



POULAMI KARJEE (DEY)

File Type : *Creative Portfolio*

Status : *Open for new cases*

The curious case of a copywriter

Before we begin,

This won't work

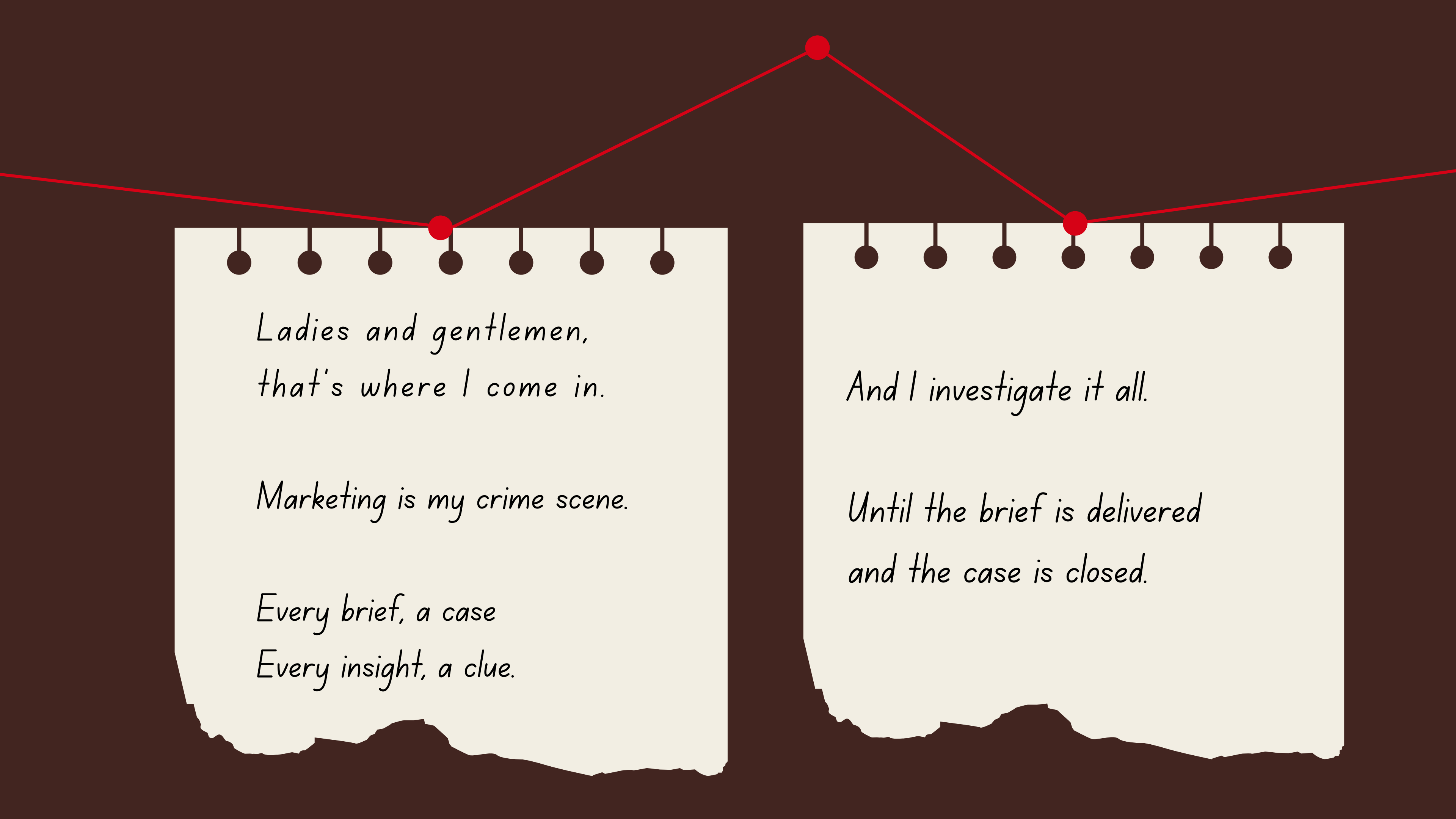
If you don't believe in

INVESTIGATION

Because Marketing is
not guesswork.

