

Rebecca♦Magnus





# HELLO YOU

You're looking for someone to help you build a brand that will make you proud.  
A brand that stands out to the right people, for all the right reasons.  
A brand that's powerful in its simplicity, built on strong strategic foundations.

You're in the right place. Grab a cuppa, have a peruse of my work at your leisure.  
Then let's chat about what we can build together.



# LET ME ENTERTAIN YOU

I'm Becca, a brand strategist and writer with over ten years' experience in building brands that make you feel, think, and reach for your wallet.

My work dances on the knife edge between commercial effectiveness and creative cheek. Brands that take your business in the the right direction, raising eyebrows and grins along the way. A brand your people just get. A brand you feel in your bones.

To do that, I work closely with you to set the right strategic direction, then collaborate with designers, marketers, developers and other creative professionals to build a brand that feels right for you.



# PARTNERS

I've had the privilege of working with some brilliant businesses throughout my career.

NHS

TWININGS

fed  
by Abel & Cole

TOAST  
HERE'S TO CHANGE

Pip & Nut

Microsoft

IWM  
IMPERIAL WAR MUSEUMS

BLOOMSBURY  
FESTIVAL

Vitality

THE BALVENIE®  
SINGLE MALT SCOTCH WHISKY

Dr.  
Will's®

Nestlé

&  
CROSTA & MOLLIKA

MS  
MINISTRY OF STORIES

BookTrust  
Getting children reading

Sage



# AWARDS

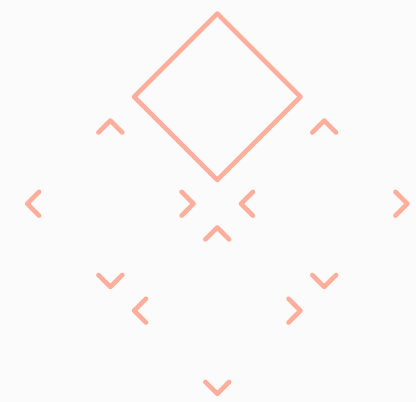
Awards aren't everything, but they are a good barometer of creative thinking.

I've been lucky enough to gain recognition for my brand building work through judging and award schemes over the past couple of years. And yeah, I'm a little proud.

2021	Brand Impact Awards	Judge	Brand Writing and Food and Drink Branding
2020	D&AD	Judge	Writing for Design & Graphic Design
2020	D&AD	Wood pencil	Branding – Raw Halo – B&B Studio
2020	FAB Awards	Gold	Rebrand Identity – Raw Halo – B&B Studio
2019	D&AD	Wood pencil	Writing for Design – Ministry of Stories – Hoxton Street Monster Post Office
2019	Creative Pool	Creative new wave shortlist	Ministry of Stories – Hoxton Street Monster Post Office
2018	The Drum	Best Writing	Writing for Design – Imperial War Museum – Armistice 100
2017	26 Characters	Runner up	Emerging Writer Award



# WHAT I ACTUALLY DO



## Brand Positioning

Defining who you're for, what you stand for, and how you're different, shaping a competitive market position to help your business grow.



## Product positioning

Defining what your product does, who it's for and how it's different, using customer-centric thinking to carve out a compelling, ownable niche in the market.



## Naming

Creating a name that rings true to you, opens the right doors, and makes the right people remember you.



## Verbal Identity

Crafting narrative, messaging and tone to give your brand clarity, character and cut through.





# CASE STUDIES



# CLARA



## Positioning, Naming & Verbal ID

A brand creation project for a new, female doctor-run multivitamin startup focused on creating nutritional supplements for women at every stage of life based on cutting-edge clinical research. I helped shape the brand from business idea to fully realised brand, setting brand strategy, product positioning, naming and verbal identity in collaboration with Studio Unbound.



## Challenge

Clara is formulated by a family team of NHS clinicians and pharmacologists working in women's health. It's effective and trustworthy – but most multivitamins simply aren't. We needed to challenge the woo-woo lifestyle angle taken by most multivitamins – communicating clinical facts, not social media fads.



## Opportunity

Each multivitamin is formulated precisely based on the latest clinical research. We took this as a starting point with the brand platform 'illuminating the truth in women's health' with Clara playing the role as the 'empowering educators' for women looking for clinically sound supplements at every stage of life. Everything needs to help women understand what they clinically need – or the brand doesn't do it.

