

DAVIDJWHEELER.COM

# Portfolio

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## Copywriting

David J. Wheeler

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**DAVID WHEELER**  
**COPYWRITING PORTFOLIO**

**BLOGS**

**#UGGSOS**

***UGG AUSTRALIA 2014***

Tired achy feet after a hectic day shopping or just in need of a fashion kick start? #UGGSOS are here to help. From Saturday 4th October, our stylish scooter will be delivering a swift dose of comfort and style to weary shoppers everywhere.

We'll be zipping all around the UK, starting in London then on to Birmingham, Manchester and Leeds handing out key pieces from our fall collection to you in your time of need.

All you have to do is tweet your #UGGSOS moment and shoe size to @UGGUK and follow the Twitter profile for a chance to have our scooter find you. It will feel like nothing else when #UGGSOS come to your rescue and turn your frenzied shopping nightmare into a moment you'll never forget!

Lucky shoppers around the winner will also be in with a chance to receive an UGG gift card if they spot the #UGGSOS scooter making one of its SOS deliveries!

**DEVIE AND SHE WEARS FASHION EXPLORE MARRAKECH**

***UGG AUSTRALIA 2015***

Trying to find the perfect footwear for traveling in Marrakech can be tricky. You want something that will stand up to the city's favourite durability test, namely, trekking around the intricately connected alleyways of its famous open air markets for hours, honing your haggling skills and trying to land a bargain on something shiny so you can bring a bit of that Aladdin's cave vibe home with you.

All that exploring can be tough on the feet but this is Marrakech, home of one of the most famous squares in Africa, described as: "A bridge between the past and the present, the place where Moroccan tradition encounters modernity." You want your look to reflect that...

When blogger, SheWearsFashion took the trip she styled the Devie Metallic with printed baggy trousers, black crop top and camel fedora, creating the perfect look for the globe-trotting explorer with a contemporary twist. The gladiator glam leather straps proved ideal for Morocco's semi-arid climate, while the glittering finish looked perfectly at home among the hustle and bustle of the traditional Berber markets.

Explore our range of sandals and summer flats and let us know which pair you've chosen for your next adventure...

## REVIEWS

### SNOWBOMBING

#### *RECORDERLIG CIDER 2013*

**Swedish cider brewers, Rekorderlig packed Kettle's David Wheeler off to Snowbombing in Austria for a few days last week. This is how he got on...**

Imagine a quaint Austrian snow globe village with log cabins and lederhosen, surrounded by snow-capped mountains. Mayrhofen looks like the sort of place where nothing happens, and that's just fine. Hans the butcher waves hello in the morning and knows all his customers by name. But once a year the snow globe is shaken and people from all over the world pour in like an avalanche starting with the Snowbombing road trip. It's like gumball on ice but with more schnitzel and grillwurst.

Hundreds of cars sporting Snowbombing decals arrive in convoy and are greeted by a welcoming crowd of costumed Snowbombers, their journey has just begun. From here the fun never stops. Skiers and snowboarders head up into the Alps for some of the best and most challenging skiing in Europe. Although my feeble attempt at staying upright on skis was short lived I was left with plenty to do. Exploring the mountains on foot I came across the Arctic Disco, a bar/club made entirely from snow! Inside, the seats were carved from ice and even the drinks were served in glasses made out of ice. Quite a shock was to walk back outside and see a mass of people in deck chairs, relaxing and absorbing the hot sun.

After another beautiful ear popping gondola ride with stunning panoramic views of Mayrhofen and far, far beyond, I found Rompa's Reggae shack, Snowbombing's new mountain BASS venue. The jarring combination of reggae fans chilling out in the sun and the striking backdrop of alpine terrain and winter sports sums up the fusion that makes Snowbombing the most surreal and fun festival in the world. The best show on snow, as they

say. And as Rekorderlig's resident pro snowboarder Chris Sörman said: 'That's what it's all about, 50% skiing, 50% partying.'

