

BODY ENGLISH

TONY SPENCER: COPYWRITER

Advertising + Design + Digital Media

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EDUCATION:

McGill University, Montreal: B.A. English Literature

Upper Canada College, Toronto: Grade 13

RECENT AND DECENT BODY ENGLISH CLIENTS:

- Taxi2 / Working with design group, confidential
- q30 design / print campaign + capability brochures for PPI Insurance
- Macdonald Mines / DPS Globe & Mail advertorial / June 2012
- JWT Canada: Walmart Canada 2011 CSR Report microsite
- Hambly & Wooley / print + video for Canadian Business Press (CBP)
- Taxi2 / Dynamic Funds, Motrin web site, Koodo print, banner and web
- Rogers Communications / Digital brand guide for writing and content development
- Amoeba Corp. (John St.): web writing and print collateral for various clients
- Twist Image / Audi social media pitch, TD Bank Visa site refresh and rich media banners
- ATMOSPHERE Proximity (BBDO New York): copywriting www.fritolay.com
- Somerset Graphics/ Maximum 60 Design: Promotional "Dot" storybooks and microsite
- Ontario Centres of Excellence (OCE): web content, online videos + annual report
- Sugarbush Ski Resort (Vermont): web site, posters and on-site signage
- Hias Gourmet / Culinary Excursions Beijing (China): web writing
- Four Seasons Hotels and Resorts: international magazine advertising + print brochures

CAPABILITIES:

- For over twenty years, Tony has cultivated a sterling reputation as an independent copywriter and wordsmith in Toronto, Canada. Equally fluent in advertising, design and digital, Tony freely adapts his writerly palette to whatever the project demands. He is particularly known for his ability to source and articulate the 'voice' of a given brand – whether that be for plainspoken clients like ING Direct and Walmart Canada or elite marketers like Butterfield & Robinson and Four Seasons.
- Tony currently specializes in long form copy-intensive projects which allow his organizational prowess and writerly skills to resonate and shine: customer-facing web sites and related digital media, consumer and B2B print work, CSR reports, branded content, social media channels, video scripting, corporate speechwriting and editorial assignments.
- As a post-lateral thinker and creative strategist, Tony brings verve and imagination to many thinktank-style projects including corporate branding, name-generation, mission statement and tagline development.
- Writing services are offered on a project fee or contract basis depending on the nature of the work: Tony usually works independently, as part of a creative team, with the account services team or with the client directly.