Long Form Copywriting

Writing long-form copy follows the same structure and rules as we’ve seen in the short copy examples.

1. Raise awareness with engaging headline and introduction

We are active in the world of education, research and innovation so we want to make a statement that shows exactly that. Don’t be afraid to make a big statement but say it subtly. We’re not doing what we do to garner attention, clicks or views. We’re doing it because it’s who we are.

1. Inspire the audience to show how our work has measurable, tangible impact

Here is your chance to develop the topic in more detail. Use subheadings to break up the content if it becomes too text heavy. People don’t always have time to read the fine detail, so making an article scannable is advisable.

Where possible, write in a clear conversational style and don’t be afraid to include appropriate images or infographics to make content more visually appealing and easier to digest.

\*See **PHOTOGRAPHY** section of Brand Portal for more info on choosing imagery.

1. Include and activate to involve the reader in the next project we’re working on

Provide valuable insights, actionable tips, or educational information that addresses the audience's needs and adds genuine value. Our readers will be hungry for more information about what we’re doing and how they can get involved, so providing a clear call-to-action is a great way to keep readers engaged.

Long form copy examples

The example below is all about innovation and so, for this article, we will write using the brand personality combined with the ‘living lab for the future’ core brand theme:

- A living lab for the future which means we are **innovative**.

Writing with an innovative tone of voice involves fostering creativity, originality, and forward-thinking in your writing. Remember, an innovative tone of voice is about sparking curiosity and inspiring your readers to think differently. It's about pushing boundaries, celebrating creativity, and igniting a passion for progress.

(WEB ARTICLE)

SECTION 1

**Shaping a sustainable, net zero society for all**

Weaning the planet from fossil fuels is one of humanity's greatest challenges. Against a background of rising energy costs, experts at the University of Birmingham are informing policy charting a direct course for net zero.

University of Birmingham is pioneering community engagement models that support a more inclusive approach to low-carbon transition. As part of their work at Tyseley Energy Park, an energy, transport and waste nexus for the city - the University is working with Birmingham City Council on a master plan for the Park's future development, including mapping communities in East Birmingham and how they might be impacted by decarbonisation.

'We're looking at what housing types exist, the socio-economic standing of different communities and the challenges and opportunities for low carbon heating solutions,' says Professor Martin Freer, Director of the Birmingham Energy Institute (BEi) and the Energy Research Accelerator.

A related policy commission chaired by Sir John Armitt and involving University researchers, aimed to understand how to implement community-level low-carbon heating. 'The challenge is to understand how you deploy solutions and remove the blockers,' says Professor Freer.

SECTION 2

**Engaging communities for a fair, low-carbon transition**

Community net zero policies must accommodate the views, perspectives and needs of all. 'We need strategies to ensure vulnerable populations have the relevant technical, financial and institutional resources,' says Dr Neelambari Phalkey, an interdisciplinary researcher in climate vulnerability and resilience to natural hazards. 'We need people to be able to adapt to what's coming their way'.

As a first step, BEi is spearheading the East Birmingham Community Heat Test and Learn project funded by the Cadent Foundation, a collaboration with Places in Common, the Active Wellbeing Society Council officers, political leaders, industry and citizens, focusing on heat decarbonisation and retrofitting buildings with more environmentally sustainable heating systems.

'This approach helps engage communities with research that could directly affect their livelihoods and allows for the recognition of community preferences that may be at odds with a given policy initiative,' says Dr Emily Prestwood, Development Manager for the BEi.

'One of the big challenges is, how do you have conversations with people about decarbonisation and make that meaningful for them? asks Dr Prestwood. How do you develop policies that deliver carbonisation but also have other benefits people will recognise?

The Test and Learn project, organised under the East Birmingham Community Heat Task Force chaired by Liam Byrne, an MP for Birmingham Hodge Hill, uses an agile 'test and learn' approach to policy. By bringing together diverse groups, it can effectively identify new measures, enable a common language on retrofit and heat decarbonisation, and facilitate better understanding of residents' lived experience of heating their homes. The initiative is also supporting the design of retrofitting business models that can be tailored for housing schemes across the UK.

