Portfolio Showcase: DSW Brand Copywriting & Campaign Spec

Brand: DSW (Designer Shoe Warehouse) **Format:** Ecommerce Copywriting & Campaign Specimen **Tone:** Relatable, confident, conversational ("Elevated best friend")

Overview A multi-channel retail campaign concept created for DSW. The project required adapting brand voice guidelines across digital marketing touchpoints—including promotional homepage banners, editorial trend features, and direct-to-consumer email marketing—to engage diverse customer segments and drive product discovery.

Campaign Deliverables

1. Promotional Web Banner Campaign

- **Objective:** Drive a 5-day spring promotional event with short-form web messaging and promo code integration.
- **Headline:** Fall Back, Spring Forward!
- **Supporting Copy:** Set your clocks! For the next 5 days, take 20% off everything sitewide.
- **Call-to-Action:** Use code **SPRING20** at checkout.

2. Editorial & Trend Feature: "Blush Rush"

- **Objective:** Position blush footwear tones as a seasonal necessity while highlighting self-expression and versatile styling.
- **Headline:** Spring is Blush Rush
- **Editorial Copy:** From casual weekend walks in vibrant blush sneakers to center-stage moments in matching block heels, blush is the season's most sought-after shade. Whatever your schedule holds, step out with style that's distinctly yours.

3. Direct-to-Consumer Email Campaign: Crown Vintage Rebrand

- **Objective:** Highlight brand relaunch, bohemian product assortment, and all-day comfort appeal.
- **Subject Line:** Crown Vintage Collection Comeback: Find Your Style
- **Headline:** Treat Yourself to Crown Vintage
- **Body Copy:** Crown Vintage is back with a fresh collection designed to match every side of your style. From comfortable everyday flats to boho sandals and booties, explore unique designs crafted for all-day wear. Visit dsw.com to discover the new arrivals and treat yourself to the look you deserve.