Back on dry land, we went to the street party. Hundreds gathered in full Mardi Gras regalia for the outdoor festivities. Things were kicked off by the hilariously entertaining Cuban Brothers who combined comedy with music and breakdancing and finally some male nudity. Miguel Mantovani and his louche Latin lothario's made hot Latin love to the crowd and no one was left dissatisfied.

Another highlight was the Rekorderlig Back Country party, though initially we geared ourselves for disappointment when we found out the venue had been moved due to harsh conditions. (When you're in the Alps, harsh means harsh) But what the good people at Rekorderlig gave us was anything but disappointing. Now set in a small underground club, lucky ticket holders got the opportunity to see Skream, Artwork and Ben Westbeech DJ to one of their most intimate audiences ever. Not to mention all the free cider they could drink! Snowbombing closed with the massive Forest Party. It may have been cold and raining the whole time but Rudimental warmed everyone's soul with their infectious high energy performance and paved the way for the last big act of the greatest show on snow, Kasabian. If you thought the harikiri was dangerous, try being at the front of that crowd when the boys hit their stride and hundreds of Snowbombers at the end of a week-long bender hit climax. Topped off with a surprise fireworks display, many people say this is the best week of their lives and I would recommend it to anybody, with these words of caution: Pack your Snow shoes as well as your dancing shoes, pace yourselves, it's a long week, Austrian food is great but try to work in a salad at some point. And please tip the people of Mayrhofen; it can't be easy putting up with us.

*Rekorderlig cider was first created in 1999 using the purest Spring water from Vimmerby, Sweden where it is still brewed today by Abro Bryggeri. With a blend of the finest apples infused with vanilla and cinnamon, the best flavours of the season are packed together to make a truly stunning Winter cider.*

## **SECRET GARDEN PARTY**

### ***THIS FESTIVAL FEELING 2013***

When I wrote the preview for this festival, I was a Secret Garden Party virgin. So I read about it online, looked at some other reviews and billed it as a life changing experience and a chance to reconnect with your primal nature and find inner happiness and so on and so forth, rolling my eyes with every thickly laid on line. I really had no idea...

The sun was blazing on the way to the garden, and the train was packed to the gills with gigantic, overstuffed, rucksacks, so that it was impossible to turn your head without taking a

zipper or a can of cider to the face. It was my girlfriend's first festival ever, and she is less of a cynic than I am, so I held my tongue.

After we had set the tent halfway up, knocked it down, had a fight, re-erected the tent, turned it to face Mecca, drank a beer and then moved it to another field, we were ready to go and see what the Secret Garden had to offer. It was still early but there were some impressive structures already in place: a huge fox in Native American headdress made out of hay, a full sized pirate ship being devoured by the kracken in the middle of the lake, a statue of Big-Bird, standing atop a hill and urinating water onto a slip and slide which carried giddy Gardeners to the lower field and a purpose built swimmin' hole.

After being talked into taking a dip in the ice cold water, I'm pleased to report, all the cynicism washed away completely. And all the propaganda I had felt compelled to write as a precursor turned out to be more or less on the money. Each day, from then on, started with a regenerating plunge and after that I was free to explore all the hidden nooks and crannies which make the Secret Garden Party live up to its name.

Although this festival may not be as big as some others in scope, it more than makes up for it with hidden surprises. For example a telephone box which opens up, TARDIS like, out the other side into a concealed forest ramble, or the veiled trampoline area, where if you watch for a minute you can glimpse naked festivalers bouncing into the air above the wall.

It seemed that no matter how much we explored there was always more to discover around the corner, or through a cave, or up a tree, and yet there were still moments to fall asleep in the sun or gather round a fire and let the whole experience sink in.

But it wasn't all sun salutations and finger painting, at night it was a whole different party with multiple stages, dub step tent, dance off in a wrestling ring and a fire breathing, portable rave making *the* rounds.