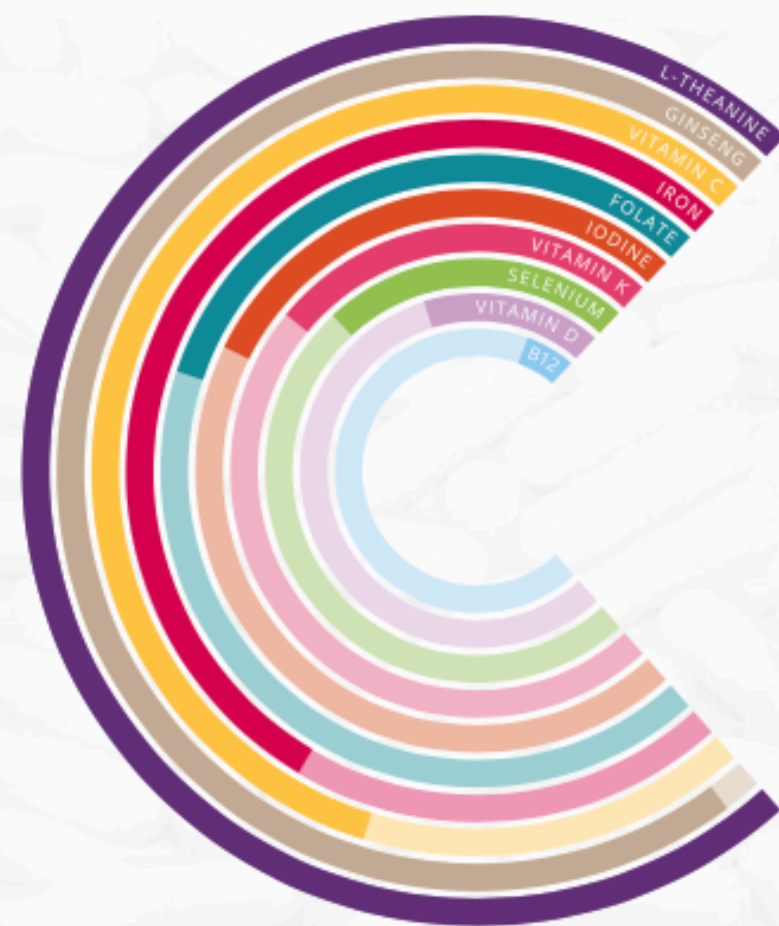


## Idea

From the brand platform of empowering health education, came the idea of the dynamic 'C' logo including information on every micronutrient in the multivitamin formulations, with full information available on the website on exactly how each nutrient supports female health. On the verbal identity, we went with the concept 'here to make things clear', explaining complex nutritional information simply, ensuring customers have all the info they need to make a clear choice at every stage.



**CLARA**  
everyday



All I need for that  
**daily boost**

Clara multivitamins  
**All you need.**



**CLARA**  
everyday



CLARA-NUTRITION.COM





CLARA



# Making women's nutrition clear

**Finally, a clear choice. That's all we all need.**

Let's be honest, health supplements are confusing. We're here to make things clear. Our multivitamins are designed to give you all the micronutrition your body clinically needs at every stage, with all the information to help you decide. All you need to support your body wherever you're at and make clear choice.





# CLARA



The everyday

The prenatal

The menopause



## Clara Multivitamins All you need at every stage

When you know the facts, you can make a clear choice. We're here to give you that choice. All the micronutrients you need to support your body at every stage of life. All the information to help you decide, rigorously researched by our team. All you need to make a clear choice.



# BIO&ME



## Naming & Verbal ID

A brand creation project encompassing naming, brand voice and messaging for a nutritionist-founded gut health brand challenging mainstream breakfast cereals and the wider wellness category. I worked on this as Lead Writer and Strategist at B&B Studio.



## Challenge

Wellness brands are awash with woo woo, and gut health can feel icky when we have to talk about doing a number two. We needed to create a brand voice that feels useful and engaging without giving consumers the ick.



## Opportunity

Tapping into the then-nascent trend of discussing gut health in frank terms, we needed to challenge a wellness category obsessed with reduction by embedding the idea of dietary abundance into the brand.



## Idea

Abundance gave us a strong foundation to build a brand that felt, positive, generous and inviting. The Bio&Me approach is about working with your body, which spawned the name, a play on 'biome'. From there, we developed a verbal identity that feels uplifting, supportive, and realistic, with practical tips on eating a more diverse diet embedded in packaging and across social media.









# THE MORE THE MERRIER

At Bio & Me, we believe that variety is the spice of life, and eating deliciously diverse foods is key to good gut health. That's why we're working with The Gut Health Doctor to create foods that keep you and your gut healthy and happy. Packed with 15 fabulous fruits, vegetables, wholegrains, legumes, nuts and seeds, our prebiotic\* gut-loving granola gives your biome plenty of what it needs to help it thrive.



# Bio & You<sup>®</sup>





## DIVERSITY PLANNER

A little planning can go a long way when it comes to hitting your 30 a week. See how many different plant-based foods you eat over the next seven days and note down the number on this planner. Try to beat your score next week!

<b>FRUIT</b> <input type="text"/> <i>(e.g. apple, banana)</i>	<b>&amp;</b>	<b>VEGETABLES</b> <input type="text"/> <i>(e.g. broccoli, beetroot)</i>	<b>&amp;</b>	<b>GRAINS</b> <input type="text"/> <i>(e.g. wheat, quinoa)</i>
<b>LEGUMES</b> <input type="text"/> <i>(e.g. chickpeas, lentils)</i>	<b>&amp;</b>	<b>NUTS &amp; SEEDS</b> <input type="text"/> <i>(e.g. almonds, sunflower seeds)</i>	<b>&amp;</b>	<b>HERBS &amp; SPICES</b> <input type="text"/> <i>(e.g. basil, cinnamon)</i>

Total number of different plant-based foods

**WRITE TOTAL HERE:**

**Less than 10**  
Let's get diversifying

**10 - 19**  
Try adding a little more diversity (hint: check out what's inside our granola)

**20 - 29**  
Nearly there!

**30+**  
Well done!



# TOAST ALE



## Verbal Identity

A complete repositioning and copy-led identity for a thoughtful, innovative sustainable beer brand and early FMCG player in the circular economy turning wasted bread into beer. I worked on this as Lead Writer and Strategist of B&B Studio.



## Challenge

In an era of greenwashing and worthy brands, Toast wanted to challenge the crowd with a truly sustainable product range and business model that would stand out for the right reasons, without a whiff of worthiness.



## Opportunity

Challenging the wishy-washy worthiness of purpose-led brands by creating a celebratory verbal identity and a galvanising, cheerful and grounded tone of voice.



