

**LAUREL
LINDAHL**

612.328.0096

PORTFOLIO
BROOKLYN, MINNEAPOLIS, MILAN
& PARTS BEYOND

**LAUREL
LINDAHL**
COPYWRITER

IN ADDITION TO BEING A WELL-SEASONED COPYWRITER, I AM AN EMMY AWARD-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
LINDAHL**
WRITER/
PRODUCER
612.328.0096

Ketchikan Visitors Bureau Film Series, Website, Marketing Materials + App

In 2009, 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 the website at ketchikanstories.com.

AN EMMY® AWARD-WINNING SERIES

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

NOW SHOWING

COMING SOON!

KETCHIKAN: *Our Native Legacy*

KETCHIKAN: *A Fish Story*

KETCHIKAN: *The Artists*

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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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



fresh ketch

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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 Woman @EatWatercress · 26 Jan 2011

Oh, Rachael Ray! I love how you added watercress to cheesy shepherd's pie & then called it "healthy"! <http://bit.ly/hbcxTY>



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? (I'm sorry ... too soon?)

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

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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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Li & Fung/JC Penney | NYC
Naming

LF USA was conceptualing 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.

The advertisement is a vibrant collage. At the top, a red banner reads "FREE SHIPPING EVERY DAY" with details about shipping codes. Below this is a row of brand logos: THE SMILE SHOP, GLAMOUR, MoMA DESIGN STORE, DYLAN'S CANDY BAR, MAXIM, and X-TREME GEEK. The central part of the ad features the word "WRAPT" in large, colorful, stylized letters. Surrounding the text are various gift items: a silver thermos, a pink quilted bag, a box of "Classic Jm" (likely Jm brand), and a box of "The Smile Shop". Small tags with brand names like "MAXIM" and "GLAMOUR" are scattered around. Below the main text, a blue banner reads "ESPECIALLY NIFTY GIFTIES" and "ONE-OF-A-KIND FINDS FOR EVERYONE ON YOUR SHOPPING LIST". At the bottom right, there is a green gift box with a large bow.

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

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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
Design by Cathy Vennewitz

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

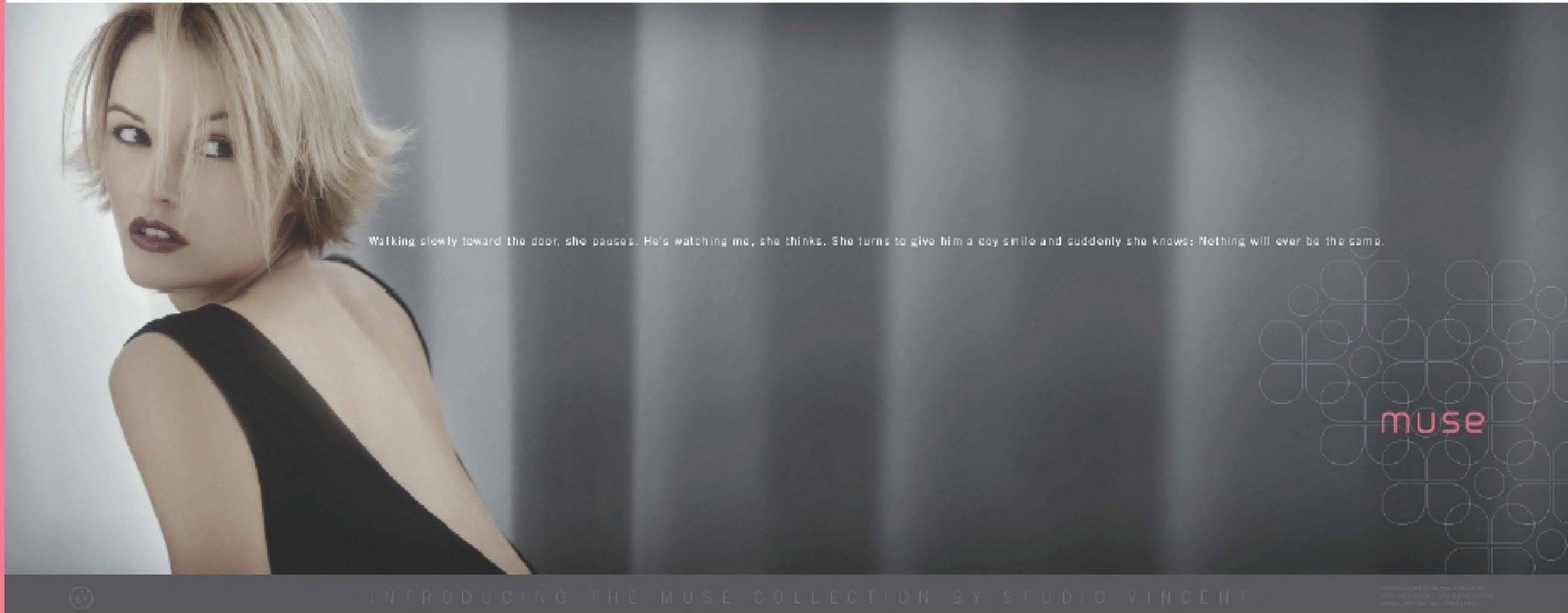
Jewelry designer Stephen Vincent needed a brand voice and marketing materials for a new collection of jewelry that featured an inspired amalgam of elements heretofore unseen in the industry.