As the weekend goes on, Secret Garden Party gradually reveals more and more of itself, lets you in on its secrets and builds towards the final night, when the freshers, like myself, stand apart from the veterans and pelt each other with paint until we are all indistinguishable from one another. Then, as a symbolic send off, the pirate ship is set alight and the most incredible fireworks display I've ever seen takes us through to the morning. At this point, I'm not ashamed to admit, I was grinning like an idiot and bouncing up and down.

So when all is said and done, was the Secret Garden Party a life changing experience like I said? I don't know about that, but when you go there you really can't deny its mood altering effects.

## FEATURES

### **SIX OF THE BEST ALPINE FESTIVALS IN 2014**

*HG2 MAGAZINE 2014*

There's more to Alpine holidaying than the classic chalet scene. It's been 14 years since Snowbombing – the very first Alpine music festival – hit the slopes, and 2014's events calendar is fit to bursting with everything from DJ-led parties and high-intensity sporting events to mountain-side comedy performances and classic rock gigs.

If you're the kind of festivalgoer who feels at home in the Alps – not the tent-pitching, muddy-boot-wearing sort who frequents Glastonbury, but one with a taste for deluxe lodges and Michelin-starred dining – plan your next trip to coincide with these six Alpine festivals. Whether you're seeking debauchery or relaxation, they'll raise the stakes on traditional après-ski.

#### **Rock the Pistes**

Occupying the various slopes and resorts of Portes du Soleil is the five-day music and ski festival Rock the Pistes, one of the youngest on the Alpine scene. Returning for its fourth edition this year, the event will take place across two stages for the first time, with a line-up of high-profile acts like Babyshambles, Klaxons, and Ben l'Oncle Soul set to perform.

#### **The BRITS**

Not to be confused with the UK's annual pop music awards, the BRITS, hosted in **Tignes**, France, claims to be the original weeklong winter festival. Combining high-intensity sporting events (like the British Halfpipe and Slopestyle Championships) with live acts and DJs, the festival attracts its fair amount of debauchery – and did we mention the legendary after parties? This year's musical line-up will include acts like Tek One, Starsky, and Sunset Sons.

#### **Altitude Comedy Festival**

**Altitude**, billed as 'the funniest show on snow,' attracts huge crowds for a full week of performances. Some of the biggest names in comedy are featured in this year's line up, with John Bishop, Al Murray and Nina Conti set to headline. Though relaxation is on offer – nearby spas let guests soak or steam prior to taking in comedy sets – there are also still ample opportunities for partying. From Mayrhofen you can expect first class bars, luxury dining and accommodation, and some of the best powder in Europe.

## **Snowbombing**

The original, the best, **Snowbombing** was founded all the way back in 1999. 15 years later, the festival has grown so popular that it now takes over the town of Mayrhofen, Austria, to deliver top-notch bands, hot runs, and unmissable nightlife. This year's line-up includes The Prodigy, The Chemical Brothers, and Rudimental, the latter of which is set to perform in the Superdry Arctic Disco (a specially built igloo located on a plateau far above the town).

## **Zermatt Unplugged**

The clue is in the name with **Zermatt Unplugged**: an Alpine music festival whose focus is on acoustic instruments and authentic sounds. The range of artists is often eclectic, with past performers ranging from Billy Idol and Lionel Richie to Mando Diao, with this year's line-up including popular acts like Jamie Cullum and Band of Horses. As the only festival of its kind in Europe, **Zermatt** just keeps getting bigger, so grab tickets while you can.

## **Caprices Festival**

Ever since the first concert was presented by Roger Moore in 2004, **Caprices** has been dubbed the Cannes of the Alpine festival circuit (despite a distinct lack of film screenings). Although that moniker suggests refinement, plan to party: a number of top DJs and acts will kick things into gear. Caprices promises to be bigger and bolder this year than ever before, with acts like Angel Cielo, The Strypes, and Ziggy Marley set to perform. It's now also nine days long, and while that might sound like a marathon, trust that nothing in life is strenuous at the upmarket ski resort of Crans-Montana.