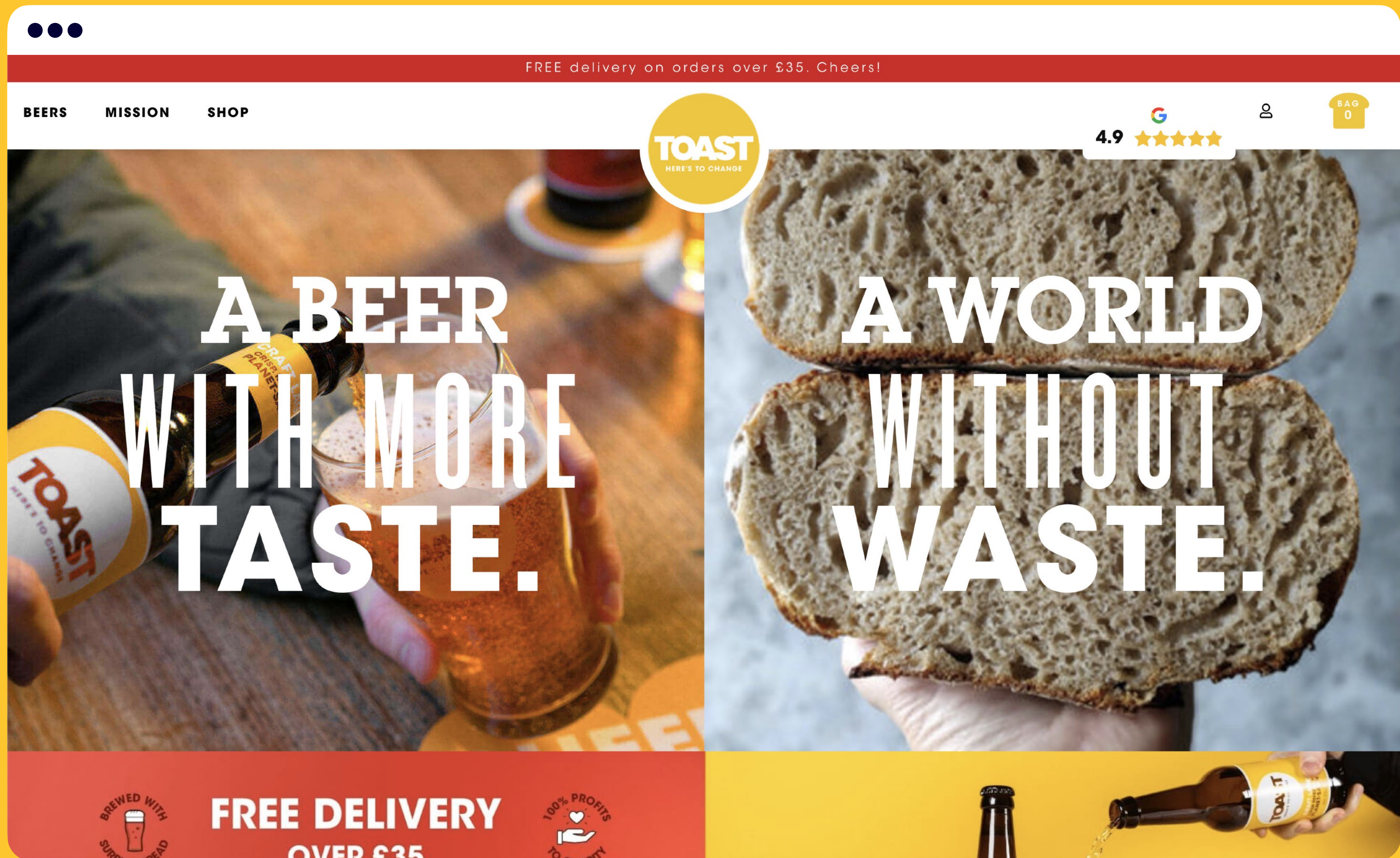
## Idea

With the brand name Toast, it was obvious that we needed to use a 'toast' format to celebrate the brand mission and the different businesses that make Toast Ale happen. With the flexible tagline 'here's to change', the brand can hero any aspect of what they're doing in a celebratory way. The identity also includes a longer form toast in the form of rhyming couplets to celebrate their partners and brewing process.











*Raise a toast.*  
**SAVE THE WORLD.  
CHEERS.**

**THERE ARE 11 YEARS LEFT TO SAVE THE WORLD.  
DO YOUR BIT. HAVE A CHEEKY PINT.**  
Our planet-saving beer is brewed from surplus bread.  
All profits go to fixing the food system.

**#RAISEATOAST**













**HERE'S TO THE BAKERS, USING YOUR LOAVES,  
CHANGING THE WORLD ONE SLICE AT A TIME.  
TO THE BREWERS, GOING AGAINST THE GRAIN,  
FERMENTING CHANGE WITH EVERY BARREL.  
TO THE LANDLORDS, PULLING OUR BEERS IN YOUR  
BARS, FIXING THE DRINKS, FIXING THE SYSTEM.  
TO THE PUNTERS, RAISING A GLASS DOWN THE  
LOCAL, SAVING THE PLANET OVER A PINT.**

**TO A BEER WITH MORE TASTE  
AND A WORLD WITHOUT WASTE.**

**CHEERS.**





# BUMPER



## Verbal Identity

A complete rebrand of a corporate car finance brand into a modern, engaging and distinctive lifestyle finance brand that appeals to a broader, money-savvy audience. I developed the verbal identity in collaboration with the agency team and client.



## Challenge

Creating a positive emotional connection to a product and moment associated with frustration and negativity: an unexpected car break down.



## Opportunity

Bringing the slick lifestyle appeal of Klarna to a dry sub-category of the market: auto service finance. The brand needed to build trust through a verbal identity that feels like they get it – and they've got it covered.



