

STUDIO HUMAN

Perfect is never the same twice

Capability Statement

A flesh-and-blood copywriting collective

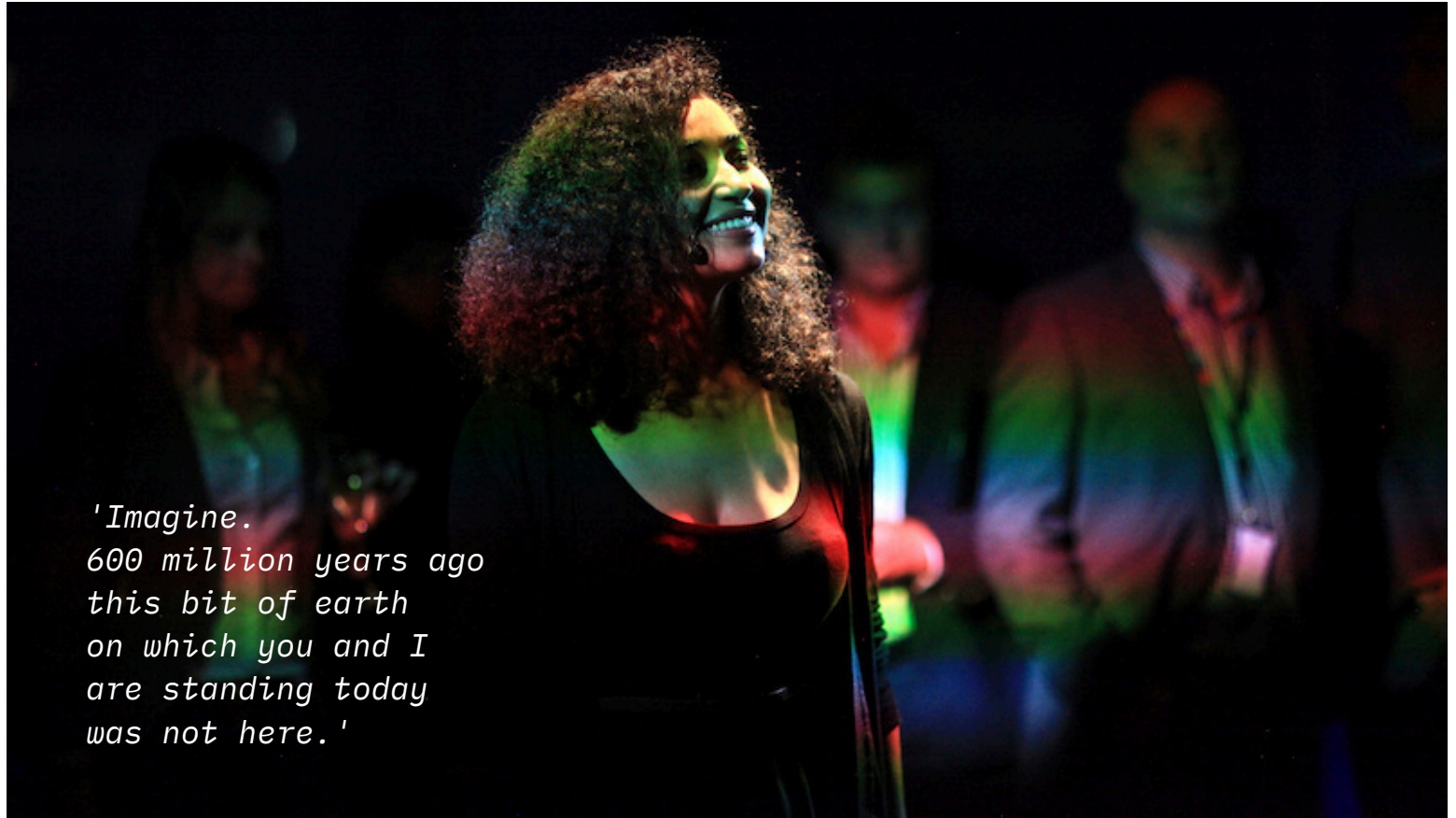
Studio Human was founded by Dave Waddell and Abe Davies, copywriters with expertise across the built environment, food + beverage, travel, culture, and finance.

Work
Launch script

Project Atmos Launch, Dolby

Task Script for Dolby's launch event for Atmos and new London Headquarters

For FreeState, 2013



For humans, by humans

In a world flooded with anonymous noise, we pursue difference. In an era of the safe and the sanitised, we believe taking risks – the right risks, intelligently – can lead to special places. We prioritise the intuitive over the obvious, the bold over the timid: the human over the machine. We help you tell your story simply, powerfully, with humanity.

Approach - example

Projects Laphroaig Distillery campaigns, website copy, and product descriptions

Tasks Product copy, tasting notes, pamphlets, manual, scripts

For White Label and Warp & Woof, 2014 – 2022



The sanitised, the predictable, the uniform: what passes for 'perfect' in the age of AI and the marketing love-in. But real perfection is unique, felt, unexpected, alive. It comes from brave ideas fostered and bold leaps made. It's imperfect until, suddenly, it's not.