SECTION 3

**“You get change when top-down government combines with bottom-up organisations.”**

The project builds on the spirit of the University's Strength in Common report, written with Places in Common, a community mobilisation organisation. East Birmingham, for instance, has the greatest need for retrofit and new heating solutions but its residents are the least able to afford new measures, making it a perfect pilot geography for exploring how low-carbon projects can deliver positive socio-economic outcomes, argues Dr Prestwood.

Dr Prestwood is also leading education outreach from the BEi and Tyseley Energy Park to. ‘engage people with our research and activities as, particularly in East Birmingham, there's currently low percentages of people compared to the national average who go on to higher education. So, we are encouraging interest and engagement with engineering and energy-related careers'.

Community engagement is an international effort for the University too. Francis Pope, Professor of Atmospheric Science, has worked with grassroots organisations and capital city authorities in Kenya and Uganda to strengthen community-government engagement in policy decisions around air pollution. 'What I'm most proud about is helping ensure that those in charge of top-down governance, and grassroots organisations, are in the same room, like slum organisations talking to capital city authorities,' says Professor Pope.

Birmingham's roots as a civic institution are now being revitalised for the climate change era as we look to embed sustainability in everything we do, to bring our research capabilities to work alongside the city, its citizens, and the broader region, to address real-world sustainability challenges, and develop solutions with global reach and benefit.

**POLICY TAKEAWAYS**

* While governments need to take bold steps, decision-making should be inclusive. This can be achieved through active outreach to all stakeholders to gather diverse views and opinions, identifying common blockers and obstacles and developing a common language, and by making low-carbon transitions meaningful and beneficial to all citizens.
* Low-carbon policies can deliver socio-economic co-benefits; projects and initiatives in low carbon living should be aimed at disadvantaged geographies to align climate transition with the equity and 'levelling up' agenda.

To find out how you can get involved, discover more about community low-carbonisation or read more information about our other net zero activities, follow the link below:

<https://www.birmingham.ac.uk/university/building/innovation.aspx>

The example below is all about ambition and so, for this article, we will write using the brand personality combined with the ‘determined leader’ core brand theme:

- A determined leader means we are **ambitious**.

Writing with an ambitious tone of voice can be a powerful way to encourage, motivate and captivate your audience. Remember, an ambitious tone of voice is not about boasting or arrogance but inspiring others to reach for their goals and realise their aspirations.

(STUDENT EMAILER)

SECTION 1

**Subject: Put yourself on the path to success with clearing!**

Dear [Student's Name],

I hope this email finds you well and filled with excitement about university, it’s a brilliant time for you and for us too. As September approaches, we understand you may have questions about your plans, and we are here to support you every step of the way.

If you find yourself considering alternatives to higher education or have had a change of heart about your course choice, don’t worry, we’ve got loads of different options! University of Birmingham is delighted to introduce you to our clearing program, an excellent opportunity to secure a place with us and embark on a transformative educational experience.

SECTION 2

**Why choose clearing at University of Birmingham?**

We know it can be tough to take this next step. That’s why our friendly clearing advisors are available to guide you through the process, answer all your queries, and ensure the journey is as smooth as possible. Once you get comfy with the idea of life on our super smart campus, you can explore an array of courses across various subjects, designed with your interests in mind and to best prepare you for your path to your dream career.

We know you’ll be right at home in our state-of-the-art campus equipped with cutting-edge facilities, and our student community made up of 157 nationalities will ensure an enriching and vibrant academic environment. Learn from some of the most accomplished academics, renowned for their expertise and dedication to student success, shaping the next generation determined to go out into the world and do good.

SECTION 3

**The next steps are easy, just do the following:**

1. Make contact by reaching out to our clearing team at (email address), and they will gladly assist you with any queries or concerns you may have.
2. Be ready to share your qualifications, predicted grades, and course preferences to help us make sure we’ve got all we need for the application process.

Once your application is processed, we will let you know our decision, and if successful, you will receive a formal offer to join.

It’s as easy and rewarding as that!

Remember, clearing is a fantastic opportunity to activate your academic journey with us. Study with the freedom and creativity to discover exciting career possibilities, and together, we'll pave the way towards a tomorrow of which we can all be proud.

Join us now, and let's unlock the boundless potential within you!

Best regards,

Name

Position

Marketing Dept

University of Birmingham