## **HUMOUR**

### **MESSAGE: IT SMELLS AND THERES NO HAPPY ENDING.**

#### ***KETTLE MAGAZINE 2013***

I was walking down the high-street when I found myself gagging on a sickly sweet fog that could only be the exhaust emissions from a Vauxhall Cavalier converted to run on fancy soap. Words like 'subdue' and 'bewilder' wafted past in a dreamy, undulating font then dissolved into the ether. Once I'd caught my breath and the haze had cleared I realised I was standing outside a spa offering synaesthesia therapy (the spa was, not me). The ambitious copy is about as believable as the legions of layabouts I've noticed with their knuckles

wedged into their posterior, clumsily jerking their spines to and fro and bleating ‘oh, I need a massage’ despite not having lifted more than a Jäger-bomb since they got back from Magaluf. It reads along the lines of:

“Is your inner child suffering from musculoskeletal tension? Perhaps a vertebra or two may be misaligned from lifting a piano in a past life leaving you with lower back self-esteem. Our full out-of-body massage penetrates deep within the psyche, alleviating any aches and pains you may be imagining. Let our licenced professionals take you on a magical journey through the looking glass to pin point the exact moment in your childhood that caused trauma to the connective tissue between your lymphatic vessels and your inner happiness.”

A snap for £125, after all, we slouches love to be pampered: manicure, pedicure, nothing boosts sex appeal like having ones extremities eroded. Perhaps one might consider decapitation as a logical next step. Incidentally, for those of you considering the treatment I have devised one of my own which I think you would find equally beneficial. A CT scanner takes tomographic images which are used to diagnose infarctions, haemorrhage and trauma to the hypothalamus and frontal lobe. And if you’re not interested in that as an alternative then you need your head examined! Of course, I’ve never had either one done so this is wild speculation. Colour me the ignorant fool for saying so if I’m wrong but if you’re looking for a massage akin to happiness then I’d suggest you look for a place down Soho way. Tell Yung Wang, I sent you.

Again, file me under ‘O’ for oblivious but here’s my interpretation of what the experience of synaesthesia therapy must be like.

*[Scene: A room lit by myriad candles. Vials of lotion named after emotions are displayed on kitsch Moroccan furniture. Enter Tom, ditching his book bag. A bell rings above the door and he is greeted by a burley Swede named Sven.]*

**TOM:** Morning Sven

**SVEN:** It’s the afternoon.

**TOM:** So it is, I guess I’ve had a long day.

**SVEN:** You’re looking well.

**TOM:** Thanks, I can’t complain, how about you, business good?

**SVEN:** Booming, you wouldn’t believe how many of these orthopaedic candles I’ve sold; it’s

a gold rush. Can I interest you in one?

**TOM:** Err... no thanks

**SVEN:** Can't pull the wool over your eyes, ay?

**TOM:** That's right.

**SVEN:** The usual I assume? Just lie back and put this natural Ovis fibre face mask on, I'll be back with the relaxation crystals.

**TOM:** Great.

**SVEN** (starting to massage): How's the whale music, too loud?

**TOM:** Yes, perfect.

**SVEN:** So where would you say you're carrying most of your stress and anxiety? You know that's what causes pain and discomfort in the body.

**TOM:** Sorry? I think I nodded off for second there.

**SVEN:** That's okay. Would you like me to use more motivation oil, or perhaps a little self-actualisation cream to help with that acne?

**TOM:** Sure, thanks. Say? What's in that bottle marked 'swindle'?

**SVEN:** Never mind that, how about a happy ending.

**TOM:** Ha-ha, good one Sven, just an acceptance of my core misery will be fine.

**SVEN:** I'll put the hot rocks on then.

**TOM:** actually, on second thoughts, how about just a couple of cold rocks and an ambivalent ending?

**SVEN:** What's wrong, you got things to do?

**TOM:** Oh Sven, you crack me up. No, it's the smell of those candles; it's making me quite nauseous.

**SVEN:** I'll wrap one up for you on your way out.

**TOM:** Thanks pal.

**CURTAIN**