It's human.

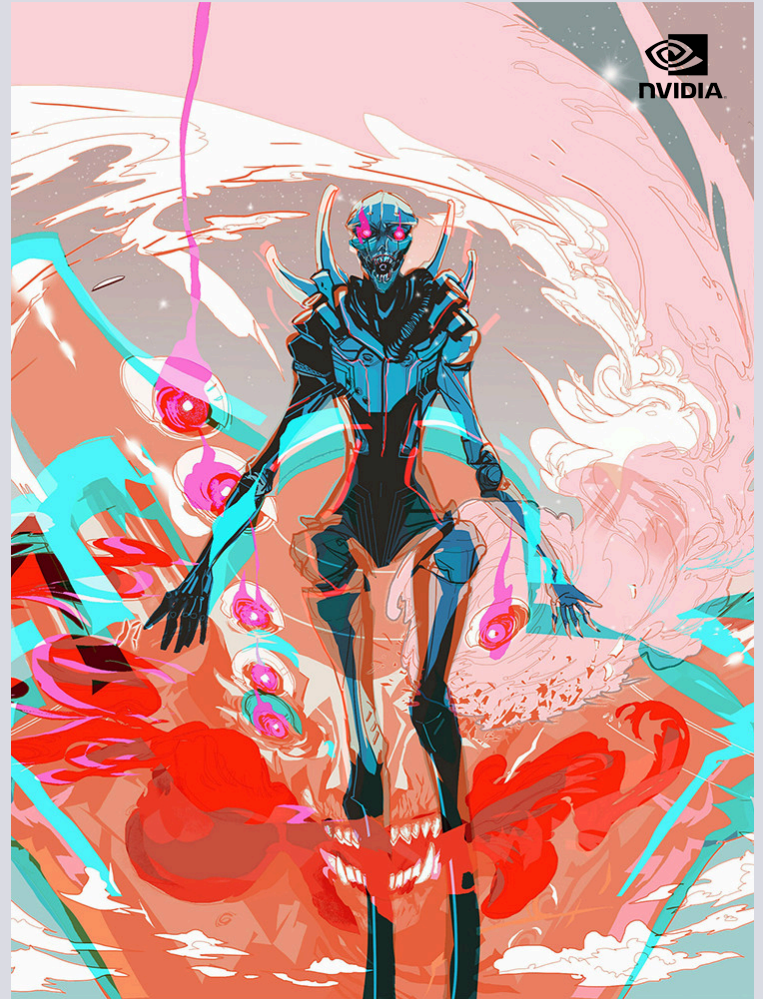
Approach - example

Project Make Your Mark, NVIDIA
Task Promotional book
For FreeState, 2014

En route to its global record-breaking four-trillion-dollar 2025 market cap, in 2014 NVIDIA launched its proprietary DirectStylus technology with a campaign titled *Make Your Mark*, employing 10 artists to put the tool through its paces. *I, Human*, the book we produced for the initiative, captures the artists' experiences and thinking as they got to grips with the tech and its role in the future of making art.

'The end client was delighted with the book, and you can see why: the writing complements the art perfectly.'

Ben Johnson, co-founder, FreeState



At your service

We help you communicate in any and every form required: marketing campaigns, white papers, press communications, books, pitches, you name it. We help plans and policies speak well. We establish and refine messaging and language. We collaborate with designers, photographers, filmmakers and animators on final assets. The pages that follow cover these services and how we deliver them.

Services

Copy and project managing

We provide a comprehensive set of services covering everything from planning, policy, branding, identity, and marketing to the end-to-end management of individual projects. We're also expert ghostwriters, editors and proofreaders.

Strategising

We work with you to establish strategic assets: brand, TOV, and style guidelines; creative platforms and campaigns; training, operations and product manuals; policy documents; planning and assessment frameworks; feasibility reports; EOIs, proposals, and tenders.

Positioning

We create positioning content including: names, straplines, and elevator pitches; direct marketing assets; case studies; scripts; pamphlets and brochures; websites; and capability statements.

Producing

We ensure clients' communications are produced and finalised to the highest standards, whether by writing, editing, and proofing; consulting on your strategy and positioning materials; or ghostwriting articles, video/audio content, white papers and books.

Overseeing

We can set up and run discrete communications projects, from formulating, planning and scheduling to the delivery of assets including full campaigns, websites, films and other promotional content.

AI

AI makes everyone look, sound and feel like everyone else. Dynamism, intuition, the productive unexpected – only creativity and hard-earned human expertise can provide those things. We're about people, and always will be.

Perfect is never the same twice. Our processes adapt to and evolve with the specific demands of the project at hand – at every stage, in real time.

Prepare

An initial meeting establishes scope and budget, confirmed in a return brief which then forms the basis for a schedule of works. With that agreed, we begin research/investigation and the preparation of initial direction and materials proposals. Feedback stages are incorporated as required.