It's Patterns.
Behaviours.
Motives.

Clues left in plain
sight.



*Ladies and gentlemen,
that's where I come in.*

Marketing is my crime scene.

*Every brief, a case
Every insight, a clue.*

And I investigate it all.

*Until the brief is delivered
and the case is closed.*

Investigator's Profile

Before we proceed, a quick brief.

Name: Poulami Karjee (Dey)

Position: Senior Copywriter, a.k.a. Lead Investigator

Field Experience: FMCG, Mall Groups, Automotive, Mobile Apps,
Lifestyle

Years Active: 4+ years in the field

Compensation: Confidential

Details will be disclosed once mutual interest is established.



How I Approach



The Subject

All about my customer

The Clues

Human insight

The Problem

What's not working

The Break

Campaign Idea

The Pattern

Turning insight into impact



Then I build from there.

The Work (Case Files)

Task 1



The hottest headline starts with a perfect spark.

ITC Dazzle Premium Matchsticks. Longer, Sleeker & Easy to use.

The image shows a woman with long dark hair, wearing a yellow shirt, sitting on a couch and reading a newspaper. The newspaper is the 'Bombay Times' and has a headline that reads 'Secret Romance Uncovered!'. In the foreground, there are four boxes of ITC Dazzle Premium Matchsticks, each with a different colorful illustration of a person. The matchboxes are arranged in a row on a dark surface.

Brief:

Write a print ad for ITC Dazzle - premium matchsticks. The ad is going to be placed in Bombay Times.

Task 2

The **gap** between smart and smart est

— The Economist

Brief:

Write an Ad for *The Economist*

Ad Placement: *Baggage Belt 00H*
(Airport)

Task 3

Solo ideas
don't win
pitches.

March Batch expands to **50**

Built for bigger brainstorm

Copy Batch With

mad ad
woman

Enroll Today

Brief:

Copy batch size is increasing from 30 to 50.

Create an ad that turns this perceived negative into a compelling advantage.

Brief:

Write an Ad for The Economist

Ad Placement: Baggage Belt 00H

Task 4

IT LOOKS CUTE.
IT'S STILL WILD.

Don't interfere.



Brief:

Iguanas are falling from trees in Florida during cold weather, and people are picking them up, thinking they need saving.

Create a Nat Geo hoarding across Florida urging people to be careful and not risk their safety by interfering, as these animals can quickly recover and cause harm.

Task 5

Brief:

Ugaaao has hired you to rewrite their website banner copy. You need to write a total of 3 banners that will be placed on the website in a sliding format.