## Idea

Introducing the voice of your trusty neighbourhood garage. To create a well-rounded voice grounded in everyday speech patterns, I went round chatting to mechanics in my area, learning the technical terms for car gubbins and listening to how they dealt with customers. And I got tips for my car, so win-win.



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Apply in under  
60  
seconds

# LOOK AFTER YOUR CAR AND YOUR BANK BALANCE

Pick a garage and split your bill into monthly payments **interest-free**.

Available at over 3,000 locations nationwide.

Enter your RegLet's Go!

Excellent★★★★★6,286 reviews on Trustpilot

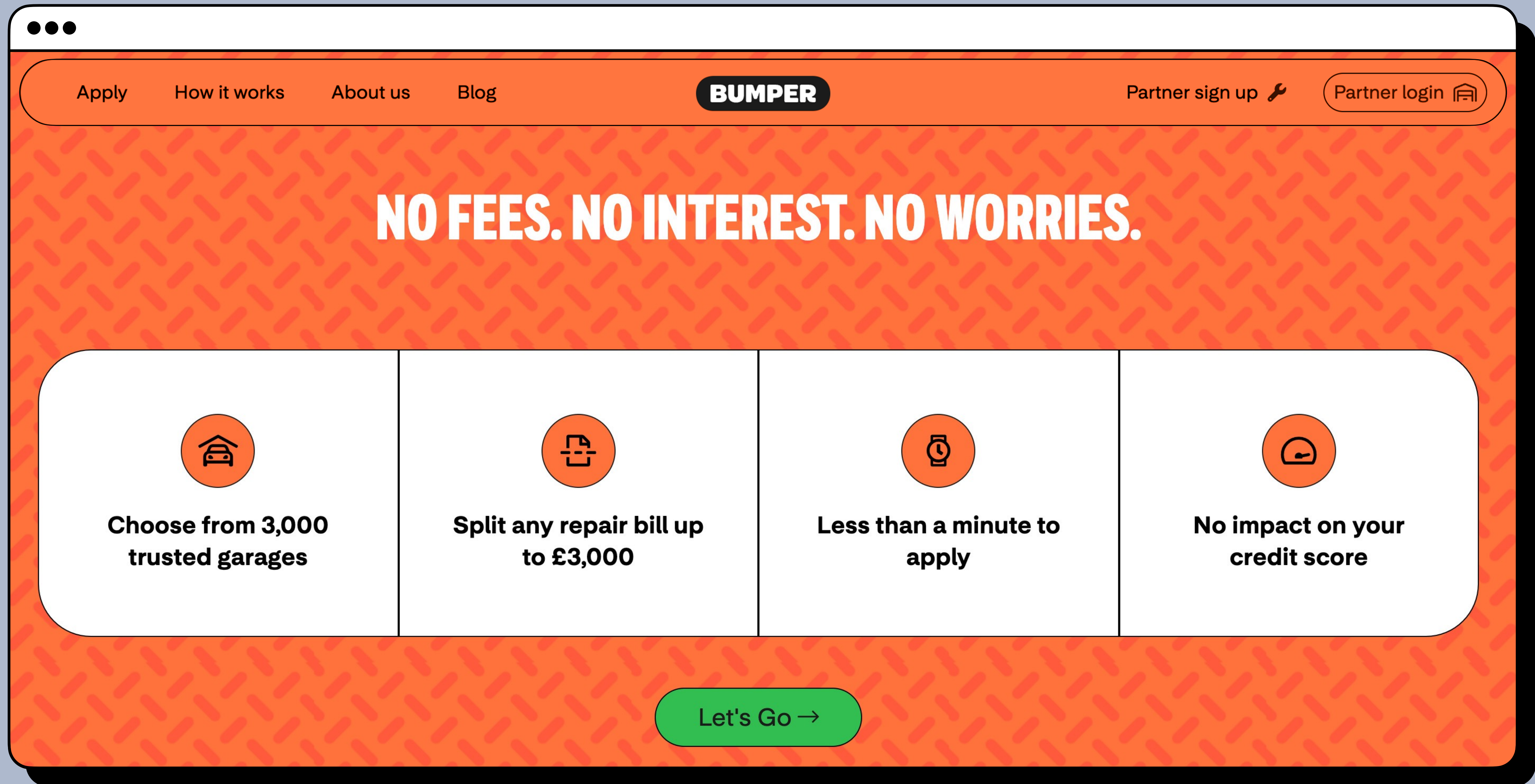
Live Chat

Rebecca Magnus

24

Bumper





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Blog

**BUMPER**

Partner sign up 

Partner login 

# NO FEES. NO INTEREST. NO WORRIES.



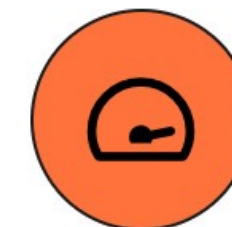
**Choose from 3,000  
trusted garages**



**Split any repair bill up  
to £3,000**



**Less than a minute to  
apply**



**No impact on your  
credit score**

**Let's Go →**



OAC #1121

PERMIT #120341077-01-SG

**BUMPER**

**Fix it  
Split it  
Sort it**

[bumper.co.uk](http://bumper.co.uk)

OAC #1121

PERMIT #120341086-01-SG



**BUMPER**

**The car care people**

OAC #1121

PERMIT #120341095-01-SG

**BUMPER**

**Find a great garage,  
split your bill into  
sensible chunks, take  
care of your car.**



[bumper.co.uk](http://bumper.co.uk)



**BUMPER**

**We give all our  
dealerships the green  
light, so you don't run  
into any red flags.**

**The car care people**



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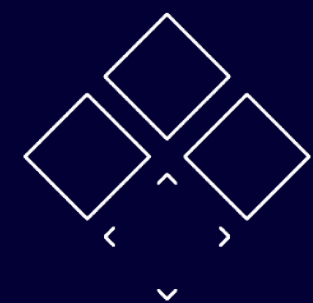
# BUMPER

**Looking after  
your ride  
And not taking  
you for one**





# LOVE LANGUAGE



## Positioning & Identity

A brand positioning piece which has turned into a longterm client partnership with BSL interpretation agency and d/Deaf inclusion consultancy Love Language. Working in collaboration with the in-house team at Love Language, I've helped with brand architecture, brand and product positioning for two client-owned businesses, not yet launched, as well as messaging for key events.