Make

With sign-off secured at all levels, work commences on first drafts, initial designs, and pre-production where relevant. Clear, dependable lines of communication are maintained so that new information and scope-updates can be easily absorbed throughout the process.

Complete

Final implementation and production of deliverables begins. Whether the final product is a website, online ad campaign, printed assets or distribution-ready video/audio, circulation and feedback protocols are in place to ensure standards are maintained and full buy-in secured from all stakeholders.

A people-led process

Our processes are relationship-driven. They make space for conversation. They aim to continuously engage. They bring people together, and in doing so deliver outcomes in which everyone's invested.

Services - examples

Projects Various

Task Product descriptions, scripts, articles, case studies, and a proposal
For Thinkfarm, FreeState, Done & Dusted Productions, 2010 - 2016



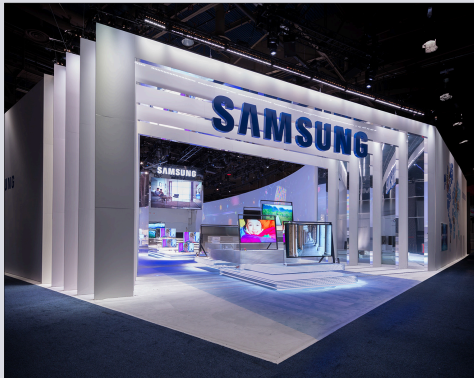
Strategy - Nike, Headquarters



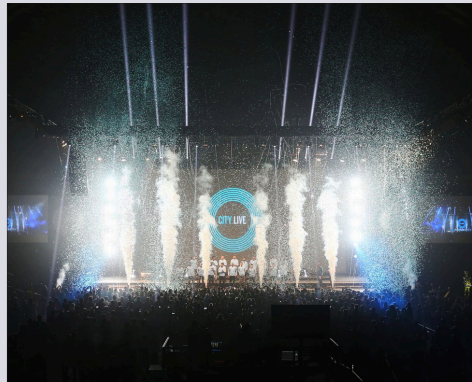
Product - Sony, Berlin Tradeshow



Script - Good Design Awards



Article - Samsung, CES, Las Vegas



Case study - Man City, City Square



User journey - Virgin Atlantic

Breadth and depth

Travel, food and beverage. The built environment. Experience design. Luxury goods. Education, art and culture. Finance. Technology. We've spent decades working across all these sectors and more, serving some of the world's most recognisable brands in the process. Read on to explore a few of our past projects.

Work

Transport strategy

Project The GBR Station Brief, Great British Rail Transition Team

Task Strategic brief for future station management

For FreeState, 2023



'We first worked together on the Sony tradeshow at IFA Berlin. Since then, we've spent the best part of 20 years collaborating on all manner of projects for clients as varied as Nike, Lendlease, Google, the Crown Estate, most of Australia's airports, Transport for London, Network Rail, Nvidia, Virgin Atlantic - the list goes on. Hands down the best writer I've ever had the pleasure of working with.'