Task 5

Not all parenting is hard

BEGIN WITH PLANTS

Guaranteed Maintenance
& Plant Health



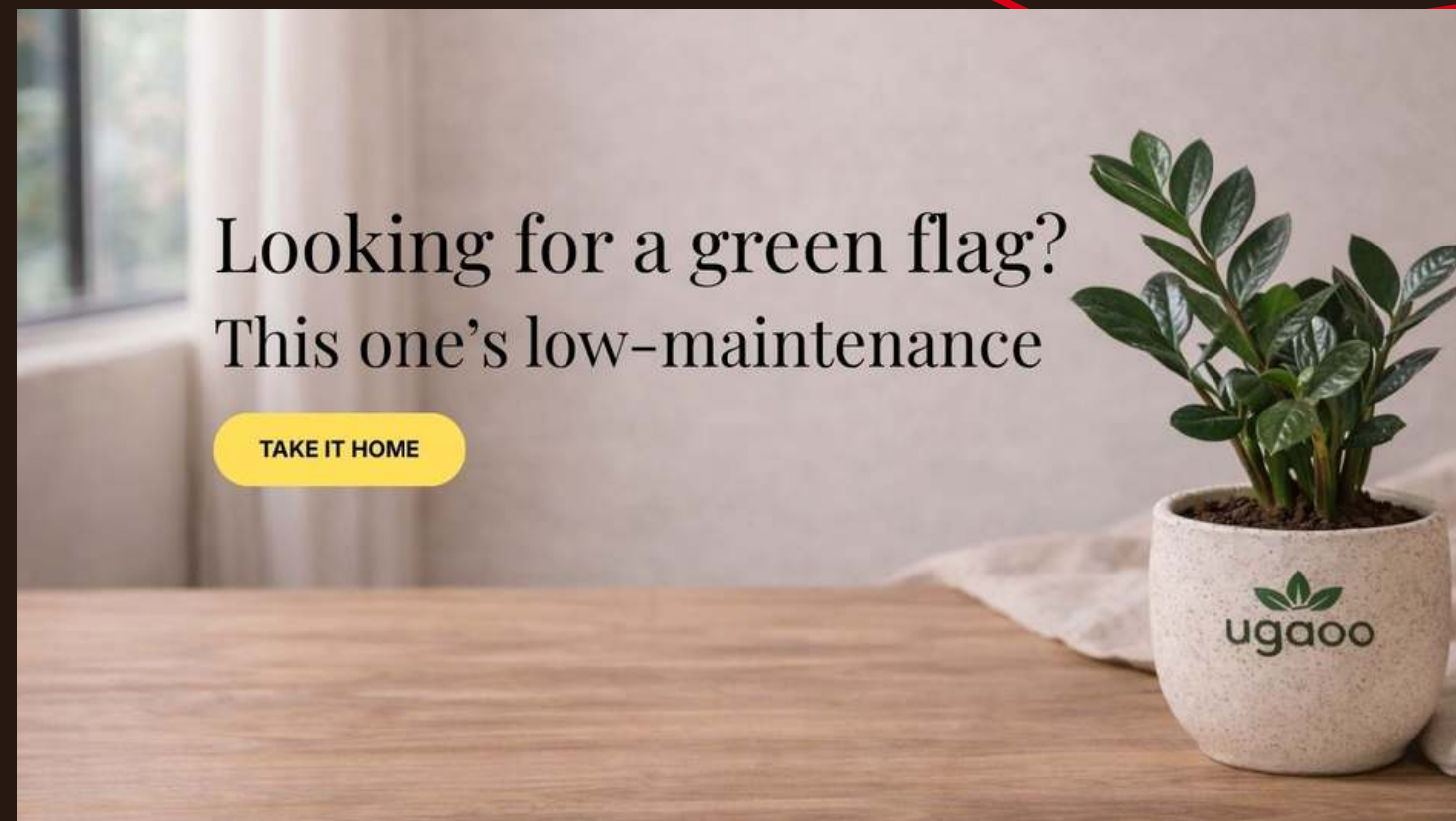
The quiet kind of company

BRING ONE HOME



Looking for a green flag?
This one's low-maintenance

TAKE IT HOME



Task 6

Your whole day happens on this
Don't settle for basic

Upgrade to Pop Icon Combo

Customizable
Action Keys
36 months
battery life
Connects to 3
devices



Brief:

Logitech has launched a new pop icon combo.

Write a performance marketing static one-slide ad, targeted to content creators.



Marketing is simple.
It's all about knowing your customer.

That's why we know you.
We know why you signed up but haven't sent that email yet.
It may seem like just an email, but it's your brand speaking to your customer, and that can feel overwhelming.
All the jargon, models, and numbers make it seem complicated.
But it doesn't have to be.

Because, like they say, marketing is simple.
It's all about knowing your customer.

NO CODING. NO COMPLICATION.

Your customers are waiting.

[Send Your First Email](#)

[Manage Preferences](#) | [Help Center](#) | [Unsubscribe](#)

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Task 7

Brief:

Write an email for Mailchimp targeting users who signed up but never sent a campaign.

