Response pack brochure copywriting, DTI IT For All Campaign

Response pack brochure copywriting, DTI IT For All Campaign. In 1997, the UK Government embarked on 'IT for All' - a four year initiative designed to help all sections of society better understand and exploit the benefits of emerging Information and Communication Technologies. Agency Clarke Hooper briefed me to write for communications across the campaign including the technology guide, web site, national door drop/insert, partner brochure and newsletters. In this piece, The Guide to How IT Can Help You, the copy, complete with 'jargon busters' brings the everyday benefits of using technology to life using accessible, simple language. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Consulting

Example extract:

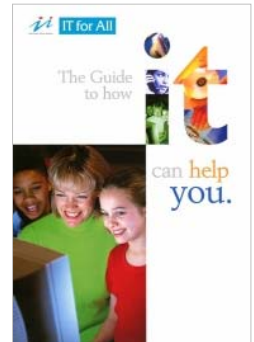**What can home computers do for you?**

CD-ROMs

CD-ROMs are compact disks that can contain multimedia computer information - that is pictures, words, music and speech and video. CD-ROMS have revolutionised the way we can use computers because each disk can hold such vast amounts of information in many different forms. To use a CD-ROM, you need a multimedia computer with a CD-ROM drive.

CD-ROMS open up new, exciting ways to learn about and experience many different topics. By using an encyclopaedia published on CD-ROM, you could not only read about Neil Armstrong's first steps on the moon - you could see and hear them in a short video clip, too. If you're a film enthusiast, with a CD-ROM film guide you might look up a different film, read a review, play an interview and watch a movie clip. CD-ROM animation and narration can make the pages of a children's' story come to life. To learn a skill, say book-keeping or typing, with CD-ROM software you have your own personal tutor.

CD-ROMS with Multimedia PCs let us interact and control information like never before. To see a multimedia PC and CD-ROM in action, take a look in your library or try and see a demonstration in a store.

• CD-ROMS look just like music CDs, but hold information a computer can display - for example, a catalogue or magazine

• A CD-ROM drive, in the front of a desktop PC or Laptop, allows the information on the CD-ROM to be 'read' by the computer

• CD-ROMs are now often included on the front of computing and Internet magazines. They offer an excellent way to try out games, software and other interactive programs and demonstrations

The first thing to learn about computers is there's nothing to be afraid of! All computers today have easy-to-understand instructions and on-screen demonstrations to get you started and help if you get stuck.

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