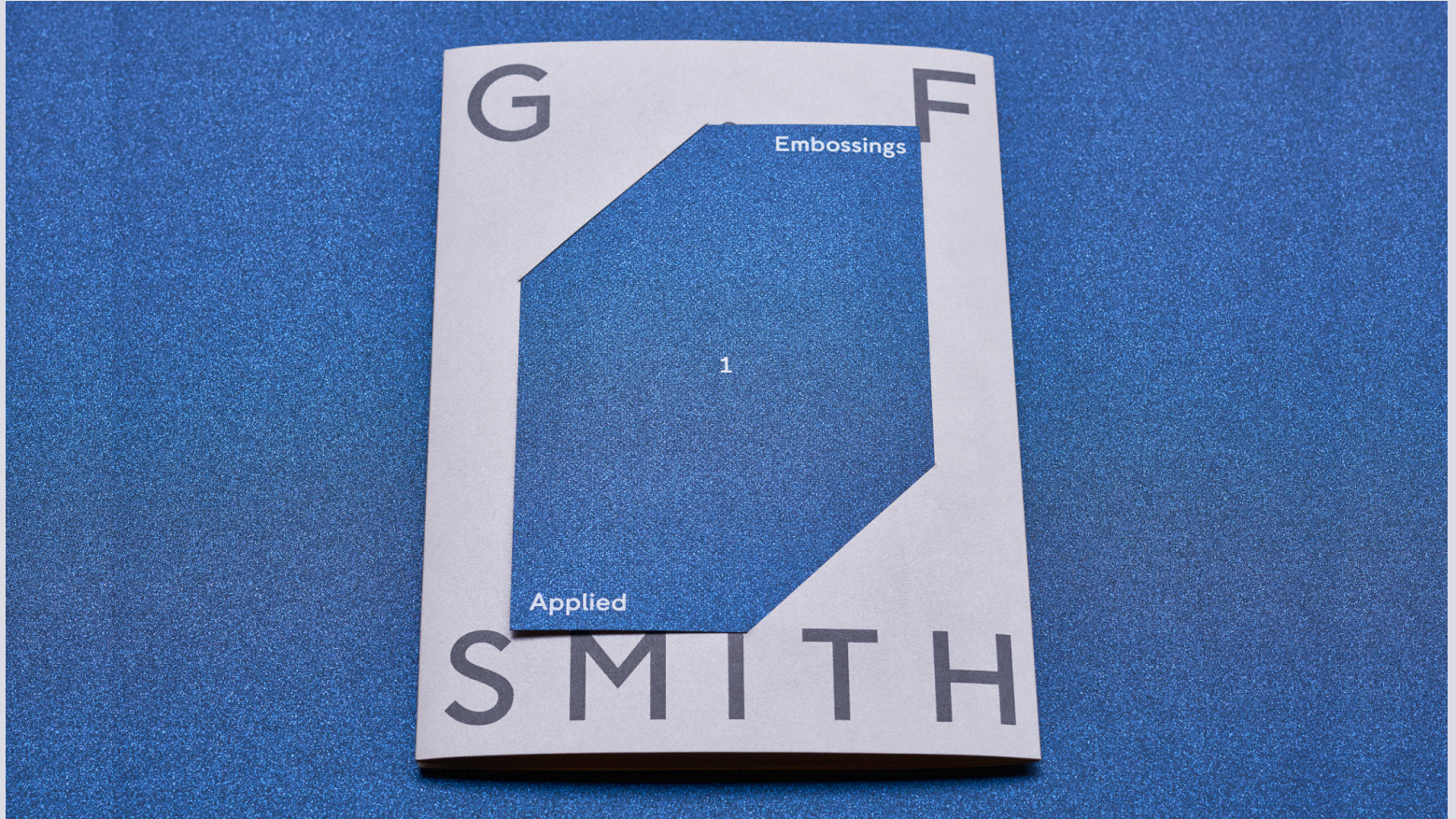
Adam Scott, Founder and Creative Director, FreeState

Work
Brand story

Project Embossings, GF Smith

Task 'Touch' research and text plus services description

For Studio Makgill, 2017



Work

Workplace guide

Project Little Book of Gold, MelAir

Task Employee and supplier-facing guidelines

For FreeState, 2018

The Little Book of Gold (LBG) is part of Melbourne Airport's innovative, award-winning traveller experience programme *Stepping Forward*, on which we worked with renowned experience designers FreeState between 2016 and 2019. Designed to help instil MelAir's values and principles among its 22,000 staff, most of whom are employed by third party suppliers, it has been the inspirational foundation for airport-wide upskill training.

'Everyone was skilled-up to deliver an experience based on calmness, care, humanness, warmth, helpfulness and understanding.'

Wendi Pearce, Head of Experience, MelAir

THE LITTLE BOOK OF GOLD

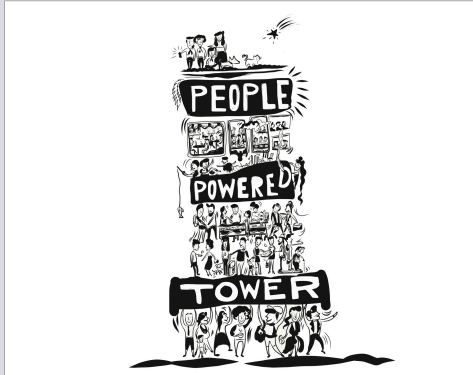
MELBOURNE AIRPORT

Work
Built environment

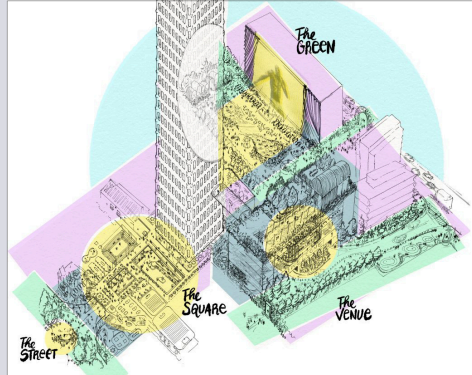
Projects Pre-design investigation and recommendation reports

Tasks Research, feasibility reports, vision frameworks, activation plans, progress reports