Task 8

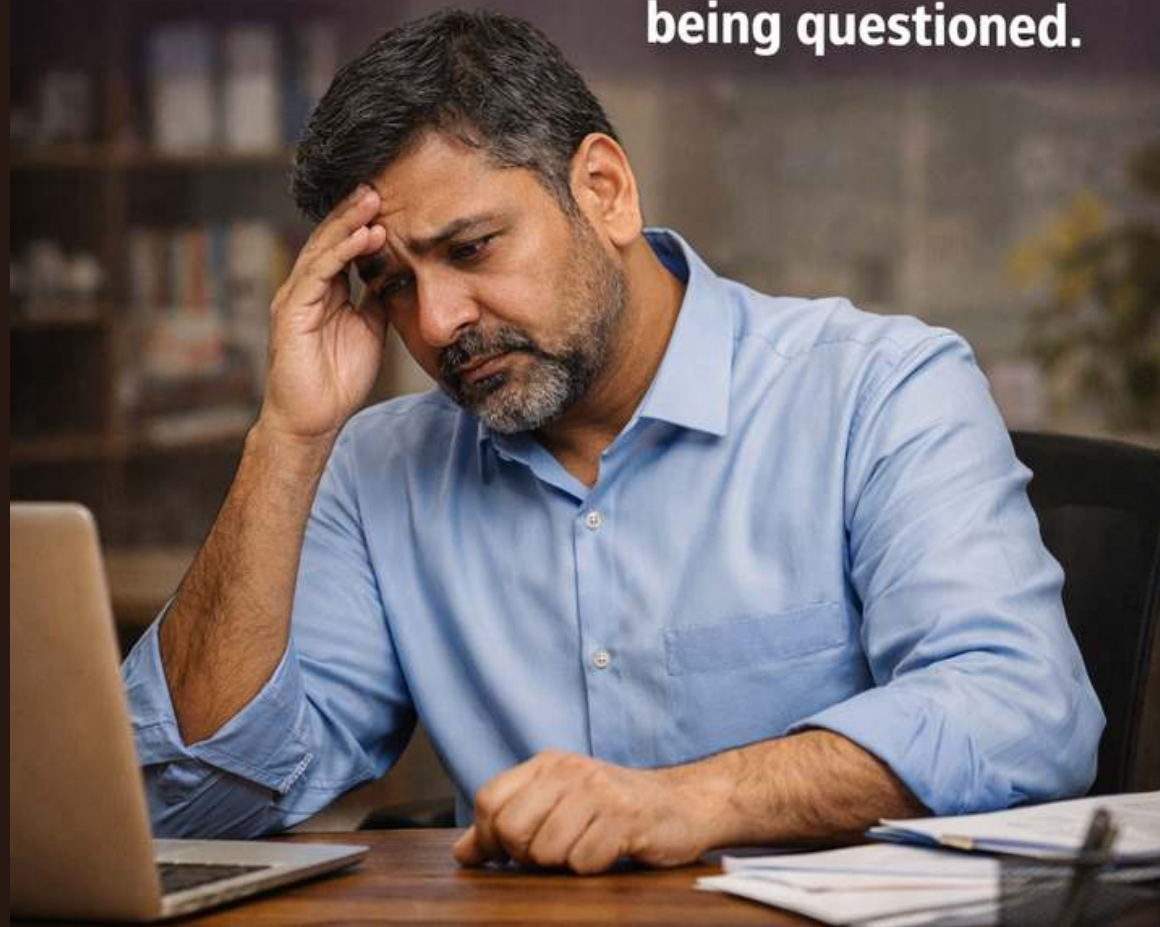
Brief:

PhonePe wants you to write a social media post targeted to businesses, asking them to use PhonePe to collect payments.