## Challenge

Deaf people face many obstacles in everyday life, and organisations struggle to meet their accessible communication needs. BSL services are seen as an optional extra, rather than a mandatory service, and therefore suffer from bland, overly corporate branding to be taken seriously.



## Opportunity

We are challenging the category by building a parent brand architecture and brand/product identities that are maverick, joyful, lively and accessible, while remaining true experts. Deaf people and culture have a great deal to add to wider UK society - we're building a series of brands that improve deaf inclusion at every level.



## Idea

It was important to elevate Deaf culture, language (BSL) and people to an equal status to hearing culture and people as a central strategic pillar. With the brand platform 'bringing the deaf and hearing worlds together', we've created a business and creative strategy that centres the parent and sub-brands on Deaf people's needs, with the business acting as a bridge between Deaf and hearing people, with innovative products and services to bring people together in inclusive, progressive and joyful spaces.





# LoveLanguage

Bringing the deaf and hearing worlds together



# Reframing perceptions of Love Language

From charitable support to approachable experts

From practical service to eye-opening experience

From statutory requirement to empowering opportunity

From literal interpretation to emotional connection



Deaf and hearing people live on the same planet.  
But they're living in two very different worlds.  
And those worlds rarely ever meet.  
Except through interpretation.



By connecting the deaf, interpreter  
and hearing communities through  
conversation and cultural exchange,  
you are the activist d/Deaf inclusion  
brand instigating social change.



# Bringing the deaf and hearing worlds together

We help d/Deaf and hearing communities connect, support each other and shape a more vibrant, inclusive future that brings everyone forward. Through connection, we make cultural, political and social change happen on a personal, organisational and societal level.



# SYDNEY



## Verbal Identity

An important brand creation project in partnership with the world-famous NHS Royal Brompton Cystic Fibrosis (CF) unit and design studio No One Right Answer. I helped to create the verbal identity and website content in collaboration with the clinical teams at the Royal Brompton.



## Challenge

Prompted by Covid and the need for CF patients to access care in an easier, safer way, the Royal Brompton created an informational portal allow their CF patients to monitor their health at home, and lowering their risk of catching Covid and developing lung infections. But to self care, they need to understand a lot of complex medical information and have access to many medical resources.



## Opportunity

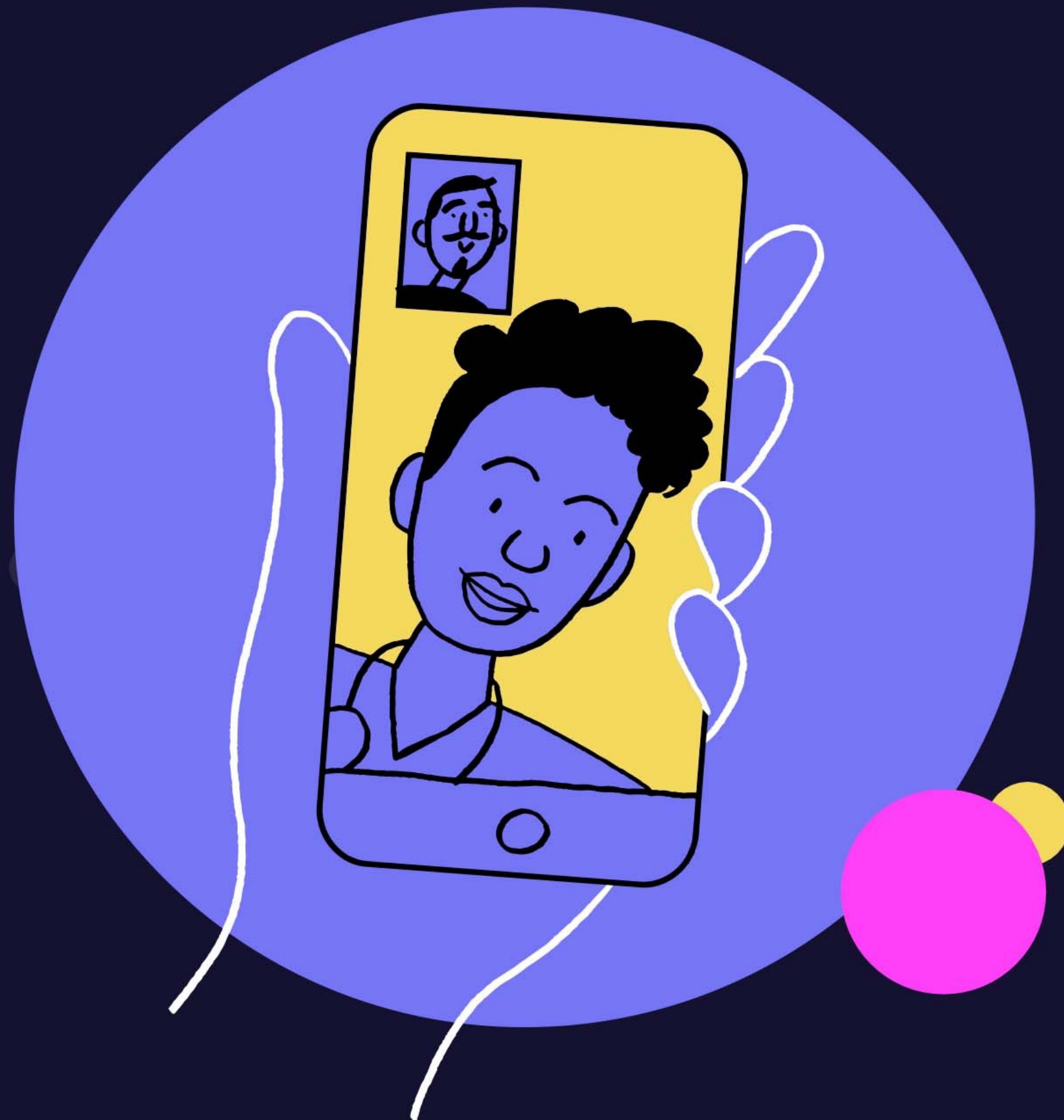
A simple, easy-to-read web portal for people with cystic fibrosis who are undertaking self care with the Royal Brompton to access the clinical information and contact details they need quickly and easily.