For FreeState (mostly) and Studio Makgill (Fieldwork) 2016 - 2022



30 Van Ness, Lendlease, CA



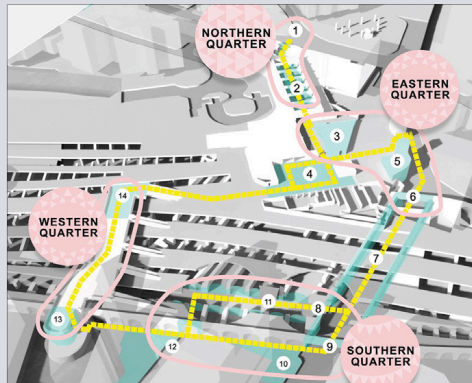
NWC, Hassell, LD



Linen Hall, Crown Estate, LD



Preston Barracks, U+I, BTN



Leeds Station, Network Rail



Crawley Campus, UWA, PH

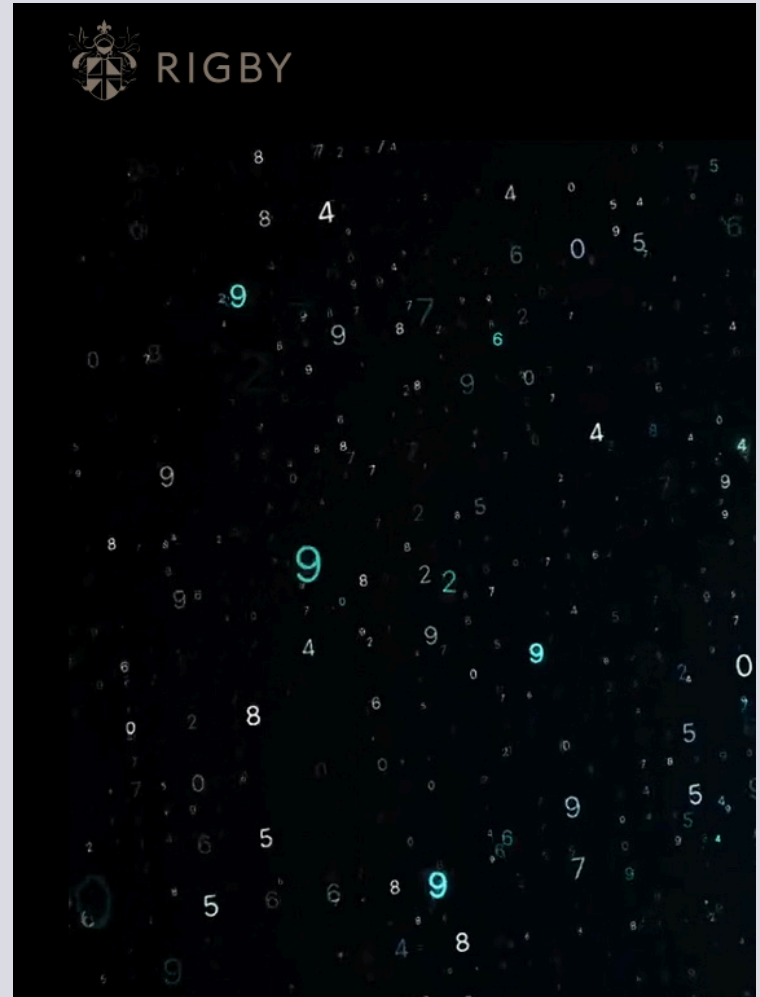
Work
Brand story

Project Website, Rigby Group
Task Short brand and identity messaging
For Z3 Design, 2019 - 2023

Rigby Group is one of the UK's largest family businesses, but its eclectic portfolio has made brand-building a challenge. Working closely with their teams, we helped Rigby communicate its structure, values and principles more effectively across various platforms, including website and video, and subsequently have been brought on board for a number of other projects.

*'Making sense of what we do -
so everyone can understand -
has been an impossible task.'*

Judy Groves, Marketing Director, Rigby Group



Work
Brand and identity

Project ICAP

Task Identity, process, product

For Thinkfarm, 2015 / 16

Global broker ICAP needed to turn its collection of brands, identities and individuals into a coherent whole. Working with award-winning branding and advertising agency Thinkfarm, we helped strengthen ICAP's identity, explain its purpose and processes, and position its companies and trading platforms for a mixed audience of financiers, investors, and the general public.

*'A great piece of work, with
subject matter that was as
complex as the task itself.'*

Stephen Izatt, Managing Director, Thinkfarm



Work

Strategy asset, predesign

Project BAC Customer Experience Strategy Report

Task Research, report, briefs

For FreeState, 2023

With Brisbane Airport aiming to become Australia's premier Asia-Pacific gateway and leading sustainable airport, FreeState was commissioned to produce a strategy report to better align the airport's key stakeholders and inform the design of the new Terminal 3. We analysed the research, developed the project's identity, and produced a series of recommendations for design. The work is currently part of the design brief for tender for Terminal 3.

