National insert & door drop copywriting, DTI IT For All Campaign

National insert & door drop copywriting, DTI IT For All Campaign. By the end of 1996, 38% of the UK population were still lacking confidence in, or simply not using, emerging Information and Communication Technologies (ICTs). As part of the IT for All awareness campaign, agency Clarke Hooper briefed me to develop copy for a national leaflet. With distribution running into several million copies, simple, clear messaging encouraged the general public to re-think their perceptions of IT: to call for free information and to try out technologies for themselves at partner-sponsored events. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Consulting

Example extract:

What's IT all about?

IT - Information Technology - is here to stay. It's something we hear about almost every day.

But for many of us, all the hype and jargon mean IT is something of a mystery. What is exactly is Information Technology? Why, and what, should you know about it? What can IT really do for you?

Put simply, IT makes things easier. It can bring people together, help, inform or entertain us. You may not realise, but you're probably already using some form of IT already.

IT covers everything from an automatic cash dispenser or barcode scanner at the supermarket to teletext on your television or a computer at home.

Whether you're young or old, a parent or student, working, job-hunting or retired, learning a little more about IT can not only enhance your quality of life, it can make it more rewarding and enjoyable, too.

'IT for All' is an initiative helping people in all walks of life to find out about new technologies and to try them. It brings together local and national government, businesses, voluntary groups and the public. IT for All aims to give everyone the opportunity to understand and benefit from today's exciting Information Society.
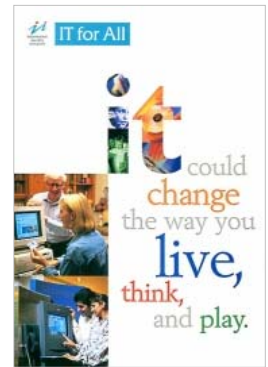
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