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.

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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

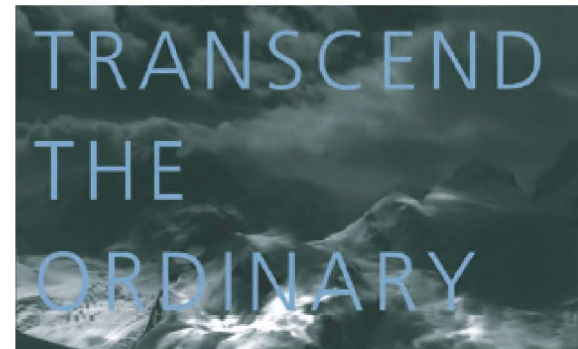
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If your personal style could speak, what would it say?

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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.

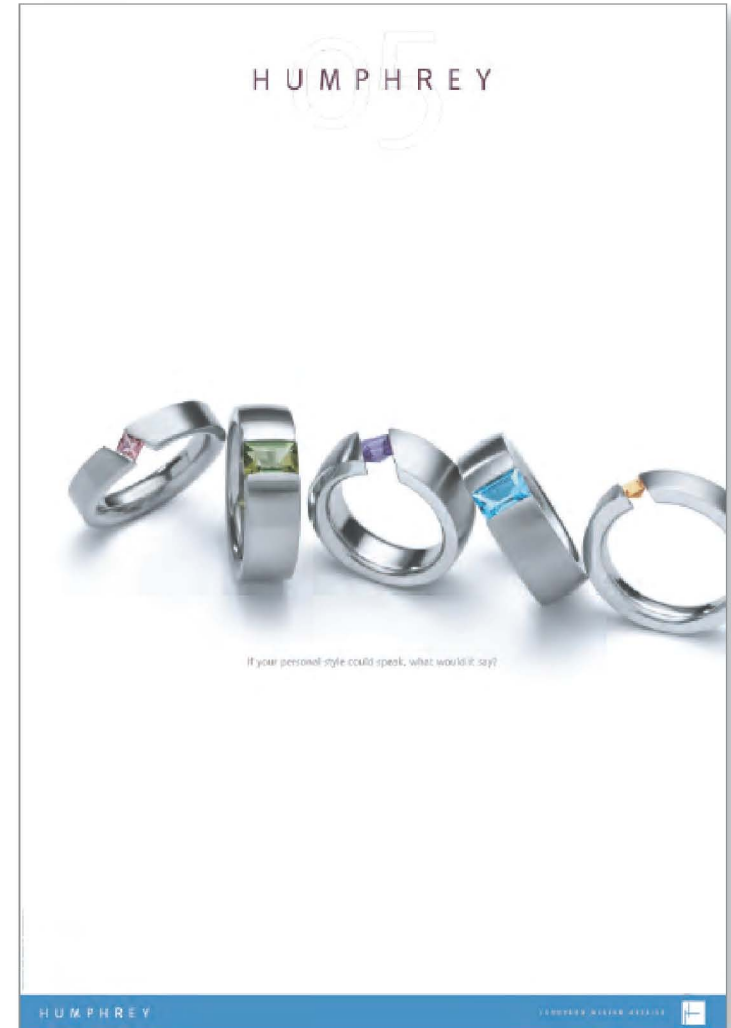


Design Partner: Thomas Lehman, Milan

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Close your eyes
and picture the
perfect evening.

