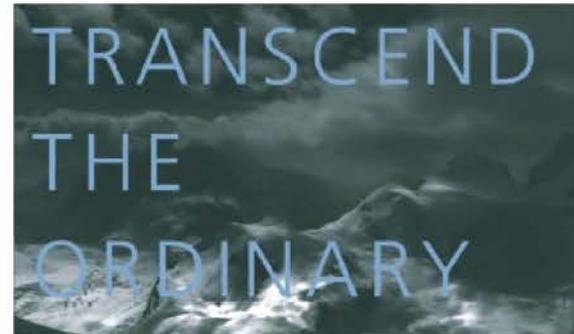


If your personal style could speak, what would it say?

**LAUREL
LINDAHL**
COPYWRITER
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Humphrey
**Brand Positioning, Voice Development, Poster
Campaign, Brochure + Product Catalog**

The client, an Austria-based designer of beautiful, minimal stainless steel jewelry, needed a new voice to accompany his brand new look and positioning.



Design Partner: Thomas Lehman, Milan

LAUREL
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Close your eyes
and picture the
perfect evening.

What color is
your ring?

HUMPHREY



If your personal style could speak, what would it say?

HUMPHREY

COVINGTON & BAKER ATTORNEYS

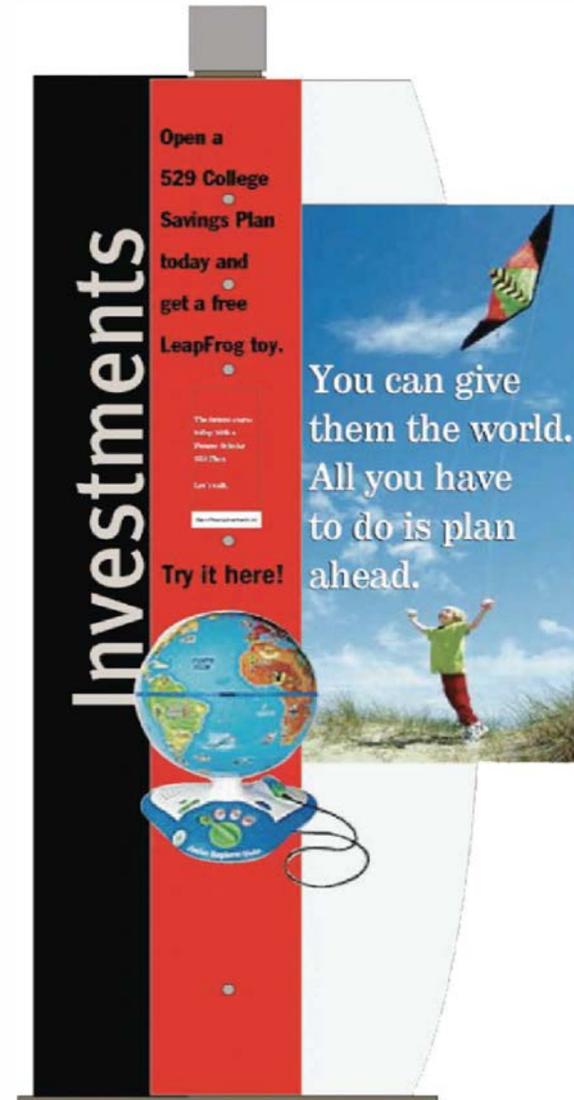
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**Bank of America
In-Bank Ad Campaign**

Bank of America, wanted fixture messaging that encouraged customers to open a 529 College Savings Plan. They partnered with LeapFrog, a leading brand of educational toys. The winning concept featured a demo of LeapFrog's popular interactive globe.

Headline:
You can give them the world.
All you have to do is plan ahead.

Client/Design Partner: John Ryan Performance Company



Rationale

This concept features a blue-sky photo that signifies the promise of youth, when life is an adventure and opportunities are endless. The globe offering speaks to the point that who among us doesn't want to give our children the world?

**LAUREL
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**Bank of America
In-Bank Ad Campaign**

Headline:
They're preparing for college.
Are you?

Client/Design Partner: John Ryan Performance Company



Rationale

Children are always learning, whether they realize it or not. This concept recognizes the fact that each day of a child's life is preparatory for what is to come. The headline nudges parents toward the idea that it's never too early to start planning for your child's education.



Laurel Lindahl is an Emmy Award-winning writer who specializes in telling (mostly) true stories. Over the span of a 25-year career, her clients have included everyone from Beyoncé to Bank of America. One of her most recent projects, a six-film “markumentary” series about the town of Ketchikan, Alaska, earned her four Emmys, two Tellys, an Addy, and a coveted “official honoree” designation at the 20th Annual Webby Awards.

Before branching out into film, Laurel’s primary jobs revolved around creating brands that resonated with the people who were meant to love them most. As editorial director of Minneapolis-based design firm Yamamoto Moss, Laurel was schooled in the art of experience design by industry pioneers, Joe Pine and Jim Gilmore. While at the firm, in addition to designing memorable brand experiences for clients in the hospitality, tourism and luxury travel industries, Laurel created and/or managed brand voices for Royal Caribbean International, Celebrity Cruises, Tremblant Resorts, Procter & Gamble, 3M, Northwest Airlines, and Target Archer Farms.

As a freelance creative director/copywriter, Laurel’s clients have included AdventHealth, Target, Boatsetter, Macy’s, General Mills, Panasonic, Sony, Virgin Pulse Wireless, Ketchikan Visitors Bureau, The Avon Foundation, Children’s Cancer Research Fund, Best Buy, MTV Networks, Live Animals, Beyoncé Knowles, P. Diddy, and Bank of America.

Laurel earned a B.A. in English literature/writing from Bethel University in St. Paul, Minn., and holds a certificate in fine art and graphic design from Parsons School of Design in New York City.

Thank you!

Laurel Lindahl

copywriter, scriptwriter, storyteller

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