



Words that match your design

Touching the height of desirability

Your products are the best in the business. They're beautifully made, combining form and function in the embodiment of style. But do your marketing texts match up? And how can you put your designs into words?

Making your words match your designs

A picture may say a thousand words, but a well-chosen word can clinch a sale. That's where we come in. At Eye for Image, we know words as well as you know design. We can help you create world-class texts – for anything from brochures, ads and websites to newsletters, case stories and catalogues – that give your products that aura of desirability.

It's all in the detail

To create desire, you must sell the benefits customers want most. And this means turning product features into customer benefits – through customer-focused texts that connect with your reader's mind and heart. This means making sure every feature is assessed for its true benefit, and every word is chosen for its impact.

You also need to know that your brand or product is described consistently everywhere it's available.

We produce an in-house style guide for our clients, packed full of relevant details, including notes on tone of voice and company style. This way, we ensure that everything we write for you is consistent with your brand image, and always focuses on the customer benefits that sell.

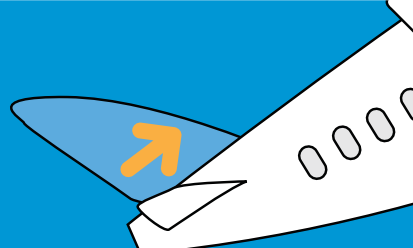
Guaranteeing you quality

How do you know our texts will be great? Our native-English copywriters and communications specialists are wordsmiths at heart, and we take pride in crafting persuasive texts that your audiences will understand and respond to.

And we always work in teams, so everything we write is checked by at least one other writer to guarantee maximum impact and readability.

Our clients

We've written texts for leading lifestyle companies such as ECCO, IC Companys, LEGO, Carlsberg, Royal Copenhagen and Dansk Design Center. So get in touch with us next time you want content that sells your products – to both heart and mind.



**When you want to
go international,
we're already there.**

➔ **EYE FOR IMAGE** is Denmark's international communications and copywriting agency. Headquartered in Copenhagen, our native-English staff from around the world provide strategic planning, creative concepts, English-language content and communications coaching to leading brands.

Offering everything from value propositions to websites, case stories, newsletters and more, we can help you get your messages out to the world.

EYE FOR IMAGE

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EYE FOR IMAGE
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