What color is
your ring?



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Compass Marketing | Mpls, MN
Naming & Packaging

My creative partner and I were given the assignment to name and design packaging for a new line of fashionable cell phone accessories. We came up with three concepts, each had their own name, look, and voice. (The winning concept, naturally, was an amalgam of all three.)

Name: Casella
Tag: Style for your dial.

Copy:
A cell phone is one of your most useful fashion accessories.
Don't you think it deserves a stylish home of its own?

Design Partner: Teresa Peters



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Compass Marketing | Mpls, MN
Naming & Packaging

Moda

Talk the Talk. Walk the Catwalk

Are you all talk and no fashion? Add some bling to your ring with fancy phone accessories from Moda.

(You can tell how long ago this was by the size of the cases. When were cellphones ever that tiny?) (Answer: circa 2001)

Design Partner: Teresa Peters



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Requestline.com Virtual Cocktailing column

For years, I wrote a column online that featured a timely cocktail along with either a story about the genus of the cocktail (e.g. a Mexican history lesson for Cinco de Mayo along with the recipe for a margarita) or a short work of fiction that featured the cocktail as a character. This sample, posted in honor of Bastille Day, falls into the latter category.

“You are a sea captain,” she says.

“Yes. How did you know?”

“You smell of fish.”

His sea captain’s uniform seems to wilt. Just a little. Just enough to let her know she has succeeded in shaking his confidence.

“In France, it is appropriate for a gentleman to smell of fish.” He has said this before (but never in France).

“We are not in France,” she replies.

Virtual Cocktailing

French 75

by Laurel Lindahl

French 75

1 t. sugar
1 t. lemon juice
1 oz. Absolut Vodka
7 oz. Dom Perignon
dash of Blue Curacao

Mix sugar and lemon, add vodka and ice. Shake.
Add champagne and blue curacao. Shake.
Pour into fluted champagne glass. Enjoy.

Drink it with a handsome/beautiful stranger.
Pretend that your name is Natasha or Jean-Louis.
Listen to Frank Sinatra’s “Strangers in the Night”
or The Drifters’ “The Great Pretender.” Go home alone.

CHEAP IMITATION

1 t. sugar
1 t. RealLemon
1 oz. Smirnoff’s “lemony” vodka
7 oz. cheap sparkling wine
dash of Blue Curacao

Mix sugar and lemon, add vodka and ice. Shake.
Add sparkling wine and blue curacao. Pour into
a plastic tumbler. Enjoy.

Drink it with another barfly. Pretend your name
is Babette or Jean-Claude. Listen to The Eurythmics’
“Would I Lie to You?” or Alexander O’Neal’s “Fake.”
Go home in the morning.

NON-ALCOHOLIC ALTERNATIVE

1 t. sugar
1 t. RealLemon
8 oz. sparkling white grape juice
dash of blue food coloring

Mix sugar and lemon, add juice and blue food coloring.
Shake. Drink with your kids.

She’s wearing a floor-length evening gown

(a Badgely-Mishka knock-off, although nobody would ever know it) and elbow-length gloves.

Her hair is pulled neatly back in a chignon and she’s smoking a slim. She pauses at the entrance, for just a moment, then glides over to the bar and orders a French 75.

“A French 75,” repeats the bartender, reaching for a bottle of sparkling wine.

“I prefer Dom Perignon,” she says. “If you don’t mind.”

The bartender does mind. Dom Perignon is not cheap and the chances of selling the rest of the bottle glass by glass is unlikely. Still, he pops the cork. Something about her belief in a richness of spirit contrary to the ladies of wealth and privilege who generally enter his bar.

She’s so glamorous, so sophisticated, so elegant. No wonder the handsome sea captain falls in love with her.

The sea captain watches the bartender pour the sparkling azure liquid into the fluted glass.

She lifts the glass to her lips. The tilt of her wrist soothes him, beckons him: *Come. I dare you.*

He takes her silent challenge. Taking a seat next to her, he pauses and tries to think of something charming to say.

“You are a sea captain,” she says.

“Yes. How did you know?”

“You smell of fish.”