*'The research, the identity work,
the depth of understanding of
client needs - just extraordinary.'*

Su Lim, Managing Director, FreeState



Work
Art + culture

Projects Atmos, Beautifully Simple, various publications

Tasks Interviews, ghostwriting, scripts, articles, blogs, exhibition text

For FreeState, teNeues, We Heart, Studio Makgill 2012 - 2019



Atmos launch, Dolby, LDN



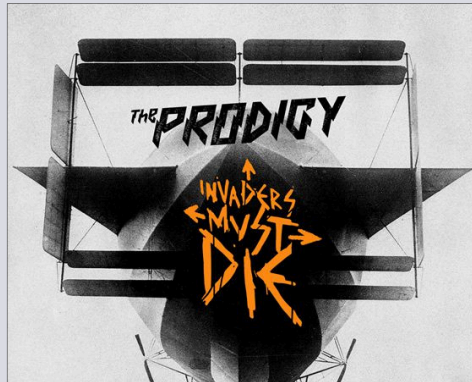
NY Unseen, teNeues



DILL, INGO / Lid1, STHLM



JL Smith, WeHeart, UK



Luke Insect, WeHeart, UK



BSX, Studio Makgill, LDN

Work

Neighbourhood activation

Project Baker Street Neighbourhood Pilot, TFL

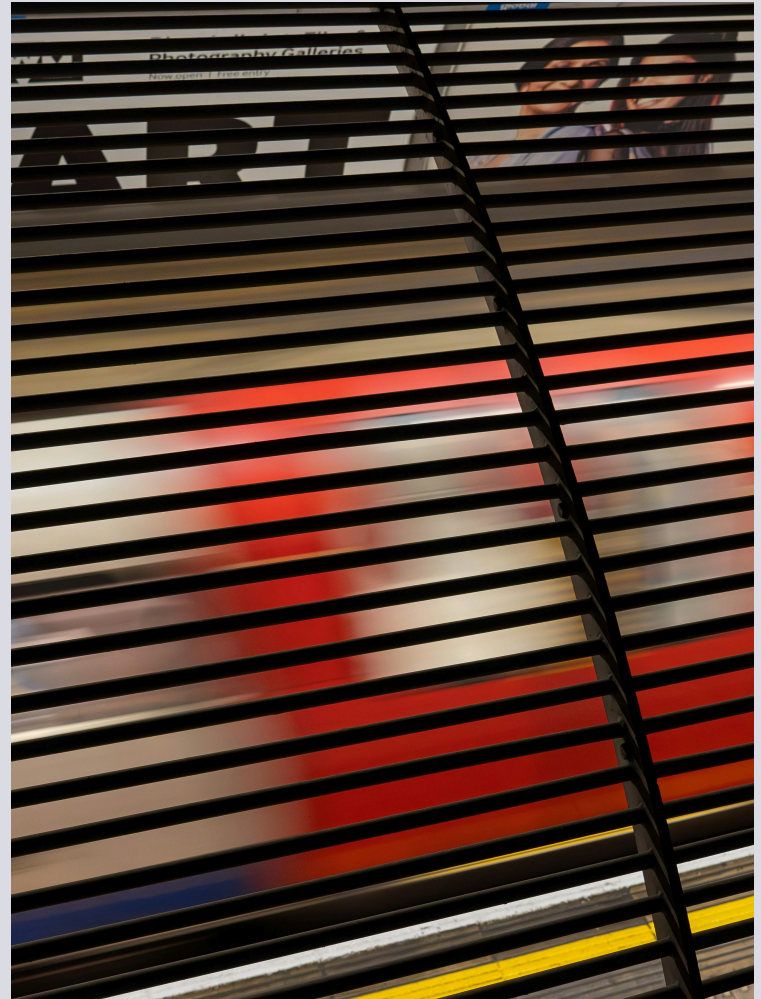
Task Vision report and activation plan

For FreeState, 2019

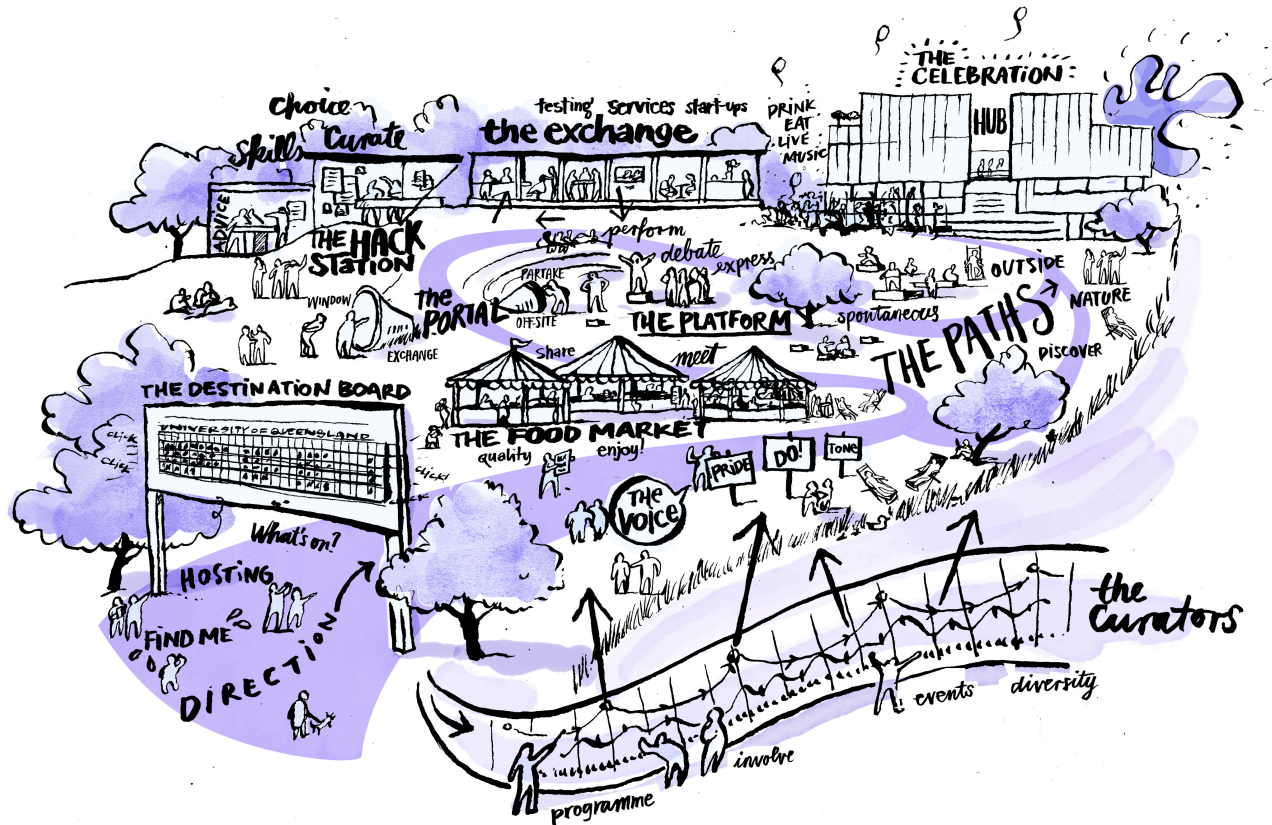
Transport for London is engaged in an ongoing, long-term activation programme to improve its many above-ground sites. We worked with experience masterplanners FreeState to communicate their vision for Baker Street station as an attractive, flexible and involving mixed-use development. The report was enormously well-received, and TfL was delighted with its new positioning as a highly proactive landlord.

