



HELLO

Creative Copywriter

You're here

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Now all you've got to do is complete this assignment and email it to

hello@madaboutdigital.co.in

Note: feel free to call **+91 98860 98041** in case you need any clarifications.

Let's get rolling

1. Fatima is starting a business called '**Fat-Ma Biryani**' which delivers home cooked authentic biryani to homes in and around Koramangala. What text/tagline should the first view of her website have? (max 10 words)

Your response:

Tagline:

2. Create content for a chat that's happening between toddlers on a Whatsapp group. / You are one and you're throwing your first ever birthday party. Start a whatsapp group with 5 things you love and invite them for your party. Client: **Toys"R"Us** (a multinational toy store) Here's an example FYR: <https://goo.gl/gozH5x>
3. Create a brief for a social media post that comprises of 5 images (similar to this <https://goo.gl/c57vnX>) for Cold Stone Creamery around anything topical. It could be around an upcoming movie, TV show, political fiasco, trending issues (or any other topical subject you find interesting) for brand **Cold Stone Creamery**.
4. Write a brief for a Christmas greeting (social post) for the brand Soulfull (<https://www.soulfull.co.in/>)? The greeting can be a static jpeg or a GIF. Describe how the post should look. You can also share reference images for the idea you have in mind. You do not need to design anything here.
5. Scripbox (the client) is planning on sending out an emailer to all the people who have signed up on Shaadi.com on why December is the best time to start an SIP. Draft copy for this emailer. (Max 250 words)

W O O H O O !

You're done. Now just send this to us at the following e-mail address

hello@madaboutdigital.co.in