His sea captain’s uniform seems to wilt. Just a little. Just enough to let her know she has succeeded in shaking his confidence.

“In France, it is appropriate for a gentleman to smell of fish.” He has said this before (but never in France).

“We are not in France,” she replies.

“Two French 75s,” he says to the bartender. “S’il vous plait.”

All night she stares disinterestedly at the magnificent collection of bottles behind the bar, speaking only to pass the time. She never turns to look at him, not once. Yet, he is transfixed.

The smell of fish has faded and she wonders if it has become a part of her. The sea captain orders two more cocktails and she excuses herself.

“I’ll only be a minute,” she says.

As she walks slowly toward the door, she pauses. He’s watching me, she thinks. She turns to give him a coy smile – the only thing she has parted with all evening.

*As she gives the valet a dollar for parking her sedan, she hops in and drives slowly back home
– to the suburbs, to the sister, to the life she does not dream of.*

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Request magazine | Bi-monthly Column Deconstructive Criticism: Weezer's Undone—The Sweater Song

CONCEPT:

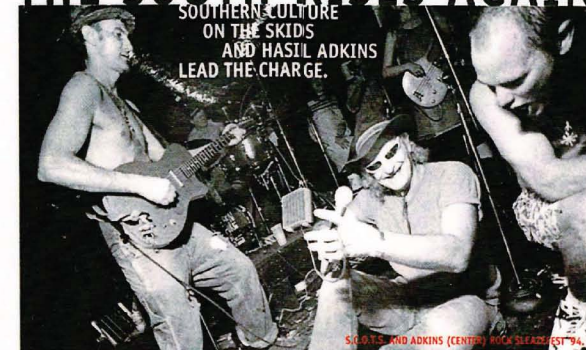
Use the near-useless literary criticism skills I learned in college to humorously deconstruct popular song lyrics. The column appeared in Request, a music magazine that was distributed monthly to two million music buyers and subscribers nationwide.

[excerpt]

"If you want to destroy my sweater," he sings, "pull this thread as I walk away." By inviting this "unraveling," Cuomo admits that he's hanging on to his sanity by a thread. Note also that Cuomo is proactive in his undoing: He is walking away, while the thread-holder stands still. Essentially, "Undone—The Sweater Song" is a cry for help. Cuomo knows that his new-found fame may ultimately cause his undoing. But he also knows that if he "walks away" from it all, he will not only lose his "sweater," he may lose his band, his friends, and all his cool stuff.

FACE THE MUSIC

THE SOUTH RISES AGAIN



"To understand bad taste, one must have very good taste."
—Filmmaker John Waters, from his book Shock Value

"White trash was the inspiration for the roots of rock. No matter what color they dyed their hair, the roots were always white trash."
—Rick Miller, Southern Culture on the Skids' guitarist/songwriter

WHEN JOHN WATERS TALKS ABOUT BAD TASTE, PEOPLE LISTEN. When Rick Miller launches into the Creedence-with-an-attitude "Eight Piece Box," the dance floor becomes a sea of gyrating asses and elbows. Despite a difference in mediums, the two artists' visions meet in the white-trash world of trailer parks, bouffant hairdos, and go-go boots.

Since 1986, Miller's wonderfully trashy North Carolina trio, Southern Culture on the Skids, has been tirelessly twanging its way from one end of the county to the other. Singing about the three Southern food groups—fried chicken, biscuits, and barbecue—and playing on "vintage" instruments originally sold through Sears catalogs, Miller, bassist Mary Huff, and drummer Dave Hartman celebrate the tradition of hillbilly life at its greasiest. "White trash is the history of rock 'n' roll," Miller says. "You look at the whole Elvis thing—all the early rock 'n' roll was done by guys who could be classified as white trash, and I don't mean that in a degrading way. It's kind of sophisticated in its own way. There's a love for the music and its conventions—the hairdos and the outfits—but there's also a heavy dose of tongue-in-cheek humor."