## Approach

Working with clinical staff, we identified quickly that it was important that the identity and experience should feel approachable and helpful rather than clinical. The web portal would serve to help people with CF who have questions about their health, unsure what to do. So the verbal identity and content needed to be practical at all times, with answers to common questions easy to find. We worked very closely with clinicians on content to make sure it was all medically correct, easy to understand and easy to act on.





Helping you to  
manage your  
health at home



sydney

Welcome to Sydney, the online resource for adults with CF at the Royal Brompton. Through Sydney, you can learn more about managing your health at home. From technology setup to medication management, you'll find resources and advice from your team.

Don't forget to book your flu jab with your GP or a community pharmacy as soon as it is available.

We also recommend that you have a COVID-19 booster as soon as it's offered to you.

## About Sydney

**At the Royal Brompton Adult CF centre, we're always exploring innovative ways to optimise your care and help you monitor your health safely at home.**

With greater independence, comes greater responsibility. We realise that you need resources to help you manage situations and questions as



sydney

## How Sydney works

Sydney is your go-to online resource to help your clinical team share the knowledge you need to manage your health at home. Self-monitoring is an exciting step in your journey. It's also an important commitment to yourself. Start your journey by reading more about [self-monitoring](#), [virtual clinics](#) and [getting started](#).





## Self-monitoring

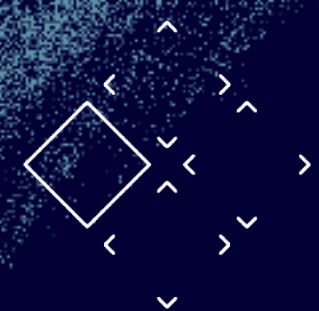
Monitoring your health at home is a real game changer for everyone with CF. Self-monitoring can help you understand your condition better. It gives you greater control over your health data, while helping us treat you more responsively and safely.

### How self-monitoring works



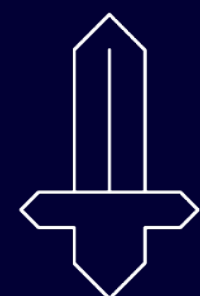


# NXTLVL



## Verbal Identity

A brand creation project including an international launch in partnership with extracurricular education innovator Nxtlvl and creative director Chris Banks. Working in collaboration with Chris and the Nxtlvl team, I provided strategic advice, created the verbal identity and supported with roll out across the website.



## Challenge

Kids aren't learning the skills they need to succeed in a rapidly changing future. And Nxtlvl's collaborative, game-based teaching methods, while innovative, are a completely new way of thinking about education which may confuse parents.



## Opportunity

An identity and platform which immerses parents in the world the kids will learn in, so they can see what the kids will gain from the curriculum themselves, and get excited by the prospect of augmenting their kids' daily traditional education with extra-curricular training.



## Idea

We started with the brand platform 'getting kids ready for an unpredictable future', building an energetic verbal identity which balanced optimism for the future with the urgency to recalibrate education now to prepare kids for the opportunities and challenges it presents. It's all about how to think, not what to think.



# Getting kids ready for anything

Where 8-14 yr olds develop future-critical skills through  
complex, game-based learning.

Enter your email address

Get started

Training available in English, Spanish and Greek.



Weekly 1hr sessions



Collaborative cohorts



Extracurricular development



Co-ordinated by facilitators



THE WORLD IS CHANGING FASTER THAN EVER. EDUCATION IS NOT.

66 2/3 of today's  
children will have jobs  
that don't exist yet.

Christine Lagarde, IMF

Technology is transforming how our kids will work and live, facing challenges we can hardly imagine. Traditional education system can't keep up with the pace of change. It still focuses on passing down knowledge using outdated approaches. What kids need to thrive in a world radically different to the one we grew up in is to develop future-critical skills.





# Navigate complex problems



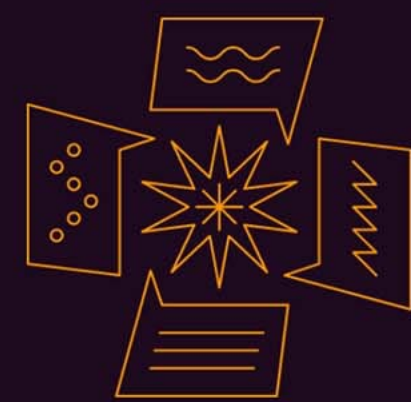
Kids learn to decode complex problems in their substantive parts and approach them from multiple perspectives, unleashing their creative possibilities.