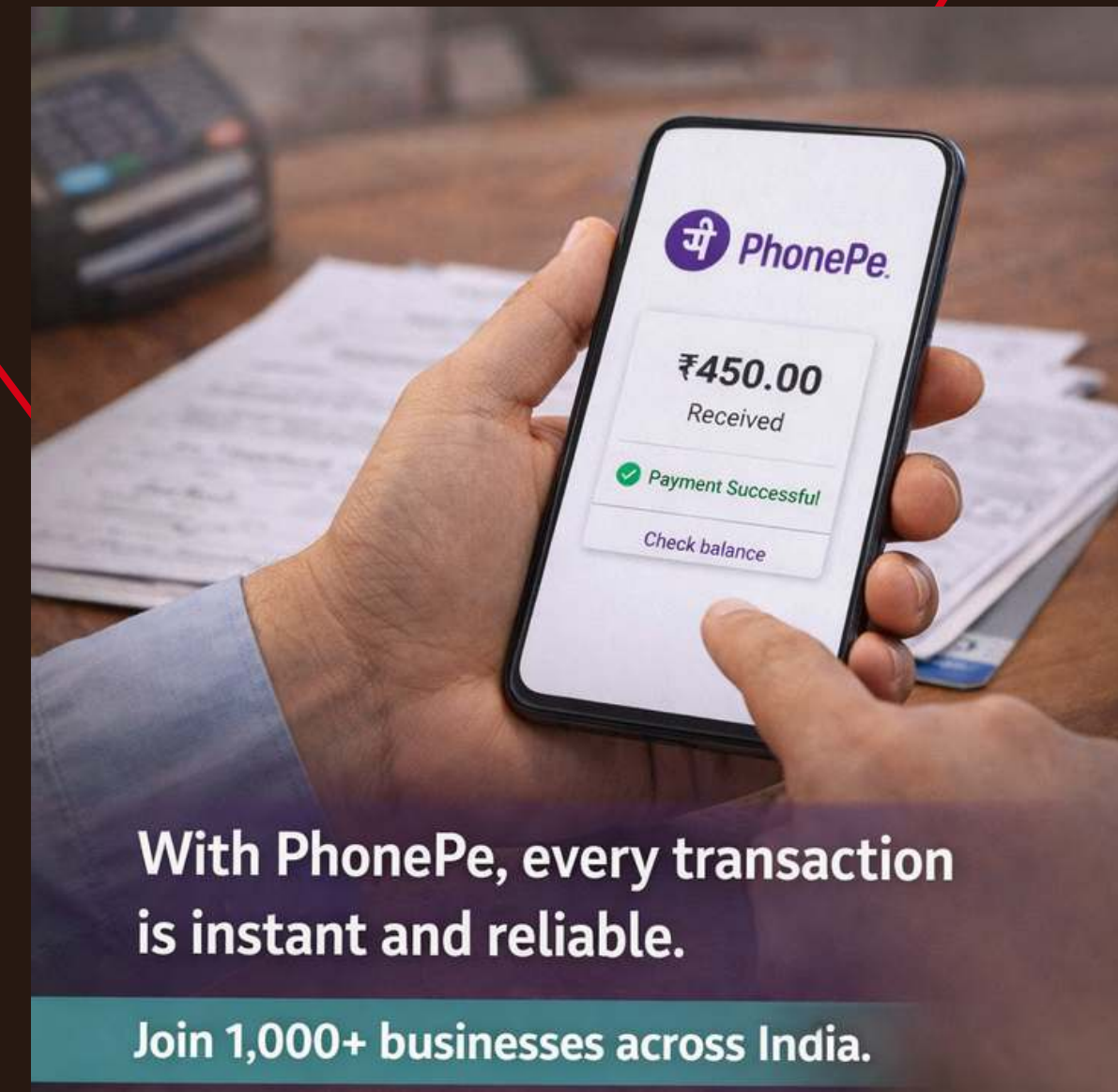
Write the social media post.

Task 8

As a business owner,
Nothing hurts more than your integrity
being questioned.



Don't let payments
put your reputation at risk.



With PhonePe, every transaction
is instant and reliable.

Join 1,000+ businesses across India.



Task 9

Brief:

Rapido wants to target cab drivers who are using Ola and Uber to also come on Rapido as drivers.

Write and record a 15-second radio script.

Task 10

Read Something Interesting?