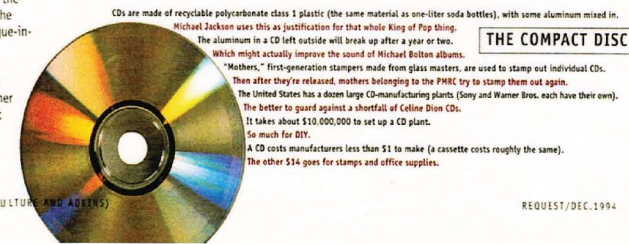
After a string of genre-defining indie releases, the band signed a deal with DGC, an event that may open the pen for a host of other hillbilly-punk bands. Or, according to Miller, it may signal the death knell for the genre. "Rock 'n' roll belongs in roadhouses, juke joints, and dives," he says. "When you put it

in theaters, you put a frame around it, and it becomes something else."

In an even odder artist/label pairing, the song catalog of 54-year-old West Virginian Hasil Adkins, the patriarch of the punkabilly movement, was purchased by IRS Records. "Hasil is like the Buddha to whom everybody bows," Miller says. "His whole DIY attitude and his inventive nature are awe-inspiring. Songs about the chicken walk, the hunch, and commodity meat—these are all real things. He writes songs about things he knows about."

While that concept is far from original—Miller's innocently transparent inspiration encompasses everything from spy flicks and cicadas to preachers and fast cars—whenever there's a break in the cycle of musical fads, roots music enjoys a resurgence. Other bands to watch this time around include Chrome Daddy Disco (Richmond, Virginia), Hillbilly Frankenstein and Redneck Greece De-Lux (Athens, Georgia), the Cowstingers (Cleveland), and the Woggles and the Subsonics (Atlanta).

"White-trash rock is here to stay," Miller says. "It just depends how long it can keep its head above the commercial waters. If it doesn't, that's OK too. Every once in a while it needs to do a little bottom-feeding to get inspiration." —MICHAEL LIPTON



DECONSTRUCTIVE CRITICISM

WEEZER'S
"UNDONE—THE SWEATER SONG":
A BRIEF EXEGESIS.

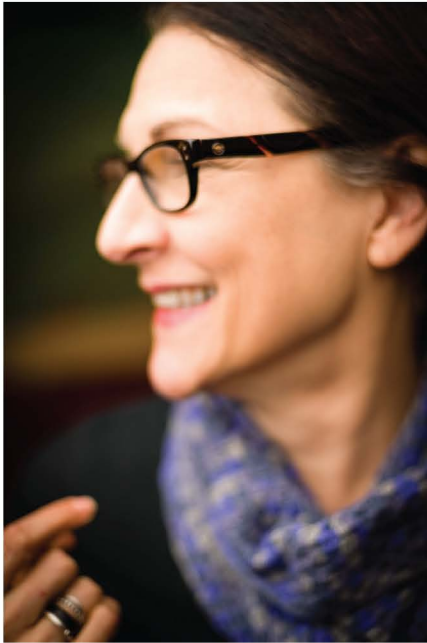
"IF YOU WANT TO DESTROY MY SWEATER/PULL THIS THREAD AS I WALK AWAY/WATCH ME UNRAVEL, I'LL SOON BE NAKED/LYING ON THE FLOOR I'VE COME UNDONE."
THE LITTLE-KNOWN ENGLISH POET DAVID PHILLIP FARRINGTON ONCE WROTE.
"Strip me of my sweater and you strip me of my sanity." Never has this sentiment been so clearly analogized as in Weezer's "Undone—The Sweater Song," in which songwriter Rivers Cuomo utilizes the classic sweater metaphor to discuss the larger issue of loss of self. The sweater metaphor, traditionally used to denote comfort and stability, takes on a new level of meaning here as Cuomo, a sweater wearer, invites a friend or lover literally to strip him of his source of comfort and stability. "If you want to destroy my sweater," he says, "pull this thread as I walk away."

By inviting this "unraveling" Cuomo admits that he's hanging on to his sanity by a thread. Note also that Cuomo is proactive in his undoing: He is walking away, while the thread-puller stands still. This is significant in that it faintly shouts Cuomo's inability to take control of the situation. Essentially, "Undone—The Sweater Song" is a cry for help. Cuomo is afraid that if he "walks away" from reality, he will not only lose his "sweater," he will lose his band, his friends, and all his cool stuff.

—LAUREL LINDAHL



RIVERS CUOMO



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. Her most recent project, 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 in 2016’s 20th Annual Webby Awards.

Before branching out into film, Laurel’s primary jobs revolved around creating brands that resounded 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 writer, Laurel’s clients have included Target, 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.