# Make intelligent decisions



Kids learn to think critically and be active decision makers. They learn to reflect and adjust their behaviours and actions accordingly to further progress.

# Collaborate under uncertainty



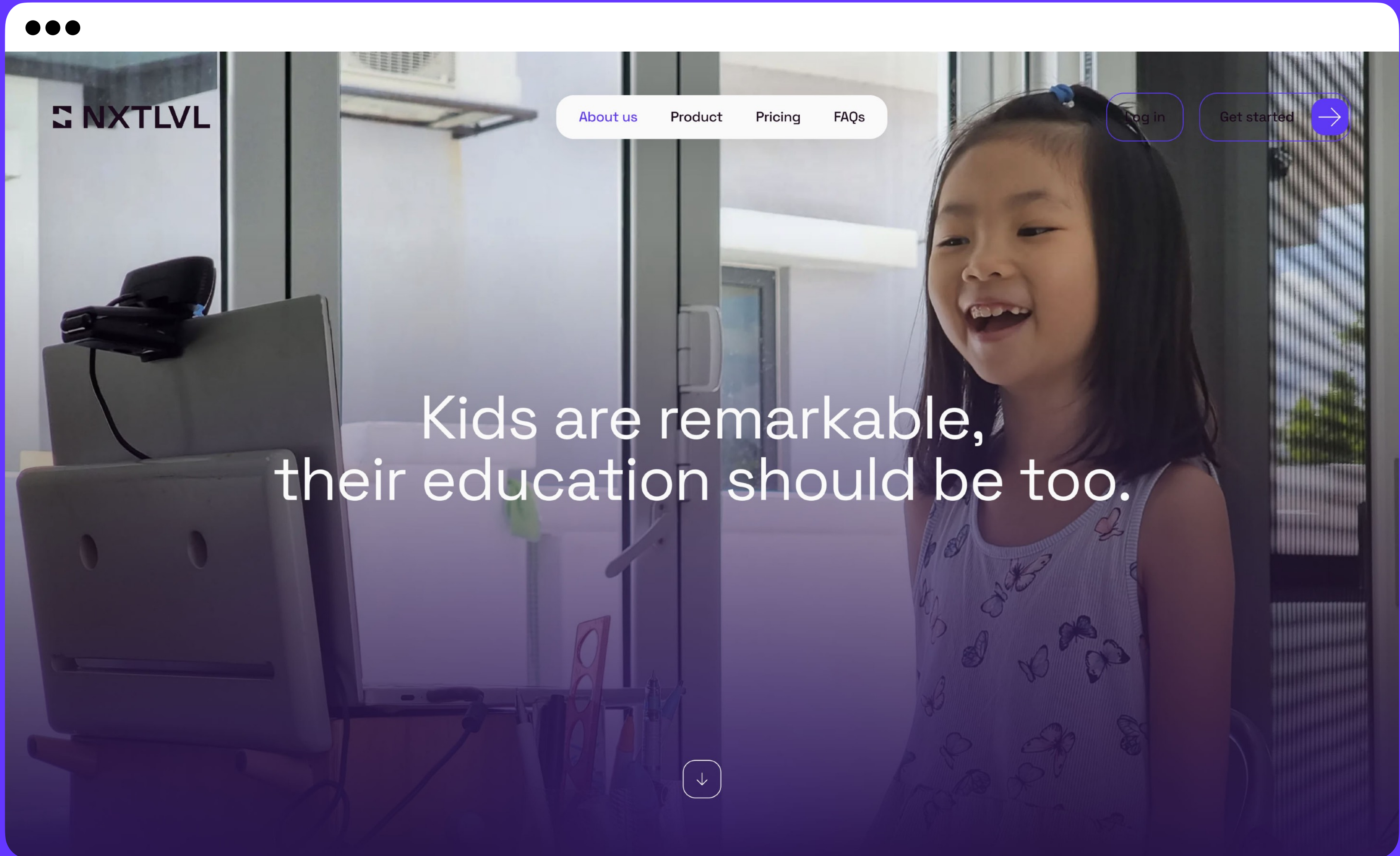
Kids learn to harness their different strengths, skills and perspectives and work together to face challenges of constantly changing environments.

# Own the outcomes



Kids learn to own both their successes and failures. They embrace every outcome as an opportunity to learn and develop.








NXTLVL

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# The future is out of this world

Our lives are changing faster than ever before. Between technological leaps and scientific breakthroughs, kids will face a fundamentally different world to the one we know. They'll take on jobs that don't exist yet, and face challenges we're only starting to understand. To thrive, they'll need to develop different skills to the ones we learned in school. And they need to start now.



## Education is stuck in the past

Traditional education hasn't kept pace with the speed of change. Kids learn to:

- memorize, when they could learn to question
- prioritize success, when they could learn through failure
- copy from textbooks, when they could learn from real life
- find safety in similarity, when they could celebrate difference
- work alone, when they could learn to succeed together

It's an approach that has barely changed in decades. To prepare kids for a changing world, it needs a radical rethink.