'We need to transition from an absentee landlord to a proactive and energetic operator.'

Graeme Craig, Director of Commercial Development, TFL



Project Experience guidelines, University of Queensland
Task Research, manifesto, and guidelines for campus design
For FreeState and Hassell, 2016



Work
Campaign

Project The Secret's Out, Olympia London

Task Creative platform and short copy for new campaign

For Collaborate, 2016 - 2018

We joined design agency Collaborate in providing Olympia, London's premier exhibition and events centre, with a campaign ('The Secret's Out') to drive awareness of its under-utilised conference facilities. Iterated with great success across a range of media and formats, The Secret's Out contributed to Olympia's wider brand and operations overhaul, and contributed to its subsequent achievement of Superbrands-status in 2019.

'The brand is not standing still but building for a prosperous and sustainable future as part of London's event economy.'

Stephen Cheliotis, Chief Executive, Superbrands UK

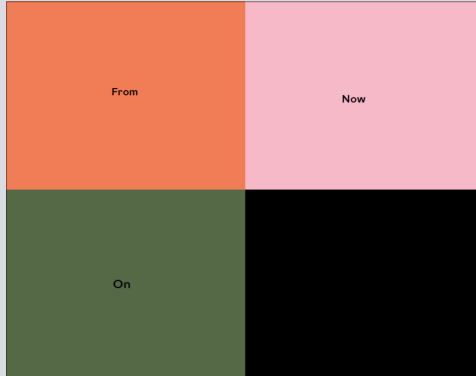


Work
Architect's book

Project From Now On

Task Titling, introductions, pull outs, essays, 60 case studies, notes, references