**Now, find someone who'd
actually want to talk about it.**

Create Your Profile
On Hinge

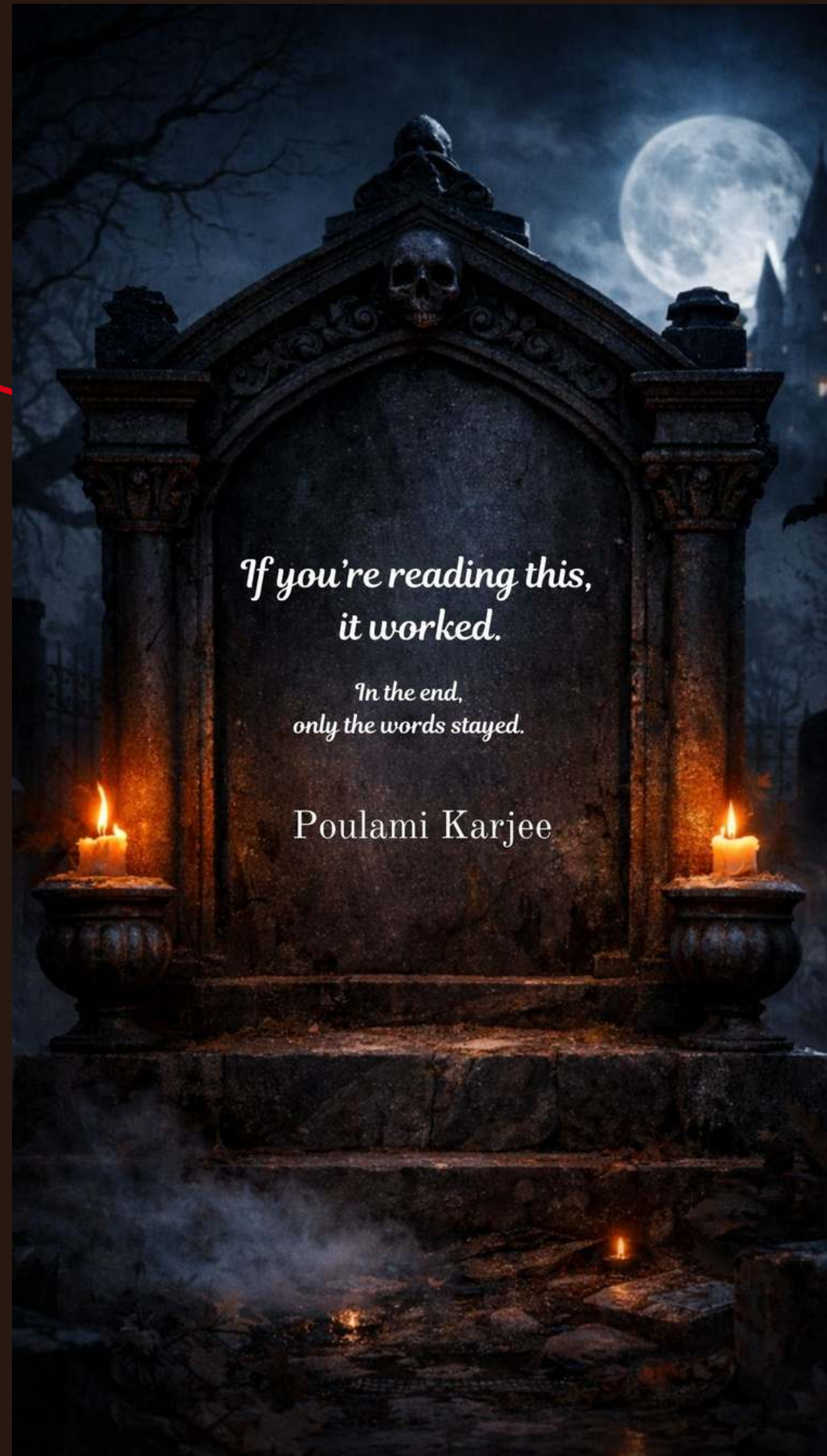


Brief:

Hinge wants to place a one-slide static ad on the Inshorts news app, promoting the app and asking people to make a profile on Hinge.

Write the ad.

Task 11



Brief:

Write a line for your tombstone.
After reading it, it should become clear that you were a writer, but you can't say it directly.

Closing Act

That's how I do it.

Spotting the obvious, like Sherlock, uncovering patterns, like Byomkesh, and understanding people, like Patrick Jane.

Different briefs. Same instinct.

And it all comes down to solving the case.

THANK YOU

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