# Preparing kids for 2050, not 1950

NXTLVL

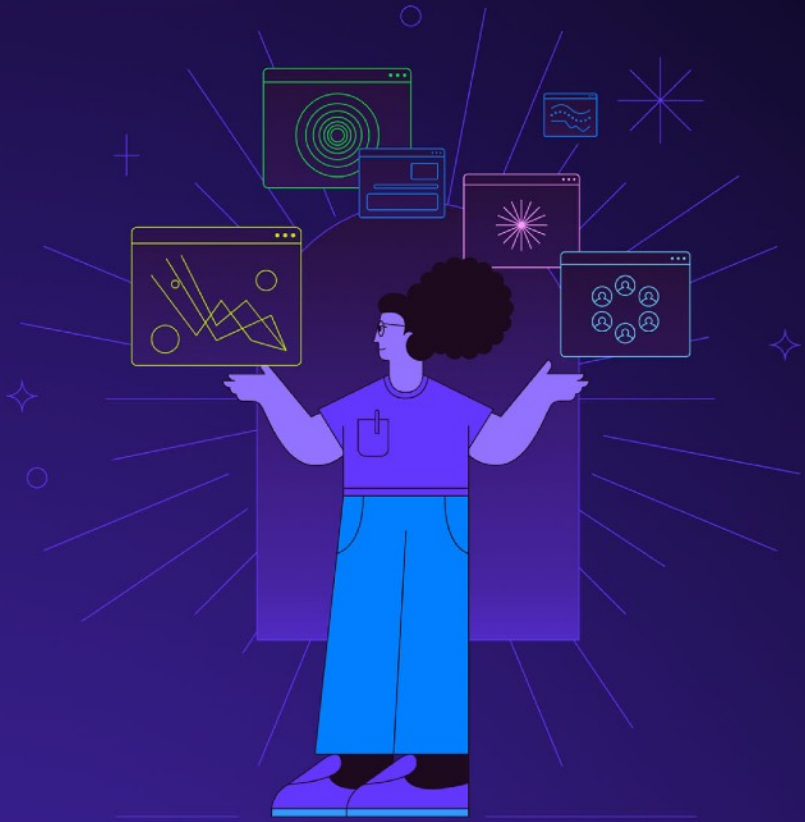
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# Preparing kids for 2050, not 1950

We can't predict the future, but we know it will be full of challenges with no right answers. To navigate them, kids need to learn how to tackle complex problems, make intelligent decisions, collaborate in uncertain environments and own their outcomes.

We call these future-critical skills. Kids can't learn them from textbooks, they develop them through practice. But traditional education doesn't make time for it. They need a new space to learn. And a new way to practice.



## How to think, not what to think

This is why, based on years of research and deep work at the best universities in the world, we have created an innovative, online learning experience where kids develop by doing these future-critical skills.

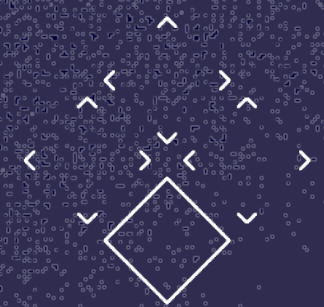
Our complex games immerse kids in different ways of thinking. While playing, kids practice important mental models, including first principles thinking, probabilistic thinking and systems thinking.

This collaborative, game-based approach prepares them for the novel situations they will face in the future, while engaging their curiosity. They learn because it's fun. And because it's fun, they want to learn.

It's the experience we want for our own kids.  
It's what we promise to every student who enrolls with us.



# CHOMP!



## Naming

A product naming project for a vegan chocolate brand launching a range of chocolate peanut butter cups with a irreverent, rebellious brand identity for an playful, young audience.



## Challenge

Differentiating the product in a crowded category.



## Opportunity

Fusing American culture with vegan chocolate to create a product which would resonate with a wider audience.



## Idea

Nutpucks - I'd seen many comments online referring to peanut butter cups as looking like ice hockey pucks, a well-loved sport in America. This seemed like an obvious opportunity to fuse the two ideas in an ownable way, and their audience loved it.







# COLLABORATORS- IN-MISCHIEF

Most of this work wouldn't have been possible without my partnerships with fantastic agencies, solo studios and fellow freelancers.

Once again, my past and present collaborators-in-mischief for the projects in this portfolio and many more.

Here.

**B&B**

Magpie Studio

**KOLO**

*RAGGED EDGE*

**simple truth**

*Bold  
Wise*

**Be  
LOW**

**Johnson Banks**



Becca goes all in – approaching our brand intelligently, skilfully guiding our whole team through with care and ease. She was quick to get to the essence of our company, unravelling our brand story, packaging it in a way people can understand. The whole process has been smooth from start to finish, delivering everything expected and more. She's a real pro – so much so we're doing our second brand with her and can't wait.

**Naomi Bottril**, Co-Director of Love Language

Becca is the perfect blend of strategic thinking and creative expression. She has a wonderful knack for distilling complexity and finding an unexpected angle to frame it as a compelling idea which she'll apply to multiple touch points in ways that surprise, bring joy and get people to stop and look. An absolute pleasure to collaborate with, always easy and always inspiring.

**Chris Banks**, Creative Director of ZAG Studio

Becca is a rare breed – a skilled wordsmith with a strategic mind and a great knowledge of branding. Perhaps most critically, she knows how to get things done – fast! She's able to unpick complex problems at an impressive pace, get to the heart of the client's challenge and find an exciting new angle to set the brand apart. She's also great to work with – challenging clients while maintaining a great relationship with them.

**Ben Christie**, Creative Partner, Magpie Studio

What's great about Becca is that she really, really cares about every project she undertakes, thinking deeply about everything to really get under the skin of what the client needs. She understands that the right strategy approach and copy can be genuinely transformative and takes the time to craft narratives that are both practical and inspiring.

**Alice Walker**, Verbal Strategy Director, Koto London



# SOUNDS GREAT, WHAT NOW?

You've got a project in mind. Let's make it real.

Need help building a  
brand from scratch?

**TELL ME EVERYTHING**

Rebranding an existing business  
and need help with strategy?

**I'M ALL EARS**

Got a different project  
to talk about?

**GET IN TOUCH**





# BRANDS YOU FEEL IN YOUR BONES

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