For: Hollaway Studios with We Like Today and Myles Lucas Studio, 2020



Front inside, title pages



The Process Gallery, Kent



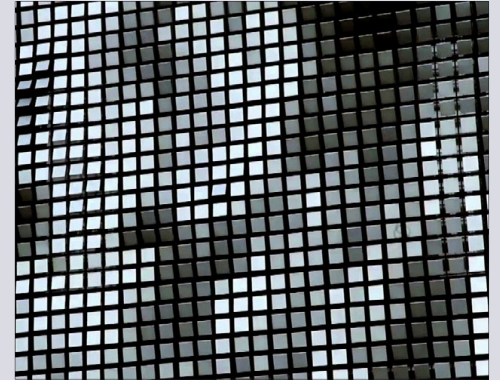
Pull out



Pobble House, Dungeness



Front inside, first page



Digital Crit Space, Kent

Work

Brand story and marketing assets

Project Various, Journeys by Design

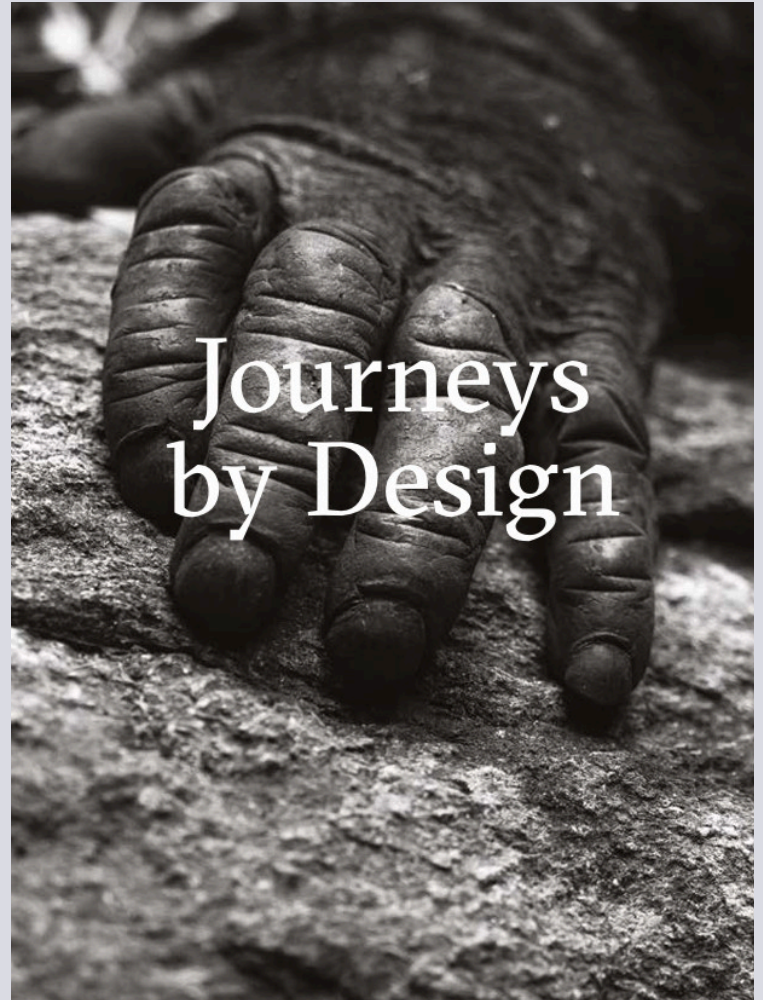
Task Messaging, direct marketing, brochures, website

For Journeys by Design 2013 - 2025

With glowing endorsements from the *Financial Times*, *Condé Nast* and *Departures Magazine*, and a client list that includes Ralph and Ricky Lauren, Journeys by Design is renowned for designing and delivering some of the world's best privately guided safaris. We have been partially or wholly responsible for the ideation, creation, direction, and implementation of its brand positioning and marketing assets since 2013.

'I can't tell you how many times clients have commented on the quality of our writing.'

Will Jones, Founder, Journeys by Design



Team

Team

Dave Waddell and Abe Davies

The humans behind Studio Human. Though we've worked together for over 15 years, this is our first joint venture.



Dave Waddell

Dave brings more than 15 years of experience in copywriting, brand + marketing, report writing, and communications to the creative table. He founded copywriting agency Writing Man in 2010, worked closely with the likes of Studio Makgill and FreeState, and has expertise in a number of sectors including drinks, travel, the built environment, education, and experience design. He is author or co-author of several books, including *The Experience Book* (Black Dog Press, 2022).



Abe Davies

A copywriter, marketer, researcher and lecturer, since 2010 Abe has worked across publishing, food and drink, the built environment, events, arts and culture, branding, and academia. The through-line connecting it all: dynamic, purposeful communication tailored to diverse audiences. He holds a PhD from the University of St Andrews and is author, editor or ghostwriter of a number of books, including *Imagining the Soul in Premodern Literature* (Palgrave, 2021).

Team

Myles Lucas, Natasha Bidgood, Dominic Locher

We love working with individuals and companies who share our sense of what makes good work good. Myles, Natasha, Dominic and their teams make really good work for all the right reasons.



Myles Lucas

Myles is founder and creative director at design agency Myles Lucas Studios. We've worked together for over a decade on numerous projects, including the Hollaway book. He has the rare ability to simplify the complex, break down barriers, and change the way people think. He's brilliant and runs a brilliant agency. myleslucas.com



Natasha Bidgood

Natasha is Natasha Bidgood Photography. Enormously creative and technically adept, she works in film and digital and has experience across a number of sectors, including fashion, music, dance, portraiture, travel, and events. Clients past and present include Nvidia, FreeState, Experience Foundation, Hennessy, Asda, and Sony. She's wonderful.



Dominic Locher

Dominic's a self-shooting director and photographer specialising in high-impact visual content for responsible brands & environmental orgs. In recent years he's documented working conditions in China and large-scale ocean clean-up missions in the North Pacific, and clients include Uniqlo, Qantas, Bulgari, Jack Daniels and Sony BMG. dominiclocher.com

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